



**WORLD'S FIRST
INTERACTIVE
SCIENCE STREAMING
PLATFORM**

Stream. Play. Learn. Connect.



CORE TOPICS

We are the premiere online streaming platform dedicated to science, offering engaging videos, interactive games, through-provoking podcasts, and live events—all for a minimal monthly fee.



EXECUTIVE SUMMARY

WHO IS HELIX+?

We are the premier online streaming platform dedicated to science-based entertainment, offering engaging videos, interactive games, thought-provoking podcasts, and live events with a community component.

What Problem Do We Solve?

Science enthusiasts struggle to find high-quality, engaging, and reliable science content amidst a sea of misinformation, fragmented platforms, and clickbait-driven media. Traditional streaming services often lack dedicated, in-depth science programming, leaving audiences frustrated by the lack of educational yet entertaining options tailored to their interests.

Fragmented Science Media Landscape: Viewers jump between **YouTube, podcasts, online courses, and events**—Helix+ unifies it all in one platform.



PROBLEM STATEMENT

WHY NOW?

Science enthusiasts struggle to find high-quality, engaging, and reliable science content amidst a sea of misinformation, fragmented platforms, and clickbait-driven media. Traditional streaming services often lack dedicated, in-depth science programming, leaving audiences frustrated by the lack of educational yet entertaining options tailored to their interests.

- **Limited Access to High-Quality Science Content:** Most platforms focus on entertainment, leaving science enthusiasts underserved.
- **Passive Learning is Outdated:** Traditional streaming is one-way; today's audiences crave **interactive, gamified, and social experiences.**
- **Fragmented Science Media Landscape:** Viewers jump between **YouTube, podcasts, online courses, and events**—Helix+ unifies it all in one platform.



OUR SOLUTION

THE ULTIMATE SCIENCE STREAMING HUB

We make discovering and understanding science effortless and engaging by providing a premium streaming platform with high-quality videos, interactive games, thought-provoking podcasts, and live events—giving curious minds an accessible, entertaining, and reliable source for science education and inspiration.

- **One-Stop Science Destination:** Award winning video, podcasts, gaming, interactive learning, and live events for immersive science exploration.
- **Gamification & Engagement:** Learn by doing: Unlike traditional streaming services, we offer **interactive experiments, quizzes, and challenges** to keep users engaged. Hands-on learning via quizzes, challenges, and experiments.
- **Community-Driven Learning:** Live Q&As, science challenges, a social-learning network connecting experts and fans, forums, and exclusive expert-led content.
- **Affordable Access to Premium Science Content:** High-quality, ad-free educational entertainment at a fraction of traditional e-learning costs.



OUR PURPOSE

We reconnect humanity with curiosity.

- We elevate science into stories that spark awe and understanding.
- We bring the voices of researchers, creators, astronauts, philosophers, and dreamers into one storytelling ecosystem.
- We are not just a streaming platform.

We are a movement, a home, and a reimagination of what science can feel like.



WHO WE'RE FOR



The science-curious



The knowledge
seekers



The creators and
educators



The misfits of both
Hollywood and Silicon
Valley



The astronauts, engineers, and
dreamers

WHAT WE PRODUCE

Original. Licensed. Live. Experiential.

- . Original science series that feel like HBO dramas
- . Licensed documentaries, short films, and podcasts from leading minds
- . Games that engage the audience from 8 to 80
- . Live events with NASA experts, inventors, and futurists
- . Conferences, VR labs, and science creator partnerships



COMPETITION

FEATURE

OUR PLATFORM

CURIOSITY STREAM

NETFLIX (DOCS)

YOUTUBE (SCI CHANNELS)

SCIENCE-FOCUSED

YES

LIMITED

NO

YES

INTERACTIVE CONTENT

YES

NO

NO

NO

GAMIFICATION

YES

NO

NO

NO

COMMUNITY ENGAGEMENT

YES

NO

NO

YES

LIVE EVENTS & Q&As

YES

NO

NO

LIMITED

- 1. The global e-learning market is projected to reach \$645 billion by 2030.
- 2. The science education and edutainment streaming market represents a significant portion.
- 3. Assuming 10% of global streaming subscribers are interested in science, that's ~500 million potential users worldwide.

\$100B+

Global EdTech & Streaming Market

TOTAL AVAILABLE MARKET

TAM

- 1. Focus on English-speaking markets (U.S., Canada, UK, Australia, & other key regions).
- 2. There are approximately 100 million individuals in these regions actively consuming science-related content across streaming, YouTube, and podcasts.
- 3. If 20% of this audience is willing to pay for premium science content, the SAM is around 20 million potential subscribers.

