

Introduction for Aengus James:

This man right here is Aengus [James], I brought him up before, Aengus James, producer, Hollywood guy. So he produced Undercover Billionaire.

The new shows:

*"We did a show called *Scandalous* which is the sort of origins of a real profitability and news to the *National Inquirer*. We've done a lot of things. Our longest running show on TV was *I am Jazz*, it has a transgender theme and seven seasons in the making."*

A new 10X collaboration:

*"But Grant and I have started a content studio. I went to him and I said, **'...the whole industry is broken, you want to talk about that conversation? Just how it all takes too long, it's too expensive...**First off, you have a lot of people in LA in New York who fly over middle America. They're constantly telling you what will or will not sell in middle America and I shoot all my shows across this whole country. I'm like, you guys, are you looking out for the plane figuring out what's going to sell down there....That's part of the problem. But I think...what I love about like reality TV and documentary is you learn things and you're still there...you'll see that stuff out there. But I think Hollywood has missed something [and] where we're really focused on is entrepreneurship, money making in business. How many shows on TV are really teaching you how to make money."*

*"And you know, **TV is an amazing tool to spread information.** And has never been involved in a TV show, what are you saying with the people that are flying over is every day they were having to send in clips to *Discovery* to see if the executives who are not on the ground by the way. They could be looking at 45 shows? Yeah, at least. They could be looking at a survival show in the jungle, a business show, and so they have to get their input. And it was very frustrating certainly for me as a guy on the ground, believing 'Hey, I know what's going to happen next. I already know you guys don't know, trust me I know what's going to happen.' But having to kind of bow to the corporation. Yeah well, I mean you do what you've always done. I mean, no one does what you do in real estate where you've decided to just go directly to people and say 'Come on, let's invest together.' So I think **content is a much easier business model than sort of crowd-sourcing investment from real estate.** And I think your idea which just clicked for me was that why are we letting other people decide? And these big executives by committee decide*

what people see? Why don't we just put up content, let people decide what works and keep bringing that content to them. So we came here today to announce our partnership."

"Okay it's a media company. It involves you. If you guys click on 10Xstudios.tv, we have seven shows in production right now: *Whatever it Takes*, *Real Deal*, *Undercover Billionaire*. We're thinking about a different way to do that. I've actually asked *Discovery* if I could buy it, and distribute it worldwide. They're fighting me on that. So I'm gonna f*cking crush them. *Hustle House*. *Mini Moguls*. In fact, John, Johnny, if you guys could just start with let's say *Mini Moguls*."

"How many of you got kids? We want to put them on TV. Like this has never been done before with a guy outside the TV space. He's gonna tell you how they do it because he knows all the insides of TV and that corporate thing they do. They have to get a TV show and sell for sponsorship. Is that right?"

"Yeah. Basically, **Bill Clinton signed a law that made reality TV not IP worthy, so he really screwed anybody who wanted to create shows in the reality space. But essentially, we have an idea. We want a distributor. We go and sell that idea. We no longer own that. We become basically service providers of that content even though we created it. So one of the things we're going to do is just go around that entire system and create IP that's ownership.** I don't have a budget. Just to be completely transparent with you guys, the funnel activity that I will get from *Mini Mogul* by itself will fund all the TV. I don't need to sell the sponsorship."

"Do you see any sponsorship on these walls? If you ever been to a conference that was not sponsored in fact, most of the money from events like this comes from sponsorships there's no Coca Cola in here. There's no Tequila giving me free stuff. Everything's paid for here. So what we'll do is we'll use this is a funnel, that second show that we're working with and notice how I'm gonna hit all these different genres. Stormy talked about me wanting to reach a billion people. You cannot do it without kids. Everybody. Great. We got to get her on TV, by the way. I'm gonna get her on TV. I got an idea. He's got to get a TV show, where's Stormy... Johnny run the next one."

