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Executive Summary

The Product

We are ScreenTime! We are an online video conferencing platform that fills the gap of lack of one-on-one interaction between online personalities (e.g. Youtubers, gamers, musicians), and their followers. Today, no widely-known platform exists which allows for this easy one-on-one connection between content creators and their supporters. What we're doing is making this interaction accessible AND useful for both parties. Our user base divides into two groups:

- Content supporters: Our customers. They get easy access to have a conversation with their favorite personalities for a fixed cost.
- Content creators: who get the benefit of being able to have engagement with their fanbase and gain a supplemental income, all while doing it on THEIR schedule.

Basic Financials

Taking into consideration the \$640,000 we have raised already for our seed round, we estimate that we will require approximately \$1 million during an A round of funding and \$1.5 million during a B round round of funding after our first and second fiscal years respectively. After this, during the middle of our third fiscal year, we expect to reach our target estimate of 1,000 sessions per day at \$15 per average session, taking 10% of the cut and become *cashflow positive*.

Target Markets

Our primary target market will be focused on the content-creator and content-supporter space, the long-term branch of the larger crowdfunding market. Currently, supporters pay either a flat or recurring fee to encourage the creation efforts of creators that produce the content supporters like or want to see more of. This is a great space because:

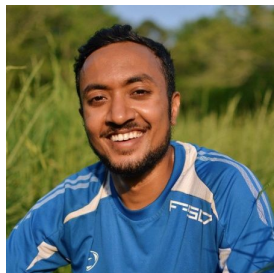
- It's a relatively new and untapped market
- There's already proven value on it
- The current companies dominating the market have become complacent

Company Overview

Who are we? - Management Team

Success of the product in the market is directly proportional to the quality and the expertise of the team working on it. ScreenTime has a core management team of five people, Senior Undergraduate Computer Science Engineering students studying at the University of Florida. The entire group has technical backgrounds and experience from doing summer internships, either working for StartUp or Corporate Companies in the USA, therefore we have a thorough understanding of how to create and deploy a product or a feature, from start until the end of the product life cycle.

The ScreenTime team is comprised of individuals coming from different cultural backgrounds with multiple side interests in music, dance, film and finance. Consequently, the amount of diversity as well as the knowledge of the different market areas, where the team members have side interests in, are together creating a strong unit capable of using technical backgrounds and foundations with the aim to execute an innovative idea and develop a product with the precisely defined niche market. ScreenTime founding executives comprise the following profiles of the professionals on the team:



Chief Executive Officer - Nikhil Thota

Nikhil Thota is from Tampa, FL. He is an undergraduate student currently pursuing Bachelor's degree in Computer Science and Engineering. Nikhil had an internship at Ultimate Software, an American technology company that develops and sells UltiPro, a cloud-based human capital management solution for businesses¹. During this past summer he also worked in Silicon Valley at a startup company in the programmatic advertising industry², called Drawbridge. At Drawbridge he interned as a software engineer and heavily advanced in his technical skillset. Working in the heart of Silicon Valley gave him a strong understanding of how to come up with an idea that has a niche with a product-market fit, which made him a perfect fit for our company's CEO position. Among other soft skills his technical specialties include mobile development and data engineering.

¹ https://en.wikipedia.org/wiki/Ultimate_Software

² [https://en.wikipedia.org/wiki/Drawbridge_\(company\)](https://en.wikipedia.org/wiki/Drawbridge_(company))



Chief Technology Officer - Marcial Abrahantes

Marcial Abrahantes was born in Cuba and grew up in Argentina. He is currently undergraduate senior student pursuing a Bachelor's degree in Computer Science. Marcial has had various internship experiences in different areas of business, such as working for a Swiss bank in Miami, a local Gainesville Startup, and Qualcomm, an American multinational semiconductor and telecommunications equipment company that designs and markets wireless telecommunications products and services in California³. Marcial has a strong technical background in Python and Web Development areas of computer science. His credentials, qualifications and work experience from various student and self-initiated projects, as well as summer internships make him technically the best pick for a CFO position at ScreenTime.



Chief Operating Officer - Ana Jelacic

Ana Jelacic is a senior Undergraduate student pursuing Bachelor's degree in Computer Science and Engineering major who comes from Bosnia and Herzegovina in Europe. As a student with families and friends on different continents she brings a unique perspective with the knowledge of international markets, which comes as a great asset for analyzing the ScreenTime product position not just in the USA but also worldwide. Ana has is very involved with Engineering community and clubs at the University of Florida and currently serves as the President of the ACM - women chapter at UF - Women in Computer Science and Engineering. Therefore, with her strong and various leadership experience she uses the time-management, organization and focus while serving the the COO of ScreenTime, making sure the team executes and performs to their best abilities. Her technical areas of interest and expertise include Human - Centered Computing, User Experience Design and Web Development.



