



IPX · STUDIO X PRESENTS

AUTO BIOGRAPHY

EXECUTIVE PRODUCED BY FETTY WAP

10 × 44 minutes · Documentary · Season One

THE SERIES

TEN ICONS. TEN HOMETOWNS. TEN CARS.

Each episode is **self-hosted by the subject**, who drives a car that matters to them back through the place that made them — telling their own story with no correspondent, no narrator, and no outside interviewer anywhere in the frame.

44 MIN

Episode runtime

\$120K

Cost per episode

\$1.2M

Season negative cost

50/50

Talent / company net split

THE **FORMAT**

Six rules. They are not preferences. They are the format, and every one of them is written into the talent agreement.



SIX THINGS THAT NEVER CHANGE

- 01 The subject hosts.** No narrator, no correspondent, no interviewer on camera. They speak to the lens and to the passenger seat.
- 02 The car is the vehicle and the clock.** One car, chosen because it means something. The drive is the spine.
- 03 The route is the memory.** Every stop is a place that changed them. Locations are found, never built.
- 04 Nothing is asked from off-camera on the record.** Prompts are pre-agreed and delivered between takes. The track carries only the subject.
- 05 One never-before-seen or never-before-heard beat per act.** Four per episode.
Contractually required.
- 06 The last stop is a person, not a place.** Every episode ends face to face with someone from that town who is still there.

Rule 5 is the whole business model. It is the promise of the title, it is the reason a buyer pays a premium over a clip package, and it is scheduled in an exhibit — four beats, defined and initialled — before a single frame is shot.



FORTY-FOUR MINUTES

ACT	RUNTIME	FUNCTION	DRIVING BEAT
Cold open	0:00–2:30	The subject at the wheel, engine off, saying the one thing the episode is about	Static, parked
1 — THE BLOCK	2:30–13:00	Origin. The house, the street, the school. Who they were before anyone knew	First drive-out; hero car reveal
2 — THE CRACK	13:00–24:00	The rupture. What broke, who left, what it cost	Night drive; longest single take
3 — THE RUN	24:00–34:00	The rise. Archive-heavy. What the world saw versus what was happening	Highway sequence
4 — THE RECKONING	34:00–41:00	The price. The part they have never said on camera	Parked, engine running, two-shot
Tag — THE RETURN	41:00–44:00	The last stop. The person. Handing the keys back to the town	Walk-away, car in frame

Look. 2× FX6 + FX3. High contrast, warm highlight, crushed shadow. Archive is graded *toward* the present, not the present aged into the archive.

Sound. Dual-lav plus plant mics in the car. A dedicated engine and ambient wild-track pass in every town. Original score, sparse, hometown-instrumented.



THE SEASON

Six confirmed subjects. Four slots held for the IPX slate. One name on legal hold — and we will tell you why.



THE SLATE

EP	SUBJECT	HOMETOWN	CAR	THE STORY
101	Fetty Wap	Paterson, NJ	BMW M6	One eye, one shot, 72 cars, six years, home in January
102	Ja Rule	Hollis, Queens, NY	Period <i>Fast & Furious</i> import build	Two #1s, one feud, and the “no” that cost him a franchise
103	Anuel AA	Carolina, Puerto Rico	Bugatti Veyron Grand Sport #088	An album written in a federal cell, released the day he walked
104	Theotis Beasley	Inglewood, CA	Porsche Cayenne bought before he had a licence	Discovered at 12. Same team 23 years later
105	Paul Teutul Sr.	Montgomery & Newburgh, NY	2009 Corvette ZR1	Lost the building, lost the estate, paid every creditor 100 cents
106	Zoey Dollaz	North Miami Beach, FL	To be built with him	Sixteen drop-off sites after the earthquake. Goods, not cash

107–110 OPEN — IPX TALENT SLATE · Georgia-preferred for incentive reasons

One name is not on this list. Jimmie Allen's premise — Milton, Delaware; Nashville in 2007 with \$21; the Chevy Malibu he lived in whose passenger door didn't open — is the purest “car that mattered” story we found. It is also unusable. A **\$1,790,541 judgment was entered against him on 18 June 2026** following a default liability finding for assault, battery, invasion of privacy and IIED.

Recommendation: hold. Do not contract, do not announce. Full analysis in the Talent Risk Register.



FETTY WAP

PATERSON, NEW JERSEY

EXECUTIVE PRODUCER

RIAA DIAMOND

HOT 100 #2

SCHEDULE GATED BY SUPERVISED RELEASE

One eye. One shot. The kid from Paterson who put three songs in the Hot 100 top 20 in a single week, bought 72 cars for the block, lost it all to a federal indictment, and came home in January to a city that never stopped calling him theirs.

THE SPINE

Congenital glaucoma; left eye removed at six months. Fitted with a prosthesis at 12 and **chose to stop wearing it** — *“I don’t hide, this is who I am.”* Eastside High School, dropped out in 10th grade. “Trap Queen” hit **Hot 100 #2 for three weeks from 16 May 2015**, 25 straight weeks top 10, most-streamed song of 2015, **RIAA Diamond and certified 12× Platinum on 10 July 2026**. Week of 28 Jul 2015: three songs in the Hot 100 top 20, first male rapper since Eminem. Debut album **#1 Billboard 200**. Key to the City, August 2015. Daughter Lauren died in June 2021, aged four. Sentenced to six years in May 2023; served at FCI Sandstone; **earned a GED and an HVAC certification inside**; lost 85 lbs; **released 8 January 2026. Returned to Eastside High as a speaker on 3 March 2026**. Cardi B brought him out in Newark that month — *“Welcome home, Fetty Wap.”* Album *Zavier* in March. **19-date Nostalgia Tour running now.**

THE CAR

BMW M6 — the car he bought at the peak, era-matched.

