



Am
El American

We believe in *free markets*, and *free people*.

We believe that all men are created equal, that we all have unalienable rights, among these are *Life, Liberty, and the pursuit of Happiness*.

We believe in a *small federal government* and *low/no taxes*.



**Jorge
Granier**

**Carlos
Penzini**



15+ years of experience in *U.S. Mainstream Media.*

***Successfully scaled and sold entertainment
and tech startups.***

**Worked for and with ViacomCBS, Paramount, Sony,
Amazon, Google, Roku, The Boston Consulting Group,
Revolution Studios and CBS Studios.**

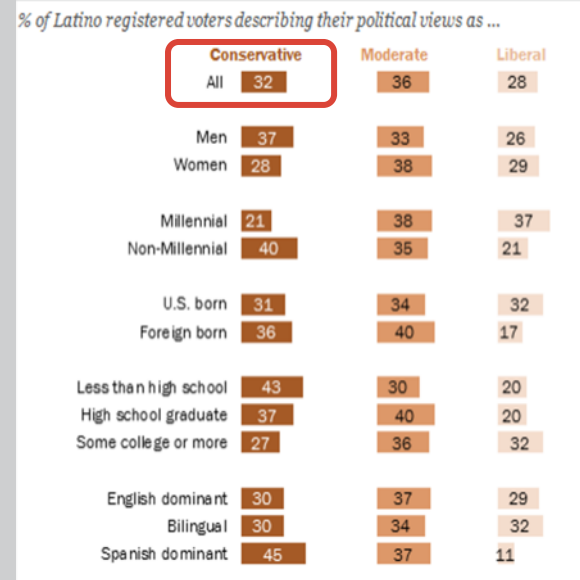
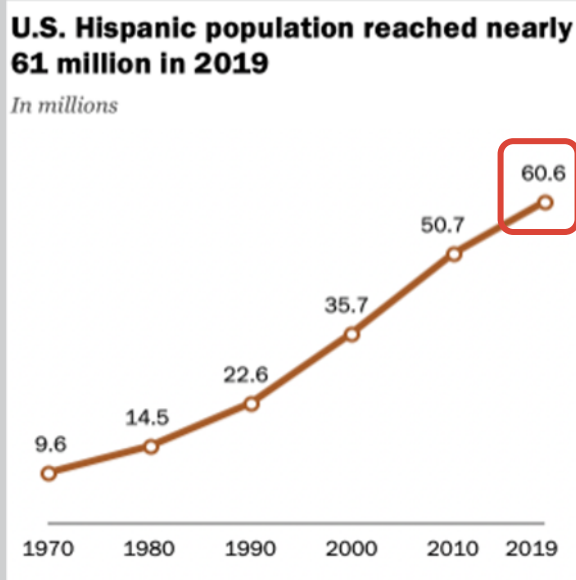
El American is the news platform for
Conservative Latinos.

With over two dozen award-winning
writers, editors, and young on-screen
talent, ***El American*** is

“Fox News meets

The Daily Wire for ***Latinos***”.

Latinos are the *largest minority and fastest growing demographic* in the US, and a *third identifies as Conservative*



Latinos don't have a *conservative news platform* that caters to them

The Latino Market is a *Very Large Opportunity*

Young, Entrepreneurial, and Attractive to Advertisers

\$2.3T	Latino GDP
8th	Largest economy if it were a standalone country
\$1.7T	Latino purchasing power, and growing 70% faster than non-Latino.
29	Years old, Latino median age, vs. 43 for non-Latinos
2 of 5	of all entrepreneurs in the US are Latinos
>70%	of sales growth driven by Latinos for Honda, Ford, Chevy, Kia.
52%	of all new homeowners in America from 2010 to 2030
\$9.4B	Latino US media ad spending in 2018

We are building
a *modern day,*
Freedom based
entertaining and dynamic
news platform
for *young Hispanics.*

1. Platforms: *Web, Social, Podcasts, Videos, TV*
2. Brand: *Modern, Young, Edgy*
3. Message: bilingual and *Unapologetically promoting freedom.*
Irreverent but rational, *zeitgeist*
connected but tied to *classical principles.*

We are focused on Phase I of an extensive timeline...

