

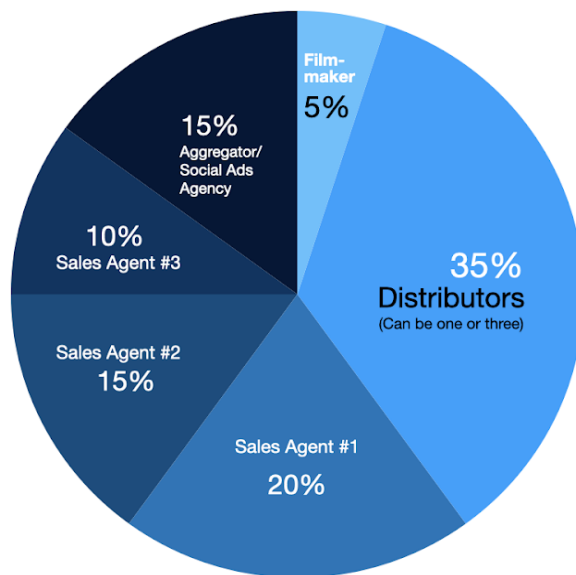


Launchrr is a cloud-based content distribution platform for filmmakers and content creators.

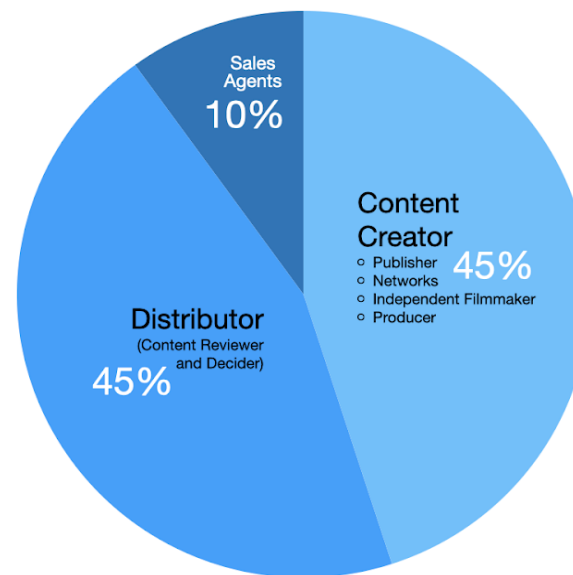
Is a BRAND for global media and entertainment industry.

Is a Predictive AI tool for global media and entertainment supply chain.

LAUNCHRR.RUN
NEW MODEL PROPOSITION



TRADITIONAL DISTRIBUTION MODEL



LAUNCHRR DISTRIBUTION MODEL

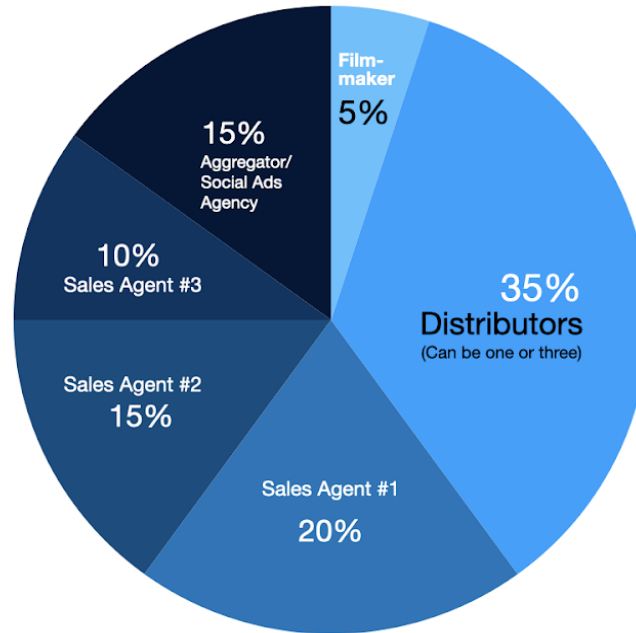
A GAME-CHANGING SOLUTION FOR STREAMING DISTRIBUTION

Some of the keyways we're changing the game:

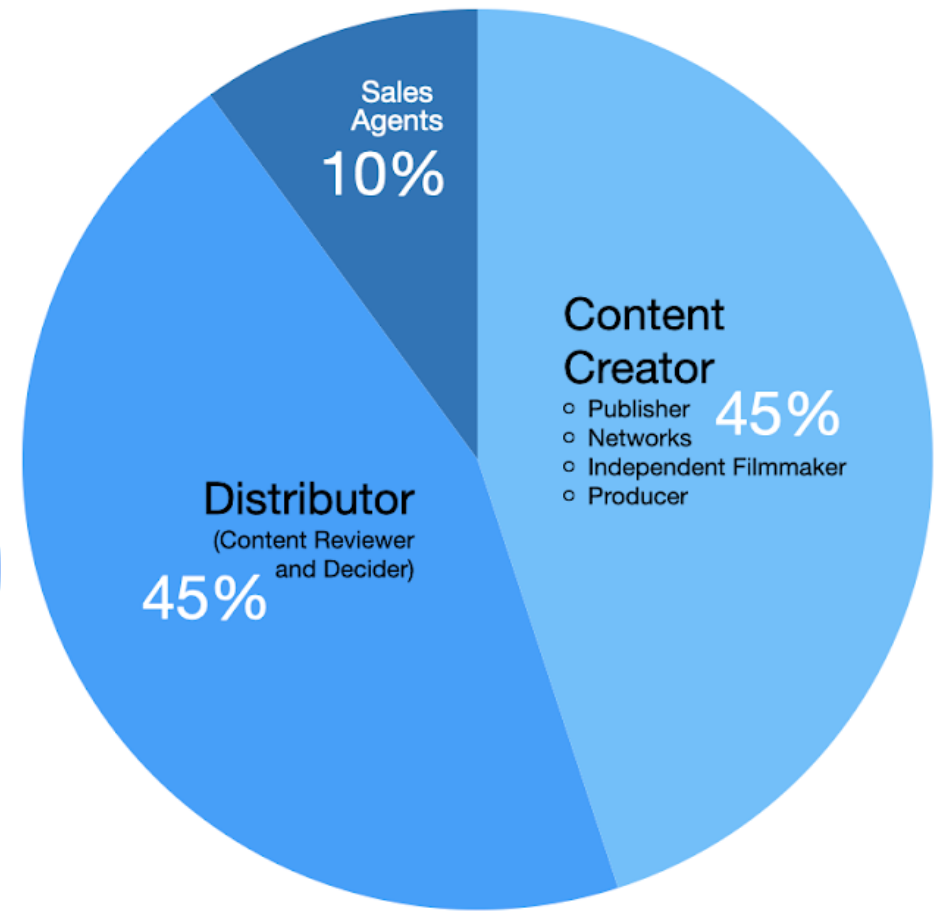
- Offering a single submission process for all major streamers
- Taking on the data-heavy technical aspects so you don't have to
- Negotiating with streamers to find the best home for your projects
- Transforming P&A with our innovative social advertising options
- Track global residuals with direct API integrations and Ads APIs.
- Blockchain Rewards and Token-as-a-Service

