



STREAMIFY

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Business Proposal

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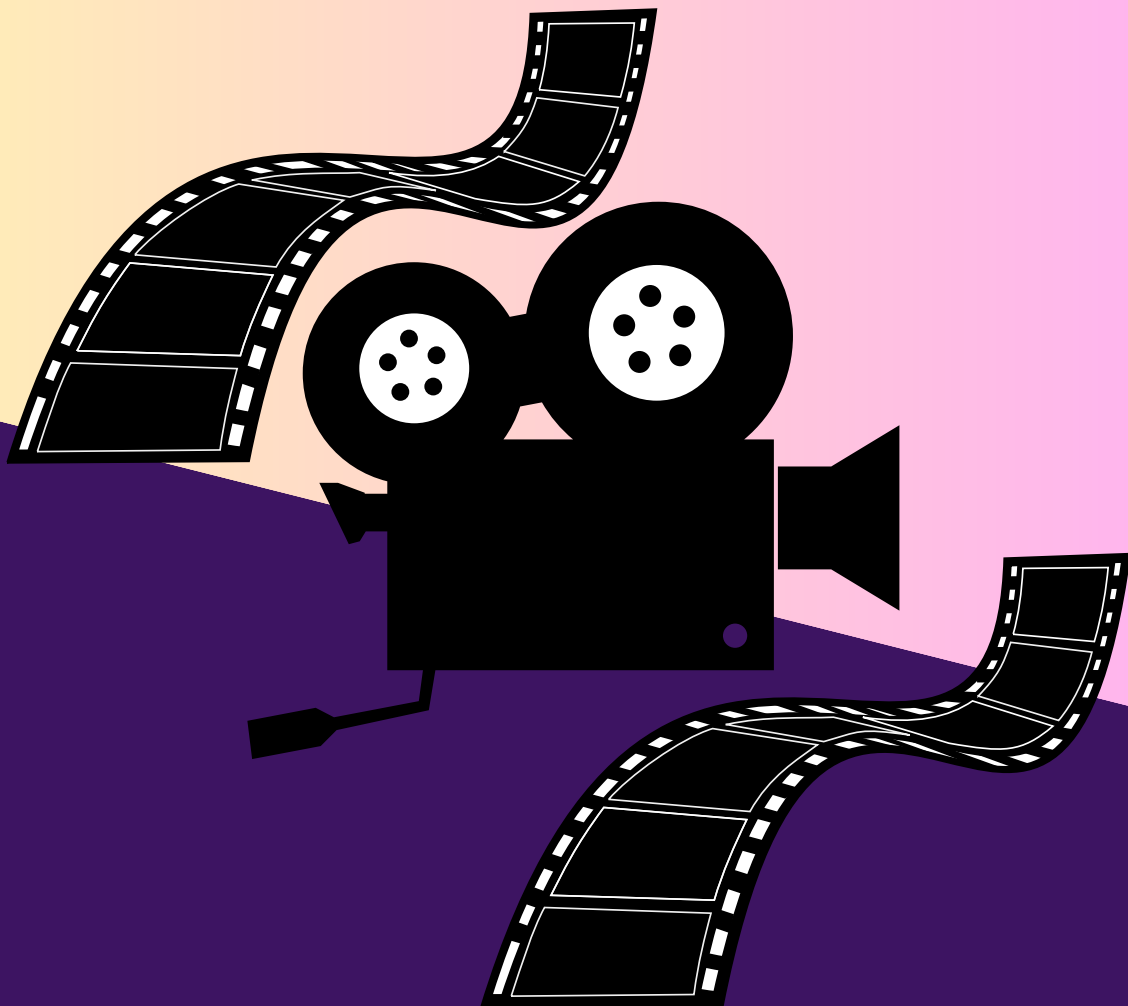
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Introduction

New Streaming Service

Streaming services are used all around the world. Like Netflix, HBO, and Hulu, there are dozens of movies and shows that are streamed on these apps. There are very few streaming services that are available to date. Only a handful are used on a worldwide basis. We would like to introduce the new streaming service, Streamify. The platform would be available across the globe to every country. It would be accessible via app and website.

