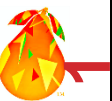


## **JAMES e. WOODY**

**One of the world's first proclaimed and recognized Abstract Transpersonal Artist.**

Founder: Be Sensitive Studio, Be Sensitive Foundation and the Be Remarkable Group, Inc.





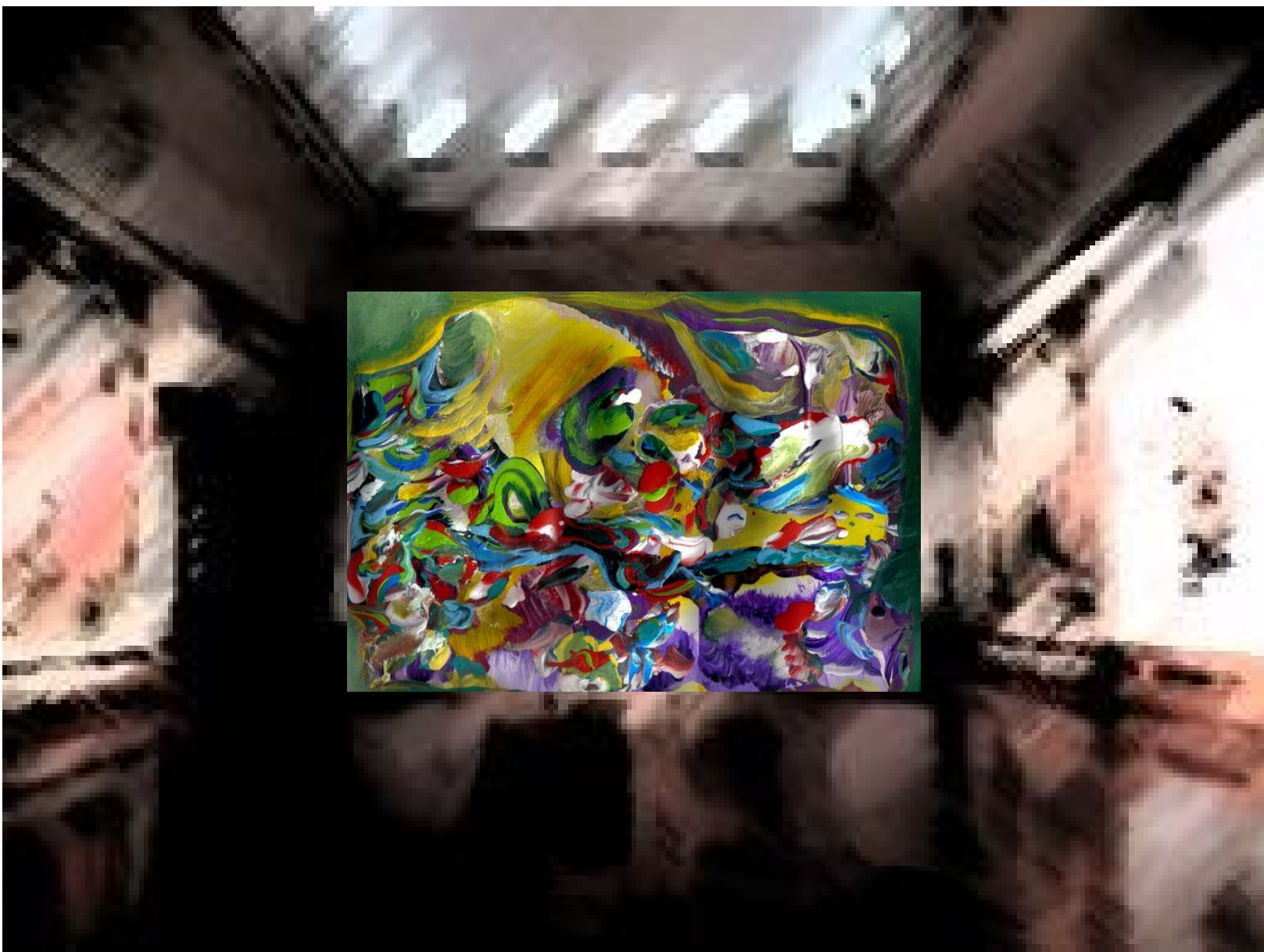
**IT'S NOT WHAT YOU SEE,  
IT'S WHAT YOU'RE LOOKING FOR**

**THAT MATTERS MOST ■**

**Be Sensitive Studio ~ Be Remarkable Projects.**

**Disclosure:** This presentation is not a solicitation of funds nor an investment proposal.

All artworks are produced by the artist, James e. Woody. Trademarks and logos are the sole property of the named parties and used herein for demonstration purposes only. We have no exclusive rights or obligations to third party findings, concepts or methodologies nor do we endorse the accuracy of any third party reports.



