

— NEXT WAVE FUND APPLICATION · ANNEX

Operations Annex.

Bill of Materials, Reward Unit Economics, Fulfillment Vendor Structure, Backer Demand, and Demonstration of Operational Proof for the 16-City Immersive Documentation Tour.

\$750K USE OF FUNDS

5-TIER REWARD ECONOMICS

FULFILLMENT MAP

DEMAND SNAPSHOT

PURPOSE OF THIS ANNEX

The math behind the ask.

This annex accompanies the Next Wave Fund application for the 16-City Immersive Documentation Tour. It documents the operational structure behind a \$750,000 funding request — equipment, reward unit economics, fulfillment, audience reach, and live-system proof.

Each section below corresponds to a category Selection Committee reviewers typically scrutinize: where every dollar goes, what every reward costs to fulfill, who handles fulfillment, where backer demand is positioned, and what is already operational versus what funding will activate.

Figures throughout are characterized accurately. Vendor categories are described by class where specific contracts are pending; pre-launch infrastructure described as in-place is in-place; demand projections are characterized as projections, not guarantees.

\$750K

FUNDING TARGET

3 kits

ACTIVE MOBILE PRODUCTION UNITS

5 tiers

REWARD UNIT ECONOMICS MODELED

~640

BACKERS IN PROJECTED DEMAND MODEL

SECTION INDEX

SECTION A Bill of Materials & Equipment Cost Sheet

SECTION B Reward Unit Economics

SECTION C Fulfillment & Vendor Structure

SECTION D Backer Demand Snapshot

SECTION E Demonstration of Proof

SECTION F System Overview & Hardware-Agnostic Posture

A · BILL OF MATERIALS & EQUIPMENT COST SHEET

The stack, itemized.

Multi-modal capture stack: photography, cinema, wearable POV, audio, stabilization, and on-site compute — designed for resilience across 16 cities and 30 to 50 documentation days.

A.1 · CORE EQUIPMENT STACK (PER MOBILE UNIT)

CATEGORY	ITEM	QTY	UNIT COST	TOTAL
Capture	Mirrorless camera (full-frame class)	2	\$2,500	\$5,000
Capture	Cinema camera (B-roll class)	1	\$3,000	\$3,000
Capture	Wearable POV cameras (gimbal-stabilized)	3	\$500	\$1,500
Audio	Shotgun and lavalier kits	2	\$600	\$1,200
Stabilization	Gimbals and rigs	2	\$800	\$1,600
Compute	Edit / streaming workstation (laptop class)	1	\$3,500	\$3,500
Storage	SSD and backup drives	—	\$1,500	\$1,500
Networking	Mobile hotspot and data kits	—	\$800	\$800
Accessories	Batteries, mounts, cables	—	\$1,200	\$1,200
Subtotal Per Unit				\$19,300

A.2 · DEPLOYMENT MODEL

KIT 01

PRIMARY UNIT

\$19,300

Lead production unit. Full multi-modal stack. Deployed to anchor cities and high-density activation windows.

KIT 02

PARALLEL UNIT

\$19,300

Concurrent deployment unit. Enables overlapping coverage in adjacent host cities during peak windows.

KIT 03

ROTATING UNIT

\$19,300

Roving unit. Covers transit between cities, secondary activations, and behind-the-scenes capture.

A.3 · ADDITIONAL PRODUCTION COSTS

Beyond the kit — the production.

CATEGORY	ESTIMATE
Travel — 16 cities, multi-crew	\$120,000
Crew & local production support	\$90,000
Vehicle & logistics	\$60,000
Data, cloud & AI processing	\$25,000
Insurance — already active	\$15,000
Production Subtotal	\$310,000

EQUIPMENT SUBTOTAL — DEPLOYED

3 active kits × \$19,300	\$57,900
Redundancy buffer (25%)	\$14,500
EQUIPMENT BUDGET	\$72,500

Redundancy buffer covers spare bodies, backup audio, secondary storage, and replacement accessories — essential for a 16-city deployment with no return-to-base option mid-tour.

