

SPECIAL EDITION

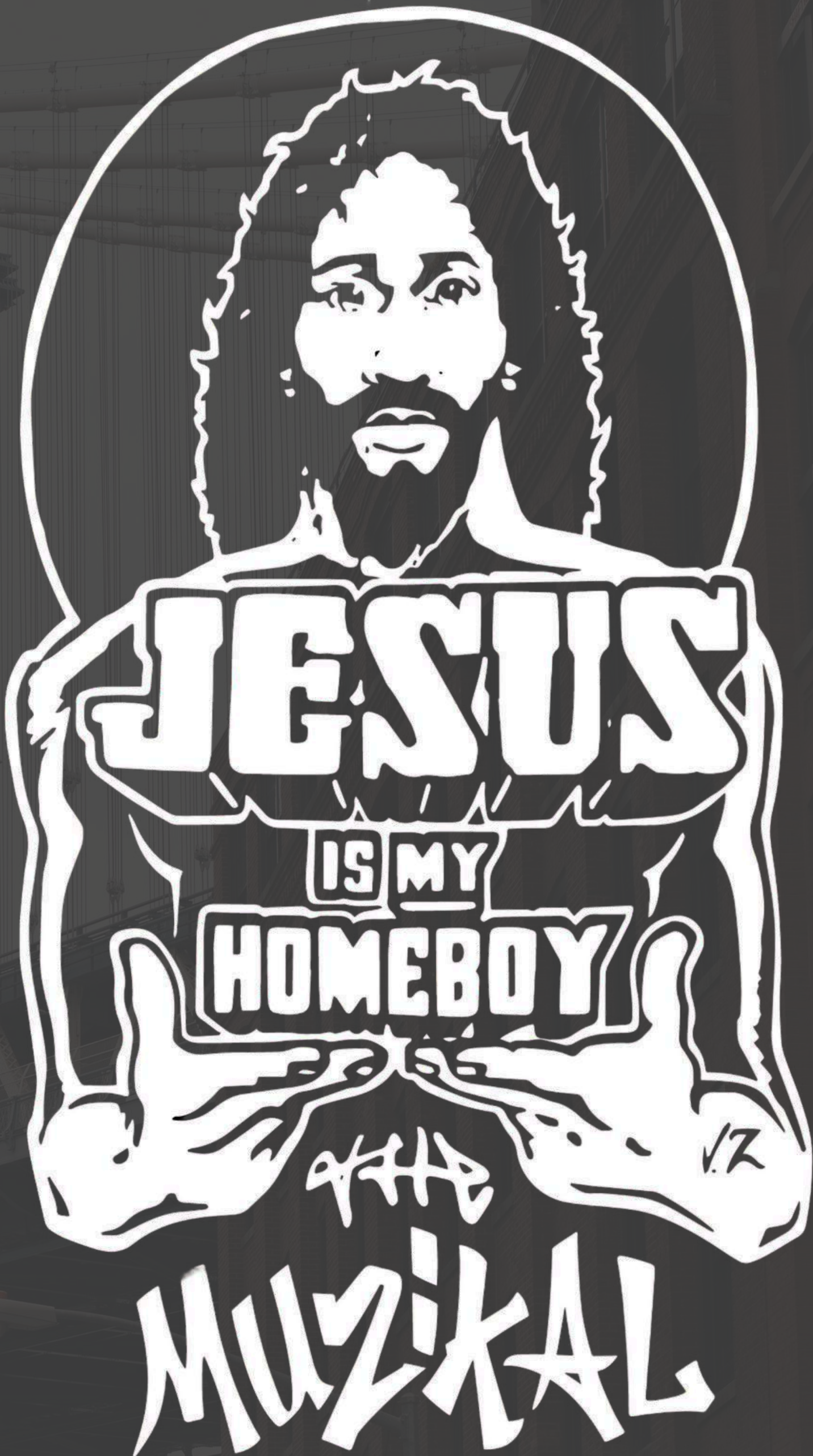
UNITED
STATES

✱ The Good News ✱

40.7128° N/
74.0060° W

✱ THE KING IS COMING TO ✱

NEW YORK CITY



JESUS IS MY HOMEBOY

THE STORY IMPACT ON THE CULTURE

“Rather than reserve himself for the wealthy and for the elite, Jesus would speak with and for the people in the streets, for the less fortunate.”

- David LaChapelle





TODAY'S HEADLINES



THE VISION *Page 1*

THE STORY *Page 2-3*

THE TEAM *Page 4*

THE HYPE *Page 5*

BROADWAY *Page 6*

TIMELINE *Page 7*

PROMO *Page 8*

ROI *Page 9-10*

THE VISION

A Bold New Broadway-Bound Show:
Reimagining Jesus' Life in 1980s NYC



New York City, Times Square (Photo by: Joey 2 Times)



Romans 1:16 — "For I am not ashamed of the gospel, because it is the power of God that brings salvation to everyone who believes."

A NEW MOVEMENT IS HERE

Jesus is my Homeboy The Muzikal is more than entertainment ~ it's a call to faith, a cultural shift, and a profound touchpoint to salvation.

THE GOSPEL TAKES SPOTLIGHT

*Just as Jesus called His disciples to be fishers of men, this production casts its net to bring the message of salvation to the stage, delivering **biblical truth** through a fresh retelling of the Gospel during the Golden Ages of Hip-Hop.*

SAVED AT GUNPOINT

The Miraculous Power of the Words "Jesus Is My Homeboy"



Inspired by the true story behind the iconic image of Jesus is my Homeboy, the creator Van Zan Frater faced death by a group of gang members in the early 1980s.



With a gun placed to his head, Van Zan prayed fervently and uttered the words "Jesus is my Homeboy" to his would-be killer. What followed was nothing short of a miracle; the gunman not only refrained from pulling the trigger, but he was so moved that he declared, "Jesus is my Homeboy too."

In that moment, not only was Van Zan's life literally saved, but he had a new understanding of the power of the name of Jesus.



With a grateful heart, Van Zan created the Jesus is My Homeboy image to capture the power he had so viscerally experienced. The image was printed on t-shirts which became a global phenomenon, worn

by people from all walks of life, regardless of ethnic, social, and economic backgrounds. This was a symbol of inclusiveness, that salvation of life is for all.

FROM THE STREETS TO THE STAGE

THE STORY OF JESUS IS MY HOMEBOY

“Jesus Is My Homeboy The Muzikal” brings the story of Jesus into the period and culture where Van Zan was saved

Jesus Is My Homeboy reimagines “What if the life of Jesus happened in 1980’s New York.”

In the turbulent streets of gang land New York - two blood brothers, Peter and Barabbas, become bitter rivals when Peter leaves their gang to join JC’s crew. Their rivalry grows as the two gangs battle for dominance in the emerging hip-hop scene. Electrifying rap and dance battles soon have deadly consequences that will change their lives forever.



In this fallen world, JC rises as one of the pioneers of the hip-hop movement. With his supernatural ability to create beats, melodies, and lyrics, JC miraculously inspires and heals those around him. Gangsters and misfits begin to change their ways to follow this charismatic rapper. Meanwhile, corrupt powers scheme to take JC down by any means necessary.

Seen through the perspectives of Peter and Barabbas, one who follows Him and the other who condemns Him, the truth emerges that JC is no ordinary man, and the world will never be the same.



BEHIND THE CURTAIN

COME MEET THE TEAM BACKSTAGE!

✱ *MARK KANG, FOUNDER/LEAD PRODUCER/BOOKWRITER*

Mark is the founder of *Jesus is My Homeboy the Muzikal*. He first conceived the vision when a professor from University of Darden, Ella Bell prayed over him. He is a media executive with a passion for evangelism. He is a media industry veteran for over 25 years, involved with startups and rebranding of TV networks including Court TV (Tru TV), Sportsman Channel and INSP, a top 10 rated Nielsen rated channel.

✱ *MARCUS CHEONG, CO-PRODUCER/BOOKWRITER*

Marcus is an inspirational storyteller. Specializing in the intersection between narrative and spiritual transformation, he has written and produced uplifting stories for stage, screen, and publication. Marcus was the project manager for 10-time Tony Award winner *Tommy Tune* and now focuses on media projects across the globe.

✱ *KEENAN SCOTT II, BOOKWRITER*

Keenan Scott II is a proven playwright. His acclaimed production, *Thoughts of a Colored Man*, premiered at Syracuse Stage and made its Broadway debut at the Golden Theatre in 2021. He is currently developing the musical *The Return of Young Boy* and leads Project Toys Entertainment, a studio creating original work across theater, film, and visual art.

✱ *PASTOR DAVID HAM, CO-PRODUCER/CO-DIRECTOR*

David is the spiritual backbone. In addition to ensuring the story is rooted in the Word, he oversees our artists and creative development. For over a decade, David has managed artists and influencers, including Andy Mineo and Nicky Cruz. He has directed film and theater projects in the UK, US, Norway, and beyond.

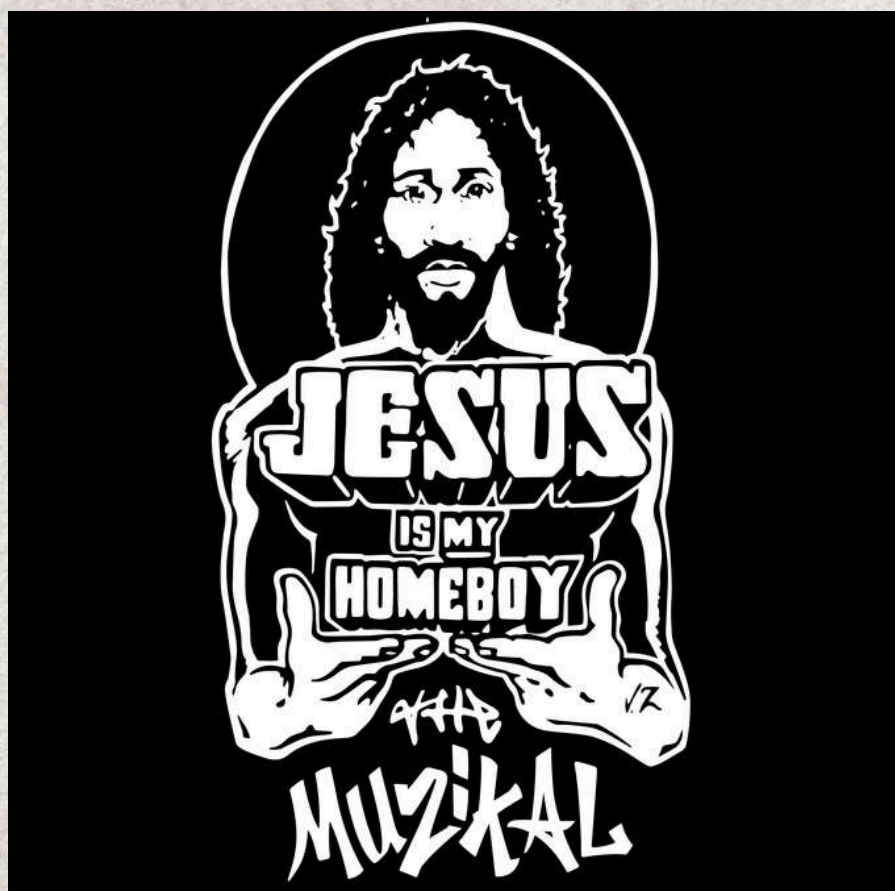
✱ *KEATON SHAHEEN, ASSOCIATE PRODUCER*

Keaton is the quintessential collaborator. As a songwriter, performer, and project manager, he has the versatility and experience in both administration and creativity. Keaton excels in communication and working together as a team, with a proven track record of leading complex initiatives to success.

