



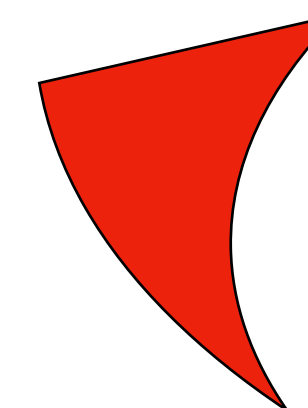
Fowling Up

A "biopod" musical in podcast form

About the world's most recognized man



Andrew Toy
Louisville, KY
Author.Andrewtoy@gmail.com
863.303.6268



The Vision

Produce and publish a *biopod* about a man who struggled for his entire life to make a paycheck and hold a job. A musical extravaganza meant to inspire the millions of people down on their luck.





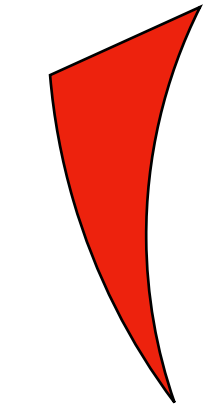
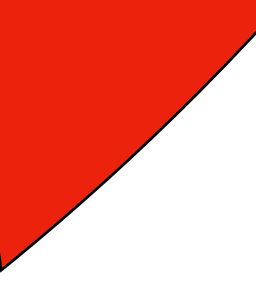
Podcast Revenue by Year:

2020 = \$842.0 million
2021 = \$01.73 billion
2022 = \$20.14 billion
2023 = \$25.85 billion
2024 = \$04.02 billion

"Podcasting is growing for a reason - Don't miss out on that growth."

**-Nancy Marshall
Forbes Councils Member**





How much \$\$ do podcasts make?

The common rate is \$20 CPM
(Every 1,000 downloads = \$20)



