



Archived Inc.

ITEM 1. BUSINESS

OVERVIEW

Our mission is to highlight underrepresented creative work and connect individuals with similar-minded communities in the underground hip-hop space, or “the underground”.

Our only product, an IOS app, aims to be a cultural hub for “the underground”, fostering creative and intellectual exchanges of thought among *users* and *creators*. The Archived IOS app promotes three main pillars, the “3 C’s”: creativity, community, and content. Archived understands the importance of creative material, notably music and clothing, so we provide a platform for creatives, regardless of size and popularity, to impact underground culture. The longevity of the underground is dependent upon community-building and social engagement; therefore our app provides an ideal space for individuals to find like-minded communities and exchange personal thoughts with the world. Artists and underground content do not typically reach traditional news organizations, so our app capitalizes on these underrepresented creatives via independent journalism, social media, and other non-traditional methods.

REVENUE & PROFITABILITY

Our total revenues will be comprised of three key channels: advertising, fees, and memberships. The Archived app offers a unique and ideal advertising platform for commercial sellers of clothing, beats, and recording equipment to market products directly to the app’s userbase. We offer a self-service ad platform in which advertisers can customize the reach of their campaign for differing costs.

The Archived app offers a deep selection of online products via the “marketplace”. The marketplace functions as an intermediary that facilitates the exchange of a product from a seller to a buyer. The seller receives 96% of sales revenue and we take the remaining 4%. This 4% margin applies to all sales gained on the marketplace.

Users: refers to all individuals who download, engage, and/or contribute to the Archived app

Creators: refers to anybody or anything that actively delivers original creative work such as an artist, musician, or designer

Our membership service is a concept which delivers a “premium” app experience to membership-holders such as exclusive app content, reduced sales fees, discounted digital assets, enriched app features, and more. Members will choose between a single lump sum payment for the year or a monthly annuity with cancellations at any time.

The primary expenses that will be incurred are software expenses, royalty costs, and copyright/patent costs. The majority of such expenses will be allocated to software.

METHODS AND FEATURES

- Homepage Feed:
- **Videos:** a platform for users or creators to view and post short-form videos relating to the underground realm, such as song snippets, clothing release trailers, album teasers, outfit checks, and more
- **Journalism:** a section for users to read or listen to independent articles on relevant topics or events, including opinion pieces, breaking stories, and news updates
- Marketplace:
- Livestreams
- Community: