

*The*  
**REPO  
CHIC  
EFFECT**



# REPOCHIC MEANING

**R-Repossess:** Take back what you feel your community has lost, given, or had taken away.

**E-Excellence:** In all work you do, do in excellence according to the need of your targeted population.

**P-Purpose, Power & Position:** Know the purpose of your work, work in the power of your mission, and stand in your position of authority.

**O- Others:** Be sure to help and educate others on your journey



**C-Changing** your mindset on how you reach your goals.

**H- Helplessness** is a feeling that is removed by a plan.

**I-Into:** Transition to the next stage of your goals.

**C-Creativity** is developed from a need

**S -Success** is possible when you have a system.

**M-Motivation, Maintain, Manage:** Find what keeps you going, learn how to handle success, and manage your outcomes.

**E-Essential:** What is most important to your mission.

**N-Necessary and Nourishing:** Is it necessary to achieve your goals, is it nourishing your spirit.

## MISSION STATEMENT

To assist those seeking to take back their power.

# THE REPOCHIC PODCAST!

As a subscriber to The REPOCHIC Podcast, you're not just listening to a show — you're joining a movement. Here's what you can expect as part of our community of ambitious, inspired, and resourceful entrepreneurs:

## Inspiring & Educational Episodes

- Weekly episodes featuring real entrepreneurial journeys.
- Tactical advice on funding, branding, marketing, and more.
- Transparent success stories from entrepreneurs who started from scratch

## Actionable Takeaways

- Each episode wraps up with 3–5 key insights you can apply immediately.
- Bonus downloadable 'Repodcast Recaps' summarizing key tips.

## Transparent Conversations

- Real talk about wins, losses, and everything in between.
- Stories that motivate and educate — without the fluff.

## Exclusive Entrepreneur Spotlights

- Meet and support featured Black-owned and minority-led businesses.
- Get exclusive deals or early access to their products/services.

## Tools & Resources

- Access to templates, grant links, pitch decks, and growth tools.
- Shared during episodes and via monthly resource emails.

## Community Engagement

- Participate in listener Q&As or our “Pitch the Pod” feature.
- Chance to get featured or win podcast-related giveaways.

## Bonus Content for Subscribers

- Early access to episodes and exclusive behind-the-scenes clips.
- Downloadable startup guides, checklists, and marketing plans.
- Invites to virtual events or expert live sessions.

## Professional Development

- Learn how to boost your media visibility.
- Get tips on starting your own show or becoming a podcast guest.



THE REPO CHIC SHOW

# SHOW TREATMENT

Entrepreneurship is no easy journey, and The Repo Chic Show is here to prove that success comes in many forms—traditional and non-traditional. Streaming now on Zondra TV Network and GOT ONE TV this groundbreaking talk show is giving business owners the platform they need to share their powerful stories of resilience, innovation, and financial breakthroughs.

Hosted by industry trailblazer Nekima “REPOCHIC” Horton, The Repo Chic Show is more than just a talk show—it's a movement. The show dives deep into the world of entrepreneurship, highlighting real-life success stories from business owners who built their dreams from scratch. Whether they secured funding from venture capital, bootstrapped their way to success, or leveraged crowdfunding, their journeys are raw, inspiring, and filled with valuable lessons.

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# WHY THIS SHOW MATTERS?

Minority-owned businesses and entrepreneurs often face unique challenges in securing funding, gaining exposure, and breaking into competitive industries. The Repo Chic Show not only brings these challenges to light but also provides solutions, strategies, and insights directly from entrepreneurs who've been there and made it. Featuring entrepreneurs from diverse industries—product creators, service providers, and digital innovators—this show is designed to:

**Educate:**

Viewers learn practical strategies for launching, funding, and scaling their businesses.

**Empower:**

Guests share real-life experiences of overcoming financial setbacks and capital barriers.

**Expose:**

Minority-owned businesses gain much-needed visibility, reaching new customers and investors.

Entrepreneurs are vital drivers of economic growth and community development, yet many lack access to affordable, practical education that empowers them to create and sustain successful businesses. This is particularly true for underserved populations in Africa and the United States, where systemic inequities limit access to resources, mentorship, and visibility.

