

HireCam

*Search, Find, Hire a live shooting video
service...*

*or offer it to other users and earn money...
just with your smartphone*

The Problem

- ✓ Today you can't «have a remote eye» at your disposal:
 - Want to know if your car or house is safe while you're away?
 - Want to have a virtual visit to a monument 3.000 km away? Maybe with the help of a tour guide to explain it?
 - Want to see how it's in the place you're going in a hour? And the live traffic situation on the path too?
 - Want to know if your work partner is where he/she pretends to be?
 - ...and many other things you could do if you could see remotely?

TODAY, YOU CAN'T...YOU MUST HAVE A FRIEND ON SITE

- ✓ Changing the perspective, no system exists that lets users offer such live shooting services and earn money!

The Solution

The solution is **HireCam**, an App and website, working as a Social Network that will be your «remote eye» on the World:

- will link people around the World, allowing them to broadcast live streams of what they shoot with their smartphone cameras (or any device which has a camera)
- will make it possible to «hire the camera» of other users, asking them to shoot in real time what you want to see, remotely, anonymously and securely
- will make it possible to earn money offering anonymous live shooting services (your camera on hire), and receiving money immediately

The Market

Size

2,32 billion smartphone users, and growing on

Validation

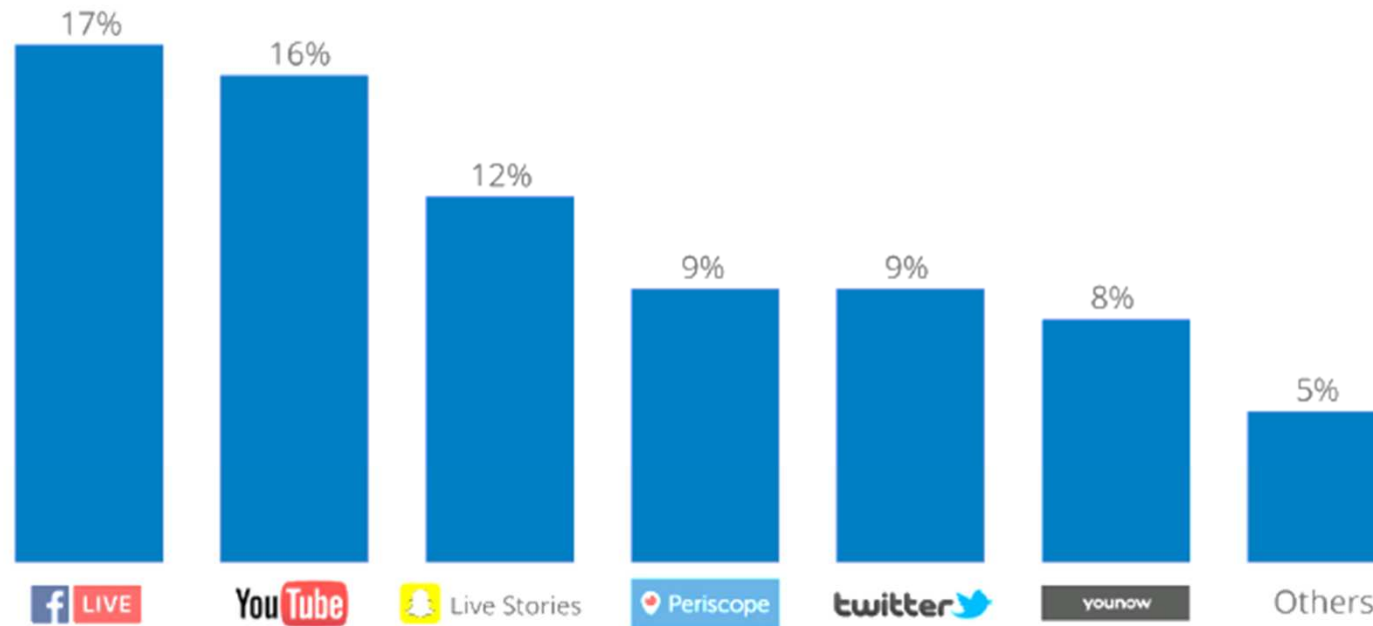
Most famous apps having videocall/video streaming features:

- *Whatsapp : 1,2 billion users*
- *Viber: 891 million users*
- *WeChat/Weixin: 902 million users*
- *Facebook Live: around 1 billion users*
- *Periscope: 300 million users*
- *Skype: 300 million users*

The Market

The State of Live Video Streaming

% of respondents who streamed live video on the following platforms



Competitors

At present time, no direct competitor

Indirect/potential future competitors:

- ❖ Video streaming: Youtube, Vimeo, Dailymotion, etc
- ❖ Messaging/Social Network: Whatsapp, WeChat/Weizin, etc.
- ❖ Live video: Periscope, Facebook Live, Skype, etc.

The product

HireCam is a Social Network that will link people around the World, allowing them to broadcast live streams of what they shoot with their smartphone cameras (or any device which has a camera) to other users, exploiting the geolocation service to be found on an interactive map and with anonymity level completely customizable by users, and the possibility to offer and ask for live streaming services.

With **HireCam** everyone can have a “remote eye” wherever there is a user open to put his/her camera for hire.

And, on the other side, everyone can earn money easily and quickly just by performing live shooting services.

Business model

HireCam revenues, come as a percentage of the transactions made through the APP and website, plus the advertising inserted into it.

Whenever a transaction is completed through **HireCam**, a percentage between 3% and 6% (with a minimum fixed amount of 0,10 €) is held.

Our idea is to keep the APP download and website access completely free, so to encourage people to download and try it even just for curiosity.

What is important in fact, in such kind of product, is that people can “test it and taste it”, so that if they like it, they will suggest to their contacts (family, friends, colleagues, etc.) to do the same.

The Team

Riccardo Nobile: Chief Executive Officer

Electronics Engineer, works as free lance engineer in energy efficiency sector since many years. He already cofounded a startup industrializing a new patent.

He is the creator of **HireCam** project, and will be responsible for the strategic direction of the new Company, leading the management team and coordinating the software development.

Fausto Magnarelli: Chief Financial Officer

Entrepreneur and finance expert, founded and managed over the time many Companies in various sectors, from buildings to real estate to energy efficiency management and plants.

He will manage the new Company finance and accounting functions as well as being responsible for possible capital raising (both Venture Capital and not) and financial reporting.

Daniela Catesi: IT & Software Development Supervisor

Expert programmer and certified Microsoft Database expert, owns a long and solid experience in management of big working teams. She will directly manage the programmers' dedicated team in external software house in direct coordination with the CEO, being responsible for the fulfilling of project correct development and updating. Moreover, she will be responsible for the IT infrastructure management.

Financial

Funds sought/investment opportunity

Investment expenses details

500.000 €
In exchange for a
29% equity stake
in new Company

Description	Amount
Software development	200.000,00 €
It infrastructure	50.000 €
Personnel costs 1 st year	90.000,00 €
Advertising costs	130.000,00 €
Start Up costs (company set up,licences, int. patent,rights,legal,etc.)	15.000,00 €
Costs related to market placement (work travels,presentations,conventions, fairs)	15.000,00 €
Tot:	500.000,00 €

Financial

Workflow Timeline



Our goal is to reach 13 million active users in 5 years, reaching an annual income (EBITDA) of more than 15 million € by that date.