



July 2021



# THE NEW CREATOR ECONOMY

**\$104b**

Market Size

**50m**

Creators

Source: Influencer Marketing Hub



Artists/Artisans



Life Coaches



Athletes



DJs



Dancers



Celebrities



Creators



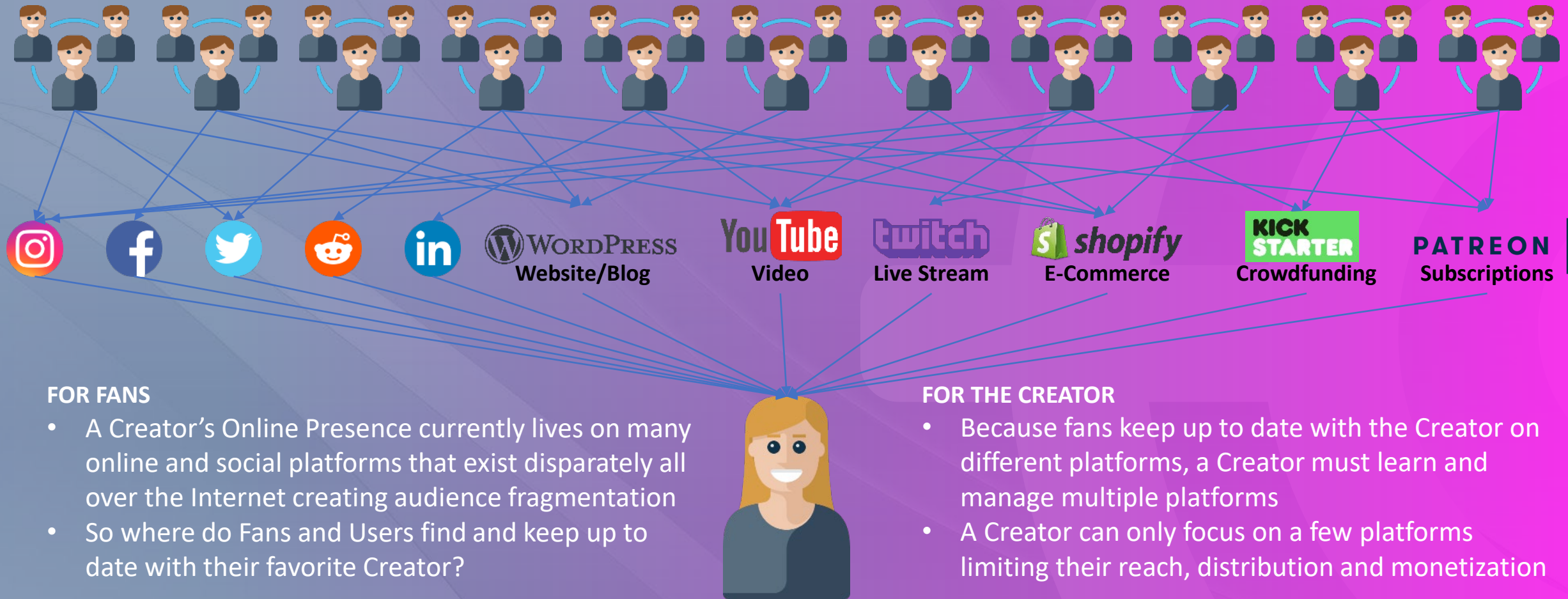
Musicians

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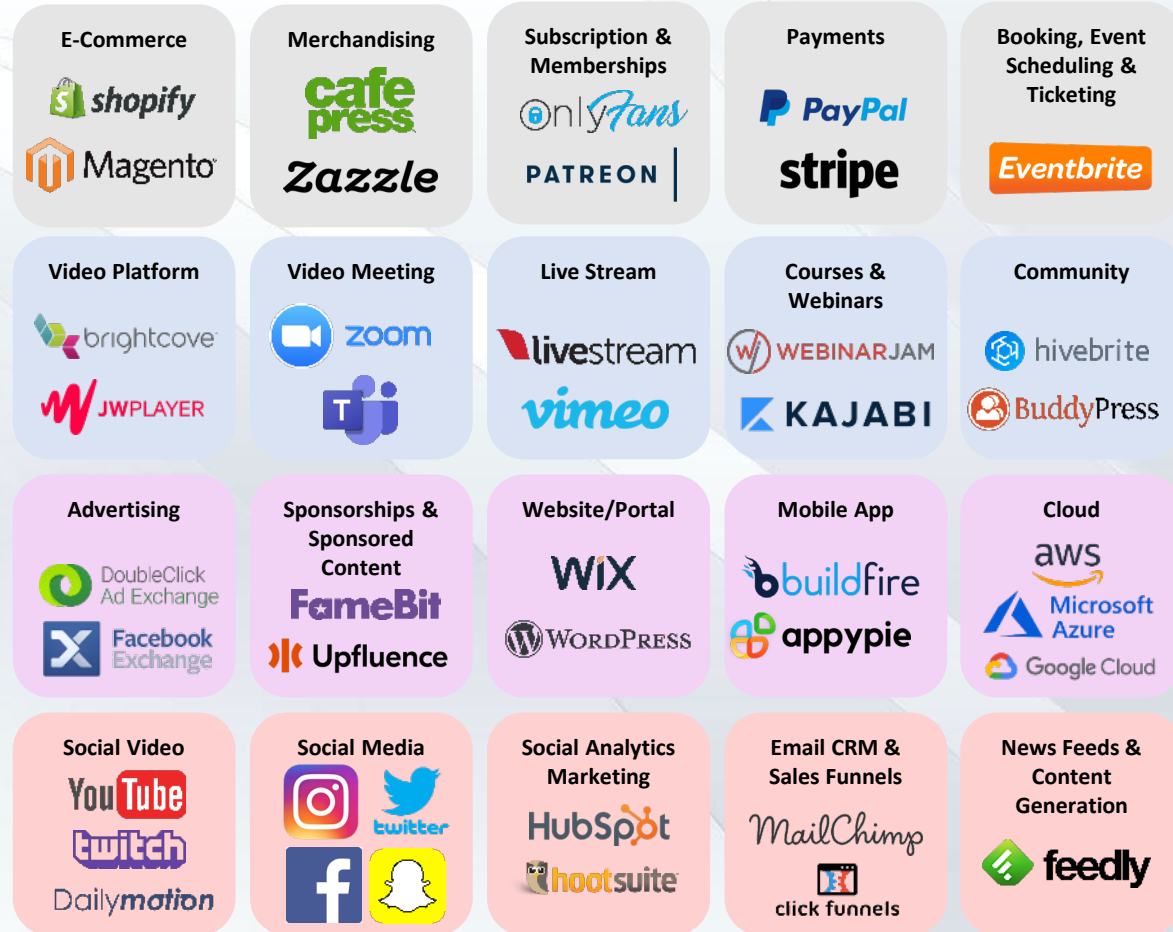
# THE PROBLEM

## A CREATOR'S ONLINE PRESENCE IS FRAGMENTED AND HARD TO MANAGE



**Fragmentation of a Creator's Online Presence breaks up a Creator's audience and sends a Creator's fans and followers in all different directions while creating extra work for a Creator**

# FAMECAST IS A ONE-STOP PLATFORM THAT ELIMINATES THE NEED FOR MANY TOOLS



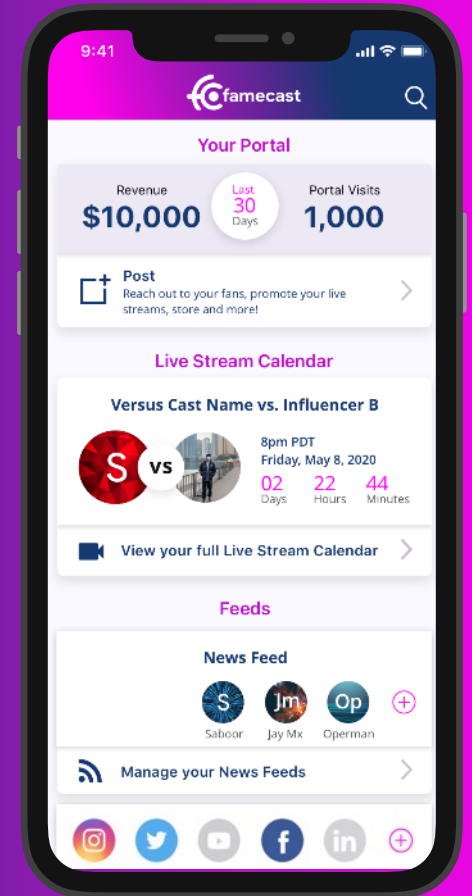
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## Would Creators rather use all these platforms or...



