



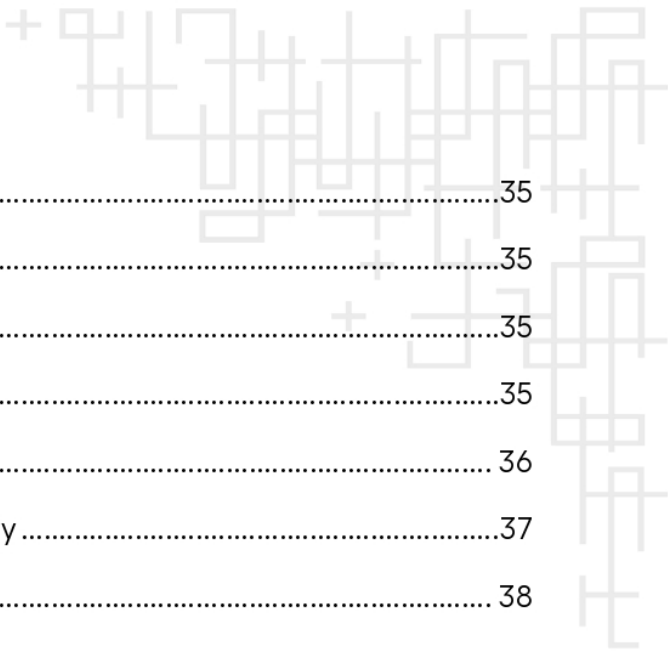
BUSINESS PLAN

OTT PLATFORM

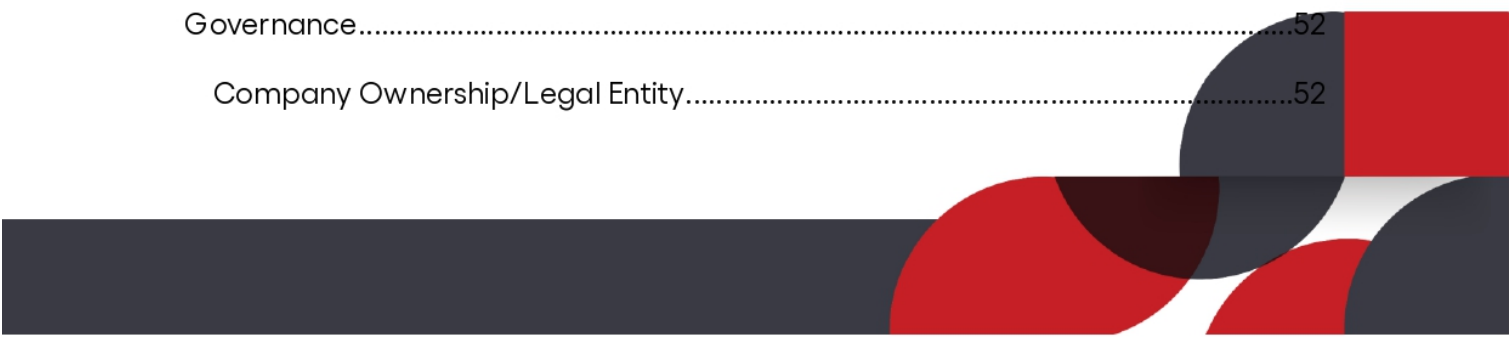


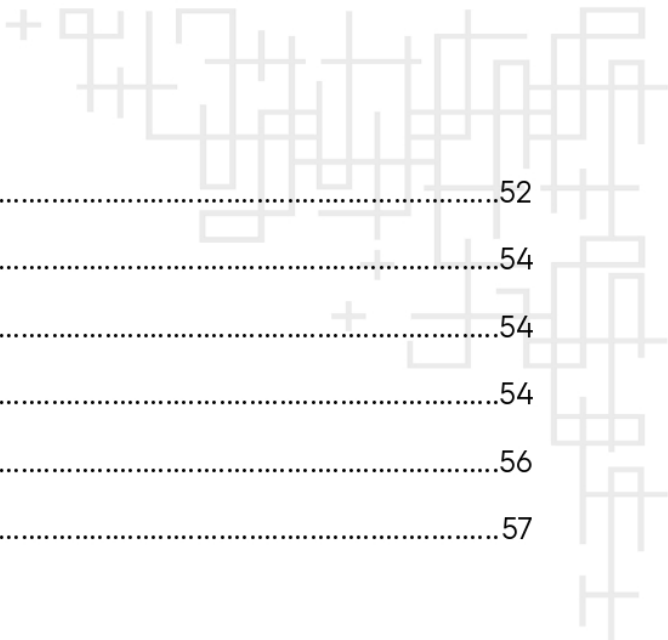
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Executive Summary

Introduction. Company ABC is an OTT streaming service dedicated to showcasing Region X and Region Y series, films, and documentaries. Partnering with esteemed Region X filmmakers and production houses, Company ABC offers a high-quality selection of licensed content for both enthusiasts and newcomers seeking authentic Region X entertainment. The platform provides a seamless viewing experience in original high resolution with customized recommendations, dubbed versions, and multilingual subtitles, ensuring accessibility for viewers outside Region X. A variety of features cater to diverse preferences and viewing habits, making Company ABC a rich and versatile streaming service.

Business Model. The Company will deploy a freemium subscription model, through which the Company will offer the streaming services exclusively on its platform worldwide. Users will be able to register on the platform and watch the free content without paying any fee. However, free streaming will include ads from Google AdSense. To watch paid content without ads, users can choose between pay-per-view and monthly subscription as per their preferences.

Industry Overview. Region X cinema has a rich history dating back to XXXX and has gained international recognition, with numerous accolades from A, the B, C, D, E, and other prominent festivals.

There are over X million Region X speakers residing outside X, who mostly use illegal platforms hosting pirated content to quench their enthusiasm for Region X cinema. This global diaspora of Region X speakers offers a significant market potential, particularly in the US, UK, Germany, France, Canada, and Australia.

X TV series have rapidly gained international acclaim in last two decades, capturing audiences in diverse markets across Europe, the Middle East and Latin America¹. The unique blend of compelling storylines, contemporary emotions and cultural richness has positioned Region X series as a formidable force in the global

¹ [https://www.researchgate.net/publication/354444444_The_Global_Diaspora_of_Region_X_Speakers_and_Its_Impact_on_the_OTT_Streaming_Market](#)

entertainment industry. Adding X series to Company ABC platform presents a lucrative opportunity to tap into a growing and engaged global audience and enhance the user base.

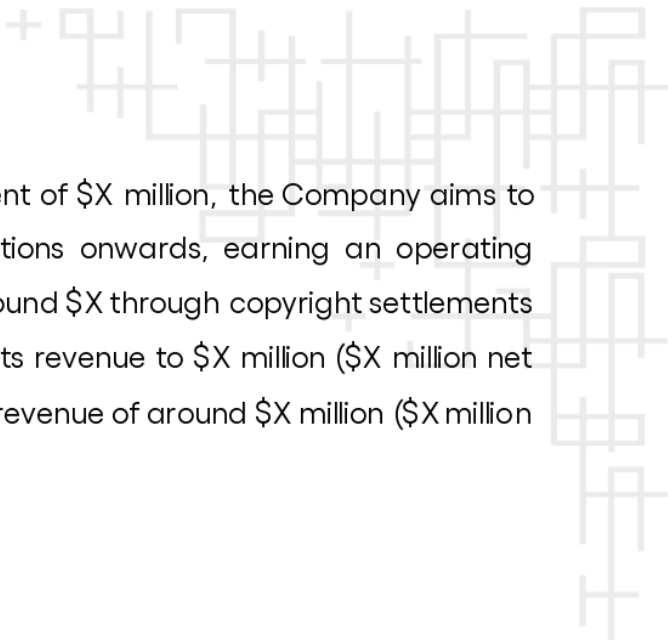
Go-to-Market Strategy. The Company will deploy a phase-wise go-to-market strategy with the initial phase focused on testing the developed software. In this phase, BETA testing of the product will be conducted to gain actionable insights from the market and use the feedback to prospect sales. The Company will develop partnerships with X content producers to strengthen its content offerings. SEO and social media marketing will be deployed to uplift brand awareness and enhance users' familiarity with the platform. Subsequently, the Company will shift its focus on targeted digital marketing to amass web traffic and subscription to its application.

Competitive Analysis. Company ABC competes with established OTT platforms like Competitor 1, Competitor 2, Competitor 3, and Competitor 4. Each competitor has distinct strengths, such as original content production, extensive libraries and global reach. However, Company ABC's unique advantage lies in its specialized focus on Region X cinema, offering curated high-quality content that caters to X-speaking audiences and those interested in X culture. By partnering with esteemed filmmakers and producing exclusive original content, Company ABC distinguishes itself and attracts a dedicated viewership seeking authentic and compelling Region X stories.

IP Strategy. Company ABC's IP strategy is developed to protect its revenue-generation capability and ensure long-term sustainability of the business as an OTT platform and Region X content producer.

Management Team. The management team has been identified with recruitment considering the company's strong business plan. Specific details, including names, roles, and relevant experience, will be provided upon finalization. The team will bring industry expertise and strategic vision to drive company growth and operational excellence.





Financial Summary. With an initial investment of \$X million, the Company aims to be profitable from the first year of operations onwards, earning an operating revenue of \$X, and additional income of around \$X through copyright settlements and damages. It then anticipates growing its revenue to \$X million (\$X million net profit) by the end of Year 3 and achieving a revenue of around \$X million (\$X million net profit) by the end of Year 5.



Company Overview

Company ABC is an over-the-top (OTT) streaming service dedicated to showcasing Region X series, films, and documentaries. By partnering with esteemed Region X filmmakers and production houses, the streaming platform offers an unparalleled selection of high-quality and licensed content for enthusiasts and newcomers alike. The platform provides a seamless viewing experience, complete with customized recommendations, dubbed versions and multilingual subtitles, ensuring accessibility and engagement for viewers outside Region X.

Vision

The Company aims to connect a global audience by offering a curated selection of Region X and Y series, films, and documentaries. The Company intends to foster appreciation for Region X visual entertainment media by making Region X content accessible to a broad, multicultural audience.

The vision of the Company ABC is to become the premier global streaming platform dedicated to showcasing the cultural heritage of Region X and Y media industry.

