

Bad

Practices

DOCTORS VS. LAWYERS

a TV + LIVE EVENT experience

THIRD WING



Seeking investments for a projected 30% return over 13 months

\$200k
TOTAL INITIAL RAISE

to get our strategy in motion:



Streaming content

\$10k - EXECUTIVE PRODUCER
\$5k - PRODUCED BY
\$2.5k - ASSOCIATE PRODUCER

\$288k

PROJECTED GROSS AFTER FIRST 13 MONTHS
SPLIT BETWEEN INVESTORS AND THIRDWING



**Recoup, regroup,
and reinvest**



Live events

Licensing the IP



Produced and distributed by Thirdwing

A note from producer of **BadPractices** and CEO of Thirdwing **CAMERON DARWIN BOSSERT**

The New York Times 'A keen observer of the American media landscape.'

Director of the feature comedy,

Jewtah (2018)

I was trying to write a play.

So I watched recordings of theater, on YouTube and with my library card at the Performing Arts Library in NYC. Real theater was too expensive. One day I came across the FANTASTIC television plays of the 1960s by Paddy Chayefsky, Rod Serling.

Then I got an idea: what if we made filmed theater ON PURPOSE, put it on its own streaming service, and INCLUDED live theater attendance in the subscription?

Thirdwing was born: a streaming service with half its content living on the New York stage, at no extra cost to subscribers.

And we made it \$7 a month, like streaming USED to be.

I'm excited to share this new (and very old) kind of entertainment with you.



IMDb RATING
★ 8.5/10
25

The New York Times

'REMARKABLE.'
'INCREDIBLY ENGAGING.'
'SMART AND ENTERTAINING.'



THIRDWING'S PROOF OF CONCEPT PHASE: 2021-2025

- A core initial audience of over 3,000 New Yorkers
- Testing the subscription model at \$7/ month for streaming + in-person access
- Sustained production quality and **a reputation to build upon**

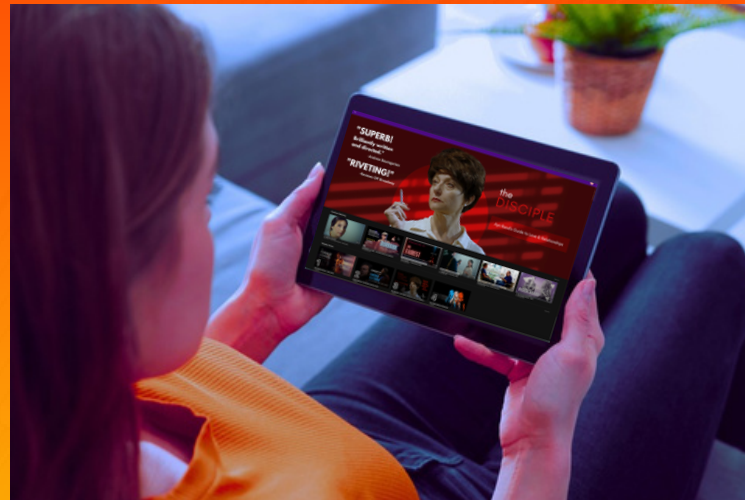


**11 ACCLAIMED LIVE PRODUCTIONS, 17 SPECIAL EVENTS,
+ HOURS OF ORIGINAL STREAMING CONTENT SINCE 2021.**

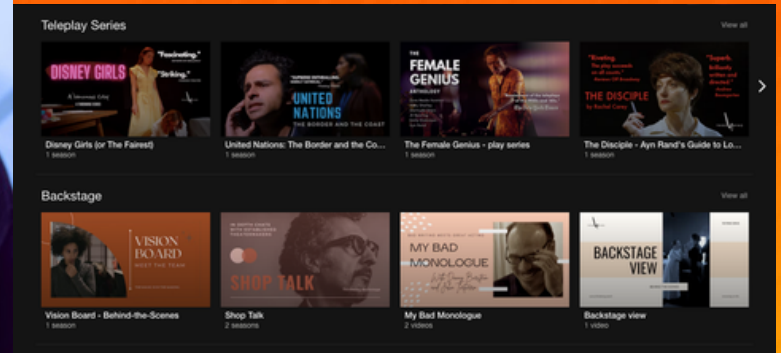


6 ongoing series across streaming and stage

Always something
to look forward to
while you stream
what's online.



OUR DEDICATED STREAMING PLATFORM



SUBSCRIPTIONS, RENTALS, AND PURCHASES

The New York Times

MULTIPLE STREAMING PICKS

THE
FEMALE GENIUS

A Stage Show, Designed to Stream, Begins

8 p.m. on Thirdwing's app

Thirdwing, a digital theater company specifically designed to develop plays for streaming and the live stage, was introduced just days before most everything shut down. This meant that Thirdwing's first live stage offering, Rachel Carey's "The Female Genius" — an episodically written show intended to run from April 14 through April 18 at [The Wild Project](#) in New York — was canceled. Now, Thirdwing is partnering with The Wild Project to digitally release one episode each night of its scheduled run. The play — "a darkly comic look at the struggle of having great talent in

THE
Venomous
Color
TRILOGY

Theater to Stream: Mark Rylance in 'Twelfth Night,' and More

This month's picks include a 1974 adaptation of the Eugene Ionesco play "Rhinoceros," starring Gene Wilder and Zero Mostel, and a behind-the-scenes look at Disney.

amNY

More from amNY



Coronavirus

Streaming shows keep theater alive after the lights went out on Broadway

Posted on May 10, 2020

"Keeping theater alive" offering the first fully-staged virtual production of the pandemic.

