

UPLIVE

**Organization and
broadcasting of conferences
and live events.**

Company Purpose



The purpose is to make known conferences and events having little audience.



Create a platform where anyone can easily access a wide variety of conferences.



Democratize the viewing of live conferences.

Our purpose is to create the biggest platform of broadcasting of conferences and live events to be able to facilitate the access to them.

Problem

- It is still very difficult to see certain events if we do not attend.
- Only few events are live broadcast.
- And when they are, they have few audiences.
- There is no platform dedicated to conferences.

Solution



We join with organizers of conferences to broadcast them on Uplive. So we shall have a large amount of available conferences. And at the same time we organize our own conferences.



A single platform that brings together all the conferences and events to facilitate access. People will no longer need to watch a conference on Youtube Live, another conference on Twitter Live etc. Everything will be in the same place. In addition, they will be able to discover new events.



Those who view conferences scattered on various networks will meet on the same platform. So we shall be capable of creating a real community around Uplive.

Market Size

- Every year thousands of conferences, conventions, talks, are organized, whether it is in the technology, the sport, the music etc. Millions of people move there every year. Despite very few statistics from reliable sources, we know that this is a market worth around 150 billion euros.
- We are now in the era of the digital, and with the democratization of the live contents, it is not necessary any more to move to attend a conference. So more and more people will be inclined to turn to the viewing of live conferences.

Competition

The YouTube Live logo, featuring the word "You" in black, "Tube" in white inside a red rounded rectangle, and "Live" in black.

youtube.com



twitter.com

The TEDx logo, with "TED" in red and "x" in a smaller red font.

ted.com



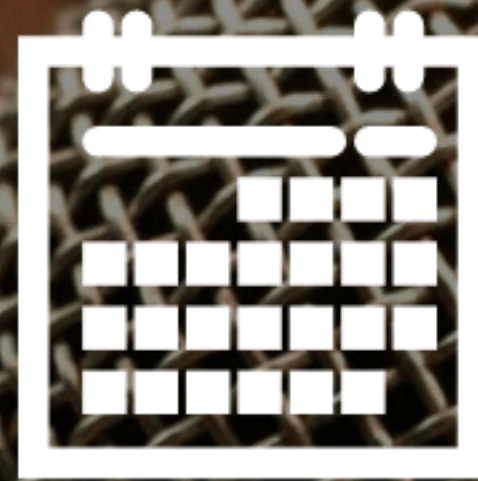
<https://live.fb.com/>

These sites are the ones that come closest to what we want to do. Nevertheless this is very different from the Uplive project.

Competitive Advantage



We are the first ones to propose this service. A platform dedicated to the lovers of the conferences.



Unlike the others, we are specifically specialized in conferences and events. We do not just propose to broadcast, we organize too.



A wide choice of contents.

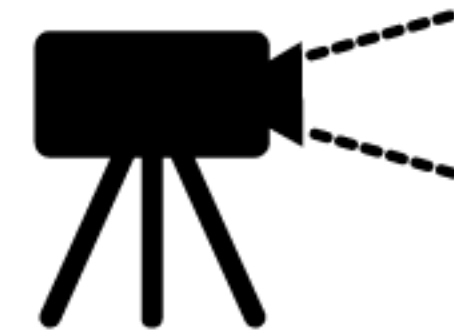
Business Model



We make sponsor our conferences by brands which want to be associated there.



Subscription: the user has access to all the catalog, he can view a limit number of conferences free of charge a month. Beyond, he will be charged according to the viewed number of conferences.



We suggest to the companies to take care of the filming and of the distribution of their events on our platform.

Founder



Bienvenu Malatray

I am 21 years old and I am the founder of UPLIVE.

After my high school diploma I have made one year in a double program, in Mandarin Chinese history and International Relations. After the obtaining of my first year in 2016 I decided to stop because I wanted to dedicate myself to my project.

My goal has always been to start a business, if I'm going so fast it's because I think it's the perfect time. 1. The French startups ecosystem is on the front of the stage and is generating a lot of interest, so I must take advantage of it. 2. The multiplication of live streaming platforms (including social networks) makes live video viewing a habit. 3. I am ready.