

SPONSOR DECK · 2026

Homeless to Batman

A guerrilla marketing journey that
started with \$100 on the streets of
Brickell, Miami.

Derin Gocek · @deringocek · derin.life



O1 · ORIGIN

The experiment

3 years

Spent learning AI, marketing and the creator game purely from what is on social media. No courses, no gurus.

\$100

On Aug 25th I became homeless in Brickell, Miami, by choice. One mission, to show money making is a skill, accessible to everybody.

One documentary

Filmed live, in public. Right place, right time, right actions. The proof is the footage, meant to become a documentary.

If making money is a skill anyone can learn, it has to work with nothing but \$100 and a sidewalk. Since August 25th, it has.



O2 · BRICKELL, MIAMI

Life in Brickell

- Asked business owners what they do. Offered to run their Meta ads for free.
- The first money I earned went straight into boosting my own post about being homeless offering to run ads.
- Helped the less fortunate around me in the ways I could.

"People started calling me Bruce Wayne."

Nights one and two, no roof yet. Left: me, shot by Nico. Right: Nico, shot on my setup. With Frank, asking anyone who passed if they owned a business.

03 · RESULTS

Traction so far

\$100

Starting capital

30k+

Views on one
boosted post

10+

Businesses helped
for free

\$3.5k

Earned from
businesses that
signed on

Every dollar reinvested into the story. Zero paid outside of the boosted post.

03 · RESULTS

Businesses on the journey

Aura Med

Upcoming medical wear brand

Oasis

AI consulting agency, formerly
Benian.ai

Stealth GPT

AI humanizer software

Cabanas Restaurant

Hospitality, Miami

Island Exclusive Concierge

Luxury travel and concierge

More soon

Brands to be announced

03 · RESULTS

Behind the challenge

AGENCY

Deep Sea Media

Performance marketing agency, seven figures plus in revenue. The same skills I'm giving away on the street.

BRANDS

E-commerce

My own e-commerce brands, built and scaled with the playbook this journey is proving in public.

PRODUCT

An app in development

Aligned with the journey. It launches as the story grows.

I have already achieved the success that I'm proving with my story. This story will inspire the world to show when you get out of your comfort zone and be yourself with good intentions. Anything is possible as long as you put in the work.

O4 · ROADMAP

The storyline ahead

NOW

Homeless in Brickell

Free Meta ads for local businesses. Daily footage.

NEXT

Batman arrives

Black Lamborghini, the suit, a robot. Back to the same street.

ONGOING

Podcasts and press

Telling the story on shows that reach founders and marketers.

MID OCTOBER

China

Building brands, finding suppliers, continuing the journey.

NEXT CHAPTER

Streamer Island

Streamers, an island, and a reveal we are keeping quiet.

Batman is one chapter. Partners ride the whole story.

O5 · NEXT CAMPAIGN

Batman arrives in Brickell

- A black Lamborghini pulls up to the street where I sheltered.
- Full Batman suit. A robot at my side. Not a single word spoken.
- Filmed from every angle, cut for every platform.

**From a homeless man
helping businesses to
Batman saving them.**



Your brand in the Batman campaign

O1 The Lamborghini

Logos on the car. The most photographed object in Brickell that day.

O2 The suit and the robot

Marks on the chest, cape and robot chassis. In every close-up.

O3 The film

Named in the documentary cut, the short-form edits and every caption.

O4 The conversation

Mentioned on podcasts and interviews about the campaign, sharing how your brand supported the story and mission.

06 · NEXT CHAPTER

Streamer Island

- Streamers and influencers go live from a private island in the Bahamas.
- Yachts, villas and the island itself carry partner names.
- What happens there stays under wraps until partners are in.

Built with an exclusive Bahamas concierge partner whose guests are the most powerful people on the water.



06 · NEXT CHAPTER

Your brand on the island

01 The yacht

Names on the hull and sails, in every crossing shot.

02 The island

Banners, villas and the beach setup, on and off stream.

03 The streams

Overlays and shout-outs across streamers' live streams.

04 The footage

The footage with your brand logo on it will be remembered throughout history as a part of this adventure. Drone and documentary cuts, reused for months.

05 The concierge trips

Boats, houses and experiences for high-net-worth guests in the Bahamas, branded with or without a camera on.

O7 · REACH

Measuring your brand

Reach

Views, impressions and watch time per chapter, across Instagram, TikTok, YouTube and live streams.

Mentions

Every on-camera and podcast mention logged, with where I was and how your product helped me there.

Traffic

A dedicated link or code per partner, so clicks and sales trace back to the story.

Placements

Where your name physically appeared: car, suit, yacht, island, banners. Photographed and counted.

One report per chapter. Brickell, Batman, China, the island. You see the wave as it moves.

07 · REACH

Podcasts and press

A story hosts want to tell: a man chose to become homeless and make his way up to prove the internet taught him enough to build businesses. And anyone who desires it enough can do it.

- Podcasts and press appearances starting soon, then with every chapter.
- Partners named by me, in my words, in every appearance.
- Clips cut for short-form across Instagram, TikTok and YouTube.

08 · PARTNERS

Who fits this story

Any brand that fits the story is welcome. These are the ones I'd reach for first.

AI and software tools

Fitness and supplements

Apparel

Automotive and luxury

Travel and hospitality

**I use the product
before I say its name.**

Nothing I don't know or don't stand behind enters the story. That's why the audience believes what I say about you.

08 · PARTNERS

Sponsorship packages

HEADLINE · 1 PARTNER

Ride the whole story

Logo on the Lamborghini

Name on the yacht and the island

Named in every chapter, podcast and cut

Product built into daily content

CHAPTER · 3 PARTNERS

Own one chapter

Batman campaign or
Streamer Island

Suit, robot, banners or
stream overlays

Named in that chapter's content

Podcast mentions for
that chapter

PRODUCT · OPEN

Be in the story

Gear I use on camera, daily

Honest placement, no scripts

Tagged across posts and streams

Product plus a modest fee

Cash, product, or both. Terms set together, per partner.

Team



Derin Gocek

Founder, on camera, started on the street, now in co-working spaces. Three years of hyper-focused self-taught AI, marketing and creator work, now proven from zero in Brickell.

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Deep Sea Media

My performance marketing agency, seven figures plus in revenue. Runs production and paid media across every chapter.

The crew

Started alone on day one. Now a team of eight, and more people everyday, meeting up everyday, everywhere we go, and as we go, introducing more characters as the chapters land.

JOIN THE STORY

Batman arrives soon. Your name on the car.

One conversation to see if we fit. Then we set terms
and go.

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