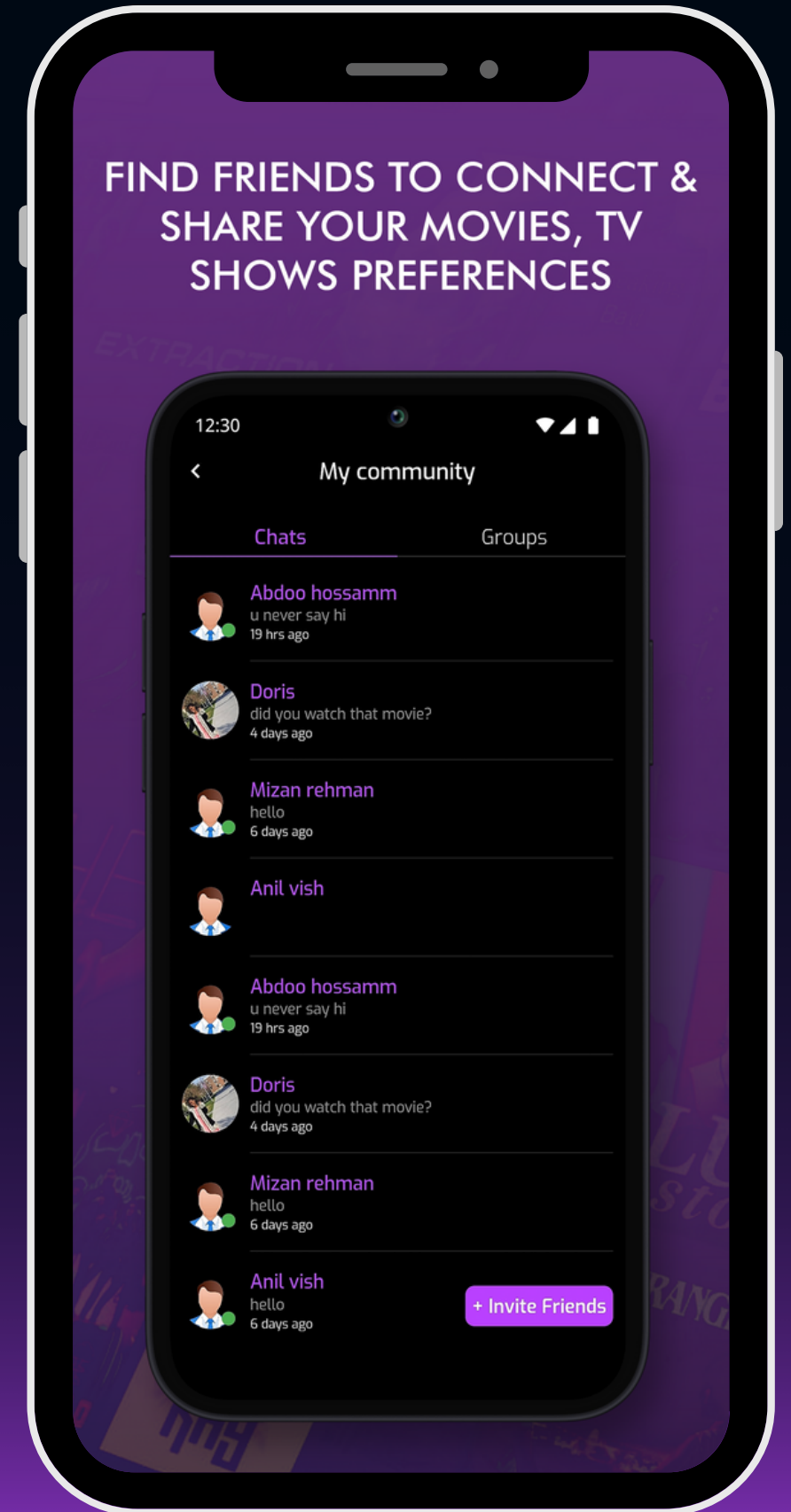


SHESTEL

Bridging the Digital Divide

Connecting People Through Meaningful Entertainment





The Problem

Facing the Digital Transformation Abyss

Digital Social Isolation

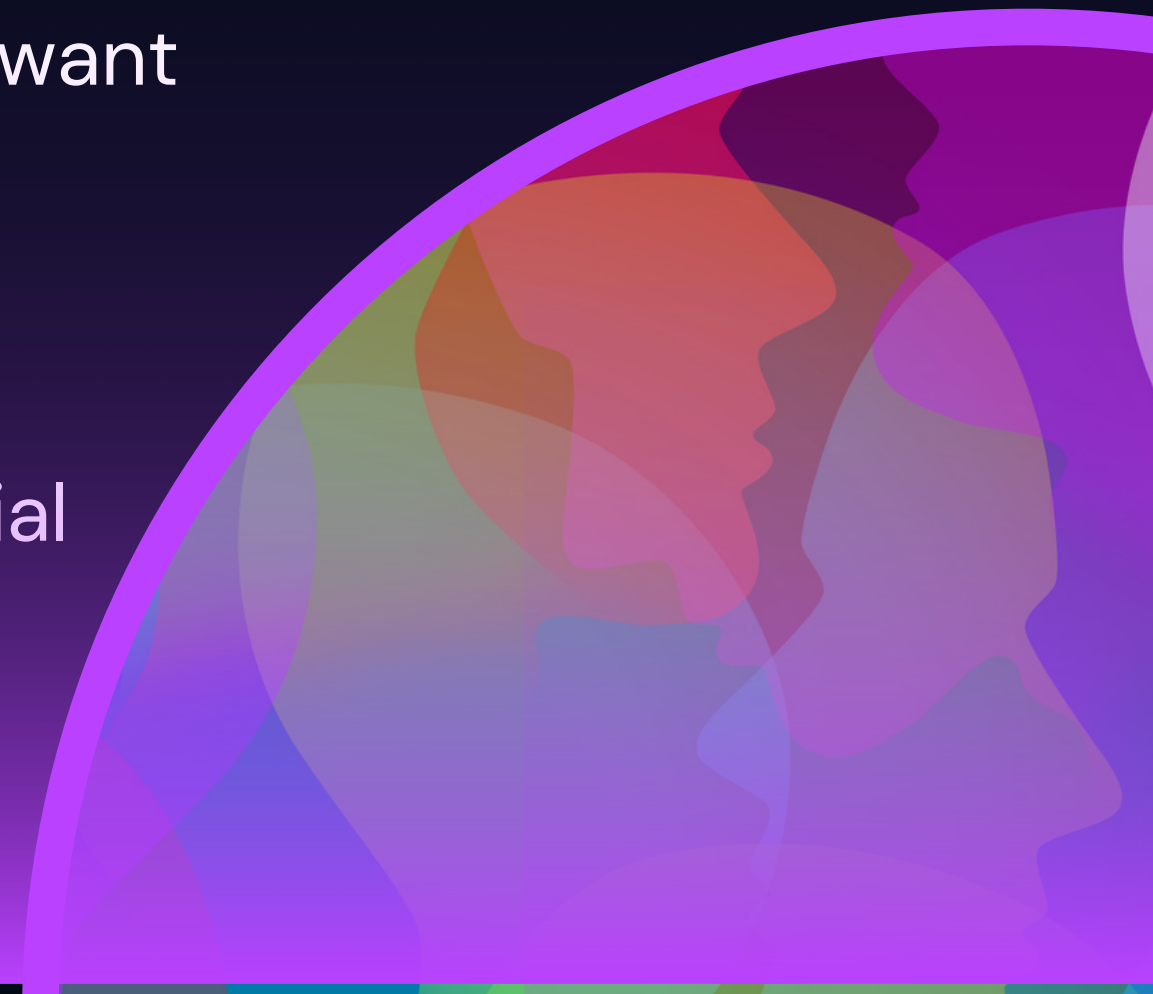
69% of video content consumers say they are overwhelmed, but want to discover more content and have better engagement experiences.

Virtual Disconnect

65% of young social media users say they feel disconnected and want access to platforms based on shared interests.

Lack of In-App User Generated Engagement Platform

71% of heavy social media users complain about a lack of real social engagement.





Solution:

Unleashing the Power of Connection



1

Personalize User experience through our In-App design that encourages open conversation directly on the platform.

