



**SHARE SPECIAL
MOMENTS**
IN JUST ONE STEP

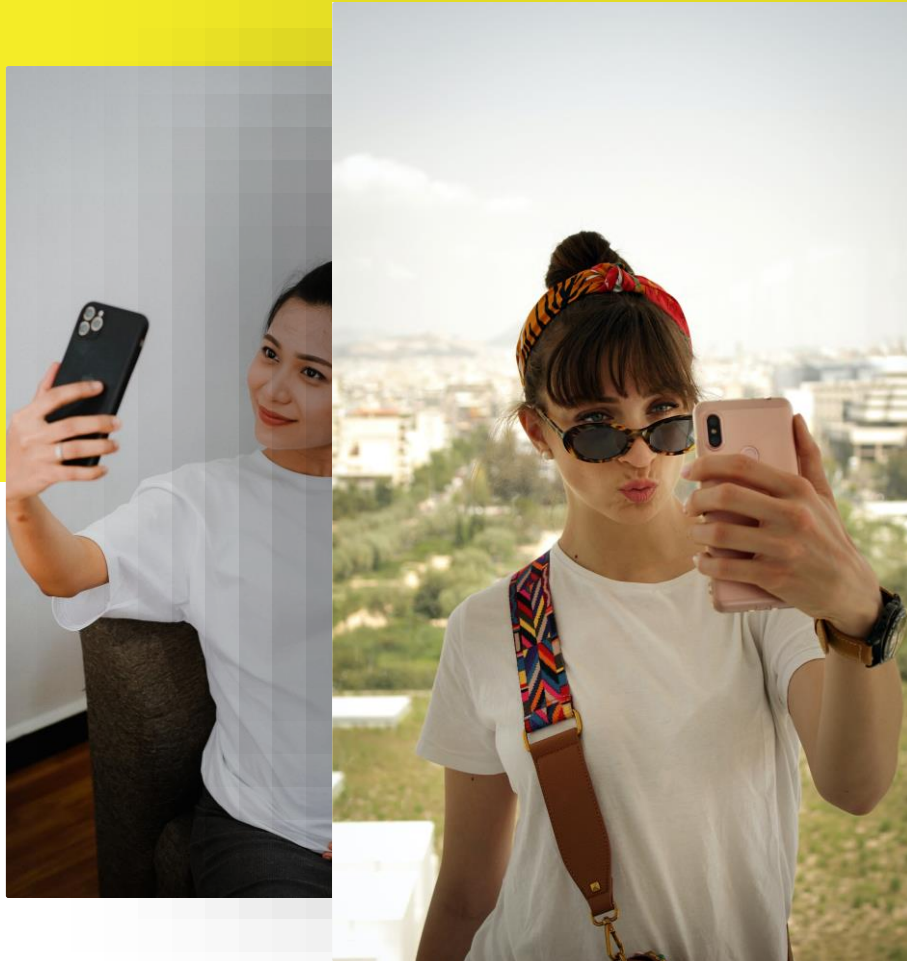


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“BLAST IS TO THE CONTENT SHARING WORLD WHAT THE TOASTER WAS TO BREAD.”

JOHN G PALMERI III, FOUNDER & CEO

SHARE SPECIAL MOMENTS IN JUST ONE STEP



B L A S T

PURPOSE

Our purpose is to use the success of the application to help the less fortunate families and individuals globally and provide support to others with resources to do the same.

SHARE SPECIAL MOMENTS IN JUST ONE STEP



OVERWHELMING

TIME CONSUMING

There are literally dozens of social media apps out of which at least 17 of them have over 300 million active monthly users. Posting content on all social media channels is time consuming and frustrating for users.



CONTENT MANAGEMENT

EXCESS COSTS

On average, social media management costs companies around \$4000 to \$7000/month. For small businesses that are growing, this is a huge expense to bear per month.



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PROBLEM

One of the most significant functions of social media is to establish an online presence and with ever changing social media landscape, managing all social media networks isn't easy for a person or even a brand.



