

# Elevator Pitch


Any Gamers in the house?

Tired of spending money every year for the latest video game release?

Worry no more, we got you!

For a monthly fee of only \$54.99, less than the cost of any new release,  allows you to have unlimited access to Madden, NBA, FIFA, Grand Theft Auto, or whatever suits you.

 is accessible using Playstation, X-box, PC, Mac, or even your mobile device.

Save money gamers, go  !

W e l c o m e

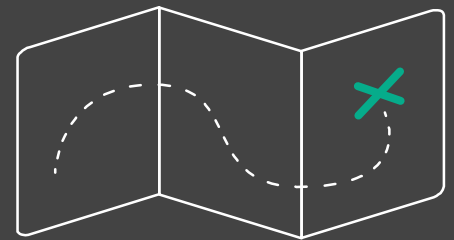
**v Stream**



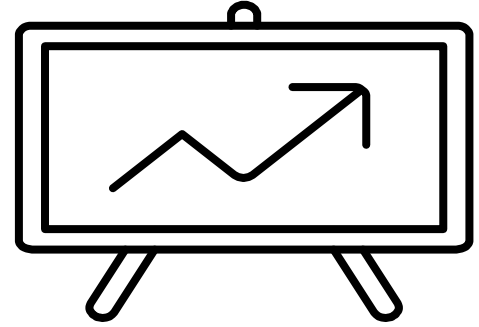
- An S corporation established in Long Island, New York 2016
- Provides unlimited gaming access to VEI customers across any platforms
- Established by 9 employees
- Received \$250,000 of seed money to launch the business
- Provides VEI Gamers with 24 hour of entertainment