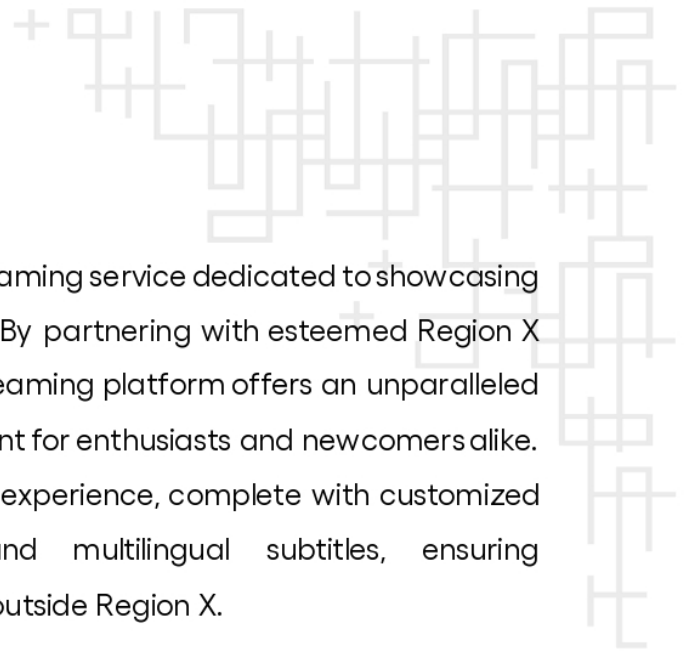
Mission

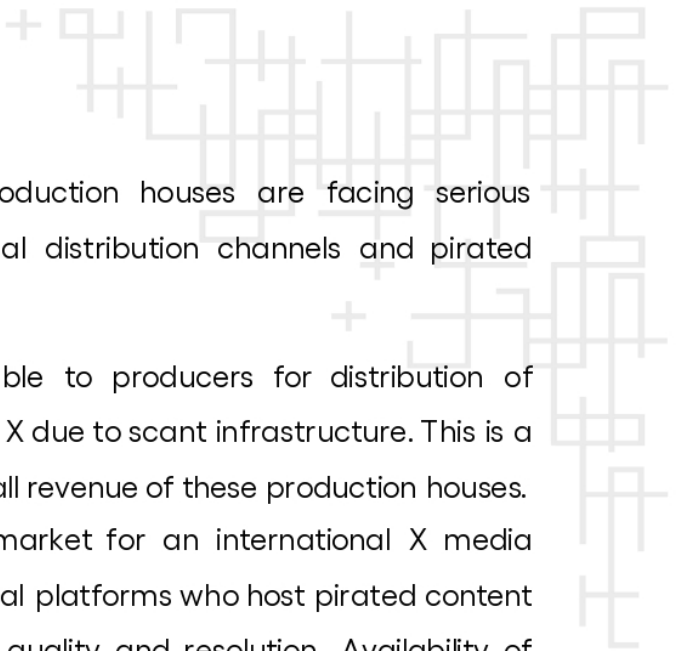
The mission of Company ABC is to provide a user-friendly streaming experience that highlights the best of Region X and Y entertainment industry. The Company's mission is:

- To obtain license for legal streaming and distribution of Region X content outside X and Y content outside Y.
- To create an inclusive platform that caters to the tastes and preferences of a global audience.
- To provide an authentic platform to Region X talent and amplify their outreach.

Problem & Solution

- Challenges Faced by Region X Film Makers





Region X film makers and television production houses are facing serious challenges due to inadequate international distribution channels and pirated content.

- Limited opportunities are available to producers for distribution of produced content outside Region X due to scant infrastructure. This is a huge limitation and impacts overall revenue of these production houses.
- This also leaves a gap in the market for an international X media audience. This gap is filled by illegal platforms who host pirated content on their platforms with very low quality and resolution. Availability of pirated content through illegal platforms impacts producers' revenue within Region X, as viewers inside Region X leave authentic platforms to view content on these illegal platforms. Data from Company ABC, a popular streaming service based in Region X, shows that approximately X% of its viewers left to watch the pirated content on Telegram and other illegal platforms.

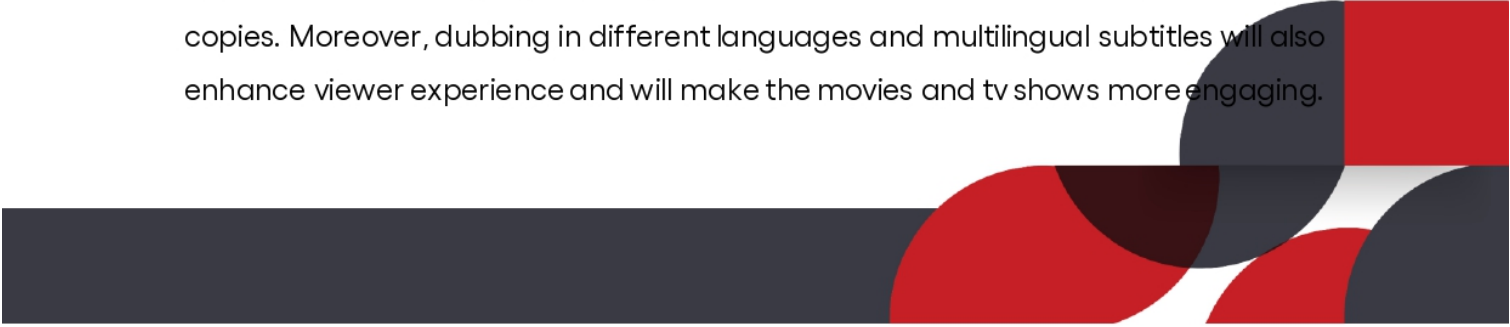
Solution: Company ABC

Company ABC will acquire exclusive rights from Region X filmmakers and production houses to distribute movies, TV shows, and other authentic content outside Region X. This content will then made accessible to audiences in various ways:

- Through its OTT streaming platform.
- Through other OTT streaming platforms after they enter into a licensing agreement to obtain the rights for streaming particular content.

Such a valid channel of distribution will protect Region X film makers and production houses from pirated content inside Region X. It will also provide them additional revenue by reaching international audience in a legal manner.

On the other hand, international audience of Region X media content will have the opportunity of viewing high quality authentic content instead of low-quality pirated copies. Moreover, dubbing in different languages and multilingual subtitles will also enhance viewer experience and will make the movies and tv shows more engaging.



Business Model

The Company aims to become the leading streaming platform for Region X and Y media in the world. Audience seeking authentic, high quality and captivating Region X and Y content will be able to access platform by choosing the most suitable plan. Moreover, the Company will also sell the streaming rights to other OTT platforms to enhance the accessibility to Region X content for global enthusiasts.

Following is the detail for subscription packages and platform accessibility option.

Subscription Packages

There will be two types of packages offered by Company ABC. These packages are designed to cater to the personalized needs of different users:

Free Package

The free package will be offered to increase the outreach of platform and lead generation. Users will still be required to create a login to access the platform. However, streaming of content under this package will include ads from Google AdSense. The package will include following features:

- Free access to all content and features will be available under the Free package. However, for better content, the user will have to pay after 10% free or subscribe to a monthly plan.
- Access to original content from our studio.
- Personalized user profile and content recommendations based on user activity.
- Mobile app available on all devices.
- Ad-free content on the platform.
- High quality streaming including 4K and HDR.
- Ability to download content to use offline when internet is not available while watching specific content.
- Ability to recommend content to other Company ABC accounts across the platform.



Pay-Per-View

- Users who do not have monthly subscription package, will still be able to watch paid content by paying PPV fee. New releases and currently in cinema movies will also be available on PPV basis.

Monthly Subscription Package

The monthly subscription package is aimed at Region X media enthusiasts who wish to enjoy a more comprehensive experience. Along with the features offered in free package, this package will include following features:

- Access to host watch-parties
- Create multiple profiles under one account (up to 4 for one account)
- Simultaneous Streaming on up to four devices simultaneously.
- Accessibility

Company ABC will be available across a wide variety of physical platforms, making it accessible to users on most of the devices. The key platforms include:

- **Smart TVs:** Company ABC will be available via browsers on smart TVs. Users can visit Company ABC website through browser.
- **Gaming Consoles:** Company ABC can be accessed on gaming consoles like PlayStation (PS3, PS4, PS5) and Xbox (360, One, Series X) via integrated web browsers. Users can visit Company ABC website through browser and can enjoy their favorite movie or show.
- **Mobile Devices:** Company ABC app will be available for download from respective app stores, on smartphones and tablets running iOS (iPhone, iPad) and Android operating systems.
- **Computers:** Users can access Company ABC via web browsers on PCs and Macs by visiting the Company ABC website. The service supports all the leading browsers such as Chrome, Firefox, Edge, and Safari.

Business Goals

Phase 1	<ul style="list-style-type: none"> Secure long-term agreements with leading Region 1 film studios and production houses to obtain distribution rights Successfully launch Company ABC streaming services in the UK Add English dubbed version for at least 10% of film content Add English, Hindi, German, French and Spanish subtitles for 100% content Achieve annual revenue of \$10 million by end of Phase 1
Phase 2 / Phase 3	<ul style="list-style-type: none"> Successfully launch Company ABC streaming services in other target markets Secure long-term agreements with leading Region 1 film studios and production houses to obtain distribution rights Add version dubbed in more languages to enhance accessibility Expand English dubbed version for 100% of film content Initiate production of high quality and engaging Region 1 movies and TV shows under Company ABC flagmark umbrella Achieve annual revenue of \$20 million by end of Phase 2
Phase 4	<ul style="list-style-type: none"> Engage Region 1 streaming talent for producing original content in 10 target countries



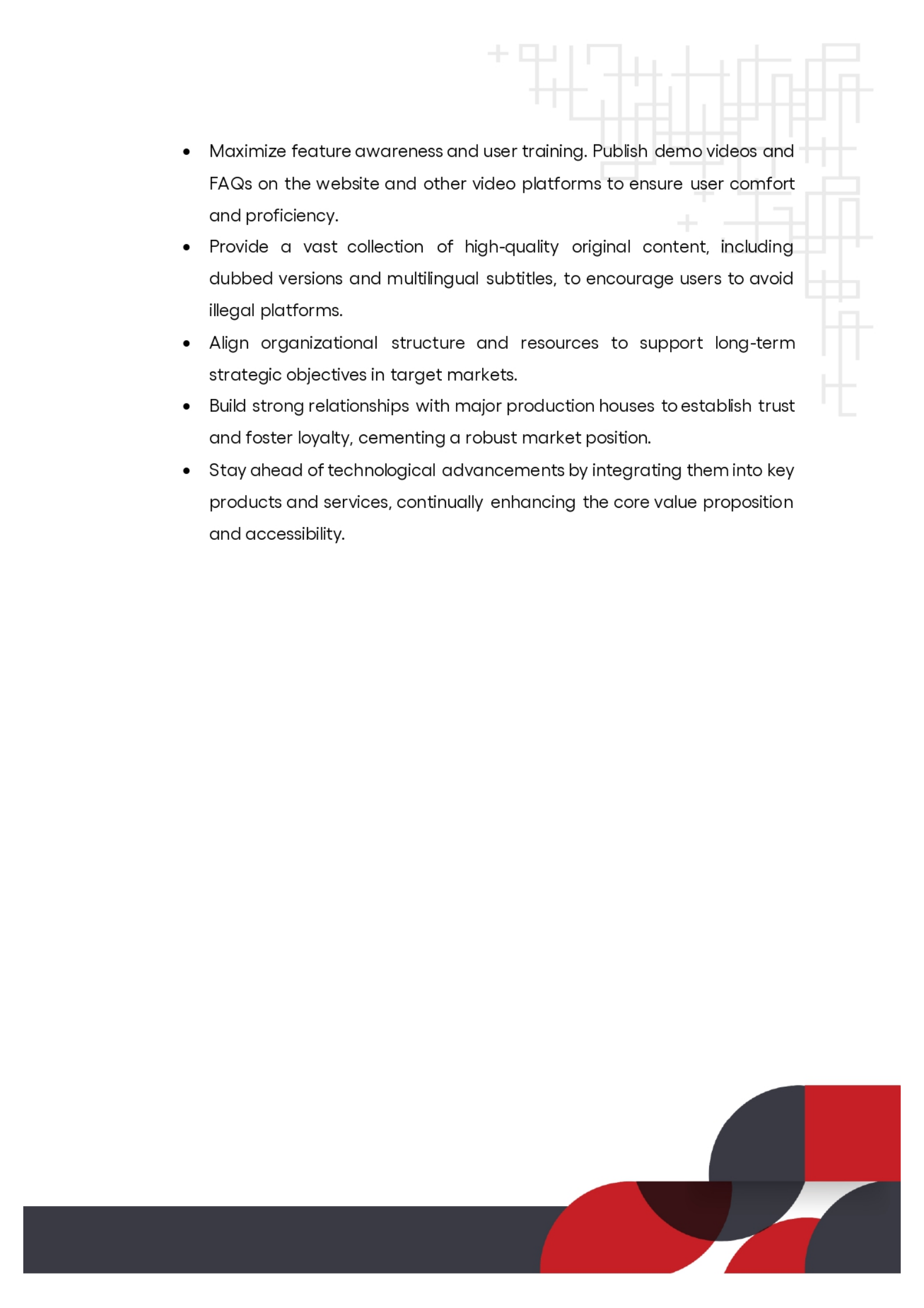
	<ul style="list-style-type: none"> ■ Build a strong Company culture, with a focus on servant-leadership practice. ■ Build distribution rights to other OTT platforms as well for Company ABC program. ■ Hire and use resources for increasing content production. ■ Achieve annual revenues of \$250 million by year 10.
Key to success:	<ul style="list-style-type: none"> ■ Develop a great leadership in Region X media content. ■ Continuously ramp up production of high quality and engaging Region X media and TV shows under Company ABC program umbrella. ■ Hire media talent and use flexibility to create new features that will retain and enhance user experience. ■ Achieve annual revenues of \$250 million by year 10.

