# ManaQi

Holdings Corp.

## Investor Summary

# Table of Contents


I. About ManaQi ..... 2
II. The Problem(s) ..... 2
III. The Antidote ..... 3
IV. Enabling the Creator Economy ..... 3
V. Market Potential and Competitors ..... 5
VI. Go-to-Market ..... 6
VII. Forecast ..... 7
VIII. Ask ..... 7
IX. Leadership Team ..... 8

## About ManaQi

ManaQi (MQi) is a Web3-enabled streaming network that leverages cutting-edge technology components, by incorporating decentralized governance, end-user incentive models, transparent value to IP holders, and scalable solutions, MQi aims to revolutionize the media and entertainment industry, providing an unparalleled experience for fans and creators.

The media and entertainment industry is ripe for disruption with the rise of Web3 technology. MQi aims to be at the forefront of this transformation, offering a unique value proposition to content creators and consumers alike.

We see content creators as pioneers - leaders of microeconomies and MQi as the platform that most adequately supports these decentralized sovereign communities in creating their mechanisms of economy.

**Unique Value Proposition**

ManaQi removes the barriers to content production, distribution, and monetization for creators globally.

## The Problem(s)

It is critical to support creators' right to make a living online, speak freely, maintain autonomy in business, and serve the interests of their communities in ways consistent with their brand. Yet, current media platforms are inherently averse to this cause. ManaQi advocates for a more equitable distribution of control between platforms and creators.

**Personal Data Collection, Sales, and Breaches**

- The most valuable commodity in the world is information. The value of data is generated by whoever controls it.
- The inception of the internet (Web 1.0) democratized access to a vast world of digital information and Web2 provided opportunities for creators to attain considerable online influence.
- The winners of Web2 enjoy a high degree of trust from their users, yet these platforms transfer, process, upregulate, modify, and sell the data of millions of users.
- In 2020, around 25% of leaked personal data originated from breaches of "big tech" platforms like Twitter and Facebook. By 2022, 41% of all leaked personal data came from social media leaks and data theft.

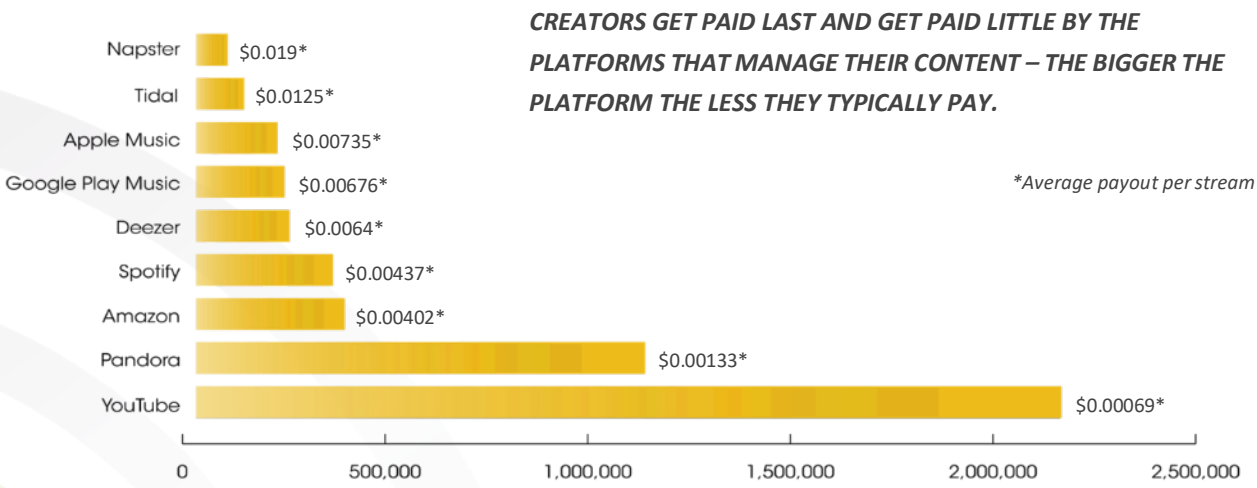
**No Brand Control**

- The algorithms used by current platforms are deliberately developed to keep users and creators engaged for as long as possible. This often results in prioritizing sensationalized and curated content over substantive in-demand relevant content.
- Creator copycats, scammers, hackers, and bots have detrimental effects on brands and their audiences.

**Lost Event Revenue**

- Despite 27% of the creator's potential income coming from touring live events venues are restricted by location and size.
- Ticket resale market is dominated by intermediaries, brokers, and scalpers but artists, teams, and venues don't share in the secondary revenue.
- You can only monetize an event once.

**Low and Slow Online Monetization**




- Currently available platforms take a significant portion of any revenue generated, and ambiguous guidelines are enforced via demonetization, censorship, and de-platforming.
- Payments are low and slow. Creators are paid fractions of a penny and can take up to 18 months to receive royalty payments. The bigger the platform, the less they typically pay.

## The Antidote

The emergence of an open internet value is the technological contest of our times. Web 3.0 and NFTs are the future for corporations, independent entertainers, content creators, and consumers.

We are committed to the digital transformation represented by Web 3.0, which embodies key principles of data sovereignty and the protection of our fundamental and inalienable rights. Data belongs to its creator, and they should maintain the rights to its value.

MQi levels the playing field through custom Web 3.0 networks and channels for independent content by aggregating tools for event planning (live and virtual ticketing), creating (design, live studio), developing (applications), live interacting, direct monetizing (play to earn, Metaverse), streaming (video, audio, music), social media (user interaction), e-commerce (including an NFT marketplace), tokens, and production support in one location.

MQi puts brand control back in the hands of the original creators and empowers them to develop sustainable global brands.

## Enabling the Creator Economy

**Secure Personal Data and Sales**

- Web3, blockchain
- NFTs
- Tokenomics
- Operate on two blockchains, Polygon and Avalanche.
- Automated tax compliance to the county level built in.

**Increase Monetization Capabilities**

- Streaming networks and channels for live and pre-recorded audio and video.
- Virtual and live QR ticket sales.
- Live (one-screen) shopping without leaving the streams or virtual events.
- E-commerce marketplace for products, drops, and merchandise.
- NFTs marketplace within the creators' network.
- Polls, tips, subscriptions, PPV.

Blockchain answers the fundamental question, "What is value?"

Tokenization is rapidly developing traction in the music, gaming, film, art, entertainment, and financial industries when backed by real-world securities or assets. As more Web3 technology-backed projects come to fruition, the CAG across multiple entertainment industries ranges from high single digits to a 27+% increase over the next six years. Technology providers will benefit from strong early relationships with solid organizations that allow them to scale and have demonstrated multi-discipline expertise to expand their global reach and fanbase.

The MQi Token is the basis for transactions on the platform and is established on DEX Launchpads and associated with a Smart Contract.

The general purpose:

1. **Incentivization**

   MQi Token is the medium of rewarding fans/viewers to incentivize their activity on the platform by watching live streams and ads, buying merchandise, taking polls, and sharing content.

2. **Ecosystem**

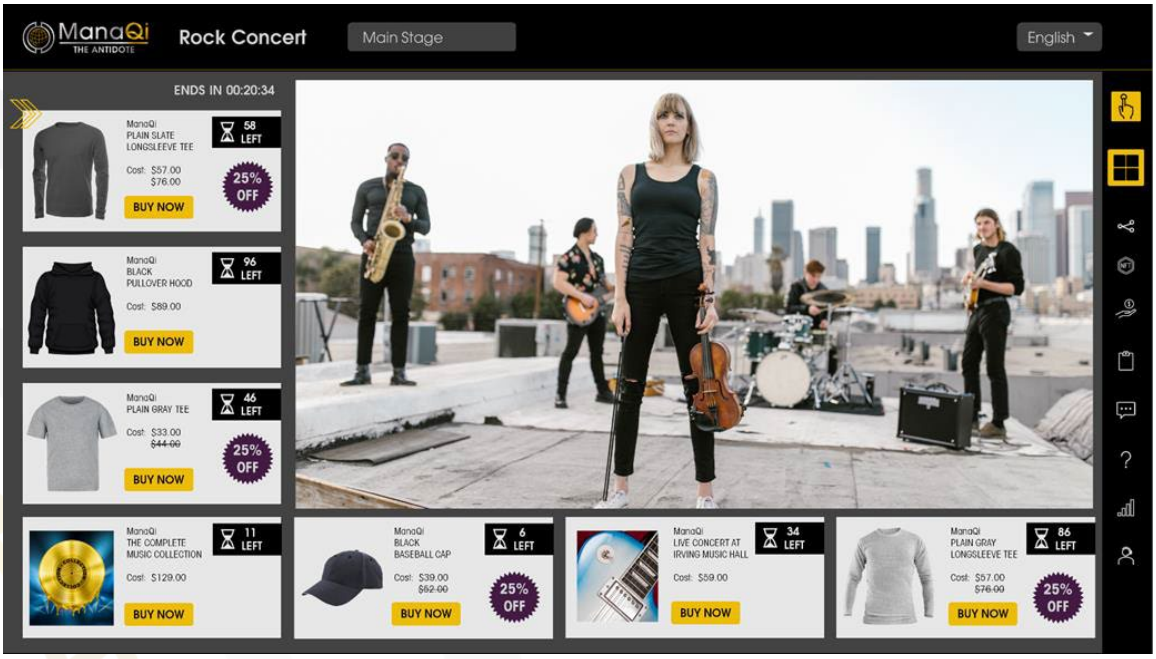
   It's an alternate medium used for ticketing, subscriptions, NFTs (primary), merch, tips, donations, and sponsorships. Tokens are introduced to the ecosystem to increase engagement for users and creators. MQi tokens can be for auctions and direct sales. Creators can activate token-only features like NFTs and incentivize token usage to preserve the ecosystem's value.

**Brand Control**

- Decentralized governance and key decision-making.
- Transparent, immediate value to IP holders/influencers.
- Channel/network content management.
- Interactive virtual studios.
- Bespoke web and mobile apps.
- Transparent analytics.
- Sponsor microsite and payment gateway integration.
- Monetize after the completion of the event through VOD pricing.
- Social media campaigns.

**Make Every Event Global**

- Onscreen shopping.
- Fans can stream on any device.
- Production support.
- Multiple camera stage angles and breakout rooms.
- Affiliates, sponsors, and advertisers can sell products in real-time.
- Virtual meet and greet.




## Market Potential and Competitors

Music Industry Market size $11B CAGR 6.83% or $15.3B by 2027 (Independent account for 40% of digital downloads).

