Goose

Business Proposal

Grow your audience easily, quickly & globally

About Goose

International
Founded in Singapore, commercial offices around the world

Technology Oriented
80% are R&D employees

3.5 million
Paid subscribers, still growing

30+ OTT operators

Goose provides one-stop SaaS platform for OTT Business

Focus and professional

Focus on video SaaS service, cloud computing and video transmission technology

Achieve win-win cooperation

Customer oriented, Quick Response, Cost-effective

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Goose Platform

An End-to-End SaaS OTT platform, providing **Live TV & VOD** experience across multi devices

For operator: portal to configure the content

For end user: apps to enjoy the videos

Start setting your VNO information:

It's time to set- up your project and bring it to life.

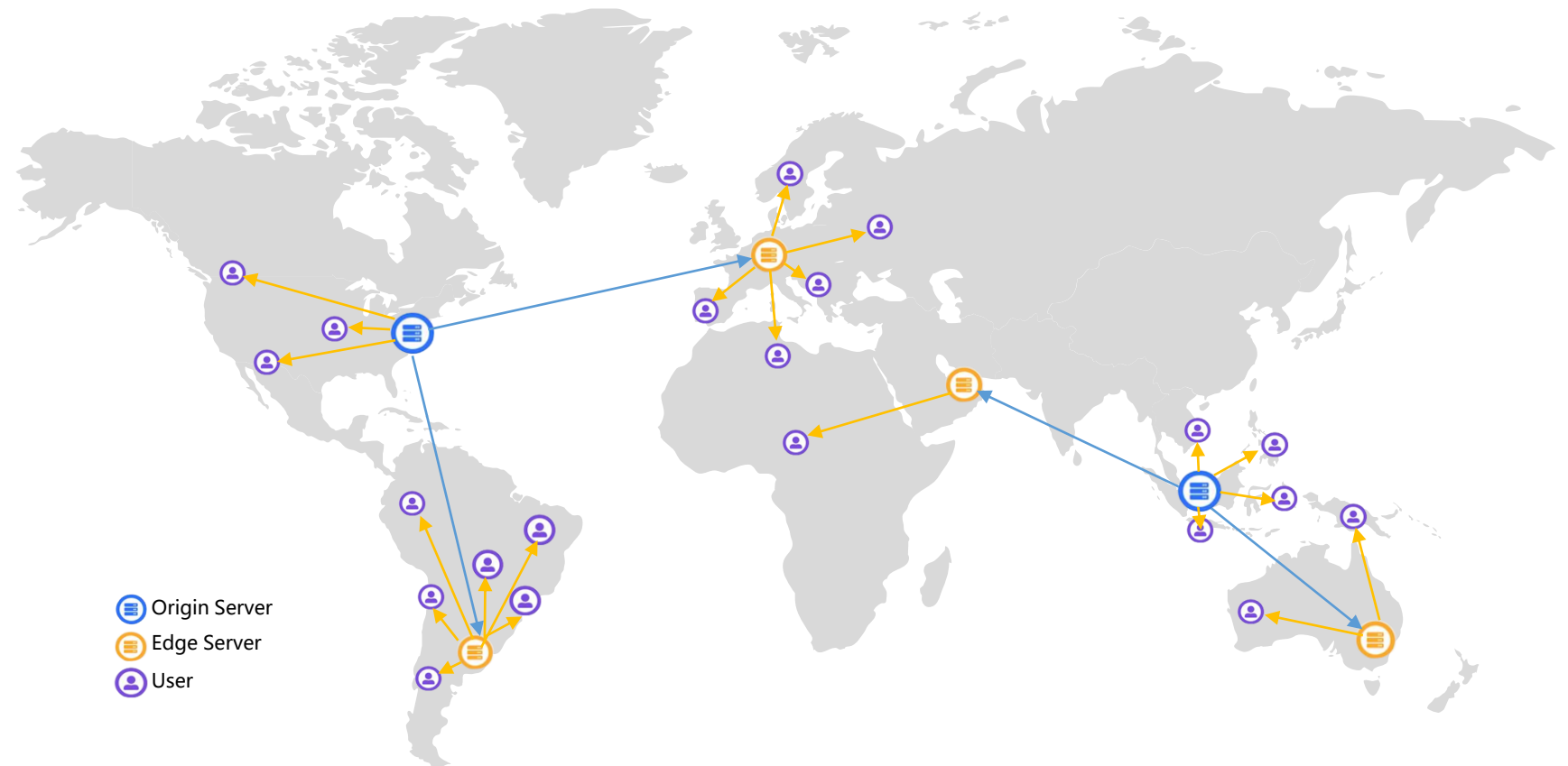Create your brand   Set brand operator   Setup channels   Launch

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CLOUD-BASED TO SUPPORT GLOBAL COVERAGE

1. Goose is based on AWS, HUAWEI, and other global IaaS public cloud deployment

2. Global coverage has been completed to ensure seamless coverage for your business

Origin Server
Edge Server
User

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Challenges to Main Players

	COMPETITIVE DISADVANTANGES		BUSINESS IMPACT	CHALLENGES TO JOIN THE OTT MARKET

Telco ISP

Closed IPTV system and set IT menu

No anytime, anywhere, any-device experience

Losing audience

Long project schedule

Satellite / Terretrial/ Cable Operator

Lack of broadband network to start own IPTV service

Content Provider

No end user feedback

Shrinking revenues

High investment

Lack of operation capability to run an OTT service

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Business Model

Traditional IPTV/OTT mode

$ 1 million investment
- Setup up fee
- Annual maintenance & support fee
- User license