✱ *MISTI WILLS, DIRECTOR*

Misti is an artistic architect. An award-winning stage director, she has brought powerful stories to life off-Broadway, internationally, and at renowned venues, including Theatre Row and Signature Theatre. A member of the Stage Directors & Choreographers Society, Misti crafts every scene with excellence.

THE HYPE



Jesus is my Homeboy The Muzikal enters the arena of faith-centric media and hip-hop based productions proven to captivate audiences worldwide.

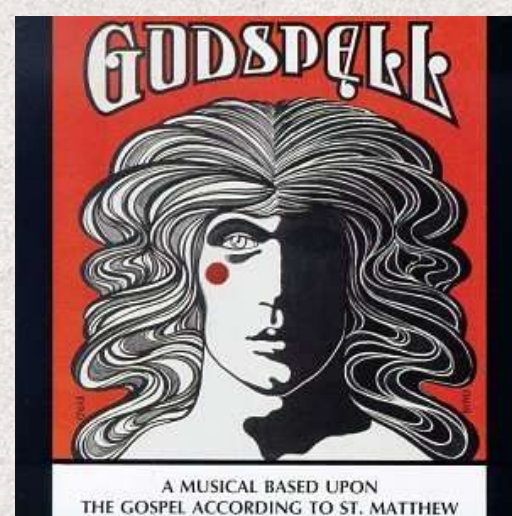


Jesus Christ Superstar

Revenue: ~\$270M+

Performed in 40+ countries

Redefined modern rock opera

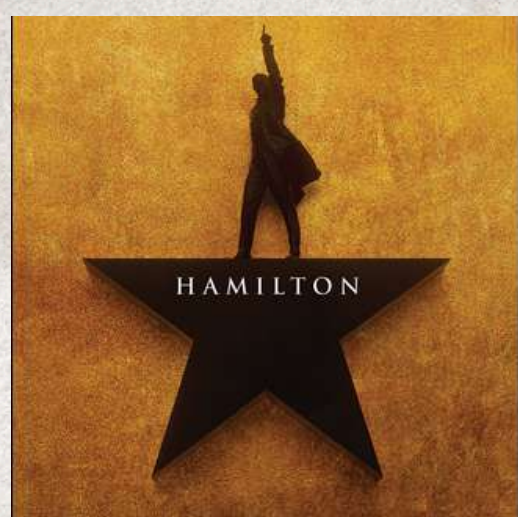


Godspell

Revenue: ~\$75M+

500+ productions/year

Billboard Top 20 hit

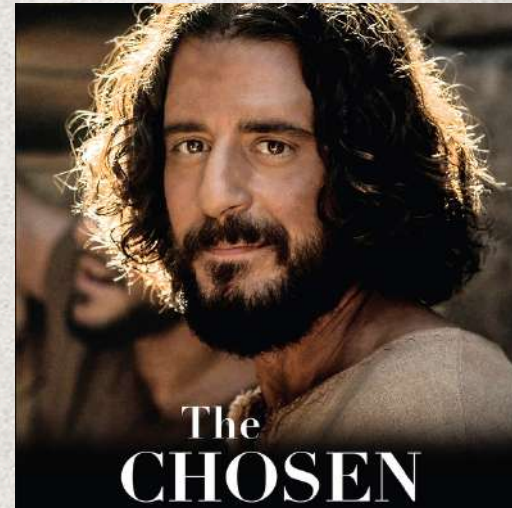


Hamilton

Revenue: ~1B+

Won 11 Tony Awards

2B+ Spotify streams

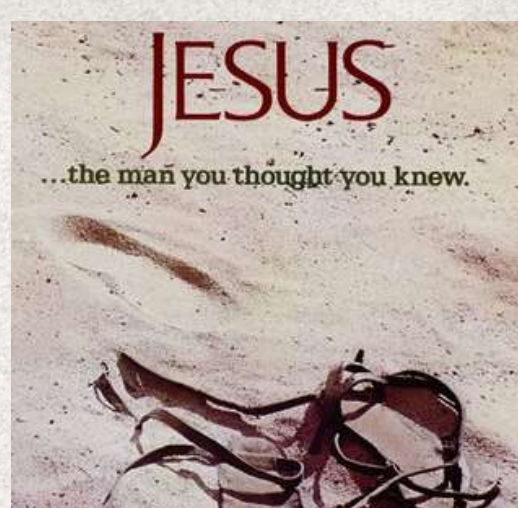


The Chosen

Revenue: ~\$281.9M+

600M+ episodes viewed

10M+ app downloads

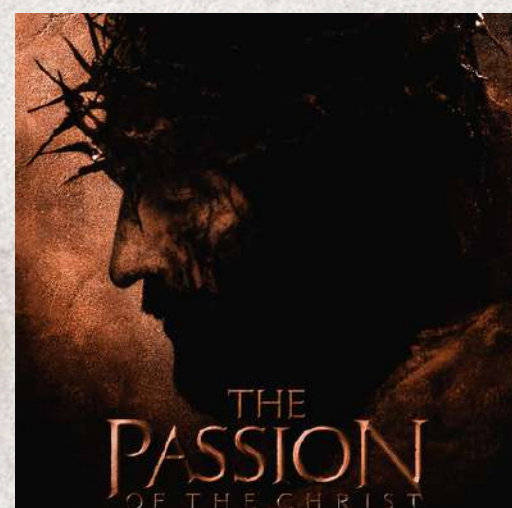


The Jesus Film

Revenue: ~\$40M+

Viewership: ~8.1B+

“Most-watched film ever”