B L A S T SOLUTION



SHARE IN JUST ONE STEP

TIME-SAVING

Our mobile app allows users to share and edit social media content in just one step instead of uploading and editing their videos on all platforms separately which will save a lot of time and effort

ONE APP, ONE SOLUTION

COST-SAVING

People who regularly post content on social media channels often must hire social media managers for posting and editing of the content, through our app that additional cost can be saved



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WHY NOW?

SOCIAL MEDIA USAGE

There has been a staggering increase in social media usage across the world as over 190 million new users have joined social media since last year. As of October 2022, there are roughly 4.74 billion social media users around the world. The average daily usage is 2 hours and 29 minutes.

CONTENT CREATION MARKET

Demand for digital material has been increasing continuously, a result of widespread usage of social networking platforms such as LinkedIn, Twitter, Facebook, Instagram, etc. Due to this, the number of creators went up by 48% in 2021 on 50 most popular creator platforms and it is expected that top 50 platforms will have over 15.5 million creators in the next 5 years.



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KEY TRENDS

GLOBAL SOCIAL MEDIA MANAGEMENT MARKET

The global social media management market size is projected to grow from \$14.4 billion in 2021 to \$41.6 billion in 2026, recording a staggering CAGR of 23.6% during the forecast period.

TRENDS

Social media management platforms are gaining public attention, and businesses are trying to make the most by advancing their connections with customers using social media management solutions. Content creators are increasing day by day and the need for social media management tools are increasing coherently.





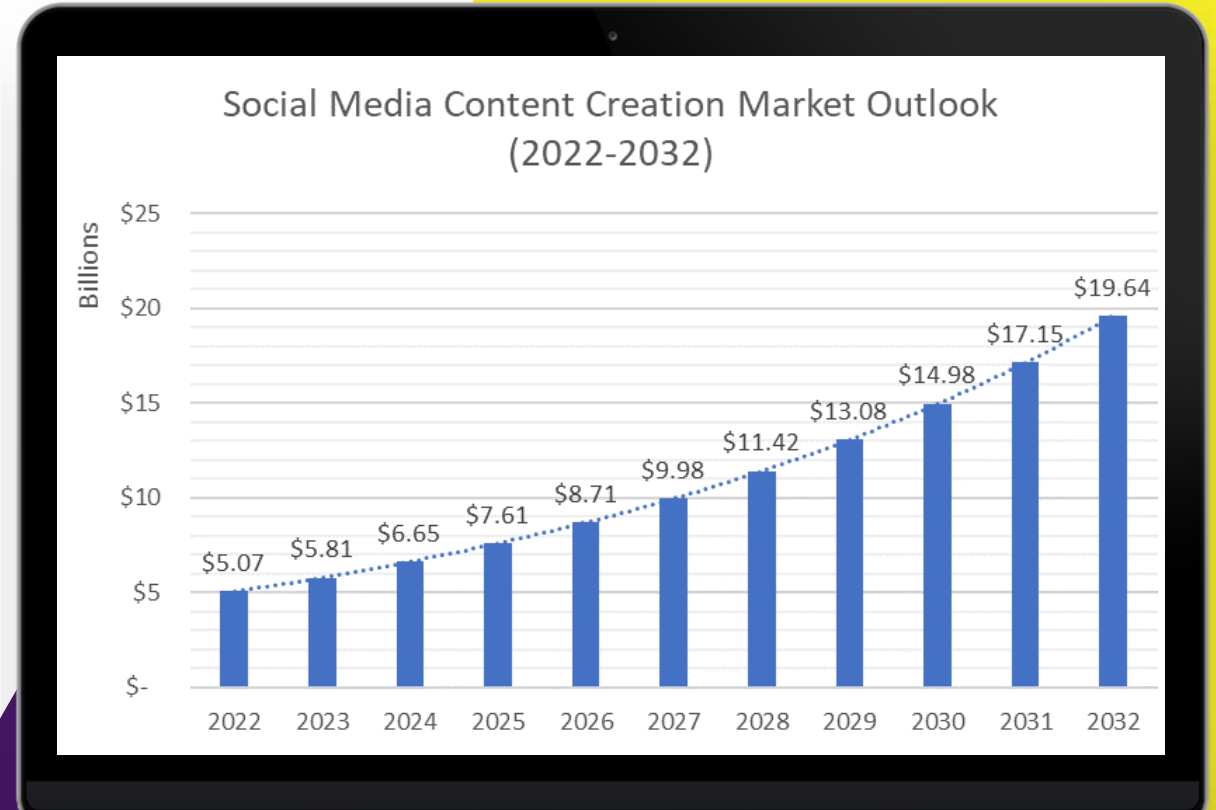
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KEY TRENDS

