



Rishab Mohandoss, James Wang, Larry Xie

Mrs. Bendik

Honors Entrepreneurship



# FanFuel

*Where Fans Fuel Creators*

Visit us @: [fanfuel.com](http://fanfuel.com)

Contact us @: [support@fanfuel.com](mailto:support@fanfuel.com)



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## Table of Contents

Executive Summary.....	5
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### Introduction Section:

Vision/Mission Statement.....	7
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### Management Team Plan:

Key Executive Summaries.....	10
Resumes.....	11
Service Providers.....	16
Key Advisors.....	18

### Company Description:

Backstory/History.....	21
Entrepreneurial Opportunity.....	23
Legal Structure.....	24
Business Concept.....	24
Target Market.....	24
Stakeholders.....	26
USP.....	26
Goals and Objectives.....	27
Key Collaborators.....	27
Licenses/Permits Required.....	28

### Product/ Service Plan:

Value Proposition Statement.....	30
Value Chain.....	30
Competitor Analysis.....	32
Supply Chain.....	34
Wireframe Layout.....	38

### Industry Overview:

Brief Overview.....	40
Macro Environment.....	41
Micro Environment.....	43



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Competitive Set.....	46
Barriers to Entry.....	48
Competition.....	51

**Market Analysis:**

Primary Data/Analysis.....	54
Market Penetration Strategy.....	65
Demographic Profile Chart/Analysis.....	66
Psychographic Profile.....	68
Target Market/ Consumer Behavior.....	70
Demographic Segments.....	76
Family Life Cycle .....	78

**Competitive Analysis:**

SWOT Analysis.....	81
Perceptual Map .....	83

**Marketing Plan:**

Logo/Slogan.....	86
Primary Advertisement.....	87
Promotional Advertisement.....	88
Co-Marketing Advertisement.....	89
4 P's of the Marketing Mix.....	90

**Operational Plan:**

Pricing Strategy.....	92
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**Organizational Plan:**

Organizational Structure.....	95
Employees and Salary.....	96

**Financial Plan:**

Sources and Uses of Funds.....	100
Cash Flow Statement (Year End).....	101
Income Statement (Year End).....	102
Balance Sheet (Year End).....	103



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Appendix:

Competitor Ads.....	105
Works Cited.....	107



## **Executive Summary**

FanFuel is an equity-based crowdfunding platform emerging in the creator economy. FanFuel aims to empower all different types of creators with solutions for growth and success. FanFuel's model along with support services, infrastructure, competitive advantage, and team is with innovation and potential to disrupt the current landscape.

FanFuel is a platform that allows all different types of creators to allow their dreams to come true: allowing creators to allocate funds towards improving their content. Users start from as young as Generation Z and are accessible for all ages. FanFuel breaks away from traditional crowdfunding as creators are able to leverage crowdfunding support from their fanbase and offer equity investment. This model will allow FanFuel's creators to raise large amounts of capital and offer investors a stake in their success.

FanFuel provides creators a variety of support services that may include helping them with content creation, marketing, audience engagement, and maximizing retention. FanFuel will also offer creators data analytic tools and different distribution channels to allow creators to maximize their potential and reach.

FanFuel's platform is cloud based allowing the company to have a highly skilled workforce while reducing operational costs.

FanFuel positions itself competitively in the creator space and caters to a broad range of creators. With FanFuel's marketing push, it will onboard a large number of creators and bring attention to how FanFuel addresses the needs of creators and fosters a community to elevate their careers.

FanFuel will be backed by a strong team from Jimi Entertainment and FanFuel is headed by Mr. Wang as Chief Executive Officer, Mr. Mohandoss as Chief Technology Officer, and Mr. Xie as Chief Financial Officer alumnus of the Business Administration Magnet Program at Marlboro High School. With Jimi Entertainment's team's skill sets, FanFuel's executive board, and the FanFuel team's industry knowledge, FanFuel will be able to ensure the platform's success.

FanFuel will initially focus on acquiring a large number of creators and investors to build an engaged community. Through consistent marketing campaigns, FanFuel will be a leader in the creator funding space to empower creators and allow them to achieve their individual creative goals.



# Introduction



## **Mission and Vision Statements**

**Values:** Empower ambitious creators with the knowledge, funding, and community to ignite their vision through equitable crowdfunding, fostering an inclusive future for content creation

Competitor 1: [Jelly Smack](#)

Missions and Vision Statement - We are on a mission to forge a new path in the creator landscape.

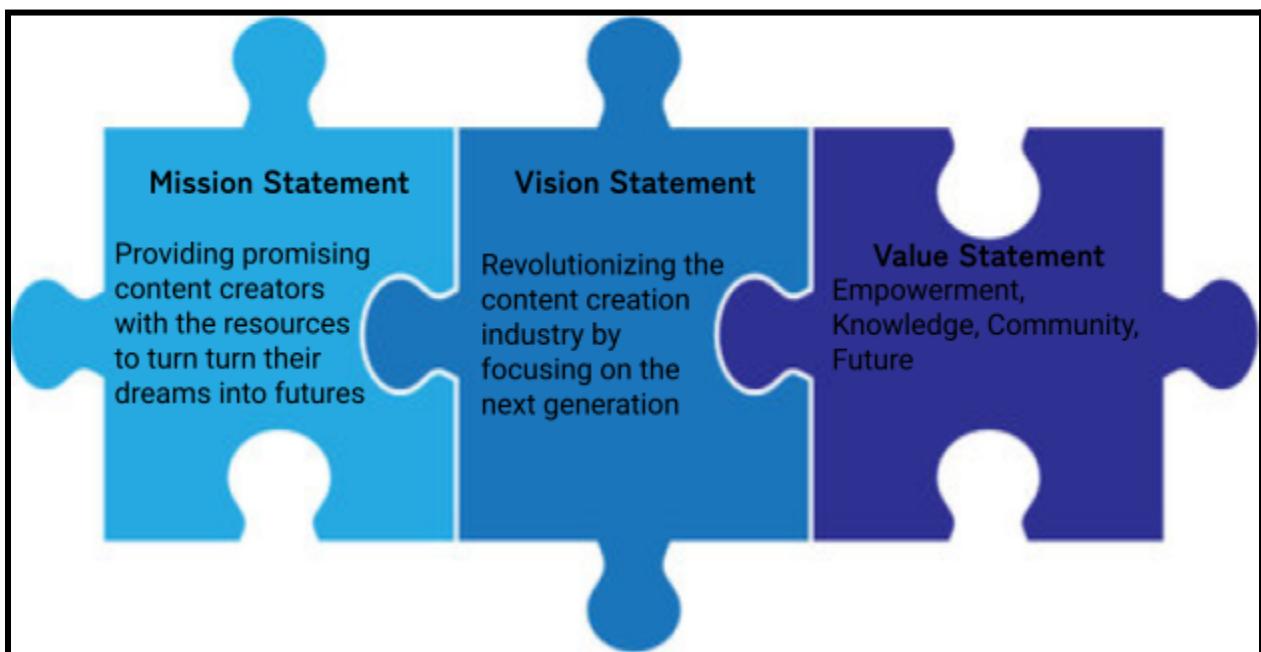
Competitor 2: [Spotter](#)

Mission Statement - We give creators access to knowledge and capital, so their creativity can change the world.

Competitor 3: [Republic](#)

Mission Statement - to make fundraising and investing in the private markets accessible

Vision Statement - Republic is an ecosystem of businesses working to create a world where investment and ownership are truly accessible to everyone, everywhere.





# **Management Team Plan**



## Management Team Plan

James Wang, Chief Executive Officer (CEO), is responsible for managing the organization and operations while forming strong connections with audiences to build key industry partnerships. Handling the financial operations is Larry Xie, Chief Financial Officer (CFO). Mr. Xie ensures FanFuel stays financially managed and will develop strategies for the company's success. Mr. Xie will blend his financial skills from academic experience and real-world experience. His education at the Marlboro High School Business Administration program provides him with a strong foundation to be a leader for FanFuel. Rishab Mohandoss, FanFuel's Chief Technology Officer (CTO), will oversee the company's technological infrastructure and will integrate cutting-edge solutions seamlessly into FanFuel's operations. His education at the Marlboro High School Business Administration program matched with his technological expertise provides him with a strong foundation to be a leader for FanFuel. With a clear vision, diverse expertise, and a collaborative spirit, FanFuel's executive team is not just leading a company but also shaping the future of media.



## Key Executives

### Chief Executive Officer (CEO)

James Wang

#### Proposed Salary:

Initially 40% ownership of FanFuel with 10% of the 40% allocated to potential investors. Additional investor equity is divided evenly between management partners. The CEO's salary will scale proportionally to the company's profits earning 6% of annual profits for three years with 100% reinvested into the company. After 3 years, the base salary starts at 6% and increases by 1% annually, capped at 12%. Further adjustments beyond the cap are subject to negotiation based on company performance and market value.

#### Primary Duties and Responsibilities:

The Chief Executive Officer is in charge of managing the executive operations of the company. The CEO focuses on high-network aspects including driving profitability, public reputation, and maintaining client connections. The CEO looks over the business, connecting different branches to focus on overall profitability. The CEO has a vision for the company's term vision rather than day-to-day operations. The CEO will also be the face of the company, representing it at events and conferences.

#### Education:

Marlboro High School Business Administration Magnet Program

Cornell University: College of Agriculture and Life Sciences, Communication

#### Experiences:

Through his online persona "Jimi", Mr. Wang established himself as a leader in the content creation ecosystem. Mr. Wang's journey started with an explosive debut on YouTube, garnering over 1 million views within days and propelling him to amass a total following of over 10 million across various platforms and an average of 30 million monthly views.

As a founding partner of Team Limit LLC, Mr. Wang manages a team of over 50 professionals in social media and gaming, consistently nurturing strong brand relationships and collaborations.

Mr. Wang offers strategic consulting services to major brands like Spotify, Draftkings, Discord, and Samsung. Mr. Wang provides valuable consumer and media insights, recruited specifically for influencer-driven expertise.

#### Skills / Qualifications:

Seal of Biliteracy (Proficiency in Mandarin and English), 4 YouTube Gold Play Buttons (0.00028% of Channels Awarded), 12 YouTube Silver Play Buttons (0.0027% of Channels Awarded), Blockchain



Coding (Solidity), Filmography, Graphic Design, Video Editing, Digital Marketing, Trend Forecasting



jimi  
ent.

# James Wang

## Professional Experience

### Founder, Jimi Entertainment

02/2021 - Current

- Founded media company streamlining content for 100+ top creators with 32M+ followers and 1B+ monthly views, primarily posting content on YouTube
- Provide brand sponsorships, industry connections, billboard features, and full social media mentorship and management
- Hired over 30 managers, designers, and editors to contribute to client work
- Support major brands like Intel, OnePlus, Discord, Razer, HyperX, Samsung, Corsair, and Epic Games

### Content Creator, YouTube

01/2016 - Current

- Manage 8 channels that amassed 9,000,000 Subscribers with over 1,000,000,000 total views, producing 2-3 videos per day on topics including sports, gaming, vlogging, movies, comedy, and entertainment
- Attained record for daily subscriber growth in the USA (entertainment niche)
- Provide paid consulting services for brands, including Spotify, DraftKings, Discord, Samsung, and Intel, on consumer and media insights

### Founding Partner, Team Limit LLC

01/2019 - Current

- Founded an esports organization focusing on branding and media outreach in the gaming space
- Oversee 50+ members, helping them expand their reach, playing a significant role in amassing over 100 million views and 3 million combined subscribers across social media platforms

### Co-Founder, IntroduceMe

03/2023 - Current

- Lead a documentary series with 40,000+ views and 2,000+ subscribers promoting societal connectedness
- Spearheaded and developed comprehensive social media strategies for IntroduceMe social channels maintaining a high engagement rate

## Awards

- Seal of Biliteracy (Proficiency in Mandarin and English)
- 4 YouTube Gold Play Buttons (0.00028% of Channels Awarded)
- 12 YouTube Silver Play Buttons (0.0027% of Channels Awarded)

## Skills

Blockchain Coding (Solidity), Filmography, Graphic Design, Video Editing, Digital Marketing, Trend Forecasting, Fashion Design, Product Development



[linkedin.com/in/jamesjimiwang](https://linkedin.com/in/jamesjimiwang)



james@jiminc.net

## Education

Expected in 05/2028

Cornell University – College of Agriculture and Life Sciences

## Channels

[@Rebound](#), [@Nut](#), [@Slam.Dunked](#),  
[@CircusReactTV](#), [@jimi](#), [@JimiArchive](#),  
[@NineTalesRecaps](#), [@74claw](#)

## Featured Clients

[@cashminecraft](#), [@NLECHOPPA](#),  
[@CarterPCs](#), [@SkyTeachesMemes](#), [@nico\\_mc](#),  
[@d4vd](#), [@1nonly](#), [@Zachology](#)

## Languages

Chinese (Mandarin)



Native or Bilingual

English



Native or Bilingual

## Interests

Content Creation, Anime, Fashion, Fitness, Football, Cooking, Music, Swimming, Traveling



## **Chief Financial Officer (CFO)**

Larry Xie

### **Proposed Salary:**

Initially 20% ownership of FanFuel with 10% of the 20% allocated for potential investors. Additional investor equity is divided evenly between management partners. The CFO's salary will scale proportionally to the company's profits earning 6% of annual profits for three years with 100% reinvested into the company. After 3 years, the base salary starts at 6% and increases by 1% annually, capped at 12%. Further adjustments beyond the cap are subject to negotiation based on company performance and market value.

### **Primary Duties and Responsibilities:**

The Chief Financial Officer is in charge of managing the finances of the company. The CFO focuses on major transactions along with the financial assets of the company. The CFO looks over the accounting and legal departments, to oversee financial documents and deal with possible investments. The CFO focuses on developing plans for long-term possibilities as well as preparing the company for short-term economic shortcomings.

### **Education:**

Marlboro High School Business Administration Magnet Program  
Northeastern University: D'Amore McKim School of Business, Finance

### **Experiences:**

Mr. Xie has been a part of the Business Administration Magnet Program for 4 years, learning the economics and financial side of business. He has also shadowed high executives of local businesses in internships and fulfilled many financial duties assigned to him during his time. Mr. Xie has also successfully competed in business competitions, including Future Business Leaders of America (FBLA) and Distributive Education Clubs of America (DECA). Specifically, Mr. Xie has competed in Data Analysis, where he honed his skills in financial interpretation and decision-making, and Personal Finance, where he has learned to make the right decisions under pressure. Mr. Xie's education, as well as his continued learning outside in the working environment as internships, provides him with the skills and talent to fulfill his duties as Chief Financial Officer of FanFuel.

### **Skills / Qualifications:**

2x State Finalist in DECA, 2x State Finalist in FBLA, 3x District Medal of Excellence, President's Volunteer Service Award, AP Scholar with Distinction, Analytical Writing, Aeronautics, Music, Journaling, Daytrading, Proficient in Java, Proficient in Python, Proficient in Linux, Proficient in English, Proficient in Mandarin



# LARRY Y XIE

110 Serpentine Dr, Morganville, NJ 07751 | larryxie26@gmail.com | 1+ (732) 908-9339

## EDUCATION

### Marlboro High School

*Business Administration MAGNET Program*

Marlboro, NJ

Sept. 2020 - Jun. 2024

- **Relevant Coursework:** Honors Intro to Business Administration, AP Microeconomics, AP Macroeconomics, Honors Business Law & Entrepreneurship, Honors Financial Accounting, AP Computer Science, Honors Cybersecurity
- **Honors:** 2x State Finalist in DECA, 2x State Finalist in FBLA, 3x District Medal of Excellence, President's Volunteer Service Award, NHS, AP Scholar with Distinction

### Brookdale Community College

*Summer Program*

Lincroft, NJ

Jun. 2017 - Aug. 2017

- **Relevant Coursework:** Intro to Java & Python Programming, Web Design, Creative Writing

## EXPERIENCE

### Womyn Home Products Inc.

Freehold, NJ

*E-Commerce Intern*

Jun. 2021 - Aug. 2022

- Executed merchandising tasks with an unwavering commitment to precision and a high level of professionalism
- Engaged in international commerce like global trade operations, business management, and multinational transactions
- Crafted invoices tailored to the needs and preferences of clients, ensuring accuracy, transparency, and professionalism

### AA Elite Capital LLC

Marlboro, NJ

*Real Estate Intern*

Sept. 2022 - Present

- Conducted comprehensive market analysis focusing on evaluating potential investments and optimizing sales strategies
- Enhanced financial prudence by optimizing budget allocations and effectively overseeing cost control measures
- Met face-to-face with clients to facilitate home showings, providing personalized and informative experiences

## LEADERSHIP & EXTRACURRICULAR ACTIVITIES

### Advantage In Air Non-Profit Organization

Marlboro, NJ

*Co-President*

Jun. 2022 - Present

- Tripled the size of membership base by implementing a series of strategic initiatives and growth-oriented practices
- Networked with local clubs and sponsors to fundraise and donate to underprivileged communities
- Repurposing 5000+ tennis balls collected from community, saving \$7000+ to clubs and athletes

### HuaXia South Senior Citizenship Club

Marlboro, NJ

*Co-Founder*

Sept. 2021 - Present

- Prepared students for success on citizenship exam, advocating for political change through voting and political access points
- Developed in-depth lesson plans and exams meticulously structures to replicate real experiences
- Mobilized community against discrimination and inequality through campaigns, discussions, and educational initiatives

### Marlboro High School Varsity Tennis Team

Marlboro, NJ

*Captain*

Mar. 2021 - Present

- Demonstrated leadership, through effective communication, event planning, and fostering a cohesive team environment
- Guided team to state finals, winning regionals and counties along the way

### CenterCourt Athletics of New Jersey

Marlboro, NJ

*Volunteer, Assistant Coach*

Jun. 2022 - Aug. 2022

- Orchestrated a wide range of activities to cater to the needs and preferences of a group of over 40 participants
- Participated actively in mentorship initiatives to help develop abilities and grow professionally and personally

## SKILLS & INTERESTS

**Languages:** English (Native), Mandarin, Spanish

**Skills:** Proficient in Java, Python, Linux, Microsoft Office, Google Suites

**Interests:** Tennis, NFL, Analytical Writing, Aeronautics, Music, Journaling, Volunteering, Daytrading



## **Chief Technology Officer (CTO)**

Rishab Mohandoss

### Proposed Salary:

Initially 20% ownership of FanFuel with 10% of the 20% allocated for potential investors. Additional investor equity is divided evenly between management partners. The CTO's salary will scale proportionally to the company's profits earning 6% of annual profits for three years with 100% reinvested into the company. After 3 years, the base salary starts at 6% and increases by 1% annually, capped at 12%. Further adjustments beyond the cap are subject to negotiation based on company performance and market value.

### Primary Duties and Responsibilities:

The Chief Technology Officer is in charge of managing the strategies in which the company uses technology for development. The goal of the CTO is to use technology in line with the mission and vision of the company, ensuring long-term success. Rather than focus on individual networks within the business, the CTO focuses on connecting the many uses of technology as a whole.

### Education:

Marlboro High School Business Administration Magnet Program

New Jersey Institute of Technology: Martin Tuchman School of Management, Financial Technology

### Experiences:

Being a part of the prestigious Business Administration Magnet Program, Mr. Mohandoss has learned a variety of essential business skills related to both the financial and technological aspects of a company. Mr. Mohandoss also serves as the Marlboro Investment Academies Educational Director, DECA chapters community service leader, and the co-founder of Rhythm Riders. Outside of school, Mr. Mohandoss worked as a project manager for a local nonprofit and is currently the founder of a startup developing a large language model AI chatbot. Mr. Mohandoss's experiences along with current projects have provided management capabilities along with an understanding of the current technological landscape.

### Skills / Qualifications:

State Finalist in DECA, State Finalist in FBLA, AP Scholar with Distinction, Music, Daytrading, Proficient in HTML, Proficient in Python, Proficient in English, Proficient in Tamil

**Rishab Mohandoss**

447 Hancock Place  
Morganville, New Jersey 07751  
(Cell) 732-332-8657 (Email) rishabmohandoss@gmail.com

**EDUCATION****MARLBORO HIGH SCHOOL**

Business Administration Magnet Program

Anticipated Graduation June 2024

- AP Macroeconomics, AP Microeconomics, Honors Intro to Financial Accounting, Honors Introduction to Business Administration, Honors Business Law, Honors Entrepreneurship, Honors Economic History, AP Statistics, AP Calculus AB, AP US Government & Politics, AP United States History, AP Psychology, AP Environmental Sciences
- 8 AP Classes - Current Average Score 4.2 / 5

**BROOKDALE COMMUNITY COLLEGE**

Dual Enrollment

- BCC - The Writing Process, BCC - The Short Story 2023 - 2024

**EXTRACURRICULAR ACTIVITIES****Distributive Education Clubs of America (DECA), Community Service Campaign Chapter Leader**

2020 - Present

- Competed in business-oriented events designed to simulate real-world challenges

**Future Business Leaders of America (FBLA), Member**

2020 - Present

- Participated in business-oriented events focused on combining technology with the business world

**Marlboro Investment Academy, Educational Director**

2021 - Present

- Constructed presentations and taught peers a basic understanding of investments and financial markets

**Rhythm Riders, Vice President**

2023 - Present

- Co-founded a group for minorities to use music to express their culture

**Marlboro Tamil School, Teaching Assistant**

2015 - Present

- Former student and current teacher assistant, teaching students Tamil (South Indian Language)

**Key Club, Member**

2020 - Present

- Participated in multiple community development projects and activities

**Asian Club, Member**

2020 - Present

- Collaborated in years of activities and events devoted to teach others about Asian heritage

**HONORS AND AWARDS****Distributive Education Clubs of America (DECA)**

2022 - Present

- State finalist for Business Services & Marketing at the State Career Development Conference

**Future Business Leaders of America (FBLA)**

2022 - Present

- State finalist for Help Desk at the State Career Development Conference

**Principal's Honor Roll**

2020 - Present

- All As for several marking periods

**AP Scholar with Distinction**

2023 - Present

- AP score average of 4.2

**VOLUNTEERING AND WORK****Kumon, Teaching Assistant**

2023 - 2024

- Taught children Math & English while grading and assigning assignments

**Karpaga Vigneswara Vinayaka, Summer Teacher**

2023 - 2023

- Worked with low-income children from Tamil Nadu, India to teach them Math, Business concepts, & English

**HATCC Brahmotsavam, Project Manager**

2022 - 2023

- Managed a group of 15 youth volunteers and prepared business statements for a \$15,000 project

**Marlboro TAC, Member**

2020 - 2023

- Participated in local events centered around preserving the environment in my community

**Tutor, Personal**

2020 - 2022

- Tutored struggling classmates in Geometry, Algebra, and AP Macroeconomics

**Six Flags Great Adventure, Retail**

2021 - 2021

- Managed inventory orders, merchandise, and cash transactions



## Service Providers

### Legal Team

Brown & Blaier, PC  
33 N Main St, Marlboro, NJ 07746  
[\(732\) 490-8200](tel:(732)490-8200)  
5.0 Google Rating 14 Reviews

#### **Advantages**

Brown & Blaier, PC is a highly respected law firm local to Marlboro, New Jersey. They have achieved a 5-star review rating after 14 reviews on Google, and are known for quick responses and for having a genuine personality from all their lawyers. They are also voted 5/5 stars on Facebook by recent clients who have used their services.

