

# Creato

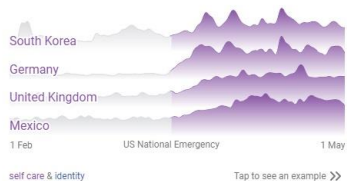
Team A28

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# Youtube views from Feb - May 2020

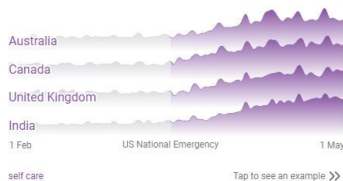
## Home Workouts

As gyms shut down widely, viewers used home workout videos to maintain their physical fitness. Daily views of exercise videos with "no equipment" or "home" in the title quadrupled after our demarcation date.



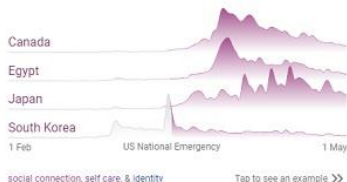
## Restaurant Style

With many dining establishments off limits, videos instructing viewers in creating restaurant-style cuisine gained popularity. As with other comfort foods, cooking and eating these foods is as much about the feeling they provide as the nutritional value.



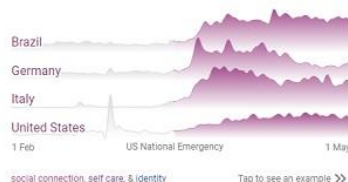
## Dalgona Coffee

We take part in viral trends because others are doing them. Such was the case with dalgona coffee, a trendy treat that let quarantine-created baristas concoct a premium coffee experience at home. Beginning in South Korea before March, it took hold around the world during lockdowns.



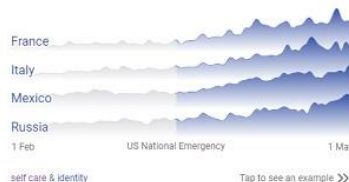
## Sourdough Bread

Similar to dalgona coffee, the tricky art of the perfect sourdough loaf became a social trend as people shared in the challenge of getting it just right. Views of sourdough bread videos increased fivefold.



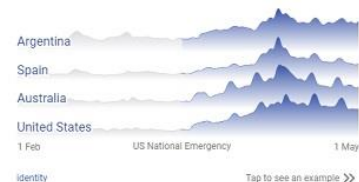
## Gardening

Another skill set rich with self-preservational meaning, gardening saw increased attention as many people sought out instruction on how to green their thumbs. A specific emphasis on container gardening for people with limited space was an interesting variation during quarantine.



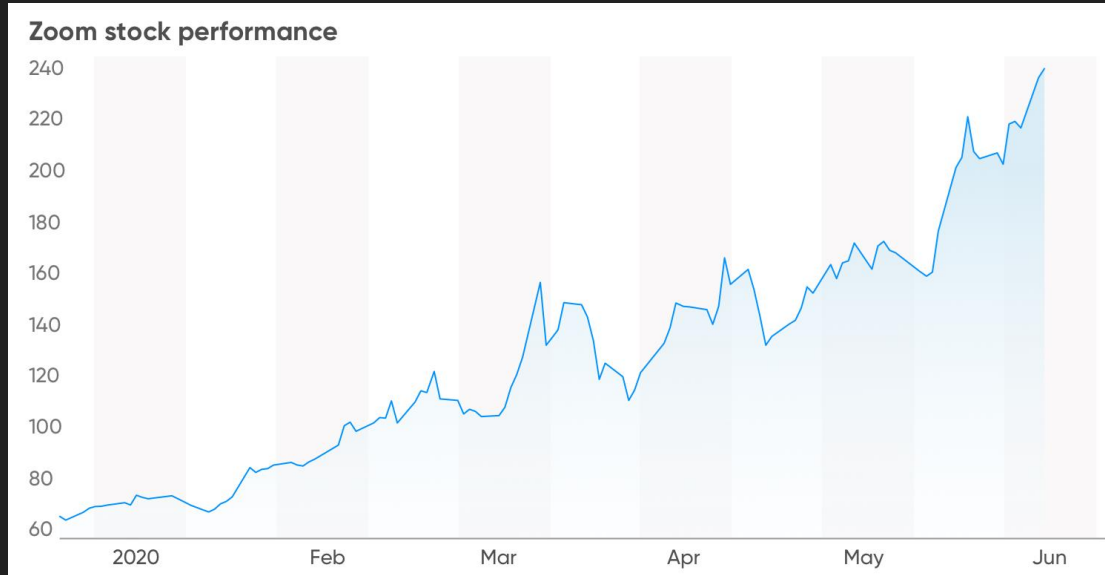
## How To Cut Hair

Deprived of the professionals who tended to this previously, people turned to YouTube in droves to learn how to cut hair. The trend suggested that people valued their appearance and hoped to restore some semblance of familiarity to the way they presented themselves to the world.