Listed with Meryl Streep and Audra McDonald 2 months after our soft-launch

AUDIENCE REACTIONS FROM ONLINE SCORES:



OUR TRADEMARK: THE THOUGHT-PROVOKING CROWD-PLEASER

"One of the best, most well-written off Broadway shows I'VE EVER SEEN."

-from 90% positive audience reactions from

THIRD WING

 **show-score**
a community of theatre fans

**WE'VE GOT A GREAT PRODUCT.
WE'VE BUILT A REPUTATION IN A CROWDED SPACE.
NOW WE NEED TO UPGRADE OUR DELIVERY SYSTEM.**

MAIN SHORT-TERM GOALS

More consistent outreach and onboarding

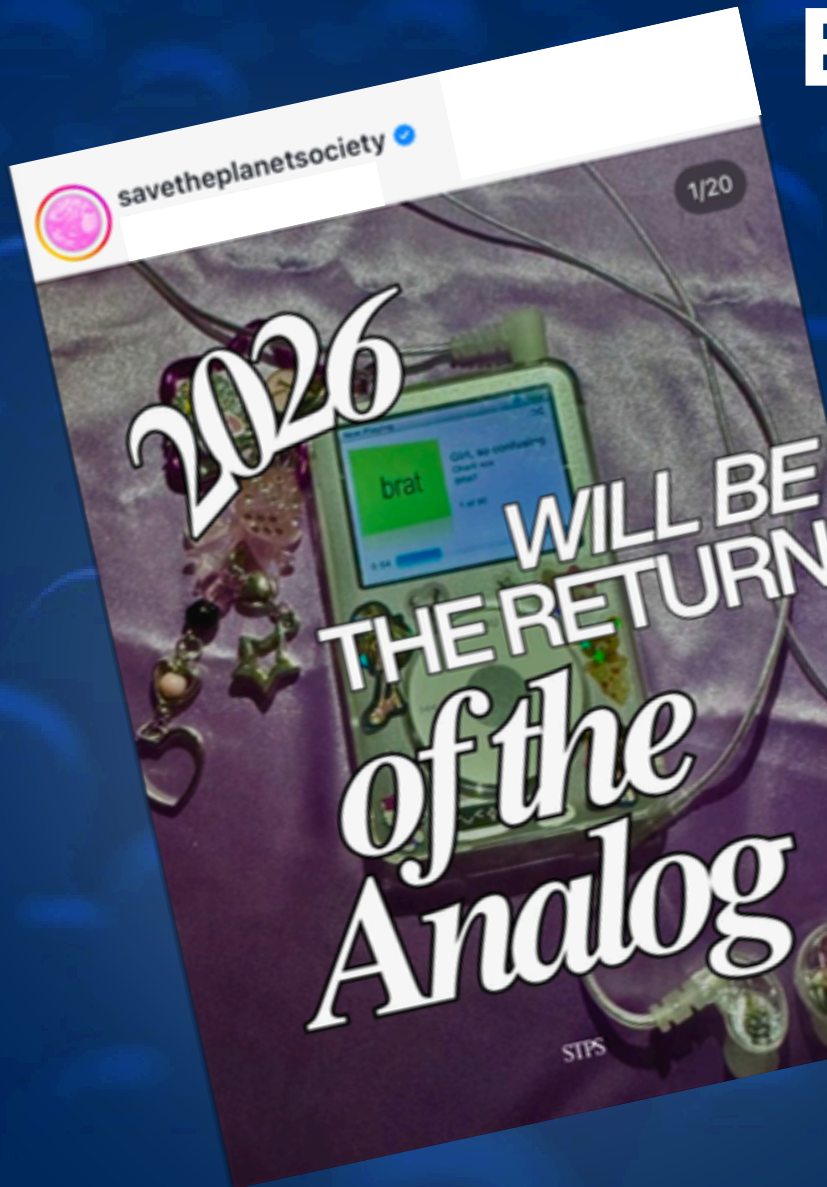
More year-round signups and reduced churn

More ticket sales with longer lead-time and higher margins

Higher-profile artistic partners

AND IT'S THE PERFECT TIME:

Everyone's finally fed up with **EVERYTHING** being at home, and on devices.