MORE PROFIT FOR FILMMAKERS AND CONTENT CREATORS

The traditional distribution model can leave you with very little to show at the end.



TRADITIONAL DISTRIBUTION MODEL



LAUNCHRR DISTRIBUTION MODEL

With Launchrr, we cut out all the middlemen, connect you directly with streamers, and offer affordable flat fees for encoding, captioning, and more. We are also the only platform to offer multiple revenue streams —such as a guaranteed minimum, a profit-sharing percentage, AND an ad revenue split from different streamers.

The result is a distribution model that is far more fair and profitable. Manage own residuals, communicate with content acquisition team to know who's the global audience.

OUR SOLUTIONS ARE BUILT FOR

- Copyrighted Owner
- Sales Agent
- Industrial Distributor
- Publisher
- Equity Producer

maiContent
A Private Content Console Aggregator Platform



- Launches
- Earnings
- Trends
- Library
- Guild Portal

Launch

Search

View by

Filter

+ Launch film



Draft

Film tilte

PG-13 2023 90 min

NETFLIX

Continue draft



Submitted

Film tilte

PG-13 2023 90 min

NETFLIX

Edit



Approved

Film tilte

PG-13 2023 90 min

NETFLIX

View



Draft

Film tilte

PG-13 2023 90 min

NETFLIX

Continue draft





We live in a world where for the most part, content owners and distribution outlets are set apart (for example – Studios claim to own the content, and XXX networks distribute the content, or Somebody sells it to the market). Content owners are also disgraced from data and owning the full conversion funnel.

The opportunity for content owners to put their own content in front of a more targeted audience and complete the conversion chain is far too good a prospect and this will ultimately lead the windows collapsing.

A Crowded Space

An indicator of both nascence and attractive profit pools, the OTT market segment has become crowded, with players across the streaming, content and media ecosystem attempting to build their own OTT services.

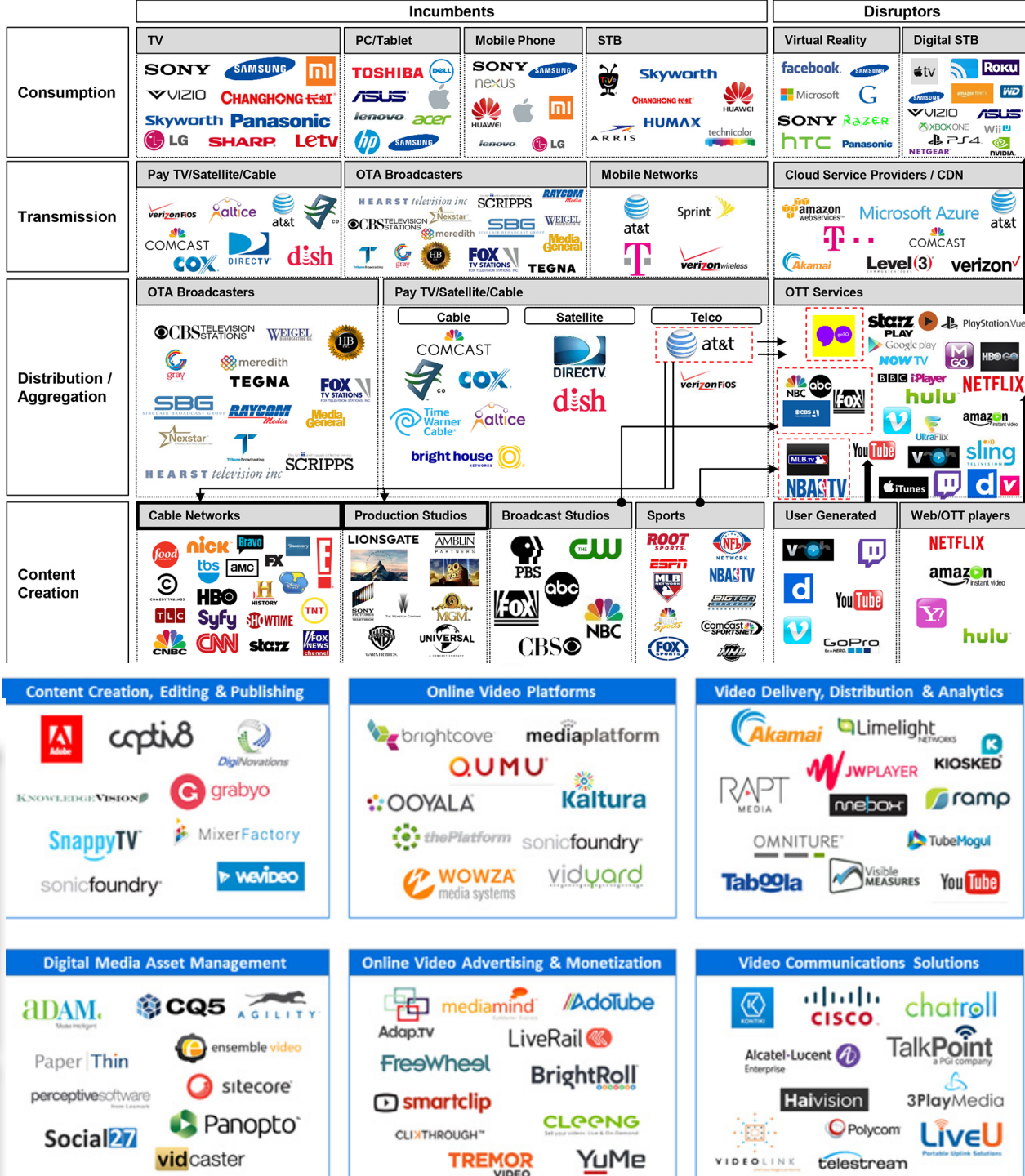
possible lead to a **MESS**...

