thedirection

**Posterstock.
Unicorn at the Movies**

Thedirection. 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.

Stage: MVP, attracting customers.

(Service is not part of the investment deal)
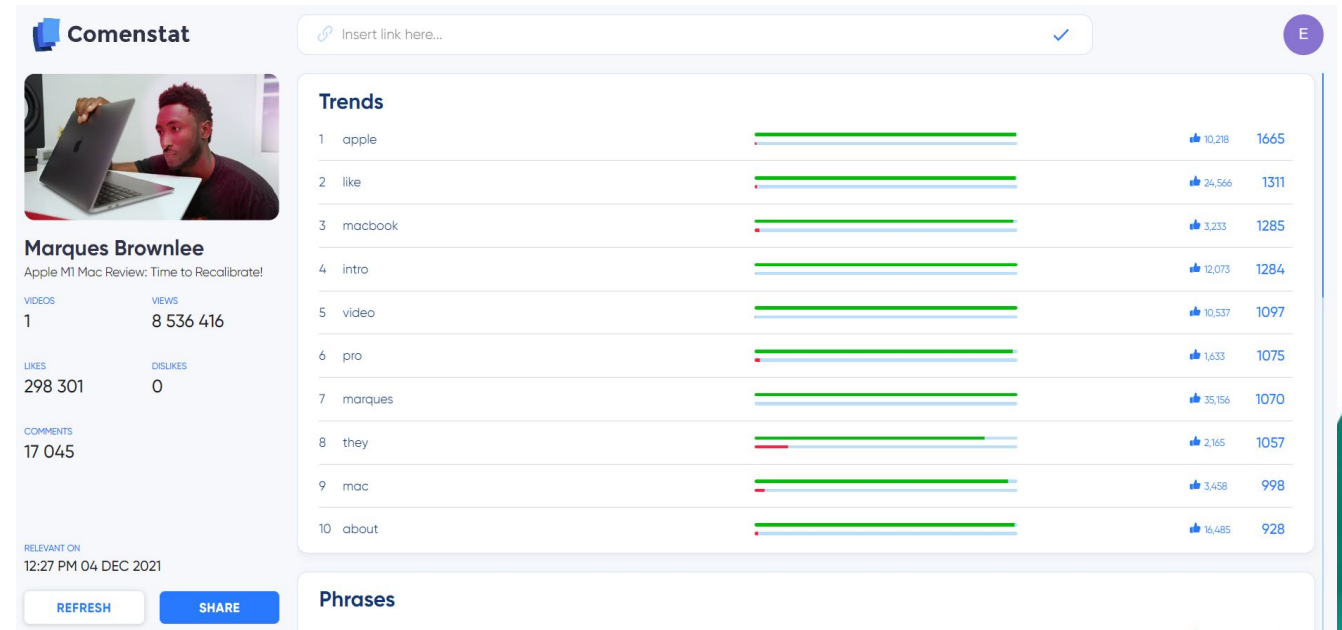
Posterstock

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

Stage: Prototype

Comenstat. Traction (Service is not part of the investment deal)

The service works in this functionality:

- Analysis of a large number of comments, with the selection of the top 10 topics discussed

