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Webflow Proposal

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Executive Summary

Throughout the internet, where there are many websites that target specific consumer niches. When conducting our research, we realized that there isn't an established primary platform that represents digital artists. We believe that current platforms for this niche are insufficient for new and existing creators. For animators, the YouTube algorithm promotes more live action, gaming, and vlogging content. Webflow will provide a platform for online comic creators,

digital artists, and animators alike. For consumers, there will be one centralized location to access all of this content.

Our target users will be people looking for a way to have an audience for their digital creation, and people looking for a site that has a specific type of digital content. If a person has his own personal comic series, They will be able to grow their own fan base without any formal publication. They will be able to create their own brand completely online in the same manner as other social media influencers.

Webflow's biggest competitor would be Webtoon, but it is an eastern based website with a lot of established Korean creators. Webflow targets western artists and would allow for smaller creators to establish a community around their creations.

Webflow will be completely free to use for creators and consumers with the ability for creators to have a pro membership that'll allow the use of more advanced tools. Creators will also be able to monetize their creation and be compensated for their work.

The web app will be developed using front end tools such as React.JS and ChakraUI. The backend will be created from firebase for the first iteration, and then will be converted to .NET for larger scaling.

Gap In the Market

Digital Art is a severely unrepresented segment in the media entertainment industry. When we look at major media sharing such as youtube, facebook, instagram, etc. We can see that digital art faces major challenges breaking into media sharing sites, whether it's from subpar customer outreach, lack of retention, or insufficient platform support, only now with the proliferation of the internet are we seeing a digital arts market worth capitalizing on.

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Gaps 1
Current platforms that cater to digital artists are lacking in many areas. On social media platforms like instagram, digital artists are overshadowed by "influencers." Media sharing platforms such as Youtube, focus much more on independent vloggers and creators. Media websites like Netflix focus primarily on live action movies with animations included on the side.
- Youtube: Youtube has the capabilities to host large independent artists. The problem is: with Youtube's current business plan, animations and digital artists and animators are overlooked for more profitable "Youtubers."
- Netflix: Netflix heavily controls the content that is displayed on their platform favoring live action content over animated. In addition, Netflix has no support for independent creators to publish their works on their site.

Gaps 2
Websites that exclusively host digital art like pixiv or deviant-art lack support for effective monetization schemes. Websites that host animation such as Funimation and Crunchyroll lock their services behind obscene paywalls.
- Pixiv: Websites like pixiv that host digital art do not support video formats and are limited in the type of content that can be published on the website. In addition to this, Pixiv lacks an effective monetization scheme for its creators. Deviant Art differs from pixiv in its support for photography.
- Funimation/CrunchyRoll: Both of these websites are owned by the same parent company. These sites function much like Netflix but with an exclusive focus on animated series. These websites run into a similar problem with Netflix where they have no support for community led creations.

Our Niche
Webflow fills a specific niche in the entertainment market that Youtube and Deviant art have failed to fulfill. Webflow implements a community based digital arts platform with supported media creation.

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Fulfilling the Market Need

To remedy the gap in the market, we plan on exploring an unexplored niche. Our software is a media sharing platform called "Webflow." With an aggressive marketing and expansion policy, we can cement ourselves a monopoly over the digital arts market.
- Webflow hosts a platform for digital artists, web novel creators, animators, etc to publish their works
- Webflow will also host an ecommerce store for creators to build their brand
- Webflow will support its own studio alongside creators to ensure consistent production of high quality media

With a strong community led foundation, Webflow can support its own creations and maintain a strong position in the market.

Implementation

Management

Webflow will be managed by its contributors, Justin Nguyen, Otis Jackson IV, and Sir Kamron Wilson.

Development

- **Frontend**
    - React - Frontend Javascript framework for developing user interfaces.
    - ChakraUI - A React library that uses Tailwind inspired inline-styling.
    - Gatsby - Development framework that uses GraphQL and Webpack technology.

- **Backend**
    - Firebase - Google backend application development software (prototype)
    - GraphQL - Query manipulation language for APIs
    - .NET - C# framework used for building backend applications (regular version)
    - MongoDB - NoSQL database program (regular version)

Marketing & Distribution

Our app will be marketed by first finding a few small digital artists and comic creators, then will be promoted on social media. It will be free to use on every compatible web browser. It will also have a mobile version implemented soon after launch.

Monetization

Initially Webflow will be monetized with Google AdSense and have various Ads placed around the website. Then a Twitch subscriber like feature will be implemented into the site for consumers to support their favorite creators.

The Problem and Our Solution

The problem with the other solutions to appease the public is that the core/root of all of their frustrations is them not being heard. Most artists and creators, when they start, burn out of passion in an instant, as if a match was struck and a gust of wind erased the small spark that created everything. Instagram is catered for people at the top to remain at the top. Webtoon's vast majority of fans consist of Korean based consumers. DeviantArt is a little complicated for brand new artists to get used to using and posting their artwork.

