



BUSTR

We Are The Creators

ABOUT US

Championing
CARIBBEAN IP

Bustr is a growing hub, linking brands, businesses and networks to fiscal, marketing and merchandising opportunities in (mainly) Caribbean media (but not limited to; films, TV programs, podcast, music, video games, social media shorts etc.) serving as the one stop shop, industrial bridge and liaison between the creatives and the corporate world. As we specialize in discovering and licensing new opportunistic ideas and material, **Bustr** vies to be a regional trendsetter who will furthermore initiate a creative and business-savvy team capable of producing, enhancing and curating our licenced content specifically for corporations in a way that is appropriate for their brand's own development and benefit.

BUSTR'S VALUE TO THE T&T/CARIBBEAN CREATIVE SECTOR

Our main objective is to help build infrastructure & innovate ways to sustain the Caribbean creative sector through the exploitation of 'valuable' IP. We carefully evaluate & create/select our campaign initiatives and projects to build upon towards this goal. Bustr's IP library now consists of films, books, magazines, & games, with strong franchise potential – all originated by Caribbean citizens or diaspora. Under licensing/agency agreements, we make continuous financial investments, and offer free/discounted managerial & practical services, through our network of practitioners, to creators or creative businesses that create IP, as well as originate our own. A huge part of Bustr's value is in our vetting and positioning of IP for market success inside (and soon, outside) the Caribbean. We evaluate 'valuable' Caribbean IP according to the following standards/criteria:

1. **The project represents established markets we desire to explore or expand upon;** tested within a campaigning period by audience engagement & feedback. For example: Our newest IP, Riddim Rabbit became a star player on our July-October market tour, where the game essentially pulled crowds, encouraged re-visits/re-plays, willingness for financial contributions/ interest in sub-products/merchandise & arose conversations about Caribbean representation through steelpan and background 'stage' setting aspects. See 'Riddim Rabbit Origins BustrMrkt Recap' [here](#)
2. **The project aligns with potential for sponsorships & collaborations.** Evaluated upon initial IP containing elements associated with certain causes, movements, cultures or high brand-placement probability. For example: Our first client to receive our special 3-year offer was a novel 'Dark & Cold' about feminine empowerment & gender disparities, which we opted to adapt to film (series) through a stage-by-stage plan to expand the IP's value, which we foresee connecting us with women & girls' organizations which in collaboration can connect us to larger female audiences
3. **The project has a future for high productivity & opportunity for sustainable economy.** For example: Our project Mindshaya, winner of Animae Caribe 2025 Pitch Competition, and the Caribbean's first trading card game (such as Pokémon, Yu-Gi-Oh etc.), requires a consistent production-line of artwork to be used and sold as cards, various merch and game assets; effectively creating jobs for artists and engining consistent consumer engagement with the creative sector.
4. **The project is unique or the first of its kind for the region.** Majority of IP including Riddim Rabbit, One of Iron & Mindshaya represent works that correlate to untapped markets where the Caribbean is yet to make its debut within or where culture is heavily underrepresented.

We're not just showcasing or producing Caribbean media entertainment, we are envisioning and actioning purposed brands towards a long-term goal.

A DOZEN MARKETS

4 MONTHS OF AD

5 MAJOR LOCATIONS


 Bustr
ONE

24 BOOKS SOLD

50+ GAMES PLAYED



USTR MEDIA BUYING CAMPAIGN 2026

Create a TV spot/Featurette Video
Distribute across TV, radio & web-platforms
Expand your market potential with other product developmental services

A proposal for creative brands & creators by Bustr Media Enterprise © USTR

Broadcast with the Caribbean's most ambitious media company

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LEARN MORE ABOUT OUR OPERATIONS & MISSION

SEE OUR MEDIA FEATURES:

T&T NEWSDAY: [BUSTR BUILDS T&T'S CREATIVE ECONOMY](#)TRINIDAD EXPRESS: [A BUSTR BREAKTHROUGH](#)W107.1 FM: [GOOD NEWS SERIES](#)SEE OUR IP 'UNIVERSES': [HERE](#)SEE OUR CAMPAIGN/BUSINESS TERMINAL: [HERE](#)SEE OUR MAGAZINE: [HERE](#)

Co-Advertise on Bustr Platforms such as our magazine socials and webpage.

