



25 Save the Ocean

The first cross-platform for lifestyle reality format going deep.

25 Cities. 25 Beaches. 25 Reasons to save the Ocean.

Plot Summary

PROTECT THE PLANET - SAVE THE OCEAN! PARTICIPATE AT 25 OCEAN DRIVE!

Unique Entertainment with the purpose to save the climate!

Earth Challenge

- We are in the middle of the worldwide climate crisis
- The time bomb is ticking!
- The earth consists of more than **70% water**
- Yet the oceans are **junked up with 150 mio tons of plastic**
- If we don't do something **NOW**, we will ruin our planet!
- What comes up will go down

See the latest catastrophe in **SPAIN !**

The “NOT Fun Facts”

- 90% of all fish grounds are overfished
- Every minute a garbage truck of plastic is dumped into the Ocean
- Thread: If we continue harming the ocean in **2050** there will be **more plastic than** fish in the Sea

ONE OF THE A HELPING SOLUTION: 25 OCEAN DRIVE

Entertainment and adventure for a healthy world.
while there is still time!

INITIATIVES TO BECOME OCEAN HEROES!

Story & Format

The format

A serial of **digital deep dive**. **25 OCEAN DRIVE** is a **streaming show** that combines entertainment and adventure and information for a better world by saving the ocean and the climate.

We will go viral and spread the message through all available social media channels!

What is happening?

We kick off with a trailer that we use to gain the industry as sponsor partners.

- We do a casting of the eight amazing protagonists
- We realize the first show with 50 minutes
- We gain 25 Mio impressions with the first show
- We realize 12 short serials 25 minutes each
- We gain 100 Mio views by going viral, with influencers, organizations as Oceancare UN ORGANISATION and permanent PR and marketing work
- We gain a great community with OVER 300 Mio millions of followers within the first three years

Where does it happen and who is the target group?

On all social media platforms: You tube, LinkedIn, Instagram, Facebook, X, Snapshot and Tik Tok. The target is clearly **Generation Z** The young Ocean heroes!

25



**ocean
drive**

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**ocean
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lissabon**

<https://www.youtube.com/watch?v=NHsZSMwK5jg>

25

ocean drive



Andre Plessel
Board of Directors
andreplessel.com



Alexander Pickl
Board of Directors
alexanderpickl.com



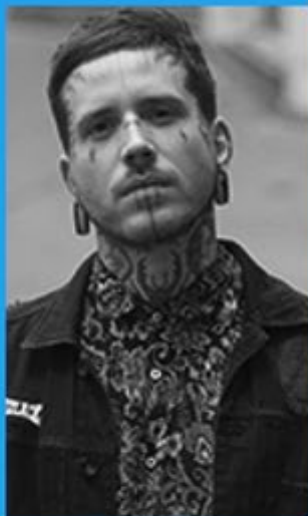
Thomas Zeumer
Executive Producers
tzeumer.com



Nicole Roesler
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Daniela Unruh
Public Relations



Michael Pickl
Head of Artist Relations



Sarah al Zihairi
Head of Editorial Office



Sacha Pickl
Head of Design



Cheyenne Mueller
Head of Influencer
Relations



Robert Kampf
Music Rights Consulting



Bernhard Hau
Legal Advisor

Committed Leaders

The devoted core team that “makes it happen”

You speak with **high carat professionals** from the world of Photography, Film, Fashion, Design and Marketing!

André de Plessel:

Co-Founder of 25 OCEAN DRIVE. A full blood photographer and international connected artist with a unique, sensual focus “The new Helmut Newton”. Passion for Art & Ocean.

Alexander Pickl:

Founder and Award winning director with more than 30 trailblazing years of experience. He creates and realizes impressive Advertising - and Image movies for international Top-brands. Also movies and famous serials.

Thomas Zeumer:

Thomas is a New York-based modeling agent, media entrepreneur, and creative visionary. The former president and CEO of Metropolitan Models, known for skyrocketing careers of top models like Heidi Klum and Claudia Schiffer

Nicole Roesler:

Experienced and passionate marketing pioneer with 3 decades proven success track record for luxury and lifestyle brands such as OMEGA, MONTBLANC and ESCADA. Founder CEO and CMO of GERMAN WUNDERWERK.



