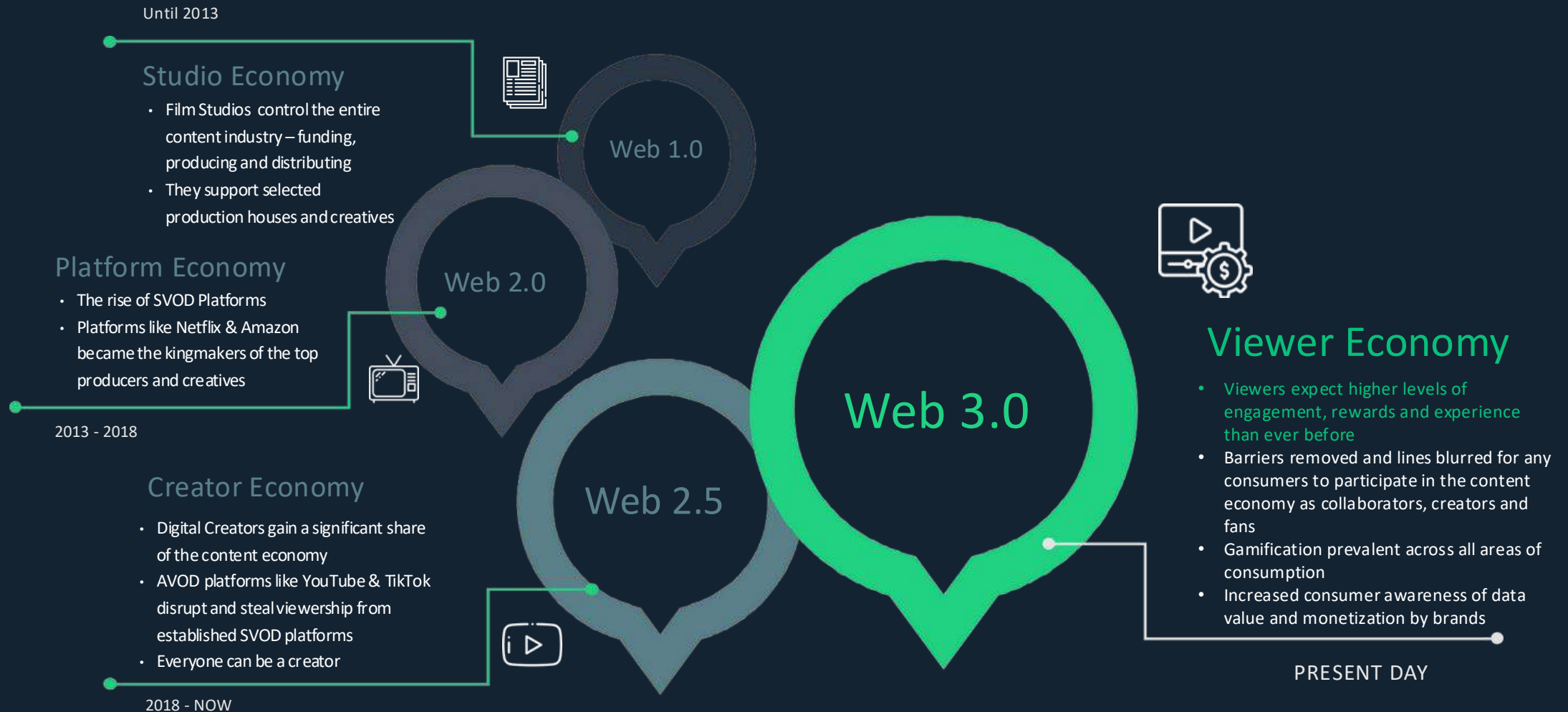




# The World's Largest Web3 Streaming Platform



# The Evolution Of The Content Economy



# The Gaps in a Highly Centralized Global Content Economy

## 1. Creator

Funding & Fair Monetization

Talent. Stories. Skillset   
 Funding. Monetization. Distribution ✗

### Who invests into content directly or indirectly?

- SVOD Platforms (Netflix, Amazon, Disney)
- Studios
- Content Financing Companies
- Linear TV Channels & Broadcasters
- AVOD Platforms (Youtube, Twitch)
- Brands