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The solution WebFlow aims to provide is to be the main beacon of light for smaller western artists to build a healthy / loyal / supportive fanbase to help them kickstart and maintain respective careers. WebFlow will be way less complicated and foreign to upload content, benefit newer creators who stay consistent in growing their fanbase, and will implement clear and transparent guidelines in favor of our consumers, authors, and creators across the nation.

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Industry need For Our Technology

WebFlow's goal is to serve as the kickstart to the many careers of digital artists and creators. As we advance with technology as a society, moving forward WebFlow will introduce a new form of media which best supports its creators; comic animation. With this feature being one of our main staples, not only will it help our consumers feel more immersed into the stories they are reading or piece of art they're observing, but could entice our creators to put in a little more effort to make their product stand out. With healthy competition on any platform, you birth peak / quality content.

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Market Analysis/ Primary Market/ Secondary Market

Currently there is no single platform that covers the niche that webflow is intended to fill however, there are many websites that have some overlap with Webflow. The biggest benign Youtube. Youtube has a small but dedicated community of digital artists. We plan on assimilating Youtube's digital art base with a friendlier barrier

to entry and better product support. Websites like Pixiv and Deviant Art lack effective monetization methods to support their creators. Webflow plans on taking their artist base by providing better monetization schemes and support. Funimation and Crunchyroll exclusively support foreign shows and numerous in house productions. We plan on competing with Funimation and Crunchyroll by creating our own in house creations along with supporting community led creations.

Marketing

When we launch the website, we intend on launching it with several inhouse productions in order to attract a small consumer base. With targeted advertisement, word of mouth, and social media marketing, Webflow can find its consumer base in an effective and natural way.

Competition

Webtoon

Webtoon is a booming new platform for many underground manga artists and their respective stories. It is easily accessible via mobile app in all app stores on Android and Apple iOS. Webtoon doesn't charge their consumers and let their creators on the app choose their own price range for their art work. Many creators/authors have built a notable fan base from titles such as Solo Leveling, God of HighSchool, and Tower Of God through its main sponsorship, CrunchyRoll.

DeviantArt

DeviantArt is a pretty well known platform specifically catered to its consumers in need of inspiration and creativity. It is also a product made for creators more primarily suited to digital artists building a portfolio to show to various visual/ character design recruiters in the Video Game Industry.

Instagram

Yes, Instagram is a pretty shocking competitor, but there are amazing digital artists who have overcome the hell of adversity to reach the top of notoriety. Due to Instagram's algorithm with hashtags, it has made any person with a dream of starting a fan base with their artwork very depressing in the span of a day or two. Even though it is highly competitive forcing creators to post and come up with content every day for the algorithm to favor them, there are artists who have figured out the formula and benefited significantly from it. These artists gain sponsorships, amass followers, and birth bigger fan bases with the momentum transferring onto other platforms such as Youtube.

Barriers

There will be various barriers to entering the digital media market:

- Offering a better or on par product with WebToons and WebComics.
- Getting an adequate amount of creators for the website to function.
- High marketing costs.
- Getting a niche group of comic lovers to use the website.
- Time for creating the software.

Critical Risks

A critical risk of this product is convincing creators that this product will be better for their art than the other alternatives. Two out of three mediums already have a huge monopoly in digital art and webcomics. Instagram gets huge traffic daily and the explore page will adjust for people who are interested in checking out digital art. Even though it is a Korean website, Webtoons has a strong hold on western consumers and they are growing larger by the day.

We will have to bring something new to the table with Webflow, with innovative UI/UX design, a new way of approaching webcomics so they are not just standard comic books digitized for the web, but using the full benefits from being an online software.

Interviews

Vicky Nguyen: As an avid anime fan, Vicky Nguyen makes a perfect customer for the upcoming Webflow. As we elaborated our project to Vicky, we got a promising response as Vicky's excitement could be felt.

> - "I know that animators have a hard time making it as independent creators. This sounds like an awesome idea! I can't wait to see what it will look like!"

Jessica Waterson: As a hardworking mother who doesn't consume digital art or media, Jessica represents a type of customer who would not naturally consume the media we produce. Despite this, we received welcome support from her as the idea of a website that supports independent creators intrigued her.
   - "This sounds like a great idea. Can't wait to see where this goes in the future."

Aaron Warren: As a digital creator himself, Aaron does not his area of work is very represented in the present internet age. As we spoke over the phone, some key things he said were, "I think this idea would help bring more exposure to

independent digital creators all over the internet as well as bringing innovation back to the declining western comic book fan base. As a creator, I would definitely use a product such as Webflow as a way to quickly get my work out there without competing against algorithms and not dealing with the grueling publication process."