

# International streaming TV channel for wintersports

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## Samenvatting

**Datum:** 8 February 2021

**URL:** <https://venturecapital.nl/streaming-tv-channel-for-wintersports/>

## Contact & Site

## Extra beschrijving

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### **Beschrijving onderneming:**

This startup is an international streaming TV channel concentrating on the world skier/snowboarder market.

If you crave the thrill of winter sport and all the amazing experiences it brings, then this startup will satisfy your thirst and feed your hunger 365 day a year. They bring exclusive series and resort guides direct to you. Whatever you need to know, on the snow, in the resort and even during après ski, they have everything you need to know from training, lessons, lifestyle, travel, food, nightlife, entertainment that is aimed at snow sports lovers around the world.

Available on broadcast TV, smart TV (OTT), on your mobile/tablets and online, this startup provides the millions of skiers and snowboarders around the world with a central online and broadcast hub to access a community of compelling and engaging high quality content.

They are the leader in ski and snowboard coverage and the only platform to offer the whole range of snow and alpine related programming in one place.

The channel is now launched on the UK's largest free to air broadcast platform Freeview (20 million home reach) and is licenced by the UK government for national broadcasting. Also the channel is being launched on Vizio in the United States into a further 20 million homes and is already on

ROKU/Amazon Firestick and a number of other major networks.

**Business Model:**

Advertising revenue and subscription.

**Type klant:**

B2C

**Gewenst type investeerder:**

Angel investor

**USP's:**

The startup is the **only** dedicated world ski and snowboard channel in the world.

**Benodigd Kapitaal:**

€215.000

**Investeringsbehoefte:**

Marketing €75.000 - Salaries €60.000 - Equipment €30.000 - Operating costs €50.000

**Sector:**

Media, Reclame & Communicatie

**Bedrijfsfase:**

Seed

**Aantal founders:**

2

**Aantal huidige werknemers:**

1-5

**Maandelijks omzet (huidig):**

0

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

€400.000

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

€1.000.000

**Huidige maandelijkse kosten:**

€2.000

**Reeds toegezegde financiering:**

€100.000

**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

**Overige relevante informatie:**

Smaller share packages are available at €2500 for 100 shares and up

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