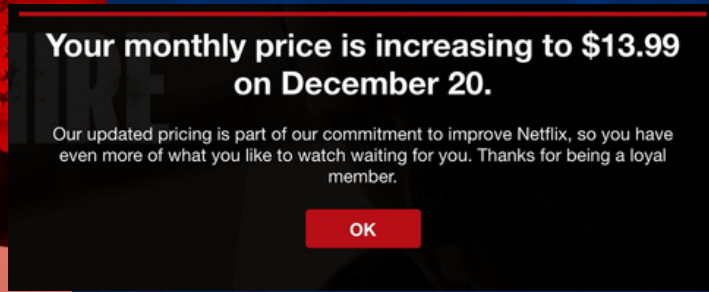


By 2026, experts predict, society will collectively turn toward activities that require hands, eyes, and presence rather than screens.



We're **frustrated** by corporate streaming consolidation.

With AI slop we can **no longer trust** anything we see on screens.



We need to get TF outside

We're trying:

GEN-Z

embraces

FAUX-STALGIA

*longing for a
time one has never
personally lived through*

BUSINESS INSIDER

ECONOMY

Gen Z brought the '90s back because it feels impossible to grow up in today's economy

Analysis by [Hillary Hoffower](#)

- 90s theme parties
- Flip phones
- "Touch grass"



Gen Z is nostalgic for the '90s and early 2000s. Anchi/Getty Images

Gen Z Movie Theater Attendance Rises 25% in 2025, Cinema United Reports

41% of Gen Z moviegoers went to theaters at least six times this year



Jeremy Fuster

December 17, 2025 @ 9:29 AM









- Rising movie theater attendance
- "Don't be chronically online"

But **the cost of leaving the house**, from movies, to concerts, to theater, to a \$6 cup of coffee, is a major problem.

LIFESTYLE


The great ticket price scandal: How we all became priced out of the events we love

Sample NYC activity budget:

 Hamilton	\$1,002.83
 The Met Guided Tour	\$244.64
 MoMA Tickets	\$84.54
 The Summit	\$213.12
 9/11 Memorial & Museum	\$108.80
 Wollman Skating Rink	\$119.09
 Transportation (subway, Uber)	\$318.18
 Others (\$50/day)	\$579.46

THEATERMANIA

Story of the Week: Why Are Broadway Ticket Prices So High?
\$900 for Othello? \$800 for Glengarry Glen Ross? Where does it end?
Zachary Stewart | Broadway | March 21, 2025



Jake Gyllenhaal and Denzel Washington star in Shakespeare's Othello on Broadway.
(poster image)

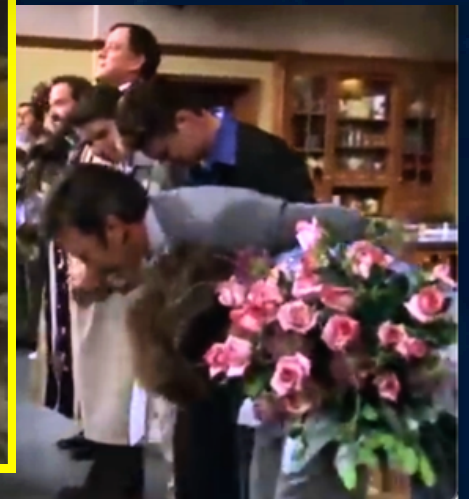
Yes, we're clout-chasing Mamdani



AFFORDABILITY:
It's not just a sales position anymore.
It's an imperative.

Nostalgia meets the moment.

Great TV used to be like theater for everyone.



Final bows from Mary Tyler Moore, Family Ties, and Home Improvement

So we're bringing TV and theater together again. To get us outside. AFFORDABLY.



STEP ONE:

Watch a cozy comic soap opera.

STEP TWO:

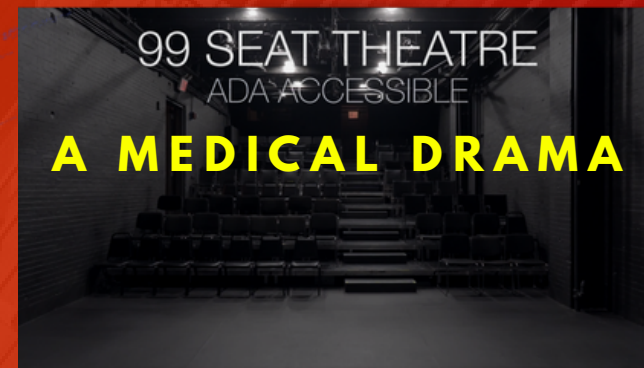
See more in person. **Live on stage.**



**2 live shows in
the same building**



4th Floor - the lawyer's office



3rd Floor - the doctor's office



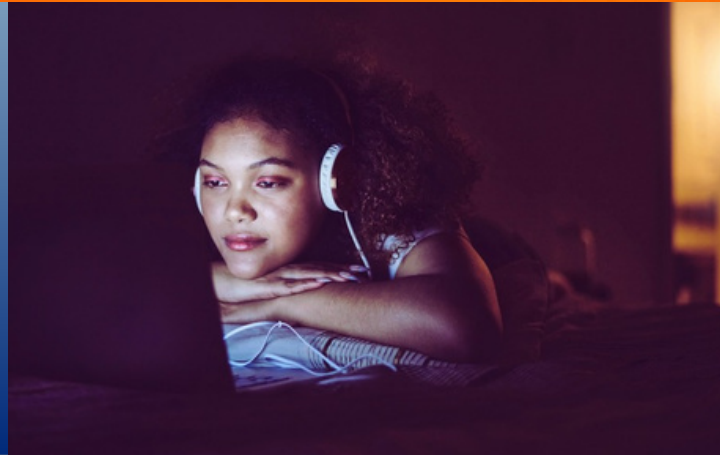
NO EXTRA COST. TV + THEATER IN ONE SERVICE.