\$10B+

Sci-Fi & Documentary Streaming Viewers

SERVICE AVAILABLE MARKET

SAM

MARKET OPPORTUNITY

- 1. Considering competition and market penetration, a realistic goal is to capture 2-5% of the SAM in the first few years.
- 2. That translates to 400,000-1 million paying subscribers, depending on growth strategies & brand positioning.

\$500M+

Early Adopters
(STEM enthusiasts, students, lifelong learners)

SERVICE OBTAINABLE MARKET

SOM



BUSINESS MODEL & REVENUE STREAM

Subscription Model (Primary Revenue Stream)

- **Free 30-day access:** Limited access to videos, games & podcasts with ads.
- **Explorer Plan, \$6.99/month:** Unlimited videos, games & podcasts with ads.
- **Innovator Plan, \$9.99/month:** Unlimited videos, podcasts, games, live events, community access exclusive content, interactive features without ads.
- **Educator Plan, Custom pricing:** Designed for schools K-8 and organizations with group access and educator resources

Advertising

Helix+ offers premium advertising opportunities through targeted placements within its science-focused content, including video pre-rolls, sponsored segments, and branded integrations. Advertisers can also engage audiences through custom campaigns, live event sponsorships, and curated partnerships that align with Helix+'s intellectually curious and tech-savvy community.

Partnerships & Sponsored Content

- Collaborate with universities, museums, and science institutions funding original content.
- Exclusive content collaborations with scientists & educators.

Merchandise & Licensing

- Science-themed apparel, books, and digital downloads.

1. REVENUE PROJECTIONS – (2026–2030)

SUBSCRIPTION REVENUE (SVOD – PAID USERS)

Paid subscriber growth:

- Year 1: **50K**
- Year 2: **150K**
- Year 3: **350K**
- Year 4: **650K**
- Year 5: **1M**

Annual Subscriptions Revenue:

- Year 1: **\$3.29M**
- Year 2: **\$9.88M**
- Year 3: **\$23.07M**
- Year 4: **\$42.84M**
- Year 5: **\$65.91M**

2. REVENUE PROJECTIONS – (2026–2030)

ADVERTISING REVENUE (AVOD)

Projected ad revenue (based on impressions & engagement):

- Year 1: **\$0.05M**
- Year 2: **\$0.5M**
- Year 3: **\$2M**
- Year 4: **\$4.5M**
- Year 5: **\$8M**

3. REVENUE PROJECTIONS – (2026–2030)

LIVE EVENTS & SPECIAL STREAMS (PPV & EXCLUSIVE CONTENT)

- Year 1: **\$0.1M**
- Year 2: **\$0.3M**
- Year 3: **\$1M**
- Year 4: **\$2.5M**
- Year 5: **\$4M**

4. REVENUE PROJECTION – (2026–2030)

PARTNERSHIPS & LICENSING

- Year 1: **\$0.1M**
- Year 2: **\$0.7M**
- Year 3: **\$1.5M**
- Year 4: **\$3M**
- Year 5: **\$5M**