1 year project deployment
- Tender & Negotiation
- Deployment
- Acceptance Test

Converting existing user slowly
- User number is limited by your network

Goose SaaS mode

$ 7K investment
- Nearly zero setup fee

1 month commercial launch
- Prepare your content, Goose takes care of the rest

Grow your audience quickly
- Flexible user acquisition methods

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Business Model

PAY AS YOU USE

the most cost-efficient pricing plans for different business needs

FREE TRIAL	START US$ 7,200	GROWTH US$ 54,000	PREMIUM US$ 210,000	ULTIMATE US$ 360,000
	FULL COST REIMBURSED FOR LICENSE PURCHASING*	FULL COST REIMBURSED FOR LICENSE PURCHASING*	FULL COST REIMBURSED FOR LICENSE PURCHASING*	FULL COST REIMBURSED FOR LICENSE PURCHASING*
10 users	Unlimited users	Unlimited users	Unlimited users	Unlimited users
All features included	All features included	All features included	All features included	All features included
6 channels	150 channels	150 channels	200 channels	300 channels
	*License costs $3 per month / user $24 per year / user	*License costs $2.25 per month / user $18 per year / user	*License costs $1.75 per month / user $14 per year / user	*License costs $1.5 per month / user $12 per year / user
START	ORDER	ORDER	ORDER	ORDER

Step 1. Recharge a pricing plan

Step 2. Consumed as the cost of user license monthly or yearly

Step 3. Renew any pricing plan

Price list is only an example

STRENGTHS

No setup fee and upgrade fee

No extra fee
No hidden cost like storage, traffic, API request,...

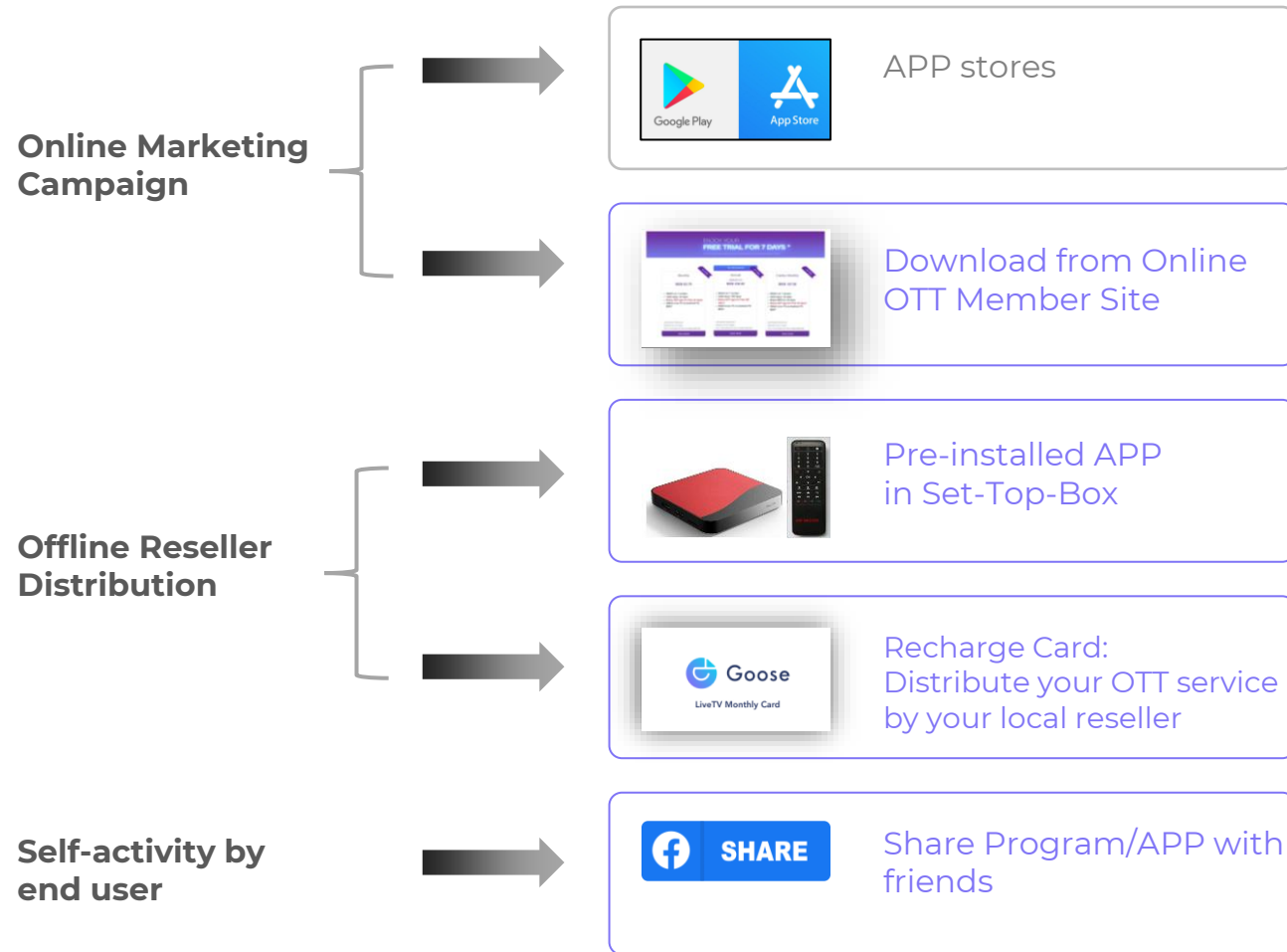**Higher pricing plan, Lower unit license price**
Always-On the lowest unit price paid before, even if you renew a lower-level plan
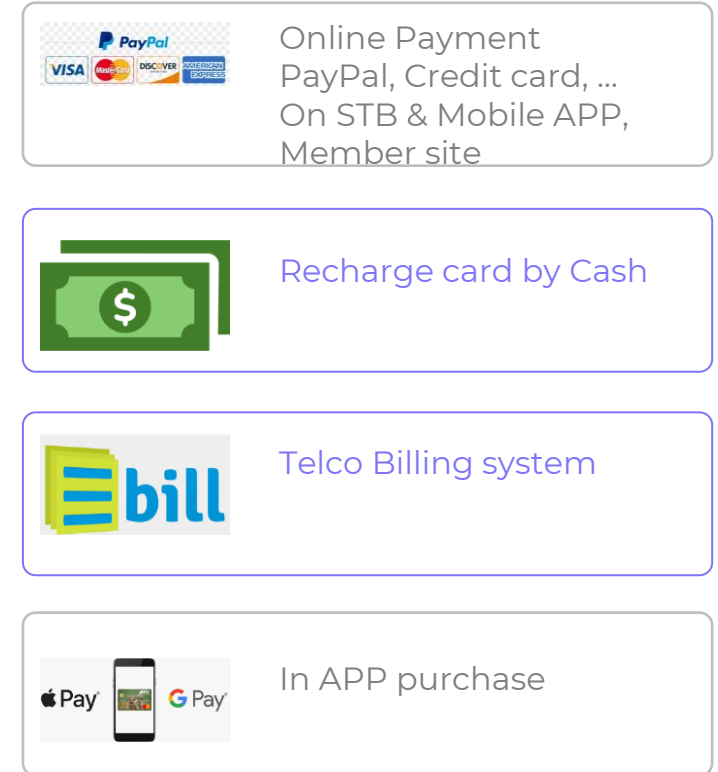
Notes:
1. The pricing plan is based on SVOD business model.
2. Any pricing plan is pre-pay. Goose only charge from end user license. For example, when purchase the Start Plan $7200, when customer develop 1000 paid users, and it's $3 per month/user, $3000 in total will be consumed from $7200. The balance will be $4200.