Keys to Success

Company ABC has identified the following keys to success:

- Foster a strong Company culture that emphasizes collaboration, diversity, equity, and inclusion at all levels, with management leading by example through servant-leadership.
- Capitalize on the popularity and trend of Region X drama series to boost subscriptions to the Company ABC OTT platform, thereby establishing a substantial user base.
- Reap benefit of having directors and officers with extensive legal background in Copyright litigation practice to implement a plan for infringement prevention and legal action against piracy.



- 
- Maximize feature awareness and user training. Publish demo videos and FAQs on the website and other video platforms to ensure user comfort and proficiency.
 - Provide a vast collection of high-quality original content, including dubbed versions and multilingual subtitles, to encourage users to avoid illegal platforms.
 - Align organizational structure and resources to support long-term strategic objectives in target markets.
 - Build strong relationships with major production houses to establish trust and foster loyalty, cementing a robust market position.
 - Stay ahead of technological advancements by integrating them into key products and services, continually enhancing the core value proposition and accessibility.

Platform Overview

Company ABC platform, with its versatile features, will engage the Region X and Y media enthusiasts of all ages. The platform's utility is enhanced by a user-friendly interface, multilingual support with subtitles and dubbing, and availability across a wide range of devices. The platform's advantages encompass a personalized viewing experience, an extensive selection of Region X and Y content and accessibility, making it suitable for entertainment enthusiasts worldwide.

Key Features

Extensive Content Library

A vast collection of Region X movies, TV shows and documentaries across numerous genres and languages.

Content Categorization

Efficient browsing through category menus such as genre, trending, new releases, and personalized categories like "Because You Watched."

Personalized Recommendations

Advance machine learning algorithms that provide tailored content suggestions based on user viewing habits and preferences.

User Profiles

Ability to create multiple profiles under one account, allowing each user to have a customized experience.

Offline Viewing

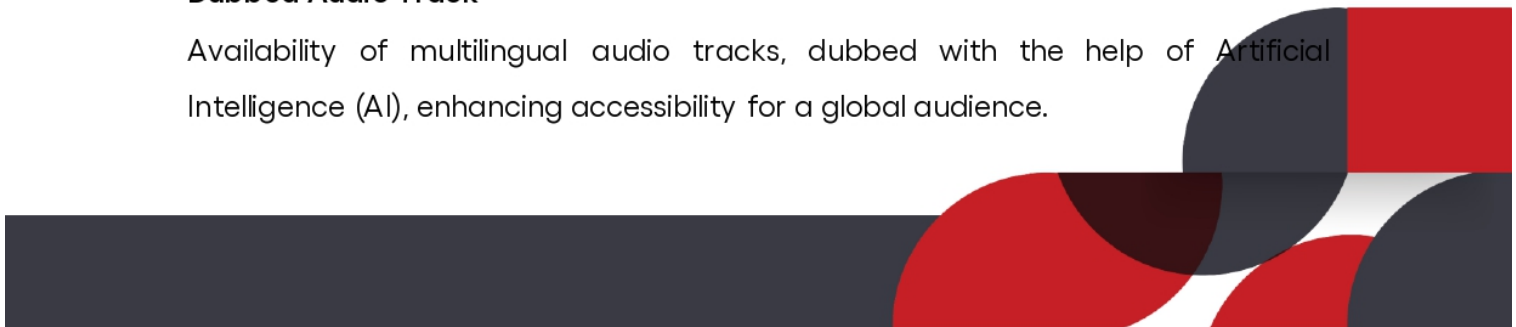
Option to download select content for offline viewing on mobile devices.

High-Quality Streaming

Support for various streaming qualities, including HD and UHD, depending on the user's subscription plan and device compatibility.

Dubbed Audio Track

Availability of multilingual audio tracks, dubbed with the help of Artificial Intelligence (AI), enhancing accessibility for a global audience.





Multilingual Subtitles

Availability of subtitles in multiple languages, enhancing accessibility for a global audience.

Parental Controls

Robust parental control settings to restrict access to inappropriate content for younger viewers.

Cross-Platform Availability

Access to the platform across various devices, including smart TVs, smartphones, tablets, computers, and gaming consoles.

Continuous Playback

Seamless transition between episodes of TV series with the "Next Episode" feature.

Simultaneous Streaming

Ability to stream on up to four devices simultaneously, accommodating multiple users within a household.

Watch Parties

Functionality to host virtual viewing parties, allowing users to watch and chat with friends and family simultaneously.

User Reviews and Ratings

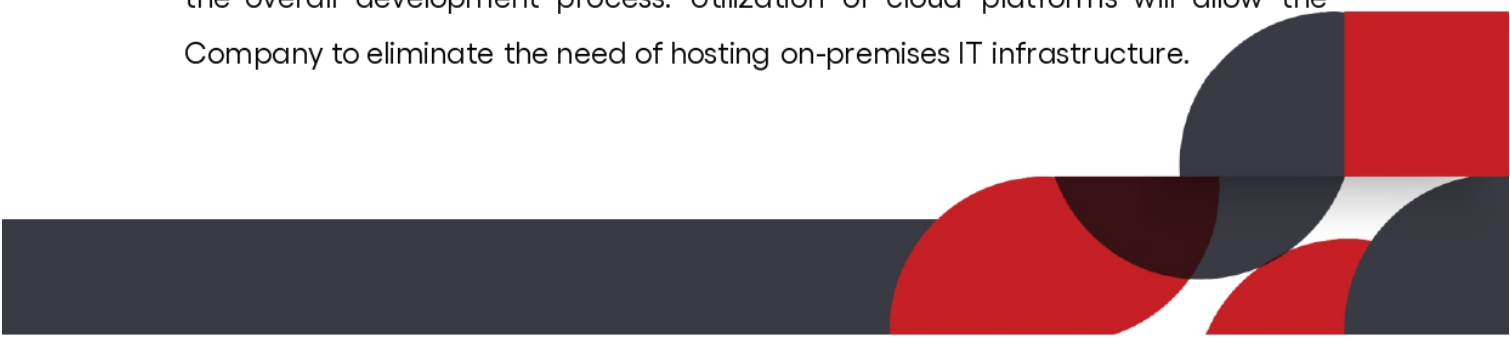
Ability to rate and review content, helping shape the recommendation system and inform other users.

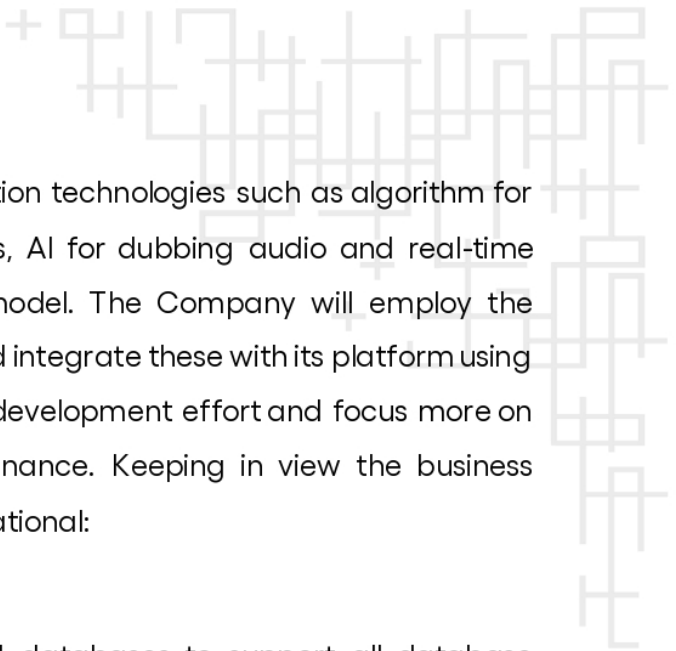
User Recommendation

Functionality to recommend content to other Company ABC account holders over the platform.

Equipment and Technology Requirements

The Company will use readily available laptops for the platform team to look after the overall development process. Utilization of cloud platforms will allow the Company to eliminate the need of hosting on-premises IT infrastructure.





The Company's use of advanced computation technologies such as algorithm for generating personalized recommendations, AI for dubbing audio and real-time data analytics will dictate the business model. The Company will employ the solutions already available in the market and integrate these with its platform using open-source APIs. Doing so will reduce the development effort and focus more on overall platform development and maintenance. Keeping in view the business model, following technologies will be foundational:

Cloud Data Management

The Company will utilize third-party cloud databases to support all database management tasks, such as server provisioning, patching, configuration, and backups. As a result, the platform team will be left free to focus on actual application development.

Content Delivery Network (CDN)

The Company will utilize third party CDN services to ensure fast and reliable content delivery to users across the globe.

Audio Dubbing Tool


The Company will purchase a third-party AI-driven audio dubbing tool and integrate its output in its platform after validation. This AI driven tool will enhance the accessibility of the hosted content and reduce the time for launching the acquired content.

Mobile App Development

Cross-platform app development frameworks will be used to create mobile applications. To enhance the accessibility of the platform, apps for both iOS and Android platforms will be developed.

AI Driven Recommendations

Generating personalized recommendations for viewers via AI is essential to the overall success of the platform. For this purpose, proprietary advanced machine learning algorithms will be deployed and continuous learning will be enabled to refine the analyses over-time.



Cloud Analytics

Cloud computing platforms will be deployed to track the key performance indicators (KPIs). These data analytics will enable data-driven decision-making and real-time monitoring of impact of business strategies.

Platform Testing Post Development

A detailed strategy for testing will be developed to manage unit testing, integration testing and regression testing throughout the development process.

Before MVP roll-out, real-time usability testing with potential users will be done as part of BETA testing to record the feedback on different features. The feedback will be incorporated to improve the product offerings.

During this user testing, user persona for typical users will be finalized and validated. These personas will be utilized for targeted marketing to improve overall conversion rate.

Future Growth Opportunities

Given the Company's focus on keeping pace with the latest technological advancements, it is expected that many new features will be required to stay relevant in the dynamic market. A few of these features are as following:

Virtual Reality (VR) and Augmented Reality (AR) Content

Introduce VR and AR-compatible content, allowing users to experience movies and shows in immersive environments with VR headsets or through AR overlays.

360-Degree Video Content

Offer 360-degree video content that allows viewers to explore scenes from multiple angles.

Exclusive Live Events and Performances

Stream exclusive live events, concerts, and performances, providing subscribers with access to unique and time-sensitive content.