CONTENT COVERAGE

HEALTH + WELLNESS

Drug Delivery Vaccines
Sports Personalized Health

GENOMICS

Prosthetics
FDA Medical Regulations

HUMAN OS

CYBERNETICS

Personal Devices Artificial Organs
Transplantables

MICROBIOME

Wearables
Transcranial Magnetic Stimulation
Immunology

BIOTECH

Medical Imaging
Interface

NEUROSCIENCE

Artificial Organs
Cognitive Enhancement



Archaeological

Predictive Analytics

BIG DATA

Climate Data

Security

Predictive Analytics

Communication

UI/UX

Artificial Intelligence

Haptics

Astronomical

TECH LAB

IMAGING

Medical

Agricultural

CONNECTIVITY

Facial Recognition

Data Visualization

Virtual Objects

ENCRYPTION

Algorithms

Gaming

Enabling Tech

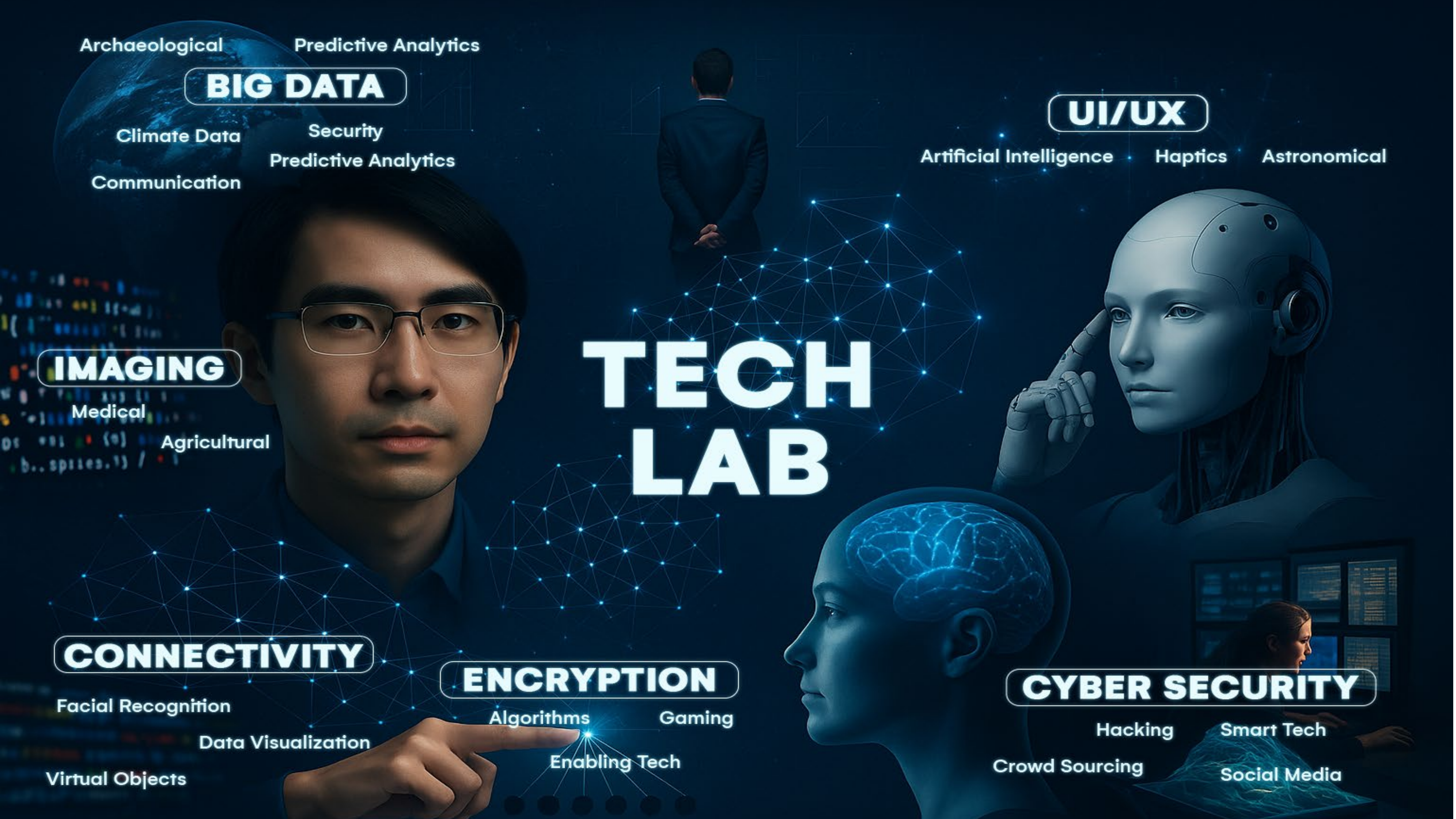
CYBER SECURITY

Hacking

Smart Tech

Crowd Sourcing

Social Media



LAND

Vertical Farming

Food Tech

Water Supply

POPULATION

Natural Resources

ECOSYSTEMS

Exploration

Atmosphere

Fish Farms

CLIMATE

Weather

Testing

Sustainability

LIVING PLANET

ENERGY

Solar

Nuclear

Wind

FOOD

Monitoring

Bioenergy

Carbon Tech

WATER

Oceans

Desalinization

Irrigation

SURVEILLANCE

Autonomous

Medical

Nanodrones

DIAGNOSTICS

Surgical

VEHICLES

NANOTECH

Biomimicry

Farm Tech

Construction

NEXT GEN MACHINES

Nanoengines

MANUFACTURING

Optical Tweezers

Mechanics

Audio

Drones

Optical

SENSORS

Batteries

Soft Robots

Environmental

INFRASTRUCTURE

Fabrication
Bridges
Sustainable Products
Energy Grid
Tunnels
Waste Management

Construction

Public Health

ENGINEERING

Manufacturing
Energy Generation
Power Grid
Transportation

BUILT BY DESIGN

Materials

MATERIAL SCIENCE

Roads
Packaging
Fashion

FUTURE CITIES

Urban Planning
Printed Structures

ARCHITECTURE

Structural Design
Urban Planning
Housing



Navigation

Space Craft

SATELLITES

Telescopes

Rocketry

SPACE

HABITATS

Terra-forming

Asteroids

Extrasolar Planets

Tourism

Planet Geology

EXPLORATION

Water

Probes

Atmospheric Systems

ASTRONOMY

Big Bang

Protection

Space/Time

Space Farms

LET'S TALK

We're building the future of science storytelling.