*Be Remarkable.*

**APPROPRIATE. TIMELY. ■**

**THIS INVITATION IS EXCLUSIVELY FOR VISIONARIES  
THAT WANT TO EMPOWER THEIR PUBLIC RELATIONS  
INVESTMENTS, ESTABLISH A DOMINATE POSITION IN THE  
ART WORLD AND GROW THEIR PHILANTHROPIC IMPACT.**





*Be Remarkable.*

## **THE CONCEPT.**

The concept is to produce live media events that bring art collectors, impact investors, celebrities, like-minded philanthropists and brands together in support of the causes and projects you care about.

## **Art collecting continues to stem from appreciating aesthetics, supporting creativity and securing long-term investments.**

It's long been a maxim that has defined the philosophical relationship between a collector and their art. This motivation to acquire or commission great works of art has taken many forms since the advent of the Renaissance patronage. For the royal courts, it was power and prestige; for the aristocracy, recreation and pleasure; for the great industrialists, cultural refinement; and for the avant-garde, social stratification.

To better understand the nuanced and evolving relationship between the art collector and their collection, a 2016 U.S. Trust study surveyed 684 wealthy individuals, 30 percent of whom had greater than \$10 million in investable assets. The results revealed an interesting generational divide between more traditional collectors, still driven by connoisseurship and aesthetic pleasure and the next-generation collectors who are increasingly concerned with how art behaves as a capital asset.



# *Be Remarkable.*

An elite community of HNW and UHNW collectors are contributing to the marked increase in collecting activity worldwide.



According to an Art Basel and UBS Global Art Market Report, total global sales increased 6% to \$67.4 billion in 2018. Of these global sales, the U.S. made up 44%, the United Kingdom contributed 21% and China with 19%.



# *Be Remarkable.*

## Next Generation of Art Collectors

**Millennial and Gen X collectors are very socially engaged within the art world's new globalized experience economy.**

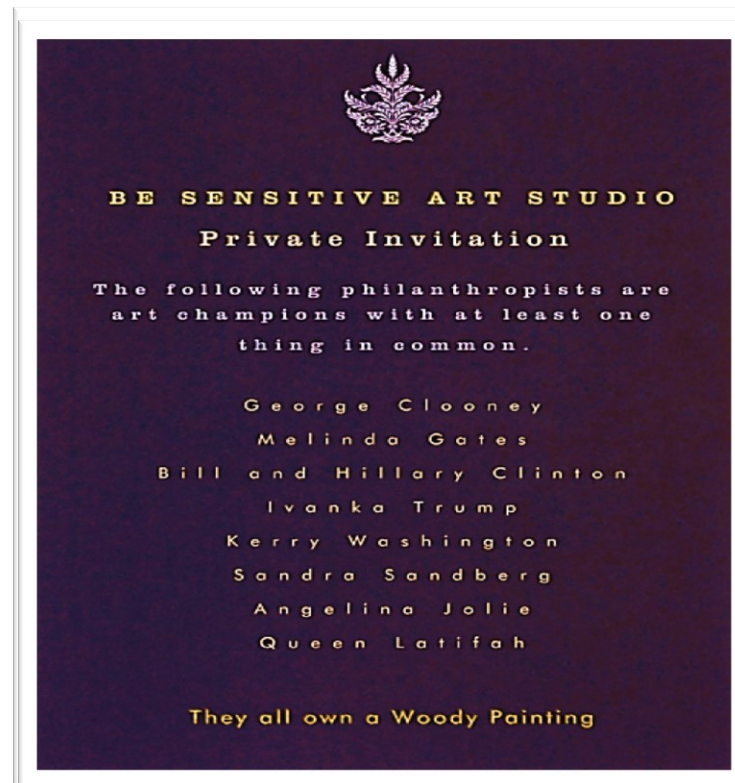


Younger collectors are more apt to gift their art to nonprofit entities, while older collectors are far more likely to gift their art to family.