THE NEVER-BEFORE-TOLD BEAT

The 72 cars. What he actually spent, who he gave them to, and who still has one.

LAST STOP

Eastside High School. The auditorium he stood in on 3 March 2026.

Do not assert: 17th Avenue, the 4th Ward, Sandy Hill or any Great Falls connection — no source ties him to them. The blocks come from him, on camera. And it was three top-20 *Hot 100* songs, not four — the four-at-once record was Hot Rap Songs.



JA RULE

HOLLIS, QUEENS, NEW YORK

TWO HOT 100 #1S

~30M RECORDS

EP, *THE MURDER INC STORY*

DOMESTIC SHOOT ONLY

The Jehovah's Witness kid from Hollis who put two songs at #1, ran the biggest label in New York, said no to *2 Fast 2 Furious*, and watched one feud take all of it.

THE SPINE

Jehovah's Witness upbringing; his mother was disfellowshipped when he was 12. Murder Inc. founded 1997 as a Def Jam imprint with him as flagship. **Two Hot 100 #1s** — “Always on Time” and “I’m Real (Murder Remix).” *Rule 3:36* and *Pain Is Love* both #1, both 3× Platinum. **17 Hot 100 hits, ~30 million records worldwide.** Turned down *2 Fast 2 Furious* — per John Singleton, over money and not wanting to be second — and has publicly discussed regretting it. The 50 Cent feud began around 1999 and he and Irv Gotti conceded on record in 2013 that it damaged the label. **He has said in 2025–26 he will never end it.** The Gottis were acquitted in 2005 and **he was never charged** — but Def Jam declined to renew the imprint. Two convictions, 2010–11, served concurrently; GED earned inside. **Fyre fraud claims against him were dismissed in July 2019, reconsideration denied that November. He had no involvement in Fyre II.** Now runs ICONN Media, relaunched November 2025.

THE CAR

A period ***Fast & Furious* import build** — he played Edwin in the 2001 original.

THE NEVER-BEFORE-TOLD BEAT

The *2 Fast* conversation. The actual room, the actual number.

LAST STOP

Hollis. The street comes from him — we do not name it in advance.

Do not assert: Specific Hollis streets, his congregation, or his high school — all unverified. **Production constraint:** he was denied UK entry on 28 February 2024 because of his convictions. Assume denial is live for the UK, Canada, Australia and Schengen. **Domestic shoot and domestic promo only.**



ANUEL AA

CAROLINA, PUERTO RICO

4x TOP LATIN ALBUMS #1 44.4M MONTHLY LISTENERS BEST CAR STORY IN THE SLATE PR: 40% INCENTIVE

The son of a Sony Music A&R executive who lost everything when his father lost the job, wrote an entire album in a federal cell, and released it the day he walked out.

THE SPINE

His father, José Gazmey, was **vice president of A&R for Sony Music's Puerto Rican division** and worked with Héctor Lavoe and the Fania All-Stars. **He lost that job when Anuel was 15** — the turn into street life. Began recording at 14. **Arrested 3 April 2016 in Guaynabo** on a federal firearms charge; **sentenced to 30 months that July**; roughly 90 days in solitary; finished in a Miami halfway house. **Released 17 July 2018 — and released *Real Hasta la Muerte* the same day**, twelve tracks conceived and recorded entirely inside, largely by phone. He marks the arrest date every year; “3 de Abril” opens with news audio of it. **Four Top Latin Albums #1s. Three Hot Latin Songs #1s** — “China” held 12 weeks. *Emmanuel* peaked at #8 on the Billboard 200. 127 Hot Latin Songs entries, 23 top-tens. Runs his own imprint through Sony Music Latin. Prior screen credit: *30 Days With: Anuel* for YouTube Originals.

THE CAR

2011 Bugatti Veyron Grand Sport, chassis #088 — white, with *Real Hasta la Muerte* embroidered into the driver's seat carpet.

THE NEVER-BEFORE-TOLD BEAT

The phone calls out of the facility that became the album.

LAST STOP

Carolina. The house his father came home to the day the job ended.

Do not assert: Act 60 residency status, or ownership of the Capitanes de Arecibo. **Live items:** an active civil suit filed October 2025 in Orange County, Florida; and a September 2018 diss track containing homophobic slurs and mocking a model's HIV status, which got a San Juan show cancelled and for which he apologised on video.



THEOTIS BEASLEY

INGLEWOOD, CALIFORNIA

PRO SINCE 2011

BAKER, 23 YEARS

NIKE SB, CURRENT ROSTER

CLEANEST SUBJECT IN THE PACKAGE

Twelve years old at Hawthorne skatepark when Andrew Reynolds walked up. Twenty-three years on the same team since. The nicest man in skateboarding, driving the first car he bought before he was legally allowed to.