# Stocks prices are rising

- Due to COVID-19, people have been investing for their financial future
- COVID-19 has given price boosts to stocks related to the “untact economy”



# What about Creative media contents?

There are no real options to invest in creative media contents.

- Youtube and other media platforms like Instagram, TikTok do not have its own stock.
- Nowadays, it is possible to purchase a share of music copyrights and other royalties. People should be able to invest in creative media too!



# Opportunities with YouTube

# #1 Digital Media > Traditional Media

## Insights

- Demands for digital media such as YouTube is rising, while traditional media is on a decline
- Advertisement revenues are flowing into YouTube.
- Youtube is showing 2 billion monthly active users, which is a massive hub for potential customers.

## Opportunities

- Large amounts of revenue in Youtube means more opportunities to start up profitable businesses with YouTube.
- If our business model appeals to the active YouTube users, we will easily able to invite large portions of the users in YouTube.

# #2 YouTube channels are being sold

## Insights

- 2 years ago, enchufe.tv was sold for more than 10 million dollars. (Exact figures undisclosed)
- Other channels are also being partially sold to companies for revenue split in return for management aid and advertisement sponsoring.

## Opportunities

- Youtube channels are willing to sell their channels for instant profit or revenue split.
- Such investments are not open to individuals, due to high cost.
- Giving individuals an opportunity to participate in purchasing their favorite YouTube channels will be a niche market.
- It will also match the current trend in the stock investment boom.

# #3 Viewers are willing to spend money

## Insights

- Many subscribers of a Youtube channel are willing to spend money for their favorite YouTuber.
  - Donations
  - Merchandise purchase
- Pewdiepie (108 million subscribers) earns 6.8 million dollars per month from merchandise.

## Opportunities

- There are potentially huge demands for YouTuber related items.
- With Creato, we are aiming to expand the options for the subscribers.



# Looking into **Machinima**

- Another business model that works closely with YouTube.
- Machinima is a MCN with over 30,000 creators that individually has about 150 million views per month.
- Estimated annual revenue of 25 million USD
- Provides assistance in channel management, content creation, and advertisement sponsoring.

# Observations

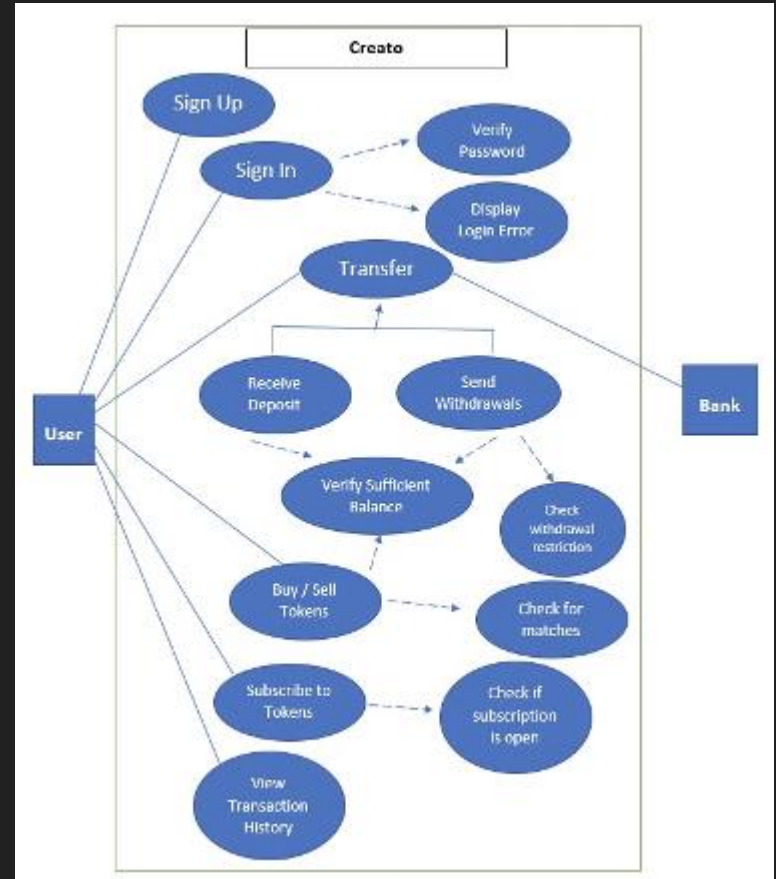
1. Investing is a trend
2. No direct options to invest in digital media contents
3. YouTube > Traditional Media
4. People are willing to spend money for their favorite YouTubers.