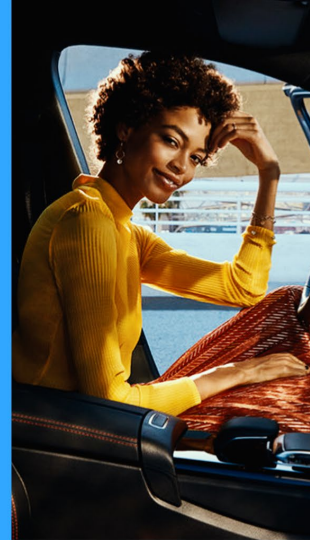
The Secretary
Rio de Janeiro



Location Scout (Sports)
Marseilles



Location Scout (Music)
Miami



Location Scout (Food & Arts)
Cape Town



Ocean-expert and founder
Tel Aviv



Finance Brain
London



Ocean-expert
Stockholm



IT-magician
Sapporo

Das Team der Eventagentur besteht aus 8 Personen.

The Event agency's team consists of 8 People

USP: SHOW storm, not shitstorm - for a better world!

- We are no trash show but a **purpose show!**
- Our sense is to save the Ocean and make the world a better place to live.
- Yet not boring with “raised index fingerish” but in a fun way!
- In opposite to Greta Thunberg, we are positive, entertaining and full of good spirit to save the Ocean!
- Our great goal: save the Ocean with entertainment and adventure
- Our USP is – we are unlike other “trash” **Reality formats** an entertaining **Reality show** with a real and wealthy purpose.

<https://www.youtube.com/watch?v=gEwF7Hx61Ns>

Zeitgeist Diversity

The 25 OCEAN DRIVE team is made up of **diverse individuals from various backgrounds** such as high fashion models, tattoo artists, marine biologists, and tech innovators.

This diverse mix of perspectives creates an exciting and sometimes controversial narrative. The differences in their views lead to intense discussions and occasional tension, resulting in a dynamic and engaging storyline.

Viewers will be drawn to certain crew members, either rooting for them or feeling challenged by their opinions, fostering a deep emotional connection.

- Diversion is key
- Globalization our goal
- Passion our driver

Get ready for an immersive experience as the show adopts a **documentary - style approach, showcasing unscripted dialogue and authentic moments** of discovery and interaction.

Join the team as they embrace the unique cultures and challenges of each seaside location.

Investors Benefits

Milestones & Money Flow

The initiators: André de Plessel and Alexander Pickl have already invested the **substantial amount of more than 1 Mio USD** into this amazing project.

Now it only takes a **little** “tip on” to get the project to fly:

- 500.000 USD to realize trailer and casting: Jan 2025
- Required capital for the first 3 years: 2.5 million USD
- Constant Re-investment into the project

Being at the right time and relevant theme is an additional benefit when this project sky rockets.

What's in it for the investor?

- **100%** of profit gained paid back to investors after **24** months
- Shares to be kept and substantial annual income
- Open door to the world of Film, Fashion, Photography, Sports, Art, and fame
- Participation at VIP events
- Connection to famous celebrities
- Most important: participation for a better world and image push, credibility and Access to the Gen **Z** generation

L E A V E A F O O T P R I N T !

Revenue Streams

7 Revenue streams - 7 Pillars to success

- Sponsoring
- Revenue Streams
- Patreon
- Pay per view
- Merchandise
- Content
- Fundraising / Charity

