



# SoloStarr

---

Share short videos (15-60 sec) with the world.

# Introduction

---

# The Problem

---

Going **viral** is left up to luck.

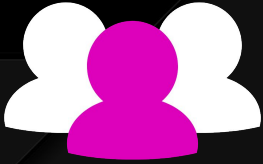
Making **friends** online is difficult

There are too many **social media**  
apps

# The Solution

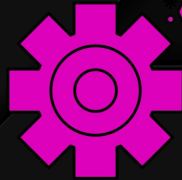
---

A **recommendation algorithm** that helps push peoples videos and feed them content relevant to their interests.



## Make Online Friends

By targeting your emotions, and categorizing your interests, we can help find your community.



## Go Viral Fast

We help new creators by pushing their videos out more than usual. Never worry about only getting 5 views!



## Chat With Anyone

Our chat platform and features allow all users (no matter of your following) to connect.

# The Recommendation Algorithm

---

Our algorithm is split into 3 distinct Features

## How you get views

Your video is pushed out initially to 5% of our audience. If you are a new it is pushed out to 10%. Once posted your video will blow up if you have a high ratio in the following segments.

- ❑ Like to View Ratio
- ❑ How many times did you watch the video
- ❑ Comment to View Ratio

## The types of videos you see

We generate the videos you see based on multiple factors, here are the major ones.

- ❑ Categories you selected during sign up process.
- ❑ What type of videos you are liking
- ❑ What types of videos you are watching multiple times

## How we determine your mood

We analyze the sounds attached to the videos you are watching, and use three factors (rhythm, pitch, timbre) to decipher your emotions.

# INVESTMENT OPPORTUNITY OVERVIEW

## Management Team



**Rishabh (Richie) Kumar**  
Chief Executive Officer

Richie will serve as CEO and will lead the company's overall strategy. In addition, he also acts as the CFO and manages all financial operations.

Prior to SoloStarr, Richie was a Social Media Influencer, an author, and a strategic partner of Principles Creative Studios.

Richie is currently attending A&M university where he will be majoring in Electrical and Computer Engineering.



**Christopher Gullette**  
Chief Marketing Officer

Chris will serve as CMO and will lead the company's graphic design, branding, and marketing. In addition, he has also created all the wireframes for SoloStarr, and a variety of proposals.

Prior to SoloStarr, Chris was a photographer, architecture enthusiast, and digital artist.

Chris is currently attending A&M university where he will be majoring in Genetics with Pre-Med track.



**Shivashriganesh (Shiva) Mahato**  
Chief Technological Officer

Shiva will serve as CTO and will lead the company's technical interests, including leading backend and facilitating frontend development, as well as being the POC for all technical partners.

Prior to SoloStarr, Shiva was a CTO, software engineering enthusiast, and research assistant.

Shiva is currently attending A&M university where he will be majoring in Applied Mathematical Sciences with Computational Emphasis.



**Aadhithya Kannan**  
Security Manager

Aadhithya will serve as the security manager and lead SoloStarr's cybersecurity efforts. Aadhithya will also aid Shiva with SoloStarr's backend technical challenges.

Prior to SoloStarr, Aadhithya was a CEO, ethical hacker, and software engineer.

Aadhithya is currently attending the University of Texas at Austin where he will be majoring in Computer Science and Physics.

# Market Size

---

3.8+

Billion

**Using Social Media  
(Global)**

Total Available Market

2.1+

Billion

**TikTok Downloads  
(Global)**

Serviceable Available  
Market

315+

Million

**SoloStarr Downloads**

15% Share of Market

# INVESTMENT OPPORTUNITY OVERVIEW

## Marketing Strategy

We plan to deploy 78k for influencers to push our product (edit)

### Influencer Marketing

Our CEO has over 500k followers on TikTok, and has access to a pool of influencers which rack up to a cumulative follower count of 40 million (avg. conversation rate off 3%).

### Partnerships

We are currently in contact with a 7 figure marketing/branding agency called Principles Creative Studio who are willing to add us into their sales packages. Hence, their clients would advertise us and in turn we would promote them on SoloStarr.

### Social Media Optimization

We will use growth tactics to gain popularity on instagram, use our influencers to garner attention on TikTok, and then proceed to make videos on youtube centered around our story and our interactions with popular celebrities.

Influencer Name	Follower Count	Payment
FeroFero	3.3M	8k
Eggzima	1.0M	4k
Saint JMC (Verified)	2.0M	6k
The_Universal_Papa	1.0M	4k
ElliotBrown (Verified)	12.8M	12k
Bilalhy	715K	3k
Jason_on_comms	1.7M	5k
Emmanortss (Verified)	5.3M	9k
joogiehoodie	952k	3k
Thechirsbarnett (Verified)	1.8M	4k
Jacksonpassaglia	860k	3k
davidhtxx	445k	2k
coleallisonn	1.3M	3k
mickeyngx	1.1M	3k
Alexojeda (verified)	6.5M	9k
Total	40.7M	78k

### Giveaways

Giveaway contests will be held every month, where we send out merchandise to our users in return for a shoutout on their social media pages. Other potential giveaways include:

- Cash Prizes
- Merchandise
- Celebrity Interviews
- Free Boost/Starr Coins (in-app currency)

### Facebook/Instagram Ads

A portion of our funding will go to creating ads tailored to generation Z. Since we are focusing more on influencers, our ad campaigns will be short lived during our initial launch. After more funding, we will proceed to promote ourselves more on other platforms.

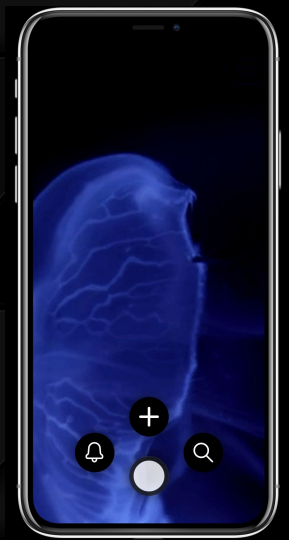
### Film Competitions

We are looking towards creating in house competitions where creators submit a video and the audience will choose the winners based on the amount of likes the videos have. All videos entered in the competition will be given equal audience in terms of number of viewers.



# Product Demo

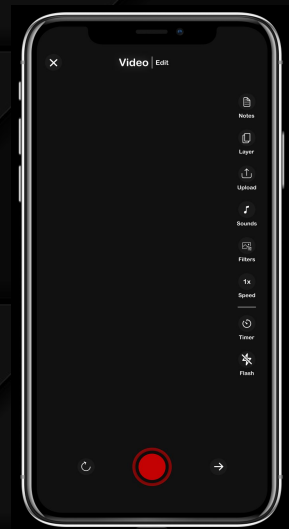
## Sliders



User our sliders to maneuver between pages.

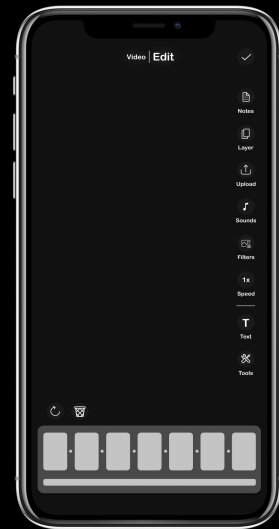
You can create a video, search for a video, or even just check your inbox.

## Your Feed



Record your videos with high quality action using our record page!

Add filters, text, timers and more with our redesigned edit page.



# Product Demo

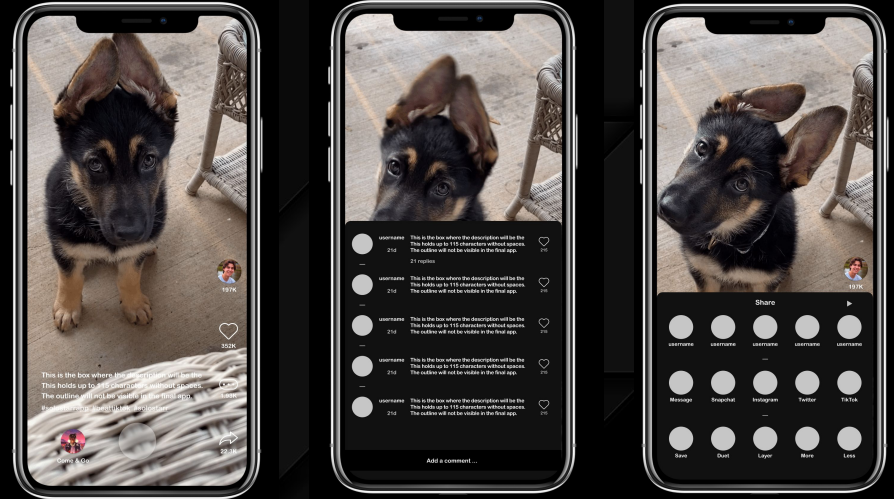
## Profile Page



Add multiple photos to your profile, & organize and track your video stats.

The perfect combination of Tinder & TikTok!

## Your Feed



Enjoy the maximum experience of every video on your feed. While you're at it, drop a comment and share the video to your friends as well!

It doesn't get any easier than this!

# Investment Opportunity Overview

---

# INVESTMENT OPPORTUNITY OVERVIEW

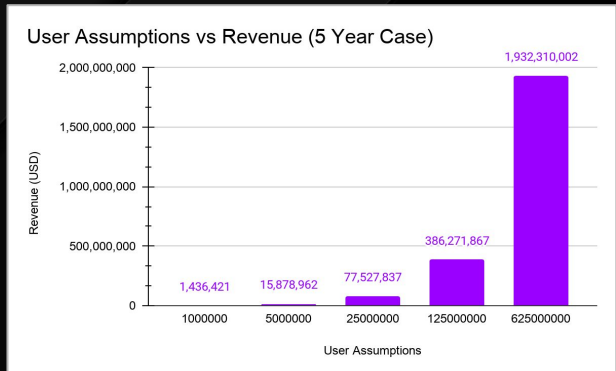
## INTRODUCTION

SoloStarr is seeking to raise ~\$1.7 MM in initial equity funding in order to grow and maintain a user base on our platform for social media creators.

- ❑ SoloStarr is a social media mobile app that allows users to **post short videos** (15 – 60 sec long).  
Major Features:
  - ❖ An advanced AI recommendation algorithm.
  - ❖ A sleek recording workshop.
  - ❖ A powerful chat platform.
- ❑ Revenue will be facilitated through 3 routes:
  - ❖ In-App Purchases.
  - ❖ Pay-Per-Click Advertisements.
  - ❖ Impression Advertisements.
- ❑ Globally, over **3.8 billion** use social media. Here's what our competitors look like:
  - ❖ **TikTok**: 800M Monthly Active Users.
  - ❖ **Byte**: 500M Monthly Active Users.
  - ❖ **Triller**: 65M Monthly Active Users.
- ❑ In 2019, social network advertising revenue in the United States amounted to **36.14 billion** U.S. dollars. This figure is projected to further grow and **surpass 50 billion** U.S. dollars by the end of 2021.

Investment Expected Returns		
Year	User Growth (millions)	Revenue (USD)
2021 F	1M	\$1,436,421
2022 F	5M	\$15,878,962
2023 F	25M	\$77,527,837
2024 F	125M	\$386,271,867
2025 F	625M	\$1,932,310,002

Investment (\$)	\$1,688,958
Investor IRR (%)	362.9%
ROIC (x)	2017.7x
Proceeds (\$)	\$3,407,872,498
Break-Even (Years)	1.0
Payback (Years)	1.1



# INVESTMENT OPPORTUNITY OVERVIEW

## Sensitivities

Based on current social media trends, SoloStarr believes it can generate a high user population by tapping into the minds of the youth with our AI backend software.

- ❑ SoloStarr is looking for **\$1.7MM** for an **equity stake of 25%**, with a **5 year** holding period.
- ❑ This investment will cover **1 years OPEX & Salary** for 1 Million Active Users.
- ❑ Exit Valuation is calculated **using 3 metrics**:
  - ❖ Monthly Active Users
  - ❖ App Installs
  - ❖ EV/App Installs
- ❑ Sale Date: **2025 F**

Return Sensitivities			
Equity Stake (%)	Base Case	Upper Case	Lower Case
20%	IRR: 341.9% ROIC: 1614.2x	IRR: 341.9% ROIC: 1614.2x	IRR: 341.9% ROIC: 1614.2x
25%	IRR: 362.9% ROIC: 2017.7x	IRR: 362.5% ROIC: 2017.7x	IRR: 362.5% ROIC: 2017.7x
30%	IRR: 380.1% ROIC: 2421.3x	IRR: 380.1% ROIC: 2421.3x	IRR: 380.1% ROIC: 2421.3x
EV/App Install Multiple (x)	Base Case	Upper Case	Lower Case
9.00x	IRR: 353.7% ROIC: 1826.2x	IRR: 341.9% ROIC: 1614.2x	IRR: 341.9% ROIC: 1614.2x
10.00x	IRR: 362.9% ROIC: 2017.7x	IRR: 362.5% ROIC: 2017.7x	IRR: 362.5% ROIC: 2017.7x
11.00x	IRR: 370.7% ROIC: 2209.3x	IRR: 380.1% ROIC: 2421.3x	IRR: 380.1% ROIC: 2421.3x