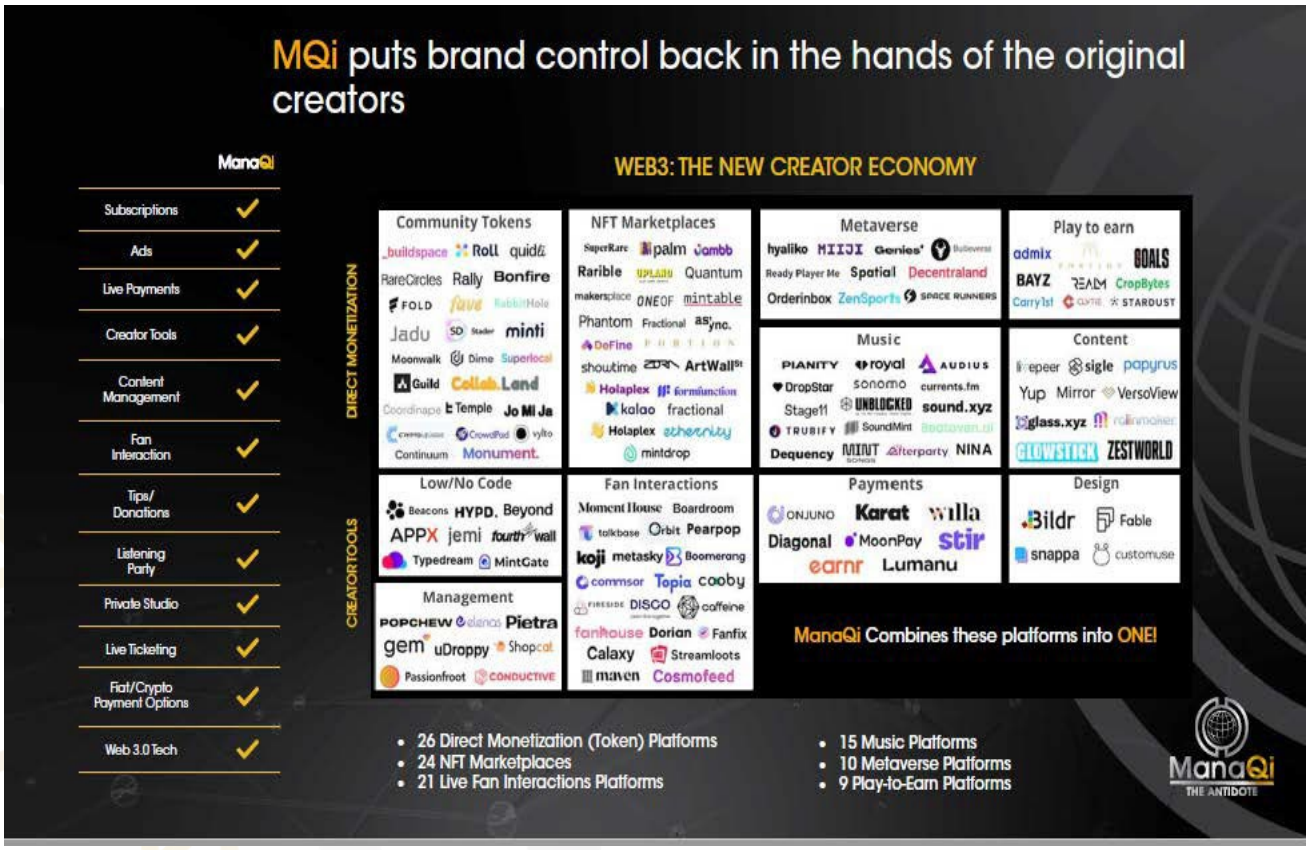
Events and Ticketing Global Market Size $72B Secondary Ticket Sales Market $5.2B CAGR 7.52% or $94B by 2027.

NFT Global Market Size $3B in 2022 expected to grow to $13.6B by 2027 at a CAGR of 35%.

Tokenization Market Size $2.3B expected to grow to reach $5.6B by 2026 at a CAGR of 19%.

**Competitive Landscape:**

- 26 Direct Monetization (Token) Platforms
- 24 NFT Marketplaces
- 10 Metaverse Platforms
- 9 Play to Earn Platforms
- 15 Music Platforms
- 21 Live Fan Interactions Platforms

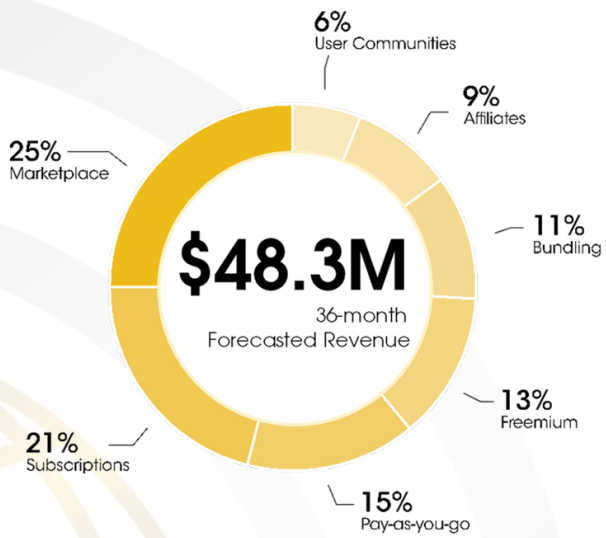



## Go-to-Market

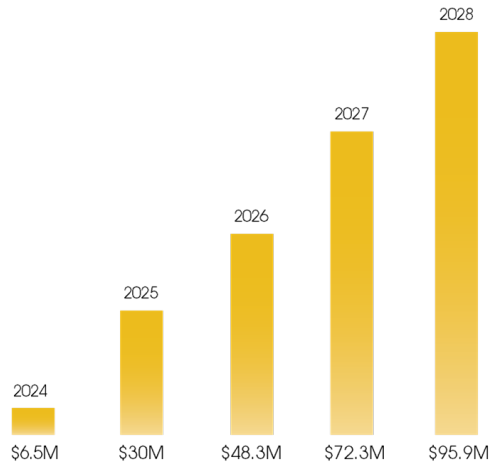
Our go-to-market strategy is based on numerous business factors driving the immediate need for MQi. We've identified dozens of potential creators with a strong affinity for free speech, control of content, and engagement with their online communities and followers.

