



**SHARE SPECIAL
MOMENTS**
IN JUST ONE STEP

BLAST!

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TRACTION

✓ BENCHMARK 1

User engagement rates: Date: TBD

✓ BENCHMARK 2

Performance speed: Date: TBD

✓ BENCHMARK 3

Growth metrics: Date: TBD

✓ BENCHMARK 4

Customer satisfaction or ratings:

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TARGET MARKET

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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MARKET OPPORTUNITY

GLOBAL SOCIAL MEDIA MANAGEMENT MARKET

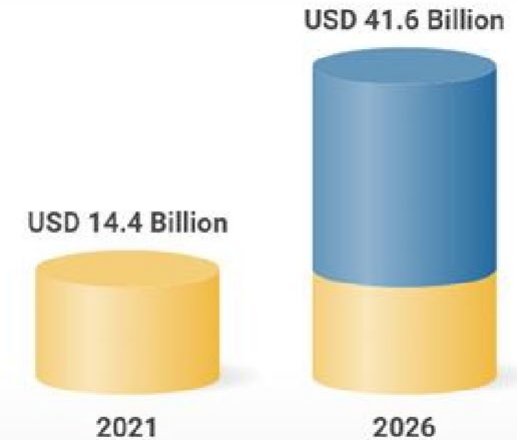
The global social media management market size is projected to grow from \$14.4 billion in 2021 to \$41.6 billion in 2026, recording a staggering CAGR of 23.6% during the forecast period.

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.

Social Media Management Market

Market forecast to grow at a CAGR of 23.6%



<https://www.researchandmarkets.com/reports/5401627>

RESEARCH AND MARKETS
THE WORLD'S LARGEST MARKET RESEARCH STORE



OVERWHELMING

TIME CONSUMING

There are 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 individuals around \$4000 to \$7000/month. For individual content creators that are growing, this is a huge expense to bear per month. Blast is priced for the person, not for a business.



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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 one person.



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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 or pay for several different services for posting and editing of the content, through our app that additional cost can be saved..

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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

- 12 points of sharing
- Limited editing privileges
- 1Year Analytics



MONTHLY SUBSCRIPTION TIER-1

- Unlimited points of sharing
- Limited content editing privileges
- 2-Year Analytics
- Ad Free
- Price Goal: \$10 month



MONTHLY SUBSCRIPTION TIER-2

- Unlimited points of sharing
- Unlimited content editing features
- 3 Year Analytics
- Ad Free
- Price Goal: \$15 Month



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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.

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 MAINLY ON SM MARKETING SETS

Metricool is a social media management platform to grow social media engagement. The company provides tools to empower marketers and individuals to manage organic social media content and paid social media advertising on one platform.

Our competitive advantage is that Metricool is both C2C and B2B focused and offers only a small feature set for the individual (nonbusiness) user where Blast will offer a much larger feature set for a lower price with the only focus being C2C (nonbusiness).

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FOUNDER



JOHN PALMERI III

John is a senior operations executive with over 20 years of technology-based and IT related experience leading programs and large teams to service clients ranging from billion-dollar pharmaceutical facilities, Goldman Sach's headquarters, and managing JPM Chase PST programs . John has led up to 20 concurrent capital projects with supervision of over 100 individuals and managed >\$20m budgets.

Currently seeking co-founder(s) via. Y-Combinator after initial valuation of \$2.5MM



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FINANCIALS

SUBSCRIPTION PLANS

- Basic Plan: \$10/month
- Premium Plan: \$15/month

User Funnel & Conversion Assumptions:

- Monthly downloads: 10,000
- Free-to-paid conversion rate: 5%
(This means 5% of users subscribe to any paid plan)
- 60% of subscribers choose the Basic Plan (\$10/month)
40% choose the Premium Plan (\$15/month)
- Monthly churn rate: 5% (Percentage of subscribers canceling each month)

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FINANCIAL PROJECTION ASSUMPTIONS

- Starting Month: Launch month with zero subscribers
- Growth Rate: 15% growth in downloads each month
- Expenses: Fixed + variable operating costs (details below)

Other Assumptions:

- No price changes over the 12-month period.
- Revenue generated only from subscriptions.

FINANCIALS



MONTHLY FORECAST (USER & REVENUE)

Month	New Downloads	Paid Subscribers (5%)	Basic Plan (60%)	Premium Plan (40%)	Monthly Revenue	Cumulative Subscribers
1	10,000	500	300	200	\$5,500	500
2	11,500	575	345	230	\$6,325	1,045 (after churn)
3	13,225	661	397	264	\$7,272	1,627
4	15,209	761	457	304	\$8,360	2,307
5	17,490	875	525	350	\$9,575	3,034
6	20,114	1,006	603	403	\$10,940	3,835
7	23,132	1,157	694	463	\$12,457	4,714
8	26,602	1,330	798	532	\$14,228	5,678
9	30,592	1,530	918	612	\$16,295	6,759
10	35,181	1,759	1,055	704	\$18,674	7,954
11	40,459	2,023	1,214	809	\$21,405	9,298
12	46,528	2,326	1,396	930	\$24,545	10,823

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EXPLANATION

- Every month, 5% of new downloads convert to paid subscriptions.
- Of these subscribers, 60% choose the Basic Plan, and 40% opt for the Premium Plan.
- The cumulative subscribers reflect a 5% monthly churn rate.

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ANNUAL REVENUE SUMMARY

- Total Revenue (Year 1): \$145,571 (Adding all 12 months of revenue)
- Cumulative Subscribers (End of Year): 10,823

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OPERATING EXPENSES BREAKDOWN

Fixed Costs:

- App hosting & server fees: \$500/month
- Customer support: \$1,000/month
- Marketing tools (CRM, email marketing): \$300/month
- Miscellaneous: \$200/month

Variable Costs (Scaling with Growth):

- Advertising (Paid campaigns): \$0.50 per download
Example: 10,000 downloads = \$5,000
- Payment processing fee: 3% of monthly revenue

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PROFIT AND LOSS FORECAST (MONTHLY)

Month	Revenue	Expenses	Profit/Loss
1	\$5,500	\$6,000	-\$500
2	\$6,325	\$6,450	-\$125
3	\$7,272	\$6,825	\$447
4	\$8,360	\$7,235	\$1,125
5	\$9,575	\$7,715	\$1,860
6	\$10,940	\$8,300	\$2,640
7	\$12,457	\$8,865	\$3,592
8	\$14,228	\$9,500	\$4,728
9	\$16,295	\$10,180	\$6,115
10	\$18,674	\$10,975	\$7,699
11	\$21,405	\$11,800	\$9,605
12	\$24,545	\$12,700	\$11,845

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TOTAL ANNUAL FINANCIALS

- Total Revenue: \$145,571
- Total Expenses: \$98,545
- Net Profit: \$47,026



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KEY INSIGHTS

Break-even point: Month 3, when the app starts becoming profitable.

Profitability: Profit grows as subscriber retention improves and ad spending becomes more efficient.

Growth potential: Doubling the conversion rate or reducing churn by 1-2% can significantly boost profits.



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USE OF FUNDS

The Company requests a total amount of \$200,000.00 in exchange for 8% equity ownership in the Company

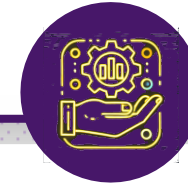


\$200,000 INVESTMENT



65%- 70%
R&D

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



10%-15%
OPERATIONS

Operational expenses such as legal fees (IP protection, contracts), business setup costs, employee salaries, and other administrative tasks.



20%-25%
MARKETING

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

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APPENDICES

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DISCLAIMER

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