To provide V&E customers  
unlimited gaming access  
across all platforms



# Planning

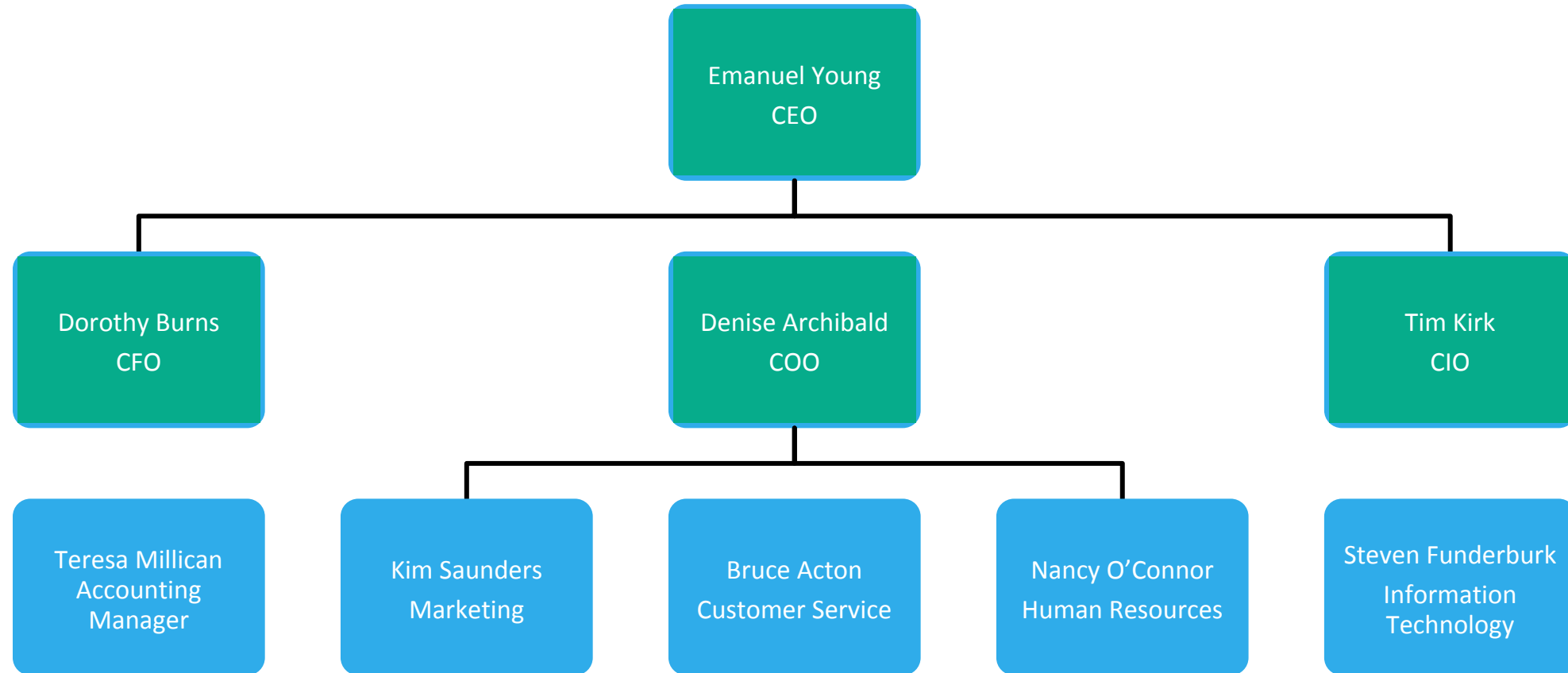


## Short- Term Goals

- Create a website within two weeks of establishing the business
- Attend regional trade show
- Use advertising and digital media
- Internally evaluate business performance

## Long Term Goals

- Buy back stock options issued in first round of funding
- Earn annual sales of \$2.2 million by 2020
- Increase market share by expanding product mix



