

MODERN

MEDIA

MARKETING

AND

ADVERTISING



DUCORP
XTM

THE HUMAN CHALLENGE IS THE PURSUIT OF HAPPINESS.

We believe this begins with finding your truth, expressing it, and being helpful to others. In 2019, we founded our family Investment Company, Ducorp. Our first actions were to:

- Determine our identity.
- Articulate feelings, expertise, and interests into our vision.
- Leverage modern technology to be innovatively useful.

There were no pre-existing models for us to use. We focused on executing our tasks, not on what anyone else was doing. We chose to experiment, iterate, and taste different experiences. Above all, we were persistent. As a result,

EVERYTHING
WE DO TODAY
IS UNIQUE

We believe in simple truths. First, when we examine a business, we see people, not products. So we invest in people.

Second, we think that a long-lasting relationship is built on **trust based in truth**. Therefore everything we do is authentic.

Third, our experiences have taught us that by getting the attention of an audience first, that helps the business be understood and of value to its clients. To execute this, we built our core activities around:

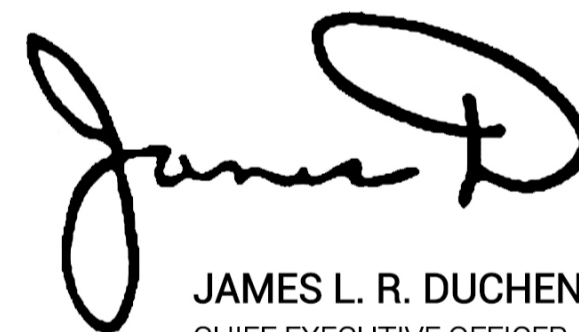
- Modern Media
- Marketing
- Advertising

Lastly, we value time. We express this innovatively by trading time to establish a legacy. Profit is not our primary motivator.

Truth First is a way of life that can be experienced in how we grow, share, and act. It guides the way our international workforce (aka the X-Team or XTM) interacts with each other daily, how we tirelessly improve on our craft, the way we have styled our offices, and how we help others without fear of being judged.

We also love the uncompromising attitude of the street and hip-hop poetic undertones we live in today; hence, we also express Truth First as F 🙌🤪🍷 Fake.

We value your time and hope that our XTM can be of assistance as you execute towards your goal.



JAMES L. R. DUCHENNE
CHIEF EXECUTIVE OFFICER
DUCORP XTM



WHAT WE DO

The common thread throughout what we do is the provision of media, marketing and advertising services.

How we deliver

WHAT WE DO

separates us from others, anywhere.



MARKETING-RELATED SERVICES



1

Embedded advertising in XTM+ content to get attention for, drive traffic and give consumer data to our customers.

2

Hustlemania, an engagement app centered around heightened interactivity with your customers.

3

We provide **full hologram-effect advertising services**; we own, maintain and operate hardware and software, we can design your 3D ad spots.

4

An exclusive club app, **Satoshi's Lounge**, targeted at providing curated content, experts and deals to CEOs and Owners. This can act as a lead generator to reach decision makers.

5

We released **FindRate**, a Yelp-like online business listing for SMEs in the African Territory.

6

The XTM Mirror Agency is a modern way to tackle your marketing and advertising needs. Our number one goal is to help you generate business.



MEDIA COMPANY

We design, produce and distribute
XTM+ original content on
digital platforms.



BRAND INCUBATOR & ACCELERATOR

We exchange full-service **Marketing**
and **Advertising** services (and office
space) in exchange for **equity** in young
and modern businesses.

WE BELIEVE THAT



1. ATTENTION IS SHIFTING
at a scale to serve digital channels.



2. QUANTITY
allows people to find quality in
your content.



3. AUTHENTIC
storytelling, not product
advertising, generates trust.



4. TRUST
builds brands.

**5. BRANDS SPEND
LESS TIME**
convincing others
to get a sale.



EXPRESSING OUR *identity*



A RITE OF PASSAGE

for designers at XTM is to express our F-ck Fake motto on clothing items, in their own creative style.