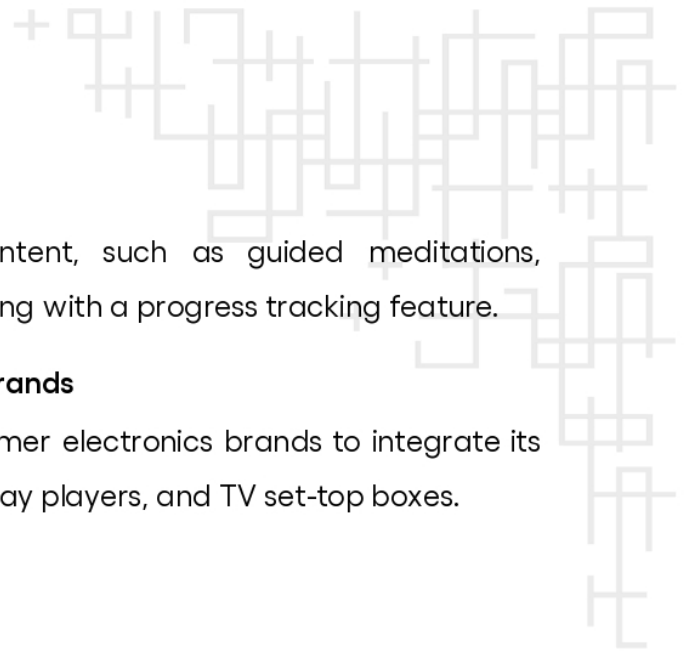


Mindfulness and Wellness Integrations

Introduce mindfulness and wellness content, such as guided meditations, exercises, and mental health resources, along with a progress tracking feature.

Collaboration with Consumer Electronics Brands

Company ABC will collaborate with consumer electronics brands to integrate its app, enabling streaming on Xbox 360, Blu-ray players, and TV set-top boxes.



Market Analysis

Region X Box Office

The history of the Region X box office can be traced back to early twentieth century. The first public screening took place in X in XYXY, presented by XYZ, in the back of his antique shop. In XYXY, he opened the first movie theater on XYZ Avenue in X. Throughout its history, Region X cinema maintained a uniqueness rooted in Region X perspectives of art, literature and culture.

Today, the Region X box office is dominated by commercial films with dominant themes of dance, music, simplistic dramas and movies around popular global ideas. Apart from this majority, feature and artistic movies, blending realism with poetic elements, have gained international accolade at various forums. A research study in X reported that Y% of the respondents watch Region X films on OTT/Online platforms.

Cinema

First presentation of Region X cinema in Cinema took place in XYXY when 'ABC' by W was introduced to the festival.

The 'ABC' won the Cinema of X in XYXY Cinema Film Festival.

Region X festival film 'XYZ' won the Grand Prix at the XYXY Cinema Film Festival.

Academy Awards (Oscar)

Region X festival 'XYZ' by W won the Best Foreign Language Film at the XY Academy Awards in XY.

Region X festival 'The XYZ' won the Best Foreign Language Film at the XY Academy Awards in XY.

¹ [https://www.imdb.com/title/tt0000000/](#)

² [https://www.imdb.com/title/tt0000000/](#)

³ [https://www.imdb.com/title/tt0000000/](#)





Hughes (Documentary) "Paradise Lost at the National" won the Best Documentary at the 9th Academy Awards in 1936.

Hughes (Documentary) "Paradise Lost at the National" won the Best Documentary at the 10th Academy Awards in 1937.

Golden Globe Awards

1955 Hughes (Documentary) "Paradise Lost at the National" won the Best Foreign Language Film at the 22nd Golden Globe Awards.

1956 Hughes (Documentary) "Paradise Lost at the National" won the Best Foreign Language Film at the 23rd Golden Globe Awards.

1957 Hughes (Documentary) "Paradise Lost at the National" won the Best Foreign Language Film at the 24th Golden Globe Awards.

1958 Hughes (Documentary) "Paradise Lost at the National" won the Best Foreign Language Film at the 25th Golden Globe Awards.

National Film Festival

Hughes (Documentary) "Paradise Lost at the National" won the Golden Lion at the Venice Film Festival in 1955.

Best Film Festival

Hughes (Documentary) "Paradise Lost at the National" won the Best Foreign Language Film at the 22nd National Film Festival in 1955.

Hughes (Documentary) "Paradise Lost at the National" won the Best Foreign Language Film at the 23rd National Film Festival in 1956.

Hughes (Documentary) "Paradise Lost at the National" won the Best Foreign Language Film at the 24th National Film Festival in 1957.

X Film Festival Y

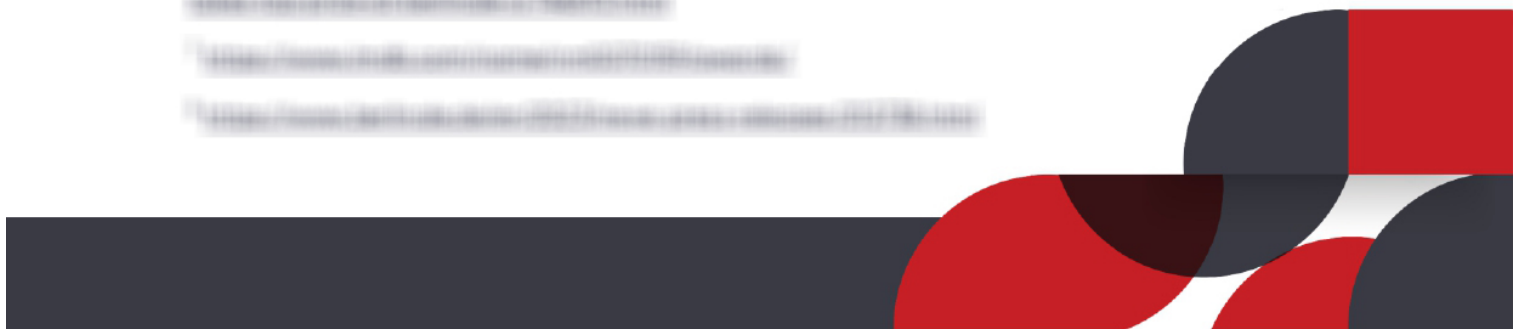
X Film Festival of Y is being organized to bring every year the best feature, documentary and short films from all generation of the Region X filmmakers to Y.

¹ Hughes (Documentary) "Paradise Lost at the National" won the Best Documentary at the 9th Academy Awards in 1936.

² Hughes (Documentary) "Paradise Lost at the National" won the Best Documentary at the 10th Academy Awards in 1937.

³ Hughes (Documentary) "Paradise Lost at the National" won the Best Foreign Language Film at the 22nd Golden Globe Awards.

⁴ Hughes (Documentary) "Paradise Lost at the National" won the Best Foreign Language Film at the 23rd Golden Globe Awards.



The festival aims to build a bridge between different cultures by the means of the universal language of cinema. In XYXY, the festival is celebrating its X anniversary.

Festival of Region X Films in Y

The main goal of the festival is to provide a vivid image of Region X cinema for a wide range of international audiences in the Y.

Y Film Festival

The Y Film Festival showcases the best in new cinema from X. This year, X edition of the festival was hosted from X-Y.

Diaspora of Region X Speakers

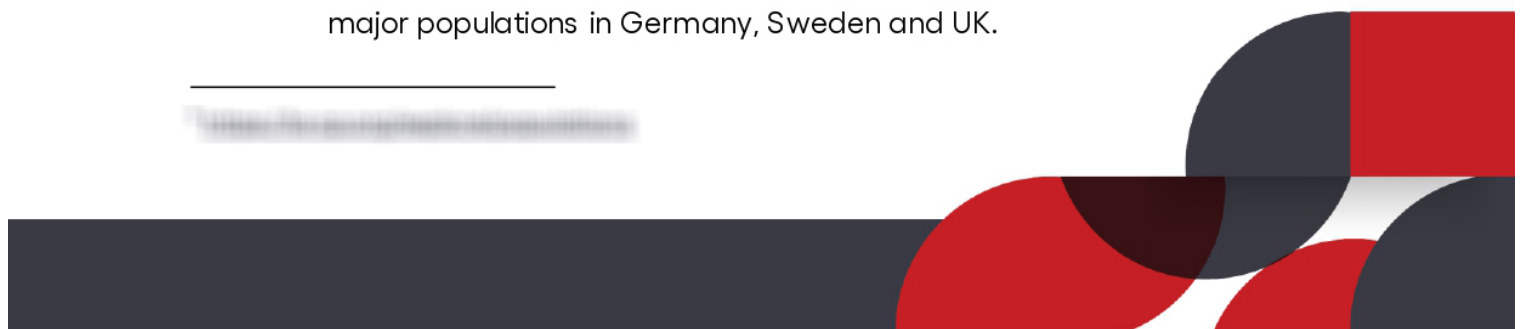
Region X belongs to the Region X branch of the Y language family. It has various dialects and regional variations, but the three most prominent forms of X are:

- X– Spoken in Y.
- Y – spoken in Z; Approximately X million people in Z speak Y as their first language.
- A – Spoken in B; Approximately X million people in B speak A as their first language.

Owing to migration in recent years, the diaspora of Region X speakers outside Y, heartland of X, is quite large.

- The United States has a vibrant X-speaking community, particularly in Y which has the highest number of X in the United States, with around X million individuals only in Southern California. It is estimated that over X million Y reside in the United States⁹.
- As per XYXY census in Canada, X people have knowledge of Y language and A people have B as their native language. However, the actual numbers are significantly higher owing to the high rate of immigration in the recent X years.
- As per the XYXY data, there are around X Region X immigrants in Y, with major populations in Germany, Sweden and UK.

⁹ XYXY Census of the United States, 2010.



- A has roughly X million Y speakers.
- There are about X million A speakers in B
- As per XYXY census, X number of Region Y born people are residing in X.

Popularity of Region X Television Shows

Region X is the Y-largest exporter of television scripted shows after X and Y. It means that Region X tv shows, that are scripted, have left similar entertainment from other countries, including A, to climb to the global Y spot. Upholding modern and traditional identities simultaneously, these tv shows also organically give rise to moral conflicts in the narratives that are well received by their audiences.

Although “X” was the first Region X series—or Y as they are called in X— to be exported to A in XYXY, it was the XYXY romantic series “A” that catapulted Region X series to global fame. The series became immensely popular in the Middle East. Nowadays, Region X series are available and adored in over X countries. It is estimated that the export of the dramas raked in nearly \$X billion in XYXY. Between X and Y, the global demand for Region X series increased by X%. Streaming platform Y announced its first original series from Region X in XYXY. Currently, there are X Region X movies and series currently on Y in USA.

Target Market

Y, currently the largest streaming platform in the world with ~X million subscribers, is currently available in over X countries. However, the service is more popular in some of these countries than in others. The top 10 countries with most subscribers are as follows¹⁰:

Country	Subscribers 2024
United States	45.7M
India	41.2M
United Kingdom	38.9M
Germany	37.5M
France	36.1M

¹⁰Source: Statista, "Global YouTube Subscribers by Country, 2024", accessed on 10/10/2024.

