



thedirection

Posterstock.

Entrance to the most
capital-intensive market

The direction. About

Global early-stage company consisting of two projects.
The company also has plans to launch other products.

Thedirection. Today

Comenstat

Service for analyzing a large number of comments in social networks: Youtube, instagram, etc.

<https://comenstat.com/reports/6630127d23a8587d>

Stage: MVP, attracting customers.

(Service is not part of the investment deal)



Posterstock

A social network for organizing your movie collection, compiling movie lists, and sharings with followers.

Stage: Prototype

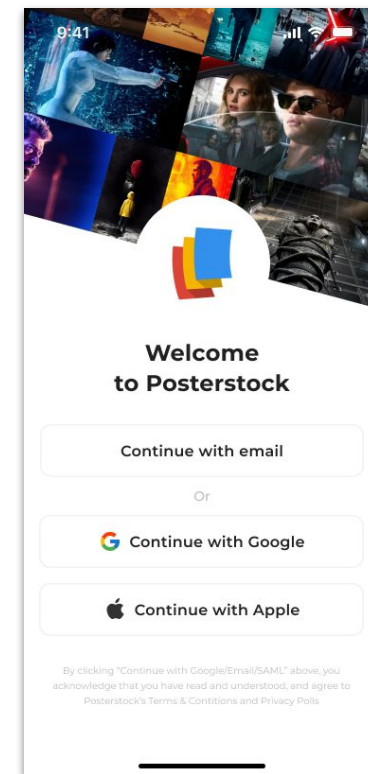
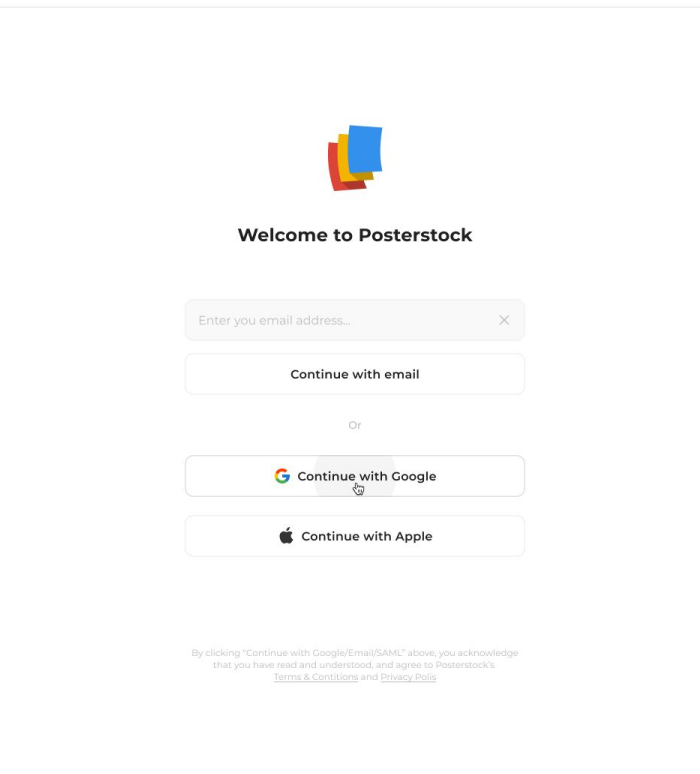
Posterstock. Today

Design of the platform is finished. Desktop for creators content, mobile for users.

The high standard of design sets the future product in line with the top social networks.



[Desktop Figma prototype](#)



[Animated prototype](#)

