



SoloStarr Business Model

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Introduction

The 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.



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.



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.



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.



Company Description

<u>Business Name</u>	SoloApps LLC // DBA: SoloStarr
<u>Company Philosophy/</u> <u>Values</u>	<p>Depression and suicide rates among teenagers are skyrocketing, and their inability to be heard on existing platforms is the problem we want to solve. We have a 3 step process.</p> <ol style="list-style-type: none">1. We give new creators a larger outreach.2. We provide content that stays in-tune with your emotions3. We push your videos to reach an audience that can relate to you.
<u>Company Vision</u>	SoloStarr's goal is to seamlessly connect users, while simultaneously creating a strong support group for people around the world.
<u>Goals & Milestones</u>	<ol style="list-style-type: none">1. Reach 1 Million downloads in the first year.2. Transition our recommendation algorithm to complete AI.3. Decrease toxicity levels and cancel culture within the teenage demographic by being a one stop shop for relatable content and social interaction.
<u>Target Market</u>	<ol style="list-style-type: none">1. Generation Z (10 - 23) <p>Generation Z is our main focus, but our goal is to target anyone who has access to social media apps.</p>
<u>Ownership</u>	<p>Rishabh Kumar (CEO) - 45%</p> <p>Shivashriganesh Mahato (CTO) - 27.5%</p> <p>Christopher Gullette (CMO) - 22.5%</p> <p>Aadithya Kannan (Security Consultant) - 5%</p>



Product and Services

<u>Product</u>	SoloStarr is a social media app that allows users to post short (15-60 sec) videos.
<u>Product</u> <u>Description</u>	<p>Here's how it works.</p> <ol style="list-style-type: none">1. Customize your profile: add up to 5 pictures, create a bio, make a username, and even add a website.2. Browse your for you/following page and watch videos other creators have made.3. Record your video, attach a sound, add a caption, then post it for the world to see!4. Start growing your account, and making friends online with content tailored to your interests.
<u>Recommendation</u> <u>Algorithm</u>	<p>A recommendation algorithm shows you videos based on what other content you like. Our algorithm recommends videos based on 5 major factors.</p> <ol style="list-style-type: none">1. How you interact with a video (likes, comments, shares, watch time)2. The sounds you like (categorized into emotions)3. Your name, age, and geographical location4. How you interact with other users (which profiles you click, which comments you reply to)5. Your interests (hashtags, the categories you select when making your profile)
<u>Unique Features</u>	<ol style="list-style-type: none">1. We give new users a larger chance at going viral.2. Our profile page incorporates key aspects from Instagram, TikTok and Tinder.3. Our feed page allows you to go full screen without icons bothering you.4. The sliders give ease of access when moving between pages.5. Boost Coins allow you to boost your page for more people to see.6. Starr Coins makes it possible to contact anyone (no matter your follower count)
<u>Intellectual</u> <u>Property</u>	<p>We are planning to patent the unique combination of features and corresponding weights that lead to our recommendation results. To clarify, we cannot patent the ingredients, so we are trying to patent the recipe. The ingredients would be existing technologies such as neural networks, mood classification, etc. and the recipe is the way these technologies come together to make the recommendations we want. The unique weights given to each factor of our recommendation algorithm (mood, user categories, engagement rating, etc) reflect what we, as SoloStarr, uniquely value in our recommendations.</p>



Recommendation Algorithm Breakdown

Overview: SoloStarr employs an algorithm that can measure your emotions at a given time, recommend videos based on the content you interact with, and prioritize recent users when posting videos.

Music Sentiment Analysis

Emotion Tracking: While scrolling through SoloStarr, the videos on your feed will all contain music. In order to measure your emotions, a three step process is used. First, the audio is extracted from the video. Then, the tempo, intensity, acoustics, pitch, timbre (Mel Frequency Cepstral Coefficients) are measured. These values are then cross referenced against the Tellegen-Watson-Clark mood model in order to decipher the emotion the song correlates to.

Emotion Psychology: Music has been considered a means to expressing emotions. SoloStarr has selected the Tellegen-Watson-Clark model of mood, as it is a psychological model which proposes a sentiment analysis method based on data mining in order to deduce the relationship between feelings and music.

