

Q1.1.

The Start-up Visa is aimed at recent graduates and alumni who have successfully completed a UK degree programme and want to develop their ideas and entrepreneurial skills by creating an innovative, viable and scalable business in the UK.

Things to consider before applying:

All information you enter will be treated as strictly confidential and will only be used for the purposes of this application.

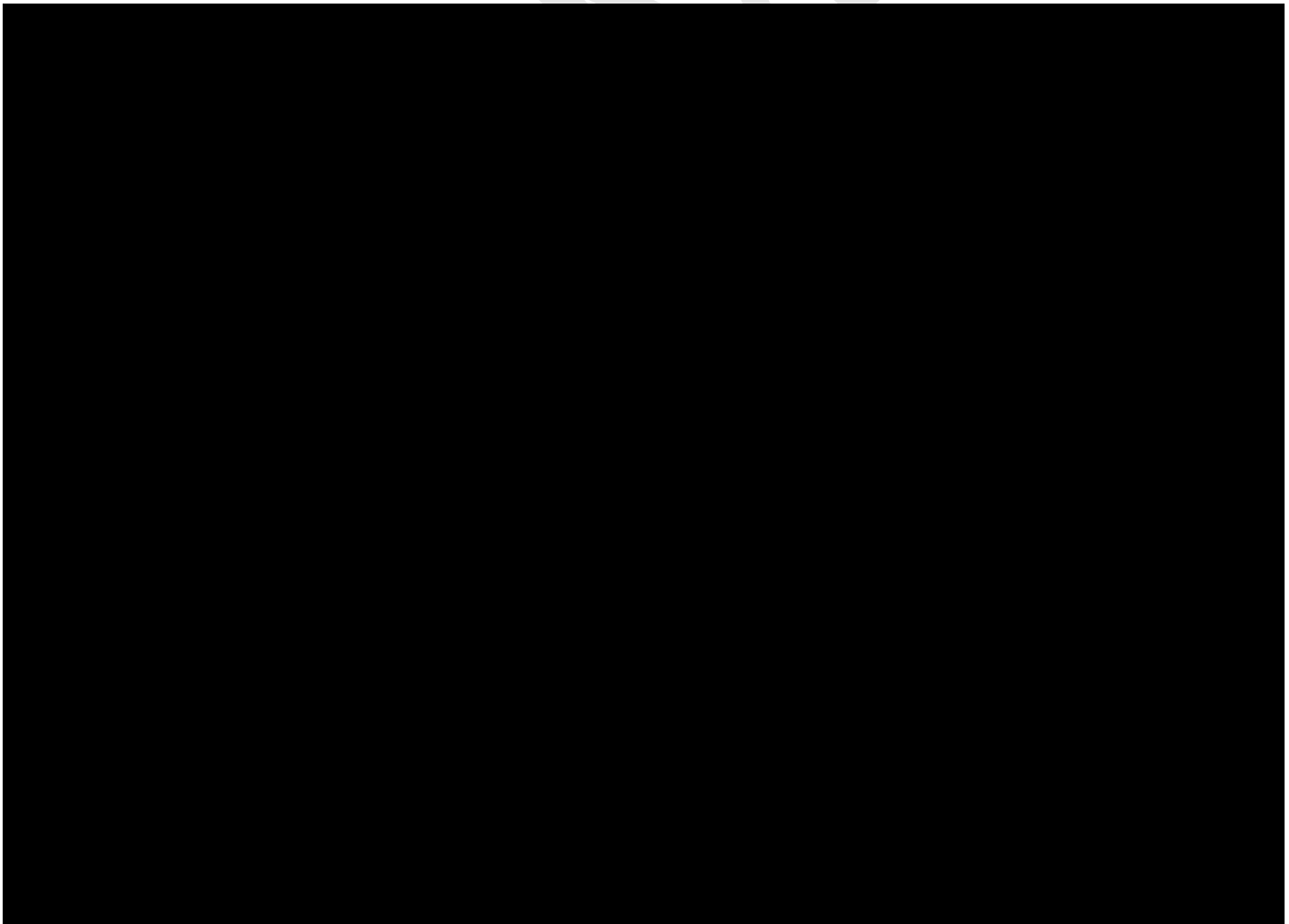
Although you can save and resume your application, it must be submitted, the latest, by the **15th of July 2020, midday, UK time (GMT)**.

Applications submitted after the deadline WILL NOT BE ACCEPTED.

If your application is successful and you progress to the next stage, you will be asked to pitch your idea between the 21st of July and the 23rd of July, so please keep these dates free!

Feedback will only be provided for applicants reaching the final stage of judging and negotiations regarding the outcome of the applications will not be entered into.

The Judging Panel's decision is final and binding at all stages and cannot be appealed.



Q4.1. Start by telling us the name of your business venture:

Q4.2. What stage is your venture at?

- ☒ I am at idea stage.
- ☐ I have built a prototype.
- ☐ I have launched a product / service.
- ☐ I am generating revenue.