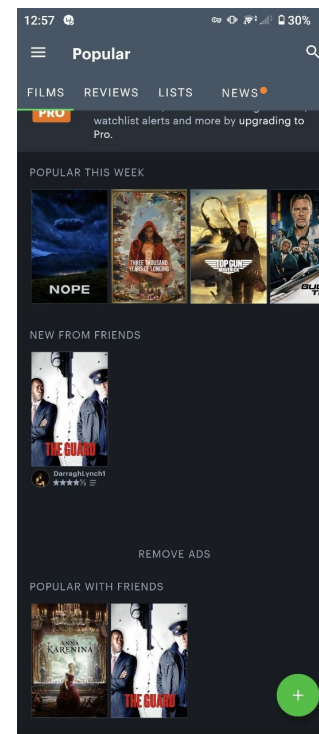
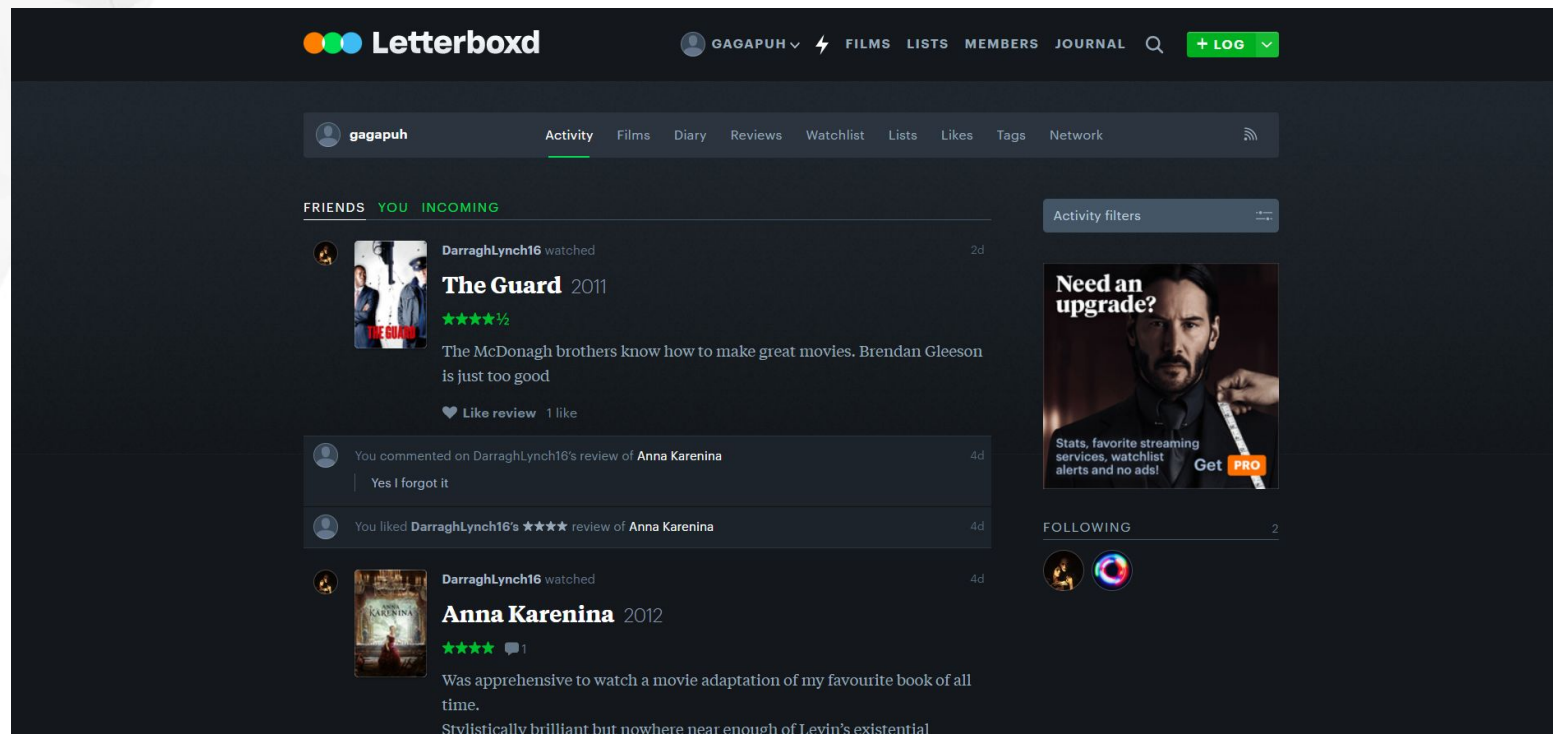
Posterstock. Features

- Adding movies you've seen to your collection. (+choosing a poster)
- Creating Bookmarks for watching movies
- Creating and sharing Lists of movies
- Following friends and interesting people
- Limiting the impression of movies. (contrasting long reviews)
- No overall grades or comments (as in encyclopedias)

Letterboxd. Competitor

The platform is technically primitive. Visually from the past.

Overloaded with unnecessary functionality, including encyclopedia functions. Badly-designed incorrect UX.



