



**claim your fame**

**taltopia** <sup>tm</sup>

**.com**



Allen Vartazarian  
p: 818.438.4656  
e: allen@taltopia.com

Anthony Zanontian  
P: 559.906.2050  
e: anthony@taltopia.com

## EXECUTIVE SUMMARY

---

**Company--** Taltopia.com, launched in March 2007, is a social networking community that provides a platform for aspiring talent to interact with fans and industry professionals. Categories include Music, Art, Acting, Dance, Comedy, Modeling, and Other. Taltopia.com closed an initial round of funding in February 2008 in the amount of \$800,000.

**Problem--** Aspiring artists need a low-cost and user-friendly way to gain exposure. On the other end of the spectrum are talent agencies which need efficient and creative ways of discovering new talent. The recent popularity of online social networks has revolutionized the way that people interact. Aspiring talent have turned to these social networks as a means of self-promotion, but have struggled for recognition amongst the convoluted content of major social networks. Fans and talent-seeking organizations face the challenge of having to sift through endless amounts of unorganized material before satisfying their objective.

**Solution--** To address the aforementioned dilemma, Taltopia has created a fame-themed social network dedicated to talent, fans, and industry professionals who come to vote, promote, and discover one another. By harnessing the viral web 2.0 tools available on the internet, Taltopia provides its members with a well-organized, one-stop portal to “claim their fame.” Users can endorse talent by posting on a variety of popular social bookmarking websites, publicizing on major social networks, and conveniently importing contacts to email. The aspiring talent found on Taltopia dream about making it big; the synergistic partnerships which Taltopia will form with top talent agencies brings them one step closer to making that dream a reality.

**Market--** Social networking websites have emerged to become an integral part of web activity for many internet users – in February 2007, one in every 20 Internet visits went to one of the top 20 social networks, nearly double the share of visits compared to a year ago. This influx of attention has led to the birth of a cultural phenomenon of “web-celebrities” who have strong followings and can easily transition to more traditional forms of media. By focusing on this growing demographic, Taltopia has created a database of emerging talent and is positioned to capture the next wave of online stars.

**Competition--** Taltopia is strategically positioned amongst its competitors in the spectrum of social networking types. On one end of the spectrum are “general networks,” such as MySpace and Facebook, which have a plethora of users but lack the focus necessary to satisfy the needs of talent agencies attempting to find talent online. On the other extreme are “niche communities,” such as OneModelPlace and DeviantArt, whose acute focus results in limited exposure. Taltopia has been able to achieve the harmonious balance between these extremes.



---

## FOR IMMEDIATE RELEASE

### **Taltopia.com™ Announces \$800,000 Series A Funding to Connect Talent with Fans**

Los Angeles, CA – March 5, 2008 – Taltopia.com™ ([www.taltopia.com](http://www.taltopia.com)), a free online platform which connects aspiring talent with fans and industry professionals, announced today that it has completed a Series “A” round of funding in the sum of \$800,000. The financing was led by an angel investor from Go4Funding ([www.go4funding.com](http://www.go4funding.com)), a site whose goal is to unite entrepreneurs, business owners, and investors.

The young entrepreneurs who started Taltopia.com™, formerly Famesource.com, have completely self-funded the project up until this point. Allen Vartazarian and Anthony Zanonian, now 24 and 22 years old, plan to use the funds primarily to broaden Taltopia’s reach and to further develop appealing features on the site.

“Taltopia is about empowering fans to decide who gets exposure,” said Allen Vartazarian, referring to the “fame” and “shame” voting system. By focusing on this unique niche, Taltopia™ has distinguished itself from other general social networking sites where aspiring artists typically get lost in the clutter.

For users who are not getting the exposure they crave, the site boasts a “Wall of Fame” which grants users the opportunity to “buy” their fame with Famebucks™, the virtual currency used on the site. Users bid for the limited number of spots available on the page, with outbid users being bumped down to subordinate positions. To kick things off, Taltopia.com™ is giving away \$5 worth of Famebucks™ to the next 2,500 members that join the free site.

“Taltopia is going to modernize the way artists get the recognition they deserve by providing the tools they need to promote themselves,” said Anthony Zanonian. “We hope to further expand our relationships with talent industry professionals, which are an essential part of this equation,” he added.

