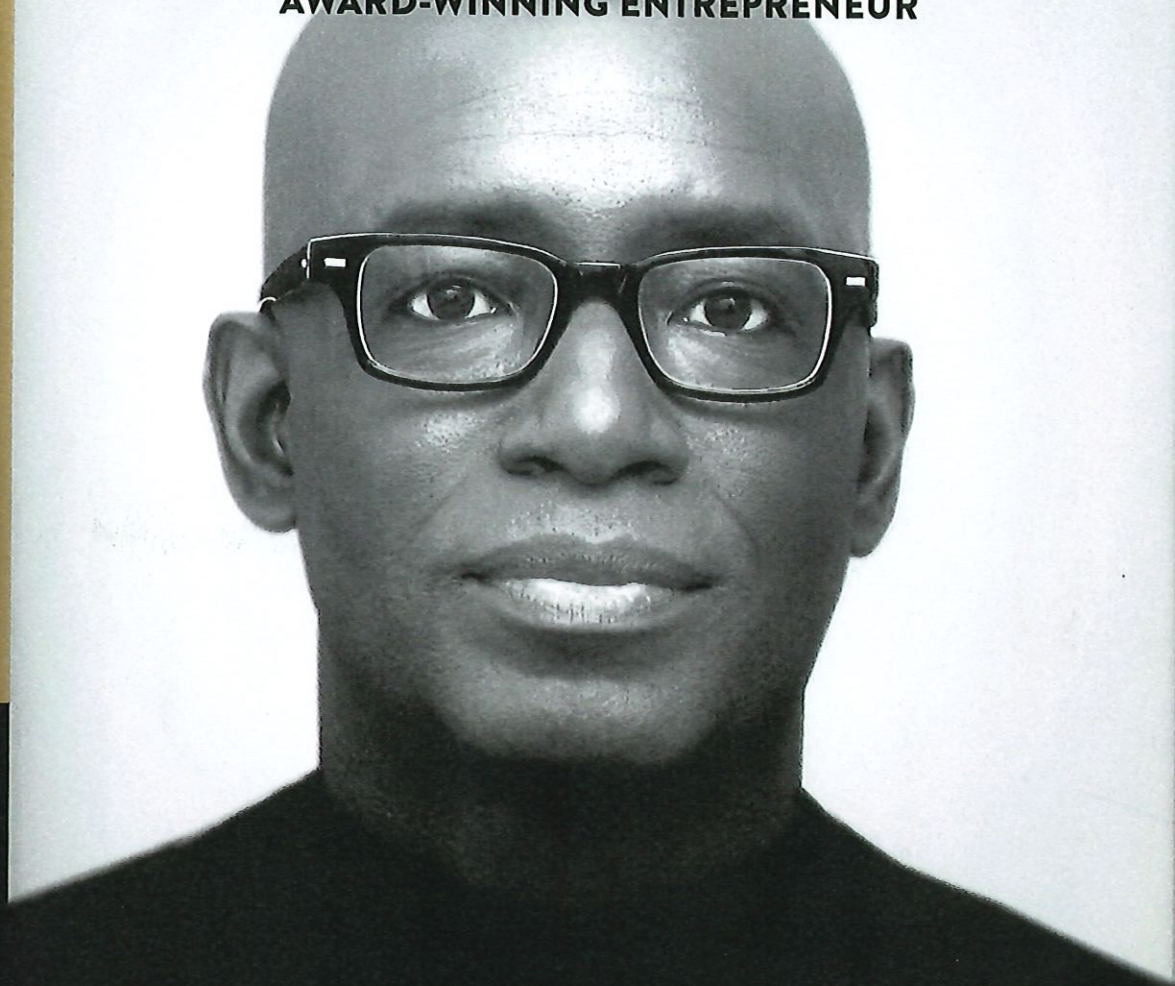


STACY SPIKES

AWARD-WINNING ENTREPRENEUR



BLACK

THE HIDDEN POWER OF BEING AN OUTSIDER

FOUNDER

In early 2019, I got a call from my dear friend B.K. Fulton. He said he was coming to town and wanted to know if I was available to grab drinks. I said absolutely, because I always love chatting with B.K. He had been an executive at Verizon for years and was at one point interested in investing in MoviePass but was late to the round. I had met B.K. at the BFF Summit, and over the years we got to know each other pretty well. He's just one of those positive brothers you always feel great after spending some time with.

We met in the hotel he was staying at near Grand Central. He was dressed as sharply as always. We sat in two deep chairs with a black glass table between, overlooking the atrium. He asked how my family was, and I asked about his wife, Jackie. Then he jumped right into it and wanted to know what the hell was all this crazy BS in the press about MoviePass. He was referring to the constant insanity that was happening on a weekly basis. I filled him in on some of the craziest stories, and we laughed about how unbelievable it really was.

Then his demeanor changed, and he looked me in the eyes and said, "Man, I am really sorry about what happened. You and Hamet worked hard to build that company, and we were all so proud of you guys. I'm sorry, man. That just isn't right."

I got a lump in my throat, and I had to look away. I thanked him for his kind words. Then, in true B.K. fashion, he turned the mood around and said, "The real question is what are you working on now, 'cause you know they can't keep a good brother down."

I told him about my ideas around PreShow and being able to put the power of people's attention into their own hands. He loved it and, always encouraging, asked about my next steps. I said I believed there was a way to get a patent on the technology, and he asked how much it would cost to get there. I threw out

a rough estimate, and without hesitation he said, "If it's all right with you, Jackie and I would like to invest."

I was speechless. The money would certainly help immensely, but I wasn't expecting this. I wasn't pitching B.K.; it was just two old friends catching up. I didn't know what to say.

B.K. leaned across the table and said, "Brother, we have to make sure you get back in that ring. You need to continue building great things. I'm sorry about what happened to you, but we are not going to let them win. We have to stick together, and if we don't come together and support you at times like this, then who will? This is Wakanda, baby, and we got ya back. Wakanda forever, brother. I will wire you the money next week; just send me the instructions."

There have been times in my life when human beings completely astounded me, and this was one of those times. True to his word, B.K. wired the funds a week later.

As things progressed, we made good advances with the technology and thought we had found a solution to the problem of verifying attention. The customer would be able to open the app, select the movie they wanted to see, and it would send them a preshow. During the playback of the preshow, if the person stopped watching or walked away, the video would pause until the person's attention resumed. The facial tracking happened only at the device level in the same way we use our face to unlock our phone. That data would not be recorded or be used in any way. It would only act in the same way a motion detector works. When someone is in the room, the lights are on. When there is no motion detected, the lights go out. We also made it possible for the consumer to be able turn off the facial detection, but they wouldn't accumulate points at the same rate since the view couldn't be verified.