A.4 · TOTAL USE OF FUNDS

\$750,000 reconciled.

CATEGORY	USD	% OF TOTAL
Production — travel, crew, logistics, data, insurance	\$310,000	42%
Fulfillment — printing, merchandise, shipping (see Section C)	\$180,000	24%
Contingency — 15% reserve, multi-city standard	\$95,000	13%
Marketing — campaign assets, PR, festival submissions	\$80,000	11%
Equipment — 3 kits + 25% redundancy	\$72,500	10%
Total Use of Funds	\$737,500	100%

\$737,500 itemized within the \$750,000 funding target. Variance reserved as additional cushion for vendor pricing volatility and travel-cost variance across the 16-city deployment window.

B · REWARD UNIT ECONOMICS

Every tier, margin-tested.

Five reward tiers across Photography, Publishing, and Technology categories — each priced against actual fulfillment cost with margin protection for the campaign's funding obligations.

B.1 · COST VS. PRICE BY TIER

TIER	PLEDGE PRICE	UNIT COST	MARGIN	NOTES
Reader	\$25	\$3	\$22	Digital delivery — white paper PDF, no physical fulfillment
Collector	\$150	\$55	\$95	Print monograph + signed editorial prints, U.S. shipping
Member	\$500	\$120	\$380	Playbook + four-part White Paper bundle + Collector items
Patron	\$2,500	\$400	\$2,100	All Member items + NFC-authenticated collector jersey
Studio	\$10,000+	\$1,200	\$8,800	All Patron items + multi-city portfolio + Playbook acknowledgment

B.2 · COLLECTOR TIER FULFILLMENT — WORKED EXAMPLE

Printing — monograph + signed prints	\$25
Packaging — branded kit, protective	\$10
Shipping — domestic U.S. via vetted partner	\$20
TOTAL FULFILLMENT COST	\$55

Worked example demonstrates margin discipline. International shipping adds \$15–\$45 per unit and is reflected in tiered shipping pricing at checkout.

B.3 · MARGIN STRUCTURE OVERVIEW

- **Reader (digital):** 88% margin — covers platform fees and audience-building cost
- **Collector:** 63% margin — physical fulfillment with shipping cushion
- **Member & above:** 76–88% margin — funds production, marketing, and contingency
- Studio tier margin protects the campaign against fulfillment-cost variance and reward-cost overruns

B.4 · PROJECTED DEMAND MODEL

A funded campaign.

Below is a projected backer-distribution model demonstrating how the campaign reaches the \$750,000 target across the five reward tiers. This is a model, not a guarantee — the assumptions are stated explicitly.

TIER	PROJECTED BACKERS	PRICE	REVENUE	% OF TOTAL
Collector (\$150)	300	\$150	\$45,000	5.7%
Member (\$500)	200	\$500	\$100,000	12.6%
Patron (\$2,500)	100	\$2,500	\$250,000	31.4%
Studio (\$10,000)	40	\$10,000	\$400,000	50.3%
Projected Total	640	—	\$795,000	100%

Reader-tier (\$25 digital) backers are not included in this projection; they represent net-positive volume that compounds project visibility but is not material to funding the \$750,000 target. The model targets ~6% buffer above the \$750,000 funding goal.

MODEL ASSUMPTIONS

- Top-tier (Studio + Patron) projection driven by institutional and corporate-philanthropy backers — relationships cultivated via four-year strategic advisory network
- Mid-tier (Member) projection driven by AGENTIC FUTURE™ Podcast audience and editorial press
- Collector tier projection driven by Kickstarter platform-native discovery and Projects We Love mechanics
- Conversion rates align with industry benchmarks for Photography, Publishing, and Technology category campaigns at \$750K+ funding levels

ACCURACY DISCIPLINE

This is a demand *projection*, not a reservation. No backer pledges have been collected. The model is presented to demonstrate that the funding goal is mathematically reachable across realistic tier distributions. The applicant commits to honest reporting of actual conversion versus model at the 25% / 50% / 75% / 100% campaign-window milestones.