Chief Financial Officer - Charlie Qualmann

Charlie Qualmann is from Orlando, FL. Charlie is an undergraduate junior student from Orlando, FL, and is currently pursuing Bachelor's degree in Computer Science and Engineering. Charlie interned at Ultimate Software and worked as an IT Specialist at the UF Reitz Union. His specializations include data science and Java development. He is a rounded individual with strong technical knowledge as well as the love for music and art. As a

³ <https://en.wikipedia.org/wiki/Qualcomm>

computer science and statistics major at the University of Florida who still continues to play in rock bands, with the love of music he also acquired financial skills on the side by evaluating different concerts throughout years and measuring their rates of success on the market. Because of the larger investment in the music aspects of his life for years, with his eloquent public speaking skills as well as finance knowledge from the music market, he makes a perfect candidate for the CFO ScreenTime position.



Chief Marketing Officer - Tana Konda

Tana Konda is an undergraduate senior student who was born in India and moved to Tampa FL couple of years later. She is currently pursuing Bachelor's degree in Computer Science and Engineering. Tana spent half of her life in India and half in the U.S, studied abroad in Spain and visited many U.S. states. As a well-traveled individual who brings the perspective of life from two different continents, Tana developed an eye for market analysis and observations utilizing her risk analysis and debating skills as a Model United Nations team member at UF, which make her a great addition to the ScreenTime team as the CMO. Tana has previously interned at Ultimate Software and her areas of technical expertise include Internet of Things, Databases and Java development.

ScreenTime Goal - Product and Services

The Need

In today's constantly growing era of social networks and media platforms, people around the globe are exponentially increasing the amount of information they share. Although easily accessible and sharable information promotes knowledge transfer and increased networking opportunities, it simultaneously eliminates its personalization. Therefore, our digitalized workers are experiencing the shortage of online video conferencing platforms that fill the gap of lack of one-on-one between online personalities, like musicians, youtubers and video chatters, and their supporters. Right now there is no such a tool that enables this type of personalized interactions all on one platform which is why ScreenTime's accessible and value driven system solves this problem.

That being said, we can identify a clear market gap for having a go-to product/platform that will prioritize live one-on-one interaction within a set timeframe to enable users to receive advice from an expert in their field of interest.

The Product

The proposed solution to the above problem comes in the form of a video-sharing platform with a predetermined time limit, combining features from apps such as Quora and Skype into one place. ScreenTime will allow people to modularize their time into discrete chunks, so they can sell such featured content to other people through a user-friendly and easily manageable platform.

As an example of a potential customer, we can take a celebrity that would like to sell chunks of their free time in exchange for advice or conversations with fans. The ability to engage on one-to-one basis with their audience would increase their understanding of their fanbase, while simultaneously building their brand and potentially bringing in extra money earned through the process.

Key Features

1. User Experience

- Easy search
- Scheduling
- Payment
- High quality video call
- User Profile
- History & Note
- Request & Gift sessions

2. Creator Experience

- Set up rate & availability with personalized contract
- Report & Contact
- Sharing for popular social media platforms

Technical specifications

Technical specifications include live video chat capabilities as well as automated billing, scheduling, notification and ratings systems. The video chat will be able to transfer live video streaming from one party to the other.

An automated billing system using a secure platform, such as Stripe or Paypal, is used to easily transfer money between the parties involved. The cost will depend on the rate of the content creator and surge pricing may come into play if there is excessive demand. The rating system exists in order to make sure that the content provided by the creators is up to par with the

standard of both parties, and also to ensure that people are on time to their appointments. We will ensure the transmission is secure and we will warn users that if either party records the chat, they will be violating our terms of service.

Operating specifications

In order to improve web analytics and retention rate a web analytics team will be put in place so we can better understand our customers. Along with the analytics team, ScreenTime has a customer support team for 24 hour platform support.

Since there are no significant barriers to entry into this space, it is important that we create a trusted brand and become the dominant authority so we can not be displaced by existing social media adopting our features.

Another big problem we face is the chicken-and-egg problem of content creators and customers, so we may need to incentivize the former in order to attract the latter. ScreenTime will also use a freemium approach by allowing new customers to have a trial chat with limited creator options or offer credit for users who recruit others to the site via a promotional code. With the right funding to aid the product in scaling quickly, and marketing research to help us choose the right promotional partnerships, we will establish a whole new kind of virtual interaction.

ScreenTime will also pay content creators upfront with our initial funds in order to generate media appearances to get the ball about our platform rolling.