# INVESTMENT OPPORTUNITY OVERVIEW

## Exit Strategies

**Our goal is to sell the entire company after 5 years (including data assets, recommendation software, and the app itself)**

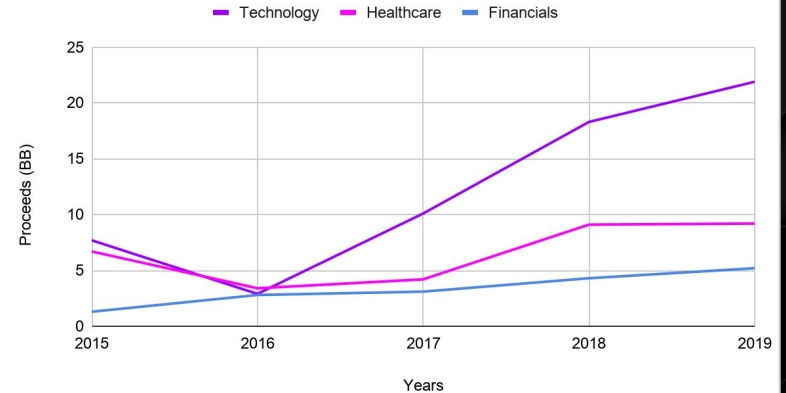
**Goal:** SoloStarr believes it's best option will be to go for a buyout at the end of our 5 year period.

**IPO option:** The IPO market for technology is booming, as in the past five years it has accounted for 23% of total U.S. IPOs and 34% of proceeds generated by U.S. IPOs.

**Company Valuation:** The numbers currently do not take into consideration our large storage of data. In accordance to similar companies, we believe the current exit valuation could double or triple. Data projections can only be run once firm contracts have been signed between SoloStarr and its respective hosting services.

**Additional Investment Rounds:** According to our projections, SoloStarr will break even within a year's time. In respect to those numbers, we aim to only have one funding round. This will also help preserve equity for the planned buyout.

U.S IPO Proceeds by Sector



# INVESTMENT OPPORTUNITY OVERVIEW

## Potential Buyers

SoloStarr believes there are a variety of companies that would be interested in purchasing a social media video sharing application, as the rise of TikTok has proven how valuable these types of businesses are.

	Overview	Sample Companies	Minimum Investment Size
<b>Internet Companies</b>	Internet companies have 2 sectors: <ul style="list-style-type: none"><li>- Service Providers</li><li>- Companies that do all their business online</li></ul>	<ol style="list-style-type: none"><li>1. Amazon</li><li>2. Google</li><li>3. JD.com</li></ol>	<b>~ 5 BB+</b>
<b>Technology Companies</b>	A business entity that prioritizes the creation of technological products.	<ol style="list-style-type: none"><li>1. Microsoft</li><li>2. Salesforce</li><li>3. Intel</li></ol>	<b>~ 2 BB+</b>
<b>Media Companies</b>	A company that is involved in advertising, digital media, print publication, or broadcasting.	<ol style="list-style-type: none"><li>1. Netflix</li><li>2. Comcast</li><li>3. Sony</li></ol>	<b>~ 3-5 BB</b>

*\*Note\** A variety of these companies can fall into different sectors.

# Returns Summary

---



# Returns Summary

## Case 1 - Base

**Base Case:** Base case assumes 5 year holding period with a 500% growth rate, with the end of first year reaching 1 million users. Additionally, it assumes the exit multiple is 10.00, and the equity stake is 25%.

**User Growth Assumptions:** Assumptions were generated based of our ability to access influencers with a cumulative follower count of 40.7 million. With an estimated 3 percent conversion rate over a 6 month period, our base case takes into account a downside by giving that 3% rate a 1 year time period

- Year 1: 1 M
- Year 2: 5M
- Year 3: 25M
- Year 4: 125M
- Year 5: 625M

**Year 1 Budget:** \$1,688,958

**Expenses:** Using an in house exponential formula and data provided by our third party servers, expenses for our 4 server companies were created. In addition, portions of funds are allocated to paying our influencers, general marketing, travel expenses, giveaways, and salaries.