- Reading comments on a selected topic
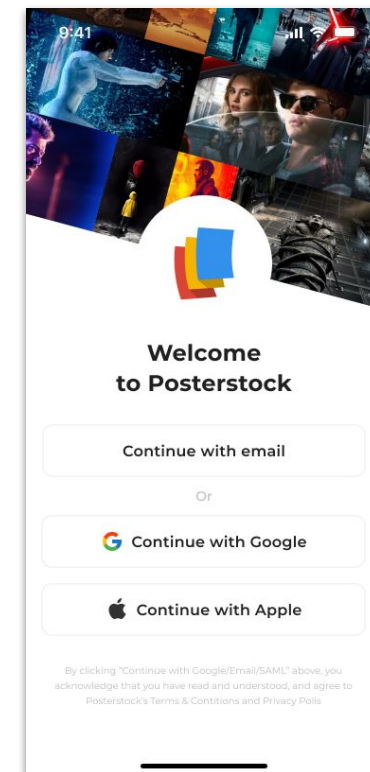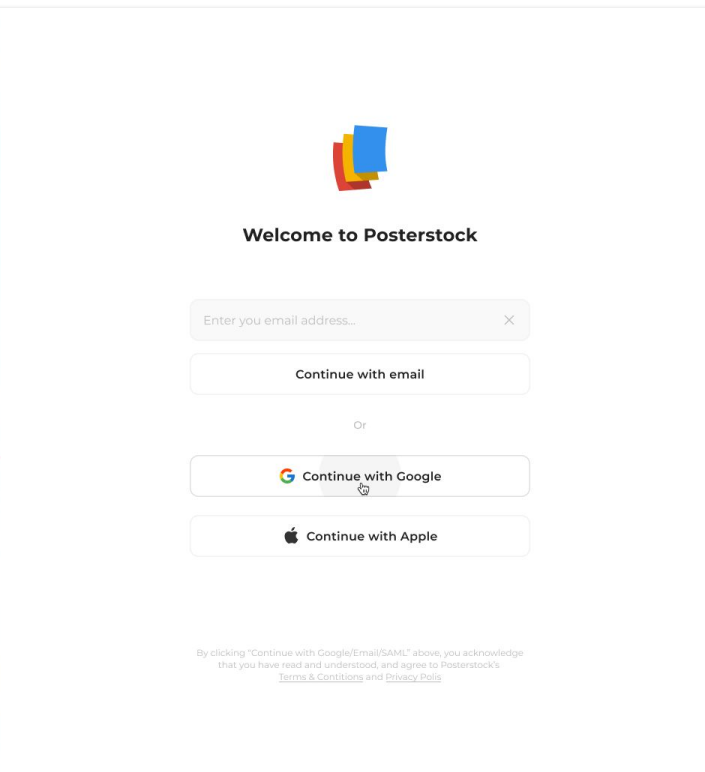
- Measuring emotional tone by topic

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

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.

*access to prototype available upon request

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)

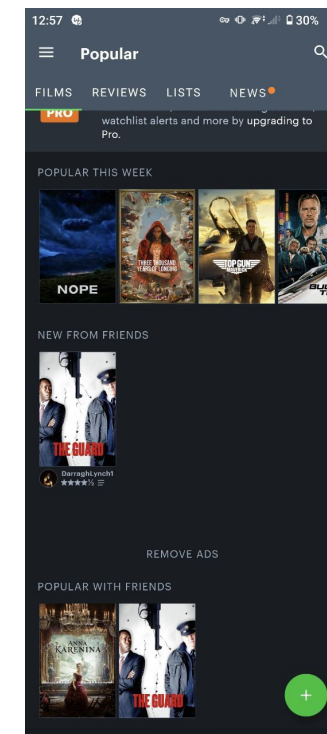- No overall grades or comments (as in encyclopedias)

