



PHOTO COURTESY @COPYRIGHT JAMES KARL FISCHER PHD

SAVE A BILLION BIRDS™

PhotoDiversity Education Series Pitch Deck
Produced by The Zoological Lighting Institute for
ZLI's Save a Billion Birds! Campaign

The Science of
EYES WITH WINGS

SAVE A BILLION BIRDS™

PhotoDiversity Education Series

Produced by **The Zoological Lighting Institute**
for the **ZLI Save a Billion Birds! Campaign**

ZLI Charitable Mission:

Supporting the Sciences of Light and Life through the Arts
for Animal Welfare and Wildlife Conservation

ZLI Save a Billion Birds! Campaign Purpose:

Relating the relationships of light to life to the movements
and viability of birds, in support of enhanced nature access.



PHOTO: © JUDY KENNAMER

This media production provides a science-driven, fiscally viable, and globally scalable educational resource to enhance community well-being and resilience.

It links science to animal welfare and wildlife conservation, without apology for the complexity of the subject matter.

(NHK / PBS / streaming-compatible)

ZLI's Save a Billion Birds! Media Suite:

INHUMANITIES ANIME:

THE GREEN YEAR™

KUYŌ SHŌKON CINEMA

TANCHO REPARATIONS™

PHOTODIVERSITY EDUCATION:

SAVE A BILLION BIRDS!™

PHOLKTALES:

DU MAURIER™ (Adapting THE BIRDS, again)

CHIBIKAMA:

PETAH's PARTY™ (psychedelic art for pre-schoolers)



FORMAT

SERIALIZED EDUCATIONAL SHORTS:

33 episodes (15 min each)

EACH EPISODE:

Anchored by a specific bird species

Narrated by *The Green Year* anime voice talent

INTEGRATES:

Pure Science

Veterinary Care

Conservation Impact

The Zoological Lighting Institute recognizes LIGHT as *the* core physical factor in biological viability and well-being.

Save a Billion Birds! recognizes the extreme differences in the photobiology of bird species, despite the similarities which allow for classification of all as birds.

Save a Billion Birds! enables audiences to defy indifferent generalizations, and to indulge their love of birds deeply.

THE ZLI DIFFERENCE

ZLI Framework:

This organizational system articulates the complex relationships of light to life simply and clearly, improving educational outcomes and application.

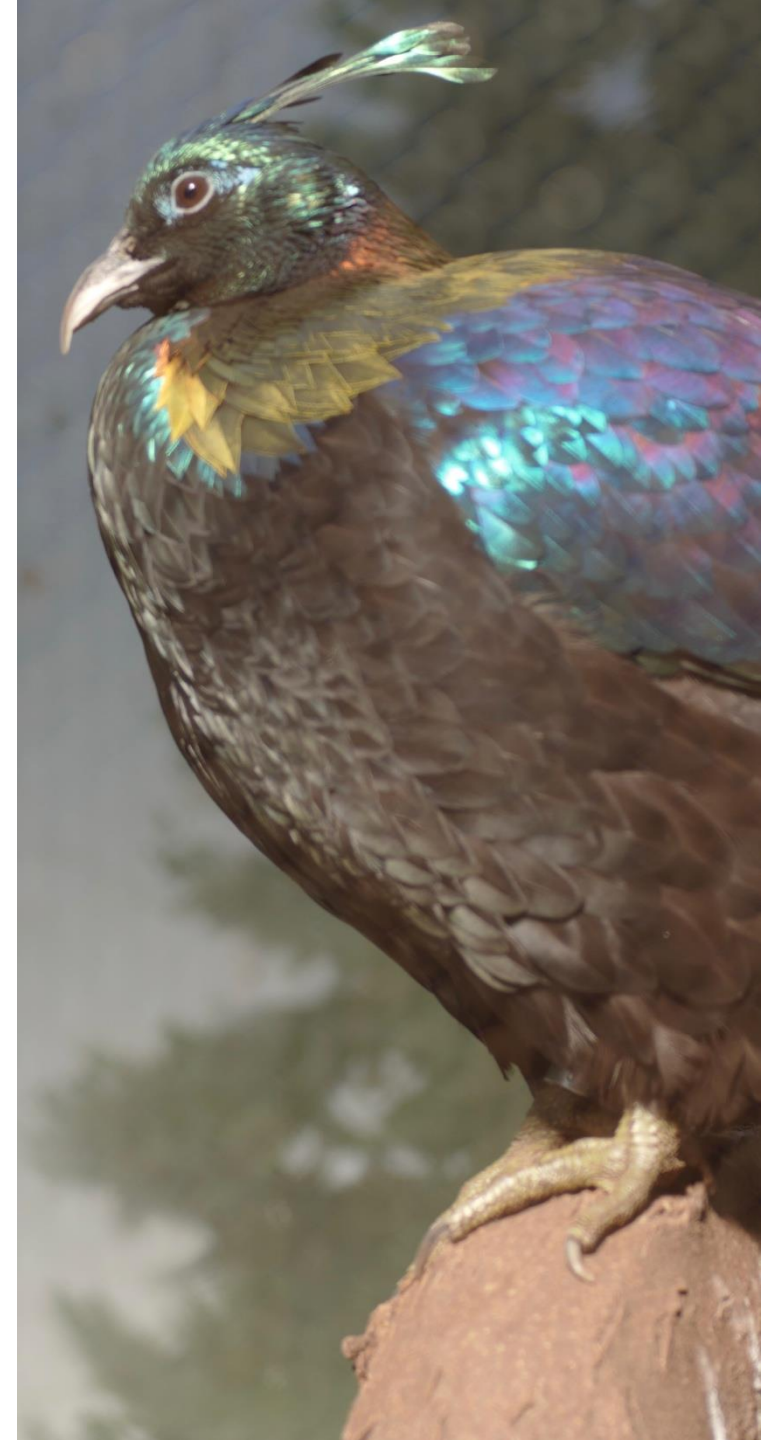
In brief, the ZLI Framework explores how light affects living bodies, structures mental relationships, while driving ecological systems.

