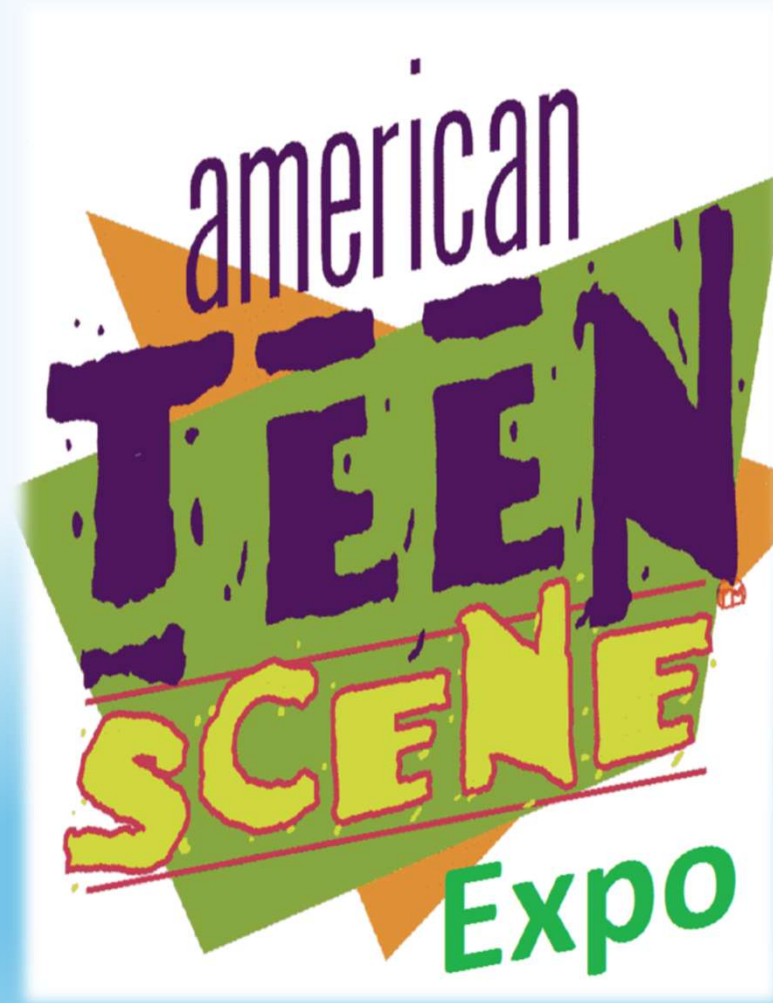


Where Youth Culture, Brands, Education, Entertainment & Experience Converge

The first national experiential expo platform
built to connect brands directly with the next
generation of consumers.

Robert Keegan
Founder & Managing Director
American Teen Scene Expo™
bob@k27group.com
www.americanteenscene.com
630-730-5992
Lake Worth, Florida



“An Experiential Event Where Brands Meet the Next Generation”

The American Teen Scene Expo™:

- Built exclusively for teenagers aged 13 to 19+
- A dynamic Five-City, three-day event, Friday through Sunday.
- First Year - Houston, TX, Indianapolis, IN, Washington, DC, Phoenix, AZ, Detroit, MI (subject to change)
- Each expo will feature 300+ leading consumer products and service brands
- One-of-a-kind environment that blends education, career exploration, and interactive engagement.
- Offers a powerful platform where teens can discover new products, explore career opportunities, and connect directly with brands in a fun, immersive, and face-to-face setting
- Making it an essential destination for companies seeking to build meaningful relationships with the next generation of consumers.

“American Teen Scene Expo™ experiential event is being built to become the national live platform where brands, education, entertainment, technology, and youth culture come together under one roof.”





THE PROBLEM



BRANDS ARE STRUGGLING TO REACH GEN Z AND EMERGING GEN ALPHA IN AUTHENTIC, HIGH-ENGAGEMENT ENVIRONMENTS



TEEN CONSUMERS INFLUENCE HUNDREDS OF BILLIONS OF DOLLARS IN ANNUAL HOUSEHOLD AND PERSONAL SPENDING, YET BRANDS LACK A CENTRALIZED, EXPERIENTIAL PLATFORM DEDICATED TO ENGAGING THEM DIRECTLY, SAFELY, AND AT SCALE.

Traditional marketing channels are becoming less effective:

- Social media advertising is saturated and increasingly ignored
- Digital customer acquisition costs continue to rise
- Teen audiences are fragmented across platforms, creators, gaming, streaming, and micro-communities
- Retail foot traffic among younger consumers continues shifting toward experiences rather than traditional shopping environments

At the same time, parents, educators, and brands are seeking trusted environments where teens can discover products, trends, education, entertainment, technology, career pathways, and lifestyle experiences in person.



