



**NEXT GENERATION  
ORGANISATIONS DESERVE  
NEXT GENERATION GUIDANCE**

# OVERVIEW

**The Future Shaping Media Company** is a digital thought leadership media company that provides high-quality, innovation-focussed, thought leadership content. The Future Shapers; a global network of thought-leaders, innovation practitioners, business leaders, academics and speakers, have come together with the sole aim of helping businesses and other organisations to shape and create innovation-led futures. Our founding principle is; **'Next Generation Organisations deserve Next Generation guidance'**.

We also believe in practicing what we preach and are boldly re-imagining the digital provision of thought leadership and essentially digital news journalism around innovation; how it is produced and delivered, how it is funded and most importantly, how it can serve macro, global and diverse communities, not advertisers.

We believe the current news media model is broken because the reliance on advertising has caused media outlets to chase clicks, rather than create value for media and thought leadership consumers. The result? Fewer stories of importance are told or heard. Less and less independent cutting edge thought leadership is created. The Future Shapers and our innovative platform intend to change this.

The growing, unmet demand for high-quality, trustworthy and value adding thought leadership in innovation has manifested in a significant business opportunity.

Having already provided 2-years of innovation thought leadership that has reached tens of thousands of readers we have a fantastic plan for revenue growth and will be one of the first media companies in the Innovation Thought Leadership domain to seize this rare moment to reinvent an industry.

We're now looking for your help to take The Future Shaping Media Company to the next level in delivering value to our growing, global community of stakeholders. We're offering you the opportunity to invest in The Future Shaping Media Company because we believe that media that exists to serve people should be owned by them. We're building The Future Shaping Media Company for people who believe that the power of collaborative knowledge, enabled by technology has the potential to change things for the better. ***We aim to create future-proof value and profits for our shareholders.***

# THE MARKET OPPORTUNITY

Around the world, news media companies are proving that subscriptions and memberships can replace advertising revenues. Just as the internet revolutionized the way people pay for music and television, **audiences are increasingly willing to pay for high-quality journalism content**. According to Reuters, the rise of paywalls for quality has not affected audience growth as media players such as Wired respond to Facebook and Google.

The Reuters Institute for the Study of Journalism at Oxford University found that almost half of publishers (44%) see subscriptions as a very important source of digital revenue in 2018 – more than digital display advertising (38%) and branded and sponsored content (39%). This shift in business models will aid The Future Shaping Media Company's introduction of a membership micropayment model. With 3.4 billion internet users worldwide and 12% annual growth in smartphone users, we imagine a world in which global news media subscriptions reach Spotify (50 million) and Netflix (95 million) levels. In this context, The Future Shaping Media Company aims to be a **global leader in the provision of Innovation Thought Leadership media engagement**.

Readers all over the world are already paying billions of dollars per year for digital news subscriptions, an amount that is predicted to triple in the next 10 years. Growth will predominantly be driven by millennials and technologists, The Future Shaping Media Company's core audience. We have identified a target audience of early adopters; influential and engaged young entrepreneurs and agents of change who are deeply passionate about innovation, and are increasingly able and willing to pay for quality, trustworthy thought leadership.

According to Ofcom, in 2017, **Britons spent 49% of their media time consuming digital products**, with television, radio and print making up the rest. As such, the world's leading technology and innovation titles have recognised this shift and reduced their print publication schedule accordingly. In their recent report and accounts Gartner value this sector at over \$185 billion and were forecasting 46% year on year growth in 2018 for their research and insight sector.

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# OUR PRODUCT

In summer 2018, The Future Shaping Media Company is taking its innovative media platform to the next level. ***Our goal; to build the largest innovation thought leadership reader base*** and be considered as the go-to-place for innovation insight. As such, we're extending our digital platform to enable the re-correlation of knowledge to value.

Taking the features, strengths and disruptive capability of the blockchain and introducing it to digital news journalism we will return value back to knowledge. The immutability and trust less nature of the blockchain means that it can be used in instances where record-keeping and auditable data is key. In addition to that, digital news journalists need different contracts in each jurisdiction, to protect their copyright and to enable distribution of their content.

