



Next Generation Video Delivery

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Investor Pitchdeck Jan 18

# Do you know this problem?

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## This is called a Traffic Peak

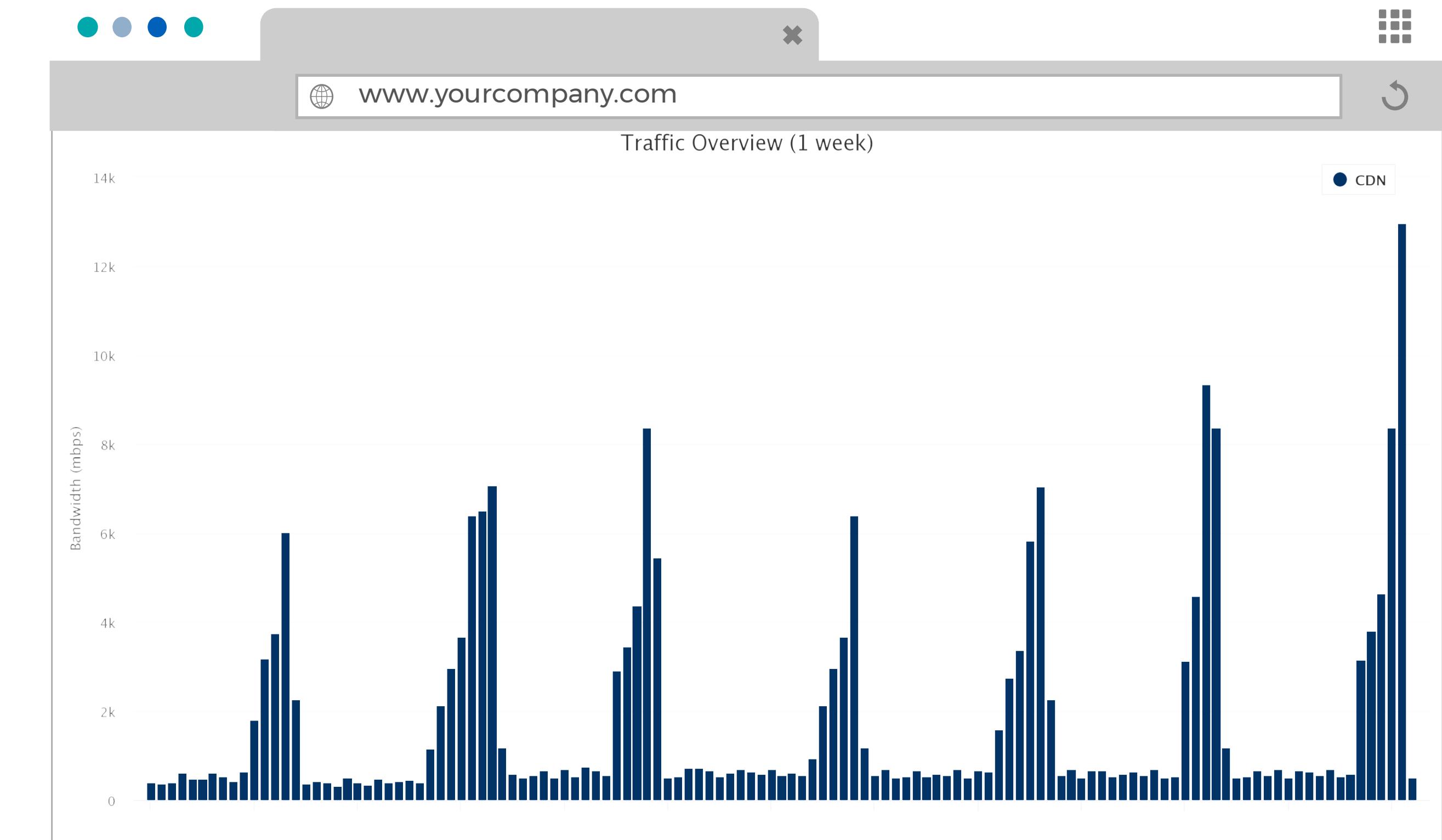
It is the most dangerous threat to every broadcasting company in the world. Traffic peaks cause extreme financial and reputational damage!