Requirements

In order for the customer to be able to use our product and the website service, they would need access to the following things:

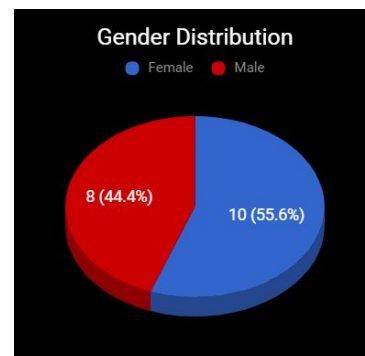
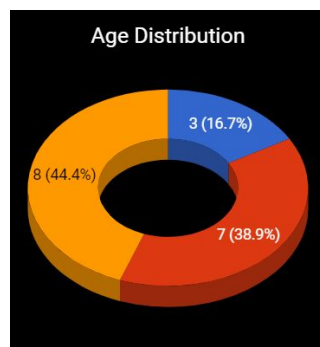
- Internet connection
- Wi-Fi router
- Computer or mobile device

The Market

Market Segment Analysis

Content creators online receive their income through ad revenue, selling merchandise or selling premium content through their own website or a platform like Patreon. The size of this market is considerable with a projection of \$150 million being given by 1 million patrons to 50,000 creators on Patreon this year ⁴. Twitch has 15 million visitors gathering daily to interact with over 2 million unique creators who broadcast each month ⁵.

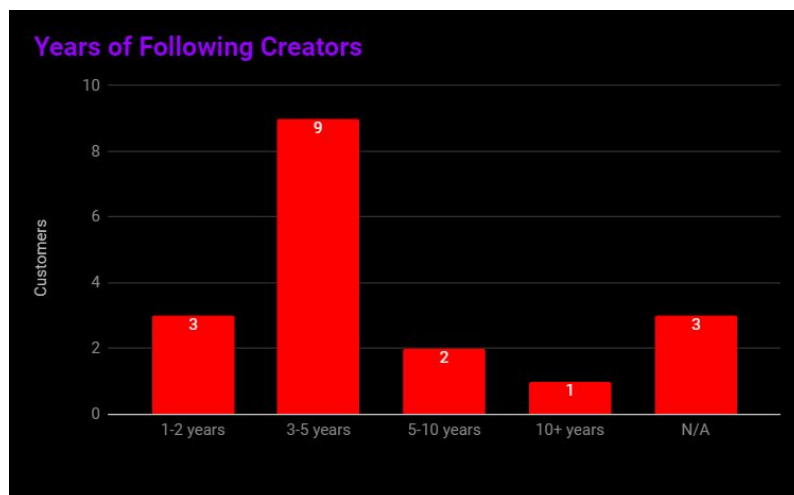
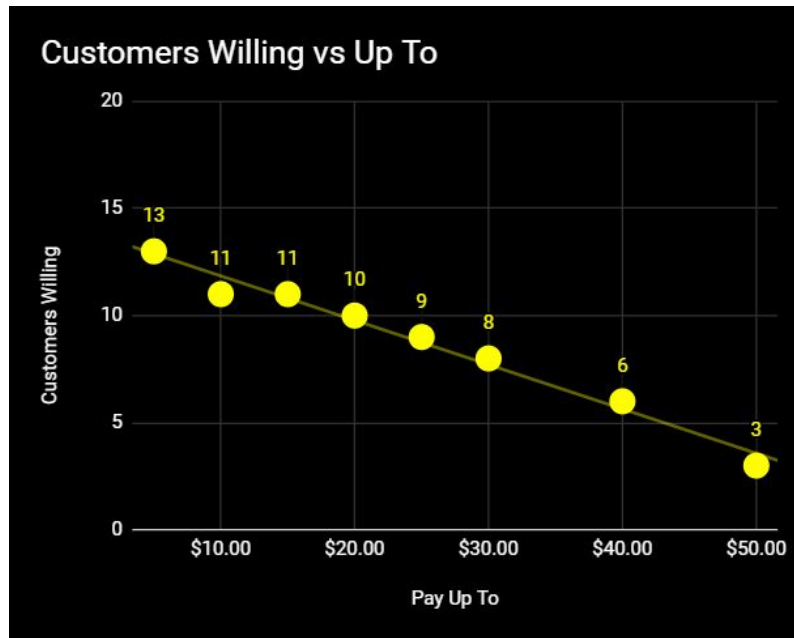
ScreenTime is hoping to penetrate and steal some of this market share by offering creators the unique opportunity to sell some of their time, rather than monetize content once it is produced, to followers who are seeking meaningful interactions. Based on interviews conducted, we understand our primary customer base to be global followers of online creators of both genders with ages ranging mainly from 18 - 35.



According to those we polled, the most popular categories of creators were Gamers, YouTubers, MakeUp Artists, Tech/Education and Vloggers. For a 10-15 minute session, the price point flexibility ranged from \$5-\$50 with \$20 as the mode. Using demographic data, we were able to determine that older customers with more disposable income and those who have been following longer are willing to pay the higher rates.

⁴ <https://www.patreon.com/about>

⁵ <https://www.twitch.tv/p/about>



The survey also established that ScreenTime is not a conversion platform. It appeals primarily to current content supporters. Video chat can be jarring or refreshing to users accustomed with text and image based online interactions. Trust must be secured through transparency, customer support and customer friendliness.

Future Market Segments

The idea of time blocked conversation can be applied to many fields such as a high schooler talking to college students at universities they are interested in as a part of their college search

process or a young professional reaching out to a senior associate at a company they are considering working for.