THE SPINE

First board from a cousin at 11. **Discovered by Andrew Reynolds at Hawthorne skatepark at 12** and put on Baker flow immediately. **Turned pro in 2011 at twenty**, announced jointly by Baker and Nike SB at the Transworld Awards. *Baker 3* at 14 — a switch heelflip down a nine-stair. Then *Struggle*, *Debacle*, *Bake and Destroy*, *Baker 4*, and “Hip Hop Hijack” with a guest trick by Lil Wayne. **Still on the Nike SB team roster as of July 2026.** Also Thunder, Spitfire, Bones, Shake Junt, Diamond Supply, Mountain Dew, **Savini Rims** and Young Money. **Thrasher ran a dedicated feature on his cars — “Thee-Thee’s Car Club,” January 2020** — the single best pre-existing car document on any subject in this package. Bentleys, a Flying Spur he calls a lemon, a 2019 Audi R8, and a burgundy Ford Fusion he keeps as a skate beater.

THE CAR

The **grey Porsche Cayenne he bought before he had a driver’s licence** — wrapped teal on Savini rims before he ever drove it. He scraped a rim on the first outing, to Popeye’s.

THE NEVER-BEFORE-TOLD BEAT

The Cayenne. Buying a car he couldn’t legally drive, as a kid who got paid before he could sign a contract.

LAST STOP

Hawthorne skatepark. The spot where a 12-year-old got picked.

Do not assert: That he is from Compton (Inglewood), or that he rode for DGK (career-long Baker). And do not build a “prominent Christian athlete” thread — there is no church, ministry or testimony record. It comes from his own words on camera or not at all. **Clear the Savini Rims exclusivity before any automotive integration.**



PAUL TEUTUL SR.

MONTGOMERY & NEWBURGH, NEW YORK

17+ SEASONS OF TELEVISION

DECADES SOBER, PUBLICLY

CONDITIONAL — DILIGENCE GATE

He lost the building. He lost the estate. He paid every creditor a hundred cents on the dollar. Decades sober, seventy-seven years old, and still building.

THE SPINE

Born in Yonkers, raised in Pearl River. **Enlisted in the United States Merchant Marine during the Vietnam War.** Built Orange County Ironworks, then **founded Orange County Choppers in 1999.** The Newburgh headquarters was a **\$12M, 61,000 square foot purpose-built facility** opened in 2008. **In 2011 OCC surrendered it to the lender to avoid foreclosure.** *American Chopper* ran on Discovery from March 2003, then TLC, then CMT, then a Discovery revival in 2018 — **17+ seasons across three networks.** **Chapter 13 in February 2018,** roughly \$1.2M in debts against a 38-acre estate. In July 2019 the court approved the \$1.5M sale and **creditors received 100% of allowed claims.** He paid his debts through liquidation rather than discharging them. Long-term recovering alcoholic and extremely public about it — CNN, January 2014: *“If I can get sober, anybody can.”* Currently active and expanding. He personally fronted the **OCC Invitational Bike Show on 16–17 May 2026** and led the Sunshine Skyway Ride.

THE CAR

2009 Chevrolet Corvette ZR1 — listed as an asset in his own bankruptcy schedule. A Sr.-built OCC chopper carries the final act.

THE NEVER-BEFORE-TOLD BEAT

The day he handed over the keys to the Newburgh building.

LAST STOP

The Newburgh headquarters. He has never been filmed going back to it.

Do not assert: A specific sobriety year — widely reported as the mid-to-late 1980s but not confirmable to a primary source. Assume Paul Jr. will not appear without a signed deal. **Highest-priority diligence item in the package:** a secondhand-cited *Miami Herald* report alleges he was part of a group accused of defrauding Central American investors of \$12–15M. Legal posture unverified. **Obtain it before any commitment.**



ZOEY DOLLAZ

NORTH MIAMI BEACH & ALLAPATTAH, FLORIDA

FREEBANDZ / EPIC

CLEANEST LEGAL RECORD

SMALLEST NAME — DISCLOSED

Born in Miami, raised in Haiti, back at twelve into a neighborhood where he didn't speak the language. When the earthquake hit, he opened sixteen drop-off sites and refused to take cash.

THE SPINE

Born in Miami in October 1990; formative years in Carrefour, Haiti; back at around twelve. **Allapattah** with his mother — predominantly Dominican, and he faced a language barrier and bullying — then North Miami Beach. His mother ran a **transportation company** and funded his first studio session in seventh grade. An older sister's CD collection is how he found hip-hop. Jay-Z, Nas, Big L — New York, not Miami. **“Blow a Check” went viral at the 2015 REVOLT Music Conference** and got a remix with Diddy and French Montana. **Future signed him to Freebandz**, routing to Epic via L.A. Reid. *Port-Au-Prince* in 2016; the *M'ap Boule* EP in 2017. **Shot on the Julia Tuttle Causeway on 10 December 2020**, leaving a private party. Multiple wounds to the left leg. He flagged down a state trooper on 41st Street. **No suspects. No arrest. No known motive. After the August 2021 earthquake he set up 16 donation drop-off sites across Miami and refused cash in favour of goods** — *“I want them to see where their money is going”* — and worked with Reebok to distribute 1,000 pairs of shoes to Haitian children.