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Flexible Subscriber Acquisition Methods
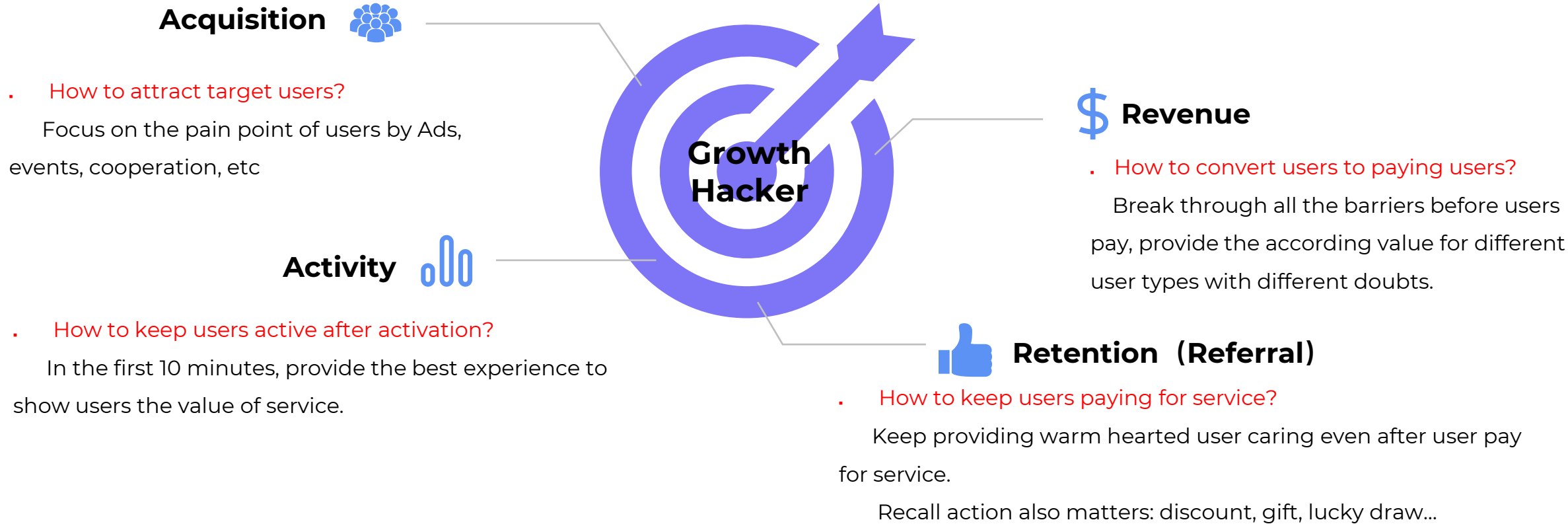
How Subscribers get your APP

Online Marketing Campaign

- APP stores
- Download from Online OTT Member Site

Offline Reseller Distribution

- Pre-installed APP in Set-Top-Box
- Recharge Card: Distribute your OTT service by your local reseller

Self-activity by end user

- Share Program/APP with friends

Flexible payment options

- Online Payment PayPal, Credit card, ... On STB & Mobile APP, Member site
- Recharge card by Cash
- Telco Billing system
- In APP purchase

*Goose unique features

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Operation

All is about **User Growth**

Acquisition

. How to attract target users?

Focus on the pain point of users by Ads, events, cooperation, etc

Activity

. How to keep users active after activation?

In the first 10 minutes, provide the best experience to show users the value of service.

Growth Hacker

$ Revenue

. How to convert users to paying users?

Break through all the barriers before users pay, provide the according value for different user types with different doubts.