Join us. Invest. Collaborate. Create. Spread the word.

Because the world needs more truth—and more wonder.

Antonio Patric Buchanan

Chief Executive Officer

Antonio@myhelixplus.com

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TEAM BIOS

The background is a solid dark blue. On the right side, there are two overlapping abstract shapes. The top one is a light teal color with a rounded top edge, resembling a stylized mountain or a rounded rectangle. Below it is a darker teal shape that is more angular, extending from the bottom right towards the center. The text 'TEAM BIOS' is positioned on the left side of the image, centered vertically relative to the top shape.



ANTONIO PATRIC BUCHANAN
Chief Executive Officer

- Co-CEO, Chief Transformation Officer at Antonio & Paris
- Executive Board Member at Fast Company
- SVP, Global Integrated Marketing Group at FCB Global
- Senior Partner, Managing Director at Ogilvy



DARRYL N. WILLIAMS, PHD
Chief Science Officer

- Senior Vice President – Science & Education at TFI (The Franklin Institute)
- Served on the NASA Advisory Council’s Task Force for Science, Technology, Engineering and Mathematics Education
- Program Director of the National Sciences Foundation



PARIS HINSON
Chief Marketing Officer

- Co-CEO, Chief Creative Officer at Antonio & Paris
- Creative Director at McCann (Microsoft)
- Creative Director UI/UX at Dell / Legato Systems



GARY REISMAN
Executive, Content Integration & Podcast

- Founder at Modwell Holdings
- CEO / Equity Owner at Foreverdog Productions
- Founder at Leap Media Investments
- VP Sales & Marketing at CNN.com International / Warner Brothers Discovery
- SVP at WPP & IPG New Business Development



SAM CLARKE
Executive, Gaming Content

- Co-Founder at Publish
- VP of Strategic Gaming Partnerships at Petrol



ASHLEY THORNHILL
Executive, Video Content

- SVP, Strategy & Global Innovation at Antonio & Paris
- VP, Brand Management and Video Production
- Antonio & Paris
 - Disney, The Franklin Institute, AT&T/DIRECTV, ThermoFisher, Tenet Healthcare.

SENIOR ADVISORS

The background features a dark navy blue field with several large, overlapping organic shapes in shades of teal and light blue. These shapes are positioned primarily on the right side of the frame, creating a modern, abstract composition.



JOE DINUNZIO
Senior Advisor

- Executive Director of Innovation and Entrepreneurship at UC Davis
- SVP, Walt Disney Imagineering
- Executive Chairman, CEO at 42 Entertainment, LLC
- Principal at Booz Allen Hamilton



RON "RONNIE" ANDREWS
Senior Advisor

- Founder and Managing Partner at Bethesda Group Advisors
- Executive Chairman at DxCover
- Executive Chairman at SymbioSis
- Chief Executive Officer at TwinStrand Biosciences
- President and CEO of Oncocyte Corporation
- President – Geneuc Sciences Division at Thermo Fisher Scientific
- CEO – Molecular Diagnostics at GE Healthcare



LAURA DEL GRECO
Senior Advisor

- Founder / CEO at Musay
- Strategic Advisor at Modwell
- Head of Content Commerce, Innovation, and Network Partnerships at NBC Universal



TODD HODDICK
Senior Advisor

- SVP & Chief Revenue Officer of Global Entertainment at Barco
- VP of Strategic Partnerships and International Operations for Technicolor
- Director of Technology at The Walt Disney Company



WIM BUYENS
Senior Advisor

- SVP, Entertainment at Barco
- Founder, Strategic Advisor at Cinema Coach
- CEO, Cinionic



CARLOS BUCHANAN
Senior Advisor

- Founder & CEO at Pivot Point Global LLC
- 27 Years at 3M Company with roles including:
 - Global Channel and Strategic Accounts Director
 - Global Training & Development Manager
 - Lean Six Sigma Black Belt
 - Multiple Marketing and Sales Leadership roles



THANK YOU

