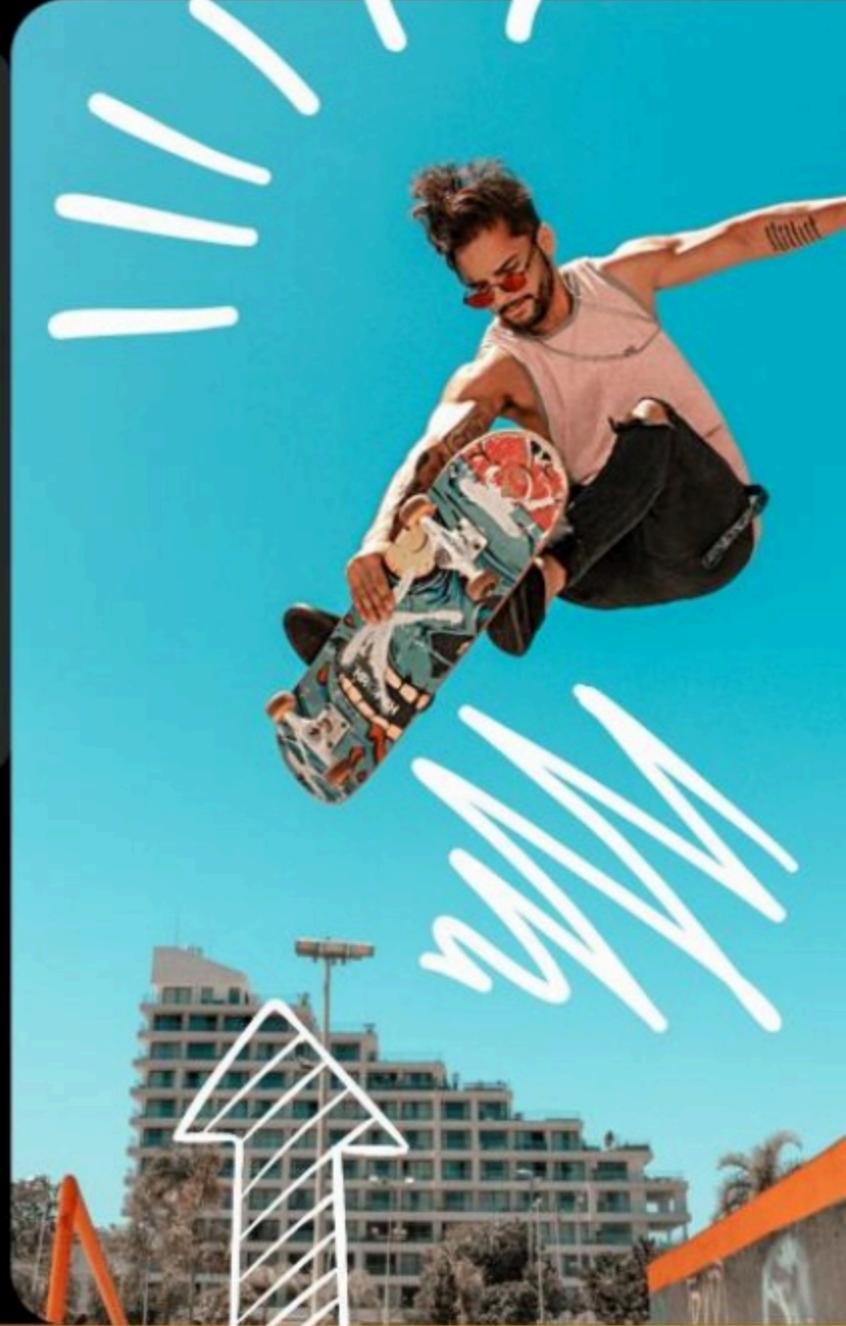
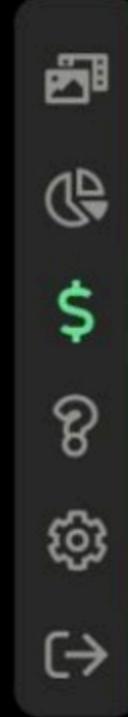


 curastory





Video for creators is broken.