Market Insight & Vision

A Massive Shift in Youth Engagement Is Reshaping Consumer Marketing

And No National Platform Currently Owns This Space

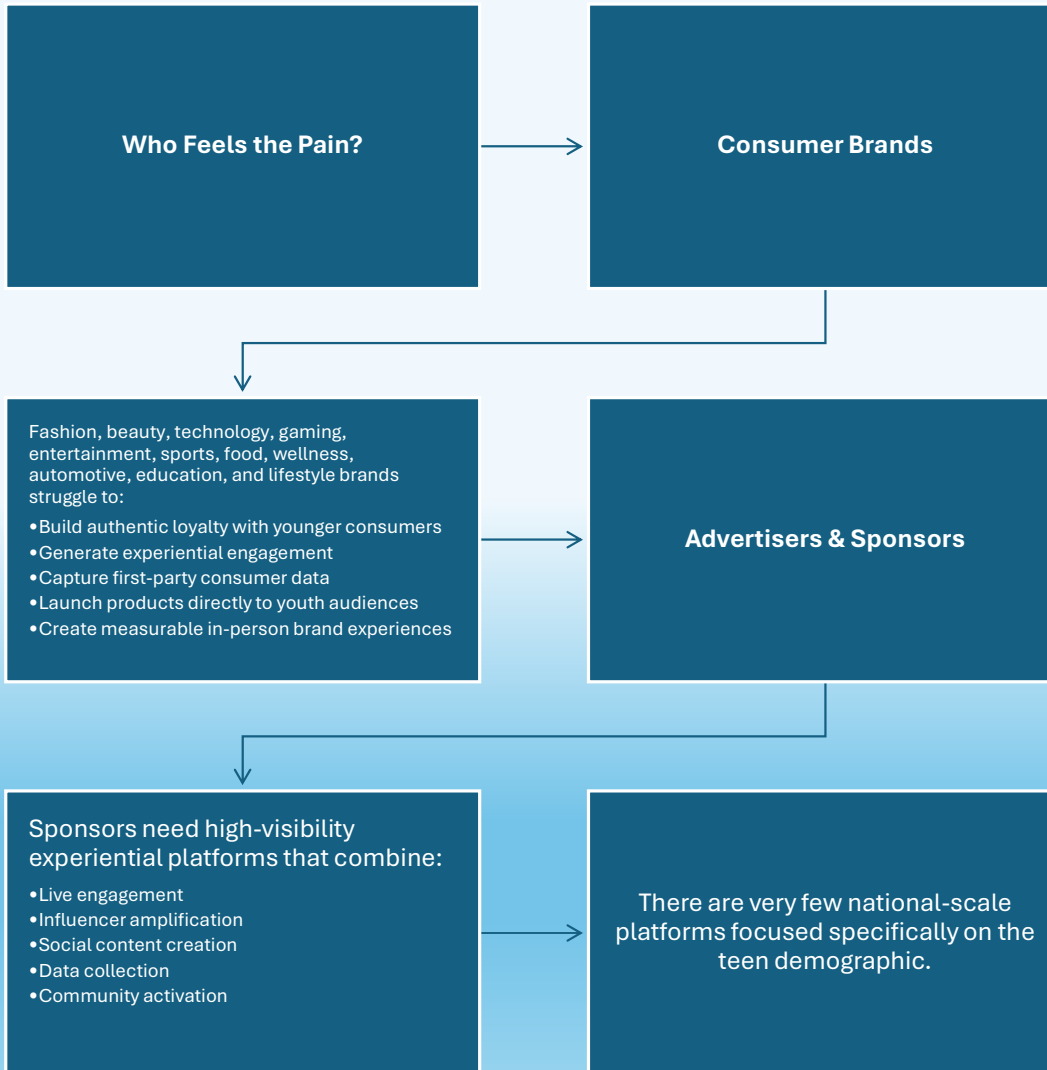
Consumer behavior has fundamentally changed.

Gen Z and emerging Gen Alpha no longer engage with brands through traditional advertising alone. They engage through:

- Experiences
- Influencers
- Community
- Live interaction
- Social sharing
- Discovery-driven environments

At the same time, brands are shifting billions of dollars toward experiential marketing because digital advertising is becoming:

- More expensive
- Less trusted
- Less effective
- Harder to target



Teens & Families

Teen consumers want:

- Interactive experiences
- Discovery-driven entertainment
- Creator and influencer access
- Community
- Career inspiration
- Live events built specifically for their generation

Today, no dominant national expo brand fully owns this space.

Why Now?

Multiple Market Trends Are Converging

Experiential Marketing Is Surging

Brands are reallocating budgets toward live experiences because consumers increasingly value participation over passive advertising.

Gen Z Spending Power Is Massive

Gen Z and emerging Gen Alpha are shaping purchasing trends in:

- Fashion
- Gaming
- Beauty
- Consumer technology
- Entertainment
- Food & beverage
- Social commerce

Brands Need First-Party Consumer Relationships

As digital privacy rules tighten and ad targeting becomes more difficult, brands are actively seeking direct engagement channels.

Youth Culture Is Driving Mainstream Consumer Trends

Teen-driven social trends now influence national purchasing behavior faster than traditional advertising channels.

