



# ALICAT MEDIA, INC

**LIFESTYLE MEDIA & MERCHANDISING**

Parent Company

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ALICAT MEDIA | COMPANY

**"Alicat Media is the cornerstone and parent company of the **multimedia enterprises** led by veteran entertainment business executive, Alison Ball."**



ALICAT MEDIA | MISSION

**"Alicat's mission is to bring a pipeline of  
better living media + merchandise  
to diverse consumers globally."**





## ALICAT MEDIA | IN FOCUS

The company's core focus is a plan to mirror the highly successful Martha Stewart Living enterprise, with a focus on servicing modern women of more diverse backgrounds.

The company aims to expand into multiple blogs, books, television content, and an Ali-in-the-Valley branded merchandising venture, which would include upscale kitchenware, upscale home decor products and other home reinvention tools that fall under the home goods banner. The company looks to equip every domestic goddess with all she needs to be the hero of her household.





## ALICAT MEDIA | FLAGSHIP PLATFORM

***Ali-in-the-Valley*** is the flagship show and platform of Alicat Media, currently boasting a rapidly growing fan base of followers. Our principal, Alison Ball, is the face of the platform dispensing healthy and entertaining food and drink recipes for lifestyle enhancement.



OUR COLLECTIVE SOCIAL MEDIA FOLLOWING IS:

# 100K

AND GROWING!

*Ali in the Valley*

Home grown cooking. Down to earth living.



## ALICAT MEDIA | COMPANY PRINCIPAL & FOUNDER

**Alison Ball is the founder and principal of Alicat Media, Inc.** Ball is most known for being an unstoppable phenomenon in the entertainment industry for decades. The current president of TuneGO Music Technology, and former VP of A&R at Warner Bros. Records, has transcended from music label guru to music tech leader and new media leader entrepreneur. After running one of the most powerful talent rosters in Hollywood, Ball quickly noticed the industry's tides were shifting to tech based digital content. A constant visionary, she decided to surf the change instead of fight it--and now she's a leader in it--spearheading a music tech company, launching her own multimedia new media company, and becoming the face of a popular online cooking blog + show with tens of thousands of fans. **She considers herself the world's next media bar oness--the likes of billionaire Martha Stewart.**

## ALICAT MEDIA | FOUNDER + COMPANY ASSETS

- **Ball- is known as the consummate professional with exemplary leadership skill.**
  - **Ball- is known as an industrious team player, a deal closer and problem solver.**
  - **Ball- is highly regarded for her administrative and executive organizational skills.**
  - **30 years + experience in the business.**
  - **Strong relationships with some of the world's Top Recording Artists.**
  - **Strong relationships throughout the entire entertainment industry as a whole.**
- (i.e. alliances with actors, writers, directors, editors, labeled executives, music publishers, powerful entertainment attorneys, and even pro-athletes)



## ALICAT MEDIA | INVESTMENT PARTNERS

**We are looking for investment partners who are passionate about our vision.** We're seeking development and corporate staffing funds. We are looking to assemble a team of motivated content experts, marketing experts and business experts who can scale us to 50 million fans/followers/consumers to clench \$50 Million in annual revenue.

## ALICAT MEDIA | RESHUFFLING CURRENT COMPANY

The company's current outlay of services and products consists of better living blog/website content, online video content, television (pilot) content, music sync licensing services, music marketing consulting, artist coaching, and public speaking engagements.