These future markets will have user-centric focus. Once we expand our scale, we will have the infrastructure to pursue these markets. Challenges will include recruitment of contributors who don't currently create content online. Another big difference in customer acquisition is that the platform will need to do heavier advertising rather than rely on word-of mouth from the contributors since they may not have an existing follower base. In order to address these, a large budget will need to be allocated for recruitment and advertisement.

By expanding to all services and diversifying markets, ScreenTime can become the go-to for private one-on-one online interactions.

Marketing, Sales, and Distribution

Go-To-Market Strategy

ScreenTime is focused on becoming a supplemental revenue stream for online content creators, and since there are no significant barriers to entry into this space, it is important that we create a trusted brand and become the dominant authority so that we can not be displaced by existing social media adopting our features. In terms of entering the space, we plan to first directly reach out to major content creators across Twitch.tv, YouTube, and Patreon with incentives for "founders" or charter members of the application, such as lower operational fees. These incentivized contracts, along with offering the ability to generate extra money on their schedule while also engaging their fans, will encourage them to come to ScreenTime with their existing followers. We will offer starting bonuses to the initial wave of creators.

Distribution

We plan to make the ScreenTime service available for direct online usage through a mobile responsive web portal. Later on, mobile applications may be developed if this is deemed beneficial at that stage. There will be a customer support team to assist new users. We hope to make Business-to-Business partnerships so we can add the ScreenTime link as share options for their creator posts.

Sales Plan

We have several sales strategies to grow our initial customer base organically:

- Referral coupon codes: Once redeemed, they add credit (worth \$5-10) to the ScreenTime accounts of referrer and referee. This will encourage people to bring a friend to the platform and the discount will encourage sale of a session rather than a free trial.
- Progressive pricing: Rate per minute decreases for longer sessions, incentivizing a larger sale for a better deal.
- Gifting sessions: Especially during holiday season or birthday gifts (advertise on ecard sites).
- Recommended Sessions: Personalized email that lists sessions the user may be interested in based on user's profile interests and past interactions

Market Analysis

The current crowdfunding market it's an early oligarchy, with the main players being Kickstarter and Indiegogo for one time funding of new projects or new company endeavours, and Patreon, the *undisputed* platform providing long-term funding for content creators. Patreon acquired Subbable in 2015, when both companies were just 2 years old⁶. Subbable was a content creators crowdfunding platform created by the Green Brothers - prominent YouTubers and online content creators themselves. They created Subbable as a way to maintain their funding for their YouTube channel "CrashCourse" after the expiration of a the Google grant they received to initially fund it⁷, and at merger time 22 of the most prominent Youtube creators were using their site. This consolidated the long-term crowdfunding space, just a few years after its conception.





Patreon has and continues to be remarked (another word?) for its unwillingness to fix constant payment problems its customers face⁸. Kickstarter even recently launched⁹ () a direct competitor to Patreon, called Drip, to capitalize on these frustrated customer complaints, but they are fundamentally not bringing new features into the market (as far as we currently know). All this indicates the current companies dominating the market are subducting to conformity quickly, indicating the market is nowhere near maturation (not many competitors in this space), and ripe for healthy disruption!

⁶ www.forbes.com/sites/alexpham/2015/03/16/patreon-acquires-subbable-aligning-youtube-stars

⁷ en.wikipedia.org/wiki/Green_brothers#Subbable

⁸ www.reddit.com/r/patreon/comments/5u4tlr/2_youtubers_who_use_patreon_discussing_some_of

Competitive Analysis

			
Creator Profiles	Yes	Yes	Yes
Funding opportunities	Unlimited	Unlimited	One-time
Direct supporter engagement	Yes	No	No
Payment Processing Fee	4%	5%	5%
Extra Features	Video conferencing Scheduling	-	-

In terms of our *edge* over competitors, we have a clear market advantage over companies that share some of our space. The main benefits being that we are primarily oriented towards the customers that want to give and receive one-on-one interaction between and we provide **direct** supporter engagement with our seamless platform which includes the features of video conferencing, scheduling, payments, and much more (found in our product section). We also have a lower processing fee, incentivizing both creators and consumers to utilize ScreenTime for the financial benefit.

In the end, Patreon could still maintain its dominance as middle-man for no commitment contributions to creators, and we could be main provider of customized and more engaging ways that supporters can do to help their favorite content creators.