Anyone can upload or embed audio, video, or images of their talent to Taltopia.com™, in the hopes of becoming the world’s next “web-celeb.” Even if you do not have a talent, you can join as a fan and become a critic.

About Taltopia.com:

Taltopia, LLC ([www.taltopia.com](http://www.taltopia.com)) is an online media distribution and social networking destination whose aim is to provide aspiring and professional talent with a world-wide stage to share their abilities across the web. The site also rewards its members with Famebucks™ for simply using the site’s features, giving users an incentive to find and recommend good artists, while giving artists a platform to promote themselves online. Categories include Music, Art, Acting, Dance, Comedy, and Modeling. Taltopia.com™ is based in Los Angeles, California.

#### **CONTACTS:**

Allen Vartazarian, [allen@taltopia.com](mailto:allen@taltopia.com)  
(818) 438-4656  
Anthony Zanonian, [anthony@taltopia.com](mailto:anthony@taltopia.com)  
(559) 906-2050

<http://www.taltopia.com>



FOR IMMEDIATE RELEASE -

## **TALTOPIA.COM LAUNCHES IN HOLLYWOOD - PROVING WHEN YOU DREAM BIG, FAMEBUCKS DO GROW ON TREES!**

**Beverly Hills, CA – May 20, 2008** - The Taltopia.com launch at BOULEVARD3 presented by Gaudy PR was the talk of tinsletown, as over a thousand guests attended the fete in hopes of claiming their fame! With the support of Fashion TV, the Red Agency, and Reality Cares - the evening marked a milestone for a new era in Hollywood. Pink Vodka flowed as attendees took in everything Taltopia.com offered for the much anticipated unveiling, featuring the sites best talent picks - including Art by Kelly Sims - a collaboration between two artists Brian Kelly and Steven Sims who have joined forces to explore the realms of good, evil, and weird. The artists exhibited their most recent works entitled, "Secret Sin/Motel Hell", in the courtyard which was transformed into a Hollywood relic.

Guests were greeted inside the red room by a prima donna, a vision with her sky-high locks and larger than life red satin gown covered in sweet red confections. The ballroom was a scene to behold with the tree of fame suspended from the sky, covered in Famebucks™, the website's unique pseudo-currency. A fashion installation featured the delicate fashions of Lisa Michelle Collection, a line by the budding Los Angeles Designer Lisa Michelle Felsenthal, with women's contemporary couture featured on stunning models from the Red Agency.

Co-Founders Allen Vartazarian and Anthony Zanontian took the stage to thank the crowd for the show of support and expressed how moved they were by the overwhelming turnout. Allen Vartazarian said, "We want to thank you all for coming out and showing your support for the launch of Taltopia.com...", Anthony Zanontian continued, "...here is a little taste of what we have to offer..." – after which the crowd viewed a teaser about Taltopia.com and everything it has to offer for the fame hungry. The Founders were joined on stage by Todd Krim, Founder of Reality Cares who expressed his enthusiasm for collaborating with the entrepreneurs and Taltopia.com - thanking the Founders not only for their passion for providing aspiring talent with the opportunity to become household names but also in their commitment for using their platform to give back. As the evening's featured talent were announced, the crowd cheered and the Tainted Angels took the stage, performing an unforgettable set, choreographed by Shirlene Quigley (Choreographer/Dancer - has toured with Beyonce, Missy Elliot and most recently Mary J. Blige.) and Ed Moore (Choreographer for Janet Jackson), followed by an impromptu dance off by some of Hollywood's hottest dancers who had the crowd roaring with every unexpected spin.

Guests included - Golden Brooks (Beauty Shop), Jai Rodriguez (Bravo's Queer Eye For The Straight Guy), Shana Wall & Tian Kitchen (The Amazing Race), Rebecca Cardon, Brian Peeler & JD Jordan (Bravo's Work Out), Dominique Sharpe (Oxygen's The Janice Dickinson Modeling Agency), Jeff Pickel & Brett Novek (America's Most Smartest Model), James Rhine (Big Brother), Model Verina Marcel (Model), Rib Hillis (Extreme Home Makeover), Diego Currier (Love Test), Summer Altice (Playboy Playmate), Enrique Sapena, Alexcy Aranguren, Janet Michel, Gisel Saumat & Roseny Carrero (VH1's Viva Hollywood), Tony Duran (Celebrated Photographer), and Orna Etkovich Gusinski (VP of Fashion TV), among others...