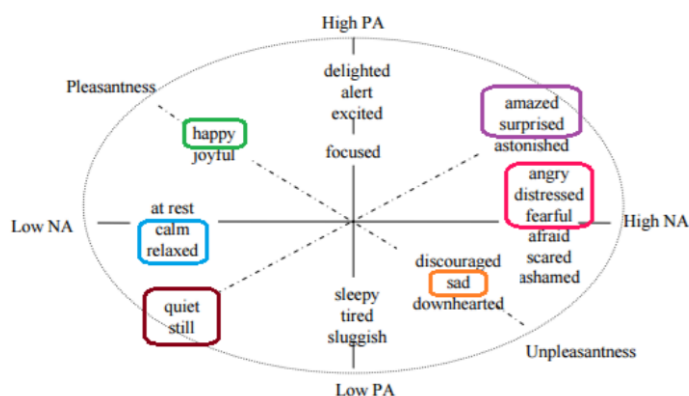


Fig. 1. The Tellegen-Watson-Clark model of mood (figure reproduced from [20])

Emotion Tracking Technical Application

The mood data extracted from the machine learning model is inserted directly into our recommendation algorithm. Each user and video have associated with them a volatile similarity rating, which continuously re-adjusts based on feedback from users on videos (interactions accumulated into a single rating) into a content-based filtering modelling adjusted with a sensitive Kalman filter which keeps track of the variance in the mood prediction. Over time that variance decreases so that relatively random moods are introduced and the user has an opportunity to tell the algorithm that their mood has changed (e.g. the algorithm encourages “sad” users to look at “happier” material progressively).

Emotion Tracking AI

The dataset (specified below) was trained on a K-Means clustering model with the aforementioned features extracted.



Emotion Tracking Testing and Improvements

Ran the algorithm on a data set of around 500 songs. There was a fairly accurate mood classification of around 76%. This number can be improved by fine-tuning with a larger dataset and more features, trained in reasonable time with GPU computing, with more funding as this was just a prototype. Once a mood has been classified, this mood can be fed into our pre-existing recommendation algorithm as another characteristic. The recommendation algorithm will go through extensive testing as described above. Once again, with more funding, we will be able to obtain the infrastructure required to do industry standard testing.

Content Delivery

Delivery Ranking: Aside from the emotions, videos are recommended on your feed based off of our rating system. SoloStarr ranks the following in this specific hierarchy (total value of 1.0)

1. Shares - 0.3
2. Total Watch time - 0.2
3. Likes - 0.2
4. Comments - 0.2
5. Follows - 0.1

Delivery Technical Application:

The ratings are fed directly into a hybrid content-based and collaborative filtering recommendation system (with elements of a social network recommender system) which keeps track of user's preferences towards various categories as well as how well videos fit to those categories. Those values are adjusted according to a normalized formula that we derived, which with a Kalman filter effectively mimics a convergent fixed point iteration (helping users discover which categories they like the best as well as which categories their videos appeal to the most, some of which they may not have considered before). The iteration is sensitive to dramatic change in the sense that e.g. if a user's preference changes over time the algorithm will realize that and adjust accordingly. On the viewers' side, user preference and how well videos fit to categories are then compared (each are edge weights on our graph database, so cosine similarity is used on the adjacency vectors) to determine which videos to prioritize among a pool of videos outreached to the user beforehand. This makes it easier for viewers to find their in-app niches and promotes more positive feedback for every video. On the creators' side, the pool of users which videos are outreached to is determined by first selecting an initial pool size as a function of how new the creator is, as well as recent popularity (for the reasons mentioned prior). Logistic regression constructs the function so there is a bias towards newer users but we can fine tune that bias as well as other parameters following more intense testing. A portion of the user pool is sent within the creator's most popular categories, and a smaller portion sent randomly to the other categories for the sake of diversifying the audience and providing the opportunity to expand it (similar to mutations in a genetic algorithm). In doing so we provide greater opportunities for growth to creators, and if their videos receive positive feedback the outreach pools grow higher over time. Boost coins catalyze this growth process as the user can boost outreach for a higher chance of a quality video gaining large traction.

Delivery Testing and Improvements

As mentioned, with more funding we can obtain the infrastructure for industry standard testing. The first phase of testing will simulate user interaction according to a predefined distribution of user preference and video similarity to categories. The goal of the algorithm is to converge to this distribution, which will be the metric for success. With enough data we can then start to introduce new users to assess their outreach and ability to gain success with quality videos in an already established community. Once we are satisfied with those results and able to fine-tune the parameters of the model with simulations (which of course will be sped up), we can start to assess results on real users.



