



# BLERD STATION

## Presentation



# Blerd Station

**Distribution is King.**

Blerd Station is an **VOD Streaming Service** focused on **Speculative Fiction** Entertainment that **CENTERS** BIPOC characters and communities in **ORIGINAL** television, film and animation. properties.

Blerd Station content features Sci-fi, Fantasy, Horror, Superhero, Action and Anime television, films and graphic novels. It's entertainment for **Nerds of Color** that rarely see themselves represented in **these stories** in a meaningful and authentic manner.

Blerd Station is **THE ONLY** streaming service that will be owned in part by the Blerd **Community!**



# Who We Are

KDS Entertainment is a full spectrum IP creation company specializing in black centered speculative fiction properties.

Our team of creators has worked with Gaumont TV, Hasbro Toy Group, Mattel, DreamWorks, Marvel, Fox, The Grio, Warner Bros., Netflix, BET, Disney, Cartoon Network and more.



Kevin M.J. Murphy

CEO



Deon Nuckols

CVO/Executive Producer



M. Nicole Sr.

VP of Development

Producer





# The Founders



Kevin M.J. Murphy

An author and entertainment IP creator specializing in Action, Fantasy, Science- Fiction and Boys animated and Live action properties. He has worked as a freelance writer and concept creator for Hasbro Toy Group's Fantasy Factory, Elric of Melnebone, Wizards Of The Coast, Magic The Gathering. Wrote original screenplay for Ratti Entertainment "Black Salt" feature & created Legend Of New Shaolin animated series. Landed distribution deals with Fox 4Kids & Porchlight Entertainment.

Deon Nuckols

With experience and Hands-on knowledge in consumer products, branding, and business innovation, Deon has provided design direction for the complete range of product concepts and designs for companies such as Lions Gate, Disney, Marvel, DreamWorks, and Fox. Deon got his start in Toy Design working for Kenner / Hasbro, Jakks, Spinmaster and later moved into the entertainment industry creating for, Comics, Toy's, TV, animation and video games.

A gifted IP creator, **M. Nicole Smith** has Created or Co-created nearly all the KDS Entertainment's television properties on multiple slates. She recently further honed her craft as one of the leads of development on an upcoming television series originally optioned by Gaumont TV.

## The Partners

**James L. Gilmore** is a protégé of the legendary John Singleton and Hidden Empire's Deon Taylor, James is a multi-hyphenate talent. Director, Writer and Producer are all in his scope of experience and ability. James is also a producer at The Grio and an adept businessman in his own right.



**M. Nicole Smith**



**James L. Gilmore**



**Demetrius Holt**

Award-winning producer, founder of Blerd And Powerful; a networking initiative aimed at growing Black Owned Comic Conventions, actor, fitness competitor, Cosplayer extraordinaire, and Black He-Man. Demetrius is a Leader in the Blerd Creator Community.



**Xavier Byers**

A Morehouse Grad, Xavier began his career at Turner Broadcasting as a summer intern for Finance where he would eventually support CNN, Cartoon Network and Adult Swim. Xavier is a Warner Bros. alumni as well as a Netflix Executive working toward the elevation of creative content and the culture.



**Dominic Jimenez**

The owner and founder of the urban anime wear company, Namiwear, specializing in high end, pop culture fashion inspired by popular anime characters and titles. The creator and publisher of TWO black centered manga series, Tenpinz and Soul X Search, Dom's Tenpinz Manga reached NUMBER ONE seller status on Amazon.

## The STRATEGIC PARTNERS



# Strategic Partners



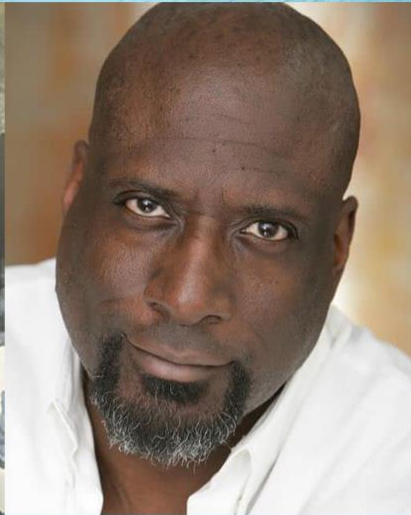
**Andrena Hale**

Executive producer, Showrunner, Director, American Gangster **Trap Queens**, The Black Beauty Effect.