Retention (Referral)

. How to keep users paying for service?

Keep providing warm hearted user caring even after user pay for service.

Recall action also matters: discount, gift, lucky draw...

1. Purpose: User growth

2. Rule: AARRR Model

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How Goose Help You Grow Audience & Revenue

7 days free trial for new subscriber, cost on Goose

Subscribers turn to paid users

10 minutes a day for free for expired subscriber before renew, cost on Goose

End users activate the app mobile phone

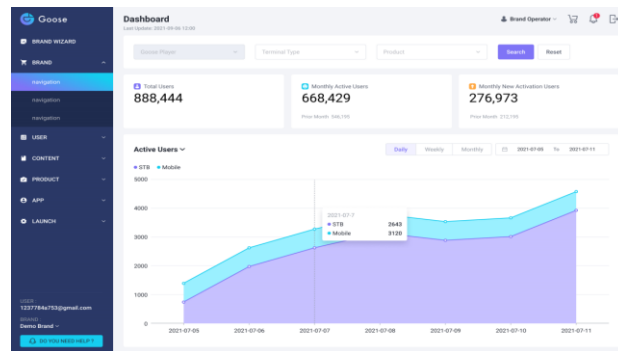Turn expired subscribers to renewal by promotion tool

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24
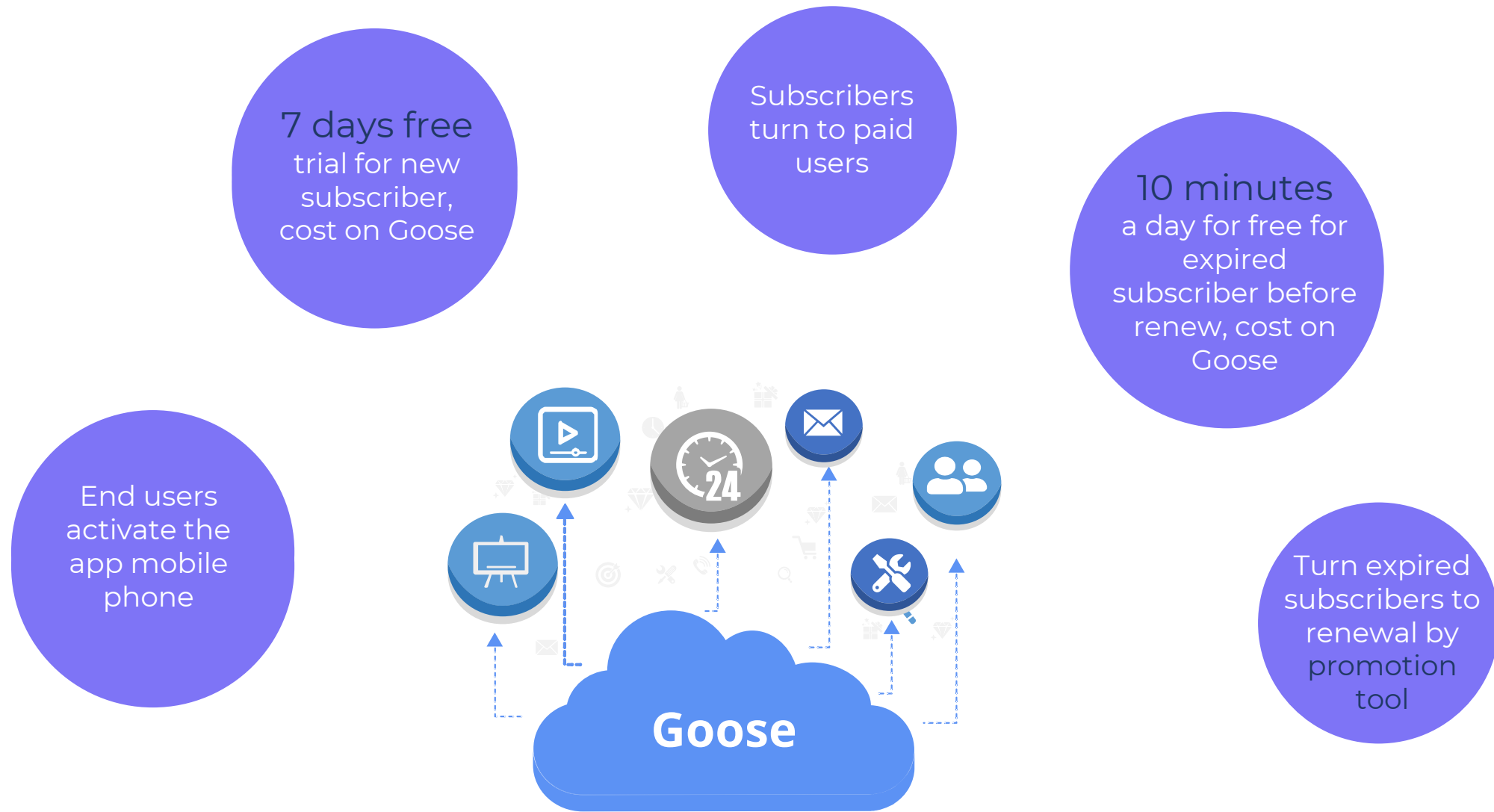
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Operation Tools
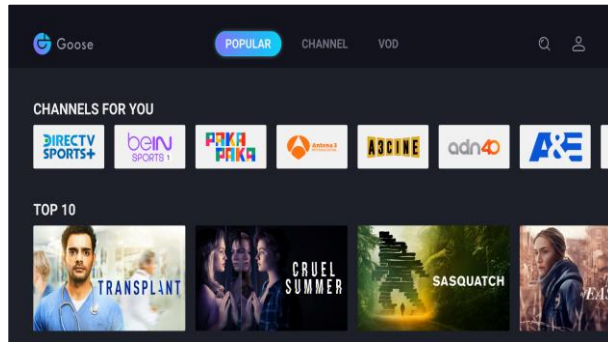
Recommendation

- Automatic: Based on the viewing data collected by the platform, Goose platform update the top channel list everyday.