Putting content on a blockchain with the connectivity for peer-to-peer transactions, via a smart contract such as Ethereum, allows complete transparency and automation of execution as well as direct payments to copyright holders.

The Future Shaping Media Company plan to simplify digital rights management and enable a pay-per-read model from readers directly to contributors. The vision is to enable contributors to have more control over how their content, or thought-leadership, and associated data is used.

Our growing list of contributors are domain specialists from across the innovation spectrum. Their role is the production of real, value-adding thought leadership that can be delivered in a consumable way for time-poor agents of change and senior decision makers. Our platform allows us to involve a global audience in the choices we make about what we cover in the thought pieces, thus continuously deepening our impact. Our work is the opposite of today's click-bait, round-the-clock, news media landscape. We put our contributors and their audience first because we're passionate about our founding principle; ***Next Generation Organisations deserve Next Generation guidance.***

# OUR PRODUCT CONT'D

The Future Shaping Media Company needs to be a contributor platform and recognised as the go-to-place for innovation thought leadership but by its very nature, will also be competitive with other media outlets. We believe this means that daily content production is required i.e. a new piece of thought leadership is required per working day.

The Future Shaping Media Company already has a **specialist community engagement team** to support content development but with investment, plans to increase the Editorial team to support the collation of 'story ideas' from the community. They will also focus on **interacting with followers and subscribers on social media** and administrating all the behind the scenes magic that comes with being the go-to-place for innovation thought leadership.

The Future Shaping Media Company aims to **forge strong contributor community connections** through the Editorial and Community Engagement team responsible for social media outreach. Recognising and rewarding editors and writers for showcasing and proactively promoting their thought pieces in addition to the work done of the community engagement team. The smart contract algorithm will capture and track the forwards, shares and comment responses the editors and writers complete. All promotion activity will be tracked and recorded on the asset management ledger with the smart contract computing and paying the designated values into the nominated accounts.

The Future Shaping Media Company recognise that community engagement is a full-time job so, even though we expect contributors to engage with the community, we appreciate this takes time, effort and specific skills. We recognise that not all contributors may wish to undertake these activities and therefor in addition to providing the Community Engagement team under the management of the Online Editor, any additional promotion and engagement activity each contributor undertakes will be recognised and rewarded in the form of additional revenue.

Starting next year with 10,000 readers, our goal is to grow to 30,000 readers and 50 subject matter expert contributors globally by 2020.



## WHY WE'LL SUCCEED

The Future Shapers Media Company is uniquely placed to reach, and exceed, these targets.

Our growing team is jointly led by Cris Beswick, Richard Copland, Simon Hill: **entrepreneurs and innovation thought leaders** who have launched innovative businesses, written award-winning books and advised and led global innovation services. Our executive staff has successfully developed large-scale international organizations and has led some of the world's most respected Innovation initiatives, while our contributor community is populated with visionary, cutting edge and digital-savvy thinkers.

The reader reaction? The Future Shaping Media Company already has above-average audience engagement and loyalty. Metrics that correlate with the likelihood to pay for thought leadership. With your investment, we will build technology that enables our contributors and members to scale this impact-driven approach to thought leadership and digital media content.

# INTERNATIONAL EXAMPLES

If you look at what's happening around the globe as we have; The Future Shaping Media Company joins a select, but successful, group of media companies forging new funding models that put the provision of real value at the heart of what they do and how they do it.

From Netflix to news; subscriptions on a pay-as-you-read basis are the future of audience-building and retention. We believe that reaching audiences through a membership model that directly involves our readers in the content and the impact it delivers, directly connecting content to value in a pay-as-you-go model, is the future of profitable, innovative, value-adding, consumable thought leadership.