2

Provide users with a socially-driven database that leverages many entertaining content to inspire meaningful connection between people from all over the world.

3

Develop features that facilitate user engagement and connection through community-building interactive functions.

● Market Opportunity

Industry: Digital Media

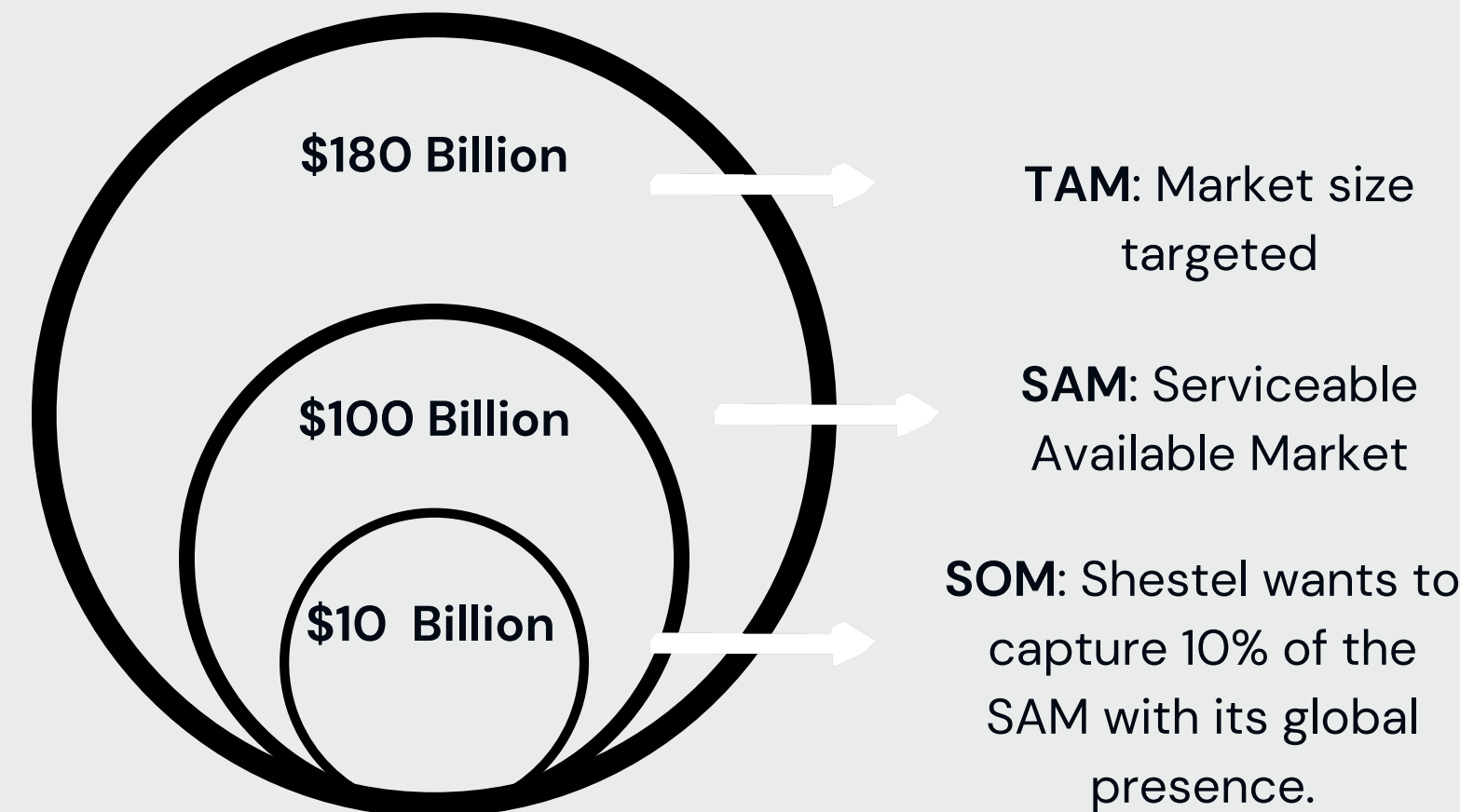
Market: Online Media & Entertainment

Segment: Social Networking, Online Advertising, Music Streaming, Digital TV Video

According to Grand View Research the online media and entertainment market is valued at \$945.23 billion in 2023.