- Manual: ISP can also define a recommendation list manually.

Operation Data Dashboard

- User acquisition data and revenue data

- User distribution about activation and activity daily, weekly, and monthly, etc.

- Product distribution e.g., revenue of each product, renew rate of each product, how many time a coupon code used, etc.

- Content usage data, e.g., which channel or which movie is most popular in a specific time window.
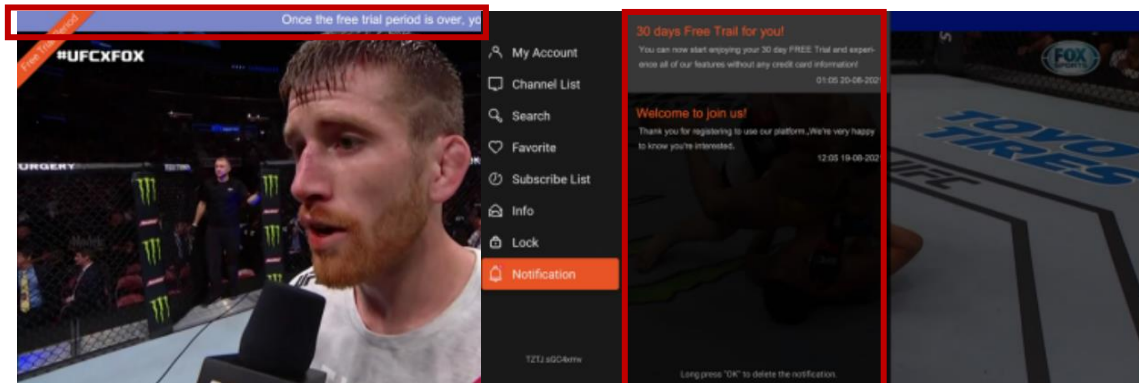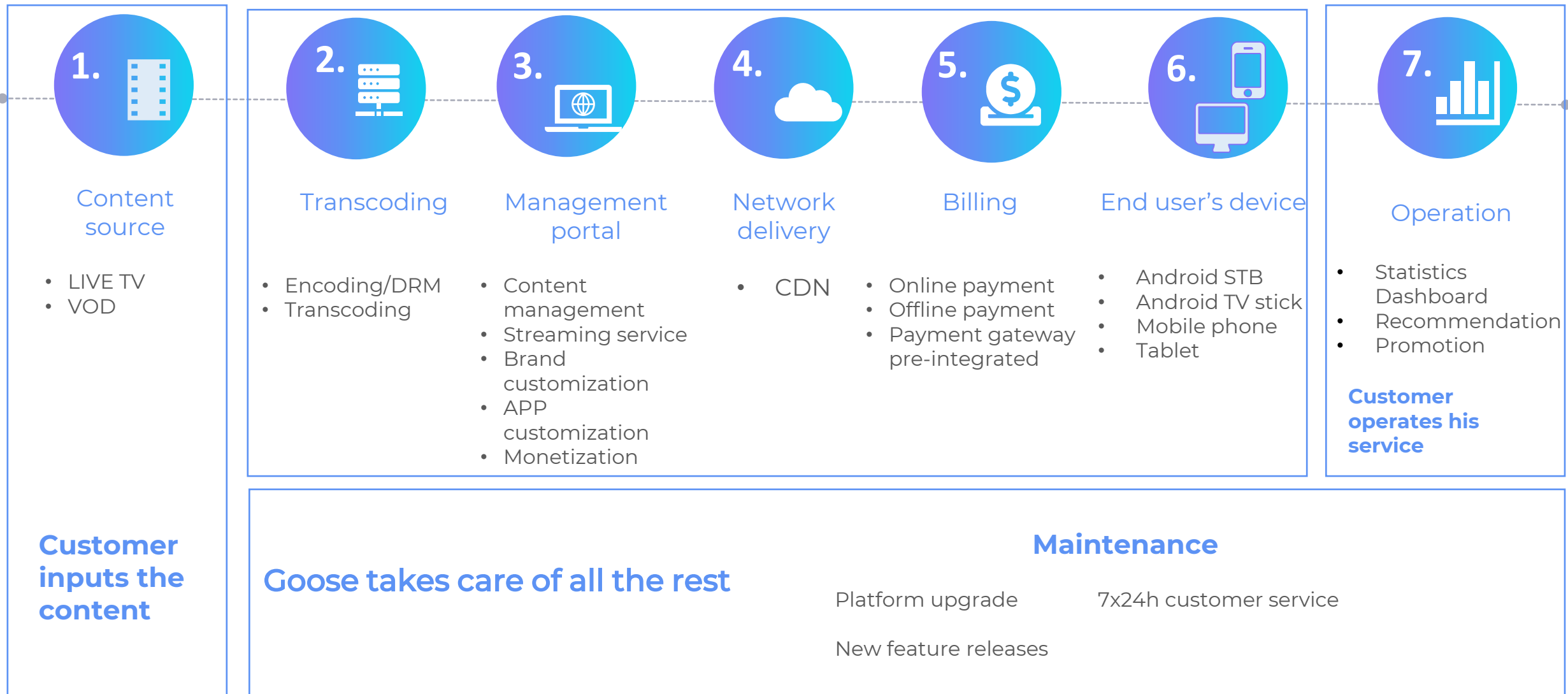

Event Campaign Tools

Based on user group:

- In app notification

- Scrolling message

- Coupons

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One-Stop SaaS Platform

Quick launch. No setup fee. No technical knowledge required.

