

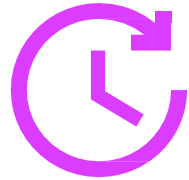
JESKEI

Imagine the possibilities

Building for the future of Digital Media

# An industry in crisis

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## **Creatives & Actors locked out of revenue sharing**

A decade of discontent, actors striking and demanding fairer access to revenue sharing & IP ownership



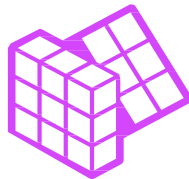
## **Studios losing income to alternative streaming services**

YouTube and TikTok devouring viewing figures



## **Streaming services losing performers due to limited earning potential**

Ad sharing providing limited earning for most performers



## **Performers threatened by AI**

AI can replicate the look, sound and mannerisms of performers

# Jeskei – A decentralised solution

## Simple

- Performers, assets & content represented as NFTs
- Revenue sharing, automated on-chain
- Digital Studios. Build, combine, Earn, Share

## Social

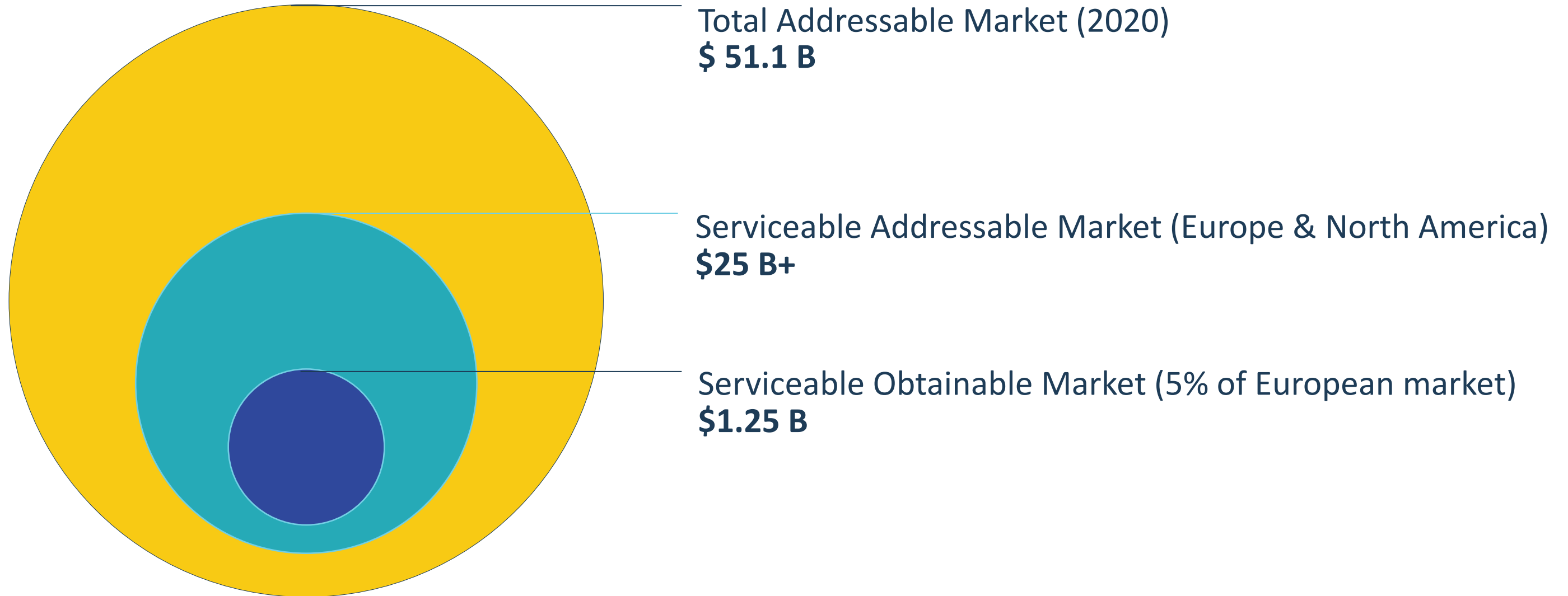
- Build brand, channels, communities (DAOs)
- Sign NFTs for authenticity (combat AI fakes)

## Earn

- Raise funds from the community
- Per Per View or Subscriptions
- Multiple revenue streams. PPVs, subscriptions, pro-channels, merchandising, fund raising



# Large global market



# Market size

## YouTube

- 2.5 billion monthly users
- 8 out of 10 18-49 year-olds watch YouTube
- \$29.2 billion 2022 revenue