VERTICAL

Most potential customers will first see us vertically, in clip and microdrama format.

You follow to YouTube or our official site, to sign up, or get on the email list.



HORIZONTAL

After getting a membership, settle in for a relaxing “ambient TV” experience, **drawn into a world** with great characters.

And there’s a button to click: **make reservations.**



PHYSICAL

It all leads to this experience.

You invite a friend (for free) and get your confirmation. And soon:

The thrill of seeing a TV show coming to life.

BadPractices

2 WAYS TO PURCHASE:

BECOME A SUBSCRIBER

\$7/mo; \$59/year

larger recurring base of customer revenue

Mid-range long term revenue

BUY A TICKET

\$139 - 2 plays + digital download of series

smaller pool of higher-margin one-offs

Bulk of short-term revenue



MATTHEW SANDERS



ALBA PONCE DE LEON



MARY MONAHAN



JAMES FERRARI



CARLY SADOLF



CIAN GENARO



WESLI SPENCER



CAL GLADEN



KATE WARREN



KEVIN SEBASTIAN



ARTHUR LAZALDE



**Starring an top-notch cast of seasoned New York actors seen on
Netflix, Hulu, ABC, Peacock, and more.**



**And currently in talks for famous
guest appearances...**

Bad Practices

A TV + EVENT EXPERIENCE

About the show:

THE ULTIMATE CLASH OF EGOS.

The familiar, in a fun new way



Doctors and lawyers are among the most popular TV characters, **but they've never been in one series together.**

Bad Practices

We also show **the absurdity of the system.** Cases aren't always resolved quickly. Episodes show steps of actual **procedure.**

Bad Practices

SEASON ONE STORY

**"Obstruction of justice?
What about my arteries?"**

NINA SANTOS is a lawyer caught between worlds. She's starting to care about the doctors her firm is always suing. **Will she flip?**

Meanwhile doctors are forced to struggle with lawsuits and the minefield of insurance.

Giving equal time to both sides, you never know who's going to win, lose, or settle.



Arthur Lazalde & James Ferrari



Alba Ponce De Leon
Kevin Sebastian



Photo cred. Valerie Terranova

**AUDIENCE-TESTED WITH OVER
2 YEARS OF SOLD-OUT PRESENTATIONS ACROSS NYC:**



"I LAUGHED SO HARD AND THOROUGHLY ENJOYED EVERY MOMENT OF ITS WITTY WRITING AND CAST OF CHARACTERS."



"WHAT A GREAT GROUP OF ACTORS AND WRITERS. WHAT A GREAT NIGHT OF THEATER. SO MANY BIG LAUGHS."

INSPIRATIONS for **BadPractices**



HILL STREET BLUES

An ensemble drama series with comic writing, brought to life by superb, energetic acting.



80S SOAPS

A love letter and a sendup of the former titan of scripted TV. Nostalgic but **new in the current TV landscape.**



VEEP

A satirical bite. And a close collaboration between writers and actors to develop complex but clear, flawed characters.

Just nostalgia? Nope.

Why this is the kind of show to make NOW:

5 of the TOP 10 SHOWS from 2020-2025 by minutes watched (IN BILLIONS) while in the weekly top 10



Source: Nielsen, data as of Nov. 9, 2025

Half of the most-streamed shows of the 2020s are decades-old procedurals and sitcoms.

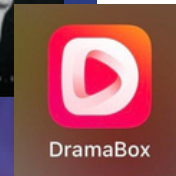
Lower production costs = more episodes = **more watchtime.**

The soap opera is back, with the **explosion of vertical microdramas** on countless platforms.



Clickbait titles and cliffhangers: the mini TV serials capturing phone audiences

'Vertical dramas' consisting of minute-long episodes are booming, with market predicted to be worth \$14bn by 2027



Finally, the TikTok format meets scripted content.