This structure improves efficiency in not only understanding, but fund distribution in awarded grants, and educational outcomes.

Light and the Five Domains:

As light is central to biological viability and well-being, the practical Light and the Five Domains approach informs better decision-making in animal care and wildlife conservation, while opening conversations that foster multi-cultural participation.

The LFD Method considers mental function, nutrition, health (sexual, developmental, epidemiological), behavior, and environmental construction in terms of the capacity of living organisms to function fully. The understanding that this develops prevents misguided anthropomorphism from inducing harm rather than aid.





Northern Mockingbird



Red-cockaded Woodpecker



North Carolina Parakeet



Black-bellied Whistling-duck



Northern Saw-whet Owl



Wilson's Storm Petrel



Lesser Nighthawk



Magnificent Frigatebird



Chimney Swift



Black-billed Cuckoo



Common Raven



Bald Eagle



Rufous-bellied Thrush



Gould's Toucanet



Lear's Macaw



Brazilian Merganser



Black-banded Owl



Tristan Albatross



White-winged Nightjar



Red-footed Booby



Hook-billed Hermit



Rufous-vented Ground Cuckoo



Tropical Mockingbird



Harpy Eagle



Pepper Bird



Fine-spotted Woodpecker



Red-headed Lovebird



Spur-winged Goose



Rufous fishing Owl



Leach's storm Petrel



Standard-winged Nightjar



Masked Booby



White-rumped Swift



Klaas's Cuckoo



Eurasian Golden Oriole



Brown Snake Eagle

EDUCATIONAL CONTENT

Every Episode of **Save a Billion Birds!™** features a particular bird of highlighted in **The Green Year** anime, a strategy that links pure science to practical real-world settings.

If warranted, the series may be extended beyond the initial thirty-three species, tailored to new stakeholder needs and educational, veterinary, husbandry, or conservation concerns.

