

JaneDoe

VOICE AND CHAT FOR THE CREATOR ECONOMY

THE OPPORTUNITY

THE ADULT CREATOR ECONOMY IS BOOMING



Annual growth projected
30-50%



\$2.3 billion
in revenue



1.5M
creators



170M
users

*

The adult creator economy saw explosive growth over the past several years, fueled by social media and the widespread acceptance and consumption of user-generated adult content.

Platforms like OnlyFans, ManyVids, and Clips4Sale have democratized the adult industry, creating platforms where adult content creators monetize their work directly from fans.

As people continue to seek out new ways to connect online, the adult creator economy is poised to continue its multi-billion dollar growth trajectory in the coming years.



*OnlyFans alone; 2022.



THE SOLUTION

CALL JANE DOE IS A **MOBILE-FIRST**, CREATOR-BASED VOICE PLATFORM

Call Jane Doe empowers creators to engage with their fans on a more personal level.

- Exclusive content, personalized conversations, and private shows directly to fans
- Voice and text chats to ask questions and request custom content
- Monetize growing content library
- Secure payment system



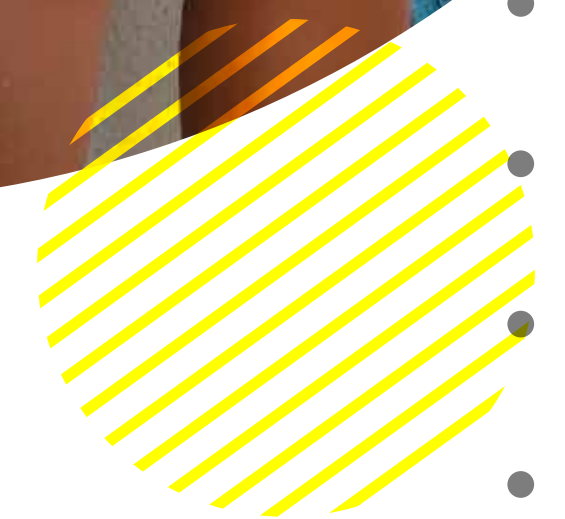
Our goal is to be the next

\$100M+
adult brand

THE GOOD NEWS:

PEOPLE ALREADY LOVE US!

- Net customer revenue of **\$146**
- CAC of **\$42** using PPC, trending downward
- Low churn rate of **9-16%**
- Imputed LTV of **\$188**
- Affiliate clients spend **60%** more than paid clients
- **400+** creators on platform



WHY ARE WE PENETRATING THE MARKET?

IN OUR MVP PHASE, CJD HAS SUCCESSFULLY TARGETED CLIENTS OF EXISTING PLATFORMS WHO ARE EAGER FOR A **NEW ALTERNATIVE**



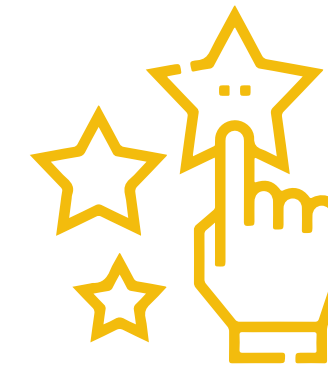
New revenue streams for creators

- Our top creators are currently making up to \$1,300 per week.
- Top users (whales) spend up to \$4k per month
- Secure payment system



Competition is ripe for disruption

- Niteflirt: \$120M per year (Web 2.0)
 - Antiquated interface
 - Poor mobile experience
- Large pool of existing users who are willing to pay and eager for a new experience



Excellent user experience

- Vetted talent
- Quality control
- Seamless mobile experience

WHAT WILL ALLOW US TO GROW EVEN MORE?