The Office Ladies = \$500,000 per episode

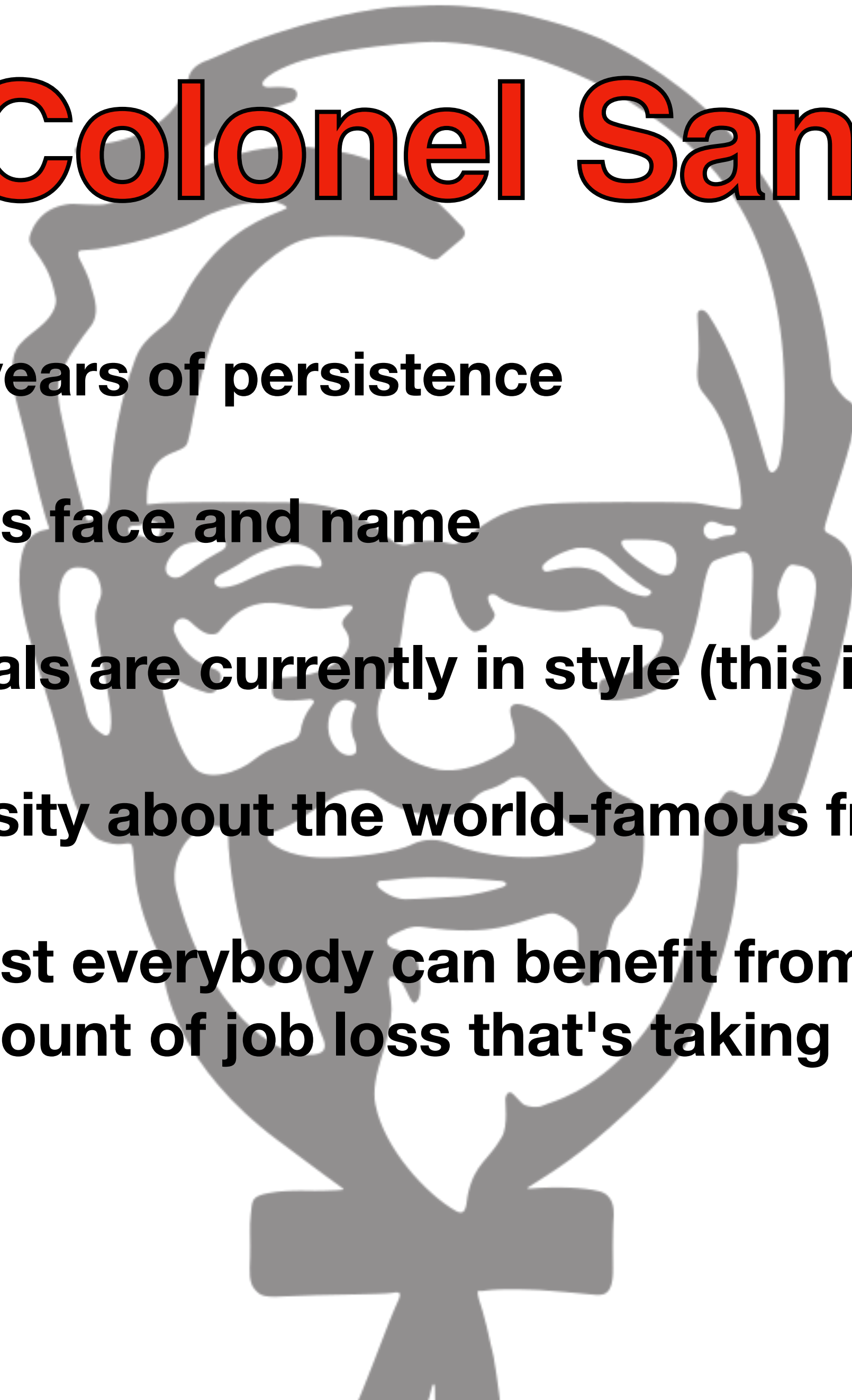
Tim Ferris = \$250,000 per episode

Joe Rogan = \$100,000 per episode



Why Colonel Sanders?

- * It's a story of 62+ years of persistence
- * Everyone knows his face and name
- * Biopics and musicals are currently in style (this is both!)
- * There will be curiosity about the world-famous franchise
- * This is a story almost everybody can benefit from today because of the amount of job loss that's taking place.



How Will it be Told?

- * **In a 10 episode podcast miniseries** (30-50 mins per ep)
- * **It will bounce from narration to dialogue to song**
- * **There will be a big musical number in almost every episode**
- * **90% of the research is taken from his autobiography**

