picassonian.com

....

"Your personal taste engine for films, music and books"

PICASSONIAN

01 – Problems and Solution

Problems
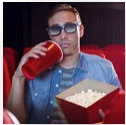
Floyd the Film Buff: It's so easy to stream movies online, but how can I collect my favorite films?

Mike the Avid Reader: I can't seem to find good comments and reviews about books online. I also want to know what my friends think about them.

Roy the Indie Musician: I don't like record labels because of harsh contracts. How can I still develop a fan base and make a living?

Solution

- Collection -	- Quality Comments -	- Direct Communication -
Users can collect **films/music/ books** they love and find out what their friends and favorite living filmmakers/ musicians/authors love	A platform that provides high-quality, user-generated comments on films/music/ books	A platform where creators can directly communicate with their audience

02 – Product

Picassonian is a free website that serves creators of films/music/books and non-creators.

	Shared Features	Unique Features	Profits
Creators	• Collect the films/music/books you like and organize them into "collections" • Follow your friends' and favorite creators' collections • Access to high-quality user-generated comments on films/music/books	• Publish your films/music/books • Sell your work directly to your followers	• Advertising revenue • Direct sale of your work without middlemen taking a cut
Non-Creators		• Learn about your favorite creators' taste • Quality content from creators	• N/A

03 – Why Would <u>Creators</u> Use Picassonian?

A Great Publishing Platform

Picassonian is superior to personal websites, blogs, and social networks as a publishing platform

- Before, indie filmmakers, musicians and authors have to publish work on poorly built personal websites…
- …or on sites like Facebook or Twitter that are not built for serious content.
- Now creators can publish on picassonian

