# livePOD

**We Want Live Video Streamers to Make More Money**

## PROBLEM

**Live video streaming services with revenue systems are growing fast. However, video content creators like gamers lose as much as ~50% of their revenues due to high fees on frequently used platforms.**

**Existing platforms do not meet key user requirements:**

- They are overpriced
- Slow on innovation
- Personal data is sold to third parties
- Users are subject to unwanted profiling

**We can do better.**

## MARKET POTENTIAL

The gaming, entertainment and e-learning markets are a combined +300 Bn USD industry worldwide and growing fast. Over 120 million customers pay for content on sites on a daily basis.

Our initial target market is the video gaming community, and then the entertainment industry.

## *LIVEPOD* CUSTOMERS

At least 1.5 million live video streamers a day seek better ways to sell their content and make more money. They are our core customers.

## USER TRACTION

*LivePod* **has entered into strategic partnerships with an international YouTube Certified agency and industry partners including e-learning and e-sports market leaders to provide viewers with content to gain user traction, access its core customers and mobilize the influencer community.**

Our strategic partner in the gaming industry will provide us exclusive contents to give the platform the initial boost.

4,500 early adopter professional gamers with their channels in the Central European region are waiting for *LivePod* to roll out now.

*LivePod* will incentivize content streamers to migrate to the new platform to achieve a quick uptake.

*LivePod* will use both ATL and BTL techniques.

## SOLUTION

**For user satisfaction:**

*LivePod* **reduces the fees** streamers have to pay now by 75%

*LivePod* **offers a multitude of features that competitors do not**

*LivePod* **keeps all streamed data fully encrypted and will not profile users and sell data**
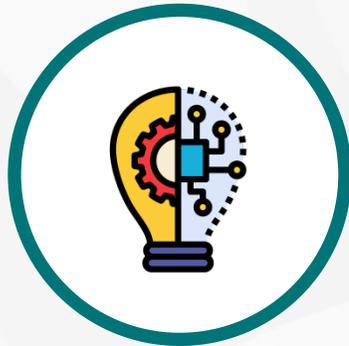
# REVENUE MODEL

*LivePod* **provides a platform for live video streamers so they can create channels and make money by selling their live videos.**

*LivePod* **will collect the subscription fees from paying viewers, deduct its share and pay the rest to the video streamers.**

**Instead of the industry standard ~50%,** *LivePod* **will only charge 16% for its services.**

*LivePod* **will run a mean and lean business and will deploy unique technical solutions to keep its costs extremely low.**

# Underlying Magic – USP

*LivePod* **is unique for several reasons.**

Its service rates are unique by giving users a **75%** savings on average industry rates

It offers a unique service package to give a **better deal** to its customers than competitors

It is unique in its dedication to privacy and **security**

Has a unique **business model** as it rewards stakeholders to build up an inexpensive network for low service rates

It deploys a unique **technology** to build up a distributed P2P network

**Blockchain** for transparency and trust

**We will beat our competition on price and quality.**

# TEAM

*LivePod* **has built a team of highly competent managers and advisors/mentors, with a solid track record in software development, start-up building, finance, blockchain and more.**

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# Advisors & Mentors

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## FINANCIALS

**_LivePod_ will start making cash in Q1 2020. We will follow a phased expansion, starting from the European region with the help of our strategic partners.**

Our goal is to reach 200,000 gamers and entertainers by the end of the first full business year which will generate an annual income of 2M EUR. These industries are booming and have posted double-digit growth figures. In 3-5 years _LivePod_ will expand globally and will have 3 million paying customers annually.

_LivePod_'s unique technical solutions keep costs extremely low and allow easy and inexpensive scalability. We will carry negligible overhead and operating costs which keeps our margin and shareholder value high.

# Investment/Fundraising

*LivePod* has already attracted EUR 200,000 in seed investment.

We are looking to raise EUR 1.5 million for the development and marketing of the platform. This amount will be spent in dedicated phases over 10 months to build and roll out the full functionality product and create user traction in the ecosystem.

We are offering a 20% equity share in the company for EUR 1.5 million.

# IP Protection



*LivePod* has taken action to protect its IP.

# Competition

Like everybody else, *LivePod* also has competitors. We differ from them in multiple ways. Our key advantage is price and quality. We offer services they do not and our prices are 75% lower. They are the mammoths and we are the inexpensive, responsive, user focused provider.

The barrier to entry on this market is of medium height. Technology solutions and market traction both need to be in place to have a viable shot at penetrating the market. *LivePod* has both. With our strategic partners, innovative business model and technical IP we are uniquely positioned to get there first and reap first mover advantages. Having just a lot of cash to outspend *LivePod* will not suffice.