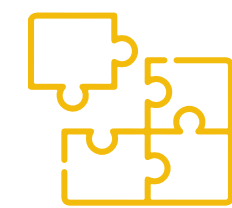


Become a must-have service for OnlyFans models and other Creators

- 1 Leverage influencer marketing + A-list creators
- 2 Additional features / revenue streams for creators
- 3 Increased fan engagement with models
- 4 Robust affiliate marketing
- 5 Industry partnerships

STAGE 1: MVP → GROWTH

Introduce a next-generation voice platform for creators & fans



Features

- Optimize registration flow
- Digital goods (clips, etc)
- Advanced messaging and shareability
- Revshare program for creators
- Streamline affiliate program and payment systems



Financial goals

- LTV/CAC >3
- Churn < 10% / Month
- CAC < \$50 / user
- GM / Client > \$150
- Valuation of \$15M
- >33% of income from affiliate sourced clients

STAGE 2 : GROWTH → SCALABILITY

- Partner with A-list influencers
- Integrate client retention processes
- Automate client and creator onboarding, ranking & relationship management
- Add high value features: Streaming video, mobile app for creators
- Hire corporate management team



Financial goals

- \$7M revenue
- M-o-M growing profitability
- Core team > 20
- Valuation of \$50M



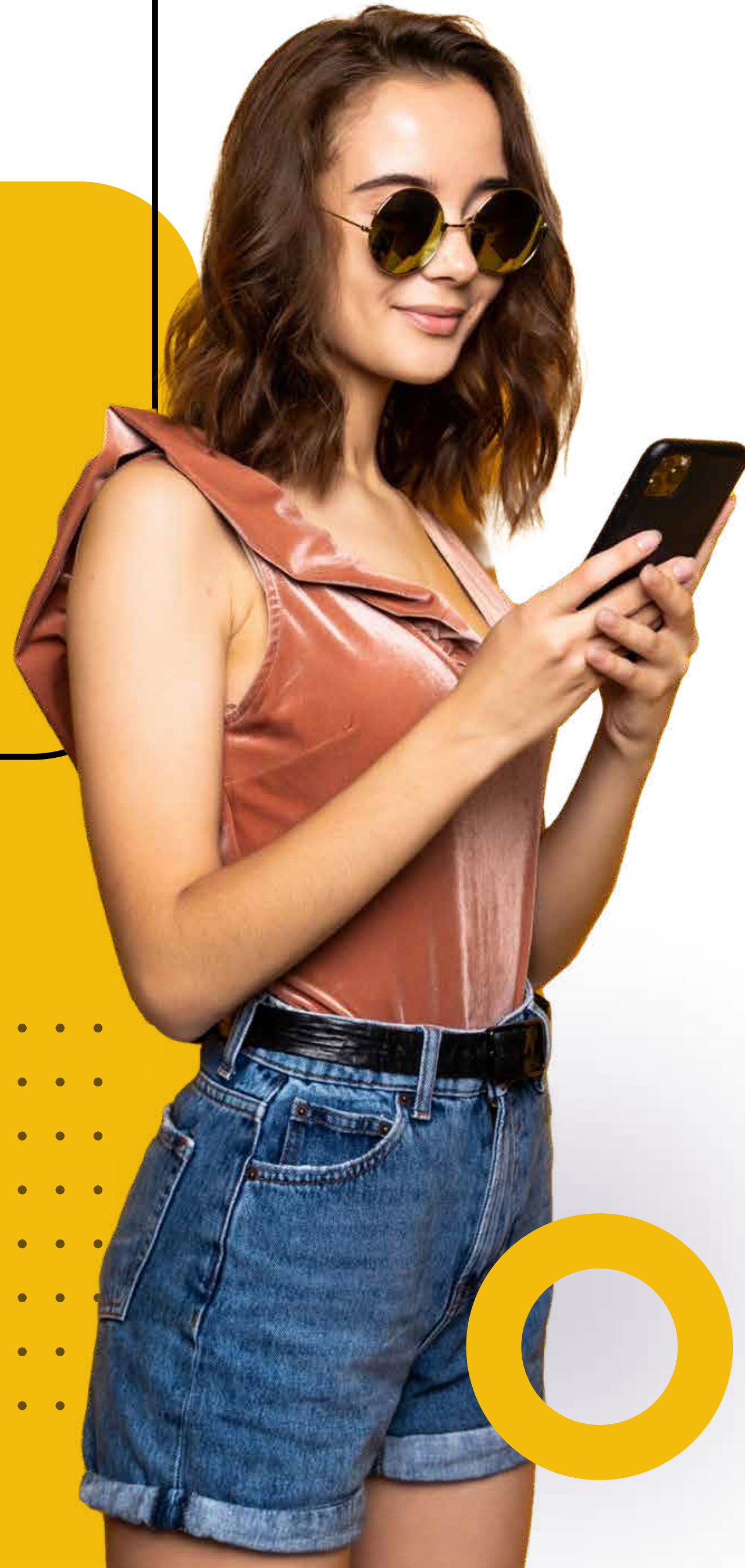
STAGE 3: SCALABILITY → MATURITY

- ➔ Increase market share
- ➔ Continue to expand/strengthen relationships with creators
- ➔ Nurture strategic corporate partnerships
- ➔ Focus on increasing IP and enterprise value