# What is actually going on there?

**Traffic Peak = Exponential growth of streaming users within few minutes**

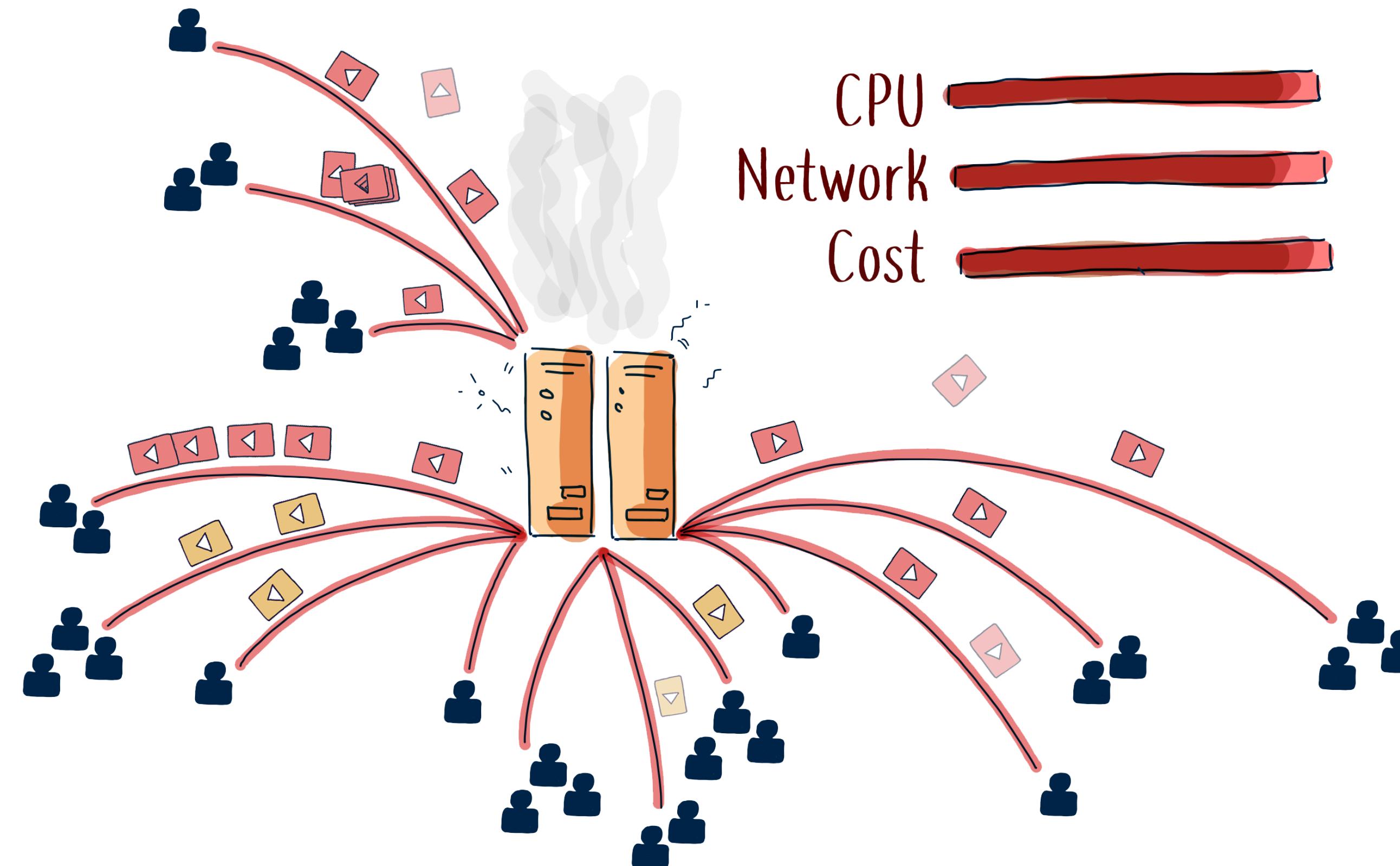
## Typical causes

-  Strong increase of audience size during big events
-  Insufficient network capacities in broadcaster's infrastructure
-  Not enough money spent on servers and bandwidth



Typical traffic flow of any live broadcaster's network

# How to get rid of traffic peaks?



**„Last Mile Problem“** - Real time video over an uncontrolled network

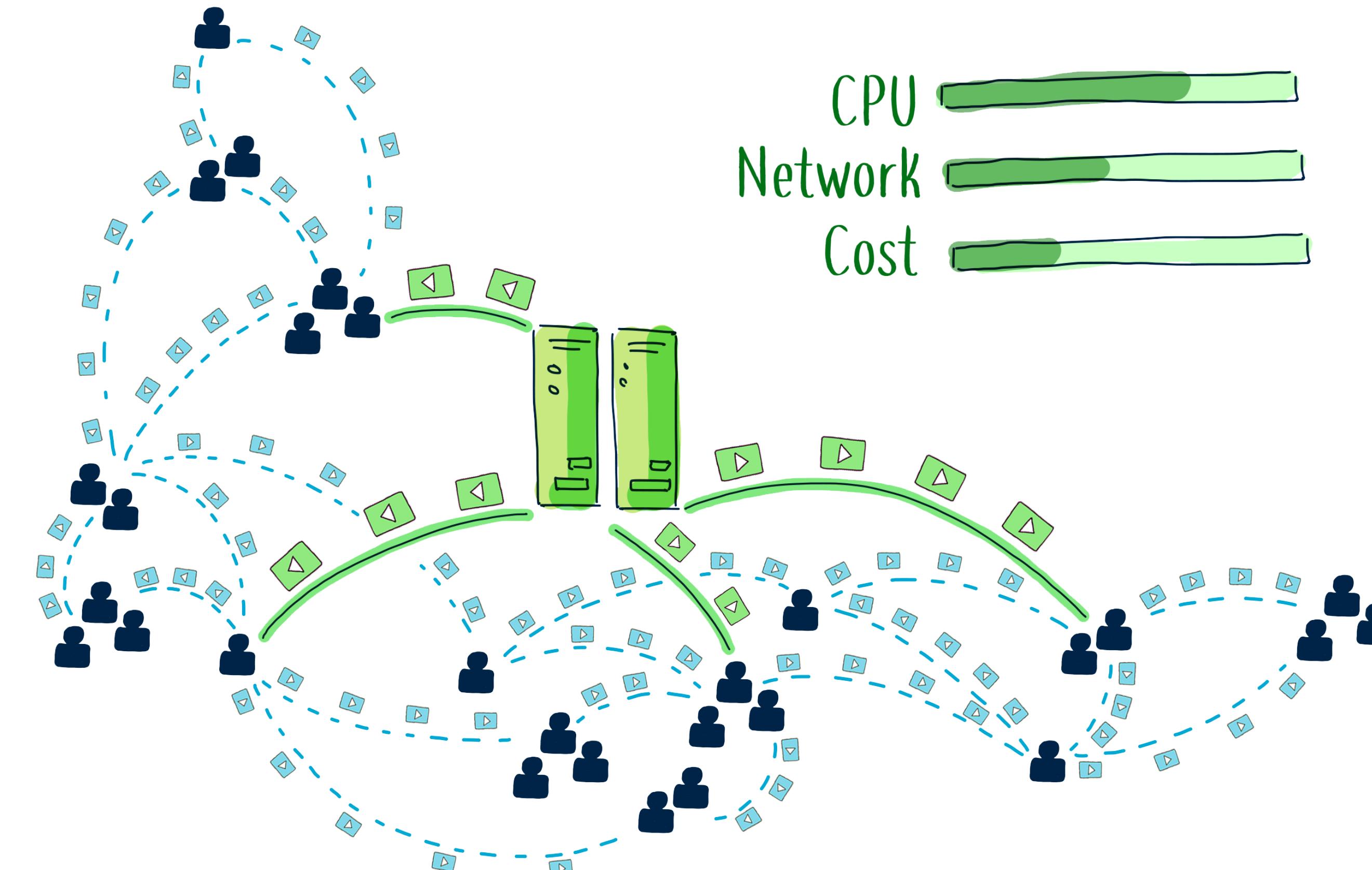


High Cost + Bad Quality ends up in **revenue loss!**



**Huge problem** for telcos, server providers and broadcasters

# The solution: Divide and Conquer!



**Integration of viewers** into the distribution process



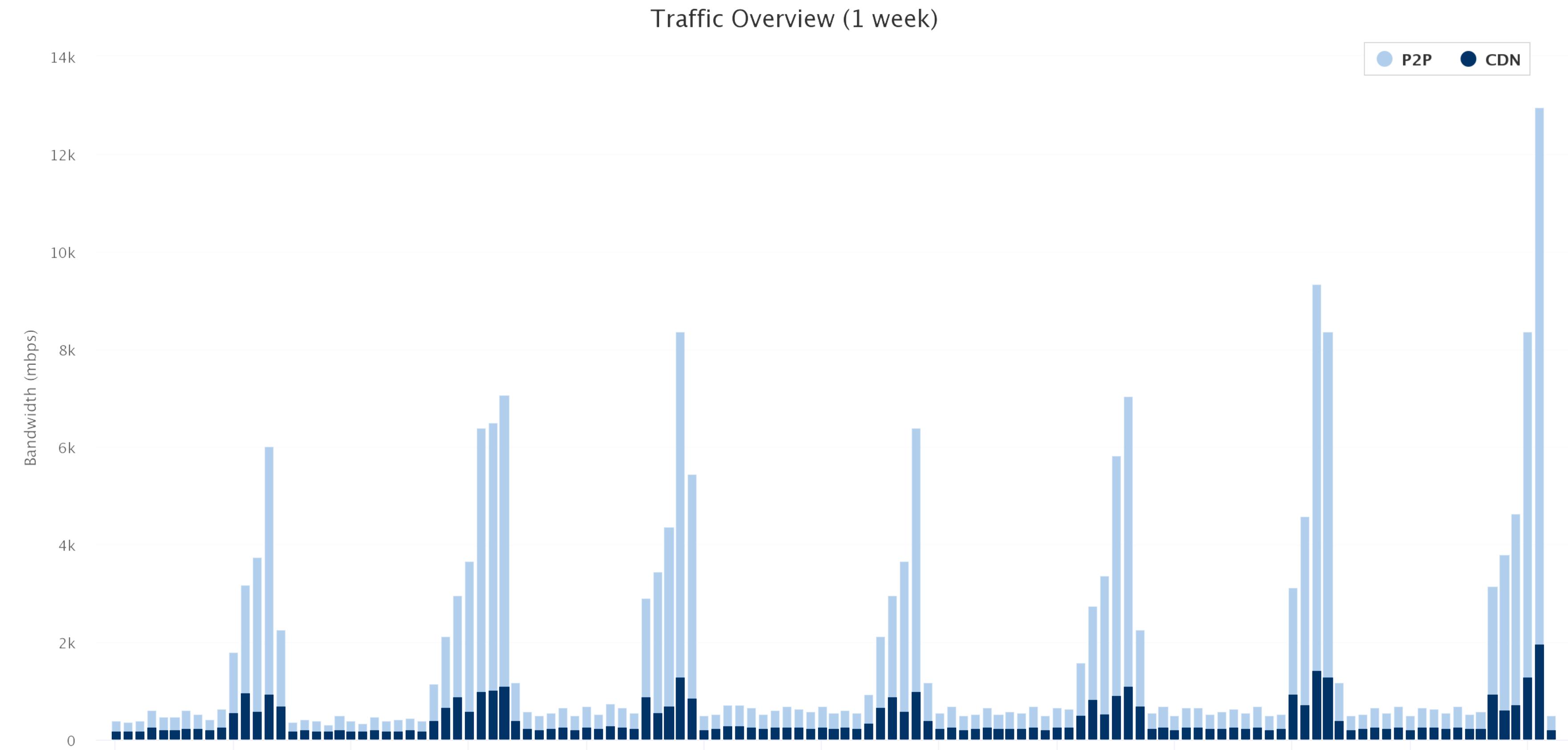
**Easy integration** for broadcasters.  
Plugin-Free and compatible with  
every browser and device



**Automatic Fall-Back mechanism** to  
guarantee the best connection for everyone

# The Result

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**Traffic Peaks are no problem anymore!**  
Be happy about more viewers,  
not afraid of them!



**Save up to 90% of server capacities**  
especially at peak times



**Longer video sessions** due to  
better quality and stable video streams

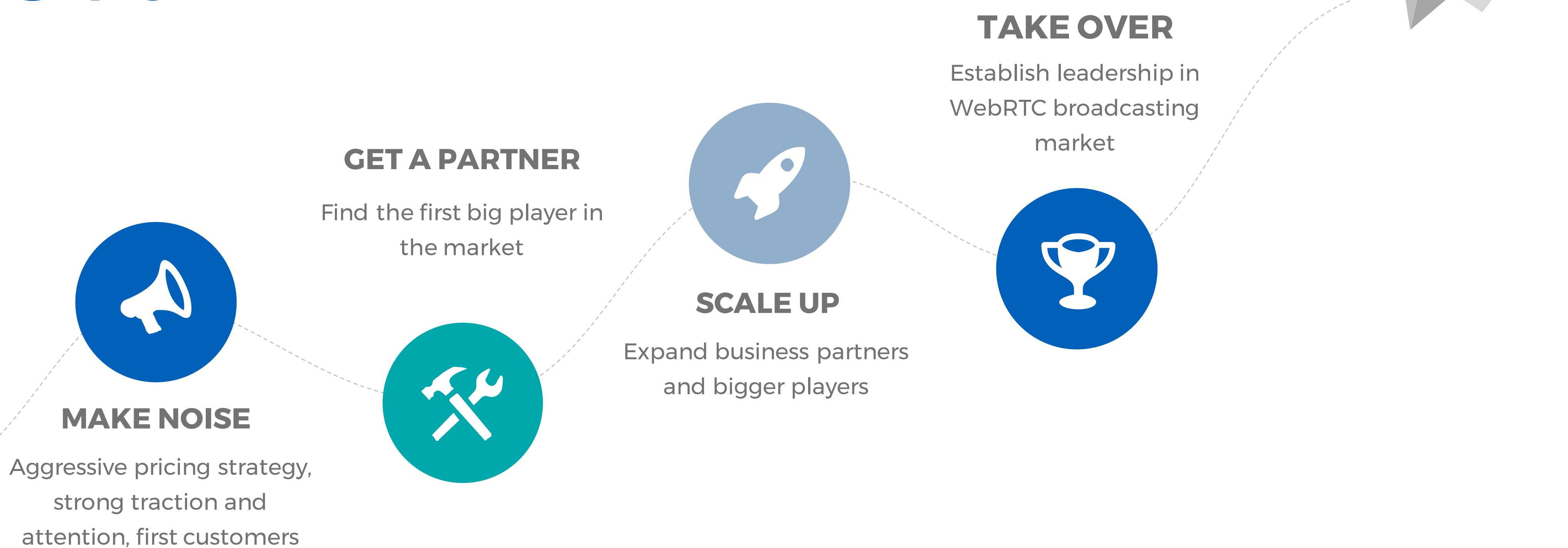
# Our Strategy

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## Scale with our customer's customers

**90%**

of a customer's video traffic can be delivered by StriveCDN at almost **no cost!**



# Business Model

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**Basic**

**\$150**

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1,000 concurrent viewers

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1 live stream

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Real time analytics

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Online Support

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**7 Days Trial**

**Business**

**\$500**

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5,000 concurrent viewers

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10 live streams

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Advanced Reporting

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Real time support

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**7 Days Trial**

**Enterprise**

**\$2,250**

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25,000 concurrent viewers

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100 live streams

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API access

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Dedicated support

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**7 Days Trial**

**Broadcaster**

**Custom**

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**Alexander Loer**

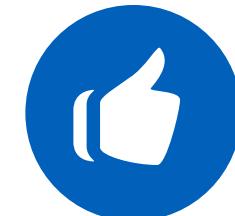
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**On Request**

All plans are available with 20% discount and annual billing

# Case Study: Net Thinks Co, LTD

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## FIRST ENTERPRISE CUSTOMER

First customer with a monthly revenue of 1.000,- EUR

Cost for Strive: 90,- EUR - Profit margin: **91%**

*Not fully convinced? How does*

**91%**

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## STEP INTO APAC MARKET

High traffic cost and much better P2P acceptance in Asian countries.



## MORE THAN 50,000 CONCURRENT VIEWERS

Strive handles more than 200.000 video sessions every month.



## HIGH CUSTOMER SATISFACTION

Excellent customer relationship and feedback. Strong cooperation with Strive to make technology work.