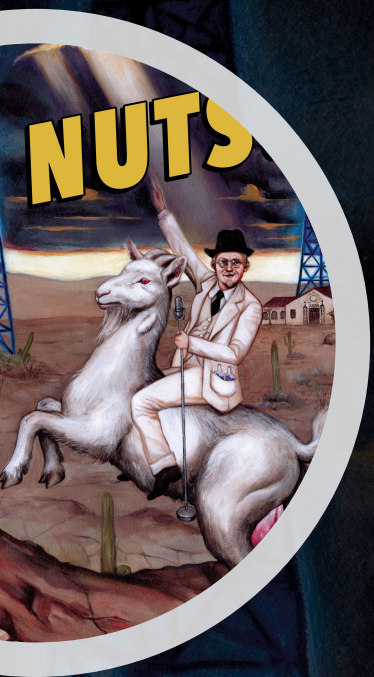
MARKETING



BlueView on the Video Ecosystem in GSA and Europe

OPERATIONS LAYER





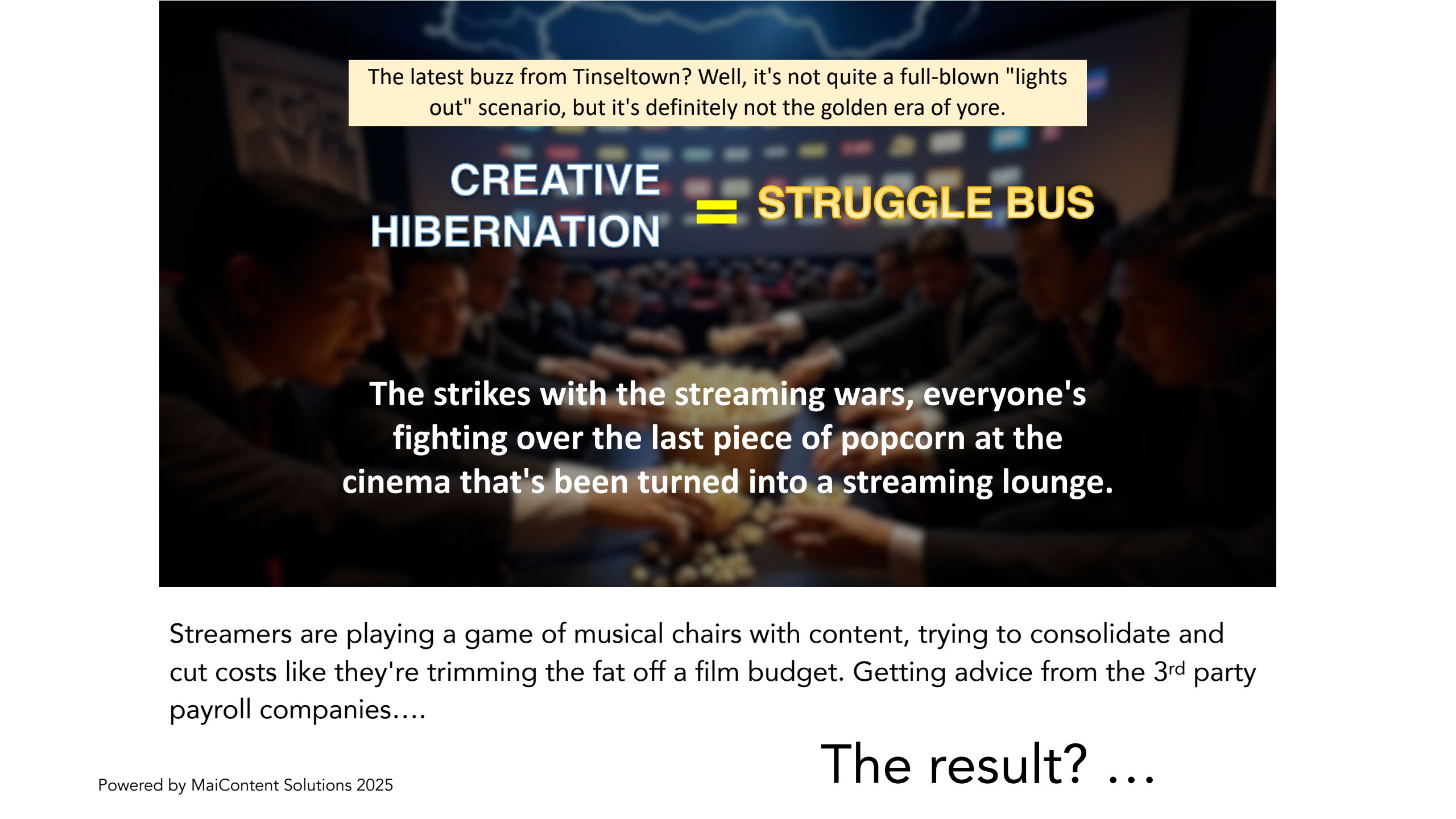
So... Crowded !

- OTT's path of disruption across media and entertainment will keep growing and consumer behavior as well as user experience will play an integral role in the shift of profit pools and market shares from traditional media to OTT.

...lead to a long “STRIKE”



Pain in global
entertainment
supply chain



The latest buzz from Tinseltown? Well, it's not quite a full-blown "lights out" scenario, but it's definitely not the golden era of yore.

**CREATIVE
HIBERNATION = STRUGGLE BUS**

The strikes with the streaming wars, everyone's fighting over the last piece of popcorn at the cinema that's been turned into a streaming lounge.

Streamers are playing a game of musical chairs with content, trying to consolidate and cut costs like they're trimming the fat off a film budget. Getting advice from the 3rd party payroll companies....

The result? ...



- Fewer shows,
- Smaller teams, and
- A lot of head-scratching about what to do next...(SO STUCK!!!)

Conventional Hollywood model 👉 👉 👉 It's like watching a blockbuster movie where the plot is all about how to make money without making new movies.



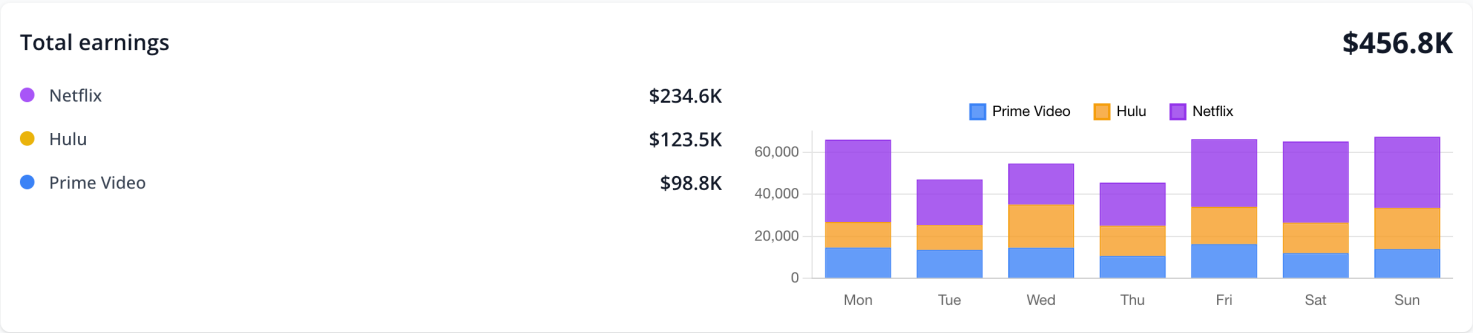
LAUNCHRR knows the 100+ years close-loop content circle work in Hollywood to

- ✓ Invest in massive API documentation for all major streamers.
- ✓ Invest system modules to all GUILDS (aka Unions) to obtain data, work with desire payrolls appointed by Guilds for residuals pay out to members
- ✓ Invest in Enterprise licensing solutions for mid-size networks, global sales agent and publishers who couldn't afford or refuse to bread a floor of software engineers.

Earnings

Track your revenue across all platforms

Time Range: This week Platform: All platforms



Built-in social advertising that’s flexible and targeted

Just as consumers have turned to streaming platforms for movies and TV shows, advertisers have turned to social media for precise targeting. As part of our Conversion Plan, Launchrr has pioneered what we call “social P&A” to gain exposure for your projects. We’ll help you target your ads using keywords, interests, demographics, and more, and we’ll split the ad revenue with you (70/30, 60/40, or 50/50).

