

RAI

# All-in-One Content & Streaming Platform

*Platform Features & Streaming Capabilities*

Create. Stream. Discover. Earn.

Video

Photo

Audio

Camera

Live

Investor-Ready Technical Overview | Q3 2025

# Platform Overview

Core Capabilities & Architecture



## Video Streaming

Short-form video creation, editing, effects, 4K quality



## Photo Sharing

Upload, filters, galleries, stories, carousels



## Audio Streaming

Music integration, podcasts, sound library



## Camera Features

In-app camera, beauty mode, multi-angle, slow-mo



## Living Room (Live)

Real-time broadcasting, chat, monetization



## AI Discovery

CulturalIQ engine, trending, personalization

6 Core Modules

50+ Features

4K Streaming

< 100ms Latency

AI-Powered

# Video Streaming

Short-Form Video Creation & Distribution

## Video Creation

- 15s, 30s, 60s, 3min, 10min formats
- Multi-clip editing & trimming
- Speed control (0.5x - 3x)
- Reverse playback

## Effects & Filters

- 500+ AR effects & face filters
- Green screen / chroma key
- Transitions library (50+ styles)
- Text overlay & stickers

## Audio Integration

- Licensed music library (10M+ tracks)
- Original sound creation
- Voiceover recording
- Audio sync & beat matching

## Quality & Encoding

| Resolution        | Bitrate    | FPS    |
|-------------------|------------|--------|
| 4K (2160p)        | 20-40 Mbps | 60 fps |
| 1080p Full HD     | 8-12 Mbps  | 60 fps |
| 720p HD           | 4-6 Mbps   | 30 fps |
| 480p SD           | 1.5-3 Mbps | 30 fps |
| 360p (Data Saver) | 0.5-1 Mbps | 30 fps |

- Codec: H.265/HEVC & AV1
- Adaptive Bitrate Streaming (ABR)
- CDN: Global edge delivery < 50ms
- Storage: Unlimited cloud storage
- Formats: MP4, WebM, MOV

# Photo Sharing

Upload, Edit, Share & Discover

## Upload & Edit

- Multi-photo upload
- Auto-enhance AI
- Crop & rotate
- Brightness/contrast
- Color grading
- HDR processing

## Filters & Effects

- 200+ custom filters
- Portrait mode
- Bokeh effects
- Light leak overlays
- Vintage & retro
- Film grain effects

## Stories & Galleries

- 24hr disappearing
- Highlight reels
- Photo carousels (20)
- Grid galleries
- Collage maker
- Slideshow creator

## Social Features

- Photo challenges
- Collab albums
- Tag & mention
- Location tagging
- Hashtag discovery
- Trending photos

Max 50MB/photo

RAW/HEIF/JPEG/PNG

Up to 108MP

AI Object Recognition

Auto-Tagging

# Audio Streaming

Music, Podcasts & Sound Creation

## Music Integration

- 10M+ Licensed tracks library
- Artist collaboration tools
- Playlist creation & sharing
- Offline download support
- Lossless audio (FLAC/ALAC)
- Spatial Audio / Dolby Atmos
- Lyrics sync display
- Mood-based AI playlists

## Podcast Platform

- Host & distribute podcasts
- RSS feed integration
- Multi-host recording
- Live podcast streaming
- Episode scheduling
- Listener analytics
- Transcription (AI-powered)
- Monetization (ads & tips)

## Sound Library & Tools

- 50K+ sound effects
- Royalty-free music beds
- Beat maker studio
- Audio mixing tools
- Noise cancellation
- Voice modulation effects
- Audio-to-video sync
- Custom soundboard creation

Audio Quality: 320kbps AAC | FLAC Lossless | Dolby Atmos Spatial | Latency < 20ms

# Camera Features

In-App Camera with Professional Capabilities

## Beauty Mode

- AI-powered skin smoothing
- Face reshape & slim
- Eye enlargement
- Teeth whitening
- Real-time preview
- Custom presets

## Multi-Angle Recording

- Dual camera simultaneous
- Picture-in-picture
- Split-screen recording
- Front + rear sync
- Auto scene switching
- Director mode

## Slow Motion

- 120fps slow-mo capture
- 240fps super slow-mo
- 960fps ultra slow-mo
- Smooth frame interpolation
- AI motion detection
- Highlight auto-detect