**David Hopwood**

Executive Producer **50** episodes of **POWER** television series. Films: **300**, Escape Plan, Den Of Thieves, Immortals.



**Kevin Grevioux**

Creator, Executive Producer, Director, Actor, Voice Actor. **Creator** of multi-film franchise, **Underworld**.



**Tananarive Due**

Best selling Horror author, Executive Producer of **Shutter's Horror Noir**, writer Jordan Peele's **Twilight Zone**.



**Wayne Stamps**

One of Hollywood's most versatile writers, Director, Executive Producer, Showrunner **Real House Husbands**.



**Stephen Barnes**

Among America's **most decorated** Black Spec fiction authors, Producer, television writer, Stargate, **Twilight Zone**.

Here are just a few of the credits and accomplishments of our team of **Hollywood Advisors.**





## The Newest Partners

Our Hollywood connections have recently increased exponentially with the addition of our newest Strategic Partners, **9B Collective**.

9B Collective is the first Black-Owned Concept Art Studio made up primarily of BIPOC artists and founded by Phillip Boutté Jr., Mike Uwandi, and **Aldis Hodge**. Our goal is to provide a shift in the Entertainment landscape by working towards true inclusivity both in front of, and behind the camera. Feature Films, Animation, Television, Video Games, XR, Graphic Design and more.





**Michael Jai White** is an American actor, director and martial artist. He was the first African American to portray a major comic book superhero in a major motion picture, starring as Al Simmons, the protagonist in the 1997 film, ***Spawn***.

A highly trained martial artist and actor, Michael Jai White has broken barriers as a Hollywood star and international box office sensation. With his dynamic personality, agile abilities and physique of a bodybuilder, Michael has earned respect for his versatile talents both on and off screen.



**Gillian White** has been in the business for over 20 years. Her first break was starring as LL Cool J's lover in his music video "Hey Lover" ft. Boyz II Men and then as She then moved on from music videos to television and got her first role in the feature film, "How To Be A Player" and then playing Cole's girlfriend on the hit show "Martin."

She continued to book guest starring roles on sitcoms and dramas and roles in feature films, like the Quentin Tarantino's classic Jackie Brown and Spike Lee's Bamboozled. Her favorite roles to date are playing the Amazon warrior, Amoria, on the show Xena: Warrior Princess which she filmed on location in New Zealand and the recurring villain, China Lee Arvin on the soap opera, Days of Our Lives.



Multi-talented **Orlando Jones** first came to prominence as an original member of the "MADtv" (Fox) before going on to a prolific film career. Receiving his start as a staff writer and story editor on series such as "A Different World" (NBC), Jones came to "MADtv" armed with a writer's instinct and a performer's manic determination to make people laugh. Appearing in a slew of feature films; among them "Bedazzled" "Double Take" "Evolution" and "Drumline."

The talented comedic actor worked steadily with guest spots on series such as "Rules of Engagement" (CBS) and in feature films like "Cirque du Freak: The Vampire's Assistant" (2009). With his background as a writer and producer, as well as the ability to switch gears between comedic and dramatic fare, Jones was prepared for a lengthy career in the always shifting landscape of film and television.

