

# REVOLUTIONIZING MEDIA FOR CREATORS, AND CONSUMERS.

FEBRUARY 2022



# ACAI-BOWL

PITCH DECK

THE CREATORS TOOL THAT WILL MONITIZE CONTENT FROM CMS TO WEB3



# Situation

**Starting with the radio, media was created to share a message of society and it's people. Today, it is people that replicate media and feel depleted of their own power; as consumers of content, and more importantly, as creators of it.**

01

- Content is censored by the platforms themselves, and the algorithms are set, not for the consumer, but rather for how much money the platform can make off of it.

02

- Creators face challenges in accessing and aggregating capital to propel their businesses and build sustainable lives.

03

- Youtube being the most popular platform for content creators, roughly 80% percent or maybe higher don't make much if anything. Only 10 - 20% of that group are taking home the majority of the cash on Youtube.

**Freelance artists have very little means of supporting themselves, yet many people are interested in content creation.**

**The biggest problem here is that  
people are giving their attention capital away  
for free..**

**I want them to not loose it and give it all away.**

**We want to also move everything to  
decentralized and web3."**

**- Dee, Developer of Acai Bowl**

# THE ACAI BOWL WIDGET & DECENTRALIZED WEB

## Your workspace becomes your market space.

If we look at the content creator market on youtube only, 90% of creators do not make enough from it to pay their bills. Acai bowl is bringing, not only financial value but also..

### Social impact

Bringing awareness to media consumption models and value to creators in ways they have never witnessed before.

### Community impact

Building a community between producers and consumers for an ever healthier and more transparent food supply.

### Personal implication

Our users accumulate value in training with an optional “pay it forward” model. They are given liberty over their own business model.

# Solution

*Make Your Content  
Work for you with ACAi BOWL*

01

Eliminated censorship and patriotic branding system.

02

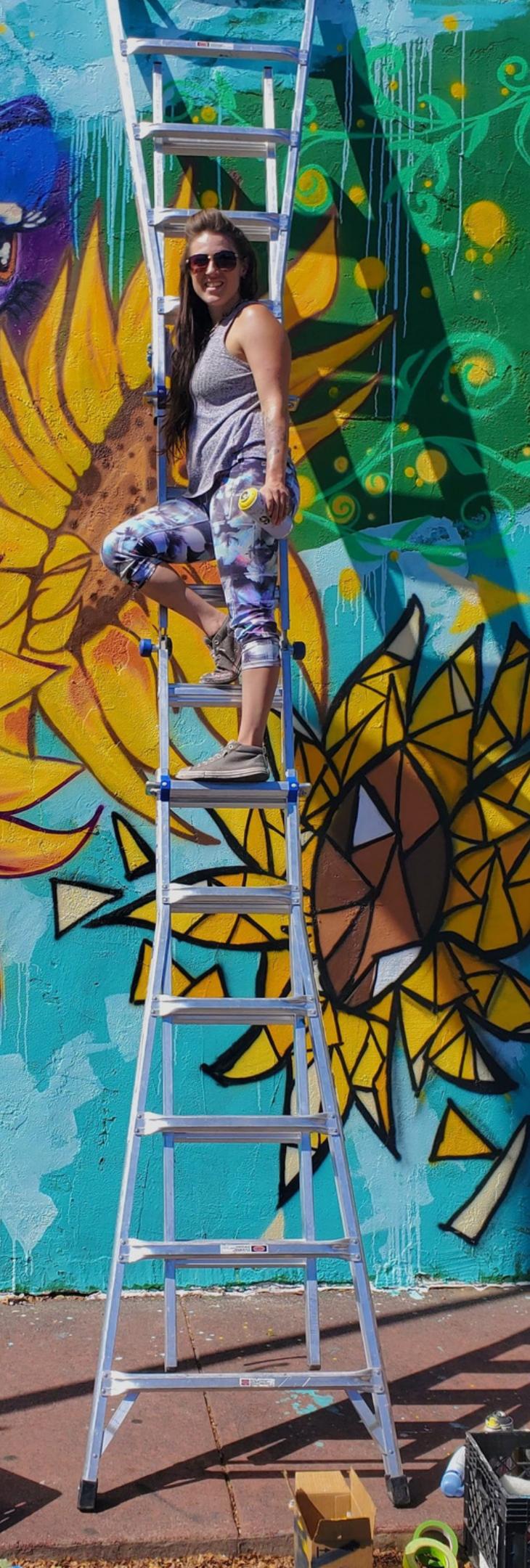
Giving the monetary power back to the people, both creators and consumers to work more consciously.