## Time-Lapse

- Hyperlapse with stabilization
- Custom speed (2x - 100x)
- Star trail mode
- Day-to-night transition
- Auto exposure adjust
- Cloud time-lapse

## Filters & AR

- 1000+ real-time filters
- Face tracking AR
- 3D object placement
- Background replacement
- Age/gender transforms
- Animal face filters

## Pro Controls

- Manual exposure/ISO
- White balance control
- Focus peaking
- Histogram display
- RAW capture support
- Grid & level guides

# Live Streaming - Living Room

Real-Time Broadcasting & Viewer Interaction

## Broadcasting Capabilities

- One-tap live streaming (HD/4K)
- Multi-guest co-streaming (up to 8)
- Screen sharing & presentation mode
- Virtual backgrounds & effects
- Live polls & Q&A system
- Real-time translation (40+ languages)
- DVR/rewind during live
- Auto-record & highlights extraction
- Scheduling & countdown timers
- Moderation tools (block, mute, ban)

## Monetization During Live

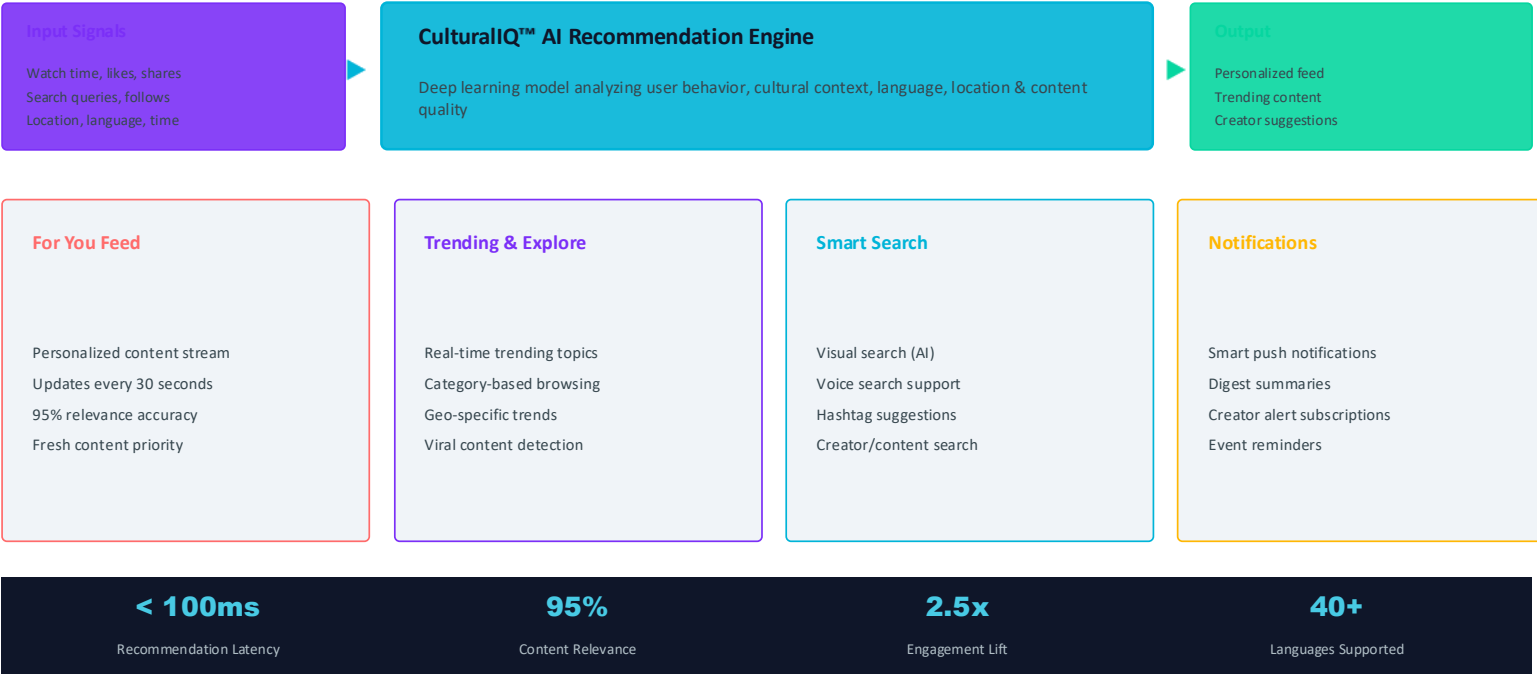
- Virtual gifts & coins (70/30 creator split)
- Tip jar & super chats
- Subscriber-only streams
- Pay-per-view events
- Brand sponsorship overlays
- Shopping integration (live commerce)

## Viewer Interaction & Chat

- Real-time chat with emoji reactions
- Pinned messages & announcements
- Viewer count & engagement metrics
- Join requests & co-host invites
- Chat filters (AI spam detection)
- Sticker & GIF support
- Voice chat rooms (up to 50)

# Content Discovery

AI-Powered Recommendation Engine (CulturalIQ™)



# Creator Tools

Professional Editing Suite & Analytics Dashboard

## Editing Suite

- Multi-track timeline editor
- AI-powered auto-cut & highlight detection
- Color grading with LUT support
- Motion tracking & keyframes
- Green screen / chroma key studio
- Text animation engine (100+ presets)
- Transition library (75+ effects)
- Audio ducking & normalization
- Export presets (Instagram, TikTok, YouTube)
- Batch processing & templates

## Analytics Dashboard

- Real-time view & engagement counters
- Audience demographics breakdown
- Content performance heatmaps
- Revenue tracking & projections
- Best posting time analysis
- Follower growth trends
- Video completion rate metrics
- A/B testing for thumbnails
- Competitor benchmarking
- Export reports (PDF/CSV)

## Creator Tier System

| Tier             | Requirement     | Revenue Split | Perks                            |
|------------------|-----------------|---------------|----------------------------------|
| Rising Star      | 1K+ followers   | 60/40         | Basic analytics, editing tools   |
| Verified Creator | 10K+ followers  | 70/30         | Priority support, advanced tools |
| Pro Creator      | 100K+ followers | 80/20         | Brand deals, exclusive features  |
| Elite Partner    | 1M+ followers   | 90/10         | Dedicated manager, custom tools  |

# Monetization Features

Multiple Revenue Streams for Creators & Platform

## Revenue Share Program

- Ad revenue sharing (CPM-based)
- Minimum payout: \$50
- Monthly payment cycles
- Transparent reporting dashboard
- Bonus pool for viral content
- Geographic multipliers

70-90%

Creator Revenue Share

## Virtual Gifts & Tips

- Coin-based gift economy
- 50+ animated gift effects
- Super chats in live streams
- Tip jar on profiles
- Gift leaderboards
- Creator withdrawal (instant)

\$2.5M

Monthly Gift Volume (Target)

## Subscriptions & Memberships

- Creator subscription tiers
- Exclusive content access
- Behind-the-scenes content
- Early access to new videos
- Custom badges & emojis
- Subscriber-only live streams

3 Tiers

Subscription Options

## Brand Partnerships

- Creator marketplace for brands
- Sponsored content tools
- Affiliate link integration
- Product tagging in videos
- Brand collaboration matching
- Campaign performance tracking

