

*BEHIND
the SEAMS*

FASHION
STYLE
STORIES
IN MOTION

ModeMQ

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To register interest please
email
BTS@ModeMQ.com

EXECUTIVE SUMMARY



Mode MQ and Behind the Seams is a new avenue to bridge the gap from Fashion and podcasting never before seen and bringing brands to life.

Mission | Create a brand which gives a new feel to the ordinary podcast .

Vision | Be at the forefront of fashion allowing brands to realise new potential within the podcast market.

THE PRODUCT	Visionary podcasts giving the consumer behind the scenes access to the world of fashion and exclusive products.
THE LEADERSHIP	Founded and lead by a team with deep roots in the fashion industry, with careers spanning 25 years with the worlds premier designers and fashion houses.
THE OVERALL INDUSTRY	An emerging industry tied within an area full of history which is ready to bridge the gap to the fast growing and dynamic podcast market.
THE COMPETITORS	Fashion podcasts and influencers make up a large proportion of the traditional competition.
THE FINANCIAL STATUS	ModeMQ aims to raise an initial £75,000 under SEIS. With £15,000 currently invested by the company founders.
FUTURE PLANS	Once launched, ModeMQ will use the name of 'Behind the Seams' to easily transition brands into multiple emerging markets both digital and physical.

Intention for brand growth is to introduce 'Behind the Seams' podcast which incorporates designers, models, hair, makeup and stylists with a unique perspective. The show will delve in the the behind the scenes building up to a fashion show with designers showcasing their new collections, whilst giving the listener a view and a perspective from start to finish.

We aim to bring you the latest from fashion, art and travel allowing brands to advertise and promote to key demographics within a range of industries.

THE ORGANIZATION



JOHN TALAMINI

Chief Executive Officer

CEO/Founder ModeMQ Europe, Ltd. Visualist/Director/Producer, Post-Production Consultant, with over twenty-five years' experience in fashion, music, entertainment, PR/Marketing and live events. His productions have encompassed collaborations with the world's top designers, models, photographers, and journalists.

FASHION

Fashion Organisations he's been associated with:

British Fashion Council
Fédération française de la couture
Camera Della Moda Milan
Council of Fashion Designers of America
Berlin Fashion Week
Amsterdam Fashion Week
Fashion Week Australia



JESSICA ADERSON

Executive Director

Executive Director, Paris. Responsible for liaising with fashion houses, clients and ModeMQ team members. In her 20+ years as a renowned top catalogue model with fashion/beauty organisations, she appeared in many International multi-million euro/pound campaigns, for such organisations as L'Oréal, Avene, Eric Bompard and H&M, amongst others.

Jessica's experience, integrity and respect from her peers coupled with her vast fashion/beauty contacts and skill sets are now engaged in driving ModeMQ into breaking new boundaries in this changed world we find ourselves in.



JOHN MAZZACCO

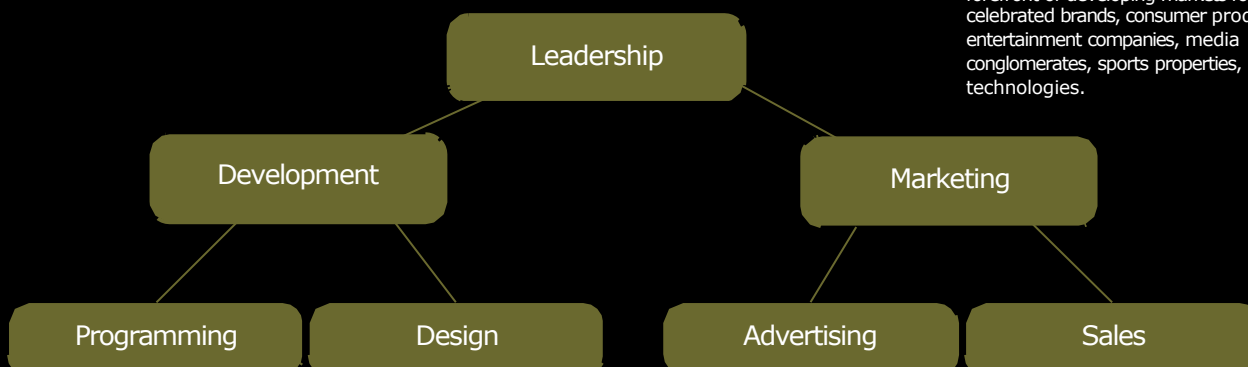
John began his career as an executive at Mercury/Polygram Records Group in New York City. There he led the marketing division of their \$400 million dollar business unit, leading a group of 40 Music/Entertainment Specialists and overseeing budgets in excess of \$25 million dollars.