**This table will explain why *LivePod* is a superior value offer than its competitors.**

| | livePOD | twitch | mixer |
|---|---|---|---|
| Service Charge | 16% | ~30-50% | ~30-50% |
| Instant Payment | ✓ | no | no |
| Duplex and MultiStream | ✓ | no | no |
| Overlay | ✓ | ✓ | ✓ |
| Alerts and Votes | ✓ | ✓ | ✓ |
| Features for Interactivity | ✓ | ✓ | ✓ |
| Customization Options | ✓ | ✓ | ✓ |
| Downloading and Transferring Streams without Loss | ✓ | partially | partially |

| | livePOD | twitch | mixer |
|---|---|---|---|
| Encryption (E2EE) | ✓ | no | no |
| 100% Privacy | ✓ | no | no |
| Earn Money by Sharing Your Bandwidth | ✓ | no | no |
| Blockchain for Transparency and Trust | ✓ | no | no |
| Embeddable Platform | ✓ | partially | partially |
| "Pay-per-View" Policy | ✓ | no | no |
| Booking and Scheduling Options | ✓ | partially | partially |
| Push Notifications (incl. SMS) | ✓ | partially | partially |

**Video sharing platforms such as YouTube are indirect competitors. *LivePod* has different approach and business model but both platforms want the same: to better serve content creators. YouTubers and streamers are constantly all looking for alternative ways to earn from their talents and businesses.**

# INVESTMENT ROADMAP / USE OF FUNDS

*LivePod* **has already received 200K EUR from an angel investor.**

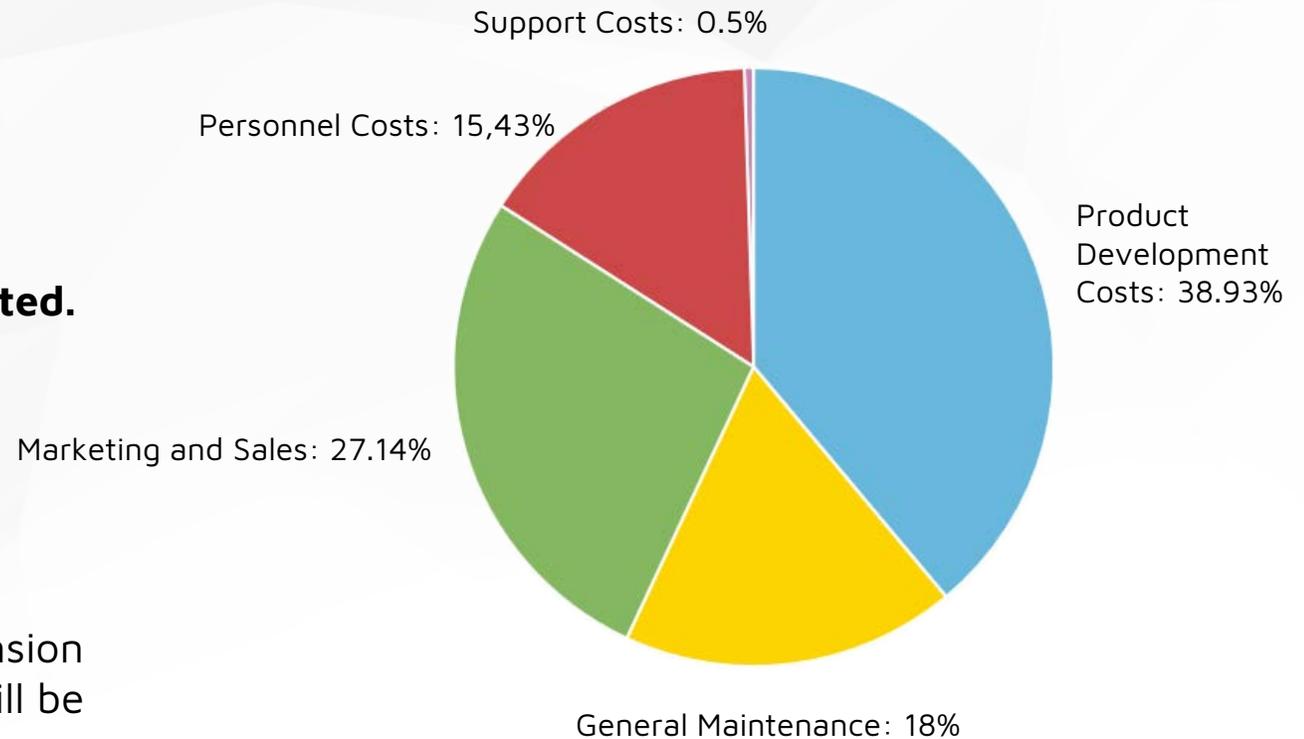**Funds to be looked for up to 1.5M EUR.**