CASTING

ENGLISH VOICE TALENT

SAM ROBINSON

- **STEPHAN JAMES**
- Kelvin Harrison Jr.
- John Boyega



PETAH ROBINSON

- **DOMINIQUE FISHBACK**
- Zazie Beetz
- Ayo Edebiri



HELEN ROBINSON

- **DANIELLE SUZUKI**
- Shioli Kutsuna
- Viola Davis



NINA ROBINSON

- **JANELLE MONÁE**
- Cynthia Erivo
- Letitia Wright



JAPANESE VOICE TALENT

SAM ROBINSON

- **KENSHO ONO**
- Yūki Kaji
- Takahiro Sakurai



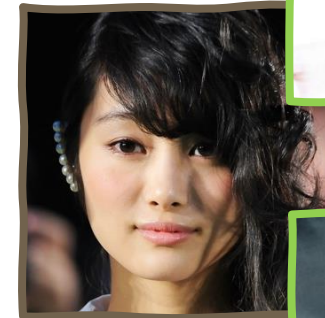
PETAH ROBINSON

- **AOI YŪKI**
- Fairouz Ai
- Miyuki Sawashiro



HELEN ROBINSON

- **SHIOLI KUTSUNA**
- Aoi Yamada
- Kikuko Inoue



NINA ROBINSON

- **MAAYA SAKAMOTO**
- Romi Park
- Megumi Hayashibara



FINANCIAL OPPORTUNITIES

Entertainment Revenue Supporting Global Conservation

THE GREEN YEAR is designed as a premium educational co-production, developed charitably and then moved to for-profit commercial production combining commercial distribution with mission-driven partnerships that support environmental initiatives.

Production Model

- Premium animated series designed for global streaming platforms
- International co-production structure (Japan / North America / Europe)
- Character-driven storytelling supporting long-term franchise potential

Revenue Opportunities

- Global streaming licensing
- International distribution and broadcast rights
- Merchandise and fan culture participation
- Educational and environmental partnerships

Mission Alignment

Revenue generated by the series supports conservation connected to ZLI's Save a Billion Birds! Campaign and ZLI's Little Birds Initiative.

Participate in **Save a Billion Birds!**

Three ways to join the project

INVESTMENT

Co-production and equity participation opportunities

SPONSORSHIP

Brand partnerships aligned with animal welfare and ecojustice
Series • Seasonal • Episodic

DONATION

Charitable supporters of **Save a Billion Birds!** are eligible for US based tax deductions.

INVESTMENT OPPORTUNITIES

Class B vs Class V Comparison



Save a Billion Birds!™ offers two types of impact investment shares, addressing different investor financial needs. Class B offers straightforward profit-sharing, while Class V adds a CSR generating donation component and perks.

Feature	Class B	Class V
Price Point	\$75,000 Invested / Share	\$75,000 Invested + \$75,000 Donated
Investment participation	✓	✓
Waterfall participation	✓	✓
Capital return timing	Standard	Early timing preference
Profit share	Equal	Equal
Production access	Limited	Priority
Premiere invitations	Limited	VIP
Cultural recognition	No	Yes
Future investment priority	No	Yes
Donation tax deduction	No	Yes

INVESTOR TIERS:

Spectrum	Violet	Indigo	Blue	Green	Yellow	Orange	Red
200+ Shares	$199 \leq x \leq 100$ Shares	$99 \leq x \leq 50$ Shares	$49 \leq x \leq 20$ Shares	$19 \leq x \leq 10$ Shares	$9 \leq x \leq 2$ Shares	1 Share	<1 (joint Purchase)

REVENUE POTENTIAL

Charitable Purpose, Financial Returns



WATERFALL CONSCIOUS FIRST YEAR EARNINGS SUPPORT RESPONSIBLE BUSINESSES AND COMMUNITY GOOD ALIKE!

After charitable development by **The Zoological Lighting Institute**, **PhotoDiversity Films** procurement makes investment possible.

SAVE A BILLION BIRDS! Investor Potential

Investment Structure

- Total investor shares: 240
- Investment per share: \$75,000
- Total investor capital: \$18M
- Net profit estimate (average): \$68M

Waterfall Distribution Result

- Investors receive full capital return first
- Producer catch-up applied
- Remaining profit split 80% investors / 20% producer

Investor Outcome

Investor Value Proposition

- Capital returned first
- Profit participation after catch-up
- Participation in global franchise growth

Investment converts \$75,000 into approximately \$195,000 per share upon average project success.

Class B and V yield identical profit-generating results, but class V adds non-profit tax implications. Consult a licensed tax professional for individual circumstances.