Marketing Plan

Market Research

3.8+ Billion

use Social Media (Global)

Total Available Market

2.1+ Billion

downloaded TikTok

Total Serviceable Market

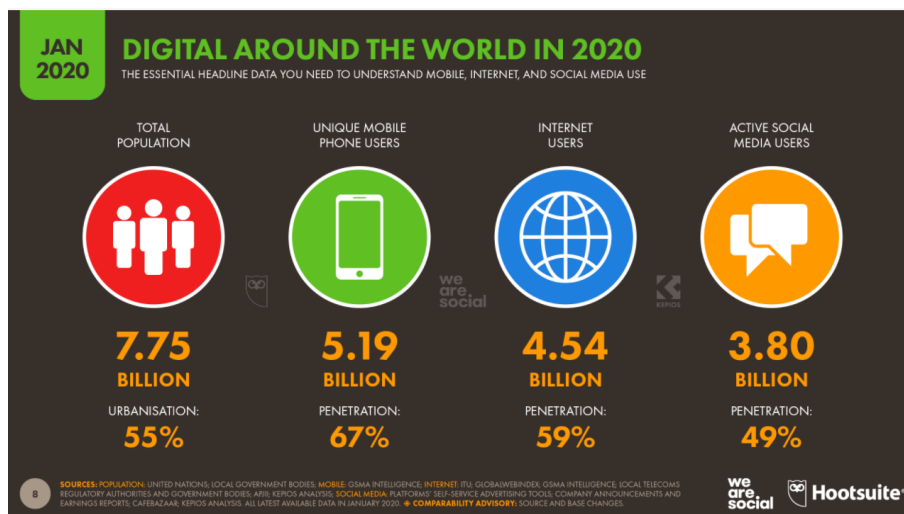
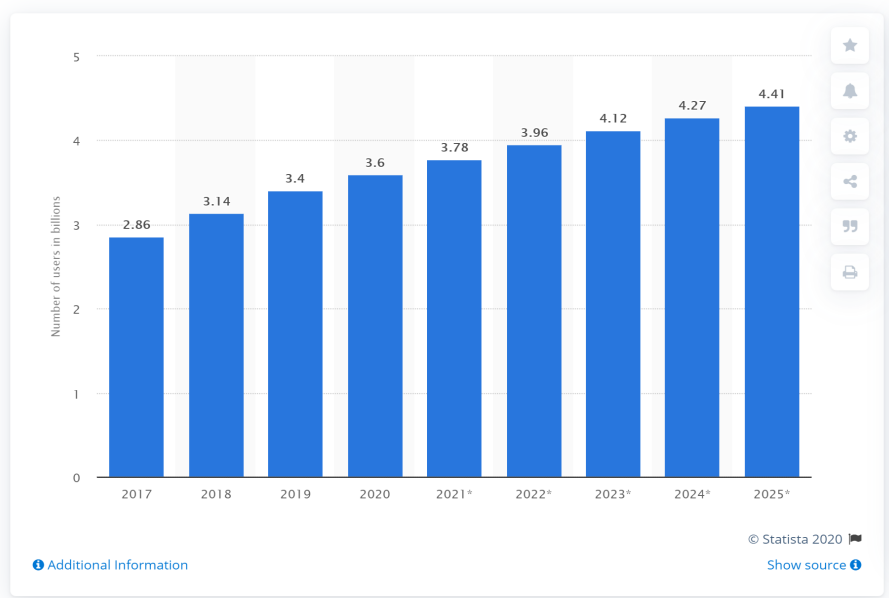
315+ Million

download SoloStarr

15% Share of Market

Social Media Growth (2025)

Number of social network users worldwide from 2017 to 2025
(in billions)



Source: Hootsuite // 01-30-2020 // S. Kemp

Source: Statista // 07-15-2020 // J. Clement.



