

# White Paper

- What is your business?

**We're a movie streaming business that plans to grow our market capitalization against our competitors using the psychology of brand recognition by using our review system as a low-cost barrier-to-entry to draw in prospective customers. We plan to use our review section to serve as an online agora for users to gather around to discuss a variety of movies and tv shows.**

**Our streaming service will allow users to buy and own a title to view perpetually. We also provide a subscription-based model that provides a selection of titles that are dynamically changing.**

- What is the business ethos?

**In the modern digital era, piracy is growing at an exponential pace. Research has shown that 38% across the globe have either been acquiring or accessing protected content illegally. Almost 60% of users are well-aware that streaming and downloading pirated content is illegal. It's even more evidentiary that piracy is an issue when 24% of the global internet bandwidth is used for piracy.**

- What do you produce/make/offer/sell?

**We're offering digital streaming of tv shows, documentaries, and movies to our users. We're also working with content creators and the film industry to find the best price point that serves as the perfect medium of profitability.**

- Who is your target audience?

**We serve anyone that wants to be able to watch their favorite digital content conscious-free. We're also serving as a haven for users to be able to watch their content without the paranoia of contracting nefarious and malicious spyware. We also provide age filtering where the account holder can create sub-accounts that limit content based on movie ratings. Example: Parents can create a sub-account for their children to only show PG-rated content and kids' shows.**

- What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

**We're trying to establish ourselves as a haven to view content without the fear of contracting malicious trojans and spyware. To optimize our SEO, we're confident that we'll be able to grow our market capitalization with also the use of the psychology of brand recognition where constant brand exposure tends to get humans to favor us more.**

- Do they want general information/research (such as background on a topic/company), or are they after something specific (such as a particular fact or information on a product)

**We'll provide ease of access to our movie reviews which are publicly available to everyone, even those without a subscription. This alone will serve as an agora for viewers to communicate and share their reviews on a tv show or movie. We believe this low barrier to entry will help us capitalize on gaining market share against our competitors.**

- Are they already familiar with the service or product that you offer or do they need to be introduced to it?

**In today's digital age where almost 5 billion people use the internet with constant exposure, it's innately intuitive to be able to grasp the idea right away that this is a streaming service.**

- Are they looking for time-sensitive information, such as the latest news or updates on a particular topic?

**We aren't the type of business where real-time updates are adamantly a priority. However, we do try to update our database with the latest movie titles for users to be able to share their opinion with others. For the future, we have intentions to be able to scrape data off websites such as IMDB.**

- Do they want to discover information about a specific product or service to help them decide whether to buy it or not?

**As previously mentioned, we provide a review section for other users to gather around to read others' opinions. We also provide trailers and snippets for users to view before purchasing a title.**

- Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details?

**As we provide solely a web-based product, we use email as our main primary form of communication for us to troubleshoot any issues with our streaming service and payment issues.**

- Will visitors be familiar with your subject area/brand or do you need to introduce yourself?

**No! Our website is able to provide more information regarding the movies in our database in a friendly user interface way that is easy to read and understand. The user can also pick to learn more about our movies according to their preference in movie genres.**

- Will they be familiar with the product/service/information you are covering or do they need background information on it?

**It should be relatively intuitive for a user to recognize that we provide a streaming service with the growing popularity of other streaming services such as Netflix, Amazon Prime Video, Hulu, etc.**

- What are the most important features of what you are offering?

**We believe our review section serves as the most important feature because it's accessible by anyone which we plan to use to capitalize on customer acquisition.**

- What is special about what you offer that differentiates you from other sites that offer something similar?

**We're able to serve a lower cost for our titles as we take less percentage of the commission than the industry standard. However, with growing demand in the**

**future, it's only natural for our prices to reflect that with the growing maintenance cost of our servers and overhead.**

- Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area?

**The most common question from our users is when we will have a particular title available for them to buy or stream. There's no solid answer as there are NDAs in place and we have to follow protocol with content creators to shield ourselves from legality issues.**