

FOR IMMEDIATE RELEASE

Multiverse Discovery is Latest Creative Project from Angelcap Producers

Secret replicable formula for future entertainment franchise launches; Will help brands become cultural phenomena

DALLAS—August 20, 2024—Angelcap, a creative entertainment startup studio, today announced the release of its latest project, “Multiverse Discovery.” Angelcap is producing the project based on its successful franchise launch formula. The goal is for “Multiverse Discovery” to be a successful template for future franchises to become entertainment cultural phenomenons.

As a startup in the entertainment vertical, Angelcap is focusing its resources on researching and developing a replicable formula for launching entertainment franchises. These projects have the ephemeral “it factor,” which grows incredible momentum and goes on to become a societal touchstone.

“We are releasing an amazing new audio drama podcast on January 6, 2025,” said Paul Roberson, Founder and Executive Producer of Angelcap. “Our company is proud to debut Multiverse Discovery, which is based on the waking world and the fantasy world. It is the first project for our entertainment startup studio.”

Multiverse Discovery has inspired the founders to use its project rollout as a launching pad for future entertainment projects as the company grows. Andrea Giordani, Artistic Director, VA Director, Sound Engineer & Music Composer, collaborated in the creation of Multiverse Discovery.

The company, “Develops captivating story worlds, uses transmedia marketing, social media, fan adoption velocity at scale and the facilitation for fan involvement through real world community meetups,” said Roberson and Giordani.

Angelcap has designed and produced “Multiverse Discovery” books, web serials, an audio drama and a fan community mobile app. This series is the initial prototype for the inaugural franchise formula. The process will be the example for the road to launching other franchises.

Listen to a free sneak peak of the first three episodes of the podcast at <https://www.multiversediscovery.co/podcasts/multiverse-discovery>

For more information visit www.multiversediscovery.com.

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