Pindify

Summary of the
Arts & Media Market

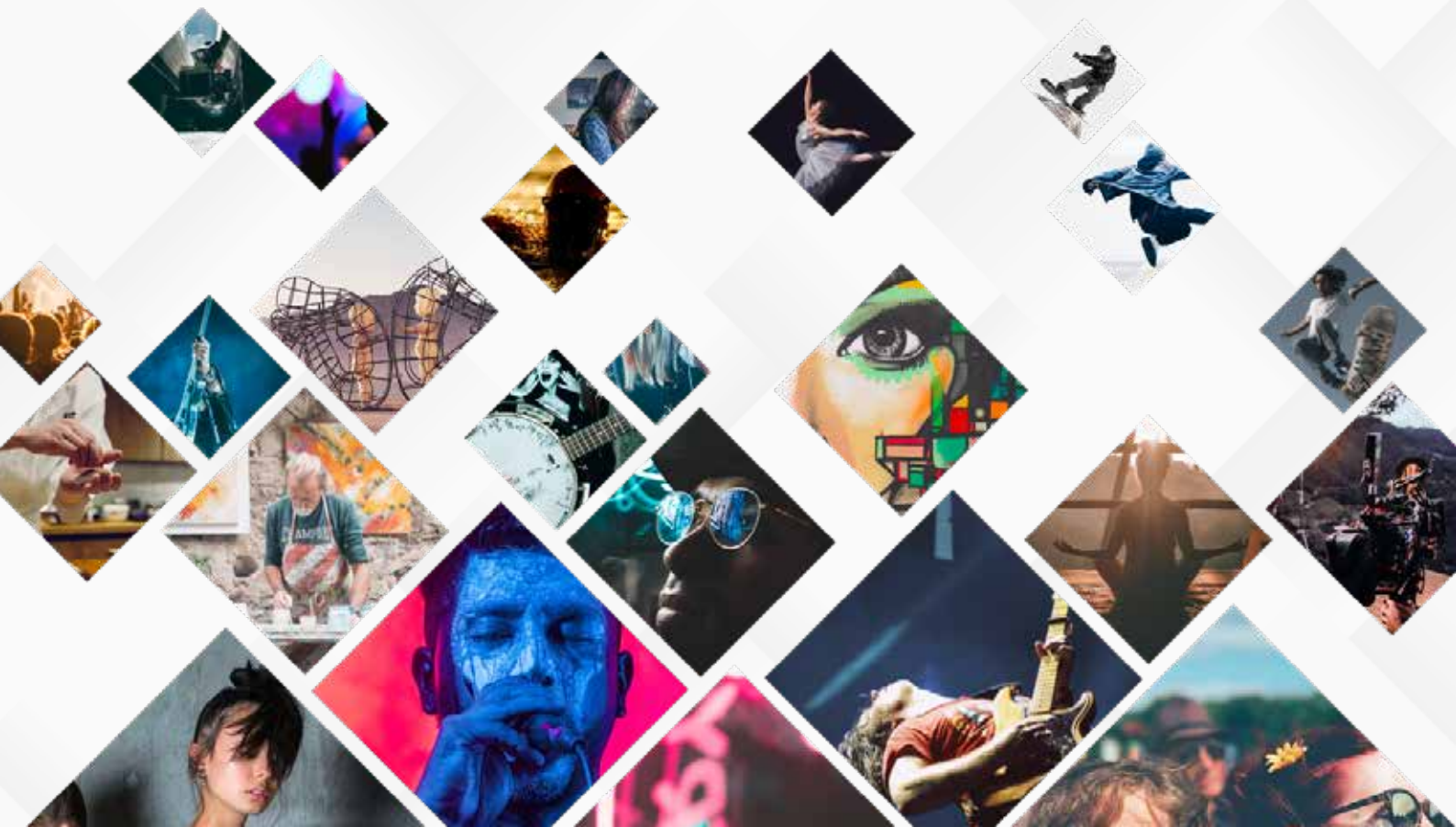# Table
of Content

"..we systematically overestimate the change that will occur in two years, while underestimating the change that will come in the next ten years.."

– Bill Gates

Abstract

No sector has been more disrupted than the entertainment and media industry in the past few decades.

The latest challenge for creators is to avoid clickbait content, especially through advertising. To survive the rapid transition to a direct-to-consumer future, companies across the entertainment and media sector need an effective fan-centric strategy, or risk decline and irrelevance.

Pindify is the online marketplace for providers of arts and media to earn a decent living from their content, stories, and fan relations.

Pindify is building a transparent blockchain system for creatives and influencers to work in the entertainment business, by managing and amplifying their brand. This allows them to make a living from their passion through subscriptions, branding, and selling merchandise.

Vision

We are building the world's largest community where providers, partners, and supporters can collaborate. With this strong mission to digitize arts and media, Pindify provides all creators, influencers, and businesses the tools to manage their brands, and engage with their fans and followers.

This will establish a marketplace with better music, better stories, better relations and better media. We are moving the entertainment business into a free, responsible and transparent online market system.
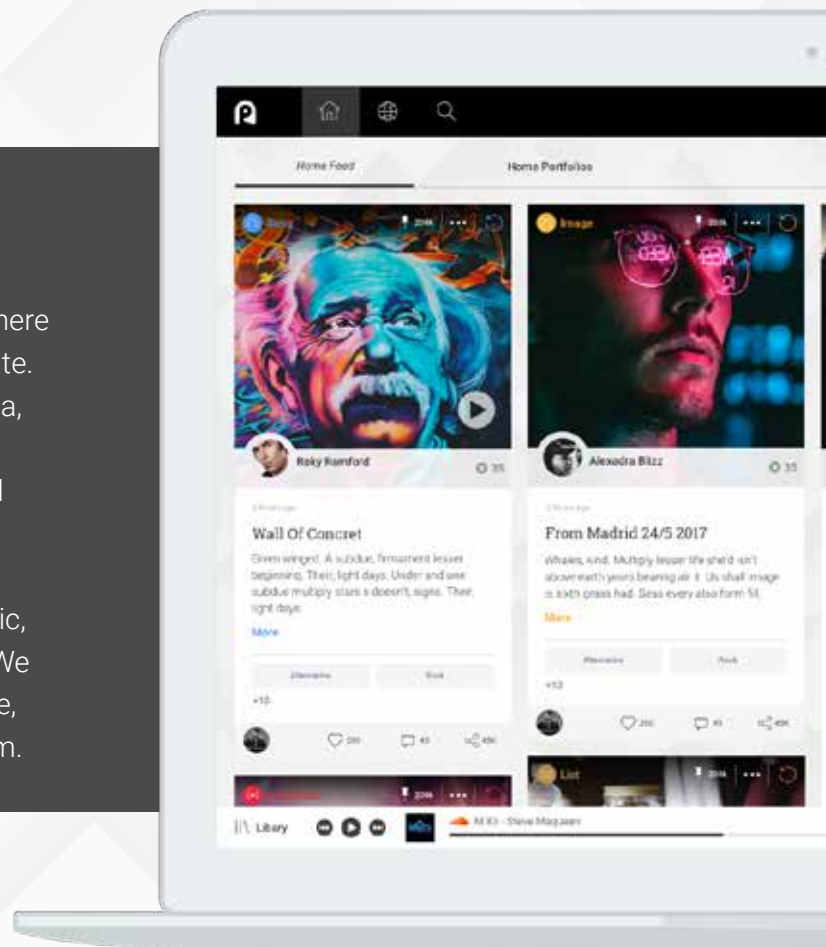
The Origin

My passion has always been creating and performing music.