Germany	75M
Japan	120M
Canada	35M
Australia	25M

Considering, US, UK, Germany, France, Canada and Australia have significant Region X speakers as well as healthy market for streaming platforms, the target market for the platform is as follows:

	No of Persons	Assumption/Consideration
Total Available Market (TAM)	120 million	<ul style="list-style-type: none"> United States: 120 million United Kingdom: 65M Germany: 75M France: 65M Canada: 35M Australia: 25M
Serviceable Addressable Market (SAM)	120 million	<ul style="list-style-type: none"> United States: 120 million United Kingdom: 65M Germany: 75M France: 65M Canada: 35M Australia: 25M

¹ <https://www.census.gov/data/tables/2019/other-releases/foreign-born.html>

² <https://www.census.gov/data/tables/2019/other-releases/foreign-born.html>

³ <https://www.census.gov/data/tables/2019/other-releases/foreign-born.html>

⁴ <https://www.census.gov/data/tables/2019/other-releases/foreign-born.html>

⁵ <https://www.census.gov/data/tables/2019/other-releases/foreign-born.html>

⁶ <https://www.census.gov/data/tables/2019/other-releases/foreign-born.html>

⁷ <https://www.census.gov/data/tables/2019/other-releases/foreign-born.html>

⁸ <https://www.census.gov/data/tables/2019/other-releases/foreign-born.html>

		Available: 75,000
Market Share = Company's Conversion Rate	10% (10,000)	$\frac{\text{Total Active Users (High User Engagement) / Revenue of New B}}$

Competitor Analysis

Company ABC does not have any direct competitor as there is currently no such OTT platform focusing on Region X and/or Y cinema. However, the Company indirectly competing with existing OTT platforms operating in the target market. Some of the key indirect competitors are listed below:

Competitor 1

Early History

Competitor 1 was founded in 2010 in the United States. It started as a DVD rental service and transitioned to a streaming service over time. In 2015, the company launched its streaming service, which quickly gained popularity among customers in the United States. The company's success was attributed to its extensive content library, user-friendly interface, and competitive pricing. It quickly became a leading player in the streaming market.

Launch of Streaming Services

In 2015, the company launched its streaming service, offering customers a vast library of movies and TV shows online. This move marked the beginning of its shift from physical media to digital streaming. The company's success was attributed to its extensive content library, user-friendly interface, and competitive pricing. It quickly became a leading player in the streaming market. The company's success was attributed to its extensive content library, user-friendly interface, and competitive pricing. It quickly became a leading player in the streaming market. The company's success was attributed to its extensive content library, user-friendly interface, and competitive pricing. It quickly became a leading player in the streaming market.





X Original

In 2015, Netflix ventured into original content production with the release of *House of Cards*, signaling its evolution into a content creator as well as a distributor. The strategy more paid off with the show generating six times the return on investment. It also proved key for subsequent original productions like *Orange Is the New Black*, *The Crown*, and *Stranger Things*, generating critical acclaim and attracting millions of subscribers. In 2019, Netflix first original feature film (*Roma* of the Netflix) first non-English original series (*Club de Cuervos*) and first Asian original (*Marriage Story*) debuted. In 2019, Netflix descriptions for the studio's original work launched with *Stranger Things*, a movie designed to enhance accessibility and inclusivity.

Global Expansion

In 2016, Netflix expanded its global reach, bringing the service to members in over 190 countries. In 2020, the company introduced a new home-grown original series in 15 countries to address a decline in subscriptions. In 2020, Netflix began exploring the streaming and announced its first stage play, *Stranger Things: The First Wives*. The company's emphasis on innovative technology, personalized user experiences, and strategic content investments has been key to sustaining and maintaining its market leadership.

Competitor 2

Early History

Amazon Prime Video, launched in 2005 as Amazon Video, is Amazon's video streaming service. Initially, the platform allowed users to rent or purchase digital copies of movies and TV shows. In 2011, Amazon rebranded the service and integrated it into the Amazon Prime membership, offering subscribers unlimited streaming of a curated selection of movies and TV shows. The integration was a strategic move that added value to the already popular Amazon Prime program, which includes benefits like free shipping and access to Amazon Music.





X Studios

Over the years, Amazon Prime Video has significantly expanded its content library. The company secured licensing agreements with major studios and networks to offer a diverse range of movies and TV shows. In 2015, Amazon made a strategic shift towards producing original content with the launch of Amazon Studios. The initiative led to the creation of acclaimed original series such as "Transparent," "The Mindy Project," and "The Marvelous Mrs. Maisel," which have earned numerous awards and increased the platform's prestige.

Global Expansion

Amazon Prime Video's global expansion began in earnest in 2016, making the service available in over 200 countries and territories. The platform demonstrated regional content is vital to local tastes and preferences, bolstering its position as a versatile entertainment streaming service. Key features such as local language dubbing, which offers additional information about the content, and seamless integration with Amazon's ecosystem of devices (e.g., Fire TV, Echo Show) further enhanced the user experience. Amazon Prime Video's comprehensive content selection, coupled with the added value of Prime membership benefits, has positioned it as a formidable competitor in the streaming industry.

Competitor 3

Netflix was founded in 1997 as a DVD rental service but soon became a major media company (NBC Universal, News Corporation, and others). The Netflix Series Company, designed to provide on-demand access to current TV shows, has quickly become a popular streaming service in the United States by offering timely access to episodes from various networks. Netflix also has original broadcast in 2015, has introduced a subscription service called Netflix, which provides on-demand access to a large content library, including hit seasons of TV series and a selection of movies. Over time, Netflix diversified its offerings by creating original content in 2016, such as popular series like "The Handmaid's Tale," which received critical acclaim and numerous awards. The streaming service is only available in the United States.



Competitor 4

Launched in November 2015, Disney announced itself as a major player in the streaming market by leveraging the extensive content library of The Walt Disney Company. The platform offers exclusive access to content from Disney, Pixar, Marvel, Star Wars, and National Geographic, serving a wide range of audiences from children to adults. Disney's content includes original series and films, starting with flagship programs like "The Mandalorian" from the Star Wars universe, which received critical and audience acclaim. By focusing on popular franchises and producing new content, Disney emerged as a strong contender in streaming landscapes. While the service was initially only available in a handful of markets, it has since expanded to over 100 countries across North America, Latin America, Europe, and the Asia-Pacific region.

Competitor 5

Apple TV+ was launched in November 2019 as a component of Apple's ecosystem portfolio, marking the company's entry into the streaming industry. Unlike other platforms that offer extensive libraries of licensed content, Apple TV+ focuses exclusively on Apple Original programs, featuring shows, movies, and documentaries. Early successes include critically acclaimed series like "The Morning Show," "Ted Lasso," and "Silo," which have gained significant attention. Apple TV+ integrates seamlessly with the Apple ecosystem, providing a smooth user experience across devices like iPhones, iPads, Macs, computers, and Apple TVs. The company offers a free trial period and bundles Apple TV+ with other Apple services through Apple One. The service is available in over 100 countries.

Competitor Comparison

	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5	Competitor 6
Hosting						
Original						
Content						



Competitive Advantage

The competitive advantages of Company ABC are:

Specialized Focus on Region X Cinema

Company ABC offers a curated selection of licenses and high-quality Region X series, films, and documentaries, catering specifically to the interests of X-speaking audiences. Since no other OTT platform has the adequate capability of buying Region X movies at the moment, the content selection offered by Company ABC will be unique, ensuring there is no direct competition to the platform.

Company ABC Original

By partnering with esteemed Region X filmmakers and content creators, Company ABC can provide exclusive original content, distinguishing itself from competitors and attracting a dedicated viewership.

Cost Efficient

Company ABC will obtain copyright licenses at significantly lower costs compared to other OTT platforms due to lower valuation of Region X currency. Moreover, leveraging AI technology to provide multilingual dubbed versions and subtitles, Company ABC can effectively cater to diverse audiences. This strategic approach offers substantial advantages over other OTT platforms in terms of cost efficiency.

SWOT Analysis

The following is a listing of Company ABCs key strengths and weaknesses, as well as opportunities and threats that exist within the marketplace.

Strengths	Weaknesses
Company ABC offers a curated selection of licenses and high-quality Region X series, films, and documentaries, providing unique and valuable content. Therefore, there will be no direct competition for the platform.	Company ABC may struggle with lower recognition compared to established competitors like Netflix.





<p>Curated Partnerships: Partnerships with streaming/Region 1 filmmakers and production houses ensure a high quality selection of licensed content.</p> <p>Global Accessibility: Features like dubbed versions and multilingual subtitles make content accessible to a broader audience, including non-English speakers.</p> <p>Cost Efficiency: Company, LLC will secure copyright/licensing at substantially reduced costs in comparison to other OTT platforms due to lower selection of the Region 1 content.</p>	<p>Content Volume: The volume of content available on Company, LLC may become saturated by major competitors, potentially leading to lower engagement.</p>
Opportunities	Threats
<p>Growing OTT Market: The increasing demand for OTT services worldwide provides an opportunity for Company, LLC to grow its subscriber base.</p> <p>Expanding Demographics: The large and growing Hispanic/Latino population in countries such as the US, Canada, Germany, and the UK offers a significant target market.</p> <p>International Recognition: The success of Region 1 content on global film festivals can enhance the platform's reputation and attract more users.</p>	<p>Intense Competition: The OTT market is highly competitive, with many established players offering a broad range of content, it might be challenging to attract and retain subscribers.</p> <p>Regulatory/Challenges: Regulatory environments across different countries can be complex and may impact operations.</p> <p>Economic Factors: Economic downturns or fluctuations in currency/exchange rates could impact subscriber spending and the platform's revenue stream.</p>



Risk Assessment and Mitigation

Company ABC anticipates the following risk factors in launching the application. It has developed the accompanying mitigation steps:

Risk Description and Potential Impact	Likelihood	Impact	Strategy
Lack of Brand Awareness	Low	High	<ul style="list-style-type: none">Invest in brand building through targeted marketing.Use partnerships and endorsements from recognized influencers.
Limited Content Volume	Low	Medium	<ul style="list-style-type: none">Quickly increase content volume on the platform through strategic partnerships.Monitor user production to produce high quality Region A content for enhancing user engagement.
Market Competition	High	High	<ul style="list-style-type: none">Continue emphasizing unique Region A content offerings (e.g. comedy, etc.) that increase LTV potential.Highlight the platform's exclusive partnerships with selected Region A filmmakers and unique offerings.
Regulatory Challenges	Low	High	<ul style="list-style-type: none">Establish content licensing agreements and following the relevant local and international laws.Maintain a proactive stance on regulatory monitoring by staying informed about



				<ul style="list-style-type: none">changes in policies and regulations across different regionsensure that financial transactions comply with relevant foreign money transfer (FTML) regulations
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Economic Benefits

The Company will make a positive impact on the US economy through the taxes. The Company's net profits as well as its payroll expenses will increase with Company's growth, thus increasing total taxes paid. The chart shows the projected increase in both net income and payroll taxes through the years.

Company Tax Contribution					
	Year 1	Year 2	Year 3	Year 4	Year 5
Payroll Taxes	\$100,000	\$150,000	\$200,000	\$250,000	\$300,000
Taxes Incurred	\$50,000	\$75,000	\$100,000	\$125,000	\$150,000
Total Tax Contribution	\$150,000	\$225,000	\$300,000	\$375,000	\$450,000



Apart from contribution in US economy through taxation (at the federal and provincial level), the Company has identified the following secondary benefits to the US economy:

- **Employment Opportunities.** By hiring around 12 employees (not including the founders) over the five years at competitive wages, the Company will create long-term employment opportunities. Furthermore, the Company aims foster an inclusive environment that enables individuals with communication disabilities. With this move, the Company will indirectly contribute to employment rates.

- 
- Supporting the Entertainment Industry. By collaborating with US-based companies, talent, and technical crews for content creation, Company ABC can contribute to the growth and sustainability of the US entertainment industry.
 - Stimulating Small and Medium Enterprises (SMEs). As Company ABC expands its operations, it can stimulate demand for various services and products provided by SMEs, such as marketing agencies and technology vendors, thereby supporting local businesses.
 - Boosting Digital Infrastructure. By investing in advanced digital technologies within the US, Company ABC can support the growth and development of the technology sector, driving innovation and enhancing the overall digital ecosystem.