There Is No National Market Leader

Despite the size of the opportunity, there is currently no scaled, recurring, business-to-consumer expo platform dedicated exclusively to the American teen market.

What's Changing in the Market?

The Shift

FROM:

- Passive advertising
- Traditional retail marketing
- One-way brand messaging
- Fragmented digital impressions

TO:

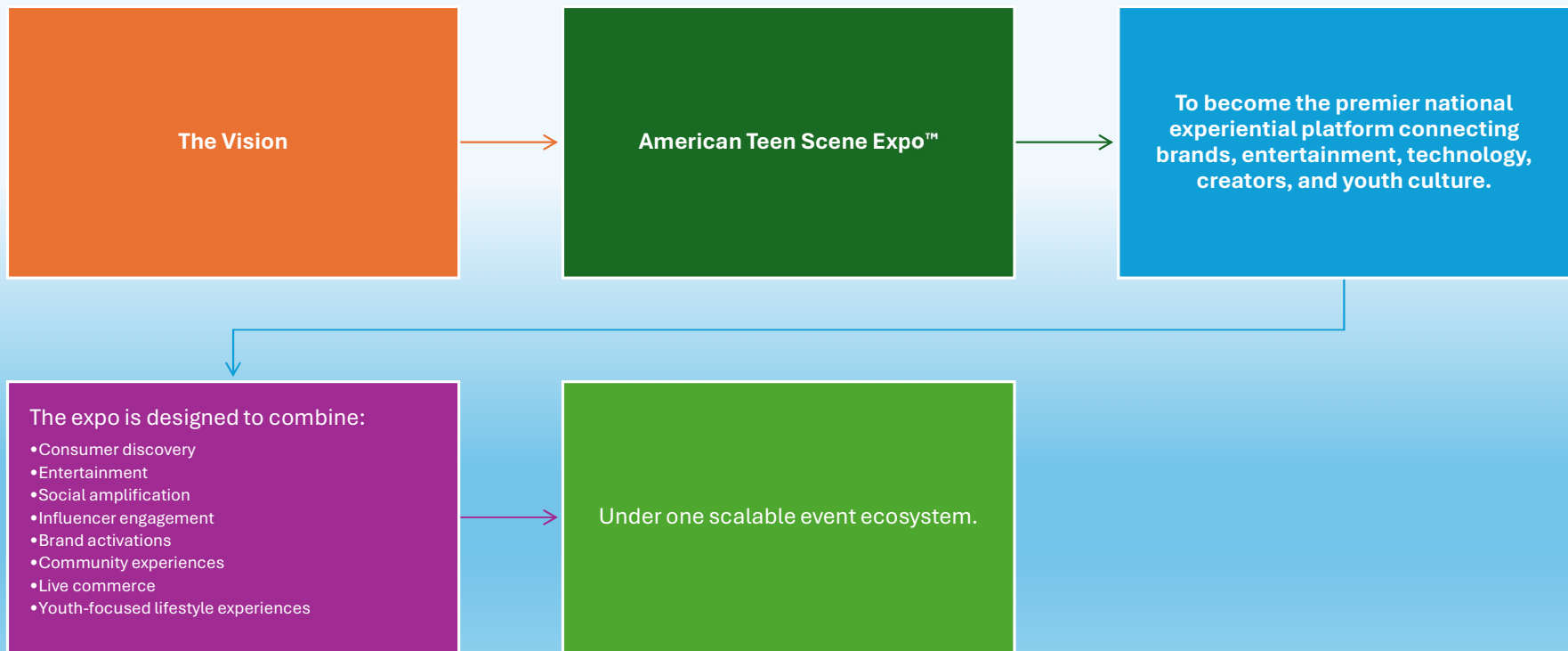
- Live immersive experiences
- Creator-driven engagement
- Interactive product discovery
- Community participation
- Social-content generation
- First-party consumer relationships

