



TV AS IT SHOULD BE.

October 2022



# TV CULTURE.

TV plays a vital role in cultivating individual and shared identities.



# WHY IS INDEPENDENT TV IMPORTANT ?

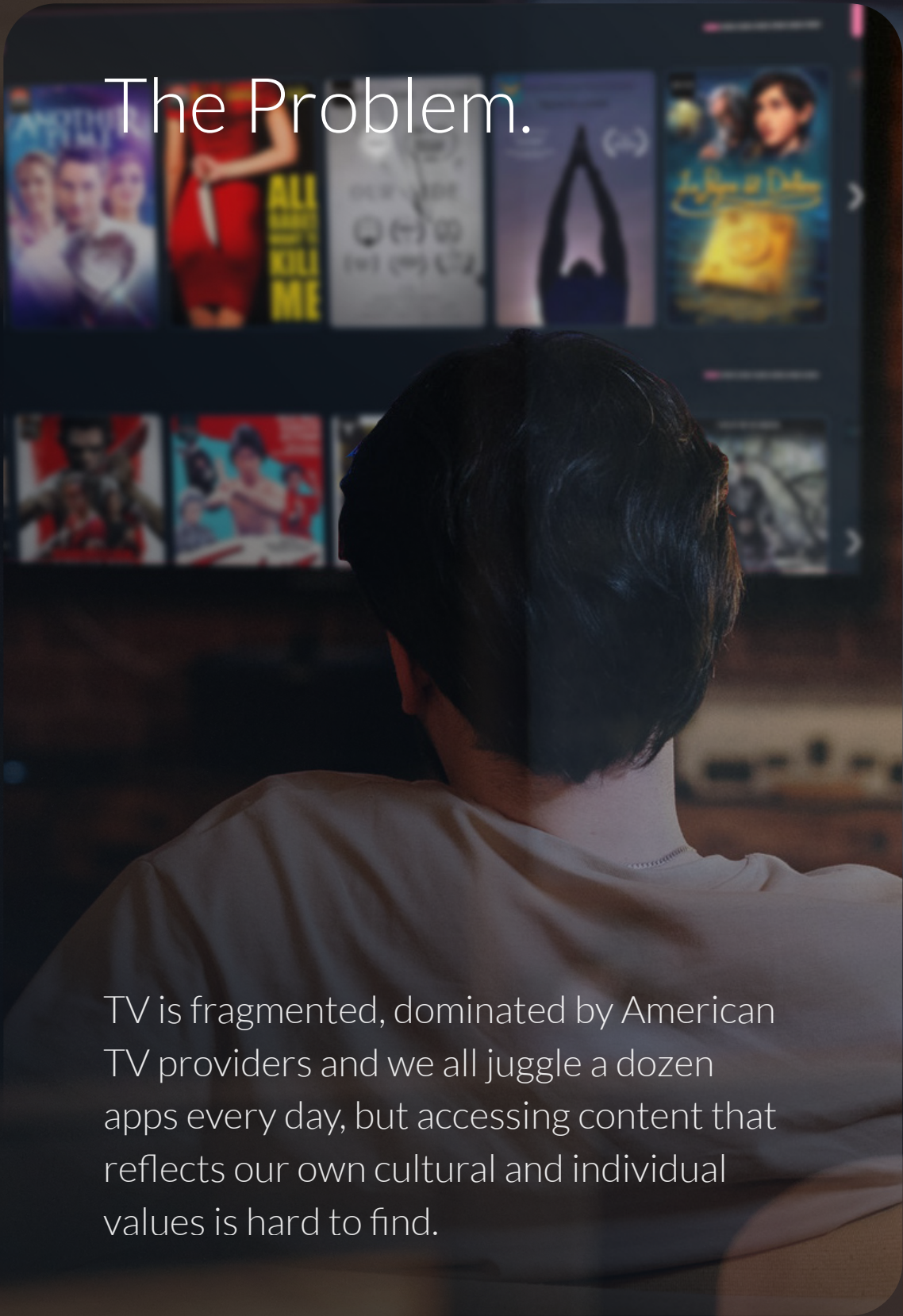
We are **7.8** billion from **30** races with our own unique identities and orientations. We live in **195** countries with **281M** migrants, **81M** expats and **1.45B** tourists. We have **10.000** religions and speak **7.100** languages.

Market Opportunity.



## GLOBAL TV FACTS.

- **25,000** TV channels, **200+** streaming services.
- Streaming growth from **\$473B** now to **\$978** billion by 2026.
- All small platforms combined equal **\$60B.** (12.5% of \$473B)



## The Problem.

TV is fragmented, dominated by American TV providers and we all juggle a dozen apps every day, but accessing content that reflects our own cultural and individual values is hard to find.

# TV, THE WAY IT IS.

The connection between film producers and audiences is **broken**.

Major players focus on mainstream TV.

# The Opportunity.



## WHAT IF...

It was easy to find TV that speaks *your language*?



The Solution.

# TV AS IT SHOULD BE.

A platform that matches film makers with film lovers.

- Cross cultural and all-inclusive.
- All-apps-in-one-app.
- A fair partnership.

We all have the need to stay connected to our culture, language and individuality. TV has always played an essential role in this. Pzaz offers an all-in-one experience for the diverse peoples that love TV. It's TV as it should be.

## The Product.



Pzaz is a full service delivery tech platform. Its where TV makers build direct-to-viewer long term relationships. Pzaz develops unique tech, such as automated subtitling into 100+ languages and AI-matchmaking so that we benefit and can cherry-pick from global content we love, locally.

# PUTTING SOME PZAZ IN FILM.

**50.000** films online and **1M** users generated **2.7M** hours watched for **260+** partners. Without marketing!



**OUR VISION.**

TV AS IT SHOULD BE.

“ Be world’s most loved  
match-making platform for TV  
that speaks all languages. ”



# OUR MISSION.

We promise to deliver cross-cultural and all-inclusive TV culture to TV lovers, supporting an open-minded, respectful world.

2021	2022	2023	2024	2025	2026
<p><b>Q1</b> Successful launch.</p> <p><b>Q3</b> First Content vs. users.</p> <p><b>Q4</b> First 80 partners.</p>	<p>The go-to platform for independent film-makers.</p>	<p>Build community including consolidated media set.</p>	<p>We want to be the match-maker of films and film-makers.</p>	<p>We are the one company that can predict film hits.</p>	<p><b>Control of End-to-end film lifecycle value chain.</b></p>



Film makers



Producers



Festivals



Distributors



Viewer (Audience)

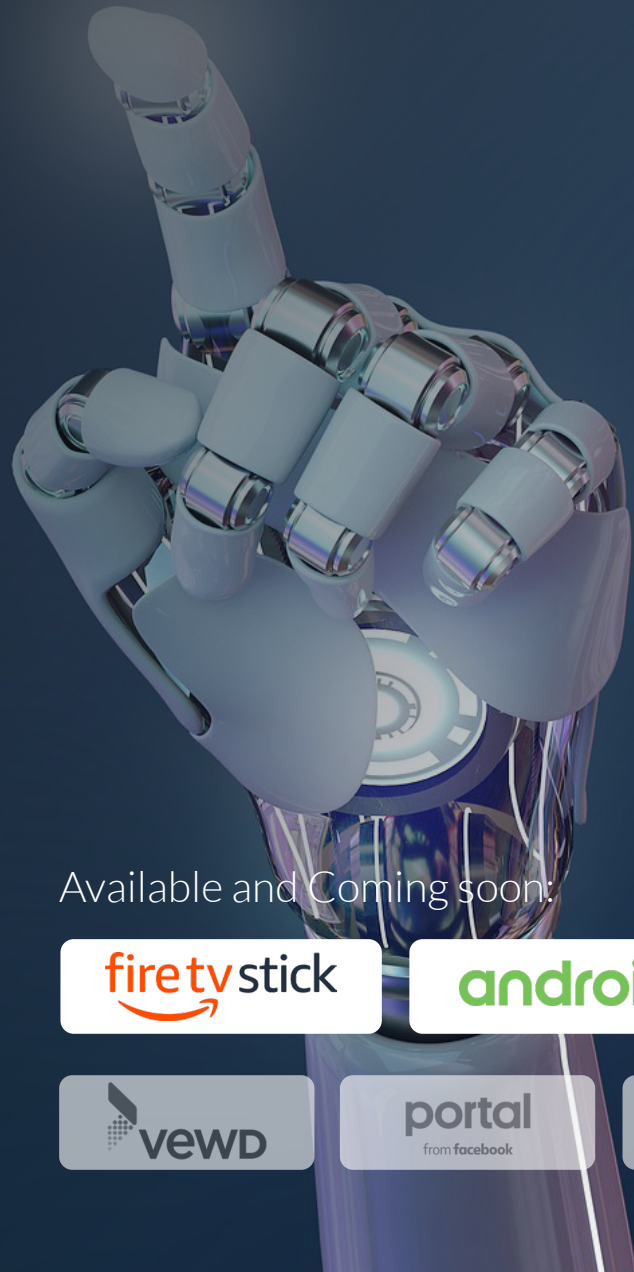
## Product Vision.

With a myriad of streaming apps on the market, a unified TV experience is lacking. At least, it was until we created Pzaz. New partners are being onboarded daily onto Pzaz, putting their trust in us to make money for them.

## THE PZAZ EXPERIENCE.

- Showcase platform.
- Apps on everything.
- Matchmaker model.
- Immersive experience.

Go-To-Market.



# END TO END FILM VALUE CHAIN.

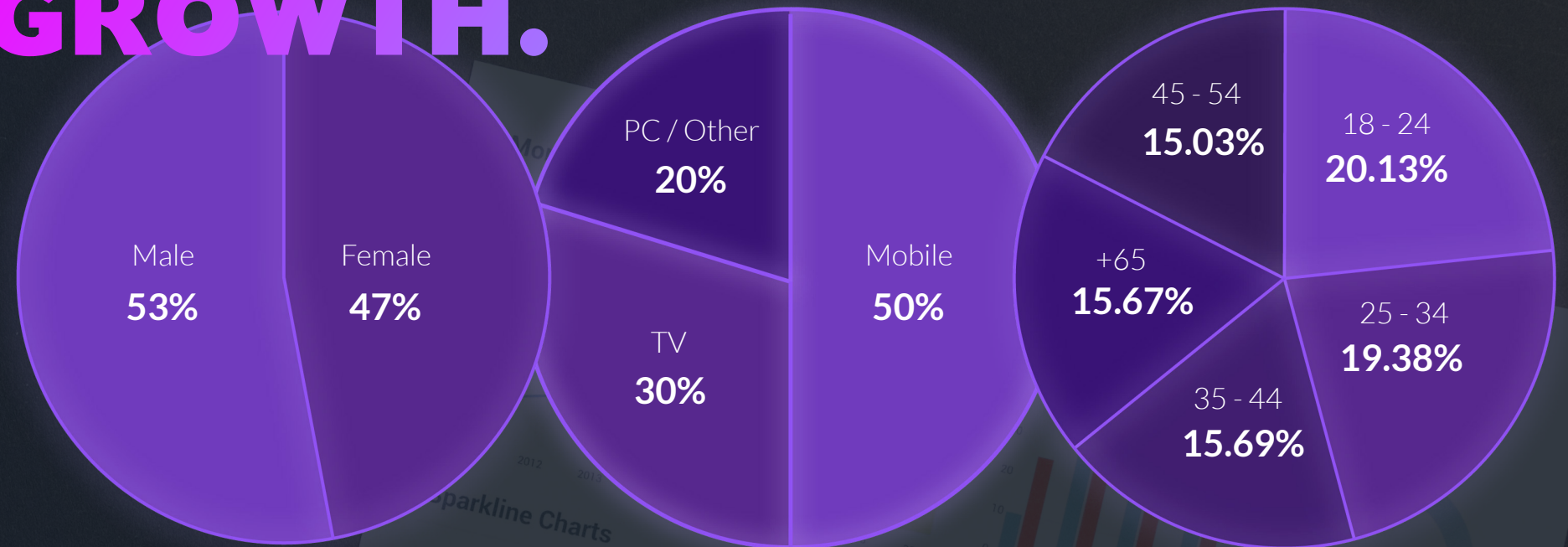
- Data-driven.
- Premium and Ad-based.
- **50%** revenue-share.

Available and Coming soon:



# Film Makers and Film Lovers.

## GROWTH.



Criteria	2021	2022	2023	2024	2025	2026
Signups	300K	1M	2M	14M	44.4M	100M
Users (1hr every day)	-	10K	472K	3.5M	11.1M	25M
Partners	80	320	1.500	3.000	6.000	12.000
Geographic Status	Global.	Global.	Europe.	Asia and Africa.	South America.	Global.

Financials.

# PROJECTED GROWTH.



2025  
**+ €73M**  
- €24M

2024  
**+ €15.5M**  
- €6.4M

2023  
**+ €2M**  
- €2M

2022  
**+ €675K**  
- €1.1M

2021  
**€595K**

Revenue  
Costs

## The Market.

Pzaz does not invest, license or produce content.

## COMPETITION.

### NETFLIX (223M subs)

Global OTT market leader with 6K films and TV series ranging from US\$9.99 to US\$19.99 mo. Unlike Netflix, Pzaz focusses on consumption of quality, not on hours consumed.

### MUBI (10M subs)

Global OTT offering curated independent films starting from \$10.99 mo. Unlike Mubi, Pzaz is not an OTT, it's a showcase platform for TV makers.

### YouTube (25.5M subs)

Largest video platform with Premium TV offering at \$12 mo. Unlike YouTube Pzaz its main focus is on making sure its partners make money.

The Company.

## PZAZ TV LTD.

- Bootstrapped to deliver TV.
- UK Ltd. (+subsidiary in EU).
- Globally **distributed** team.
- Owns all **Intellectual** Property.
- Aiming for '**unicorn**' status.





# SWOT

## Strengths.

- Niche Partner growth
- Unlimited scaling
- Low ops costs
- Partners join without risk

## Weaknesses.

- Slow start user growth
- No funding acquired
- Misunderstood positioning
- Finding talented developers

## Opportunities.

- Saturated OTT market
- Together we are stronger
- All-in-one experience
- TV for free preferred

## Maximize opportunities to gain strength.

- Focus on proposition “partner collective”
- Make Pzaz a true SaaS
- Focus on driving user growth and consumption of TV
- Adding unique services aimed at unification

## Resolve weaknesses to maximize opportunities.

- Raise 1.5M seed funding
- Hire and create a growth team
- Run experiments to engineer viral growth
- Improve comms and promotion around positioning

## Threats.

- Streaming service fatigue
- Ad revenue not sufficient
- Key staff leaving
- Passive Partnerships

## Maximise strengths to mitigate threats.

- Move fast in underserved geo's
- Establish close collaboration between partners
- Create true TV-A-la-carte experience
- Processize partner roll-out

## Minimise weaknesses to reduce threats.

- Move fast acquiring partners
- Build up communities, social media
- Distribution hacking – advertising
- Work with partners to market Pzaz presence

Testimonials.

# CUSTOMER FEEDBACK.

Thanks very much with the help and support in launching our channel on PZAZ TV, it looks great! *Erol at Twisted Mirror*

Many thanks for all of the below information and for all your work in creating the Battle of Britain Tours channel. Wow, what a fantastic job you have all done, I am immensely impressed. Thank you, thank you, thank you.

*Rick Peacock-Edwards, Chairman Battle of Britain Tours*

We can't thank you all enough. This is truly a magical moment for us and we have to guys to thank. Let's continue to Zoom to success. We love you all. *AJ & TJ*

Thank you for everything. The DMP channel looks amazing. We are very excited about partnering with Pzaz TV. Thank you very much! I will be promoting all day! You are the best!!!

*Devine Motion Pictures*

I'm very excited, woo hoo! I'm opening up a bottle of sparkly later today and will toast to all of us! In partnership, Candice Delevante. *Metamorphosis Pictures*

Thank you and I am happy that Popcorn Flicks is now on the Pzaz platform. Looking forward to participating in each other's success! *Amit R Agarwal - Popcorn Flicks*

Awesome. Enjoying the pzaz experience as well as marketing the pzaz app. This is super Awesome. Thank you so much. I already have pzaz app and its super awesome. We are listed as coming soon. *Joe - Tourism & Wildlife TV: The Safari Channel*

It looks brilliant. *Simon Mills - Z/Yen TV*

Team.

# GENERATION PZAZ. BE DAZZLED.

Our team - 50+ Distributed  
Global Team (23 countries,  
27 nationalities).

Pzaz is where cultures merge. It's where  
we connect globally. One open world  
where language is universal, your age is  
how young you feel, and where we see  
each other for who we are. We don't just  
watch TV; *we Pzaz.*



**Vincent Weberink**  
CEO & Founder.  
31 years experience  
in innovative consumer  
software.



**Nick Brock**  
Marketing Officer.  
12 years' experience in  
innovation and marketing.



**Phuong Skovgaard**  
President Sales.  
30 years' at Amazon, Velocix,  
Push Button and LoveFilm.



**Vladimir Pustolovski**  
Lead Developer.  
10 years of IT development  
and data analytics.



**Anastasia Deligianni**  
CFO.  
10 years fintech startup  
and corporate experience,  
Financial Controller.



**Maarten van den Dungen**  
Chief AI Officer.  
33 years' experience in AI  
development.



**Tom Emmerson**  
CRO.  
16 years of process  
improvement in B2C  
companies.



**Marika Stavrakopoulou**  
Chief Human Resources  
Officer. 10 years' experience  
in HR and talent acquisition.

Investment.

# FUNDRAISING

Raising **€1.5M in equity.** (By April 2023)

Stage One: **€300K Seed.** (Q4 2022)

**€8.15M**  
Valuation  
pre-money.

**€1.4M**  
Personal capital  
invested to build  
tech and traction.

## Investing in:

- Optimizing Service provisioning for scale and ROI (Automation, tech and team).
- Ramping up marketing to increase users and content consumption.
- Scaling acquisition of content partners.
- Expand the development team (R&D and AI).

Pzaz is where we connect, where language is universal and where we see each other for who we are. We don't just watch TV; we Pzaz.



**Vincent Weberink**  
Founder / CEO

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**THANK YOU FOR  
YOUR ATTENTION.**

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