Operational Strategy

Hiring

Beyond the technical expertise of everyone in our executive team, in order to properly develop our product and meet our goals, we will need to acquire talent in the following areas:

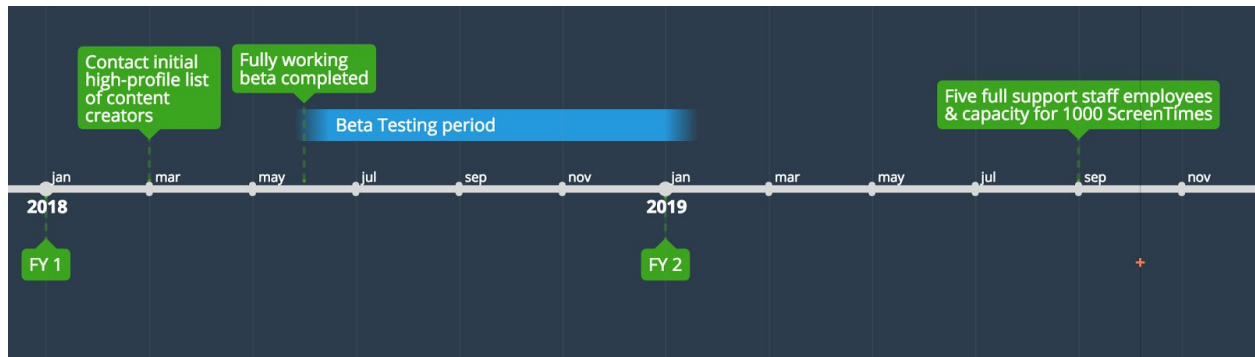
- Front end engineers
- Back end engineers
- Software engineers in test
- Data analysts
- Customer support staff
- Marketing staff

Primary Milestones and Requirements

Fiscal Years 2018 - 2019

During these two initial years of the company we will primarily focus on building the initial beta version of our platform complete with robust scheduling, video conferencing, rating system, and payments. We will aim to have the beta version completed by the *June 2018* and around three months prior we will begin sending out beta invites to content creators that would benefit from ScreenTime. For the next six months until the next fiscal year we will focus primarily on beta testing our platform with the content creator we have signed individualized contracts with, utilizing their existing fan bases to be our first set of users. During this period we will iterate our software and smooth out any kinks that become apparent with scale, as well as begin developing new features that are not essential but add to the experience such as session gifting, social media integrations, etc. as well as utilize user/creator input to further improve the experience.

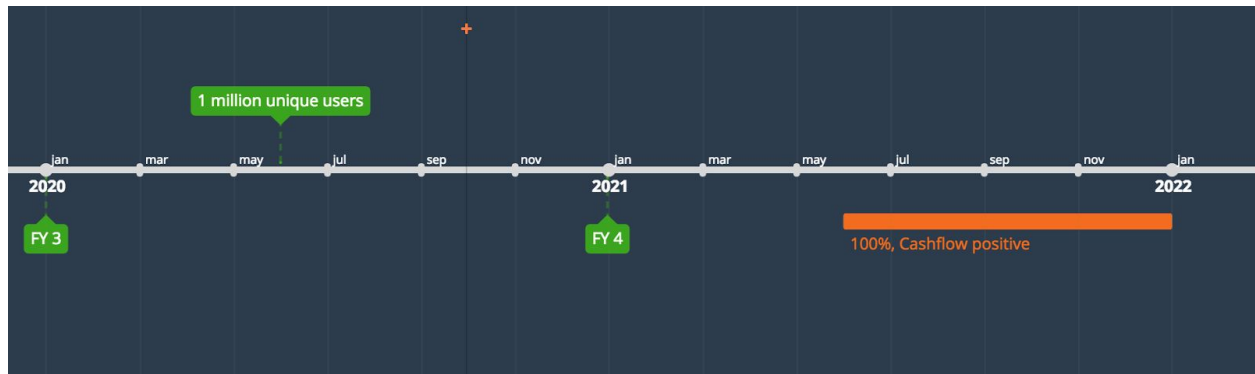
After the first year of development with six months of beta testing with high-profile content creators, we will be in a good spot to open our product to the general public with whom we will begin marketing towards. This, along with word-of-mouth that will likely occur during the beta testing period will grow our user base and will likely cause our technical/logistical issues be more focused on scale and growth. It is also during this year that we will likely expend the most money and resources as we will be focusing on growth through purchasing servers through Amazon Web Services, support staff and other necessary expenses. We will aim to have five full time on-call staff (as well as the founders) AND enough server capacity to handle one thousand simultaneous ScreenTime conversations three quarters of the way through 2019.



Fiscal Years 2020 - 2021

These next two years will focus on expanding our monetization methods to become a cashflow positive company with our two primary revenue generators: advertisements and ScreenTime margins (the cut of the money we will take from a ScreenTime between creator and user.) At this point we expect to have all of our currently planned features rolled out and many more from user input, giving us a stable platform that is feature rich. We expect that we will reach 1,000 daily sessions at an average of \$15 per session to offset operational costs in which we take an average cut of 10% from each session. To achieve this, we will expand into all sectors of advertising to market our product, including internet, YouTube, and audio ads on niche websites where our target demographic exists. Halfway through the year of 2020 we hope to have reached a million unique users as well.

Halfway through the fiscal year of 2021 around the month of *June 2021* we will aim to reach our target goal of 1,000 daily sessions to break even and begin becoming cash-flow positive. The goal of becoming cash-flow positive will also be more readily achieved as we reduce the amount of costs we need for the sake of customer acquisition and retention. Once we become cashflow positive, the primary focus of ScreenTime will to be continual expansion within niche markets and modularization of technology to incentivize a large content aggregator (such as YouTube) to acquire us and consume our market share rather dealing with the cost of building an in-house system similar to ScreenTime.