# The

# Headlines

FORBES BUSINESS  
BREAKING NEWS  
**Report: Hollywood Loses \$10 Billion A Year Over Lack Of Black Representation**

Carlie Porterfield Former Staff  
*I cover breaking news.*

**DEADLINE**

Breaking Hollywood News Since 2006

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**Nielsen Studies Diversity Across Platforms – Streamers Lead, Cable Lags; Women, Minorities Underrepresented On TV**

By [Jill Goldsmith](#)  
December 3, 2020 6:05am

**Blerd Station is PERFECTLY positioned to tap into a major percentage of these discarded funds.**

**CBS NEWS**

NEWS

SHOWS

LIVE

LOCAL

**Hollywood loses out on \$10 billion every year by undervaluing Black projects, study says**

BY ZOE CHRISTEN JONES  
MARCH 12, 2021 / 5:33 PM / CBS NEWS

A new study found that Hollywood loses out on nearly \$10 billion every year by undervaluing TV and film projects about and by Black creators. The report, released by McKinsey & Company on Thursday, estimates that the industry could bring in an additional 7% to its baseline revenue of \$148 billion by addressing racial inequalities.

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**Los Angeles Times**

**After George Floyd's death, TV promised change. A new study calls out the lack of progress**



SUBSCRIBERS ARE READING >

FOR SUBSCRIBERS  
Commentary: Why did Center Theatre Group really halt programming at the Mark Taper Forum?

FOR SUBSCRIBERS  
The most lucrative majors? Some community college grads can outearn elite university peers

FOR SUBSCRIBERS  
The 101 best California experiences

FOR SUBSCRIBERS  
4 in 10 California residents are considering packing up and leaving, new poll finds

# Our Place In the Market

Blerd Station will succeed because it will only need to generate a FRACTION of the number of subscribers of the established streaming outlets.

Over the next 3-5 years at just 1- 5 Million subscribers (worldwide) Blerd Station will generate Gross subscription revenue from \$120 - \$600 Million annually.



200 Million subscribers



Hulu: 48 Million subscribers



280 Million subscribers



162 Million subscribers



***BLERD STATION***



**BLERD STATION**



**Blerd Station's streaming platform will make our content available across the most viewed outlets and easily accessible through a wide range of devices.**

# Affinity Space

## Blerd Consumers Are Not A Monolith

One of the most important mistakes Blerd Station avoids is the assumption that black and POC consumers are monolithic in their entertainment consuming habits.

**Blerd Station** doesn't blindly target a broad demographic but rather provides a **niche** product for a hungry, active community.

We give BIPOC fans of speculative fiction in all its forms, **a place of their own** to **SEE THEMSELVES** and enjoy entertainment they have traditionally been left out of.





See it First  
Enter your email here\*

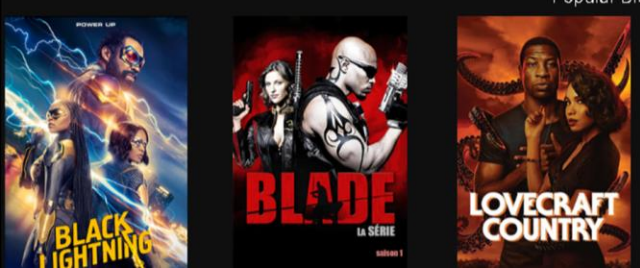
Our Latest Releases | Watch All Original Content



Blerd Animation



Popular Blerd TV



# Blerd Station Originals

Distribution IS King. But CONTENT is QUEEN.

\*The number one factor that BRINGS and RETAINS audiences to Streaming Services isn't their sheer AMOUNT of content, its Original Content EXCLUSIVE to that platform.

KDS Entertainment has created multiple slates of original television show concepts in various stages that are ready to move into development and production.

Blerd Station will also source original content from Blerd Community of Creators.

\*STATISTICA  
<https://www.statista.com/study/89572/streaming-wars-the-value-of-original-content-to-streaming-services/>





# ANIME

- It's not just the Blerds, \*Anime is one of the **most popular and fastest growing** genres of television and film entertainment, period.
- Although Black fans and POC fans are **ravenous** consumers of the genre, they are rarely **featured** in Anime and Animated Films or Series. We're going to fix that.
- Blerd Station will also feature original anime and animated series concepts that we've created and those that come from Blerd Creators producing BIPOC centered Manga.