## 2. Viewers

Empowerment & Earning

Funds. Global Interest. Risk Tolerance   
 Ownership. Monetization. Involvement ✗

### What are GenZ looking for?

- Increased incentivisation and sustainable monetization
- More ownership of content and data (decentralised ownership)
- More involvement & engagement (community driven platforms)
- More Gamification (offerings beyond passive consumption)
- More recognition (user driven recognition for contribution vs passive subscribers)

## 3. Platforms

Declining Users & Loyalty

Quality Content. Global Reach. SVOD/AVOD   
 Captive Audience . Loyal Subscribers. Community ✗

### The reality of content platforms today

- SVOD – losing subscribers with minimum GenZ penetration
- AVODs – losing revenues & low margins with high data & hosting costs, low CPMs
- Linear TV – haemorrhaging viewers & advertisers
- Content loyalty over platform loyalty
- Impression / CPRP based media spends facing global decline

## The GAP

- Lack of funding - 99.54% of the scripts for film & TV are not produced
- Upfront funding – only for established creators
- High cost of funding – leading to selective funding
- Creator monetization post publishing – Over 99% of YT creators can't achieve monetization

- Thousands of viewers who are consuming advertising messages as non-captive audiences (no participation)
- No platform offering true empowerment to consumers of content
- The new viewer is merely a transactional consumer with no further or deeper involvement in the creator economy

- Declining subs for SVODs globally
- Captive viewers for AVODs / Linear TV
- High video infrastructure costs with AWS / Azure, etc
- CPM model decline
- Limited GenZ penetration (gamers / gaming streamers win)



A vertically integrated **web3 video streaming platform** built for the youth

Creators and viewers in 200 countries, with **12M registered users & 3M MAUs**

**100+ live** sporting events streamed, **1M videos** on platform, **2K+** creators

**2.5M+ micro payment** transactions in community rewards

**1K+ licensed titles** with **50 MyOriginals** and **200+ commissioned**

Available on **Web, Apple, Google Play and Huawei Stores**

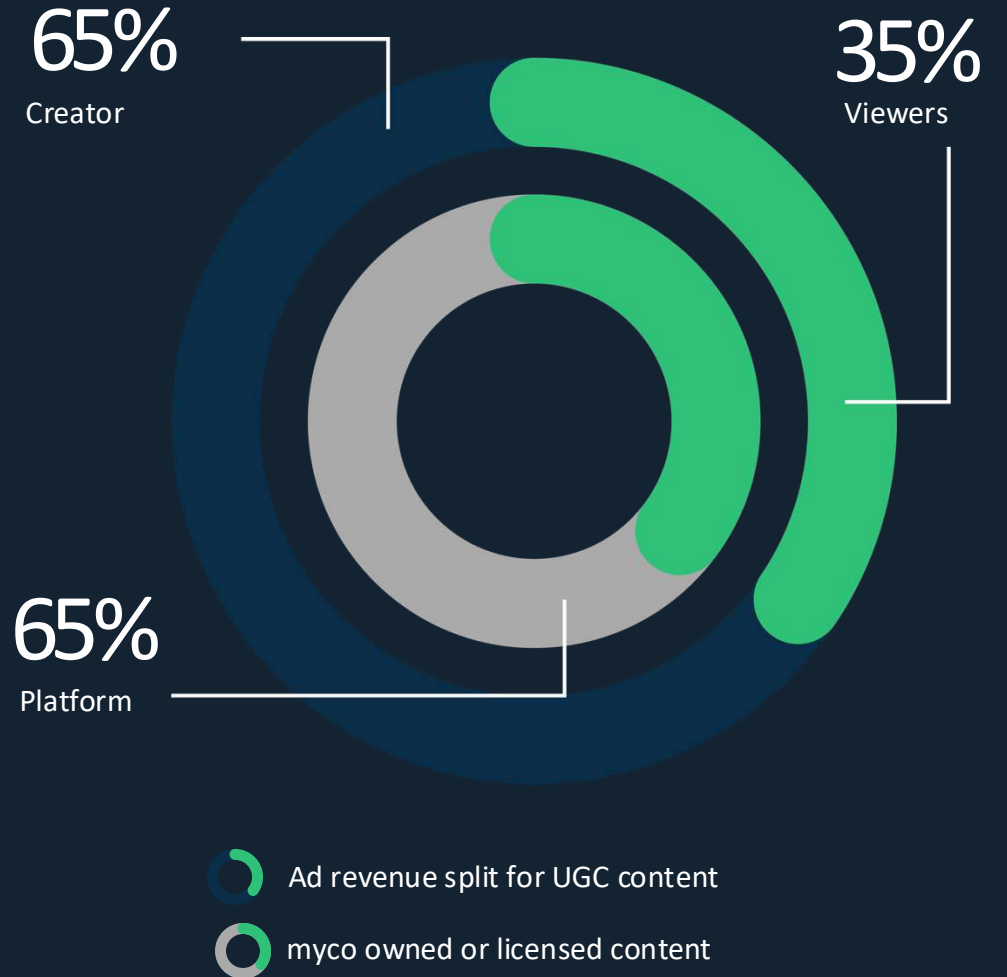
**\$7.5M annual revenue** in FY23-24 with **\$1M in Profits**

