



**WISE  
ACRE  
COMICS**

**PITCH DECK 23**

# THE BRAND

## WELCOME TO THE HOUSE OF WISE

MY NAME IS FREDERICK J. LITTLES AND I'M THE FOUNDER OF WISE ACRE COMICS. I'M ALSO A COMIC CREATOR, BORN AND RAISED IN HAZLEHURST, MISSISSIPPI.

WISE ACRE COMICS IS A VETERAN/BLACK OWNED AND INDEPENDENT COMIC BOOK PUBLISHER BASED IN GOODYEAR, ARIZONA.

WE FOCUS ON CREATING AND PUBLISHING COMICS WITH A WIDE RANGE OF DIVERSE CHARACTERS AND CONCEPTS. OUR COMMITMENT TO THE COMMUNITY IS MAGNIFIED BY LESSENING THE CONSIDERABLE GAP FOR LOW-INCOME FAMILIES' ACCESS TO QUALITY COMIC BOOKS AND DIGITAL CONTENT.

SIGNIFICANT BARRIERS STAND IN THE WAY FOR CHILDREN, TEENAGERS, AND ADULTS IN LOW-INCOME COMMUNITIES, INCLUDING THE SCARCITY OF CULTURAL AWARENESS IN THE CONTENT THAT DO REACH THEM.

WISE ACRE'S MISSION IS TO ELIMINATE THESE OBSTACLES AS WELL AS INCREASE THE POOL OF TALENTED BLACK CREATORS WITHIN THE COMIC DOMAIN.

THROUGHOUT THE COMING YEARS, WISE ACRE COMICS WILL PRESENT THE WORLD TO THE FOLLOWING INTELLECTUAL PROPERTIES: MAGNUS, AKOMA, AEGIS DAWN, CRISIS, AURA, THE MEADOWS, AND THE FIRST KINGS. OUR COMICS WILL OFFER A VARIETY OF GENRES: SUPERHERO, ACTION & ADVENTURE, FANTASY, SCIENCE FICTION, HORROR, AND CRIME.