The Passion of the Christ

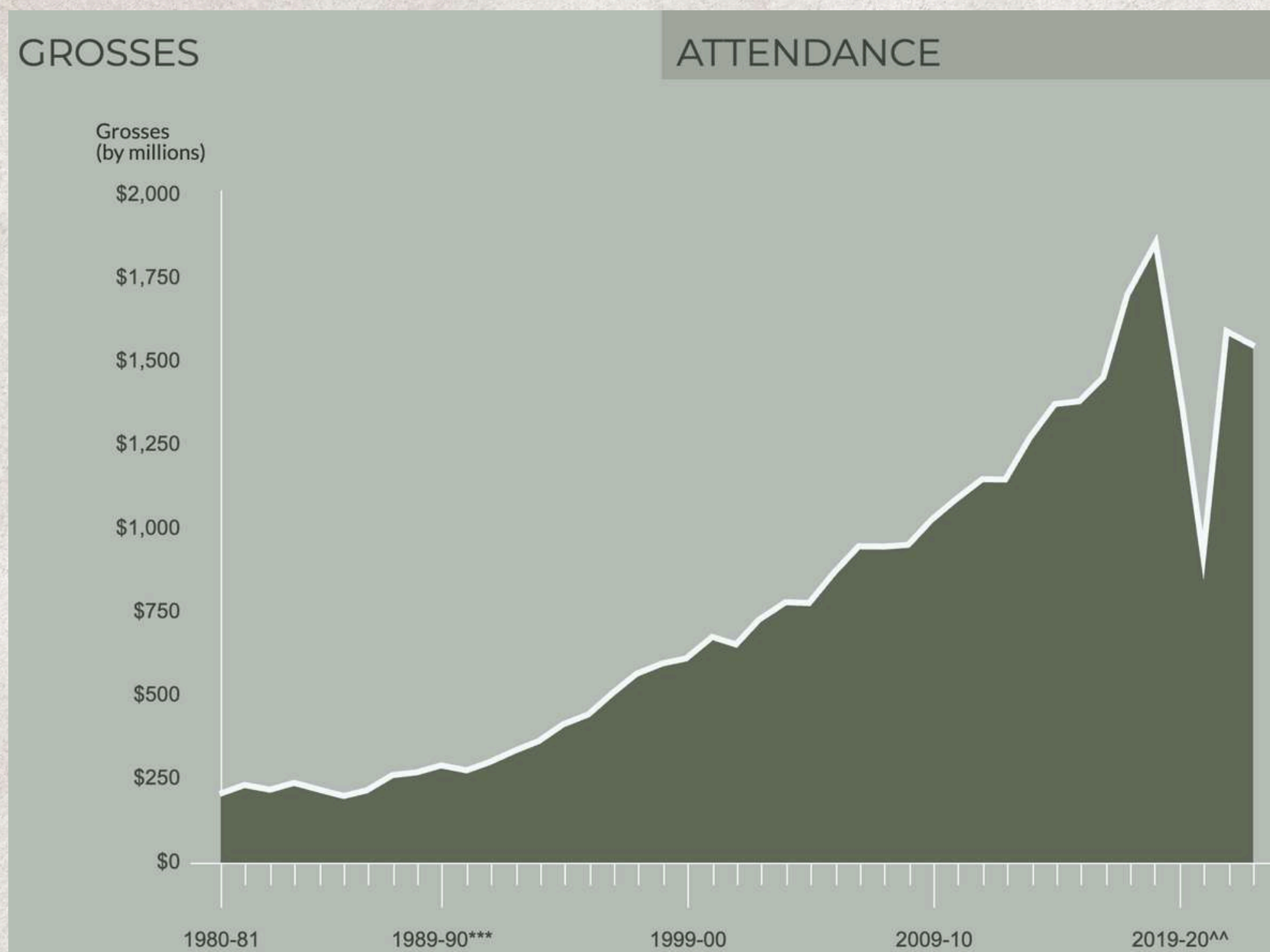
Revenue: ~\$612M+

15M+ DVDs Sold

Winner of 30 Film Awards

“TRADITIONAL CABLE IS DYING: WHAT’S NEXT?”

-THE WRAP, AUG 2024



“BROADWAY’S BOX OFFICE UP 26% YEAR OVER YEAR (DURING PANDEMIC BEING AN EXCEPTION); NEARLY EVERY SHOW RISES IN ATTENDANCE.”

“IS THE DEATH OF MOVIE THEATERS UPON US?”

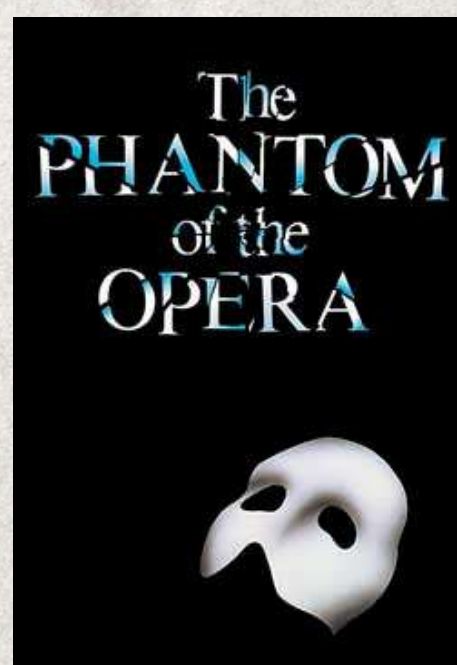
- FORBES, JUNE 2024

The chart above reflects gross earnings and attendance of Broadway productions between 1980 and 2024.

WORLDWIDE GROSS REVENUE



\$3.5+ Billion
39 Million+



\$6+ Billion
140 Million+



\$8.25+ Billion
200 Million+

PREVIOUS TIMELINE

KEY MILESTONES



JULY 2017

Mark Kang meets Van Zan Frater, shares the vision, and receives permission and rights to the brand

JAN 2018 - JAN 2021

Mark Kang and Marcus Cheong write the first draft of the book

MAR 2023 - AUG 2024

4 Writing Workshops to develop the lyrics, beats, and overall production

JUNE 2017

Mark Kang received the vision from God through a prayer by Professor Ella Bell in Jongro in K-town NYC.

SEPT 2017

Agreement signed for the transfer of the logo and brand

FEB 2021 - DEC 2022

Lyricists and recording artists create demos and early music drafts

OCT 2024

Concert performances in New York City



PROMO

New York's Hottest Ticket: Who's Showing Up for the Show?



✱ *FAMILY ENTERTAINMENT*

Dedicated to entertain all ages, regardless of what faith.



✱ *INTERESTS*

Lovers of musical theater, urban culture, education, and entertainment that holds purpose and meaning.



✱ *GEOGRAPHY*

Targeting tourists, including both domestic and international travelers, as well as local residents in New York City.



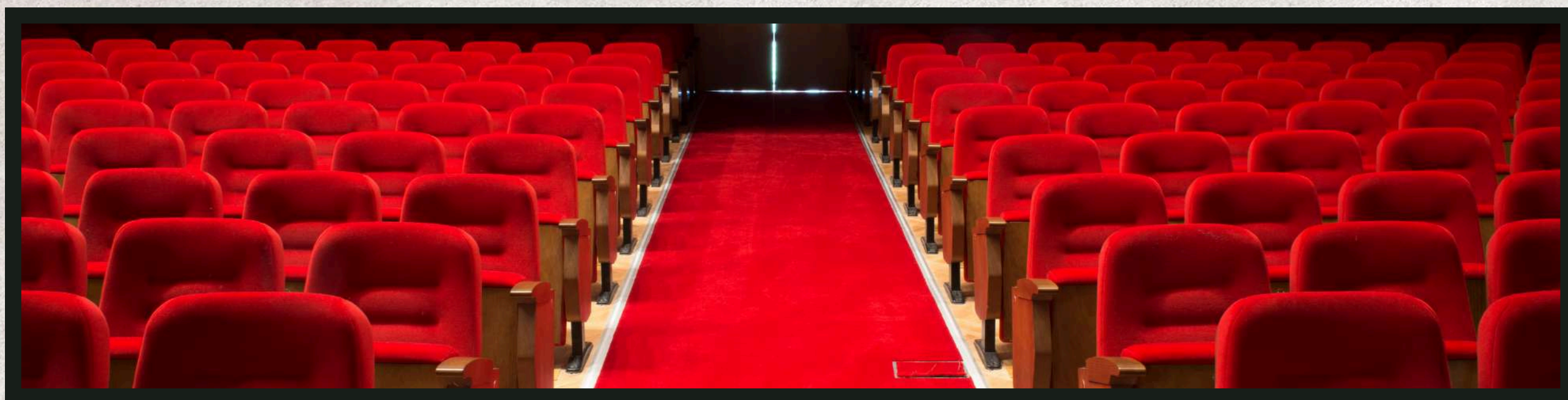
✱ *UNIVERSAL*

Bridging cultures and generations through the universal language of music and the timeless message of Jesus, thus cultivating cultural relevance, spiritual resonance, and global impact.

THE ROI

Headlines Mixed with Bottom Lines: The Investment Blueprint

BROADWAY INVESTMENT STAGES



✕ STAGE 1 (COMPLETE)

- Secure Rights
- Proof of Concept Concert
- Script Development
- Assemble Creative Team

\$300,000

✕ STAGE 2

- Complete Album
- Offering Documents
- 5 City Tour: NYC, LA, Atlanta, Nashville, Houston

\$700,000

✕ STAGE 3

- Out of town workshops and performances
- 29 Hour Reading
- Full Cast Member and Staff