1. Content source

- LIVE TV
- VOD

Customer inputs the content

2. Transcoding

- Encoding/DRM
- Transcoding

3. Management portal

- Content management
- Streaming service
- Brand customization
- APP customization
- Monetization

4. Network delivery

- CDN

5. Billing

- Online payment
- Offline payment
- Payment gateway pre-integrated

6. End user's device

- Android STB
- Android TV stick
- Mobile phone
- Tablet

7. Operation

- Statistics Dashboard
- Recommendation
- Promotion

Customer operates his service

Goose takes care of all the rest

Maintenance

Platform upgrade   7x24h customer service

New feature releases

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Product Features

Video service features

- SD/HD/4K Live TV & VOD
- Catch-up
- Search/History/Favorites
- Picture in Picture
- Mosaic Channels
- DLNA screencast
- Parental Control

Simplified Monetization

- SVOD & TVOD & AVOD
- Pay per view
- Free trial
- Payment API
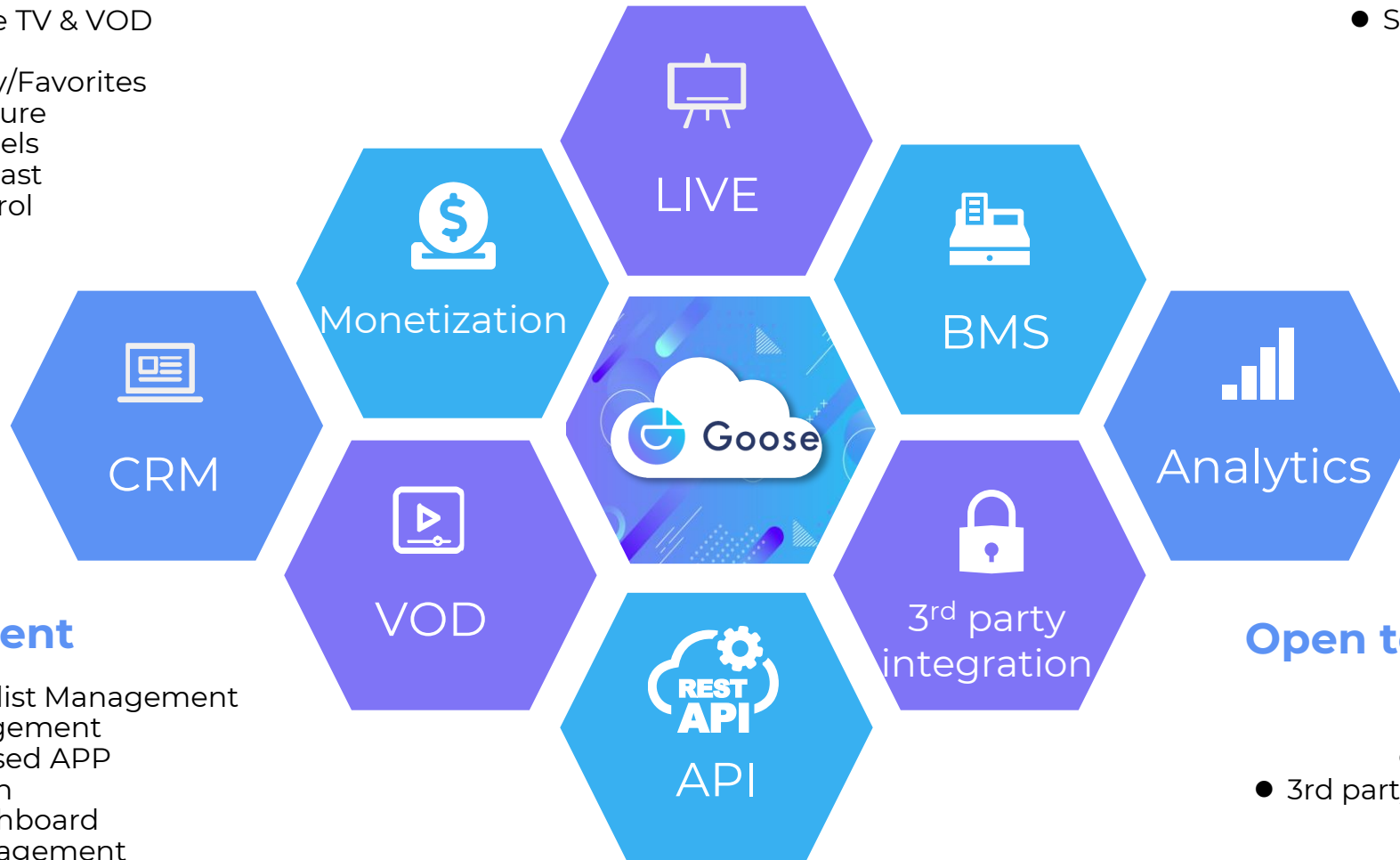
Management

- Content/Playlist Management
- Brand management
- Template-based APP customization
- Big Data Dashboard
- Reseller management

Open to Integration

- Multi-DRM
- Multi-Payment
- Telco CRM/Billing
- 3rd party service: IAAS, CDN
- Other open API

