



FAMESIFY

FAMESIFY PITCH DECK

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PROBLEM OVERVIEW

Problem Statement

Due to the nature of the country (Nigeria), the majority of talented upcoming artists find it difficult to showcase their talent to the world due to finances, opportunities, platform/channel and lack of enough awareness, connection to achieve their aims, it caused a lot of these talented artists to give up their career and hope because they don't know the right way to go about it.

Our Targeted Customers Needs

- A platform/community made specifically for them to showcase their talent
- A music promotional platform with ease with a click of a button
- Contest/Competition/Talent Hunt
- Fame
- Engagement
- Artist Connection

PROBLEM OVERVIEW



Bolaji M. Luqman	Akinola O. Benjamen	Adam I. Suleman	Adebayo Mariam	CHINONSO L. ABASI	CHUKWU PRECIOUS O.
MD/CEO ICSI UK, Web Developer IBM, UI/UX Designer (Nig)	Digital Marketer/ Web Designer	Graphic Designer	Business Developer	Legal Consultant	Executive Secretary

Our Vision and Mission

Vision

Our vision is to become the first largest online platform and tv station that organizes contest and promote talented upcoming artist which will create a once in a lifetime opportunity for them.

Mission

Our mission is to solve one of the major challenges upcoming artists face in the entertainment industry by giving them easy access to both domestic and international visibility on our platform

MARKETING/ACQUISITION STRAGEDY

Market Size
 Global Entertainment and Media market size is projected to reach \$3,550,210 million by 2028, from \$2,305,860 million in 2021, at a CAGR of 5.9% during 2022-2028

CUSTOMER SEGMENTATION Upcoming talented music artist

PROBLEM OVERVIEW USER RESEARCH

What type of challenges do you face as an upcoming artist?
 25 responses

- Promoting my songs, and lack of finance and backing to support my music.
- I really face allot
- Allot of things happened in a man life but man no be story teller sometimes I will go to show them no go allow me to perform even na treck I go treck back home when there's no money
- I face many challenges , no money to record for studio, no money to blog my song, i dey tag many celebrities but they didn't respond to me.
- Financial challenges
- The challenge am facing right now getting this viral, radio play, playlisting and a quality music video.
- Work and going too studio at the same time...Is a big stress. but I never give up because I know the sky is my beginning
- To get a record label or a sponsor to help me

What do you have to say to us?
 25 responses

- I'm looking forward to you to give me a golden chance to participate in the upcoming talent shows.
- Good for now.
- Nothing but God will bless you as you helping upcoming artist
- I just want to pray for you that "God will be provide for your needs' Keep up the good work
- I really thank the Famesify team for this platform for us the upcoming artist to showcase our craft, I really appreciate.
- Am grateful too you
- I love you
- I'm an artist. I do my own oroduction and I write my own sonar. I don't want to do any other thina in life

COMPANY OVERVIEW

Famesify is a platform that is strategically designed to promote talented upcoming artists, Create Competitive Contests, Artist Connections, and Artwork Sales.

Famesify was built to solve the problem of music promotion for upcoming artists in the entertainment industry and create a platform for them to showcase their talent.

Our Competitors

This is a new unique brand idea that doesn't have a competitor yet, it's a new market strategy entirely. Alternatively, we could say Spotify is the closest but then its an entirely different solution from ours