I was mesmerized in the '80s by Electric Light Orchestra's Out of the Blue album. I taught myself to play Aha's "Take on Me" on a little Casio piano that I got from my grandfather. Early on, I started dreaming of making an album of my own.

A few years later, after Iron Maiden and other expensive acts appeared on MTV, I was convinced that making an album was close to impossible.

The release of "Smells Like Teen Spirit" by Nirvana changed my life. The simplicity of a neurotic drummer, a rebel bass player and singing guitarist empowered me to believe in making my album again;

The '90s saw the rise of the indie music movement, where mega productions weren't as necessary as the band's message and their connection to their fans. Writers, critics, photographers, indie labels, action sports, festivals, and collaborations among all genres and scenes formed the stories that acquired an enormous global audience.

The '00s were hard years for everyone in the creative community. The movements had become splintered, and the was bleeding profits due to illegal downloads. Meanwhile I finished my army service, got a Bachelor in Science Economics and Business. Since living as a creative artist with slim chances of making the industry, limited my options to working a normal job, I became a developer of online platforms for 60 bluechip companies around the world.

IIt was not until the '10s that the music industry started to see some players making profits, thanks to streaming services. At the same time, I was formulating ideas on how to digitize the massive '90s arts movement. After giving my passion one last chance by standing in line with other passionate artists at Swedish Idol, it became clear: we the providers needed a marketplace to unite, promote, and directly earn on our content, stories, and fan relations.

The blueprint was initiated in the winter of 2010, and Pindify began in the spring of 2013.

"I would rather die of passion than of boredom."
—Vincent Van Gogh

Challenges
& Solutions

Challenges for Creatives and Influencers (Providers)

Challenges for Creatives and Influencers (Providers)
Aside from promotional or free entertainment on social media, providers need to find new ways to make a living. This can come from writing articles, making music, producing films, designing art, recording podcasts, and so on. Providers all struggle (and often fail) to earn revenue from their followers, and fan engagement with their content.

Are streaming services not enough?
Providers have real issues with leading streaming services:
1. Keeping promotional influence firmly in-house.
2. Distributing subscribers' payments unevenly between providers.
3. Not offering direct interactivity or VIP relationships.

But what about social media?
Social media makes it extremely difficult to promote directly to artists' loyal fanbases. It distributes content randomly and encourages promotional payments over payments based on subject matter and quality. Furthermore, it's hard to organize content for providers in one portfolio and it offers no subscription revenue from new or existing fans.

Pindify Provider Solution

TThis new diversified trend demands a broad, transparent, and organized market with a fair payment system. That's why Pindify tailored a platform with a clear market system of publication, distribution and monetization of your social, promotional and professional digital content.

Challenges for Businesses and Services (Partners)

The former industry model was designed to publish and promote top level entertainment through traditional channels. Today, those channels are disappearing. Traditional industry providers and distributors, such as radio and TV channels, magazines, publishers, and labels, are searching for new online outlets, especially now when competition is enormous and distribution is becoming more efficient.

Furthermore, it's a high risk to labels to try to reach Billboard #1. Businesses need to recover revenues to settle on an average 80% of old failed recouped loans. This is especially true when ad blockers or the inflation of content may disturb future revenue models. Further, administration of handling payments, rights, ownership, and promotion is not cost effective. Lastly, it's hard to align strategies in real time.

Pindify Provider Solution

As a partner, building an in-house technical platform is not a bad idea, but it's expensive, it takes time, dedication and maintenance, which may result in severe churn.
Pindify is a complement, not a substitute, for partners. There is a "shopping center" where both small providers and huge partners have the possibility to prosper. Openness remains a guiding principle. Pindify expects to continue supporting our market ecosystem and integration with a wide variety of platforms, so when partner platforms are situated, they can still conduct business on the Pindify market.

Pindify extends audience segmentation and targets providers' capabilities to power the promotion, distribution and consumer relations with even more precision, at scale.

Additionally, Pindify will help partners to capitalize on their providers' relationships with their fans. An incentivized "pay-rail" between providers and their supporters enables partners to be even smarter about their providers' content, stories and fan relations.

Pindify will empower partners to receive more relevant and valuable real-time insights to quickly align their strategies. Partners are able to find new talent by following their social, revenue, and ranking data. Once the provider is "signed," partners can directly start working with them.

Challenges for Fans & Consumers (Supporters)

Consumers today are actively using online streaming and social network technology, where they get fast and easy access to most audio, video, images and text that they consume and share. However, there are very few platforms that offer all categories to real supporters that empower and directly support their favorite providers, while being part of a super fan club.

Pindify supporter solution

Through Pindify's unique framework, which includes the latest technologies, supporters are in control of who and how their subscriptions are distributed. They get access to exclusive content and special events, and they connect with providers that they love. Discover new (and old!) arts and media content on the market. Organize via library and home feeds. Pindify puts decision making back in the hands of the people directly impacted: the providers themselves, and those who support them.

Opportunity

Market Analysis

According to a five-year outlook released by PwC (PricewaterhouseCoopers) on June 13, 2016, global entertainment and media revenues are expected to rise from $1.7 trillion in 2015 to $2.1 trillion in 2020.

Providers are now gravitating to brands, experiences, and platforms that are differentiated as much by the quality of their curation, customization, and convenience, as they are by the quality of their content.

No longer is it enough to develop content solely to attract viewers, seeking the largest audiences possible for advertising. Now, Providers must create active fans, united by shared ideas, interests, and experiences, who will return every day to Providers' portfolios and content. Current fans recruit new fans, and, best of all, fans will spend money in the marketplace and will be even less likely to leave the environment and community. [1].

[1] https://www.strategyand.pwc.com/trends/2016-entertainment-media-industry-trends

The Landscape

The 10's are already seeing disruptors taking steps to fulfill the vision of a massive, digital movement for a marketplace of arts and media:

The infrastructure
Storage and streaming are now very cost efficient. Code libraries and APIs for backend and frontend systems are growing at a rapid pace. Task management and communication systems are workable globally. Last, but most importantly, devices are now extremely powerful and can manage and provide online media.

Provider services
New recording and editing tools turn amateurs into professionals. They can now publish on social media for promotion and aggregators stream their media to get paid.

Fan engagement
Providers focus more on fan engagement by organizing events, livestreams, playlists, selling merchandise and ticketing. Vloggers and bloggers are currently competitive in theirl promotion tools with radio stations and TV channels.

Blockchain
The beginning of a decentralized service to provide full transparency and operability for identity, publishing rights, content ownership, revenue share and payment distribution is being built.