SOCIAL MEDIA CONTENT CREATION MARKET

The rapid growth of social networking sites has prompted a rise in demand for social media content creations. The global social media content creation market is expected to grow from \$5.07 billion in 2022 to \$19.64 in 2032 at a decent CAGR of 14.5%.

During the forecasted period, North America is expected to have the biggest market share of 87.2% in the digital content creation industry and the revenue from this region is expected to grow at a CAGR of 13.8%. One of the major reason for this growth is the surge in popularity of social media content creations in the US.





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COMPETITIVE ANALYSIS

COMPETITOR 1



FOCUSED ON LARGER FEATURE INITIATIVES

Hootsuite is a social media management platform designed to execute campaigns across multiple social networks with a web-based dashboard. Their single user package start from \$49/month.

Our competitive advantage is that Hootsuite is focused on larger feature service initiatives while Blast is focusing on a single feature which is making it easy for users to edit and post content on multiple platforms in one step.

COMPETITOR 2



FOCUSED ON FINANCIAL SERVICES

Denim Social is a social media management platform to grow social media engagement with ease. The company provides tools to empower marketers in regulated industries to manage organic social media content and paid social media advertising on one platform.

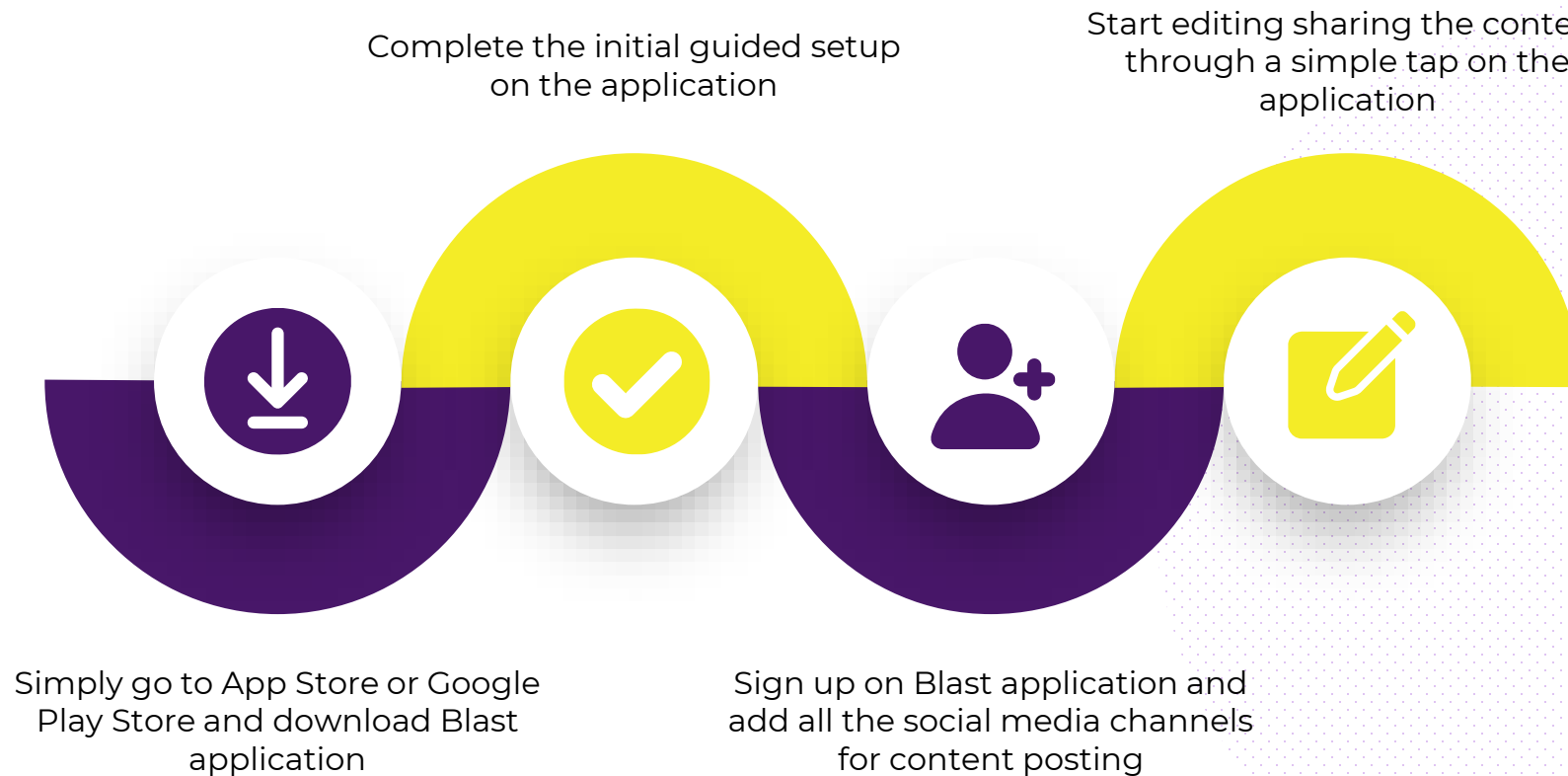
Our competitive advantage is that Denim Social is B2B focused on larger institutions such as banks and other financial services firms while Blast is mainly focused on C2C sector.



