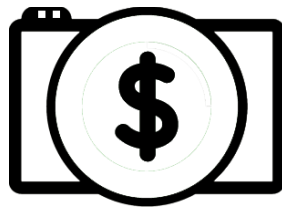


Group Paper  
On  
**C.U.E.**  
(Click Upload Earn)



**Team Members**

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## **Idea**

**C.U.E.** (Click Upload Earn) is stock photography and stock footage app that bridges the gap between companies/brands and photographers and videographers. Contributors get a platform to highlight their work and brands looking for media and content for advertising get a single stop for finding the apt content along with a merchandising option embedded for them as well.

Companies can reach out to our crowd to request media that they can use for advertisement purposes. Users from the crowd will upload the media content on our app and our moderators will filter the top 10, top 50 and top 100 uploads that suit the company's request best and provide them to the company. If the company likes the content being provided, it will reach out to the creator and buy his/her content and we can even deliver merchandise with the pic they like on it. Images and videos will be classified by our content team so that companies find it easier to find specific videographers and photographers of their choice.

Headquarters: Chicago, Illinois. 60616

Launch year – Jan 2017

Employees – 6

App available on – Android, iOS.

## **How Idea meets customer needs**

Getting authentic, custom made photography for brands is fragmented, expensive and hard. The stock photo industry uses mass archives of irrelevant, outdated, pre-shot photos. Searching for the right photo is inefficient and sometimes impossible.

1.C.U.E. is a stock photography and footage application where anybody can register with a valid email address and start uploading picture and videos into their accounts by paying \$2.

2.If you are an individual and you want to buy an image/video then you can buy an image which starts from 6\$ and HD video for \$42 using PayPal payment gateway.

3.If you are a Brand/Company who's looking for digital pictures/videos, we can help getting you the right content.

a) We will understand your requirement about the content required and then will deliver it from the below two ways and these will be in form of contracts:

1. Contract A: Scan our database of pictures, select content matching to your requirement and present it back.

2. Contract B: Run a live contest on our app and encourage people to participate by letting them know about the brand for whom the contest is about.
- b) We can get merchandise printed for you with the images selected from above or with your own provided images.
1. We will have a commission of 30% on all the products.
  2. Items that we will be selling in first year will be as follows:
    - Mugs
    - Bottles
    - Cups
    - Totes
    - Duffels
    - Hoodies
    - Pens
    - Markers
    - Pencil
    - Calendar
    - Sticky Notes

Note: This list is subjective to change as per the requirement of brands or as per the updates from C.U.E. content team.

3. Contract C: Get image from our user database, brand pays the user and we get it printed on the merchandise.
4. Contract D: Brands get their own image and we get it printed on the merchandise.

More details about the Contracts with brands:

Contract A: Match and present from C.U.E.'s database

Following are some but not all the guidelines of this contract

1. Content team will analyze the requirement and present back a set of 10, 20, 50 photos within a time span of 5, 10, 15 days respectively to the client.
2. The client must select a photo from the set provided.
3. The contract can be extended, if they want to explore more options with us regarding content and that will cost signing another contract of same amount as this.
4. Any picture sold via this contract will be in 50-50 deal between contributor and C.U.E. and the amount negotiation will be between our content team and brand's representatives.
5. Contract cannot be called off as invalid until its completion by C.U.E. or by participating brand.

#### Contract B: Generate real time content from monthly contests.

Following are some but not all the guidelines of this contract

- 1.Content team will put up a brand requirement focused monthly contest on the application with time allocation as agreed between the content team of C.U.E. and brand.
- 2.Brand may or may not choose to reveal their name on the contest but it's preferable they do for it rives more customers. Our content team will otherwise use other marketing techniques to drive participation in these contests but cannot promise for good content as compared to if the brand decides to reveal their name.
- 3.Content team will analyze the requirement and present back a set of 10, 20, 50 photos within a time span of 5, 10, 15 days respectively or as agreed with the content team and client.
- 4.The client must select a photo from the set provided and the price shall be decided between our content team and the brand.
- 5.The contract can be extended, if they want to explore more options with us regarding content and that will cost signing another contract of same amount as this.
6. Any picture sold via this contract will be in 50-50 deal between contributor and C.U.E. and the amount negotiation will be between our content team and brand's representatives.
- 7.Contract cannot be called off as invalid until it's completion by C.U.E. or by participating brand under any legal terms.

#### Contract C:

Following are some but not all the guidelines of this contract

#### Contract D:

Following are some but not all the guidelines of this contract

A representative from C.U.E. and the interested Company/brand will sign the contract.

Minimum product order to be given is 100 with maximum limit going to 50,000 per contract.

### **Licensing of pictures:**

Grant Rights:

When a contributor uploads a content on C.U.E., they will grant us to use it non-exclusively and free of charge for our company. This implies that we can use the content for website or application

making it visible to public. The licensing includes rights to save the upload and reproduce it or to combine it with our custom products.

**Ownership:**

- Contributor must own and control the copyrights to all contents.
- If upload content contains copyrighted material and/or trademarks, contributor must submit releases from the copyright and/or trademark owners.
- Do not embed watermark, website name, or copyright notice in your content uploads.

**Account Registration:**

- You must be 18 years of age to create an account.
- You may not open a second account without permission.
- You may not sign up for an account with identification documents belonging to another individual.

**Prohibited Contents:**

- Pornographic, offensive, racist content, as well as content that violates the laws protecting children or minors.
- Content that you did not create yourself.
- Direct advertising or contacting other users to purchase or sell products or services, as well as any type of spamming or similar harassment.

