CORPORATE INFORMATION
Founded: AZ LLC in 2017
Industry: eCommerce
Product: Web platform to sell actors

Market Size: $28B per year
Comparable Valuation: $500M
Staff: 1 FTE + volunteers

KEY STATISTICS
Initial Target market: 200 local Phoenix actors that have contacted me +their colleagues + ASU students

Total addressable market: 8.7 million people on imdb

FUNDING STRATEGY
Funding Stage: Bootstrap

THE COMPETITION
Kickstarter
Indiegogo
Patreon
GoFundMe
OnlyFans.com

Contact
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CrowdPublish.TV
EXECUTIVE SUMMARY

Problem: Actors wait to be "discovered" by someone else who controls money and controls actors' lives in other ways. Actors miss out on earning more $ because fans don't have the opportunity to purchase directly from actors. Organizations & clubs can help market actors to their members but they need incentive.

Solution: Empower actors with their own independent revenue stream.
1. Web platform where fans pay actors to engage with them through social media, skype, etc. and actors can sell other memorabilia or media
2. Organizations that have a stake in projects on the site receive a portion of the authors' cut for recruiting their membership to support a project.

This opens up a much larger revenue stream for actors to produce their work. This gives fans & their friends much more opportunity to interact with their favorite actors and the possibility for special access. CrowdPublish.TV also gives actors the opportunity to offload some of the marketing work to enthusiastic organizations.

Market: 8.7 million people on imdb + acting students and indie actors who have done theater not yet on imdb

Competition: Kickstarter, Indiegogo, Patreon, GoFundMe, OnlyFans, Facebook

Awesome Sauce: We're different than kickstarter, indiegogo, or patreon because authors' organizations can do the marketing for the actors and receive a portion of the proceeds. With CrowdPublish.TV actors' organizations can be incentivized to market to their membership. Fans pay actors to share their work with them & their friends.
Actors are connected to their acting colleagues via movie pages so their colleagues' fans can also discover them. In the future CrowdPublish.TV will have many features to automate social media and video engagement.

Partners: Actors that I know and organizations they belong to.

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 author, premium web features on their page such as livestreaming, maintaining fan email notifications, or event rsvps. Fans pay for premium features such as content, featured reviews, membership discounts.

Team: Lisa Schaefer: Ph.D. in industrial systems engineering from ASU. Self-taught Ruby on Rails. Developed and taught Ruby on Rails course for George Mason University. Supervised research projects at the MITRE Corporation. Took video production courses from American University, screenwriting courses from Hollywood screenwriter. Was involved in Women in Film & Video. Produced a movie and wrote a book about FAA. Lisa's 80s Catholic High School Movie in progress. Past president of Northern Virginia Writers Club.

The actors in Lisa's 80s Catholic High School Movie are Early Adopters of the site to help determine how CrowdPublish.TV can best suit their needs.