Marketing Plan

Marketing Objectives

The aim of all the marketing efforts of Company ABC will be as follows:

- Build Company ABC image as premier streaming platform for Region X and Y media.
- Fostering user familiarity of the platform and its comprehensive features.
- Highlight the importance and value of licensed and high-quality content against pirated content.

Marketing Strategy

Following are the key themes that will be followed as part of marketing strategy for Company ABC:

- Licenses and High-Quality Content: Emphasize Company ABC as the need of the hour for viewing licenses and high-quality Region X media content.
- Global Accessibility and Inclusivity: Promote Company ABC commitment to providing a smooth and inclusive viewing experience with multilingual support, including subtitles and dubbed audio tracks, to cater to a diverse international audience.

Advertising & Promotion Strategy

Social Media

Popular social media platforms used by customers (e.g., Facebook, Instagram, Twitter, Snapchat, TikTok and LinkedIn) will be used for targeted outbound marketing and lead generation. Social media platforms will also allow Company ABC to exhibit platform's unique features and exclusive content. It will effectively attract and educate new audiences at a relatively low cost, ultimately driving up customer engagement levels throughout sales and marketing initiatives.



New Agencies

Collaboration with news agencies will be done to distribute press releases about Company ABC launch, latest content acquisitions, exclusive premieres and partnerships. This can generate buzz and provide authoritative coverage that reaches a broad audience.

Moreover, feature articles and editorial reviews on Company ABC curated content, including original series, movies, and documentaries, will be arranged. Positive reviews from reputable sources will be critical in building credibility and attract viewers looking for quality content.

Influencer and Community Partnerships:

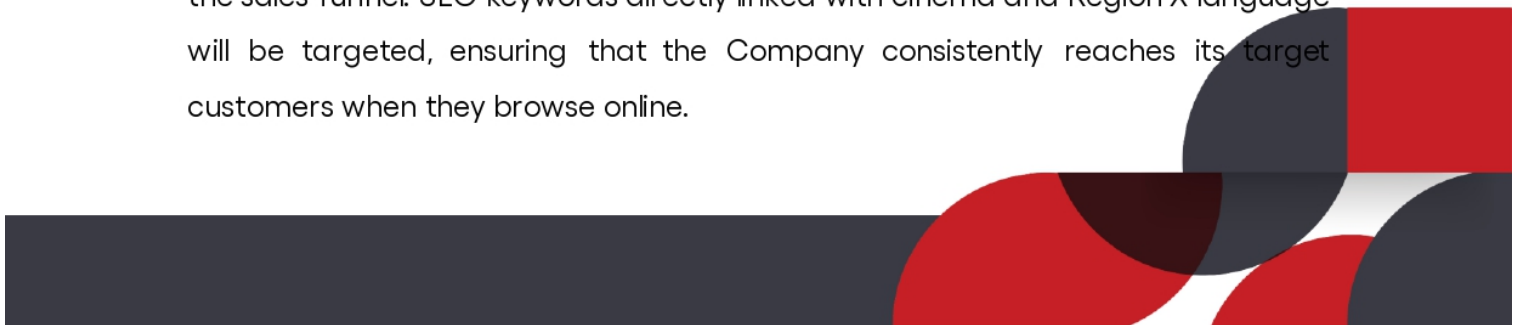
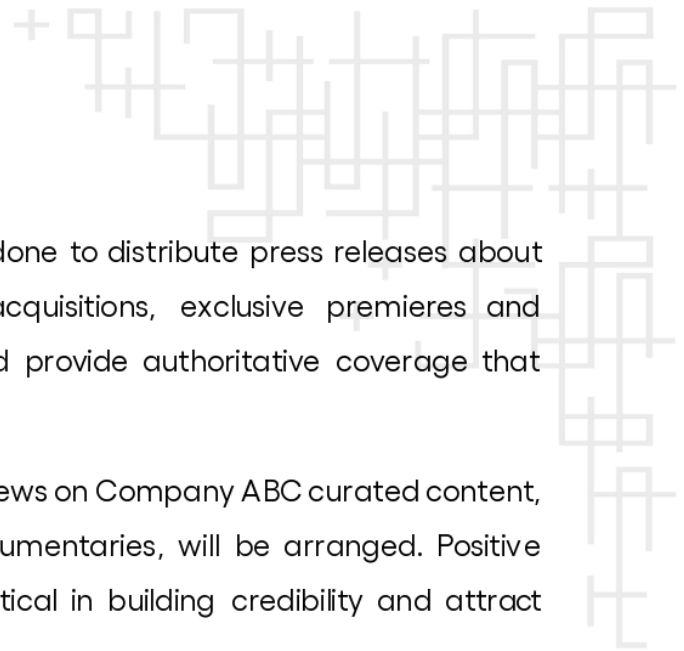
Collaborate with influencers, cultural ambassadors and community organizations that resonate with the X-speaking diaspora and cultural enthusiasts. These partnerships can help amplify Company ABCs image, enhance credibility and expand reach within niche markets.

Google Pay-Per-Click Ads

Company ABC will also utilize a pay-per-click digital advertising strategy via the Google AdWords platform. Pay-per-click (PPC) advertising enables the Company to efficiently reach target customers through popular search engines. PPC advertising is an efficient advertising method – commonly associated with first-tier search engines –which the Company will continuously use to generate leads. The Company will seek to focus PPC ads on reputable, popular websites, with priority given to sites and social media platforms that are directly linked with movie and video streaming, ensuring that the Company consistently reaches its target customers when they browse online.

Search Engine Optimization (SEO)

The Company will also employ search engine optimization– majorly with first-tier search engines –to increase web traffic and more qualified leads coming through the sales funnel. SEO keywords directly linked with cinema and Region X language will be targeted, ensuring that the Company consistently reaches its target customers when they browse online.



Customer Acquisition & Retention Strategy

Several strategic focuses (outlined below) help Company ABC minimize the cost of acquiring and retaining customers. Customer acquisition and retention are essential KPIs that our team will continue to monitor, as the cost associated with retaining existing customers is significantly less than attracting new customers.

The nature of its business model allows the Company to effectively utilize an existing customer base to generate recurring sales and revenue. Subsequently, quality control to raise customer acquisition and retention rates will be accomplished through the following strategies:

Customized Alerts and Suggestions:

This strategy pertains to the segmentation of target customers based on customer type, along with associated needs, habits, and patterns.

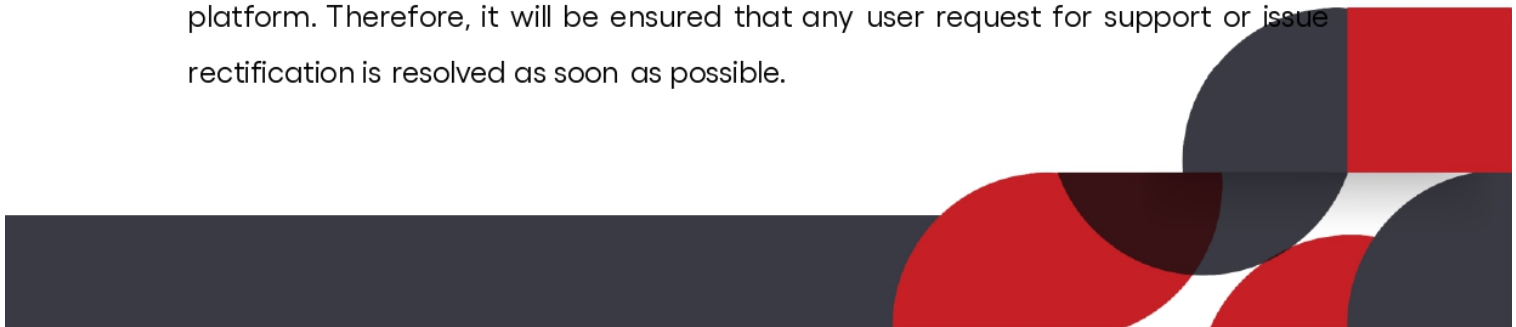
Customized alerts and suggestions will be shared with users and potential leads for the new uploaded contents and recommended movies and shows over email, messages and push notifications.

Pre-emptively Soliciting Customer Feedback:

Following this agile framework, the Company will keep the platform users at the core of all the development processes of new features. Before rolling out any new feature, detailed BETA testing will be conducted and feedback will be incorporated in the design. By doing so, the Company will be confident that latest features will succeed. Soliciting feedback and engaging customers in creating latest features is an excellent way to build industry relations and foster a sense of belonging and loyalty to the brand.

Ensuring Quick and Effective Problem Resolution:

It is well understood that of the platform users will be from non-technological backgrounds. Therefore, in case of any issue or requirement, prompt and effective response from the customer services team will be essential in overall success of the platform. Therefore, it will be ensured that any user request for support or issue rectification is resolved as soon as possible.



Strategic Partnerships

To provide high-quality and authentic Region X media content on its OTT platform, the Company will enter into strategic partnerships with four major film production platforms in Region Y:

- A
- B
- C
- D

Contracts with B and D have already been signed. C and A signed MOUs with the Company, paving way for future collaboration. The Company will buy the distribution rights outside Region Y for the content produced by these platforms and will host it on its OTT platform.

Apart from hosting the content, joint marketing campaigns will also be launched to inform audience of Region X content outside Region Y of the Company ABC and enhance the web traffic.


Pricing Strategy

Company ABC high-level pricing strategy is to price the platform offerings competitively, relative to current market options for target customers. The Company recognizes that attracting and retaining customers throughout the business lifecycle is essential. It will offer value-added solutions that will attract customers throughout business development. By offering competitive pricing and superior value with exceptional customer service, Company ABC creates an optimal value proposition.

Go To Market Strategy

A phased approach will be adopted by the Company as its go-to market strategy.

- Phase 1: BETA Testing | Months 1-3
- Initiate final phases of software testing.
- Potential subscribers will be offered free trials in an allotted period to BETA test the technology.

- 
- The BETA testing phase will allow management to gain actionable insights into the market and use the KPIs gained from this phase to prospect sales.
 - Phase 4 – Brand Awareness Campaign & Platform Launch | Months 6-12
 - Launch Company ABC across US.
 - Ongoing product development while securing initial sales and continuous BETA testing of the product and subjectivity of the business features.
 - Continue to obtain heavy key performance indicators (KPIs) and traction throughout phase 2.
 - Launch a large-scale marketing campaign and begin to convert an extensive network of users.
 - Utilize a large portion of the initial capital contribution campaign towards brand awareness campaign to convert users.
 - Attract customers through a robust online presence and a referral program.



will be through platform subscriptions.
 viewing rights for desired content without
 revenue streams for the Company:
 takes USD XXX per thousand views²⁰

The main revenue stream for the Company will be through platform subscriptions. However, users will still be able to buy viewing rights for desired content without monthly subscription. Following are the revenue streams for the Company:

- ## Pricing

Package	Price
Free Package	
Pay-per-view (PPV)	
Monthly Subscription	

²⁰ [YouTube CPM Rates for Entertainment Industry](#)



Operation Plan

Office

As mentioned earlier, X has the highest number of Region X people in the United States. Neighborhoods of A in B, C is largest Region X community outside Y. Furthermore, the client has established key relationships with more than XXXX talented artists, directors and producers. This makes A a suitable hub for Company's content production activities. Therefore, the Company will establish its head office in A.

Moreover, the Company will also establish a branch office in G, H to manage operations across H.