**Sale Date:** 2025

Sources & Uses					
Sources of funds	\$MM	%	Uses of Funds	\$MM	%
Total Debt	\$0.0	0%	OPEX	\$1,412,958	83.6%
Total Equity	\$1,688,958	100%	C-Suite Cumulative	\$180,000	10.7%
			Employees	\$96,000	5.7%
Total Sources	\$1,688,958	100%	Total Uses	1,688,958	100%

Sponsor Returns	
EV/App Install Multiple (x)	10.00x
IRR	362.5%
Net Cash Flow	\$690,997,607
Return on Invested Capital	2017.7x

# Returns Summary

## Case 1 - Base

**Revenues:** Revenues are calculated using the three ways we monetize:

- In App Purchases
- Pay Per Click Advertisements
- Impression Advertisements

**COGS:** The Cost of Goods Sold is the 30% commission we pay to the Apple and Google Pay store for our in app purchases.

**Margins:** Increase in margins occur mainly due to the discounts applied onto the servers after year two. Once data storage breaks into the exobyte range, negotiation power is given to the customer, and further discounts can be applied.

**Minimum Cash Balance:** \$20,000,000

**Depreciation Period:** 5 Years

**Amortization Period:** 4 Years

### Financial Overview

Year	2021 F	2022 F	2023 F	2024 F	2025 F
Revenues	1,436,421	15,878,962	77,527,837	386,271,867	1,932,310,002
COGS	(86,185)	(952,738)	(4,651,670)	(23,176,312)	(115,938,600)
EBITDA	(62,722)	3,218,624	12,872,427	108,383,600	777,704,454
Net Income	(62,722)	2,542,713	10,169,217	85,623,044	614,386,519
Margins	-4.4%	16.0%	13.1%	22.2%	31.8%

### Holding Period Sensitivities

Year 3	IRR: 330.7% ROIC: 78.4x
Year 4	IRR: 349.5% ROIC: 396.6x
Year 5	IRR: 362.9% ROIC: 2017.7x

# Returns Summary

## Case 1 - Upper

**Upper Case:** Upper case assumes 5 year holding period with a 500% growth rate, with the end of first year reaching 3.125 million users.

**User Growth Assumptions:**

- Year 1: 3.125M
- Year 2: 12.5M
- Year 3: 50M
- Year 4: 200M
- Year 5: 800M

**Year 1 Budget:** \$3,885,604

**Sale Date:** 2025

Sources & Uses						
Sources of funds	\$MM	%		Uses of Funds	\$MM	%
Total Debt	\$0.0	0%		OPEX	\$3,609,604	93%
Total Equity	\$3,885,604	100%		C-Suite Cumulative	\$180,000	4.6%
				Employees	\$96,000	2.4%
Total Sources	\$3,885,604	100%		Total Uses	\$3,885,604	100%

Sponsor Returns	
IRR	316.8%
Net Cash Flow	\$844,688,218
Return on Invested Capital	1170.7x

# Returns Summary

## Case 1 - Upper

**Revenues:** Revenues are calculated using the three ways we monetize:

- In App Purchases
- Pay Per Click Advertisements
- Impression Advertisements

**COGS:** The Cost of Goods Sold is the 30% commission we pay to the Apple and Google Pay store for our in app purchases.

**Margins:** Increase in margins occur mainly due to the discounts applied onto the servers after year two. Once data storage breaks into the exobyte range, negotiation power is given to the customer, and further discounts can be applied.

**Minimum Cash Balance:** \$20,000,000

**Depreciation Period:** 5 Years

**Amortization Period:** 4 Years

### Financial Overview

Year	2021 F	2022 F	2023 F	2024 F	2025 F
Revenues	3,762,970	44,513,565	174,758,862	696,637,508	2,787,385,383
COGS	(225,778)	(2,670,814)	(10,485,532)	(41,798,250)	(167,243,123)
EBITDA	(72,412)	9,828,975	27,657,910	178,552,577	1,071,040,450
Net Income	(72,412)	7,764,890	21,849,749	141,056,536	846,121,956
Margins	-1.9%	17.4%	12.5%	20.2%	30.4%

### Holding Period Sensitivities

Year 3	IRR: 317.3% ROIC: 70.9x
Year 4	IRR: 315.6% ROIC: 286.2x
Year 5	IRR: 316.4% ROIC: 1167.6x

# Returns Summary

## Case 2 - Lower

**Lower Case:** Base case assumes 5 year holding period with a 500% growth rate, with the end of first year reaching 1 million users.