## TikTok

- 1 billion active users
- User average of 1.5 hours every day
- \$13.2 billion 2023 revenue

## Angel Studios

- Founded 2021
- Crowd funded \$100 million+ for content from 50k investors
- \$175 million from one film

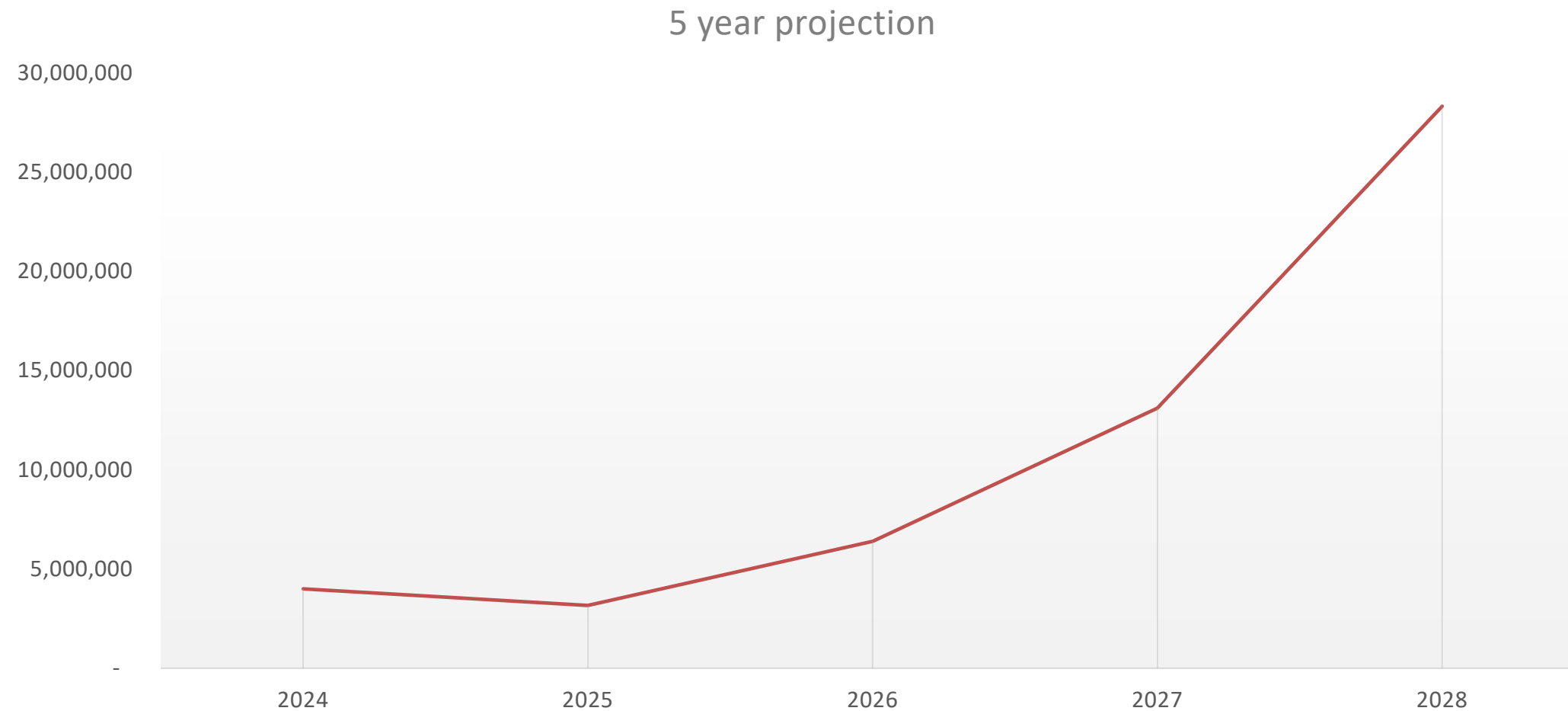
# Competition

						
Professional content	No	Yes	Yes	Yes	Partial	Yes
Home produced content	Yes	No	No	Yes	No	No
Support for cinemas	No	No	No	Yes	No	Yes
IP ownership	Partial	No	No	Yes	Partial	Partial
Revenue sharing	No	No	No	Yes	Yes	No
Crowd Funding	No	No	No	Yes	Yes	Yes
Social	Yes	No	No	Yes	Partial	Yes
Protection from AI	No	No	No	Yes	No	No
Earn from advertising	Yes	No	No	Yes	No	No

# Business model

Feature	Cost
Standard Channel Creation	Free
Branded Professional Channel Creation	\$10 per month
Viewing fees for paid content	25%
Advertisement fees	25%
Merchandise fees	10%
Crowdfunding fees	5%
Cinema fees	\$100 per month

# Financial projection



- Using low projections from advertising, user numbers, pay per view, crowd funding compared to other media providers.



