

Investment Opportunity

in

Digital News & Media Company

COMPANY PROFILE

COMPANY OVERVIEW

- ❖ *“Company is engaged in building India’s premium digital video-led media platform to engage audience and brands through its immersive content.”*
- ❖ *Highly experienced founding team; with over 40+ years of relevant experience. Have worked in India Today, The Times of India, Indian Express, The Quint, CNN-IBN, Network18, The Wall Street Journal and Reuters.*

SERVICE OFFERING

Brand Studio

Create native content, bespoke digital videos, multi-media content and text only story for sponsors, partners and brands to tell their stories.

Conversations

Organize talks and offline events that will bring influencers, lawmakers, industry leaders, academicians, authors, sportstars, film personalities and more.

Syndication

Provide digital videos for telecom service providers, original videos for streaming media services like Netflix, Amazon Prime, Facebook, UC Browser and OTT platforms.

TIMELINE

OCTOBER 2017

- ❖ Received ~USD 56k (~INR 30 Lakhs) as Seed Fund from a marquee Indian investor
- ❖ Finished the brand communication exercise (logotype, brand colours, video templates) for all our properties
- ❖ Delivered a branded storytelling video for a client. Also, our first revenue.

NOVEMBER 2017

- ❖ Initiated content development
- ❖ Moved from alpha to beta the testing of website
- ❖ Commissioned video and text stories

DECEMBER 2017

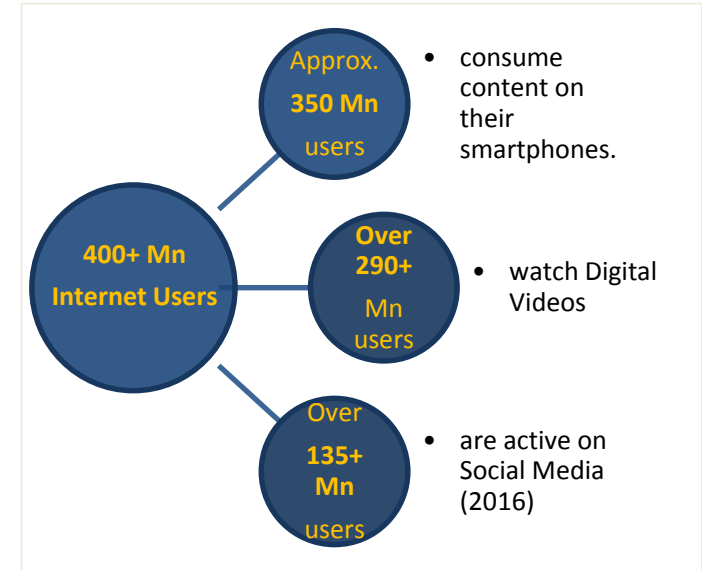
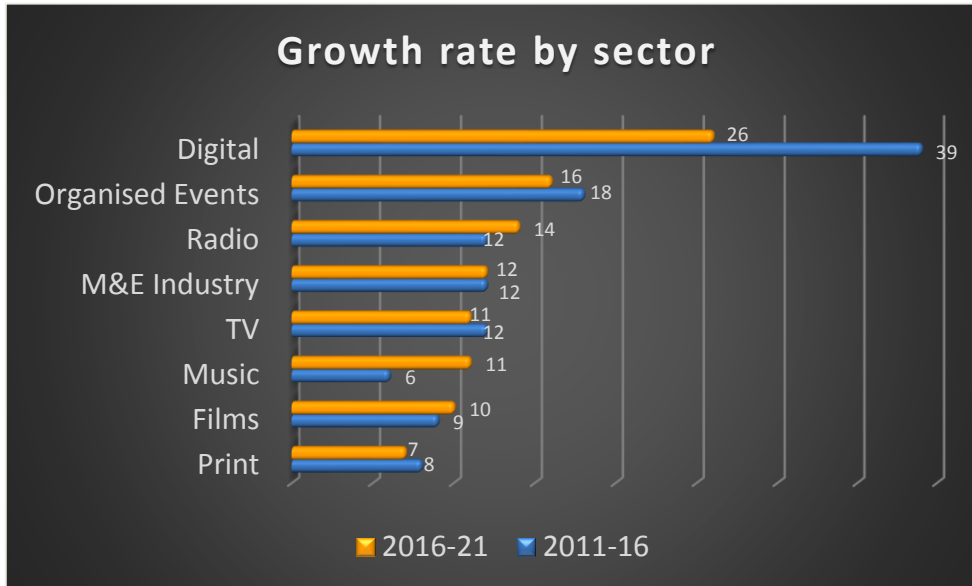
- ❖ Launched the Facebook page
- ❖ Set-up a team of 4 people, (excluding the two founders, invested in production tools and hardware, started the post-production of video stories

JANUARY 2018 – till date

- ❖ Launched on Twitter, Instagram and YouTube
- ❖ Started publishing brand videos and text stories on regular basis, releasing 2 videos every quarter
- ❖ Key Statistics (as on February 8, 2018)
 - ✓ Over 2 lakh video views on Facebook in just a month

MARKET OPPORTUNITY

INDUSTRY OVERVIEW



KEY GROWTH DRIVERS

- **Rapidly increasing internet users**
- **Consumers' migration from Text to Video and use of Social Media for consumption of news**
- **Higher spend on entertainment services by the millennials**
- **Increasing use of mobile as the device for reading/viewing news**
- **Rising data consumption with smart-phone penetration**

INVESTMENT RATIONALE

KEY STRENGTHS

- **Fast Growing Market** - Digital Industry with 26% annual revenue growth.
- **Government Initiatives** - Strong growth phase led by the recent govt. initiatives like Make in India, Skill India, and especially Digital India.
- **Experienced Management Team** - Seasoned management with strong industry experience in the Media News & Entertainment Sector.
- **Evolving focus towards Digital Media** - Traditional News & Media companies likes Times of India & The Economist shifted from traditional news & media to Digital news & Media reflecting strong confidence in the concept and the industry.
- **In-House Brand Studio** - Premium native advertising as the business model

TRANSACTION OVERVIEW

- Seeking **USD 1 Mn** for onboarding the team (Journalists, video production staff for the brand studio, sales & marketing team, technology and design), capex (hardware and gear, software licenses, wire subscriptions, office setup and rental) hire consultants and move from the current freelancing to staff model
- Exit opportunities available in next 3-5 years through:
 - ✓ Subsequent expansion by capital funding rounds
 - ✓ Strategic sale to larger Digital News & Media players (Times of India, Indian Express) and International players.

THANK YOU!

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