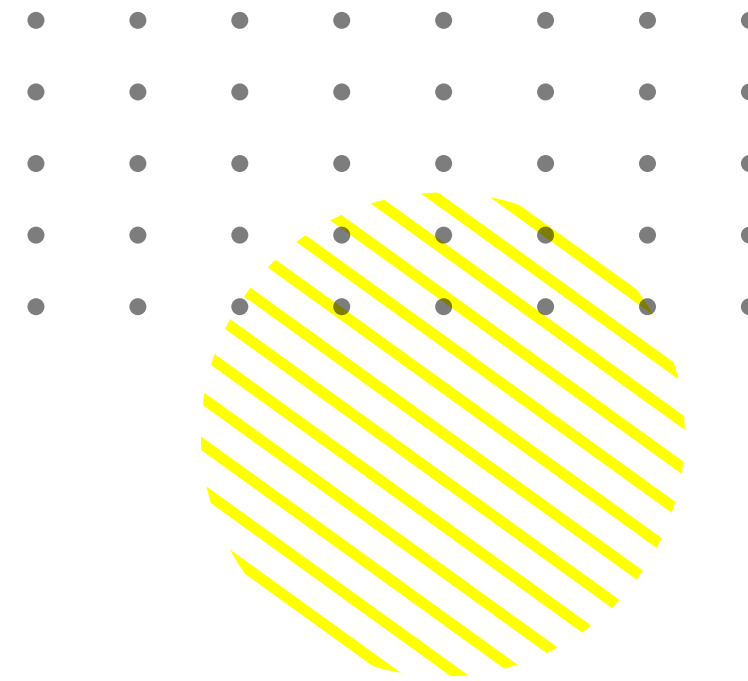


Financial goals

- ➔ \$115M revenue
- ➔ Stabilized profitability
- ➔ Core team > 40
- ➔ Valuation of \$250M
- ➔ >65% of income from affiliate sourced clients



BUSINESS MODEL



1

VALUE PROPOSITION

Providing discreet and personalized adult entertainment services

2

PRIMARY ACTIVITIES

IT infrastructure development, administration and recruitment of creators/performers, marketing, account deposit processing

3

SUPPORT ACTIVITIES

Technology support, human resources, regulatory compliance, finance and accounting.

4

TARGET CUSTOMER

Individuals seeking sexually explicit communication and entertainment.

5

REVENUE STREAMS

Creator/performer revenue share.

