

**LIGHTS** **CAMERA** **ACTION**

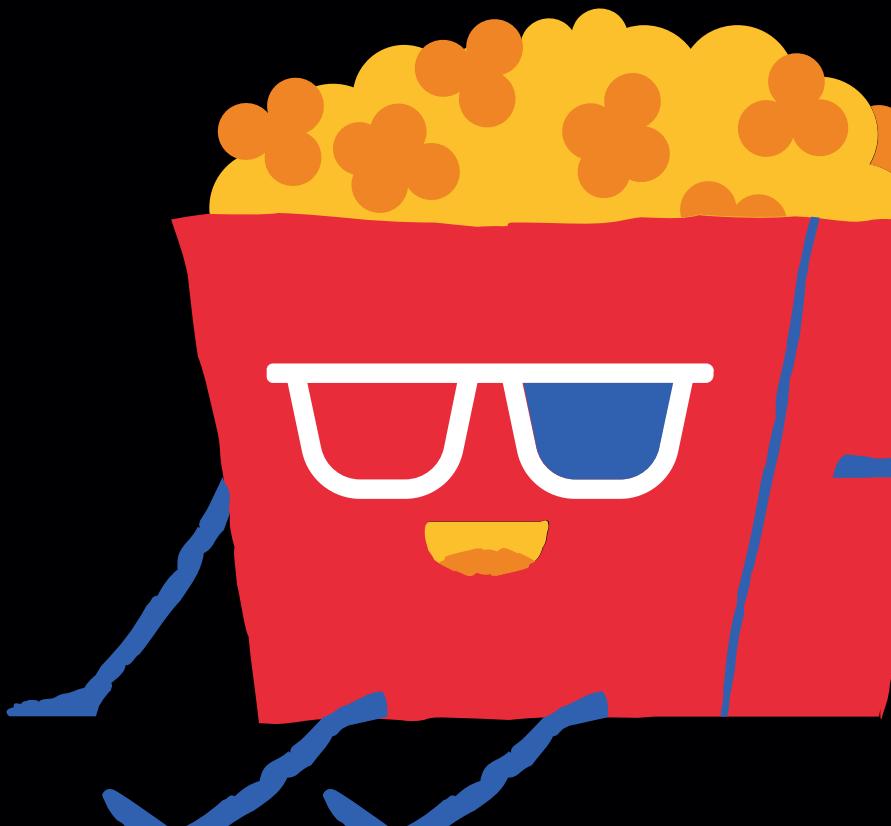
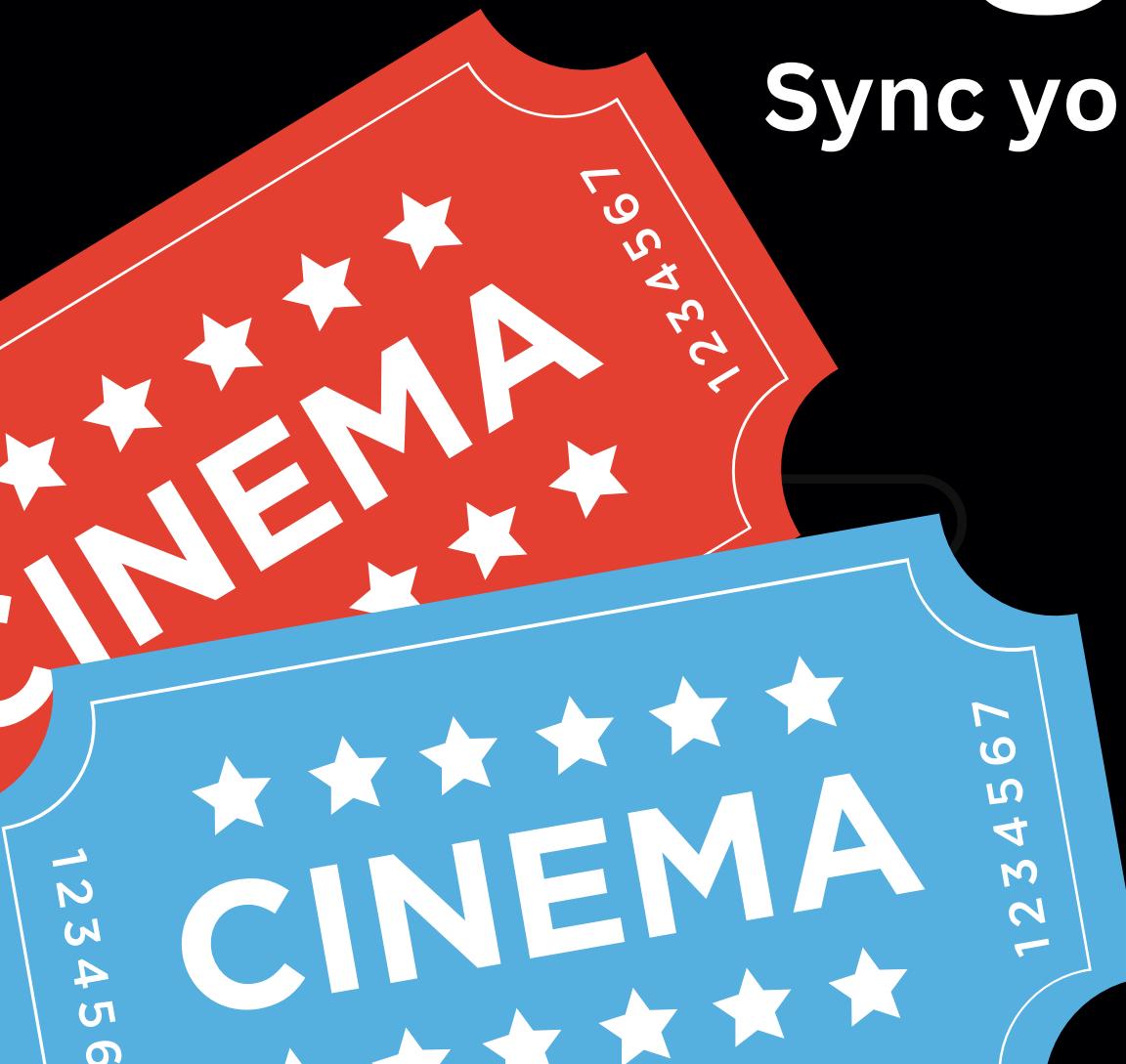