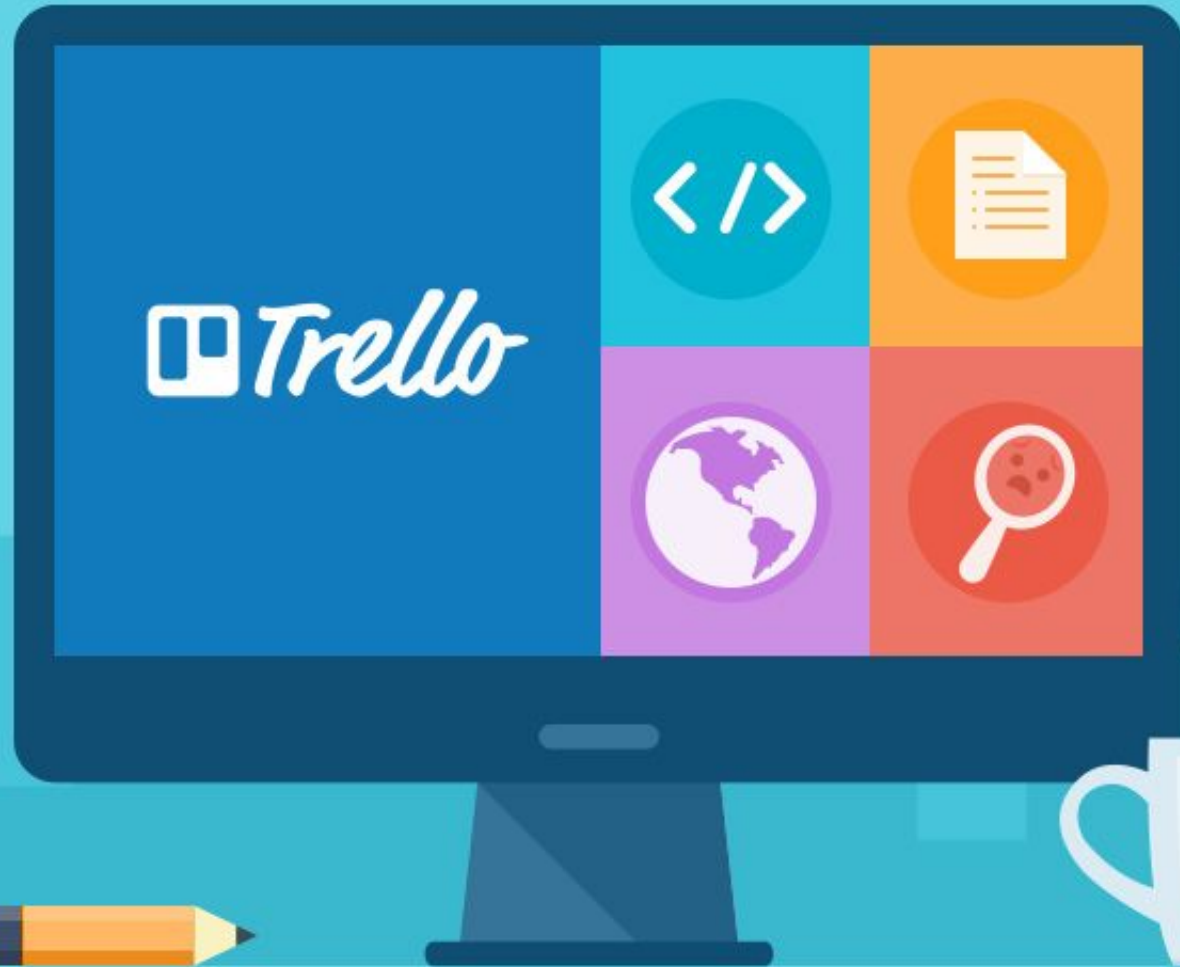
# Organization

# Directing

Weekly Executive Meetings







Controlling

# Product



Subscription based service (\$54.99/month) focused on streaming video games across all platforms.

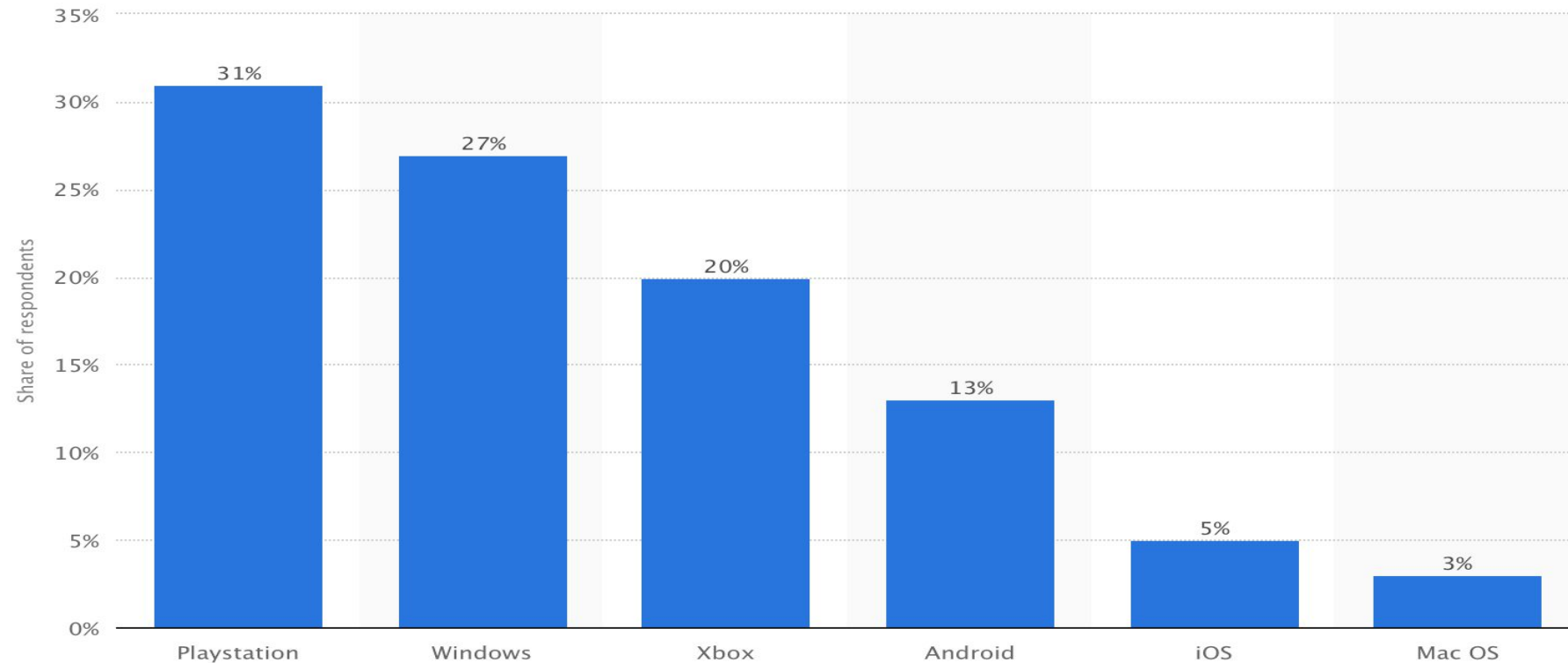
# Market & Current Environment



Streaming media is more popular than ever, as both consumer and enterprise users increase content consumption - whether audio, video, or multimedia. The content can be delivered in real-time (live) or on-demand. Trends in streaming media include platforms that enable delivery over multiple devices such as tablets, computers, smartphones, gaming systems, and blu-ray players as well as subscription-based video delivery services such as Netflix and Hulu.