Easy-to-use asset management = fewer submission headaches

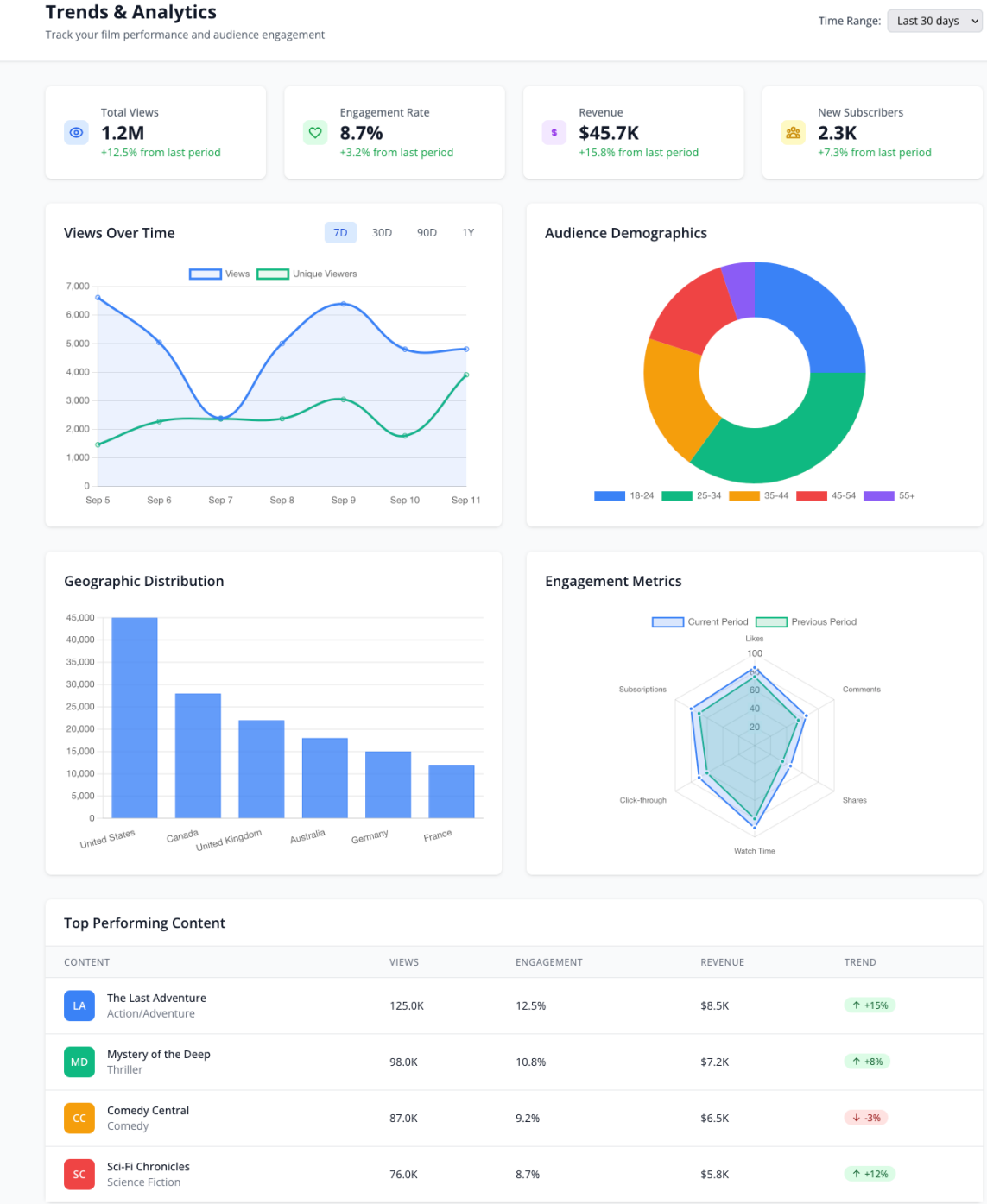
Instead of filling out endless spreadsheets and searching for files, you can now securely upload all of your project’s assets and technical data to Launchrr. Everything will be stored all in one place, and you’ll have a URL that lets you to share your complete assets as needed. Plus, you can submit them to any or all streamers with just one click, knowing it’ll meet their requirements due to our direct API integrations.

- Assets that can be securely stored include:
- Film masters
 - Trailers
 - Posters
 - Closed captions

Blockchain-based security for your intellectual property

Our decentralized copyright protection is based on Blockchain technology. Encrypt your assets and prevent fraud using our “chain-in-one gatekeeper solution.” It includes low-cost intellectual property rights management, end-to-end traceability and surveillance, and an immutable ledger. You will automatically have proof of evidence that you’re the creator/owner, plus secure funds distribution.

*This feature is available only for payroll companies and guilds that provide direct API integrations to Launchrr.



Real-time transparency, insights, and earning reports

Today’s content creators know how important it is to analyze the data. Visit your [Dashboard](#) to track every critical data point in real time, from revenue to viewership to demographics. With these insights, you can then better target your social advertising using our content management system. You can also link directly to certain payroll companies for residual payments due to guild members.*

Revenue Plans

Two plans to help content creator take off

Classic Plan

If you're looking for only one buyer, the Classic Plan is for you. We'll leverage our deals with streamers to help you secure the most favorable fixed terms.

Your revenue will come from two sources: your minimum guaranteed amount (shown above) plus a traditional profit-sharing percentage (typically somewhere between 50% and 70% of the profit).

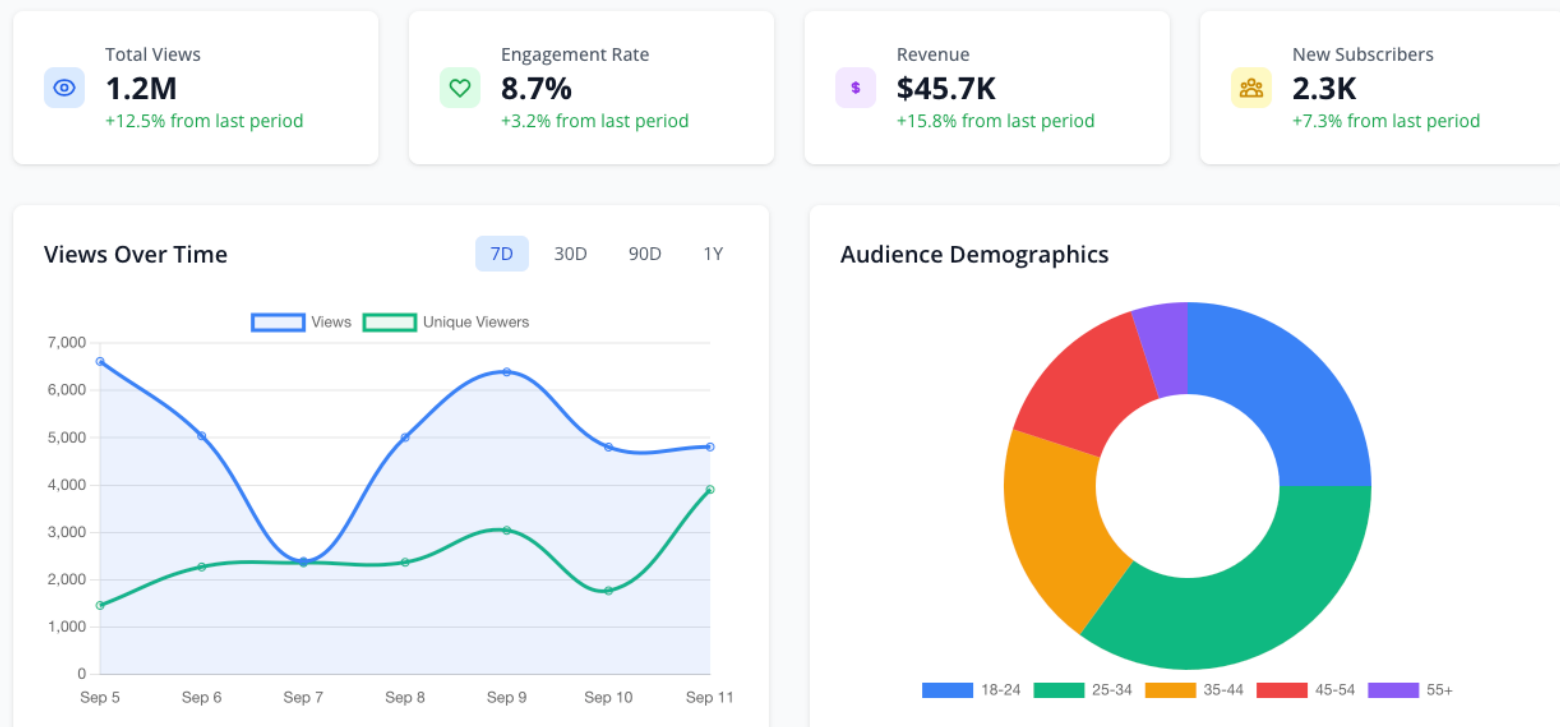
*Subject to change based on final negotiations.

