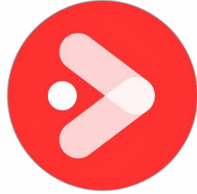




StartupTN



01



Shortfundly

OTT Marketplace Platform in India for
short films & web series

DPIIT Registration No: DIPP24407

Raised 2 Cr fund from StartupTN.



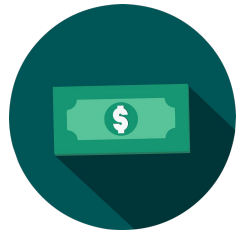
Content is everything

Feature film | TV Serial | Before TV Shows | Exclusive | Premium | Syndicated

Problem Statement

Short film filmmakers are struggling in distribution & monetise their content.

ROI (film Release)



Marketing & PR

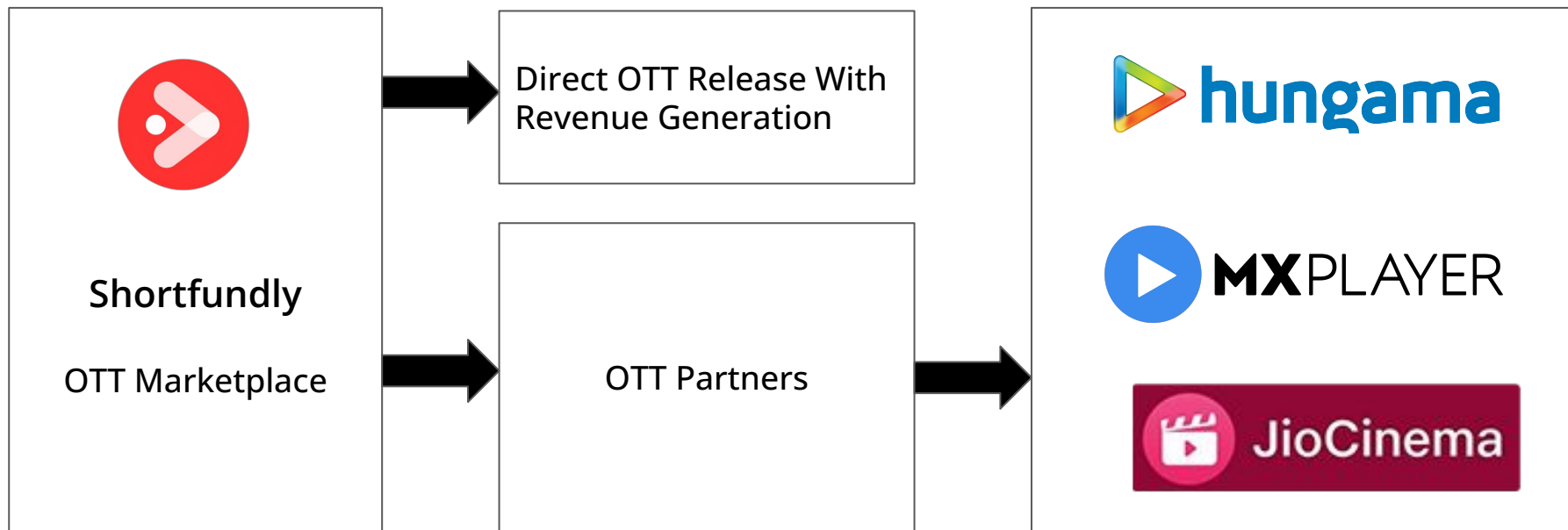


Content Discovery

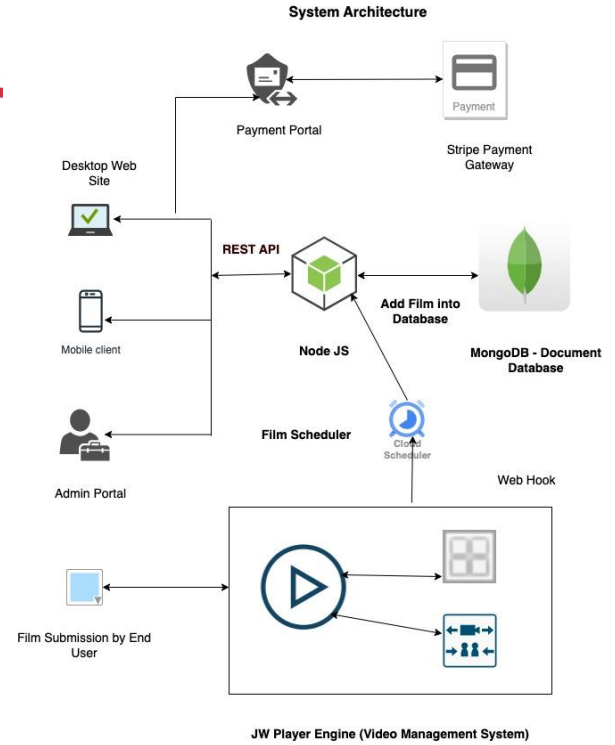
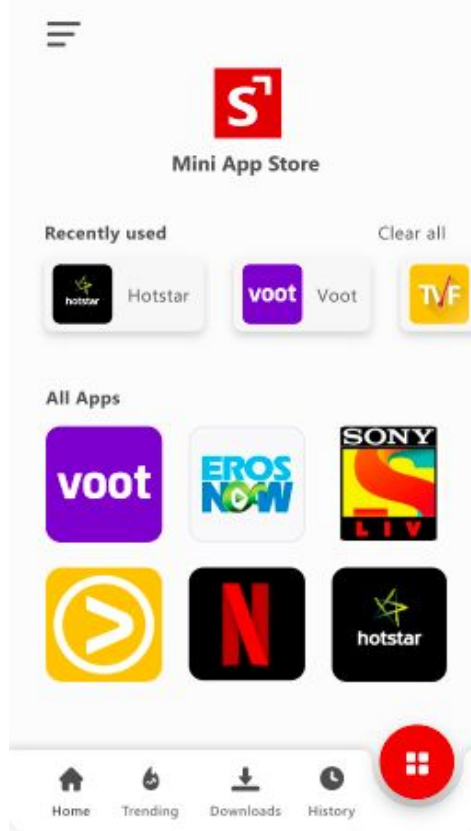
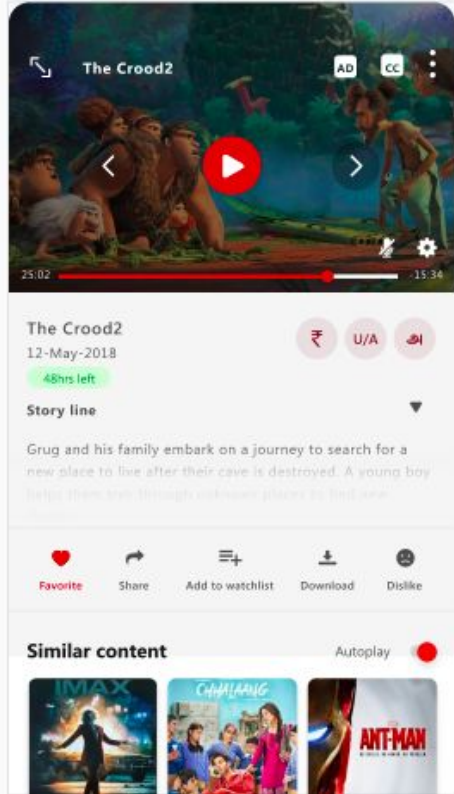


Solution

We help them in content distribution & earn via shortfundly OTT platform release as well as our content partners & also help them in PR, Marketing & global audience reach.



Product Architecture



- Technology Stack**
- Front End : Angular
 - Back End : Node JS
 - Database : MongoDB
