

Business Analysis of the Client

1. Business model of the Cinefly

The Cinefly is an app/website which can help video creators to create new videos. The company hired some professional directors to design and develop storyboards which can be used by video creators. Those storyboards help creators to determine the frame and split of the video, serving as guidance for those creators.

The method of making profit for the company is selling those storyboards to the video creators, so that they can improve the quality of their work.

2. Competitor Analysis

As a startup company with a unique and novel business model, it is difficult to find highly similar competitors in the market. Here, the team selected Tok-tok's products to compare with Cinefly App:

2.1 The profit model is different. Tok-tok mainly relies on advertising business for revenue, while Cinefly relies on selling Storyboard.

2.2 The video content on the platform is different. The content of Tok-tok is more of entertainment themes. Cinefly pays more attention to serious content video creation, aiming to provide business groups and individuals with a higher standard and convenient video creation experience.