Risks and Response

Privacy Risks:

As a platform in which users will be connected to one another through video conferencing, privacy is a pervasive concern of ours. For example, the online personality may object to being recorded by the fan and turn the feature off, however the fan might still be able to externally record their monitor as we cannot control that. We will mitigate this risk in our platform itself by making sure that sessions are recorded and saved *if and only if* both parties agree to do so. We will also include within our privacy policy that recording the other party without their consent is not allowed and thus could be used as legal leverage in the case that one side decides to do so through external methods.

Another possible privacy concern is the possibility of one party projecting hateful words or performing inappropriate activities on the platform. This is strictly against our privacy policy and we will mitigate this through our reputation system. Similar marketplace applications such as Airbnb and Uber have successfully utilized the power of crowdsourced reputation and we will do so by removing irreputable creators/users while rewarding reputable creators/users.

Market Risks:

Our market is heavily vested in the creator space and thus we have potential competition in the form of well established platforms such as Patreon and Youtube which have an existing content creator to user relationship. If one of these platforms were to create a system similar to ours, we may find it difficult to compete. To mitigate this risk, we will develop our video conferencing software in such a way that we would be able to be easily integrated into any existing platform, thus incentivizing these companies to acquire us rather than build their own system in house. Since we are a one-stop-shop for for scheduling, rating, and conferencing, it would make more

sense to utilize our services rather than having to build and individually integrate each one into the system.

Human Nature:

One of the biggest issues we face is the inherent difficulty of convincing people that face-to-face interaction with a stranger on the internet is okay and even beneficial. To this end, we have a few reasons why our platform would mitigate this risk. Firstly, we have a rating/reputation system in place so that users can see exactly who they are interacting with, what their previous interactions have been like, and generally be able to get a better feel for who they would like to ScreenTime with. Secondly, the major reason why such an idea has not become mainstream yet is because there is no widely accepted platform which solves the issues of scheduling and conferencing all on through a reputable lens. As our platform grows and gains users, our level of brand awareness will grow along with the comfort with which people would use the platform.

Financials

Revenue Models

One revenue stream we will employ is the utilization of ads prior to the interaction. For example, if one party is slightly earlier than the other, we can place a 15 second ad in the screen of the video chat while they wait for the other party.

Another revenue stream will be taking a cut of the profit generated by the content creators. As a business heavily centered around the marketplace economy, the inherent value lies in the content generated by the content creators on the platform, and we are able to take a cut of that value as hosts of the platform. We will set our fee at 4% initially, but will offer a lower fee for the first creators to join us.

During the holiday season, we will promote a gifting system to purchase sessions for friends, family, and colleagues through our platform. This will easily invite new users to the platform who will hopefully become regular users. ScreenTime sessions could also be used as potential gifts for birthdays or other holidays in the future.

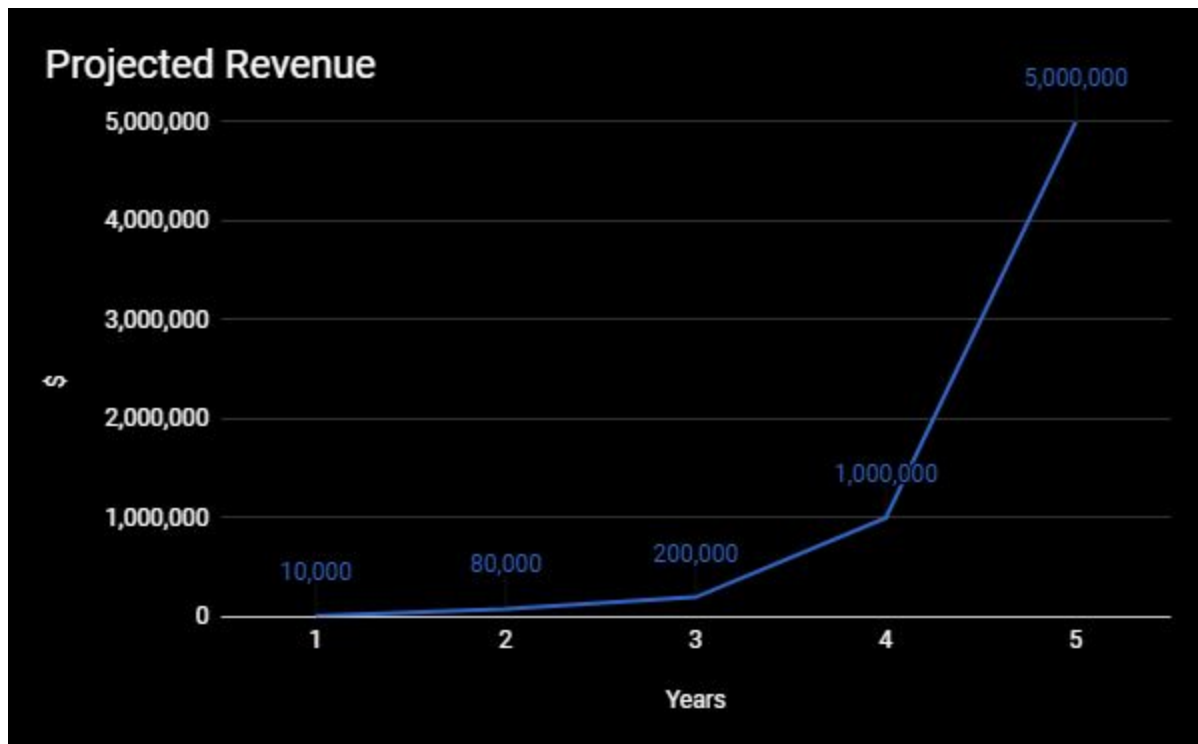
For popular content creators with a very high demand on our app, we will be implementing a bidding system to control a situation in which more fans want ScreenTime with a certain content creator than their schedule has available, naturally benefiting the company with a higher sale for more popular personalities.