C · FULFILLMENT & VENDOR STRUCTURE

Vendors lined up. Timeline **locked.**

Vendor categories identified and quote-ready for activation upon funding. All vendors are U.S.-based or U.S.-routable. International shipping is tiered and quoted per region.

C.1 · PRINT & PUBLISHING

VENDOR CLASS	ROLE	STATUS
U.S. print partner (Blurb / Mixam class)	Monograph & Playbook	Quote-ready
Fine-art print lab	Serialized prints	Identified
Packaging supplier	Branded kits	Standardized

C.2 · NFC MERCHANDISE

COMPONENT	VENDOR CLASS
NFC chips	NTAG213 / NTAG215 supplier
Garments	Premium blank manufacturer
Encoding & provenance	Third-party NFC service

NFC authentication protects backer authenticity rights against counterfeit and links each piece to a verified provenance record on the project site.

C.3 · FULFILLMENT OPERATIONS

PARTNER CLASS	CAPABILITY
3PL (ShipBob / ShipStation class)	Global shipping and tracking
U.S. warehouse	Bulk storage & pick / pack
International routing	Tiered regional pricing

C.4 · FULFILLMENT TIMELINE

PHASE	DURATION
Print production	2–3 weeks
Packaging & assembly	1 week
Shipping — global, tiered	2–4 weeks
End-to-End Fulfillment	5–8 weeks

D · BACKER DEMAND SNAPSHOT

A warm, addressable network.

Audience reach is described as addressable, not converted. The applicant maintains active professional relationships across cultural, infrastructure, civic, and corporate philanthropy networks accumulated over four years.

D.1 · AUDIENCE INFRASTRUCTURE

CHANNEL	NATURE	ESTIMATED REACH
LinkedIn (direct network)	Warm contacts cultivated over four years across cultural, infrastructure, civic, and corporate philanthropy	15,000–22,000
AGENTIC FUTURE™ Podcast	Operational distribution via Apple Podcasts, YouTube, and routed civic-media channels	90+ languages
Strategic network (institutional)	High-value, low-volume relationships at corporate-philanthropy and chief-of-staff levels	Curated

D.2 · EXPECTED CONVERSION MODEL

SEGMENT	CONVERSION	REVENUE IMPACT
Institutional (Studio + Patron)	2–5%	60–70%
Mid-tier (Member)	3–7%	20–25%
Broad audience (Reader + Collector)	1–2%	10–15%

Conversion rates are projections, not commitments. Actual performance is reported transparently against this baseline at campaign-window milestones.

D.3 · PRE-LAUNCH ASSETS

- ✓ Personalized outreach lists — segmented by tier and relationship strength
- ✓ Press kits — finalized and ready for distribution
- ✓ Campaign creative — copy, video assets, supporting materials all complete
- ✓ Backer-tier reward descriptions — finalized and Kickstarter-policy-cleared
- ✓ Insurance certificate — active at submission stage, multi-state coverage
- ✓ Vendor quotes — collected for printing, fulfillment, and merchandise categories

E · DEMONSTRATION OF OPERATIONAL PROOF

Already operational.

Core components of the documentation pipeline are operational today. Funding activates scale and continuity across 16 cities — not first-time deployment of an unproven system.

E.1 · SAMPLE OUTPUTS — AVAILABLE ON REQUEST

- Three edited mockups produced at final delivery quality, ready for Selection Committee review
- One short-form video explainer (~30 seconds) demonstrating capture-to-publish workflow
- Three to five sample pages from the 16-City Economic Yield Playbook (Edition 1.0)
- Working NFC-scan demonstration (prototype) of the collector-merchandise authentication layer

E.2 · PROOF STATEMENT

Core components of the documentation pipeline are operational today, including:

- Multi-feed capture across wearable, cinema, and editorial layers
- AI-assisted editing and transcript-anchored video clipping
- Multi-language distribution into 90+ languages via the AGENTIC FUTURE™ pipeline
- Treasury-aligned reporting layer integrated with governance protocols in the Playbook

Sample outputs and demonstration footage are available for review by the Selection Committee upon request.