Raised funds will be used for:
- product development
- marketing and PR for international rollout
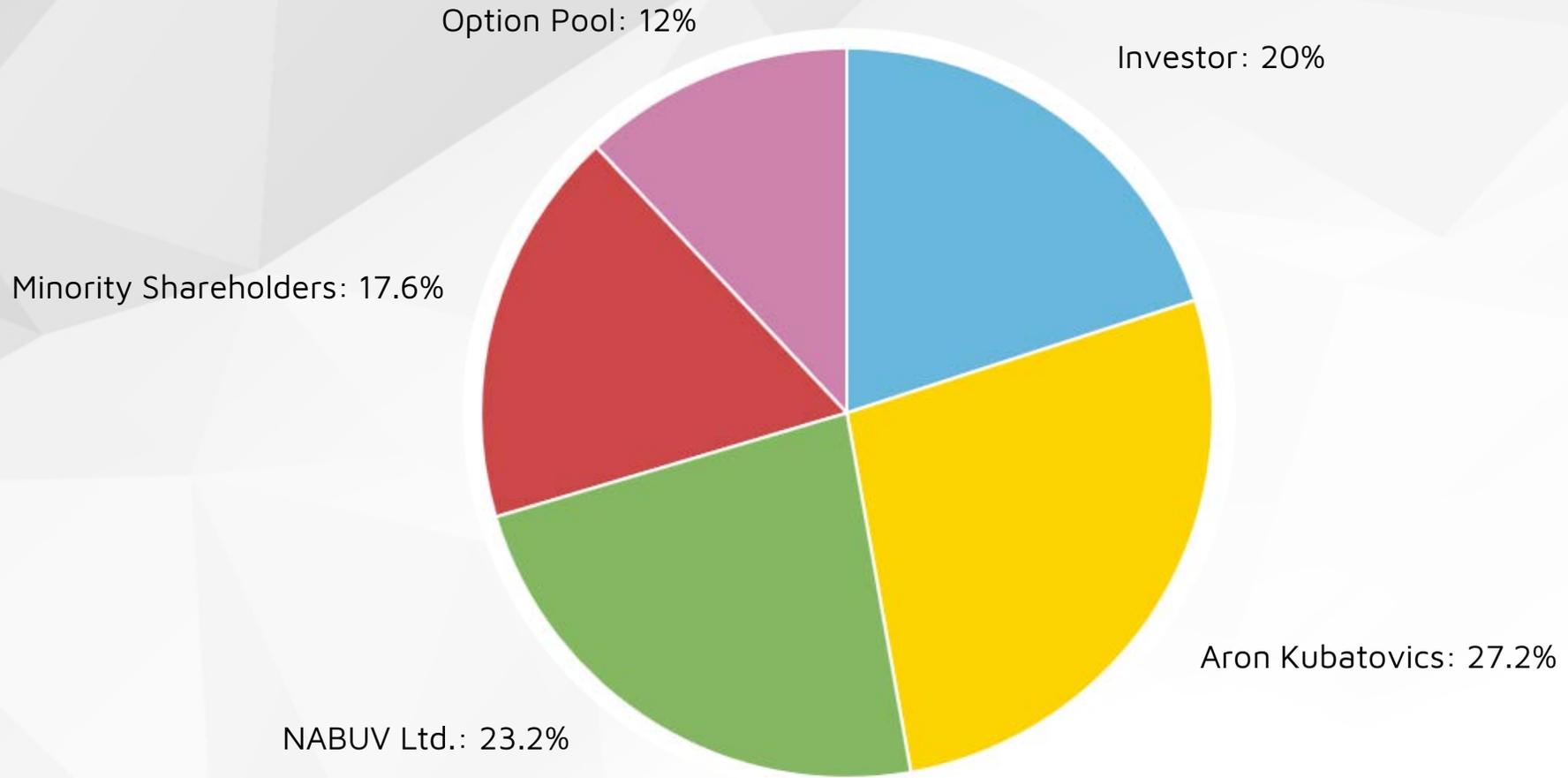- building user traction

**The pie chart illustrates how the funds will be allocated.**

# GEOGRAPHICAL FOCUS

*LivePod* has embarked on a phased geographical extension from its core Central-European region. The platform will be rolled out in 6 national markets initially by T+12 months. After this first phase, global implementation will follow, addressing key markets in the US, Japan, Korea, Russia and more.

Support Costs: 0.5%

Personnel Costs: 15,43%

Product Development Costs: 38.93%

Marketing and Sales: 27.14%

General Maintenance: 18%

# PROOF OF CONCEPT

*LivePod* has built its PoC to show the technical viability of the peer-to-peer content delivery system.



**https://mvp.livepod.tv/**