# Creato will...

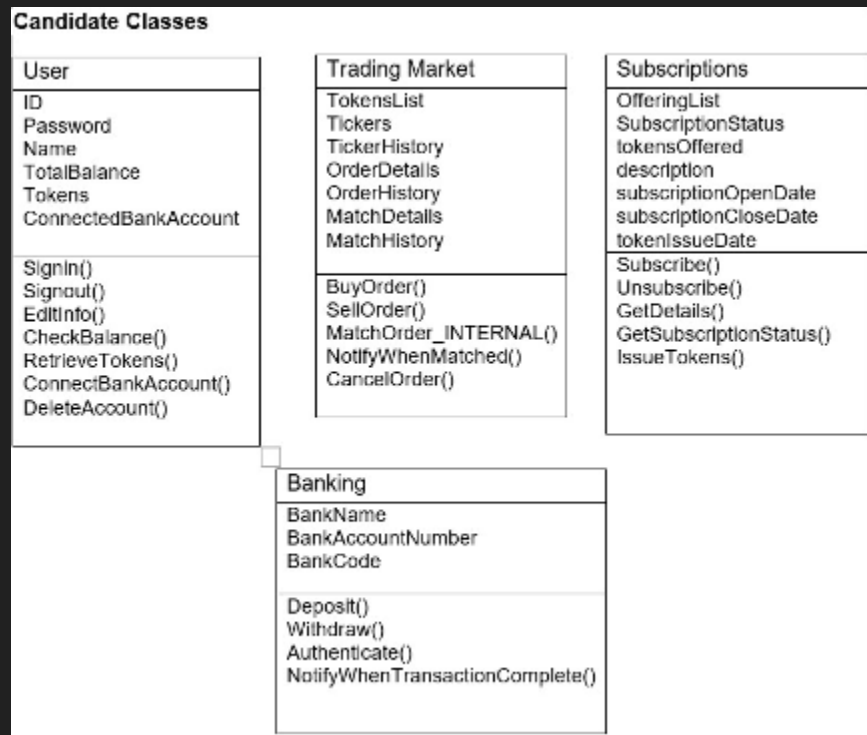
- Allow YouTubers to start up a public offering through our platform.
  - The channels' valuation will be measured based on the channels' total income.
  - The YouTuber can decide the amount of tokens to be issued
- Allow viewers to participate in the offering.
  - Viewers can subscribe to a YouTuber's offering of their choice.
- Allow viewers to trade tokens between other viewers 24/7.
- Allow viewers to deposit and withdraw money into their bank anytime.

# How Creado Functions

- A Creado user can
  - Sign up / Sign in
  - Transfer from Bank
  - Buy/Sell tokens with other user
  - Subscribe to token offerings
  - View History
  - Receive dividends based on the amount of tokens holding



# Class diagram of Creato



# Creto Non-Functional Requirements

- The web app, the backend system, and the trading market must be open 24/7.
  - The operation times of the trading market may alter due to regulations.
- The web app shall be easily accessible for users who have no prior experience in using similar services.
- Users shall be able to flawlessly trade tokens in the trading market.
  - Websocket will be used in the trading market for little to no latency.
  - All other network requests will have a standard latency of 200~500ms.
- Creto shall initially be able to handle 100 concurrent users.

# Creato Business Requirements

- Tokens shall be continuously added to the market to broaden the investment choices for the Creato users.
- Events should frequently occur to acquire higher daily active users.
- There must be a legitimate valuation approach for YouTubers who are willing to start a public offering of their own token.
- Experienced customer support agents are needed and must be trained.
- Malicious trading efforts and money laundering attempts must be prevented.

# So Why Creado?

- Increasing demands for YouTube & Investments
  - Fandom for YouTubers also encourages investments
  - Value of YouTubers can have high fluctuation = potential high trade volume
  - High trade volume = More revenue for Creado due to transaction fees.
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- Ultimately, we want Creado to become a universal app for those who enjoy creative content online.



# Creato can expand much more

- Allow YouTubers to sell merchandise on Creato platform
- Can also connect to different creative content platforms such as Twitch, Instagram, and more.
  - There are many popular, yet country specific content platforms such as AfreecaTV in Korea
- Open up a stock futures function for wider investment choices.

# Post Implementation Review: The Good

1. All members were able to quickly research the current trends in the society and analyze a niche market.
2. Due to similar time zones, members were able to frequently meet up and set up the requirements for this project
3. The team has proficient knowledge in designing a web service

# Post Implementation Review: The Wrong

1. No members were familiar with the regulations and knowledge in regards to finance.
2. Our team had missed out on some important details for the first version of the requirements document.
3. There are numerous financial regulations that may hinder our service, but we were not able to check every details.

# Post Implementation Review: What we would change

1. If the financial institutions do not approve tokens from Creato as a legitimate asset, we would need to maybe incorporate private blockchain into our tokens for transparency.
2. Accept users only in the U.S (since regulations differ by countries)
3. We will need to bring in additional team members for the business and regulation aspect of the project.

# Questions / Answers