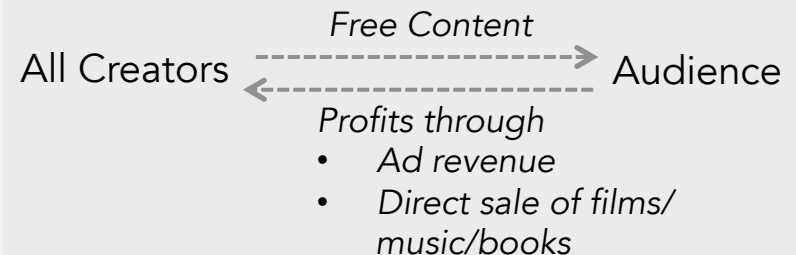

They are not great for film/ music/book publishing

Creators Can Make Profit

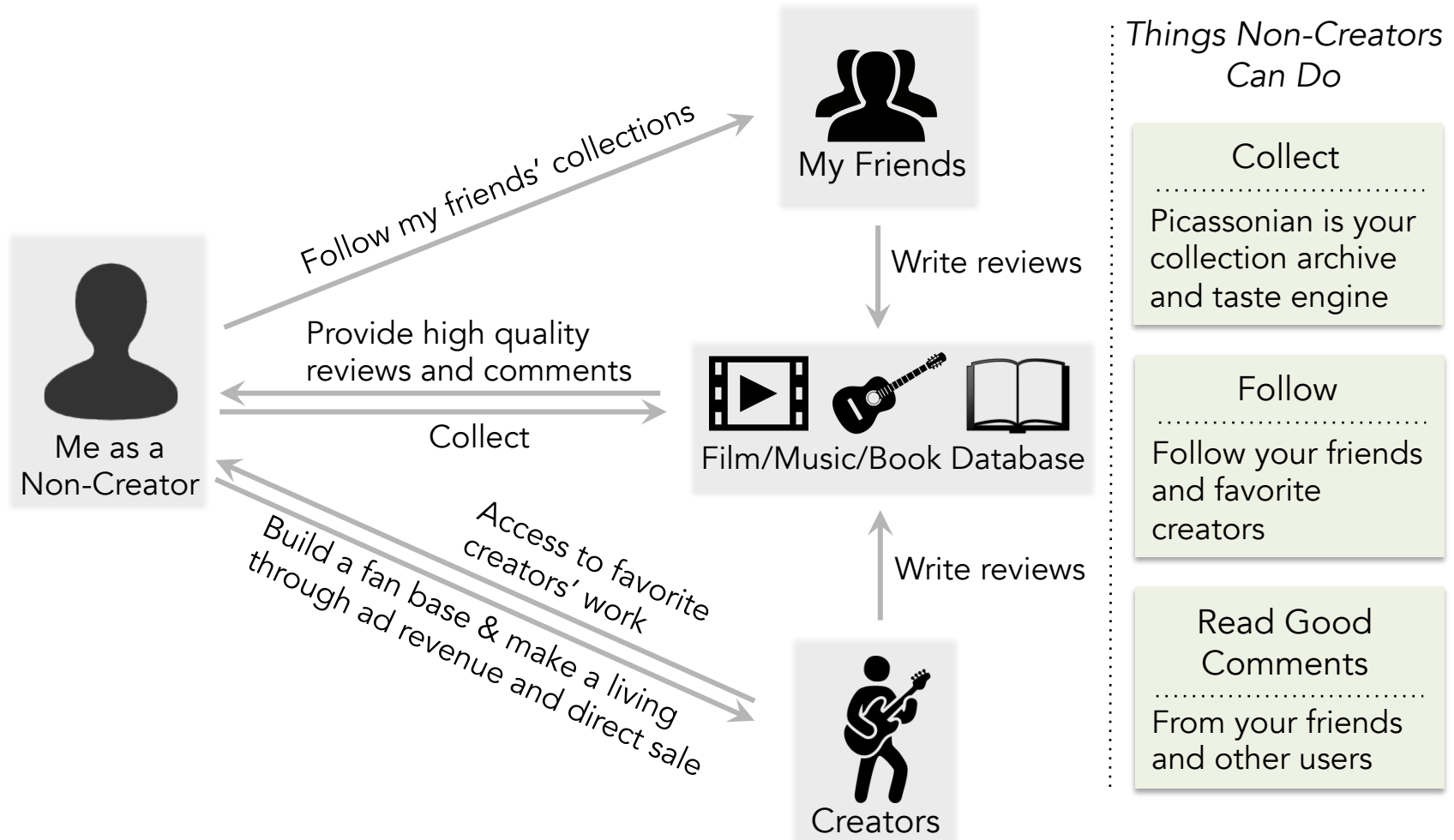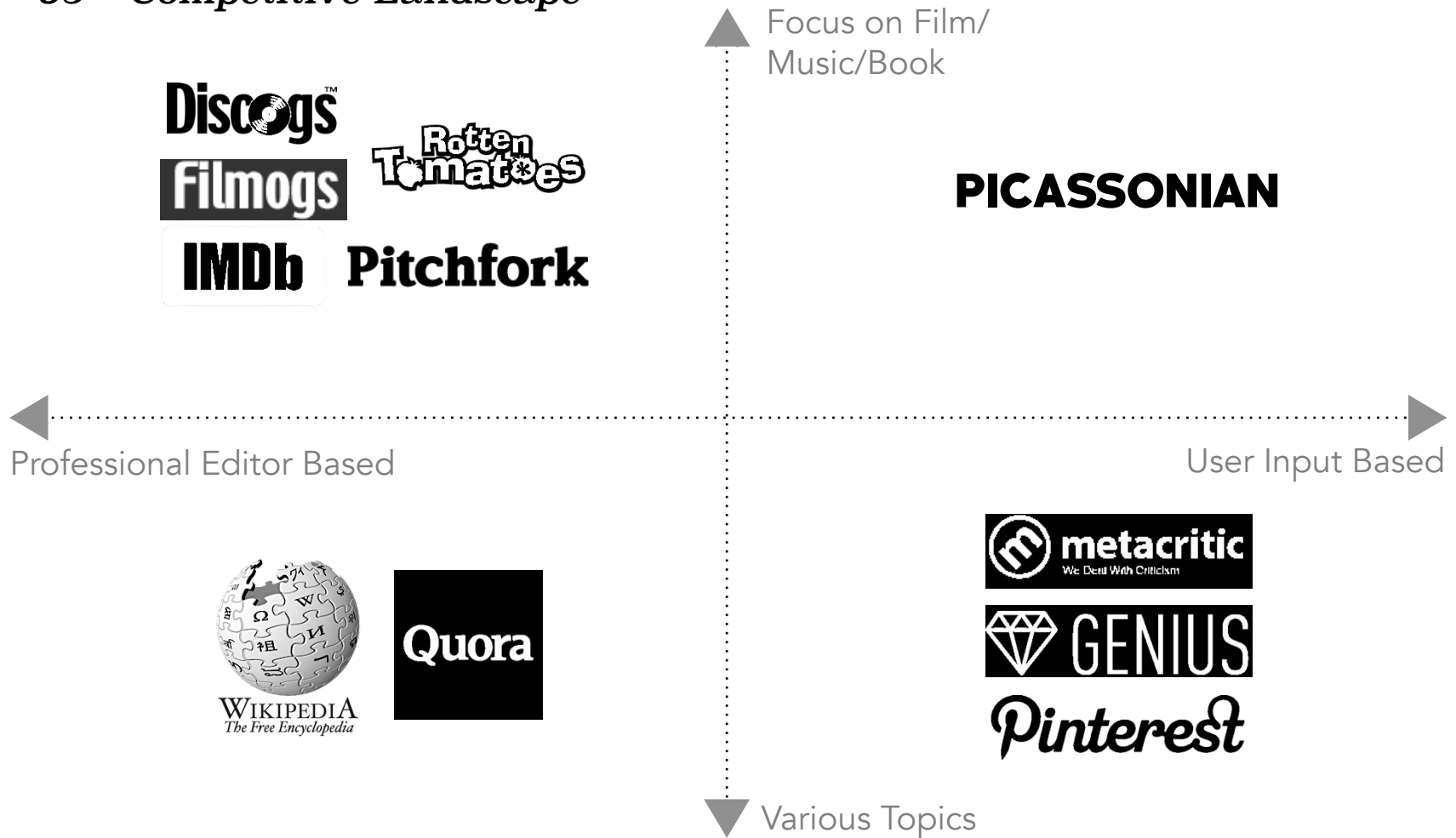Picassonian eliminates middlemen in film/ music/book publishing industries