## Forecast

**Business Model**




**Projected Revenue**

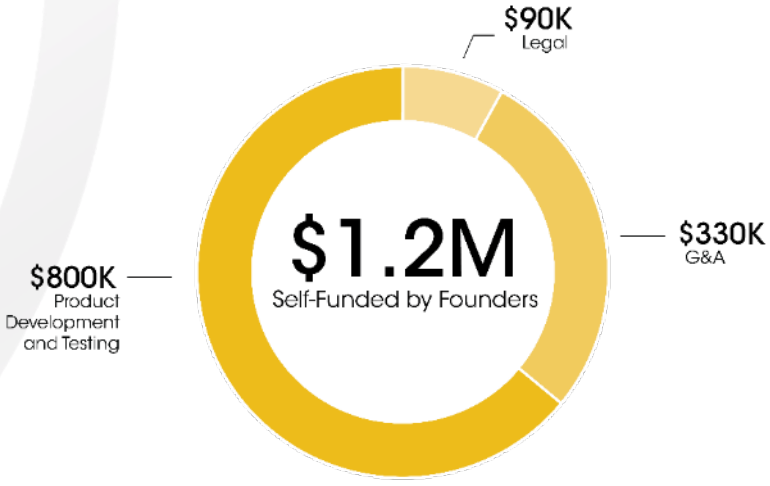



*Web3 technology components are incorporated into the solution architecture to create a crypto-powered business model with wallets, tokens, NFTs, smart contracts, and performance royalties.*

## Ask

### BOOTSTRAP

MQi has been bootstrapped by its founders.




### SEED FUNDING

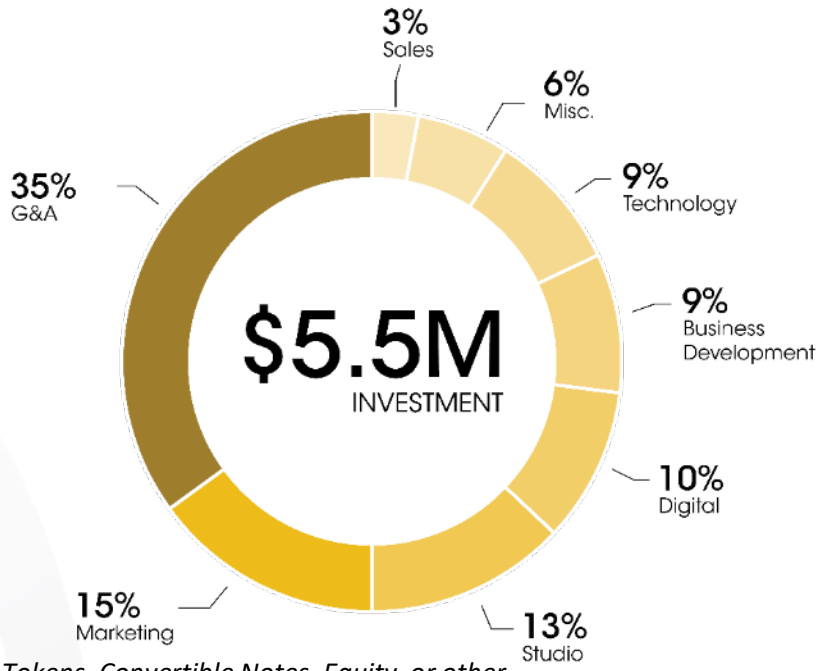
Seeking two funding rounds (**SEED A** and **SEED B**) to reach a total of $5.5M in **year 1**.

**SEED A: $1.5M**
**SEED B: $4M**

## INVESTMENT BREAKDOWN

**SEED A $1.5M** will allow us:

- Hire personnel.
- Execute our sales and marketing strategies.
- Launch product.
- Begin onboarding creators = traction.
- Engage our go-to-market strategy.