**Engage. Earn.  
Empower.**

# Power to the Viewer.

Viewer rewards for time  
and loyalty

No entry barriers to becoming a creator



# The Product

Getting all your video content needs in **one platform**; no need for 6 different platforms.

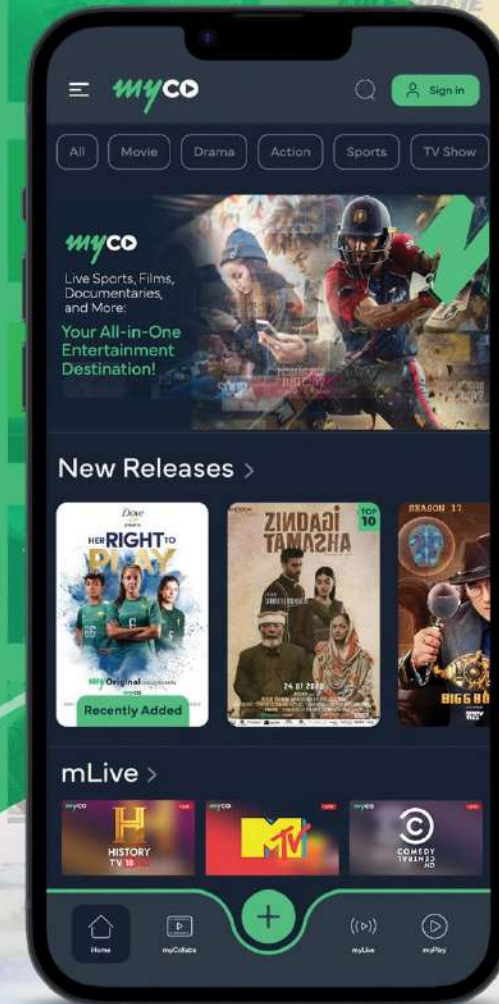
**Earning by watching** Sports, TV, film and UGC Videos.

Participating in the **creative economy** of the World as a Viewer – being part of the **creator community**.

Content creators uploading their videos and **earning with no barriers to entry**; monetizing their first impression & building their own communities.

Filmmakers pitching their stories directly to consumers, getting voted, **getting funded right away**.

