

her world



her story



her time





herflix™

**Intelligently Connecting Women
Through Entertainment & Conversation**

*A Smarter Way to Reach the
Women Who Move Culture*

Adriana Shaw, Founder, CEO

adriana@herflix.com

www.herflix.com



Today's Women Not One Market!

The educated, independent woman is a cultural force—
but legacy media treats her as a monolith.

- 100M+ women (25–50) influence trillions in spending
- Streaming platforms miss the mark with one-size-fits-all content
- Past preferences no longer predict present desires



Herflix™: Where Micro-Communities Meet Intelligent Curation

Herflix™ = Intelligent Curation + Community

We build micro-communities around curated films and shared values.

- Hollywood and Film Festival-level films resonate with real cultural nuance.
- Hyper-personalized experiences driven by smart AI.
- Deep engagement = premium value for brands sponsoring free events.





Our Wedge

Educated, Independent Women: Our Launchpad

We start with the most influential and underserved.
segment.

- 100M+ target audience, high-value for luxury and tech.
- 670K initial subscribers via female creators and societies.
- Proven micro-community strategies scale-up into vibrant, commercially viable communities that brands crave.

Meet Adi

Adi: Our Proprietary AI for Smart Segmentation




Think boutique concierge, not mass-market algorithms.

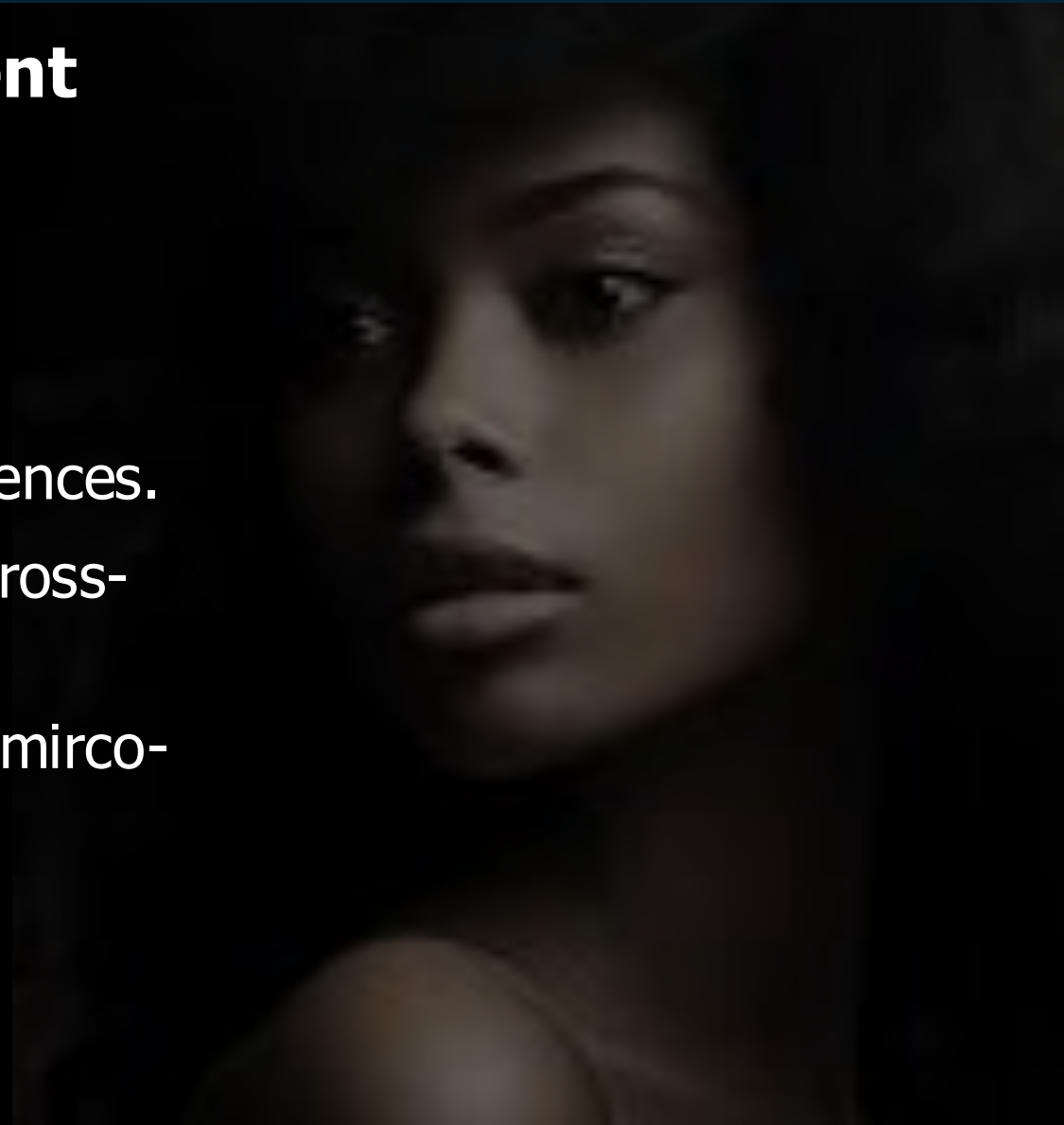
- Adi is a distributed network of AI agents (DMOP)
- Identifies niche communities by taste and values, not just demographics
- Learns in real-time to scale relevance and retention
- Agile, Adi identifies and nurtures dynamically fluid, hyper-specific communities.

