

# Original fast-growing International video content provider

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## Samenvatting

**Datum:** 30 August 2021

**URL:** <https://venturecapital.nl/african-video-content-provider/>

## Contact & Site

## Extra beschrijving

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### **Beschrijving onderneming:**

This startup is a leading live streaming and subscriber video on demand provider offering authentic, originally African and international content to subscribers in Africa and the diaspora. The service offers premium content at an affordable price point as part of a bold agenda to democratize content in Africa.

Based in the Netherlands and founded by two young Africans with a deep understanding of the continent, The startup is poised to become a leading content provider in Africa and the diaspora. They already have over 140.000 users in Ghana only. Founding date: 23-11-2020. They also have a partnership with a media house in Ghana and are about to onboard 350.000+ of their customers in first weeks of September.

### **Business Model:**

The startup offers daily, weekly and monthly subscription packages to customers via telecom companies coupled with data at \$0.085, \$0.50 and \$1.50. They mainly operate through telecom companies by signing agreements and allowing local payments to facilitate faster user adoption in the region. They also onboard filmmakers and film distributors on a revenue share model as 70/30 in favour of the startup there by putting money back in their pockets monthly. Their unique content acquisition strategy has brought over 15 content partners and growing.

**Type klant:**

B2B2C, B2B and B2C

**Gewenst type investeerder:**

Angel investor; Venture Capitalist; Incubator/accelerator

**USP's:**

- 1) Access to over 20k films and 10+ live streaming channels.
- 2) Affordable pricing at daily, weekly and monthly.
- 3) Access to subsidized or free data (internet).

**Benodigd Kapitaal:**

€250.000,-

**Investeringsbehoefte:**

Marketing 44%, Operational (Payroll and Services) 56%

**Sector:**

B2C Software; Media, Reclame & Communicatie; Productie

**Bedrijfsfase:**

Early Growth

**Aantal founders:**

2

**Aantal huidige werknemers:**

5-25

**Maandelijks omzet (huidig):**

€10.000,-

**Omzet (Prognose) komende 12 maanden:**

€93.992,-

**Omzet (Prognose) maand 13 - 24:**

€1.959.644,-

**Huidige maandelijkse kosten:**

€2.590,-

**Reeds toegezegde financiering:**

0

**Is er door de ondernemers reeds een investering opgehaald bij derden voor de betreffende onderneming?:**

No

**Wordt er binnen 24 maanden nog een vervolginvestering verwacht?:**

Yes

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