<https://letterboxd.com/>

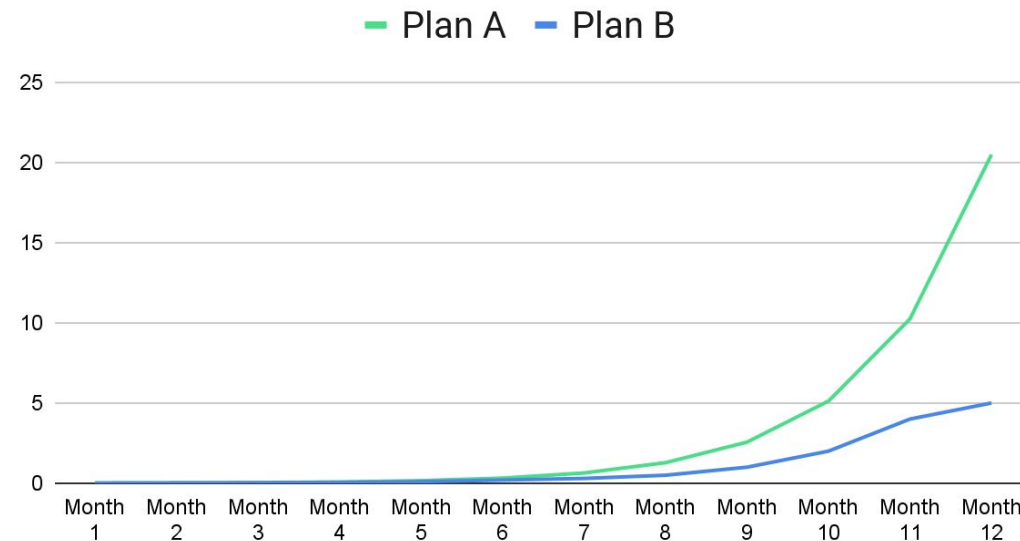
Posterstock. Plans

Audience growth for the implementation of monetization models:

- Creating an ecosystem of content creators
- Advertising model
- Streaming services referral traffic

Audience growth should go one of two ways. In the case of Plan B, the service could switch to **content creators** monetization, including NFT content.

Number of registrations in Month, thousand



Posterstock. Chances of being a unicorn

- A vacant space for social media in the film sector
- No easy non-encyclopedic services in the movie sphere
- The growing attractiveness of streaming services and traffic generation for them
- People's interest in posters as art ([Reddit - 222k users](#); [Moviemania](#))

Virality is the main growth channel for startups in the Social Media sections.

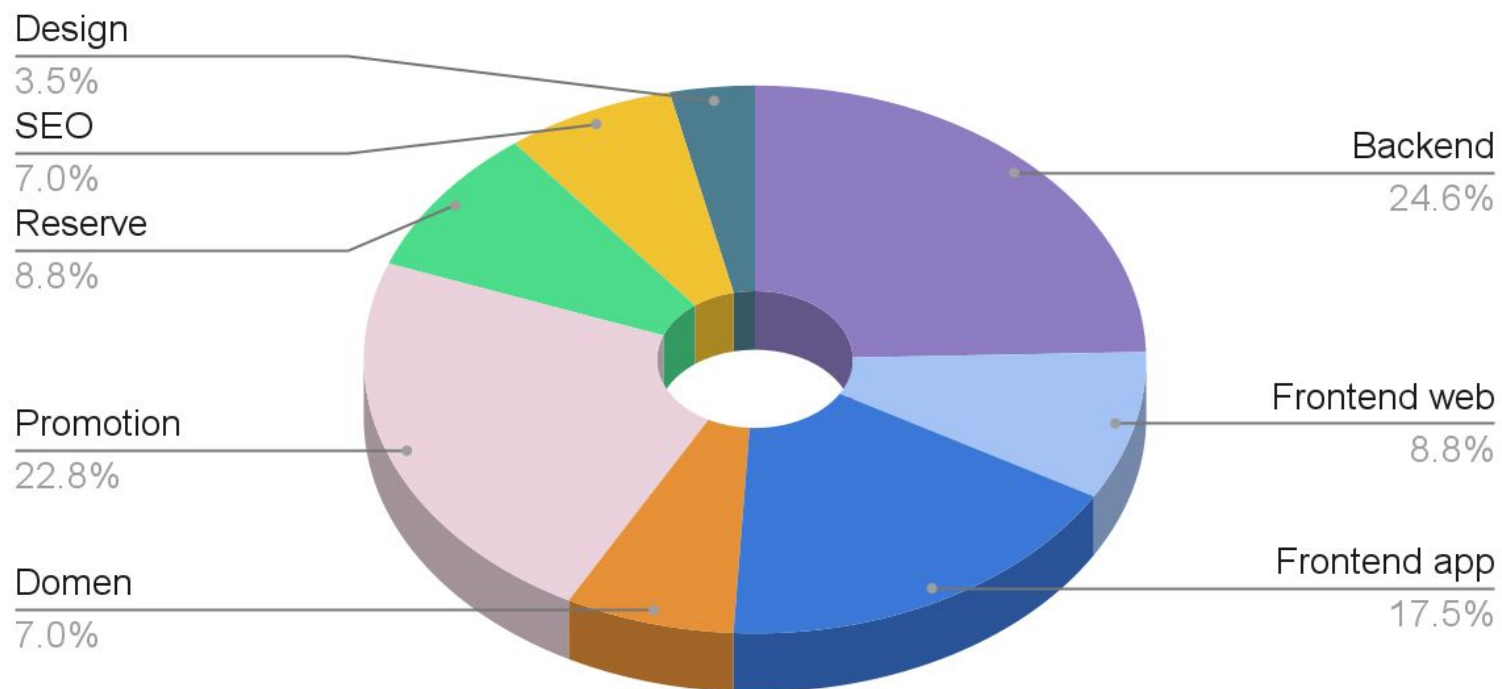
[More here](#)