OR

The FAME Platform combines the best features of over 20 tools into one easy-to-use, comprehensive platform that will make Creator's online and social life easier while making Creators more money





# OUR SOLUTION

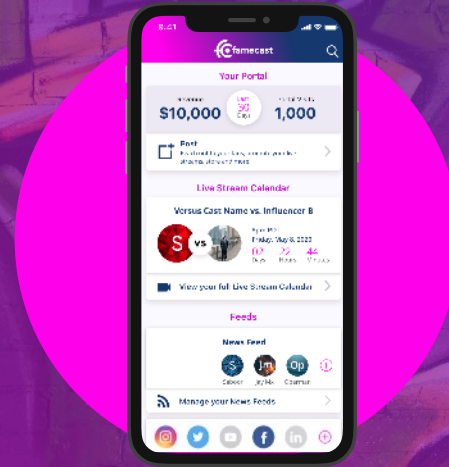
## FAME PLATFORM

(FAN AMPLIFICATION MONETIZATION ENGAGEMENT)



### Creator-Branded Community, Event & Commerce Portal, TV & Mobile Apps

Unified Portal & App to unify a Creator's Online & Social Presence into one place for users while creating simplified one-stop backend management



### Famecaster Creator App for Social Management, Creation, Famecasting & Marketing

AI-driven Social Analysis and Manager, Content Creation, Event Famecasting, E-Learning & Recommendation Manager, Amplification & Automated Omni-Channel Marketing Engine and Sales Funnels



### Creator-Branded Turnkey Merchandising, E-Commerce, Ticketing & Ad Monetization Engine

Integrated Audience Monetization Engine with E-Commerce, Event Ticketing & Advertising Engine plus Turnkey Merchandising Supply Chain & Sourcing



# ALL-IN-ONE HOSTING & BACK OFFICE TECH PLATFORM FOR CREATORS



- Creators get their own branded community, event and commerce web portal, iOS and Android mobile apps and optional OTT TV apps, which they can create in just minutes
- The FAME Platform comes complete with community, live streaming, video, audio, blog, e-commerce and much more, all in one single platform, which means one workflow and only one system to learn greatly reducing creation time and increasing productivity and efficiency
- Creators do not need to “cut-and-paste” from one platform to another, code, edit HTML/CSS, integrate APIs and SDKs, etc.



A complete media hosting and back office tech platform simplifying workflow and increasing productivity

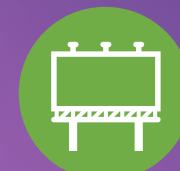
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# FAMECAST HELPS CREATORS MAKE MORE MONEY

Famecast gives Creators more ways to monetize than any other platform with 15 different potential revenue streams