At the same time, media remains a powerful tool for shaping public perception, providing education, and inspiring change. However, few programs combine entrepreneurial education with media production skills, leaving a critical gap in empowering business owners to harness storytelling as a tool for growth, visibility, and sustainability. An educational TV show addressing this gap would directly tackle issues of economic inequity by providing accessible, culturally relevant training to entrepreneurs, enabling them to share their journeys, build their brands, and reach wider audiences. This innovative approach not only equips entrepreneurs with practical skills but also creates a ripple effect, inspiring and educating aspiring business owners in similar situations.

# ABOUT ZONDRA TV

Home for Content Creators & Distribution Access

8 Years Streaming TV | 60+ TV/Radio Producers | 105+ Channels

We are a Digital Channel Developer, Marketing Agency, and Distribution Outlet focused on creating greater access and reach for individuals, companies, and visionaries who desire to be in the media industry to gain greater global visibility and create additional revenue streams through platform syndication.

- 40 Years of Corporate Leadership Multiple International TV
- Award Winner Creator of the TV/Media Incubator Academy
- Executive Producer, Talk Show Producer, Commercial Creator,
- Ad Placement, Content Distributor and Marketing Specialist

## CONTENT LIBRARY

Talk Shows, Mini Series, Films, Niche Channels, Special Interest, Corporate & More

## DISTRIBUTION

Internet Radio VOD, AVOD, OTT TV, OTA & Cable

## ADVERTISING

4500+ Ad Inventory Est. Projections \$7M - \$15M - \$22M

# ZONDRA<sup>TV</sup>

NETWORK



Live in over 195 Countries



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# About... GOT One TV

## Why *The REPO CHIC Show* Fits

*The REPO CHIC Show* sits at the intersection of **business education, cultural relevance, and aspirational entertainment**—making it a natural flagship property within the ZGOT ecosystem. The series highlights unapologetically ambitious Black women entrepreneurs, presenting real business journeys with credibility, sophistication, and purpose. Its tone aligns with ZGOT's commitment to empowering narratives while remaining brand-safe and sponsor-ready. REPO CHIC does more than tell stories; it normalizes Black women as CEOs, investors, and economic drivers—precisely the kind of content that expands audience trust and advertiser confidence.



- **Expands Black-owned media infrastructure** by placing entrepreneur-led programming inside a scalable, women-led OTT ecosystem with national and global distribution potential.
- **Delivers sponsor-safe, ROI-driven content** that aligns brands with credibility, leadership, and economic empowerment rather than performative diversity.
- **Transforms viewership into outcomes** by converting audiences into entrepreneurs, customers, speakers, program participants, and brand loyalists.
- **Repositions Black women entrepreneurs as market drivers**, not niche content—supporting long-term shifts in media representation, funding access, and advertising spend.

# About In The Black Network

In The Black Network (ITBN) is a Black-led ad-supported streaming media platform designed to amplify Black voices, original stories, and culturally significant content for global audiences. It's not just another entertainment app — it's building a cultural infrastructure that celebrates representation, narrative ownership, and community empowerment across film, TV series, documentaries, talk shows, sports, music and more.

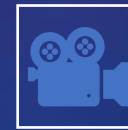


IN THE BLACK  
NETWORK

<https://www.intheblacknetwork.tv/shows/repo-chics>



**Amplifying Black Thought Leadership:** Positioning The REPO CHIC Show as a cornerstone series that elevates voices of Black creators, executives, innovators, and cultural leaders — enriching ITBN's content portfolio with intellectually engaging, socially impactful programming.



**Expanding Audience Reach and Cultural Visibility:** Leveraging ITBN's growing global viewership and multi-genre content strategy to deepen The REPO CHIC Show's reach across diaspora communities and culturally attuned audiences worldwide.



**Driving Authentic Representation:** Reinforcing a narrative ecosystem where content is not only *about* Black culture but *by and for* Black creators — aligning with both brands' commitments to narrative ownership and community pride.



**Creating Economic and Partnership Value:** Strengthening monetization pathways through ad-supported distribution and partnership opportunities, while unlocking cross-platform engagement, sponsorship alignment, and scalable brand licensing avenues.

