

injii is about getting involved  
great content + great causes

# social impact content: current model

## artists

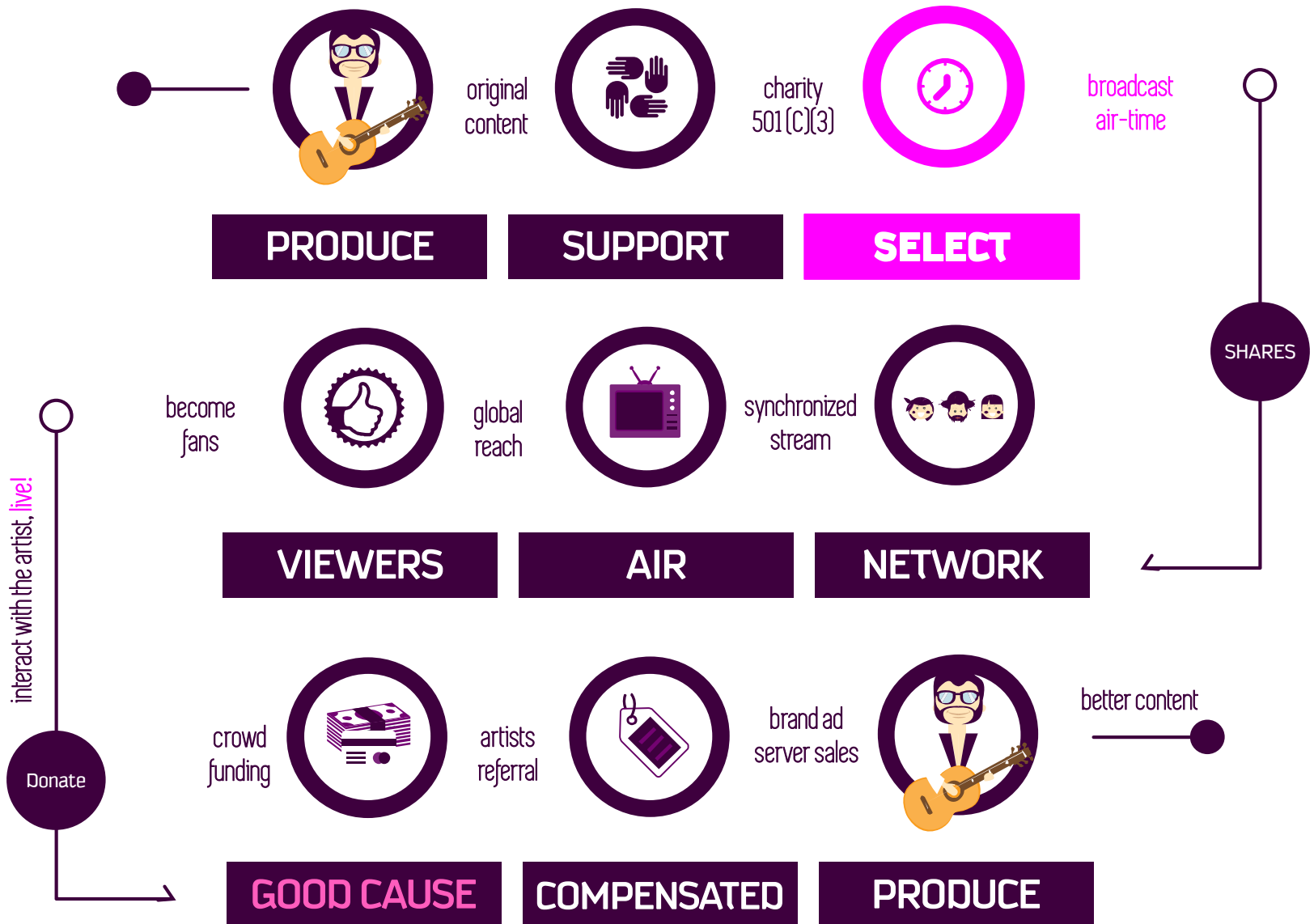


## charities



#ImpactProblems

# how injii works





everyone, everywhere, at the same time,  
tuning in to watch artists' performances  
on an interactive broadcast for good