#### **Disadvantages**

Brown & Blaier, PC specializes in contract law, IP and internet law, and business law, and may not have as much experience as other firms when it comes to online services and marketing platforms.

#### **Reason Required**

A legal group of lawyers will provide advice on the legality of our projects and the workarounds to various features we seek to endeavor. They will provide us with feedback on patenting, business law, and entrepreneurship law.

### Information Technology

IN NYC IT  
11 Broadway Suite 466, New York, NY 10004  
[\(212\) 390-0190](tel:(212)390-0190)  
4.8 Google Rating 22 Reviews

#### **Advantages**

IN NYC IT is local, allowing communication hours to be similar to the executives of Jlmi Ent. IN NYC IT has been well-reviewed and has managed multiple large-scale websites.

#### **Disadvantages**

Crowdfunding platforms are very niche and might take experience to manage. A smaller company such as IN NYC IT might not have the exact experience to manage this type of platform.

#### **Reason Required**

When a crowdfunding platform opens there will be an influx of visitors to our website. Our IT providers will ensure that the website can handle the volume along with developing future



## **Website Development Team**

Kevin Mitchell  
RJP.design  
49 E 34th St #19C, New York, NY 10016  
[\(845\) 533-3111](tel:(845)533-3111)  
5.0 Google Rating  
108 Reviews

### **Advantages**

Kevin Mitchell has been a website developer at RJP.design, a company with a reputation for excellence in their development. Mitchell has amassed 108 reviews with all of them being perfect.

### **Disadvantages**

RJP.design is still a relatively young company with a small client base. This could lead to longer wait times aligned with inferior service compared to major development firms.

### **Reason Required**

FanFuel is looking to update its website to appear more user-friendly. When a crowdfunding platform is created, the website will be accessed frequently by the general public as opposed to only agencies.

## **Insurance**

Nationwide Mutual Insurance  
3759 US-1 Ste 200, Monmouth Junction, NJ 08852  
[\(732\) 783-9526](tel:(732)783-9526)  
5.0 Google Rating

### **Advantages**

Nationwide Mutual Insurance is trusted by multi-billion dollar companies for their business insurance. They work with all types of businesses and have many agents with diverse qualifications.

### **Disadvantages**

Working with a large company removes the personal connections and incentives compared to working with a local company.

### **Reason Required**

Storing personal consumer information including their payment methods can be a large liability. FanFuel will use Nationwide Mutual's small business Insurance to minimize losses from liabilities incurred.



## Accounting

Gino Mallamaci, CPA  
50 US-9 Ste 306, Morganville, NJ 07751  
[\(732\) 972-4415](tel:(732)972-4415)  
5.0 Google Rating 106 Reviews

### **Advantages**

Using a local CPA compared to an online platform such as Turbotax allows Jimi Ent to benefit from lesser-known tax write-offs, which many online providers do not offer.

### **Disadvantages**

A CPA is significantly more expensive than a one-time fee from an online platform.

### **Reason Required**

An accounting firm will help navigate our finances and tax filings. They can provide feedback on financial decisions like tax expenses and business expenses and overall improve the financial situation and decisions of FanFuel.

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## **Key Advisors**

### Strategic Advisor

Preston Blaine Arsement  
TBNR LLC  
1143 S Main St, Grapevine, TX 76051

Preston Blaine Arsement is a well-known content creator on the YouTube platform, renowned for his video game content and challenge videos. Mr. Arsement has accomplished much in his career, including becoming the sixth-highest-earning YouTuber in 2020. In total, Mr. Arsement has twelve social media accounts directly under his brand, with eight involving YouTube, and one each for Instagram, Twitter, TikTok, and Twitch, a popular streaming platform. Across all platforms, Mr. Arsement has over fifty million followers with the majority coming from his main YouTube channel, PrestonPlayz. Across his brand, The Best Never Rest (TBNR), Mr. Arsement has garnered over 100 million followers across multiple social media platforms. Mr. Arsement graduated from the Travis Academy of Fine Arts, a school known for its innovative curriculum and intense rigor. Soon after creating his first successful content at fourteen years old, Preston exponentially grew to become one of the most popular and recognizable faces on YouTube. Mr. Arsement has extensive experience in the social media industry and can provide insight into the financials and marketing of brands seeking to thrive in an ever-growing industry. Mr. Arsement, with his name and fame, will be able to provide



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valuable connections from networking opportunities to connect FanFuel to new sponsors.

### **Operations Advisor**

Danny Thai  
Akerzy Entertainment LLC  
3400 Cottage Way Ste G2 Sacramento, CA 95825

Danny Thai is currently a senior communications manager at Mediumz, an international titan in the digital marketing industry. Thai had completed courses from Harvard Business School before his meteoric rise in the gaming industry. Mr. Thai goes under the name Akerzy and has amassed a following of over 500 thousand. Mr. Thai frequently publishes YouTube videos ranging from Fortnite gaming to videos about his life. In his current position, Mr. Thai is tasked with managing a follower base of over 20 million. Due to his reputation for success and excellence, Mr. Thai has recently become an ambassador for dozens of multi-billion dollar corporations, including OnePlus, Samsung, Intel, and Lenovo. Apart from his media management, Mr. Thai also runs multiple successful enterprises including watch resale and consulting. With over 5 years of experience in the digital marketing industry, Thai has valuable knowledge in the digital marketing industry. FanFuel is honored to use the help from Thai to maintain our competitive edge along with our expansion into new industries.

### **Industry Relations**

Maxwell Salzberg  
BackerKit  
1600 Bryant St #411447, San Francisco, CA 94141

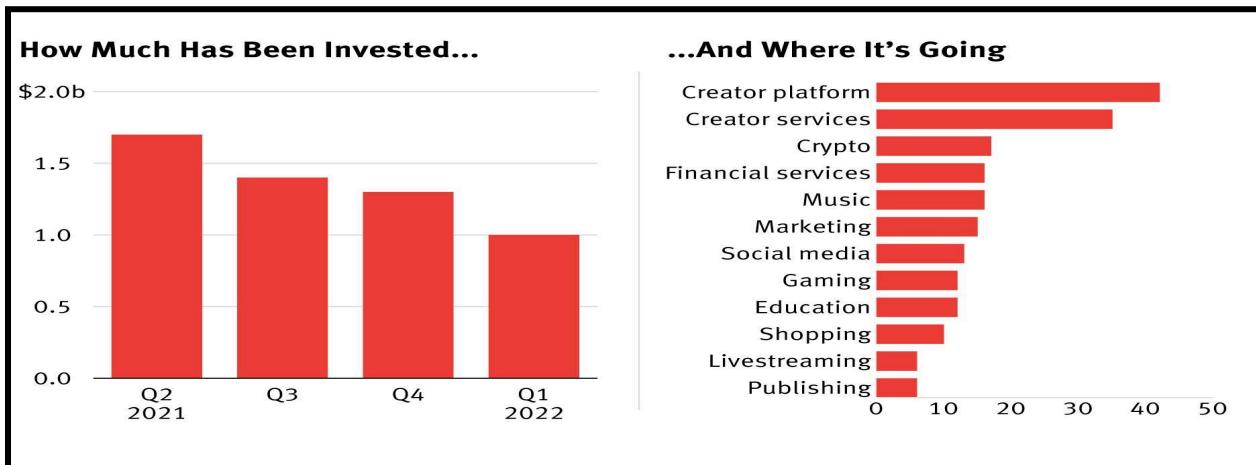
Maxwell Salzberg is the co-founder and CEO of BackerKit, a crowdfunding platform that offers a way for small businesses and entrepreneurs to earn funding for their small startups. Salzberg graduated from New York University with a Bachelor of Science in Computer Science. Mr. Salzberg has previously worked at Diaspora as a co-founder, but quit that job in 2012 to pursue his business idea of BackerKit. BackerKit has been spotlighted in over 15 popular new articles that feature its unique features that differentiate itself from other platforms such as Kickstarter or GoFundMe. As FanFuel moves towards crowdfunding for online creators, Mr. Salzberg's experience in BackerKit gives an understanding of the landscape and can advise on campaign strategy, managing backers, and reward structures. Through Mr. Salzberg's previous experiences, Mr. Salzberg likely has a network that could benefit our company's services and help FanFuel gain industry insights. With Mr. Salzberg's association with BackerKit, he will add credibility to FanFuel in the crowdfunding space.



# **Company Description**

## Business Focus and Background

FanFuel is a business concept conceived by the CEO of Jimi Entertainment, James Wang, and classmates Larry Xie and Rishab Mohandoss, who sought to provide financial and intellectual assistance to young and aspiring content creators and entrepreneurs. James Wang, widely known as Jimi, had an explosive debut on YouTube with his unique Fortnite videos in October 2020. Within days of his blockbuster upload, he had garnered over 1 million views, propelling him to amass over 9 million followers across platforms and an average of 30 million monthly views. Witnessing this meteoric rise, Jimi formed Jimi Inc. (Jimi Entertainment), a catalyst for positive change, providing mentorship, coaching, and unparalleled opportunities for aspiring creators spanning a powerhouse of diverse talents in content creation, music, theater, coding, movies and television, entertainment, tech and VC startups, web3, professional gaming, video game development, dance, acting, and beyond. After coming together with Larry Xie and Rishab Mohandoss, James Wang noticed a gap between the already self-made and successful influencers that he'd already been dealing business with and the small, up-and-coming content creators who had the potential to be successful but lacked the financial funding and knowledge. Researching statistics, the three discovered that only 4% of creators were full-time due to the lack of capital to give up their jobs, leading them to design FanFuel, a revolutionary platform designed to provide direct investing from viewers to content creators ([Forbes](#)). Fans will become active investors, sharing in the creator's success through crowdfunding and equity options. This funding fuels content creation while providing creators with capital and resources. The team from Jimi Entertainment will offer selected creators exclusive access to mentors, coaches, and data-driven insights. Fanfuel is a launchpad to propel creators toward their dreams while rewarding their most dedicated believers.





## **Entrepreneurial Opportunity**

In the ever-evolving and ever-growing world of social media and content creation, there is an evident lack of funding for the large majority of content creators. The chart above from The Illustration depicts two defining reasons why FanFuel was conceived. The left bar chart illustrates a decline in the amount of money invested into content creation, specifically young content creation. Since the second quarter of 2021, there has been an almost 75% decrease in total investment down from \$1.75 billion to roughly \$1 billion. This astronomical deduction may be as a result of multiple factors, but the chart on the right tells a different tale. The majority of spending from content creators from investments appears to be on the platform itself, rather than any other significant aspects. Although purchasing subscriptions and royalties on streaming platforms is normal for most, including Twitch and YouTube, the amount of money and percentage of revenue taken to be put towards the platform itself leaves no funds left for any financial growth. Now that influencers have burned their money on the platform, these individuals are no longer able to invest in their own education, marketing, music, and even the financial services they need to manage their brands and businesses. FanFuel takes advantage of this gap as an opportunity ([The Information](#)).

- 72% of consumers trust creators more than traditional ads (Edelman Trust Barometer 2023)
- 66% of brands are increasing their creator marketing budgets (Influencer Marketing Hub)
- 86% of marketers find influencer marketing to be effective (Influencer Marketing Hub)
- Only top 1% of YouTube creators earn an average of \$104,000 per year (Influencer Marketing Hub)
- Micro and nano-influencers often have higher engagement rates than larger accounts (Mediakix)
- Creator-backed brands are seeing 2x to 5x faster growth than traditional brands ([Influencer Marketing Hub](#))
- As of 2023, the creator economy market size is estimated at \$250 billion ([Influencers Club](#))
- YouTube paid \$15.8 billion to creators in 2022

The facts listed above emphasize the opportunity for profit in the social media industry, both for marketing/advertising and just plain content creation for entertainment.

FanFuel is an online service designed for businesses seeking growth. To start out, FanFuel seeks to only work with content creators averaging hundreds of thousands of views regularly with seven-figure following counts. When we expand to investing for the general public, FanFuel expects to see the most growth during economic highs. When the economy is doing well, people are more open to new investments. FanFuel's core demographic will be millennials and Gen Z as online brokerages have seen increased participation from younger generations.

The global e-brokerage market was valued at \$11.7 billion in 2022 and is projected to reach \$31.1 billion by 2032, growing at a CAGR of 10.6% from 2023 to 2032. ([Allied Market Research](#))



## **Legal Structure**

FanFuel will be incorporated as a Delaware C Corporation aligning with its mission to empower creators as it offers a flexible governance and ownership structure. The C Corporation will allow for the issuance of various stock classes which will attract diverse investors and give better access to capital. FanFuel will be able to scale its platform in response to increasing participation to foster a wider ecosystem. Additionally, the C Corp keeps an open option for an IPO which provides future flexibility. Finally, operating as a C Corporation enhances FanFuel's credibility and will attract investors, partners, and creators.

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## **Business Concept**

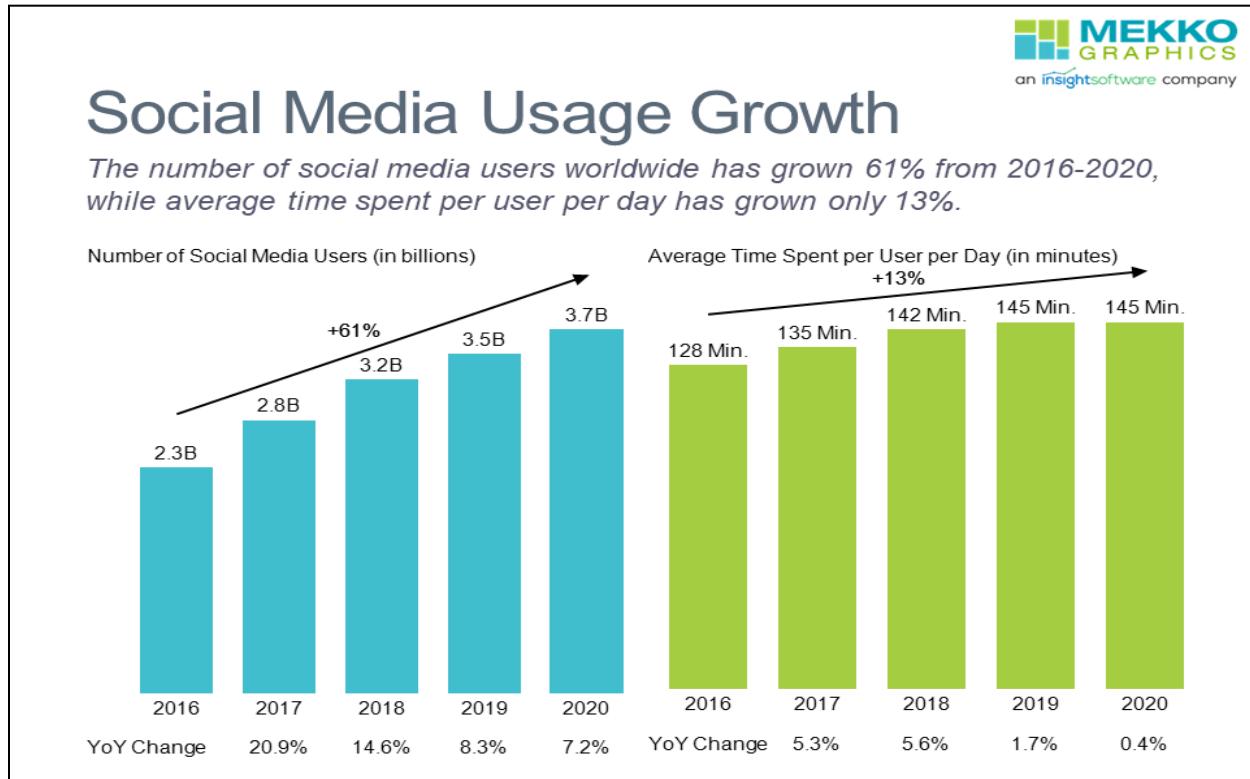
FanFuel is a crowdfunding ecosystem for creators to elevate their careers. Recognizing the struggles creators face in funding and navigating growth in the industry, FanFuel seeks to help social media influencers and content creators gain funding to boost their success through crowdfunding with a twist. Those who choose to fund a content creator will be given a portion of that creator's monthly revenue, and likewise, they may gain or lose on investment. Content creators and influencers that work with FanFuel will also be given exclusive access to coaching and support from a marketing company, Jimi Entertainment, a company focused on providing creators with editing, thumbnails, 1-on-1 coaching, licensing and distribution, brand deals, connections, retention, hiring support, press releases, and more. This provides a young entrepreneur seeking investment to kickstart their career with insider knowledge and a community of selected creators to guide them on their journey to becoming the next big influencer. To be able to list a creator on FanFuel, one would have to first be considered through an application. As a small business that is seeking to build a reputation and clientele, FanFuel will begin by selecting creators based on the quality of videos through a long-term outlook lens, and the plans of the creators after receiving funding and assessing potential opportunities. After a week-long process of selection, FanFuel's executives will release a decision on whether or not the creator has been selected for our premium and unique services. After being selected, the creator will have access to pre-production, production, and post-production resources. Creators will have the option to release up to 20% of their equity for crowdfunding, sharing it for up to three years. Each investment agreement is clearly outlined, specifying equity percentages, type of stock, revenue-sharing structures, key terms, perks, and packages. Our accelerator-like platform for both our investing and crowdfunding services creates a deal catered to the needs and demands of every content creator.

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## **Target Market**

FanFuel's target market is Gen Zs and millennials. Since the technology and social media market, in particular, are fairly new, it is believed that these two generations would be willing to invest more time and money into such a career. This additional investment in time and money is what FanFuel seeks to provide for young content creators. These generations also have a greater understanding and

knowledge of social media and will understand the various trends that are in demand.



**Figure 1 - Mekko Graphics**

The figure illustrates a significant trend in social media usage altogether. On the left, there is a 61% growth in social media users since 2016. From 2020 - to 2024, there were even more significant positive trends in growth for total social media users. On the right, the chart reveals the average amount of time that individuals spend using social media per day on average. Although the positive trend is not as high at 13% when compared to the increase in number of users, an average of 145 minutes per day on average is statistically significant and correlates to about \$100 in net profits for a content creator. When combining that amount of time with the almost 4 billion users daily, there is a significant market and growth in the industry.



## **Stakeholders**

- Creators
  - Creators on FanFuel will be able to secure funding, access industry expertise, build community, and share revenue and equity. FanFuel will empower its creators with the resources and support required to thrive. On the contrary, creators could lose access to funding, and growth may be hindered.
- Investors
  - Investors will earn potential financial returns through equity ownership, engage with creators, and be part of the FanFuel community. FanFuel allows investors to access creators in niche markets with potential financial rewards. For investors, their investments have the potential to decline in value.
- Content consumers
  - Consumers will be able to discover new talent, access exclusive content, engage with their favorite creators, and potentially participate in the creative process.
- Jimi Entertainment
  - Jimi Entertainment will be able to expand its reach, acquire new clients, offer services to a wider audience, and contribute more to the creator economy as FanFuel grows. On the contrary, the loss of partnership, client base, and FanFuel's decline will negatively impact Jimi Entertainment.
- Regulators
  - Regulators can foster a transparent and responsible crowdfunding platform and ensure fair competition.
- Employees
  - Employees have the opportunity to contribute to FanFuel and develop skills and Fanfuel will be offering opportunities for professional development and satisfaction to the venture.

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## **Unique Selling Proposition**

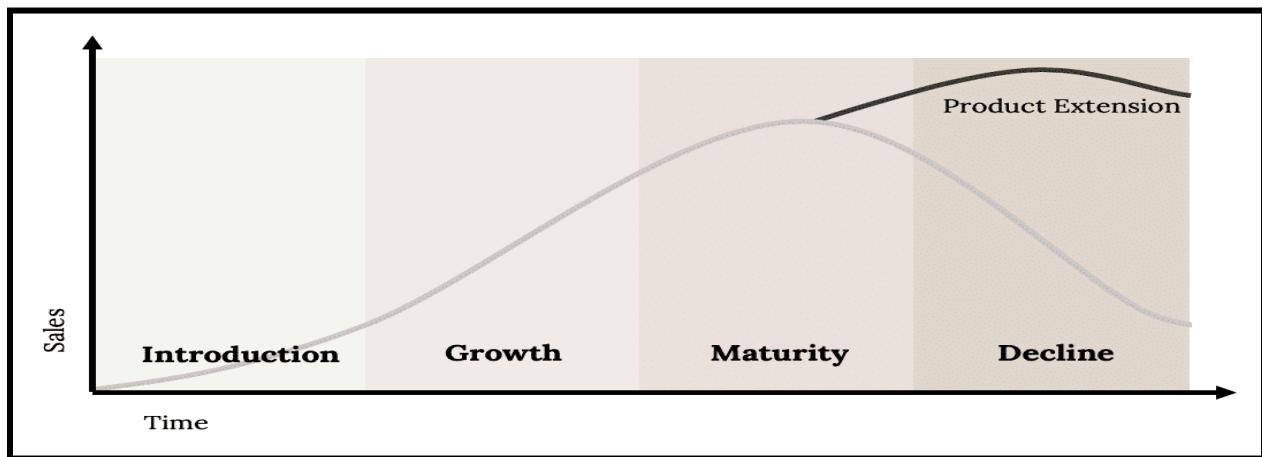
FanFuel is a blend of equity-based and investment crowdfunding, where individuals of the public may invest in young content creators who are seeking investments that are specific and niche in nature. Unlike competitors like Kickstarter and GoFundMe, FanFuel provides its creator clients and investor clients with unique resources and data to make it a community-driven platform. Specifically, FanFuel provides peer-to-peer mentorship, exclusive events, and private meetings to allow investors to get a deeper understanding of the individual creator and be able to guide and mentor decisions made that may affect their investments. This data-driven insight and background will come from Jimi Entertainment. FanFuel also offers a unique rewarding system, consisting of exclusive merch, early content, private community rooms, personalized rooms, meetups, and more. As a starting company, FanFuel will partner with very well-established content creators and influencers to attract early

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adopters in order to maintain the mainstream.

### **Goals and Objectives**

FanFuel will begin as a premium and selective service with an application requirement prior to selection. This would be a result of two things: a trial basis and conservative funding. FanFuel will begin as a trial service, limited to a select few who are big enough to bring name and fame to the business but little in number. The conservative funding, or limited funding solely from Jimi Entertainment, would mean that FanFuel would not have the financial resources to begin as a big business. As a result, FanFuel seeks to later expand into the general public, allowing more and more individuals to fund their young careers on the website. Since FanFuel is solely an online service and platform, there is no foreseeable expansion into foreign markets, as the online service will be accessible to everyone around the world.



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### **Key Collaborators**

1. Chief Executive Officer, Chief Financial Officer, Chief Technology Officer
  - a. Mr. Wang, Chief Executive Officer, will foster meaningful connections and navigate the industry to set the direction and lead the team
  - b. Mr. Xie, the Chief Financial Officer, will ensure responsible resource allocation, securing funding, and maintaining financial transparency for both creators and investors.
  - c. Mr. Mohandoss, the Chief Technology Officer, will oversee the design and programming for website designs and ensure data security.
2. Angel Investors - Jimi Entertainment
  - a. Angel investors from various areas will help in providing initial funding, mentorship, and valuable industry connections. Tech-based investors will bring expertise in platform development, user experience, and the platform's technological advancement. Successful creators of media companies who invest in FanFuel allow the company to better understand insights and community engagement



## **Key Collaborators**

### 3. Jimi Entertainment

- a. As FanFuel is a subsidiary of Jimi Entertainment, Jimi Ent. will help curate a high-quality pool of creators on FanFuel and provide its creators with resources to propel them toward success.