Seed B's $4M Round will allow us to begin scaling.

*We're open to discussing either SAFE, Tokens, Convertible Notes, Equity, or other investment vehicles.*

## Leadership Team

The ManaQi team was assembled for a shared vision; to make the world a better place. Our team has decades of experience in multiple fields, leadership, and entrepreneurship. From start-ups to Fortune 100s, we are elite achievers.

**Adae Fonseca, Chief Executive Officer and Founder (3x Founder)**

Over twenty years of experience in strategic planning, human capital development, and program management, and fourteen years in talent acquisition (full-cycle). He is a retired Veteran, a "recovering" corporate executive, an entrepreneur, and 3x founder.

> *"My leadership style is focused on collaboration, building trust, empowering leadership, and establishing controls to ensure we meet or exceed all strategic goals. Calculated risk or failure is acceptable within the broader strategic framework, as it demonstrates we are learning and growing in the process."*

**Arun Parimi, Chief Technology Architect and Co-Founder (3x Founder)**

Over twenty years of experience in business transformation, solutions architecture, implementation, engineering, and SaaS, in the USA, Europe, and APAC markets. Arun has led global teams on design, deployment, and execution to deliver worldclass products, solutions, and services.

**Anthony R. Caruso, Esq. Chief Legal Officer (2x Founder)**

Over twenty years of experience as a transaction attorney, legal entrepreneur, and creative business strategist. He served as outside general counsel to high-net-worth clients, as well as select clientele in the data technology, fintech, licensing, and entertainment industries. Anthony has personally founded and served as general counsel to several successful startup ventures.

**Charles C. Warczakowski, Chief Financial Officer**

Over forty years of experience establishing subsidiaries and financial operations in Europe, Japan, and the USA for start-ups, high-growth companies, and global conglomerates. His professional career includes corporate restructuring and expansion, IPOs, M&A, US GAAP, SEC, legal compliance, SOX, budgeting, and cost-containing strategies. He is a recipient of the CFO Hall of Fame Award.

**Walter Santiago, Chief Marketing Officer (3x Founder)**

Over thirty-five years of experience in international sales, marketing, and management consulting. Walter is skilled in building and executing sales and marketing infrastructure, partner management, go-to-market strategies, and international business development.

**Anthony Valenzuela**, **Executive Producer (1x Founder)**

Over seventeen years of film industry experience. He sold his first script, *Reaper*, at age 17, and has worked as a screenwriter, assistant director, producer, and film distributor since. Anthony has distribution relationships with Netflix, Tubi, and Paramount Pictures. He has established film crews and studio access in Mexico, Puerto Rico, Los Angeles, Sacramento, Atlanta, and Chicago, with the capability to produce short commercials to full-feature films.

**Rene Leon, VP Operations**

Over ten years of successfully managing account relationships, developing systemic solutions, locating supply chain process efficiencies, and growing organizational talent into cross-functional teams that solve challenges for internal and external stakeholders. He is the current Senior Director of Digital Music for Warner Music.

**Anna Lichnowski, Director of Business Development (2x Founder)**

Over fourteen years of experience implementing profitable and sustainable growth strategies in different private enterprises. She collaborates with sales, operations, marketing, revenue, and human resources departments to identify, develop, and capitalize on new growth opportunities.

**Kelly Bringgold, Director of Production (1x Founder)**

Over ten years in the media and entertainment industry. With backgrounds in public relations, business marketing, finance, and real estate, Kelly's extensive knowledge of operations has aided in the development of multiple businesses from the ground up. Through domestic and international experience, she has cultivated the skills to improve operational efficiency and strategically manage teams and organizations.

**Gabriella Rubino, Director of Marketing**

Over twenty-five years of experience as a marketing and business strategist with a focus on content development, go-to-market planning, and enablement programs. Her expertise lies in crafting effective marketing strategies, creating compelling content, and building strong brands. Throughout her career, Gabriella has been instrumental in propelling organizations forward by pushing boundaries and encouraging them to step outside their comfort zones.

***We recognize this is an ambitious project, but we believe content creators and fans deserve better, and only those who attempt the absurd will achieve the impossible.***