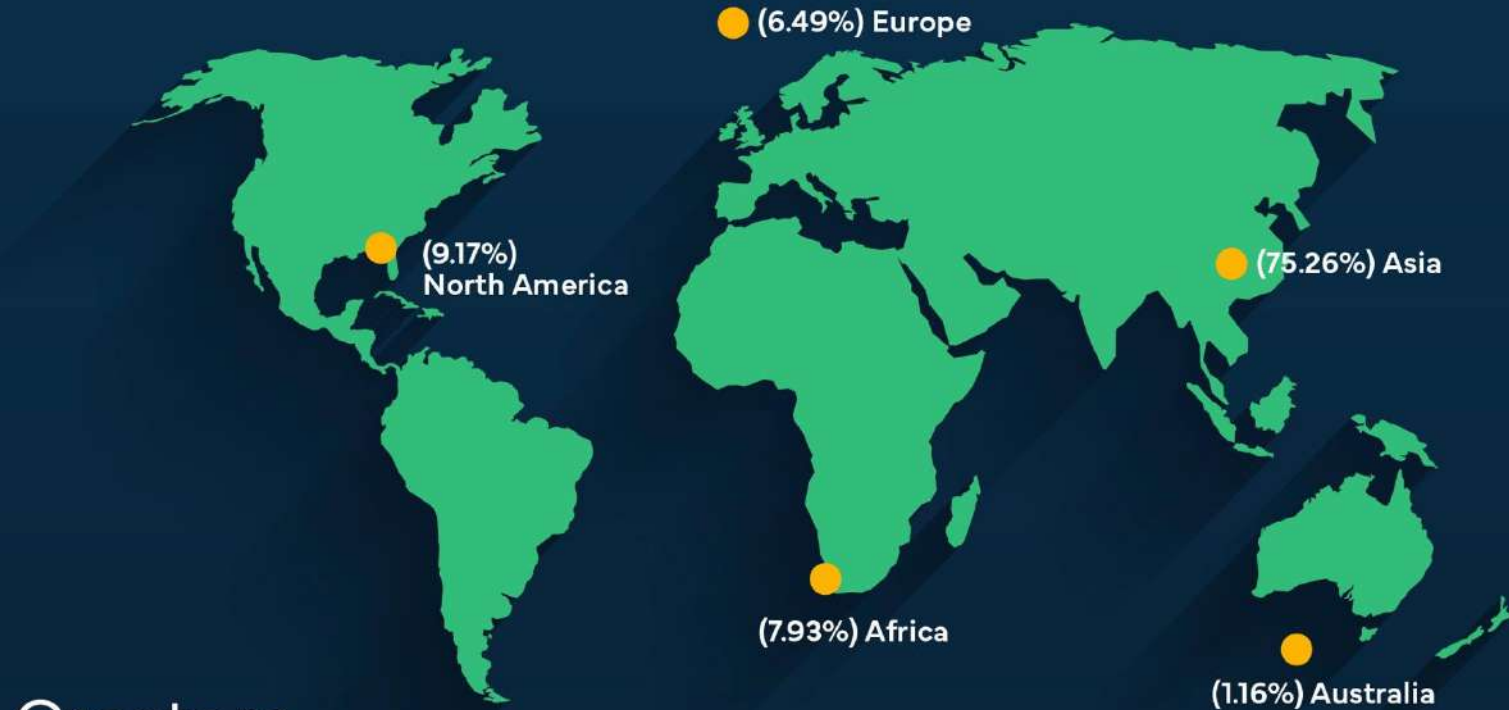
Distributors, partner channels and library owners uploading their thousands of videos on a platform that lets them **own their streaming economy entirely!**



# A decentralized content streaming super app

that delivers true empowerment, where viewers thrive, and where creators prosper.





Creators & Viewers in  
**190+**  
countries

**3.9**  
★★★★★  
Download on the  
App Store

**4.2**  
★★★★★  
GET IT ON  
Google Play

**5.0**  
★★★★★  
EXPLORE IT ON  
AppGallery

**12 Million**  
Registered Users

**1 Million**  
Videos on Platform

**300k+**  
Daily Active Users

**1,000+**  
Licensed Titles

**33m 27s**  
Average  
Engagement Time

**150+**  
Live Sport Events Streamed

**2000+**  
Content Creators

**50+**  
MyOriginals

**3 Million+**  
Monthly Active Users

**455 Million**  
Impressions Delivered

75,000

1.9M & 10,000

48,400

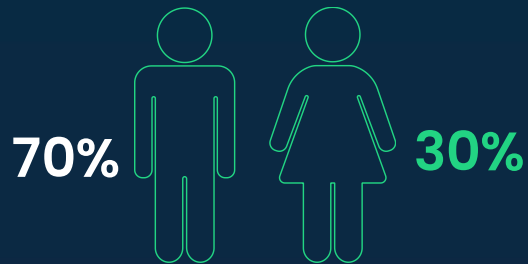
3,085

5,000

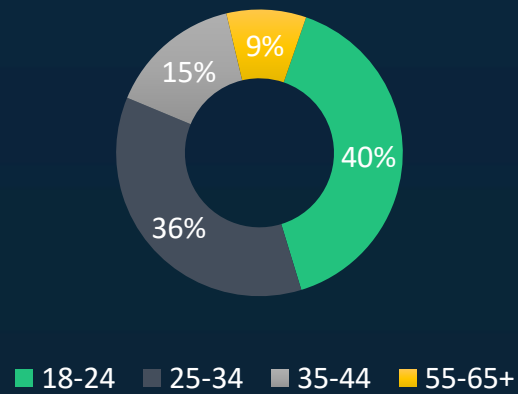
1.5M & 57,000



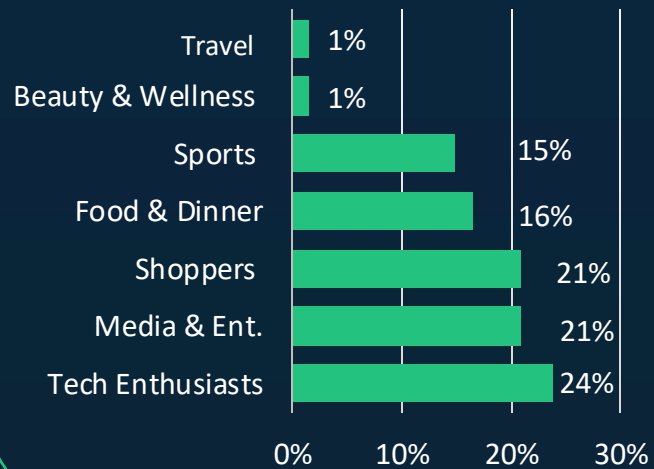
# The myco User



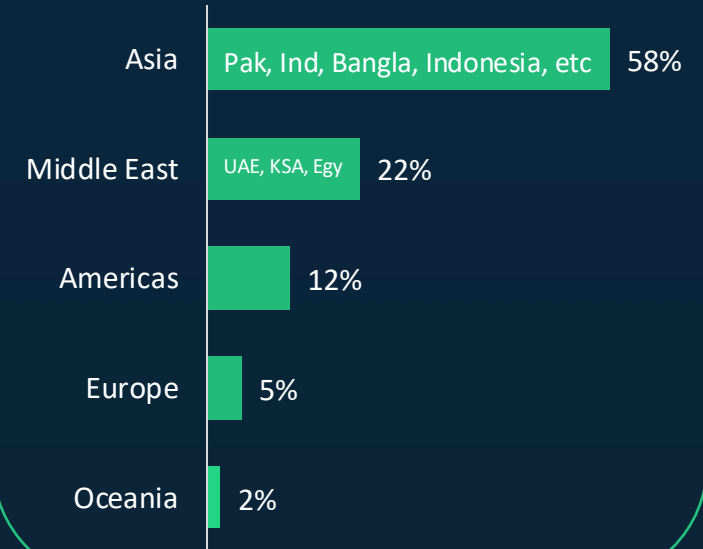
## Age Profiles

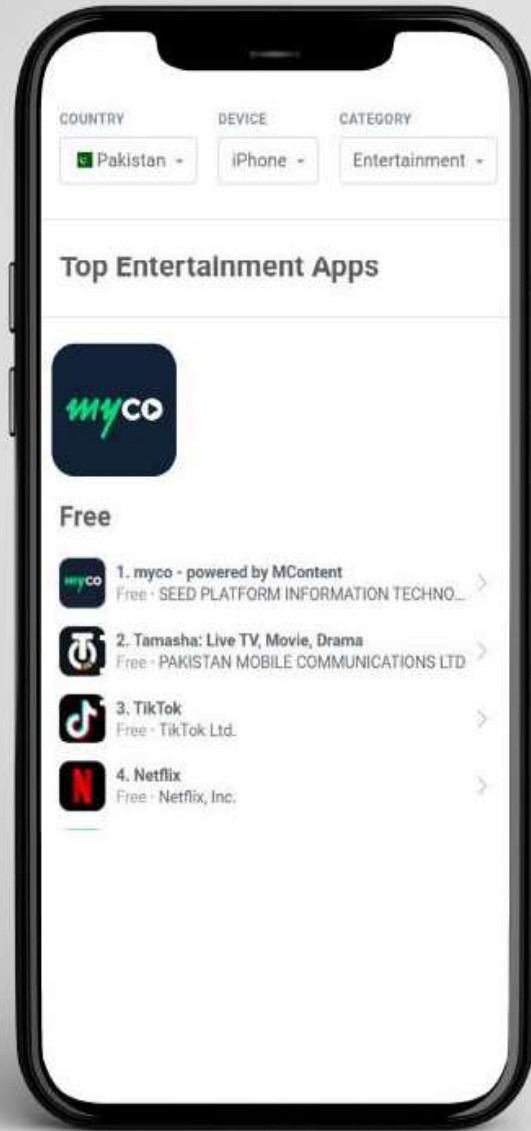


## Audience Interests



## 12m+ Registered Users





# myco records the biggest spike in daily downloads

During ICC World Cup '23

Source: Appfigures  
Note: Spike = Average Daily Downloads in 9M 23 / Average Daily Downloads during World Cup



# Original Content & Sports



WELCOME TO  