We're answering a pretty *simple* question most have **ignored...**

Why is monetization for video creators **so crappy?**

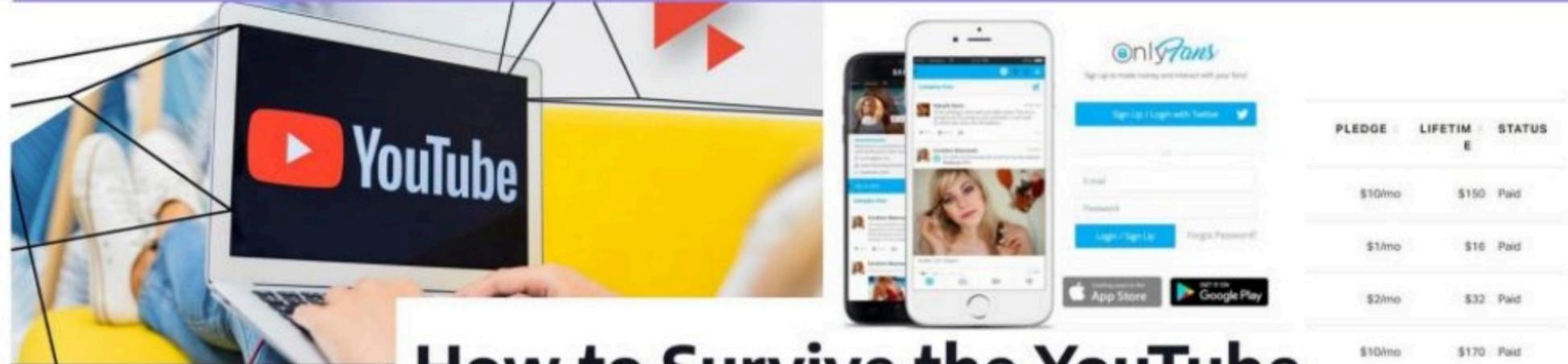
Their own video ads, not platform ads.

Their own subscription plans, not platform plans.

Their own pay-per-view content, not begging for fan support.



Running a video business today...



FEATURES
THE GOLDEN AGE OF YOUTUBE IS OVER
The platform was built on the backs of independent creators, but now YouTube is abandoning them for more traditional content

How to Survive the YouTube Demonetization Apocalypse

TECH \ YOUTUBE \ CREATORS \
 YouTube will run ads on some creator videos, but it won't give them any of the revenue
The company is rolling it out on a 'limited number of videos'

- The below provides a guide to How Much YouTubers actually Make:
- Google pays out 68% of their AdSense revenue, so for every \$100 an advertiser pays, Google pays \$68 to the publisher.
 - The actual rates an advertiser pays varies, usually between \$0.10 to \$0.30 per view, but averages out at \$0.18 per view.
 - On Average the YouTube channel can receive \$18 per 1,000 ad views. This equates to \$3 - \$5 per 1000 video views.

NO ONE MAKES A LIVING ON PATREON
 Who is really benefiting from the crowdfunding site for artists?



Video creators monetize a fraction of their output, while managing outsized production costs.

Disaggregated Channels

4 Channels

Creators manage all platforms manually.



Fractional Monetization

70% Skip

YouTube + Facebook Watch do not pay on 'Skip Ads.'



Expensive Tools

\$3,000

Avg. spend on video tools / month.



*Digital Information World



Curastory allows video creators to create, monetize and distribute their videos, 100% free.





Control For Creators



Click to Watch



Create Videos

Free video editing, music tools + rental kits.