Why This Creates Opportunity

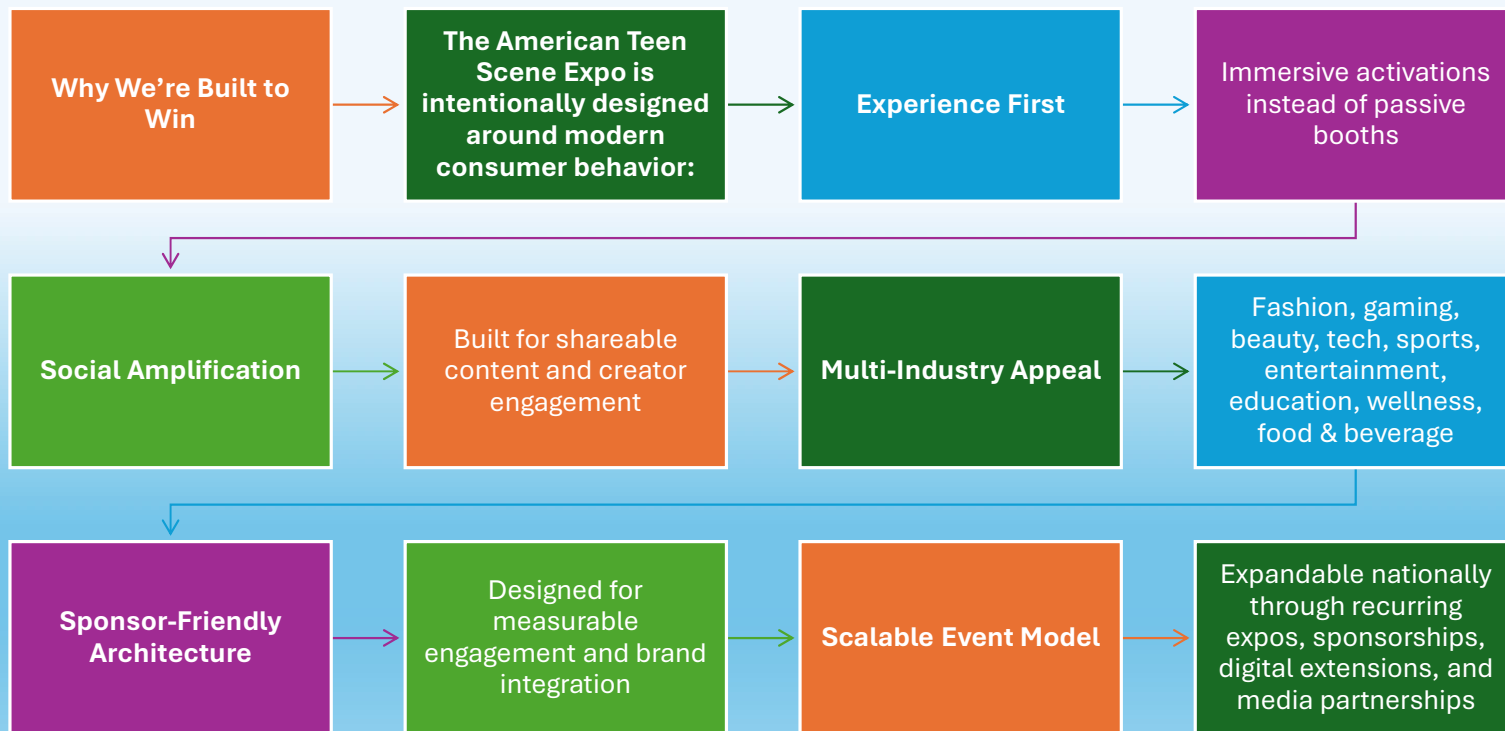
Despite the size of the youth market:

- No dominant national teen-focused expo exists
- Brands lack a centralized youth engagement platform
- Experiential marketing demand is accelerating
- Youth culture increasingly drives mainstream purchasing trends

This creates a major whitespace opportunity for a scalable national event platform.



Why We're Built to Win



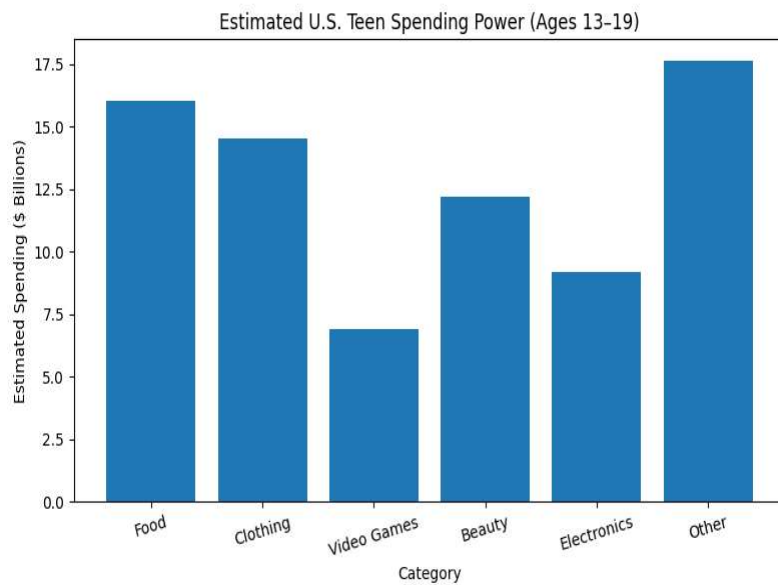
The American Teen Scene Expo is being built to solve a growing disconnect between brands seeking authentic youth engagement and teen consumers seeking experiential, community-driven discovery platforms.

Brands are spending billions trying to reach Gen Z consumers through fragmented digital channels, yet there is no dominant national experiential platform dedicated to teen engagement. The American Teen Scene Expo is designed to fill that gap.