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## **Licenses and Permits**

- FINRA Membership
  - Allows FanFuel to act as a broker-dealer to connect investors with investment opportunities and facilitate the transactions
- SEC Registration
  - FanFuel will work with Brown & Blaier, PC Legal to analyze specific investment offerings and investor eligibility to determine the relevant SEC regulations and pursue the appropriate registrations
- State-Level Licenses
  - Based on the operational locations, FanFuel will determine if state-level licenses are required
- Data Privacy Compliance
  - FanFuel will prioritize user data privacy by complying with regulations like GDPR and CCPA
- Intellectual Property
  - FanFuel will secure its intellectual property such as its platform and branding through trademarks, copyrights, and patents

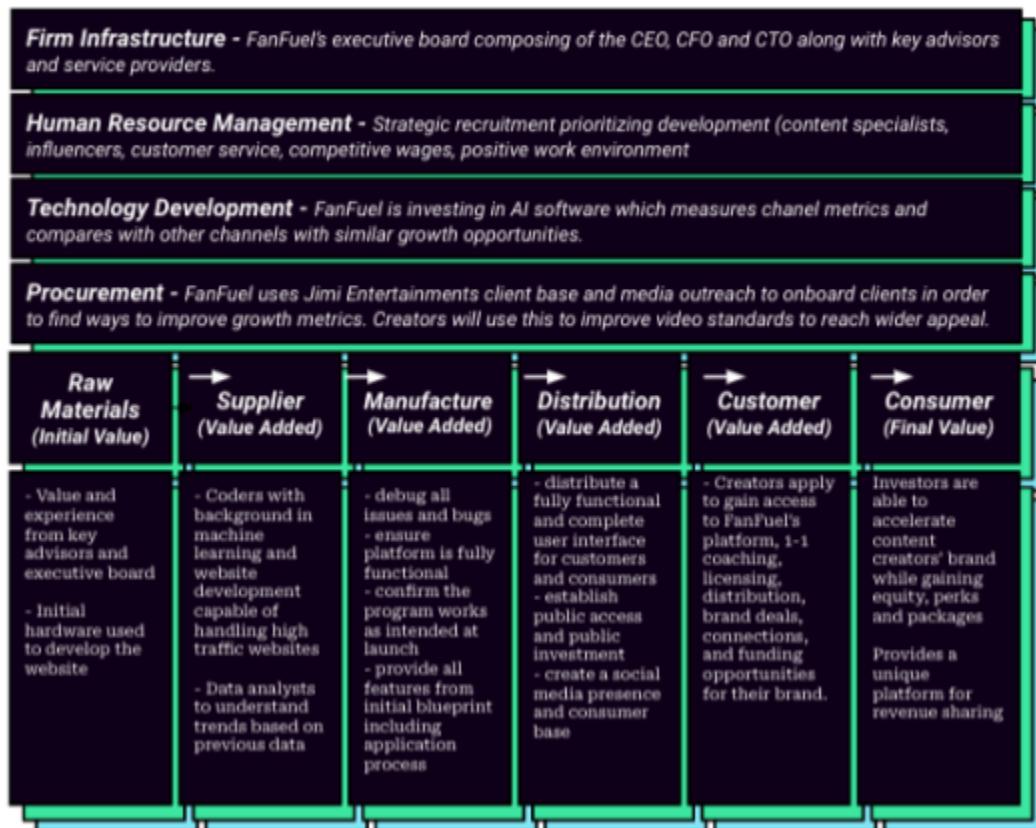


# **Product and Service Plan**

## Value Proposition Statement

For young content creator entrepreneurs, who need more funding to reach the next level and amplify their viewer base. Less than 50% of content creators are able to support themselves financially, combined with the fact that many must support families or significant others, it is imperative that these creators are able to grow and have an avenue of revenue ([NealSchaffer](#)). Providing these creators with a financial support system to allow for minor dips in monthly revenues or funding for upgraded systems will ultimately benefit both the investor and the creator. FanFuel solves this issue by providing them with the funding and mentorship of successful entrepreneurs in the industry. It is estimated that the number of content creators will double by the year 2027. ([WPBeginner](#)). FanFuel offers a safe and easy way for all levels of content creators to expand their brands by using industry-leading technology and world-class mentorship.

## Value Chain





### **Full Analysis of Value Chain**

FanFuel fosters value throughout its creation and distribution to the public. To begin, the brains behind this entrepreneurship endeavor are James Wang, Larry Xie, and Rishab Mohandoss, who each have the experience and skills to add value to the business. James, the owner of Jimi Entertainment and each key advisor was selectively chosen for key reasons including their expertise in the field, success in the industry, and unique perspectives on content creation. The team includes in-house designers and commissioned programmers, developers, and influencers to achieve success in the industry of content creation and, through their collective advice, will be able to guide FanFuel, as a new business endeavor, to success. In addition, the individuals responsible for creating our platform and distributing FanFuel's brand and name to the general public in as quick and as effective a manner as possible have been highly trained and educated, with unique experiences from different fields. FanFuel also prides itself in its unique and efficient customer service, which with the foreseeable excellence of individuals the company plans to hire, will provide an ever-improving customer experience. Through the first phase of the platform, which involves testing and beta releases to select individuals to create focus groups for feedback, FanFuel will be able to have an almost ideal platform on release day for the general public, with all bugs and issues resolved by its release day. Furthermore, each content creator that gets selected to be placed on the FanFuel investment platform will provide unique areas of content creation, ranging from daily vlogs to gaming highlights. Ultimately, each individual in FanFuel's creation will contribute equally to creating a fully functional and successful final platform to assist content creators.



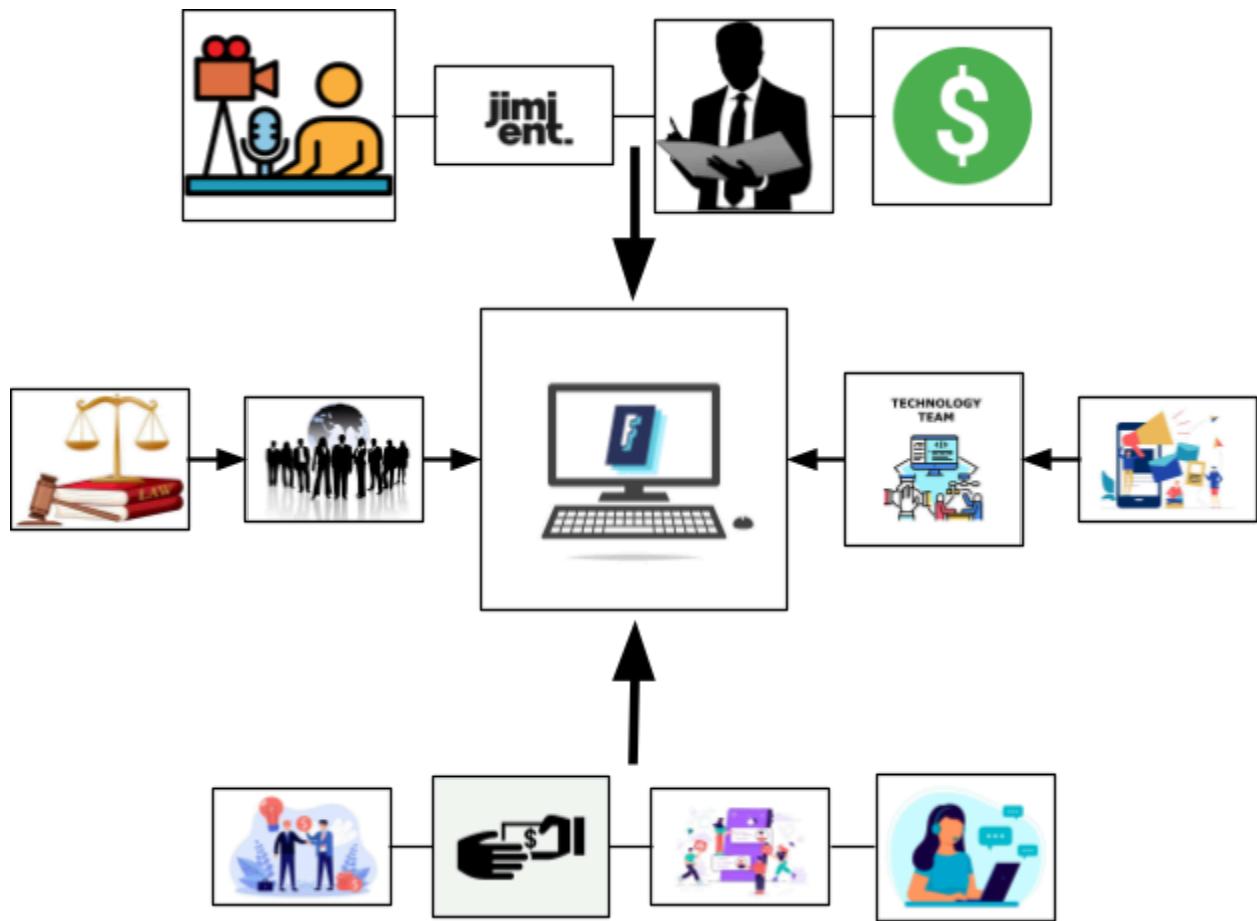
### Features and Unique Selling Proposition: Competitor Analysis

	Features	Benefits of Features	Unique Selling Proposition
<b>FanFuel</b> 	<ul style="list-style-type: none"><li>- Crowdfunding for creators</li><li>- Revenue sharing through equity on creator brands</li><li>- 1-1 coaching, editing, thumbnails, mentorship, connections, distribution for creators</li><li>- Offer investors a variety types of stock, perks, and packages</li></ul>	<p>FanFuel's use of crowdfunding allows for a large number of investors with direct control of investments.</p> <p>FanFuel has trained professionals and titans in the digital marketing industry aimed to help smaller creators reach a state of steady growth.</p> <p>A variety of perks allows for incentives for additional investors.</p>	<ul style="list-style-type: none"><li>- Blends equity-based investments with crowdfunding</li><li>- Provides its creator clients and investor clients with unique resources and data to make it a community-driven platform</li><li>- Features peer-to-peer mentorship, exclusive events, and private meetings to allow investors to get a deeper understanding of the individual creator and be able to guide and mentor decisions made that may affect their investments</li><li>- Long-standing connection with Jimi Entertainment</li><li>- Offers a unique rewarding system, consisting of exclusive merch, early content, private community rooms, personalized rooms, meetups, and more</li></ul>

**Features and Unique Selling Proposition: Competitor Analysis (continued):**

Jellysmack	<ul style="list-style-type: none"><li>- Funding platform for large creators</li><li>- Partnerships with other channels for growth</li><li>- Uses AI-based editing and testing for maximum content growth</li><li>- Partners with network providers to feature clients' content on new platforms</li></ul>	<ul style="list-style-type: none"><li>- Focusing on large creators reduced the risk while maintaining stable growth</li><li>- A large content community makes it easier for overall growth</li><li>- AI technology reduces costs while allowing for more accurate and precise planning</li><li>- Network Provider partnerships allow an immediate increase in revenue and views, expediting the growth process</li></ul>	<ul style="list-style-type: none"><li>- Jellysmack leverages its current position in the media industry to expand its channels and along with securing new providers</li><li>- Jellysmack owns years of first-party data with analytics tracking growth, revenue, views, and other vital metrics</li><li>- Jellysmack connects companies, networks, investors, and creators using its platform</li><li>- Jellysmack owns clients licensing allowing for autonomous marketability</li></ul>
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## Supply Chain for FanFuel



### Brief Synopsis of Supply Chart

At the top of the supply chain are the raw inputs for FanFuel. From left to right are the creators who develop original content and apply to FanFuel, Jimi Entertainment providing data analytics and support, key advisors, and capital funding. Below the raw inputs is the FanFuel team who collaborate with creators, legal team who creates standardized investment agreements, financial advisors to guide financial planning, tech team that develops the platform, marketing team to promote FanFuel, and the content management system to store and display these creator profiles. To enable FanFuel's platform are consumers that utilize FanFuel's features to invest in creators, the platform's facilitation



of transactions and payment processing partners to secure investment transactions supporting FanFuel's services is customer service.

### **Full Analysis of Supply Chain**

The core of FanFuel's supply chain involves Jimi Entertainment, FanFuel's subsidiary company. They not only provide the financial backing and investment for FanFuel's development, but also provide valuable experience within the content creation industry. Jimi Entertainment, as its subsidiary company, is willing to fully back the FanFuel endeavor until it reaches its breakeven point. Jimi's experience with talented content creators and close relationships with big names like Epic Games and Corsair will allow a broad range of networks that FanFuel will have available. James Wang, founder and CEO of Jimi Entertainment, will serve as a critical factor in Fanfuel's supply chain, providing valuable insight from his success on YouTube. Chief Financial Officer Larry Xie, with his previous work experiences and relevant coursework, will be essential to the financial management, cash flow management and checking the financial reports for FanFuel. Rishab Mohandoss, Chief Technology Officer, will oversee the technological aspects developing ideas for products and services, researching new technologies and reporting back to the other executives. The culmination of the three executives will be crucial to FanFuel.

The initial content creators that join FanFuel as its first trade options will be crucial in providing valuable feedback that the executive team will consider before releasing FanFuel to the general public. Considering the success of these content creators and their plans for the future, the FanFuel team has the experience and can provide the advice they know will lead to success.

Partnering with Jimi Entertainment, FanFuel intends to offer selected creators resources such as data analytics, editing, and coaching. The financial advisors determined by the FanFuel executive team will also serve a crucial component in the founding of FanFuel. The FanFuel platform runs solely on the finances of individuals both in the public and for content creators, which creates a need for financial dependency and reliability. Creators will initially submit their work for review and criteria will be assessed to be eligible on the platform.

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### **Full Analysis of Supply Chain**

The FanFuel team will then collaborate with these creators to develop crowdfunding campaigns. The advisor team will guide FanFuel, through its collected data and monthly revenue, to make the right decisions on tough roadblocks, ultimately leading to FanFuel's success. To fuel platform development, marketing and initiatives, FanFuel will secure seed funding from investors with more funding rounds anticipated. All of these contributing factors and contributing individuals serve as a raw input to the bigger picture, which is a successful release of FanFuel to the public.



### **Full Analysis of Supply Chain (cont.)**

The platform will require many teams to maintain and consistently update FanFuel. Whether it'd be for security or purely user interface updates, FanFuel will need its technological team and its expertise to allow for the smooth operation of all of FanFuel's features. A user-friendly interface can increase website conversion and interaction rate by over 200% ([divami](#)). The technological team will also provide valuable insight into the ever-changing world of AI and technological advances that they believe can increase FanFuel's revenue stream or provide a more user-friendly site to attract more investors and young content creators. FanFuel is also looking into using AI to track current channel metrics and compare them with similar creators. From there the development team will work using the AI to develop growth strategies personalized for each creator. Currently, 35% of businesses have incorporated some use of AI to streamline their process ([authorityhacker](#)). FanFuel plans to use AI to streamline its customer service, management, data analytics, and development. Considering the plan for future updates and features as explained in the feasibility analysis, greater work and detail will need to be put into the web development team. To store and display creator profiles, campaign details, investor dashboards, costs will range from \$10,000 to \$100,000. FanFuel's legal team will further provide insight into the business law side of the platform. Considering FanFuel relies on legality and copyrights, the legal team will need to be on top of governmental regulations. The legal team will work with FanFuel to develop clear terms and structures to ensure legal compliance and protect creators and investors. The legal team will be essential in ensuring that those who end up losing money off of their investment are unable to sue FanFuel for its losses. As FanFuel is developing in an emerging industry, FanFuel's legal team is responsible for making FanFuel perform all due diligence before making any legal decisions. FanFuel will offer registered investment advisors to provide creators with financial planning with fees ranging from 1-2% of assets under management. FanFuel's social media team further serves to expand FanFuel. Since social media is as big as ever with over 5 billion users daily, FanFuel will use social media as a form of advertisement platform or marketing platform to expand its client and consumer base ([datareportal](#)).



### **Full Analysis of Supply Chain (cont.)**

29% of individuals are willing to invest and financially support their favorite content creators because they feel inspired by them ([wpbeginner](#)), meaning there is a large demand for services like FanFuel. Ultimately, investors will utilize FanFuel's data-driven insights and encompass creator performance data, demographics, and potential return forecasts to make investment decisions. FanFuel is likely to integrate with secure payment processing partners such as Stripe or PayPal who charge transaction fees (e.g. 2.9% + \$0.30 per transaction for Stripe). Using a trusted Investor dashboards will provide real time data and updates on campaign progress, investment performance and community activity. Studies also suggest using a trusted brand to manage payments can increase our credibility by up to 70% ([evolveglobalmarketing](#)). In addition, FanFuel will offer dedicated 24/7 online chat and support and email support systems for both creators and investors to address questions and build trust. By consistently updating its features and initiatives, the community will grow.



# Wireframe



Cash

7,760,000 Subscribers  
335,342 Followers  
2,450,000 Followers

Hey guys! My name is Cash and I post Minecraft videos. I am trying to hire a new editor to post more better quality videos.  
[See More >](#)

Nico

3,550,000 Subscribers  
112,848 Followers  
1,260,000 Followers

Hey guys! My name is Nico and I post gaming videos. I am trying to buy new games so I can expand my audience.  
[See More >](#)

D4VD

1,200,000 Subscribers  
626,077 Followers  
762,000 Followers

Hey guys! My name is D4VD and I make music. I am raising money for a new studio so I can increase my production rate.  
[See More >](#)

Bankroll Hayden

535,000 Subscribers  
1,793,742 Followers  
4,830,000 Followers

Hey guys! I'm Gold Certified Singer Bankroll Hayden. I am raising money to get more features on my new album.  
[See More >](#)

Gaming Creators

# Cash

7,760,000 subscribers | 335,342 Followers | 2,450,000 Followers

+43%

Hey, I'm Cash, your Minecraft guru on YouTube, Instagram, and TikTok. With 7,760,000 YouTube subscribers, 335,342 Instagram followers, and 2,450,000 TikTok fans, I've built a solid online presence. Over the past year, my channels have seen steady growth: YouTube up 30%, Instagram up 40%, and TikTok up 25%. But I'm ready for the next step. I'm seeking investors to help me hire a dedicated editor. With their support, I aim to double my video output and improve content quality. By projecting a 50% increase in YouTube subscribers, a 60% boost in Instagram followers, and a 75% surge in TikTok fans within the next year, I'm confident we can achieve substantial growth together. Join me in shaping the future of Minecraft content creation.

\$76,430 / \$100,000 | 4641 Investors





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## **Wireframe Walkthrough**

FanFuel's homepage will be similar to other crowdfunding websites. The website includes buttons on the top for the user to toggle through the niche. This allows the investor to easily find upcoming creators based on genre. Sort options will be provided for the investor to search for high to low on most prevalent creators, most invested creators, least invested creators, and highest FanFuel score. Each creator will have their profile picture that they will upload. Underneath will be their name, and their live following count. Each social media platform can be swapped for the one the creator is most prevalent on. For example if a creator has a large following on Twitch, they would be able to replace their Instagram follower count with their Twitch subscriber count. Followers will be updated using Livecounts.io. Underneath their follower count will be a short description the creator will upload. If the investor is interested in the creator they can click anywhere on the profile to bring a more detailed view of the creator.

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## **Detailed Description**

On the top left, there will be an enlarged profile picture of the creator. They will have the option to upload any media here such as short videos or GIFs. To the right will be their name and follower counts. To the right will be the creator's FanFuel score. FanFuel scores range from values of -100 to 100. This is algorithmically based on accumulated data that shows their likelihood to grow. Below will be a longer description of the creator they will upload. This will allow creators to convince investors to buy equity within them. Below will be the statistics of each of their channels, growth rates, and earnings.



# Industry Analysis



## **Macro Environment**

### **1. Economic**

The current economic scene in the United States and the world provides various advantages and disadvantages to introducing FanFuel. To begin, the exponential growth of users on various social media platforms indicates that there is a growing consumer base in the media market. In 2020, there were just under four billion total users across all social media platforms, a number that has since jumped to over five billion ([backlinko.com](https://backlinko.com)). This 125% increase in total users since 2020 provides a promising outlook for social media and entertainment companies, expanding the consumer and client base. As Generation Z begins to mature and enter social media, this number is bound to grow further. More generally in the United States, there has been strong average social media spending growth across the last four years as well, averaging about 10% increases per year ([backlinko.com](https://backlinko.com)). Overall GDP growth in 2023 also shows a rebound since a heavy economic downturn following the coronavirus outbreak in 2020. At 3.2% growth in the fourth quarter of 2023, the United States economy is looking healthy and projected to grow even more ([bea.gov](https://bea.gov)). Generally, with a growing and healthy economy, total consumer and government spending increases, allowing small startups and entrepreneurs to pursue new interests and endeavors. FanFuel can be considered one of them. Resulting from the coronavirus outbreak, interest rates and inflation have skyrocketed to 9% and 8%, respectively ([usinflationcalculator.com](https://usinflationcalculator.com)). However, the economy has leveled out to under 3.4% inflation and 5.5% interest, per Jerome Powell and the Federal Reserve. The general growth in the economy will provide FanFuel with a wide consumer base that is willing to spend and invest in a young, but exponentially growing industry of social media and entertainment.

### **2. Sociocultural**

Throughout the last decade, there has been large excitement along with skepticism revolving around new means of investing. The explosion of cryptocurrencies paired with the adoption of blockchain networks has helped cement digital investments as a viable path for the future. Current estimates for online investments are “projected to grow from USD 9.94 Billion in 2023 to USD 15.34 Billion by 2030”([Fortune Business Insights](https://fortune.com)). Since the pandemic, the perception of alternative investments has also dramatically increased. “Alternative investments totaled \$13 trillion in assets in 2021, according to the market research firm Preqin. The total dollar value in these classes has more than doubled between 2015-2021 and is forecast to reach \$23 trillion by 2026”([WealthManagement](https://www.wealthmanagement.com)). The crash of the Non-Fungible Token (NFT) market in 2022 heavily impacted the public's perception of unconventional digital investments. When discussing the burst of the NFT bubble, experts say “This shift in economic priorities was particularly pronounced given the speculative nature of NFTs. During economic prosperity or stability, speculative investments like NFTs can attract significant interest and investment.



## 2. Sociocultural (continued)

However, in times of financial uncertainty, such as rising living costs and inflation, the risk appetite tightens. Investors and consumers tend to prioritize stability and security in their investments, avoiding volatile markets"([Forbes](#)). Because of this FanFuel will focus on the long-term attainment of creators and investors.