As a result of his ongoing success, John was recruited by Sony Records as SVP of Global Strategic/Marketing development. Here he worked with over 40 operating companies in fostering market growth for entertainment brands under the Sony umbrella, developing successful global partnerships with companies like FIFA, McDonalds, Coke, Pepsi, Visa, Proctor and Gamble's Prestige Beaute' and Coty Fragrances.

In addition, working with the teams at Sony and their artist roster, John assisted co-developing several of the most successful brand partnerships in the fragrance industry with Jennifer Lopez, Shakira, Celine Dion and Ricky Martin and in July of 2018 joined with famed actress and late wife of John Travolta, Kelly Preston in developing, her cosmetic range. Breathe Organics, created in Italy.

An innovative, high energy and dynamic business leader, marketing strategist with a multi-faceted depth of experience at the forefront of developing markets for celebrated brands, consumer products, entertainment companies, media conglomerates, sports properties, and technologies.

Map of the Organization



BUSINESS DESCRIPTION



FASHION STYLE STORIES IN MOTION



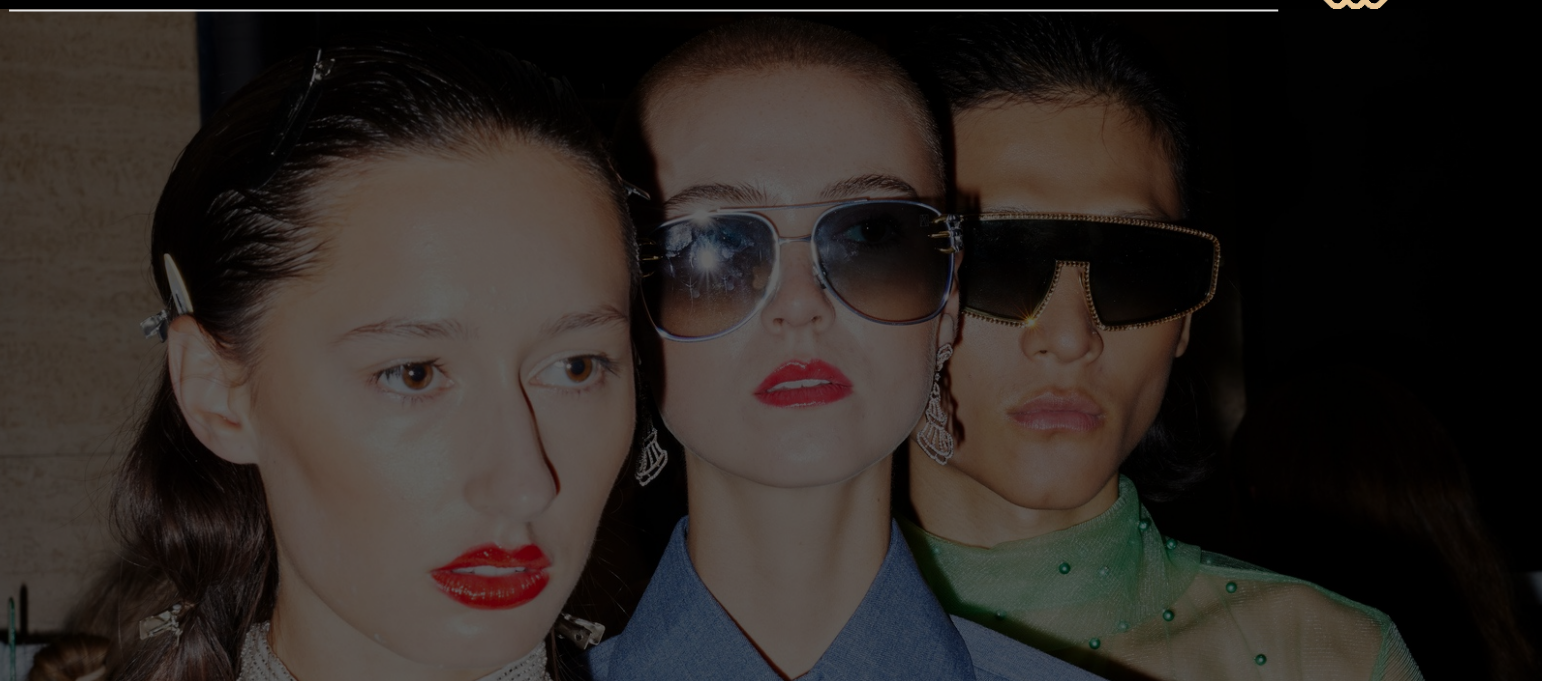
Fashion has evolved over the years as we've seen in hemlines, shoes, lingerie, make-up, and hair styles. Even the humble corset began its life as part of a whale.