Market Size & Timing

A Multi-Billion Dollar Market Opportunity Driven by Youth Culture and Experiential Marketing



Age Group Estimated Population

13-14 years 8.4 Million

15-17 years 13.4 Million

18-19 years 10.2 Million

TOTAL ~32 Million Teens

Market Opportunity

The American Teen Scene Expo™ sits at the intersection of several rapidly growing industries:

Experiential Marketing

Global experiential marketing spending continues to accelerate as brands shift away from traditional advertising toward immersive consumer engagement.

Youth Consumer Spending

Gen Z and emerging Gen Alpha influence hundreds of billions in direct and household purchasing decisions annually across:

- Fashion
- Beauty
- Gaming
- Technology
- Food & beverage
- Entertainment
- Sports
- Lifestyle products

Live Events & Consumer Expos

Consumers increasingly prioritize experiences, events, festivals, and interactive environments over passive retail engagement.



Total Addressable Opportunity

Potential Revenue Categories Include:

- Sponsorship sales
- Exhibitor booth sales
- Ticketing
- VIP experiences
- Brand activations
- Influencer partnerships
- Merchandise
- Licensing
- Digital media extensions
- Streaming/content rights
- National tour expansion

The opportunity is larger than a single event.

American Teen Scene Expo™ is designed as a scalable youth engagement platform capable of evolving into:

- A multi-city national event series (5 events years 1, 2, 3 / 10 events years 4, 5, 6,7, 8....)
- International event series
- A media property
- A sponsorship ecosystem
- A youth culture brand
- A year-round consumer engagement platform

Product / Solution Overview

The American Teen Scene Expo™

A National Experiential Platform Connecting Brands Directly with the Next Generation

What We're Building

American Teen Scene Expo™ is a large-scale live consumer event platform designed specifically for teen and youth culture engagement.

The expo combines:

- Interactive brand activations
- Entertainment experiences
- Gaming & technology
- Fashion & beauty
- Music & creators
- Sports & lifestyle
- Education & career pathways

Social-content environments into one immersive, high-energy destination experience.



How It Works

Brands + Experiences + Community Brands

Participate through:

- Experiential booths
- Product launches
- Sampling
- Sponsorships
- Creator collaborations
- Live demonstrations
- Social activations
- Attendees

Experience:

- Hands-on discovery
- Entertainment
- Influencer interaction
- Interactive competitions
- Product testing
- Live performances
- Community engagement

Digital Amplification

The event is designed to generate:

- Social sharing
- Influencer content
- User-generated media
- Brand engagement data
- First-party consumer relationships

How We Solve the Problem For Brands

We provide:

- Direct access to youth consumers
- Authentic engagement opportunities
- Measurable experiential marketing
- Real-time product feedback
- High-visibility sponsorship integration
- Content-generation environments

Instead of relying only on fragmented digital advertising

For Teens & Families

We create:

- A safe, exciting, discovery-driven environment
- Experiences built specifically for their generation
- Access to trends, entertainment, technology, and career opportunities
- Community participation and live interaction

Why It Produces Results

The Expo Is Built Around Modern Consumer Behavior

Experience-Driven

Young consumers engage more deeply through participation than passive advertising.

Social-First Design

Every activation is designed to encourage content sharing and organic exposure.

Multi-Industry Ecosystem

The platform brings together multiple youth-driven industries under one roof.

Scalable Sponsorship Model

Brands can activate locally, regionally, or nationally across future events and expansions.

What Makes It Different

American Teen Scene Expo™ is not:

- A traditional trade show
- A simple fan convention
- A music festival
- A mall-style expo

It is:

A hybrid experiential marketplace built around youth culture, entertainment, technology, and brand engagement.

Surrounding categories:

- Fashion
- Gaming
- Beauty
- Technology
- Music
- Sports
- Education
- Food & Beverage
- Influencers
- Entertainment

“The future of brand engagement is immersive, social, and experience-driven.”

Go-To-Market Strategy

Building a National Youth Engagement Platform Through Strategic Brand, Influencer & Community Growth

Go-To-Market Approach

American Teen Scene Expo™ is designed to scale through a multi-channel growth strategy that combines:

- Strategic sponsorship sales
- Influencer amplification
- Social-media-driven audience growth
- Community partnerships
- School and youth outreach
- Entertainment-driven marketing
- Experiential brand engagement

Phase 1 — Launch & Market Validation

Initial Focus:

Establish the inaugural five city flagship events and validate:

- Sponsor demand
- Consumer attendance
- Brand engagement
- Influencer participation
- Social reach
- Revenue model performance

Early Target Customers:

- Consumer brands targeting Gen Z
- Youth-focused lifestyle companies
- Gaming & technology brands
- Fashion & beauty companies
- Entertainment & streaming platforms
- Food & beverage brands
- Educational and career organizations

Audience Acquisition Strategy

We Grow Through Culture-Driven Marketing

Social Media Campaigns

High-frequency content across:

- TikTok
- Instagram
- YouTube
- Snapchat
- Emerging creator platforms

Influencer & Creator Partnerships

Collaborations with:

- Content creators
- Musicians
- Athletes
- Gaming personalities
- Lifestyle influencers
- Community Outreach

Partnerships with:

- Schools (Friday's are Field Trip Day)
- Youth organizations
- Community groups
- Sports programs
- Entertainment networks

Experiential Hype Building Pre-event:

- Pop-up activations
- Social contests
- Creator appearances
- Digital countdown campaigns
- Brand teaser content

Sponsor & Exhibitor Sales Strategy

We target brands already investing in youth marketing and experiential campaigns.