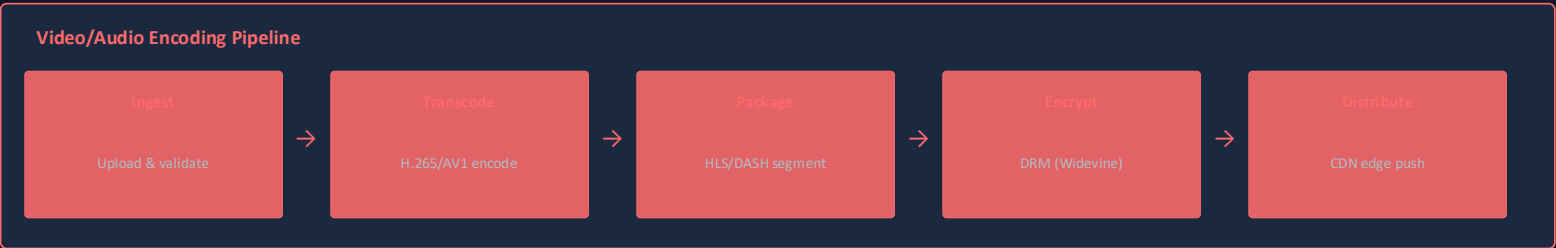
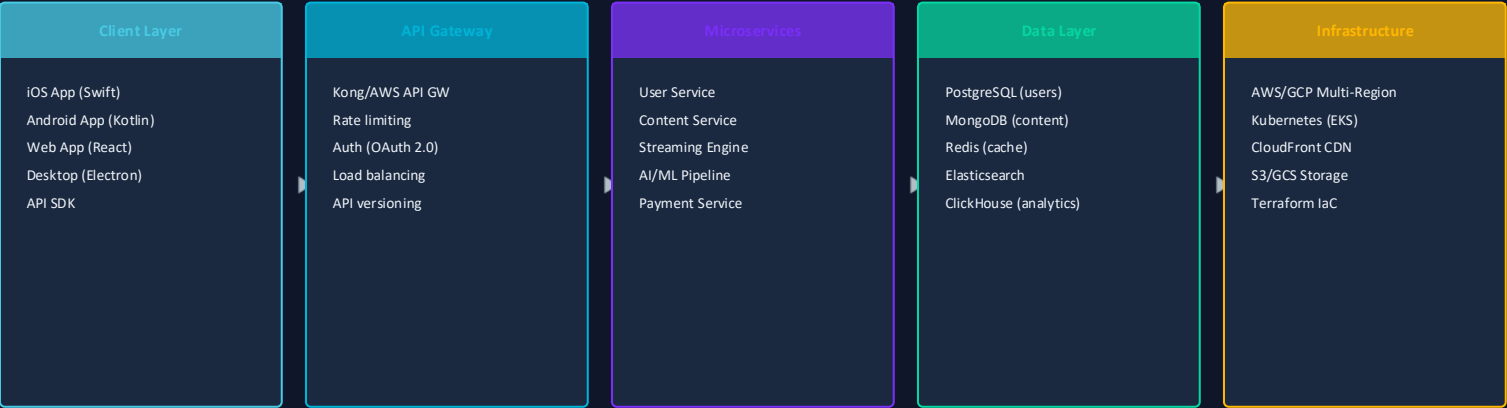
500+

Brand Partners (Target Y1)

Platform Revenue Model: 10-30% commission | Target GMV: \$18.5M by Year 3 | Creator-First Economics

# Technical Architecture

Cloud Infrastructure & System Design



# Performance Metrics

Latency Targets, Scalability & Optimization

| Metric                 | Target             | Current | Industry Avg |
|------------------------|--------------------|---------|--------------|
| Video Start Time       | < 500ms            | 450ms   | 1.2s         |
| Live Stream Latency    | < 1.5s             | 1.2s    | 3-5s         |
| Feed Load Time         | < 200ms            | 180ms   | 500ms        |
| API Response (p99)     | < 100ms            | 85ms    | 250ms        |
| Upload Processing      | < 30s (1min video) | 25s     | 60-90s       |
| Search Results         | < 150ms            | 120ms   | 400ms        |
| Recommendation Refresh | < 50ms             | 40ms    | 200ms        |
| CDN Cache Hit Rate     | > 95%              | 97.2%   | 85%          |
| Video Buffering Rate   | < 0.5%             | 0.3%    | 1.5%         |
| App Crash Rate         | < 0.1%             | 0.08%   | 0.5%         |

10M+

Concurrent Users  
(Target Capacity)

99.99%

Uptime SLA  
(4.3min downtime/mo)

500K

Concurrent Streams  
(Live capacity)

50 PB

Storage Capacity  
(Auto-scaling)

# Feature Roadmap

Q1-Q4 2025 Rollout Timeline

| Q1 2025                                                                                                                                                                                                                                                                     | Q2 2025                                                                                                                                                                                                                                                                               | Q3 2025                                                                                                                                                                                                                                                         | Q4 2025                                                                                                                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Foundation                                                                                                                                                                                                                                                                  | Growth                                                                                                                                                                                                                                                                                | Expansion                                                                                                                                                                                                                                                       | Scale                                                                                                                                                                                                                                                |
| <ul style="list-style-type: none"><li>• Core video streaming (15s-60s)</li><li>• Basic photo sharing &amp; filters</li><li>• User registration &amp; profiles</li><li>• Content feed (algorithmic)</li><li>• Basic camera with filters</li><li>• In-app messaging</li></ul> | <ul style="list-style-type: none"><li>• Live streaming (Living Room)</li><li>• Audio streaming &amp; podcasts</li><li>• Virtual gifts &amp; monetization</li><li>• Creator analytics dashboard</li><li>• Beauty mode &amp; AR effects</li><li>• Multi-language support (10)</li></ul> | <ul style="list-style-type: none"><li>• Brand marketplace launch</li><li>• Subscription tiers</li><li>• Multi-angle camera recording</li><li>• AI content recommendations</li><li>• Time-lapse &amp; slow-motion</li><li>• Music library (5M+ tracks)</li></ul> | <ul style="list-style-type: none"><li>• Pan-African expansion</li><li>• Live commerce integration</li><li>• Pro editing suite</li><li>• Creator Academy launch</li><li>• Spatial audio support</li><li>• Advanced analytics &amp; AI tools</li></ul> |



