

Executive Summary

Into The Portal is an adaptable, regionally anchored creative incubator and streaming production platform designed to empower emerging artists through competitive residency, high-caliber mentorship, and public-facing programming. Each iteration of the program—regardless of country or region—adapts a foundational YSSL narrative or a local partner submission into a collaborative competitive residency where creators transform story concepts into globally marketable content. Participants receive early access to the script or source material and develop their creative interpretations throughout the residency cycle. Each project culminates in the production of a miniseries and associated companion content that is packaged for distribution on major streaming platforms such as Netflix, Prime Video, YouTube Premium, and others. The program is designed as a globally scalable franchise format. Each location produces its own unique multi season series, shaped by its culture, creators, and narrative themes—while maintaining a consistent production pipeline and global brand identity.

Goals

Into The Portal is engineered as more than a residency or television show—it serves as a prototype for a new, equitable creative economy. Public audiences experience a powerful narrative series born from collaborative regional incubators. Behind the scenes, YSSL's digital infrastructure, including The Reservoir, enables fair co-ownership, royalty pathways, and scalable entrepreneurship. Each regional edition activates local and global talent, strengthens creative industries, and builds a long-term bridge between emerging creators and professional production.

Primary Goals

- Prototype a globally scalable creative development model
- Establish royalty-generating, creator-owned career pathways
- Support regional growth through culturally anchored storytelling
- Build a replicable pipeline of talent for professional film and media
- Demonstrate a fair, community-driven model for content ownership
- Produce globally marketable, culturally significant series across regions

Outcome

Each regional cycle produces:

- A culturally defining, internationally distributable miniseries
- A documented creative journey (competition episodes, behind-the-scenes features, and companion content)
- A cohort of trained creators with co-ownership stakes
- Expandable IP with potential for global engagement, licensing, and long-term franchise development

This dual-output format strengthens both creative visibility and economic sustainability.

Long-Term Impact Goals

The long-term vision of Into The Portal is to build a distributed, global creative ecosystem driven by equity, cultural representation, and sustainable production.

Impact Targets

- Empower 12,000+ creators with equity-linked, royalty-generating careers over 10–12 years
- Develop a globally distributed IP catalog under YSSL, sourced from diverse regions and voices

- Scale and export the franchise model into multiple countries and cultural contexts
- Normalize creator equity, fair compensation, and long-term economic participation
- Build a worldwide network of creative hubs anchored in local storytelling and global reach

Project Selection Criteria

Each new regional edition of Into The Portal must be place-based, culturally specific, and narratively resonant. YSSL commissions a mix of original works and regional submissions, evaluated through four core criteria that guide selection regardless of location.

Cultural Critique

Projects must explore meaningful cultural, social, political, gender-based, or place-centered themes—offering insight, reflection, and emotional impact while remaining accessible to diverse audiences.

Spectacle

Proposals must translate into visually compelling storytelling, with emphasis on cinematic scale, immersive world-building, and high visual or atmospheric impact. Visual ambition is a key requirement.

Educational & Interactive Engagement

Each project must allow for meaningful public interaction—such as workshops, open rehearsals, creative laboratories, masterclasses, or participatory installations—to ensure that community members engage as collaborators, not just viewers

Scalability & Spin-Offs

Concepts must demonstrate potential for expansion into multi-platform IP including live performance, additional series, podcasts, games, or immersive media. Stories should support long-term growth and co-creation models.

Format

The Into The Portal format is globally standardized but regionally flexible. Each location adapts its timeline, facilities, and narrative themes while maintaining brand and structural consistency.

Competitive Residency

A multi-week creative residency in which emerging creators:

- Collaborate and compete in adapting the regional project script
- Complete filmed challenges based on YSSL source material or local submissions
- Live and work in shared environments designed for wellness and collaboration
- Receive world-class mentorship from creative industry professionals
- Develop narrative, technical, and production skills through guided challenges

Festival Showcases

A series of public performances, presentations, or screenings featuring scripted segments from the emerging miniseries. Showcases are designed to:

- Introduce audiences to the evolving regional story
- Build anticipation for the final production
- Offer creators performance or presentation experience

- Provide ongoing content for marketing, documentation, and community impact

Showcases may run in timed blocks, festival windows, or recurring events depending on region and venue.

Miniseries Production

Each iteration concludes with the production of a high-quality filmed series based on the winning or collaboratively refined project. Production timelines are adjusted regionally but follow a consistent structure of:

- Script refinement
- Principal photography
- Post-production
- Global distribution submission

Documentary Short or Series

Competition episodes, creator journeys, and behind-the-scenes content are compiled into a documentary short or series. This companion project generates audience interest leading into the miniseries release and provides additional licensing and streaming opportunities.

Distribution & Revenue Streams

The global format integrates multiple revenue channels to ensure sustainability and scalability.

Primary Revenue Streams

- Streaming platform licensing (Netflix, Amazon Prime Video, YouTube Premium, etc.)
- Pay-per-view and early access options
- Festival screenings and touring showcases
- Sponsorship and brand partnerships
- Merchandising, music licensing, and ancillary sales
- Companion content monetization
- Regional and international syndication

This multi-channel model enables long-term return on investment and recurring revenue across markets.

Franchise Expansion

Each regional edition becomes part of a global network of interconnected stories and production hubs. This model supports:

- Local authenticity
- Global brand alignment
- Regional co-ownership
- Decentralized growth
- Diverse revenue streams
- Cross-border audience and talent mobility

Through joint ventures, co-production agreements, and adaptable narrative frameworks, Into The Portal grows into an international franchise that celebrates regional identity while operating as a cohesive global ecosystem.