Sales Channels:

- Direct sponsorship outreach
- Agency partnerships
- Brand marketing departments
- Entertainment partnerships
- Experiential marketing agencies
- Strategic media relationships

What's Already Working

- Early Indicators of Demand
- Strong interest from youth-focused brands
- Positive market feedback on the concept
- Rising experiential marketing budgets
- Growth of creator-led consumer engagement
- Increasing demand for live activation opportunities

We already have:

- conversations
- letters of interest
- advisors
- social traction
- venue discussions
- influencer discussions

“We are building both an event audience and a long-term cultural brand.”

Scalability Strategy

The model is designed to expand predictably through:

Recurring Annual Events

Building audience loyalty and sponsor retention

Multi-City Expansion

Launching additional regional events

Sponsorship Ecosystem Growth

Increasing national and international brand partnerships

Digital Extensions

Streaming, media content, creator integrations, and online community engagement

Licensing & Strategic Partnerships

Potential expansion into affiliated youth-focused event properties

Why This Growth Model Works

The platform benefits from network effects:

More brands → attract more attendees

More attendees → attract more sponsors

More creators → increase social reach

More social reach → lower customer acquisition costs

This creates compounding growth potential over time.

Business Model & Unit Economics

A Diversified Revenue Model Built for Scalable Growth

How American Teen Scene Expo™ Makes Money

The business is designed around multiple recurring revenue streams that scale as attendance, sponsorship demand, and brand visibility increase

Primary Revenue Streams Sponsorship Revenue

The Core Revenue Driver Brands pay for:

- Title sponsorships
- Category exclusivity
- Experiential activations
- Naming rights
- Stage sponsorships
- Music & Fashion Challenges
- Creator collaborations
- Social-media integrations
- High-margin recurring opportunity
- Direct Sales (Cash & Carry)

Exhibitor Booth Sales

Companies purchase:

- Booth space
- Premium floor placement
- Interactive activation zones
- Product launch areas
- Sampling experiences
- Revenue scales with event size and exhibitor demand.

Ticket Sales

Consumer revenue from:

- General admission
- VIP experiences
- Early-access passes
- Meet-and-greet experiences
- Premium entertainment access

Digital & Media Revenue

Future expansion opportunities include:

- Streaming partnerships
- Creator content monetization
- Digital sponsorships
- Social campaigns
- Event media licensing
- Online community memberships

Merchandise & Licensing

Additional revenue opportunities:

- Branded merchandise
- Exclusive collaborations
- Apparel partnerships
- Licensing opportunities
- Co-branded products
- Affiliate Marketing

Unit Economics

Revenue Scales Faster Than Fixed Costs

As attendance and sponsorship demand grow:

- Venue and production costs become more efficient per attendee
- Sponsor revenue expands disproportionately
- Repeat sponsors reduce customer acquisition costs
- Social amplification lowers marketing expense over time

This creates improving margins as the platform matures.

Economic Engine

Example Growth Dynamic

More attendees →

Higher sponsor visibility →

More sponsor demand →

Higher sponsorship pricing →

Greater profitability

At scale, sponsorship and media revenue become the primary margin expansion drivers.

Why the Model Is Attractive

Multiple Revenue Layers

Not dependent on a single income stream

High Sponsor Value Potential

Brands increasingly seek measurable experiential engagement

Strong Repeat Potential

Annual events create recurring sponsor and attendee relationships

Scalable National & International Expansion

The operating model can extend into additional markets and event formats

Long-Term Business Vision

American Teen Scene Expo™ is designed to evolve beyond a five-city event into:

- A national and international event platform
- A youth marketing ecosystem
- A sponsorship and media property
- A year-round consumer engagement brand

“Built for recurring revenue, sponsor retention, and national & international expansion.”

“As the audience grows, brand value and sponsor demand compound.”

Traction & Proof Points

Early Momentum Demonstrates Market Interest and Category Potential

What We've Proven So Far

American Teen Scene Expo™ has already generated early market validation through industry conversations, strategic development, and growing interest around the concept.

This is not being built in a vacuum — it is being developed in response to clear shifts in youth engagement and experiential marketing demand.

Current Proof Points

Market Validation

- Positive feedback from industry discussions
- Strong conceptual interest from youth-focused brands and partners
- Growing demand for experiential marketing platforms targeting Gen Z

Strategic Development

- Business structure and positioning established
- Investor outreach and funding discussions underway
- Sponsorship and partnership strategy in development
- Scalable national event framework created

Industry Timing

The market is actively moving toward:

- Live consumer engagement
- Influencer-driven marketing
- Experience-first activations
- Community-centered brand interaction

American Teen Scene Expo™ is positioned directly within these accelerating trends.