Competitors

	SoloStarr	TikTok	Triller	Byte
<u>Recommendation Alg.</u>	1. Prioritizes New Creators 2. Categorized Outreach 3. Uses Sounds to assess emotions	1. Randomizes Prioritization 2. Categorized Outreach	1. Randomizes Prioritization	1. Randomizes Prioritization
<u>In - App Purchases</u>	1. Boost Coins 2. Starr's	1. Livestream coins	1. Gold Gems	1. None
<u>Features</u>	1. Filters 2. Adjusting Clips 3. Add Sounds 4. Text 5. Timer 6. Speed	1. Filters 2. Adjusting Clips 3. Add Sounds 4. Text 5. Timer 6. Speed 7. Effects 8. Voiceover	1. Filters 2. Adjusting Clips 3. Add Sounds	1. Filters 3. Add Sounds 4. Text 5. Few Effects
<u>Profile Page</u>	1. 5 Full size pictures 2. Posts liked (by date) 3. Gridded Videos 4. Bio 5. Social Media Linked Icon 5. Series Tab	1. 1 small photo 2. Posts liked 3. Gridded Videos 4. Bio 5. Social Media Linked Icon	1. 1 small photo 2. Posts liked 3. Gridded Videos 4. Bio	1. 1 small photo 2. Posts liked 3. Gridded Videos 4. Bio



Marketing Strategy

Influencer Marketing

Our CEO has 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%).

15 Influencers with a total of 40 million followers

1/4 of their payment is given upfront, the rest of the payment is separated per month for 6 months

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

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 client 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.

1. Instagram (2.5k)
 - a. 50 Art Cards
 - b. Logo Animations
 - c. Socmed Banners
 - d. Highlights
 - e. Purchase Instagram
2. App Promo Videos (2k)
 - a. 10 videos (15 - 20 sec)
3. Video Shoots (\$2k)
 - a. Content for our accounts on SoloStarr
4. Facebook/Instagram Ads (\$3.5k)
5. Photography/Videography Equipment (\$4.2k)
 - a. 4k Drone (\$1,200)
 - b. Gimbal Stabilizer (\$320)
 - c. Focus Lenses (\$1,000)
 - d. Sony A7 III Camera (\$1,700)

Total: ~ 10k

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:

1. Cash Prizes
2. Merchandise
3. Celebrity Interviews
4. 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.



Operational Plan

Production

The SoloStarr app will be developed in house and by a third party called Principles LLC. We developed the backend of the app and outsourced the front end to be completed by Principles LLC which will cost us \$7,000. We will be pushing the app out on the Google Play and Apple App store, so users can download and access the app. To put an app on the Google Play store we will have to pay a one time fee of \$25, and a \$99 annual fee to put the app on Apple Apps store. In all we will spend & \$7,124 to produce the app and place it on both app stores.

Quality control

We have implemented a three-system quality control to make sure our app runs in the smoothest and user-friendly manner possible. During production of the app we will work closely with Principles to ensure the front end that is being created is up to our standards, constantly checking to see that every small detail works and running numerous tests. Our second step is to create a feedback tool on the app when we roll out our beta phase so users can report any bugs or problems they are having, in order to quickly fix them. The last step is to create a program that monitors the app by itself and reports issues automatically, such as reporting an account that is violating our terms and conditions, removing videos that don't fit in our guidelines, etc.. We will also expand our user feedback tool, so that issues other than app performance can be reported as well.

Location

Our business is located at 22027 Atwater Canyon Ln Katy, Texas 77494, and is a residential home. We picked this as a temporary place of business since our team is small right now. For the most part we are all working remotely, but we plan to expand into commercial offices when we start hiring more employees and receive the capital necessary.

Legal environment

We plan on applying for patents, copyrights, and patents on our product, but that is all contingent on how big we are and if we have the available funds to do so. When we do apply for patents, we plan on patenting certain features of our recommendation algorithm, and our in app QR code reader that connects all your social media apps to the app. We also plan on getting trademarks for our logo and name.



Personnel (Within the first year of launch we will be creating four teams)

Teams	Description/Population	Payment (total is for all the members combined)
UI/UX Contractors	2 professionals who will improve designs and implement our plans for additional phases.	Hourly Rate: \$25/hr Total Hours: 20/week Yearly Total: \$26,000
Interns	A group of 5 interns who will help us generate ideas, handle cold calling, and manage our social media accounts.	Hourly Rate: \$20/hr Total Hours: 100/week 10 week total: \$20,000
Back End Team	A team of 3 coders who will manage bug fixes, updates, and changes to the recommendation algorithm.	Hourly Rate: \$30/hr Total Hours: 20/week Yearly Total: \$31,200
		Total: \$77,200



Startup Expenses (Pre-Testing)

Backend (\$16,500)