6

KEY PARTNERS

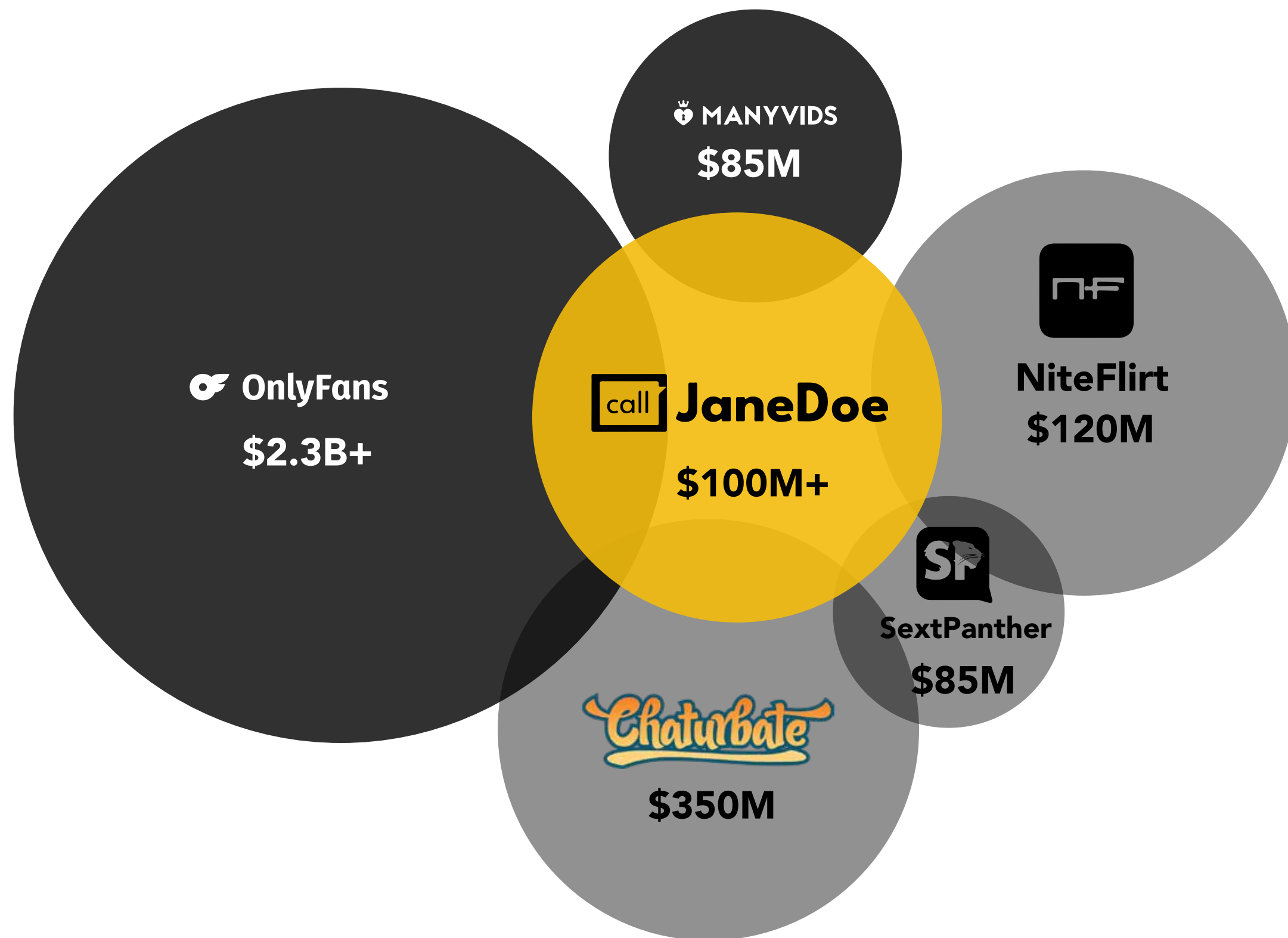
Influencers, affiliates, payment processing providers, online advertising platforms

7

COST STRUCTURE

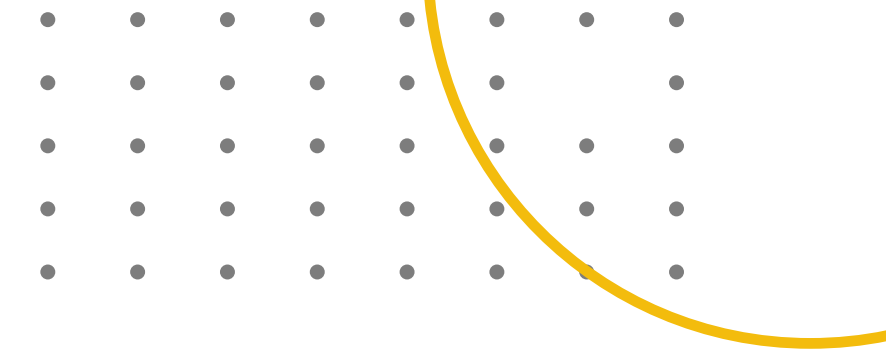
Personnel, technology and infrastructure, marketing and affiliates, legal and regulatory compliance, payment processing, overhead costs.