## 3. Legal

As per FINRA's regulations, "A crowdfunding intermediary must register with the Securities and Exchange Commission (SEC) as a broker or as a funding portal and become a member of a national securities association (FINRA). The following crowdfunding intermediaries are registered with the SEC as funding portals and are funding portal members of FINRA" ([FINRA](#)). This will initially be difficult for FanFuel as our permissions are at FINRA's discretion. Initially, FINRA makes an applicant file with the firm's name and then files our request with the SEC. After completing an entitlement form, FINRA requires the owner's fingerprints along with an application fee for the process. Finally, this allows the user to begin their request for a funding portal. This process ensures that FanFuel will be closely regulated by both the SEC and FINRA. Even as a legal funding portal, FanFuel will face many restrictions. Unless officially filed as a brokerage, FanFuel will lack the ability to "Offer investment advice or recommendations, solicit purchases, sales or offers to buy the securities displayed on its platform, compensate employees, agents, or other persons for such solicitation or based on the sale of securities displayed or referenced on its platform, hold, manage, possess, or handle investor funds or securities" ([SEC](#)). This will also be a time-consuming process as the SEC states "A funding portal's registration becomes effective on the later of (1) 30 calendar days after the date that the registration is received by the Commission; or (2) the date the funding portal is approved for membership in a national securities association registered under Section 15A of the Exchange Act"([SEC](#)). FanFuel will disclose all potential risks associated with a required signed user agreement. FanFuel will not allow anyone to open an account before the user agreement is signed.

## 4. Technical

Around the globe, social media is growing with no signs of stopping. Powerhouse TikTok and CEO Shou Chew have further solidified their foothold in the United States following its congressional hearing in March of 2023. Its "win" in Congress proves that no governmental regulations can halt the exponential growth of social media. As social media grows, so will social media advertising and marketing spending. It is estimated that advertisement spending will grow at 3.86% in 2024, reaching a total market cap of \$255.8 billion by the year's end ([Statista](#)). This projection proves a positive and healthy industry well above the bottom line...

#### 4. Technical (continued)

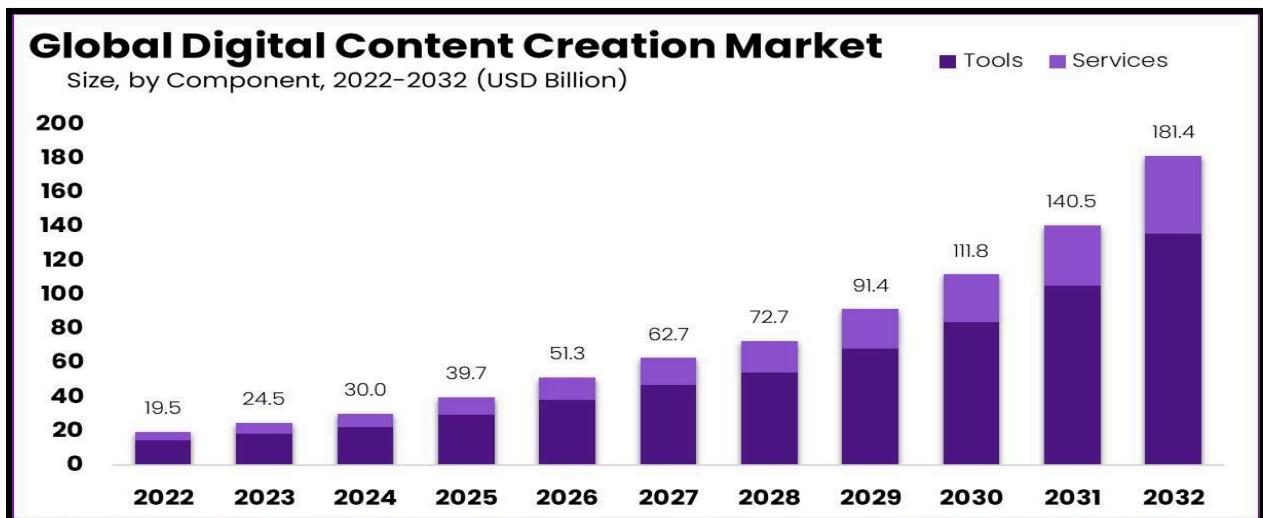
of growth. With its growth, the social media and social media marketing market shows a promising future filled with a downpour of spending for both content creators and social media consumers.

### Micro Environment

#### 1. Suppliers

FanFuel will incorporate various aspects of different teams of suppliers, consisting of the teams from Jimi Entertainment, as well as various web developers and computer programmers that will develop FanFuel's foundation. As a website and company targeting the general public to invest through FanFuel's program, the website design must be attractive and enticing, which is why the web development team will be crucial in the success of FanFuel. It also "sets the first impression," which will undoubtedly increase our website's traffic ([webfx.com](http://webfx.com)). The job market for these high-skilled individuals is increasing, though slow, and is expected to reach a peak of over \$550 million in total size ([colorlib.com](http://colorlib.com)). Though the growth is slow and steady, the fact that it is growing at a constant 2-3% rate is a positive sign. The most significant contributors to FanFuel's early and later success will be the Jimi Entertainment team. With the help of its CEO, James Wang, who has extensive experience in the content creation industry as well as experience in the marketing and advertising industry, FanFuel will have experienced supervisors and key advisors. Jimi Entertainment's development team will also contribute and provide crucial advice to FanFuel.

#### 2. Customers





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## 2. Customers (continued)

### Figure 1 - Global News Wire

FanFuel targets new content creators who don't have the financial or experiential backing to be successful, especially in an industry dominated by the top 1% of creators. On average, only 46.7% of content creators can survive off of doing content creation ([wpbeginner.com](http://wpbeginner.com)). Further, it takes years to build the viewer base that some of the top creators have, and to get to that point, takes significant time and money. As the graph above provided by Global News Wire reveals, there is expected to be exponential growth in the amount of content creators joining the market. People who choose to pursue content creation in any part will find difficulties in many areas, but FanFuel seeks to revolve around the big ones. By 2032, there are expected to be around 181.4 billion content creators across all forms of social media. This exponential growth will bring a greater demand for marketing and advertising services, further expanding the consumer base for FanFuel and its services.

## 3. Equipment

While FanFuel will be based online the equipment needed to manage the data will be in-house. Along with physical storage, we will also need a cloud database to store confidential information such as usernames, passwords, and bank account information. To handle the high data usage the executive team will need computers with high RAM and computing capabilities. Tech experts recommend the Dell XPS Desktop saying "When it comes to performance, the XPS line remains top of its class, whether you need something for office and casual use or creative workloads" ([TechRadar](#)). Apart from this FanFuel will use virtual private networks to maintain anonymity and prevent data leaks. FanFuel will use Perimeter 81 as it is rated "the best Business VPN" ([TechRadar](#)). FanFuel will not require any in-house service for equipment as the majority of development will be outsourced.

## 4. Financiers

An important consideration for FanFuel's development will be investment capital. Though FanFuel is mostly an online service rather than a physical product, the research and development of FanFuel will be costly. The majority of FanFuel's initial capital and investment will come from Jimi Entertainment. However, FanFuel will also seek investment from some of its early content creator contributors such as Preston Arsement, as mentioned in the Management Team Plan. These contributors will not only provide valuable advice on the content creation market and insight into behind-the-scenes requirements but also with an initial investment that will go to fund the salaries of the web developers and computer programmers who provide their services in developing the website for FanFuel.



## 5. Public Perception

The general public has long been skeptical of social media platforms, believing that they are sources to spread propaganda or bad influences on children. Further, Generation X believes that content creation as a general career is not lucrative enough to sustain a life and a career, forcing many of their children to not seek content creation as a job or even a hobby. 58% of people, according to a Baltimore Times study, believe that content creation as a job should be taken as seriously as a regular job, but the public perception of the field says otherwise ([baltimoretimes-online.com](http://baltimoretimes-online.com)). However, the 58% majority are willing to invest in content creation and the future provides a wide enough consumer base that will boost FanFuel's initial launch. These people will be enticed by FanFuel's unique selling proposition and spread by word of mouth on FanFuel's platform.



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## Competitive Set

### Sector and Industry

- **Classification:** Two Industries and Sectors
  - **Sector:** Communications Services
  - **Industry:** Interactive Entertainment and Media
  - **Sector:** Financial Services
  - **Industry:** Capital Markets

### Size of the Industry

- Capital Markets

The capital markets industry is an ecosystem that facilitates the flow of funds between investors and entities that seek capital. By 2028, the industry is predicted to be valued at 4.2 trillion ([Grand View Research](#)). A trend within capital markets is the rise of Fintech with companies coming up with more innovative solutions like online investment.

- Projected Sales and Projected Growth in the Industry

FanFuel is involved with two industries. The growth in its first industry, capital markets, was 30% in the last year ([goldmansachs.com](#)). Considering the expected growth in an industry is considered healthy at around 5%, the capital markets industry shows clear signs of growth and health. The interactive entertainment and media industry shows slower growth at only 2.8% in the last year. Despite this low number, there still remains growth, indicating a healthy market ([vault.com](#)).

- Economic Trends that Impact the Industry

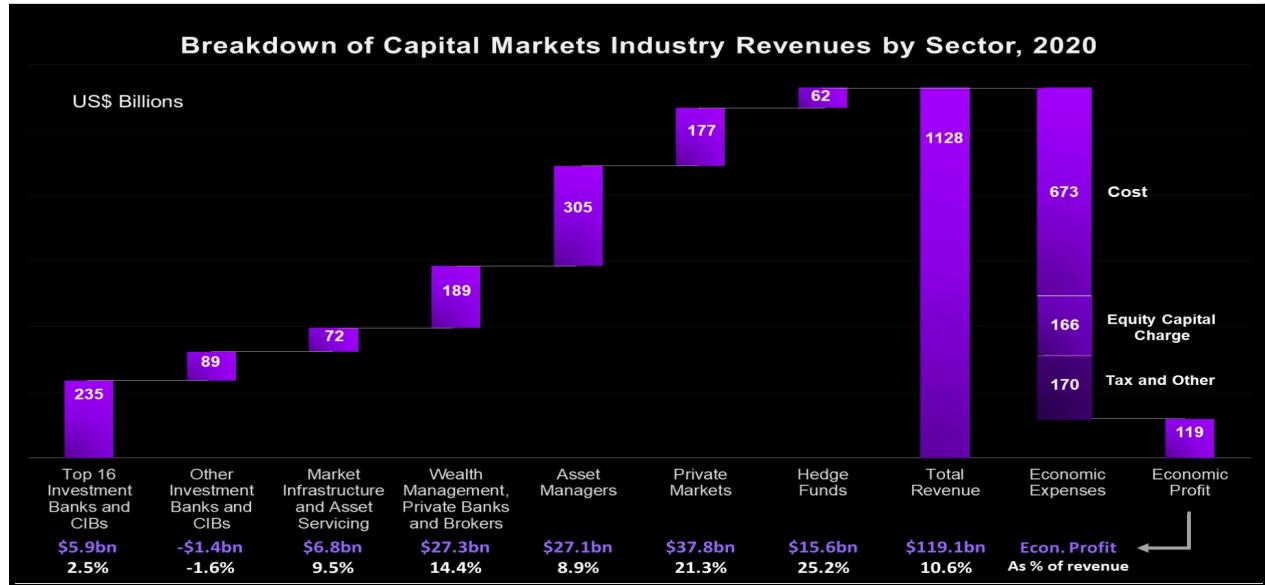


Figure: [Accenture](#)

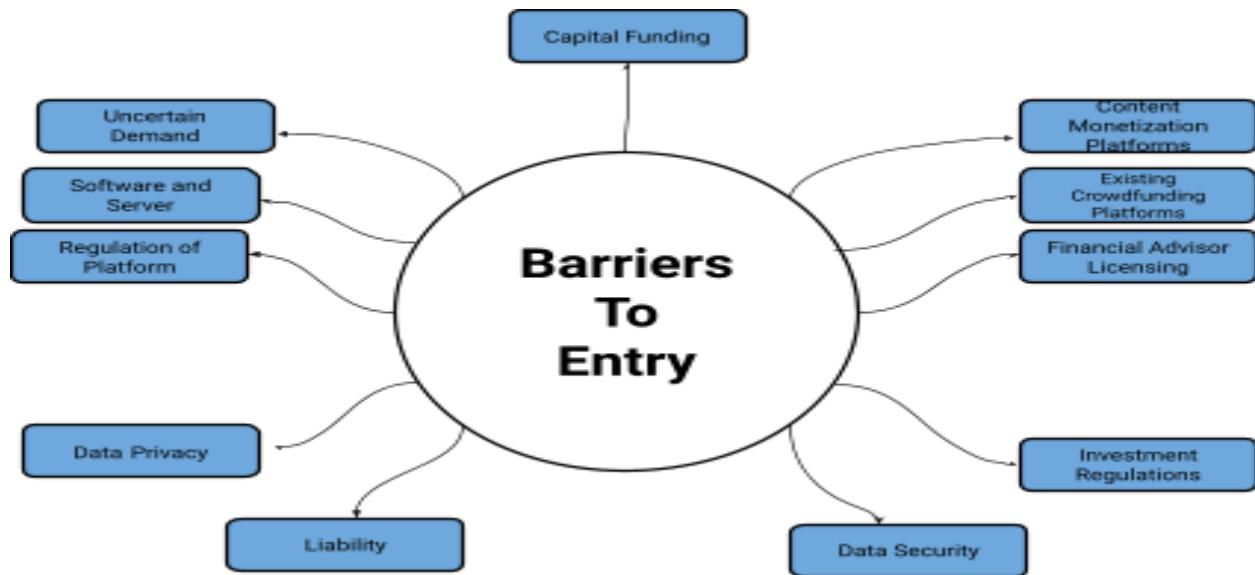
Some trends that impact the Capital Markets industry are rising GDP, lower unemployment, and easing inflation levels. Rising GDP indicates a strong economy in which consumers are willing to invest more of their disposable incomes. Economists concluded, "stronger economic growth tends to translate into higher corporate profits and investor risk appetite, it is positively correlated with share prices. Conversely, stronger GDP growth can hurt fixed-income investments, like bonds, by making their returns less attractive on a relative basis" ([Investopedia](#)). While unemployment and rate of investments have an inverse relationship, this can be a disadvantage for FanFuel. As seen in figure 2 unemployment and the S&P 500 have had an inverse relationship for many years. This increase in stock market performance increases the opportunity cost of investing in alternative investments. However, the easing inflation levels lead to consumers having more disposable income. With this surplus they are more likely to consider alternative investments along with traditional ones.

- Long-Term Industry Outlook

As mentioned previously, there have been signs of great growth in the past for both the interactive entertainment and media industry and the capital markets industry. Therefore, it can be concluded that there will be more growth in the coming years as well. As technology and AI take over the world and become more and more assimilated to everyday life, it is without a doubt that there will be exponentially more users on social media platforms. These people may very well become content creators themselves, but if not, may be susceptible to investing into content creators and creators whose content they enjoy. As social media takes control of the world, the market for entertainment will undoubtedly grow as well, providing a strong outlook for the industry.

## Barriers to Entry

Economic	Legal and Political	Regulatory	Competitive
Capital Funding	Regulation of Platform	Data Security	Existing Crowdfunding Platforms
Uncertain Market Demand	Data Privacy	Financial Advisor Licensing	Establish Social Media Platforms
Software and Server	Liability	Investment Regulations	Content Monetization Platforms



## Economic

### **Capital Funding**

Developing a usable content creator crowdfunding platform that is capable of handling hundreds of thousands of financial transactions will require the use of website developers along with a support staff monitoring the website status.

This will also require data scientists who can use the website's metrics to plan out future changes that can be done to improve the website. This has the potential to cost upwards of one million dollars. While FanFuel is using Jimi Entertainment for its initial marketing, brand deals with creators will also be necessary. This can add tens of thousands of dollars additionally to the cost.



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## Software and System

Building the software via a protected server will be an expensive expense for FanFuel. Initial hardware used to manage the website can cost upwards of ten thousand dollars. Additionally, outsourcing management costs, maintenance, and revisions can cost hundreds of thousands. Because we will be receiving financial transactions connected to personal bank accounts, safety will be a top priority. This will exponentially increase costs as we are limited in the number of companies we can outsource work to.

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## Legal and Political

### Liability

As an investment platform, FanFuel faces many barriers to entering the highly regulated industry. Year after year, upcoming investment endeavors fall short due to constant legal battles that end in large settlements for the consumer. FanFuel has plans to reduce the risk of such a thing happening. To combat this, FanFuel plans to implement a detailed and long registration process as well as a necessary Terms and Conditions contract that must be fully read and signed before entering into the FanFuel platform. FanFuel will also make use of click-wrap agreements to consistently update customers of any changes to their contract or changes to the platform. As stated in the Management Team Plan, FanFuel will also utilize a strong and experienced legal team to ensure that the risk of litigation is low and to ensure smooth operations on the online platform that is FanFuel.

### Data Privacy

To be seen as a dominating player in the digital investment market, FanFuel will need to be seen as a trusted and stable platform. Because of the highly confidential nature of investing, we will require personal information such as Social Security numbers, government names, and bank account information. Unlike other platforms, it will be very difficult for FanFuel to receive FDIC approval, especially at such a young stage in development. Ensuring consumer trust will take multiple years of stable performance as well as the cooperation of content creators. This will cost hundreds of thousands of dollars but is vital for FanFuel's long-term success.

### Regulatory

#### Investment Regulations

- To possible investors, the idea of starting an investment platform may seem suspicious, however, in accordance with the SEC and FINRA, FanFuel operates smoothly and without government interference. Prior to FanFuel's release to the public, the legal team will deal with all the regulations and ensure all are met before wide release. According to the Investment Company Act of 1940, all



companies dealing with funds from investment must have financial conditions and investment policies, which FanFuel will agree to do for each of its content creators ([sec.gov](#)). FanFuel will further reinforce the concept of releasing investment objectives to ensure investors into such content creators understand the financial situation of each content creator.

### Financial Advisor Licensing

- While investing in content creators is a new venture, crowdfunding is still heavily regulated. To ensure complete liability, FanFuel is committed to following all regulations set by the SEC and FINRA. Additionally before providing any information related to investments, we assure all FanFuel representatives are Certified Financial Planners (CFP) and Chartered Financial Analysts (CFA). FanFuel will set these qualifications as a prerequisite for any oncoming financial representatives along with providing individual courses on digital investments. FanFuel plans to ensure reliable information with limited liability by ensuring the certifications of its team.

### **Competitive**

- Existing Crowdfunding Platforms

The current digital investing market is dominated by giants such as Robinhood, E\*Trade, and Coinbase. Their success comes from their FDIC backed guarantees, strong reputations, and with their unique features giving each platform a competitive edge. Current leading crowdfunding platforms have also developed a stable reputation along with varied commission rates. Because of the relatively low price to create a website, recently there has been an increase in crowdfunding platforms. Therefore, entering the industry needs a unique point to compensate for the lack of brand reputation.

- Content Monetization Platforms

The content creation landscape continues to evolve and there will be more platforms offering more innovative solutions for creators to monetize their content. FanFuel needs to adapt to changing market conditions to remain competitive.

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## Competition

	Direct Competition	Indirect Competition
Sector (Financial Services)	<b>Creator Fund</b>	<b>Ko-fi</b>
Local	<b>BiggerFish Marketing</b>	<b>Solaya Media</b>

- Creator Fund

Creator Fund focuses on funding for creators, primarily investing pre-seed and seed capital into creators where they take an equity stake in exchange for funding. Creator fund takes on a venture capital approach to early-stage content creators. FanFuel takes a more decentralized approach by utilizing a crowdfunding platform where many investors, including fans, can help creators raise capital. Additionally, FanFuel fosters a community of creators and investors that can engage beyond financial transactions. In addition, FanFuel leverages data to provide creators with growth strategies to maximize their potential on social media.

- Ko-fi

Ko-fi is a popular platform that allows creators to receive financial support from their fans. Creators can accept one-time donations, recurring membership fees, or sell digital goods. However, Ko-fi focuses on individual contributions and can limit the amount of funding for bigger projects and larger goals. FanFuel has a wider pool of potential investors and offers investors equity which allows creators to access more funding. Beyond fundraising, FanFuel assists creators in financial management with their ability to track expenses, manage taxes, and make better financial decisions.

- BiggerFish Marketing

Biggerfish marketing is a digital marketing agency that helps businesses grow their online presence. They offer search engine optimization, social media marketing, pay-per-click advertising, and web design. While these services may be valuable, this is more of a general approach whereas FanFuel, with Jimi Entertainment's backing, provides creators with BiggerFish's services and more. FanFuel, as a global platform, will have global reach to connect creators and investors across boundaries which would surpass what a local marketing agency can achieve. In addition, FanFuel will offer tailored resources for creators such as tools for audience engagement, community building, advertisements, and content monetization strategies.

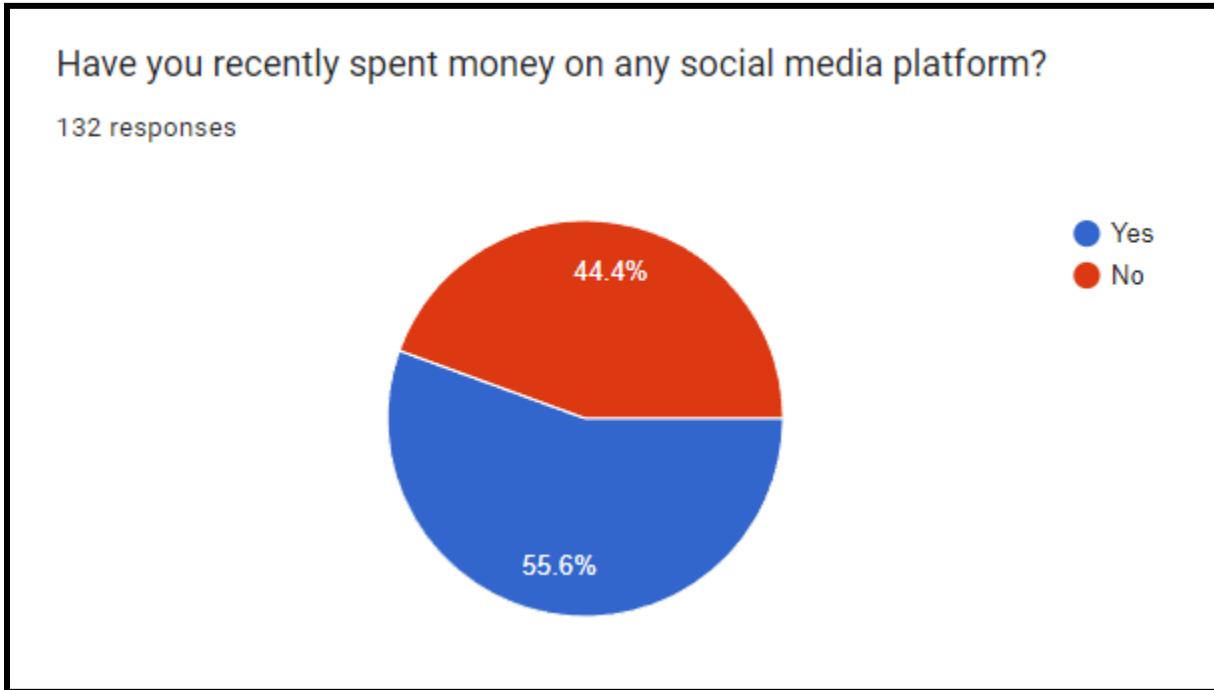


- Solaya Media

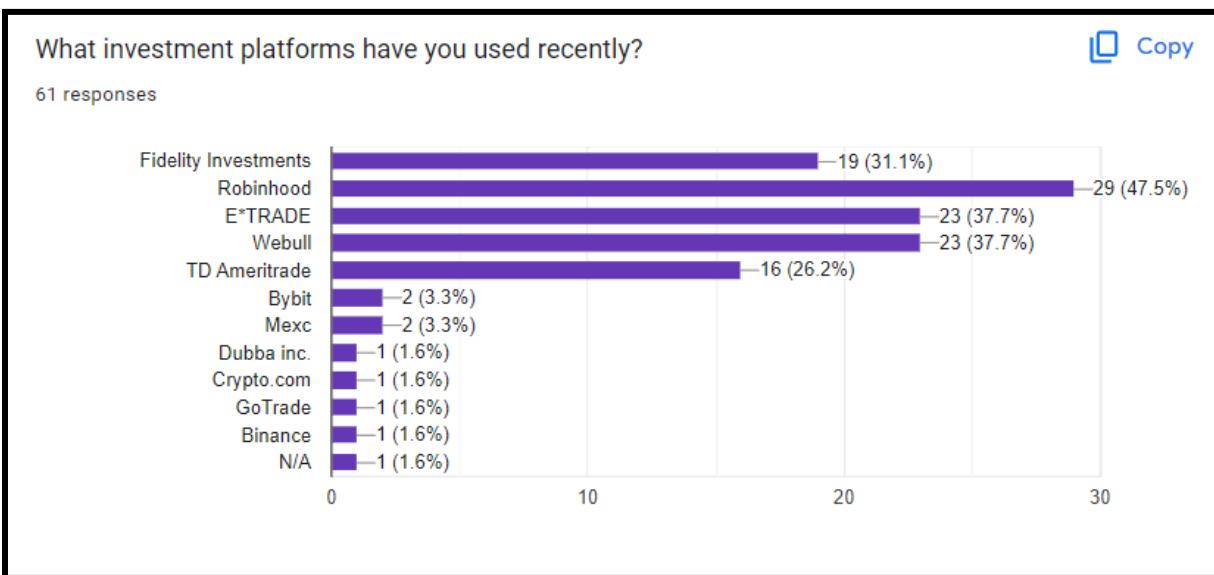
Solaya Media is a creative agency offering services like video production, graphic design, and social media management. FanFuels offers more beyond media services such as a platform for fundraising, community building, content creation services, and financial tools. This eliminates the need for content creators to rely on multiple service providers. In addition, FanFuel has the feature for investors to invest in creators to secure funding and expand their creative capabilities.



