ShortDrama – Executive Summary & Pitch Deck

1. Executive Summary

ShortDrama is a mobile-first, cross-platform OTT application focused on short-form, episodic vertical video dramas (9:16) designed for Indian and Pakistani audiences. The platform delivers culturally relevant Hindi and Urdu content in bingeable episodes of 1–3 minutes, optimized for high engagement and monetization.

Inspired by the success of ReelShort, ShortDrama differentiates itself through regional storytelling, cost-effective infrastructure, and an AI-powered content processing pipeline that converts traditional video into vertical, mobile-native formats.

2. Problem

Existing OTT platforms are long-form, data-heavy, and not optimized for mobile-first consumption habits in South Asia. Short-form platforms lack structured storytelling and monetization depth.

3. Solution

ShortDrama offers vertically formatted episodic stories with unlock mechanics, localized pricing, and AI-assisted content ingestion, making premium drama accessible, addictive, and scalable.

4. Target Market

Primary users are 16–35-year-old mobile-first viewers in India and Pakistan who consume short video content daily. The platform is language-first (Hindi/Urdu) and culturally aligned.

5. Product Highlights

- Vertical episodic dramas (1–3 min) - Swipe-based immersive viewing - Ad + coin-based unlocking
- AI-powered vertical video conversion - Scalable, cost-efficient backend

6. Monetization

Revenue is generated via rewarded ads, in-app coin purchases, subscriptions (phase 2), and sponsored original series.

7. Technology & Scalability

Built using Flutter, Node.js, PostgreSQL, and CDN-backed video delivery. AI media workers are decoupled for independent scaling.

8. Vision

To become the leading short-drama OTT platform for South Asia, enabling studios and creators to monetize storytelling in a mobile-native format.

Pitch Snapshot

ShortDrama sits at the intersection of OTT, short video, and AI automation—unlocking a fast-growing content consumption pattern with a highly monetizable format.