THE CAR

To be built with him. The strongest premise is his mother's **transportation company** — the business that paid for his first studio session in seventh grade.

THE NEVER-BEFORE-TOLD BEAT

The drive back from Haiti at twelve. The Allapattah year.

LAST STOP

One of the sixteen drop-off sites.

Do not assert: Little Haiti (it was Allapattah), any chart peak (none is verified), or Zoe Pound affiliation (“Zoe” is an ethnic identifier). The 2020 shooting is unsolved — that is a genuine safety consideration for Miami location work, and the story beat only happens with his explicit consent.



FOUR SLOTS OPEN

Reserved for the IPX talent slate. Casting is constrained — not by fame, but by whether the format actually works for that person.

- 01 A documented, verifiable car story.** This is the hard constraint. We learned it the hard way on EP106.
- 02 A hometown with visual specificity** — and a living person to end the episode on.
- 03 A never - before - told beat the subject will commit to in writing** before principal photography.
- 04 Clean or fully disclosed legal posture.** Every subject gets a risk register entry and it travels with the deal.
- 05 Georgia first.** 30% transferable, uncapped, no sunset, documentary explicitly eligible — the best incentive environment in the country for this series.

What EP106 taught us. Zoey Dollaz has no documented car identity — only the Mercedes he was shot in. For a format built on driving a meaningful car home, that is a structural problem, not a creative one. We are building his premise with him rather than inventing one for him. Every future slot gets tested against the car first.

THE MARKET

The case for this format, and the counter-signal we are not going to pretend isn't there.



THE CATEGORY IS BEING RE-BOUGHT

5 FEB 2026

Amazon recommissioned *The Grand Tour* — six parts, September 2026, 240+ territories. Amazon's own release foregrounded the new hosts' **social followings over legacy TV stardom**.

28 YRS

Dear Mama (FX/Hulu, 2023) was the network's most-watched unscripted premiere in its 28-year history. **100% critics, 94% audience**. The closest format precedent we found.

\$100K

Comedians in Cars Getting Coffee ran at roughly \$100,000 an episode. The proof point that a car-conversation format is cheap relative to its star wattage.

DURABILITY BEATS PRESTIGE

Unsung ran 205 episodes over 16 years with six NAACP Image Awards and **no critic score at all**. Meanwhile every 100%-rated title in the category — *Rap Sh!t*, *Hip Hop: The Songs That Shook America*, *Ladies First* — was cancelled or one-and-done. **The durable model is cheap, renewable and franchise-extensible**. That is what we built.

A GAP WORTH TAKING

Peacock has no verifiable celebrity music or personal-journey docuseries in-window. Prime's *All or Nothing* has produced nothing since August 2022. **Roku Channel reaches 97.3M US viewers and Tubi 92.5M** on 2026 forecasts — and *Kevin Hart's Muscle Car Crew* already ran two seasons on Roku. There is a floor under this, and there is a gap above it.



THE HONEST PROBLEM

The authorized celebrity docuseries peaked and has measurably decayed.

TITLE	EPS	VIEWS	HOURS	RT
<i>Beckham</i> (Oct 2023)	4	43.9M	58.8M	88%
<i>Victoria Beckham</i> (Oct 2025)	3	5.6M	13.5M	47%
<i>Sean Combs: The Reckoning</i> (Dec 2025)	4	21.8M	89.9M	—

Netflix debut-week hours. Netflix is the only platform that publishes title-level performance data — every figure here is theirs.

Same family name. One fewer episode. **A quarter of the hours.** Forty-one points less critical support, two years later.

And the adversarial format outperformed it. *Sean Combs: The Reckoning* did **89.9 million hours in week one with zero subject cooperation** — more than *Beckham*'s 58.8M debut and **6.6× *Victoria Beckham*'s 13.5M.** That is where the money moved in 2025.

OUR ANSWER

ACCESS WITHOUT DISCLOSURE IS WHAT THE AUDIENCE STOPPED PAYING FOR.

The decay curve is not a curve about celebrity documentaries. It is a curve about **authorized hagiography** — the deal where the subject grants access and the production grants control, and nobody says anything.

Rule 5 is the contract. Four never-before-told beats per episode, defined and initialled in an exhibit before we shoot, with a liquidated remedy if they are not delivered: undelivered beats reduce the Talent Pool allocation.

Every subject on this slate is a person with something real they have not said. We are not asking them to be flattered. We are asking them to be specific — and we are paying them in backend, not cash, so their incentive is the same as ours.



THIS IS A CAR SHOW IN 2026

The highest-viewed factual programme in the world has been dark since 2022.

The BBC suspended *Top Gear* after a single on-set injury, formally stated in November 2023 that it will not return for the foreseeable future, and that position stands. There is reported litigation attached. **Car-format safety is now a live production risk, not a footnote in an appendix.**

So the format was designed around it. Nothing in AUTOBIOGRAPHY requires a car to go fast. **The Act 3 speed sequence is achieved with lens choice, frame rate and cutting** — not with speed. The rig array is static suction and hostess-tray mounts only, torque-checked and photographed before every run.

