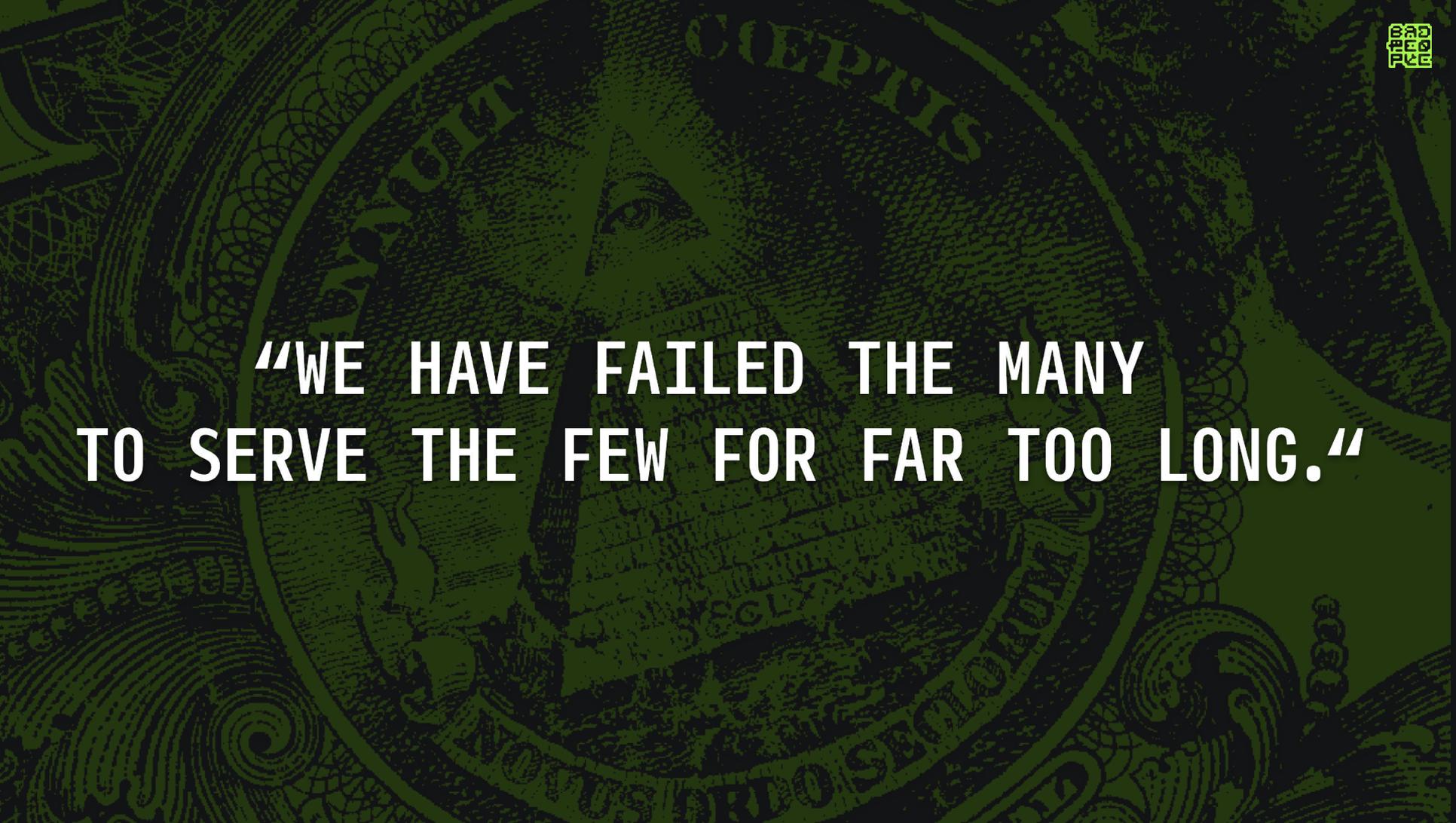


WEB3 VENTURE STUDIO

"Investing in the future of culture, art & tech"



**“WE HAVE FAILED THE MANY
TO SERVE THE FEW FOR FAR TOO LONG.”**



Here's The Deal

Many of the current systems like banking, the startup ecosystem, education, healthcare, etc have largely benefitted a small minority of humanity due to greed, corruption and/or the lack of diversity at the table.

How can we solve for this if we don't include ideas from a diverse group of humans and provide fair and equal access to the communities these systems are suppose to represent?

We can't.



**WEB3 IS OUR
WEAPON OF CHOICE**

"A Web3 Venture Studio investing in the future of culture, art & tech."