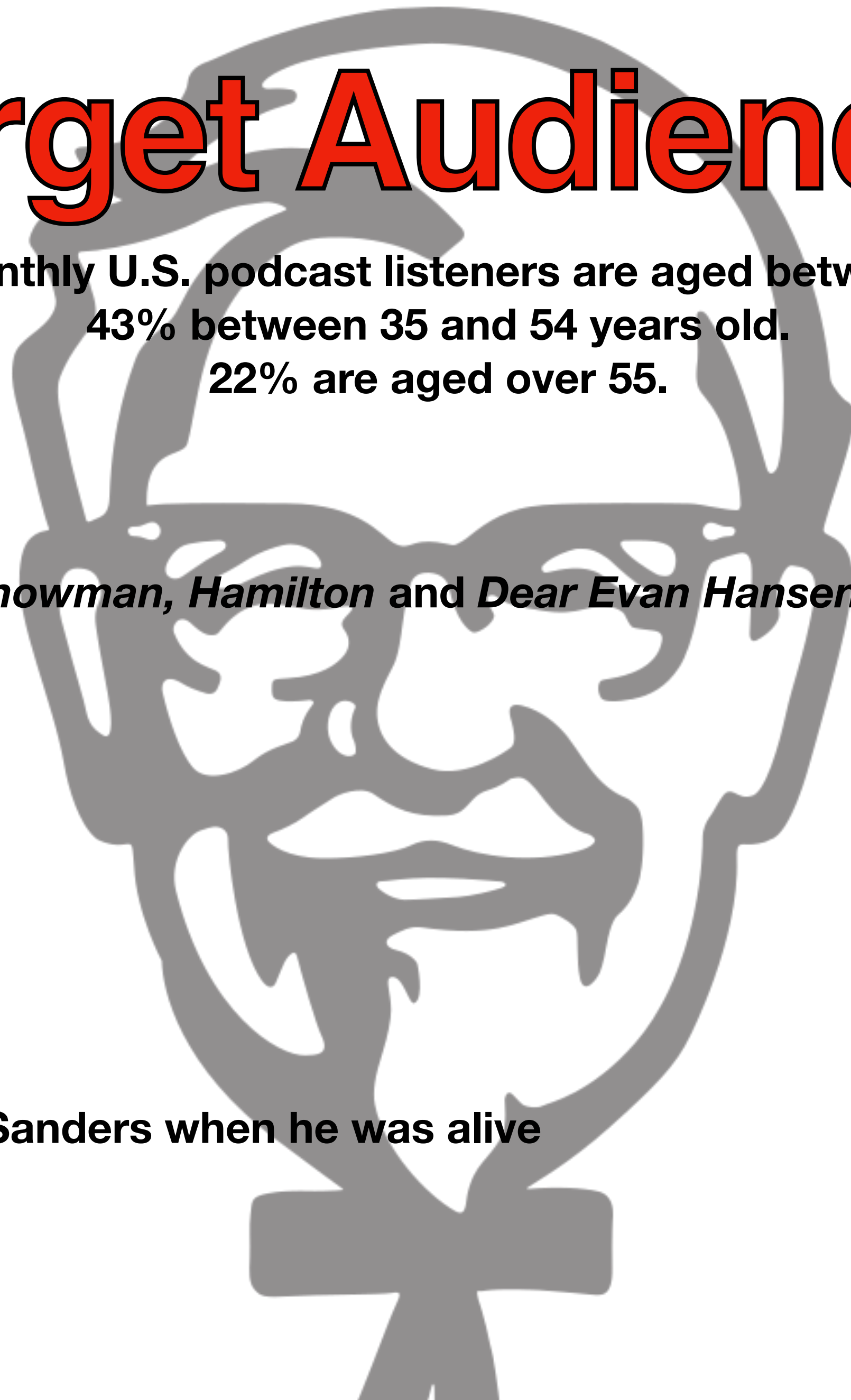
Target Audience

50% of monthly U.S. podcast listeners are aged between 12 - 34.