PROHIBITED IN SEASON ONE — WRITTEN INTO BOTH THE TALENT AND PICTURE CAR AGREEMENTS, IN IDENTICAL LANGUAGE

- **No stunt driving. No racing.**
- **No speed above the posted limit.** Ever.
- **No process trailer, no towed work, no low-loader.**
- **A licensed safety driver on every driving day** — budget account 223, with the authority to halt the shoot.
- **A documented, signed safety meeting before every driving setup.** The EP101 board carries eight of them across three days.

And the EP101-specific note we are not burying. Fetty Wap has a **November 2017 arrest for DWI, reckless endangerment and drag racing**, and a **September 2015 Paterson motorcycle crash** that broke his left leg in three places. Spine §6 calls this directly adverse to a driving format, and it is. Any driving he does is low-speed, closed-route or permitted-street, with a safety driver present. **It is in his agreement before it is in this deck.**

Full insurance schedule: GL \$1M per occurrence / \$2M aggregate and \$500,000 property damage — the limits Paterson's filming ordinance requires — plus non-owned auto, equipment floater, workers' compensation and a broadcast-standard E&O policy.

DISCLOSURE

THE TALENT RISK REGISTER

Reproduced unedited. It travels with every deal memo and every data-room entry, and it does not get softened for a buyer meeting. **You will find all of this anyway — we would rather hand it to you.**

SUBJECT	RATING	CORE EXPOSURE	DISPOSITION
Jimmie Allen	SEVERE	\$1,790,541 judgment entered 18 June 2026 after an 18 Aug 2025 default liability finding for assault, battery, invasion of privacy and ILED. A separate suit settled Mar 2024 with the accuser standing by a rape allegation. Litigation ongoing. No label, no verified agent, zero chart activity since 2022.	HOLD. Do not contract, do not announce.
Paul Teutul Sr.	HIGH	A secondhand-cited <i>Miami Herald</i> report alleges he was part of a group accused of defrauding Central American investors of \$12–15M . Underlying article and legal posture unverified . Also a 2017 fraud suit (outcome unknown), the 2011 HQ surrender, 2018 Chapter 13, and a 2019 contempt finding. Age 77.	CONDITIONAL on obtaining the Herald piece and a clean litigation search.
Ja Rule	HIGH	Two felony convictions producing recurring international access failure — UK entry denied 28 Feb 2024 . Fyre is a permanent searchable liability despite full legal exoneration. An unresolved feud he has vowed never to end, plus a Feb 2026 viral in-flight altercation.	PROCEED, domestic only. No international shooting or promo.
Fetty Wap	HIGH	Still serving — home confinement through 8 Nov 2026, then five years supervised release. Travel and scheduling require BOP and probation approval. Federal drug conspiracy conviction. Nov 2017 DWI arrest, directly adverse to a driving format.	PROCEED with counsel. Mitigants are documented and unusually strong — and the redemption arc is the show.
Anuel AA	MODERATE	2016 federal firearms conviction. A Sept 2018 diss containing homophobic slurs and mocking a model's HIV status, which got a San Juan show cancelled; he apologised on video. An active civil suit filed Oct 2025 in Orange County FL. No studio album since Dec 2022.	PROCEED. Pull the docket. Strongest car story in the slate.
Zoey Dollaz	LOW	Legally clean — he was the victim, not a defendant. Commercial, not reputational risk: smallest name, no verified chart peak, no touring footprint since 2020, and no car story . The unsolved 2020 shooting is a real safety consideration for Miami location work.	PROCEED. Build the car premise with him.
Theotis Beasley	LOW	Nothing found. No arrests, charges, lawsuits or controversies. Only operational caution: verify Savini Rims exclusivity before any automotive integration.	PROCEED.

THE NUMBERS

\$120,000 an episode is genuinely lean for forty-four minutes. Here is exactly why it works.

NEGATIVE COST

\$1,200,000 / SEASON

ACCOUNT	SEASON	PER EP	%
100 Above the Line	\$246,000	\$24,600	20.5%
200 Production	\$470,000	\$47,000	39.2%
300 Post Production	\$249,000	\$24,900	20.8%
400 Music & Archive	\$90,000	\$9,000	7.5%
500 Insurance, Legal & Admin	\$76,000	\$7,600	6.3%
600 Contingency	\$69,000	\$6,900	5.7%
TOTAL	\$1,200,000	\$120,000	100%

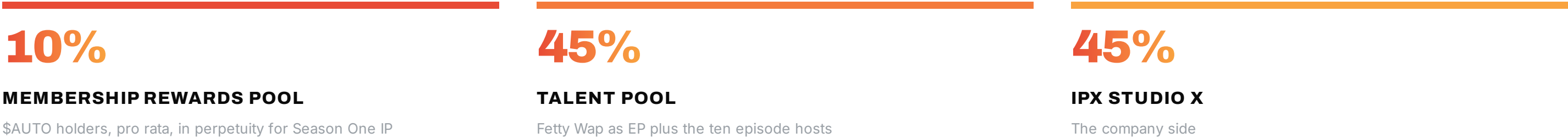
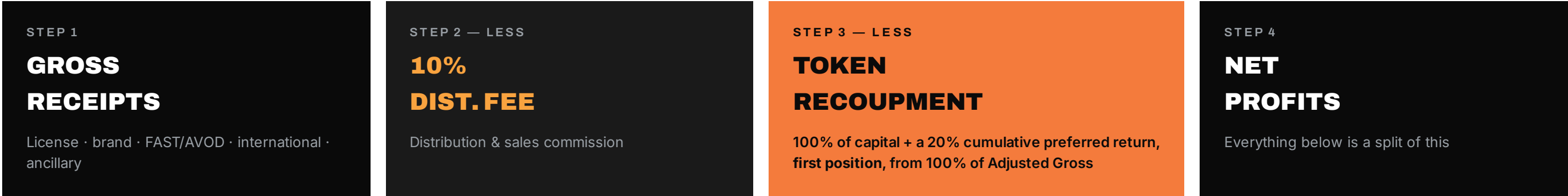