 - Android APP : Kotlin
 - IOS APP : Swift
 - Server : AWS

Competitor Analysis

	Shortfundly	Viddsee	Pocketfilms	Shortedindia	Discover Film
Web	✓	✓	✓	✓	✓
iOS	✓	✓	✗	✗	✓
Android	✓	✓	✗	✗	✓
Marketplace	✓	✗	✗	✗	✗
PayTM Mini App	✓	✗	✗	✗	✗
Roku Tv	✗	✓	✗	✗	✗
Film Review	✓	✗	✗	✗	✗
PhonePe Mini App	✗	✗	✓	✗	✗
Podcast	✓	✓	✗	✗	✗
Ticket Sale Revenue share	✓	✗	✗	✓	✗
Filmfestival	✓	✓	✗	✗	✓
Physical Screening	✓	✗	✗	✗	✗
Promotion	✓	✓	✓	✗	✗
Price	₹ 3,000	0	0	₹ 1,499	0



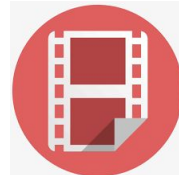
Video Content Creators

₹7,500 / Per release



Film festival Entry Fee

₹500 / Per Submission



Short film / Web Series Promo

₹10,000 / for 25K views



Short film Review

₹1,900 / Per Article

2024 - 2025 Revenue Projections

$$180 \text{ Release / Month} \times ₹7,500 \text{ Release Fee} \times 12 \text{ Months} = ₹1,62,00000 \text{ Yearly Revenue}$$

In Total Yearly Revenue,

- 25% - Net Margin.
- 75% - Spend in (Advertising, Marketing, Operations Expenses).