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HOW IT WORKS

Blast makes it easy for users to edit and post their content online to multiple platforms in just one step



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BUSINESS MODEL

The application will be launched in two versions, a free version with limited options and a paid version with tier model to generate revenue for the company.



IN-APP ADVERTISING

The free version of the application will include ads that will generate revenue for the company



MONTHLY SUBSCRIPTION TIER-1

6 points of sharing – Modern editing privileges
Price TBD



MONTHLY SUBSCRIPTION TIER-2

Unlimited points of sharing – Unlimited content editing features
Price TBD

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MANAGEMENT TEAM



JOHN PALMERI

FOUNDER

John is a senior operation executive with 18 years of physical security technology experience leading programs and large teams to service clients ranging from a billion-dollar pharmaceutical facility to Goldman Sach's headquarter. John led up to 10 concurrent capital projects with supervision of over 100 individuals and managed \$20m budgets.



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USE OF FUNDS

The Company requests a total amount of \$200,000.00 in exchange for 25% equity ownership in the Company



\$200,000 INVESTMENT



50%

MARKETING

Aggressively marketing our application throughout social medial marketing, influencers, podcasts, and TV ads



50%

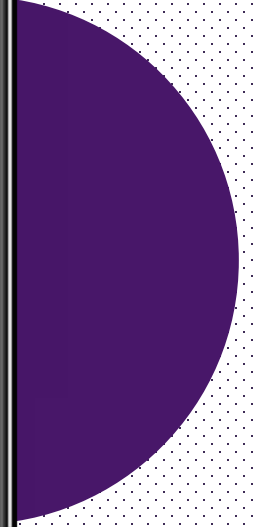
R&D

These funds will be used to add more features to the application and improving the UI/UX of the application



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APPENDICES



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GO-TO-MARKET STRATEGY



PARTNERSHIPS

Partnerships with leading news agencies to feature our application

Engage in partnerships with influencers for promotion of our application

We also plan on partnering up with different podcasts channels out there to feature our app in their episodes and have an interview with our founder to tell the story behind the Blast Mobile Application



MARKETING

Digital marketing channels will be utilized including social media (E.g., YouTube, Facebook, Instagram)

Other channels would include TV and Radio ads fitting the demographic of the application. The optimum time and rate will be researched and negotiated for the most suitable ROI per second of airtime



EXPANSION

Our expansion strategy would be to introduce additional features to the application and focus on increasing our market share through promotional strategies.

Our target market includes all the content creators out there as well as normal social media user with multiple accounts who find it difficult to post their content simultaneously on different social media platforms.



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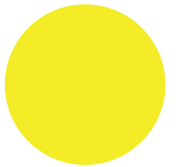
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