What Early Success Looks Like

(We will customize this section as real metrics develop.)

Potential Near-Term Milestones:

- Sponsor LOIs (Letters of Intent)
- Brand partnership discussions
- Venue negotiations
- Influencer participation commitments
- Social audience growth
- Advisory board recruitment
- Media interest
- Vendor onboarding
- Ticket waitlist growth

Future KPI Categories

Investors will ultimately track:

- Sponsor acquisition
- Exhibitor retention
- Ticket sales velocity
- Social engagement reach
- Influencer impressions
- Consumer attendance growth
- Brand renewal rates
- Revenue per attendee
- Cost per attendee acquisition

Why Traction Matters

We are validating both sides of the marketplace:

Brands Want:

- Authentic youth engagement
- Experiential visibility
- Social amplification
- First-party consumer interaction

Consumers Want:

- Live experiences
- Community
- Creator interaction
- Discovery-driven entertainment

The platform is designed where those interests intersect.

Strategic Advantage

Timing + Market Gap + Cultural Relevance

The absence of a dominant national teen experiential platform creates an opportunity to establish:

- Early brand relationships
- Sponsor loyalty
- Audience community
- Cultural relevance
- Long-term category leadership



“We are building momentum in a market already moving in our direction.”

“The demand signals are already visible — the opportunity now is execution at scale.”

Leadership Team

Experienced Leadership Positioned to Build a Category-Defining Youth Engagement Platform

Leadership Vision

American Teen Scene Expo™ is being led by a team focused on building more than an event — the goal is to create a scalable national youth culture and experiential marketing platform.

The leadership strategy combines:

- Trade show expertise – Domestic & International
- Brand partnership development
- Experiential marketing vision
- Strategic business development
- Consumer engagement understanding
- Operational execution

Founder & Managing Director

Robert Keegan

Event Industry Executive | Trade Show Strategist | Sponsorship & Operations Leader

Robert Keegan brings more than 40 years of experience in trade shows, corporate events, live entertainment, sponsorship development, and operational leadership. He has successfully led domestic and international trade show programs, launched event brands, secured funding, negotiated strategic partnerships, and managed multimillion-dollar operations.

Key leadership highlights:

- Managed and executed corporate events, conferences, trade shows, user conferences, roadshows, and live entertainment productions.
- Developed integrated sponsorship and revenue-generation programs.
- Launched and scaled new event properties from concept through execution.
- Secured first-round funding and licensing agreements for international trade show expansion.
- Directed trade show teams, vendors, stakeholders, and operational logistics across multiple industries.
- Managed budgets, P&L responsibilities, and event ROI analysis.
- Deep expertise in marketing strategy, digital acquisition, attendee engagement, and brand positioning.
- Extensive experience in venue negotiations, convention services, exhibit design, and event technology platforms.

Past leadership experience includes:

- Founder/Trade Show Manager — K27 Group, LLC
- Founder-CEO — EQU Expo, Inc.
- Project Manager Consultant — Reed Exhibitions
- Vice President U.S. Division — FEELINI Holding GmbH
- Trade Show Manager — TGIFCon
- Founder/Production/Road Manager — RobKee Productions, LLC Live Entertainment Industry
- United States Air Force Veteran

Core competencies

- Strategic leadership
- Sponsorship development
- Event operations
- Revenue growth
- Marketing and branding
- Team building
- Budget management
- Global event execution



Planned Executive Leadership Team (Growth Stage)

Chief Operating Officer (COO)

Responsibility

- Oversees daily operations
- Event production and logistics
- Vendor and venue management
- Staffing and operational scalability
- Chief Marketing Officer (CMO) Responsibility
- Teen audience acquisition strategy
- Digital marketing campaigns
- Social media and influencer partnerships
- Brand development and consumer engagement

Chief Revenue Officer (CRO)

Responsibility

- Sponsorship sales
- Brand partnerships
- Exhibitor recruitment
- Revenue growth initiatives

Chief Technology & Innovation Officer (CTO)

Responsibility

- AI integration
- Mobile app and attendee experience platforms
- Data analytics
- Digital engagement systems

Director of Teen Programming & Community

Engagement

Responsibility

- Teen-focused content and experiences
- Creator and influencer relationships
- School and youth organization partnerships
- Trend identification and audience insights

Chief Financial Officer (CFO)

Responsibility

- Financial planning
- Investor reporting
- Capital management
- Forecasting and compliance

Why This Team Is Built to Execute

The American Teen Scene Expo combines experienced event-industry leadership with a scalable growth structure designed for sponsorship, operations, technology, and youth engagement. The organization is being built with both traditional event-management expertise and modern consumer-brand strategies required to capture the Gen Z and emerging teen market.

Core Leadership Strengths

Industry Understanding

Deep familiarity with event production, exhibitor expectations, and sponsor activation strategy.