# WELCOME

TO

# Lights Camera Action

Sync your videos, sync your fun with Lights Camera Action



# MEET OUR TEAM



Priyanshu Upadhyay

Backend  
Developer



Shruti Mishra

Ui / Ux  
Designer



Ananya Singh

Frontend  
Developer

# Problems

- Lack of a platform to share and discuss videos in real-time with others.
- Difficulty in organizing virtual movie nights with friends and family.
- No easy way to pause or seek real time videos in sync remotely.
- Only 2-4 users can watch at same time



# Competitor Analysis

## Indirect Competitors



Zoom



Google meet

## Direct Competitors



Two Seven



Discord

# SOLUTION

01

Platform where you can feel like home and spend your time with homies.

03

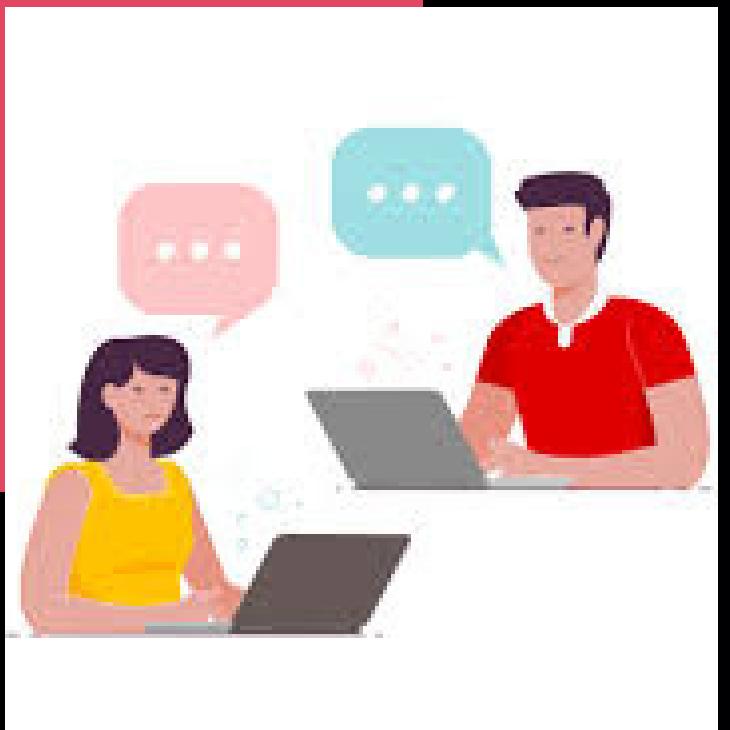
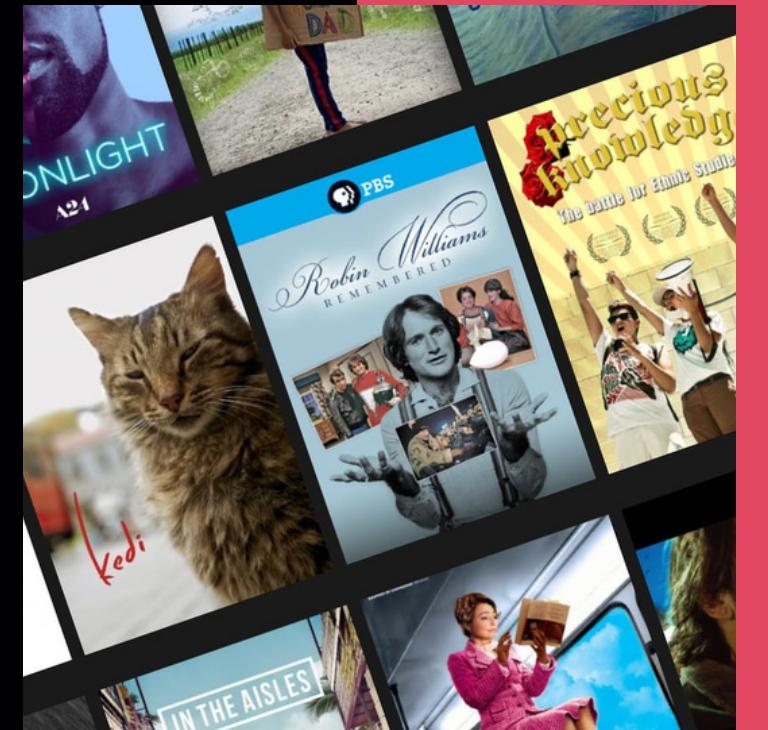
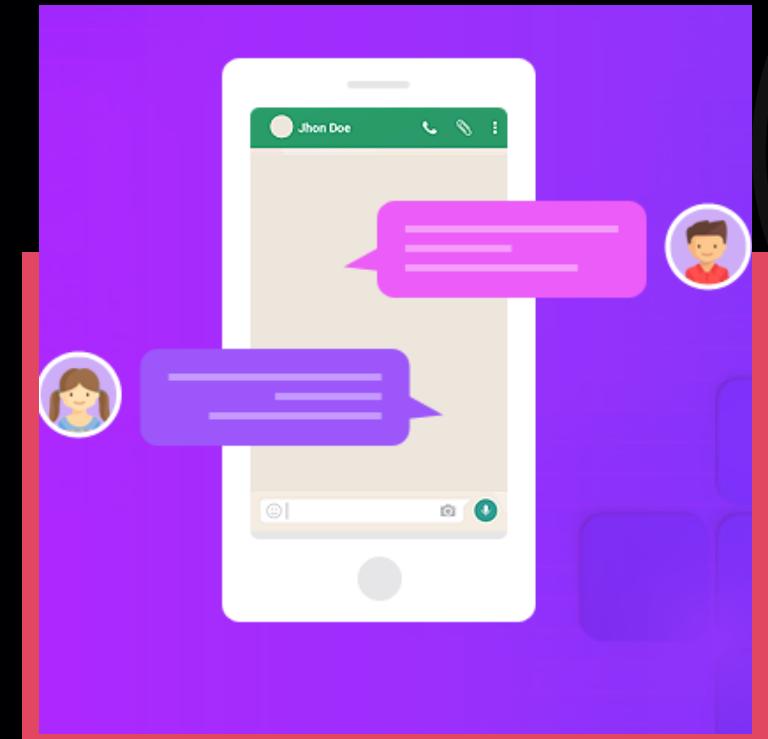
Seamless integration with YouTube for a vast library of video content.

02

Real-time synchronization of video playback among multiple clients.

04

Compatible with various devices and platforms for accessibility.



LIGHTS  
CAMERA  
ACTION

The word 'LIGHTS' is written vertically in pink, 'CAMERA' in black, and 'ACTION' in purple. Each letter has a small circuit board pattern inside it, giving it a high-tech, digital feel.

