CrowdPublish.TV is inventing interactive TV

It’s A platform for small businesses to make more sales by engaging *Live* with their audience.

**Problem:**

Life coaches, mom & pop stores, & other small businesses, can’t have people everywhere. Small businesses need a way to have exposure to customers when they can’t be together to network or make sales.

Think about your favorite local restaurant. Wouldn’t you like to extend the experience of being around something you enjoy or believe in when you can’t be there.

Small business’s most enthusiastic fans would like more opportunities to engage and support them in ways they can’t in traditional venues.

**The Solution?**

An online platform where:

- Small businesses collaborate with colleagues by co-hosting discussions. They share and engage their customers and their colleague’s customers.

- Small businesses engage with fans who experience & participate in a new kind of content

- They sell items that fans wouldn’t have access to in their traditional space,

Such as sponsorships of upcoming products, sneak previews, inspirational social media posts; along with their regular products

**How it works**

A business owner Posts a discussion on the calendar & shares on social media,

They Invite one or two colleagues to be in a panel & have them invite their contacts to participate,

Viewers drop in and are able to participate & purchase the items Discussion Hosts post for sale in the sidebar.

**Market**

Originally we targeted authors and actors to host discussions and entertainment, however they weren’t quick to embrace technology and needed to be Convinced that they were businesses. So we decided to target members of small business organizations who already livestream.

We’re building a community of Founding Hosts in the Phoenix metro area so that during the period we don’t have a lot of examples of shows, the Discussion Hosts have a support group and cohosts, and they share fans with each other.

We’re collaborating with Phoenix-based small business organizations – National Assoc of Women Business Owners, Local First, Phoenix Metro Chamber of Commerce.

After the norms of usage are established with our Founding hosts, we’ll contact other small business organizations such as SCORE, and reach out to colleagues and extended networks of business organization members. There are 520 thousand small businesses in Phoenix. Then we’ll reach out to small business organizations around the country.

And in 10 years the rest of the population will realize that every one of us is becoming our own small business.

**Competitive Advantage**

CrowdPublish.TV is the only platform that fosters a Culture of involving customers & collaborators in a publicly available discussion.

CrowdPublish.TV will become the community where small businesses come to entertain, inform, and motivate their customers live at any time in any place. CrowdPublish.TV will showcase Businesses not as a Place to buy things but as People who are Doing great things that we all must support and evangelize.

**Business Model**

We charge 5% of the sales, which is the same business model as kickstarter and patreon.

As CrowdPublishTV evolves, We may add monthly fees for premium accounts

**Team**

I’m Lisa Schaefer, Ph.D. in industrial engineering from ASU, taught software engineering at George Mason University, project management experience at a federal think tank.

Our Marketing Collaborator is Jason Bressler, MBA from ASU, 20 years experience marketing small businesses in Phoenix.

Our Founding Hosts help us refine the product along with marketing to their networks.

Our Interns assist with Software development.

**Ask**

Thus any funds granted to CrowdPublish.TV will be used wisely.

I recommend that you sign up for CrowdPublish.TV, share upcoming discussions on your social media accounts, and participate in or even host a few discussions with your colleagues.