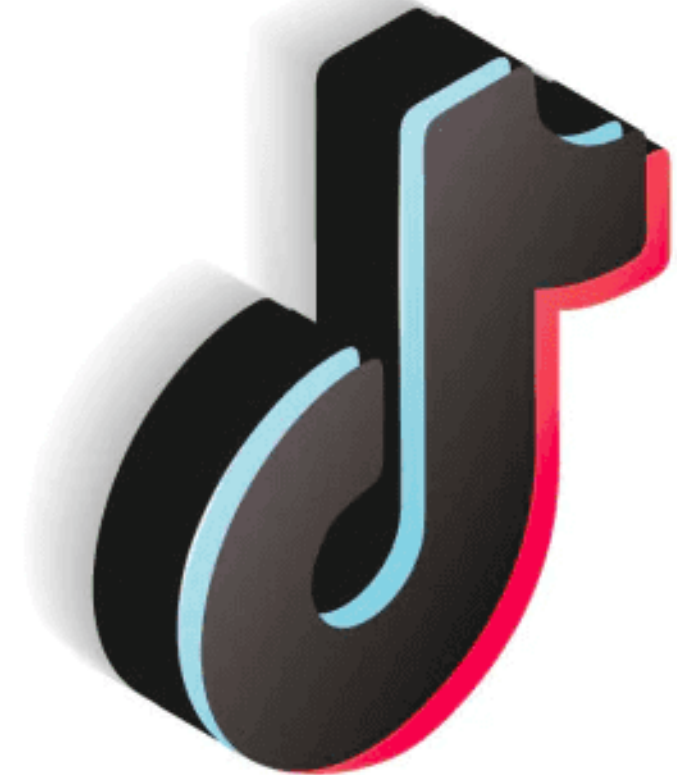
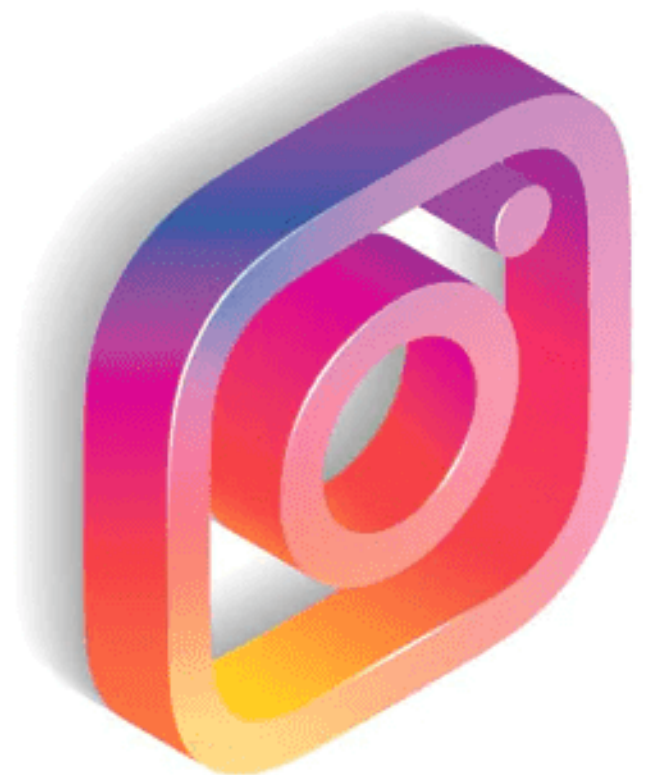
43% between 35 and 54 years old.