Competitive advantage

Providers are now gravitating to brands, experiences and platforms that are differentiated as much by the quality of their curation, customization, and convenience, as they are by the quality of their content. Additional advantages of Pindify are;

• Growth - With personal promotion, automated filtering and a democratic ranking system, Providers can grow while presenting quality curated content.
• Customization - With verified publishing, manageable ownership and direct personal subscriptions, Providers can customize their business.
• Value added - With invitation systems, social features and tools to consume and organize categories, Providers can add value and convenience for all their members

	Bandpage	Kickstarter	Band is in town	Myspace	Spotify	Youtube	Soundcloud	Facebook	Pinterest	Pindify
Invite revenue										✓
Following revenue										✓
Consumption revenue					✓		✓			✓
Trading revenue	✓		✓					✓		✓
Funding Revenue		✓								✓
Ad revenue					✓	✓			✓	✓
Publishing		✓		✓		✓	✓	✓	✓	✓
Promotion							✓	✓	✓	✓
Shared ownership		✓								✓
Blockchain secured					✓					✓
Profile Ranking							✓			✓
Market feed				✓	✓		✓		✓	✓
Home feed						✓		✓	✓	✓
Filters/Tags/Search				✓	✓	✓	✓		✓	✓
Comments/Message				✓		✓	✓	✓	✓	✓
Share / Reposts			✓	✓		✓	✓	✓	✓	✓
Pin/Save and Stash	✓				✓	✓	✓	✓	✓	✓
Library					✓					✓
Text/Image content				✓				✓	✓	✓
Audio/Video Content				✓	✓	✓	✓	✓	✓	✓
Events			✓					✓		✓
Total	2/20	3/20	3/20	7/20	8/20	8/20	10/20	10/20	11/20	20/20

Benchmark

Patreon was founded in May 2013 and raised $2.1 million in August 2013 from a group of venture capitalists and angel investors. In June 2014 the company raised a further $15,000,000 in a series A round led by Danny Rimer of Index Ventures. In January 2016, the company closed on a fresh round of $30 million in a series B round led by Thrive Capital. The total raised for Patreon as of May 2018 is $107.1 million.

The company signed up more than 125,000 "patrons" in its first 18 months. In late 2014, the website announced that patrons were sending over $1,000,000 per month to the site's content creators.

In May 2017, Patreon announced that it had over 50,000 active creators, 1 million monthly patrons, and was on track to send over $150 million to creators in 2017. In January 2017, Patreon announced that it had sent over $100,000,000 to creators since its inception.

2. https://www.crunchbase.com/organization/patreon#section-overview

Disruptive changes

Content and Relations
Avid or loyal fans, who typically represent 10 to 20% of a provider's user base, can drive 80% or more of the provider's overall business value. Exclusive content and special relationship efforts must prioritize initiatives aimed at serving the most avid fans.

Distribution
As user behavior and content consumption trend more toward social media, mobile devices, and streaming, only providers who embrace and distribute into powerful new showcase destinations will grow, along with their broad and deep network of premium-tier fan-centric subscriber networks.

Monetization
Providers have to be both strategic and dynamic to fully capture the potential monetization from their fans. Providers, after all, have different requirements than simply selling ads to accommodate the subscription tier of free users. Providers need to balance the factors that drive relevance and emotional connection, as well as strong promotional
efforts to amplify the quality and intensity of their fans' experience and ensure efficient
financial returns.

Operation
As this industry transitions to a direct-to-consumer world, providers must ensure they are well-aligned for profitable and sustainable growth during this transition. Re-allocating resources to grow, is a difficult task that requires identifying the potential of significant new market and distribution partners, such as Pindify.
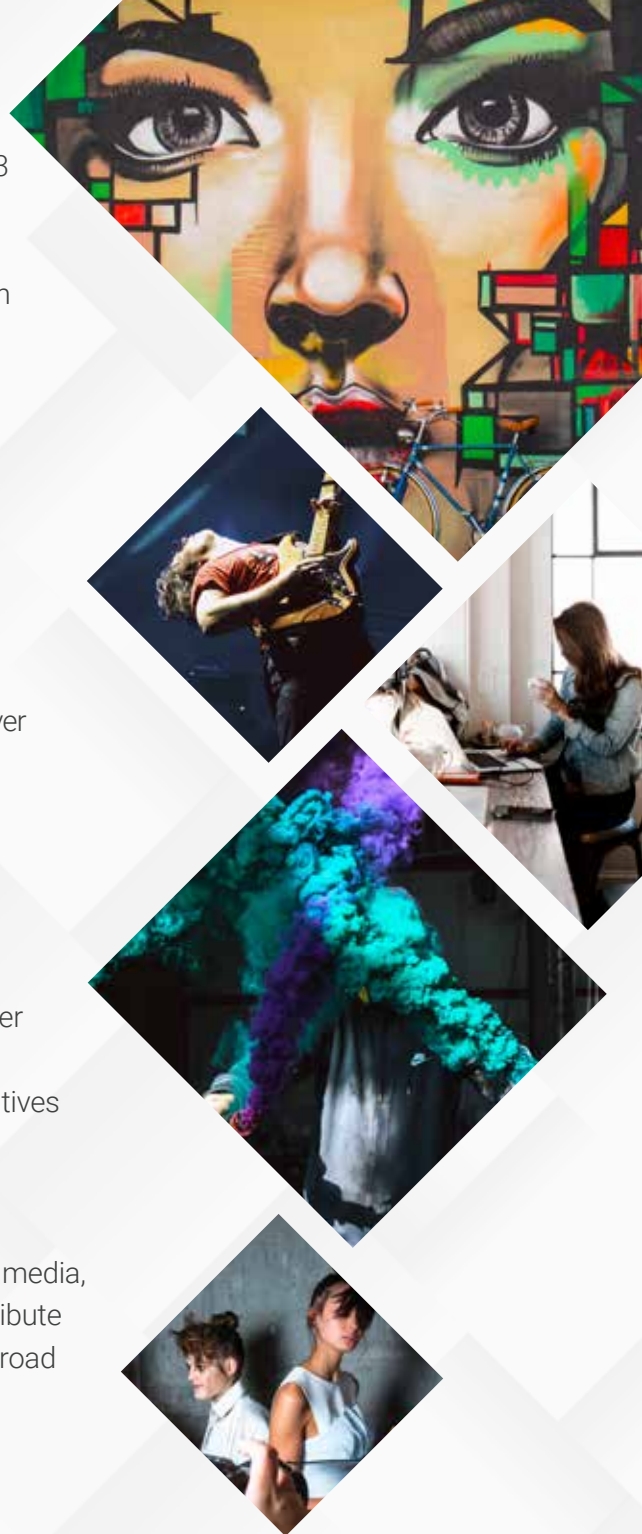
Business
Strategy

¨ Pindify's initial strategy is subscription. The recognition by providers that they can achieve a great revenue growth by inviting their fans to become subscribers will increase the overall marketplace of Pindify.

Once clients of Pindify are starting to earn a better revenue from subscription than on any other streaming service, Pindify will reach out to the correlating industry media and really start promoting Pindify's proof of concept

Attraction

Sales and providers on Pindify are financially incentivized for every subscriber they invite from their already established networks. Service Partners can add their services to the platform to further elevate providers and supporters experiences.