**Within this community, art collecting has become an important means for social and political advocacy on an international stage.**

# *Be Sensitive Art Gifting Project*

Woody's paintings are owned & sought after by informed eclectic art collectors and champions of philanthropy.



Woody has been painting for decades, even still, most of his work has never been displayed to the public.





woody's paintings are

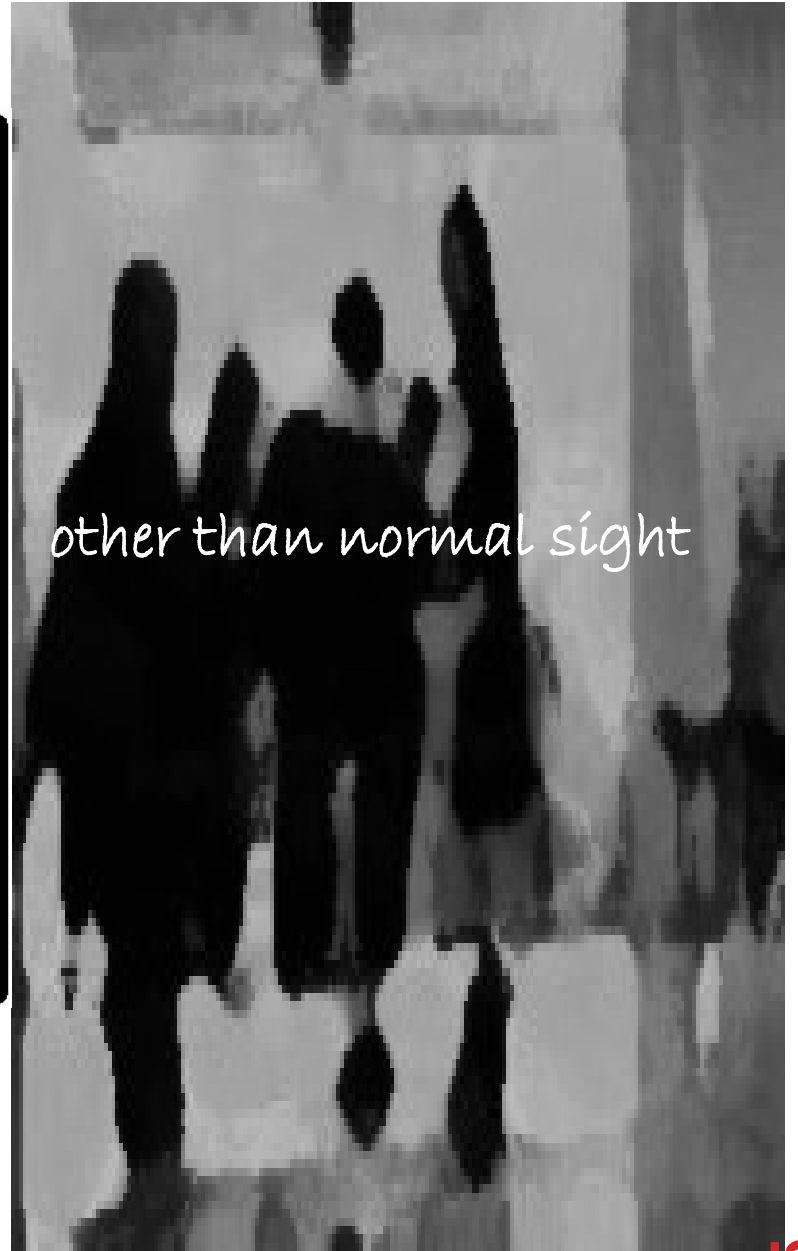


Images seen by

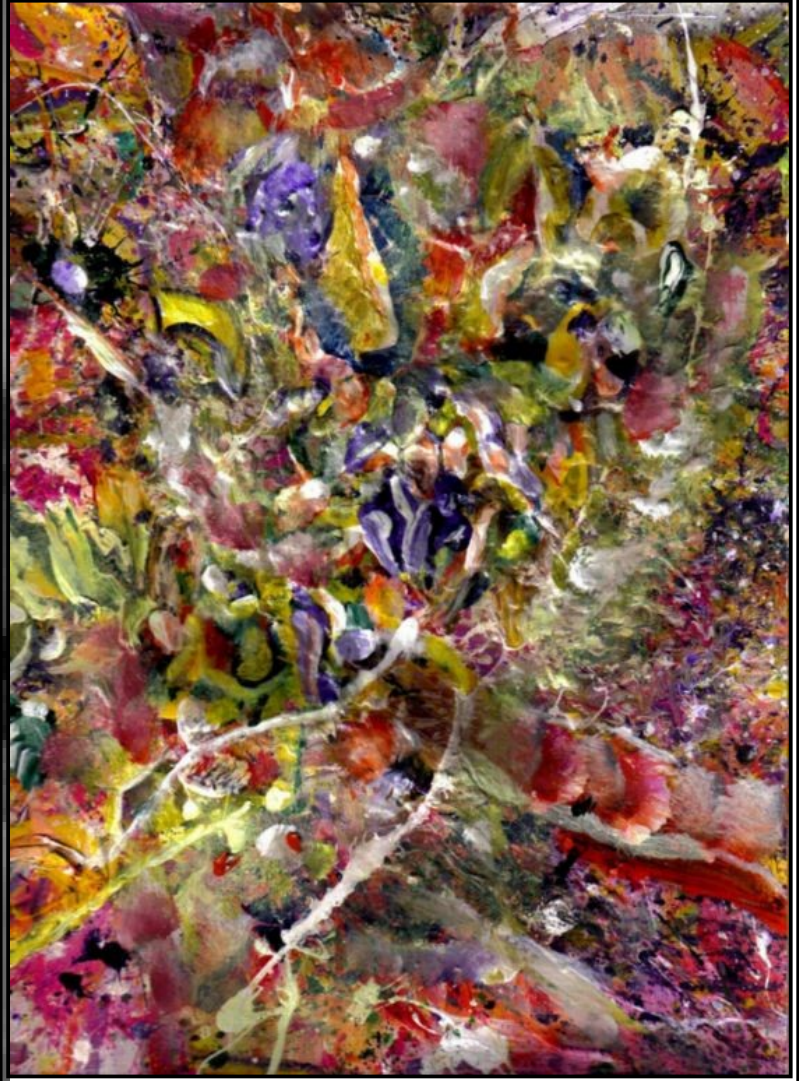




other than normal sight



of what has never







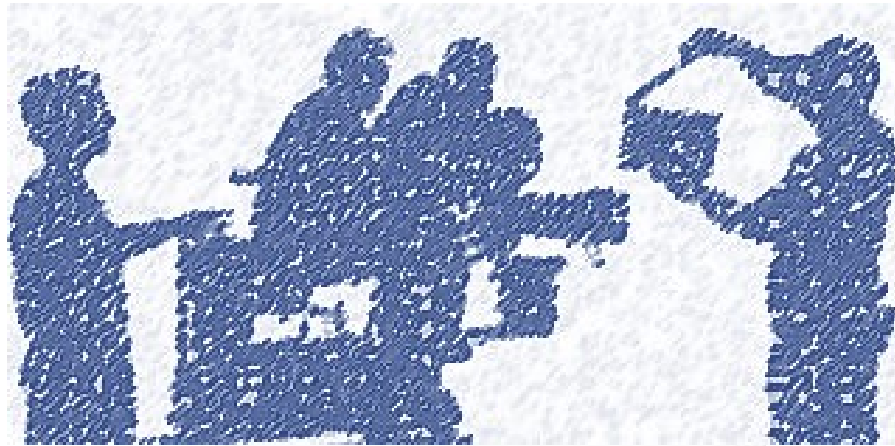
been experienced before.

“Just because you make microwaves,  
it doesn't make you a great chef.”

*Be Remarkable.*

## **THE VISION.**

The Process of Remembering~Next Assignment The Future



*Be Remarkable.*

## **THE NEW PRIMETIME IS PERSONAL.**

- ☐ Today, viewers have total control and a seemingly endless amounts of content to choose from.
- ☐ Traditional television primetime has been replaced by highly engaged personal primetimes.
- ☐ Personal relevance and passion are key drivers of engagement, over 60% of consumers watch something they're passionate about on YouTube.



*Be Remarkable.*

## **THE EXPERIENCE**

**A Docuseries=Events+Paintings+Cities**

The goal is to produce sponsored media events, as content to be streamed over the internet, and a docuseries posted on YouTube of Woody creating his paintings that will be revealed at the live events.