Advertising



E-Commerce



Turnkey Merch



Content Sales



Memberships



Subscriptions



Donations



Livestreams



Tickets/PPV



Sponsorships



NFTs



Classes



EventCasts

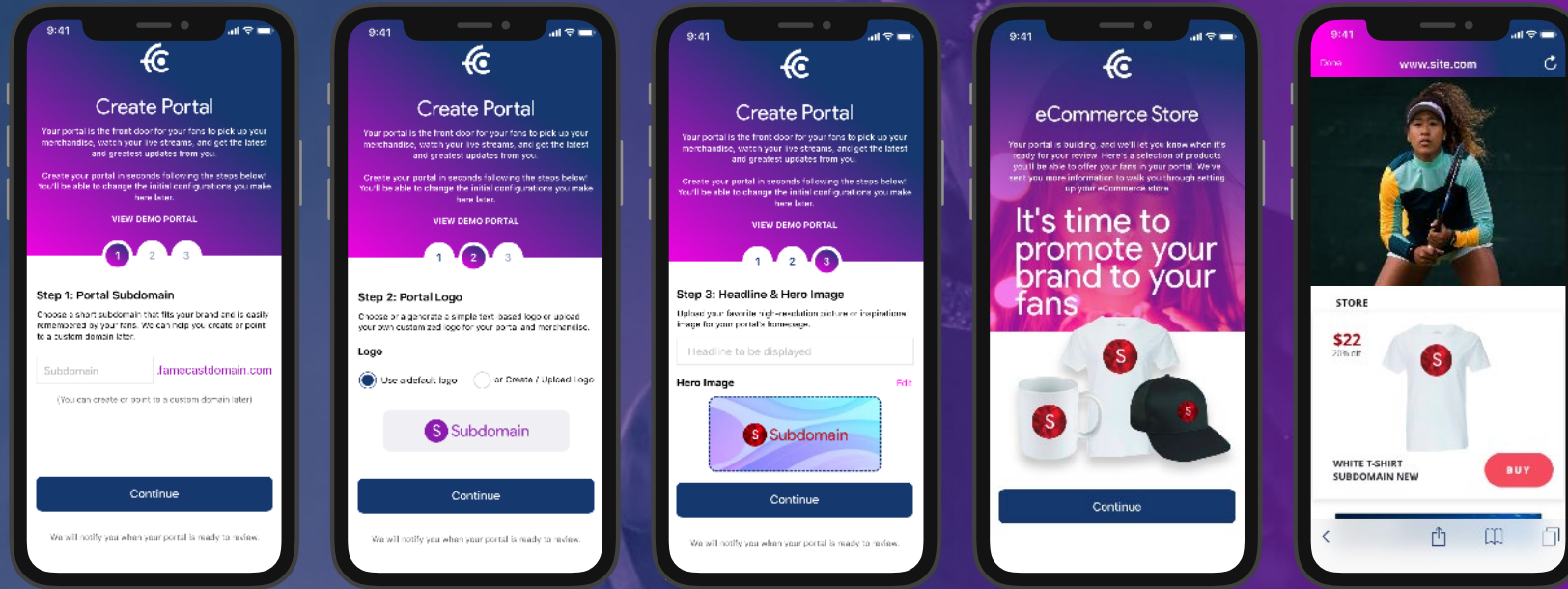


Bookings

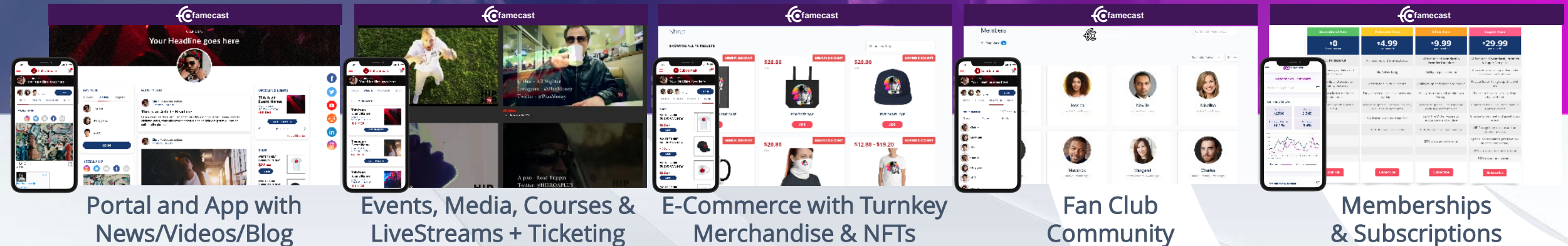


Experiences

# CREATORS CAN EASILY & QUICKLY CREATE THEIR OWN PORTAL & APPS



Creators can create their own Portals and Apps in 4 Steps and under 10 minutes