HOTPATCH

THE HOTFIX

Web3 is a rare moment in history where an evolution in these broken systems is finally possible.

Everything in Web3 will utilize a new frontier called Blockchain.

No gatekeepers, equal access for all, governance or at least meaningful participation from the people these systems serve and public facing, inalterable transparency to hold everyone accountable along the way.

The opportunity to build the foundational pieces of this new frontier is our mission.

“NOT BAD MEANING BAD, BUT BAD MEANING GOOD.”
-RUN-D.M.C.

But How?

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Empower & Mentor



We fund, advise and provide hands on support to a wide range of diverse founders building the picks, shovels and entertainment of Web3.

Our goal is to launch dope shit in Web3 with badass humans doing good for humanity.

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Access & Educate



We provide paid mentorship programs for underserved youth at our Innovation House in Los Angeles.

Our goal is to illuminate the path into Web3 for the next generation of builders, creators and entrepreneurs.



Invest Differently

Thesis

ooo

We have entered a brand new frontier.

We keep our fingers on the pulse of Web3 by personally participating in every area we can get our hands in. We attend the conferences. We join the local meetups. We spend hours on Twitter, Discord and Telegram listening to real users. We invest our own money into crypto and NFTs. We understand the pain points that plague users entering and participating in Web3.

We've also built companies from the ground up for decades. We've been in the trenches from bootstrapped to venture backed and everything in between. Our team is diverse in thinking and backgrounds. We've lived on both sides of the tracks and come from all over the world. This is our advantage over many studios participating in Web3.



1. Identify & seed
2. Prototype & test
3. Deploy MVP
4. Achieve PMF

Once we find product-market-fit we help build a strategic advisory board, recruit any missing team members and obtain follow on investment. We recoup 100% of our initial investment from this follow on investment round. We also retain an informal advisor role and take a small 6% equity position for our efforts. For teams that don't get past stage 3 within 6 months we will help them pivot, incubate a new idea or find work within our network.

Portfolio



Dope Ones

Web3 artist accelerator and Music DAO hellbent on radically changing the way people create, own and benefit from music. Governed by a NFT gated community of music lovers, fans get to vote on who we sign, which songs we release, and ultimately get to share in the revenue. We've developed in-house software for voting and community management.



Roland 808 NFT

Over the course of the 1980s, the TR-808 became a cornerstone of the emerging electronic, dance, and hip hop genres. Today the 808 sounds are immortalized by the biggest names in Hip-Hop, pop and dance. From Kanye West to Pharrell, the TR-808 has been used on more hit records than any other drum machine in history.

The legacy Lives on as we bring Roland and TR-808 into Web3.



A fully equipped, private coworking house for our portfolio companies and in-house teams to build together, as well as support our youth mentorship program. We offer monthly fireside talks & panels, hands-on training sessions and access to all needed equipment and business services. As an additional studio funding mechanism we offer our entire suite of in-house and partner services to select companies looking to outsource the building or bridging of their brands into Web3.

Partners



A Y Combinator startup. Sort of like the Web3 “Wix” for easily launching NFT projects. Upload your art, answer a few questions and click the launch button. No code, no engineering, no hassle.



Independent gaming studio specializing in PC, Mobile, VR, AR and XR video game dev. Clients include Snapchat, Unity, Hideof and EA.



A creative agency focused on developing brand I.D., websites, advertising assets, video production and story creation. Clients include Netflix, Nike, Google and Lyft.



A lifestyle branding agency, creating limited edition physical and digital products (phygital) for the metaverse and real life.

The Bad People



DION MCINTOSH

Leadership & Brand

Co-founder responsible for selecting investments, sourcing partnerships, being the spokesperson for Bad People, raising capital and mentoring founders. 30 year, scrappy, expert entrepreneur. Idea catalyst & product guy. 8 x founder. Web3 early adopter.



ALEX ATESCATENCO

Product & Design

Co-founder in charge of advising on brand and product UI/UX dev. Former Creative Director at The Agency, Senior UX designer for Hyundai, Mazda & Toyota B2B & B2C app division.



STEFAN FINCIAS

Sales & Marketing

Co-Founder in charge of advising companies on sales and marketing systems. Current founder of sales agency IO Consortium (\$10MM ARR) and CEO at rapid growth, Fractional CMO firm, The CMO agency.



JASON CHIEM

Operations & Strategy

Partner responsible for advising companies on organisation and operations structure as well as go-to-market strategy. 7 year veteran at Snapchat in operations and strategy. Skilled in building scalable teams from the ground up. Web3 early adopter.

WHO'S BAD?