LIVE

Monetization

BMS

CRM

Goose

Analytics

VOD

REST API

API

3rd party integration

Value-added service: Advertisement

1. Create Advertiser

2. Upload Ad Source
(Video & Picture)

3. Choose Ad slot;
Define display rules

4. Review report in
Dashboard

Ad display
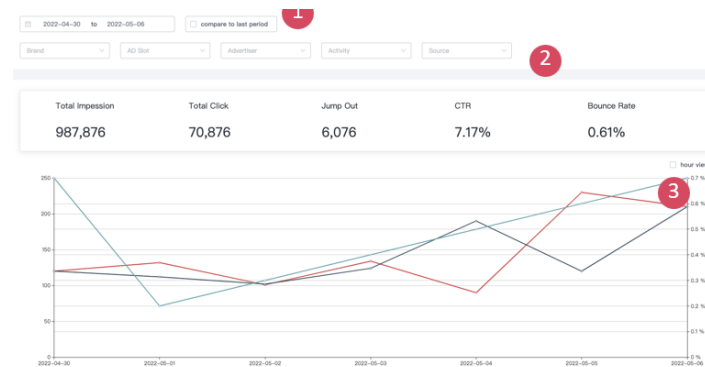Available for both Set-top-box and Mobile device
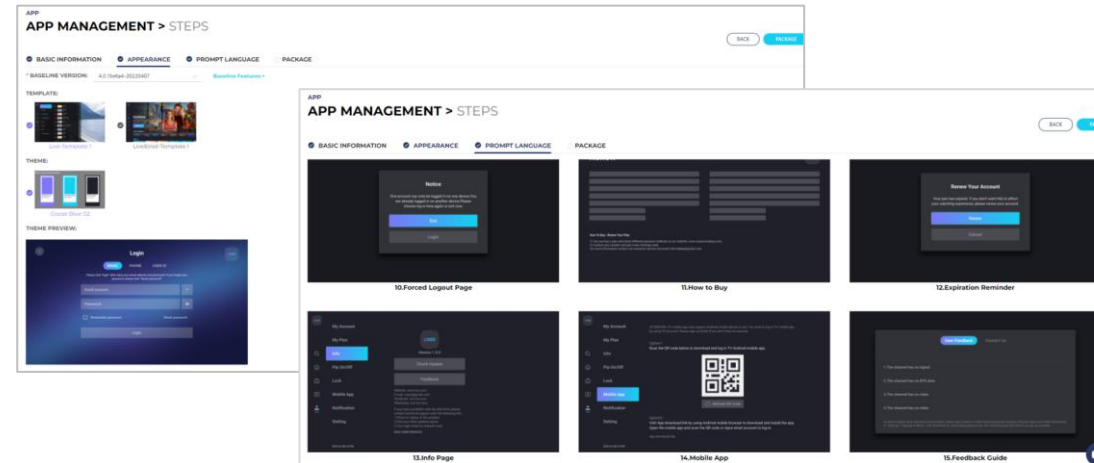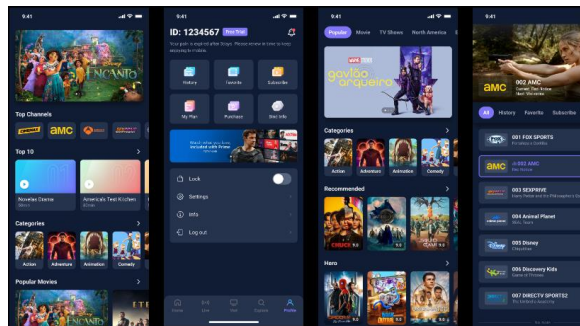

Startup & Player

Pause
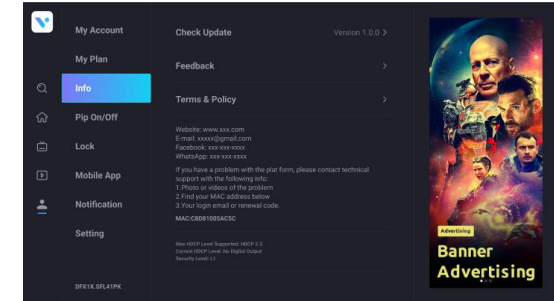
Banner

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UI Configuration to Meet Customer's Requirement

Configure and upgrade
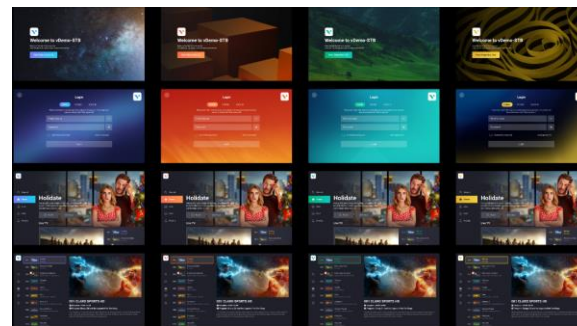APP UI in Goose app
management portal

- All configurable UI elements has Resource ID

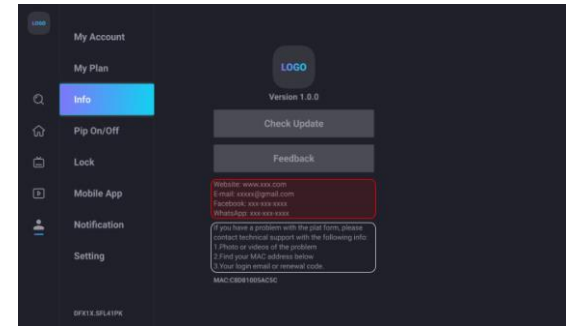- Support Change-on-the-go for some of the UI elements, no app upgrade required

Multiple Template

Select and configure your app from our template library, both landscape and portrait version included.
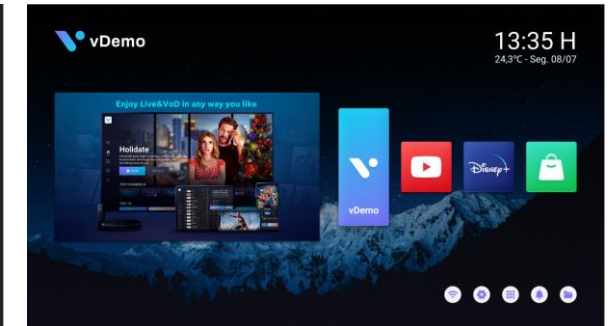
Multiple Color Style

Each template is supplied with multiple color style options

Multiple Launcher UI

Set-Top-Box launcher UI can be provided, with application store to manage app installation and upgrade.