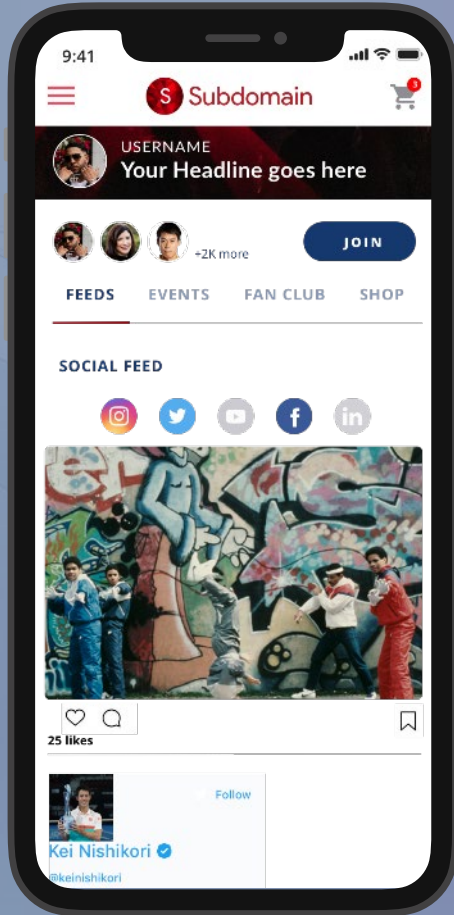
Creators can easily and quickly sign up and create their own Community, Event & Commerce Portal and Mobile Apps in under 10 minutes

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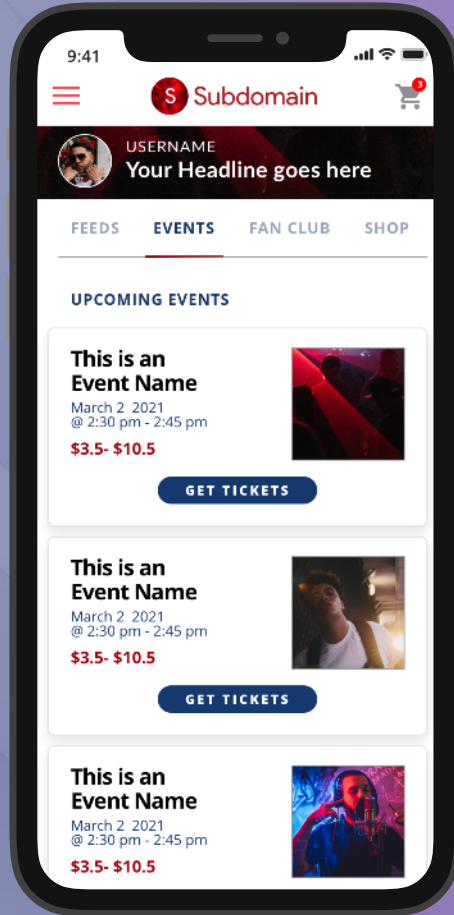


# CREATOR-BRANDED FAN COMMUNITY MOBILE APPS



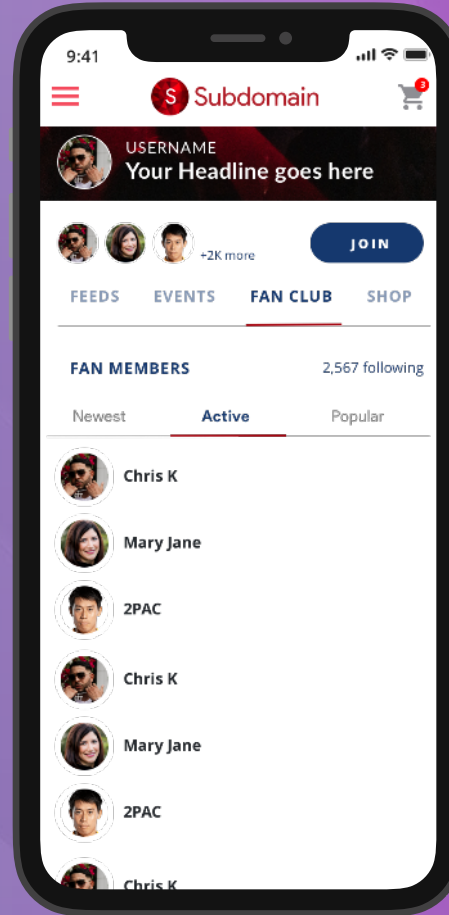
## SOCIAL FEEDS

Fans get all Creator social feeds in one place to keep up to date with the Creator