Relationship-Driven Development

Ability to build partnerships across:

- Brands
- Agencies
- Entertainment
- Influencers
- Vendors
- Strategic operators

Vision + Scalability

The company is being structured for long-term national & International expansion rather than a one-time event.

Advisory & Strategic Expansion

Planned Leadership Expansion Includes:

- Sponsorship sales executives
- Experiential marketing advisors
- Entertainment partnerships
- Digital/social media leadership
- Operations and logistics specialists
- Brand strategy advisors
- Finance and corporate development leadership

Why This Team Can Execute

The Opportunity Requires More Than Event Production

Success depends on understanding:

- Youth culture trends
- Sponsor economics
- Consumer engagement
- Experiential marketing
- Content amplification
- Community building
- Scalable operations

American Teen Scene Expo™ is being built with that broader ecosystem vision from day one.

Funding Ask & Growth Roadmap

Funding the Launch and National Expansion of American Teen Scene Expo™

***See Attached Pro-Forma**

Capital Strategy

Seed Round — \$2.5 Million

Current Raise

The seed investment funds:

- Initial launch operations
- Team buildout
- Secure venues (Five)
- Sponsorship development
- Marketing and audience acquisition
- Event production infrastructure
- Technology systems
- Brand positioning and market validation

Primary objective:

Successfully launch and validate the first year five-city inaugural American Teen Scene Expo™ flagship events.



Planned Growth Financing

Series / First Growth Round — \$5 Million

Targeted Approximately 9 Months Following Seed Round

The next financing stage is designed to accelerate:

- Multi-market expansion – Years 2, 3, 4, etc..
- National sponsorship growth
- Talent acquisition
- Media and content development
- Scaled audience acquisition
- Strategic partnerships
- Expanded operational infrastructure

Use of Seed Capital

Event Production & Operations

- Venue and infrastructure
- Production and staging
- Staffing and logistics
- Security and operations

Marketing & Audience Growth

- Influencer campaigns
- Social media marketing
- PR and media outreach
- Consumer acquisition campaigns

Sponsorship & Business Development

- Brand partnerships
- Exhibitor acquisition
- Agency outreach
- Sales infrastructure

Technology & Platform Infrastructure

- Registration systems
- CRM and sponsor analytics
- Website and digital engagement tools
- Media/content systems

What the Seed Round Unlocks

Key Milestones

Launch the first year five Inaugural Events

Deliver a premium flagship youth experiential platform.

Validate Market Demand

Demonstrate sponsor, exhibitor, and consumer engagement.

Establish Brand Credibility

Position American Teen Scene Expo™ as a national youth engagement property.

Build Strategic Partnerships

Secure foundational relationships across brands, creators, entertainment, and media.

Creating Expansion Readiness

Generate the operational and financial proof points needed for accelerated scaling.

9-Month Growth Objectives

By the Time of the \$5M Growth Round:

Target outcomes include:

- Successful first five city inaugural events execution
- Established sponsor relationships
- Growing consumer audience
- Measurable social reach
- Brand partnership pipeline
- Expansion market strategy
- Increased enterprise valuation

Long-Term Vision

American Teen Scene Expo™ is being built as:

- A national experiential event platform
- A youth culture media property
- A scalable sponsorship ecosystem
- A recurring consumer engagement brand

Timeline Layout

Phase 1

\$2.5M Seed Round↓
Launch + Validation

Phase 2 (9 Months Later)

\$5M Growth Round↓
Expansion + Multi-Year National Scale

Phase 3

Multi-City Platform Growth↓
Media + Sponsorship Ecosystem

Closing Statement

“The seed round establishes the platform. The growth round accelerates national scale.”

“Our financing strategy is designed to validate quickly, scale intelligently, and build long-term enterprise value.”

Important Note

This two-stage capital structure is attractive because it communicates:

- Financial discipline
- Milestone-based scaling
- Reduced early dilution
- Measurable validation before aggressive expansion

It signals that our company intends to scale based on traction, not just projections

***See Attached Pro-Forma & Business Plan**

Thank You

Thank you for taking the time to review the American Teen Scene Expo opportunity.

We appreciate your consideration and the opportunity to present our vision for building the nation's premier live experiential platform connecting brands, entertainment, technology, education, and today's teen audience.

We believe the American Teen Scene Expo is uniquely positioned to capture a significant share of the growing youth experiential marketing sector while creating meaningful value for sponsors, exhibitors, attendees, and investors.

Next Steps

We welcome the opportunity to discuss this investment opportunity in greater detail and answer any questions you may have.

Requested Next Step:

- Schedule an investor meeting and due diligence review
- Discuss funding participation and investment structure
- Review projected milestones, growth strategy, and national rollout plan

We look forward to exploring a potential partnership and building the future of teen-focused experiential marketing together.

Contact:

Robert Keegan
Founder & Managing Director
American Teen Scene Expo™
630-730-5992
bob@k27group.com

Seeking \$2.5 Million in Seed Capital to Launch the Inaugural American Teen Scene Expo and Establish the Foundation for National Expansion.