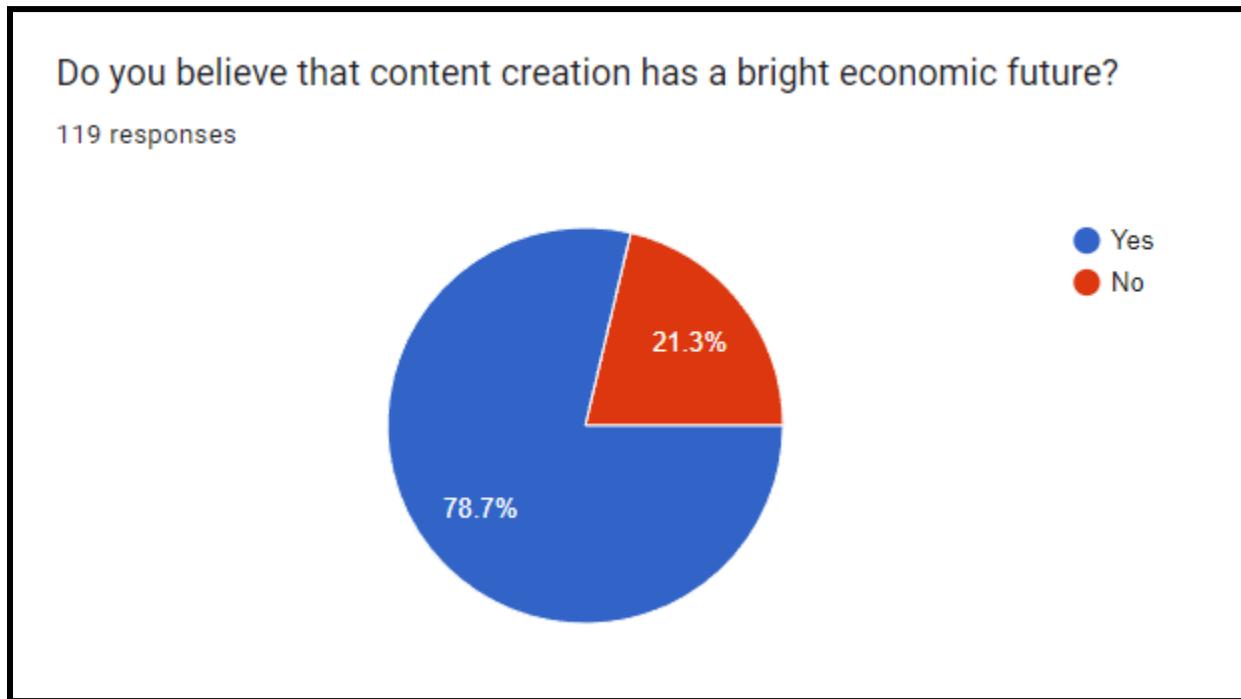
# **Market Analysis**



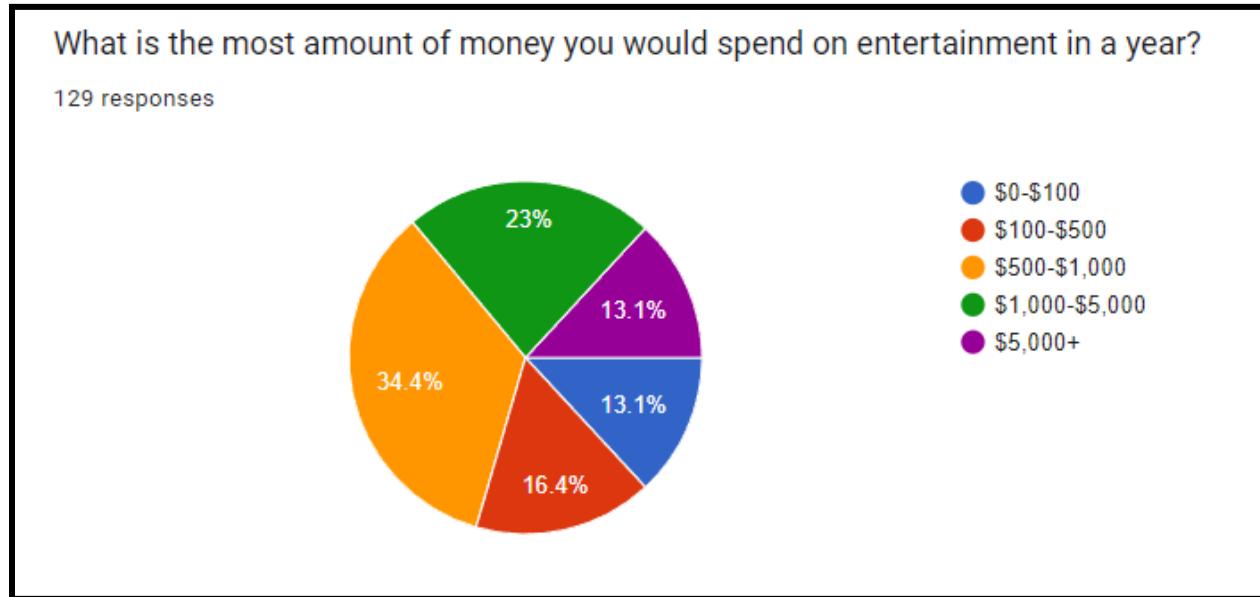
Out of 132 respondents, over half the respondents (55.6%) said they have recently spent money on a social media platform while slightly under half (44.4%) of respondents said they have not. While this data doesn't directly measure interest in creator investments, a significant amount of respondents actually do spend money on social media platforms which could also convert to investments on FanFuel's platform.



This data shows a variety of investment platforms used by respondents. Not a single platform holds a majority of the investor population. FanFuel could market the platform and highlight the investment opportunities it provides.



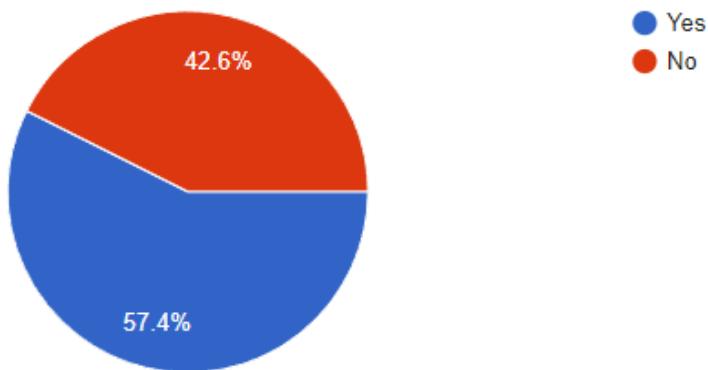
From the chart, it is evident that there is a strong belief in the future of content creation with nearly 80% of the respondents saying that it has a bright future. FanFuel's platform is built on empowering creators, funding them, and providing them with the resources to be successful so FanFuel could capitalize on the attention and belief the creator economy has.



From the data, a significant portion of respondents are very likely to spend a considerable amount on entertainment every year. With over 70.5% of respondents willing to spend over \$500 a year on entertainment, it suggests a potential audience who values their entertainment experiences could be interested in investing in creators who provide them with value. FanFuel could showcase creators who produce very high-quality content and attract investors who see the value of entertainment.

Have you ever funded a business endeavor through startup investment sites?

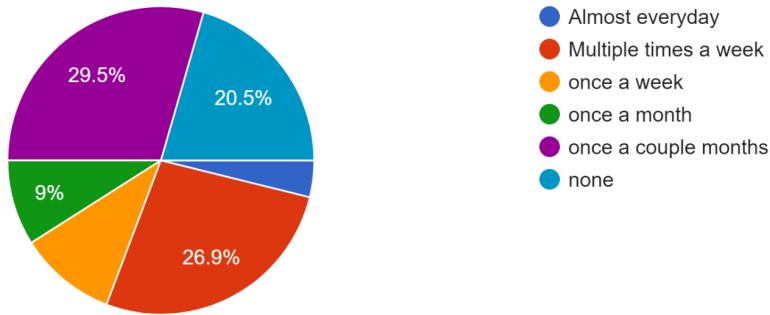
122 responses



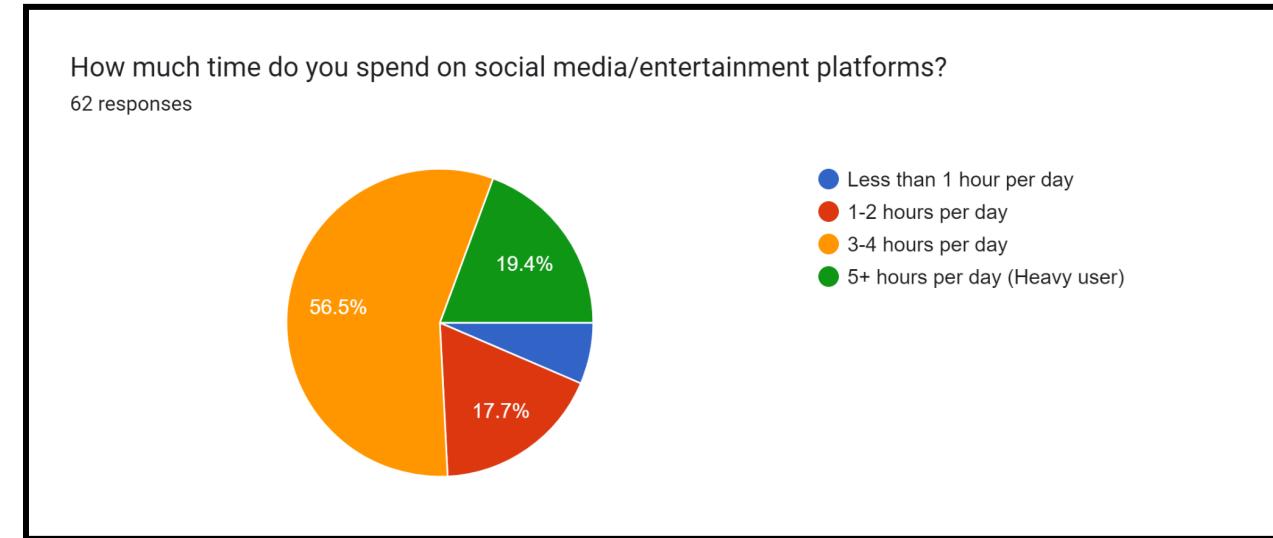
The chart shows the 42.6% of respondents have not funded a business endeavor through startup investment sites while 57.4% have. The surveyed portion of investors is already familiar with startup investment sites and this aligns with FanFuel's target audience.

How frequently have you visited startup investment sites in the past 6 months (Kickstarter, GoFundMe, etc)?

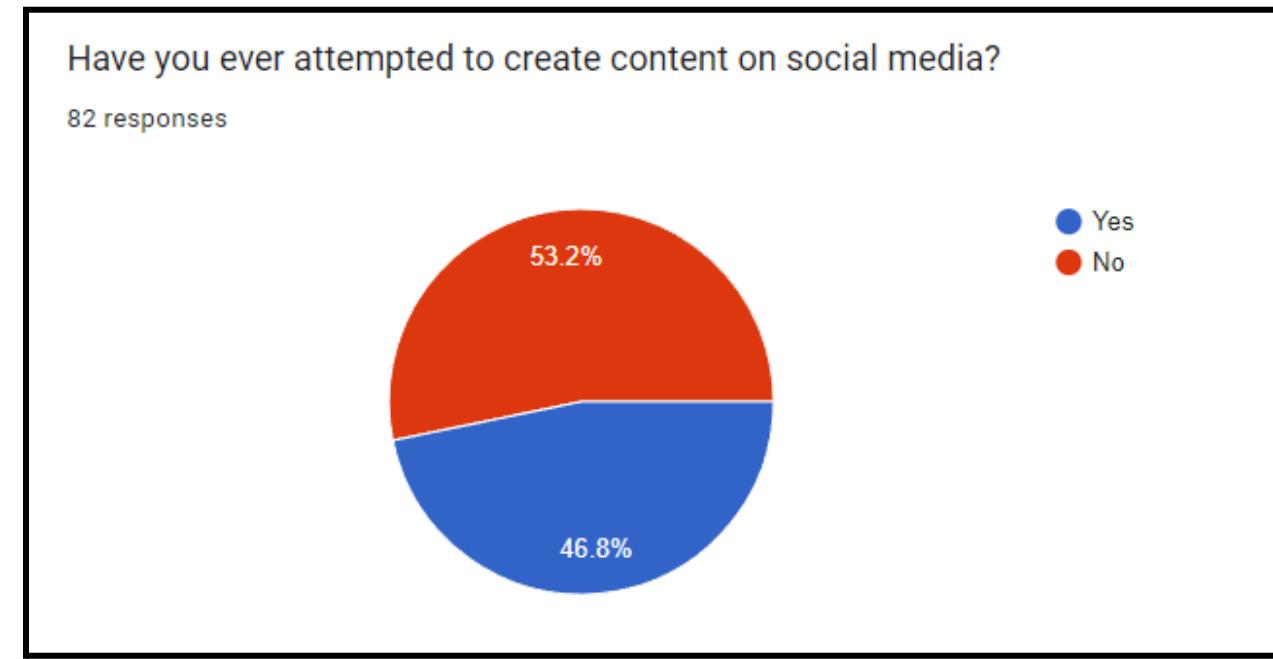
78 responses



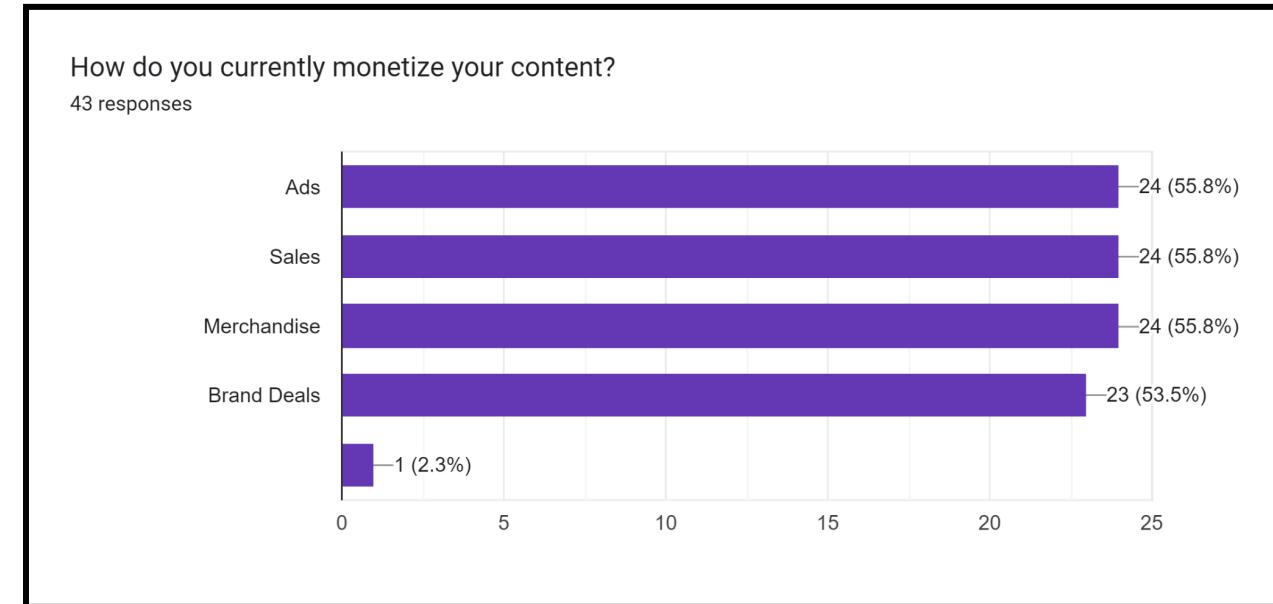
The chart shows that respondents do not often visit startup investment sites however the large majority are familiar with these sites. This could be a potential user base for FanFuel.



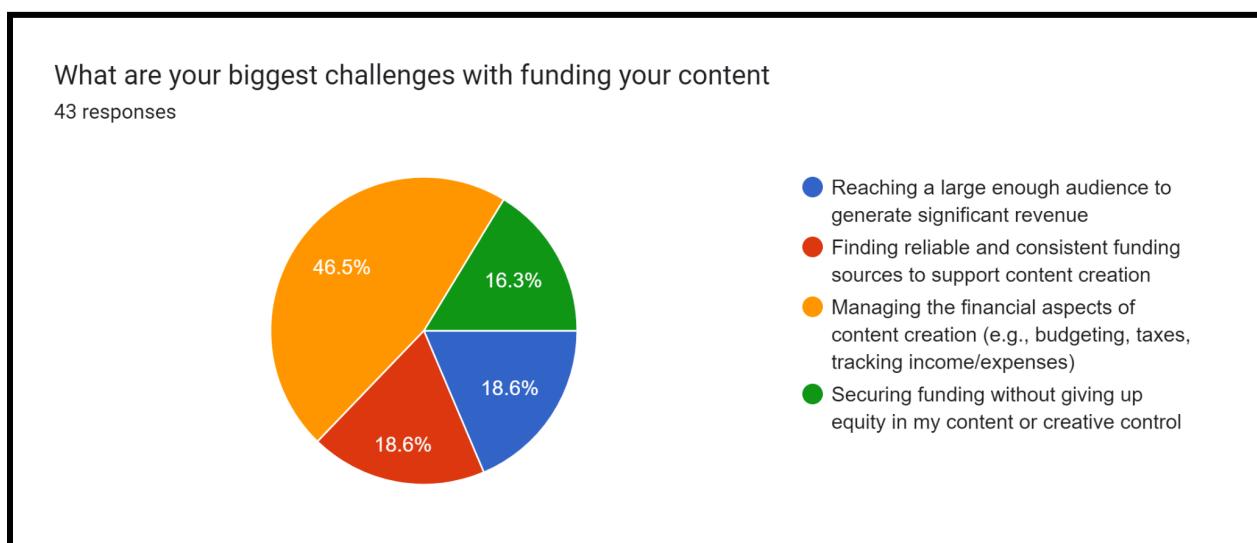
A significant portion of respondents (74.2%) spend over 3 hours per day on social media/entertainment platforms. FanFuel could leverage this by showcasing the platform's ability to help creators and also reach a large audience of potential fans and investors who are actively consuming content with influencer promotion.



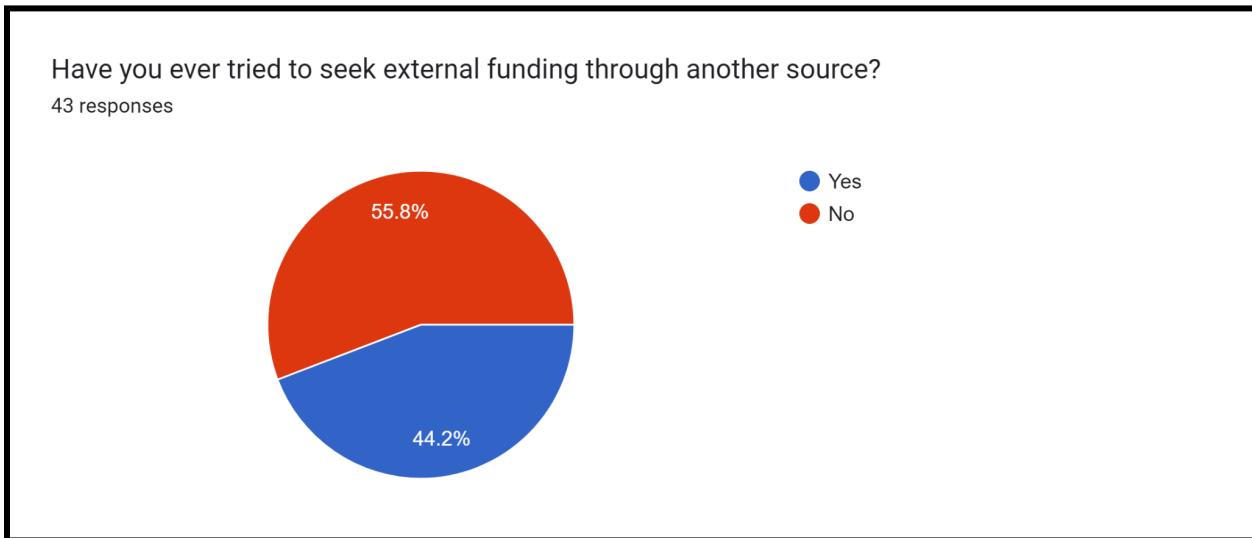
Over half the respondents have attempted to create content on social media. This shows a familiarity with content creation. FanFuel could position itself as a platform that helps aspiring and existing content creators to create content by providing them with the resources to succeed.



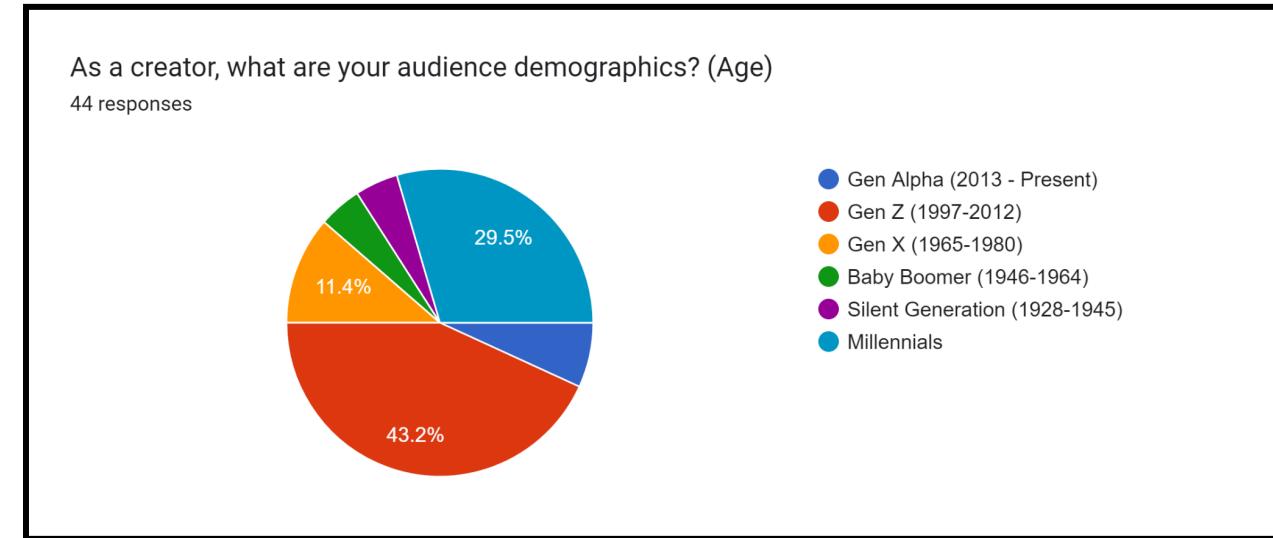
The chart above reveals the percentage and number of people who responded with either ads, sales, merchandise, brand deals, or other, in terms of monetizing their content. It is evident that most people that will end up using the FanFuel platform will be to fund the monetization of their content, or leveling up various features to their content. The graph above charts a roughly equivalent figure for each option, showing that the various ways content creators currently monetize their content is very scattered.



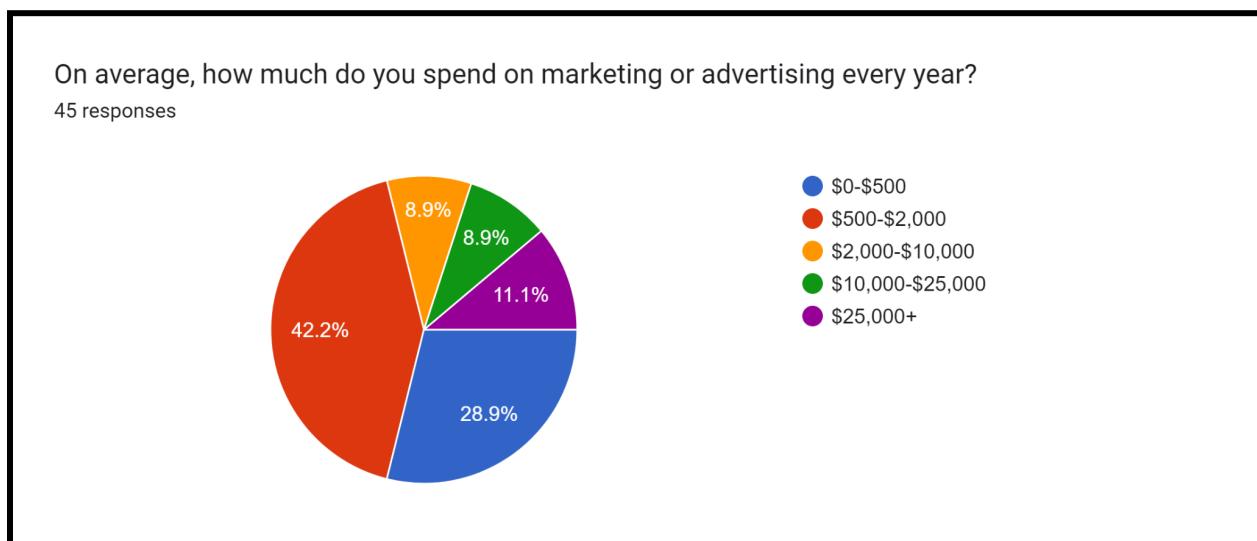
The pie chart shown above highlights the challenges that most content creators face. In terms of these challenges, managing the financial aspects of content creation seems to be the greatest factor in determining whether there are funds to fulfill a creator's needs. These may include fees associated with hiring an accountant, which FanFuel seeks to fulfill through the funding and investing into these content creators.



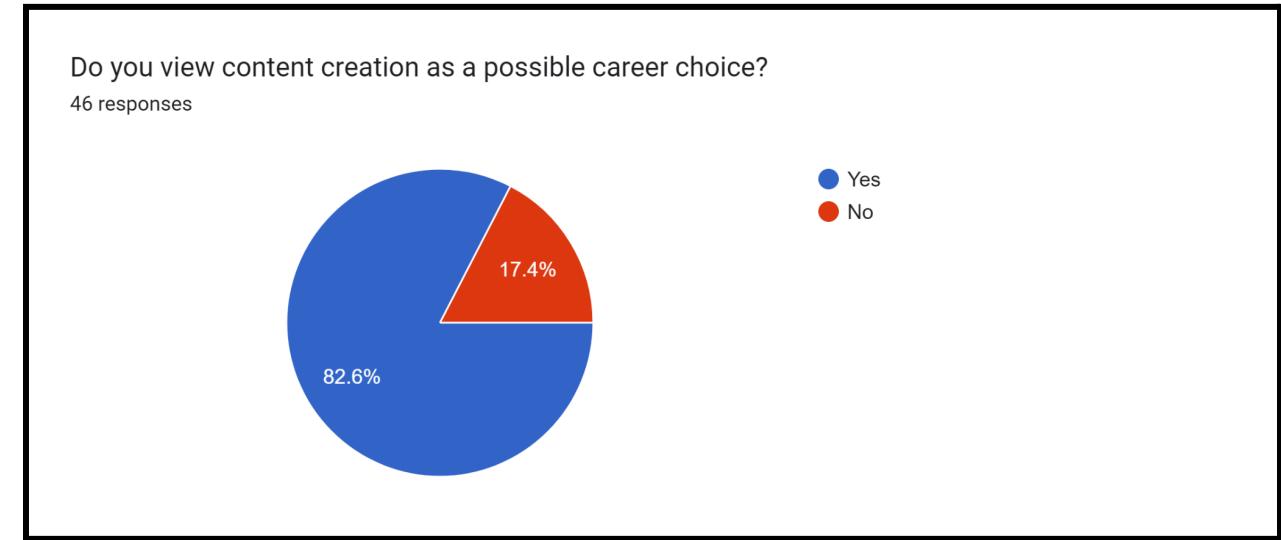
The pie chart shown above graphs answers to a binary question relating to how the content creator receives funding. Whether a content creator needs external funding or not, money plays a big factor in the quality and quantity of content that creators release to the public. FanFuel seeks to mitigate the sometimes lackluster content that young and very bright individuals produce by providing funding through which creators can hire an accountant or purchase new camera equipment. Since the majority of people answered no, it is evident that most content creators are able to fund their own journeys without seeking financial assistance from external sources.



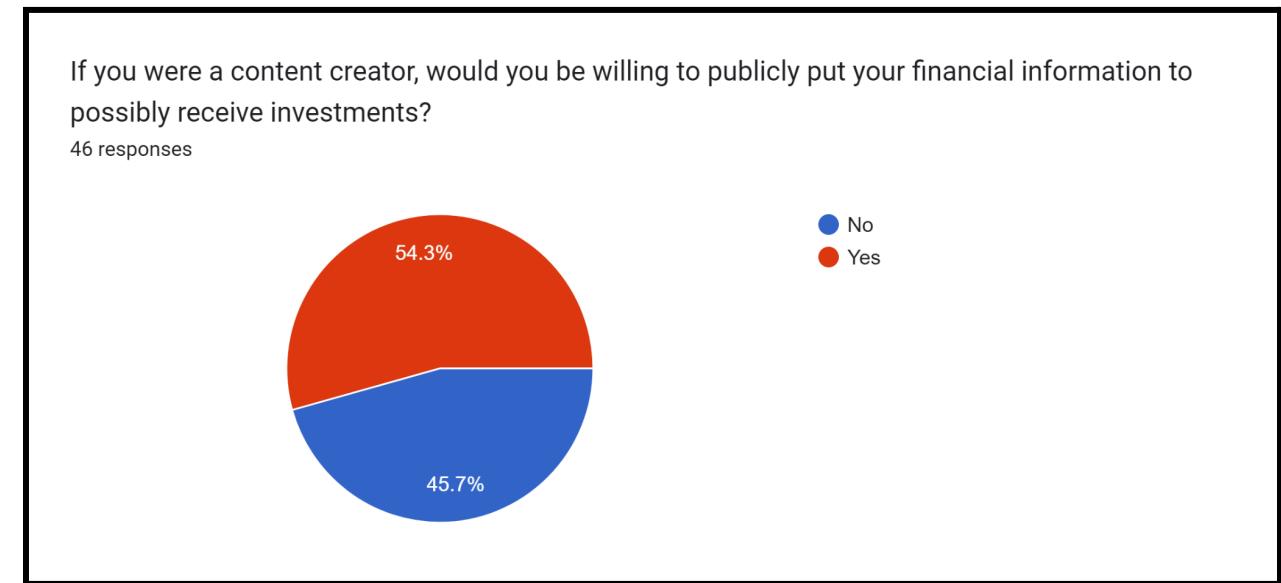
The pie chart above shows the approximate percentage of audience demographics for content creators that will use the FanFuel platform. There shows a clear majority of Generation Z and Millennials as target audiences, which makes sense considering these are generally teenagers to young adults who are at their height of entertainment and content consumption.



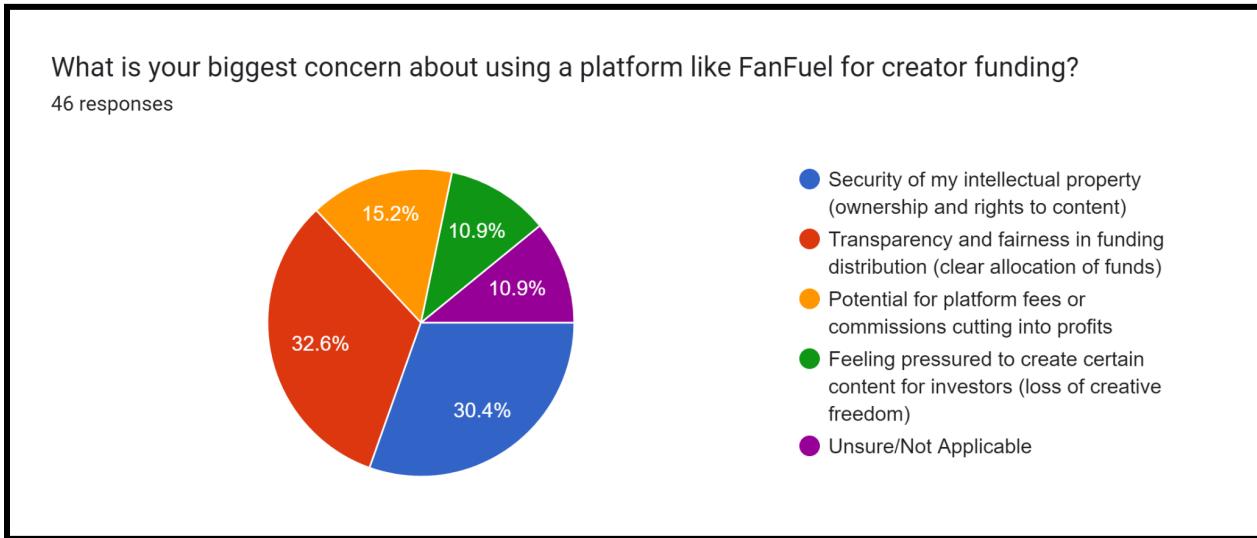
Out of the 45 respondents who are content creators the majority of them spend at least some money on content creation. More than 40% responded that they will spend between \$500 and \$2000 yearly on content creation. Individual advertisement of their FanFuel accounts will bring in more funding for the creator. In turn, the influx of transactions will bring more revenue for FanFuel. FanFuel expects creators to spend between \$0-\$2500 a year on advertising themselves with the exception of well established content creators.



An overwhelming majority of respondents believe that content creation can be a viable career choice, showing that many see a profitability in it. This optimistic view shows consumer willingness to explore the market. FanFuel's target market revolves around customers who are optimistic and willing to invest in the future of content creation. FanFuel expects more people to believe in content creation as a potential career as social media expands.



Regarding the release of public information, the majority of people are willing to report it for a possibility of revving investments. However, it is still largely divided with nearly half of respondents responding that they would feel uncomfortable releasing their personal information. FanFuel relies on the creator's transparency and willingness to base their own predictions on them. FanFuel will also need complete transparency between the investor and creator for a functioning relationship.



When asked questions regarding concerns about FanFuel's business model, respondents had mixed feelings. The majority feel issues with the security concerns along with the transparency between creditors and investors. FanFuel will devote its resources to external data security to complete this problem and also create a formula to maximize the transparency on the platform. FanFuel will keep its commissions competitively priced and set basic rules for investors on the platform. Understanding these concerns, FanFuel will work on innovating to meet customer needs.

### On average, how much (\$) do you make per month?

28 responses

\$25	\$100	\$100	\$200	\$400	\$450	\$600
\$800	\$1,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,700
\$4,000	\$5,000	\$8,000	\$10,000	\$12,000	\$16,000	\$20,000
\$24,000	\$30,000	\$30,000	\$45,000	\$60,000	\$80,000	\$200,000

The average income for our creators is heavily varied ranging from \$25 a month up to \$200,000. This range shows that many creators are looking for alternative methods of funding. Many large creators who already have lucrative business models might find it unnecessary to use crowdfunding as a source of income. These large creators may also be hesitant to share personal information regarding their businesses. Understanding this, FanFuel aims to focus on smaller creators who are looking for alternative sources of funding.

**Market Penetration Strategy:**

1. Market Penetration: FanFuel will be entering a relatively new market without many large players. FanFuel will focus its efforts on advertising using well developed content creators. Jimi Entertainment will allow many of its creators an exclusive opportunity to join FanFuel and promote the app before public creators can join. FanFuel will be free to use and use competitive commission rates on investments. By allowing ease of access when investing, FanFuel will build a reputation with creators and investors.
  2. Product Development: As FanFuel grows and reaches new target audiences, it will focus on developing its trading experience. FanFuel will use data from users to innovate its platform.
  3. Market Development: As FanFuel expands to different target markets, FanFuel will expand its methods of advertising. To maintain consumers, FanFuel will allow for incentives between creator and investor. Giving unique experiences between creators and investors will strengthen the connection between FanFuel and investors.
  4. Diversification: FanFuel will maintain a competitive edge by developing close relations with content management companies. This alliance will keep content creators along with their fan bases joining FanFuel. While FanFuel will have no direct ownership of creators, FanFuel will serve as an influential stakeholder as it is a part of their revenue stream. Eventually FanFuel will be able to leverage its connections for a profit when looking for new investors.
-



## Demographic Profile Chart

### Investor Demographics & Statistics in the U.S. ([Zippia](#)) A Snapshot of Investor Households in America ([SEC](#))

Age	Percentage of Demographic
20 - 30	17%
30 - 40	31%
40+	53%

Generation	Percentage of Demographic
Millennials	31%
Gen X	25%
Boomers	33%
Silent Generation	11%

Due to the digital nature of FanFuel's platform, the majority of FanFuel's customer base will be of younger demographics. FanFuel intends to focus the majority of its efforts on Gen Z and Millennials. Because of this, it is important that FanFuel designs its websites and implements features to appeal to the younger demographic. Because a majority of investors fall outside of this demographic, FanFuel will work on appealing to older generations as well. FanFuel will focus on simplicity and user friendliness to appeal to broader markets but will integrate features valued by younger generations.

\*Data does not accurately represent Gen Z population as majority of Gen Z was under 18 (unable to invest) at the time of data collection\*



Household Income	Percentage of Demographic
\$0 - \$34,999	4.56%
\$23,000 - \$52,999	6.51%
\$53,000 - \$99,999	14.11%
\$100,000+	75.81%

As FanFuel is an investment platform, household income is a large factor in determining target markets. As investors typically only invest their additional income, FanFuel will base its target market on wealthier demographics. Because the majority of the population makes below \$100,000 annually, FanFuel has no minimum investment amounts.

Racial Identity	Percentage of Demographic
White	67.1%
Hispanic	11.9%
Black	10%
Asian	5.3%
Other	0.6%

The majority of FanFuel's demographic will be White due to their high investment rates. While FanFuel will not attempt to market their product to any single race or ethnicity, FanFuel will market to population centers in which investor populations are high.

Gender	Percentage of Demographic
Male	62%
Female	38%

Even though majority of investors tend to be male, FanFuel expects a large amount of investing from both genders. FanFuel will work to provide features preferred by all genders rather than centralizing.



## Psychographic Chart

**Target Market: Content Cravers**

Activities	Interests	Opinions	Lifestyle
Consuming media from their favorite creators	Pop Culture & Entertainment	Appreciate the bond between creator and viewer	Heavy social media with high daily screen time
Playing online games	Gaming, arts & craft	Look at entertainment as an educational tool	Often persuaded by influencer culture
Looking for new content and exploring individual interests	Current events and social issues	Supports authentic content	Fear of missing out
Digital interaction	Creativity	Believes in self-love and positivity	Faster decisions with lower attention spans

**1. What specific benefits are customers seeking - Content Cravers enjoy watching their favorite influencers and aspire to help them grow.**

- "Content Cravers" are as the name suggests: individuals who crave content. These are oftentimes little kids all the way up to young adults who spend hours on end on social media and likely have a favorite or multiple favorite content creators who they turn to for entertainment. These are people who are willing to spend time and money to watch the content of their favorite content creators, but also have the funds to provide a little financial support to their idols. Despite not having much disposable income at this age, the sheer idolization of these individuals will encourage them to step forward and provide their money for support.

**2. What motivates this group to purchase? - Content Cravers tend to be younger and purchase based on pleasurable.**

- This group is motivated to purchase mostly by the quality of the content that the individual content creator produces. These people are less interested in the investment aspect of FanFuel, and more in the content creation process. FanFuel offers the unique features for investors to get inside scoops on what creators are planning on doing next for their videos, and also to provide beta releases to their financial supporters. Wanting to see their favorite content creators thrive provides a unique boost for people to join the FanFuel platform and invest in young content creators who they believe have significant futures.



**3. What are the purchasing trends of this group? - Content Cravers tend to pay premiums for investments they support and are socially responsible.**

- Individuals in the "Content Cravers" category are generally younger individuals, and therefore have more discretionary spending in entertainment and media sectors. These individuals, though early in their working careers, have the belief that they have their whole life ahead to earn money, and are willing to spend more on their happiness in the present day rather than wait. Therefore, these individuals spend significant funds on social media platforms and online video viewing platforms including YouTube, Netflix, and Hulu. "Content Cravers" are willing to pay the premiums and memberships in order to view this content, which is why FanFuel believes that these individuals will also be willing to pay premiums and invest in young content creators who they believe will succeed.



### Target Market: Fan Fuelers

<u>Activities</u>	<u>Interests</u>	<u>Opinions</u>	<u>Lifestyle</u>
Day Trading	Financial markets	Politically conservative	Schedule based
Reading news	Startups & entrepreneurship	Value analytically banked investments	Entertainment
Investing in crypto	Global economic state	Support transparency between business and investors	Seeking to stay up-to-date on current fashion and social media
Diversifying portfolio	Emerging technology	Believe in high-risk high reward mentality	Travel immensely

**1. What specific benefits are customers seeking** - Fan Fuelers are looking for a way to connect with their favorite creators and make profits at the same time. FanFuelers specialize in analytical based trades and work to learn about their investments. In most cases they trade with high risk and relatively new investments. These people are willing to spend time doing research to invest into assets they feel are undervalued. Younger FanFuelers seek specific benefits tied to the creators they invest in. These rewards are for the creators discrediting but may include exclusive content or personalized merchandise. This increases incentives to invest while keeping a closer connection between the creator and investor. A personal connection along with an opportunity for monetary growth motivates FanFuelers to invest in creators.

**2. What motivates this group to purchase?** - FanFuelers are motivated to purchase based on their desire for profits. They understand the risks in trading and aim to make high profits in unknown investments. Their decisions are data driven while also focusing on their personal specialties. For example a FanFueler with an understanding of the gaming industry is likely to purchase an undervalued creator focusing on that niche. FanFuelers typically have additional incomes and diversified investments ranging across many fields. FanFuelers support creators with similar beliefs as them. Similar to curious creators, FanFuelers value their independence and support small creators. Apart from general investors, younger investors are motivated by the idea of helping their favorite creators.



**3. What are the purchasing trends of this group?** - FanFuelers stay up to date on new technologies and understand emerging markets in the field of content creation. Fan Fuelers tend to base their investments based on what they have direct control in. FanFuelers have a diversified portfolio reflective of market trends and personal interests. Due to their high disposable incomes they are willing to spend large amounts for their investments. Apart from that they are willing to spend large amounts for education and technologies. FanFuelers believe in investing in themselves and individual potential. Due to this FanFuelers are estimated to invest in creators they truly believe in and keep their investments long term.

#### **Target Market: Curious Creators**

<b>Activities</b>	<b>Interests</b>	<b>Opinions</b>	<b>Lifestyle</b>
Creating Content for their users	Creative tools and software	Value creative freedom	Immersed in the internet
Researching current trends	Photography and Videography	Embrace new opportunities	Open schedules to accommodate to creative
Interacting with their audience	Pop culture and entertainment	Entrepreneurial minded	Balancing passion projects with profession.
Attending creator conferences	Fashion and streetwear	Socially liberal	Communicate with other creators

**1. What specific benefits are customers seeking** - Curious Creators are seeking to work with a platform where they can maintain their autonomy of their business while gaining investments to support their decisions. FanFuel's platform offers a variety of services to address challenges creators would face. FanFuel offers services from coaching to online distribution, giving creators the resources they need to succeed. Beyond support, the platform creates a sense of community through mentorship and exclusive events which allows creators to connect with peers and learn from each other.



**2. What motivates this group to purchase?** - Curious Creators are motivated by their individuality and commitment to their work. Many have rejected typical 9-5 lifestyles and value their fulfillment over income. Curious creators on FanFuel want to propel their creative careers so FanFuel allows creators to have the resources and support to overcome the challenges they face in order to transform their passion into a sustainable business for them. FanFuel as an investment based crowdfunding platform provides creators with proper funding, resources to build audiences, and guides to navigate the digital space.

**3. What are the purchasing trends of this group?** - Curious Creators are willing to spend large amounts of money investing in themselves and their business. Curious Creators tend to see investments in themselves as beneficial in the long run and are ambitious regarding their growth. They are willing to subscribe to services like coaching and also pay commissions for editing, distribution, and graphics. They will always reinvest their earnings back into their videos in order to elevate their content to the next level so being able to share revenue or pay for services as they grow will be appealing to creators of all levels.