WHAT FUNDING ACTIVATES

SCALE

Three concurrent kits across 16 cities — not single-kit sequential coverage. Concurrent deployment is the difference between sampled coverage and complete documentation.

CONTINUITY

90 days of field documentation across the tournament window. Sustained presence creates the longitudinal record the Playbook frames.

DELIVERABLES

Backer-reward production, fulfillment, and global shipping at scale across five tiers — supported by vendors quote-ready at submission.

F · SYSTEM OVERVIEW & HARDWARE-AGNOSTIC POSTURE

Live. Scalable. Ready.

F.1 · DEFINING CHARACTERISTICS

- **Multi-modal capture** across wearable, cinematic, and editorial formats
- **Real-time orchestration** transforming multiple feeds into a single narrative
- **AI-assisted editing**, transcription, and global distribution — fully automated
- **Every capture rendered** as a finished, deliverable asset

01 · CAPTURE

Multi-modal feeds

Wearable POV, cinema, editorial mirrorless

02 · ORCHESTRATE

Live multi-feed switching

Scene-detection classifiers route the narrative

03 · EDIT

AI-assisted edit-in-camera

Highlight selection, transcript-anchored clipping

04 · DISTRIBUTE

90+ language routing

Apple Podcasts, YouTube, civic media channels

F.2 · HARDWARE-AGNOSTIC INTEGRATION POSTURE

The pipeline is intentionally hardware-agnostic. Single-vendor dependency is a documented production risk for any 16-city, 30-day field deployment, and the Selection Committee evaluates project deliverability as a core criterion. The applicant designs around resilience first.

Current capture is performed across a layered stack of consumer and prosumer wearable cameras, mirrorless full-frame photography systems, and cinema-grade B-roll cameras — supplemented by mobile compute for live ingest, transcoding, and stream relay.

EMERGING WEARABLE COMPATIBILITY

As the wearable AI category matures, the pipeline integrates emerging capture platforms as enhancement layers — not as primary dependencies. New devices are evaluated against the project's resilience requirements before deployment.

- Real-time POV capture optimization
- Hands-free workflow integration
- AI-native processing where supported
- Native multi-language distribution

CHARACTERIZATION & DISCLOSURES

Every figure, honestly framed.

This annex is calibrated for accurate representation in support of the Next Wave Fund application. Items below clarify what the document does and does not represent.

EQUIPMENT VENDORS DESCRIBED BY CLASS

Where specific vendors are not yet under contract, equipment is described by category class (e.g., "mirrorless camera, full-frame class") rather than by named brand. This is intentional — the pipeline is hardware-agnostic and vendor selection is competitive at activation.

PROJECTIONS ARE NOT GUARANTEES

The demand model in Section B.4 and the conversion projections in Section D.2 represent a structurally reasonable funding pathway — not a reservation of pledges or a guaranteed outcome. The applicant commits to honest reporting against these projections at campaign milestones.

CONTINGENCY SIZED FOR RISK

The 15% contingency reserve (\$95,000) reflects International Documentary Association industry guidance for multi-location productions. It is intentionally sized above the standard 10% minimum to accommodate the elevated logistics complexity of a 16-city, three-nation deployment window.

NO CLAIM OF SPONSORSHIP OR AFFILIATION

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OPERATIONS ANNEX · EDITION 1.0

"The pipeline is operational today. Funding activates scale, continuity, and the multi-tier reward economy that converts a creator-led documentation system into a published reference work for the multi-cycle tournament window."

www.TashaBleu.com

ANNEX TO NEXT WAVE FUND APPLICATION · SUBMITTED MAY 4, 2026

— END OF ANNEX —