INCREDIBLE

Catch All The Action  
LIVE ► on myco

Watch & Earn \*ForPakistanRegion \*T&C



myco

# Some of Our Partners

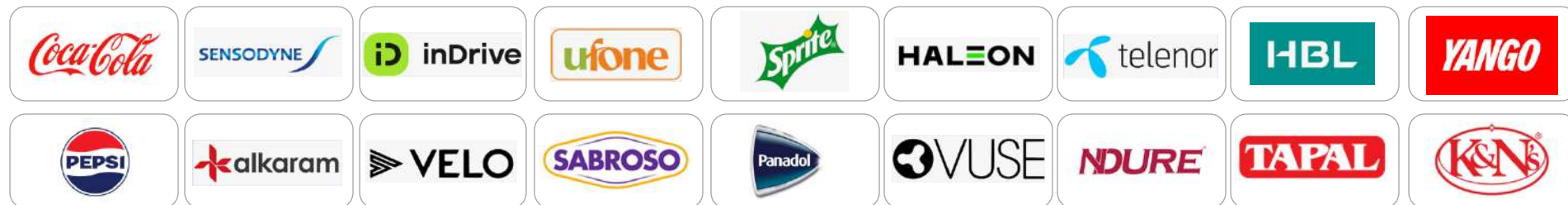
## CONTENT PARTNERS



## SPORTS PARTNERS



## BRAND ADVERTISERS



# Recent Deals & Partnerships

**myco.io**  
6,987 followers  
2w · Edited · 🌐

EPL is back on myco, and the excitement is about to kick off! 🏆 It's time to rally behind your favorite teams. From stunning goals to unforgettable moments, don't miss a second of the action. Watch every match live, only on myco! 📺

Catch the first match tonight—Leicester City vs. Tottenham—at 12 a.m. on [www.myco.io](http://www.myco.io) download the app -

Only for Pakistan region\*

#EPLonmyco #Football #LiveOnmyco #EPL #PremierLeague



**Aptos Foundation**  
6,928 followers  
2w · 🌐

The Aptos Foundation is partnering with [myco.io](http://myco.io), uniting the world's fastest-growing Web3 streaming platform with the most performant L1 blockchain.

Myco is set to bring its 13M+ users and 3M+ active monthly viewers to Aptos, with plans to integrate onto the Aptos network by the end of 2024.