Highly Configurable

Configuration into text-level: FAQ, message, notice, etc.

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Multi devices and platforms supported

Multi devices, multi platforms
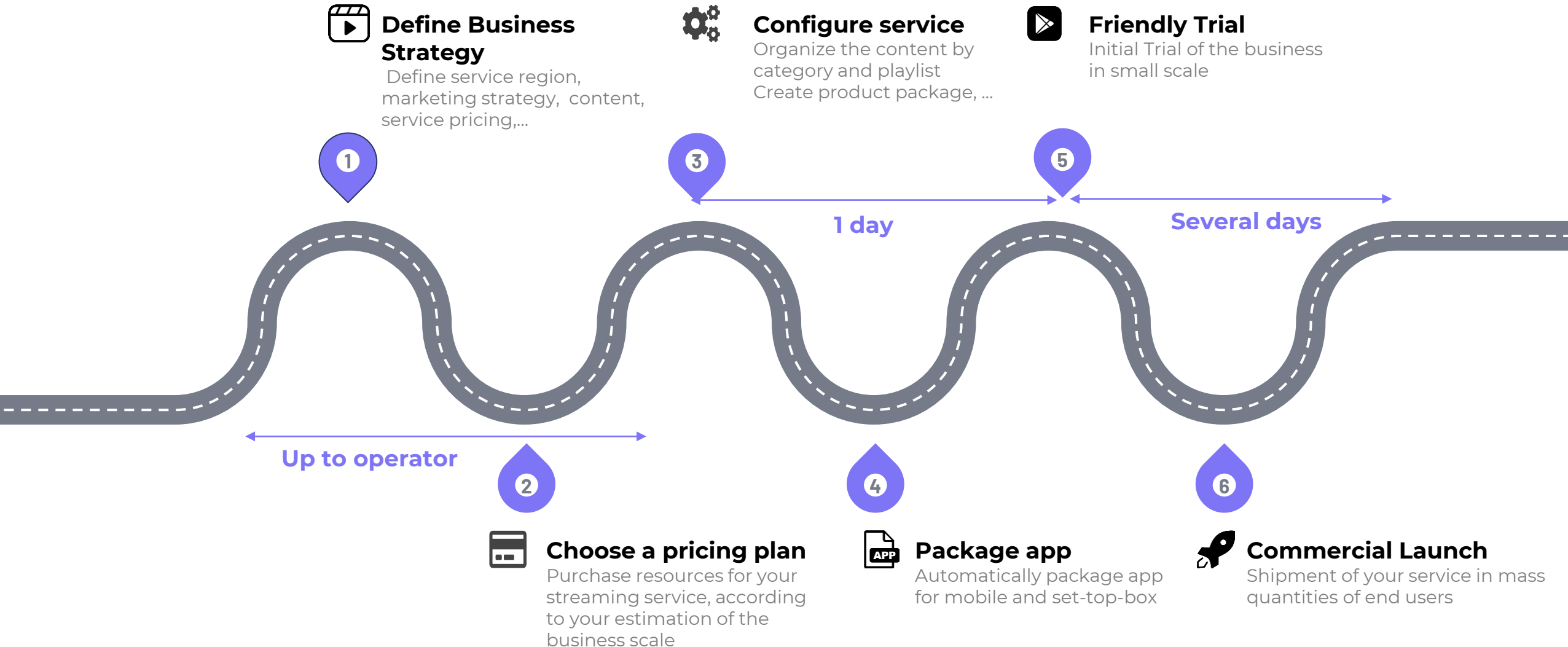Supports Android and IOS mobile phone, Android STB, Smart TV(WebOS, Tizen, Roku*), Harmony OS,..

- App Store, Goose Play Store, Website
- Screencast
- Multi-session control
- Multi-DRM depend on native CDM
- Controllable APP upgrade
- Second screen*
- Voice control*

Supported platforms

QUICK TIME-TO-MARKET

Define Business Strategy
Define service region, marketing strategy, content, service pricing,...

Configure service
Organize the content by category and playlist
Create product package, ...

Friendly Trial
Initial Trial of the business in small scale

1

3

5

1 day

Several days

Up to operator

2

4

6

Choose a pricing plan
Purchase resources for your streaming service, according to your estimation of the business scale

Package app
Automatically package app for mobile and set-top-box

Commercial Launch
Shipment of your service in mass quantities of end users

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Highlights for Goose OTT proposal

1. Live TV and VOD in one platform
2. End users enjoy the streaming service across multi devices
3. Develop your reseller/Offline reseller cash channel
4. Quick time to market (30 days)
5. No setup fee and upgrade fee
6. Zero Technical Maintenance
7. Flexible user acquisition options
8. Vcoin exchange
9. Pre-paid and post-paid payment supported
10. Abstract special content and recommend(e.g.Sports, Live to VOD)

Goose

Thank you!

Visit   loosegoose.tech

Goose