**User Growth Assumptions:**

- Year 1: 500K
- Year 2: 2.5M
- Year 3: 12.5M
- Year 4: 62.5M
- Year 5: 312.5M

**Year 1 Budget:** \$1,108,419

**Sale Date:** 2025

Sources & Uses						
Sources of funds	\$MM	%		Uses of Funds	\$MM	%
Total Debt	\$0.0	0%		OPEX	\$832,419	75.1%
Total Equity	\$1,108,419	100%		C-Suite Cumulative	\$180,000	16.2%
				Employees	\$96,000	8.7%
Total Sources	\$1,108,419	100%		Total Uses	\$1,108,419	100%

Sponsor Returns	
IRR	337.3%
Net Cash Flow	\$305,958,034
Return on Invested Capital	1533.8x

# Returns Summary

## Case 1 - Lower

**Revenues:** Revenues are calculated using the three ways we monetize:

- In App Purchases
- Pay Per Click Advertisements
- Impression Advertisements

**COGS:** The Cost of Goods Sold is the 30% commission we pay to the Apple and Google Pay store for our in app purchases.

**Margins:** Increase in margins occur mainly due to the discounts applied onto the servers after year two. Once data storage breaks into the exobyte range, negotiation power is given to the customer, and further discounts can be applied.

**Minimum Cash Balance:** \$20,000,000

**Depreciation Period:** 5 Years

**Amortization Period:** 4 Years

### Financial Overview

Year	2021 F	2022 F	2023 F	2024 F	2025 F
Revenues	806,982	7,912,303	38,745,061	193,122,850	966,145,923
COGS	(48,419)	(474,738)	(2,324,704)	(11,587,371)	(57,968,755)
EBITDA	(73,855)	1,406,332	5,618,428	50,836,803	373,799,113
Net Income	(73,855)	1,111,003	4,438,558	40,161,075	295,301,300
Margins	-9.2%	14.0%	11.5%	20.8%	30.6%

### Holding Period Sensitivities

Year 3	IRR: 292.5% ROIC: 59.6x
Year 4	IRR: 319.0% ROIC: 301.4x
Year 5	IRR: 337.3% ROIC: 1533.8x

# Conclusion

---

# Conclusion

---

## Summary:

1. SoloStarr is seeking to raise ~1.7MM in initial equity funding in order to grow and maintain a user base on our platform for social media creators.
2. Using social media influencers to spread the word, we aim to reach 1 million Monthly Active Users by the end of our first year.
3. With an initial funding of 1.7 MM, our goal is to exit after 5 years and return to our investors over 3 billion.





# Appendix

---

# APPENDIX

## In-App Purchases

SoloStarr will employ two types of in-app purchases: Boost Coins and Starr Coins

- 1. **Boost Coins** are an in app currency that allows users to “boost” their video for 30 minutes, and have it showed to a larger audience.
- 2. **Starr Coins** are an in app currency that allow users to send a message to creators, and have that message pop to the top of the creators inbox.

### Boost Coins

#### Pricing

- \$2.99/1  
- \$8.99/5  
- \$12.99/10

### Starr Coins

#### Pricing

- \$0.99/1  
- \$4.99/5  
- \$8.99/10

### In-App averages

Avg. Purchase Value (USD)

\$2.00

Hours Per Purchase

200

## Revenue Projections (5 Year Case)

Year (users)	2020 F (1M)	2021 F (5M)	2022 F (25M)	2023 F (125M)	2024 F (625M)
In-App Purchases	287,284	3,175,792	15,505,567	77,254,373	386,462,000
Total	287,284	3,175,792	15,505,567	77,254,373	386,462,000

5 Year Revenue: ~480 Million

# APPENDIX

## ADVERTISEMENTS

SoloStarr will employ two types of advertisements: Pay Per Click (PPC) and Impression based.

- 1. **PPC** ad's are advertisements where **every time a user clicks the ad** we receive a certain amount of money.
- 2. **Impression** ad's are advertisements where we get paid for **every individual who watches the ad**.

