

Executive Summary

Project introduction

xCoffee is a project built to help creators engage with their fans. Creators can receive donations and monetize their content with membership subscriptions and access to premium content for the subscribers. They will receive the payments in EGLD (more to come) directly in their wallet.

Market opportunity & Value Proposition

The number of content creators is increasing day by day and xCoffee is coming to help them to get an additional revenue stream or recurrent payments via membership feature that give members access to premium content.

Team composition

The team is currently composed only by me. I have almost 10 years experience in software development, in the present working as an AWS Solution Architect. I am also a creator, having a YouTube channel where I teach Web Development.

Business Description

Currently, there is no solution focused on helping creators to monetize their content and receive payments in crypto currencies.

The project is addressing especially to those people that are present in the social media and / or have a community where they can promote access to premium content or exclusive benefits.

There is no competition in the crypto space focused on this niche. However, there are apps that offer similar functionalities, but they integrate only with fiat payments. For this kind of platforms, the usage is moderate to high. A solution based on crypto currencies (MultiversX blockchain) can increase also the adoption, because the creators will promote it in their communities.

Marketing & Sales Strategy

In the beginning, the marketing will be concentrated in promoting the platform in creators groups / communities and MultiversX community. This is to get initial feedback, demands and to check if the vision of the product is aligned with the market.

As a second step, partnership with known creators can be established for using and promoting the application.

Operations and Development

In the first 3-6 months, the main focus will be to:

- improve the UI/UX of the app, making it as intuitive and friendly as possible

- write complete integration tests for the smart contract
- launch a beta version on the testnet and get first feedback from potential users
- improve the app based on the collected feedback
- launch the app on the mainnet

After this period, the team will grow with at least another developer.
Budget for marketing and promotion will be required.

Financial Plan & Risk Management

The monetization strategy will be to have a fixed monthly fee paid by each creator which is using the platform.

The cost will be mainly composed of the cost for app development, marketing and paid promotions.

One risk is related to the macro economy problems that can slow down the adoption and thus the usage of the platform.

Another risk will be because of the lack of experience in the business space, that can lead to not taking the best decisions in difficult situations.

To manage the second risk a partnership with advisors can help.