Styles have also been influenced according to the times, social attitudes, and music. Coupled with events precipitated by movements such as The Beat Generation, Hippie, Rocker, Punk, Rap, Street, and Rave. Influencers, even come to mind. In this new age of social media, podcasts are the new platform to explore fashion.

The Behind the Seams Podcast will capture the essence of fashion and its various elements through storytelling, vivid language, and expert analysis. Exploring the stories and personalities behind fashion's most iconic trends and styles, our podcast will offer listeners a unique and engaging perspective on the industry.

The charm and rapport between our co-hosts and Fashion guests will make it as accessible as podcasts come. It will feel like you're sitting in on a conversation between friends. Whether they're diving into the annals of fashion history, devoting an episode to the fashion photographers whose worlds they would most like to inhabit, or discussing Richard Quinn receiving the inaugural Queen Elizabeth II Award for Design by Her Majesty herself.

DESCRIPTION CONTINUED



Behind the Seams is a fashion-focused podcast that offers an engaging and accessible listening experience. The co-hosts have a natural rapport, which makes the podcast feel like you're eavesdropping on a conversation between friends. They cover a wide range of topics, from fashion history to current events, such as Behind the Seams at Paris Fashion Week.

In keeping with its ethos, we are also in the process of applying for a B Corp rating to further embrace its sustainability and CSR initiatives. B Corp is to business what Fair Trade is to coffee. B Corporation certification is awarded to for-profit organisations who achieve a score against a set of social and environmental standards. Fashion Houses such as Chloe, Wolf & Badger, Mud Jeans have already been certified.

<https://bcorporation.net>

As a further introduction to "Behind the Seams" we invite you to view examples of the best from the ModeMQ/Fashion Music TV Archives. These Clips will form the basis of our unique style of interviewing and filming Fashion's Finest.

<https://modemq.com/fashion-shows>

Including. Colette Dinnigan, Paris. Maria Grazia and Pier Paolo at Valentino, The making of Karl Lagerfeld's Pirelli Calendar, Introducing Eva Herzigová, The 125th Anniversary of Triumph Lingerie, The FMTV interviews with Jean-Paul Gaultier and more.

We were on site to create an homage to Helmut Newton, via the Colette Dinnigan Show in Paris.

With special thanks to: Valentino Garavani, Giorgio Armani, Pierpaolo Piccioli, Maria Grazia Chiuri, Carlos Souza, Nadia Swarovski, Jean Paul-Gautier, John Richmond, Roberto Cavalli, Vivienne Westwood, Dolce & Gabbana, Mathew Williamson, Keith Bishop, Youcef Dhibou, Mark Young, Hilary Alexander, Tamara Letendre, The British Fashion Council, Canon Camera, Fédération de la Haute Couture et de la Mode, Camera Nazionale della Moda Italiana, Mac Cosmetics and The Daily Telegraph.

PRODUCT DESCRIPTION



Embarking on a very ambitious yet achievable, business strategy designed to combine both "Analogue" and "Digital" technologies, continuing to build a unique "Boutique" Company whose USP is for greater return on investment, staying true to its intrinsic core of values whilst continuing to have significant differentiation from competitors.

Brand exposure made easier than ever, with brand activation and interaction. Whether its inside the station, or onboard.

Engage with fashion and luxury agreeable consumers

Main Sponsor (1per show) charged at a flat rate.
Advertisers (4 per show) will be charged on a cost "Per mille" basis. ModeMQ feels £30.00 CPM is applicable.
Pre/post roll ads will run at the beginning/middle/end of each show

To further introduce/promote the "Creative slant" of each :26Podcast.