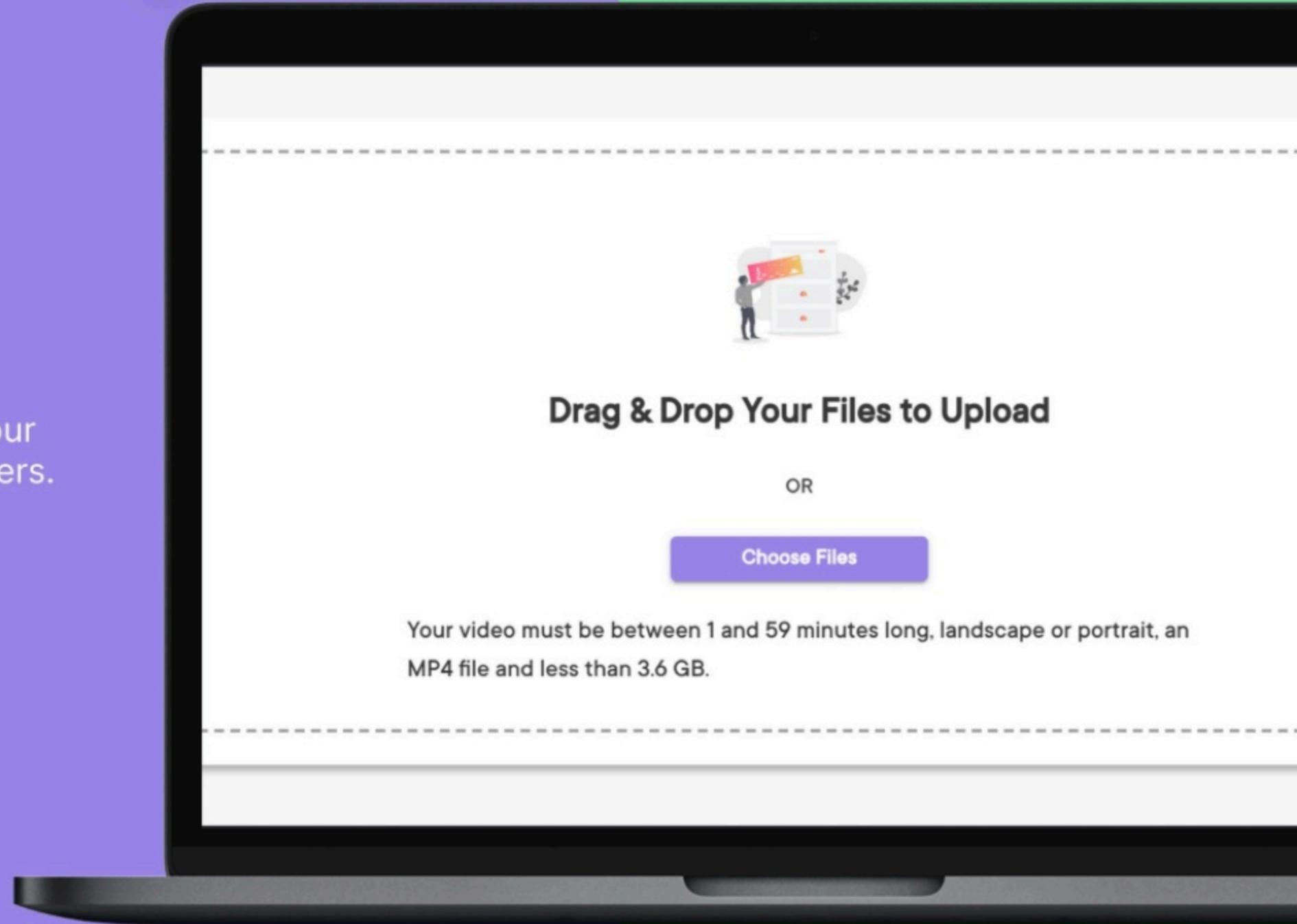
Get Paid

Record + stitch ad segments into your videos for Curastory brand advertisers.



Go Live

Post your videos everywhere with one-click.



Drag & Drop Your Files to Upload

OR

Choose Files

Your video must be between 1 and 59 minutes long, landscape or portrait, an MP4 file and less than 3.6 GB.



What our creator's audiences see on the platforms





Case Study



Valerie Loureda

Undefeated MMA Fighter

Average Views by Platform

26.3K

5.4K

175.5K

26.7K

Our compensation structure exponentially increases creator's earnings

2 long-form videos & 2 short-form videos per month

CURRENTLY

PLATFORM	VIDEO VIEWS & POTENTIAL EARNINGS	GROSS EARNINGS
YouTube	(5,400 views / 1,000) * \$18 = \$97.20 per video on average	70% SKIP RATE \$29.16
Facebook Watch	(26,700 views / 1,000) * \$18 = \$480.60 per video on average	70% SKIP RATE \$144.18
IGTV	\$0 (no platform ads)	
TikTok	\$0 (no platform ads)	
IG Reels	Not used by this creator	
Existing Sponsorships	Monster & Vital Proteins	\$800

\$973.34 per month



PLATFORM	VIDEO VIEWS & POTENTIAL EARNINGS	GROSS EARNINGS
YouTube	(5,400 views / 1,000) * \$30 =	\$162
Facebook Watch	(26,700 views / 1,000) * \$30 =	\$801
IGTV	(26,300 views / 1,000) * \$30 =	\$789
TikTok	(175,500 views / 1,000) * \$30 =	\$5,265
IG Reels	Not used by this creator	
Existing Sponsorships	Monster & Vital Proteins	\$800

\$14,834 per month



The majority of our revenue is marketplace fees, with a smaller portion from subscription rentals.

Marketplace Fee

★ ★
30% on each video.



Starting @ \$30 per 1,000 video views.

Brand Commitment Options:

Month-to-month

4 Months

Video Equipment Rentals

\$35

Per Month

\$50

Per Month

WE ARE NOT



Brand**Connect**

ASPIREIQ #paid

reward**Style**

OPENSponsorSHIP

upfluence



We have **stickiness** because...



Creators upload brand agnostic videos first.

We are not in the business of matching influencers to brand campaigns.
We match video shows, similar to the podcast advertising model.



Creators are paid video royalties.

Brands never download video show ads. It's always being tracked for payment.