**Who uses each social media platform? ([Pew Research](#))****Age (in %)**

	Ages 18-29	30-49	50-64	65+
Facebook	67	75	69	58
Instagram	78	59	35	15
LinkedIn	32	40	31	12
Twitter (X)	42	27	17	6
Pinterest	45	40	33	21
Snapchat	65	30	13	4
YouTube	93	92	83	60
WhatsApp	32	38	29	16
Reddit	44	31	11	3
TikTok	62	39	24	10
BeReal	12	3	1	<1

**Gender (in %)**

	Men	Women
Facebook	59	76
Instagram	39	54
LinkedIn	31	29
Twitter (X)	26	19

**Gender (in %) (cont.)**

Pinterest	19	50
Snapchat	21	32
YouTube	82	83
WhatsApp	27	31
Reddit	27	17
TikTok	25	40
BeReal	2	5

**Race & Ethnicity (in %)**

	White	Black	Hispanic	Asian*
Facebook	69	64	66	67
Instagram	43	46	58	57
LinkedIn	30	29	23	45
Twitter (X)	20	23	25	37
Pinterest	36	28	32	30
Snapchat	25	25	35	25
YouTube	81	82	86	93
WhatsApp	20	31	54	51
Reddit	21	14	23	36
TikTok	28	39	49	29
BeReal	3	1	4	9

\* Estimates for Asian adults are representative of English speakers only.

**Income (in %)**

	Less than \$30,000	\$30,000- \$69,999	\$70,000- \$99,999	\$100,000+
Facebook	63	70	74	68
Instagram	37	46	49	54
LinkedIn	13	19	34	53
Twitter (X)	18	21	20	29
Pinterest	27	34	35	41
Snapchat	27	30	26	25
YouTube	73	83	86	89
WhatsApp	26	26	33	34
Reddit	12	23	22	30
TikTok	36	37	34	27
BeReal	3	3	3	5



## Demographic Segments

	Psychographic Profile: "Content Cravers"	Psychographic Profile: "Curious Funders"	Psychographic Profile: "Content Creators"
Demographic	Varied (Skews younger)	Varied (Younger to middle aged)	Varied (skews younger)
Needs	Easy access to wide variety of content	In depth information and analysis on investments with the help of the tools and platform to make investment decisions	Easy to use tools for creating content, advisors, opportunities to interact with other creators
Benefits Desired	Entertainment	Investment profits	Funding
Motivation to Purchase	To fund favorite creators	To earn a return on investment	To receive funding for projects

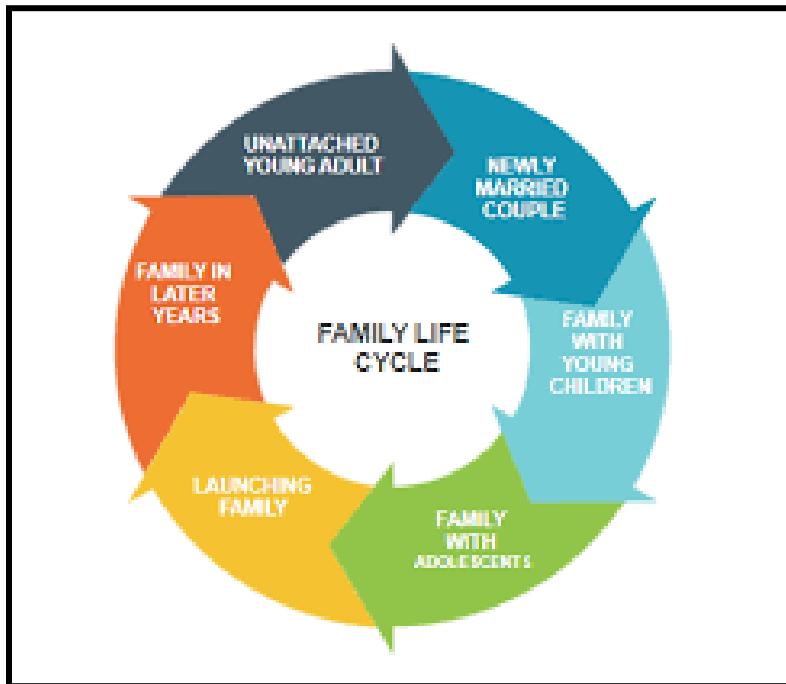
Psychological Profile Name	Description
Investors	Those who fall into this category are most likely to be younger from generation Z and Millennials. These people have a relative understanding of technology and are somewhat dependent upon it in their everyday lives. They understand the potential in digital media and are hoping to capitalize upon the demand. They are more likely to already have a background in recreational investing in the stock market or in crypto.
Content Creators	A smaller number of users will fall into this category. They tend to be younger and understand their potential with their businesses. They are ambitious and are extremely committed to their work but lack adequate funding.
Content Consumers	Content consumers tend to be younger and constantly seek new info through media. They're open minded and love being stimulated by the content they enjoy. They like connecting with trends and sharing ideas online.



## Family Psychographics

FanFuel separates its marketing strategy into three subcategories, since the platform largely targets three groups. The first is the “content cravers.” These are the people who are consistently either on social media or consuming content otherwise, but are largely addicted to some sort of platform. Generally, these people will have a favorite creator or creators and generally enjoy spending time on electronics. This group of people will be using the FanFuel platform solely because they enjoy the content these creators are creating, and would like to fund their brands to see future success. Usually, “content cravers” are young, being in their early teens all the way up to late 20s. The next target market are the “fan fuelers.” These are people who are using the FanFuel platform purely for profit. They generally enjoy content creation and do also spend time on social media enough to understand what social media is, but are attracted to the investment on return feature of FanFuel rather than the content benefits of investing.

## Family Life Cycle



FanFuel's goal is to provide sufficient funding for young content creators, which are generally between the ages of 18-25 ([statista.com](https://www.statista.com)). FanFuel achieves this goal by targeting three separate demographics, one for content creators and two for investors. The content creator market is greatly impacted by the bachelor, newlywed, and family with young children, while the investor markets are heavily impacted by the bachelor, newlywed, family with young children, and family with teenage children stage.

The bachelor stage is widely consisted of those of Generation Z and ages 13-25. During this time, people are generally still single but looking for a significant other to settle in with, but are independent from their parents back home. The older end of the market are usually well-educated and have gone to college and are now sustainably living by themselves with jobs. When in the context of FanFuel, this stage is also where the majority of young content creators are. These are the people who are currently working day jobs and have limited time and resources to pursue other endeavors, for example: content creation. It is also in this stage that young children consume greater amounts of content and online entertainment. These young children, who may just be getting their first job at a local restaurant or grocery store, are the youngest investors to young content creators on the FanFuel platform.



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The next stage of the family life cycle are the newly married couples (newlyweds). Generally, this stage consists of recently married couples, who have just moved in together with no children yet of their own. People in this stage now have two incomes and are able to spend little more freely than those in other stages, but are at the beginning of their careers and are looking to grow. During this stage, people are more financially stable and are more likely to invest in the stock market or other forms of assets, with the highest purchase rates. When put into terms of FanFuel, the newlywed stage brings great opportunities to the investor target market, and not as much of the content creator market. Since content creation at its birth is a fairly risky endeavor, as there is great sacrifice in resources like time and money, couples in the newlywed stage are not willing to take the risk in dropping their jobs and pursuing content creation. Because this stage provides greater financial stability than compared to others, FanFuel believes that these people are far more willing to invest in content creators once they are introduced into the content creation market. These individuals are far more likely to take risks, as they have their whole lives ahead to earn what they may lose when investing. These people are also more enticed by the investor and stakeholder side of content creation, and aren't as likely to invest because they "like" a content creator or their content.

The third stage also provides great significance to FanFuel's future. Much like the second stage, individuals in the third stage already have children and are entering their latter years of life. They have reached almost their peak in their working careers and are pulling in the greatest individual salaries. These people must be enticed to invest, because they are not as risk-takers as those in the first and second stages of the family life cycle. However, with greater experience also comes greater knowledge in investing. Though the social media and content creation market is relatively new, certain individuals in this stage will be willing to invest the time and effort into making a greater return on investment.

The other stages, including the families with independent children and elderly couples aren't as interested in social media, content creation, investments, and entertainment much at all. Although limited individuals from each stage are always welcomed customers, they are not FanFuel's target audience, and therefore, aren't included much in FanFuel's family life cycle.



# **Competitive Analysis**



## Competitive Analysis #1

Kickstarter SWOT Analysis	
Strengths	Weaknesses
<ul style="list-style-type: none"><li><input type="checkbox"/> Easy and accessible crowdfunding site that is open to the public</li><li><input type="checkbox"/> Well-known brand that is already distributed to a large audience with strong sponsors and ambassadors</li><li><input type="checkbox"/> Great investor/investee relations and great strength in community</li><li><input type="checkbox"/> Communication/feedback features for a better product for customers</li><li><input type="checkbox"/> Strong flexibility with investment options</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> No option for investment protection/risk of failure</li><li><input type="checkbox"/> Competition between other investment listings and other websites</li><li><input type="checkbox"/> High fees and costs when compared to competition</li><li><input type="checkbox"/> Oftentimes are strong copyright and distribution issues</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li><input type="checkbox"/> Can easily access new markets and investment opportunities by advertising to a newer market</li><li><input type="checkbox"/> Integration of new technologies that may allow for blockchain investments for investors</li><li><input type="checkbox"/> Greater and friendlier customer service and customer relations that will strengthen client base</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Project failure and investment fraud</li><li><input type="checkbox"/> Strong competition in markets that may not be mitigated solely through crowdfunding</li><li><input type="checkbox"/> Legal issues in terms of copyright and intellectual property</li><li><input type="checkbox"/> Low reviews on Google as compared to other crowdfunding sites</li><li><input type="checkbox"/> No new customers and lack of branding</li></ul>

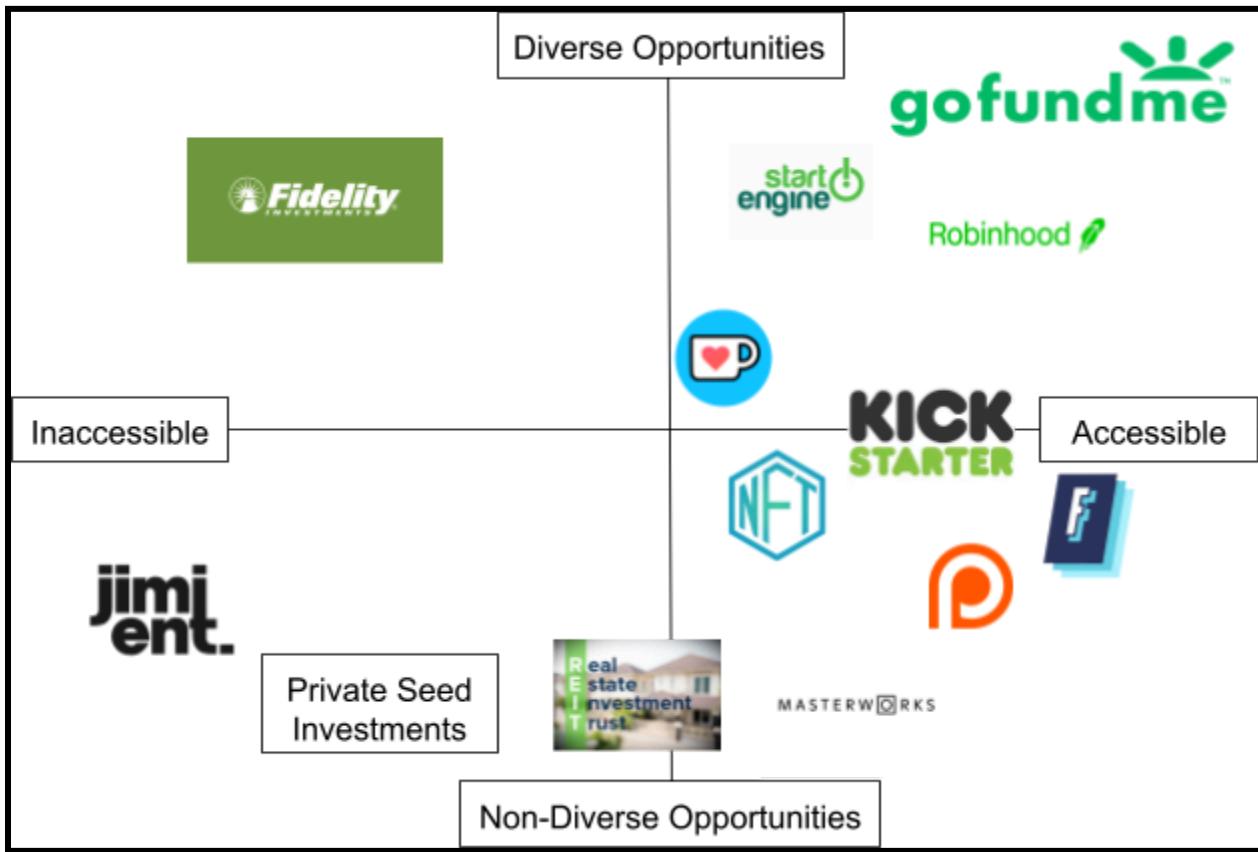
**Kickstarter** is a well-known crowdfunding platform that allows users to invest in small businesses and brands and receive small benefits as a result. These oftentimes range from an early prototype of their product or shares within the company. For Kickstarter, there are many strengths that are associated with being open to the general public. For example, the easy and accessible platform with almost immediate registration allows anyone, even people that have never used the platform before, to be able to invest in a business endeavor immediately. Furthermore, since Kickstarter is not limited to a niche type of business market, the platform is open to any business and any person trying to build their brand, giving it strong flexibility with investment options. However, when compared to other crowdfunding websites like GoFundMe, the commission and fees are extremely high, as well as high loyalty fees. There are also great opportunities with expanding and new markets that can allow Kickstarter to implement content creator investment options, but at the risk of project failures and investment frauds. The poor branding of Kickstarter in comparison to its competitors, leading to poor reviews, also serves to hurt its reputation.



## Competitive Analysis #2

GoFundMe SWOT Analysis	
Strengths	Weaknesses
<ul style="list-style-type: none"><li><input type="checkbox"/> Already well-established brand with a great reputation and trustworthy platform</li><li><input type="checkbox"/> One of the first crowdfunding platforms</li><li><input type="checkbox"/> One of the largest active consumer bases and clientele</li><li><input type="checkbox"/> Easy to use and easy to sign up platform in which users can sign up and donate almost immediately after joining</li><li><input type="checkbox"/> Great flexibility in investment options</li><li><input type="checkbox"/> Is not limited to a niche group of investment seekers</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Giant fees for both investors and investees upon withdrawal or deposit</li><li><input type="checkbox"/> Limited withdrawal options (oftentimes for people, it is direct deposit with bank only)</li><li><input type="checkbox"/> Large market and big competition in terms of investment options</li><li><input type="checkbox"/> Has not changed since its founding and has not kept up with market trends or social media presences</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li><input type="checkbox"/> Healthy growth in crowdfunding market after COVID</li><li><input type="checkbox"/> People have greater discretionary income than compared to during and prior to COVID and therefore are more willing to donate to charity or business endeavors</li><li><input type="checkbox"/> Opportunity for expansion into new markets (for example, content creation)</li><li><input type="checkbox"/> Diversification of client base</li></ul>	<ul style="list-style-type: none"><li><input type="checkbox"/> Government regulation for investment and charity donations</li><li><input type="checkbox"/> Risk of investment fraud (a.k.a people posting listings for fake endeavors)</li><li><input type="checkbox"/> Competition</li></ul>

**GoFundMe** is a crowdfunding platform where anyone in the general public can post a listing for whatever they seek donations from. Unlike Kickstarter, the donator doesn't get any benefits from investing, unless otherwise specified by the investee. Donations and investments are pure out of the kindness of the donors and investors. They claim to be the #1 crowdfunding platform, and with the numbers of users and brand name, it could very well be true. This provides one of the main strengths of GoFundMe: brand recognition. At its founding, the platform had great advertisements and promotional ambassadors from well known individuals who were seeking donations through the platform for charity. However, prohibiting the company from growth, is its limited room for growth. Considering the site serves only one purpose, there is not much room for expansion. GoFundMe has the opportunity, though, to attempt to reach a greater audience and get more people to donate.



FanFuel is a platform as a public c corp that combines crowdfunding with equity investment which allows both investors and fans to support creators and gain in their success. FanFuel offers creators coaching, editing, distribution services, funding, while giving investors a variety of stock options, perks and access to creators through groups, programs, and events.

FanFuel's competition can be divided into two categories that define the unique characteristics and features of each. On the y-axis, there are diverse and non-diverse opportunities.

These are defined by the options with which investors can invest in. Oftentimes, these include stock options, cryptocurrency, and NFTs. At the top of this category are big companies like GoFundMe and Fidelity. GoFundMe is a major crowdfunding platform where individuals can donate funds on a range of listings ranging from charity to small startups. Although there is not much investment on the platform, it is one of the major ways that small content creators can raise money that allows fans who may be interested in seeing their success donate. Fidelity, almost like Robinhood, provides people with the ability to invest in stocks, which are shares of individual companies. Through this way, companies big and small can raise capital for future endeavors whilst providing investors incentives such as returns in investments.



On the x-axis, there is a spectrum of accessible and inaccessible platforms. This characteristic describes how easy it is for the general public to just sign up and start investing or donating. Generally, larger businesses dominate in this category as larger companies have the capacity to spend more funding on consumer satisfaction. GoFundMe also dominates this category, as their sign up features are extremely quick and easy, allowing for almost immediate access to the entire platform. FanFuel seeks to provide this sort of accessibility, but on a different sort of platform.

Through the combination of donating and investing into a new industry of content creators, FanFuel seeks to combine great accessibility with greater diversity. It will do so by providing a range of creators who create content on different topics and ranges of content. It seeks to partner with gaming, educational, and even music creators. It is also through the financial investments from its sister company, Jimi Entertainment, that will make FanFuel's goal of achieving these characteristics possible.



# **Marketing Plan**



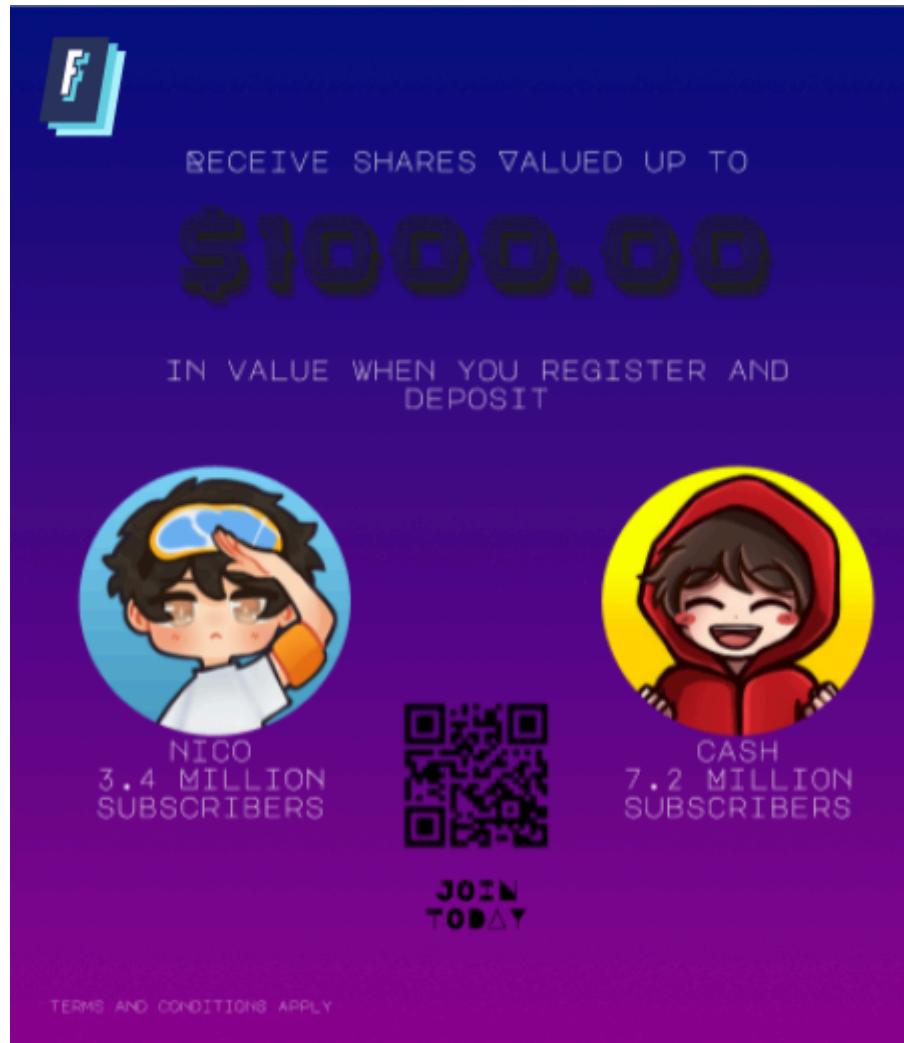
Logo:



FanFuel's logo draws inspiration from the aesthetic of modern tech logos, blending minimalism with versatility. Jimi Entertainment's beginning in the gaming industry is why FanFuel's logo is similar to the Fortnite logo. The vibrant color palette and minimalistic style were chosen to appeal to a younger, tech-savvy demographic while maintaining a neutral tone to attract investors. This balance demonstrates FanFuel's innovative platform appealing to both creators and investors.

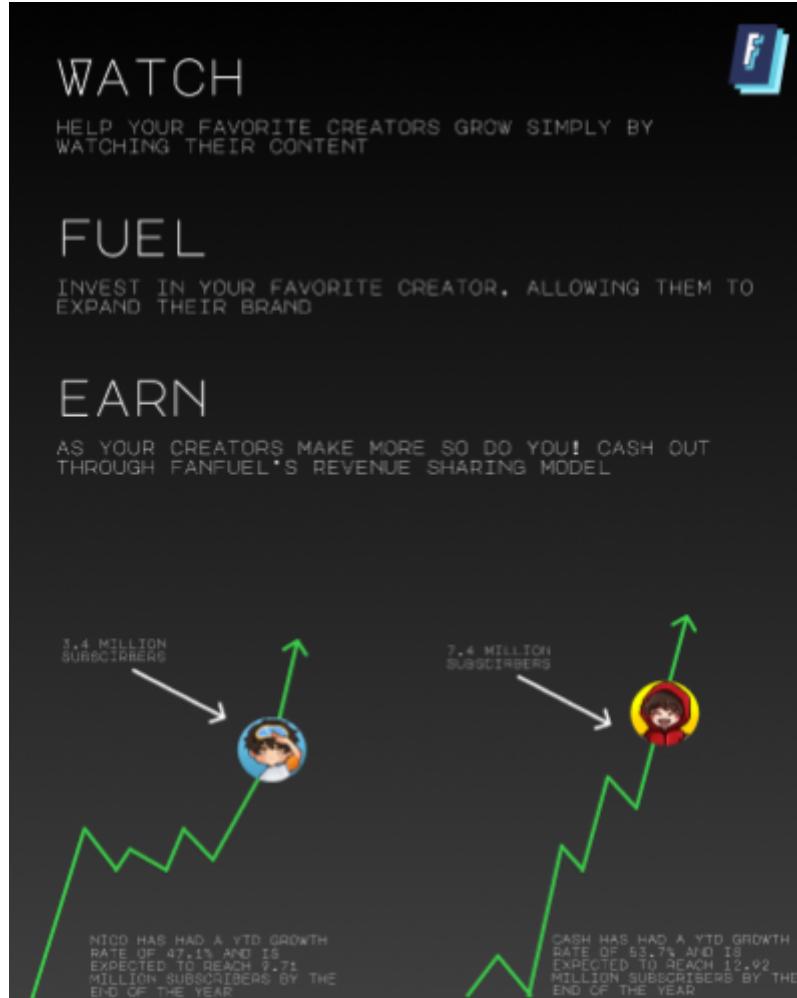
Slogan: Where Fans Fuel Creators

Fanfuel's slogan "Where Fans Fuel Creators," is appropriate for our company's goal. The double meaning of "fuel" emphasizes both financial and motivational support from fans and this language allows FanFuel to become the center of this creator-fan connection. FanFuel chose this slogan as it evokes a sense of community and shared purpose in addition to its memorability due to its length. This slogan underlines the platform's value proposition for both creators and fans.