The evening showed that when you dream big, anything is possible. In the real world money may not grow on trees, but at Taltopia.com famebucks do. At Taltopia.com you can dream big and claim your fame...are you ready for your 15 minutes?

### **More on Taltopia.com**

Launched in Los Angeles in March 2007, Taltopia.com is a self-promotion platform whose aim is to provide aspiring and professional talent with a world-wide stage to share their abilities across the web. Everyone can share their talent on Taltopia.com — and if you don't have a talent you become the critic! Taltopia.com is a utopia for talent - where fans find artists, artists find fame, and the industry finds the stars of tomorrow. Talent categories include Music, Art, Acting, Dance, Comedy, Modeling or anything else we didn't think of. As more and more upload media and vote, Taltopia.com becomes the premier avenue for people to gain exposure and "claim their fame!" Taltopia.com has been featured on CNN, NBC, VentureBeat, and the Los Angeles Business Journal.

###



**FOR IMMEDIATE RELEASE**

## **Taltopia.com™ Launches Contests – Artists Compete for Cash, Prizes, and Exposure!**

Los Angeles, CA – August 27, 2008 – Taltopia.com, a free platform that connects aspiring talent with fans and industry professionals, announced today it has officially launched its contest platform aimed at providing prizes for the website's talent-themed community. Prizes range from being on an MTV show, signing modeling contracts, a Canon Digital Camera, an iPod, an art set, and gift certificates to Guitar Center, Victoria's Secret as well as autographed gear from popular bands.

“Taltopia adheres to our goal of helping artists get the exposure they deserve,” said co-founder Allen Vartazarian, referring to the contest platform. “Every sponsored contest is created with our community's best interests in mind.” Contests are broken down into two categories: sponsored and user-generated. For a nominal fee, companies can sponsor contests to promote their brand to Taltopia's targeted audience. User-generated contests, contrastingly, grant full control to Taltopia's members to decide a contest's category, requirements, and entry fee.

Members who create contests do so with Famebucks™, the virtual currency used on the site. Users then invite others to enter and compete for the combined pool of Famebucks entry fees. Winners spend Famebucks to buy spots on the “Wall of Fame,” an area of the site that grants users a chance to be featured on the front page. “Taltopia.com is the internet's hub for talent,” said co-founder Anthony Zanontian. “We are constantly adding new features to help our members reach their goals and aspirations,” he added.

By focusing on this unique niche, Taltopia has distinguished itself from other general social networking sites where aspiring artists typically get lost in the clutter. Anyone can upload or embed audio, video, or images of their talent to Taltopia.com in the hopes of becoming the world's next “web-celeb.” Even if you do not have a talent, you can join as a fan and become a critic.

### **About Taltopia.com:**

Taltopia, LLC ([www.taltopia.com](http://www.taltopia.com)) is an online media distribution and social networking destination whose aim is to provide aspiring and professional talent with a world-wide stage to share their abilities across the web. Categories include Music, Art, Acting, Dance, Comedy, and Modeling. Taltopia.com received \$800,000 in angel funding in March of 2008 and is based in Los Angeles, California.

### **CONTACTS:**

Allen Vartazarian, [allen@taltopia.com](mailto:allen@taltopia.com)  
Anthony Zanontian, [anthony@taltopia.com](mailto:anthony@taltopia.com)  
(818) 763-1065  
<http://www.taltopia.com>



---

**FOR IMMEDIATE RELEASE**

## **Taltopia.com Launches Casting Call Section**

Los Angeles, CA – December 9, 2008

Taltopia.com, a platform that connects aspiring talent with fans and entertainment industry professionals, announced today the launch of a new casting calls section on their talent website. The addition of this feature has brought Taltopia.com one step closer to becoming a true utopia for talent.