The content creators will benefit by receiving a sum of money which scales linearly with the amount of time they put into interacting with those on the platform. The consumers will benefit by receiving valuable one-on-one time with people whom they would like to learn from. Stakeholders will benefit through growth in the company which scales directly through the amount of content creators and consumers that exist on the platform.

We will use a freemium approach by allowing new customers to have a trial chat with limited creator options or offer credit for users who recruit others to the site via a promotional code. With the right funding to aid us in scaling quickly, and marketing research to help us choose the right promotional partnerships, we will establish a whole new kind of virtual interaction. We can also pay content creators up-front bonuses with our initial funds in order to generate media appearances and get the ball rolling about our platform.

FINANCIAL PROJECTION

ScreenTime Financial Projections Fiscal Years 2018-2020				
	FY2018	FY2019	FY2020	
Revenue:				
Gross Sales	\$10,000	\$80,000	\$200,000	
Less: Sales Returns and Allowances	\$0	\$5,000	\$15,000	
Net Sales	\$10,000	\$75,000	\$185,000	
Cost of Goods Sold:				
Direct Labor	\$100,000	\$75,000	\$50,000	
Direct Materials	50,000	\$20,000	\$30,000	
Cost of Goods Sold	\$150,000	\$95,000	\$80,000	
Gross Profit (Loss)	-\$140,000	-\$20,000	\$105,000	
Gross Margin (%)	-1400.0%	-18.8%	60.0%	
Expenses:				
Advertising	\$10,000	\$25,000	\$350,000	
Bank Charges	\$500	\$500	\$500	
Charitable Contributions	\$0	\$0	\$0	
Contract Labor	\$10,000	\$15,000	\$270,000	
Dues and Subscriptions	\$0	\$0	\$0	
Insurance	\$4,000	\$10,000	\$20,000	
Interest (from loans)	\$0	\$0	\$0	
Maintenance	\$0	\$0	\$0	
Office Expenses	\$5,000	\$2,500	\$2,500	
Operating Supplies	\$1,000	\$2,000	\$3,000	
Payroll Taxes	\$43,200	\$88,200	\$115,200	
Permits and Licenses	\$0	\$0	\$0	
Professional Fees	\$500	\$50,000	\$50	
Property Taxes	\$0	\$0	\$0	
Rent	\$12,000	\$12,000	\$12,000	
Repairs	\$500	\$500	\$500	
Telephone	\$300	\$300	\$300	
Travel	\$5,000	\$20,000	\$5,000	
Utilities	\$2,000	\$2,000	\$2,000	
Wages	\$240,000	\$490,000	\$640,000	
Total Expenses	\$334,000	\$718,000	\$1,421,050	
Net Operating Income	-\$474,000	-\$738,000	#####	
Other Income:				
Gain (Loss) on Sale of Assets	\$640,000	\$1,000,000	\$1,500,000	
Interest Income	\$0	\$0	\$0	
Total Other Income	\$640,000	\$1,000,000	\$1,500,000	
Net Income (Loss)	\$166,000	\$262,000	\$183,950	
Net Margin (%)	1660.0%	327.5%	92.0%	



Explanation

The Gain (Loss) on Sale of Assets column was used to hold the amount of capital raised for the company to show a more accurate net operating income.

In Y1, we will undertake the development costs and improve our product iteratively through beta testing and feedback. We will make some sales but these estimates are conservative (sell 2000 sessions at \$5-20). By minimizing overhead and maximizing efficiency, we want to leave ourselves enough runway at the end of the 2018 fiscal year so we don't have to capital raise again until the summer of 2019.

In Y2, we will need to do an A Round of \$1,000,000 in order to finance scaling as well as incentivized contracts for the next wave of creators. At this point we hope to expand our server capacity on Amazon Web Services and user base while charging at our non-beta price point. The focus is on growth of our base and brand so that we will be able to reach profitability in Y3. A target is to at least double the number of sessions sold monthly. The management team will also be paid a salary of \$50,000 each.

