



# *Gatsby*

PERFECTING ONLINE  
ENTERTAINMENT

CREATORS | VIEWERS | SPONSORS

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# **Abstract**

Gatsby is a video sharing platform tailored to the modern market of internet entertainment. Our goal is to perfect the medium of internet video by creating a sustainable, low-cost, and scalable platform that does not track users and does not restrict the creative expression of creators.

# **Architecture**

- A. VIDEO SHARING IS EXPENSIVE
- B. PEER-TO-PEER FILE DISTRIBUTION
- C. THE GATSBY STUDIO

# **Monetization**

- A. THE PROBLEMS WITH ADVERTISING
- B. THE ADVANTAGES OF SPONSORSHIPS
- C. A SPONSORSHIP MARKETPLACE

# **Content Discovery**

- A. THE “ALGORITHM”
- B. TOPICS AND GENRES
- C. PROMOTIONS AS USER CURATION

# **Roadmap**

- A. ALPHA
- B. BETA
- C. GAMMA