Taltopia's new casting calls section is designed to accommodate various types of talent-seeking professionals including casting directors, photographers, filmmakers, choreographers, talent agents, and music producers. The painstaking task of finding models for a photo shoot, recruiting actors for a film, discovering unsigned bands, and other casting needs have all been simplified by this new feature. Unlike other casting and audition websites, Taltopia.com does not charge industry professionals a fee to post their casting calls and projects. Taltopia's user-friendly interface makes it easy to post projects, define specific roles, and conveniently manage the selection process from start to finish.

Another valuable tool only available to industry professionals is the advanced search engine which allows professionals to tap into Taltopia's vast database of unsigned artists to find talent that meet their specific criteria. Searchable characteristics include gender, hair color, eye color, height, weight, age, ethnicity, and geographic location.

Casting agents for popular television networks such as MTV and VH1 have started flocking to the site to take advantage of the huge pool of undiscovered talent. "Our new casting calls section has helped Taltopia's members find relevant opportunities in the entertainment industry while providing industry professionals with the tools they need to discover the talent they seek," said co-founder Anthony Zanonian. "We are really excited to see our casting call section taking off," he added.

Due to a lack of suitable alternatives, most talent seekers have been forced to use unfocused website's to satisfy their needs. "Our new casting calls feature has liberated people from using general classified site's like Craigslist.com to discover talent," said co-founder Allen Vartazarian. "Our focus is talent. This is what we do best."

About Taltopia.com:

Taltopia, LLC is a platform that connects aspiring talent with fans and entertainment industry professionals. Members can create free profiles, upload media, join fan clubs, enter contest, and submit to casting calls. Categories include music, art, acting, dance, comedy, and modeling. Taltopia.com received \$800,000 in angel funding in March of 2008 and is based in Los Angeles, California.

<http://www.taltopia.com>

4605 Lankershim Boulevard, Suite 214, Toluca Lake, CA / 818.763.1065 / taltopia.com



---

**Biography, Allen Vartazarian & Anthony Zanontian, Co-founders  
Taltopia.com**

**Allen Vartazarian:** As one of the visionaries of Taltopia.com, Allen Vartazarian strived to create a platform where aspiring and professional artists can get the recognition they deserve. Successful television shows like *American Idol* and *America's Got Talent* empower audiences by having them choose who will be the world's next star; Taltopia.com has revolutionized the way all types of deserving talent find the exposure they seek by applying this model to the internet.

After graduating from UC Berkeley in 2005 with a Bachelor of Arts in Economics and a Bachelor of Science in Business Administration from the Haas School of Business, Vartazarian returned to his hometown of Los Angeles, the talent capital of the world. His admiration of the arts, coupled with his constant exposure to people with dreams of making it big in the talent industry, led him to co-found Taltopia.com in 2007.

Vartazarian has been featured on CNN's *Young People Who Rock* as well as NBC's *Raw Click* for his recent achievements as a young entrepreneur.



**Anthony Zanontian:** Born and raised in Fresno, California, Anthony Zanontian had a knack for design at a young age. His meticulous attention to detail inspired the unique look of Taltopia.com, and his continued devotion to the site has contributed to its ongoing success.

Prior to launching Taltopia.com, Anthony Zanontian started his career in the entertainment industry at Paramount Pictures International Marketing department. While there, he demonstrated a keen sense for marketing, running ad-campaigns and major junkets for a number of blockbusters that include *Collateral*, *Sky Captain and the World Tomorrow*, *Spongebob Squarepants: The Movie* and *Team America: World Police*.

Anthony Zanontian has brought that knowledge and experience to Taltopia.com, applying it to their growth strategy on both a national and international scope. Zanontian graduated from the University of California, San Diego in 2006 with Cum Laude distinction and received his Bachelor of Arts in History.







## Featured Press



“...not everyone can afford plane tickets to Hollywood or make it in front of Simon Cowell, Vartazarian and his partner want to bring those resources to them”

“Taltopia is going to modernize the way that artists get the recognition they deserve ...”



“...the Los Angeles company is on the right track...the funding is allowing the company to gain credibility with potential partners...”

“...a new social network for artists who would like a platform strictly for self promotion”



## Also Featured On:

