Project Pitch Document

1. The Core Vision: Verto

Verto is a centralized streaming marketplace where verified organizations host ad-free, high-definition video content. Users subscribe to "Packs" (genre-based bundles) or individual "Stations," creating a modern, unbundled cable TV experience for the internet.

2. Problem: The "Triple Fatigue" of 2026

The current streaming landscape is suffering from three major points of friction:

- **Subscription Fatigue:** Users now manage 5–10 individual subscriptions to support different niche creators or organizations, leading to record-high churn rates (44% in 2025-2026).

- **The "Ad-Free" Tax:** Major platforms (Netflix, YouTube, Disney+) have moved toward ad-default tiers. Accessing ad-free, high-quality content has become a "luxury" that many can no longer justify.

- **Organizational Invisibility:** Small-to-mid-sized organizations (coding bootcamps, NGOs, niche training centers) are stuck between the high cost of building their own "Netflix-style" app and the "devaluation" of their content on YouTube's ad-driven algorithm.

3. Verto's Solution: The Centralized Mall

Verto acts as the **Super-Aggregator** and **Verified Marketplace**.

- **Cross-Organization Bundling:** One subscription for a "Tech Pack" grants access to multiple organizations simultaneously.

- **100% Ad-Free Core:** By utilizing a pure subscription-pool model, Verto eliminates the need for distracting ads or data-tracking bloat.

- **Reduced Infrastructure Friction:** By centralizing hosting, transcoding, and delivery, the "cost per channel" drops significantly, allowing organizations to keep more of their revenue.

4. Competitive Analysis: The "Silo" Problem

Current competitors are missing the "Discovery Marketplace" element.

Platform Type	Example	What is Missing?
White-Label	Uscreen, Muvi	**Silos:** Each organization is an island. They provide the tech, but the organization still has to do 100% of the marketing and discovery.
Ad-Driven	YouTube	**Noise:** No quality barrier. Professional content is buried next to "brainrot" content, and ads disrupt the learning/viewing experience.
Curated Apps	Nebula	**Exclusivity:** Only for massive individual creators. There is no automated "Compliance Gate" for any organization to join.
Aggregators	Amazon Channels	**The "Tax":** They take massive cuts (up to 50%) and don't allow independent organizations to collaborate on custom "Bundles."

What Competitors Specifically Lack:

1. **Inter-Org Collaboration:** No current platform allows Organization A and Organization B to partner up and sell a shared "Mini-Bundle."

2. **The "Linear" Feel:** Most are purely VOD (Video on Demand). They lack the "Live TV" channel-surfing experience that reduces decision fatigue for users.

3. **Low-Level Technical Empowerment:** They don't offer the speed of **Go-based** backends or the flexibility of custom-built desktop admin tools (like a **Wails** app) for high-speed local uploads.

To truly feel like "TV but Online," Verto should offer **Linear Scheduling**. Organizations can "program" their VOD content to air at specific times (like a TV channel), creating "Live Appointment Viewing" events. This drives community engagement and allows for shared "town-hall" moments without the organization having to actually stream live every time.