\*Buzzfeed 3/22/23  
<https://www.buzzfeed.com/ishabassi/anime-popularity-explained-from-niche-to-mainstream>



# BET★

## FOR US BY US.

The prospect of Tyler Perry purchasing **BET** and **VH1** made it crystal clear how important Black ownership of the entertainment platforms that tell Black and POC stories in television, film and other media is.



- However, Tyler's potential ownership **WON'T** extend to the BIPOC community. In the world of media entertainment, the opportunity to be an **OWNER** rather than just a **CONSUMER** of a Hollywood level media company still eludes us.

Until now.

- Blerd Station recognizes we're in an age where individuals and communities are looking to do more than play the role of the **CONSUMER**. Social media has raised expectations of the opportunity to weigh in and demand representation that is genuine, meaningful and authentic. Participation in **OWNERSHIP** allows voices to be heard.



# Our Plan Works

KDS Entertainment's Round One equity campaign will skew toward **CoEmergence** as it's strategy.

**CoEmergence** def: Arising at the same time, **born together**.

**Audience. Platform. Production.**

**All emerging at the same time.**

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Audience is the most difficult and usually unattainable element in the equation. It's the golden goose. Failure to build one quickly enough will **SINK** an OTT platform.

Round One Equity partners (**up to 100,000**) literally become the defacto **Audience** for the Blerd Station Platform. On **DAY ONE** when the **Platform** launches, Blerd Station will have an Audience and funds for **Production** already in place, simultaneously.

On **DAY ONE** of operation Blerd Station will have

**Audience. Platform. Production.**

# Their Plan

## Fails

Although Streaming Services are seeing an across-the-board boom in success, most **independent** services, FAIL.

Blerd Station's plan sets it up for success where other independent VOD streamers fail.

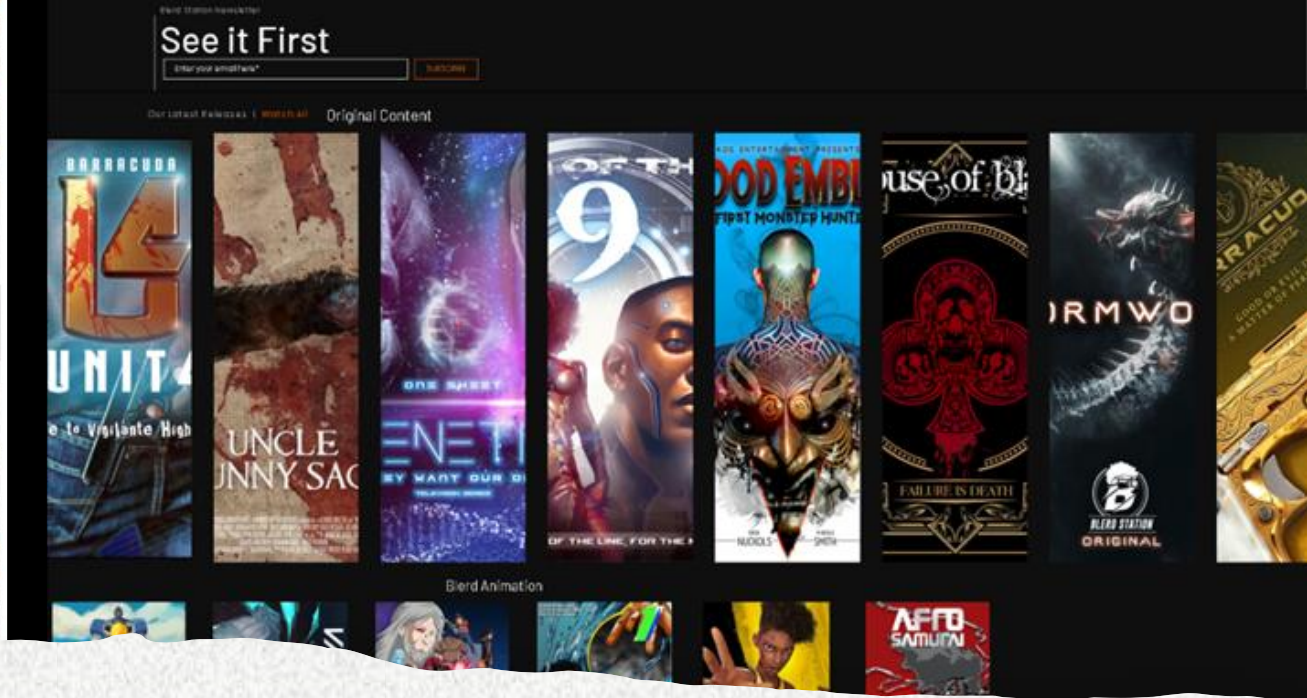
They fail because...  
They fall prey to the "If you build it, they will come" fallacy.