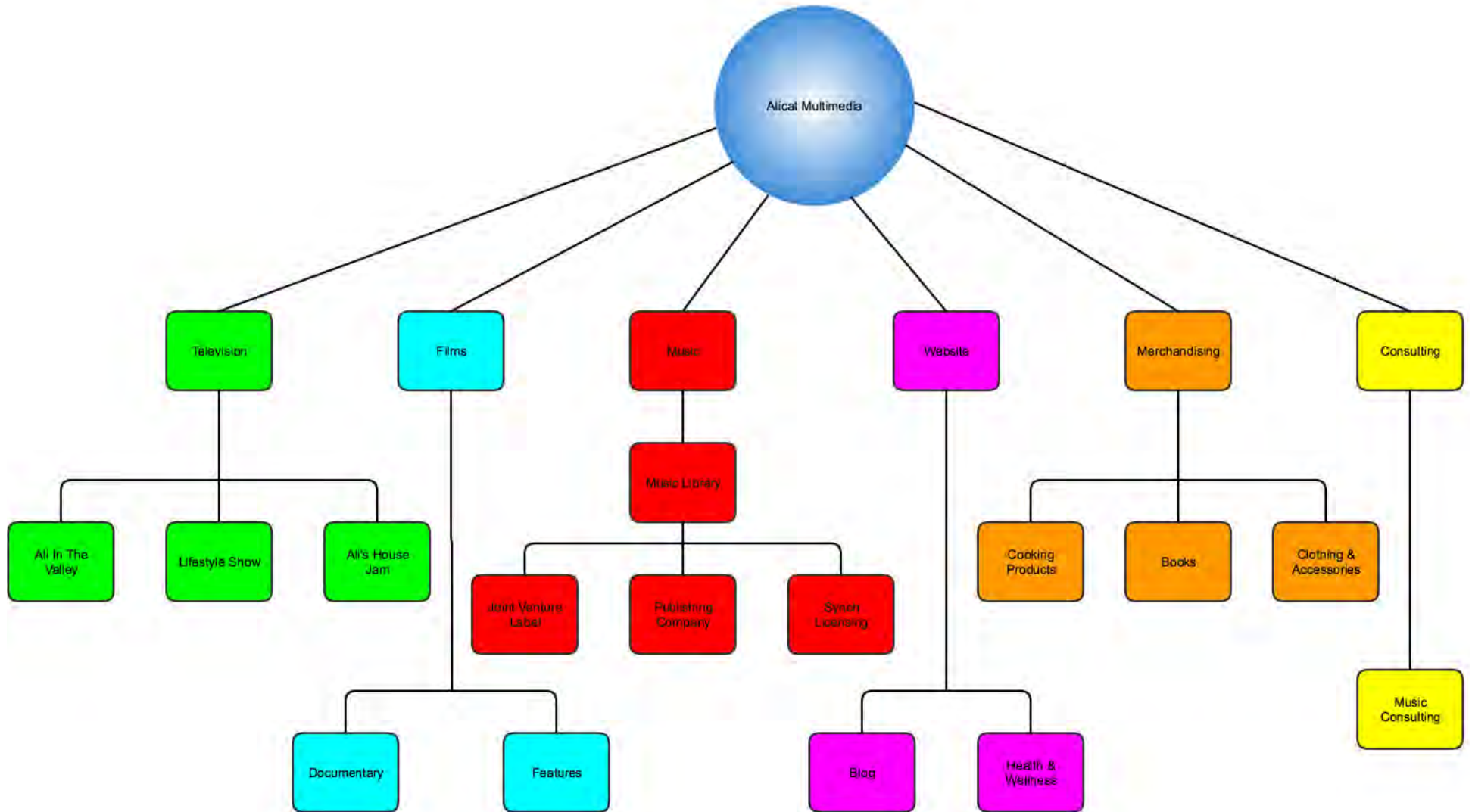
The company is currently raising development capital with aims to expand its footprint in all aforementioned arenas--plus add better living television and book content, an e-commerce merchandising component to its flagship digital show, *Ali-in-the-Valley*, plus launch a boutique music label in the very near future--centered around the new youth movement in the "resurging" genre of jazz.





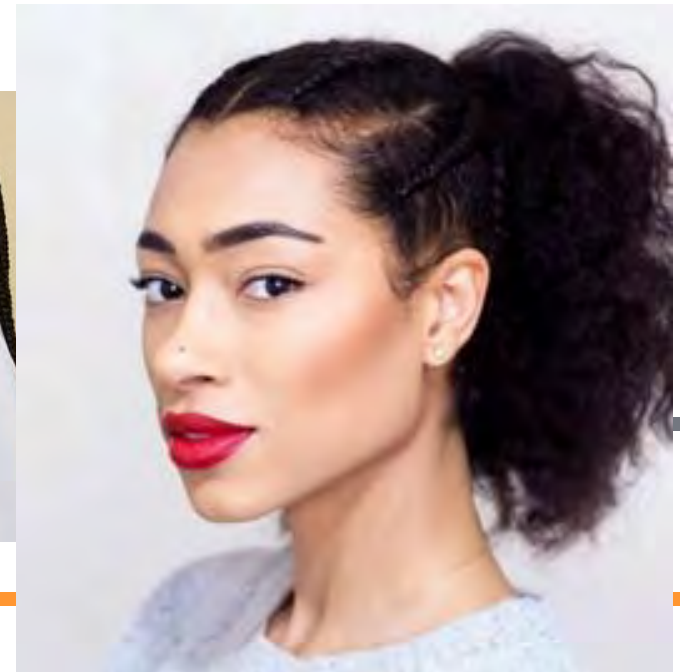


# ALICAT MEDIA | COMPANIES & VENTURES MAP



## ALICAT MEDIA | CONSUMER POPULATIONS

Consumer populations across **The United States**, The **U.K.** and **Europe** are increasing in diversity like never before. These women need a go-to source. Countries like France are bustling with millions of people of Caribbean, African and Middle East origin. Similar population growth is happening England, Netherlands, Germany, Italy, etc. These women have dollars, euros and pounds and are ready to spend them. **They are a gold mine waiting to happen.**



*THANK YOU  
FOR YOUR  
TIME.*

WE'D LOVE TO MEET WITH YOU!



FOR MORE INFORMATION, REACH US:

[www.AlicatMedia.com](http://www.AlicatMedia.com)

818.398.4502

[ali@alicatmedia.com](mailto:ali@alicatmedia.com)