*Harvard Business review sold over 14 million thought pieces in 2017 with average monthly visitors rising to 7 million.*

*The Guardian began in 1821 as a broadsheet newspaper in Manchester, and it didn't financially depend on readers until 2017, when its reader revenue surpassed that of advertising.*

*Holland's De Correspondent broke records with an audience-funded model that started with 20,000 backers and \$1.7 million in funding from individuals. They now have 56,000 members.*

*Civil a decentralised journalism marketplace on blockchain due to open to the public this spring recently received \$5 million in funding from ConsenSys.*



## REVENUE MODEL

We know that thought Leadership has a mixed history of monetisation through hybrid models, in which no single revenue source pays the full cost of production. So, we plan to grow The Future Shaping Media Company through a hybrid model of diversified revenues, similar to other successful digital media companies that **achieve profitability** through a mix of pay-as-you-read, subscriptions, corporate sponsorship, events and IPR licencing.

We will continue to grow our existing revenue streams, including corporate sponsorship and media commissions, collaborative media campaigns, government and development grants, corporate sponsorship and advisory commissions. However, starting in 2018 your investment will enable us to introduce a new pay-as-you-read revenue stream that will **drive our global expansion**.

We'll continue to develop new revenue streams, including IPR licencing of our curated content Smart contract, book publishing, specialist quarterly publications, podcasts, webinars and repackaging research into intelligence products.



## USE OF PROCEEDS

Assuming the targeted raise of £200,000 GB Pounds, the proceeds will be used as follows:

Platform Smart Contract and Payment development:  
50% (£100,000 GB Pounds)

Expanded editorial and community engagement  
capacity to grow the global audience: 25% (£50,000  
GB Pounds)

Marketing and sales drive: 25% (£50,000 GB Pounds)



# EXIT STRATEGY

We are building The Future Shaping Media Company for the long-haul and plan to **create sustainable value for our shareholders**, in terms of impact and profit, for years to come.

Once we've proven the success of this thought-leadership model, we plan to gear up for **dramatic growth** in consideration of the best exit for all incoming shareholders. This may take the form of continued dividends, offering buybacks to shareholders, or an eventual strategic merger or acquisition.

# INVESTMENT HIGHLIGHTS

Current target raise: £200,000

Maximum current raise: £250,000

Minimum current raise: No minimum

Pre-money valuation: 1,025,640

Equity offered (target raise): 20%

Equity offered (maximum raise): 25%

Offering type: Standard Crowdcube A/B Share structure. To receive A shares, investors must invest £10,000 or more.