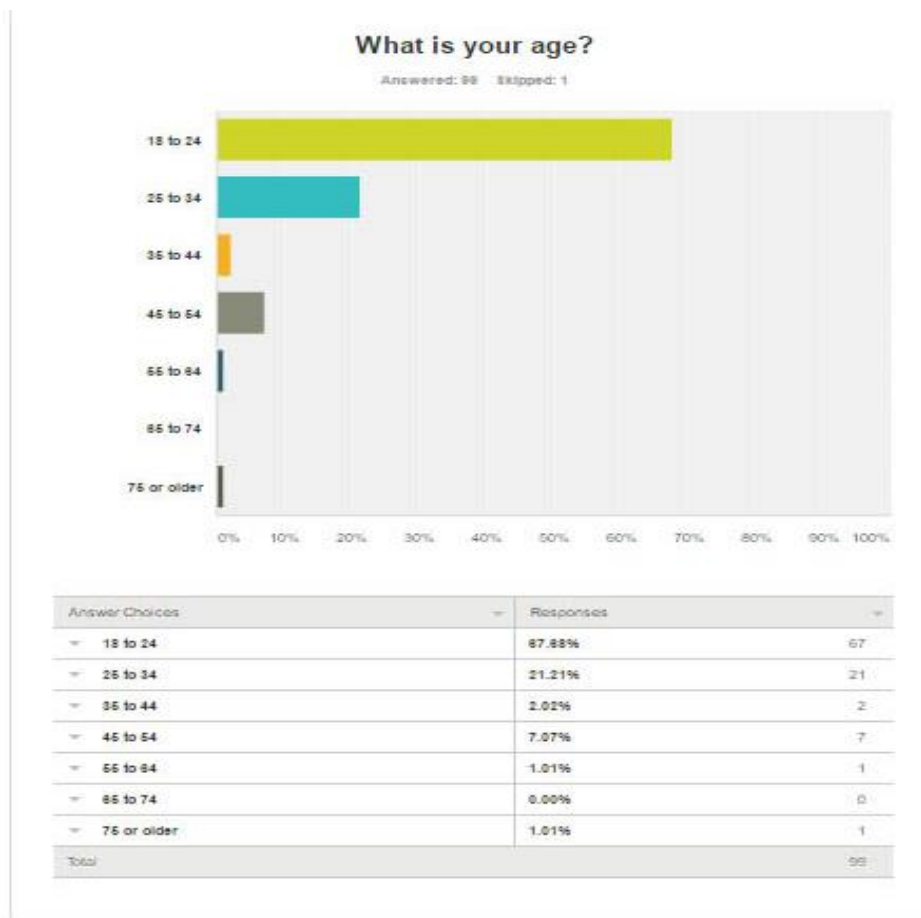
## **Target Market demographics**

An online survey using survey monkey was done to dig into Target market for the application.

Results have been arranged in sequence to analyze about Target Market for C.U.E. as below:

### **Question 1: What is your age?**

The majority of responses were people of the age of the 18 to 24, followed by 25 to 34 year olds. The information concerning this data will later be explained in terms of age group target for marketing.

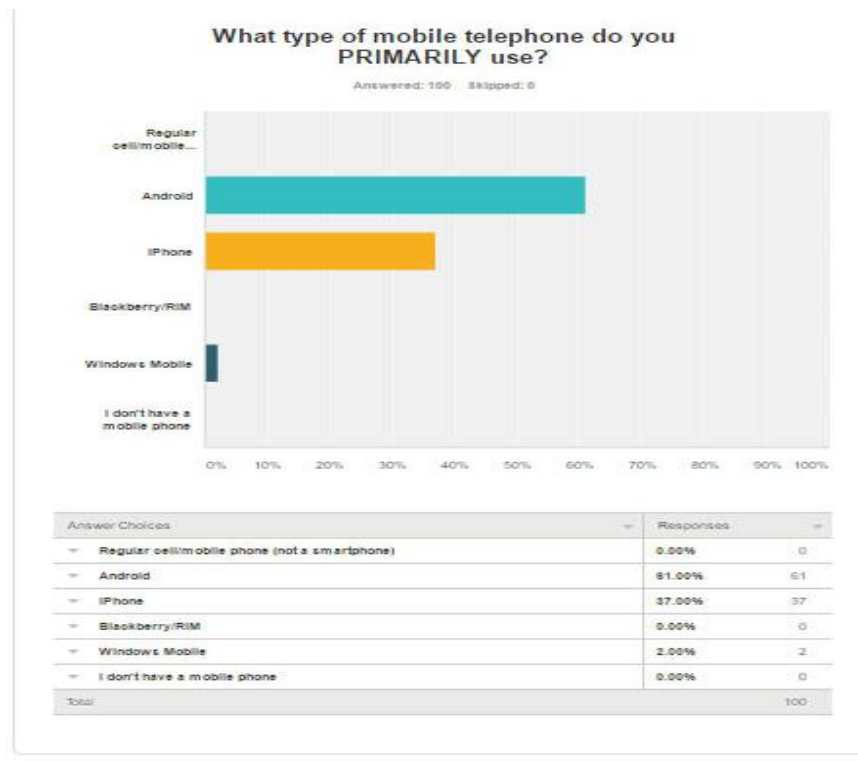


## Question 2: What type of mobile telephone do you primarily use?

Most of the users selected were android users. Since we used a small pool of people, we went to search online to compare the number of users from different platforms

Google's mobile platform now has **1.4 billion** 30-day active users globally. Apple announced a new company milestone today during its first-quarter earnings results: the total number of active Apple devices has surpassed 1 billion.