Streamify will have a large variety of shows and movies on the platform. It will also allow for shows that are currently made to have their episodes uploaded the day they are streamed on television. Depending on account subscription they will be allowed a certain amount of devices that can stream from anywhere around the world. They will also be able to stream via cellular or wifi.



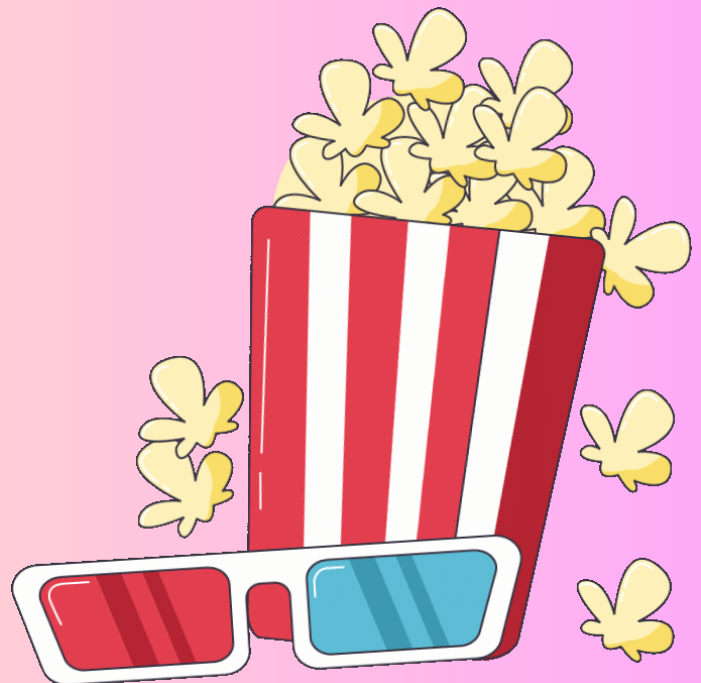
About the Founder

ANGELICA SANCHEZ

Co-Executive Founder



Before home streaming services became popular, I had an affinity for attending movie theaters and watching as many newly released movies as I could. Throughout my teenage years, I was an avid tv show and movie binger. During the Covid-19 lockdown, I watched all kinds of genres of shows and movies and most of the time I found myself on Netflix, Hulu, and HBOMax. After not too long I became incredibly bored of shows and movies I had seen over and over again on platforms that were incredibly poor in recommending and adding new movies. I knew I had to create my streaming service to address the issues I had with the current ones. Streaming services could be made an awful lot better if companies put the time and effort into doing so. Since they haven't, we decided to.



Problem

The Pros and Cons that lay within other streaming services

NETFLIX, HBOMAX, AND HULU

NETFLIX	<ul style="list-style-type: none">• Different layouts between computer and phone app• Doesnt work on websites• Limited Anime category• Too pricey• Cancels their popular originals• Game Ads
HBOMAX	<ul style="list-style-type: none">• Complicated layout but stays the same on compter and app• Limited Anime category• Decent Pricing• Limited amount of newer shows on platform
HULU	<ul style="list-style-type: none">• Does not sto streaming show after watching for a very long time• ADS• Incredible variety of Anime category• Nice layout• Extra upgrades in order to stream shows from other platforms/companies

ISSUES WITH OTHER STREAMING PLATFORMS

Streaming services are meant to cater to the people and these streaming services don't necessarily do so because of the limited amount of streaming services available.

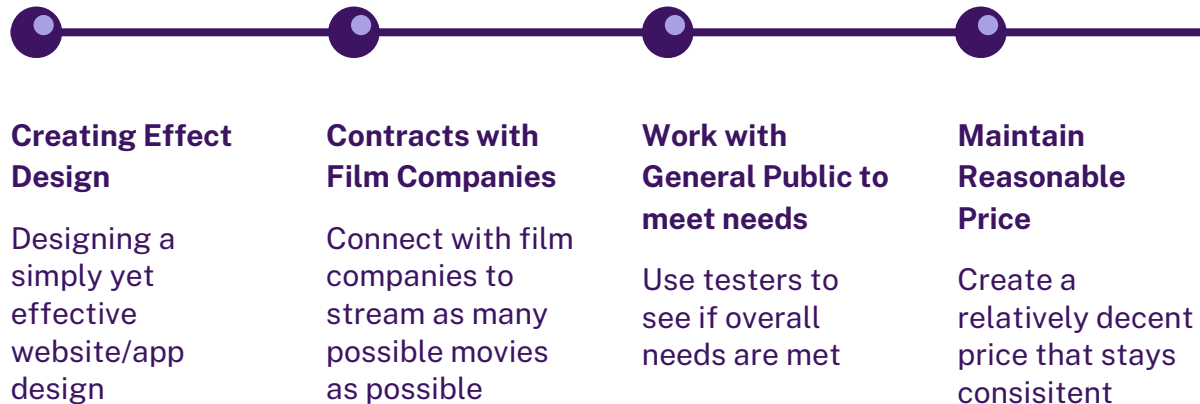
Everyone uses at leastone of these streaming services. Netflix recently faced backlash on the idea of having the device users connect to their home wifi once a month or their subscription would be canceled.