Smart Segmentation

From Micro-Love to Macro-Movement

Adi drives organic growth by surfacing emerging audiences. 

- We “precision-cast” content to niche audiences.
- Engagement sparks word-of-mouth and cross-segment discovery (network effect).
- Our Kaleidoscopic Marketing reveals new micro-communities others miss.
- Result: Micro-loyalty → Macro-viral.



Our Real (Future) Asset

Data as Insight, Not as Commodity.

We're building a value ecosystem, not just a media platform.

- Adi's library = real-time cultural intelligence
- No selling user data—privacy-first architecture
- Brand partners must add value (not noise)

We're not chasing views—we're building a living data map of women's cultural desires.

Values That Set Us Apart

- **Adi is AI with a feminent lens**—by design, not by default.
- **Nourishment:** We value depth over duration. Engagement and community matter more than hours watched.
- **Ethical Brand Integration:** Brands earn their place by offering real value—think exclusive perks, not empty ads.
- **Curated + Connected:** Adi's library and our micro-communities form a living, evolving ecosystem—not a static content archive.



Future Roadmap

c

Beyond Streaming: Interactive, Equitable Entertainment

Exploring Blockchain 2.5 to serve creators and communities.

- Smart contracts for fair filmmaker royalties
- Transparent content rights and secure distribution
- Positioned for Web 3.0 expansion and investor interest



HerSports!

HerSports: Riding the rising tide of Women's Sport, Adi creates micro-communities engagement for fans, athletes, and issues in a \$250B+ market.

- As a channel on the Herflix™ platform, HerSports presently streams all the major female Sports films to date; A LEAGUE OF HER OWN, BEND IT LIKE BECKHAM, and LOVE & BASKETBALL.
- Herflix is in conversation with a WNBA team for their fan-based content.
- Herflix owns the coveted URLs hersports.com and hersports.io
- Herflix is developing a basketball talk show with name talent and an ESPN Producer.

Traction - Building Momentum

- Streaming premium content from Warner Bros, Disney, Paramount, Sony, Universal, MGM, A24, Lionsgate, and Neon.
- The launching of www.herflix.com, the only streaming platform of major Hollywood and Indie films built and operated by women.
- Herflix™ is currently on IOS, Android, Roku, Apple, and Amazon, and in-process with Vizio, LG, and Samsung.
- Live Streaming of worldclass events such as the Red Carpet at the Cannes Film Festival.



Herflix™ Team: Proven Winners



Adriana Shaw (Founder, President, CEO) has a successful career in the home video sector starting with distribution of the #1 selling JANE FONDA WORKOUT. She parlayed her successes into an IPO for the company she founded, TODAY HOME ENTERTAINMENT.



Elana Sofko (COO) is a pioneer in delivering new profit centers for media companies with the impact of technological innovations and its effect on consumer behavior. She was formally the COO, Chicken Soup for the Soul; Global Head of Content Strategy, Nokia; and Director of Sales, Sirius Satellite



Terra Renee (Chief Community Builder) is the Founder and President of African American Women in Cinema Organization (AAVIC).