22% are aged over 55.

- * Kids 6-12 for the music
- * Teenagers who love *The Greatest Showman*, *Hamilton* and *Dear Evan Hansen*
- * Musical enthusiasts
- * Biography and history buffs
- * Aspiring entrepreneurs
- * Hustlers and strugglers alike
- * Old-timers who remember Colonel Sanders when he was alive



Marketing





What do I need to make this a reality?

- *1-3 songwriters
 - *6-8 musicians
 - *10-15 voice actors
 - *15-20 singers
 - *Professional sound mixer
 - * High quality sound recording equipment
 - * Recording space
 - *Additional hard drives
 - *Graphic designer
 - *Podcast hosting
 - *Promotional spots (marketing)
 - *Purchasing rights (TBD)
 - *Time (living expenses)
 - *Please note, this is not a complete list
- 
- 



Who am I?

Husband: Going on 15 years (don't ask for advice)

Father: Two beautiful troublemaking kids (8 & 9)

Christian: Integrity is important to me (but I'm down for fun)

Struggler: I'm a kindred spirit with the Colonel (life has been a struggle)

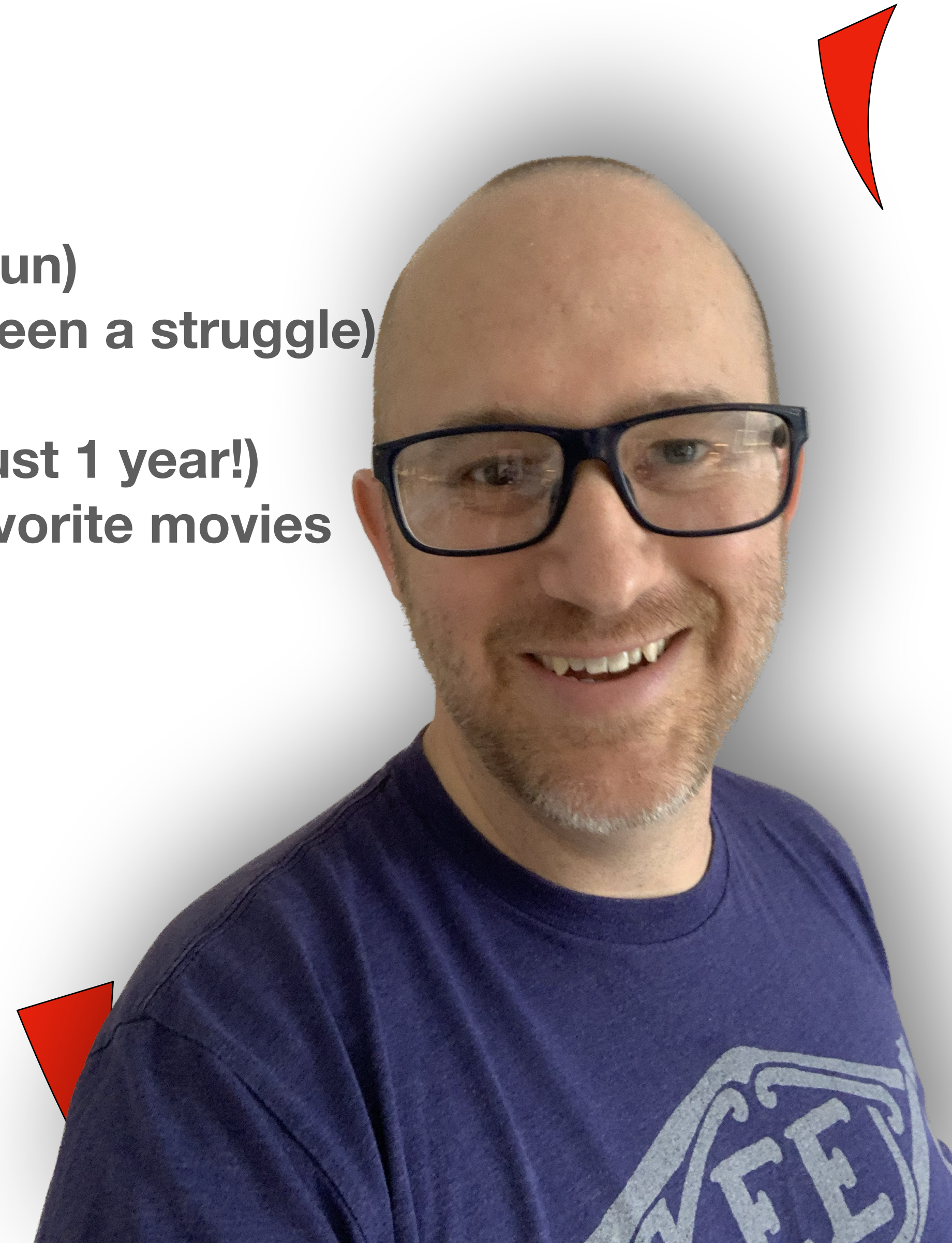
Writer: My blog had nearly 20,000 followers

Podcaster: My podcast has nearly 1,000 downloads (in just 1 year!)

Movie enthusiast: Jurassic Park and Toy Story are my favorite movies

Avid reader: I am fluid in almost every genre

Andrew Toy (batteries not included)



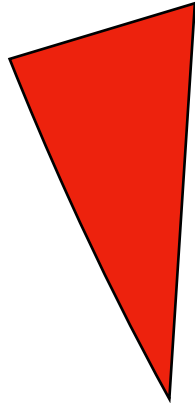
What I need from you (The Big Ask)



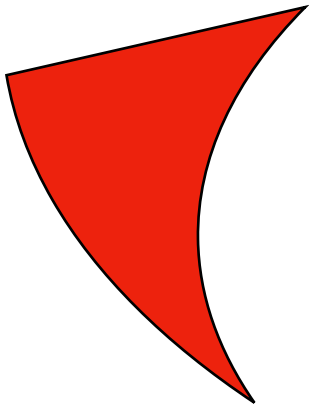
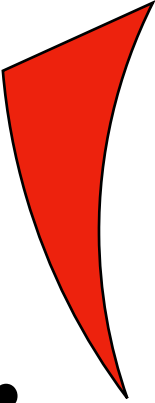
\$One Million Dollars



What you'll get in return



If you're interested in pursuing this investment, we'll have to talk ROI, and maybe you can teach me a little about it. I'm the creative one, you're the money guy.





How to earn it back

Ads

Donations

Sponsorships

Paid Bonus Material

Syndicate the Show to YouTube

Public Speaking Engagements

Paid e-Courses

iTunes Song Sales

A Biography Book





Contact Me Now



Author.AndrewToy@gmail.com
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