



## CORPORATE INFORMATION

Founded: AZ LLC in 2017

Industry: eCommerce

Product: Livestream web platform to sell small business

Market Size: \$28M per year

Comparable Valuation: \$50M

Staff: 1 FTE + volunteers

## KEY STATISTICS

Initial Target market: 500k Phoenix based businesses that belong to local small business organizations

Total addressable market: 27.9 million small businesses in the US

## FUNDING STRATEGY

Funding Stage: Bootstrap

## THE COMPETITION

Twitch

Kickstarter

Patreon

Facebook

Google Hangouts

## Contact

Lisa Schaefer, Ph.D. Founder & Software Engineer

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## CrowdPublish.TV EXECUTIVE SUMMARY

**Problem:** Authors, life coaches, other small businesses, can't have people everywhere And they don't have a marketing team like large businesses do. Small businesses need a way to have exposure to customers when they can't all be in the same physical space.

**Solution:** Online livestream platform where:

- Small businesses and solopreneurs engage with fans that might not engage in other forums
- They sell items that fans wouldn't have access to in the space where they currently engage customers
- One-person businesses collaborate with other solopreneurs by co-hosting discussions. They share and engage customers in a forum where they pique the curiosity of their customers and their colleague's customer base
- Viewers experience a new kind of content and product that isn't available in other forums

**Market:** 27.9 million small businesses in the US

**Competition:** Twitch, Kickstarter, Patreon, Facebook, Google Hangouts

**Why CrowdPublish.TV will revolutionize small business:** Several platforms have similar features. The difference is the culture CrowdPublish.TV provides by pulling together the sales and live discussion features and the particular topics, colleagues, and customers of the Founding Hosts. We're building a culture of involving customers & collaborators in the discussion. CrowdPublish.TV will become the community where all small businesses come to entertain, inform, and motivate their customers live at any time in any place. CrowdPublish.TV will showcase Businesses not as a place to buy things but as People who are doing great things that we all must support and evangelize.

**Partners:** Small business organizations.

**Business Model:** We take 5% of the sales, same as kickstarter and indiegogo. In the future there will be add-ons such as paying to be a featured business, featured show, premium web features such as managing customer email lists. Fans pay for premium features such as featured reviews, membership discounts.

**Team:** Lisa Schaefer: Ph.D. in industrial systems engineering from ASU. Developed and taught Ruby on Rails course for George Mason University. Supervised research projects at the MITRE Corporation. Produced two indie movies.

Jason Bressler: MBA from ASU. Twenty years experience in marketing small businesses in Phoenix.