

INTERN SHARK TANK

TEAM: LIFETIME TELEVISION

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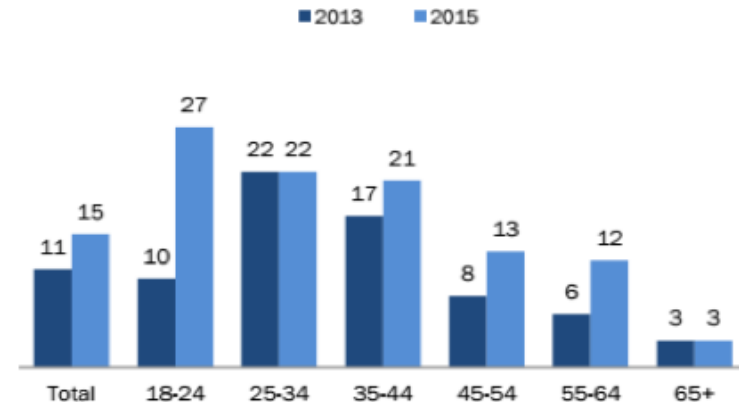
TARGET AUDIENCE

Core Lifetime loyalist W25-54 + **Millennial P18- 25**

- 27% OF 18-24 year olds are online daters
 - 22% (ages 25-34)
 - 21% (ages 35-44)
 - 13% (ages 45-54)
- 8/10 MILLENNIALS believe “true romance” is very important
- Fewer MILLENNIALS are in relationships than any other generation, BUT 61% of unmarried millennials would still like to get married

% WHO HAVE EVER USED A MOBILE

DATING APP BY AGE



<http://www.theatlantic.com/technology/archive/2016/02/college-aged-adults-are-now-the-most-likely-online-daters/462384/>



SUBWAY SPEED DATING SERIES

A speed dating web-series (3 episodes, 3-5 minutes each) on the subway and train systems of major cities (NYC-Subway, San Francisco-BART, Chicago-"L", etc).

DISTRIBUTION:

Web Series on Fempire site, YouTube, Facebook, Twitter

CONCEPT:

- Scripted Reality- unscripted talent in contrived subway car
- 3 different cities with 3 local women of diverse backgrounds
- Contestants come in and out of the subway car at stops
- Variety of unique questions to spark conversation



APPEAL (To Viewers & Advertisers)

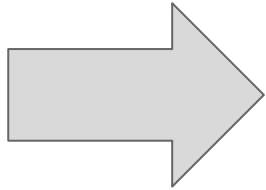
CORE LOYALISTS- Attracted by the love theme, seeing what's "new" in the dating world

NEW MILLENNIAL TARGET- Excited by accessibility and familiarity of fast dating, video length

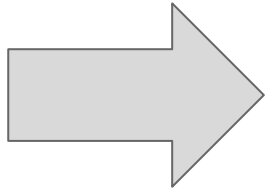
ADVERTISERS- Appeals to female brands (Dove, Always, L'Oreal Paris) due to female empowerment themes; male skewing brands (Trojan, Old Spice, Axe) due to millennial themes

FEMPIRE BRANDING: All-inclusive plethora of characters, of *people*, that reflect the realities of dating – whether man or a woman – in 2016.

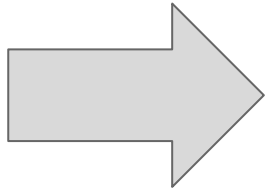
RESULTS: WELCOME TO THE FEMPIRE



Increase in ad sales from new and current brands whose corporate cultures align with Subway Speed Dating Series



Increase in engagement from both core demographic and new sub-demographic of millennials P18-25



Stronger Lifetime Fempire brand resonance for viewers

QUESTIONS?

