

LUNAR X

Company introduction

At Lunar X, we want to empower the most talented creators

by providing the expertise, resources, and capital needed to scale YouTube channels into global franchises



We are a next generation media company with a global presence

We own some of the most popular YouTube channels in the world...

...are active across the globe, and backed by some of the most renowned investors

5B+
Annual Views

21,000+
Videos Published

90M
Subscribers

A grid of 12 logos for various YouTube channels. The top row features 'GAME THEORY', 'FILM THEORY', 'FOOD THEORY', and 'STYLE THEORY'. The middle row includes 'EE', 'THAT'S MY STORY', 'THE MOONIES', and 'GO SUPER TRUCKS!'. The bottom row shows 'GROOVY', 'SOOTHLY', 'SLEEPY WORLD', and a palm tree logo.

A world map with four location markers: Los Angeles (USA), London (UK), Berlin (Germany), and Madrid (Spain). Each marker is accompanied by a text box with the city name.

TIGERGLOBAL CREANDUM

KKR 468 Capital

Blackstone

UNIVERSAL MUSIC GROUP

We invest in the best creators worldwide and support them in growing their business

How we work with our creators



We invest only in best-in-class creators – such as yourself!



When we invest, we acquire between 51-100% of your channel



This gives you the opportunity to cash-in on what you've built, refocus your time on the things you love, and still participate in future growth of the channel



After investment, we put the full weight behind our organization behind growing your channel

We are eye-level partners, super-charging channel growth beyond YouTube to build global franchises

How we super-charge growth



We free up a creator team's capacity to focus on only value-adding initiatives by taking over back-office work (finance, HR, legal)



We leverage our production knowledge to set-up efficient and scalable production processes



Our data-team provides advanced analytics and data insights to inform production, distribution, and expansion initiatives



Our product experts facilitate development of bespoke physical & digital products tailored to your audience



Our showrunner helps you develop show bibles for your IP, to pitch feature-quality shows to streamers and TV stations

Recent examples



Launch of the Style Theorists channel
+1M subs in <72 hours



Rebranding of Economics Explained brand



2x product revenues by successful Theorywear relaunch



Content distribution beyond YouTube

We work closely with creators to execute upon new ideas, resolve bottlenecks and unlock value

Elias from Sunnyside



“

We hit a glass ceiling with Sunnyside and were looking for a partner to realize its full potential. With Lunar X, we can focus on content creation, while Lunar X has taken over the administrative & commercial work.

”



[\(Link\)](#)

▶ Sunnyside produces a portfolio of 3 IPs, each with different messaging. For example, Superzoo teaches about saving the planet

MatPat from The Theorist

“

One of the immediate benefits we [...] got out of this transaction was a strategic partner for the first time ever. [...] to finally be able to share the responsibility for the strategic and operational direction of the company.

”



[\(Link\)](#)

▶ Don't just take our word for it – one of the most influential creator businesses has chosen to join our portfolio.



Together, we are seasoned investors, media experts and serial entrepreneurs



Lucas Kollmann
Founder, CEO

Led KKR's tech & media growth DACH investments



Rachel Taylor
SVP Commercial

Former VP Commercial at Wildbrain



Rafi Nizam
SVP Creative

Former VP Creative at NBC Universal



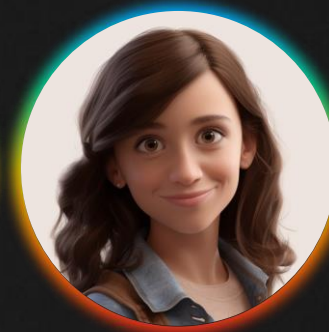
Michael Gardner
VP Expansion

Former VP Strategy at VidCon and Paramount



Matthew & Stephanie Patrick
CEO & COO The Theorist

Founded "The Theorists", one of the most successful YouTube properties



...plus **50+** media professionals and a network spanning:



We look forward to
continuing
discussions!