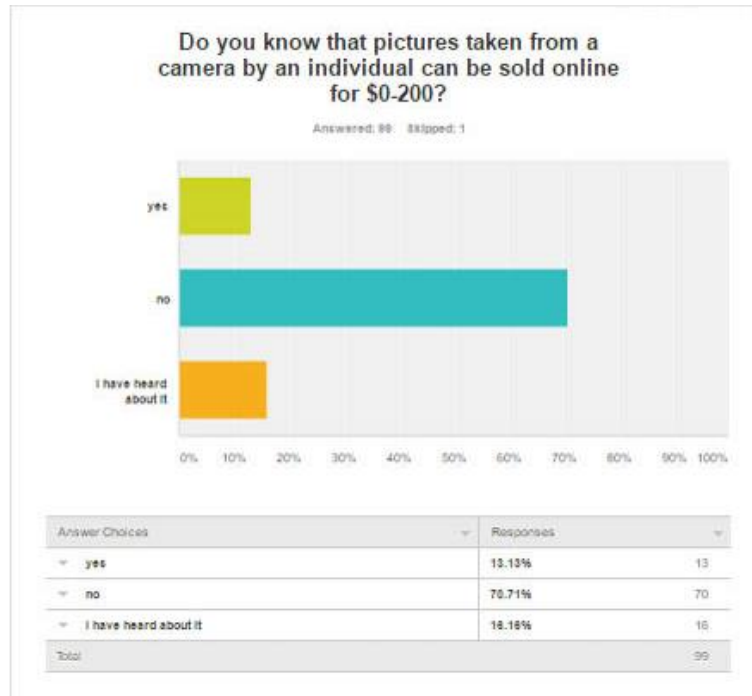
Conclusively, our first app trial will be developed on Android. The app will later be developed on iOS.





### Question 3: Do you know you can sell images?

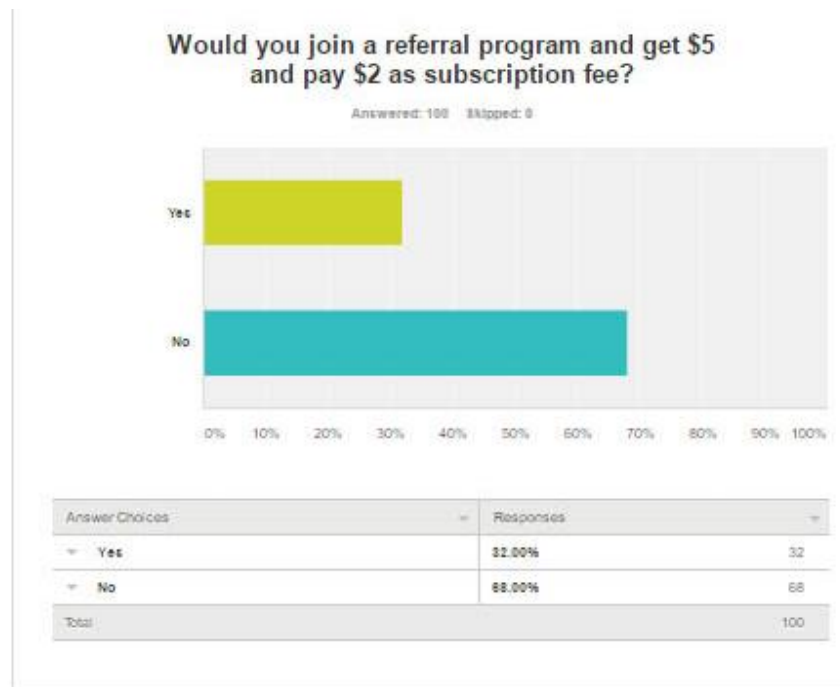
Majority of people yet do not know about the potential market that exists in stock photography. This is a moving factor for existence of C.U.E. and a motivating factor that our existing competitors have not untapped the full potential yet in this field.



Below question was put in to check the viability of our designed C.U.E.'s reward system.

Responses were not totally positive but the inclination was more towards being positive.

For reward system, on a scale of 100%, 32% were willing to refer and earn while 68% said no. Taking this into account we will try this reward system the first year and will tweak it in the coming years if this doesn't work.



On analyzing various other sources, for target market demographics, below results have been concluded which indicated that market does exist for stock photography application.

Below are some points as per a study in 2016 on stock photography which highlights the potential market and that supports C.U.E.'s purpose:

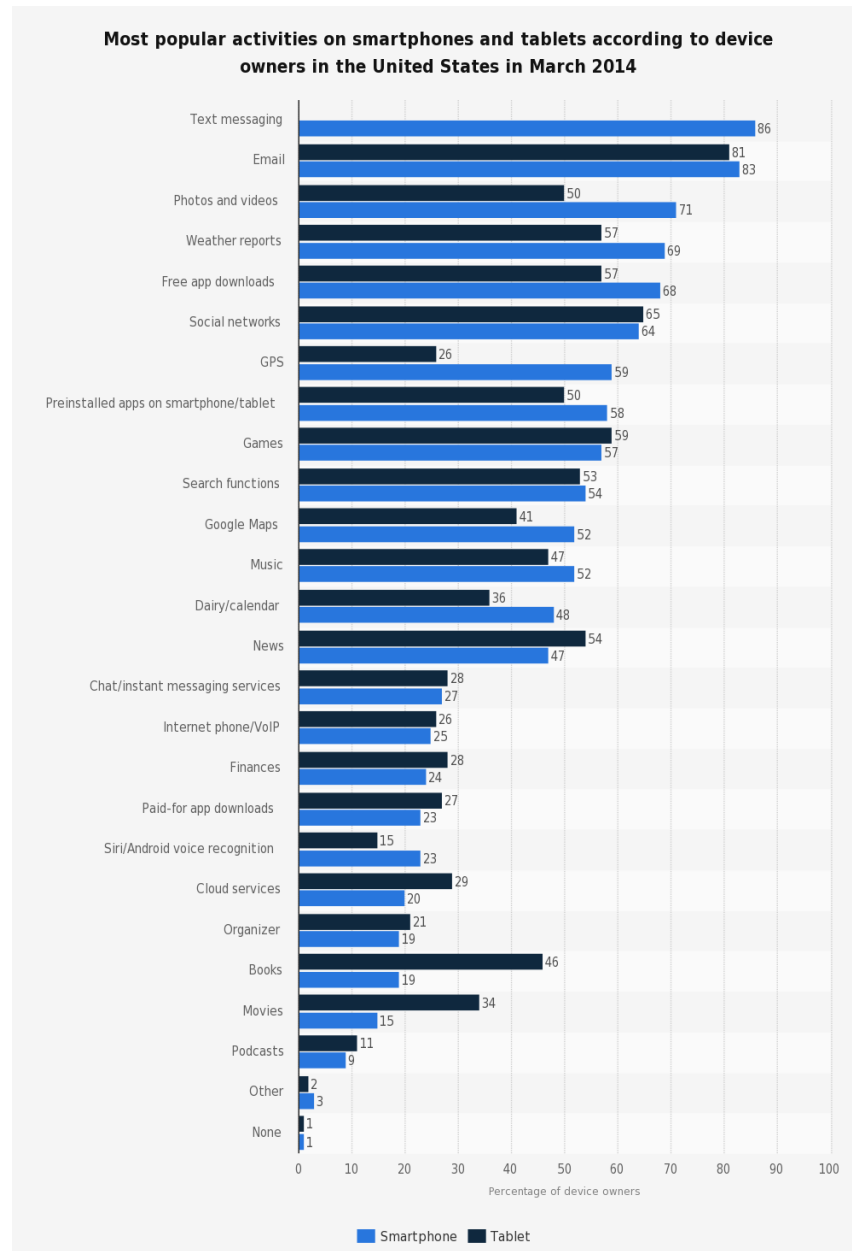
Reference:<http://blog.hubspot.com/marketing/visual-contentmarketingstrategy#sm.0000360ze5y72ewm10qwf93k9cui>

- Only 27% of marketers have a process in place to aggregate, organize, and manage the visual assets being used across their marketing teams.
- 73% of U.S. adults, for example, are more likely to purchase a product or service after watching a video that explains it.
- Content with relevant images gets 94% more views than content without relevant images.
- 65% of senior marketing executives believe that visual assets (photos, video, illustrations, infographics) are core to how their brand story is communicated.

- 51.9% of marketing professionals worldwide name video as the type of content with the best ROI.

Few people are aware that photographs clicked on any normal day by their cell phones camera or any other device can be sold to brands at a high pay. Many might be aware of this but few use this due lack of knowledge about the potential income one can get from this.

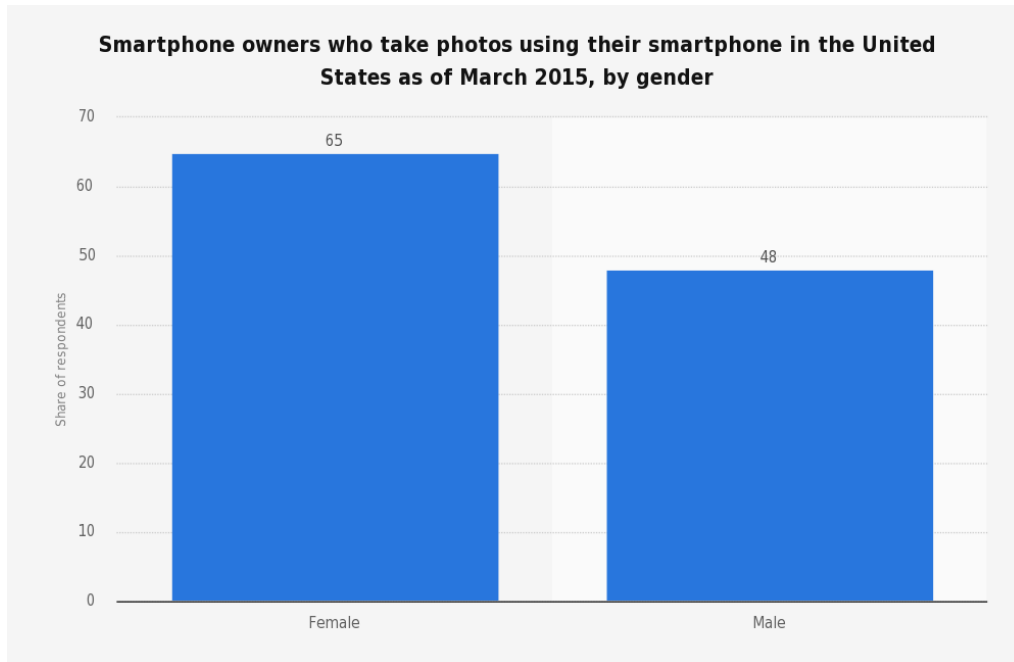
After text messaging (86%) and email (83%), photos and videos (71%) is the most popular activity on smartphone per device owners in USA, 2014.



Smartphone owners taking photos – by gender

Reference: <https://www.statista.com/statistics/446502/us-smartphone-photos-gender/>

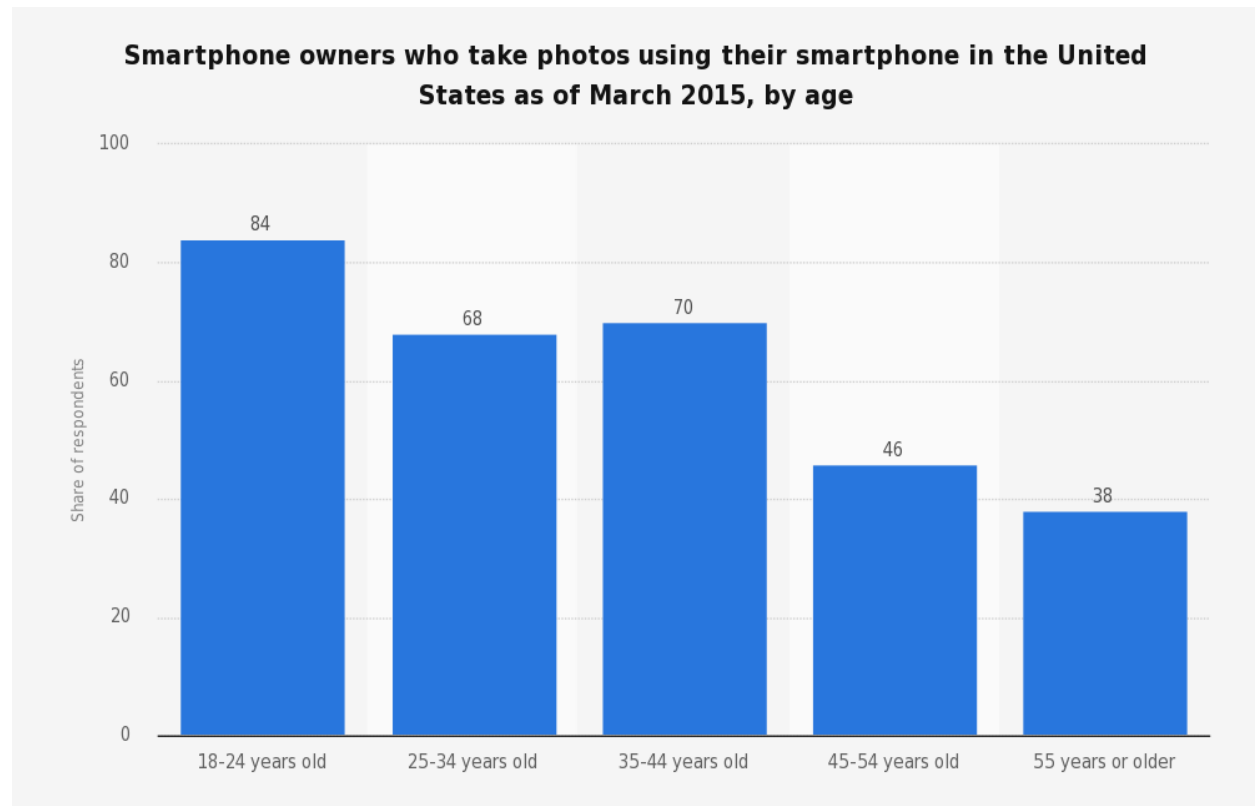
This makes clear picture about target demographics based on gender for marketing purposes.



Smartphone owners taking photos – by age

Reference: <https://www.statista.com/statistics/446529/us-smartphone-owners-who-take-photos-with-their-smartphone-by-age/>

Usage of smartphones amongst age group will be another factor for marketing to attract contributors.



## **Pricing**

C.U.E. falls into Competitor Oriented Method

Price related terms such as subscription cos, selling cost of images and videos are cheapest in comparison to the price what our other well established competitors like Shutterstock, EyeEm are offering.

This helps us in being a attraction for customers in the already established market of stock photography.

We are selling below the average price for images i.e. 7 USD and videos for 42 USD and products at cheapest rate in the market i.e. at an average of 7.9 USD which a user cannot find anywhere in the market.

We also evaluate Cost per Install (CPI) which are different for various platform

### **Key Average Cost Per Install Statistics:**

- iOS app CPI in US – \$1.64
- iOS app Cost Per Loyal User in US – \$2.78
- Android app CPI in US (Google Play market) – \$1.91
- Android app CPI in US (Amazon market) – \$1.74

CPI is the amount paid per installation of an app on a device.

### **Go to Market Strategy**

Our app will bridge the gap between users and brands. Giving users an opportunity to market their pictures for brands merchandise and advertisement/marketing and helping brands find the correct content as per their requirement.

How long before we get a competitor – A year from the launch of our idea in market will be the max for our competitors to shift their model to make theirs somewhat like us but we tend to grow further by working more diligently on our client requirements and working for them as one stop shopper application for their digital marketing. We will be launching our app specifically for devices such as tablets and adding more merchandise products to be ahead of our competitions.

How to drive demand – We will be giving free subscription to users in between months throughout the year thereby increasing user database, collection of video and images and making our app popular amongst masses. Along with this, we intend to run monthly contests on the application, identify top 50/100 users from participants, offer them \$5 monetary award and feature their picture in the Featured and Best Seller section.

### **Plan A: Growth Stage**

Advertisements of our app on facebook and twitter

1. Upload basic videos and photos- Fill the site to make it look busy.  
Get subscribers to upload one pic in each category to complete their profile for on profile completion, chances are more for their profile to boost up to appear on opening the app.
2. Outreach those basic contents to Twitter and Facebook using the brand's name (boost posts)

*Cost: \$15840 (For FB, and Twitter) Based on the survey*

Gender	Age	Cost	Audience reached (max limit)
Female	18-24	200	63k
Female	25-34	80	31k

Female	35-44	80	31k
Female	<45	40	31k – 2 posts / month
Male	18-24	100	63k
Male	25-34	80	31k
Male	35-44	40	31k
Male	<45	40	31k
		<b>Total: 660 \$</b>	

For one platform – cost is 660\$ per month.

We will boost posts on our Facebook and twitter pages.

3.Track specific groups on twitter/Instagram and pull them in personally via e - mail/DM/twitter.

Content team will be deployed for this purpose.

4.Retain users by creating weekly activities (weekly themes) and encouraging contribution to the website and observe user analytics

This Analysis will be based on promotions for Facebook gives such stats with every posts and Content team will be deployed for this purpose.

### **Plan B: Brand attraction/promotion Stage**

1.Analyze where certain brands and companies are headed and set themes accordingly in the app.

Content team will be deployed for this purpose.

2. Use twitter to approach brands and companies.

Content team will be deployed for this purpose.

3. Advertise the site as is on social media

Budget allocation is as per below:

Facebook: \$300 per month

Twitter: \$300 per month

4.Contact brands directly about app purpose.

Content team will be deployed for this purpose.

## Integration of customer and supplier algorithms and analytics

To achieve popularity and more people engagement in the application, below features would be put to test once the application goes live.

- Know the trend of contributors.
- Hours and days when the traffic is the most on the application to not post any software updates at that time.
- Get the traffic time to support the stability of the app at that time.
- Contributor trends relating to uploads will be collected and analyzed to create database of featured pictures.
- Easy to use application will be updated as and when required as per customer feedback

## **Financials**

### 1. Balance Sheet

<b>Assets</b>	
Current Assets	24652
Cash	10000
Inventory	NIL
Other Current Assets	NIL
<b>Total Current Assets</b>	<b>34,652</b>
Long-term Assets	100296
<b>Total Long-term Assets</b>	<b>100,296</b>
<b>Total Assets</b>	<b>134,948</b>



## 2.Income statement

<b>Sales</b>	
Direct Cost of Sales	95906
<b>Total Cost of Sales</b>	95906
Gross Margin	
Gross Margin %	
<b>Expenses</b>	
Payroll	148480
Marketing & Other Expenses	22340
Lease	999.96
Utilities	1008
Rent:	12000
Third party cost (payment channel)	5450
Server	2394
Travel Expense/allowance	7388.6
R&D Costing	2000
<b>Rewards</b>	
Prog A	115690
Prog B	3500
<b>Total Rewards</b>	119190
<b>Total Operating Expenses</b>	321250.5
Net Income before Taxes	8381.54

### Employee salary structure:

Position	No	Wages/Hr	Hours/month	Total
Manager	1	15	160	2400
Business Analyst	1	20	160	3200
Test Lead	1	-	-	-
Software Development Lead	1	18	160	5760
Quality Analyst	1	-	-	-
Marketing Head	1	-	-	-
<b>Total</b>	<b>6</b>			<b>11360</b>

Our group members will be working on the below positions, withdrawing salary as per the above table.

S.No	Position	Name
1	Manager	Anirudh Sharma
2	Software Development Lead	Zeshan Rajmohammad Sayed
3	Test Lead	Sambhav Chopda
4	Quality Analyst	Smita Mittal
5	Business Analyst	Doorvesh Santabakshsing
6	Marketing Head	Ishita Magotra

## **Funding requirements and sources of funding**

Sources will be as follows:

### **1.Crowd Funding and Angel Investors**

While most websites don't prohibit from posting to more than one funding platform at a time, posting on multiple sites can hurt your campaign for the campaign get diluted and distributed and one may end up getting lower than expected. There are not masses of random strangers browsing crowdfunding portals, looking for projects to back, the same people may be in two different crowdfunding sites hence sticking to one site may be best but applying to more may end up us getting better amount.

#### **a) Micro ventures**

**What it is:** MicroVentures is an equity crowdfunding website offering investments in early stage companies. MicroVentures connects accredited investors with startups, businesses and services looking to raise funds or participate in select secondary market opportunities. It helps start up connect with angel investors.

[Angel Investor is an affluent individual who provides capital for a business start-up, usually in exchange for convertible debt or ownership equity.]

#### **How it works:**

The average company listed on MicroVentures raises \$250,000.

MicroVentures looks at prospective early stage companies using a variety of success criteria – such as suitable risk, likelihood of profitability.

Microventures takes a 10% fee (5% from the issuer and 5% from investors) from each successful raise plus 10% carry. If the full amount of an offering is not raised, then all investor money is returned.

MicroVentures speaks to every investor who signs up by phone to determine that they are accredited investors or meet suitability requirements. MicroVentures counts more than 10,000 accredited investors on the platform, including a "meaningful number" of international investors. The typical minimum investment is \$5,000.

Most raise between \$1,000 and \$9,999.

We will be raising a crowd funding campaign on MicroVentures for a total amount of \$100,000 for C.U.E.

## **2. Personal Investments from sharks**

### **Customer Rewards**

**Per a survey**, 83% of satisfied customers reported a willingness to recommend services to others, however only 29% of customers do so.

We will have two plans by which users of our app can get the benefit of reward program.

1. \$5 Referral Program: Earn when you refer someone.

How it works?

Any subscribed user on the app can share his/her referral code to a friend and if that user subscribes on the app by paying \$2.99, then both will get \$5.

2. Participate to Win

How it works?

There will be monthly contests running on the app, where if a subscriber is participating in the events he/she will get the chance to earn cash. Top 50 and 100 users every month will be paid for users participating in monthly contests.

Chance to win in the monthly contests will be as below:

1. A progress bar will be displayed to all the subscribers.
2. If user participates in all the contest and his/her images and videos fulfill contests criteria, then the top 50 or 100 users as per the content team will be awarded 5\$ monthly.
3. Picture closest to the requirement with catchy hash tags about the contest shall have more probability to win.
4. Top users selected will have the opportunity to get their pic displayed in featured pictures on the homepage of the app.

## **Data Mining**

### **Meta Data:**

The dynamic data obtained by the application will be mapped in to relational database systems and then mined with optimal data mining algorithm to find trends and interesting facts in the raw data acquired. A dictionary of data will simplify the process by adding a structure to the database. This limits the cost of pre-processing. This Meta data will be used to draw changes in the functionality of the application by creating respective database.

### **Non-operational:**

Data mining concept in this application is basically to increase the no of users by doing detailed analysis on the statistics acquired by the application. The statistics will be mapped into data points and data will be converted in to knowledge which will be used to increase the sales of the company.