Phase I

Digital Platform

- ✓ ● Full editorial team
- ✓ ● Social Media Platforms
- ✓ ● 40-50 posts per day
- ✓ ● Launch Spanish site
 - Launch English site
 - Launch Podcast series
 - Programmatic ads
 - Reach 7M monthly visitors in 18 mo.

Phase II

Video Platform

- Add video posts
- OTT streaming platform
- Direct advertising sales
- 90-100 posts per day
- Open DC, NY, LA desks
- Mexico and Spain posts

Phase III

National TV Network

- 24/7 TV platform
- Live coverage of key events
- Pay TV revenues

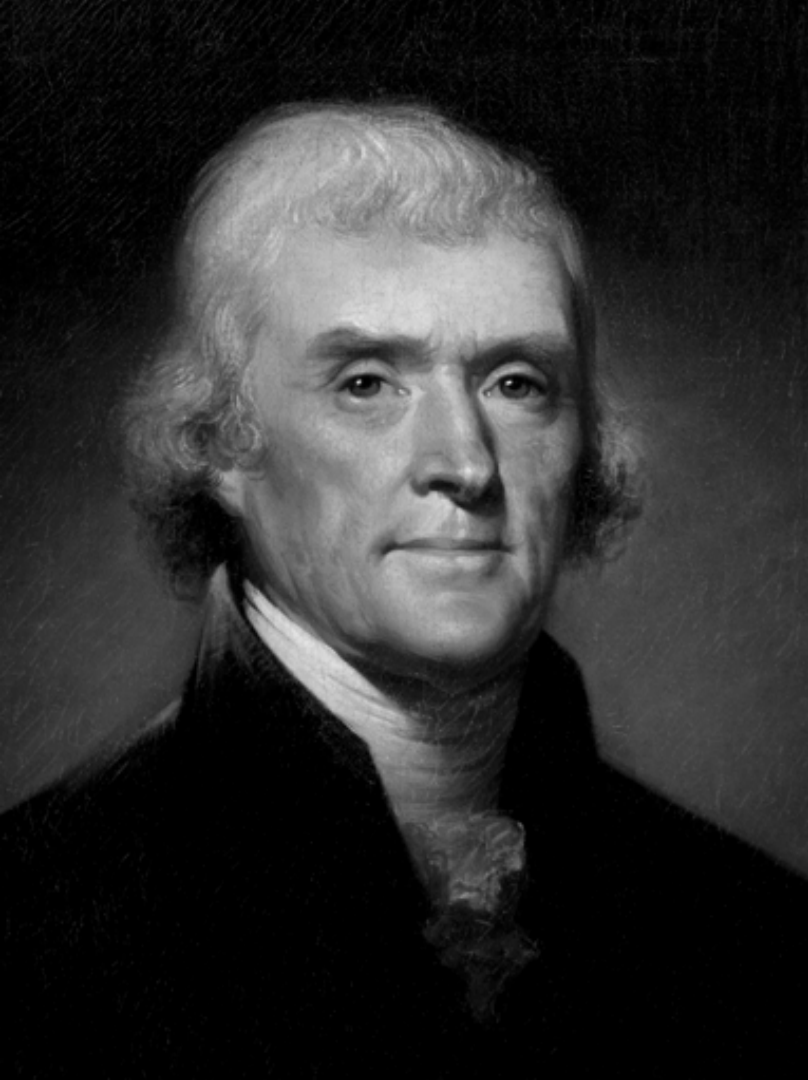
... and have gained significant early traction

With

- Soft launch **6 days ago**
- **Spanish only** so far
- **No promotion** or ad dollars spent

We've
achieved

- More than **2.2 million impressions** on Twitter
- Over **700,000 media engagements** on Twitter
- Tens of thousands of social media brand followers
- **Tens of thousands** website visits and **growing triple digits every day**



Contact us for interviews,
advertising, investment:

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“The price of **Freedom** is eternal vigilance.”

- *Thomas Jefferson*