- Cloudflare - \$4000/month
 - [Cloudflare Monthly Invoice](#)
 - For months of December & January (\$8,000)
- Alpha Testing (TigerGraph) - \$1500
 - To run more data into our algorithm
- Sound Research/AI Development - \$2,000
 - To hire AI help
- Sound Testing - \$5,000
 - To switch to GPU computing

Frontend (\$10,025)

- Salaries - \$4000
 - Salaries for 3 frontend developers
- Website Redesign - \$5,000
 - Hiring coders to make the website from scratch and add certain features from the app.
- Google Play Store Access- \$25
- Interactive Tutorial - \$1,000
 - In app tutorial that pops up at the start and tells users how to use the app.

Team Expansion (\$18,000)

- Signing Influencers - \$15,000
 - Drafting up contracts and paying influencers to bring them on board and begin creating videos for our app before launch,
- Music Creators - \$3000
 - This is to create 100 custom sounds for creators to use on our app.

Marketing (\$15,200)

- Instagram - \$4000
 - Purchase Instagram - \$1000
 - Promotional Content - \$2500
 - Videos describing the app
 - Art Cards - \$500
 - 40 edited pictures that we can post on all our social medias.
- Promotional Videos - \$4000
 - Video Editors - \$2000
 - Film Crew - \$2000
 - These 2 videos will be the start of our youtube channel, and we will collab with influencers to garner attention.
- Merchandise \$3000
 - Part of our giveaways, we will be creating and purchasing a large apparel line and giving them out to increase our social media presence.
- Photography /Videography - \$4200
 - This will allow us to minimize our marketing costs in the future, and give the SoloStarr team the ability to create crisp content for our app.
 - 4k Drone - \$1,200
 - Gimbal stabilizer - \$320
 - Focus Lenses - \$1000
 - Sony A7 III Camera - \$1700

Safety Funds (\$2,000)

TOTAL: \$61,725



Financial Plan

In-App Purchases

1. Boost Coins: Purchasable coins that will boost your video for 30 minutes. It will show your video to a larger audience, and allow users to potentially increase interaction on their video. NOT PAY TO WIN. If the video is not good, it will not continue to be carried through the algorithm after the time limit has ended.
2. Starrs: Starrs allow users to send a message to anyone on the platform, even if they aren't following you back.

Each user will receive 1 starr a day, and 1 boost coin a month

Pricing

Boost Coins

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

Starrs

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

<u>Assumptions</u>	
Hours per purchase	200
Avg. Purchase Value	\$2.00

Advertisements

We will allow businesses to come on our app and promote their product/services for a certain amount of time. The pricing below will be our starting prices, as we grow our prices will increase respectively.

Pricing

Pay-Per-Click Advertisements

- \$0.50 a click

Impression Advertisements

- \$10 per 1000 impressions

<u>PPC Assumptions</u>		<u>Impression Assumptions</u>	
Monthly time spent per user (hours)	10	Monthly time spent per user (hours)	10
Ads displayed per hour (#)	2	Ads displayed per hour (#)	2
Click Rate (%)	2.00%	Cost per 1k impressions (USD)	\$10
Pay Per Click (USD)	\$0.50		

The financial model can be found within the hyperlink below.

[Complete Financial Model](#)



Appendix

Back End Cost Projections

Legend

Tigergraph	Recommendation Algorithm
Firebase	Data & Authentication
Backblaze	Video Storage
Cloudflare	Proxy Server/Security

This cost report covers all our expenses on the back end side of our app (the bulk of our costs). The chart above illustrates what each company we are using does. The video data chart you will see on the next page are our storage estimates for how we calculated all of our other prices.



Video Data Estimates

VIDEO DATA	
GB Stored/user	1.8
GB Transferred/user	180
MB/Video	10
GB/Video	0.01
# Videos uploaded/user/day	1.2
# Videos watched/user/day	120
# Videos uploaded/user/month	36
# Videos watched/user/month	3600
GB uploaded/user/month	0.36
GB watched/user/month	36
Comments/Video	250
Comments/Month/User	9000
Bytes/comment	80
GB/comment	0.00000008
GB of comments/month/user	0.00072
Chats/Chatroom	100
Chatrooms/User/Interval	3
Chat Interval length (days)	2
Chatrooms/User/Month	45
Chats/User/Month	4500
Bytes/chat	80
Bytes of chats/user/month	360000
GB of chats/user/month	0.00036
KB/thumbnail	600
GB/thumbnail	0.0006
thumbnails stored/user/month	36
GB thumbnails/user/month	0.0216