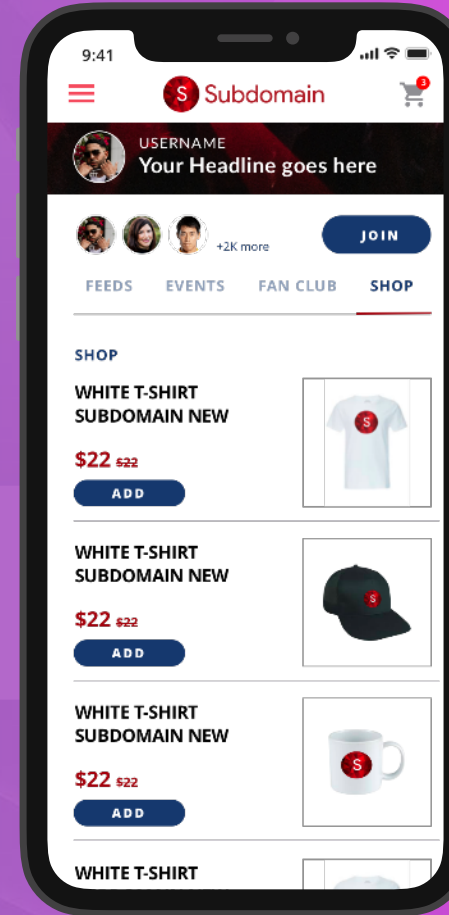
## EVENTS

Fans can browse and buy tickets for Creator Events such as livestreams and concerts



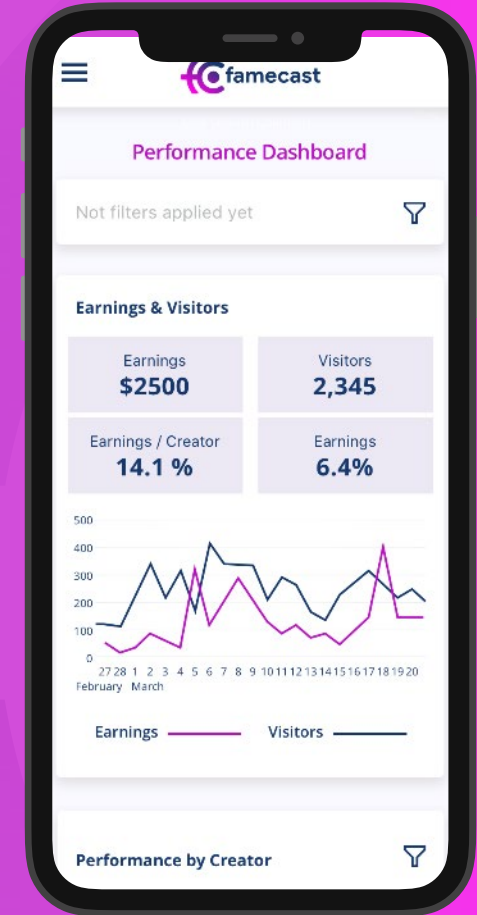
## COMMUNITY FAN CLUB

Fans can interact and engage with other Creator fans in a complete Facebook-like community



## E-COMMERCE/MERCHANDISE

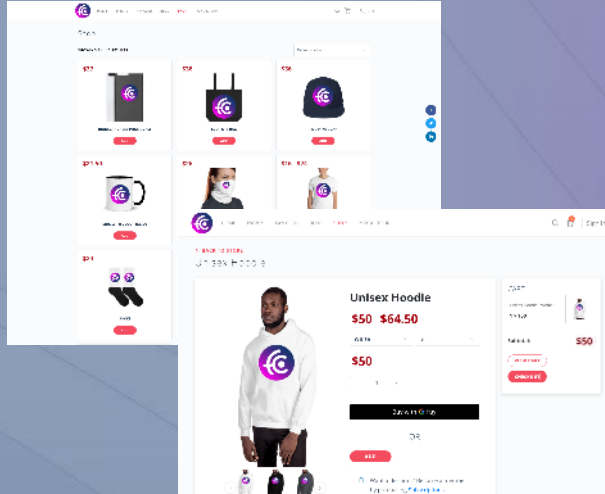
Fans can buy Creator branded and inspired Products and Merchandise



