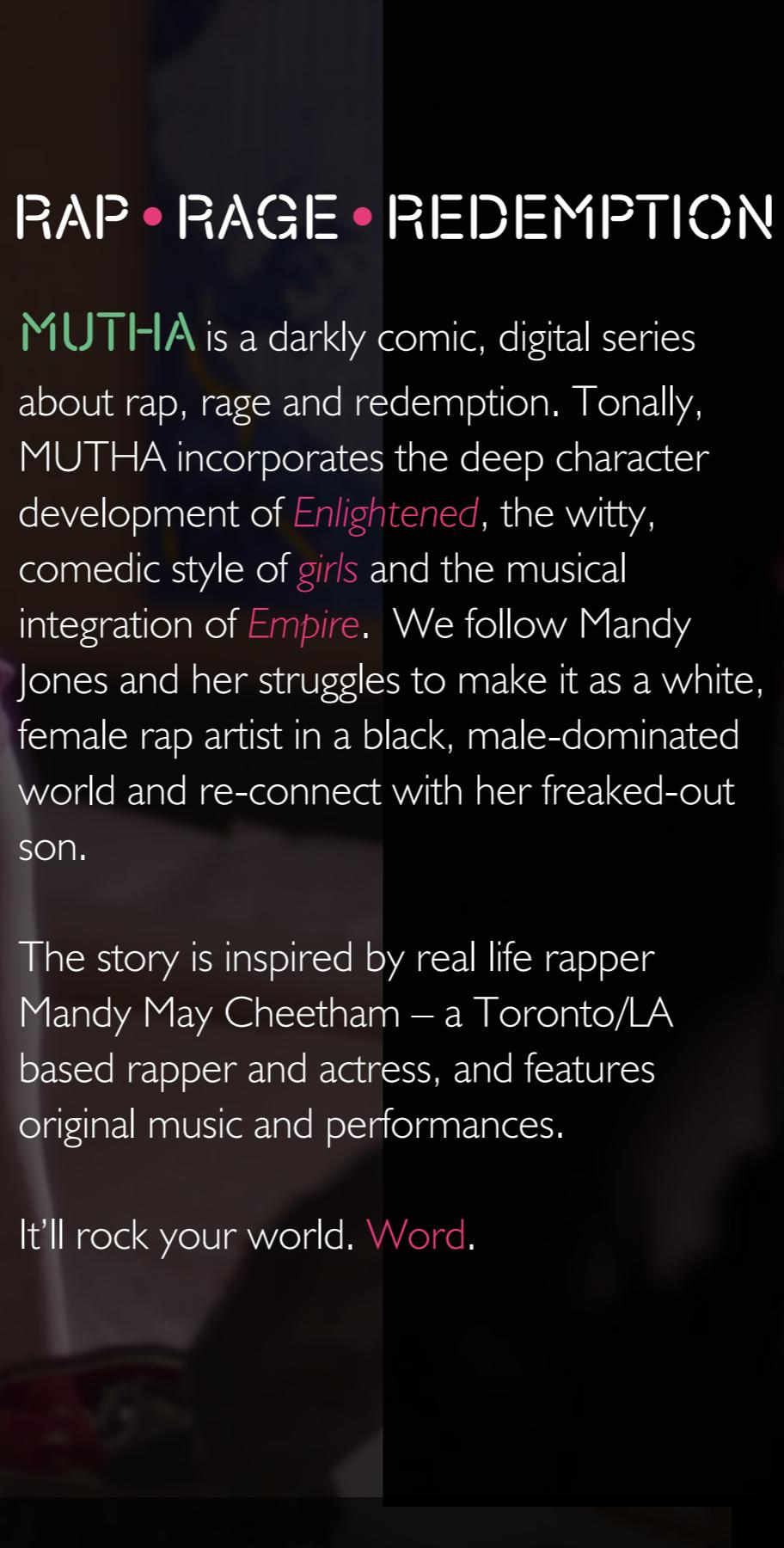


MUTHA

it's never too late to be who you might have been

no shame in my age
I no longer engage in that conversation
f*ck conventional wisdom
watch me create my kingdom

Mandy Mayhem





MONEY MAKER

Potential Revenue Streams

- broadcast
- internet ad revenue
- live shows
- team mayhem merchandise
- product placement
- music sales
- cross-platform content (character podcasts, blogs, instagram, etc.)
- Neon Vagina Sculpture Sales
(Mandy Mayhem's Logo)

CHARACTERS



Jake (LEAD)

Male, 11-17, Caucasian

A pondering, sharp, gamer in the throws of puberty, and totally mortified by his mother's new rap career. Sensitive, caring and a little sad, wants to be noticed by girls, but not because of his Mom. Think a younger Liam James in the Way Way Back.



Derek (LEAD)

Male, 39-46, African American

A former rapper who changed hip hop, but hasn't been able to keep up with the demands of his fans. Honest, genius, a true tortured artist. Think Basquiat if he were a rapper.



Grannie Peg (LEAD)

Female, 70+, Caucasian

A woman who is comfortable in her skin (and not much else) living in a crumbling brownstone in Brooklyn from which she rents rooms to eccentric tenants and sells taxidermy mash up animals on eBay. Former Burlesque beauty.



Dan (SUPPORTING)

Male, 40-50, Caucasian

The wretched ex. He means well, and thinks he is very funny. He loves his kid but has no idea what it means to even compromise his goals for the sake of his family and never will. Sells train the trainer courses. Could just as easily start a cult as join one.



Sissy (SUPPORTING)

Female, 21-40, All Ethnicities

Totally into yoga, meds, and Deepak Chopra, Sissy believes Mandy, she and Dan were brought together for a reason, so she and Dan could fall in love and Mandy could be set free from her marriage. She is willing to be the focus of Mandy's rage if it helps her to move on to pursue her true calling. A divinely guided friend, advisor and life coach.



Rita (SUPPORTING)

Female, 23-41, All Ethnicities

An aspiring country singer who is not very good at it. True southern belle whose Mamma has a big gun and whose daddy is a scallywag. Lives in Grannie Peg's hippie commune. Please send demo reels.



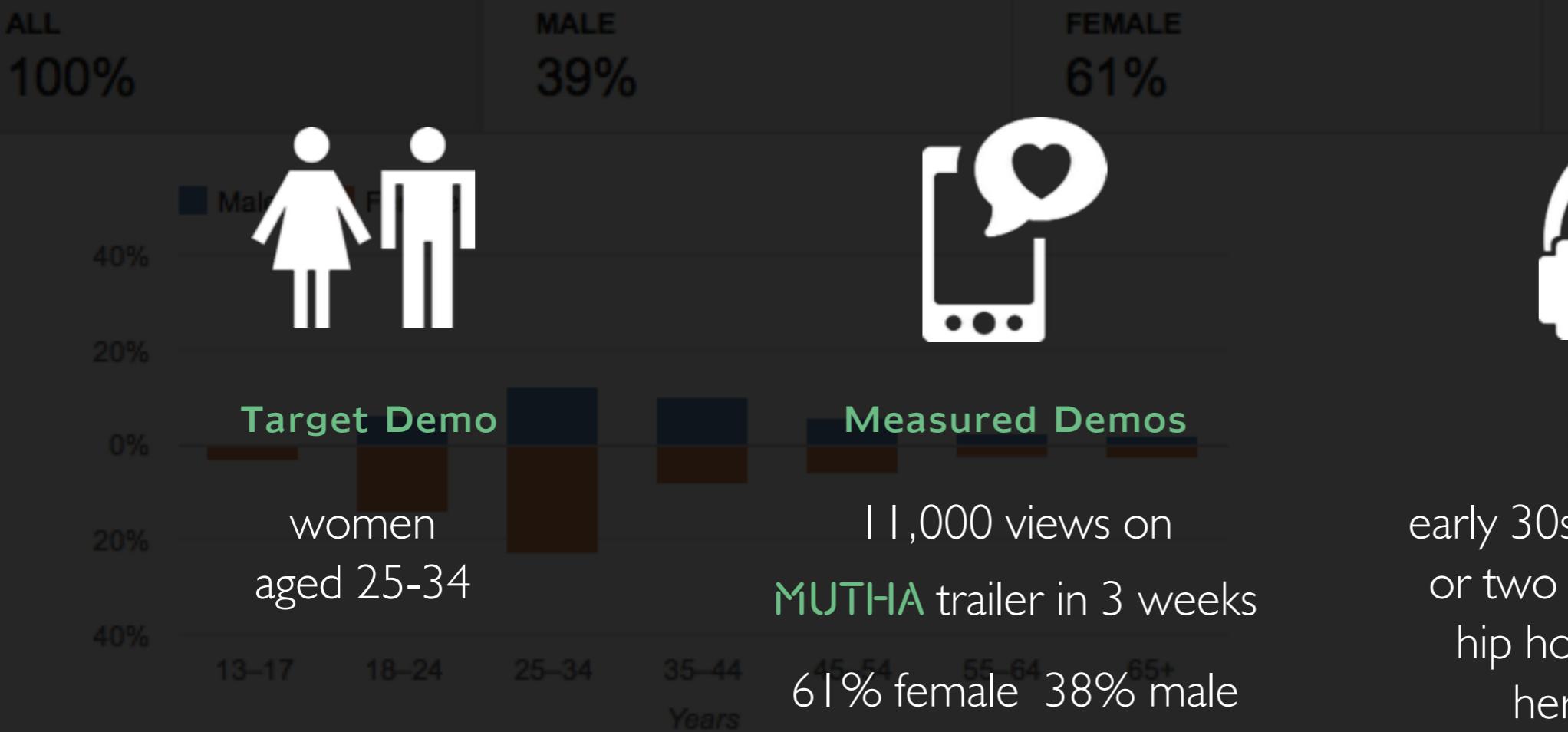
MUTHA Trailer @msmutha - IPF

Created: Mar 1, 2015 • Duration: 2:09 • Privacy setting: Public • Lifetime views: 8,019

VIDEO

Last 28 days (Feb 19, 2015 – Mar 18, 2015)

DEMOGRAPHICS & TARGET AUDIENCE



Narrowly

early 30s, married with one or two children, listens to hip hop, and considers herself a feminist

Top locations by views	Views	13–17 years	18–24 years	34 years	25–44 years	45–54 years	55–64 years	65+ years	Gender
United States	5,178	4.8%	24%	33%	17%	12%	4.9%	4.2%	
Canada	2,574	0.0%	13%	41%	22%	13%	5.3%	6.1%	

SOCIAL MEDIA REACH



Combined **email** reach of over 48k engaged users through promotional partners including:



- Raindance Canada (30k)
- Metropolis Communications (10k)
- Artsy Fartsy PR (8.5k)



partners

- Funny or Die (14M visitors/day) – Mandy Mayhem is a featured community member and her work is promoted on their Facebook and youtube pages as well as in a special section on the site
- She Does the City (140K unique visitors/month) – Mandy is a featured blogger
- Raindance (email list of 90k Globally)– Mandy is a featured blogger
- Dirty and Thirty (Based in LA) – Mandy is a featured blogger
- iO West social media support

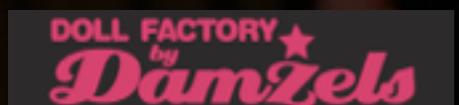
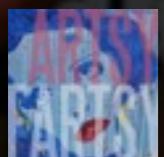
instagram 2,500+

twitter 3,000+

facebook 10,000+



SPONSORS & PARTNERS



STREET CRED



LA Jay & Will.i.am



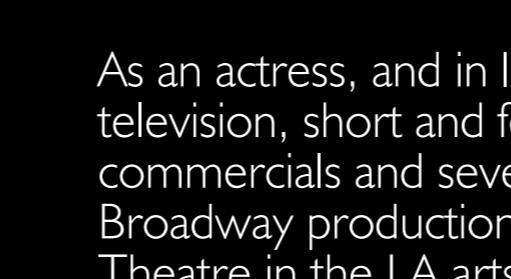
Lords of the Underground & Mindbender



Das EFX



Black Sheep



Maestro Fresh Wes



Fatlip



Michie Mee



In addition to MUTHA - Mandy May Cheetham has several other projects in development including a rap cooking show entitled Mandy Mayhem's Munchies and is set to star in a feature film entitled Red - shooting fall 2015 in Canada.



my maidenhood may be fading
but my wisdom has no expiration date
so I've shown up at the mother f*cking party late
I may be tardy
but now I'm the mutha
you wish you could f*ck at the party

@msmutha

msmutha.com