

Why Ravok Exists

RAVOK is here to ensure the next generation doesn't have to fight this hard for a seat at the table by building a new way to get films made, who makes them, and who profits.

Today's audiences demand bold, emotionally honest stories that push boundaries and, streamers are desperately seeking distinct catalogs that help them stand out in a crowded marketplace.

With a mythological brand rooted at its core and a mission to empower unheard voices, Ravok Studios addresses those market gaps through a multi-label approach - each targeting specific audience segments with tailored economics and creative visions, allowing us to discover new voices and scale successful talent across budget bands and reinvent outdated systems of content creation and ownership.



Emotionally Intelligent & Genre-Driven

We craft emotionally intelligent, genre-driven work for people the industry often overlooks, openly exploring themes of mental health and identity struggles.



Championing Unheard Voices

Our projects prioritize authenticity over safety, building a creative home for artists and audiences who value genuine connection, vulnerability, and radical honesty, especially minorities and new voices.



Creator-First Incubator

RAVOK Studios operates as a creator-first incubator, with four distinct subsidiaries each focused on targeting specific audience needs and developing IPs with long-tail potential.

Market Overview



Streaming Shift

Platforms now prefer third-party licensed content over originals; Netflix is licensing older hits and acquiring festival standouts rather than greenlighting fresh internal ideas.



Indie Success

Studios like A24, Blumhouse, and NEON have shown that well-branded films (\$15-20M budgets) can outperform a \$250M studio tentpole on ROI and cultural impact.



Power Vacuum

Neither Hollywood nor streamers have solved original storytelling or the "middle-budget" problem, creating a significant opportunity for new players like Ravok.



Creator's Ownership

Creators are offered little ownership or equity, driving a growing backlash from writers and directors seeking more meaningful partnerships.



Inflated Budgets

Bureaucratic development processes and inflated budgets (\$100M+) make studios inefficient in the fertile \$1M-\$5M mid-budget range—precisely where RAVOK thrives.



Internal Development

Major studios risk-averse pipelines rely on sequels, remakes, and committee-driven content that alienates modern audiences. Only 10% of films from 2022–2026 were developed internally.

Audience Insights

Gen Z & Millennial Preferences

These audiences demand high-quality, emotionally intelligent, original content—but major companies often fail to provide it. They discover their next favorite movies on social media:

- Up to 47% of Gen Z discover content on TikTok and Twitter (now "X")
- They reward authenticity, community, and daring storytelling, not just spectacle or nostalgia.

Industry Trends

With a lack of original content, streaming platforms are "pivoting to **advertising**" to compensate for stagnant subscription growth.

- Over 77% of global SVOD libraries consist of theatrically released films.
- Theatrical attendance is down 38% over the last decade.
- Ticket prices have climbed 33%.

The Solution - Our Business Model



Creator-Led.

We restore power to creators—equity is foundational. Creatives lead the charge, ensuring fair profit-sharing.

Our revolutionary model grants creators equity in their work, attracting high-caliber talent below market rates while fostering loyalty and aligned incentives.



Subsidiary Model.

Each division (HYSTERA, BRINKHOUSE, WITHERHOUSE, etc.) is a public-focused temple built around character-driven stories with a consistent emotional tone.

This segmentation ensures portfolio diversification and sustained creative innovation.



Mythic Brand Architecture.

RAVOK positions itself not merely as a production company but as a movement.

Our brand aesthetic set around Greek mythology resonates with creators and audiences disillusioned by industrialized storytelling.

Our revenue engine includes festival pre-sales, platform deals, global rights licensing, strategic streaming partnerships, and franchise/IP extensions. Profit-sharing starts at 120% recoupment.

We maintain disciplined spending with budgets ranging from \$300K-\$2M (pilot/test) to \$3M-15M (flagship), avoiding the typical studio bloat.

Why We Win: Label Differentiation & Brand Architecture

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| <p>Brinkhouse Entertainment</p> <p>Genre-bending, formally experimental tentpoles built on viral marketing, brand partnerships, and cross-media strategies from day one. Hybrid release strategy through festivals → limited theatrical + streaming platforms.</p> <p>1 Project in active development.</p> | <p>Hystera Pictures</p> <p>Female-forward commercial prestige with 70% women in leadership/creative roles. Hybrid release strategy through festivals → theatrical → streaming platforms.</p> <p>1 Project in active development.</p> |
| <p>Witherhouse Pictures</p> <p>Art-house, emotionally intense storytelling with top-tier festival path and limited theatrical release.</p> <p>1 Project in active development.</p> | <p>Shearline</p> <p>Microbudget studio for debuts filmmakers aimed at festival run + limited theatrical / streaming release.</p> <p>1 Project in active development.</p> |
| <p>RAVOK STUDIOS</p> <p>Large-scale originals, adaptations, and franchise IPs focused on emotionally resonant, visually bold storytelling.</p> <p>Projects under RAVOK are built for scale—multi-format releases, international appeal, and cross-media expansion. While its subsidiaries (Brinkhouse, Witherhouse, Hystera, and Shearline) explore niche voices and formats, RAVOK handles the heavyweights: flagship features, prestige miniseries, and long-arc IP with box office, festival, and streaming potential.</p> <p>1 Franchise in active development.</p> | |

All Ravok brands currently accept SAFEs/convertible notes for initial phases, with project-level participation available for individual titles with 20 units per title.

What We're Looking For:

- Partners who understand the value of authentic storytelling.
- Investors tired of safe, slow, and stale approaches.
- Collaborators who believe in the balance between business and creative production.
- Visionaries who want to help reshape Hollywood.

What We Offer:

- A proven strategy with traction.
- A diverse slate of projects with market potential.
- A founder with demonstrated industry momentum.
- A new business model with different paths towards revenue.

If you're tired of safe, slow, and stale, get in touch.

RAVOK SLATE IS CLOSED FOR DEVELOPMENT THIS YEAR. OPEN FOR CO-PRODUCTION AND MARKETING ONLY.