Lower production costs + strong story hooks = **\$8B this year, \$14B projected next year for the vertical drama industry.**



Thirdwing's 2025 social media marketing pilots

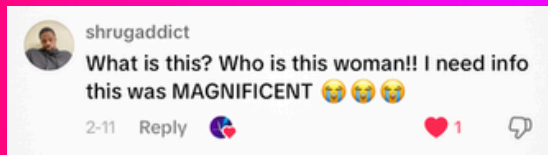
2 months, using only existing assets

Thirdwing's social media presence increased by over 3500%

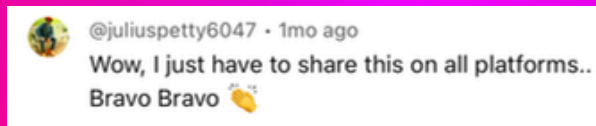
Strategies implemented:

★ Post clips from **THE FEMALE GENIUS** without title or info

- Emulates organic shares of movie clips
- Drives curiosity and engagement:



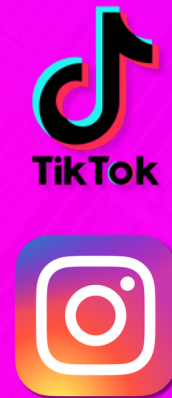
- Non-promotional feeling drives sharing:



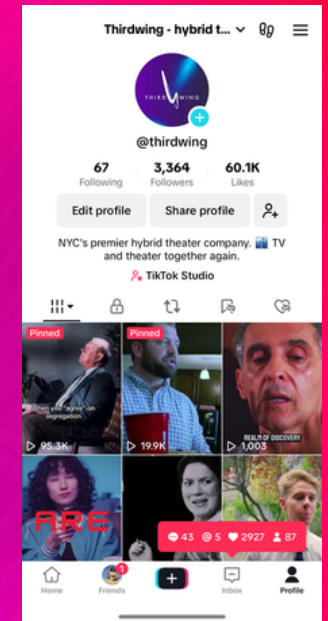
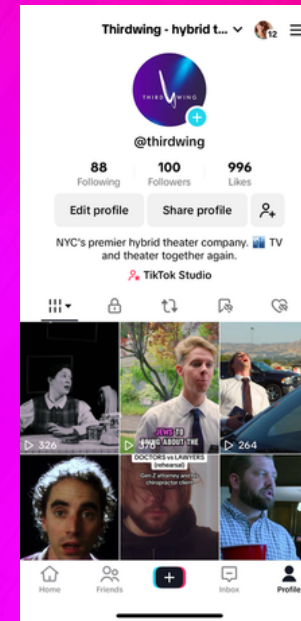
★ Post clips from **THE FAIREST** during release week of Disney's Snow White remake



64k views, 1600 likes



Feb 1 → April 7

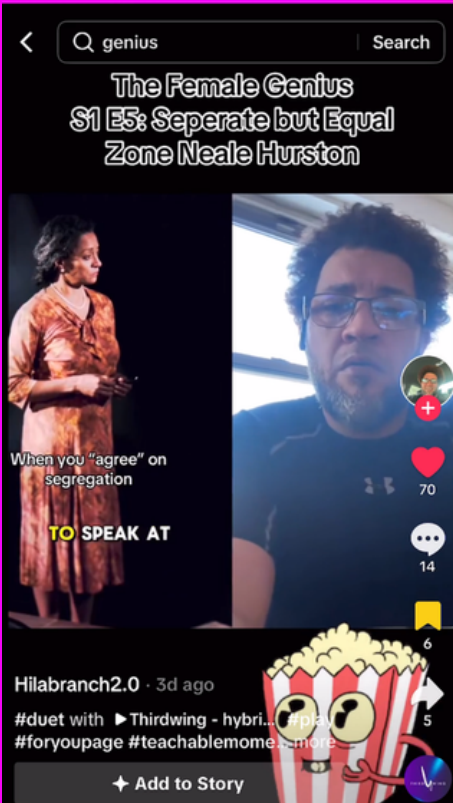


100 followers under 1,000 likes → 3,300 followers over 60,000 likes



- Timing with cultural controversy
- "DID YOU KNOW?" tags + split-screened with Snow White images, leveraging fair-use historical angle

Organic shares, remixes + thunderous digital applause



10 subscriptions & rentals
in 1 day from 1 video

Total spend on
boosting/ promotion:

\$0

Our content on
other people's
channels

No title or label on video:

connects us directly with interested viewers drives to more attention-retaining platforms:

YouTube

Long-term awareness + path to ad-revenue

Views	Watch time (hours)	Subscribers
14.6K + <small>13.2K more than usual</small>	850.3 + <small>820.3 more than usual</small>	+304

Proof: Thirdwing's streaming content alone is marketable without events

Applied to BadPractices in 2026

- Begin at the script level with these formats in mind.

Dialogue surrounding controversies performs best

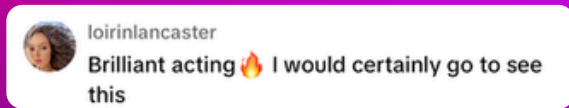
- Create social content from day 2 of production:

Single-scene clips centered on comedy



- Create social content after some episodes are completed.

Multi-scene clips centered on story hooks



- Post daily
- Respond directly



Subscriptions

+

Ticket sales

Ad revenue
+

Long-term awareness build

Lead target demos (in NYC):

COLLEGE EDUCATED 19-34



50 +



love of “retro” and “fauxstolgia”
free time to get out and explore
fewer family commitments
need date-night options

immediately familiar with older TV tropes
love of nostalgia
more disposable income
fewer family commitments

Hey, we love (are) millennials, but between small children, student debt, and new mortgages, they won't be our biggest CAC spend and strategy. But they'll always jump on a **strong bandwagon.**

WHAT'S FUNDED

OVER A AN 8-MONTH PERIOD

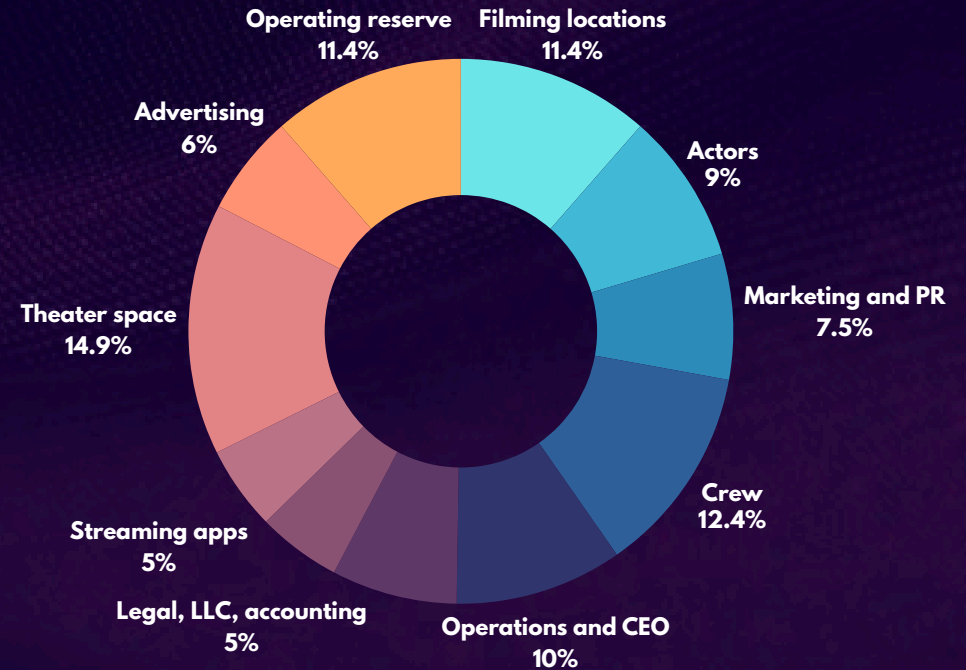
FILMING START - FIRST LIVE PRODUCTION CLOSE

Top line budget

\$177,000 + \$23k prudent operating reserve



How it's divided



Post-production provided in-house by Thirdwing = no "it got stuck in post," or "we ran out of money to complete." **THESE GET FINISHED.**

WHAT'S DELIVERED:

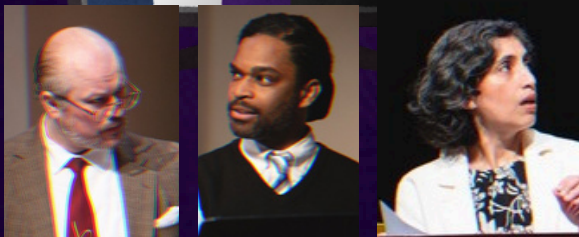
Thirdwing LTD.

Bad Practices

A TV + EVENT EXPERIENCE



SEASON 1: 18 EPISODES, 22-MINUTES EACH



- *first 10 released weekly from July*
- *back 8 released weekly from October*

2 STAGE PLAYS: 1 MEDICAL DRAMA, 1 LEGAL DRAMA



- *Run simultaneously 9/21 - 10/4 in NYC*
- *Different start times for people to see both on the same night if desired*

DIRECT DELIVERY TO CUSTOMERS:

STARTING JULY 2026 - SUBSCRIPTIONS

\$7 monthly, \$59 yearly, \$125 yearly unlimited tix

Teleplay Series

1 The Female Genius - play series 1 season

2 United Nations: The Border and the Coast 1 season

3 The Disciple - Ayn Rand's Guide to Lov... 1 season

4 The United Nations: Minisodes 1 season

Most popular		
By Month	Thirdwing All Year	Unlimited
\$7	\$59	\$125
Every month	Every year Save 30%	Every year See shows again, bring friends and family
Choose plan	Choose plan	Choose plan
<ul style="list-style-type: none">Stream all teleplays, shows, and movies	<ul style="list-style-type: none">Stream teleplays, shows, movies	<ul style="list-style-type: none">Unlimited seats to every show and event.
<ul style="list-style-type: none">[2] tickets to every MainStage production	<ul style="list-style-type: none">[2] tickets to every MainStage production	<ul style="list-style-type: none">Shareable access to streaming
<ul style="list-style-type: none">[2] tickets to every special event and party	<ul style="list-style-type: none">[2] tickets to every Special Event and party	

STARTING AUGUST 2026 - TICKET SALES

\$139 premium event tix with series download



TDF
<https://www.tdf.org> > TDF Stages

Best Off-Off Broadway Shows in March 2024

Mar 15, 2024 — Thirdwing: Burbank— begins March 12. The Wild Project,

Some of our past TDF listings

TDF
<https://www.tdf.org> > TDF Stages

Best Off-Off Broadway Shows in April 2023

Apr 13, 2023
Avenues A an

TDF
<https://www.tdf.org> > shows > television

Television | Discount NYC Tickets

It explores how mass media has always connected and separated us, Thirdwing, an innovative new hybrid theater company, presents this ..