These platforms give customers the bare minimum and raise their prices every year. The price has gone up yet the quality and quantity have remained the same. Streaming platforms have a mainstream way of watching films and shows. These platforms need to step their game up and if they don't, we will.

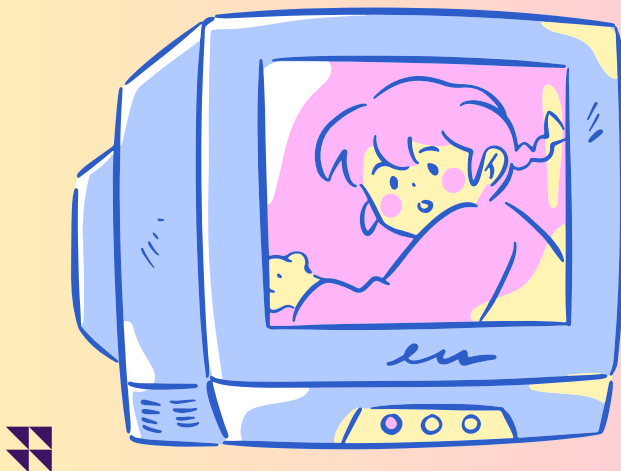
Proposed Solution

How Streamify will fix those issues



WHY IS STREAMIFY BETTER?

Streamify will not only connect with the general public to meet their addressed needs but will also maintain reasonable prices and maintain simplicity in their design. Streamify will also allow the public to access all kinds of movies and shows without any extra fees or upgrades. Every genre will have wide varieties and subgenres to help make choosing a movie/show more efficient. Movies and shows will also have their rotten tomato scores available, trailer, year released, and a description. Movies and shows will also be available to watch in all major languages. Not only will Streamify have a recommended-for-you section based on previously watched/rated films, but Streamify will also have recommended as its tab and subgenres of recommended films to make choosing easier!



Pricing

Pricing and Different Plans

PROPOSED BUDGET

The breakdown of the pricing will be fairly simple. After maintaining contracts with different film companies to stream their films a cost analysis will be built. Different plans will dictate higher prices for people to be able to stream on multiple devices at once.

	OVERVIEW	VALUE
PLAN 1	1 DEVICE	\$7.99/ MONTH
PLAN 2	UP TO 3 DEVICES	\$10.99/ MONTH
PLAN 3	UP TO 5 DEVICES	\$14.99/ MONTH

FINANCIAL OUTLOOK

Projection of the business’s financial performance within 5 years. Investors return on their investments.

US\$ B	FY'26	FY'25	YOY CHANGE
REVENUE	230K	1.4M	38%
EXPENSES	160K	425K	78%
PROFIT	70K	975K	248%
DIVIDEND PER SHARE	\$20/SHARE	\$10/SHARE	100%



Terms & Conditions

Terms & Conditions

Subscriptions to Streamify will be charged on Friday at the beginning of each month. Streamify will also use previously watched and rated films and shows to build analytics for one's recommendations. Data will not be shared with any other persons, organizations, or government entities (unless a warrant is presented).

Cancellations of subscriptions after having paid for the month of subscription cancellation will still allow the viewer to access films and shows until 11:59 pm on the last day of the month.

Canceled subscriptions can be subscribed to once again at any point.

Students are eligible for a student discount after entering their school information. Veterans are also eligible for a veteran discounts once verified.