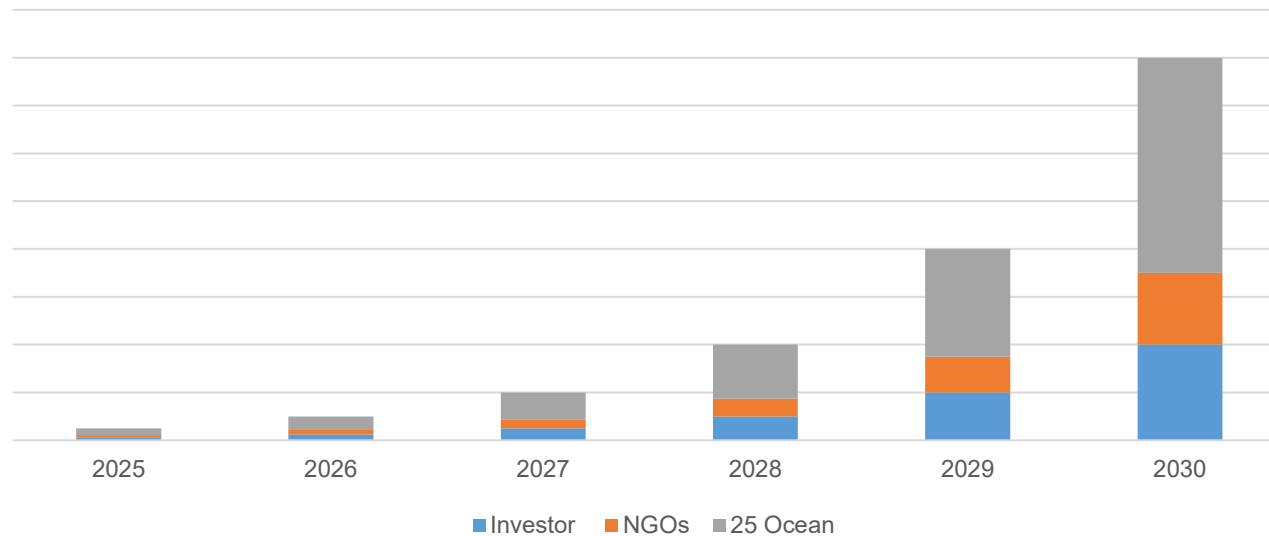
25 OCEAN DRIVE is going viral with **7 pillars** of revenue

- Many brands already promote their „green image“
- Now they can do and prove their engagement for the environment
- No green washing but an entertaining platform ...
- **Highly profitable ROI**
- will gain major interest for sponsors of multiple industries
- With clever merchandising, pays per view, sponsoring, revenue streams we will create a big boost!
- The investment into our project can and will be of great benefit for the investor and a highly profitable ROI

Profit Growth

Estimated Profit Growth

Development profit and shares



KPIs	2025	2026	2027	2028	2029	2030	2031
EBITDA	(250.350)	1.299.800	(179.800)	244.200	408.200	827.200	5.200.000
EBIT	(250.350)	1.299.800	(179.800)	244.200	408.200	827.200	5.200.000
Net Income	(250.350)	1.228.311	(169.911)	230.769	385.749	781.704	4.914.000

2025 = Net Income USD 4.914.000.00 regarding Business Plan

2026 = Net Income plus up to 100%

2027 = Net Income plus up to 100%

2028 = Net Income plus up to 100%

2029 / 2030 = Net Income plus is not predictable yet

25 OCEAN DRIVE will go viral thus, 25 OCEAN DRIVE profits will burst exponentially.

INVESTING THE PROFIT INTO THE PLANET PROTECTION!

A vibrant beach scene at sunset. In the foreground, a woman with long, flowing blue hair and a matching blue ruffled top looks towards the camera. To her left, a man in a blue sequined halter top is DJing at a Pioneer deck. In the background, another woman with short white hair and a blue top looks on. The ocean and a sunset sky are visible in the distance.

DIVERSITY IS KEY!

25 OCEAN DRIVE is edgy and state of art.
With diversity and the new, creative spirit of the youth beyond
Drawer Thinking we will soon spread the word and make the world
A better place.

With inclusion, global influencers and multipliers
we will create a big wave that will soon be in everybody's awareness!

HOME BASE & WHO

Miami: the place for global influencers to be.
Here we are founding our influencer agency and
creating desire to join our basic community of
25 OCEAN DRIVE

It is now or never!

Join us on the **walk of fame for a better world!**
Let us Protect the planet.
Save the earth and join our celebrity community with
sustainable success and profit!

We welcome you!

Let's act now, it not to late... it is time NOW!

HEADQUATER UNITED STATES

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<https://www.youtube.com/watch?v=g7wUKgbWimQ&t=2s>

Base Miami

*start video with olick in the center

25 Cities. 25 Beaches. 25 Reasons to save the Ocean.

(EN) JOIN 25 OCEAN DRIVE PROTECTING THE PLANET!

Contact 25 OCEAN DRIVE HEADQUATER GERMANY

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- INVEST INTO THE 25 OCEAN DRIVE PROFITABLE BUSINESS MODEL AND GAIN GREAT ROI
- REPUTATION AS NATURE CARETAKER & A HIGH PROFILE NETWORK OF FAMOUS PERSONALITIES AND CELEBRITIES!
- LET US GET BACK TO A HEALTH EARTH BY SAVING THE OCEAN
- **IT IS NOW OR NEVER**

**TIME TO
TAKE ACTION**