\$69 tickets for TDF members with high-traffic recommendations (\$63 goes to Thirdwing)

\$113,000

MID-RANGE PROJECTION BY 10/5/26: (56% OF RECOUPMENT IN FIRST 3 MONTHS OF REVENUE)

FURTHER EXPLOITATION OF STREAMING DELIVERABLES:

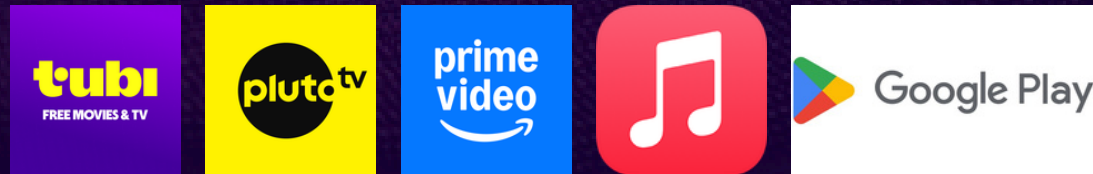
Bad Practices

SEASON ONE

1. Partner with a distribution aggregator:

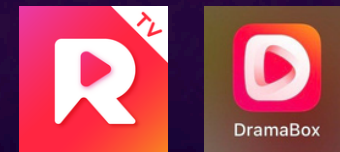


for placement on platforms including:



2. Leverage 6-9 months of social media awareness build + NYC theater press
3. Earn 80% of sales and ad revenue quarterly from the aggregator

Our content will be first-to-market in any vertical distributor profit sharing models to emerge.



FURTHER EXPLOITATION OF LIVE EVENT/ FORMAT/ IP:

Bad Practices

“Fresh from the New York stage”

License **BAD PRACTICES** scripts/ format to a vast network of regional US theaters specializing in contemporary work, for example:



Northern Stage in Vermont



Cincinnati Play House in the Park



Milwaukee Rep*



Unicorn Theatre in Kansas City*

Marketing/ leverage:

- TV series, accessible from anywhere
- Legitimacy from New York Theatre origination
- Press from opening runs

Agreement types:

- Script licensing (average \$90-125 per performance)
- Ticket sales/ house split
- Upsale of TV show download with tickets (\$10-20 per ticket)
- Thirdwing subscriptions driven from regional live audiences
- Commissions for original **BP** scripts for local actors

Thirdwing LTD.

Bad Practices

A TV + EVENT EXPERIENCE

BASIC ROI PLAN & TIMELINE

Revenue starts July, 2026

Streaming subscriptions
sold between July 15th and November 15th

Ramping up August-October, 2026

Premium ticket sales for live events

Continuing into 2027

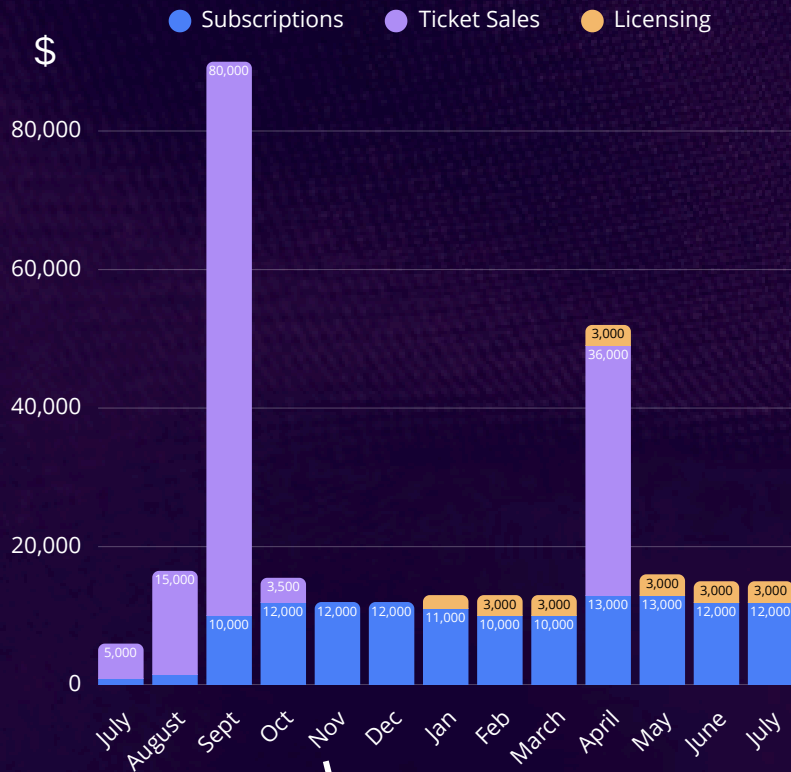
Licensing / IP sales

Bad Practices

A TV + EVENT EXPERIENCE

BASIC ROI PLAN & TIMELINE

2026-2027 based on mid-range projections



First \$113,000
 Thirdwing reinvests \$22.6k into 1 stageplay

Diversified revenue sources
upside and downside of each:

Subscriptions are lower-yield per customer, but provide a consistent + strategically manageable baseline.