In Y3 we hope to reach profitability and have serviced 1 million unique users. We plan to do a B Round of \$1,500,000 in order to continue expanding. This will be a make or break year when it comes to establishing name recognition so we don't lose our first mover advantage in the space of time blocked conversation. We will begin expanding into other markets and launch celebrity campaigns to this end, budgeting \$500,000 towards these endeavours. This is split between advertising and contract labor on the spreadsheet.

Investor Opportunity

ScreenTime anticipates to break-even within three years. Within four to five years, we anticipate a sale of the company to fuel further growth and to offer liquidity to investors. Our business is easily acquirable by existing companies with content sharing systems, such as YouTube or Facebook, who would be able to use our technology and users to bolster their standing and flexibility as content sharing platforms.

We are using our investments immediately to support development of the application, a process that our team has already started over the last several months. Next we will use capital to establish a stable company infrastructure then move on to staff - first a development team to finish and maintain the product, then a customer support team for our users, both the fans and content creators.

Conclusion

The ScreenTime team has been attending university through this surge in prevalence of content creators as celebrities over the last half-decade, and these companies that have been competing for these personalities' screen-time have exploded in less time than it has taken for the team's bachelor degrees to be completed (Patreon: founded in 2013, Twitch: founded in 2011). Additionally, as members of current pop culture trends and the target demographic of these content creators, the team has experienced first-hand the societal relevance, economic opportunity, and even *fun* that can be had in this space. Our passion combined with our technology skills and business acumen places us in good position to extract huge profits in this unique cyber-space. Using your investments, we will be able to do none other than just that.

With all the time everyone spends in front of their phones and computers these days, make sure your ScreenTime doesn't go to waste.

Appendix for Finances

Direct Labor

Developer costs and wages paid to management (once they start taking them).

Direct Materials

R&D of software, company infrastructure.

Advertising

Budget for the Marketing Department.

Bank Charges

Charges such as corporate account opening charges, Paypal fees, online processing fees, credit card fees, overdraft fees are covered by this expense.

Charitable Contributions

We do not plan on making any charitable contributions for the first three fiscal years, instead we will invest our money back into the company to make sure we have stable footing before we maintain a hefty user base, with plans to donate to charities in the future, and possibly partner with celebrities and the charities that they are already a part of to raise money for their respective charities.

Contract Labor

We plan on contracting out our customer support staff on an as needed basis to have minimum overhead. For quality assurance purposes, we will choose a domestic team rather outsource overseas.

Insurance

There are several different types of insurance we must buy for our employees such as Errors & Omissions Liability (E&O) insurance and Cyber/Network Liability insurance, since we are a software company. These come out to about \$4000, then by the time that we have a more full staff, we will need to purchase Employment Practices Liability to take care of potential lawsuits that can arise internally. Finally, by the third year, we will need renters insurance to reduce our exposure to property damage, such as fire, theft and weather damage and cases of theft. These costs scale almost directly with our size of staff.

Interest

Interest on the loan taken from the bank to cover part of yearly expenses that we are unable to cover from the money generated from venture capitalists.

Maintenance

These costs are covered under operating supplies.

Office Expenses

These expenses include desktops, furniture items, peripherals, etc. are covered in this. Many of these items can be purchased at a *very* cheap rate from the University of Florida Public Auction & Surplus, which sells plenty of chairs, desks, file cabinets, and other important pieces of furniture that, while mostly used, are heavily discounted and are auctioned off at a very low rate. It will be more in first year because of the initial setup of office.

Operating Supplies

Heroku while small and once we scale, regular maintenance of servers will require customer service support from Amazon Web Services.

Payroll Taxes

These may vary from 18-35% of overall labor costs.

Professional Fees

Costs incurred in legal purposes, patents, hiring specific engineers for a specialized kind of work to be done. This also includes filing for copyright and writing up contracts for content creators.

Research and Development

Based on the customer's feedback and insights given by various organizations we will try to improve the product. As the company is a startup the amount allocated is comparatively small. Significant investment is planned every year to improve the product.

Rent/Property taxes

As a small startup, we will only need about a 750 square foot office. We received a quote for \$1000/month in Gainesville, Florida, and the goal would be to try to lock in a three year lease so the price isn't raised throughout.

Repairs

This will consist of a \$500 emergency fund since insurance should cover most repairs.

Telephone

Vonage offers a simple \$19/month plan for a landline.

Travel

Travel cost would include air and road travel to meet prospective buyers and investors, conduct product demos, and meet with potential advertisers. Travel-related expenses and the frequency of travel would increase directly with reach of our app.

Utilities

These would include bills stemming from electricity, water, etc. These should remain consistent over the first three years with no expected change to the workspace environment.

Wages

We plan to employ 5 full time developers to work alongside the management team. We will offer them \$48K a year since we are a Gainesville startup. We also plan to start taking reduced salaries starting in Y2 as we will need to support ourselves.

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