THE FIVE CONSTRAINTS THAT MAKE IT REAL

- 01Crew of eight in the field. Travelling. No local hires beyond a fixer, PAs and a Part 107 drone operator.
- 02Three shoot days plus one travel day per episode. No pickups budgeted — pickups come out of contingency.
- 03Season - level above - the - line, amortized across ten episodes rather than ten separate deals.
- 04Talent takes backend, not cash. Appearance fees are \$1,500 scale. The compensation is the 45% Talent Pool.
- 05Archive - forward Act 3. Licensed archive and the subjects' own personal media carry the rise sequence. No recreations.



THE WATERFALL



The 45/45 is the 50/50. Talent and company split evenly — the split is applied to the 90% that remains after the Membership Rewards Pool comes off the top. Tax incentives are a source of funds credited against negative cost, not gross receipts.



WHERE THE MONEY COMES BACK

STATE	EPISODE	RATE	DOC ELIGIBLE?	PLAN
Georgia	Post hub + open slots	30% transferable, no cap, no sunset	Yes, explicit	Centralize post, story and the production office here. Target \$500,000+ qualified spend — the season's largest single credit
Puerto Rico	103 — Anuel AA	40% resident / 20% nonresident	Documentary yes	Single-episode credit, \$50K minimum. File as documentary — unscripted eligibility is unconfirmed
New Jersey	101 — Fetty Wap	30% in Paterson · 35% on wages	Documentary yes	Paterson's ordinance permits waiver of both the \$500 permit and the \$1,500/day fee for documentaries
New York	102, 105	30%	NO — excluded	Documentaries and reality are expressly excluded. No state credit. Budgeted accordingly
California	104	35–40%	NO — excluded	Expressly excluded. Use LA's Low Impact Permit at \$350, down from \$931
Florida	106	No state program	County only	Broward (15–30%) is the nearest usable program; Pinellas covers Clearwater pickups

The finding that changed the plan. Paterson sits roughly 17 miles from Columbus Circle — inside New Jersey's 30-mile reduced-rate zone. Physical production spend there earns 30%, not 35%. Wages still earn 35% statewide. NJEDA's own pages are inconsistent on whether the reference point is Columbus Circle or Times Square, and it is a five-point swing. Every incentive figure in this package requires written confirmation from the administering agency before capital is committed. Nine open confirmations are listed in the production book.

THE TOKEN

The series is the asset. The token is the ownership layer. IPX is the exchange.



A COMPLIANT RWA MEMBERSHIP SECURITY

Instrument	Digital membership interest — LLC units on-chain. A security.
Issuer	Autobiography Season One SPV, LLC (Delaware)
Standard / chain	ERC-3643 (T-REX) permissioned · Base
Supply / price	1,500,000 fixed · \$1.00
Target raise	\$1,500,000 · soft cap \$900,000 · hard cap \$2,000,000
Preferred return	20%, cumulative, first position
Ongoing participation	10% of Net Profits, in perpetuity, Season One IP
Lockup	12 months, then ATS-only to verified wallets
Issuer secondary royalty	NONE. Zero. Deliberately.

WHY IT IS STRUCTURED AS A SECURITY FROM DAY ONE

On **17 March 2026** the SEC issued Interpretive Release 33-11412 / 34-105020, establishing a five-category taxonomy. Four categories are not securities. The fifth is digital securities. The release states that **any crypto asset conveying “rights to future income, profits, or assets of a business enterprise” constitutes a security regardless of additional utility or functionality** — and that a digital security *“does not fall outside of the definition of ‘security’ merely because it provides such non-financial benefits.”*

A revenue-share token is a security by category, not by inference. Adding perks does not help — the release forecloses that argument by name. So we did not try. **Reg D 506(c), accredited only, Reg S in parallel, Reg A+ Tier 2 for Season Two retail.**

And we take no secondary royalty. In *Impact Theory* (\$6.1M), *Stoner Cats 2* (\$1M) and *Flyfish Club* (\$750K) the SEC's hook was the same pair of facts every time: profit-expectation marketing, and an issuer-retained 2.5–5% secondary-market royalty. \$AUTO takes none at all.

THE COMPARABLE SET, HONESTLY

Every completed, SEC-visible film, TV or music revenue-share offering verifiable in 2024–2026 is **a conventional security with no token and no blockchain**. A sophisticated investor will raise this in the first meeting, so we raise it first.