Powered by MaiContent Solutions 2025

Trends & Analytics

Track your film performance and audience engagement

Time Range: Last 30 days



Conversion Plan

The Conversion Plan is for those seeking distribution deals with one or more streaming platforms as well as social advertising to support your launch. We'll negotiate directly with your preferred streamers.

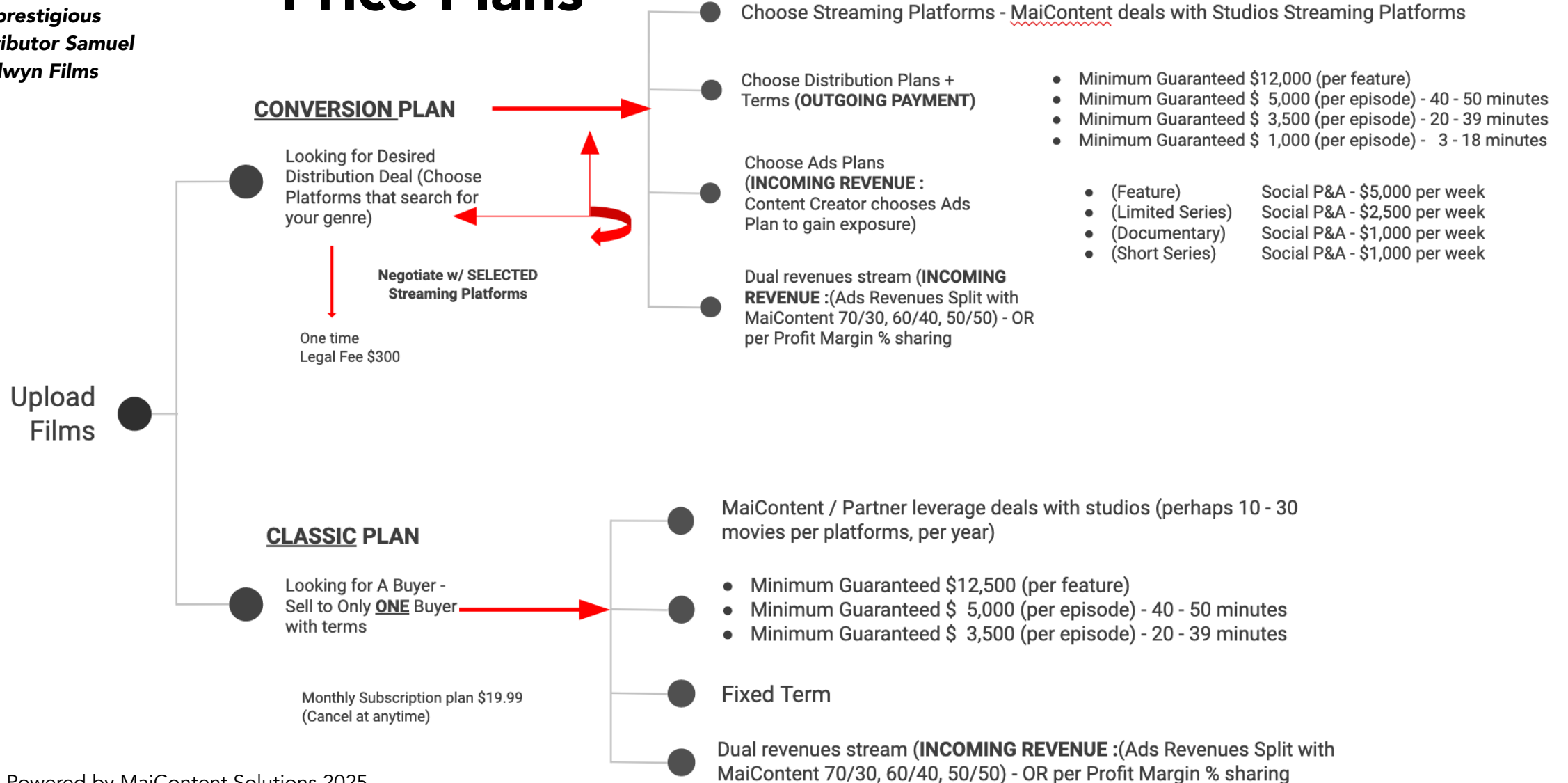
With the Conversion Plan, you also deploy a social advertising campaign that will create exposure and bring in additional revenue for your project. You can cancel your social advertising at any time.