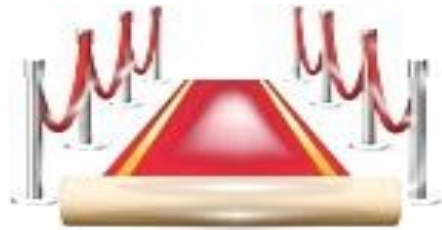


PRICELESS®

*Be Remarkable.*

## **THE LIVE EVENTS.**

**The mechanism for brands and financial institutions to increase loyalty and expand their client base.**



Our live events will present special opportunities for **Woody to auction his newest painting**, create content and empower strategic relationships and advertising opportunities with and for international brands that are **supporting philanthropic causes and projects.**



## **CULTURALLY APPROPRIATE. EXPERIENCES.**

Video streamed content is headed for greatness  
as an upward trend in the market.

### **STREAMED BROADCASTED CONTENT**

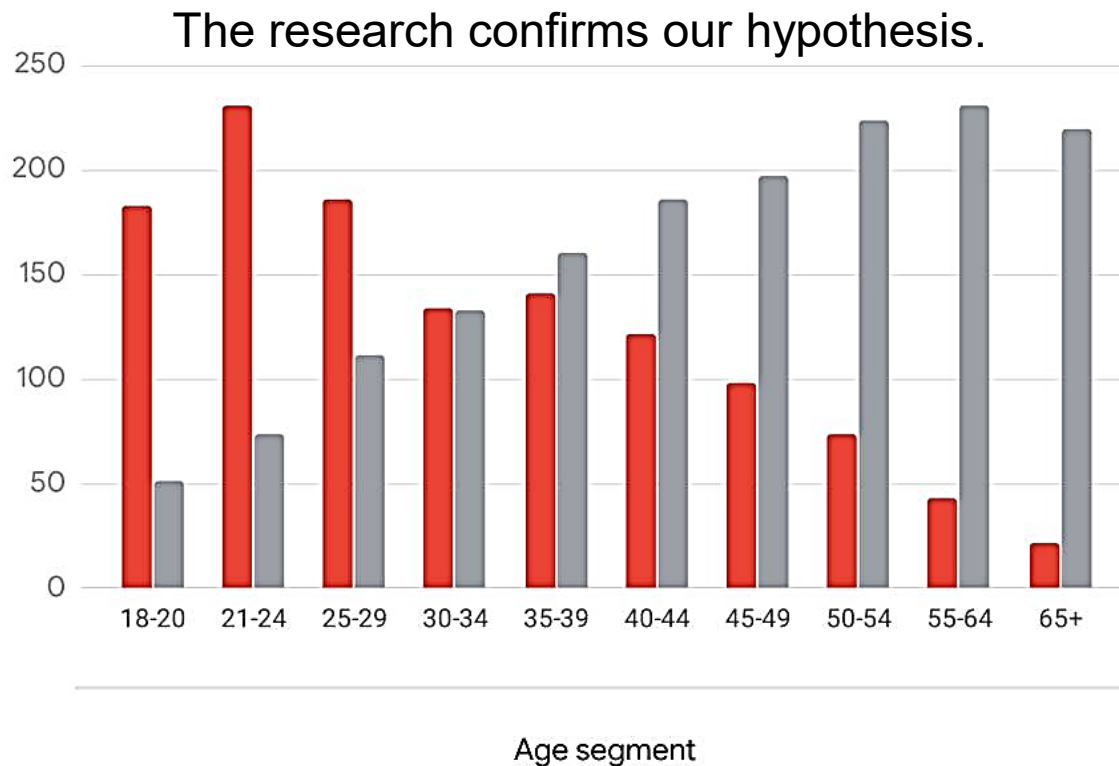
**We're tapping into the cultural zeitgeist**

Video streaming forms the dominant internet consumer data and contributes to the highest internet traffic. As traditional TV and home video markets fall for the third consecutive year, over-the-top video revenue in the U.S. is projected to grow from \$20.1 billion in 2017 to an estimated \$30.6 billion by 2022.



## YOUTUBE SCALES HIGHER THAN TV WITH SEVERAL KEY ADVANTAGES.

Nielsen reports that YouTube's unique reach of audiences of 18- to 49-year-olds was 36% higher than that of TV.