# Backend

01

FLASK

02

SOCKET IO

# Frontend

01

HTML

02

CSS

03

JAVA SCRIPT



# Scalability

**29 M**  
indian users

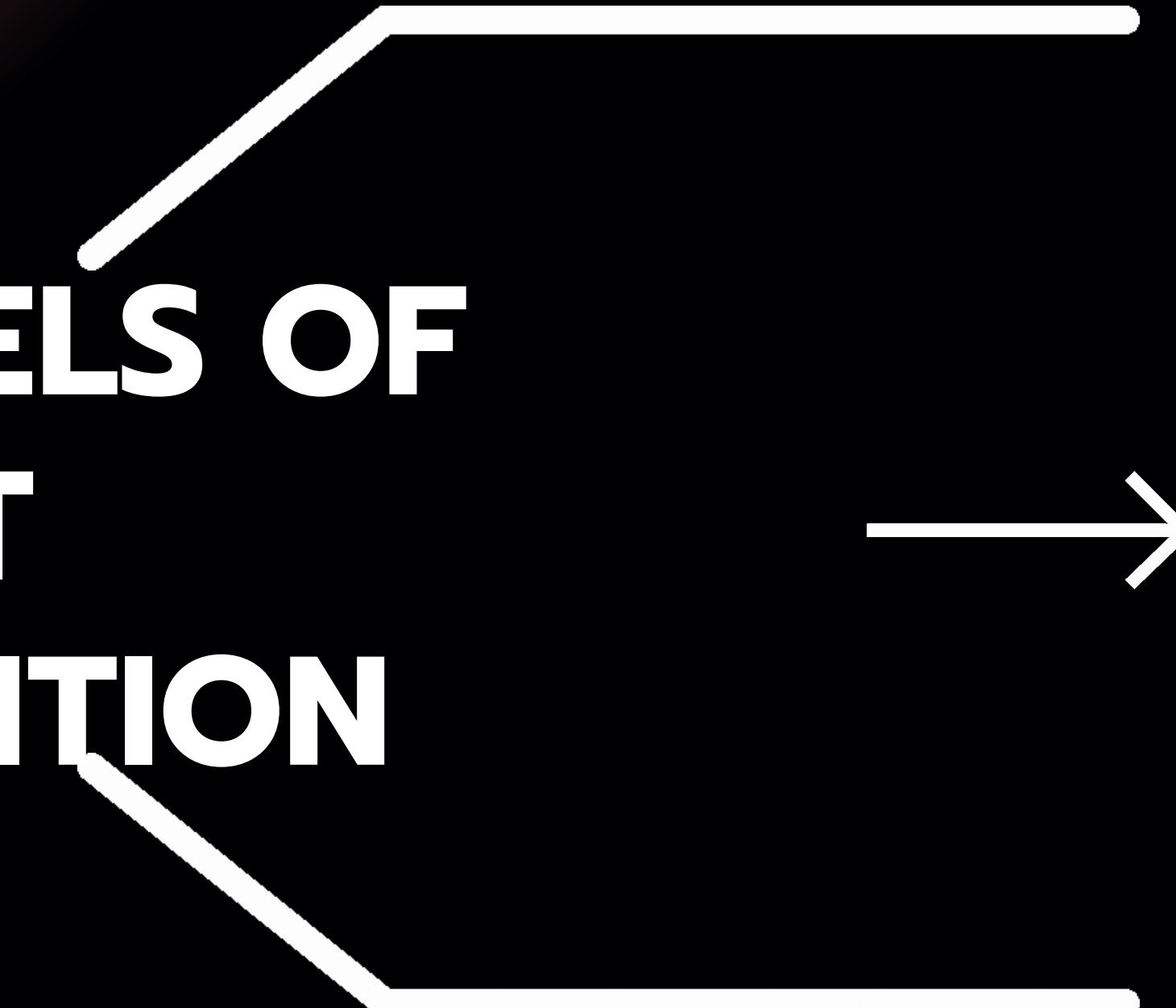
**1.16B**  
global users

**0.1%**  
targeted market



- LCA is built using the Flask and Socket.IO frameworks, which are both known for their scalability.
- Flask is a lightweight and flexible framework that allows developers to easily build scalable web applications.
- Socket.IO, is a real-time, bidirectional, and event-based communication framework that can handle a large number of connections and provide reliable data transmission.
- To make LCA scalable, we can deploy it on cloud platforms like AWS or Azure for automatic scaling.
- we can also use Load balancer which can distributes traffic to multiple servers, improving web-app performance and making it more resilient
- Using a database like MongoDB or PostgreSQL for video and user data makes it easy to scale the application horizontally by adding more database servers to the cluster.

# CHANNELS OF MARKET ACQUISITION



## Partnerships

we can partner with other companies or platforms in the entertainment industry to promote the web-app to their users and customers.

## INFLUENCER MARKETING

Partnering with influencers in the entertainment industry can help to promote LCA to a wider audience and build brand awareness.

## Word-of-mouth

Encouraging existing users to share LCA with their friends and family can help to generate buzz and increase adoption.

# BUSINESS MODEL

SUBSCRIPTIONS

When the consumer buy our service.

ADVERTISING

We can partner with relevant brands or companies to display ads on our platform.

DATA ANALYTICS

Analyzing user data and selling insights to third parties or using them to enhance the platform.

LCA  
LIGHTS CAMERA ACTION

THANK YOU