Existing Traction

- 150+ paid filmmaker OTT release & 95 paid short film reviews.
- Partnered with 160+ film festival events. Completed 4 international online festival events in shortfundly brand.
- Android and iOS app ready and live with 50,000+ downloads. (**15%-20% Active Users Daily**).
- 25,100+ registered users (Filmmakers, Artists, Movie Buff).

Target

$$\begin{array}{c} 11 \\ \text{Release / day} \end{array} \times \begin{array}{c} 330 \\ \text{Films / month} \end{array} \times \begin{array}{c} 18 \\ \text{Months} \end{array} = 5,940 \\ \text{Film Release}$$

Note: We want to grow to **5,940 released films** in **12 to 18 months** with **5 to 9 full time employees**

Success Story - "Sithai" Short film 600+ Awards

KARTHI RAM

DIRECTOR

My Achievement for film direction and different script and all journal as follow.



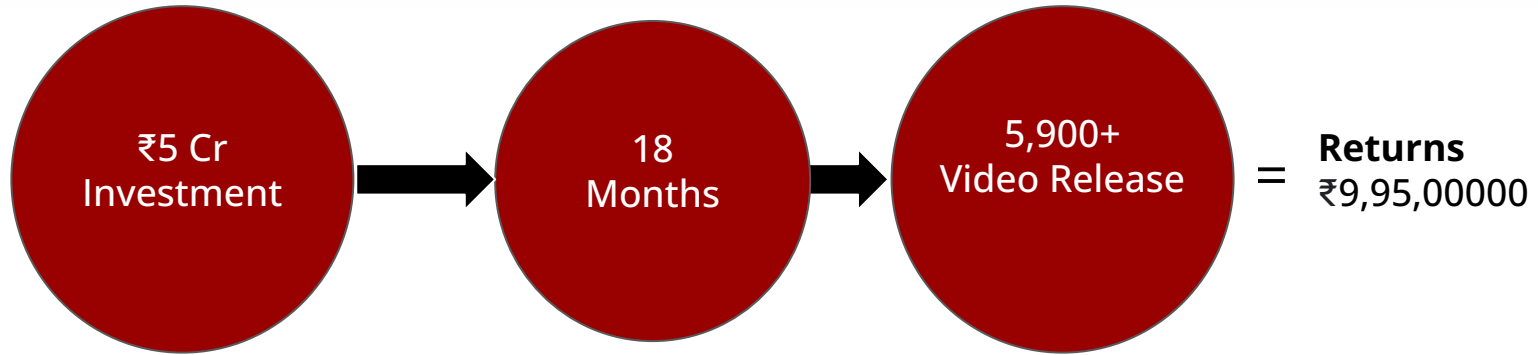
2020
ENTERTAINMENT

BEST SCRIPT 237 AWARDS	BEST STORY 72 AWARDS	BEST SHORTFILM 80 AWARDS	BEST DIRECTOR 39 AWARDS
BEST ART FILM 32 AWARDS	BEST ACTOR 10 AWARDS	BEST ACTRESS 10 AWARDS	BEST MUSIC 09 AWARDS
BEST EDITOR 03 AWARDS	BEST DOP 05 AWARDS	BEST ORGANISOR 02 AWARDS	BEST SUPORTING ACTOR 01 AWARDS

കിരകിര 500 AWARDS

A FILM BY
KARTHI RAM

DOP-KARTHICK EDITOR-SASI DHAKSHA MUSIC-VIJAY ERRAM SOUND-MURUGAN
MIXING-RAM DESIGNER-VIJAY, ARUNKUMAR MANAGER-SELVA, KISHORE
ARTIST NAME-ANU BIJU RAVI PRODUCED BY-BIJU



Total Expenses Breakup:

- CAC (40%)
- Infrastructure (35%)
- Salary, Rent, Utilities (15%)
- Operations (10%)

Fund invested & raised summary:

- 5 lakh received from **veltech TBI as DST Seed fund** (Debt fund). Repaid successfully
- **STPI Grant** - 25 Lakh (yet to be disbursed).
- Founders invested 25 lakh in total to setup entity and infrastructure from 2015 to till date.



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