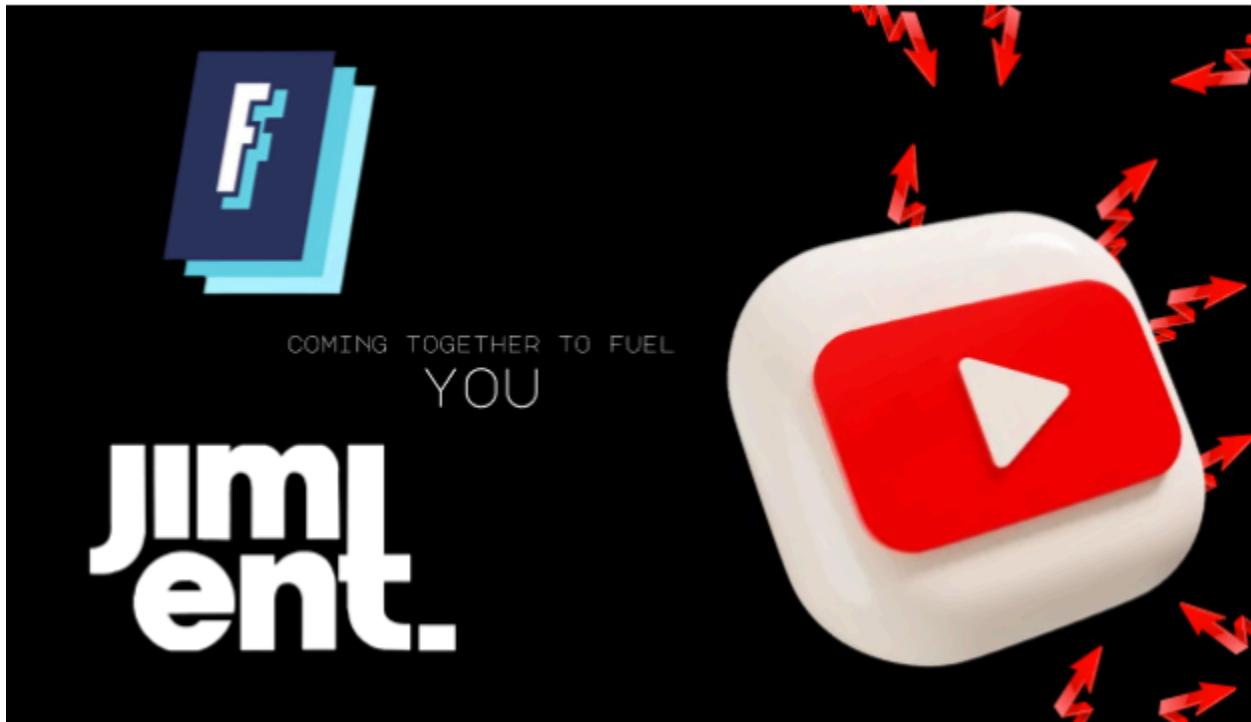
### Advertisement 1

The advertisement above plays on the logos of the audience by providing an incentive to scan the QR code, sign up, and register. Various competitors including Robinhood use such incentives and have found significant success and sign ups as a result. Although the number of a \$1000 bonus to join sounds crazy, FanFuel will use a random number generator system that leaves the average deposit bonus to less than \$5, working almost like a lottery system. The cool and faded colors also add a nice touch that will hopefully entice the audience's pathos. The color purple represents wealth and royalty, which FanFuel hopes to achieve. The color blue symbolizes being responsible and calm. Furthermore, the small picture of the bitemojis of FanFuel creators helps give people an idea of what FanFuel is, and the credibility of the creators plays on the ethos and reliability of the platform.



### Advertisement 2

Since FanFuel is a new company with an innovative and new service, FanFuel needs a way to get people to join the platform who are not as willing to try new things. The advertisement above achieves that goal and lays out the three easy steps in getting started with FanFuel and the ease of access for which the public can enter the platform. The creators that are listed below appeal to the ethos of the consumer by providing them popular and widely trusted content creators that they are likely to recognize and love. The relative charts of their growth appeal to their logos, attempting to emphasize the immense growth that a new content creator can achieve within a year of being on FanFuel. FanFuel believes that this advertisement will be successful just from the mere fact that it's relatively few words and describes the relative ease with which someone can sign up and begin either funding or receiving funding.



### Advertisement 3

To contrast with FanFuel's other two launch advertisements, a third advertisement was created that shows limited words and a clear and concise message. An advertisement like the one above can easily be applied as a Google advertisement or billboard at a convention, making it an easy way to entice new customers to the platform. Ethos is used when including FanFuel's parent company, Jimi Entertainment, to show customers that a trusted site and longtime firm that popular content creators like PrestonPlayz has used in the past. The image of the YouTube play button and various stock increase symbols also plays on the logos of the customer. FanFuel believes this advertisement will be good as a general advertisement where customers may not have the time to read how to sign up, but just rather to get the FanFuel name out and people to start recognizing the platform.



## **4 P's of the Marketing Mix**

**Product** - FanFuel is an investment platform that allows creators to raise capital for the business and investors to become stakeholders in these content creators. FanFuel's USP in a developing market provides a strong opportunity for growth in the industry. FanFuel is in a high volume industry and expects to see an influx of transactions from its inception. FanFuel will allow for incentives between creator and investor. Giving unique experiences between creators and investors will strengthen the connection between FanFuel and investors. FanFuel will maintain a competitive edge by developing close relations with content management companies. This alliance will keep content creators along with their fan bases joining FanFuel.

**Price** - As there are many investment and media platforms, price will be an important factor for both investors and creators. Like many similar services FanFuel will operate on a commission basis. Fanfuel will receive 3% commission on all investor transactions when they buy a stake in the creator. Similarly whenever a creator withdraws funds, a 3% commission will be taken. While FanFuel is more expensive than traditional investment platforms it is competitively priced compared to crowdfunding platforms. FanFuel is much more competitively priced than traditional media outlets which take a 30% to 50% commission. Similar platforms take a purchasing fee because they rely on a separate company to take transactions. If FanFuel uses an external platform such as Stripe, all transactions will be charged an additional \$0.30.

**Promotion** - Initially FanFuel will be available to top creators in the industry and those creators connected with Jimi Entertainment. Jimi Entertainment's creators have garnered over 30 million followers and one billion monthly views. With this rapid growth rate the initial creators will be able to broadcast FanFuel's services to a wide range of audiences. The initial publicity will generate both investments and demand for creators to join the service. After all creators are able to join, creators will use their platforms to promote themselves on FanFuel to gain more funding. FanFuel expects an exponential growth rate after the initial publicity during launch. When FanFuel is launched, key opinion leaders from the finance industry will be promoting the platform to more investors. FanFuel is expected to have an exponential growth pattern in the beginning of its success. After incoming users begin to plateau, FanFuel will use traditional promotion methods such as trade shows and advertisements. This will keep a steady stream of incoming investors and creators while spreading to updated target markets.

**Place** - When initially launching the platform, FanFuel's domain will go live and users will be able to trade and interact with the services of FanFuel. During the launch, the platform will also be accessible on mobile devices on the Apple App Store and Google Play Store. The platform is free to access for both the website and the mobile application and the services interacted with such as investment based crowdfunding, perks, and donations are paid.



# **Operational Plan**



## Pricing Strategy

Price Taker: Because FanFuel will be entering a market largely dominated by giants like GoFundMe and Kickstarter, the application will launch as a price taker. This means that the commission and transaction fees will largely be similar to its competitors, while most likely undercutting to promote user traffic. This means that, at launch, FanFuel will not need to focus its financial resources and time on marketing lower prices, since FanFuel roughly accepts the market fees. This also removes stress from competition as there is no risk of price wars, allowing companies to focus on internal issues with their respective applications.

1. Estimate Development Time:

- Total Hours: ~1000 hours
- Hourly Rate: ~\$45/hour
- $1000 \text{ hours} \times \$45/\text{hour} = \$45,000$ 
  - i. Total Development Cost = Development Time  $\times$  Hourly Rate

2. Estimate AI Tools and Resources:

- AI Tools: \$0, Software Licenses: \$30 a month
- AI Tools Cost: \$30 a month

3. Estimate Infrastructure Cost:

- Cost of servers, cloud services, etc.
- Infrastructure Cost: \$10,000

4. Calculate Total Cost:

- Total Cost = \$45,000 + \$30 + \$10,000
  - i. \$55, 030

5. AI Application Cost Calculation Worksheet

- Development Time (hours): 1000
  - i. Hourly Rate: \$50/hour
  - ii. Total Development Cost: Development Time  $\times$  Hourly Rate = \$50,000

AI Tools Cost: \$100,000

Infrastructure Cost: \$10,000

Total Cost: Total Development Cost + AI Tools Cost + Infrastructure Cost = \$160,000



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**Required Infrastructure:**

To operate FanFuel, it will revolve around a cloud based infrastructure which will remove the need for physical infrastructure and resources. This way, FanFuel can reduce costs and avoid unnecessary upfront needs as the work can all be done remotely. Cloud providers will be used to provide security. Contributors can work at FanFuel around the world and communicate online making the workplace efficient and flexible.

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**Location and Cost:**

FanFuel will be held in a remote workplace. As for the cost, FanFuel will not be paying a cost for a workplace. Calls will be held for meetings and messaging applications will be used to communicate within the team.

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**Nearness to Competition:**

FanFuel operates online so their major competitors include platforms like Kickstarter, Patreon, and Ko-fi which offer different funding models for content creators. FanFuel is able to differentiate itself from other platforms through their equity based crowdfunding and its creator services.

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**Insurance Needs:**

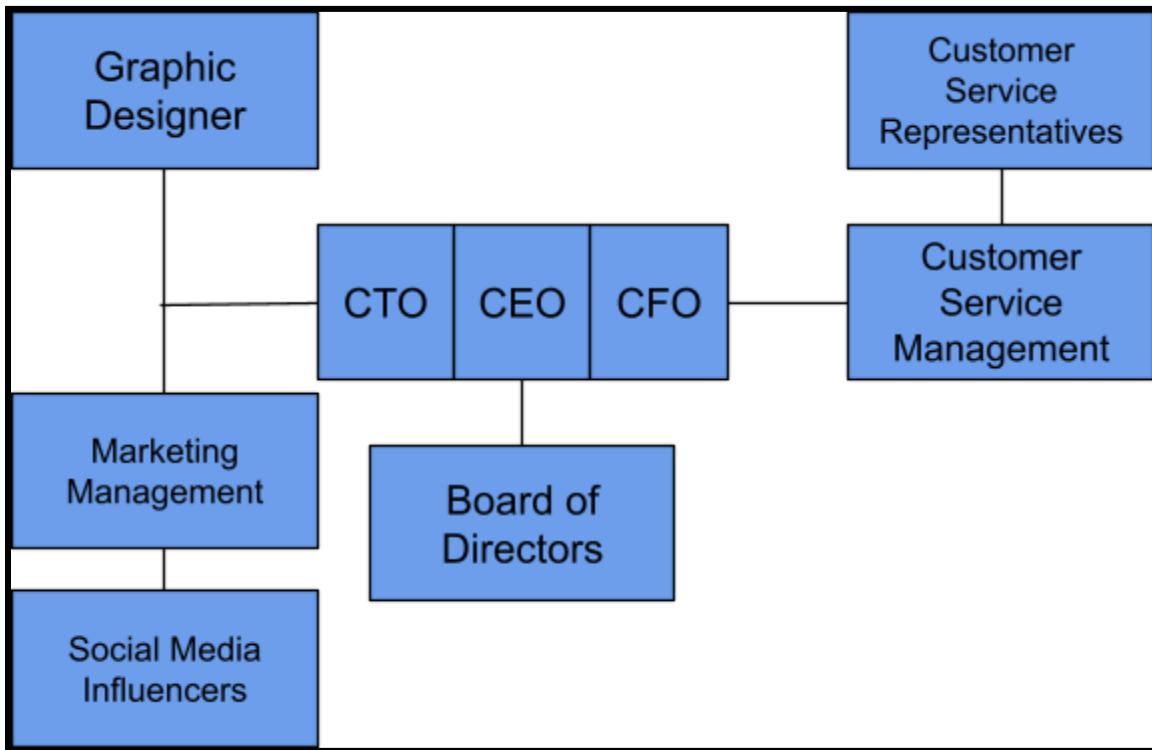
Given FanFuel is an online equity based funding platform, it requires a strong insurance portfolio to mitigate risks. FanFuel would need cybersecurity and data breach insurances costing \$2,500 per year ([Insureon](#)) as cyber liability insurances can protect FanFuel from losses from any potential data breaches. Additionally, errors and omissions (E & O) insurance with a median cost of \$735 per year ([Forbes](#)) can cover claims of negligence or errors in judgment because it can protect FanFuel from losses of mistakes in platform functionality or investment decisions. Directors and officers insurance with a median cost of \$1,240 per year ([Forbes](#)) is able to shield board members from personal liability for decisions made in their work so that they can confidently make decisions without thinking about potential repercussions.



# Organizational Plan

## Organizational Structures

### Organizational Chart:



### Organizational Structures:

FanFuel's organization plan is in a horizontal flat structure. Each employee will report to the owners in their respective sector. Every employee will have a role in the development of the platform, marketing, customer support, or representing the company. This structure helps FanFuel as the CEO, CTO, and CFO has control of the necessary aspects and can oversee all of the other employees. The Graphic Designer and marketing management is responsible for reporting to the CTO. After reporting to the CTO, they are responsible for getting necessary visuals and media for marketing and for the social media influencer to push out. The board of directors work closely with the CEO, CTO, CFO to promote and work on the development of FanFuel. Customer service representatives work on the front lines with the customers and they report to the customer service management which in the end gets to the CEO, CFO, and CTO.



## **Employees and Salary:**

### **Chief Executive Officer:**

- Description: The Chief Executive Officer is in charge of managing the executive operations of the company. The CEO focuses on high-network aspects including driving profitability, public reputation, and maintaining client connections. The CEO looks over the business, connecting different branches to focus on overall profitability. The CEO has a vision for the company's term vision rather than day-to-day operations. The CEO will also be the face of the company, representing it at events and conferences.
- Annual Salary: The CEO's salary will scale proportionally to the company's profits earning 6% of annual profits for three years with 100% reinvested into the company. After 3 years, the base salary starts at 6% and increases by 1% annually, capped at 12%.

### **Chief Financial Officer:**

- Description: The Chief Financial Officer is in charge of managing the finances of the company. The CFO focuses on major transactions along with the financial assets of the company. The CFO looks over the accounting and legal departments, to oversee financial documents and deal with possible investments. The CFO focuses on developing plans for long-term possibilities as well as preparing the company for short-term economic shortcomings.
- Annual Salary: The CFO's salary will scale proportionally to the company's profits earning 6% of annual profits for three years with 100% reinvested into the company. After 3 years, the base salary starts at 6% and increases by 1% annually, capped at 12%.

### **Chief Technology Officer:**

- Description: The Chief Technology Officer is in charge of managing the strategies in which the company uses technology for development. The goal of the CTO is to use technology in line with the mission and vision of the company, ensuring long-term success. Rather than focus on individual networks within the business, the CTO focuses on connecting the many uses of technology as a whole.
- Annual Salary: The CTO's salary will scale proportionally to the company's profits earning 6% of annual profits for three years with 100% reinvested into the company. After 3 years, the base salary starts at 6% and increases by 1% annually, capped at 12%.



### Graphic Designer

- Description: As FanFuel is solely based online graphic design is extremely important for the website advertisement, and the mobile application. FanFuel will use the graphic design illustrations as an attention grabber to try to hook new customers while maintaining a professional look of the website. According to DMI, Companies that focus on design have beaten the S&P 500 growth rate by 228% ([Sketchdeck](#)). FanFuel plans on outsourcing the graphic designer from India because of the cheaper labor cost. Because the role of graphic designing will be relatively simple, we do not expect too many issues with outsourcing. FanFuel expects a slightly larger communication time with the graphic designer due to the distance.
- Annual Salary: \$3,000 (2.5 Lacs)

### Marketing Management

- Description: FanFuel's marketing department will be highly responsible for the initial success of the company. FanFuel will work closely with its marketing management along with JimiEnt for its initial marketing. FanFuel will need its marketing department to have fast communication along with a flexible schedule. This is because FanFuel will have many initial difficulties in marketing promotion which can not be accounted for. FanFuel's marketing department should always be ready to fix any complications with its initial marketing.
- Annual Salary: \$160,000

### Social Media Influencers

- Description: FanFuel's initial marketing along with long term promotion will be done by social media influencers. In many cases they will be promoting their own shares in which they will not receive an additional commission. Because of this FanFuel will have no expenses based on this. FanFuel will also hire creators to promote the company instead of their shares. FanFuel will do commission based payments depending on the views and affiliate clicks a creator has.

### Customer Service Management

- Description: FanFuel will receive high inquiries from customers during its initial release. During this time FanFuel will need to manage the customer service representatives effectively for the best customer experience. A customer service management team will overlook all representatives to make sure all customer interaction runs as smoothly as possible.
- Annual Salary: \$125,000



Customer Service Representative:

- Description: Customer Service representatives will have the duty of responding to customer concerns over chat and phone calls. FanFuel expects caller volume to be highest during the initial stages when customers still are unsure about FanFuel. Customer Service representatives will need to be domestically based due to the time zone and language barriers.
- Pay: \$30/Hour

Board Of Directors:

- Description: The board of directors will receive FanFuel equity and will be responsible for upper management decisions. The Board of Directors will have lots of experience in both the investment and content creation industry. FanFuel expects to hire a board of directors who have past connections to Jimi Entertainment. FanFuel expects the board of directors to advise on large decisions and guide FanFuel to growth. The board of directors will have minimal day to day duties and instead quarterly meetings.
- Pay: Equity Based Commission



# **Financial Plan**

**Sources of Funds**

Jimi Entertainment	\$ 214,392
Angel Investors	\$ 150,000
<b>Total Sources</b>	<b><u>\$ 364,392</u></b>

**Operational Expenses**

Web Development	\$ 4,000
Salaries	
Web Development Workers (2)	\$ \$40,000
Graphic Designers (2)	\$ 5,000
Cybersecurity Workers (1)	<u>\$ 70,000</u>
Total Salary Expense	<u>\$ 115,000</u>
Partnerships with Content Creators	\$ 200,000
Advertising	\$ 850
Copyright/Licensing	\$ 65
Office Equipment	
Computers	\$ 5,100
Computer Peripherals	\$ 500
Phones	\$ 2,550
Total Office Equipment	<u>\$ 8,150</u>
Business Owner's Policy	\$ 1,000
Cyber Liability Insurance	\$ 2,500
Errors and Omissions Insurance	\$ 735
Worker's Compensation Insurance	\$ 552
Directors and Officers Insurance	\$ 1,240
Professional Liability Insurance	\$ 300
Working Capital	\$ 30,000
<b>Total Operational Expenses</b>	<b><u>\$ 364,392</u></b>



**FanFuel**  
**Cash Flow Statement**  
**For Year Ended 31 December 2024 (\$USD)**

**Cash Flow From Operations**

Net Sales	\$ 150,000
Change in Account	----
<b>Cash Collected from Operating Activities</b>	
Cash Receipts from	
Transaction Commission	\$ 100,000
Premium Features	\$ 50,000
Total Cash Receipts	\$ 150,000
Cash Paid for Operating Costs	\$ 115,000
<b>CASH AFTER OPERATIONS</b>	<b>\$ 5,000</b>
Change in Other Assets / Liabilities	----
Taxes Paid	\$ 8,775

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**Net Cash After Operations** \$ 23,225**Cash Flow From Investing**

Equipment	(\$ 3000)
<b>Total Cash Inflow</b>	<b>\$ 20,225</b>
<b>Cash At The Beginning Of The Year</b>	<b>-----</b>
<b>Cash At The End Of The Year</b>	<b>\$ 20,225</b>



**FanFuel**  
**Income Statement**  
**For the Year Ended December 31, 2024 (\$USD)**

**Net Sales**

Net Sales from Commission	\$ 100,000
Net Sales from Premium Features	\$ 50,000
<b>Total Net Sales</b>	<b>\$ 150,000</b>

**Operating Expenses****Selling Expenses**

Advertising Expense	\$ 5,000
<b>Total Selling Expense</b>	<b>\$ 50,000</b>

**General and Administrative Expenses**

Web Innovation Expense	\$ 500
Partnership Payments Expense	\$ 50,000
Business Owner's Policy	\$ 1,000
Cyber Liability Insurance	\$ 2,500
Errors and Omissions Insurance	\$ 735
Worker's Compensation Insurance	\$ 552
Directors and Officers Insurance	\$ 1,240
Professional Liability Insurance	\$ 300
<b>Total General and Administrative Expenses</b>	<b>\$ 56,827</b>
<b>Total Operating Expenses</b>	<b>(\$ 106,827)</b>
<b>Net Income</b>	<b>\$ 43,137</b>



**FanFuel**  
**Balance Sheet**  
**For the Year Ended December 31, 2024 (\$USD)**

**Assets**

**Current Assets**

Cash \$ 73,137

**Prepaid Insurance**

Business Owner's Policy \$ 1,000

Cyber Liability Insurance \$ 2,500

Errors and Omissions Insurance \$ 735

Worker's Compensation Insurance \$ 552

Directors and Officers Insurance \$ 1,240

Professional Liability Insurance \$ 300

Total Prepaid Insurance \$ 6,327

**Equipment**

Office Equipment \$ 8,150

Less Accumulated Depreciation \$ 0

Total Equipment \$ 8,150

**Intangible Assets**

Trademark \$ 65

**Total Assets** \$ 87,679

**Liabilities**

**Current Liabilities**

Salaries Payable \$ 9,583

Notes Payable \$ 48,096

**Total Current Liabilities** \$ 9,583

**Owner's Equity**

Jimi Entertainment, Capital \$ 15,000



Angel Investors, Capital	\$ 15,000
<b>Total Liabilities and Owner's Equity</b>	<b>\$ 87,679</b>



# Appendix

## Competitor Advertisements



GoFundMe's advertisement was placed in the heart of New York City, but was also posted online on social media. It utilizes pathos in saying that the State of New York is kind and willing to do charitable work for those in need. The placement of the ad in an area covered in graffiti also makes it stand out, having a clean white background. There are logos in the statistic placed below the advertisement's statement and above the logo, using reason and logic through numbers to appeal to customers.



Ko-Fi's advertisement is catchy and effectively conveys the platform's purpose at a glance. It prominently displays the fundraising amount in the middle of the screen, immediately drawing attention to its core functionality. By appealing directly to creators, the ad highlights the ease of use and simplicity of Ko-Fi, making it clear that both creators and fans can effortlessly join and participate in the platform. This straightforward approach convincingly showcases how Ko-Fi supports creativity, encouraging engagement and support from the community.



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