By forming data points from this raw data will help us improve our sales by changing it as per the trends and requirements obtained by the mining algorithm.

The simplest form of algorithm we will use is K-Means which gives us the different clusters based on unsupervised learning.

The algorithms will track the data points and per the results new reward system and subscription fees will be decided. The data will be collected by taking into consideration of following points.

1. How much time does a user spends on application?
2. How much time does the user takes to confirm an order?
3. What is the age of the user?
4. How often a user uploads a picture?

Thus, by preparing decision trees we can better predict the sales and forecast of the application commerce. By creating decisions trees and following Means Algorithm the estimation the success of our reward program can be figured out.

Also by calculating stats, we can develop new rewards systems to gain better market and sales.

### **K-Means:**

Clustering is the process of partitioning a group of data points into a small number of clusters. For instance, the items in a supermarket are clustered in categories (butter, cheese and milk are grouped in dairy products). Of course, this is a qualitative kind of partitioning. A quantitative approach would be to measure certain features of the products, say percentage of milk and others, and products with high percentage of milk would be grouped together. In general, we have  $n$  data points  $x_i, i=1 \dots n$  that have to be partitioned in  $k$  clusters. The goal is to assign a cluster to each data point. K-means is a clustering method that aims to find the positions  $\mu_i, i=1 \dots k$  of the clusters that minimize the distance from the data points to the cluster. K-means clustering solves

$\text{Arg min}_c \sum_{i=1}^k \sum_{x \in c_i} d(x, \mu_i) = \text{arg min}_c \sum_{i=1}^k \sum_{x \in c_i} \|x - \mu_i\|^2$  (formula not copied properly)

where  $c_i$  is the set of points that belong to cluster  $i$ . The K-means clustering uses the square of the Euclidean distance  $d(x, \mu_i) = \|x - \mu_i\|^2$ . This problem is not trivial (in fact it is NP-hard), so the K-means algorithm only hopes to find the global minimum, possibly getting stuck in a different solution.

References: <http://www.onmyphd.com/?p=k-means.clustering>.

## **Use of Mobile application in a startup or company setting**

### **Introduction: -**

Apps boost repeat visits, and permit a wide variety of online transactions, including the deployment of rewards programs and transactions. Smartphone icons even help build brands by providing a visual design that customers recognize. Apps also accelerate contact with companies and clients, which enhances relationships with customers in this competitive world.

It will be helpful in business like ours for deploying their apps in various platforms on – iOS, Android, Windows, and Blackberry.

#### **1. Mobile customer reward programs**

To make our app even more effective, survey customers (or have the app do it) to find out which rewards they prefer. Our customer feels more appreciated and valued. We will provide \$5 monthly to top 100 users and 50 users which is a good amount to attract more users to sign in.

#### **2. Mobile payments (via PayPal)**

These money providers allow us to swipe credit cards and handle other business transactions via phone, tablet or even a sleek point-of-sale stand. It is a big timesaver – no need for a bulky register or customized payment system. it will help us to take payments on the go in seconds.

#### **3. Mobile communication and collaboration**

Communication and connectivity is key for us, a communications platform which will help to minimize email and enhance collaboration.

#### **4. Mobile customer service (feedback form services)**

This will help us to get in touch and solve the problems of our customers. We will respond to our customers within four hours to keep our reputation for great and good services, this feature allows our support team to access customer communications from anywhere, which enables them to keep on top of rising customer demands. We will add new crm which will

save time which is required to spent on building customer relationships. Here customers will give their feedback on our services and support.

**5. Our apps increase customer engagement**

Use apps to improve processes and increase the level of accessibility to customers. In our application, we seamlessly connect and interact with customers, making it a valuable for our business.

**6. Our apps work as reminder in our business**

This application will reinforce our brand by increasing visibility as app gives a business more present in phone than on browser. This helps build loyalty and trust with customers because our business is in front of them always.

## **Design**

- **Simplicity:**

All the main components of the application are displayed on the main screen with simple material design and easy to understand menu styles which makes the app favorable and easy to use.

Main items are:

Featured – Featuring the important happenings on C.U.E. from trending photographer, current week's winners, trending pictures.

Competitions – Page featuring all the running contests on the application – a way of attracting more users to participate for they may end up in top 50 or 100 list of user for monetary reward and another way of getting candid emotions captured for the brands.

Best-Sellers – Space featuring top selling pictures on C.U.E., pictures of winners from monthly contests.

To subscribe on the app, following options are provided:

1. Log in with Facebook
2. Sign in with Google
3. Sign up using email

- **Android and iOS:**

The application will be designed on platforms such as Android and iOS as both are extremely popular and used worldwide.

- **Good performance:**

The application will be designed for latest updated versions and below for the supporting platforms, with limited response time, utilizing limited CPU and occupying minimum storage.

Also, a transition page will be up to date to support the application in case of longer wait times a transition screen needs to be displayed to the user using the application.

- **Support and updates:**

A long-standing application can be built in by good support and update system. The support system is an essential part of the application which helps users to share and solve queries by email system. The update system is necessary as it fixes and specifies new features. Our development team shall apply all patches during the downtime of traffic on the application which has been estimated to 2 at midnight.

- **Feedback:**

Implementation of feedback system provides clients to leave comments, reviews, and rating of our application. This information helps the company to implement on updates and R&D about the shortcomings on the application. Also, in case of any help required from our end, our application provides a Help & feedback component which navigates the user to a query form. This form shall be monitored by our customer support team to attend all related queries for a better customer satisfaction.

- **Search:**

Implementation of search filter is one of the main component of design feature to create and intuitive system. The search feature in this application searches and sorts images and competition content via a search icon present on the left side on the top panel.

- **Social media integration:**

Incorporation of social media integration is a productive way to let new people get acquainted with the application with recommendations or reviews or posts on social media platforms. In C.U.E., a contributor can share it's uploaded image on Facebook, Twitter and Instagram as integration to gain more market and thereby bring more people engagement to C.U.E.

## **Development and Implementation of a successful mobile application**

Development of C.U.E. will be based on the following factors

1. The application will be stress tested for consistent performance to make it use minimum storage, CPU and battery power.
2. It will be compatible with mobile platforms such as Android and iOS.
3. The application will be working on both platforms such as GSM and CDMA.
4. The loading time of C.U.E. will be minimum in order to favor user requirement. By limiting, the loading time application will be more user-friendly. The maximum loading time will be less seconds.
5. The application download time will be less than 3 seconds according to the average data speed used.
6. Application has 3 step method to reach a contributor's contribution to view/buy images.
7. Proper implementation of threading in the application will be implemented to avoid freezing points in the application.
8. There will be no advertisement on the application in the beginning 3 years, to avoid any malware and junk content attacking users mobile phones. But this may be changed in latter years to help generate more revenue value for the company.
9. The application will be designed by keeping in all the Human Machine Interfaces features and made it human friendly for better understanding and easy use.
10. The aesthetic feel of the application is designed to captivate user's attention using a light orange color as it's background.
11. Continuous data will be collected from the application and will be used for analysis and R&D purpose. This shall be in the Terms & Conditions that will be presented to user when subscribing.
12. A feedback system integrated in the application will help us deal with the inconsistencies of the application and generate requirements for regular updates.
13. The application on the platform is free to download which will gather initial market for the company.
14. With proper integration of reward system and promotions in first 3 months will help us gain as much market as we want to gain optimal revenue and be wide spread amongst masses.

Images uploaded will be approved as per the below:

1. Professionals Review: All content as per the guidelines set and the team at C.U.E. has all rights to reject or approve/reject the content.

2. Content shall be approved in 3-5 days' time and the content should be as follows:

Image submission:

Original JPEG image of 4 megapixels, preferably 5 megapixels and not exceeding 10 megapixels.



### Video Submission

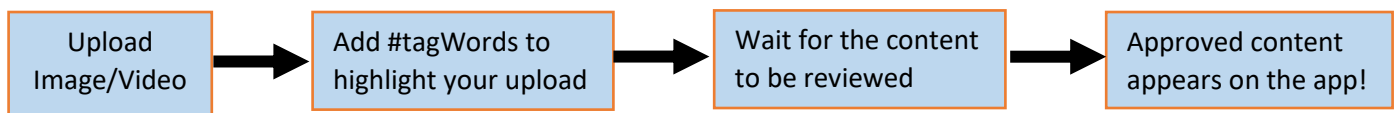
1.Original clip of HD quality and 4K footage in .mpg formats and QuickTime.mov file. Mp4.

HD and 4K footage.

2.Video may/may not contain audio but it should justify the submission made.

3.Monthly contests may have different submission guidelines than above stated ones and those will be updated on the contests page from time to time as per the requirement.

### Steps in submission of Image/Video



## Lean canvas

<p><b>PROBLEM</b></p> <ul style="list-style-type: none"><li>• Business spend huge money on hiring photographers for getting pictures and videos for marketing.</li><li>• Not enough brands have a process to aggregate, organize the visual assets for marketing.</li><li>• Potential pictures taken by an individual still goes unnoticed at times.</li><li>• No single stop for getting customized products for brands.</li></ul>	<p><b>SOLUTION</b></p> <ul style="list-style-type: none"><li>• We provide marketing material to Business/brands per their specifications.</li><li>• We have a platform where user gets opportunity to sell images and videos.</li><li>• Provides customized products at cheaper rate to brands.</li></ul>	<p><b>UNIQUE VALUE PROPOSITION</b></p> <ul style="list-style-type: none"><li>• Providing customized products to brands.</li><li>• Better delivery of image/video requirement for we shall run live contests for that.</li><li>• Reward system paying equal amount to referral as well as referee joining the program.</li></ul> <p>Providing custom</p>	<p><b>UNFAIR ADVANTAGE</b></p> <ul style="list-style-type: none"><li>• Images getting printed on merchandise in customized mode.</li><li>• Reward system offering cash</li><li>• Low subscription price</li><li>• One stop for people to be associated with brands &amp; their merchandise with pics.</li></ul>	<p><b>CUSTOMER SEGMENTS</b></p> <ul style="list-style-type: none"><li>• Amateur, regular and pro Photographers</li><li>• Brands / Companies</li><li>• Business setups looking for merchandise</li><li>• Publication market</li></ul>
<p><b>COMPETITION</b></p> <ul style="list-style-type: none"><li>• Shutterstock</li><li>• EyeEm</li><li>• GettyImages</li></ul>	<p><b>KEY METRICS</b></p> <ul style="list-style-type: none"><li>• Comparatively low cost of 6/image and 42/HD videos charged to users.</li><li>• Cheap Subscription Amount of \$2.99/month.</li><li>• Less margin on content and merchandise.</li><li>• Monthly monetary contest of \$5   100 top users.</li><li>• Reward Program of \$5 for referral and referee.</li></ul>		<p><b>CHANNELS</b></p> <ul style="list-style-type: none"><li>• Facebook &amp; Twitter Promotional ads and boost posts, campaigning.</li><li>• Blog, Facebook page, Instagram, Twitter.</li><li>• Referral Program</li></ul>	

<p><b>COST STRUCTURE</b></p> <p>Direct Cost of Sales</p> <p>Revenue</p> <p>Reward Program </p>	<p><b>REVENUE STREAMS</b></p> <ul style="list-style-type: none"><li>• Subscription Amount from users.</li><li>• Image/Video Selling to individual user and brands.</li><li>• Selling merchandise to brands/business.</li></ul>
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