Regulatory Compliance

Apart from business registration and local permits, the Company is not required to apply any special permits or comply with industry-specific regulations. The Company will, however, develop a "Code of Business Conduct" to make sure that all the Company's operations are within the industry-specific legal framework. All the Company employees will be liable to follow these guidelines through legal contracts.

All the users will be required to create login for using the Company ABC platform. Since the portal will collect individual's personal data, the Company will comply with California Consumer Privacy Act, Personal Information Protection and Electronic Documents Act (PIPEDA) and General Data Protection Regulations (GDPR).

Office of Foreign Assets Control (OFAC) Regulations

is Chapter 1 "Office of Foreign Assets Control, Department of the Treasury" of Executive Regulations Relating to Money and Finance under Title 31 Money and Finance, Treasury of the Code of Federal Regulations (CFR), Revision 501-098. "Exempt transactions" under such Regulations contained in part 3181, Section 18, Exemptions and sanctions regulations" do not apply to the transaction (i.e., the company) and the corporation to any country of information or information.

information, as defined in 17 USC 101, whether communicated in electronic, magnetic, or
any other form or medium of communication.

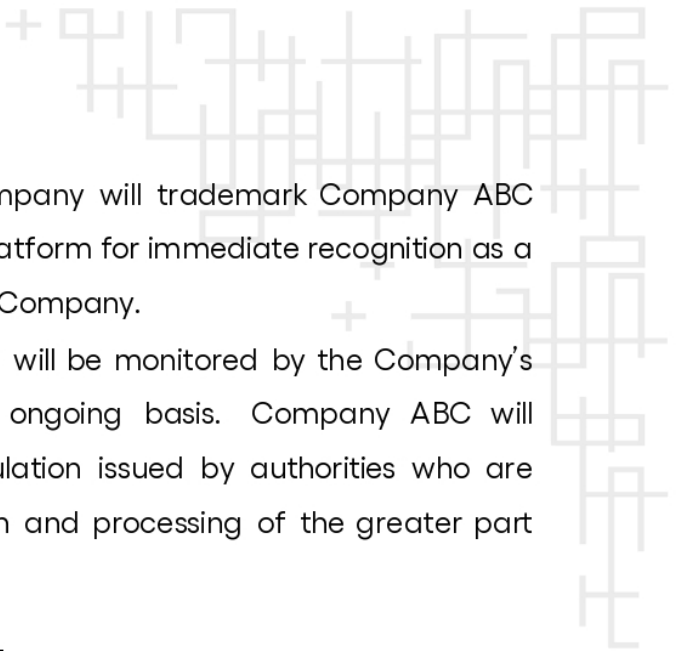
As per 17 USC 101, the term "information" or "informational material" includes, but is
not limited to, publications, films, pictures, photographs, records, photographs,
microfilm, microfiche, tapes, computer data, CD ROMs, software, and other data
files.

This means that input of entertainment media content from any source can be
used in any form.

IP Strategy

It is imperative for Company ABC to develop an IP strategy for ensuring business sustainability. The Company's IP assets comprise of acquired content, originals and the proprietary streaming platform. The IP strategy encompasses the following:

- **Licensing Agreements with Producers.** The Company will negotiate Licensing Agreements with the Region Y content producers to license streaming rights for multiple movies and TV shows outside Region Y. Some licenses are/will be for a limited time while others will last for a perpetuity.
- **Third-party Interaction Policy.** A third-party nondisclosure agreement with feedback clauses will be employed while hiring employees as well as any other service provider. The Company will prepare and sign a written agreement to assign the ownership of the developed software to Company ABC.
- **Copyright Notices.** The software code, as well as its resulting graphical user interface (GUI) and user experience (UX) designs, are eligible for copyright protection, which is established automatically upon creation. While registration with the relevant authorities in the US provides added benefits in enforcing these rights, marking code files and design elements with copyright notices serves as a deterrent and informs all personnel, both authorized and unauthorized, that such files contain Company intellectual property.

- 
- **Trademark Protections.** The Company will trademark Company ABC logo, brand name as well as its platform for immediate recognition as a streaming and media production Company.
 - **Review of IP Policy.** This IP policy will be monitored by the Company's management committee on an ongoing basis. Company ABC will ensure legal compliance to regulation issued by authorities who are responsible for the administration and processing of the greater part of intellectual property in US.

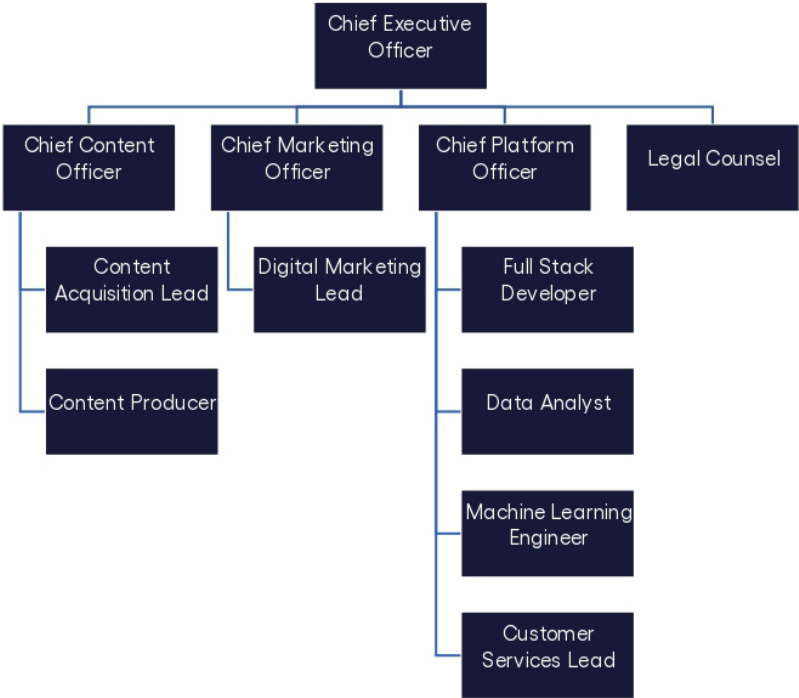
Customer Relationship Management

For effective and efficient customer relationships, a chatbot and a ticket management solution will be integrated with the platform. The chatbot will be the first respondent to all user queries. In case the chatbot is unable to resolve the user query, it will register a ticket in the name of the user with the platform support team. The support team will not only resolve the ticket but will also get in touch with the customer for confirmation and further guidance.



Human Resources

Organizational Structure



Management Team

- CEO: Overall vision and strategy
- COO: Day-to-day operations
- CFO: Financial planning and reporting
- CTO: Technology and IT infrastructure
- CMO: Marketing and branding
- CDO: Data strategy and business growth
- CHRO: Talent management and culture
- CSO: Product strategy and development

Staffing Requirements

The Company’s hiring forecast is outlined in the following table:

	Year 1	Year 2	Year 3	Year 4	Year 5
Chief Executive Officer					
Chief Content Officer					

Chief Content Officer (CCO)

Job Description: The Chief Content Manager is responsible for the strategic planning, development, and execution of content strategy for the platform.

Job Duties:

- Conduct market research and audience analysis to identify content trends and gaps.
- Identify and negotiate with content creators, production houses, and distributors for acquiring high-quality content.
- Oversee the production of original content, including working with writers, directors, and producers.
- Maintain an organized content library and oversee the content lifecycle from acquisition to renewal or retirement.
- Develop and refine functional KPIs.

Chief Marketing Officer (CMO)

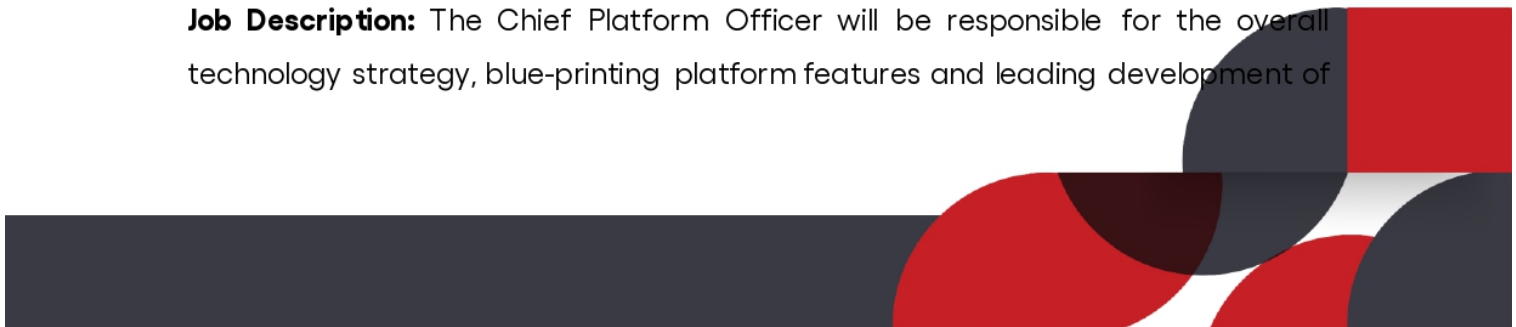
Job Description: The Chief Marketing Officer will be responsible for overseeing the planning, development and execution of organization's marketing and advertising initiatives, while ensuring a high conversion rate among the potential leads.

Job Duties:

- Define and implement the Company's marketing strategy alongside the CEO.
- Strategize and strengthen the brand image in the market.
- Protect the Company's interest by establishing liaisons with key external stakeholders such as associations, relevant government authorities and other key players in the industry.
- Finalize and track customer acquisition and retention goals through relevant KPIs.

Chief Platform Officer (CPO)

Job Description: The Chief Platform Officer will be responsible for the overall technology strategy, blue-printing platform features and leading development of



platform with the help of 3rd party subject matter expert to make sure that platform is user friendly for non-technological users.

Job Duties:

- Responsible for development of the Company's portal with the help of 3rd Party SMEs
- Collaborate with cross-functional teams to define, design, and introduce new features, and to troubleshoot and resolve issues.
- Ensure that the customer feedback is considered and included in the overall product design.

Legal Counsel

Job Description: The Legal Counsel is responsible for providing legal expertise and guidance on all legal matters related to the platform's operations.

Job Duties:

- Ensure that the platform complies with local, national, and international laws and regulations, particularly those concerning digital media, copyright, and broadcasting.
- Draft, review, and negotiate a wide range of legal documents, including content licensing agreements, distribution deals, partnership contracts, and vendor agreements.
- Manage and protect the platform's intellectual property, including trademarks, copyrights, and patents.
- Provide guidance on content-related legal issues, including privacy, advertising, and user-generated content.
- Manage and coordinate any litigation, arbitration, or mediation involving the platform.
- Work with external legal counsel as needed to address complex legal issues.
- Ensure that the Company's governance practices align with legal and regulatory requirements.

Customer Services Representative

Job Description: The Customer Service Representative will ensure the highest levels of customer satisfaction by providing prompt, high-quality customer support.

Job Duties:

- Serve as the primary point of contact for subscribers.
- Drive subscriber retention through effective customer engagement.
- Handle customer complaints and ensure closure in a timely manner.
- Collect customer feedback and ensure its proper communication.

Content Acquisition Lead

Job Description: The Content Acquisition Lead is responsible for sourcing and securing high-quality content for the platform.