Each item is limited in number, forever. We recognize them by inserting their mark in the "Designer" FOR XTM label.

f-ckfake.com



THE COMMA BOOK

We don't use the traditional corporate binders to onboard our people. We didn't want to offer promotional gifts like a logo on a mug.

Instead, we created 4 fictional stories. We crafted it with love to make our people and customers feel who we were, rather than telling them.

Find it at Ducorp XTM on Amazon.





In digital channels, the creativity and authenticity behind published content is the catalyst for getting you noticed, engaging audiences, building your brand identity, and ultimately leaving a legacy.

We produce our own shows and content distributed via the XTM+ digital channels. This focuses our energy to get the creative component and engagement right. We invite awesome people and businesses to share in the limelight and traffic through embedded advertising.

And, no, we don't do corporate videos.

SHOWS:

Ride With Kush

Entertainment - Comedy Show (Business)

(2020- Fortnightly)

Musos Unplugged

Entertainment - Talent Discovery Show (Art)

(2020- Fortnightly)



Educational - Discovery (People)
(2020- Fortnightly)



Entertainment - Product Review Show (Vehicle)
(2020- Fortnightly)



Educational - Talk Show (Technology)
(2020- Fortnightly)



Educational - Art
(2020- Fortnightly)

BDC Building Ducorp

Educational - Reality Show (Business)
(2020- Monthly)



Educational - Talk Show (Racing)
(2020- Weekly)



EMBEDDED ADVERTISING

We develop your online presence by featuring you in original content across 9 online channels distributed over 10 to 15 forms of media in audio, video, and written content.

