

Project: Sunset

- **Project Rationale**

- Demand for visual content has reached all-time highs in the landscape of social media, social commerce, online shopping, and content-driven marketing approach. Where businesses are constantly looking for and creating content to communicate their brand and engage their audience in an effective manner.
- However, such endeavors do come with constant challenges that combine time, creativity, ever-changing trends and ultimately costly for most businesses. One shall develop its own team to create original content that involves not only manpower, time and also cost to produce.
- Those who do not want to invest in the above points tend to source their content, in this case still images, in places like Shutterstock where it carries an extensive library in the form of a marketplace that benefits both contributors and buyers also.
- For Indonesian businesses, such a solution is not ideal although preferred as most of the content on Shutterstock tend to suit and fit better for the global market with minimum supply specifically to meet the Indonesian market. This situation specifically has become less than ideal for Indonesian businesses that are looking for Indonesian-looking models that are available on the platform.
- We, at **aidoru lab** believe that there's a market pain point that can be addressed by providing a similar platform / services, tailored specifically for the Indonesian market at minimal, with potentially catering to the surrounding market in Asia, and beyond.

- **Target Market**

Brands and Businesses either local or international that are expanding footprints in Indonesia.

- Marketing Agencies
- Media companies
- Publishing Companies
- Creative Professionals
- Educational Institutions
- Corporate Clients
- Printing Company

- **Value proposition & Product benefits**

- An online platform that provides high-quality stock photography, illustrations, videos, music, and vectors curated for Indonesian customers and clients.
 - **AI-driven hyper realistic content** assets and **creators submitted content** that are curated for various applications for our customers.
 - Search and discovery tools for users to navigate and discover relevant content quickly and efficiently.
 - Multiple and flexible licensing options to cater various needs and budgets, including on-demand, subscription and also customized services.
 - Bespoke services are offered for those who are looking to develop their own models as exclusive assets with AI technology.
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- **Content OWN-PRODUCTION strategy**

- Utilize current in-house capabilities to produce various hyper realistic content with AI technology.
- Types of content would be curated and produced according to market needs and insights, as well as deep understanding of market trends.
- Content shall be tagged, categorized and indexed accordingly to ensure library comprehensiveness.
- Watermarked for viewing.

- **Content SOURCING strategy**

- Work with other content creators, be it AI creators or conventional content creators such as photographers and digital artists and have their content available on our platform with incentive mechanisms.
- Once the platform system is ready, we shall open it for anybody who wants to submit their content to be visible on our platform. Similar to Shutterstock's business model.
- Content shall be tagged, categorized and indexed accordingly to ensure library comprehensiveness.
- Watermarked for viewing.

- **Content CURATION strategy**

- Understand that the submissions shall not be left unmoderated, to ensure the quality and compliance of the content available on our platform, we shall create a process to moderate and curate prior to displaying.
- Frequent audit of performing vs. non-performing content should take place to ensure freshness of content, as well as having platform capabilities of content recommendation to be shown at first-page glance for our potential customers.

- **Development of platforms**

- Using Shutterstock as reference, it currently has various platforms including web, mobile apps on both iOS and Android.

They split their platforms into two main front ends:

- 1/ for target customers
- 2/ for contributors
- As MVP (Minimum Viable Product), **Aidoru** shall create a web-based and micro-site version of the platform.
- The website (and micro-site) shall be the based for people to view our assets and become the melting pot for them to view, browse, and then ultimately to license our content.
 - Key performance indicators can be tracked from the get go with # of page views, # of unique visitors, spent duration on site, etc. as the list go on and on in terms of analytics that enable us to perform actions as needed.
- The platform shall start with basic categorization, and ignoring added value services at the initial stage. This is important for our audience to have a no-BS experience (they come and they are served exactly on what they came for).
- Token-based licensing: our customers are able to purchase several few options on how they can try to license. For example a 1 token for IDR xxx, and 5 tokens for IDR xxx.

- Token mechanisms can be outlined at later stage, and can be transformed into a loyalty-mechanism-like system to leverage potential recurring revenue from recurring customers.
- Payment: It is important to create a seamless transaction flow, however integrating into a payment gateway might be cumbersome at first, so we can opt to utilize transaction using e-commerce platforms (i.e., tokopedia, shopee) ala google play top up models where customers can trx using their usual e-commerce platforms, the orders then shall be sent to our admins and tokens can be injected manually on our backend flow.
- **Pricing Strategy**
 - TBC, however, should be competitive (read: cheaper) vs. Shutterstock and other platforms where similar demand and supply happens.
 - Initially we should be able to provide FREE tokens to kickstart transactions, starting with free-to-license curated assets, with registration of course.
- **Branding & Marketing Strategy**
 - We could use aidoru as a brand or create a completely new brand that delivers the promise of this platform.
 - The <brand> shall leverage social media that act as portfolio and product catalog, just like any other brands.
 - Brand and communication positioning should focus on highlighting the contributors as well as informative content. Given the nature of one of our target consumers which are creative folks, the content should be not only informative, inspiring, but also entertaining for our audience.
 - We need to be fully understand that the competition is coming from the AI environment itself, hence we should embrace (as it is our own) existence however differentiate in a way that our USPs of ready-to-use content are what they're looking for.
 - Advertising is a must to target our potential customers through CPAS approach, platform advertising, linkedin, etc.
- **Sales Strategy**

- Key funnels shall come from two pillars, traffic driven ADs and conventional leads gen through in-house network of friends and relatives.
- Ads that funnel leads to conversions are important to drive first-time trialists as we give them first taste of what we offer.
- Leads funnel in conventional way should focus on getting bigger value contract (as opposed to retail sales from individual customers).

- **Affiliate Sales:** refers to a revenue-sharing model where we collaborate with affiliates (partners) to drive sales. It utilizes the reach and engagement of our affiliates that promote our products, where they earn commission for each made sale.

- **Team structure**
 - **CEO** - in charge of overall profit & loss, operations, budget, and team.
 - Chief **Growth** Officer - in charge of brand marketing, performance marketing and sales to drive brand positioning and generate revenue growth.
 - Chief **Technology** Officer - in charge of developing strategic technology roadmap, innovation and product deliverables.
 - Chief **Content** Officer - in charge of the operations of sourcing, producing and curating the content.
 - Chief **Financial** Officer - include the scope of HR & GA