# social impact broadcasting

artist driven engine

charity driven engine

involvement engine

The screenshot displays the Injii website interface, which is designed for social impact broadcasting. The main content area features a live video feed of the band U2 performing on stage. Below the video, there is a section for artist information, including the band name 'U2' and the event 'New Year's Day'. To the right of the video, a dashboard provides additional details about the artist and the charity, Cancer Research UK. The dashboard includes a 'DASHBOARD' header, a 'U2 New Year's Day' section, and a 'Make a Donation to: Cancer Research UK' section. The donation section shows a list of live viewers, a live donation amount of \$40,000, and a top user named John Doe. The bottom of the page features a 'SPONSORED BY' section with the Cancer Research UK logo and a 'JOIN INJII' button.

www.injii.com

**in**jii

U2  
New Year's Day  
Sponsored by Cancer Research UK

**DASHBOARD**

ARTIST INFO | CHARITY INFO

**U2**  
U2  
New Year's Day

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154 LIKES FULL PROFILE

**Make a Donation to:**  
Cancer Research UK

\$2 \$5 \$10 \$??

**SPONSORED BY**

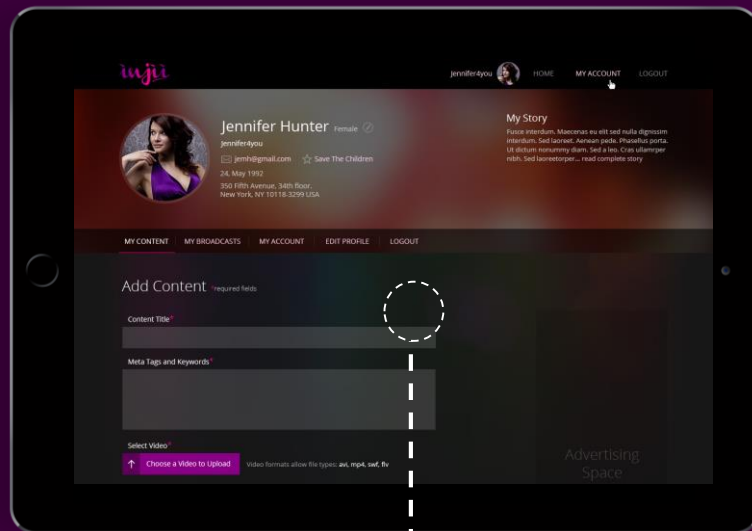
**CANCER RESEARCH UK**

**I'M INJII**

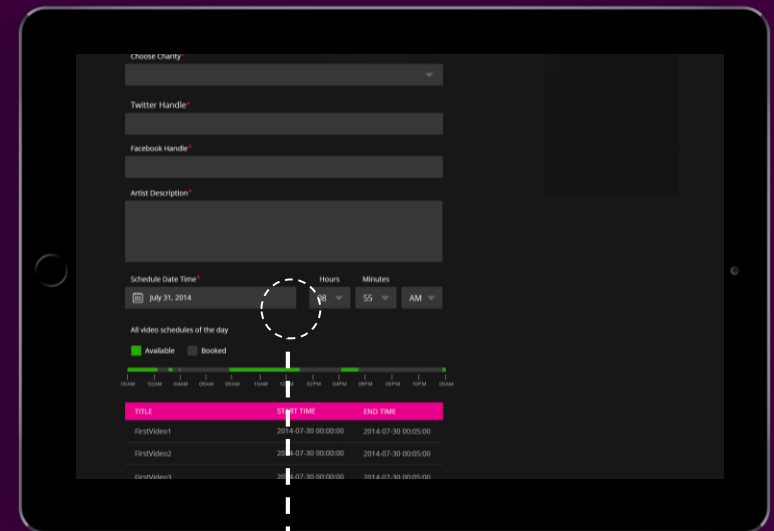
**JOIN INJII**

Live Viewers	100,000
Live Donation	\$40,000
Top User	John Doe
Difference Made	\$5.3m