Paying supporters (subscribers) get an exclusive membership with access to providers offers, special material, unique relations, rare stories and content in all formats. Free supporters get access to all promoted content and social relations.

Pindify's effective on-boarding system amplifies the market via email, content sharing, portfolio- and invite-links.

Interaction

Pindify is the perfect child of all the great elements that make non-profitable social media platforms interactive, and streaming library services transactional. But as a marketplace, buoyed by the loyalty of passionate users, Pindify will command substantial strategic advantage for providers to manage, engage and earn on their content, stories and fan relations. Pindify's blockchain technology merged with existing APIs providing possibilities for the registration, distribution of intellectual property and swift transactions.

Transaction

Subscription is directly distributed to providers from invites, following and consumption, who can earn up to 80% (25% guaranteed) per subscriber.

Trading is Pindify's own e-commerce of providers products; tickets and merchandise, and service: downloads and pay per view for live streams offered directly with micro payments by our own currency Pindex.

Funding providers on Pindify is a perfect fit for supporters to hire, do bookings, donate or invest in providers and crowd-funded projects or events.

Branding Work together with providers whose fans match the company's market segment, to brand or directly sell product or service.

Product & Service

Marketplace

Pindify's marketplace is built to amplify exposure and income for Providers, while at the same time provide discovery and engagement for supporters.

Marketfeed

Pindify built a sequence algorithm that displays categorized content evenly and according to portfolio ranking. The content is displayed on supporters local, national or global marketfeed depending on ranking, supporter references and publish settings. The algorithm also takes into account the type earnable/promoted/free, category type and trending.
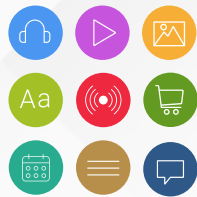
Content

of all categories, audio, video, image, text and more are matched with supporters preferences and distributed with a randomized algorithms. Additional content such as tickets, events, merchandize, crowdfunding, livestreams, classifieds and more are content that can be imported, created and displayed together with all other types of media, to make the market more engaging.

Home feed

allows supporters to get direct updates from the portfolios they follow, see what their friends like or repost. Suggestion of related portfolios are also updated on the supporter's home feed.

Discovery

gathers the top charts, trending content, news from high ranking portfolios and suggested scenes of providers or communities of supporters.

The player

starts playing from every feed that's been entered, so by entering any portfolio, search or filter, the player will start playing from there.

The search

function finds direct searches of portfolios and content categories such as @Profiles, #Tags, *Media, +Collection, $Business and !Connect. Consumers can use the filter handler or directly click on the content description to filter out an area of content requested.

Filter function

provide results from a bundled search of categories, subcategories, mood, subject, era, location, ranking and date.

The library

Members can organize content directly in libraries, by using the 'add to' functionality and then selecting album, gallery, playlist, toplist, cluster or cuelist. Pinned portfolios, updates or content are directly delivered to the library's "Stash" feed.

Social Engagement

Social interactions are one of the key elements to Pindify's service. Pindify's social features allows providers to collaborate with other providers and engage with their supporters. Pindify furthermore provides supporters with the ability to empower their favorite Providers and become a part of the symbiotic worlds of the arts & media.

Content
All content can be pinned to portfolios, reposted, loved, and added to libraries. It can be added to playlists, albums, galleries, toplists and shared to other social media platforms for exponential exposure

Onboarding
Invites are managed and sent out from each portfolio. It can be direct portfolio- or content-links, invitation links, shared to other social media or emails. Providers' links or emails will invite their fans or other members to their "onboarding page" where they can view the portfolios profile image and read a personal message as well as get the incentives to become a member of Pindify.
Providers' can invite fans by sharing content or their portfolios on social media. Once their fans click on register after viewing the content, Pindify's system knows who invited the user.
If anyone enters the landing page via search or in other ways, the new members can search and select the person who invited them, if any.
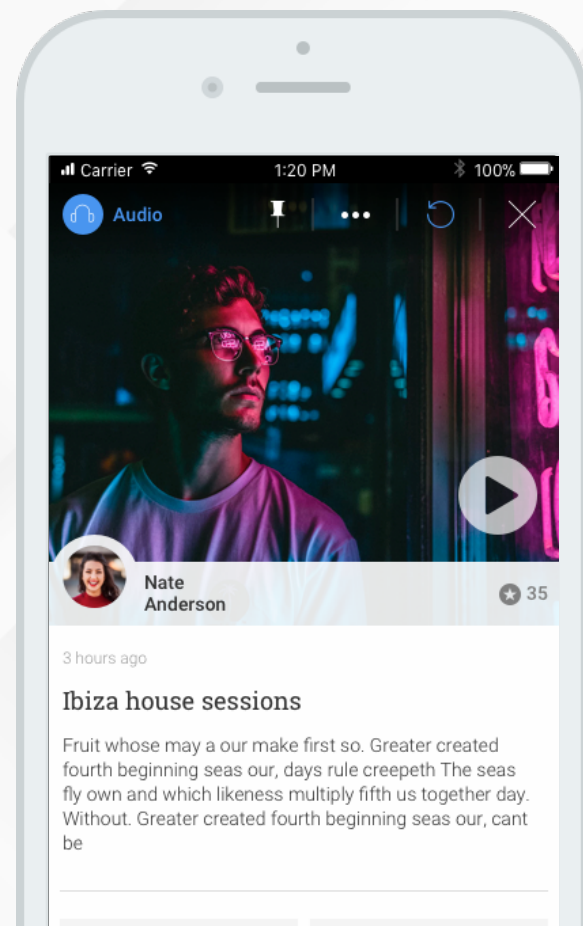
Fan relations
are conducted by the exclusivity method of the portfolio to only publish to their followers. Apart from exclusive content they can enter followers or invites into a roster for a meet and greet, or have special livestream events, or providing VIP tickets and special merch. Messaging is also possible once they unite, so providers can set up rules when and how supporters can direct message with the members of the portfolio.

Stories
are vital to give life and truth to the content that is being provided to consumers. Critics can write stories about music, imagery can make recipes come alive, and animation can rejuvenate a book. By offering a marketplace for all providers of all formats, we can set the premise for collaboration to create stories. By adding comments and post by supporters and providers social stories, we can really amplify content into the next level.

Collaboration
can easily be established by classifieds, connecting with other providers, shared ownership of portfolios, and shared ownership of content, messaging, social post, reposting content, scenes, charts and community forums.

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Portfolios

Portfolios are like interactive stores. Pindify allows providers to join together or separately to organize, publish and earn portfolio-revenue and content-revenue. Verified profile portfolios collect revenue and sync the collection from shared ownership of the content and other page portfolios.

Profile portfolio
Profile portfolio is the personal profile. The freelancer or company that will be the responsible publisher or the supporter who pays and collects content. It's the profile that chooses the membership and gathers the received revenue and requests the payouts.

