



*AN INTRODUCTION:
THE XPOSURE PROJECT*

XPOSURE PRODUCTIONS

Xposure Productions is a creative agency that facilitates and helps new and expanding initiatives succeed. Many of these ventures are focused on the music, arts and action sports industry.

Over the journey, we've become known as the “entrepreneurs behind the entrepreneur”, by creating an infrastructure platform and an angel fund that provides the support and investment opportunities to champion campaigns across the line. It is this vehicle that we would like to introduce you to.

www.xposureproductions.net

IN A NUTSHELL

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1. Changing the world through “progressive mischief”

Xposure Productions is a mission-driven, beyond profits enterprise. We’re certainly not a ‘non-profit’ organization, because we plan for a myriad of our ideas to make a boat load of cash, but nor are we incorporated with the sole intentions of becoming as profitable as possible with each and every venture we champion . . . however, we do understand that money is a means to make things happen in society . . . and we dream big !

The aim is to further develop a vehicle which serves as a platform of systems and infrastructures, allowing passionate, purpose-driven individuals the opportunity to increase their chances of success by way of the methodologies we’ve learned and modified along our own journey.

We call this practice ‘Progressive Mischief’, of which the focus is to become (and remain) as progressively disruptive as possible - increasing the opportunistic events for our current network, as well as for those who we have not yet had the privilege to meet, as they will eventually have access to our ‘ground work’ as well.

Think low-impact, kinetic operations. We want Xposure to be the silent engine that allows individuals to be able to harness their potential, exercise their strengths, and improve their weaknesses, allowing them to successfully bring their abstractions to concrete reality.

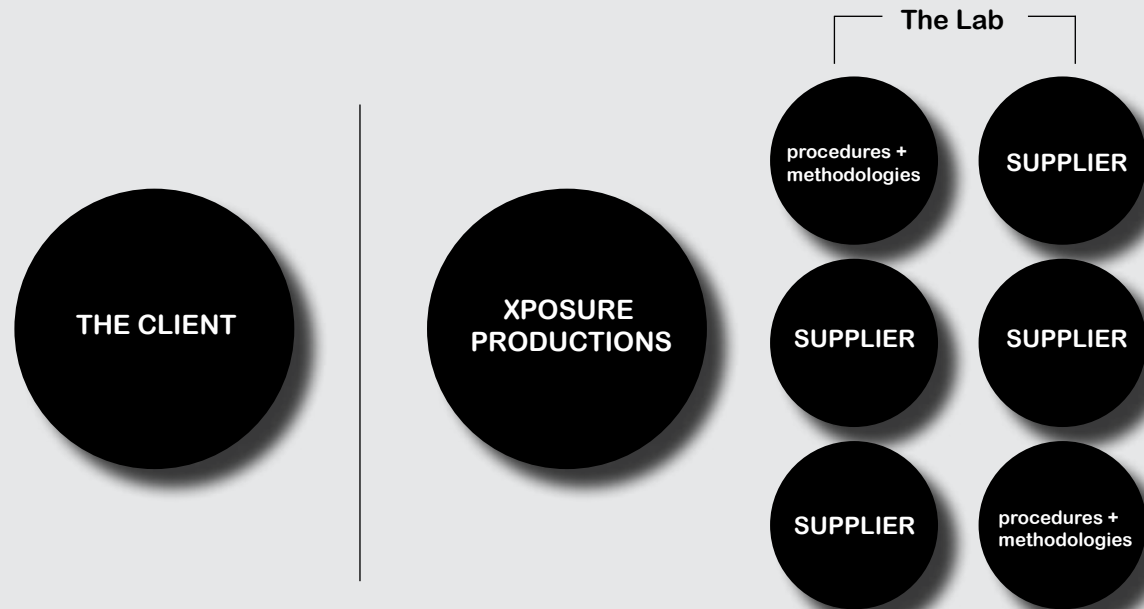
Envision the Xposure project as a stimulant. It doesn’t necessarily “do” anything at all, except act as a facilitator to encourage and prompt ideas and initiatives. Xposure could be seen as a “training facility” which productively (and quickly) induces the failure of inadequate propositions [unemotionally]. Therefore, collectively, we can move forward with concepts and strategies that will increase our chances of creating a viable solution for the opportunity at stake.