**WISE  
ACRE:  
COMICS**

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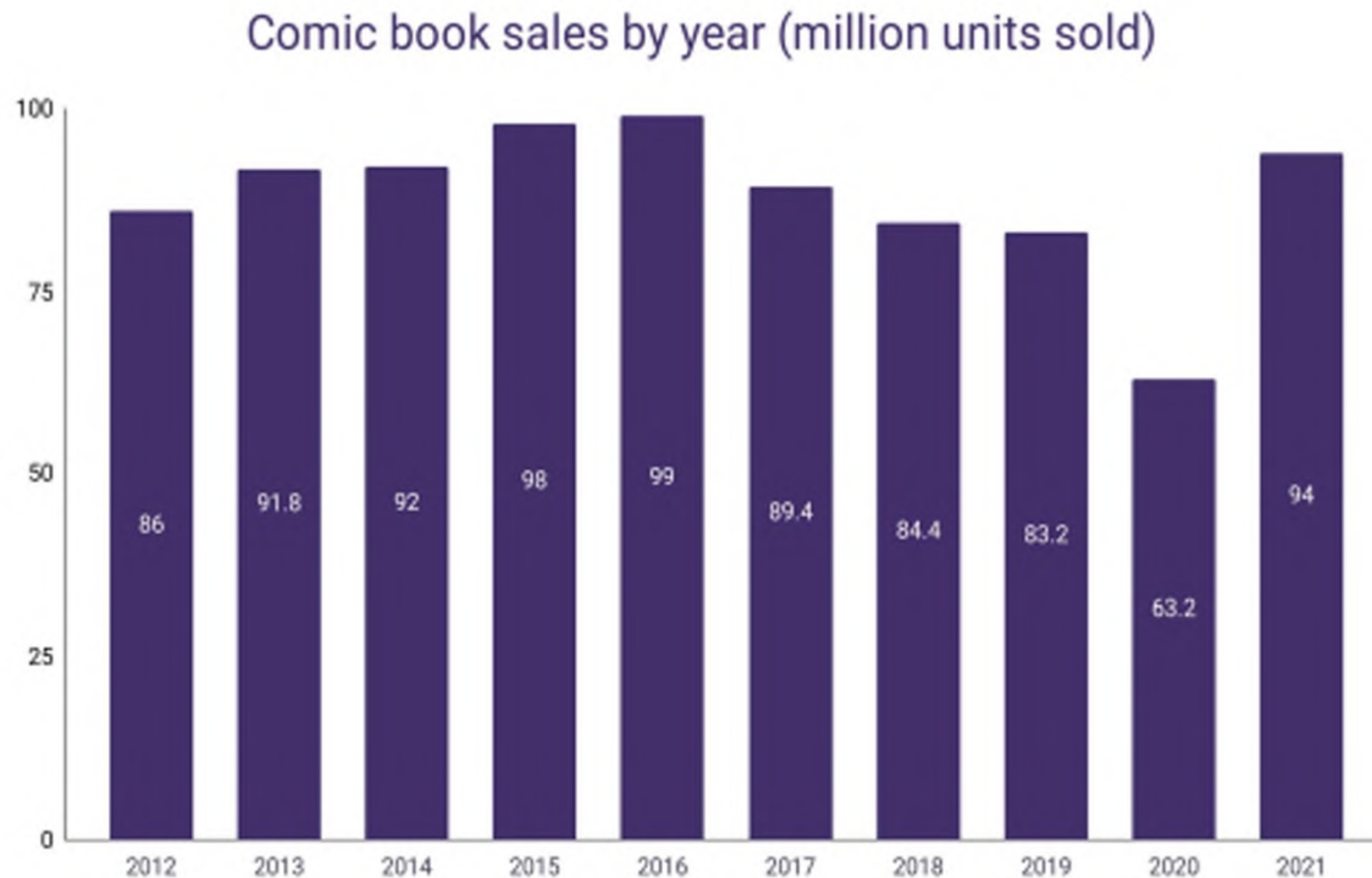
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**WHY INVEST?**

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# EXECUTIVE SUMMARY



- Comic book sales generated over \$2.07 billion in revenue in 2021, setting a new historical record.
- Comic book revenue in 2021 was 62.1% higher compared to 2020.
- Over the last 10 years, over \$11.4 billion have been generated from comic book sales or around \$1.14 billion per year.

# EXECUTIVE SUMMARY



Comic books have been a part of American culture for decades, telling stories that reflect the hopes and fears of a generation.

Comic book sales have risen over the past two decades because to this originality, as both longtime readers and newbies seek out the latest adventures of their favorite characters and learn more about the origins of their favorite mythology.

People will pay for original material, whether it's an adaptation of a well-known superhero like BATMAN or a lesser-known one like THE WALKING DEAD.

Supporting indie comics helps to create a platform for new voices. The writer/artist will find encouragement in knowing people are interested in what they have to say. Having diverse voices is crucial in any kind of publishing industry.

According to a Neilson report from 2015, the comic book film industry has brought in billions of dollars for Hollywood (MOVIES, TV, and ANIMATION).

# EXECUTIVE SUMMARY

Almost 95% percent of old and new comic book readers, viewers, producers, studios, and distributors all want to see more stories centered on people of color. Black Panther, released in 2018, shown that minority characters are not only viable but also have enormous commercial potential and the potential to build incredible streams of income.