Together, we're on a mission to take Web3 streaming and entertainment into the mainstream. Stay tuned 🙌

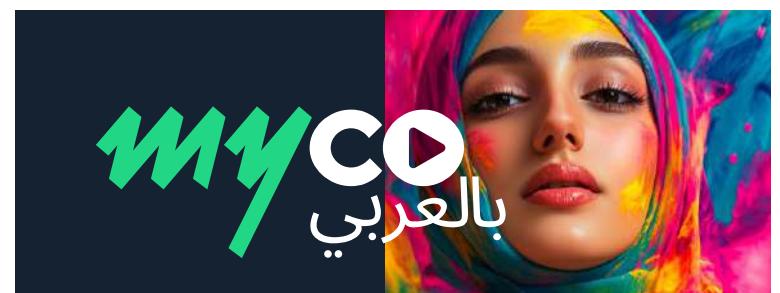


**myco.io**  
6,987 followers  
1d · 🌐

Today marked another major **#milestone** for us: we held a signing ceremony at our Dubai headquarters where we have hosted our shareholders and our new partner: Mix Media Network.

The start of this **#partnership** marks the first steps towards the establishment of myco Arabia, which will be our expansion hub into the Middle East markets.

We are just getting started!



Fundamentally Strong  
Revenue Backbone  
Diverse revenue streams  
beyond traditional  
advertising