Tigergraph and Firebase Estimates

TIGERGRAPH		
User tier	Model Price /hr	Model price /month
0-10,000	2.78	2001.6
10,000-25,000	5.94	4276.8
25,000-50,000	11.28	8121.6
50,000-100,000	20.93	15069.6

FIREBASE					
CHAT			THUMBNAILS (and other video data)		
Price/GB chat	6		Price/GB thumbnail	0.18	
Price/user/month	0.00216		Price/user/month	0.003888	
COMMENTS			Price/thumbnail		
Price/GB comment	0.18		Price of uploading/ user/month	0.0000648	
Price of storage /user/month	0.0001296		Price of thumbnail/video	0.0000006	
Price/comment uploaded	0.0000018		Price of viewing thumbnails/user/month	0.00216	
Price of uploading/ user/month	0.0162		TOTAL price of thumbnails/user/month	0.0061128	
Price of comments/ video	0.0000006				
Price of viewing comments/user/month	0.00216				
TOTAL price of comments/user/month	0.0184896		Pre-total Price/user/month	0.0267624	
			ROUNDED UP	0.1	



Backblaze and Cloudflare Estimates.

	BACKBLAZE	
	Price/GB stored	0.005
month	Price/User in that month	Price/User accumulated up to that month
1	0.0018	0.0018
2	0.0036	0.0054
3	0.0054	0.0108
4	0.0072	0.018
5	0.009	0.027
6	0.0108	0.0378
12	0.0216	0.1404

CLOUDFLARE	
Up to 11/3	0
Up to ~150 users	4000
At 100k users	57k



SoloStarr Phase Timeline

The features we will add are based off how much money we receive from our funding rounds, this is based on the optimal goal of doubling our evaluation after each round

Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Clean Up Design	QR Reader	Snapchat Streaks	Twitch Like Livestream	Full AI
Age Group Restrictions	Website Link	Instagram Stories	Algorithm w/ sounds	Shopping Sector
Quick Messaging	Effects (duet, stitch, green screen)	Subscription Model	Website	Horizontal Videos
Download video option	Screen recording with a watermark			



Phase Breakdown

Phase 1

1. Clean Up Design: Fix any issues with color palette, wireframes, icons, etc.
2. Age Group Restrictions: Messaging platform will only create two groups; one group for 18+, one for below 18.
3. Quick Messaging: Add messaging option to sliders.
4. Download Video Option: button under share icon which allows you to download the video you are watching to your camera roll.

Phase 2

1. QR Reader: new feature allows users to add their friends on SoloStarr and instantly have the ability to add them on other social media platforms.
2. Website Link: button under share icon which allows you to put a link to an external page on the videos you post (can be different for each video).
3. Effects: Add effects section with duet, stitch, green screen, and AR effects.
4. Screen Recording: when you try to screen record it will automatically put the SoloStarr watermark when saved to your camera roll.

Phase 3

1. Snapchat Streaks: We have a streak icon next to your profile pic that goes up by 1 each day if you are posting at least 1 video a day. At the end of the year, we will give out a prize to the person with the longest streak.
2. Instagram stories: add a stories features to your profile
3. Subscription Model: \$15 a month = 5 stars a day, and 1 boost every 5 days.

Phase 4

1. Twitch Streaming: Create a live streaming service for gamers to connect their PC/Consoles too.
2. Algorithm W/ Sounds: Alg. is able to detect emotions based of sounds without having to ask for a category.
3. Website: Make the website so it has the functionality off the app.

Phase 5

1. Complete AI: Tweak the algorithm so it is purely AI.
2. Shopping Sector: Create SoloStarr stores so users can list their items and have them directly linked to their videos.
3. Horizontal Videos: A section of the app which allows for horizontal videos.

After Launch

Team Building

1. Hire contractors for UI/UX & backend
2. Content team for videography & photography & editing
3. Creative Team (Brainstorming)
4. Back End Team

Strategic Partnerships (for ads)

1. Cold Calling
2. Integrating SoloStarr Ad Package into Principles



Videography/Photography

1. Photoshoots and Videoshoots for content for all our social media platforms including SoloStarr.
2. Script documentary.

App Management

1. Begin implementing the phase plan.