Teaser from *Real Deal*:

"It's really a one two punch of both higher mortgage rates and higher prices that buyers are grappling with in the housing market today. Inflation is at a 40 year high. It's really disheartening. 29 year old Patty Tracy has been house hunting for nearly two years. With prices on a tear and extreme bidding wars and norm, homeownership seems even further out of reach for him and his fiancée. I think it's just getting harder to live that American wishes someone would give me a shot. Wishing I had someone else's money. I needed a break my first break my first deal. You find the deal, I have the funding. Bring it to me. Let's go look, I'm looking for 12 deals. You find the deal, I'll be your cash down, I'll be your debt signer, I'll be your Huckleberry if you want me to. I'm gonna find your first deal and we're gonna make a million dollars together. If you're the real deal and can bring me a real deal, I'll fund it. You got a real deal and get a real person to back that deal, I'll do the cash, bring me that deal."

"In this show right now we'll do 12 cities, it'll be like Anthony Bourdain traveling around the country checking out the city. Start talking about particular locale and then finding real estate deals where people will pitch deals to me and some other guys and will decide which ones we're going to fund. Yeah, I would say firstly, we want to put you guys on TV. Right? We want to tell stories about people who are doing things."

"Some of the shows are going to be about accomplished. We have a premium series called *The Entrepreneur*, that's going to be highest level entrepreneurs in the world to tell their story. That's a certain kind of show. This is really a show for feeling newbie investors. You want to get in the real estate game but you don't know how we have all been there. Right I own 300 units in LA right now. But I was a bartender all through my 20s, I had my first triplex that I flipped. We all have all been there. And what we're going to do is we're going to see how deals are different from city to city but we'll see the commonality each one. You will have a front row seat to see how Grant makes decisions. And for you guys who continuously participate with us when we come to Nashville. We're gonna look at our partners, the people that are buying tickets at our conferences, because I want to show off your businesses while we're in town. Every time I go to a city, I don't just look at real estate. I ask the locals in that

marketplace. I'll come visit you, put you on TV. Talk about your business. When I come to the Queens I'm going to be talking to Brian Binstock.

Okay, third show, by the way, would that be a funnel for me at Cardone Capital. Massive funnel. It'll be worth hundreds of millions of dollars to raise money with people don't they don't get on the show because there's not one show about multifamily investing on TV. And think about how many home flip shows are there? 50. Right. So I mean, we need multifamily on TV. We need that, we need that real estate show on television.

Hustle House:

The Hustle House. Money doing whatever it takes or new. There's a millennial target. All right, who wants to be on the hustle house. Some of you are jumping in the pool last night you'd be perfect for it. This one we're in talks with, I can't say which one, but it's a major streamer. So you can probably guess we're in talks to the major streamer to distribute that one and super excited about it. It's obviously more entertainment focus. Some of our stuff is going to be more educational, but I'm just really excited to put some Natural Born Hustlers on TV and see what does it really take to be an ultimate hustler. What are the skills that you need to hustle? I'm sure we could put all you guys in this room on that show to figure it out. And we ain't got a deal what? And two weeks later we had a deal with Roku. I'm not going to announce the exact show or which order but how many of you think will make this happen? I'll make this hit happen. Because I'm pissed off at *Discovery*. Again, worst thing you can do is piss me off. Now I'm gonna go prove everybody wrong.

The fourth show that we have a teaser. Because teasers are sizzles. I see. So a steamer. Let's play the steamer.

Teaser

"I get pitched with ideas every day. The thing that makes a business work or fail is the person behind the idea. Want me to invest with you? I need to see how far you'll go. When you take someone out of their environment, you meet them for the first time. If you think you have the will, the conviction, the stamina and the commitment, don't tell me, come show me. I have no idea what happened. I want to see how people eat projection. Jungle ain't got nothing on real business."

"I love that show. Who's got the guts to be on that one? Be careful what you say you got. So look we're really, really excited about this. I wanted to share it with you first before we release it to the world. We want to include you, businesses, entrepreneurs, solopreneurs you guys experts that coaches we have three other shows that we may do with other people that I can't talk about today, but I promise you Okay, we're gonna do something we'd love to have you guys involved.

Okay, I wanted to make sure you knew Aengus.

So if you're interested, If you're interested in getting famous. By the way, if they don't know you ain't gonna flow you. So this is about getting known. Kim Kardashian, we were trying to get Kim here. Almost had her, what did Kim do? Kim proved to the world how important marketing is through reality TV that the entire world said was garbage 15 years ago. And the whole world was wrong. I wanted to introduce you to our new partner, Aengus James, and our new collaboration guy."