COMPETITORS

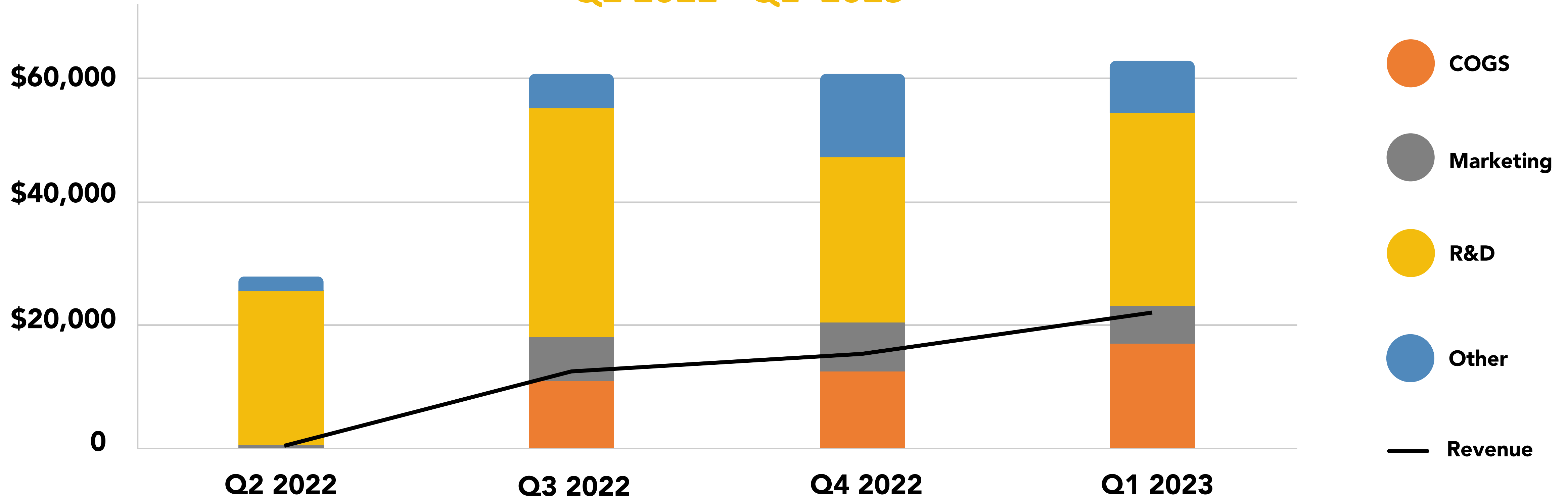


	JaneDoe	NiteFlirt	OnlyFans	MANYVIDS	Chaturbate	SP
Mobile-first design	✓	✗	✓	✓	✗	✓
Phone	✓	✓	✗	✗	✗	✓
Messaging	✓	✓	✓	✓	✓	✓
Clips	✓	✗	✓	✓	✓	✓
Live Cams	✓	✗	✓	✓	✓	✗
1 on 1 video	✓	✗	✗	✓	✓	✓
RevShare	✓	✗	✗	✗	✗	✗
Market Cap:	\$100M+	\$85M	\$2.3B	\$110M	\$250M	\$50M