### PPC Assumptions

Monthly time spent per user (hours/month):	10
Ads Displayed per hour (#)	2
Click rate (%):	2.00%
Pay-per-Click (USD/click)	\$0.50

### Impression Assumptions

Monthly time spent per user (hours/month):	10
Ads Displayed per hour (#)	2
Cost per 1k Impressions (USD)	\$10

### Revenue Projections (5 Year Case)

Year (users)	2020 F (1M)	2021 F (5M)	2022 F (25M)	2023 F (125M)	2024 F (625M)
PPC	574,568	6,351,585	31,011,135	154,508,747	772,924,001
Impressions	574,568	6,351,585	31,011,135	154,508,747	772,924,001
Total	1,508,242	16,672,910	81,404,229	405,585,461	2,028,925,502

5 Year Total Revenue: ~2.5 Billion

# APPENDIX

## Operating Costs Breakdown

**Servers:** Our servers consist of 4 third party companies:

- ❖ Tigergraph: Recommendation Algorithm
- ❖ Firebase: Data and Authentication
- ❖ Backblaze: Video Storage
- ❖ Cloudflare: Proxy Server/Security

**Travel Expenses:** In order to strengthen our social media ties, trips to hot spots such as Los Angeles & and Austin will be needed.

**Influencers:** Our marketing is based on influencers, so we dedicated a yearly amount to this sector.

**Giveaways:** giveaways are part of marketing strategy. Giveaways funds will be dedicated to cash prizes and free merchandise.

Income Statement	2020 F	2021 F	2022 F	2023 F	2024 F
Travel expenses	(25,000)	(50,000)	(100,000)	(100,000)	(200,000)
Influencers	(80,000)	(250,000)	(1,250,000)	(6,000,000)	(29,000,000)
Firebase	(343,340)	(2,738,802)	(13,231,188)	(57,696,162)	(247,412,114)
Backblaze	(49,474)	(1,426,289)	(10,334,330)	(38,487,476)	(109,914,475)
Tigergraph	(206,004)	(1,643,281)	(7,938,713)	(34,617,697)	(148,447,268)
Cloudflare	(698,353)	(5,570,723)	(26,912,237)	(117,353,994)	(503,236,240)
Giveaways	(4,085)	(4,085)	(4,085)	(4,085)	(4,085)
Bank Charges	(175)	(100)	(100)	(100)	(100)
Other - Variable Costs	(5,027)	(23,818)	(232,584)	(451,938)	(452,161)
Other - Fixed Costs	(1,500)	(500)	(500)	(500)	(500)
Contingencies	0	0	0	0	0
OPEX	(1,412,958)	(11,707,601)	(60,003,740)	(254,711,955)	(1,038,666,948)

# APPENDIX

## Financial Overview

**Revenues:** Calculated by adding together our three streams of income (in-app purchases, PPC advertising, and Impression advertisements).

**User Growth Assumptions:**

- Year 1: 1 M
- Year 2: 5M
- Year 3: 25M
- Year 4: 125M
- Year 5: 625M

**COGS:** Our cost of goods sold is the commission we pay to the apple and google play stores for our in app purchases.

**Margins:** Margins break into positive after the first year.

Year	2021 F	2022 F	2023 F	2024 F	2025 F
Revenues (USD)	1,436,421	15,878,962	77,527,837	386,271,867	1,932,310,002
COGS (USD)	(86,185)	(952,738)	(4,651,670)	(23,176,312)	(115,938,600)
Gross Margin (USD)	1,350,236	14,926,224	72,876,167	363,095,555	1,816,371,402
OPEX (USD)	(1,412,958)	(11,707,601)	(60,003,740)	(254,711,955)	(1,038,666,948)
EBITDA (USD)	(62,722)	3,218,624	12,872,427	108,383,600	777,704,454
Margin (%)	-4.4%	20.3%	16.6%	28.1%	40.2%
Net Income (USD)	(62,722)	2,542,713	10,169,217	85,623,044	614,386,519
Margin (%)	-4.4%	16.0%	13.1%	22.2%	31.8%
Cash (USD)	1,539,416	3,717,415	12,104,089	13,513,330	(12,462,959)
Financial Debt (USD)	0	0	0	0	0
Equity (USD)	1,626,236	4,168,949	14,338,166	24,663,611	43,350,122