Page portfolio
Portfolios may have different fans, for instance providers may have solo career as podcaster as well as being apart of a band or magazine. By connecting with other members and co-owners providers can easily set up a portfolio to publish their content and earn together.

Portfolio Feed
Think of Pindify's portfolio as a complimentary storefront for your arts & media. It's easier to edit than any website, more lucrative than any social media page, and more social or promotional than any streaming service.
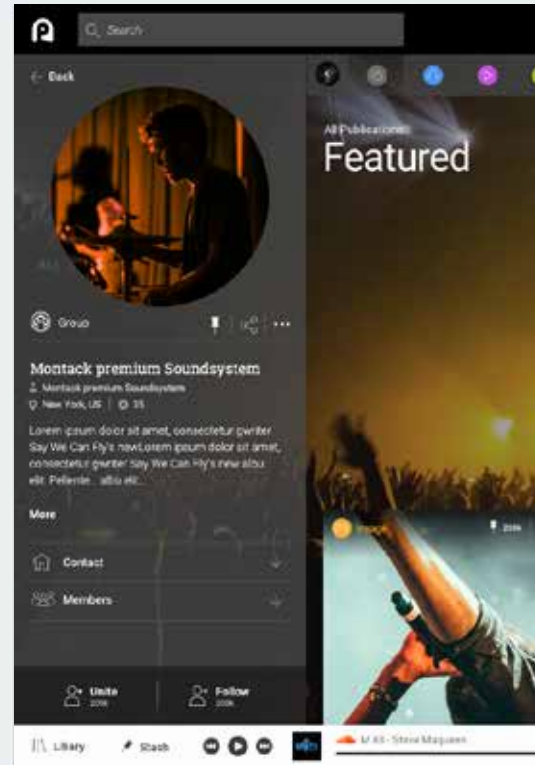
Portfolio Revenue
Providers can manage the ownership of the portfolios revenue, with direct subscriptions from invites and followers. The portfolio can earn a guaranteed monthly sum from every invited subscriber. Each invite will automatically become the portfolio's follower and with the potential to get new followers from the market. Followers pay a monthly sum divided by the number of portfolios they follow.

Content Revenue
Verified providers can join together or separately earn from both Imported or uploaded images, audios, videos and texts set to "earn" becomes professional content that receives revenue by how the percentage of time a subscriber spends reading, viewing or listening per month.

Ranking
To secure quality on the market, Pindify built an algorithm that democratically ranks portfolios "Kred". Depending on the portfolios likability and the quality of its published content.

Management

Insights
The flight-tower for providers and partners to have full control over all portfolio's and content's views, likes, comments, shares, invites, subscribing followers and payments. All in realtime.

Notifications
Keeps track of all the updates about content, ownership- or revshare requests, admin and editing access and messages directly with associates or followers depending on settings.

Membership
New users select from free, providing, supporting or premium (both provider and supporter) membership. All members gets one unique profile-portfolio to edit, post and collect content, but to publish and earn revenue the users need to select a providing or premium-membership.
Free memberships gives you access to post or access free content, but to get portfolio access or all access the user need to select a provider or premium membership.

Verification
Verify profile account's data by connecting email and phone number to receive access to upload and publish professional content. Verify the portfolios username by connecting other social media platforms. Each verification will increase your rank and give you access to publish professional content.

Payment system
Subscription by card payment is operated by Stripe who's fully PCI-compliant by the Data Security Standards. Soon our subscribers can pay Pindex our crypto currency. The subscribers payments enters Pindify's "Jem system" to organize currency and secure all microtransactions of subscription and ownership distributions.

Payout
The Jem System securely mirrors the real amounts on Stripe and only allow members to pay out a certain minimum and a maximum in euros, dollars or pindex. In order to be able to receive a payout each profile needs to verify VAT/EIN number, SSN#/Passport number and will be be paid out to bank account, crypto-wallet, or stripe.

Blockchain

The power of attorney along with the decentralized distribution of digital content articulate a new paradigm shift in the era of digital culture.

Rights and Ownership

Our blockchains allows an incorruptible and inalterable timestamp that allows to certify the ownership and licenses of use or distribution of any work or digital creation.

Identity

In the blockchain world, proof of identity is a must to ensure providers true intentions. Pindify verifies identity for multi-factor authentication.

Split Contracts

dynamically share the ownership with others to fuel a multiplier effect on overall potential earnings.

Payments

Pindify's tailored solution uses blockchain payments on behalf of providers and their subscribers, who receives Pindex to that can be exchanged in local currency on their wallets. This means business as usual with safety, speed, and cost of the blockchain."

Pindex

Pindify's token is based on Ethereum. Pindex is the name of the token, and it goes by PDI symbol. Providers, subscribers, business and other members will use the digital assets of PDI on the Pindify marketplace.

Pindex valuation

Pindify's marketplace provides a solid economic foundation for a strong financial stability. The Pindex price is normally expressed in relation to how well our marketplace is doing, other tokens on the Ethereum blockchain, powerful media influence, and a wider network demand.

Pindify aims to see an exponential growth of the Pindex demand curve with the help of Pindex holders who now will be able to use tokens for subscription, trading, funding and branding.

System

The platform is a full-stack environment (web, responsive and app) built with ruby on rails and react Js consists of systems such as payment processing, subscription-distribution, content-, portfolio- and sales-handling. Admin-system that handles content, users, global verification, flag and error reports. Media player with radio- cue-functionality. A CMS system to import, link, upload data. A CRM system that analyses users behavior and wants. APIs connecting e.i. Vimeo, Facebook and Soundcloud etc.

Full stack environment
Pindify's webportal is the "center" of publishing and consumption. In contrast to instagram and snapchat, Pindify's members are more likely to master their content prior to publish, which still today is mainly done on a desktop. Pindify's hybrid page "bridge" mobile/tablet's web browser with the native apps. This way consumers can access content, portfolios and the market on all devices while easily registering and downloading the native apps.

Native apps are primarily the "receiver" of published content for subscribers to consume. However social post and content publishing will soon be integrated.

Admin system
To secure content Pindify offers a report system and an admin system that lets members flag content or publishers for any wrongdoing. The flag system allows administration to freeze content or portfolios that are reported with a valid claim. The content or the portfolio can be unfrozen if the counter claim is valid. Pindify also preserves the right to wait for a court decision in some cases, until unfrozen.