# Competitive Advantage

RAI vs. TikTok, Instagram & YouTube

| Feature / Capability  | RAI              | TikTok            | Instagram         | YouTube          |
|-----------------------|------------------|-------------------|-------------------|------------------|
| Short-Form Video      | ✔️ (15s-10min)   | ✔️ (15s-10min)    | ⚠️ Reels only     | ⚠️ Shorts only   |
| Photo Sharing         | ✔️ Full suite    | ❌ Limited         | ✔️ Core feature   | ❌ None           |
| Audio/Music Streaming | ✔️ Full platform | ⚠️ Clips only     | ❌ None            | ✔️ Music         |
| Live Streaming        | ✔️ Living Room   | ✔️ TikTok Live    | ✔️ IG Live        | ✔️ YouTube Live  |
| Podcast Platform      | ✔️ Built-in      | ❌ None            | ❌ None            | ⚠️ Limited       |
| Camera Features       | ✔️ Pro-grade     | ✔️ Good           | ✔️ Good           | ❌ Basic          |
| Creator Revenue (%)   | 70-90%           | 50-70%            | 55%               | 55% AdSense      |
| Data-Light Mode       | ✔️ Optimized     | ❌ None            | ❌ None            | ⚠️ Limited       |
| Cultural AI (Africa)  | ✔️ CulturalIQ    | ❌ Western-centric | ❌ Western-centric | ❌ Global generic |
| Live Commerce         | ✔️ Native        | ✔️ TikTok Shop    | ⚠️ IG Shop        | ❌ None           |
| All-in-One Platform   | ✔️ YES           | ❌ Video only      | ❌ Photo/Video     | ❌ Video only     |

RAI Key Differentiators:

- Only TRUE all-in-one platform (video + photo + audio + live + camera)
- Highest creator revenue share (up to 90%)
- Africa-first cultural AI
- Data-light mode for emerging markets

# Security & Compliance

Data Protection, Privacy & Platform Safety

| Data Protection                                                                                                                                                                                                                                                        | Content Safety                                                                                                                                                                                                                                                                 | Platform Security                                                                                                                                                                                                                                                                       |           |       |         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------|---------|
| <div>End-to-end encryption (AES-256)</div> <div>TLS 1.3 for all connections</div> <div>At-rest encryption (KMS)</div> <div>GDPR &amp; CCPA compliant</div> <div>Data residency options</div> <div>Regular penetration testing</div> <div>SOC 2 Type II certified</div> | <div>AI content moderation</div> <div>NSFW detection (99.2% accuracy)</div> <div>Hate speech filtering</div> <div>Copyright detection (Content ID)</div> <div>Age verification system</div> <div>Reporting &amp; appeals process</div> <div>24/7 trust &amp; safety team</div> | <div>OAuth 2.0 + MFA authentication</div> <div>Biometric login support</div> <div>DDoS protection (Cloudflare)</div> <div>Bot detection &amp; prevention</div> <div>Rate limiting per endpoint</div> <div>WAF (Web Application Firewall)</div> <div>Incident response &lt; 15 min</div> |           |       |         |
| GDPR                                                                                                                                                                                                                                                                   | CCPA                                                                                                                                                                                                                                                                           | SOC 2                                                                                                                                                                                                                                                                                   | ISO 27001 | COPPA | PCI DSS |

**RAI**

# Join the Future of Content & Streaming

*The all-in-one platform reshaping how Africa creates, shares, and earns.*

**\$3.5M Series A**

Investment Opportunity

**\$72B TAM**

Addressable Market

**10M MAU**

Year 3 Target

**90/10**

Creator Revenue Share

**Next Steps:**

1. Schedule a product demo
2. Review technical documentation
3. Meet the founding team
4. Begin due diligence

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