Get Posted on our Creator Highlights (Extendable Month Lease)

Samara Tallo



Daniel Francis



OUR FUNDING

Right now, Bustr is solely funding its own development & production towards releases of all it's projects.

Where does this funding come from?

We receive funds/financial support for these activities primarily from internal investments from persons who have stock in the company, and who also work with us by belief in our vision. While previously this would be sufficient, for a launch, and for the remainder of our 'startup' phase – this is only sustainable if the company continues to grow in economic viability and see an ROI.

Our events, and product-sales (IP-born books, merch etc. from our licensed works) also create (lesser) funding. However, we realize we are limited in the market potential and durability that would allow Bustr to function as a fully established engine for the creative sector. The level of support we get from our local community is appreciated, but comparatively small and too inconsistent to be relied on.

Hence, Bustr's goals is to create new markets, new opportunities, new partnerships, new access points for other cultures, consumers & corporations to partake and support this rise of Caribbean entertainment media that we are innovating.

OUR GOALS

Developing our IP library of Caribbean-original works with great market potential.

Producing our IP library towards industry-standards & global marketability.

Exporting developed media products to suitable global markets (as well as distributing them regionally/locally)

Establishing structures, initiatives or partnerships capable of sustaining & scaling our exports.

Leveraging established exports as global resource pools; to increase development & production locally.

Once we've hit our final marker successfully, Bustr intends to be a primary supplier of local/regional media content & a key foundation for the creative sector across media & entertainment.

EASIER SAID THAN DONE.

At current we have a total of 6 projects within the production (2nd) phase. As a company within our purpose, of course all already conquered phases should be (and are) continuing i.e. we are always developing: licensing & activating new IP/content for our 'hub'. Soon, at our current operation we would have about dozen (and counting) market-ready products pending exportation to markets where they can truly excel and be profitable investments, to then further our goals.

But before we can enter our exportation (3rd) phase, as well as sustain operations in below phases, we need your backing...

OUR CULTURE & CREATIVITY **7** TO THE WORLD

BECOME A **BUSTR BACKR**

A BUSTR BACKR is someone or an organization who:

- Endorses true innovation within Caribbean media
- Activates underdeveloped areas of the orange economy.
- Invests into foundations for growth of the creative sector
- Fortifies the globalization of Caribbean culture & talent
- **Adds great value to the many creatives & creative businesses Bustr supports, partners with or employs**

INVESTOR VALUE

Becoming a Bustr backer, or Bustr Backr (if you will), adds mutual value that goes a long way. Bustr's value is primed and projected at the following (averaged) valuation to each metric:

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1. Audience Growth Rate (AGR)

PRIMED AT (in 1st year): 1.2k impressions/mth valued at 2 TTD per impression – **TOTAL VALUE: 2.4k TTD**

AGR: 25% growth per quarter,

PROJECTED AT: 208k TTD in 5 years

(Formula: $V_{\text{current}} (1+r)^n$) i.e. $2400 (1.25)^5$

– **KEY NOTES:** From beginning advertisement in **2024 to now**; Advertising power for Bustr kicked off upon our 2025 market tour from July – October (See page 3). We now average 10k+ engagement numbers (views, likes, comments, clicks etc.) on the monthly across platforms (Youtube, Instagram, TikTok, Discord, X; in order of advertising power). We maintain a consistent advertising campaign throughout the year, on both digital & traditional platforms. Content featured on our platform targets audiences of ALL AGES (Though we have strongest engagement from, 1st, 25-35 and 2nd, 18-24 age ranges) who are interested in entertainment media products, as well as cultural news & events.

View our metrics for each platform [HERE](#)

2. Financial Return (in T&T market)

INITIAL INVESTMENT: 34k TTD ([LEARN MORE HERE](#))

PROJECTED AT: < 40k TTD/year by year 3

(Metrics: \$150 avg per 100 unit in product sales, client base 10 services a year valued at \$1.5k each x new markets)

– **KEY NOTES:** Bustr's initial investments towards **start-up activities** we're aligned for designing & establishing the company brand. Cash refundable investments were delivered by angel investors with no expected ROI. Investments were designated capital for production, sourcing & acquisition of brand assets (see next valuation #3) for Bustr to exploit into events, client-bases and sellable products for monetization in the 2nd (this coming) fiscal year. Our financial return projection is based directly from presales evaluations across Bustr's offered services and products and their associated price points; the highest convertibility at that is our licensing/agency of new IP, at a 40% win-rate, which also leads to the more than 50% of the company's sales. i.e. sale of products and goods and fees attached to entering a licensing/agency relationship with us

3. Brand & Assets

PRIMED AT (in 1st year): 5 IP activations/year valued at about 10kTTD per activated IP –

ESTIMATED VALUE: 50k TTD

Projected 100% growth per year

PROJECTED AT: 250k TTD in 5 years

– **KEY NOTES:** Bustr's base is on **in-kind + owned + network assets**, which includes physical & digital assets, a costume inventory, network value of active collaborators & (most importantly) intellectual property. From our market tours, we determined an average 30% conversion rate across the board for IP-based products, in which these IP assets also contribute to the other asset categories at around 20% growth per activated IP. Realistically in a T&T/Caribbean economy Bustr's asset value is limited, however once we've successfully maximized our product's value in it's base, we should easily be able to make more overseas connections by standing out in this market on our monetizable IP value alone. Bustr's primary value is not in asset value, at the moment, but in their leverageable qualities that are typical of a fast-growing start-up.

INVESTMENT OPTIONS

To make our company and company's goals a reality that has longevity, Bustr is reaching out to you/your corporation for valued offers in any of the following areas:

1. Advertising Support
2. Sponsorship/Grant/Investment
3. Consultation/Expertise

We offer scalable brand integration into a growing media ecosystem.

PLEASE SEE OUR
INVESTOR PACKAGES

ADDITIONAL INVESTOR VALUE

(40-150% TAX ALLOWANCE + 35% REBATE)

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Bustr Media Enterprise is a multifaceted company with the value of an 'enterprise' that operates in the production, promotional, educational, R&D & tech spaces with numerous planned partnered ventures that may make investors eligible in applying for rebates or garnering tax credit of up to 12 million TTD of deductible tax based on your investment across projects.

MISSION STATEMENT

US TO THE WORLD, THEN THE WORLD TO US

Licensing
Connecting
Developing
Enhancing
Distributing

2

FOUNDER'S NOTES (ON SLOGAN 'PACKAGING POTENTIAL')

It's an agency — that would take on more duties, by its branches, to help create opportunities using resources attained from networking. Bustr's creation is inspired by and is an answer to the "Trini to the World" cliché (common at his home country).

Everyone's so focused on exporting. Realistically, to compete in the larger world would require elevating the standard of production here first ("package" ourselves better). Of course, the term "packaging" would be malleable depending on what we're talking about or doing. All in all, it's about setting up models that would help improve a business/venture BUT THEN encoded into those models would be opportunities to benefit other sectors, and then, overtime when the network has gotten particularly large, creating an all-encompassing hub/digital marketplace for businesses and sectors to connect with each other and develop themselves. And all of this would be happening faster and more efficiently with Bustr's models as the go between. In this way, Bustr would be the 'bus' (as in computing) connecting everyone into the larger machine (i.e. nationwide economy), which is what the circuit-inspired design of the logo alludes to.

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The Caribbean produces globally influential culture — music, fashion, storytelling, aesthetics — yet lacks:

- Independent production infrastructure
- Sustainable IP development pipelines
- Regional distribution networks
- Access to private-sector financing
- Long-term brand-building frameworks

With Bustr's IP itinerary powered by your campaign support in streamlining & globalizing Bustr's core services & offerings to the Caribbean creative community, international corporate world & worldwide audiences, **ESPECIALLY** within Japan's palatable entertainment landscape & cultural integration access points, the ongoing Caribbean creative industrial revolution led by Bustr and our collaborators within our small islands can claim victory in ratifying sustainable change of the way the world sees us and how we also see ourselves.

1

Business Model

Think of **BUSTR's** business model as a control bus in computer architecture, in which the company operates between **THREE KEY ASPECTS** that comprise every successful industry:

THE PRODUCT — THE PRODUCERS — THE CONSUMERS

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THANK YOU

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