\$3,650,000

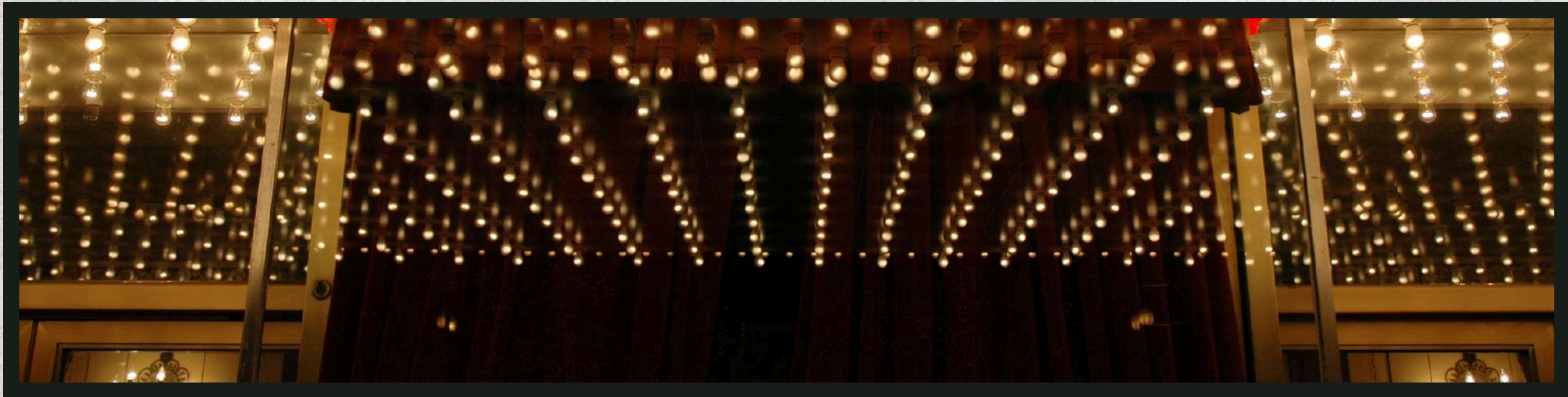
✕ STAGE 4

- First Class Broadway Capitalization
- Marketing and Promotion

\$19,500,000

✕ ✕ ✕

BROADWAY BUSINESS STRUCTURE



JESUS IS MY HOMEBOY,
LIMITED LIABILITY COMPANY

50% EQUITY

50% EQUITY

INVESTORS
Contribute 100% of Capital
Limited Partners

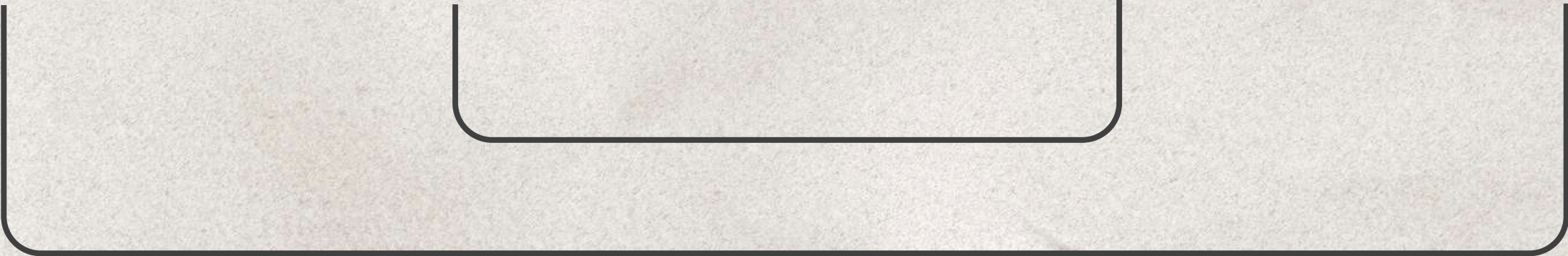
PRODUCERS
Oversee the Entire Production
General Partners

INVESTOR

INVESTOR

ASSOCIATE
PRODUCER

ASSOCIATE
PRODUCER



* * *

THANK
YOU