This is an attempt to build an accelerated incubator. [We’re committed to helping creative initiatives succeed.](#)

2.1. The Lab

The concept is to bring together a strategic group of suppliers making joint planning and development possible. This will allow the client to manage cost controls across the entire economic chain. Each agency is supported and leveraged by the other, creating a unique and kinetic 'ecosystem' for production possibilities. Sustaining as a social service agent, supported by a competent and trusted board of advisors, Xposure provides purpose-built, mission-driven teams and service vehicles. Below is a concentrated list of our core services and a diagram that showcases our operational strategy:

- Multimedia creation
- Strategy + project management
- Marketing + promotional campaigns
- Economic development



2.2. The Lab cont'd.

Although we have been fortunate enough to establish ourselves internationally, all work is ultimately managed by way of our Sydney headquarters. Our talent pool and suppliers list is strongly derived from our global Xposure network as well as through our satellite institutions.

While our core team from Xposure Productions manages each master strategy, creative direction, and economic development on all projects, we are able to continually strengthen our in-house capabilities via our international relationships to instantly tackle any real-world challenges our clients may face or opportunity they wish to exploit. As a result, we're able to develop viable, purpose-built initiatives by collaborating with our subsidiaries and adhering to our methodologies. The (internally-owned) infrastructure supporting the Xposure project is defined below:



Xposure Productions
www.xposureproductions.net
(production / management firm)

REM Records
www.remrecordings.com.au
(music + entertainment label)



The Company We Keep
www.tcwk.net
(design / advertising agency)

HiBird Media
www.hibirdmedia.com.au
(web + digital progression)



101010
www.1010ten.com
(sports photography consortium)

The Xcelerator
www.xposureproductions.net/txf
(incubator / private equity fund)



Inspire Films
www.theinspireagency.com.au
(film house)

Law Search Australia
www.lawsearchaustralia.com.au
(Legal aid: asset protection)



3. The Xcelerator Fund



While the Xposure project is dedicated to all segments of the arts, action sports and music industries, a department of Xposure concentrates on the development and acceleration of exercises looking to be transformed into sustainable, viable ventures. The Xposure Project aims to do this by way of the Xcelerator program - systems, processes and networks that we have incorporated into the Xposure model to increase our potential of establishing game-changing endeavors.

The goal is to help develop concepts to the point where they've become something impressive enough to expand their current scale and function on a larger, more sophisticated level. At this crux, we would then look to dedicate time to introduce the project to later stage investors who can add more value, financially AND operationally . . . or, occasionally set ourselves up for an acquisition, allowing a more 'capable' team to take our initiative forward for the betterment of all involved.

Uniquely, initial investment of money is of a smaller concern. Many of these projects don't need extensive capital, as a majority of the resources for operations and execution are all in-house under the Xposure umbrella. We think of the financing we inject through the Xcelerator Fund as capital to support the little guys by giving them a chance to succeed with the project that they built from the ground up. **Our goal is to provide the final push to turn the project into a success, benefitting both the entrepreneur and your investment.** This capital is dedicated to people who deserve the support to simply cover their living expenses and hard costs, enabling them to balance their core / context dilemma and deliver on their efforts.

Our goal is to create an environment where teams can focus exclusively on the success of the venture at hand, as opposed to working odd jobs to cover costs, which unquestionably pulls focus from priorities and drags out the completion schedule. The agenda is as straightforward as we suggest in our mission statement: To become one of the most dedicated vehicles which supports growth, sustainability and success for those who help create, develop and maintain the arts, action sports and music industry.

The Xcelerator is simply an effort pledged to our athletes, artists and musicians in support of the culture we are all proud to be a part of.

4. Moving Forward

The expectation is that this overview will lead to further questioning. This summary is not intended to provide an all-encompassing understanding of our agency. Being as it may, if you find merit in the vision, further information can be made available upon request, such as :

- A more articulate explanation of Xposure Productions, including:
 - our infrastructure;
 - our methodologies, and;
 - our philosophy and core ideology
- A portfolio of our previous work + bios on our team;
- A showcase of projects in our current portfolio;
- Other documents that may be critical for decision making.

Thanks for your time and attention ! Stay stoked !

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