Q4.3. What kind of business venture are you?

- ☒ For profit
- ☐ Non-profit / Charity
- ☐ Social Enterprise/ Cooperative

Q4.4. What sector(s) do you operate in? Please select all that apply.

- ☐ Accountancy, Banking and Finance
- ☐ Business, Consultancy and Management
- ☐ Charity and Voluntary Work
- ☐ Creative Arts and Design

- ☐ Education
- ☐ Energy and Utilities
- ☐ Engineering and Manufacturing
- ☐ Environment and Agriculture
- ☐ Healthcare
- ☐ Hospitality and Events
- ☒ IT and Technology
- ☐ Law
- ☐ Leisure and Tourism
- ☒ Marketing and Advertising
- ☐ Media and Publishing
- ☐ Property and Construction
- ☐ Retail
- ☐ Social Care
- ☐ Food and Drink
- ☐ Transport and Logistics
- ☐ Wellbeing and Wellness

Q5.2.

Tell us what your value proposition is by completing the following sentence:

E.g. Tinder

Our app (product / service)
help(s) singles (target customer)
who want to meet potential partners (problem / need)
by online profiling and matching and enabling exchange messages. (solution and unique features)

Our platform helps local e-gaming streamers find right SME-advertisers of any size who want to place ads by creating a transparent marketplace powered by machine learning technology called [REDACTED]

Q5.3. Using facts and figures describe the problems or needs of your target audience. (max. 500 characters)

E.g. How many potential customers will need your product / service.

Over the biggest streaming platforms Twitch (2.2 million daily broadcasters, 15 million viewers), Youtube (308.000 viewers, 7.000 concurrent broadcasters) and Facebook (87.000 broadcasters and 30.000 viewers) ads are not allocated evenly. Micro and local influencers (60% of all) with loyal and active audiences do not get extra traffic and revenue from ads or if they do, they have to handle it as an extra job. The streamers need a transparent one-stop-shop and advertisers need convertible leads.

Q5.4. Explain what the problem or need is and how it is currently being solved.

Provide specific details of how your target customer is currently solving (either directly or indirectly) the situation. (max. 500 characters)

The micro-influencer streaming market is too saturated making it hard to find a particular streamer fitting advertiser needs. The market severely lacks structure and transparency in terms of ads price, available streamers and available options to advertise in. UK companies are struggling to advertise locally as the majority of agencies are in the US or Asia. Agencies are costly charging streamers 20-30% from every ad. A rogue streamer struggles with document flow and maintenance

Q5.5. What is your solution and how does it solve the problem or need identified above?

Validate your answer by showing how the target audience supports the need for your business. (max. 500 characters)

A one-stop-shop with a database of streamers with clear and transparent statistics and price information. 1 - parsing algorithm for a particular advertiser's request: budget, advertisement options, target audience, retrospective score review, efficiency and value per money indexes, streamer growth rate. 2 - an ML algorithm analysing channel statistics: location of viewers, age range, gender, interests and activity – and suggesting a price range based on the data and comparison.

Q5.6. What is the current market opportunity? Elaborate your answer by explaining what is currently happening in the market and how is it developing.

Include details of the current market size, business environment and trends. (max. 500 characters)

The global video game market is booming (Ukie, 2018). It reached \$137.9b in 2018 and is expected to grow up to \$180b by 2021. Approximately 2.2bn people play video games worldwide. UK audience comes 5th in viewership of online video streaming share with rapid growth. The revenue generated by the UK gaming industry is equal to \$4.5B with 37.7m players. According to statistics, 31% of the online population watches gaming video content. This makes a potential UK gameplay audience 11.7m people.(Pg9)

Q5.7. Indicate who your main competitors are, their strengths and weaknesses and highlight your unique selling point over them. (max. 500 characters)

Unlike our competitors (Upfluence, Ader) we offer a unique automation solution, which is open and transparent for advertisers and bloggers. They are not restricted to preview website database and read existing reviews. We would like to build trusted space for both parties to interact with each other, while our competitors trying to limit and restrict access to the industry. Additionally, our service has more tailored approach to find the right streamer, suiting different budgets. [REDACTED]

Q5.8. What is your business model? What are your revenue streams and how will you implement them? (max. 1000 characters)

The company will generate revenue from the following revenue streams: Commission from executed deals via the platform - Division on the amount of sales' net worth - 10% on small, small-to-medium and high. 15% for the high-end Filtered Search / Tender: - Direct Request - free of charge, streamers' database is open; - Smart Request (filters, targeted audience, etc.) - Direct Tender & Smart Tender Requests - We will charge the advertiser a flat rate for an order placement - We will charge the streamer a small flat rate per bid Assisted service - An Advertiser can write to us and we will tailor an advertising offer - An Advertiser is able to order a full-range marketing campaign (creation, management, etc) Ads on the platform - We will manage general ads for our customers based on CPM: - Customers would be able to order various ad features: frames, "urgent" stickers, featured stickers, colored borders, graphical Java scripts [REDACTED]