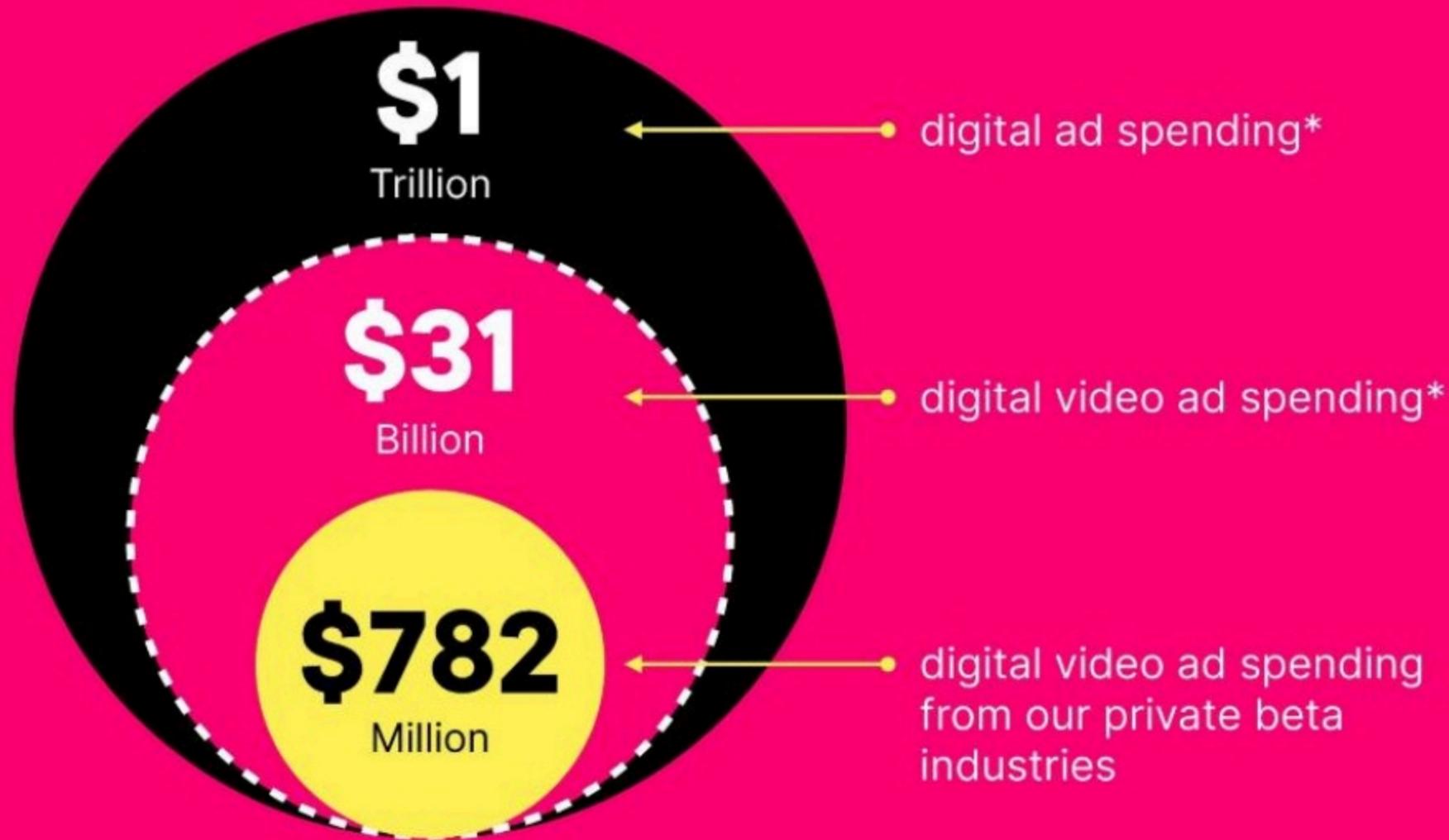
Creators receive non-compete conflict alerts.

Any conflicting video show bids based on tag matching gets flagged.



Our initial target industries spend \$782 Million on digital video ads annually

● TAM ○ SAM ● SOM



Beta Industries:

-  Sports
-  Fitness
-  CPG
-  Health & Wellness

*Statista, PwC



Discovery For Brands

1 **Run campaigns** based on audience targeting, budget, and content tags.

2 **Creator records** your script + product requirements.

3 **Track performance** and return on ad spend in sales.

