veamcast executive summary autumn 2023

VEAMcast is Video Email and More! Veamcast enables, fast, time shifted voice/video communication, collaboration and sharing. It's super simple to exchange messages and it's just as easy to quickly publish and monetize television channels on the Internet. Veamcast multimedia messages (VEAMs) can target both Veamcast users and non-Veamcast users via email, social networking and deep linking into Roku devices.

VEAMs are playlists/packages of files that can include any type of content (video, audio, photos, attachments, links and simple scripts). Veamcast channels are sets or manifests of VEAMs (as is your Veamcast inbox). Sharing simple or complex content like programmed television, presentations with variously formatted content, or just your thoughts is simple and intuitive.

Time shifted verbal conversation can be so much more effective than emails and short text messages. It's more personal, precise and time-cost effective. Paired with Roku, Veamcast takes messaging to the big screen. Messages received on the phone can be easily cast to the TV.

Our primary target market will be influencers that want alternatives to existing monetization strategies. When ready, we want to quickly pull YouTube publishers into our platform in large numbers with an easy import of their channels. We want to show them why our platform is worlds better for THEM, how to better monetize their channels and maintain CONTROL. They can interact more with their audiences. They can avoid being censured, delisted and demonetized. They can choose their own hosting and while subject to law, will not be subject to bias. Veamcast is a SAAS company, not a social network.

Veamcast for Desktop also includes a browser that allows users to rate, comment, tag or report content ANYWHERE on the Internet. Content that is objectionable will be labeled or blocked when viewed with the Veamcast browser. The browser also offers opportunities for discovery and promotion.

Real time communication can be built into or plugged into this platform and we're deciding on partners to help us do that. There are countless other services and APIs that can be integrated. We'll work with the best.

Veamcast offers an Android app written in Xamarin (so an iOS version is not far behind), a Windows app, a Roku app and web interfaces. VEAMs can reach nearly everybody. Veamcast can be used in conjunction with or as an alternative to social networks and it can also replace email and text for a lot of scenarios and we plan to grow in that direction. Email is incredibly flawed with attachment problems, spam and delivery issues. A replacement is due. Text integration can work as well.

The entertainment aspects of Veamcast will help it go viral and the communication aspects of it will make it sticky. There is also potential for a growing host of great premium features.

The advertising potential of this platform is enormous. Our primary model is to allow paid users to control their own advertising while we limit storage and bandwidth for non-paid users. We'll monetize the free user's content for ourselves using highly vetted ads that our users can choose from. Once they have enough traffic to make it worthwhile, it'll be an easy conversion to our paid plans. We make money either way. We want to give priority to local advertisers and encourage smaller businesses to build video advertising and sponsor local content. We also want to give priority to content that is generally positive.

Veamcast has been self-funded thus far and we are looking for a seed investment to take this to the next level. We are also looking for introductions to media content providers, software partners (esp. photo and video effects), hardware partners, online marketers, press and others involved in the online media industry.