ACTUAL PROFIT & LOSS

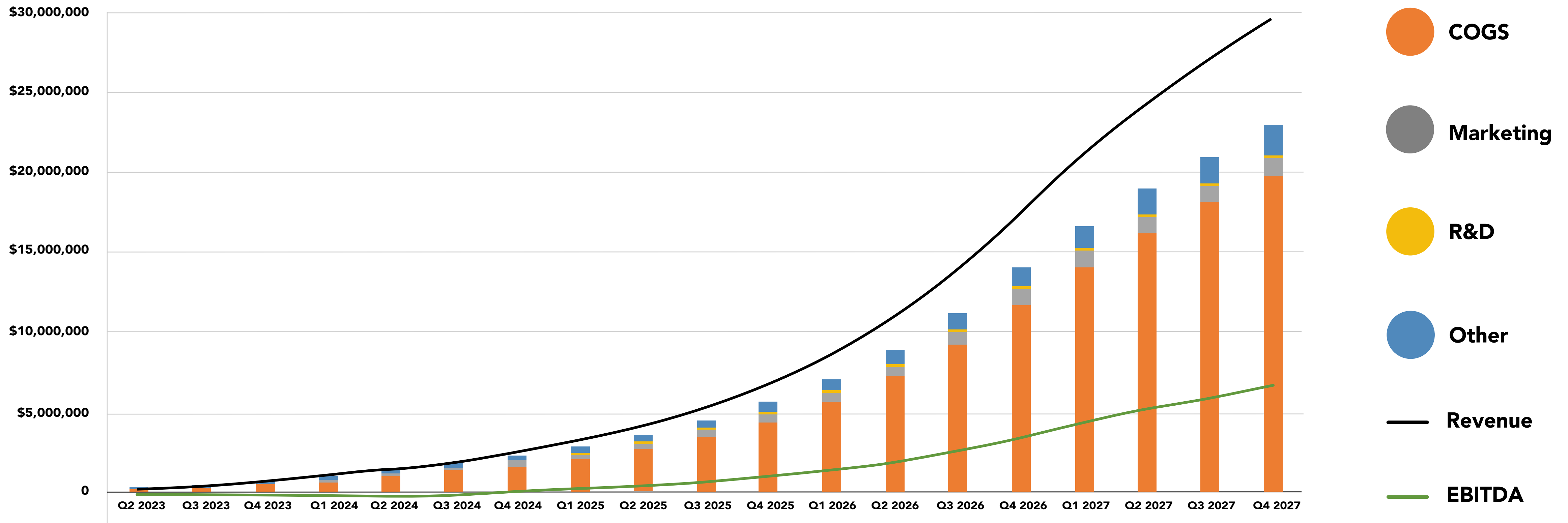
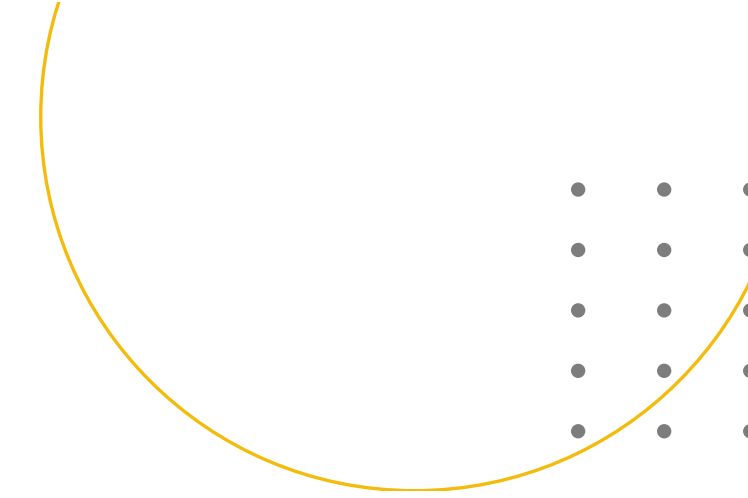


Q2 2022 - Q1 2023



Product-market fit test was carried out for four quarters. Rapidly rising revenue and improving margins were achieved. Development costs were the key reasons for losses during this period.

PROJECTED PROFIT & LOSS



Forecast is based on a gradually improving CAC to a \$60/client mark and a conservative 19% - 11% monthly churn rate.