Interviews have already been recorded, and an initial 2:30 "Trailer" is being created in tandem with world renowned Abbey Road Studio Institute, to promote the series and slated to be distributed across numerous iOS & Android Podcast platforms.

PRODUCT DESCRIPTION

CONTINUED



Starting with an already combined social media/Instagram listeners of 7,500 and once momentum PR/Marketing is gained.

We anticipate by month 3 to raise our profile to 100,000 + viewers. In the meantime, of reaching anticipated target audience. ModeMQ will explore a monthly subscription rate initially of £/€/ \$ 2.99 pcm, potentially increasing company revenue.

To round out the excitement of each Podcast
London based Dutch artist, and a member of Kid Creole & the Coconuts, with which she tours across the world...when not behind the Mic...Charlotte is our MC for Behind the Seams

<https://ModeMQ.com/podcast>

Scripted in a Documentary style order. Topics will range from:

Early days

When did you decide your career path

Education

"The beginning" of your journey

The process of that creative journey

Challenges

High's

Lows

Hobby's

Music

Relaxation/Creative time

Sustainability

The emerging Metaverse

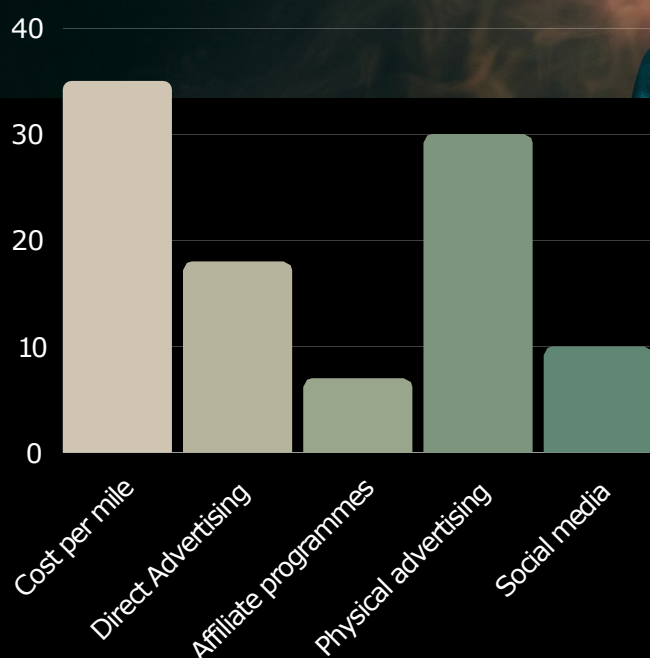
Next steps

Wisdom/Advice to those wishing to become a...(Designer, Stylist, Photographer, etc.)

INDUSTRY BACKGROUND



Behind the seams makes the leap from traditional onboarding to new growth.



Conscious Choices

With global fashion podcast listeners now exceeding 21.2m, this market is positioned ideally to encourage change with traditional brand strategies which are still to move across to the emerging fashion podcast market.

'Behind The Seams' with Mode MQ aims to service traditional clients from art, fashion, travel and lifestyle by onboarding them to a truly new and innovative product that will serve as both podcast advertising, both airtime and physical.

Indirect Competitors

data shows that most traditional podcasting relies on solely airtime advertising and 3rd party affiliation.

None use the power of physical advertising in a hybrid manner. Behinds the seams, In association with Eurostar, has the power to bring an audience not only in ear, but in person and virtual.

COMPETITOR ANALYSIS



STRENGTHS

High brand awareness from years in the fashion industry

Huge marketing budget

established podcast listener base

WEAKNESSES

Lack of diversification in current advertising

No direct access to models MUA and fashion houses

outdated in terms of consumer interaction

OPPORTUNITIES

Dive into digital marketing

Create an online presence with fashion in the street style content

Focus on bringing in ethical brands

THREATS

Competitors that market heavily towards a younger demographic

Competitors with a large digital presence

When assessing the market we find key issues that 'Behind The Seams' and Mode MQ seem to solve through the use of intuitive advertising and our association with the UK's greenest choice of travel. Combining both traditional podcast with physical space advertising in both London and Paris Eurostar terminals; 'Behind The Seams' offers a complete package whilst keeping with brand image.

MARKET ANALYSIS




Customer Segmentation

Target demographic for the current market is large as the brand has touch points in multiple key industries.

below we have our main target demographic for initial growth, students from fashion schools will be a large driving force.