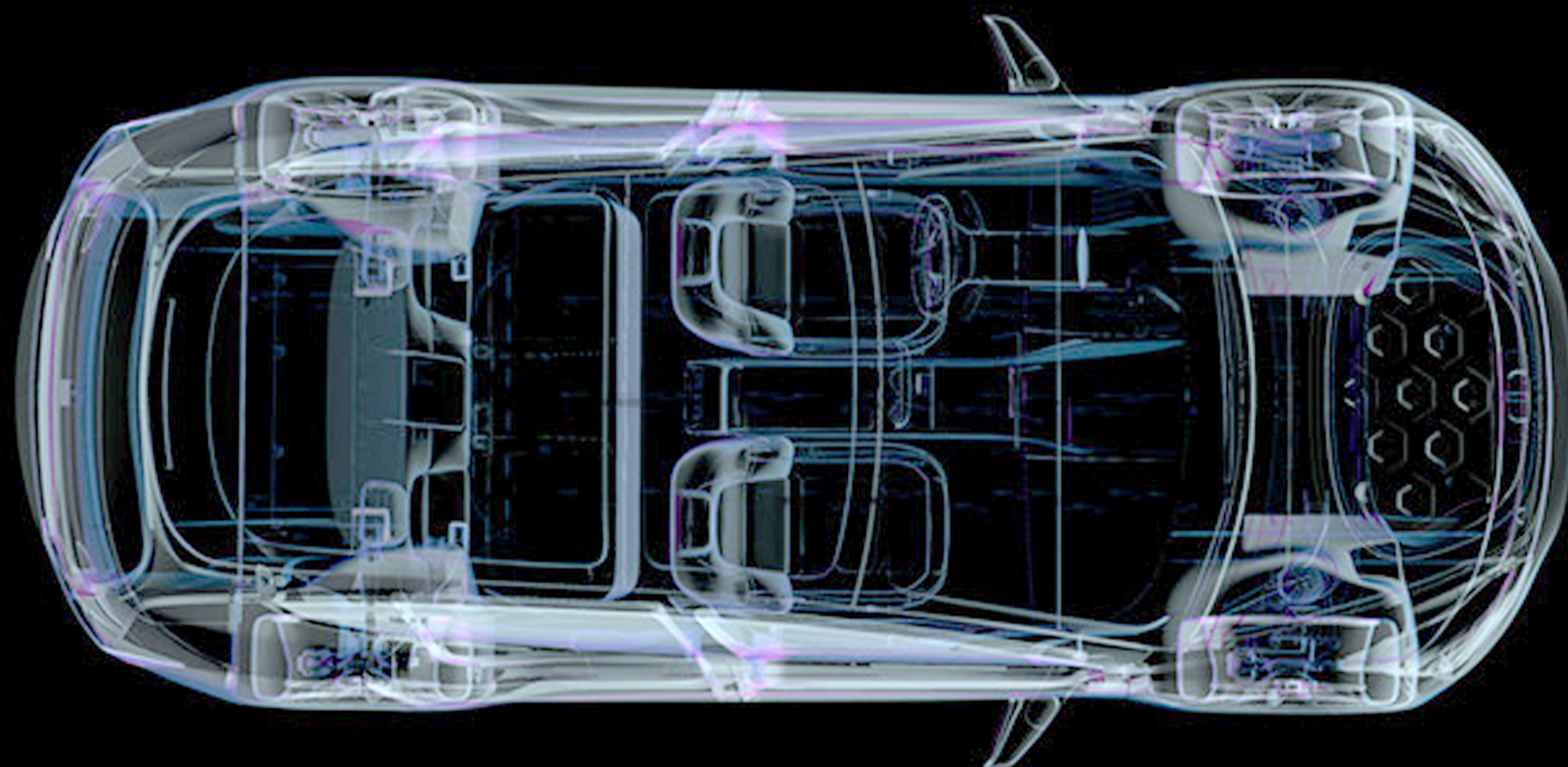


After one month, we use analytics to determine who found your brand attractive, their age range, location, and more. You also have access to the published content for your future advertising.



HOLOGRAM EFFECT ADVERTISING

*A static billboard, a TV screen
and a holographic-effect display
enter a bar... guess where the eyes go?
'nough said.*



We own the hardware and provide **full-service** holographic-effect advertising on location (malls, shops, bars, you name it). We can design your 3D advertising, operate the hardware remotely, create your campaigns and more.



WE WANT TO DRIVE PEOPLE TO YOUR BUSINESS

by offering your existing and prospective customers something fun, beyond traditional loyalty programs.

Hustlemania is a reoccurring online and in-person auction event. To participate, people must get **Bid Units (BUNs)**, which they can use to bid on the items. They can get BUNs from businesses when buying from them, or be rewarded for performing various activities.

At the end of each event, a sponsored star prize is auctioned. The person that wins is crowned Hustlemania Champion!

#HUSTLEMANIA

BONUSES

We offer bonus bid units if members complete certain activities, for e.g., go to 5 stores in a row and get 2,000 bonus BUNs.





S A T O S H I ' S
L O U N G E

***We're most things LinkedIn isn't for
CEOs, Chairmans, and Founders.***

Satoshi's lounge is an exclusive club whose mission is to provide services that help decision-makers stay one step ahead of the pack.

We curate relevant content, select experts our members can contact directly, and vet modern products and services with discounts and white glove service.

Get lead generation for your brand, products and services by telling our audience who you are, getting them to try your product or being of service as an expert to extend your brand and reputation.

**As a member, your activity can be
totally private or semi-private.**

- Only a maximum of 2 posts is allowed on your wall per day. Your wall will always have a total of 10 posts over 5 days. If you like something, then favorite it; otherwise, it'll go away.
- You can't post publicly.
- You can't contact other members directly.
- If you comment on a post, people will know you are a member.
- If you contact an expert, the expert will know who you are.
- If you take a product/service deal, the business will know who you are.



**A MODERN MARKETING
AGENCY THAT'S LIKE YOUR
IN-HOUSE MARKETING TEAM.**

We have introduced a marketing and advertising solution on a subscription basis. Through our XTM Mirror platform, you get to see real time progress of all your tasks, get your input heard and be in control.

We do the rest.

Of course we also do the traditional one-off tasks on an a la carte basis if the subscription model does not suit you.



***Not many SMEs in the
African region have a website.***

Our service is to upload individual SME's details, do some SEO around it, et voila!
More customer traffic is directed to you!

