

## Shufl Studios: Embracing Technology to Redefine Entertainment

### Founders

Anna McRoberts: Emmy-nominated creator, showrunner, and director of global family entertainment franchise AIR BUD (multiple films and series for Disney and Netflix; over 40M+ units sold).

Mark Wheeler: Producer of genre hits (Conan, Blood Drive, upcoming Mutant Year Zero), IP rights management (Bake Edwards, Roger Corman, Robert E. Howard), and co-founder of a cutting-edge Unreal Engine animation studio.

Ben Wyeth: Marketing leader behind the \$7.5M+ Goanna NFT Collection, founder of Shufl digital marketplace, and founder of the Treefund.io impact fund.

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### **The Problem: Traditional Film and TV production is Outdated and Overpriced**

High Costs & Risk: Tens of millions spent per project, with 80% failing to break even.

Lack of Validation: Projects greenlit based on safe IP or originating from 1 of 75 established creators but without audience testing, causing waste and or lackluster content.

Limited Creator Upside: Streamers end up owning IP where talent works for cost+ and has a limited share in potential success.

Missed Opportunities: Merch and gaming are afterthoughts — franchise potential is either delayed or never pursued.

Tech Hesitation: Traditional studios fail to adapt to new technologies, losing younger audiences.

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### **The Solution: Interactive, Scalable, Franchisable**

Shufl Studios fuses technology, community involvement, and agile story development to build the entertainment franchises of tomorrow using meme culture and tokenomics to launch new brands.

Audience-Centric Testing: Validate titles, concepts, characterizations, themes, and aesthetics with real users before large-scale investment.

Building IP Value: Shufl retains ownership of entertainment and interactive rights for maximum long-term value and shares more upside with creators than cost+ model.

Franchise First Development Model: Plan for immediate expansion into games, merchandise, and digital assets – everything is an ecosystem.

Focus on Gen Z & Millennials: As both creators and consumers, they are the most digitally savvy and culturally influential demographics. From degens, to creator economy experts, to momfluencers, tech bros, and family content and consumer product consumers, these demos are driving digital culture. Gen Z controls \$360B+ spending potential, Millennials control \$2.5T+ spending potential (with both demos set to inherit ~\$86T). They prioritize interactive, immersive formats (gaming, AI-driven, multi-platform) and demand participatory storytelling and brand-building experiences.

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### **Why Meme Culture powers the Shufl creative ecosystem.**

Memes can be created and shared within minutes on social platforms. A single viral post on TikTok, Twitter, or Reddit can reach millions in hours. Hollywood productions and large-scale games require years for script development, financing, filming, post-production, and distribution. By the time a film or game is released, politics, economics and culture has shifted.

Memes are grassroots phenomena. They emerge from everyday social interactions and user-generated content, giving them an authenticity and agility that bigger media machines can't replicate. Hollywood and AAA game studios require every idea to pass multiple checkpoints, slowing down development and production, reducing flexibility to adapt to fast-evolving cultural dialogues.

Memes thrive on experimentation — if one doesn't catch on, creators can quickly move on to the next idea within hours. There's minimal financial risk and it's easy to pivot or test variations instantly in contrast with traditional media which invests millions (or more) and can't pivot. The traditional high-stakes development environment encourages risk aversion, standardized formulas, and hampers the ability to respond fluidly to cultural shifts.

Shufl can launch thematic meme coins with developed titles, characterizations, themes and aesthetics. Imagine launching Dancing Baby (becomes BOSS BABY), Skibidi (becomes Michael Bay movie), Chad / Stacy / Wojak / Pepe (becomes omnipresent culture, documentary FEELS GOOD MAN, TWF NO GF), BAYC (becomes BORED & HUNGRY restaurants, BORED WINE, and APE WATER), Peanut the Squirrel, Doge

(becomes THIS IS NOT FINANCIAL ADVICE, DOGECOIN ADVENTURES), etc. with all thematic coins designed with gaming and entertainment intentionality.

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### **Thematic Meme Coins: Quickly test titles, themes, character concepts.**

Instead of a traditional seed round, we will have early supporters participate in meme coin bonding tied to our IP concepts. This approach aligns community incentives, funds core production, and ensures a fair launch that benefits both creators and select outside investors.

By launching fair and transparent meme coins on Algorand we can leverage the established presence of our founding Partner, Ben Wyeth and the AI Goanna community along with many other friends in the community as well as support from the Algorand Foundation.

Algorand's meme coin ecosystem is nascent compared to the dense market on Solana or Ethereum. This "blue ocean" environment means less competition and more room for a new wave of meme coins to capture community attention. Early adopters can secure a larger stake in emerging projects, increasing both the loyalty of early investors and the potential for significant upside as the network grows.

Community Engagement: Early investors and fans become stakeholders, shaping the future of IP development through coin ownership and direct feedback.

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### **Transparent Tokenomics & Fair Launch**

Coin Bonding: Newly launched meme coins are "bonded" on Algorand to ensure fair distribution and price stability.

Lock-Up Periods: While core creators and project leads are essential participants there's also an opportunity for a select group of outside supporters to join the bonding process. To maintain trust, founders and core team tokens remain locked until each coin reaches specified market cap milestones, preventing "rug pulls" or premature sell-offs.

Revenue Allocation: A portion of coin sales goes to funding animation, gaming, and merchandise—outlined in a clear, publicly available road map. When market cap thresholds are met the core team and creators can sell tokens to finance specific projects: game development, series development i.e. these rugs are good.

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## **Shufl Roadmap**

**Community-Driven Idea Factory:** Decades of relationships with creators across Hollywood, Discord workgroups, and film festivals as a source of fresh concepts.

**Lean Development:** Micro-budget pilots (<\$75K) validate audience demand before ramping up IP to be built for cross-platform expansion into merch, games, and digital collectibles.

**Social-First Strategy:** Engage audiences on X, Instagram, and YouTube for real-time feedback.

**Scalable IP Development:** Successful meme coin launches act as a market validation signal — when an idea gains traction, Shufl directs more resources into animation, gaming, or merchandise expansions. Once we've proven traction across ~ 10 micro budget pilot concepts which reveal strong audience engagement we can activate NFTs and merch, while using Discord and social followings to provide continuous feedback and improvement loops.

**Strategic Partners:** Collaborations with established game makers, animation studios and traditional sales agents and distributors.

**Marketing & Partnerships:** Build alliances with platforms, influencers, and brands to grow user bases.

**Talent Accelerators:** Recruit top creators via structured programs that reward innovation and community engagement.

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## **Vision: A New Entertainment Ecosystem**

Shufl Studios is redefining entertainment by blending collaboration with meme culture and transparent tokenomics. Through fair launches and coin bonding, early backers and core creators unify under a shared goal — building scalable, fan-driven franchises that resonate with Gen Z and Millennials. By harnessing the power of web3 tools, Shufl ensures each IP is poised for success across multiple revenue streams, from interactive gaming to on-demand streaming and real-world merchandise.