



What is UNDISCOVERED?

A concept

It all started as an idea, when at the Oscars in 2015, there was an outcry scenario that happened when no performers of color were nominated for any acting awards. It sparked the idea of creating a series that promoted bringing diversity into the entertainment industry.

A cause

To celebrate diversity and inclusion and creating opportunities for those with a dream and not having the connections to realize their dreams and ambitions. To empower minorities and non-traditional talent and inspire them to follow their dreams and provide representation. To give a percentage of proceeds to charity organizations supporting women's issues.

A social media revolution

Our own proprietary platform online to create a database of international talent, both models and fashion designers, and brands and industry, and our social media campaigns to promote a new definition of beauty that is about diversity and inclusion. Also creating our own magazine, online and print.

A streaming channel

Our own channel The Undiscovered Channel, airing on Roku, Amazon Prime, Apple TV, and Red Prime; showcasing a myriad of additional content, series related: behind the scenes, celebrity interviews, contestant podcasts, sponsor advertising, travel and tourism content, model photoshoots, unlimited fashion and beauty industry content.

A series of live events

The infotainment caravan across 7 cities in each country, which includes live auditions and entertainment.

The competition challenges in studio, and photo shoots in front of tourist destinations.

The nationals live event, showcasing the designers and models on stage with catwalk, along with audience including family members and VIP's, to announce the final winners, along with red carpet, celebs and entertainment. (Live broadcast to streaming channel). The international finale taking place in New York City.

A Network Television Series

Warner Bros TV, Discovery, NBC and other networks have shown interest in carrying the TV series. Not only do we want a primary network in the U.S. to carry the show, but we want a network in each country to also air the series; so that country's citizens will be able to follow the journey of their contestants through to the finale in New York City, when they will be able to vote for their favorite contestant.

An arrival of new talent

Beginning with the online platform, we will be showcasing new talent, both female models, and fashion designers on our internet database. We then proceed to live auditions in 7 cities in each country where local talents may sign up for our competition. Through a series of challenges, the best will be chosen. First place winners shall move on to the Internationals, while runners up will be represented in their countries as spokesmodels for the series, and for work in the fashion and entertainment industries therein.

Aspiring Models
Fashion Designers
Competition