# time slot allocation system (patent pending)



artists' upload content and choose a good cause/charity to help endorse



artists' select a specific globally scheduled broadcast air-time

# industry trend



# initial target market - NYC

inji market share

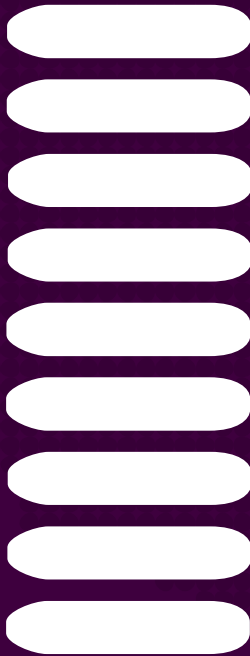
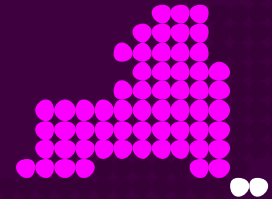
total NYC market

141,000 artists

19,000 501(c)(3)

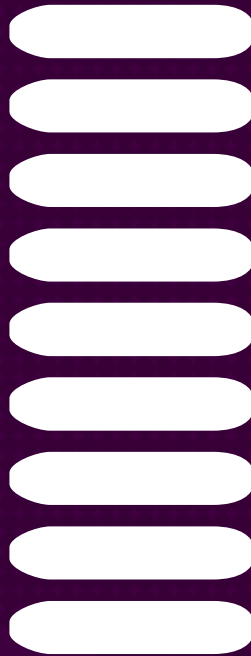
8M online users

\$17K annual contribution



7000

**artists**  
[5% target]



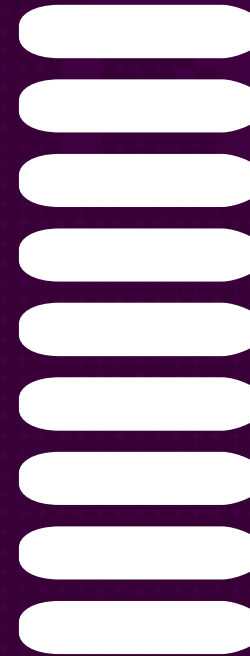
950

**charities**  
[5% target]



24,000

**online users**  
[0.3% target]



\$51

**avg. itemized contribution**  
[0.3% target]

# market research analysis

a short description of injii and its features were given to survey recipients in a nationwide survey

out of 200 responses

64%

of responses said they would donate \$2 for a charity after watching a real-time broadcast of original artists' content promoting a good cause

54%

of responses age 18-34 said a live streaming broadcast than an archived video is more likely to get them to get involved with a charity

52%

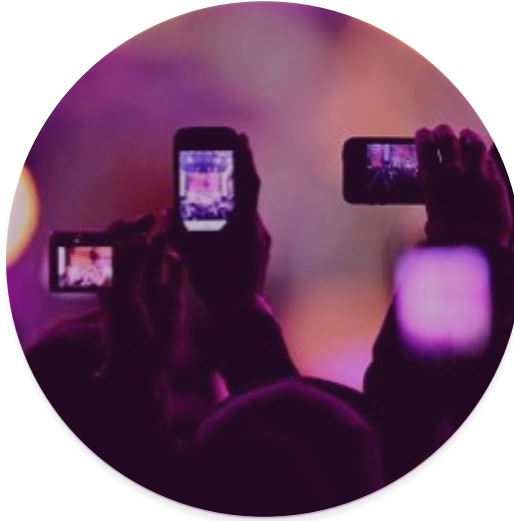
of responses said chatting live with artist' and charities in real-time is more likely to engage them when watching online videos