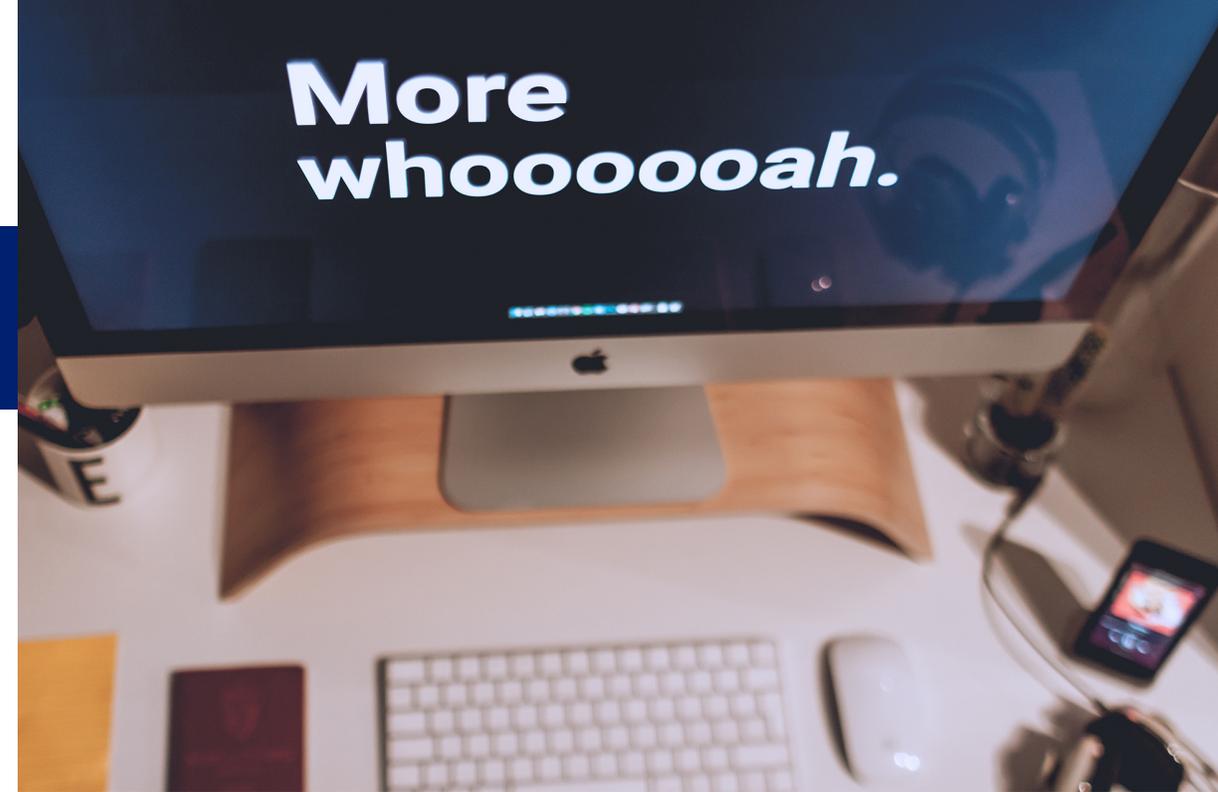
Price per share: £1

Minimum investment: £10

Investor Rewards:

If you invest more than £50.00 you will receive a one year all access subscription to The Future Shapers media platform

If you invest £250 or more you will receive a lifetime all access subscription to The Future Shapers Media platform and recognition as a Founding Member



# BECOME A FOUNDING MEMBER OF THE FUTURE SHAPING MEDIA COMPANY

We're asking you, our technologists and agents of change, to fund this new model of innovation thought leadership. Not to donate so a few more blogs can be written about a hot topic or two, but rather to *invest in a long-term solution* to the provision of well researched, consumable, value-adding thought leadership.

Just as we believe that great thought leadership is now needed like never before, we believe that media that exists to serve our community of readers via a value-adding product should be worth paying for. So, help us build the next generation of media platforms by becoming a Founding Member of The Future Shaping Media Company.

By investing, you will enable us to *reach an audience of tens of thousands* through our continued media partnerships and grow our community of paying members, all eager to engage in constructive discussion about ideas and innovation-led solutions that matter.

By investing, you'll enable us to build the most innovative technology solution that can start to 'return value back to knowledge' and enable you to launch, lead and be part of Next Generation Organisations.

We also hope that as we grow, others will too. We want our success to inspire the arrival of diverse new media organisations across the world; progress long overdue after years of industry contraction.

GAME-CHANGING *isn't* ENOUGH.

BE A GAME-CREATOR...

*with help from*

THE FUTURE SHAPERS



## IN SUMMARY..

Ours is a disruptive domain that needs the collaboration of many strong voices combined with well-researched, value-adding thought leadership in order to help shape the future for all of us.

*The Future Shaping Media Company.*

The vanguards of any industry are the ones that aren't passengers but ones that create and shape the future. So, invest in The Future Shapers, ***be part of the future, own part of the future.***