Ticket sales are seasonal, but high-yield + strategically manageable.

Licensing is less strategically manageable, but low-cost + year-round.

\$288,500 over 13 months = 144.2%

New subscriptions derived from other Thirdwing offerings are not reflected in this chart. We expect some churn into early 2027, and to regain subscriptions with a new BP production in 4/27

HOW WE RETURN TO INVESTORS: THROUGH A COLLECTION ACCOUNT MANAGER RECOUPMENT + 10%, THEN PRO-RATA SPLIT

- 1. Recoupment:** BAD PRACTICES receipts 80% to Investors/ 20% to Thirdwing until \$200k is repaid to investors.
- 2. Premium:** Investors receive an additional 10% premium (total 110% returned).
- 3. Post-recoup profit split:** After the premium, Receipts are split 60% Thirdwing / 40% Investors pro rata from licensing phase.
- 4. Thirdwing reinvests** into third stage play for April 2027. Will seek a second raise from investors for second streaming season + marketing existing IP.

\$10K INVESTMENT OVER 1 YEAR:

Based on mid-range projections



\$220,000 recoup/ premium + \$40,800 additional = \$268,000 = 30% profit

\$10K BECOMES \$13K IN 13 MONTHS

(any investment carries risk, and this is based on mid-range projections)

A WHOLE DIFFERENT OPTION:

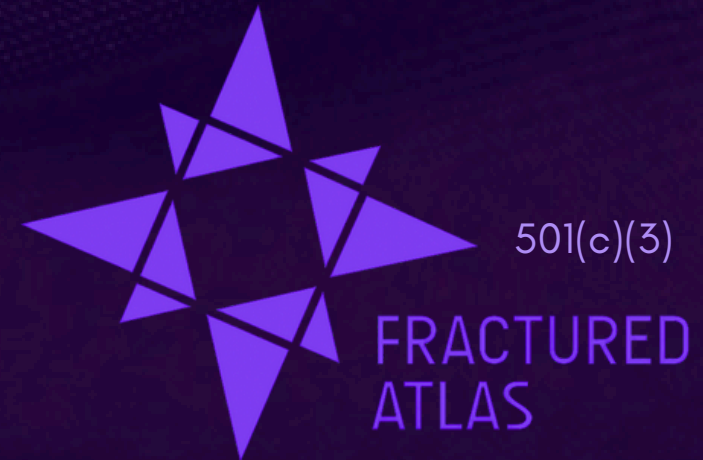
FISCAL SPONSORSHIP

IF A TAX DEDUCTIBLE CONTRIBUTION IS PREFERABLE

Our mission is **affordable theater about history and the larger world**. Fractured Atlas collects contributions on our behalf and supplies tax paperwork.

Support **a young, mold-breaking entertainment company with a great reputation and mission**.

IMPORTANT: making tax-deductible contributions via fiscal sponsorship preclude future profit participation.



Low / Midrange / Upside projections

Gross projections based on last 5 years of ticket sales + subscriber growth/ lifetime customer value

	Low	Midrange	Upside		
• Paid subscribers by Month 12	1,000 \$59,000	4,000 \$206,500	10,000 \$590,000	Investors receive portion of revenue attributable to BAD PRACTICES	
• Ticket buyers (Aug-Oct window)	400 \$55,600	815 \$113,285	1,200 \$166,800		Based on available seats minus projected number of attending subscribers
• Conversion: vertical viewers → platform visitors → paid subscribers	.4%	1%	1.7%		
	\$114,600***	\$319,785	\$756,800		

This raise buys a repeatable engine:

Streaming

- Promo content
- Direct customers
- Licesnsable content

Live events

- Premium sales
- PR and prestige
- Licensable scripts & format

Recoup, reinvest

- Terms for a new raise
- New investment partners
- Exit with earnings



Licensing

- AVOD/ SVOD
- Regional theaters
- National subscription growth

If we make a big enough splash,
we can always sell to



NETFLIX

There's actually a decent chance of joining the ranks
of other popular stageplay-to-TV phenoms...

Bad Practices

is right at home with these

But **it's not a strategy.**

Lots of IP starts with that goal, but ends with years of stalled development.

Let's start making and earning.

I would **love** to talk to you. Here's my card.

Cameron Darwin Bossert – producer

Phone : 646-812-4801

Website : www.thirdwing.info

Email : cameron@thirdwing.info

Thirdwing LTD.

BadPractices

A TV + EVENT EXPERIENCE