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/
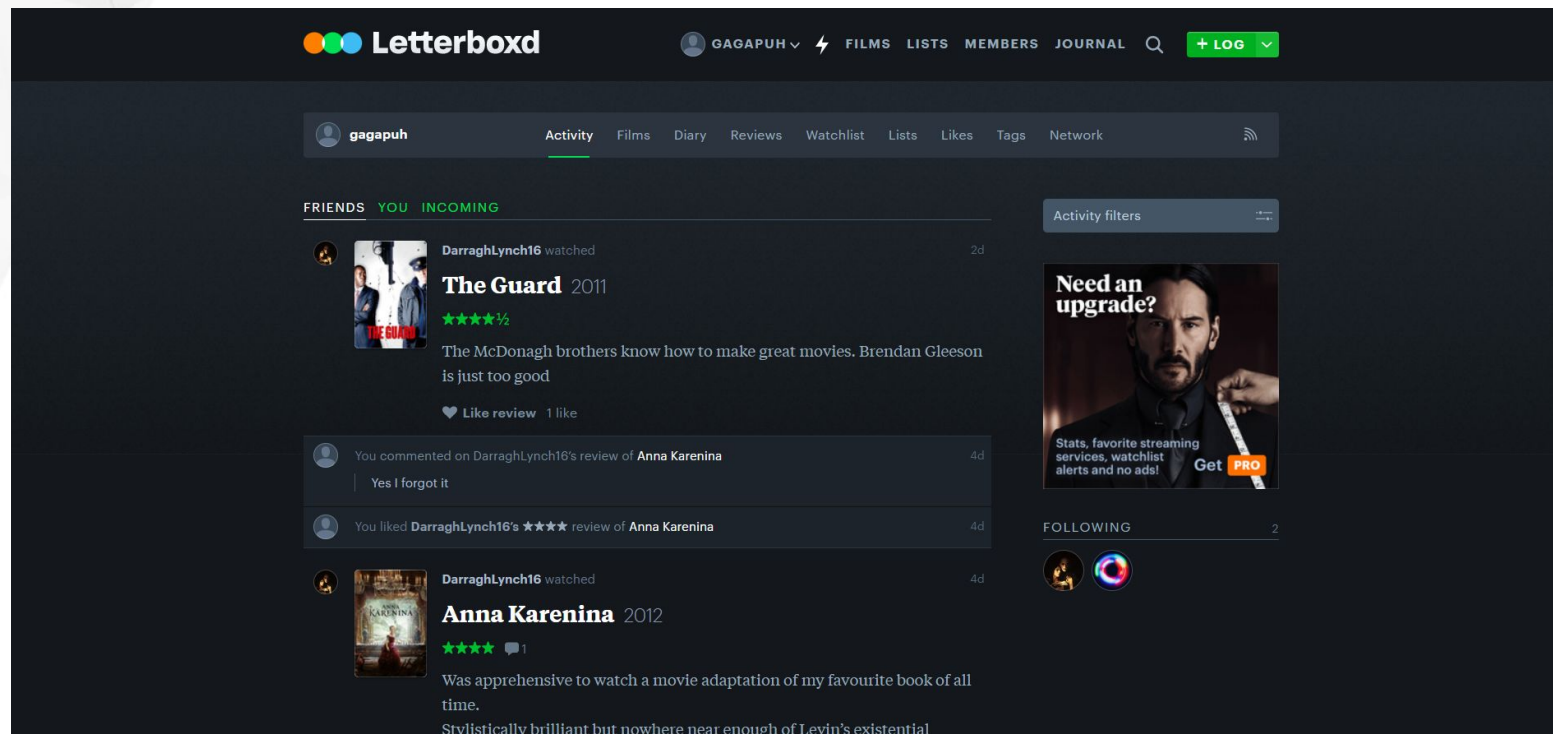
Posterstock. Plans

Audience growth for the implementation of monetization models:

- Creating an ecosystem of content creators

- Advertising model

- Streaming services referral traffic

Number of registrations in Month, thousand

— Plan A — Plan B

25

20

15

10

5

0

Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12

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.
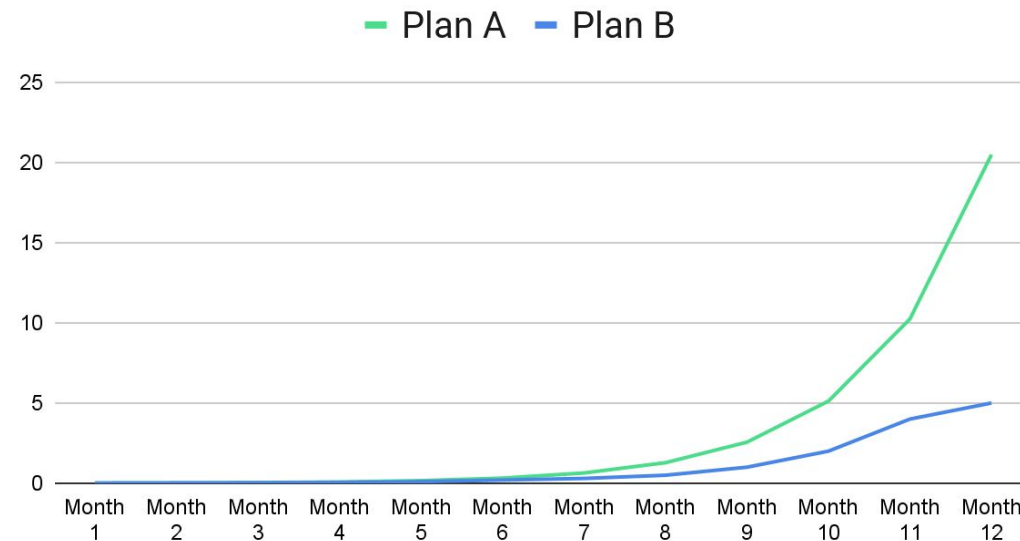
Posterstock. Chances of being a unicorn

- 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]())

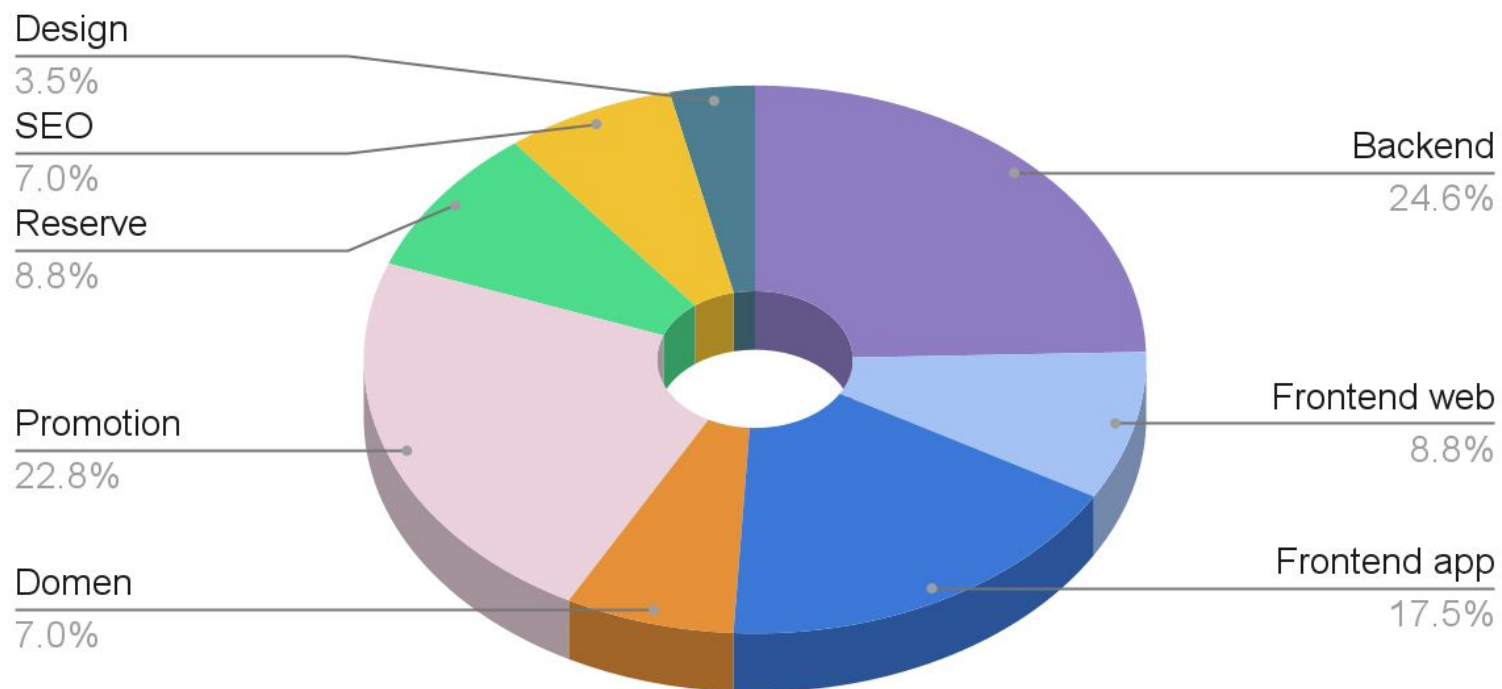Virality is the main growth channel for startups in the Social Media sections.