# target customer



## artists

up-and-coming artists, and entertainers



## viewers

content driven - micro philanthropist



## charities

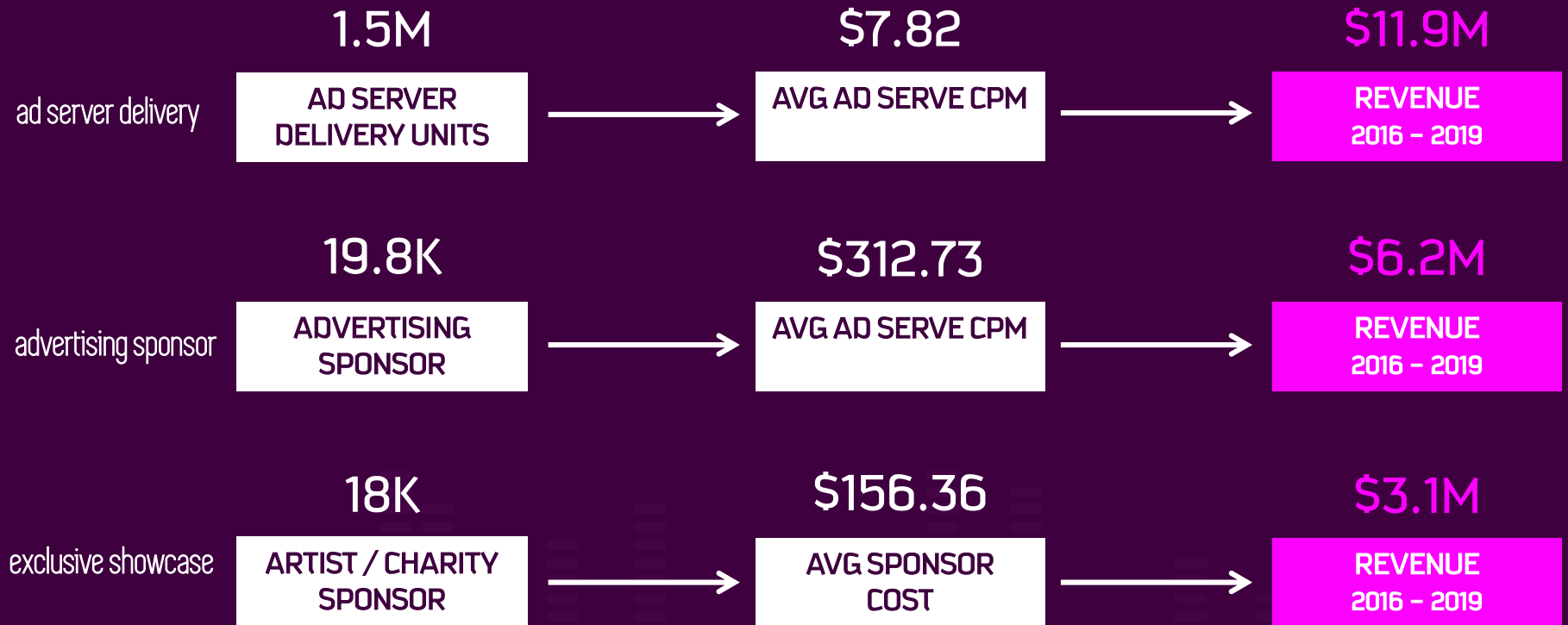
non-profit 501(C)(3) organizations

# financial forecast

	Year 1	Year 2	Year 3
<b>Gross Revenue</b>	<b>\$1,865,375</b>	<b>\$6,706,080</b>	<b>\$14,269,652</b>
Direct Cost of Revenue	\$294,000	\$2,016,000	\$2,016,000
Other Direct Costs	\$0	\$0	\$0
<b>Total Cost of Revenue</b>	<b>\$294,000</b>	<b>\$2,016,000</b>	<b>\$2,016,000</b>
<b>Gross Profit</b>	<b>\$1,571,375</b>	<b>\$4,690,080</b>	<b>\$12,253,652</b>
Gross Margin Percentage	84.2%	69.9%	85.9%
<b>Operating Expenses</b>			
<b>Total Operating Expenses</b>	<b>\$120,000</b>	<b>\$1,291,296</b>	<b>\$4,692,797</b>
<b>Operating Profit</b>	<b>\$1,451,375</b>	<b>\$3,398,784</b>	<b>\$7,560,855</b>
Operating Profit Percentage	77.8%	50.7%	53.0%
Depreciation	\$0	\$0	\$0
<b>Earning Before Interest &amp; Taxes</b>	<b>\$1,451,375</b>	<b>\$3,398,784</b>	<b>\$7,560,855</b>
EBIT Percentage	77.8%	50.7%	53.0%
Interest Expense	\$2,581	\$1,835	\$994
Taxes Accrued	\$114,891	\$305,725	\$680,387
<b>Earnings</b>	<b>\$1,333,903</b>	<b>\$3,091,224</b>	<b>\$6,879,473</b>
Earnings Percentage	71.5%	46.1%	48.2%

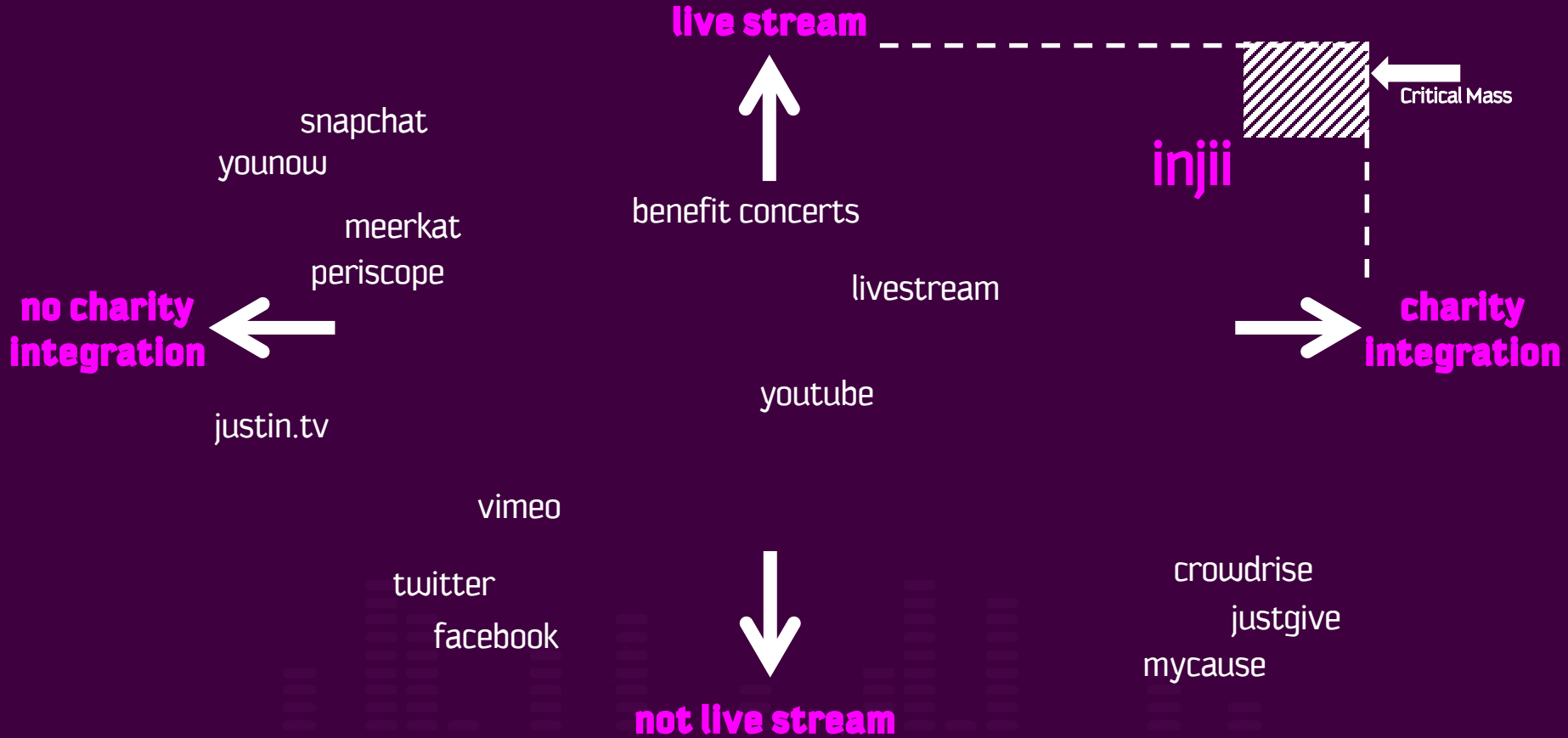
# revenue model

iniii shares ad server sales revenue through our innovative “Crowd Program” to compensate our content producers



for \$8 CPM, we realize \$4, 50% split with artist. 36 Months Shown

# competition



# competitive advantages

## technology

Provide 24/7 High Quality Media Content Broadcast, in High Definition (1080/4K) Format, over Robust/Scalable Data Network, Synchronized Globally, uploaded from UGC

## ad content delivery

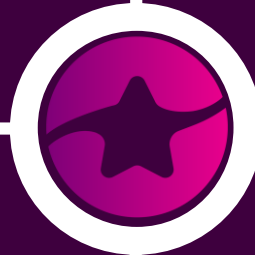
Platform for Ad Content Delivery with a Family Safe, Curated, Production Value, High Resolution, Engaged Viewers, and Social Impact for Good Environment

## content producers

Increase Fans & Fame Compensation from Referrals Positive Publicity Valuable Viewer feedback

## users

Experience Amazing Media Content Engage with Content Producers Engage with a Global Community Engage with Charities and Causes Be Real-Time in the Moment



# injii management team



CEO  
founder

justin paul

9 yrs experience

business management

proven leader

accounting BBA

Pace University NYC



partnerships  
advisor

juan george

sales director @ OLO

sales superstar

founding team member  
that brought mobile order  
& pay to the US



technology  
advisor

daniel zen

zen digital- CEO / Founder

MIT graduate

taught programming & mgmt  
methodologies at NYU, the  
New School, and many  
Fortune 500 companies.

Mgmt consultant to both  
Google and Pivotal Labs.



Investor relations  
advisor

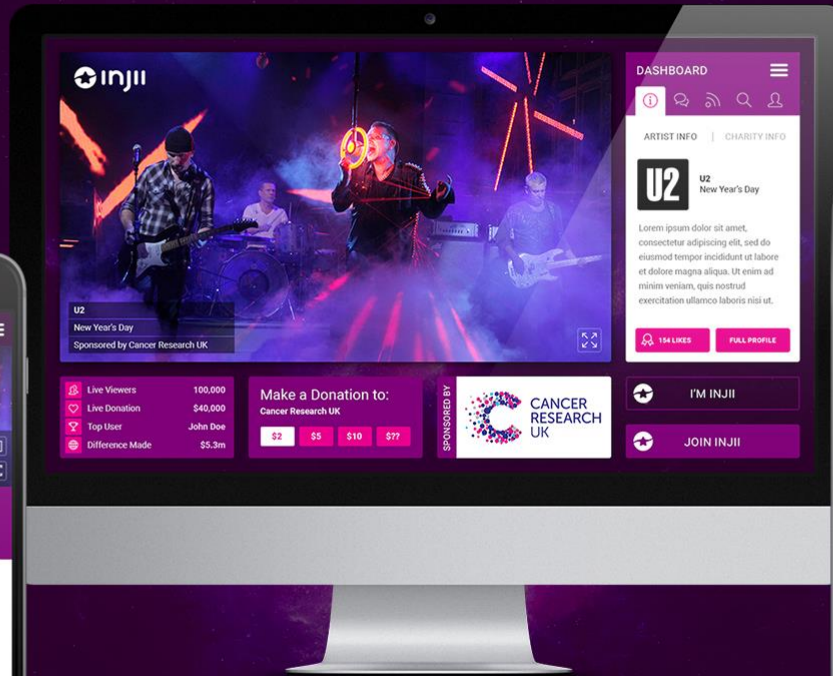
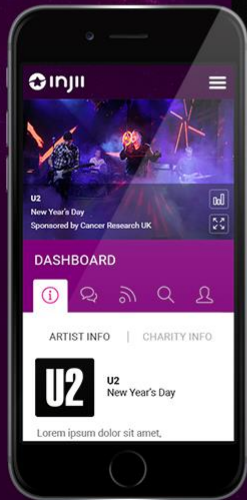
j. robert varghese

professional investor

NYU graduate

20 yrs experience in  
financial services

proven leader in portfolio  
management & research,  
sales / clients service /



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[angel.co/injii](https://angel.co/injii) | [crunchbase.com/company/injii](https://crunchbase.com/company/injii)