# Team

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**Darren Oliveiro-Priestnall**  
Chief Technology Officer

Co-founder of 2 startups  
25 years of Software Engineering  
Certified Ethical Hacker  
Network Defense Architect



**Chris Justice**  
Chief Operating officer

Ex-COO of Janus Henderson  
Led corporate and VC-funded start-ups in  
Asia  
CEO of media tech start-up to NASDAQ IPO



**Uzair Qidwai**  
Partnership

Co-founder of 2 startups  
10 years of Leadership  
MBA, Imperial College  
CFA Level 3 candidate

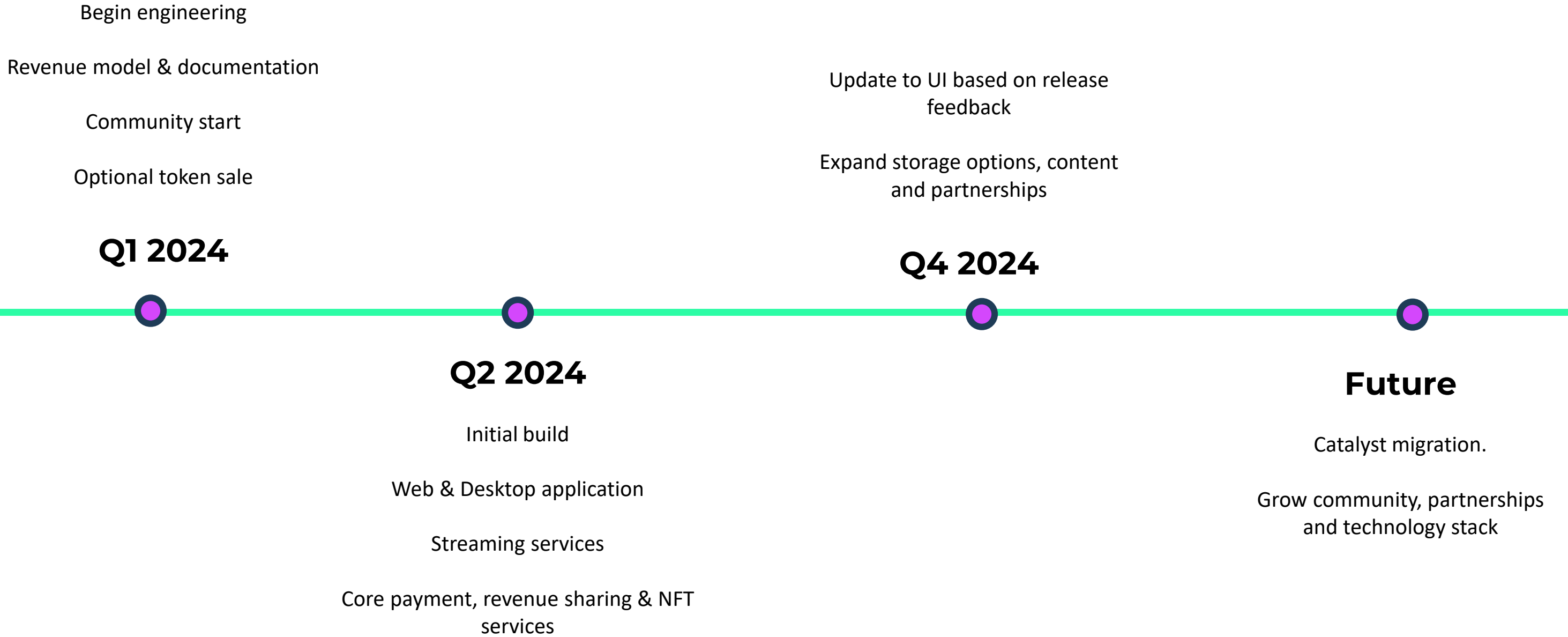


**Stephen Horsfall**  
Software Engineer

Experienced Smart Contract developer  
Experienced Blockchain developer

# Road ahead

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Our mission at Jeskei is to support a new generation of creatives and audiences.

A future where anyone can create original content and earn fairly, without fear of AI deep fakes or losing control of their IP.

**Thank You.**