## ANALYTICS/EARNINGS

Creators can get real time analytics and earnings to see how they are doing

# E-COMMERCE WITH TURNKEY CREATOR-BRANDED MERCHANDISE



T-Shirt



Cap



Mug

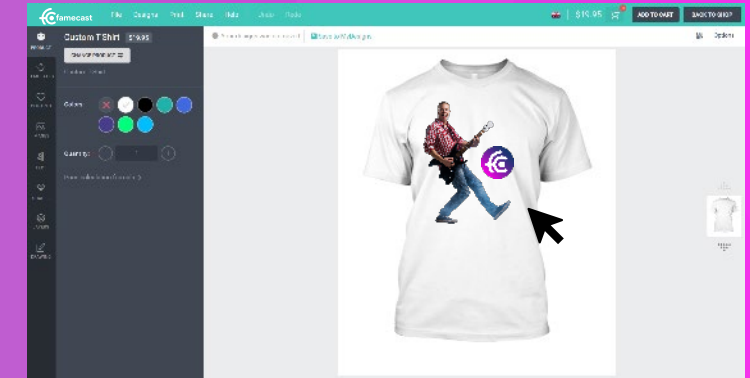


Cosmetics



Headphone

- Creators get a complete E-Commerce Platform complete with catalog, shopping cart and checkout with payment processing
- Famecast's Custom Product Designer allows Creators to design their merchandise, pick colors and design & add custom art and messaging
- The FAME Custom Product Designer is connected to partner factories and manufacturers that will create, manufacture and ship the merchandise that Creators design and brand



## FAMECAST TAKES CARE OF



Product  
Concept/Design



Sourcing



Manufacturing



Logistics



E-Commerce



Payment



Fulfillment



Customer Support



Returns

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# HOW DOES FAMECAST MAKE MONEY

# 20%

## Revenue Share<sup>1</sup>














on Memberships, Events and Services  
created and sold thru FAME Platform by Creators  
plus 30% Gross Margin on  
Creator Branded Products & Merchandise

### Hypothetical Creator with 100K Followers

Product/Service Type	Conv Rate	Units Sold	Unit Price	Revenue	Creators	Famecast
<b>Memberships</b>	0.50%	500	\$5.00	\$30,000	\$21,330	\$5,400
<b>Events/Content</b>	0.50%	3,000	\$10.00	\$30,000	\$22,230	\$5,694
<b>Merchandise</b>	0.60%	600	\$35.00	\$21,000	\$5,511	\$3,675
<b>NFT/Collectibles</b>	0.15%	150	\$75.00	\$11,250	\$5,254	\$2,813
<b>Sponsorship/Ads</b>	5.00%			\$2,880	\$2,304	\$576
<b>TOTAL</b>				<b>\$95,130</b>	<b>\$56,629</b>	<b>\$18,158</b>



# COMPETITIVE ANALYSIS

Features	 famecast	 PATREON	 onlyFans	 WIX	 linktree	 vimeo	 zoom	 KAJABI	 shopify	 Mumble app	 HubSpot	 hootsuite	 MailChimp	 Eventbrite
Website/Portal	✓			✓										
Mobile App (iOS/Android)	✓													
Fan Community	✓													
Memberships	✓	✓	✓											
Subscriptions	✓	✓	✓											
Events Listings/Ticketing	✓													✓
Video CMS/Hosting/Player	✓					✓								
Live Streaming	✓					✓								
Event Meeting Room	✓						✓							
Courses/Classes	✓							✓						
E-Commerce Shop	✓								✓					
Create Your Own Product	✓													
Merchandise Sourcing	✓													
Product Fulfillment	✓													
NFT Collectibles	✓									✓				
Link Aggregation	✓				✓									
Social Media Management	✓													
Social Marketing	✓											✓		
E-Mail CRM	✓												✓	

Famecast is the only technology platform that offers a comprehensive, one-stop for all of a Creator's tech needs



# MANAGEMENT TEAM



**Rex Wong**

CHIEF EXECUTIVE OFFICER & CO-FOUNDER

- iVideoSmart Chairman & Co-Founder
- Qello CEO (Acq 2018)
- 8sian Media CEO & Co-Founder (Acq 2017)
- China Genetics Co-Founder (Acq 2015)
- DAVE.TV CEO & Co-Founder (Acq 2008)
- Applied Semantics Co-Founder (AdSense - Acq 2003 - Google)



**Tassos Koutsovassilis**

CHIEF TECHNOLOGY OFFICER

- Cubicast CEO & Co-Founder
- Gimbal Chief Architect
- Phigital Co-Founder & Chief Architect (Acq 2015)
- Velti Director, Engineering