METRIC	RESULT
Investor preferred payout	\$21.6M
Investor profit share	\$25.12M
Total investor payout	\$46.72M
Return per share	~\$195K
Profit per share	~\$120K
Investment multiple	~2.6x

CLASS B EFFECTIVE ECONOMICS

Item	Amount
Investment	\$75,000
Cash returned	~\$194,667
Investment profit	~\$119,667

CLASS V EFFECTIVE ECONOMICS

Item	Amount
Total cash paid	\$150,000
Tax savings	~\$27,750
Effective cost	\$122,250
Cash returned	~\$194,667
Net gain	~\$72,417

ESTIMATED

three season

INVESTOR ROI

ASSUMING \$68,000,000 NET PROFIT

(Median Expectation)

Total Budget = \$18,000,000

First Year Distribution Net Profit = \$68,000,000

- \$8.0 M IP Acquisition/Licensing Fee

(ZLI Content)

- First payout to Investors (120%) = \$21,600,000
- Producer Catch-Up = \$7,00,000
- Remaining Money to be Split = \$31.400,000

\$ 8.6 M Class A /

\$ 25.12 M Class V+B

(FIRST INVESTOR PAYOUT + SPLIT) =

\$46.72 M

UNDERWRITING

Sponsorship with CSR Value



PHOTODIVERSITY™
FILMS LLC

'Underwritten by' Sponsorships are Available for Purchase

UNDERWRITING SPONSORSHIP

for **SAVE A BILLION BIRDS!™** includes

Series, Seasonal, Episodic, and Product Placement

opportunities. Though as a purchase these are not tax deductible, these place brands in highly prominent spots in the show, for all time.

PRODUCT PLACEMENTS for co-branded merchandise (1-5% Product Line Revenue upon Agreement) are also available. Selected sponsors may choose to have products featured as prop elements within scenes. These are 'quiet' inclusions, placed without being called out. Inclusion is competitive, subject to Director Approval.

SERIES

\$12,000,000

One Available

Series Sponsor Logo will precede opening credits, announcing every episode in perpetuity.

Series Sponsor granted licensing rights and 'presented by' credit.

SEASONAL

\$4,000,000

Three Available

Season Sponsor Logos introduces after credits, closing each seasonal episode but preceding next episode preview.

Seasonal Sponsors gain limited licensing rights for one season (e.g., tech, apparel).

EPIODIC

\$750,000

Thirty-three Available

Episode Sponsor Logos included on three scientific or cultural birds, as scene breaks within the show.

Episode Sponsors gain limited rights to co-promote / screen that episode.

SAVE A BILLION BIRDS!™ offers different kinds of sponsorships for its series and movie productions. Following traditional anime scene card entries, these create life of in-show partnerships for lasting value.

DONATIONS

Charitable Development and ZLI's Little Birds Initiative



Converts illiquid and unprofitable real estate into tax refunds while advancing bird conservation for communities.

AUDIENCE PARTICIPATION

- Viewers learn about birds (science and cultural impact) throughout the series
- Fans participate in global awareness campaigns, such as biking for birds and birding tours
- Communities implement bird-friendly and cruelty-free design solutions

TURNING EDUCATION INTO IMPACTFUL REAL-WORLD CONSERVATION

Sponsored by ZLI's Save a Billion Birds! Campaign, [Save a Billion Birds!](#) connects audiences to unique donation strategies to earn significant tax refunds whilst protecting the animals they love.

ZLI'S LITTLE BIRDS INITIATIVE DONATION STRATEGY

Donors may choose to participate in **ZLI's Little Birds Initiative** in lieu of outright cash donations. This initiative converts financially unproductive and illiquid building facades into tax refunds, while ensuring that buildings and development are wildlife-friendly. Donor tiers reflect participating building FMV, resulting in tax refunds AND charitable development of *Save a Billion Birds!*.

DONOR TIERS:

Spectrum	Violet	Indigo	Blue	Green	Yellow	Orange	Red
\$50 M+	\$10 M+	\$5 M+	\$2.5M +	\$1 M +	\$500 K +	\$100K +	\$75 K +

THANK YOU!

James Karl Fischer, PhD

Executive Director, ZLI

james@zoolighting.org

85 Broad Street, 17th Floor

New York, NY 10004

Direct line: +01-973-979-1984

tel. (New York): +01-212-317-2927

tel. (Los Angeles): +01-213-320-2020

e-mail: admin@zoolighting.org

THE ZOOLOGICAL LIGHTING INSTITUTE

is dedicated to supporting science through the arts
for animal welfare and wildlife conservation.

See www.zoolighting.org for more information.