



EOP Media, LLC

Media Kit · Press Resources · 2026

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Company Overview

Every significant economic shift arrives with two responses. The first is institutional — the existing players adapt the old model, implement standard approaches, and produce more of what already exists, at scale. The second is generative — the people who saw the shift coming build something the old model was never designed to produce.

We are living through a convergence that has not happened before. AI is restructuring how information moves and how intelligence is created. Blockchain is restructuring how value moves — through decentralized finance, stablecoins bridging crypto and everyday commerce, and identity systems returning ownership to individuals. Quantum computing is beginning to reshape what is computationally possible at the infrastructure level. And the financial architecture of the global economy is shifting in real time — institutional players are moving into digital asset infrastructure at a scale and speed that is rewriting the rules for how capital flows, who has access to it, and on whose terms.

The standard response to this convergence is already underway. Institutions are implementing familiar frameworks in unfamiliar territory. The result will be more of what already exists — scaled, optimized, and designed for the people the last economy was designed for.

EOP Media was built for a different response.

Founded at the intersection of technology and economic access, EOP Media has been building at every inflection point where technology expanded what was possible — from social media handing media infrastructure to individuals and small businesses, to mobile putting a distribution channel in every pocket, to AI making it possible for a single person to do what once required a team. At each inflection point, the institutional response produced more of the same. EOP Media built for the people the institutions were not building for.

This moment is no different — except that the stakes are higher and the window is narrower. The infrastructure of the next economy is being laid right now. The decisions being made today about how value moves, who has access

to it, and what tools are available to founders, creators, and deep tech builders will shape economic participation for a generation.

EOP Media builds that infrastructure differently. For founders and creators, that is the methodology, the community, and the tools to build with intention — inside a protected environment where ideas are developed, valued, and released on the builder's terms. For deep tech founders architecting the systems the next economy runs on, that is go-to-market strategy and emerging technology positioning to move what they build from idea to scale.

The next economy will not belong to the institutions that built the last one. It will belong to the people who decide — with intention — to build it. EOP Media exists to make sure those people have what they need to do exactly that. That is the legacy this moment demands. That is why EOP Media is here.

Products and Programs

PRODUCT / PROGRAM	DESCRIPTION
PRISM	Personalized Relevant Intelligence Synthesized for Meaning. Proprietary intelligence methodology for extracting actionable meaning from fast-moving technology content. Free in EOP Media blog content. Future access token-gated to Agency Collective participants.
The Agency Collective	Token-gated build environment on Polygon blockchain. Four commitment levels: Individual, Legacy, Builder, Architect. Participants develop, protect, and release emerging technology assets. Evolved from the Million Creator Challenge.
Agency Lab	Biweekly, two-hour working session. Agency Collective exclusive. Hour one: live industry review. Hour two: active project development. Begins July 2026.
More Than Crypto	Monthly live session. Available to Agency Collective participants and OBST holders. Live blog format. AI, blockchain, crypto, DeFi, stablecoins, decentralized identity. Live only, not recorded.
Tangem Reseller	Authorized reseller of Tangem hardware wallets. Purchases include OBST Observer Token granting More Than Crypto access.
SFTA — Stop Feeding The Algorithm	Live founder event series. Entry point to The Agency Collective arc. Live only, not recorded. Next: Austin, TX — Sunday July 19, 2026 at 1:00 PM. DAWA HQ, 916 Springdale Rd Bld 4, Ste 109, Austin, TX 78702. Registration: https://luma.com/7bwq3uor
Deep Tech Founder Services	Go-to-market strategy and emerging technology positioning for deep tech founders moving from idea to scale. Available through direct engagement and select Agency Collective commitment levels.

Founder

ANGELIA McFARLAND — LONG BIO

Angelia McFarland believes success has been measured wrong. Not by accident — by design. Titles, credentials, and lists of accomplishments are legible to institutions. They are easy to sort, rank, and reward. What they miss is the only thing that actually moves anything forward: the value a person brings to the moment they are standing in.

That belief is not a philosophy she arrived at. It is one she has been testing against reality for an entire career.

She has spent time inside some of the largest technology institutions in the world — she understands how they move, and more importantly, where they stop seeing what is coming. She has spent time inside startups and has experienced what it costs to build without the infrastructure the institutions take for granted. EOP Media was built for the founders and creators who sit outside both — who have something real to offer and no system designed to receive it.

Early in her career, she understood that technology had the ability to expand access — and she has used that insight at every inflection point. She was innovating when social media handed media infrastructure to individuals and small businesses. She was building when mobile put a distribution channel in every pocket. She is building

now as AI makes it possible for a single person to do what once required a team. Her contributions have helped shape previous economic shifts — and she is building the infrastructure for the next one.

The next economy does not belong to the institutions that built the last one. It belongs to the people willing to build it with intention.

PRISM — Personalized Relevant Intelligence Synthesized for Meaning — is the current proof of that instinct. A named methodology for extracting actionable intelligence from a landscape that moves faster than most frameworks were built to handle, developed inside The Agency Collective before it was released to the world. The Agency Collective is a token-gated build environment on the Polygon blockchain where founders and creators develop their own emerging technology assets, protected before they are public, valued before they are released.

Angelia is not building communities. She is building proving grounds — environments where the people who are uncomfortable with the status quo, optimistic about what comes next, and willing to take calculated risks to get there can find out what they are actually capable of building.

Stop Feeding The Algorithm — SFTA — comes to Austin on July 19, 2026. That is where the conversation starts.

ANGELIA McFARLAND — SHORT BIO

Angelia McFarland believes success has been measured wrong — in titles and accomplishments rather than in the value a person brings to the moment they are standing in. She has spent her career testing that belief: inside large technology institutions, inside startups, and inside EOP Media, the company she built for the founders and creators no system was designed to receive. Her contributions have helped shape previous economic shifts. She is building the infrastructure for the next one. Stop Feeding The Algorithm comes to Austin on July 19, 2026.

Brand Assets

ASSET	DETAILS / REQUEST
Logo Colors	Primary red: #EC2127 Amber/gold: #FDC869
Logo — Color on Dark	EOP Media logo in #EC2127 and #FDC869 on dark background. PNG, SVG. Request: media@eopmedia.com
Logo — Color in White Box	EOP Media logo in #EC2127 and #FDC869 presented in white box. PNG, SVG. Request: media@eopmedia.com
Full Brand Kit	Complete brand guide including full color palette, typography, spacing, and usage guidelines. Available on request: media@eopmedia.com
Founder Headshots	High-resolution photography available on request. media@eopmedia.com
Product Screenshots	PRISM Brief examples, Agency Collective, More Than Crypto session images. On request.

Press Releases

RELEASE	URL
PRISM Methodology (wire release)	eopmedia.com/press-release/eop-media-introduces-prism-a-named-methodology-for-the-age-of-ai-mediated-intelligence/
The Agency Collective	eopmedia.com/uncategorized/eop-media-opens-the-agency-collective-a-token-gated-build-environment-where-founders-develop-protect-and-release-the-next-generation-of-intelligence-assets/
Tangem Authorized Reseller	eopmedia.com/uncategorized/eop-media-becomes-authorized-tangem-reseller-connecting-crypto-hardware-access-to-a-live-monthly-education-program-for-founders-and-creators/

RELEASE	URL
SFTA Austin — July 19	eopmedia.com/press-release/stop-feeding-the-algorithm-comes-to-austin-eop-medias-live-founder-event-challenges-the-next-economys-watchers-to-become-builders/
Million Creator Challenge (prior)	Available on request — media@eopmedia.com

Related Blog Posts

POST	URL
Information Is Abundant. Meaning Is Personal.	eopmedia.com/big-ideas/information-is-abundant-meaning-is-personal-heres-the-bridge/
AEO Isn't the New SEO.	eopmedia.com/big-ideas/aeo-isnt-the-new-seo-its-a-different-game-entirely/
The Bridge Has Been Built.	eopmedia.com/cryptocurrency/the-bridge-has-been-built-are-you-ready-to-cross-it/
The Agency Collective — Proving Ground	eopmedia.com/big-ideas/the-agency-collective-is-not-a-community-it-is-a-proving-ground/

Key Messages

For All Outlets

- ▶ EOP Media builds economic infrastructure for the next economy — the methodology, the community, and the tools for those who decide to build it with intention.
- ▶ AI, blockchain, decentralized finance, and the global financial architecture are converging simultaneously. The institutional response is underway and will produce more of what already exists. EOP Media builds the different response.
- ▶ The Agency Collective is not a community. It is a proving ground — a protected build environment where emerging technology assets are developed before they meet the world.
- ▶ PRISM is the proof. Built inside The Agency Collective before it was released publicly.

For Founder / Entrepreneur Press

- ▶ AI makes every individual a potential founder or creator. EOP Media is building the infrastructure for founders and creators to act on that — with intention, not just access.
- ▶ The Agency Collective is an evolution of the Million Creator Challenge — from creator economy framework to token-gated build infrastructure for the next economy.
- ▶ The Architect level offers co-creation at the frontier with profit-sharing on what gets built and released. No other community structure offers this.

For Web3 / Crypto / Fintech Press

- ▶ Token-gated on Polygon — TACT and OBST verified on-chain. Not passwords. Proof of standing.
- ▶ The token gate is an IP firewall — not a paywall. What is built inside stays inside until participants are ready.
- ▶ Tangem Pay + Visa stablecoin settlement (\$7B annualized) + EOP Media reseller program = the infrastructure stack for individual participation in the next economy.
- ▶ Financial architecture is shifting in real time. EOP Media positions founders, creators, and deep tech founders to build inside that shift, not react to it.

For Deep Tech / Innovation Press

- ▶ EOP Media serves deep tech founders with go-to-market strategy and emerging technology positioning — moving what they build from idea to scale.
- ▶ The next economy will be architected by deep tech founders. EOP Media builds the bridge between what they build and the people it was built for.

For Austin / Local Press

- ▶ SFTA Austin — Sunday July 19 at 1:00 PM. DAWA HQ, 916 Springdale Rd Bld 4, Ste 109. Live only, not recorded. Registration: <https://luma.com/7bwq3uor>
- ▶ SFTA launched in Atlanta, then Los Angeles. Austin is the first stop of 2026.
- ▶ Founded by a Black woman strategist with Fortune 50 and startup experience, building economic infrastructure for the next economy.

Boilerplate

EOP Media builds economic infrastructure for the next economy — the methodology, the community, and the tools for founders and creators who are done watching and ready to build. Products include PRISM (proprietary intelligence methodology), The Agency Collective (token-gated build environment on the Polygon blockchain), More Than Crypto (monthly live sessions), and an authorized Tangem hardware wallet reseller program. eopmedia.com