Posterstock. Cost plan

Fundraising amount: **\$45k**. About 30% was previously invested by the founder In Posterstock.

Points scored



Posterstock. Timing

The **Developing** will continue for 3-4 months.

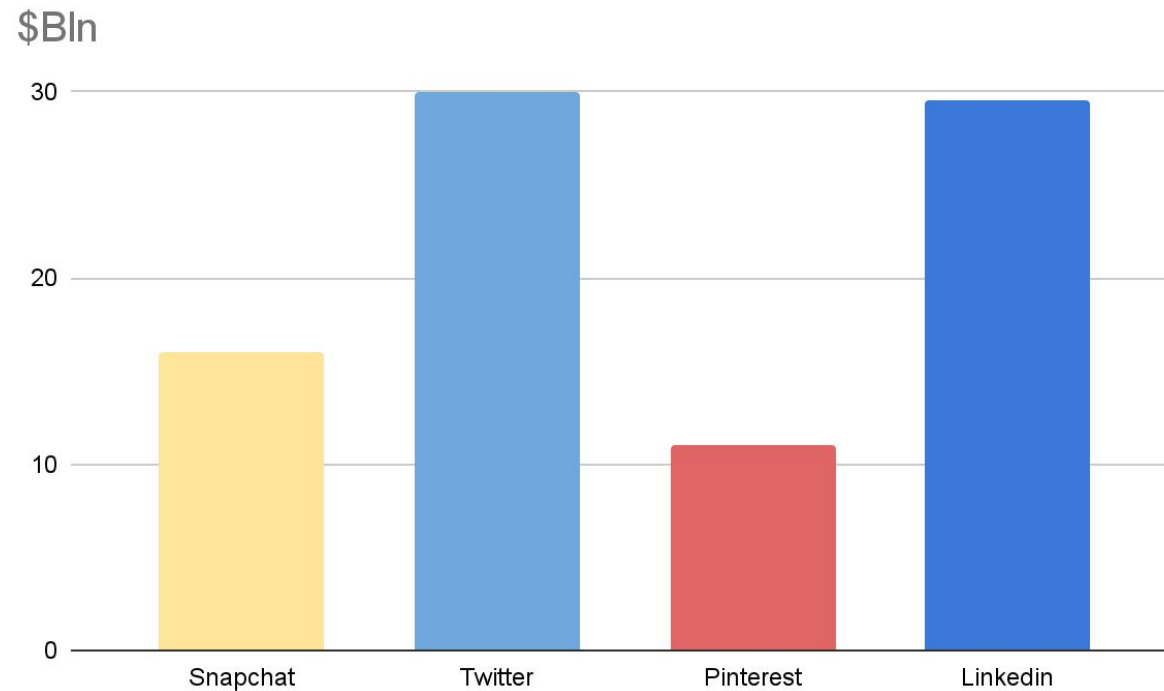
After the **Release** of the site and application will be the **Promotion** stage. At this stage we will attract the target audience through Influencers.

Viral audience growth will begin in 6-8 months.



Posterstock. Exit strategy

The capitalization of the company will depend on the growth rate of the Posterstock audience, but in any case will exceed the amount invested many times over.



Factors of investment attractiveness



Technical expertise

Access to highly qualified technical expertise to create fail-safe products. Verified by the technically complex Comenstat.



Wide scope sphere

A wide, vacant niche of the film industry will interest a large audience. Incredibly huge TAM.



Strong motivation

The founder is focused on getting results and going for them.



Founder

- ✓ High experience in creating digital products
- ✓ Own vision of digital product development
- ✓ Strategic marketing experience
- ✓ Entrepreneurial experience
- ✓ No salary until KPIs are met

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