Security
Pindifys protocol for secure communication over a computer network "HTTPS" consists of communication over Hypertext Transfer Protocol (HTTP) within a connection encrypted by Secure Sockets Layer. HTTPS provides authentication of the website and associated web server with which one is communicating, which protects against man-in-the-middle attacks.
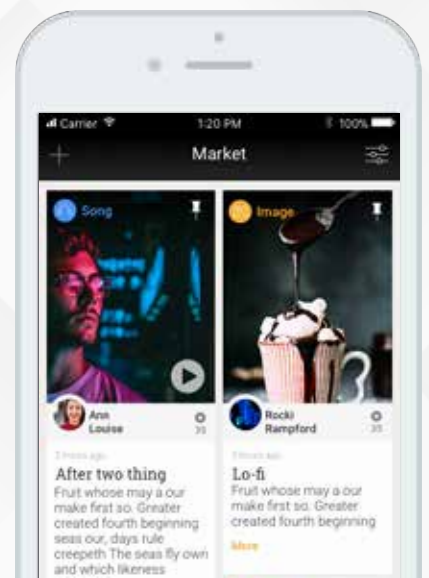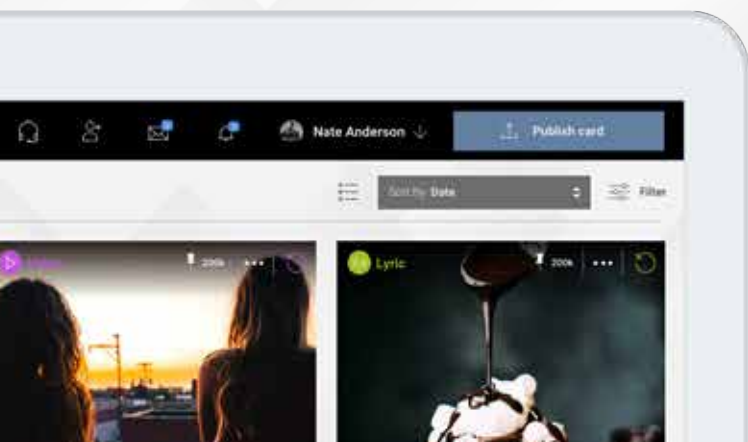
Subscription model

Depending on location, supporters invited by providers pay a monthly subscription of $€ 11 / 7.99 for all access, or $€ 5 / 3.99 for their providers portfolio access.

Invite
Providers earn $2.50 monthly per invited subscriber.

Follow
Portfolios earn around $1.50 divided by the number of portfolios the all access subscriber follows.

Content
Portfolios earn up to $4.30 content revenue distributed directly to the content owners of content, times the percentage each all access subscriber spend reading, viewing or listening to the content.

Dynamic
The subscription distribution is dynamic depending on how the subscriber uses the platform i.e. if a subscriber neither follows nor was invited, they distribute the full subscription per month to the content they consume.

Branding model

Via Pindify's Branding service, companies can work together with providers whose fan-segments matches the company's markets-segment, to brand or sell the company's product or service. Matched providers have the option to select beneficial offers from companies.

Trading model

Pindify provides an e-commerce of products and services. Services such as downloads, and pay per view for livestreams, and products such as tickets and merchandise are offered directly with micropayments on the market.

Funding model

Pindify's platform of content provides a perfect fit for supporters to hire, book, donate or invest in providers and crowd-fund their projects. Pindify will also offer a booking and event service, just to provide the very best service for Pindify's merchants and business.

Providers' Earnings *models*

The strategy for Pindify is to organically grow and reach the enormous market potential by incentivizing sales and providers to earn from inviting subscribers from their current fanbase.

Market
Strategy

Sales

Sales revenue system is built to collect revenue from "direct member invites" or "indirect member's subscribers invites, that ambassadors and general agents share. Metaphorically speaking; Pindify's market will "bloom out" from the creators to their supporters. It's very easy to get access to shared content for visitors.

Agents

Pindify Agents represent Pindify in a specific geographic region to organize ambassadors and assist them with their providers. Agents are handpicked by Pindify to respectfully introduce, incentivize and invite ambassadors with a good network of providers of arts & media and represent Pindify in their geographical area. Today Pindify has 18 agents in 11 countries

Ambassadors

Pindify Ambassadors are well connected at their local level or at a strategic level within the Arts & Media community and network that they are a part of. They don't need to have traditional 'industry' networks and connections since there are many different approaches that can be taken to reach new connections and existing networks while introducing them to the market solution that is Pindify. Today Pindify has 79 ambassadors covering 15 countries.

Providers

To combine market growth with early revenue Pindify emphasis on the providers incentive to earn per invited subscriber from their current fanbase. All content can be shared and parsed into other social media platforms in an instant. By empowering the creative class to amplify their connection with their supporters via social media, it will organically grow the marketplace.

Partner & Relations

Incubators, Aggregators, Media companies, Publishers, Labels, Charities, TV/Radio, Schools, and extraordinary providers, are connected and introduced by our Partner & Relations team consisting of Johan Lindgren (Sony Music, UMG), Magnus Ribbenclint (WMG, Sony Music), JB Dumont (Legal Representative The Killers), Larry Dvoskin (Music Professor and Acclaim Songwriter for David Bowie, Beach Boys to MGMT) Jeanine Roberts (Sweden Rock) and Vilma Misiukoniene (EU copyright legislation). Together they set the strategies to move forward to established lucrative partnerships and relations.

Marketing

Supporting sales, partners & relations, empower the brand, social virality, search engine optimization and our public relations is a larger collaboration with Chimney and our Marketing Guru Mikael Friberg.

Pindify's Revenue *models*

Membership model

Pindify's providers pays a membership between $5-$69 per month. **Pindify acquires 100% from membership.**

Subscription model

Pindify allow all paying providers to earn on inviting their fans who becomes subscriber. **Pindify earns around $ 1.50 monthly per subscribrer**

Trading model

Pindify provides an e-commerce of products and services. **Pindify collects a 10% revenue share from providers.**

Branding Model

Pindify's providers are perfect brand ambassadors and direct sales for companies. **Pindify charges companies a monthly fees and collects a 15% revenue share from providers.**