# Market & Current Environment

## Favorite video game platforms according to gamers in the United States as of March 2016



### Additional Information:

United States; Forbes; Qualtrics; March 2016; 500 Respondents

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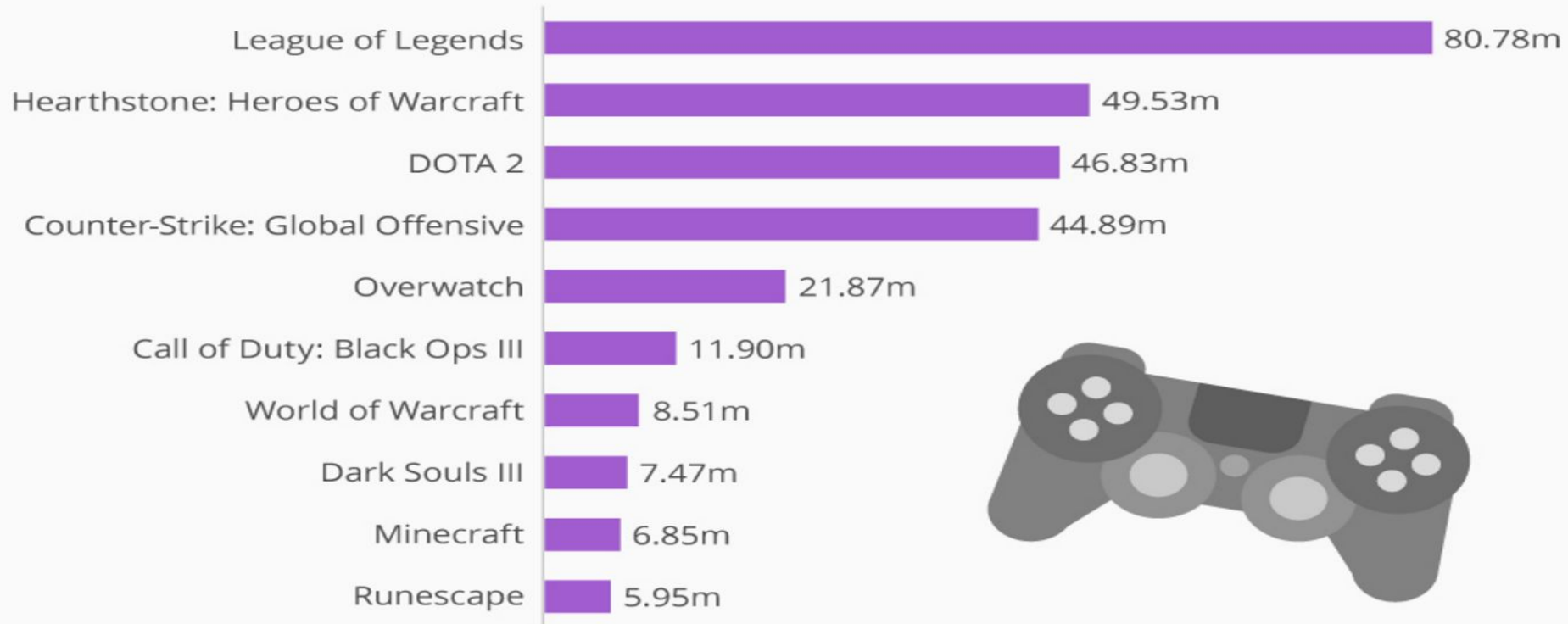
### Sources:

Forbes; Qualtrics

# Market & Current Environment

## Most Watched Video-Game Livestreams on Twitch

Leading gaming content on Twitch worldwide, by number of hours viewed\*

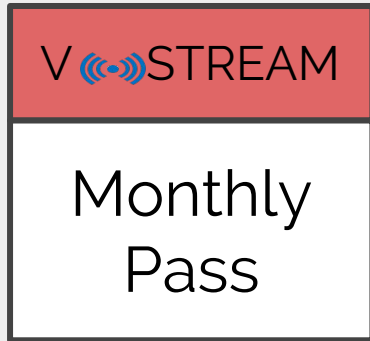


# Competitive Landscape



# Competitive Landscape





# Pricing

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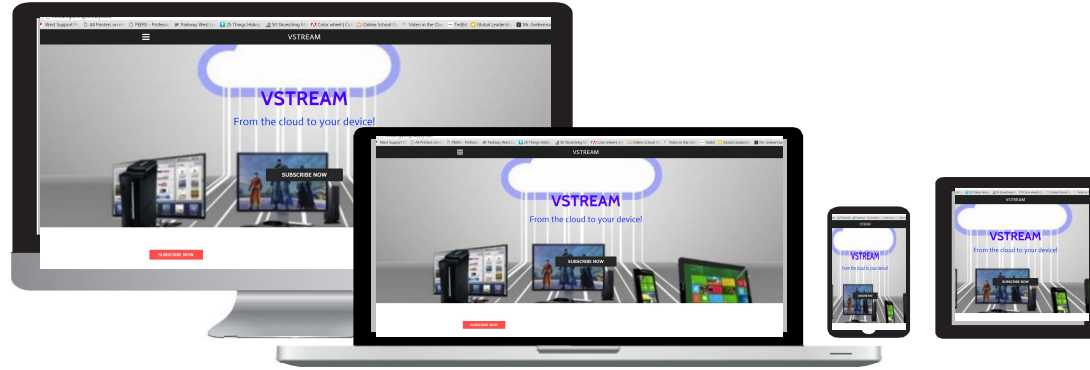
Our subscription based service will be priced at \$54.99 per month, which is the equivalent price of one video game but users have the opportunity to play a wide variety of video games for the price of one.

Our supporting merchandise will cost \$100 to purchase. Although competitor streaming services offer an initial cost of \$100 for a controller and \$10 a month for a subscription service, we are uniquely positioned in our market to offer unrestricted game access as opposed to our competitors who limit their monthly selection of games for users.



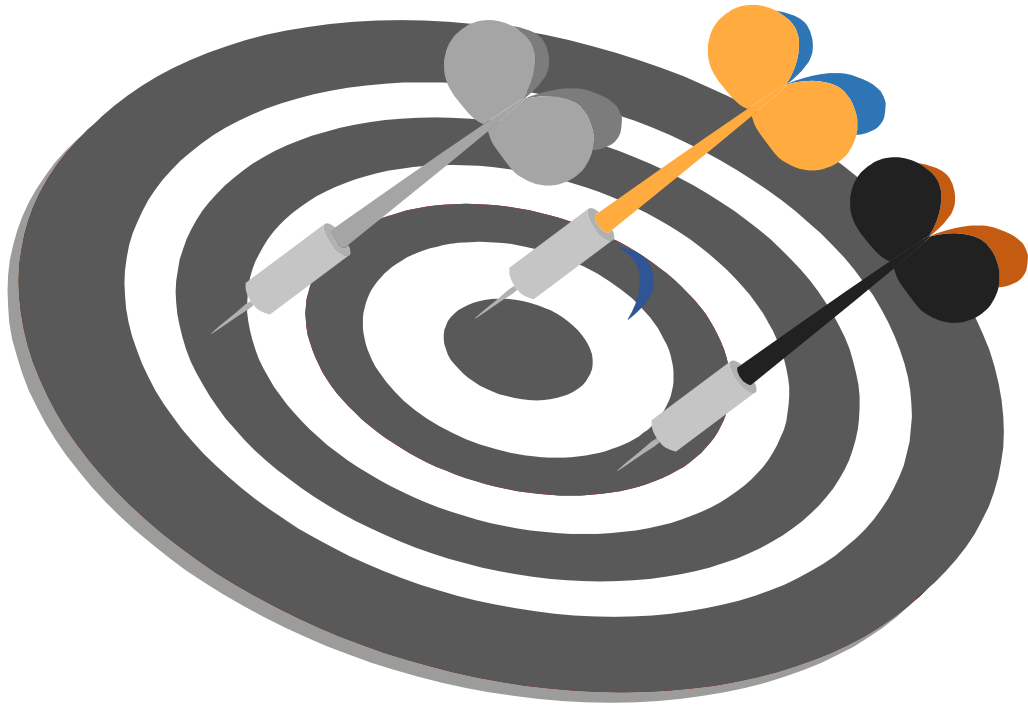
# Distribution

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VStream will be accessible via the same distribution channels as most video streaming services. With our universal controller, VStream is accessible on televisions, PCs, Macs, mobile phones, and tablets.