WHAT WORKED — AND WASN'T TOKENIZED

- **Eli Roth's Horror Section** — Reg CF closed 17 Jun 2025 at **\$4,999,998 from 2,471 investors**. Plain common stock plus 10% of net film profits. **No blockchain language in any SEC filing**.
- **Legion M** — ~60,000 investors cumulative, \$25M+, Round 11 running now.
- **HarbourView Equity Partners** — **\$3.88B+ AUM**, ~\$1B from KKR, now bridging into film/TV. Private credit, not tokens, and it worked.

WHAT FAILED

- **JKBX** — Reg A Tier 2, celebrity-backed. Its FY2024 Form 1-K reported **\$0 revenue, zero cash reserves, ~\$94,000 raised and going-concern doubt**. It filed a Form 1-Z terminating the offering the same day.
- **Royal.io** — raised ~\$71M including a \$55M a16z Series A. Now a holding page.
- **Opulous** shut down April 2026. **Sound.xyz** shut down January 2026. **Mogul (STARS)** sits at a \$8,956 market cap.

REGULATORY QUALIFICATION WAS NEVER THE BINDING CONSTRAINT.

Distribution and secondary liquidity were — and IPX is the distribution.



THE PLAN

Forty weeks, four geographic blocks, and one hard date we do not control.



GREENLIGHT TO DELIVERY

8 WKS
Pre-production, overlapping

14 WKS
Principal photography · 4 blocks

22 WKS
Post, staggered · 2 suites from shoot week 4

FOUR BLOCKS COLLAPSE THE TRAVEL

BLOCK	EPISODES	TERRITORY
EAST	101, 102, 105	Paterson NJ · Hollis NY · Newburgh NY
SOUTH	106, 103	Miami/Broward FL · Clearwater FL · Carolina PR
WEST	104	Inglewood CA
OPEN	107–110	Georgia-preferred

Blocking removes six of ten air cycles and 48 of 80 crew tickets with no loss of shoot days.

THE DATE WE DO NOT CONTROL

Fetty Wap is on home confinement through 8 November 2026, followed by five years of supervised release. Travel, associations and schedule are subject to BOP and probation approval, and out-of-district travel requires permission.

EP101 cannot be scheduled until his counsel confirms the terms. That is why this package assumes a **Q1 2027 principal photography start** — principal photography opens Monday 4 January 2027, wraps 11 April, and EP110 delivers 15 August 2027.

We would rather show you a real date than an optimistic one.



WHO WE PITCH, AND IN WHAT ORDER

The buyer universe is consolidating mid-pitch. WBD's board declared Paramount Skydance's **\$110.9 billion / \$31-per-share** offer superior on 26 February 2026; shareholders approved in April; DOJ approved unconditionally on 12 June 2026; close is expected in Q3 2026, with a stated plan to merge Paramount+ and HBO Max into one service targeting 200M+ subscribers. **Two of the likeliest buyers are becoming one. Pitch them separately, now.**

WAVE	TARGET	ANGLE
1	FX / Hulu	<i>Dear Mama</i> is the format precedent and it broke a 28-year network record. Lead with it.
2	BET+ / Paramount+	<i>College Hill: Celebrity Edition</i> is BET's closest return-home analogue. Pitch before the PSKY/WBD close.
3	Peacock	No verifiable celebrity music or personal-journey docuseries in-window — a real gap. 46M paid; quarterly revenue passed \$2B for the first time in Q1 2026.
4	Prime Video	<i>All or Nothing</i> has produced nothing since August 2022 — and Amazon just re-bought the car-journey category.
5	Netflix	The category ceiling, and the toughest room, given the <i>Beckham</i> decay curve.
6	Roku Channel / Tubi	97.3M and 92.5M US viewers on 2026 forecasts. A real floor and a real FAST play.

Do not pitch a New York- or California-incentive-dependent structure. Both states expressly exclude documentary programming from their credits.



THE INVENTORY IS THE FORMAT

Ten cars. Ten hometowns. Ten culture moments. The integration surface is native, not bolted on — because the product categories are already in the story.

AUTOMOTIVE & AFTERMARKET

The hero car is the episode. **Savini Rims** already sponsors **Theotis Beasley** — they are in the room before we call. Detailing, restoration, tyres, audio, insurance, roadside. Clear exclusivity per subject before signing.

APPAREL, SPIRITS & TELECOM

Hometown-specific drops per episode. **Ja Rule** already owns a **whiskey brand** (Amber & Opal, launched January 2025) and a wine label. Connectivity and streaming partners for the road shoot itself.

CAUSE & CATEGORY-NATIVE

Vision care — Fetty Wap's own stated philanthropy, tied directly to his congenital glaucoma. **Disaster relief** — Zoey Dollaz already ran a Reebok distribution of 1,000 pairs of shoes to Haitian children. **Recovery** — Paul Sr. has spoken publicly about sobriety for decades.

The transport offset, borrowed from the best in the category. DHL sponsored *The Grand Tour*'s mobile studio transport from mid-2016. A multi-state road shoot with a fixed 8-person crew and a hero car in every market is a directly transferable model — and it converts a travel line item into a marketing asset.



KICKSTARTER + NETFLIX + COINBASE = IPX

The Exchange for Intellectual Property. A SEC-compliant, tokenized exchange and operating system that turns creators, brands, celebrities and athletes into investable asset classes. **Ownership, not just access.**

STUDIO X MAKES IT

The production arm. AUTOBIOGRAPHY is a STUDIO X original — developed, financed and produced in-house, with the talent slate already inside the building.