- Past -

Filmmaker ---->
Musician ----> ----> Audience
Author ---->

- Present -

All Creators
Free Content ----> Audience

Profits through
- *Ad revenue*
- *Direct sale of films/ music/books*

04 – Why Would <u>Non-Creators</u> Use Picassonian?

Things Non-Creators Can Do

My Friends

Follow my friends' collections

Me as a Non-Creator

Provide high quality reviews and comments

Collect

Write reviews

Film/Music/Book Database

Access to favorite creators' work

Build a fan base & make a living through ad revenue and direct sale

Write reviews

Creators

Collect
Picassonian is your collection archive and taste engine

Follow
Follow your friends and favorite creators

Read Good Comments
From your friends and other users

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05 – Competitive Landscape

Focus on Film/
Music/Book

PICASSONIAN

Professional Editor Based

User Input Based

Various Topics

06 – Financial Projection

Monthly Active User Growth Projection	Market Capitalization Growth Projection

Monthly Active Users
(Unit: Million)

Market Capitalization
(Unit: Million $US)
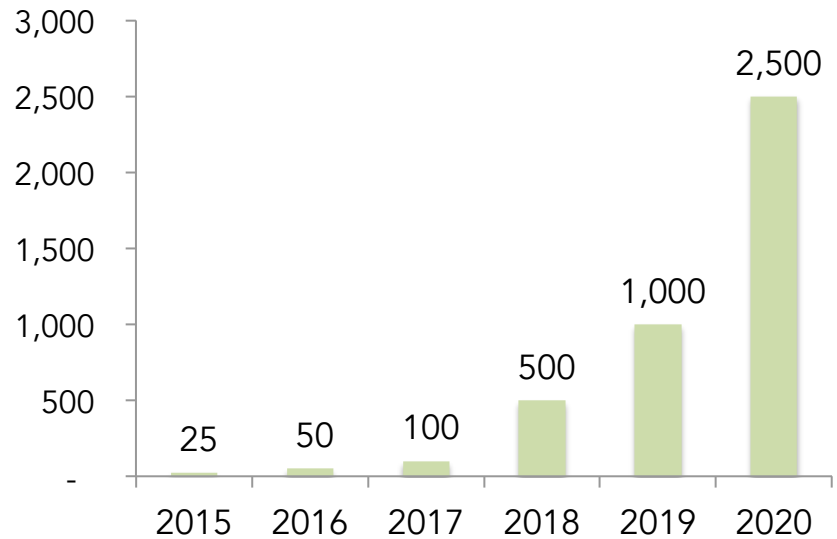
- The market capitalization chart assumes the value per active user to be US$50[1].
- The monthly active user growth projection is based on historic growth of sites such as Pinterest and Tumblr[2].

1   Value per active user is around US$90 to US$100 for major sites like Facebook and Twitter.
     Source: http://www.statista.com/statistics/289505/social-networks-value-per-active-user/
2.   The growth trajectory of Pinterest: http://mashable.com/2015/02/25/pinterest-usage/

07 – Timeline

Key Info
- Founders: Weichen Zhu (CEO), Yinhang Cheng (CTO, Software Engineer), Chi Wang (COO, Software Engineer)
- Current Team: Three founders (two technical founders)

2015.06 – Picassonian was founded in Shanghai

2015.07 – Started programming with Ruby on Rails. Recruited two interns

2015.08 – Plan to recruit two more software engineering interns

2015.09 – Test launch the website

2015.10 – Expand the software engineering and design team

2015.11 – Official launch

08 – Contact

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