# Target Market



Our target market will include VEI students who are considered to be "hard core gamers" as our primary market.



Our secondary market will include "casual gamers".



Our tertiary market will include adults who are both hard core and casual gamers.

# Promotion

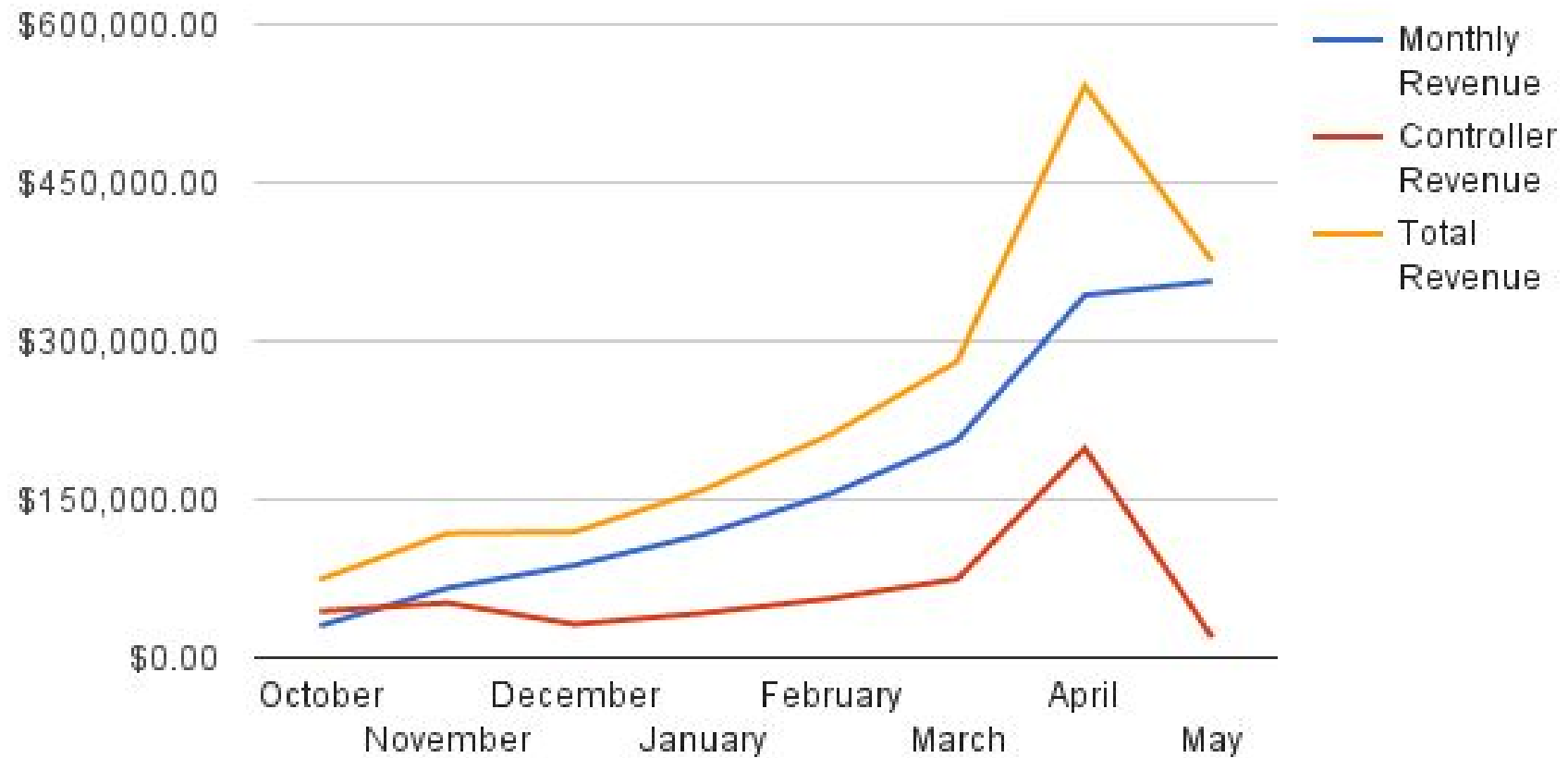
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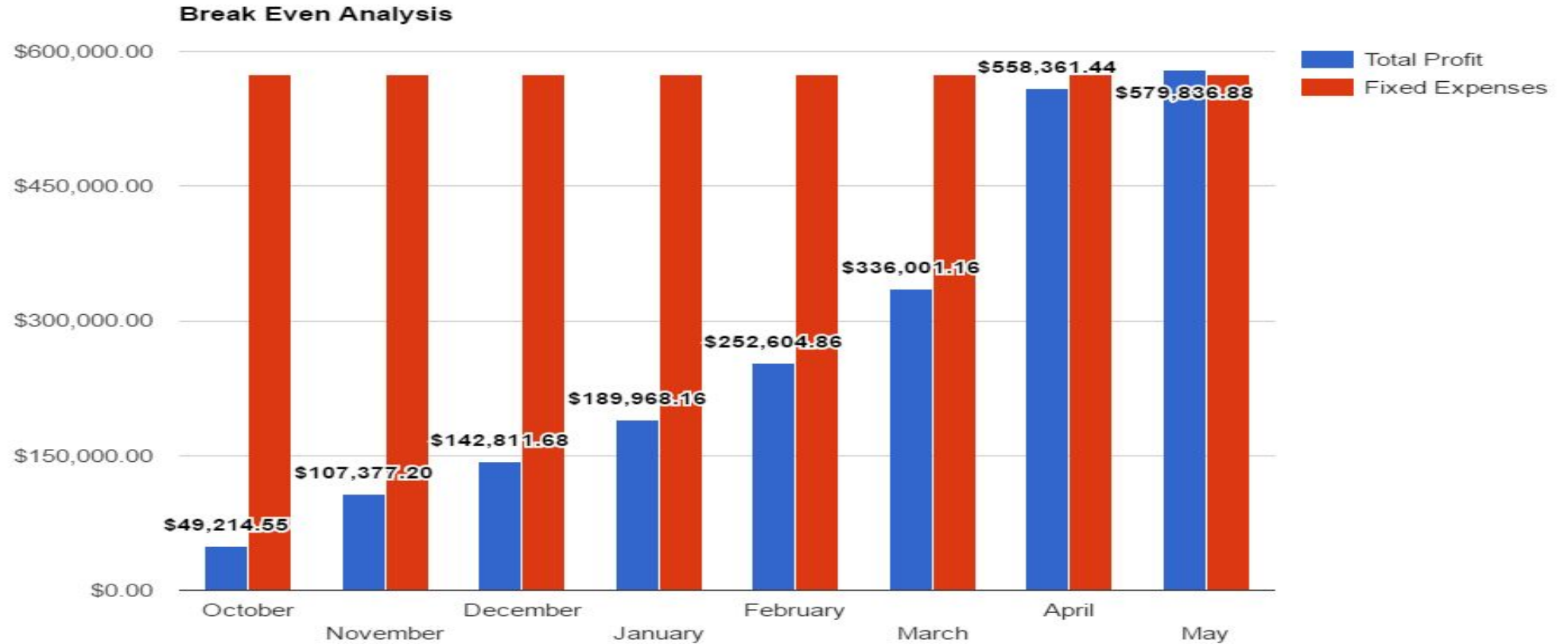
T-Squared is a media and advertising company that attracts viewers with the latest celebrity gossip while offering them advertising spaces. We will be utilizing the “Prestigious Package” for \$5,800 which includes:

- Large roll out ad on top of homepage
- Description and link to website
- Social Media mentions (Twitter & Instagram)
- Side bar ads

# Sales Forecast



# Break Even Analysis



Fixed Expenses = \$573,340

Total Profit Reaches \$579,836 in May

Thank

You!

# Logo Evolution



V  STREAM

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Marketing Plan