Q5.9. What is your marketing strategy? Include elements such as prospect persona(s), awareness / engagement plan and content, channels, key metrics and key activities. (max. 1000 characters)

We are dividing our market into two major categories, advertisers and streamers. Both of them are our main target audience and the key to success. Looking into advertisers, we can structure them into specific groups: Fast-food restaurants, gaming hardware, video game studios, clothing, mobile brands and others. Streamers are our second target audience category. They are looking for advertisers for their streams, and our platform can fulfil their needs. Streamers can be structured into relevant segments as well, according to their average concurrent viewers from 500 to 55k. Therefore, our beachhead marketing strategy will be focused around getting the awareness of those two main groups. We are planning to reach them by actively promoting the platform on social media (instagram, tik tok, twitch, facebook), using content marketing and building an ambassador program which will allow both streamers and advertisers get the percentage of attracted new platform users [REDACTED]

Q5.10. What is your sales strategy? Include elements such as positioning, distribution channels, supply chain and pricing structure. (max. 500 characters)

Similarly to the marketing strategy, our sales strategy will focus on two main groups. We will target streamers first using the existing pipeline and attracting streamers with an auto-funnel method, we will further incentivise new streamers to register and look for deals on our platform reducing the commission for their first deals on the platform. Both direct sales and auto funnels will be used to secure partnerships with local advertisers. [REDACTED]

Q5.11. Demonstrate your financial projections over two years and provide a supporting narrative. (max. 500 characters)

Optional: additionally, you can attach a balance sheet in the Supporting Documents section, at the end of the application.

[REDACTED] Despite the negative balance in first 10 months, we will have a brief break-even point in late July 2021. We aim to raise at least a further £100,000 and invest in expansion and hiring, increasing our market coverage and revenues. We would have 7 more months of negative balance and in March 2023 have the final break-even point. We expect the payback date in early August 2023. We anticipate the payback period to be at least 13 months.

Q5.12. The Startup visa is a two year endorsement to work on your business idea.

What do you envisage your business to have achieved at the end of this period? Include qualitative and quantitative indicators. (max. 500 characters)

We estimate the usable beta-version of the Platform is to be developed in first 3-5 months. We'd launch an operating platform a month later so we'd collect initial feedback from streamers and prepare for high-scale users. We are budgeting part-time salaries of UX/UI Designer, web developer, frontend and full stack engineers for the year 1. We aim to hire them full time (+ project management and bisdev) in year 2 when we raise an additional £100k pre-seed round.

Q5.13. Based on the answer to your previous question please detail your journey in milestones. In ascending or descending order, detail what would you need to have achieved in 3 monthly intervals. E.g. 3, 6, 12 and 18 months. (max. 1000 characters)

3th-5th month - [REDACTED] Platform Beta Release 6th month - Full Release, 6 part-time employees 9th month - 100 clients 10th month - 1st break-even point 11th-12th month - pre-seed round, 8 full-time employees 1 year 7 months - final break-even point, start of profitability 2 years 1 month - payback period ends, 9 full-time employees 2 years 8 month - £1 million in gross profit 4th year - £1+ million in cash flow [REDACTED]

Q5.14. Describe the skills, knowledge and experience you have that will help you running your business ie why are you the best person to start this business (max. 500 characters)

I graduated with [REDACTED] I have more than 5 years of experience at Marketing & Business Development Executive positions. I m a gamer and streamer myself, I know and understand the market, have relevant business skills and experience and an IT background. Even without a co-founder or employees, I am confident that I would still be able to run this business - it would just take longer to take off.

Q5.15. Why do you want to become an entrepreneur in the UK and why is the UK the best place to start your business? (max. 500 characters)

The UK provides a competitive advantage for [REDACTED], there are no direct competitors in the market. The UK tech sector is booming, London's Silicon Roundabout provides plenty of opportunities for negotiations with partners, networking and investor connections. Furthermore, UK government support in terms of taxation of small businesses, EIS & SEIS schemes, attractive for investment deals. Personally, spending 13 years in England, all my business contacts including investors and mentors are here.

Q5.16. Optional.
In this section upload any supporting documents that may enhance your application.
Please make sure you include the name of your business in the name of these files.



Q5.17. Optional.
If you have a video, just upload it to Youtube or Vimeo and paste the link here.



Q6.1. I, the applicant, declare that the information provided by me on the above form is true and correct.

I, the applicant, also confirm that I read the [terms and conditions](#) established by City, University of London and the Home Office.

In the event of any information provided by me is not true and incomplete and also in the event of any infringement of the terms and conditions abovementioned, the University and the Home Office will be well within its right to take necessary action including withdrawing the endorsement and curtailing the visa.

Tick the box below to indicate that the information provided is true and correct and you agree with the [terms and conditions](#).

☒ Yes, I accept these Terms and Conditions.