# EXECUTIVE SUMMARY

## COMICS DEVELOPMENT



- ❑ **MAGNUS IS GAINING TRACTION**
  - ISSUES #1-3 PUBLISHED
  - ATTAINED DISTRIBUTION WITH DIAMOND DISTRIBUTORS
  - ISSUE #4 IS IN EARLY PRODUCTION
  - TRADE PAPERBACK IS IN EARLY PRODUCTION
- ❑ **INVESTED OVER \$30K IN NEW TITLES**
  - CRISIS: A MAN OF WAR IS 90% COMPLETE
  - AKOMA GRAPHIC NOVEL IS 90% COMPLETE
  - EXPANDING PUBLISHING OPPORTUNITIES
  - SIGNED TWO INDIE CREATORS/WRITERS
- ❑ **FORGED PARTNERSHIPS**
  - ESTABLISHED PRINT-ON-DEMAND SERVICE WITH COMIX WELL SPRINGS
  - PARTNERED WITH GLOBAL COMIX



## ***CAREER DEVELOPMENT***



# EXECUTIVE SUMMARY

## ❑ **FORGED DIVERSE CREATIVE TEAMS**

- HIRED ARTISTS FROM USA, BRAZIL, MEXICO, AND NIGERIA
- HIRED THREE WRITERS FROM USA, NIGERIA, AND CARIBBEAN
- HIRED TWO COLORISTS FROM PHILIPPINES AND ARGENTINA
- MOLDED 5 CREATIVE TEAMS

## ❑ **SUBMISSION OPPORTUNITIES**

- GAINED ONE INTELLECTUAL PROPERTY, AURA
- SIGNED PUBLISHING AGREEMENT WITH ALAN LYNCH WHO IS WORKING ON CRITICAL OPS TASK FORCE

## ❑ **FUTURE NEEDS**

- HIRE EDITOR
- FORGE SOCIAL MEDIA INFLUENCERS CIRCLE

# EXECUTIVE SUMMARY

## ***MULTI-MEDIA DEVELOPMENT***



### □ **PRE-PRODUCTION TASKS**

- DRAFT SCRIPT FOR A 30-60 SECONDS PILOT ANIMATION VIDEO
- DEVELOP SCRIPT, 6-8 EPISODES FOR MAGNUS ANIMATED SERIES / SHOWS
- SECURE ANIMATION STUDIO

### □ **DISTRIBUTION**

- CREATED PITCH DECK FOR STUDIO DEAL
- SCOUT FOR DISTRIBUTION AND FUNDING OF SHOWS
- ESTABLISH STREAMING CONTENT/CHANNEL

### □ **FUTURE NEEDS**

- HIRE 2-D/3-D ANIMATOR ON STAFF
- SECURE FUNDING



# INVESTOR PROPOSITION

We seek an investment of **\$150K-\$500K** to develop, publish and pitch an array of intellectual property from comics books, animation to television and silver screen. All in exchange for equity in the company.

# INVESTOR PROPOSITION

**HOUSE OF WISE** IS OUR THREE-PILLAR APPROACH TO EXPANDING OUR VOICES WITHIN THE INDIE SPACE. WE WILL FOCUS ON CRAFTING COMICS, ANIMATED PROPERTIES, AND A STREAMING SERVICE THROUGH VARIOUS PARTNERSHIPS.

## COMICS



With a multitude of characters on our roster and SIX planned titles in production and THREE on the horizon, now is the perfect opportunity for any investor to come on board in hopes to grow with a company with limitless potential.

## ANIMATION



We have been very selective in our partnership search. Through our search efforts and various meetings, we have decided to collaborate and team up with Martian Blueberry and students/graduates of Full Sail University.

## STREAMING



A community-wide effort will be made to compile a library of streaming media suitable for families of color and multiracial families, with an emphasis on material that celebrates and preserves diverse cultures.

# TARGET AUDIENCE



CHILDREN



TEENS & YOUNG ADULTS



ADULTS



# DELIVERABLES

INDIE COMICS has created an opportunity to seize a growing \$700 million rising comic book and animation market of which there are only a few dozen that are black owned and BIPOC focused.

With the rising demand for black comics and characters, Wise Acre Comics and with partners like Godhood Comics can become one of the world's leading black owned and independent publishers in the industry.