# Fireside Chats with Chase Bank...THE REPOCHIC SHOW | SEASON II LAUNCH

“When Faith Meets Vision: The REPOCHIC Entrepreneurial Reset”

To equip, elevate, and empower the purpose-driven entrepreneur.

Through authentic fireside dialogue, Nekima “REPOCHIC” Horton, a transformational speaker, consultant, and show creator, will sit down with influential founders to explore:

- The unfiltered truth behind launching and sustaining a business.
- How faith, vision, and strategy intersect in the entrepreneurial journey.
- The often-unspoken emotional toll of starting from zero—and how to *keep going* when forward motion seems invisible.

**This special recording will focus on:** - The inner and outer work of entrepreneurship - Pushing forward when momentum seems lost - Faith, resilience, and storytelling as business strategies - Visibility as a vehicle for funding and influence.



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# Fireside Chats with Chase Bank...THE REPOCHIC SHOW | Impact for Guest Speakers

## *Return on Involvement (ROI):*

✦ **National & Global Visibility:** Appear on a platform that reaches 100M+ homes, ideal for personal branding, exposure, and thought leadership positioning.

🎯 **Targeted Audience Reach:** Gain visibility among startup founders, funders, media, and community builders, your ideal audience.

📺 **Evergreen Content:** Your segment will live on across digital channels, perfect for repurposing, pitching, and future speaking credibility.

👛 **Lead Generation:** Connect with viewers, podcast listeners, and funders inspired by your story—potential clients, partners, or investors.

📢 **Media Recognition:** Being featured on The REPOCHIC Show establishes credibility, especially when combined with Chase Bank sponsorship and platform syndication.



# Global Distribution



850M Households  
Worldwide

8 Billion People in the world

8.32M  
Views Annually  
14 min Avg. Dwell Time



210  
Niche Channels





# ABOUT THE TALK SHOW

The program's design is rooted in data and evidence of what works. During its pilot phase of season I, the show demonstrated measurable success in improving entrepreneurs' business outcomes, with participants reporting increased revenue, improved branding, and expanded networks. The program employs rigorous evaluation methods, including pre- and post-program surveys, to track metrics such as income growth, business survival rates, and audience reach.

# YES NOW...

The creation of an educational TV program to train entrepreneurs in producing their own shows addresses a critical social challenge: the underrepresentation of minority-owned businesses in mainstream media and the economic barriers they face in accessing professional marketing tools. By empowering entrepreneurs to craft and distribute their stories, the program creates opportunities for exposure, builds credibility, and fosters economic growth within underserved communities.





# IMPROVING EFFORTS OF MINORITY BUSINESSES

The program complements and enhances existing efforts to support minority-owned businesses by providing a direct platform for them to showcase their stories and products. By integrating education with practical media exposure strategies, the program helps these businesses:

## **BUILD BRAND IDENTITY**

Entrepreneurs learn how to effectively position their businesses and share their narratives, which is critical for establishing trust and loyalty among consumers.

## **ENHANCE MARKETING REACH**

The program provides practical strategies for utilizing modern media platforms and partnerships, enabling minority businesses to compete in a crowded marketplace.

## **FOSTER COMMUNITY AND REPRESENTATION**

Amplifying the voices of minority entrepreneurs inspires others in their communities, creating a ripple effect that promotes economic empowerment and pride.

# BENEFITS OF MARKETING ON SPECIFIC CHANNELS AND PLATFORMS

These streaming platforms represent some of the most rapidly growing and accessible channels for reaching global audiences. Entrepreneurs trained through the program can produce and distribute their content on these platforms, gaining exposure to millions of potential customers. The benefits include:

## ACCESSIBILITY TO DIVERSE AUDIENCES

Minority-owned businesses can target both niche and mainstream markets.

## COST-EFFECTIVE MARKETING

Compared to traditional advertising, streaming platforms offer more affordable options for content distribution.

## GLOBAL REACH

Businesses can transcend geographic limitations, accessing customers in the United States, Africa, and beyond.

**ZONDRA**  
NETWORK



**ROKU**

amazon fireTV



**SOFLIX**  
POWERED BY SON  
ENTERTAINMENT DELIVERY NETWORK



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# HOW TV WORKS...