Campaigns



Audience Demographic



Region

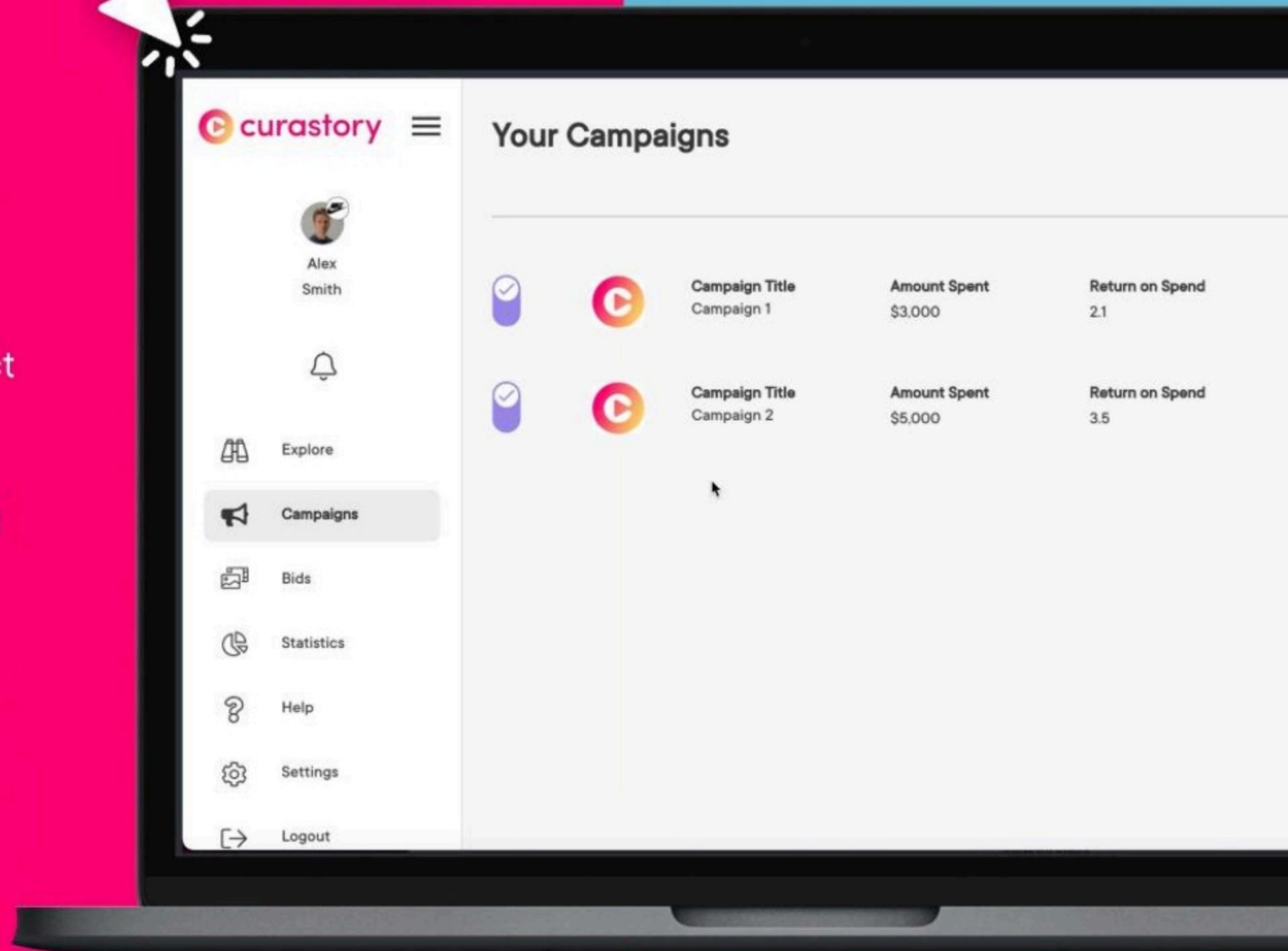


Category



Budget

Click to Watch





The growth of the creator economy is staggering, and favors video creation

2017-2020

+20%

YoY increase in the number of content creators

2017-2020

~\$990M

revenue generated from new content creators



Audiences Favor Video



of followings prefer video content

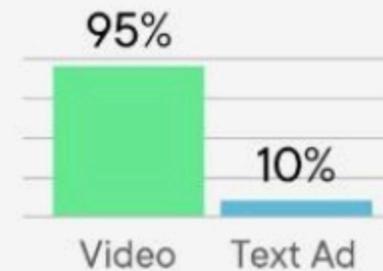


of audiences watch most or all of creator-recorded ads

Brands Favor Video

\$12K

spent on average for in-studio video advertising



95% of ad messages are viewed in video, compared to 10% when reading (Forbes)

8 / 10

consumers have purchased a product after watching a video ad testimonial (Oberlo)



We've demonstrated **exceptional traction.**

\$123,979

GMV

actual + committed

100%

NR CMGR

\$37,194

NR

\$10,514

CLTV

User Retention

Loss
18%



Retained
82%

Based on user app activity