

PROBLEM/OPPORTUNITY



Authentic black representation has been lacking in the comic industry for years. Content creators with bold unapologetic stories always received rejections whenever they wanted to tell stories about African cultures, fantasies, and sci-fi.

Because of the long absence of this core content for black and brown consumers, demand it at an all time high and BSP Comics has taken up the space to deliver this high quality content directly to consumers.



VALUE PROPOSITION



SOLUTION

Scale a distribution platform (BSP Comics) that is highly niche to reach a specific audience and dominate the market share.

HOW

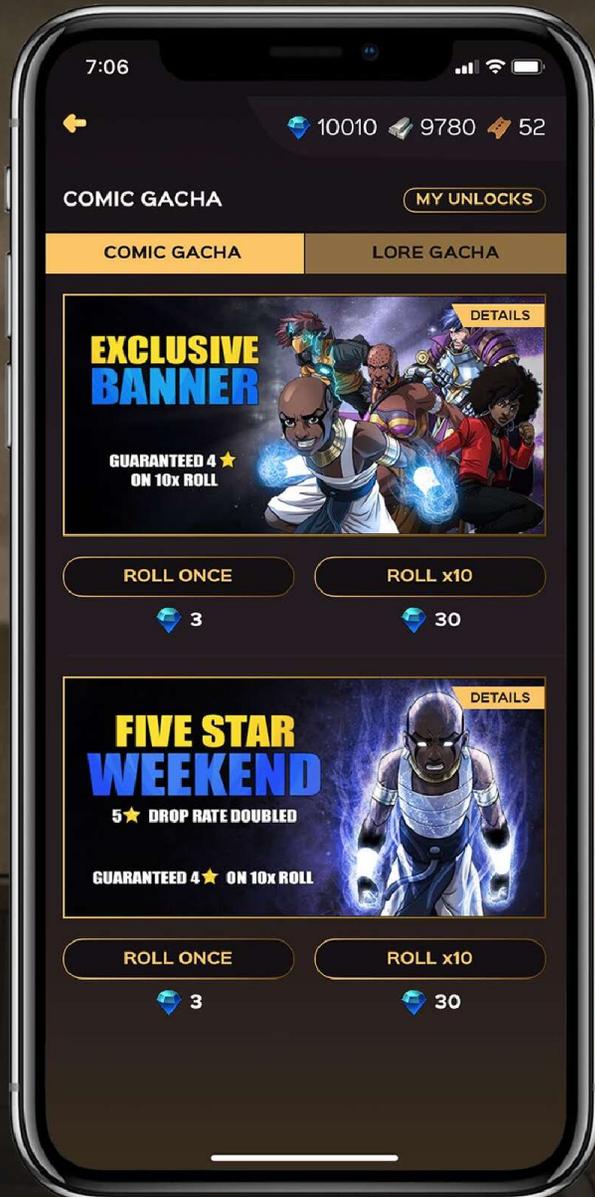
Gather talented creators and titles that are popular in the community while also employing influencers on social media.

EXPERTISE

Black Sands is the most popular comic series in the black community and it thrives the scaling of the app. The app is also being developed and maintained by Majestyk, a top tier development studio.



KEY HIRES



EDITOR IN CHIEF

This is the standard bearer of the brand who will make sure our brand integrity is held through hundreds of titles.

PUBLIC RELATIONS

We need to be covered by the press at all times and that means full time resources dedicated to that effort.

INFLUENCER MANAGER

Influencer marketing is the most efficient way to drive downloads. We need someone who will work on this full time in order to increase efficiency in our ad spend.



UNDERLYING TRACTION



WHY BSP COMICS?

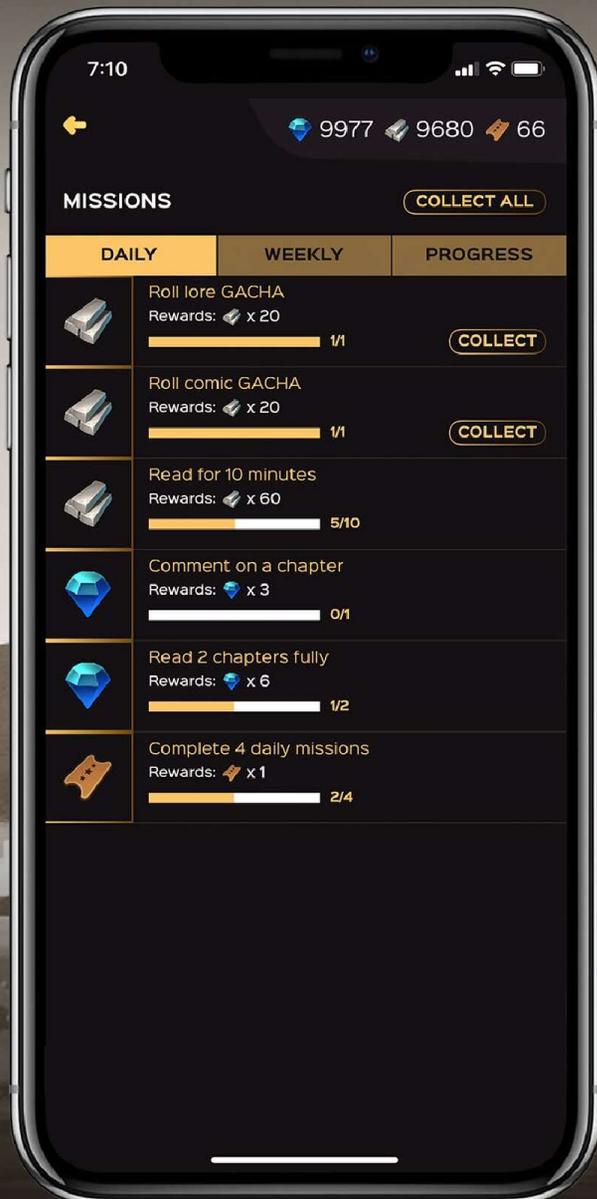
Our accomplishments include the following:

- ❖ 40,000 users in the first month.
- ❖ Top 100 book apps consistently, outranking Marvel and DC.
- ❖ 30+ series with over 400 chapters.
- ❖ Strategic partners in the cultural space.
- ❖ Owns the digital comic rights of all BSE titles.

ZERO debt.



BUSINESS MODEL



ADVERTISING

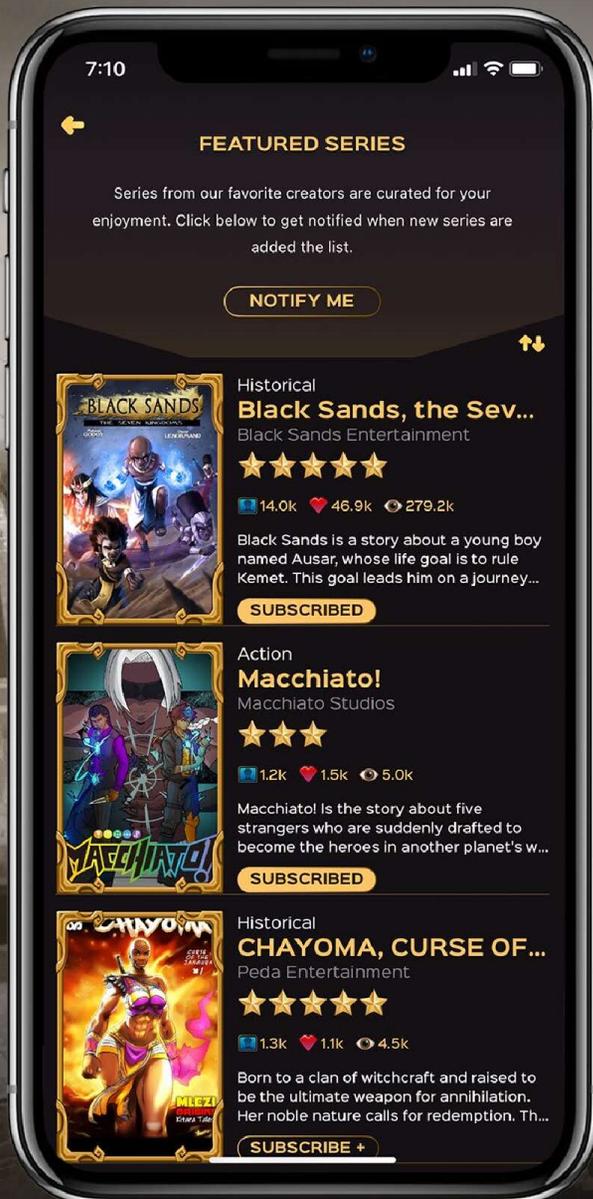
Our public facing build of BSP Comics will primarily make revenue from advertisements. Our app is free to play. As such, scaling is a top priority.

LICENSING

Our education facing build will run off licensing to schools and libraries across the nation for a low fee per semester, per student. This has huge potential.



GO-TO-MARKET STRATEGY



MIGRATION

Convert collective social media followings to the BSP Comics app.

CONVERSION

Cultivate a buying mentality in supporters from a cultural perspective.

RIVAL

Compete with Webtoons and Tapas on the big stage for dominance in mobile.





COMPETITIVE ANALYSIS DISTRIBUTION

COMIXOLOGY™

✓ Strengths

- ❖ Focus exclusively on industry titles.

✗ Weakness

- ❖ Unpopular with Indie creators

LEZHIN COMICS

✓ Strengths

- ❖ Premium Comics of high quality standards.

✗ Weakness

- ❖ Subscription model and out of touch content for market.

WEBTOON

✓ Strengths

- ❖ Massive catalog of content.

✗ Weakness

- ❖ No curation.
- ❖ Algorithm bias hurts minority creators.

✓ Strengths

- ❖ Strong niche market.
- ❖ Doesn't rely on comic book fans for profits

✗ Weakness

- ❖ Pioneering enterprise

THE FOUNDERS



MANUEL GODOY

FOUNDER | CONTENT DEVELOPER | INFLUENCER

Award-winning author of multiple series. Social media influencer with millions of impressions a month.



GEISZEL GODOY

CO-FOUNDER | CHILDREN'S LIT AUTHOR | EDUCATOR

Writer of the children's books in the company and manager of logistics. Plays a vital role in outreach and government contracts.

APPLICATION BEST CASE PROJECTIONS & KEY METRICS



This is where our application audience and content will be in the year 2023 assuming the best possible outcome.



5000
EPISODES OF
CONTENT



4M
USERS



3%
SUBSCRIBERS



5%
CONVERSION RATE

Assuming 3% of all users are subscribers and 5% spend money in our app.

REVENUE = 1.2 Million Monthly + 5 Million in transactions yearly.