They fail to create **Original Content** that is entertaining, engaging and EPISODIC, that features recognizable Hollywood names.

Using a "more is better" approach to replace Original Content, they bet heavily that having lots of unremarkable content will attract paying customers.

Seeking a broad range of customers within a large demographic dilutes their message, marketing and budget while doing little to grow their platform.

With few if any partnerships with recognizable, popular Hollywood brands (consumers will spend on) customer valuation and participation is low.



## PROOF OF CONCEPT

### The Plan Works

Extending Equity and Ownership to communities of consumers has become the model for emerging media entities.

- In **ROUND ONE** of Blerd Station's Equity Crowdfund Raise, participants commit to a 36-month membership at **\$10.99** per month (\$395.64). This **low entry into investment** is the same cost of a regular monthly subscription. Upon completion of the 36 consecutive month participation period, members can opt for an equity share of Blerd Station as their reward.
- This model allows more potential investors an opportunity to participate.



# Blerd Influencer Communities Are The Key

As Hollywood closes their doors to influencers, Blerd Station is **OPENING** ours. Cultivating partnerships with the Blerd community and Creator Community is our **NUMBER ONE TASK.**

- Blerd Influencers have platforms with Millions of followers representing an expanding, aggregate Blerd Community.
- Our Influencer Affiliate Partnership will allow Blerd and other Influencers to monetize their followers in a straightforward “one to one” manner, without tiresome and confusing algorithms. But that’s not all Blerd Station offers.
- Blerd Station is forging strategic partnerships with influencers to provide opportunities in front and behind the camera.

Demetrius Holt

Naiquan Midyett

Utahimecosplay

Kai.Esh\_Black

Jonathan Belle

# Blerd

## ~~Communities~~

Blerd Station is in discussions with multiple Blerd Organizations, Studios, Brands and Groups.

Blerd and Powerful founder **Demetrius Holt** aims to provide a space for where Black owned comic conventions can share resources in order uplift and prosper.

With a cooperative and team-like mentality, each individual entity can thrive in ways they may not have on their own.



# Creator Community Partner



**WINGLESS  
ENTERTAINMENT**

Wingless Entertainment is an emerging multimedia company that specializes in bringing diversity to fantasy and science fiction. Wingless Entertainment specializes in telling stories across multiple platforms and multiple genres. By focusing on well-crafted narratives, engaging scenery, and relatable characters, Wingless Entertainment has established itself as a rising star in the multimedia arena.



Brian J. Lambert  
Founder

Community Creator Partner

# JARELL PATTON

SNACKBANDITS

## OVER A MILLION FOLLOWERS

A seasoned professional who lends his captivating voice to everyone's favorite kid influencers, **Snackbandits and Paint with Dakota**. He has Partnered with prestigious brands like **OREO, Arm and Hammer, Popeyes, Disney on Broadway, Moda, Mehron, Walmart** and many more. Seen on high profile shows such as **Steve on Watch and The Sherri Show**. Currently leading the cutting-edge production venture, **Luminous Motion Pictures**.



# CONTACT US

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# ***BLERD STATION***

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