Job Duties:

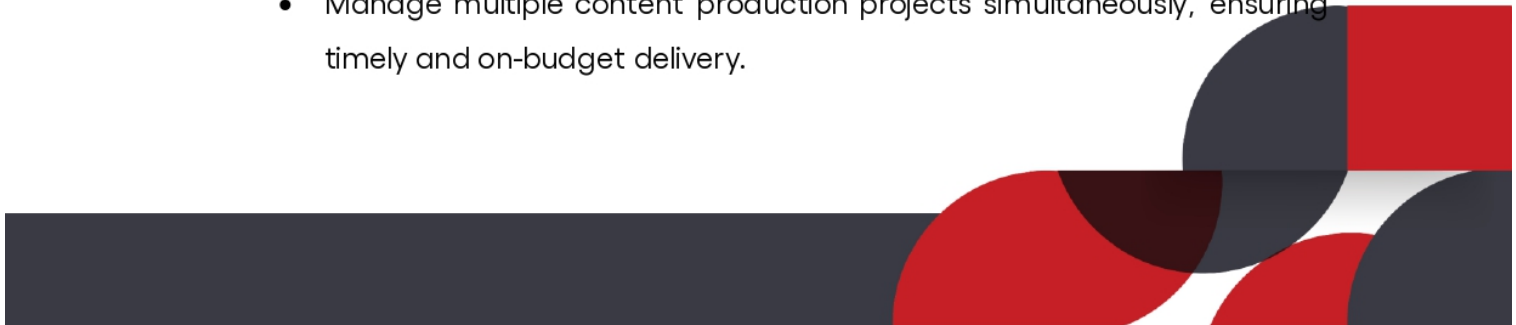
- Identify and evaluate potential content providers, including studios, independent producers, and digital content creators.
- Negotiate terms and conditions of content acquisition deals, including licensing fees, exclusivity clauses, and renewal options.
- Conduct market research to identify content gaps and opportunities for new acquisitions.
- Build and maintain strong relationships with content providers to secure ongoing content deals and partnerships.
- Act as the main point of contact for content providers and address any issues or concerns.


Content Producer

Job Description: The Content Producer is responsible for overseeing the production of original content for the platform.

Job Duties:

- Manage multiple content production projects simultaneously, ensuring timely and on-budget delivery.



- 
- Coordinate with writers, directors, cast, and crew to bring content ideas to fruition.
 - Ensure that content adheres to quality standards, brand guidelines, and regulatory requirements.
 - Create and manage production budgets, ensuring efficient use of resources.
 - Communicate project updates and milestones to stakeholders and management.


Digital Marketing Lead

Job Description: The Digital Marketing Lead will execute the Company's digital marketing strategy.

Job Duties:

- Plan digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising.
- Maintain social media presence across all digital channels.
- Measure and report on the performance of all digital marketing campaigns.
- Full Stack Developer
- **Job Description:** The Full Stack Developer will be responsible to support the development of platform and maintain the Company's technological infrastructure.

Job Duties:

- Support in creation of blueprints of the Company's platform.
 - Finalize UI/UX design and oversee development/deployment.
 - Fix bugs.
 - Manage and document codebase changes.
 - Oversee API development and integration.
 - In-house maintenance of the platform
- 

Data Analyst

Job Description: The Data Analyst is responsible for data analysis and interpretation. They will provide actionable insights that will inform decision-making across the platform.

Job Duties:

- Collect, process, and manage large datasets from various sources, including user behavior, content performance, and market trends.
- Ensure data accuracy, integrity, and security.
- Generate regular and ad-hoc reports on key performance indicators (KPIs) and metrics.
- Provide insights and recommendations to improve content strategy, user engagement, and overall platform performance.
- Generate analytical dashboards for data-driven decision making.

Machine Learning Engineer

Job Description: The Machine Learning Engineer will be tasked with the development of proprietary machine learning algorithms.

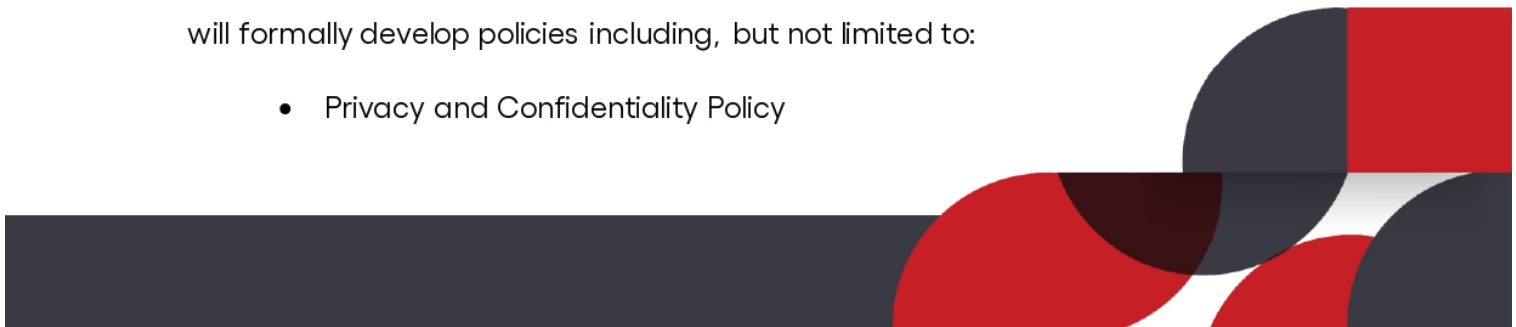
Job Duties:


- Support design of proprietary adaptive-AI algorithm.
- Research and implement appropriate ML tools.
- Oversee development of machine learning applications according to requirements.
- Select appropriate datasets and data representation methods.
- Run machine learning tests and experiments.

Employee Policies and Procedures:

Employee policies and procedures for Company ABC will be designed to comply with federal and provincial labor laws, privacy regulations and ethical guidelines. Given that healthcare technology involves handling sensitive data, the Company will formally develop policies including, but not limited to:

- Privacy and Confidentiality Policy



- 
- Harassment and Discrimination Policy
 - Ethic and Compliance Policy
 - Code of Business Conduct
 - Performance Management Policy

Regular employee trainings and periodic reviews of these policies and procedures will be conducted to keep them current and effective.

The Company will consult with legal experts and human resource professionals specialized in the Canadian healthcare and technology sectors to develop these policies.

Employee Growth Plan


Company will develop a talent development plan to focus on nurturing talent within the Company, promoting a culture of innovation and continuous learning, and retaining top performers. The plan will be developed for all the key-positions in the Company organizational chart and will include:

- Clearly defined career paths
- Skill assessment and development roadmaps
- Details of mentoring program
- Recognition and reward program

The plan will be flexible enough to accommodate the growth stages of the Company and the evolving needs of its workforce.

New Employee Onboarding Process

All onboarded employees will be given an onboarding plan, which will be developed by the line manager. The line manager will be responsible for smooth execution of the onboarding plan so that new members can be seamlessly integrated into the team.



Governance

Company Ownership/Legal Entity

Company Ownership

- Board of Directors: To be established upon incorporation.
- Management Team: To be identified upon incorporation.
- Compliance: Adhering with regulatory requirements.

Company Ownership/Legal Entity

- Legal Structure: LLC or Delaware C-Corp (C-Corp).
- Equity Distribution: Founders, early employees, and investors.
- Shareholder Agreements: To be incorporated.

Company Structure & Registration State

- Registration: Delaware or Delaware (or C-Corp).
- License & Agreements: To be incorporated upon registration.

Governance/Advisory Structure

Management Team, comprising of CEO, CMO, CCO, CPO and Legal Counsel, will be the main governing body in the Company in the startup phase, headed by CEO and responsible for:

- Providing strategic direction
- Approving major financial decisions
- Hiring/Firing
- Ensuring the Company complies with legal regulations and ethical standards.
- Reporting on Performance
- Develop Governance Policies including but not limited to
 - Code of Business Conduct
 - Conflict of Interest Policy
 - IP Policy
 - HR Policy
 - Ethics and Compliance Policy
- Limit of Authority Matrix

However, as the business grows, the Company's governance structure will evolve to cater for the requisite changes in the organization.



Financial Forecast

Use of Funds

Use of Startup Funding	
Start-up Expenses	
Legal, Business and Admin Fees	150,000
Platform Commercialization	150,000
Other Expenses	150,000
Total Start-up Expenses	450,000
Long-term Assets	
Platform Development	150,000
Computer, Server & Cloud	150,000
Distribution Rights	150,000
Total Long-Term Assets	450,000
Short-Term Assets	
Working Capital	150,000
Total Short-Term Assets	150,000
Total Expenses & Assets	
Total Start-up Expenses	450,000
Total Start-up Assets	150,000
Total Funding Requirements	600,000

Revenue Forecast

Revenue Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue Forecast					
Basic Subscription	150,000	150,000	150,000	150,000	150,000
Pay Per View	150,000	150,000	150,000	150,000	150,000
Advertising Revenue	150,000	150,000	150,000	150,000	150,000
Distribution Rights	150,000	150,000	150,000	150,000	150,000
Total Operating Revenue	600,000	600,000	600,000	600,000	600,000
Other Income					

Settlements, Damages etc.	1997-1998	1998-1999	1999-2000	2000-2001	2001-2002
Total Other Income	1997-1998	1998-1999	1999-2000	2000-2001	2001-2002
Total Income	1997-1998	1998-1999	1999-2000	2000-2001	2001-2002



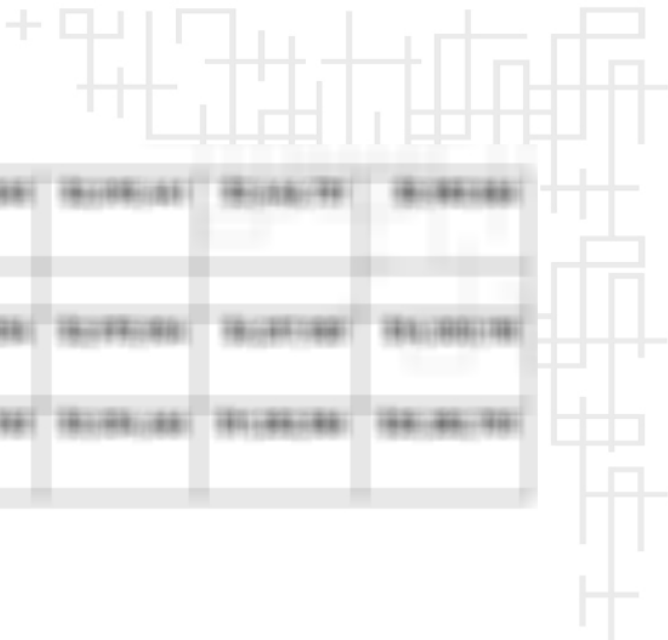
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1000000000000000000	1000000000000000000	1000000000000000000	1000000000000000000	1000000000000000000	1000000000000000000
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1000000000000000000	1000000000000000000	1000000000000000000	1000000000000000000	1000000000000000000	1000000000000000000

Income Before Taxes	1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Taxes (Income tax)	1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Net Profit	1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Net Profit After Taxes	1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Income Before Taxes / Net Profit / Net Profit After Taxes / Net Profit After Taxes / Net Profit After Taxes / Net Profit After Taxes					

Proforma Cash Flows

Pro Forma Cash Flow						
		1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Cash Inflows						
Income from Sales		1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Owner Contribution		1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Other Income		1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Total Cash Inflows		1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Cash Outflows						
Operating Expenses		1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Capital Expenditures		1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Financing		1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Operating Income		1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Net Profit		1988-1991	1992-1993	1994-1995	1996-1997	1998-1999
Net Profit After Taxes		1988-1991	1992-1993	1994-1995	1996-1997	1998-1999



Total Cash		15,125,000	15,125,000	15,125,000	15,125,000	15,125,000
Outflows						
Net Cash		15,125,000	15,125,000	15,125,000	15,125,000	15,125,000
Flow						
Ending Cash		15,125,000	15,125,000	15,125,000	15,125,000	15,125,000
Balance						