03

Optimizing the potential for creators to diversify their outreach and resources for monetization.

***"We are changing  
the way artists  
can reach and  
build their clients  
and community."***

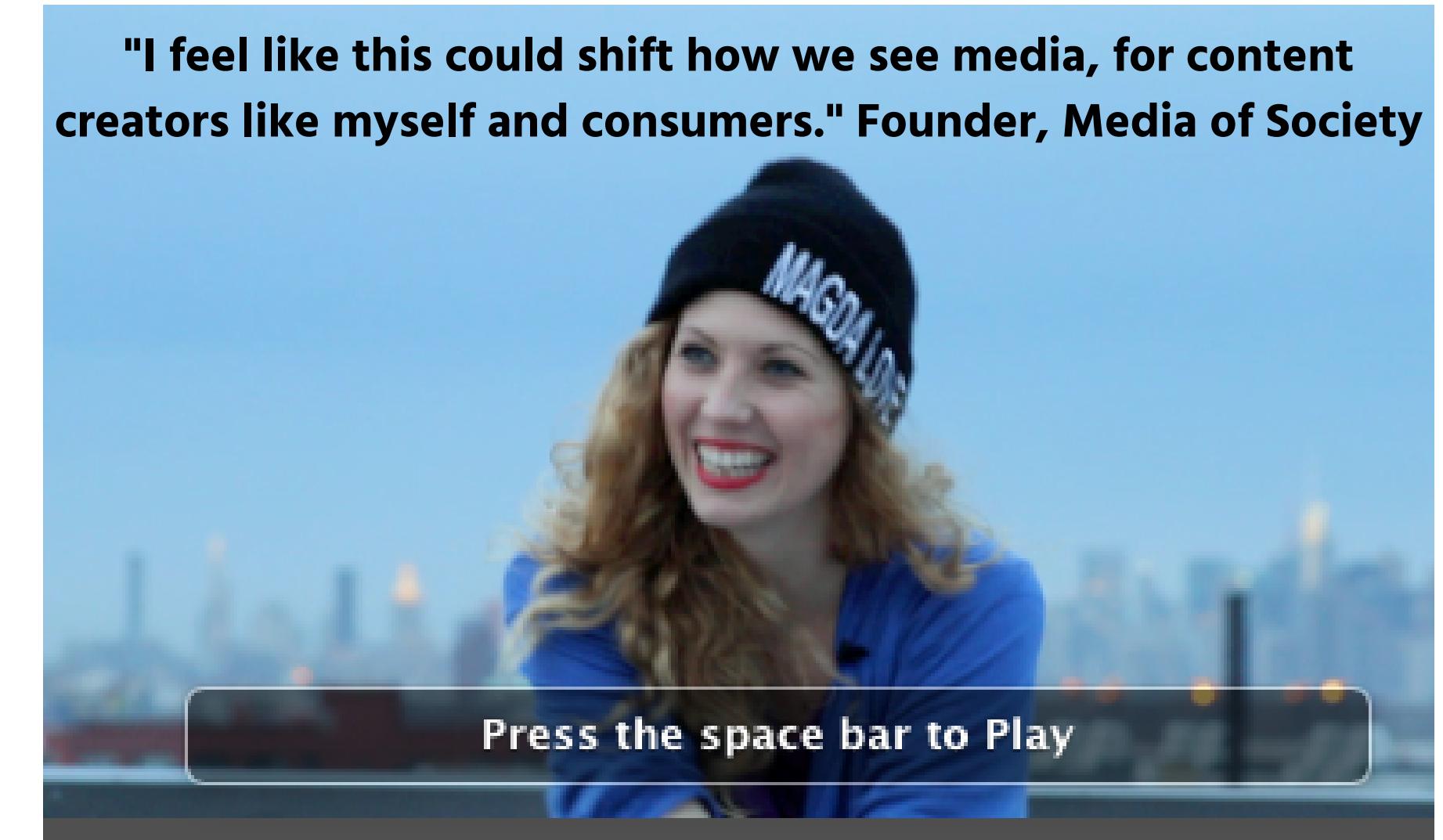
- Rachel, Dreamscaper



# REVENUE CHANNELS

MONETARY POWER IS GIVEN BACK TO THE PEOPLE.