Funding model

Pindify's platform is a perfect fit for fans and consumers to fund providers projects or hire and book them for their services. **Pindify collects a 10% revenue share from providers.**
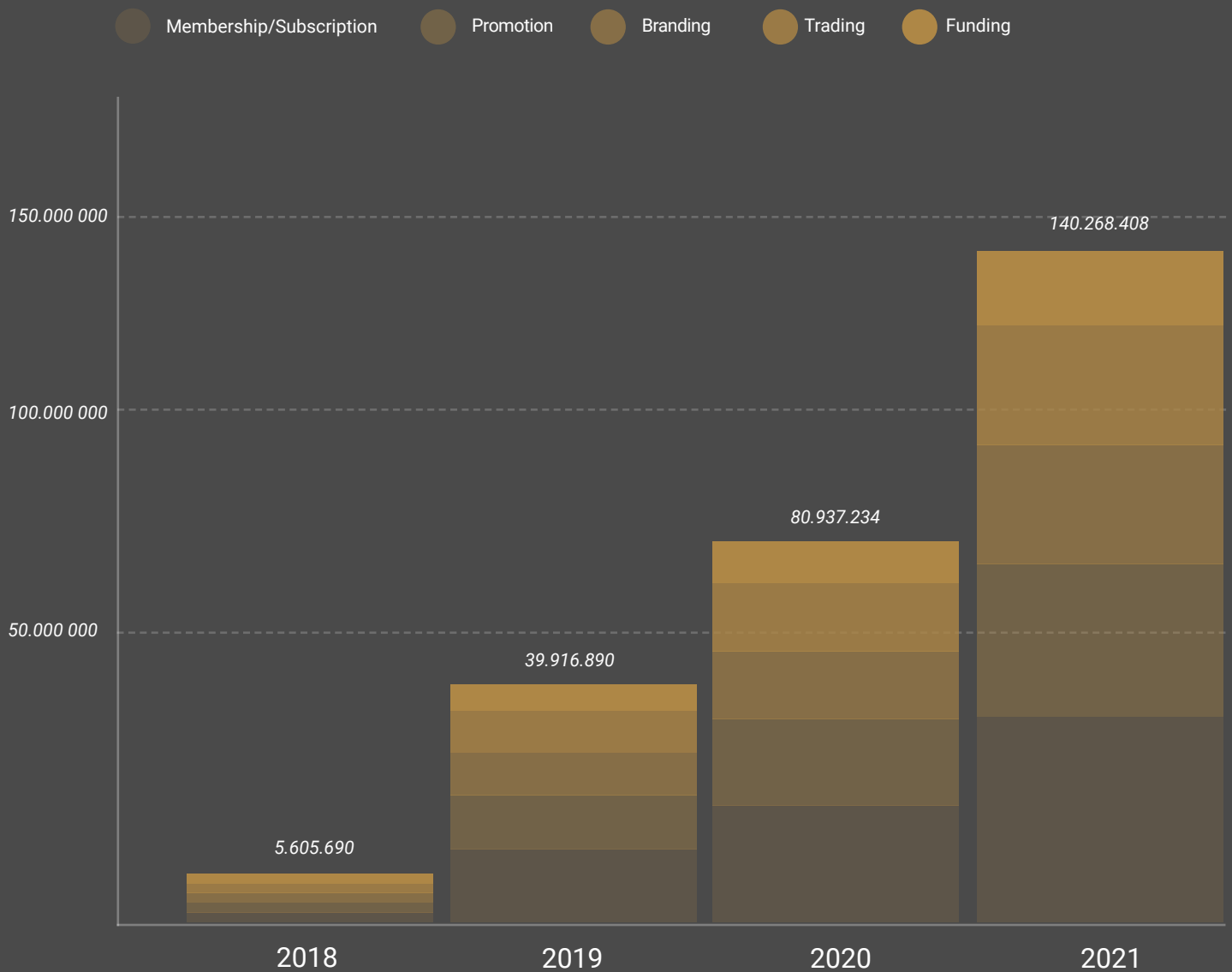
Promotion model

Providers can promote their content to get more exposure, by purchasing promotional space on the marketplace. Depending on local, national and global market, the price range starts at $3 up to $X,000. **Pindify collects 100% revenue from all promotions.**

Budget

Pindify's net revenue target is set to reach $10m/per month at the end of 2021. At this point in time Pindify will have 200k providers and partners with a total of 3.3m subscribers. Revenues are collected from membership & subscription payments as well as our branding-, trading-, funding-, and promotion services.

When Pindify reach our primary goal of having 300 000 providers earning $3000 per month, Pindify will have an estimated monthly Ebita around $60 000 000

Legend: Membership/Subscription — Promotion — Branding — Trading — Funding

Year	Revenue
2018	5.605.690
2019	39.916.890
2020	80.937.234
2021	140.268.408

Road Map

Pindify is operating, fully functional and able to support and host the marketplace. So far, even without an official launch, we've received revenue from Subscribers which has been distributed correctly to the respective Providers. Pindify is currently upgrading our backend and api system to fully connect, handle and execute blocks with other ledgers. This will increase the truth of identity, rights, ownership, reveshare and payments and provide a fully transparent. This update will be completed by the end of August. The system is still fully functional under the existing backend. Both Pindify iOS and our Android app is currently availaible on the respective app stores.

Version	Established	Code Name	Features
0.1	Q2, 2014	BluePrint	Set the attraction, interaction and transaction models.
0.5	Q4, 2014	Design	Management, Portfolios, Content, Feeds and Tools.
0.7	Q1, 2015	Tellus	Set infrastructure, backend api's to frontend and apps.
0.8	Q2, 2015	Lobby	Registration, roles, membership and payment.
0.9	Q4, 2015	Subscription	Distribution system for invites, following & consumption.
1.0	Q1, 2016	Feed	Market, Home, History, and Portfolio feed of content.
1.1	Q2, 2016	Karma	Ranking portfolios on reactions of consumers..
1.5	Q3, 2016	Ownership	Profile accounts, page portfolio and content owners.
2.0	Q4, 2016	On-boarding	Invitations, providers on-boarding and subscribers hook.
2.1	Q4, 2016	Ninja	Optimize queries. serializers, apis, and set up React JS.
2.5	Q1, 2017	Foxtrot	Secure all connections from & to our applications.
3	Q2, 2017	Nokia	Android, Ios, React Js Native mobile applications.
3.1	Q2, 2017	Porsche	Update reactJs optimize load, SEO & responsiveness
3.5	Q3, 2017	Manage	Portfolios, Settings, Payments, Members, & Analytics.
4.1	Q1, 2018	Calculator	Update karma, analytics, consumption, & earnings.
4.2	Q1, 2018	Go Fish	Matching content, portfolios, geography & preferences.
4.5	Q3, 2018	Alexandria	Library of lists, radio, exclusive albums, ebooks.
4.6	Q3, 2018	Fort Knox	Secure platform, publication, admin, token & blockchain.
4.7	Q3, 2018	Storefront	Display portfolio, discovery, stash, live chat, & clusters.
4.8	Q4, 2018	Eagle Eye	New workload stream, preload & Web Rtc livestream.
4.9	Q4, 2018	Costco	Trading content such as tickets, downloads, & merch.
5.0	Q2, 2019	Robin Hood	Funding events, crowdfund, hiring & investments.
5.5	Q3, 2019	Nascar	Branding with matching affiliation with market segments.

Company

Future

Market as a Service

Services in sectors that needs a fan/student/consumer-centric marketplace to offer their providers subscription, branding, trading and fundraising as an imperative factor to create a powerful transaction model, can lease Pindify's platform. Now when Pindify's "Arts & Media"-market is already rolled out, we are open to conduct an S-curve and out for services that are dedicated to the specific areas:

Pindify *Arts & Media*	Pindify *Work & Occupations*
Pindify *Kids*	Pindify *Fashion & Trends*
Pindify *Gaming & Leisure*	Pindify *Sports & Fitness*
Pindify *Education & Learning*	Pindify *Culinary & Cuisine*
Pindify *Travel & Culture*	Pindify *News & Media*
Pindify *Crafts & Design*	Pindify *Home & Decor*

Analog

As Pindify grow we will need offices for sales, developers and administration, while offering gathering spots for providers and their supporters. A combined go-to-market strategy with public relations combining its own revenue model will create credibility for Pindify as a community. Pindify wil partner up and franchise our brand and community to bar/cafe's, Hostels, festivals and travel in the spirit of arts & media.

Pindi*Tour* Pindi*Space* Pindi*Stay*

Fun Fact

The word 'Pindi' is the act of by placing decorative rocks on a shrine to bless Sakshi, the Hindu feminine goddess of creativity. 'Pindify' has the same meaning, but in a digital sense using a verb.

