



Acquisition and Financial Model

August 2021

Win over the Influencers.

Give them a better deal.

The rest will follow.

Give everyone a better experience, more control and better ownership.

Free Users that Publish

- Veamcast will need to host content (videos, photos and files attached in veams) but veams can also link to content elsewhere (i.e. YouTube).
- We'll vet a list of advertisers that users can choose (ads that match their style and genre). We aim for the advertisers to invest in promotion for aligned content.
- Users can import their YouTube, Facebook and other accounts.
- Once a free user has enough traffic, converted them should be easy as we'll be making a profit on them already.

Paid Users

- Paid users will have their own cloud accounts or servers (we can resell or they can source their own) and we'll publish anywhere.
- They'll pay a monthly fee (tiered pricing TBD, possible reselling of cloud accounts. It'll be easy to justify a sale once the bandwidth/storage reaches the max for free or the revenue we generate exceeds the fee).
- We can also generate revenue on matching them with advertisers through partnerships.
- They'll cost nearly nothing other than calls to our API and website.

All Users (browser users)

- The Veamcast directory, viewers and emails will have sponsorship opportunities.
- All advertising (other than paid users who can do whatever they want) will be vetted (we'll look for quality mass appeal advertisers, no scams, get rich quick schemes or questionable health claims).
- We'll target and favor local businesses. Advertisers will be given assistance in setting up target market tags, location tags and multiple themes to match our users channel themes (ABC Partner Program Advertiser/Broadcaster/Copyright owner)

Early uses of funding

- Secure API and hone software.
- Web Design and User Interface overhaul.
- Seed a network of channel publishers and advertisers.
- Explore business models with respect to licensing copyrighted material (much like radio and other streaming services).
- Explore partnerships with software developers that have the components Veamcast is currently lacking (i.e. instant messages, live calls, video/audio editors and recorder enhancements)....
- Upselling can be a huge alternative revenue model (i.e. ManyCam, Camtasia)