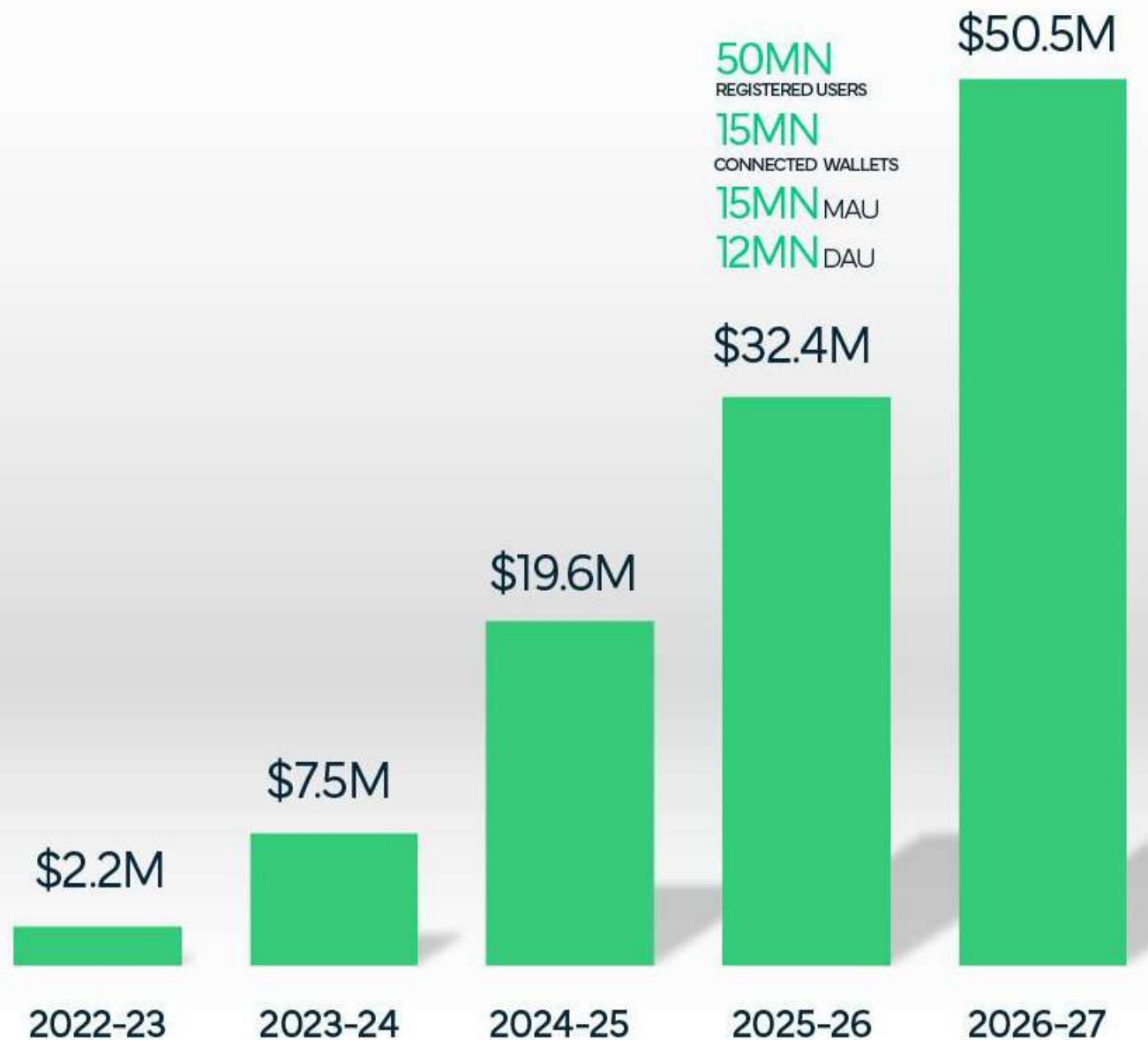
Platform Advertising



Content Syndication & Licensing



Live Sports Ad Revenue



# SERIES **A** \$10.0M

FIRST CLOSE ANNOUNCED AUGUST 2024  
\$80M POST MONEY VALUATION

## New & Existing Institutional Investors

APTES

**M** MOCHA  
VENTURES

 ENJINSTARTER

  
FACTOR6  
CAPITAL

  
ضمان للإستثمار  
DAMAN INVESTMENTS

  
الغاف  
CAPITAL PARTNERS

 Gargash

  
ART3.io

PLANET  
**N**

  
bdigital

## Strategic Partners



Republic

 crypto

DUBAI  
BLOCK&CHAIN  
CENTER

# Leadership



**Umair Masoom**  
**Founder & Managing Director**

20+ Years in Marketing, Fintech & Media  
Entertainment  
Founded myco in early 2021  
Ex Gargash CMO, Mercedes-Benz, HBO, ARY Digital,  
PTVC, Daman Investments, Bol TV Network



**Hani El Khatib**  
**Co-founder & Chief of Web3 and Growth**

20+ Years in technology & blockchain industries  
Ex Regional Director for Chainalysis - MENA,  
Forescout Technologies, McAfee, Techbytes



**Phil McKenzie**  
**Co-Founder & CEO**

20+ Years in Content Production, Streaming  
and Film Financing  
Co-founder of Goldfinch & First Flights  
Pioneer and Prominent thought leader globally in  
Web3 film financing & new content economies



**Somair Rizvi**  
**Co-Founder & COO**

20+ Years in Digital Media & Growth  
Ex Country Head for Zenith Optimedia, Mindshare,  
Publicis, Ali Baba, Rocket Internet, Dubizzle, Delivery  
Hero, Pepsi, Shell



# Board of Directors



**Dr. Lamees Hamdan**  
**Chairperson & Board Member**

Entrepreneur, business leader Founder of OUAJ,  
SHIFFA, DLMD Chairperson in several entities



**Brandon Fong**  
**Advisor, Streaming**

Ex SVP Curiosity Stream,  
Ex STX, Ex Starz,  
Ex Time Inc, Ex AoL



**Hubertus Thonhauser**  
**Board Member & Investor**

Ex Chairman at Tezos Foundation  
Chairman at Ghaf Captial  
Founding Partner at Enabling Future



**Ahmed Khizer Khan**  
**Board Member & Investor**

Global banker, private equity, VC  
CEO of Daman Investments  
Ex Barclays bank, ex Citibank



**Shehab M. Gargash**  
**Board Member & Investor**

Group CEO of Gargash Group  
Chairman at Deem Finance  
Dubai Chamber of Commerce



**Stefan Tieleman**  
**Advisor & Investor**

Managing Director at Villain  
Studios  
Ex leadership team at Twitter  
Ex leadership team at Vice

Watch It. Earn It. Own It.