IPX FINANCES IT

The token is not a novelty attached to a show. It is the capital structure. The series arrives at a buyer's door **already financed** — which changes what we are negotiating for.

THE EXCHANGE DISTRIBUTES IT

Every tokenized entertainment platform that failed — JKBX, Royal, Opulous, Sound.xyz — failed on distribution and secondary liquidity, not regulation. **That is the problem IPX exists to solve.**

BUILT BY CREATORS. BACKED BY CULTURE.

THE ASK

WHAT WE ARE ASKING FOR

\$1.5M

CAPITAL — \$AUTO

Reg D 506(c), accredited, with a Reg S parallel. Soft cap \$900,000, hard cap \$2,000,000. Senior recoupment plus a 20% cumulative preferred return and a perpetual 10% Net Profits participation.

10 × 44

A SEASON ORDER

From a distribution partner — or an output arrangement. The series is financeable without one, which is precisely the point.

WHAT HAPPENS NEXT

- 01** **Diligence pack.** The full data room is ready today — production book, budget, schedule, shot list, contracts suite and the token proforma.
- 02** **Talent confirmation.** No subject has executed an agreement. Every participation is prospective, and the risk register travels with each one.
- 03** **Counsel gates.** Fetty Wap's supervised-release terms, and the Paul Teutul Sr. diligence item, both clear before any date locks.
- 04** **Incentive confirmations in writing.** Nine open items, all listed, none assumed.
- 05** **Q1 2027 principal photography.** Delivery of episode ten in August 2027.

TEN ICONS. TEN HOMETOWNS. TEN CARS.

BRENDAN MCCAFFERTY — FOUNDER / CEO

brendan@ipx.exchange · 917-488-6754 · ipx.exchange

These materials are informational and do not constitute an offer to sell or a solicitation of an offer to buy any security; any offering will be made solely through definitive offering documents. All financial projections are illustrative modeled scenarios, not forecasts, guarantees or promises of return. Nothing here is legal, tax or investment advice. **No subject named in this package has executed an agreement — all participation is prospective.** Facts were verified as of 25–26 July 2026 and are dated where material; items marked unverified must be confirmed before reliance. Every tax incentive figure requires written confirmation from the administering agency before capital is committed.

APPENDIX

FOUR ROOMS

The same series, framed for the four audiences who each need a different first sentence.



FOUR FRAMINGS

STREAMERS & NETWORKS

Open with: “*Dear Mama* was FX's most-watched unscripted premiere in 28 years. This is that, ten times, self-hosted, at \$120,000 an episode.”

Format, slate, comps, delivery spec. Ten pieces of renewable inventory with a franchise structure behind them. **The token is a footnote — it means the show arrives financed.**

BRANDS & SPONSORS

Open with: “The integration inventory is the format. Ten cars, ten hometowns, ten culture moments — and your category is already in the story.”

Automotive and aftermarket, apparel, spirits, telecom, vision care, disaster relief, recovery. Plus the **DHL/*Grand Tour* transport-offset model**, which turns a travel line into a marketing asset.

WEB3 & RWA CAPITAL

Open with: “Every tokenized entertainment platform you can name failed on distribution, not regulation. We built the distribution first.”

The series is the underlying cash flow. Senior recoupment, a 20% preferred, and a perpetual 10% net participation. **Lead with the failures — JKBX, Royal, Opulous — because they will.** RWA distributed value is \$36.81B as of 25 July 2026; anyone quoting \$300B+ is counting stablecoins.

TALENT & MANAGEMENT

Open with: “You host it. Nobody interviews you. You own 45% of the net, and you decide what the four beats are.”

Scale appearance fee plus a pro-rata share of the 45% Talent Pool. Good-faith consultation over the never-before-told beat, hometown control, and a finished asset they co-own. **This is the pitch that unlocks the other three — without the slate, there is no series.**



WHAT'S IN THE DATA ROOM

DOCUMENT	FORMAT	CONTENTS
Production Book	PDF · DOCX	The operational bible — format, season, methodology, the car, safety, schedule, incentives, clearances, risk register, appendices
Budget	XLSX	Ten sheets, fully formula-driven. Topsheet, five account details, contingency, per-episode allocation, tax incentive model, assumptions
Shot List	XLSX	Master format template plus a fully built EP101 Paterson list, the car rig plan, and coverage analysis
Schedule	XLSX	40-week calendar, block plan, day-out-of-days, the EP101 three-day board, permits with lead times, and the blocking gates
Contracts Suite	DOCX	Eleven agreements plus three exhibits — talent, EP, crew, location, releases, picture car, music, archive, NDA, post vendor
Token Proforma	XLSX	Eleven sheets. Inputs, sources & uses, waterfall, returns, five-year cash flow, sensitivity, an alternate structure, terms, compliance, comps, risk
Token GTM	PDF	The \$AUTO offering overview and launch plan
Talent Risk Register	PDF	Confidential. Seven subjects, full diligence, open items with owners and deadlines
Fetty Wap Talent Pitch	PDF	The EP and Episode 101 offer, addressed to him

Every number in every document ties to a single source spine. Where a fact could not be verified to a credible source, it is marked unverified and carried forward as a “do not assert” instruction rather than quietly dropped.