# Beast Industries CEO draws comparisons with Disney amid funding efforts



The CEO of Beast Industries, Jeffrey Housenbold, has drawn direct comparisons between the company and Disney while in discussions with potential investors, according to sources familiar with the negotiations, as reported by Business Insider Africa. The efforts come as Beast Industries seeks to raise hundreds of millions in funding and is currently valued at $5 billion.

Housenbold, who took the helm at Beast Industries in May, is steering the company towards a funding round intended to solidify its position in the burgeoning media and consumer products landscape. This strategic direction mirrors Disney’s impressive growth, where the entertainment giant generated $41.2 billion in revenue from its movie studios, TV networks, and streaming services, alongside $34.2 billion from experiences, including theme parks and consumer products.

The pitch deck, dated February 2025 and also obtained by Business Insider, outlines Beast Industries' ambitions of becoming a "next generation diversified media, consumer product goods and services conglomerate." One of the primary goals highlighted is to move beyond MrBeast’s on-camera persona, suggesting a focus on expanding the "Beast Universe" with new intellectual property (IP). The document indicates that an in-house writers' room is set to commence later this year to develop fresh ideas that encompass toys, gaming, animation, comics, and merchandise.

Simon Owens, an independent journalist, noted in his Media Newsletter that many of MrBeast's long-time friends, who frequently appear in his videos, could serve as a potential source of new IP for the evolving brand.

Currently, the consumer product offerings from MrBeast, whose real name is Jimmy Donaldson, are significantly centred around food. Notably, his chocolate brand Feastables generated $215 million in net revenue last year, while his toy brand, MrBeast Lab, reported $65 million in sales within its first six months. Although Donaldson has not made plans for a theme park, other content creators have ventured into similar territories. For instance, Dude Perfect, a popular trick shot channel, raised over $100 million in venture capital funding last year and has hinted at a theme park project called Dude Perfect World alongside a new headquarters in Texas that features a putting course, basketball court, and production facilities.

The burgeoning success of Beast Industries underscores a significant shift in the entertainment landscape, as traditional media entities such as Disney face increasing competition from platforms like YouTube, which have rapidly gained traction among younger audiences. This trend reflects a broader transformation in content consumption and the types of engagement that appeal to children today.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.businessinsider.com/mrbeast-building-next-disney-ceo-pitching-beast-industries-to-investors-2025-4> - Corroborates the direct comparisons between Beast Industries and Disney made by the CEO, Jeffrey Housenbold, and provides details on the company's funding efforts and valuation.
* <https://africa.businessinsider.com/news/mrbeast-wants-to-build-the-next-disney-heres-what-his-companys-ceo-is-pitching-to/w23mzf6> - Supports the claims about Beast Industries' ambitions to become a diversified media conglomerate and its efforts to raise funding, mirroring Disney's strategies.
* <https://www.outkick.com/culture/mr-beast-next-disney> - Discusses MrBeast's aims to build a Disney-like empire and his existing influence in the media landscape, highlighting his fanbase and revenue from consumer products like Feastables.
* <https://www.businessinsider.com/> - General source for Business Insider articles providing context on the media and entertainment landscape, including trends affecting Disney and emerging platforms like YouTube.
* <https://www.outkick.com/> - Provides additional insights into MrBeast's global media influence and strategies for expanding his brand, akin to major conglomerates like Disney.