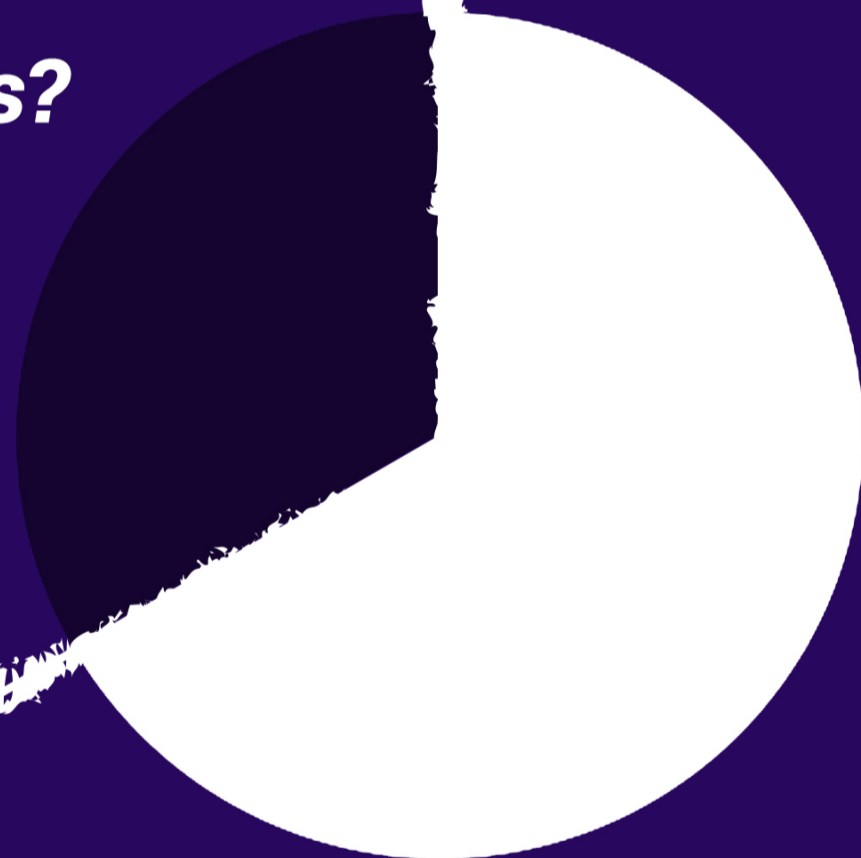
We can also manage your website domain name to direct (*specific here what is 'it') to that page. Your customers can comment and rate you - this provides more engagement.



XTM HQ

The majority of new businesses struggle to commercialize their business during the first couple years of life.

Use of funds?



**Marketing
& Sales**

A large part of businesses we've been in touch with build a product first, then run out of money to market it. Or they overspend on marketing as they're focused on their products and trust the wrong marketing agency. When they raise capital it is predominantly to address sales and marketing.



**YOU GET OFFICE
SPACE AND AMENITIES,
COACHING AND SOME
NEVER-SAY-DIE ATTITUDE.**

Instead of writing our incubator participants an investment check, we absorb the following costs for them over 12 months:

- Media
- Marketing
- Advertising

Equity vests over the same period.



BRAND INCUBATOR & ACCELERATOR

We start by first learning about you.

Minimum Sales. Have a product or service with some sales (entrepreneur must demonstrate that they have operated the business from inception to first sales).

Sustainability. Have the ability to sustain the business for a minimum of 12 months in its current state.

Innovation. Provide a product or service that differentiates from the marketplace.

Content. Be able to run a regular content (video, audio, written) of at least once a month promoted through the XTM+ media channels.

Marketing. Be willing to assess 12 months work of campaign and what is required to push more business to them.

Equity. Be willing to give up between 10%-30% equity in the program.

XTM_{HQ} Lite

Don't have a business or don't want to give up equity but want to enroll at XTM HQ to build a brand online or grow the presence of a particular product? We've created Lite for you - get in touch to find out more.

Speak to our current accelerator program participants to get a feel of how we help them.