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**Paul Cheng**

PRESIDENT, COO & CO-FOUNDER

- Ericsson EMODO Founder & GM
- Singtel Strategic Advisor
- Gimbal SVP, Marketplaces & GM
- Phigital CEO & Co-Founder (Acq 2015)
- Velti CPO/SVP Corp Dev (NASDAQ 2011)
- Asylum Telecom CEO/Co-Founder (Acq 2006)



**Colman Ma**

VP PROJECT OPERATIONS & CO-FOUNDER

- Mindshare Project Manager
- iVideoSmart Project Manager
- AIVON Director of Operations, North America
- Carat Digital Media Operations



**Roger Wu**

CHIEF INFLUENCER OFFICER

- Cooperatize CEO & Co-Founder (Acq 2020)
- Gift Finder Co-Founder
- Digital Power & Light Vice President
- Klickable President & Co-Founder (Acq 2011)
- Bloomberg Legal Sales
- Goldman Sachs Analyst



**Chris Hanson**

CHIEF PRODUCT OFFICER

- RedAwning Director, Product Management
- Valassis Director, Product Management
- Choose Energy Director, Product Management
- Adteractive Sr. Product Manager



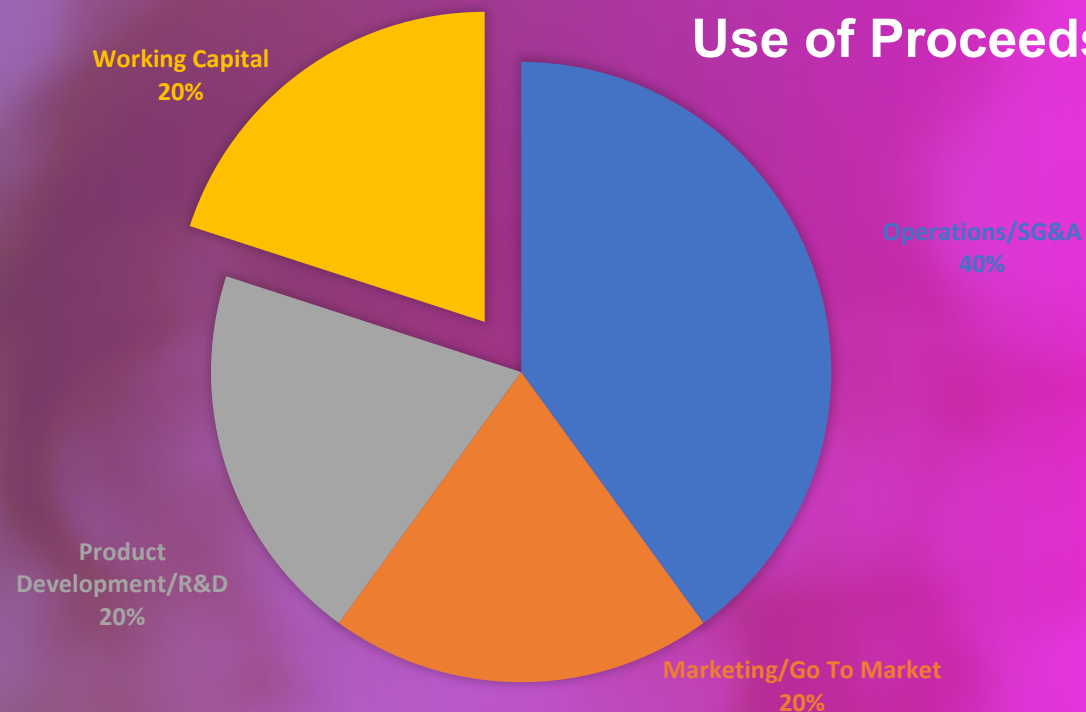
**\$5m**

**Financing Round Raise**



## INVESTMENT OVERVIEW

### Use of Proceeds



Funding Use	Funding	% of Funding
Operations/SG&A	\$ 2,000,000	40%
Marketing/Go To Market	\$ 1,000,000	20%
Product Development/R&D	\$ 1,000,000	20%
Working Capital	\$ 1,000,000	20%
	\$ 5,000,000	100%





Thank You

**Rex Wong, CEO**  
(626)428-3100  
[rex@famecastmedia.com](mailto:rex@famecastmedia.com)