- NFTs with the platform
- Monthly Subscription
- Percentage fees and affiliate programs
- Advertising



A brighter future and prosperous business for tomorrow, today.

# REVOLUTIONIZING MEDIA

- **Acai Bowl is an easy to use bolt-in tool.**
- **With Acai Bowl you can make tradable NFTs.**
- **Create NFTs and give it to people. Increasing your adaptability.**

"We are creating this whole ecosystem of connecting Web2 to Web3 and using it for what it was created for, decentralized access for all."

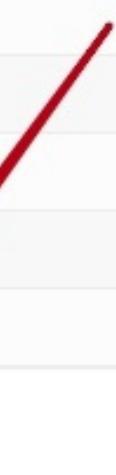
# COMPETITIVE ADVANTAGE

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**"For every 1,000 ad views, advertisers pay a certain rate to YouTube. YouTube then takes 45% and the creator gets the rest."**

**Basically, Youtube is only paying 50% of profits whereas with ACAI Bowl, we only take a small tax fee on using our widget. The rest is yours.**

| DATE             |     | SUBSCRIBERS |            | VIDEO VIEWS       |                | ESTIMATED EARNINGS |
|------------------|-----|-------------|------------|-------------------|----------------|--------------------|
| 2018-09-11       | Tue | +35,646     | 15,938,300 | +24,449,651       | 11,171,866,346 | \$6.1K - \$97.8K   |
| 2018-09-12       | Wed | +35,283     | 15,973,583 | +21,538,351       | 11,193,404,697 | \$5.4K - \$86.2K   |
| 2018-09-13       | Thu | +34,773     | 16,008,356 | +19,524,200       | 11,212,928,897 | \$4.9K - \$78.1K   |
| 2018-09-14       | Fri | +43,326     | 16,051,682 | +24,789,023       | 11,237,717,920 | \$6.2K - \$99.2K   |
| 2018-09-15       | Sat | +44,547     | 16,096,229 | +25,241,634       | 11,262,959,554 | \$6.3K - \$101K    |
| 2018-09-16       | Sun | +38,767     | 16,134,996 | +23,262,247       | 11,286,221,801 | \$5.8K - \$93K     |
| 2018-09-17       | Mon | +32,185     | 16,167,181 | -6,936,779        | 11,279,285,022 | \$1.7K - \$27.7K   |
| 2018-09-18       | Tue | +25,911     | 16,193,092 | +15,356,001       | 11,294,641,023 | \$3.8K - \$61.4K   |
| 2018-09-19       | Wed | +38,483     | 16,231,575 | +23,516,585       | 11,318,157,608 | \$5.9K - \$94.1K   |
| 2018-09-20       | Thu | +30,182     | 16,261,757 | +20,460,458       | 11,338,618,066 | \$5.1K - \$81.8K   |
| 2018-09-21       | Fri | +31,039     | 16,292,796 | +18,608,885       | 11,357,226,951 | \$4.7K - \$74.4K   |
| 2018-09-22       | Sat | +30,702     | 16,323,498 | +24,318,696       | 11,381,545,647 | \$6.1K - \$97.3K   |
| 2018-09-23       | Sun | +28,125     | 16,351,623 | +20,057,780       | 11,401,603,427 | \$5K - \$80.2K     |
| 2018-09-24       | Mon | +3,889      | 16,355,512 | ② LIVE +5,413,290 | 11,407,016,717 | \$1.4K - \$21.7K   |
| Daily Averages ↗ |     | +36,434     |            | +20,781,400       |                | \$5.2K - \$83.1K   |
| Last 30 Days ↗   |     | +1,092,995  |            | +623,442,000      |                | \$155.9K - \$2.5M  |



# ONBOARDING ARTISTS

**Labels and galleries may take  
50% or more of artists money.  
Let's change the game using  
AcaiBowl.**

**Higher % of your Creative Art  
Direct Access to Your Fans  
Special Events for your Community  
NFT Only Access on Anything You Want**



# Profit

We guarantee amazing return...



You own your  
content.

You own how much  
you make.

You are your own  
business.

100%

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# LET WEB3 MONETIZE YOUR CREATION

## CONTACT ACAI BOWL

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