### The Team

Cris Beswick

Richard Copland

Simon Hill

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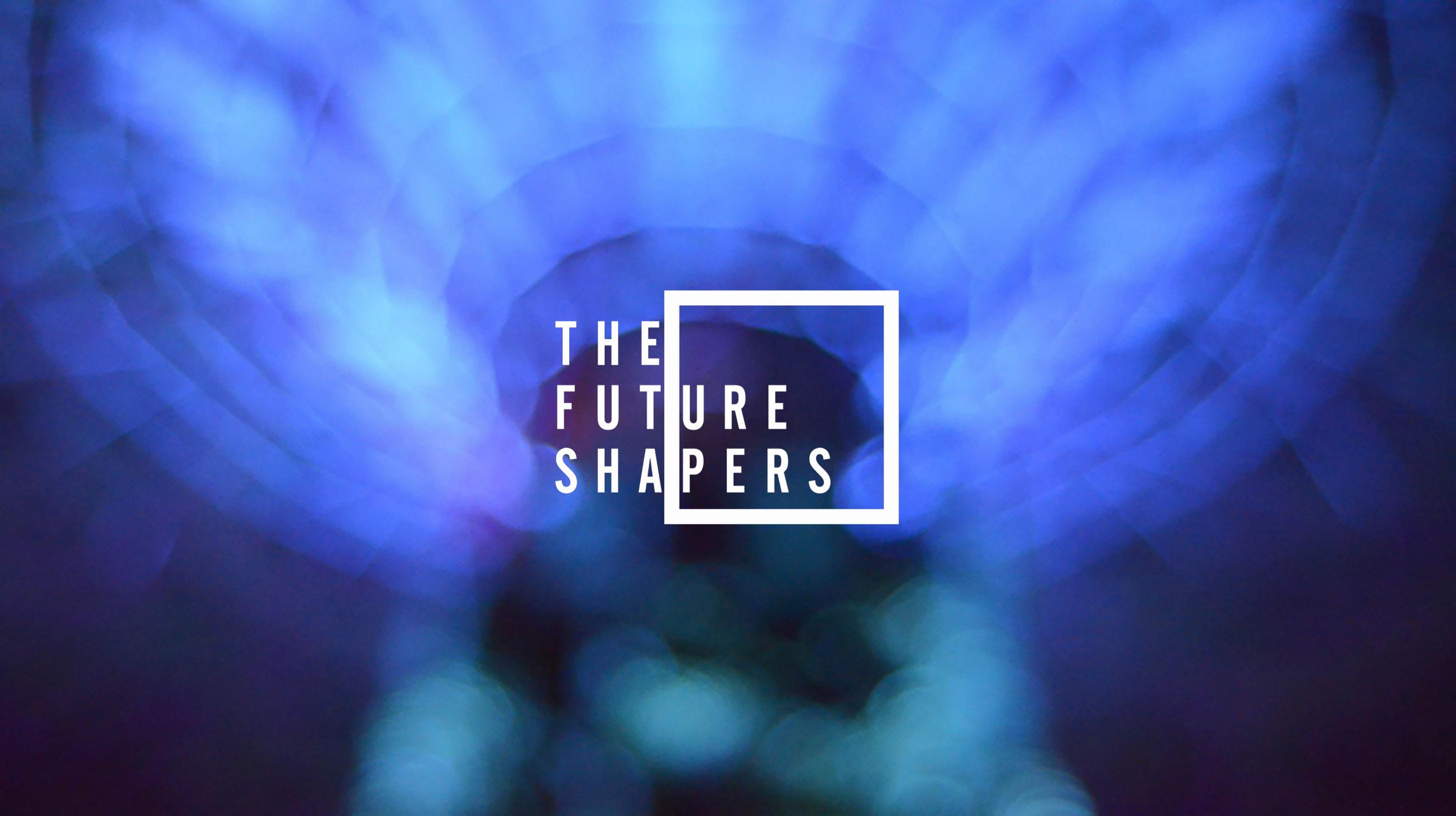
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The background is a vibrant, abstract composition of blue and cyan tones. It features a central, glowing white square frame that serves as a focal point. The background consists of layered, organic shapes that resemble a stylized face or a complex, crystalline structure. The lighting is soft and ethereal, with a gradient from deep blue at the edges to a bright, almost white glow at the center of the square frame.

THE  
FUTURE  
SHAPERS