

# Letter from the CEO



## Dear Investor:

I'm Brett Bergen, the CEO and co-founder behind Pixi+, a new and powerful app that makes it easy to find the perfect movie or show to watch next.

My wife and I once dreaded the process of agreeing on what to watch next after finishing a show. We weren't surprised to find out that this problem is all too familiar among our friends, family, and neighbors. Determined to end the painful cycle of endless searching and compromising, the idea for Pixi+ was born.

It turns out that we are not alone. **Over 85% of U.S. households stream, each subscribing to an average of four premium apps** (ex: Netflix). **Yet, 60% of streamers are frustrated when searching for what to watch, 64% want to find content in just one place, 56% want more personalized content, and half of Americans report feeling simply overwhelmed by choices.** When we factor in that the average American watches 20-25 hours of video content each week, often with friends, family or a significant other, we discover a widespread pain point that over 100 million Americans regularly experience.

It amazed me to learn that this problem has gone unsolved for well over a decade, and it is getting worse every day as more streaming services and content compete for attention. Only a handful of competitors exist in this space, with limited and inadequate functionality. Evidenced by the low awareness and usage of existing apps, no good solution exists to address the frustrations that so many streamers experience.

Pixi+ is the first to provide an easy-to-use, powerful, and complete solution that directly addresses a large, pent-up market demand. Our app gives users personalized recommendations across all of their streaming services. Pixi+ can even suggest something everyone will enjoy when watching with friends, family, or a significant other. We also make it easy for users to share great movies and shows with each other in a click.

This, plus so much more, is why Pixi+ is the only app users will ever need to easily find the perfect thing to watch next. By being the first to market with such widespread demand, and having built a platform with high barriers to entry, we strongly believe we will rapidly expand and become the #1 app in this space.

Since we began in March of this year, we have made incredible progress. We completed our beta product in late June 2023, achieving far more milestones than initially planned, ahead of schedule and under budget. These developments came on the heels of Pixi+ winning the 2022-2023 international app idea competition by Draftbit, welcoming a talented new co-founder, and launching our official website.

To date, we have accomplished everything without debt or outside investment. We are now beginning the next, exciting phase of preparing for launch, and raising \$350K to finance the first 18 months of operations. Our funding round is underway, and will close as soon as our goal is reached.

I'd like to personally invite you to contact me if you're interested in learning more about how you can be a part of our journey as an accredited investor. Thank you so much for your time.



Best regards,

*Brett Bergen*

**Brett Bergen**

Founder & CEO, Pixi Plus Inc.

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# U.S. Market Potential

**\$1.2 BIL**

- Over 100 Million U.S. Households stream
- Average of 4 paid streaming apps
- 180.6 Million U.S. streamers ages 12-64
- 60%+ frustrated with content navigation

## Business Model

Ticket Sales

Affiliate

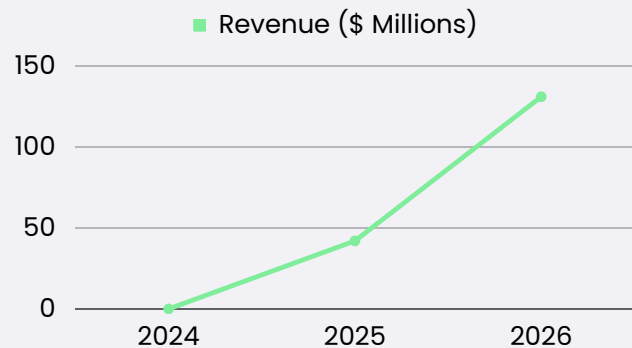
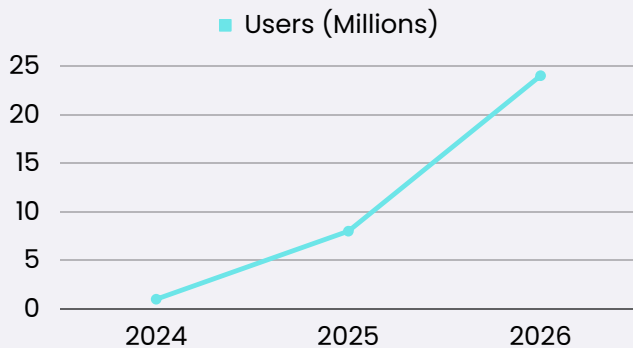
CPC

CPM

Premium

Pixi+ has a diversified business model similar to the highly targeted ads of Google, Amazon, and Meta (CPC, CPM revenue), affiliate sales like RetailMeNot, theater ticket sales like Fandango, and the potential for premium app subscriptions like Spotify.

## Forecasts



## Use of Funds



- \$350K Pre-seed round with private beta (pre-launch)
- 18 months of cloud, data licensing, legal, and general operating costs.
- Average monthly burn rate: \$18.3K
- No debt or previous investor equity. 100% self-funded to date.
- U.S.-based Delaware C Corporation

# Competitive Landscape

Few competitors, with none offering a complete solution like Pixi+

	Pixi+	JustWatch	TV GUIDE	QEW D	Movie & Show Blogs
Search multiple streaming services	✓	✓	✓	✓	✓
Personalized recommendations	✓	✗/✓	✗	✓	✗
Trailer available to watch in the app	✓	✗	✓	✓	✗/✓
View what friends are watching and rated	✓	✗	✗	✗	✗
Add friend(s) to search	✓	✗	✗	✗	✗
Follow and search by your favorite artists	✓	✗	✗	✗	✗
Find and save community watchlists	✓	✗	✗	✓	✗
Show and movie new release notifications	✓	✓	✓	✗	✗

## Founders



**Brett Bergen, Founder**

- 13+ Yr Data & Finance Professional
- M.S. Applied Analytics, Columbia
- 2x Previous Entrepreneur
- User Experience & UI/UX Designer
- Website Designer
- Full Stack Technical Manager
- Contracts & Acquisition Professional
- Business & Marketing Strategist



**Marvin Miao Wang, Backend**

- 14+ Yr Software Engineer + AI/ML
- M.S. Computer Science, Johns Hopkins
- Multiple start-ups, Meta, and Microsoft
- Full Stack Developer
- Backend and Cloud Engineer
- Data analytics and AI/ML Developer
- Data and Cyber Security Specialist