*Be Remarkable.*

## **THE RATIONALE.**

- ❖ Consumer passions are taking center stage, marketers must rethink their approach to building meaningful relationships and drive results.
- ❖ Audiences are intrigued to see behind the scenes; discover stories about HNW lifestyles and philanthropic endeavors and the creation of a Woody painting.
- ❖ **Broadcasting remarkable stories from live events is a great way to show authenticity.**





**There has never been a better time to connect with audiences as thought leaders through a stimulating and focused narrative.**

Together, we will produce a broadcasted docuseries that creates micro-content that will be shared across multiple channels to help promote a larger message of engagement.

**Brands will want to utilize our content and re-purpose it.**

Sponsors will be able to connect with their viewers in unique ways by creating **micro-content** for building viral advertisements that help grow their social media networks.



**SONY**  
make.believe



Because you're worth it  
**L'ORÉAL**  
PARIS

*Be Remarkable.*

## **THE OPPORTUNITY.**

**We will facilitate international brands that resonate across cohorts and enable them to capitalize on cross-marketing opportunities.**

*Experiences remain an indisputably important aspect of business.*

A rapidly evolving globe HNW consumer base is making a massive impact on trends and how brands communicate with their customers.



*Be Remarkable.*

International **brands** taking part in the most memorable, engaging, informative and entertaining social experiences **gain and maintain** the greatest market **share**.



**AMERICAN EXPRESS**  
*DON'T ~~live~~ life WITHOUT IT™*



*Be Remarkable.*

## **Storytelling**

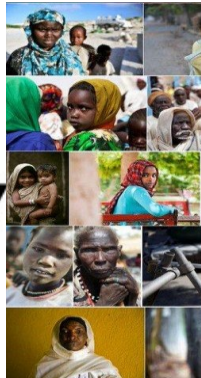
**A powerful strategy to facilitate audience engagements.**

- Makes abstract concepts and complex messages easier to understand
- Gives the most diverse people, despite their differences, a sense of unity
- Inspires and motivates people to take action by tapping into their emotions
- Humanizes and gives an identity to a brand or product
- Builds stronger connections with customers
- Helps customers to better identify a brand
- Can be applied to different digital marketing media (blogs, videos, etc.)

“A comfort zone is a great place to be,  
but nothing ever grows there.”



# THE GLOBAL POVERTY PROJECT



## THE GLOBAL GOALS For Sustainable Development



# GLOBAL CITIZEN®

**The Urgency Of Attracting New Capital To Advance Global Development Is Clear.**

The United Nations Conference on Trade and Development  
puts the overall annual shortfall at between \$5 trillion and \$7 trillion.

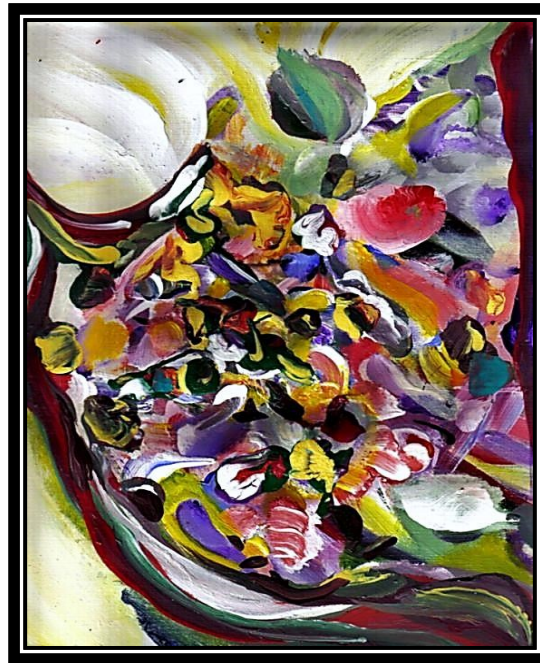
**EVERY DONATION HELPS.**

A PORTION OF ALL NET PROCEEDS WILL BE DONATED  
TO THE NONPROFIT CAUSES YOU ALREADY SUPPORT.

*Be Remarkable.*

# THE LEGACY.

Think Global ~ Act Local



**Docuseries=Events>Paintings>Cities**

# NEXT!

LET'S START WITH A CONVERSATION.



Participation can be structured as a for-profit or nonprofit venture.  
Please confer with and include your legal and/or financial advisor.

**james.woody @ BeSensitive.com**

*Thank you.* ■