# DELIVERABLES

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|                  |                                                                                                                                                                                                 |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SUMMER 2023      | <p><b>PR rollout</b></p> <p>Aiming to achieve press mentions in 3 indie publications as well as secure interviews on at least 2 podcasts.</p>                                                   |
| FY 2023          | <p><b>Social media campaign</b></p> <p>In addition to promoting across social channels, we'll unveil a set of ads in line with the new branding on Facebook, Twitter, TikTok and Instagram.</p> |
| FALL/WINTER 2023 | <p><b>Launch Crowdfunding initiative</b></p> <p>The campaign has launched! We will launch campaigns for CRISIS and AKOMA this year.</p>                                                         |

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# DELIVERABLES

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JUNE 2023

## **Finalize Diamond Distribution Retail Packaging**

Aiming to achieve final retail branding and approval from our Publisher, Godhood Comics.

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AUGUST 2023

## **Retail/Wholesale Program**

We'll unveil our new global retail program, establishing partnerships with mom-and-pop stores, local comic book stores, and regional outlets.

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JANUARY 2024

## **Magnus Just Got Bigger! \$25K Campaign Goal!**

The campaign season has launched! We will premiere Magnus Issues #4-6 as well as the Trade Paperback Universe Book.

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**WHY  
INVEST?**



# WHY INVEST?

**The path was paved by Milestone, and a model was provided so that we could take a vested interest in the communities we serve.**

**We stand on the shoulders of giants. When it comes to telling and sharing our own stories, we need our own universe, as Reginald Hudlin of Milestone Media so eloquently put it.**

**Join us! Together, we can awaken dreams.**

# WHY INVEST?

Because Wise Acre Comics is relatively new and on such a fast track for future growth, with several titles in production, you can be assured that your investment return is something to truly be delightful, ensuring that production continues, so that we may generate even more revenue options.

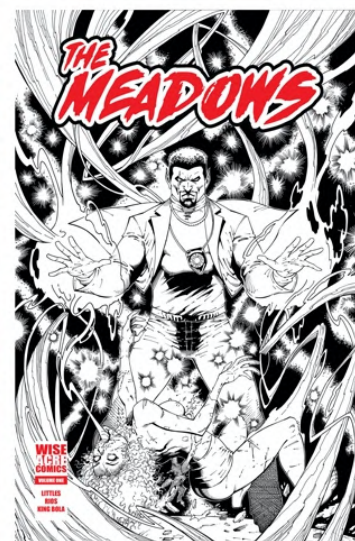
## MAGNUS REVIEW

MAGNUS #1 WAS SO GOOD, I IMMEDIATELY PURCHASED ISSUES 2 & 3 AFTERWARDS. THE ART IS TOP NOTCH AND I HOPE IT IS CONSISTENTLY SO IN THIS FRANCHISE'S ENTIRETY. THE STORY IS GOOD FOR A FIRST ISSUE, WITH ENOUGH ACTION & SUSPENSE TO EXCITE YOU FOR THE NEXT CHAPTER. I CAN'T WAIT FOR MORE TO BE PUBLISHED.

DENZEL LISBON



# MAGNUS



WISE  
ACRE  
COMICS





# WHY INVEST?

Our job is to rapidly increase the value of the company in the next three years.

Our release schedule heavily affects our evaluations, but we expect to increase the value of the company.

This is done by developing our highly licensable IPs, especially **MAGNUS, CRISIS AKOMA, THE MEADOWS, AURA, AND AEGIS DAWN.**

Investors will have a rapid increase in value of their investment.

## USE OF FUNDS

We will invest **\$5,000-\$10,000** in marketing to establish a blueprint for crowdfunding.

An additional **\$3000** will be invested to enhance website operations.

All remaining funding will be invested to increase the production of **NINE** flagship comics as well as prepare a pilot animated **30-60** second promo for Magnus Animated Series.

All budgets will be disclosed to investors and there will be an annual report provided.



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