Source: eMarketer Research, "Global Online Media and Entertainment Market Size to Reach \$180B by 2023", <https://www.emarketer.com/content/global-online-media-and-entertainment-market-size-to-reach-180-by-2023>

Online Media & Entertainment



● Business Model

Shestel has designed a multi-faceted business model. B2C & B2B

B2C Revenue Streams

- **Free Access with Targeted Ad Display**
- **Premium Access– with User Insights– \$2.99/month**

B2B Revenue Streams

- **Data Sales to Indies Films & Production Companies**
- **Virtual Events & Presales**



● Competitive Analysis ●

Shestel vs. Competition

By combining a revenue stream from B2C and B2B we project our revenue over the course of three (3) years would be as follow:

	Year 1	Year 2	Year 3
Users	703,498	3,037,403	6,773,003
Revenue	\$4.5M	\$19.5M	\$43.5M

COMPETITOR	REVENUE	DIFFERENTIATOR
SHESTEL	\$4.5M	Intersecting movies, books and music with social networking.
LETTERBOXD	\$5-10M	Film and social community.
PLAYPILOT	\$2-5M	Movies and social community.
REELGOOD	\$2-5M	Streaming guide.



● Marketing Strategy ●

Focus: Connecting With Our Audience

Cost:

- \$70,000 per month for India alone
- \$300 per month for Influencer merchandising

● Content-Based Approach

- Social Media Marketing (Static and Video posts)
- Podcasting
- Content Marketing
- Email Marketing

● Outcome-Based Marketing & Influencer Partnership

- Retargeting for desired conversion from geofencing curated data
- Paid ads technique: Cost Per Mile (CPM) through similar partner
- Influencers (Promotional merchandising in lieu of direct payment).

● Location-Focused Strategy

- Primary market region: South Asia
- Specific market location: India
- Technology: Geotargeting, Geofencing

● Search Engine Optimization (SEO)

- Primary market region: South Asia
- Specific market location: India
- Technology: Geotargeting, Geofencing





Our Team



**Doloreste
Jean Baptiste**
Founder/CEO

- Shestel Founder
- Business, data analysis professional



Chintan Oza
Strategic Advisor
Technology

- Tech startup Founder
- Business Execution



AJ Kintner
Advisor Media &
Entertainment

- Vice President of Sales @ LG Solutions



Igor Arsovski
Strategic Advisor

- ANTWEB Co-Founder
- DOMUNUS Chief Technology Officer



Nitish Kumar

- Lead Technology Engineer
- InfyQ Solutions Co-Founder

Traction & Milestones

Shestel started live testing mid December 2022.

- Aggregated and deployed libraries of movies and shows;
- Available in 18 countries with more than a thousand (1,000) subscribers and 200 DAU acquired organically;
- Hiring contractors for business development;
- Building business partnership to increase engaging content;
- Released updates from users feedback;
- Collecting testimonial to analyze product market fit.
- Working on releasing the interconnected database of books related to databases of movies and shows.



Financials

Projection:

● **Burn Rate:**

- \$2,826,404 per annum. It condenses marketing cost for all countries at their various CPM rate, including operating costs and ongoing product development.
- Approx. 700,000 users to be acquired within a year

● **Breakdown & Return on Investment:**

- Customer Acquisition (CAC) is \$4/user
- 20k users per month
- Break-even: Year-2, month-3
- Acquisition volume: 1.1 million users.

● **ROI Analysis:**

- Return: \$6.4/user
- Gross Profit: \$2.4/user





● Funding Request ●

We are seeking a total investment of \$3 million to support the growth and success of Shestel. This investment can be spread across multiple rounds starting with a pre-seed investment of \$100,000.00. The fund will be used to complete and maintain these activities.

CATEGORY OF USE	AMOUNT
Product Development & Improvement	\$900,000
Marketing Expenses	\$1,200,000
Hire Competent Staff Members	\$600,000
Operational & Administrative Costs	\$300,000





Thank You For Your Attention

For further questions or to discuss investment opportunities:

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Tel: 631-282-8089

Visit our Website:

www.shestel.com