You can then enjoy THREE revenue streams: your minimum guaranteed amount (shown above), a traditional profit sharing percentage (typically somewhere between 50% and 70% of the profit), AND a selected ad revenue split (70/30, 60/40, or 50/50).

*** Pricing will determine once our 1st case study with one of the prestigious distributor Samuel Goldwyn Films

LAUNCHRR : Content Growth/ Social P&A

Price Plans



LAUNCHRR SOLUTION & LICENSING PLANS

maiONE

TOP FEATURES

Best for Testing Content, One Person Sales Agent, Publisher, Content Creator, etc.

- Distributed Tracing
- Query Result Premalinks
- iCON Metrics
- Theatrical Tracing
- 2 Features
- 1 Limited Series
- Encoding Service
- 1TB Storage (AWS and Tencent Cloud)
- Monthly/Annual Subscription

\$199
PER MONTH

maiPRO

TOP FEATURES

Best for Team with Distribution capability and own frontend application

- All features from maiOne
- Distributed Tracing
- Additional 20TB Storage
- Two Service Level Objectives (SLOs) ©
- Single-Sign On (SSO)
- Power Intelligence Dashboard
- 10 Features
- 5 Limited Series
- Distribution Strategy Planning
- Payment Solution Integration
- 20 hours Tech Support
- Monthly/Annual Subscription

STARTS AT

\$499
PER MONTH

maiCO

TOP FEATURES

Best for company-wide + large-scale applications (especially networks, etc.)

- All features from PRO Plan
- Distributed Tracing
- 1PB Storage
- 100 SLOs
- Service Map
- Enterprise Support
- Enterprise-Grade Support + Onboarding
- Query Data API
- AWS PrivateLink
- SLO Reporting API
- Annual Subscription ONLY

Request a Quote

Enterprise includes those who do not want to house a team of engineers - mainly on cost efficiency



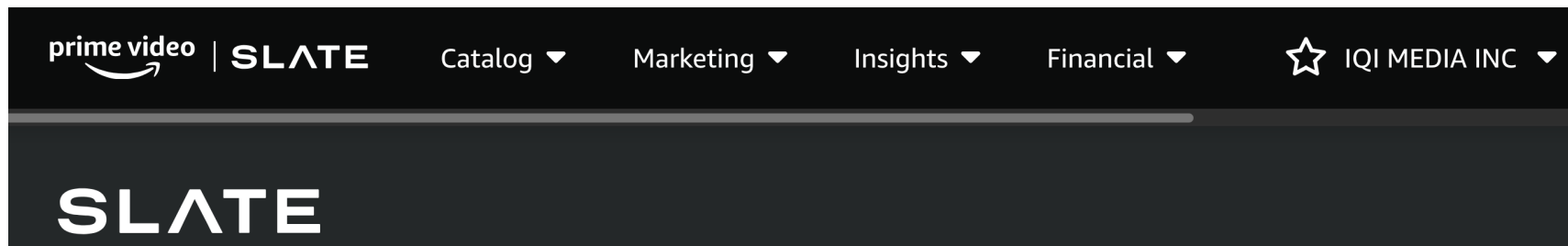
maiC[®]Ontent

A Distribution & Residuals Platform

Launchrr is NOT a fancy SaaS product but to build a **TOOL**, a **TRACKING SYSTEM**, an **AUTOMATION marketplace** and **SEGMENTIZE ALGORITHMS SYSTEM** to connect major streamers, guilds and content creators, ultimate goal is to obtain data for all. It will be an AI-ready application software.

Capital Seeking - \$250,000 (PPM per unit)

Our preferred Cloud Partners



Advanced
Technology
Partner



Tencent Cloud



A Distribution & Residuals Platform

DASHBOARD MODULE

~~10 to 16 weeks~~

- Attribution
- Statistics: clicks, installs, in-app events, launches, uninstalls, etc.
- Lifetime value
- Retargeting
- Community support
- Fraud detection
- Prediction
- A/B testing

APPLICATION MODULE

~~10 to 12 weeks~~

- iOS/Android/Desktop Support
- Driver Application Module
- Aggregation Application Module
- Loader Application
- Content Producer Module
- Consumer Module
- Stream Processor Application (Streaming Context Module)
- Executor Module
- Real Time Pipelines Module

BACKEND DATABASE FRAMEWORK

~~36 weeks~~

- Delivery semantics module
- State management module
- APIs Development module
- Programming Language

PAYMENT INTEGRATION & APPROVAL

~~depends on Payment Channels~~

- Payment Module Application Development
- Acquiring & Payment Module
- Risk Management Module
- Data Management Module
- Revenue optimization
- Optimization Module

CAPITAL SEEKING for PLATFORM DEVELOPMENT

\$250,000 (per PPM unit purchase)

	Currently has raised	Investor Partnership + OPERATION
1 st Phase Development – Development + User Test Error	WNLV/ IQI \$170,000+ \$80,000 contributed amount from start	\$350,000
Operation & Marketing & Sales Team (less than 2 years) – Going to Market		\$1,300,000
Streaming Productions – Vendors mainly (1 year vendor fees) - LICENSING		\$100,000
Marketing + Roadshows		\$750,000
TOTAL INVESTMENT:		\$2,500,000