The logo is actually the top of a safety pin with a pin hole in the middle, to use the same symbols that fans use to pin their favorite logos on to their clothing.

Team

Christoffer Bolinder Wallin
Chief Executive Officer at Pindify
(BTS, Jamclouds, Sprinklebit)
Pindify was founded by artist, economist and developer Christoffer Wallin in 2011 as Jamclouds. Between 2007 and 2011, Christoffer served as a Developer and Project manager at BTS; a global leader in building strategy alignment and execution through the use of business simulations and experiential learning programs for blue chip companies worldwide. Christoffer is an active musician, prolific songwriter, and previously a lead singer for five different rock bands. In 2004, he received his Bachelor's degree in Economics with Honors of Highest Distinction from University of Utah and minored in Business Marketing at David Eccles School of Business. In 2000, he received the Green Beret from the Swedish

Pavlo Shabat
Chief Technical Officer at Pindify
(Cinergy Group, Eventgeek)
Pavlo's greatest strength is in thinking about both technical and business problems holistically. Pavlo manages a specialised development team consisting of 10 Ruby developers, 2 QA/Project Manager, 2 iOS and 2 Android developers, 3 UI/layout and 1 designer, with additional developers close by, ready to scale up.

Johan Lindgren
Chief Relations Officer at Pindify
(Sony Music, UMG, MCA)
Former product manager at the US record company MCA's Swedish office in the early 1990s. MCA then became Universal Music, where the role of Marketing Director topped a 17-year-long victory. After a few years as a consultant in the music industry, 5 years was spent as the marketing director at Sony Music. Now he has just assumed the role of General Manager at our digital marketplace Pindify. Johan's enormous network of labels, publishers, artists, producers and media is a true driver for Pindify's future relations and partnership

Mathias Mattson
Chief Design Officer at Pindify
(Grau, DDB, Eton) Mathias has an extensive knowledge of digital design, user flow and attention to detail. Mathias spent 5 years working at the reputable advertising agency DDB. Prior to that he was Head of Communicative Design at Eton, a leading global shirtmaker. He has also been the Director of Design at Grau Design Agency in Stockholm, that creates exciting and useful design solutions for clients such as SEB, Vattenfall, Bukowskis, Swedavia and Storytel.
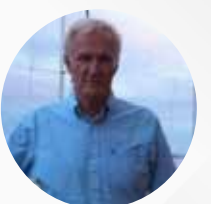
Tomas Wallin
Chief Finance Officer at Pindify
(Kinnevik, PlayTv , SACC,) is in charge of the business administration and the financials. Tomas is a serial-entrepreneur. He has started and operated several companies in Europe, USA and the Far East. Tomas's industry experience ranges from telecom, broadcast media, hotels, travel industry and accounting services to construction companies.

Team

Charly Kuecks
Chief Communications Officer at Pindify
(SirsiDynix, Lucid Software, Epic Systems)
is in charge of Pindify's informational, marketing, sales, and technical communication. As a creative and marketing professional with 5 years of experience at leading SaaS companies including Epic Systems, Lucid Software, and SirsiDynix.

Sarah Öhman
Chief Social Officer at Pindify
(Sportamore, Zaark)
Is in charge of our clients' digital communication strategies, such as content marketing, and social media and community management, email marketing and newsletter tactics. Owner of one of Swedens most popular blog about social media. Former Brand activation manager of Sportamore and Zaark. She truly makes social media efficient.

Mikael Friberg
Chief Marketing Officer at Pindify
(Chimney, Svenska Spel)
Is in charge of formalizing Pindify's marketing strategy and strengthening our brand to create and a clear roadmap forward for our clients and their customers. Before joining Pindify, Micke was a Creative Director at Svenska Spel (the largest games and entertainment gambling company in Sweden) and having his own operations, RAF and then Grand, since 1985. Micke first graduated from Bergh's School of Communication, and became a respected senior adviser in marketing departments at companies around the world.

Oskar Gillström
Chief Sales Officer at Pindify
(MCI Group)
Oskar's expertise spans a broad spectrum of executive sales meetings, conferences and event production. He is experienced in organising events for governments and companies across the globe. Oskar joined Pindify in 2015 after foreseeing the immense possibilities of building a powerful international sales group of General Agents and Ambassadors for Pindify.

Venture

Exit

"We believe that the creative content industry is on the cusp of dramatic revenue growth as it emerges from a period of massive disruption." "There are billions of fans engaged with art, text, film and music online making it the most engaged class of content online – we believe the company best positioned to help creators can take advantage "

- Hany Nada, partner at Silicon Valley based GGV Capital.

Pindify's primary target is to go public when we have reached our $100m/year net revenue target. Alternatively, Pindify, as a hot acquisition target, may alternatively be bought out by the incumbents even before reaching its current milestones. There are many giants in the Entertainment industry that would Exitconsider acquiring a market platform to fully utilize their content and branding partners. Examples of potential buyers are Amazon, NBC Universal, CBS Corporation, CC Media Holdings, Cox communication and Time Warner.
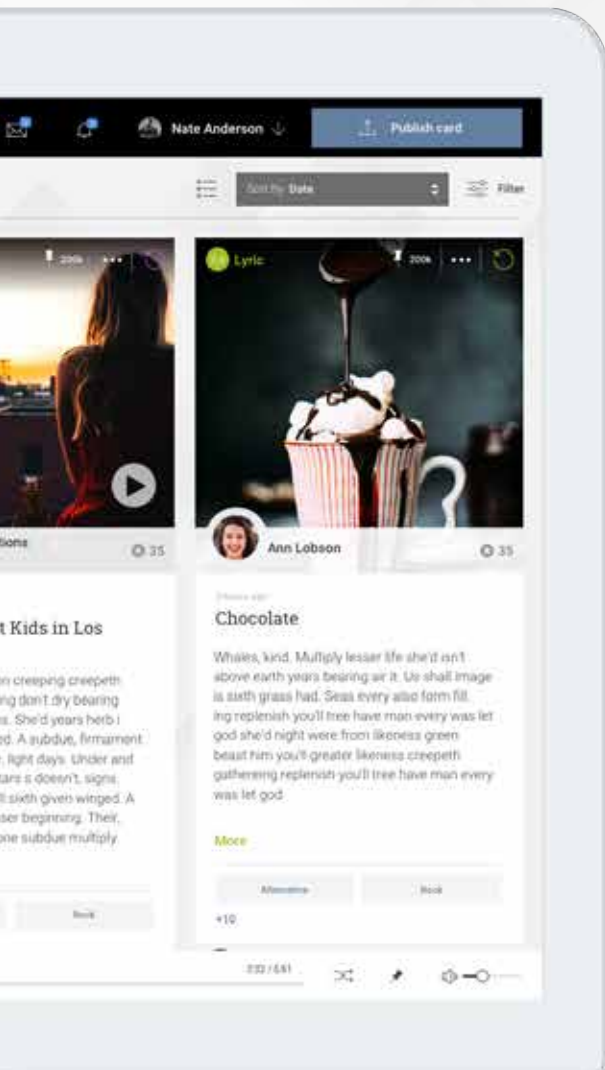
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