**Profit Margin**

*sound to you? And that's only the beginning!*

# Our Marketing Activity

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## Network & Partners

Direct referrals to high volume customers and partners



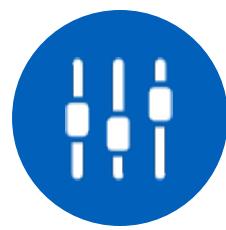
## Conferences & Events

Market insights & business development



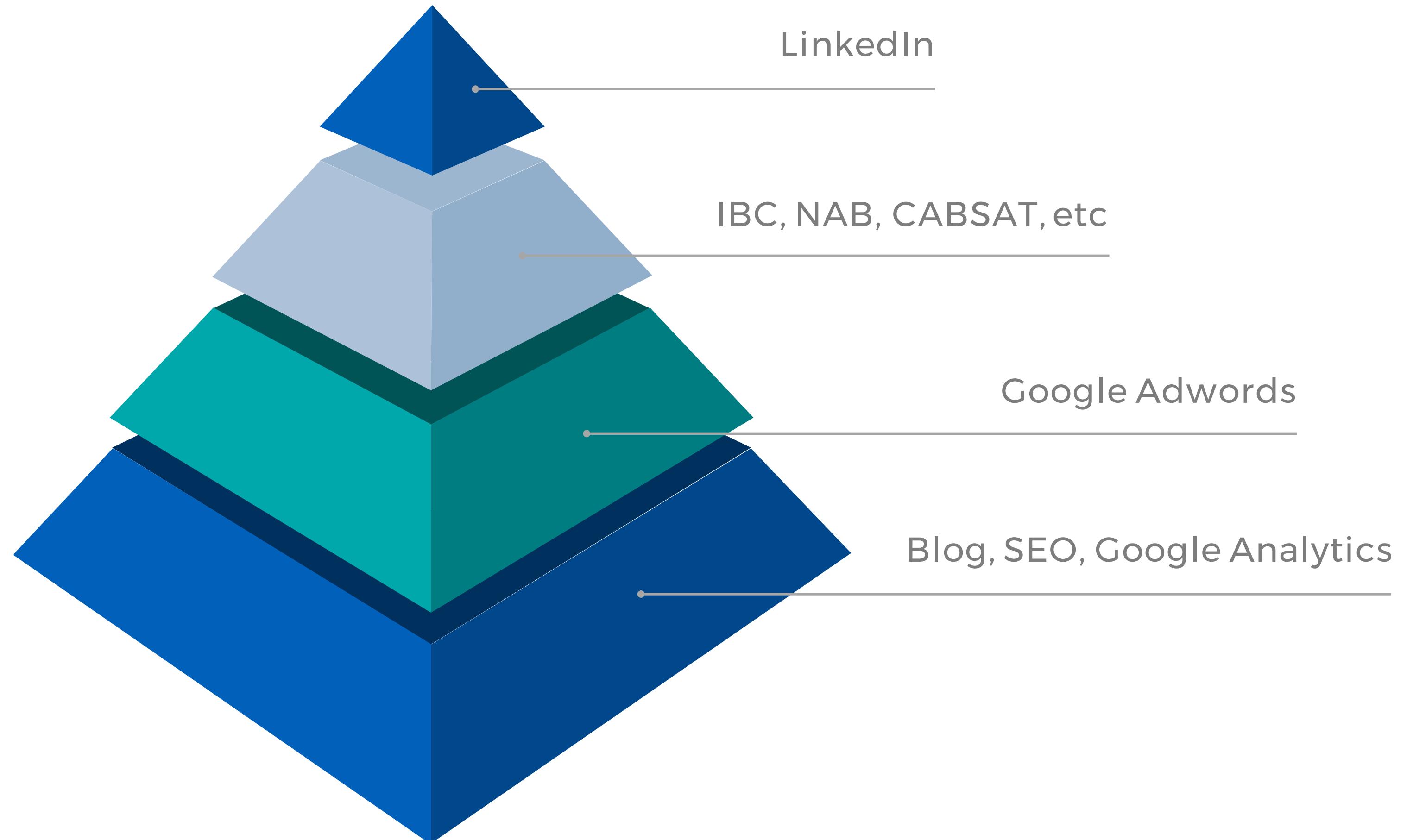
## SEA & Paid Advertisement

Tracking and precise targeting

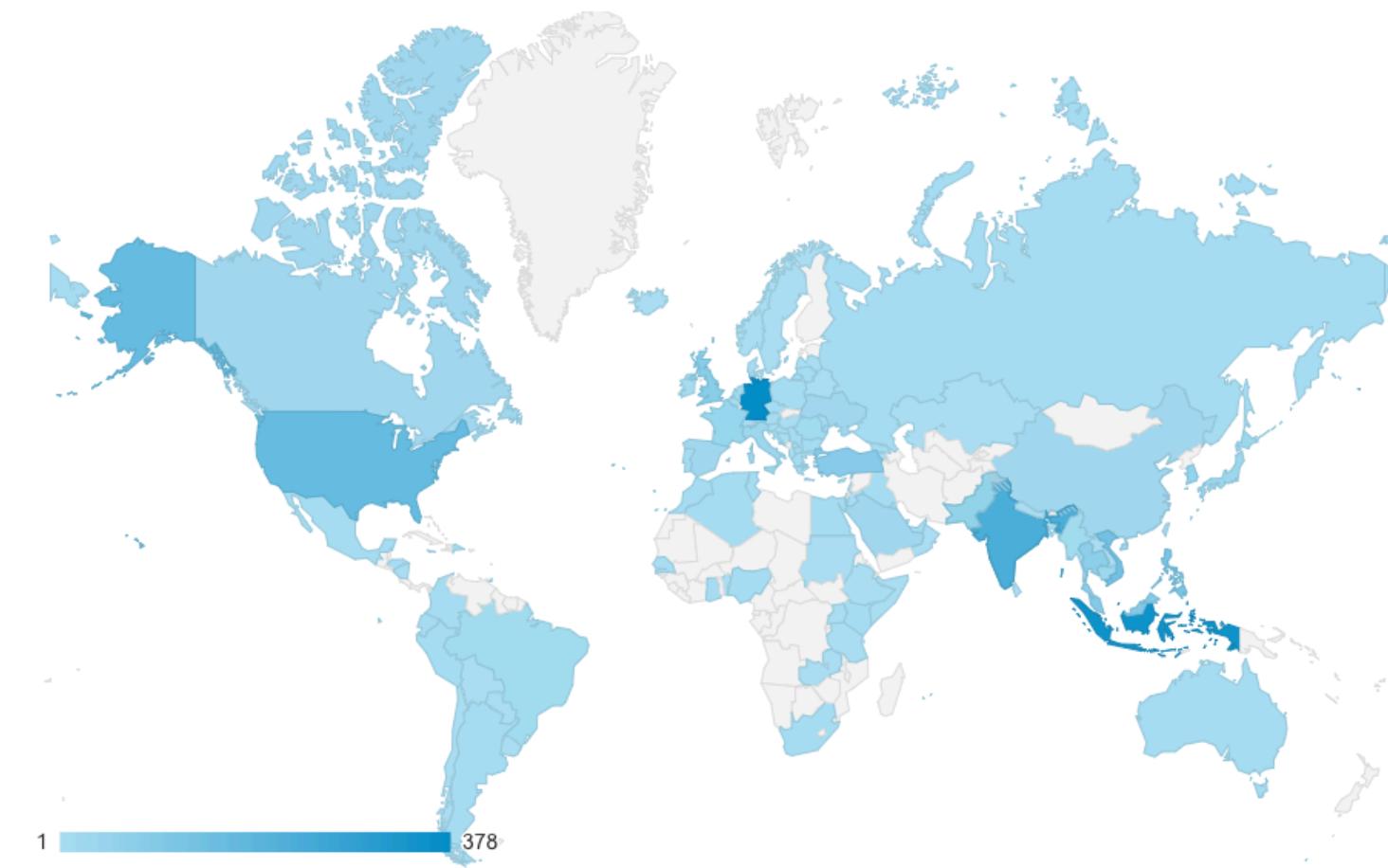


## Inbound Marketing

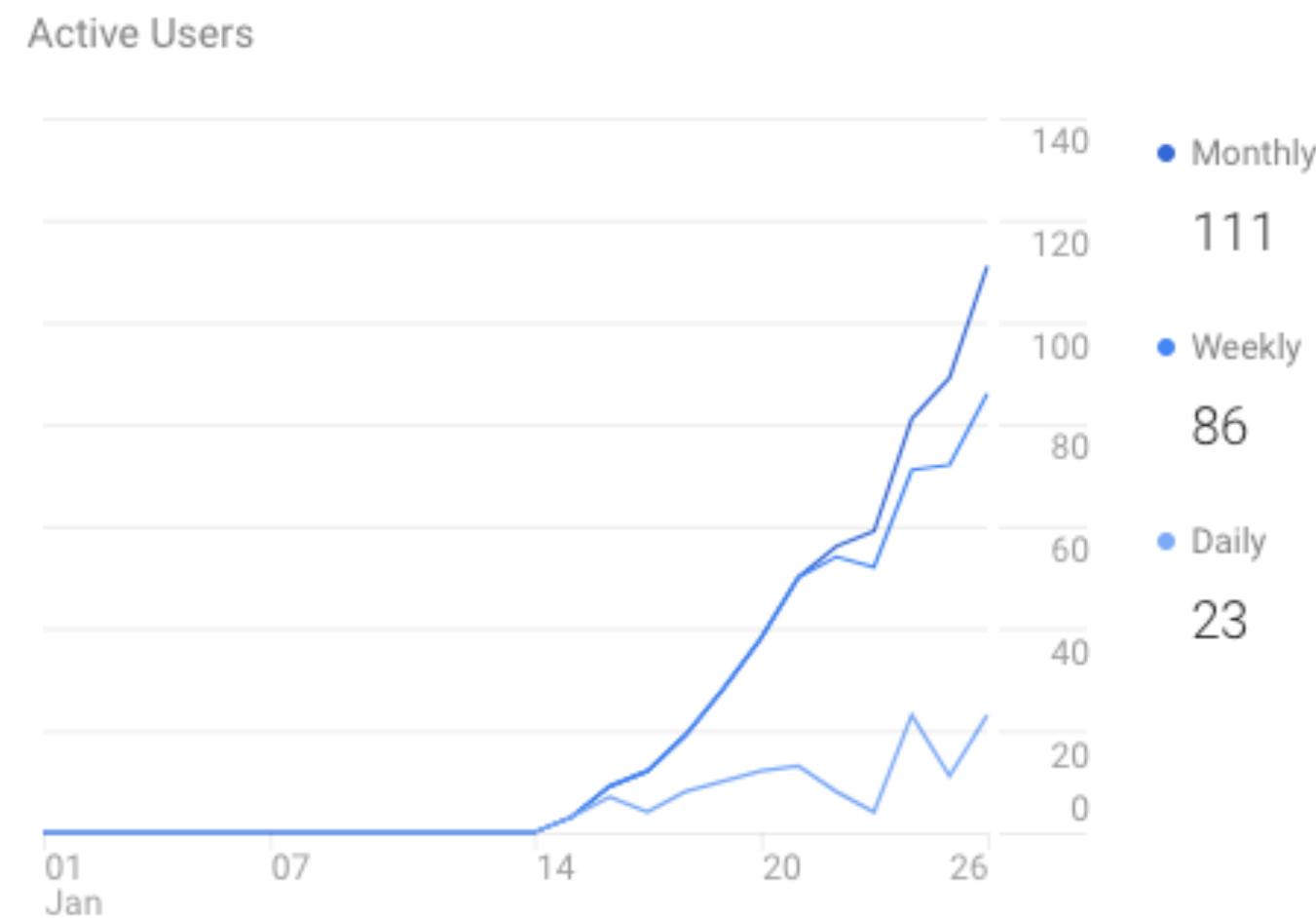
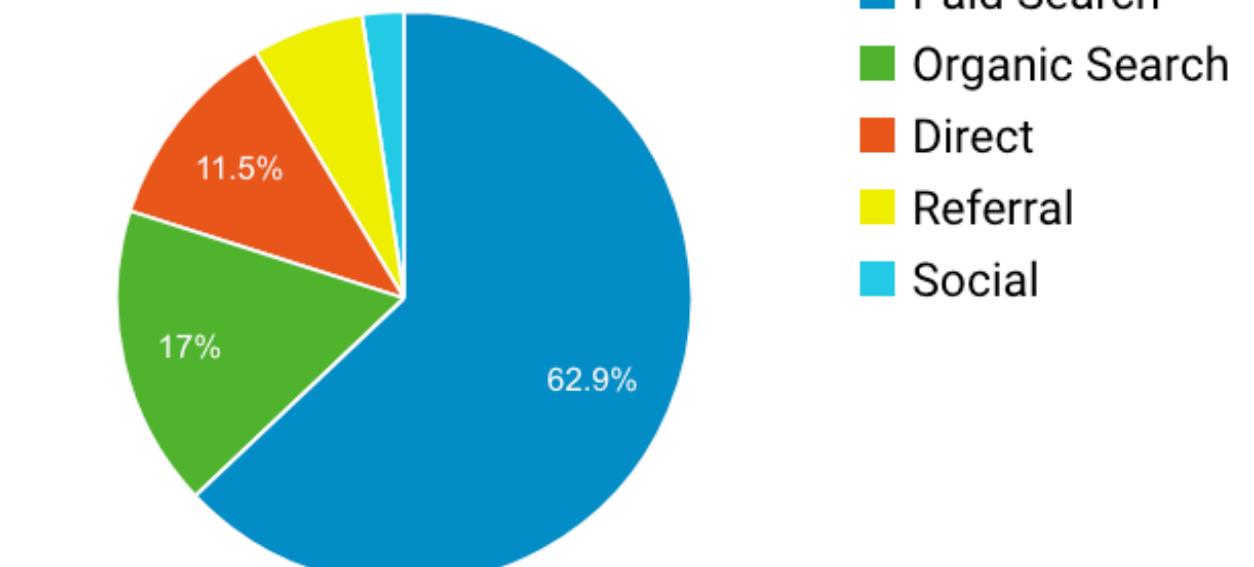
Cheap and easy way to get high ranking and relevance



# 2018 so far...



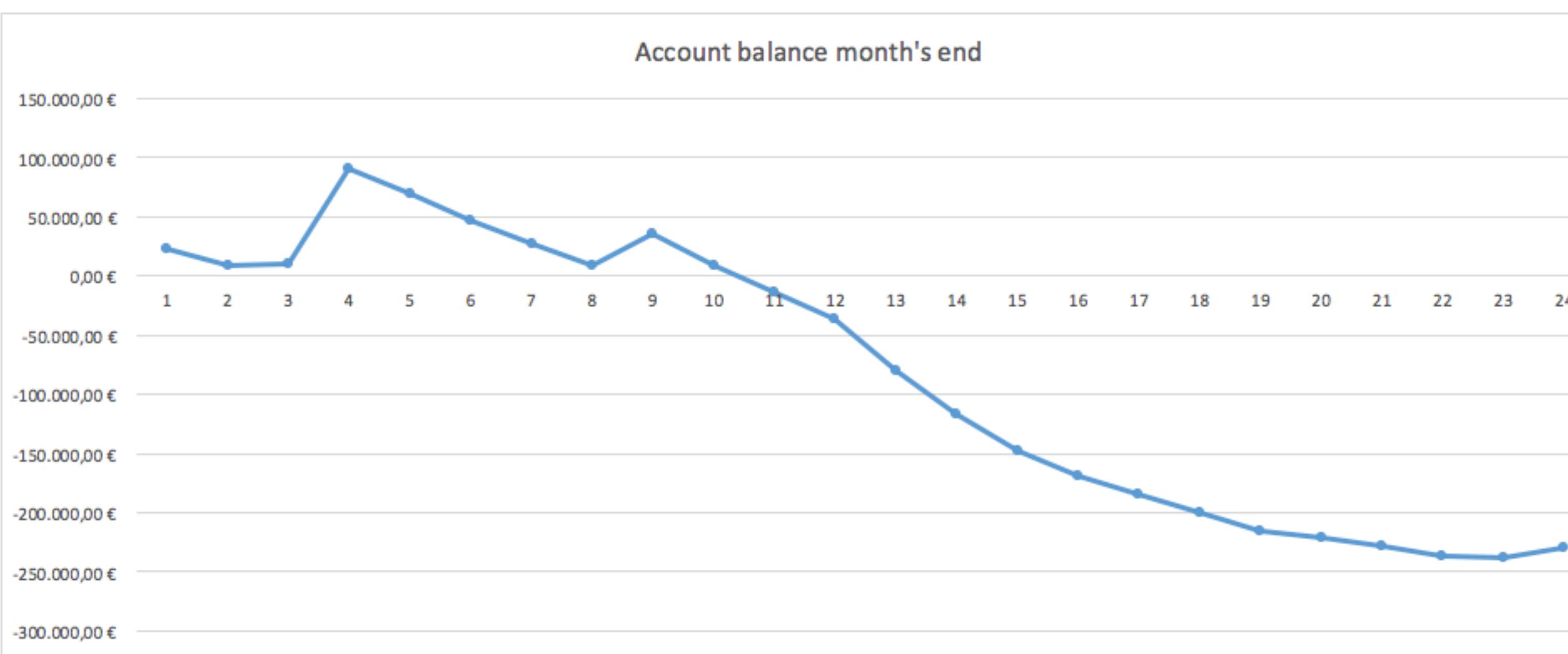
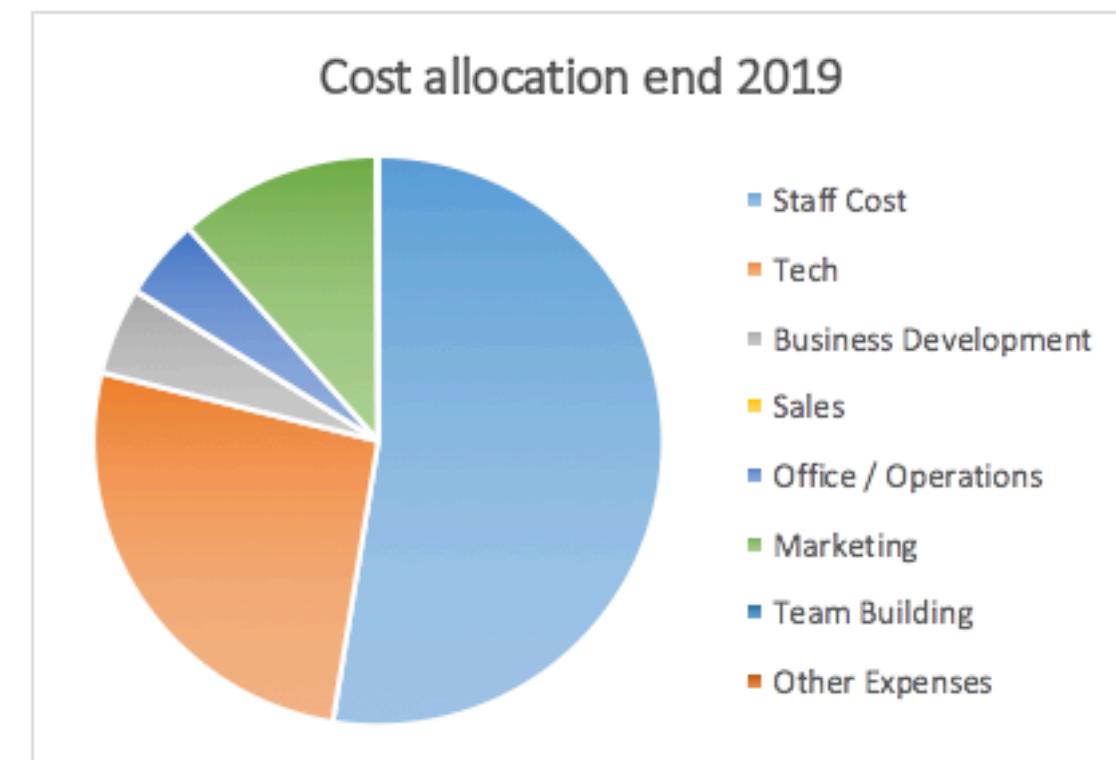
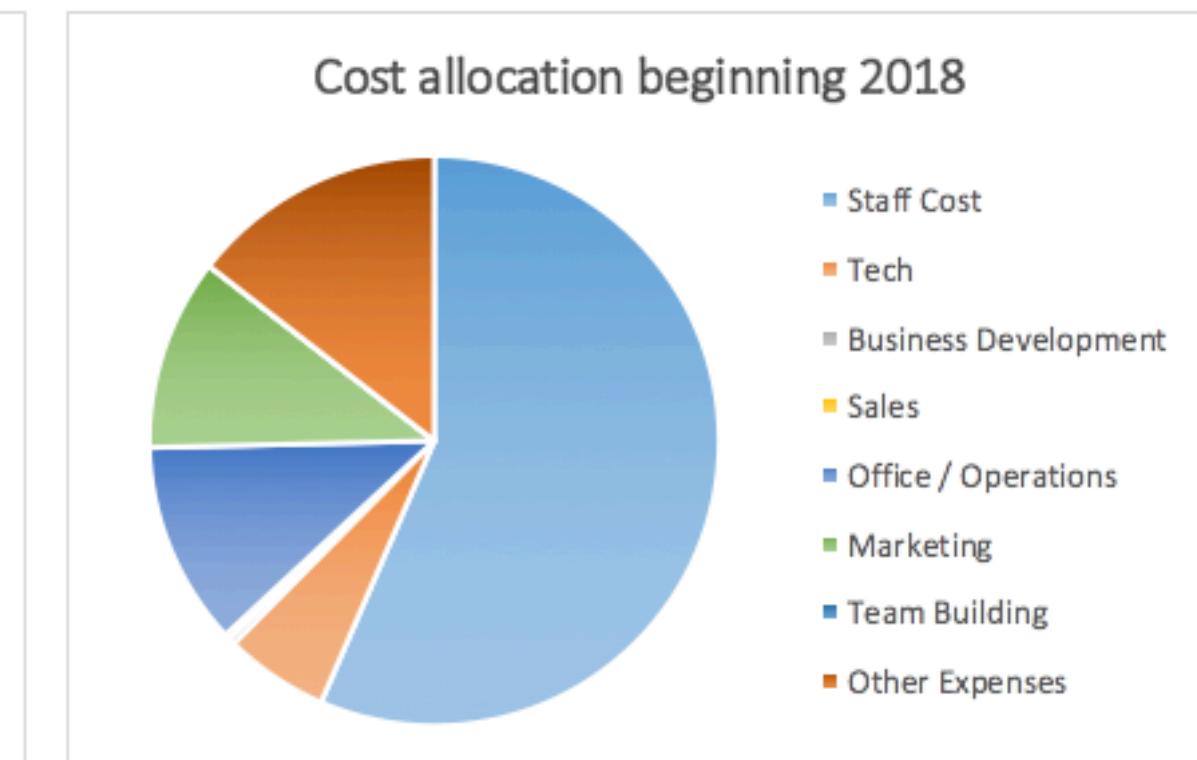
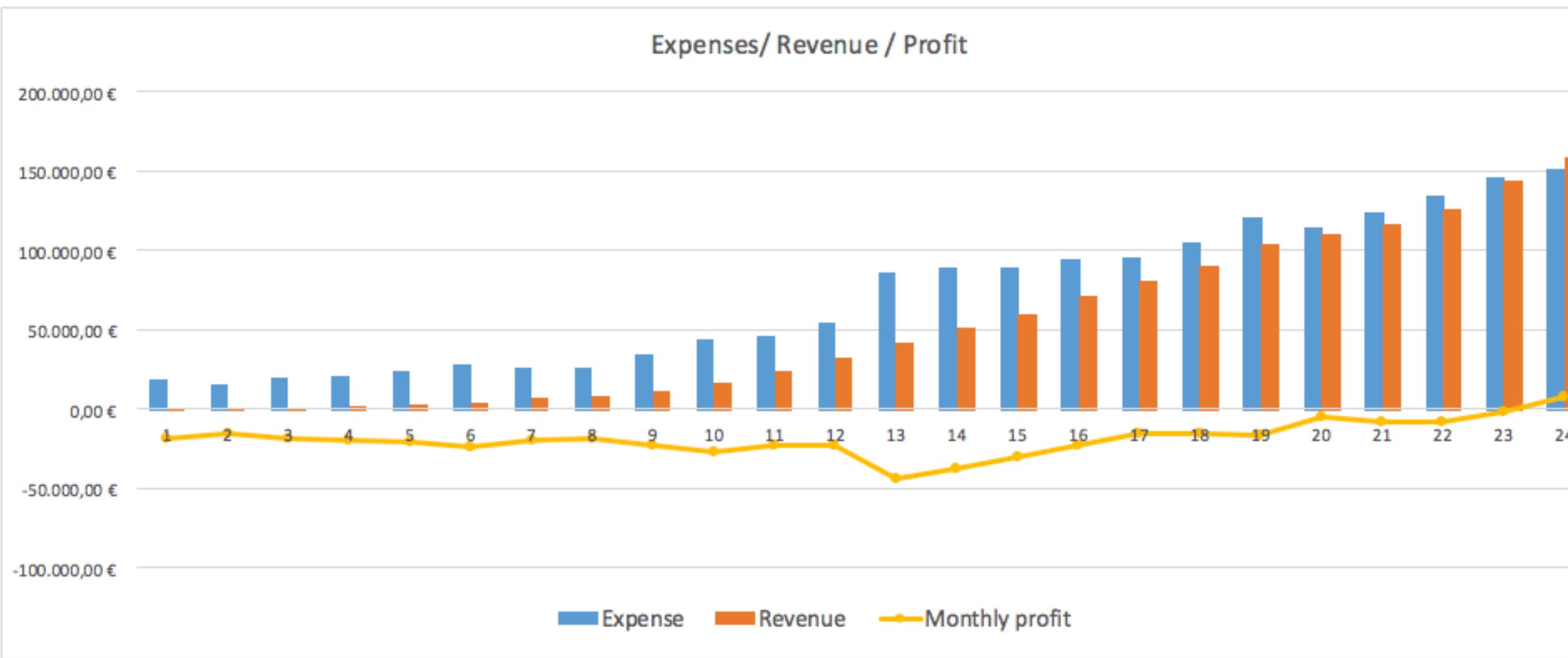
## Top Channels



-  45 platform user only after 25 days.  
Huge traffic and conversion growth!
-  Over 150.000 viewers are streaming  
via StriveCDN every month
-  Global traction and website traffic,  
more is coming



# Financial Plan Until December 19



Investment requirement

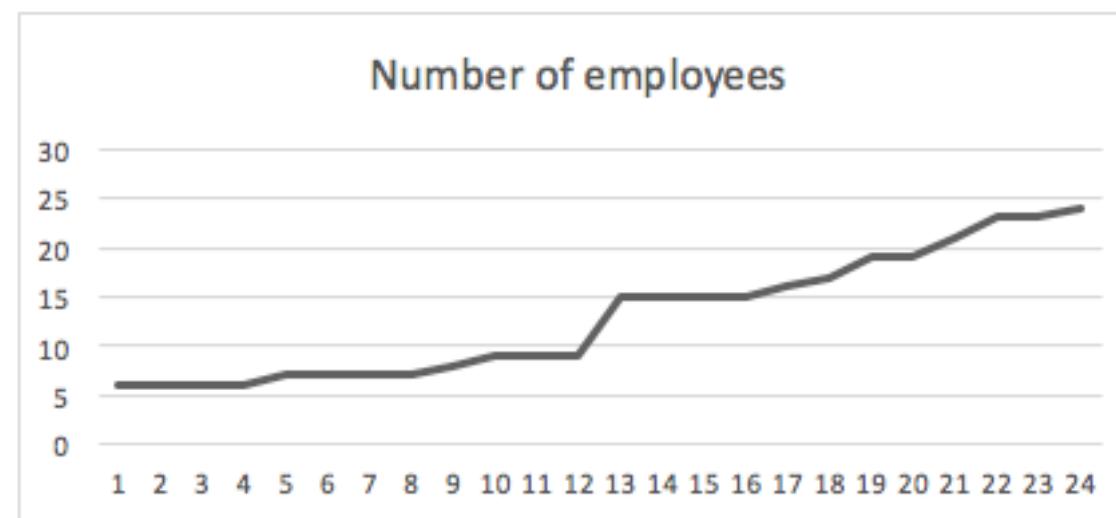
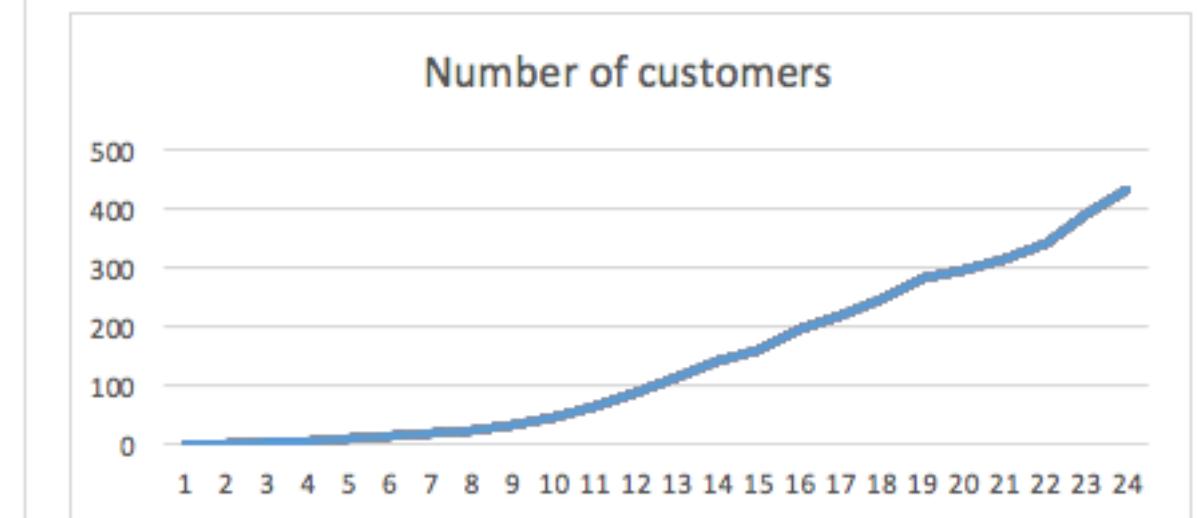
309.635,82 €

Buffer  
Initial capital

30,00%  
42.000,00 €

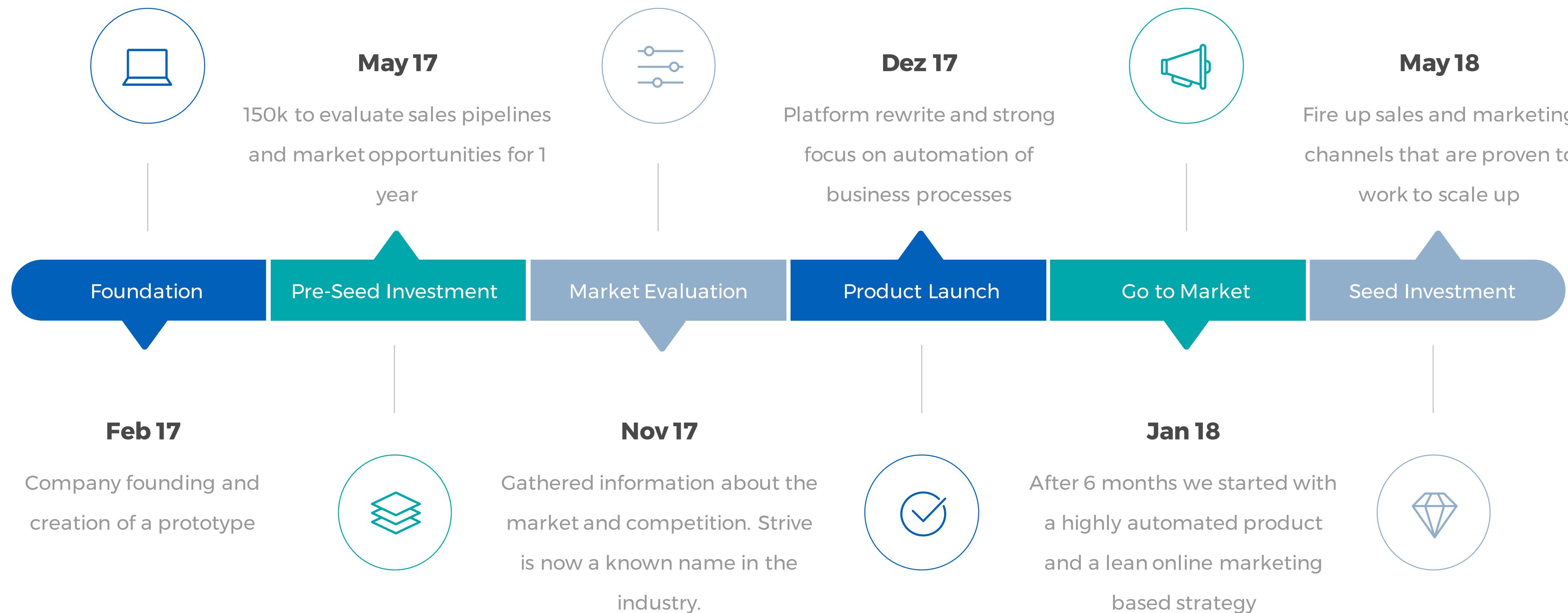
Planned figures end of the year

Number of customers	428
Max. concurrent viewers	1.954.000
Accumulated revenue	1.441.482,40 €
Accumulated cost	1.713.594,70 €
Accumulated profit	-442.112,29 €



# Company History

*Checkout our latest activity after 6 years of research and development*



# Our Great Team

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**Alexander Schäfer**  
CEO



**Christopher Probst**  
CTO



**Bastian Brandau**  
Business Development



**Alexander Loer**  
Sales & PR



**Robin Thues**  
Software Engineer



**Nathalie Hoffmann**  
Marketing & Design

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# THANK YOU

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StriveCDN - Strive Media GmbH