ASK AND USE OF FUNDS

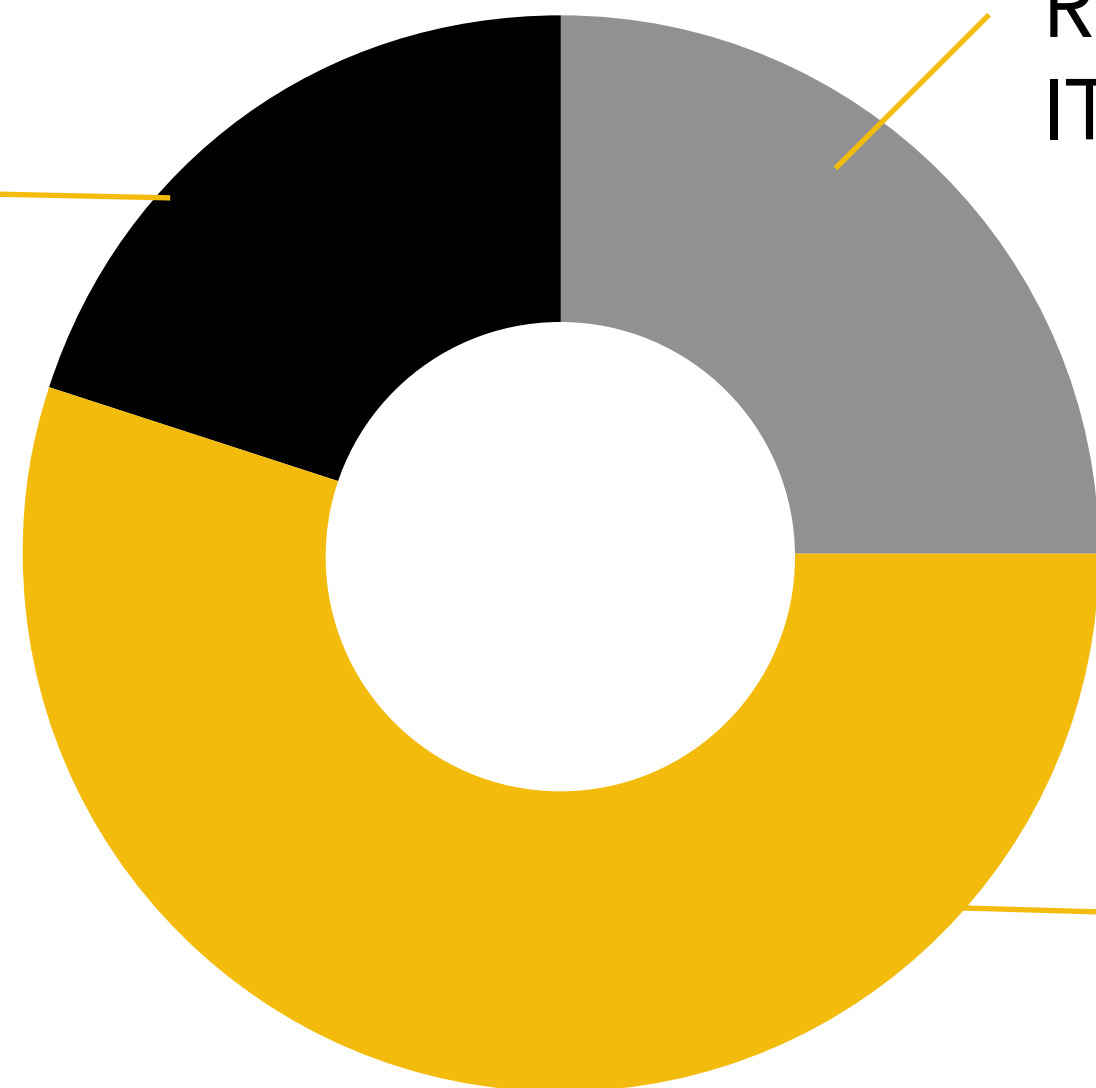
INVESTED
TO DATE

\$315,000

THE
ASK

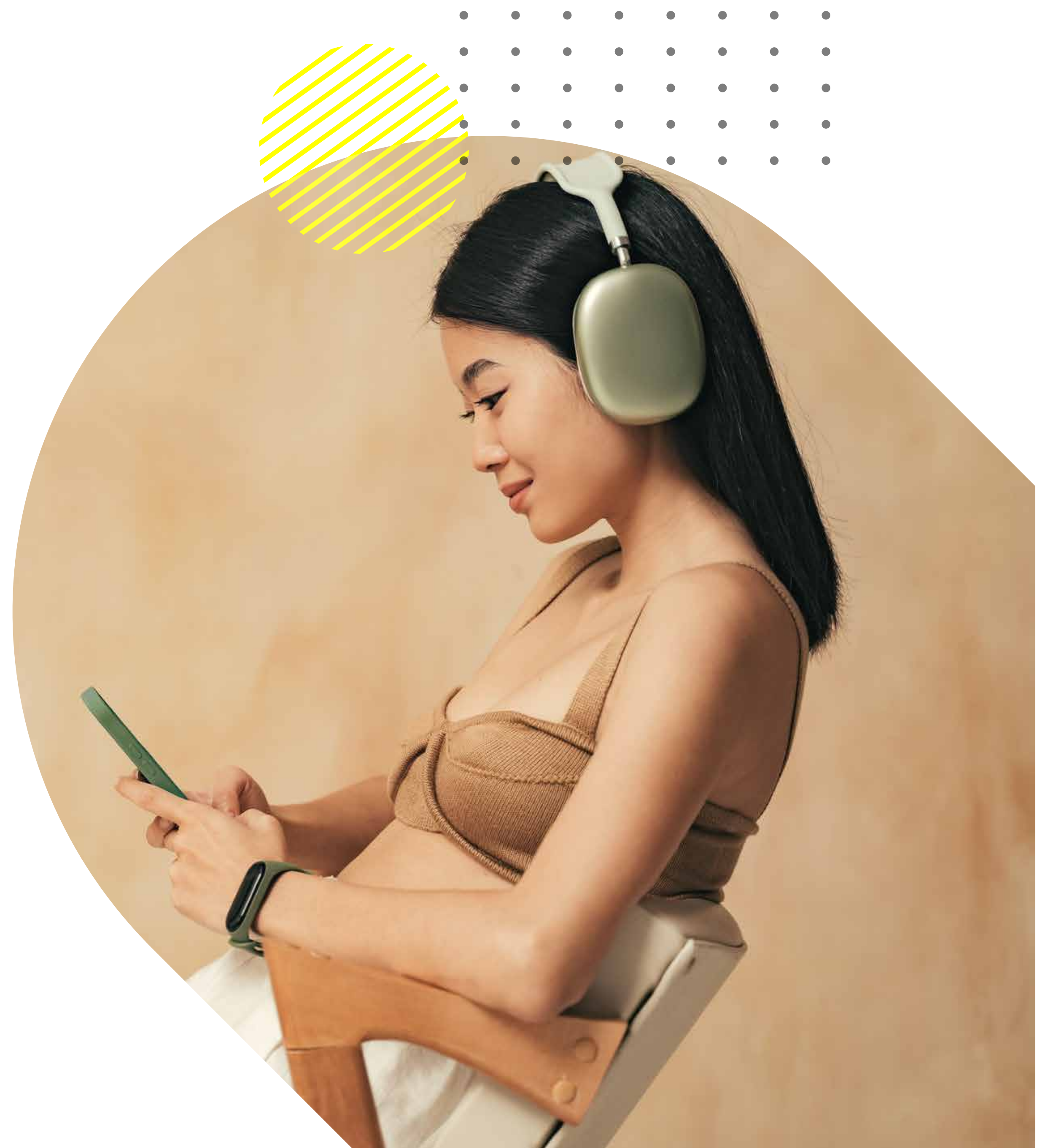
\$750,000
CAPITAL RAISE

\$150,000
G&A and
Operations
Hiring

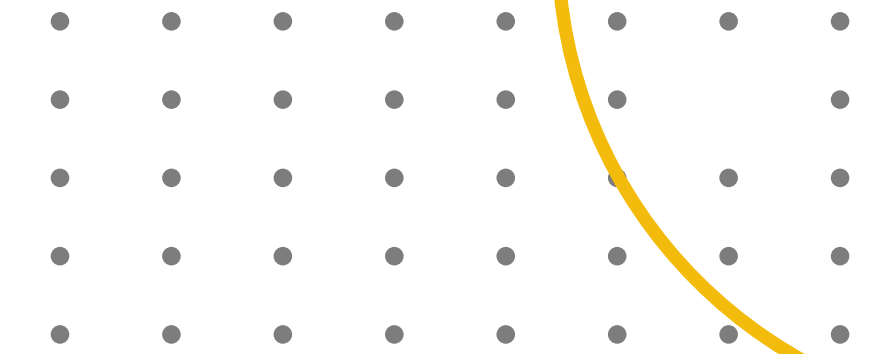


\$200,000
R&D and
IT infrastructure

\$400,000
Marketing
and Sales



TEAM



Brian Havelka

Chief Executive Officer

Brian has been creating content professionally for 15 years. The last 6 years were spent creating digital video marketing campaigns in extreme high-growth environments. Before that, he worked as video editor, creating popular TV shows such as Real Housewives and Pawn Stars.



Sergei Mochtchenkov

Chief Financial Officer

Sergei is a CFA Charter holder with expertise in financial modeling, FP&A, budgeting, valuation, financial analysis, BI, and data science. Mr. Mochtchenkov is well-versed in advanced statistics, time series analysis, PowerBI, and more.



Illia Muchnik

Chief technology officer

Illia is a senior full stack developer. With a passion for creating innovative solutions to complex problems, Illia has built a successful career developing and deploying cutting-edge technology for startups and established businesses alike.