[More here]()

Posterstock. Cost plan

Fundraising amount: **$55k.** About 30% was previously invested by the founder In Posterstock.

Points scored

Design
3.5%

SEO
7.0%

Reserve
8.8%

Promotion
22.8%

Domen
7.0%

Backend
24.6%

Frontend web
8.8%

Frontend app
17.5%

# Posterstock. Timing

The Developing will continue for 3-4 months.

After the **Release** of the site and application 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.

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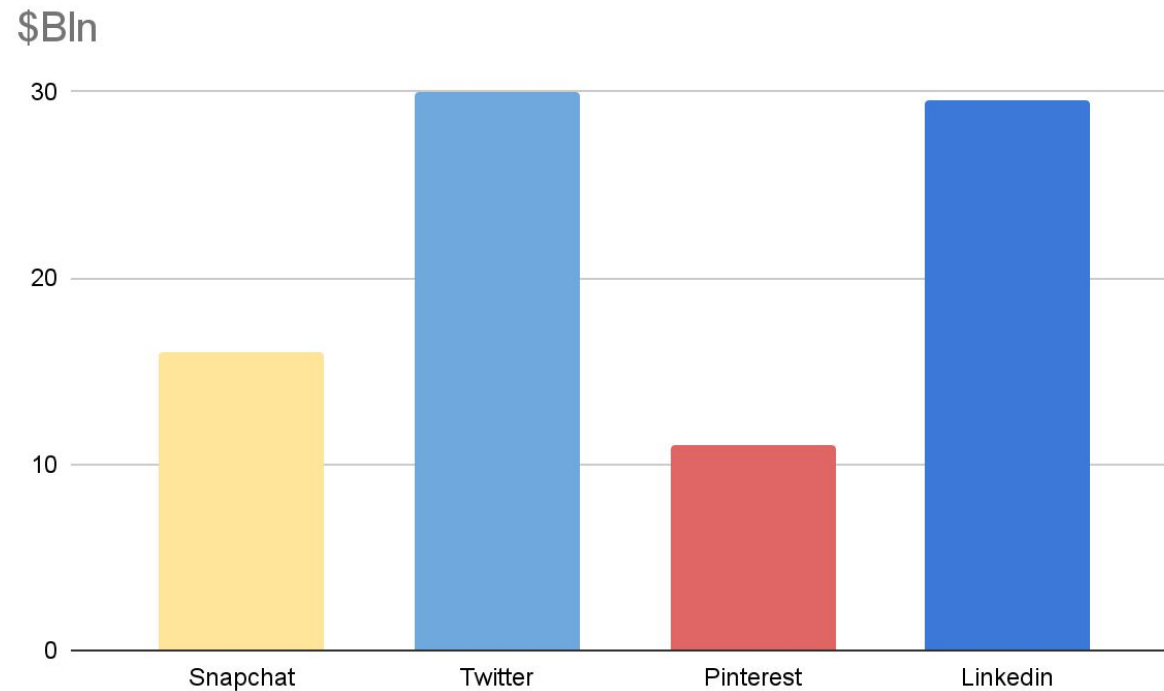
Factors of investment attractiveness

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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