- Cable TV – Tracking Device “Did you turn the channel”
- Streaming TV is complicated:

- Phone
- Tablet
- Laptop
- Television
- Ability to Pause



Convolutd  
Calculation...  
4 devices = #  
Views

- Watch when you want
- Question is: How many viewers on Roku, Amazon Fire, Apple TV
- Verbiage: <https://www.statista.com/statistics/714052/roku-monthly-streamers/>



# TV SHOW INTRO

- Different from a Podcast
- No Bio is read
- Short and concise
- Tagline helps to solidify the show objective
- Allow the guest to introduce themselves
- Goal is to get right into the content...
- In editing you will have a short intro
- And a Hook



# IMPACT ON BLACK-OWNED TV NETWORKS

The program's collaboration with Black-owned TV networks amplifies its impact by creating mutually beneficial partnerships. Benefits include:



## SHOWCASING MINORITY EXCELLENCE

Black-owned networks gain high-quality, relevant content that aligns with their mission of promoting diversity.



## ECONOMIC EMPOWERMENT

By supporting entrepreneurial programming, these networks contribute to the economic upliftment of their communities.



## REPRESENTATION IN MEDIA

The program increases the visibility of minority entrepreneurs, inspiring broader societal recognition of their contributions.



## ZONDRA TV COMMERCIAL COMPARISON CHART

INTERNATIONAL AWARD WINNER  
**ZONDRA** TV  
NETWORK

FEATURES	ABC	CBS	NBC	ZONDRA TV
PRICE PER 30 SECOND COMMERCIAL - 30 DAYS	\$50,000 - \$500,000	\$40,000 - \$400,000	\$45,000 - \$450,000	\$3,500
COMMERCIAL DEVELOPMENT	\$6,500 - \$7,500 AVERAGE	\$6,500 - \$7,500 AVERAGE	\$6,500 - \$7,500 AVERAGE	\$1,000 AVERAGE
REGIONAL DISTRIBUTION	✓	✓	✓	✓
NATIONAL DISTRIBUTION	✓	✓	✓	✓
INTERNATIONAL DISTRIBUTION	—	—	—	✓
COST PER THOUSAND (CPM)	\$35	\$40	\$25	\$10.80
TELEVISED ON MULTIPLE CHANNELS	NO	NO	NO	YES
RUN/AIR TIME	30 DAYS	30 DAYS	30 DAYS	180 DAYS
GEO TARGETED ADS	—	—	—	✓
BONUS 30 DAY GEO TARGETING	—	—	—	✓



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# FEE RECAP SLIDE

## 1. The REPOCHIC Show Guest Appearance Fee:

What's included:

1. 35 minute airtime interview
2. Channels:
  - a. Zondra TV
  - b. Got One TV
  - c. In The Black Network
  - d. Roku
  - e. Amazon Fire TV
  - f. Apple TV
  - g. Connect tit your City
  - h. SoFLIX
3. Promo Pics and Videos
4. Flyers
5. B-Roll
6. Marketing
7. Promotion

## 2. Commercial:

- a. 30 secs
- b. 180 days
- c. Production
- d. Marketing
- e. Development
- f. Regional, National, and International Distribution
- g. Cost per thousand: \$10.80
- h. GEO Targeted ADS
- i. Bonus 30 DEO Targeting

## 3. The REPOCHIC Podcast: Single: Multiple:

- a. Pics and promo vids
- b. Flyer
- c. Marketing
- d. Edits
- e. Exposure on social media platforms
- f. 60 minute interview



**Join the Movement, For media inquiries, interviews, or guest opportunities:**

Entrepreneurs and business enthusiasts are invited to tune in, share their stories, and engage with a community that believes in economic empowerment through storytelling.

**All Social Media:**

- \*<https://www.tiktok.com/@repochic1913>,
- \*<https://www.instagram.com/repochic1913/>
- \*<https://www.instagram.com/repochicshow/>

Networks: [ZondraTV](https://gotonetv.com/) <https://gotonetv.com/>  
<https://www.intheblacknetwork.tv/shows/repo-chics>

Podcast: <https://www.youtube.com/@RepoChic1913>

For inquiries, contact: [info@repochics.com](mailto:info@repochics.com)

**\*The game is to be told & sold; your business has a story, and it's time the world hears it!**



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