User Persona

Behind the seams are currently working with multiple fashion schools in the U.K to promote awareness and give students the opportunity to grow within the Industry.

		Challenges <ul style="list-style-type: none">• Too busy; not much free time• Not very tech-savvy• Lack of funds
Student 22 Female		Dislikes <ul style="list-style-type: none">• Bad service• Long queues• Poor UX design
A Fine Arts student that loves fashion and the environment.		Products They Enjoy <ul style="list-style-type: none">• Food at From Farm• Makeup from Day & Night Organics• Skincare from Kind to Skin Co.

MARKET ANALYSIS



Customer Segmentation

Our second main demographic will be an audience who have a passion either from working within the industry, or having relevant interests in either fashion, travel, or art and culture.

The aim here will be to target the subscription based revenue at this audience to create an initial community and drive.

User Persona

 <p>Aa Fashion editor who has worked in the industry for 10+ years.</p> <p>35-40 years old</p>		Challenges <ul style="list-style-type: none">• Too busy; not much free time• Doesn't want to pay• listens to multiple podcasts already
		Dislikes <ul style="list-style-type: none">• repetitive podcasting• poor quality products• fast fashion
		Products They Enjoy <ul style="list-style-type: none">• high fashion• subscripion to monthly products• traveling within Europe

MARKETING PLAN



Brand Targets

Using a subscription based service, Behind the seams will offer listeners an opportunity to be a part of the journey. With each guest comes a new product.

Within the £2.99 monthly subscription, each guest agrees to gift a certain product to go to listeners. Further to this the Behind the seams Team will be giving away tickets to the largest fashion shows, return tickets on Eurostar and much more.

This allows the podcast to grow organically far quicker than relying on traditional social media avenues.

<p>Product - the brand, its features, its packaging</p> <ul style="list-style-type: none">• Giving listeners the chance to fully engage with designers and stylists• inside the designers mind bringing different perspective to legendary design.• 25 years of archive footage from the world's greatest fashion minds.• creating an immersive experience for lucky listeners each month.	<p>Price - discounts, bundles, credit terms</p> <ul style="list-style-type: none">• Listeners have not had the chance to be as immersed as now. This gives a competitive edge as this is marketed as increasing important to consumers.• Uniqueness of the products mean that listeners can boost their ability to win on given months with add ons.• Priced similar to other monthly subscription allows for less objection.
<p>Promotion - print & broadcast ads, social media, email, search engine, video</p> <ul style="list-style-type: none">• Using multiple short clips and organic content with real individuals. Word is easier spread• social media giveaways, first podcast gives chance for Eurostar tickets and participation in future events• mail merge to a vast network	<p>Place - physical stores, website, online marketplace</p> <ul style="list-style-type: none">• Live on Eurostar each month• Three in studio podcasts per month with micro sponsor spots (6 total) available on a bespoke basis.• incorporating digital and physical advertising allows Behind the seams to cover a wider audience capture.

MARKETING PLAN



Traditionally, in any start-up. The PR/Marketing budget is perhaps the biggest "Up front" cost of a business's media requirement. Spending investment for the "*Hey look at us*" scenario, a minimum budget of £3000 - £5000 on a monthly basis is not unheard of. Adding to a company's "Burn rate", launching and bringing a company to market is rife with challenges, pitfalls, unforeseen threats as they look for the opportunity to create their brand.

The Multiple PR/Marketing channels will not be limited to one traditional channel, as we;

- Attract media attention
- Generate awareness
- Inform the Fashion community about the latest company news
- Expand ModeMQ presence via Podcasts
- Enhance brand reputation
- Build stakeholder relations

- Email marketing

A mainstay and still effective. According to the DMA Email Benchmarking Report. Return on investment for email marketing was approximately £42 for every £1 spent.

- Social media

Another way to market ModeMQ will be done internally. As the fashion landscape changes quickly, our key will be consistency. Creating content via regular posts promoting viewers to visit the website.

- Content marketing

Focusing on creating valuable, relevant content that will attract and retain our audience, driving sales. Video will be an essential part of our marketing strategy and whilst we admire YouTube (having more than 2 billion active monthly users worldwide) and according to Animoto, 93% of brands get a new client thanks to a video they posted on social media. Video across all digital platforms and global forecasts suggest that the average person will watch 84 minutes of online video a day, up from 67 minutes in 2020.