CAPITAL SEEKING for PLATFORM DEVELOPMENT

\$250,000 per unit purchased – coming PPM

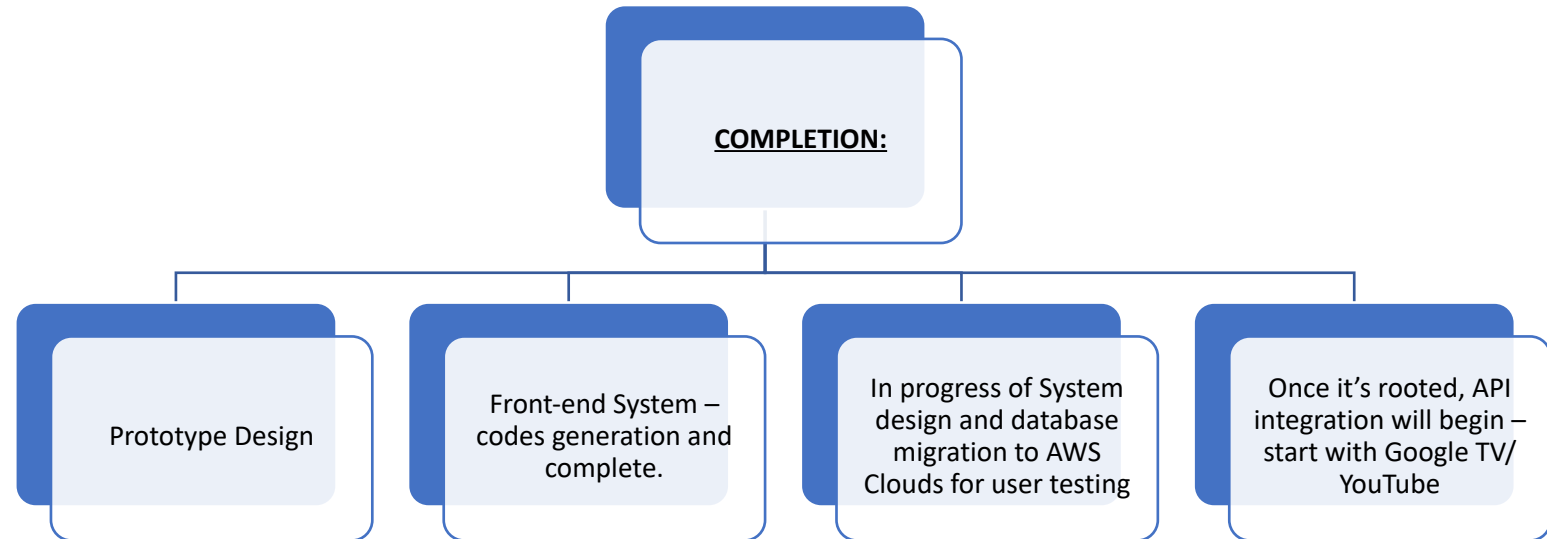
	Spending/Case Study
Recruiting 1 Sales Agent/Distributor – 12 Months	\$ 90,000
Domestic Market Distributors Case Study Offering Expenses – 12 Months	\$ 20,000
Product Launch with Variety Magazine/Forum – ONE TIME EVENT	\$ 20,000
Security Counsel + Legal and Patented Attorney – 12 Months+	\$ 20,000
IQI In-House Employees (1 Product Manager/1 Database Engineer/1 Copywriter for Bi-Monthly Industry Insights/1 Product Management) – 12 Months	\$ 120,000
Development Team (2 Software Engineers /1 Senior Database Engineers /1 Project Management) – 6 Months	\$ 200,000
Screendollars – Integration (with Active box office data) – IQI can develop	
	TOTAL EXPENSES: \$ 470,000**

Expecting Annual Recurring Expenses

**** NOTE:** IQI is the subsidiary of Winvest Group, shareholders will also invest into MaiContent Solutions SaaS Product. Additional funds raise from capital market will utilize at product distribution to clients.

Development Team (2 Software Engineers /1 Senior Database Engineers /1 Project Management) – 6 Months

\$ 100,000



This cost might be increase as we are going into full API Integration development on:

- Youtube API Documentation
- Google Store API
- APPLE TV Search Ads API
- Amazon Prime Video Brand Metrics Integration
- Facebook Ads Manager (CAPI)

AT RISK

Investment in the IQI MEDIA INC. SaaS Product “MaiContent” (also known as – “Launchrr”, hereinafter “company”) involves various risks relating both to the nature of the financing vehicle and the movie and television industries and such investment is therefore suitable only for persons or entities with the financial capability of making and holding long-term investments. Prospective Purchasers should consider the following factors, among others, before making a decision to purchase interests:

Development Stage Company – The company will be a newly organized company with minimal assets and no history of operations. The company is being formed specifically for the purpose of financing the development phase of developing a software solution tools to facilitate mass global streaming space. Although there are significant risks in the development of such projects, the company is subject to the general risks inherent in the establishment of a new business venture, including the absence of an operating history.

The company and the owners of the Manager have owned and operated businesses, as well as managed other businesses, however, they have limited relevant experience in relation to managing the affairs of a newly never before exist software tools in Hollywood. The Launchrr SaaS product success may depend in large part upon the collaboration of tech giant such as Netflix, Disney+, Paramount+, HBO Max, Peacock, and so forth. The company foresees less to the minimum risk on Google Play, Youtube, Amazon Prime, and Tubi, these platforms have existing ads manager, analysis tool, attribution tagging on conversion, conversion API ready to implement.

Reliance on Management – No assurances can be provided that the the company management will perform adequately or that the company operations will be successful. In particular, the company will depend on the services of the owners of the Manager, along with others

associated with the Manager. All decisions with respect to the management of the company will be made exclusively by the Manager. Accordingly, no person should purchase any of the Units offered hereby unless such Prospective Purchaser is willing to entrust all aspects of the management of the company to the Manager and has evaluated the Manager’s capabilities to perform such functions.....



LaunchRR.run



Principal:

Khiow Hui Lim, Founder IQI MEDIA INC.

THANK YOU.

Powered by MaiContent Solutions 2025