- Blogging

More than 77% of internet users say they read blogs at least once a month and websites with a blog tend to have 434% more indexed pages than those without. as well as providing your customers with valuable insights into your company's ethos. What's more, articles with images get up to 94% more views than those that don't include any

- Search Engine Optimisation (SEO)

Another key marketing activity. Increased visibility in search is vital to remaining competitive and attracting our target market. According to Hubspot, 64% of marketers actively invest in SEO

- Pay Per Click (PPC)

To drive quality traffic to ModeMQ is researching this method of bidding for placement on a search results page. A very flexible advantage that can be tailored according to budget and seasonal promotions. According to research by Search Engine Land, three quarters of people said paid search ads made it easier for them to find the information they were searching for.

In addition. As a result of the many years of ModeMQ's founder and teams' expertise, experience, and contacts. The company is in the process of building a cross-platform initiative with established PR/Marketing companies allowing to capitalise on the extended relationships with journalists and niche experts.

FINANCIAL PLAN



Capital Requirements

Behind the seams require capital for the continued production of the service and runway to create strong partnership and sponsorship opportunities.

Capital requirement is £75,000. Under SEIS our investors have the opportunity to be fit from the many incentives available under this agreement. Below is a breakdown of share options and incentives offered above those provided under SEIS.

Please refer to our shareholders agreement for full information, the below is full share offering.

1000 shares released at £75.00 per share. There is a 1,000 share cap for this proposal. For full details please see next page for our offering and ROI percentage annually.

Shareholder agreements are available upon request and mutual interest has been expressed.

Financial Outlook

Projections for the business have been provided separately and will only be shared under express permission of Behind the seams team.

Investment proposition

Investing under SEIS gives our investors more leverage over their funds by offering a range of tax breaks along with an annual APR of 6.5%.

Pre approved SEIS

Up to 50% of an individual's total investment is redeemable via tax breaks under SEIS

Investment Required

£75,000

Share allocation SEIS

Shares will be allocated at 100% investment.

Continued ROI

6.5% annually whilst under SEIS

DISCLAIMER

The content of this document has not been independently verified or approved by an authorised person within the meaning of the Financial Services & Markets Act 2000, does not contain all of the information that may be required to evaluate the transaction and therefore does not and cannot constitute a solicitation or offer to sell or purchase securities. This document is provided for discussion purposes only, relates exclusively to commercial firms, high net worth individuals and sophisticated investors, is subject to change without notice and is proprietary and strictly confidential. If you are in any doubt about this document, its implication, suitability, or what action(s) you should or should not take, you should consult a competent advisor authorised and regulated by the relevant body in your jurisdiction.

FUTURE PLANS & MILESTONES



Launch Podcast

The Podcast is currently in development and will be launched after our initial round of funding.

Streamline and Improve

By our sixth month, we intend to have a streamlined advertising campaign and significant market share.

Increase Partnership

By our second year, we expect to be partnered with more than 100 brands.

Increase Revenue

20% increased revenue within our second year.

A Sustainable Future – And why we're different.

The plan include expansion projects, new product offerings, and major partnerships. This will truly disrupt and the podcast and fashion industry. This enables potential investors to be optimistic about the business.



Introducing

The next generation of podcasting in Fashion will be powered exclusively with <https://nomono.co/>

Taking Behind the Seams from static outdated Podcasts via this dynamic new technology in every way. This truly pioneering equipment will without a doubt deliver the next generation of Fashion Podcasts.



We like to refer this next generation as the “*The Gucci of Podcast Equipment*”. No wires, ear phones, stands or large microphones. Completely portable, wireless, can record up to 4 hours per session without having to utilise WIFI, making it easy to record, edit, add music/video before distribution. Ensuring us to review, comment, and edit before going “Live”.

The combination of custom made, top-of-the line microphones and their powerful audio processing enables near perfect recordings in almost any environment.

THE VISUAL

When creating the visual aspect a truly immersive experience was key. The 'Behind the Seams' team worked to find the leading visual equipment with two mantras in mind; Quality and Compact.



'Behind the Seams' can proudly say that our dynamic visual experience will set the series apart from all other podcasts on the market today.



Maneuverability is key when engaging an onboard audience along with keeping the entire series as a dynamic change from static traditional settings



Ensuring the most modern equipment. We have the initial available to ensure flexibility after the recording to post produce in one of our State of the Art sound studios in London or Paris