



The World's fastest growing Web3 Streaming Platform



Investment summary

- A vertically integrated **web3 video streaming platform** built for the youth
- Creators and viewers in 200 countries, with **10M 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 current FY23-24 with **\$1M in Profits**

Vision & Strategy

- “myco” has a brand purpose & vision of **“bringing true power to the viewers”** and in turn bridging this power back to the content creators, sports streamers & independent film makers in terms of stronger communities, decentralized access to funding, **no barriers to entry, higher monetization** shares and lower streaming costs.
- Currently operating with a **hybrid model** on video streaming infrastructure, myco also has an aggressive target of moving its entire video infrastructure **layer on-chain by 2025** in order to pass on the benefits of **decentralized data storage & consumption** to myco’s growing global community and to ultimately become an eco-system that will support on-chain video IP creation, trade, custody and monetization.

Opportunity — wide reach, diverse content & global engagement

myco is a vertically integrated web3 streaming platform with diverse content ranging from live sports, film, documentaries to influencer and user-generated content (UGC).



10 million
Registered Users

150+
Live Sport Events Streamed

1 Million
Videos on platform

2000+
Content creators

400k+
Daily active users

50+
MyOriginals

1,000+
Licensed titles

3 Million+
Monthly active users

200+
New MyOriginals
Commissioned through CCF



75,000



2Mn &
10,000



48,400



8,085



10,000



1.5Mn &
57,000

Product — A web3 video streaming platform built for the youth

A decentralized content streaming super app

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



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 let's them **own their streaming economy entirely!**

Power to The viewer.

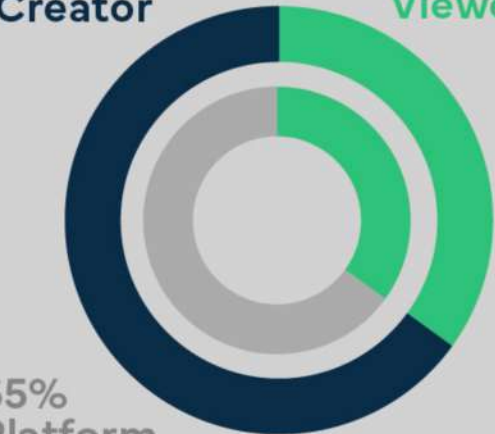
Viewer rewards for time and loyalty

No entry barriers to becoming a creator

65%
Creator

35%
Viewer

65%
Platform



Ad revenue split for UGC content



myco owned or licensed content

Why myco Appeals to both Users and Content Creators

- While many video streaming platforms focus on rewarding content creators only, every time a viewer watches content on myco, they earn a part of the revenue and are empowered to contribute back to the content economy.
- Users directly contribute to the growth & success of the platform and get rewarded for their contribution.
- Users achieve reputational status within the community by growing and holding their token earnings allowing them to gain multiple benefits such as voting rights, subscriptions and collectibles.
- As users transition into becoming creators there are no barriers to entry, or pre-requisites or minimum number of subscribers needed for them to create their channel and get enrolled in the myco platform economy.
- On myco, content creators start earning from their very first upload and view. Unlike the high thresholds for monetization and restrictions of platforms like YouTube and TikTok, there are no minimum monetization benchmarks on myco.

Viewers	Creators
Viewers are empowered every time they consume content on the platform through shared monetization, gamification & rewards. This includes the most popular live sports, content produced or licensed by myco, and user generated content. Viewers are also part of the creative economy with voting, governance and financing rights towards funding of content creators & film makers.	Film, television, and live creator content are streamed, funded, produced and distributed by myco. We are supportive of native and original content that transcends borders. Several global emerging talent programs under initiatives such as the popular "Dubai Film Society" that myco operates. Over 2,000 professional creators have applied for community led funding on the "MyColab" section of the platform..
Sports & Licensed Content	myco Originals
myco licenses regional streaming rights to sporting events, such as international cricket & football tournaments for audiences in MENA & SEA – and now for North America. We are also licensing recognized original content from international film and TV distributors. Sports covered with live & unscripted content includes Tennis, MMA, F1, Padel, Squash, Boxing, Kabaddi, etc	myco produces compelling original documentaries, film, scripted, and unscripted TV. We have content syndication deals in-place with Amazon Prime and Insight TV, a leading broadcaster reaching 300M households worldwide. An impact short film produced by myco was featured in Cop28 & others have been featured in international film festivals.

Traction

10M

Users

188M

Views

4.3M

Returning users

33m 27s

Average Engagement Time

455M

Impressions Delivered



10M

Registered users

3M MAU

500K DAU

4.2



1M

Videos on platform

15,00+ Creators

30min+ engagement time

3.9



1000K+

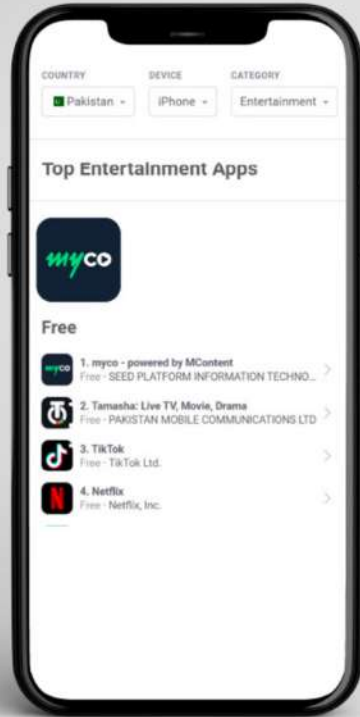
Licensed titles

50 MyOriginals

200+ Commissioned

5.0

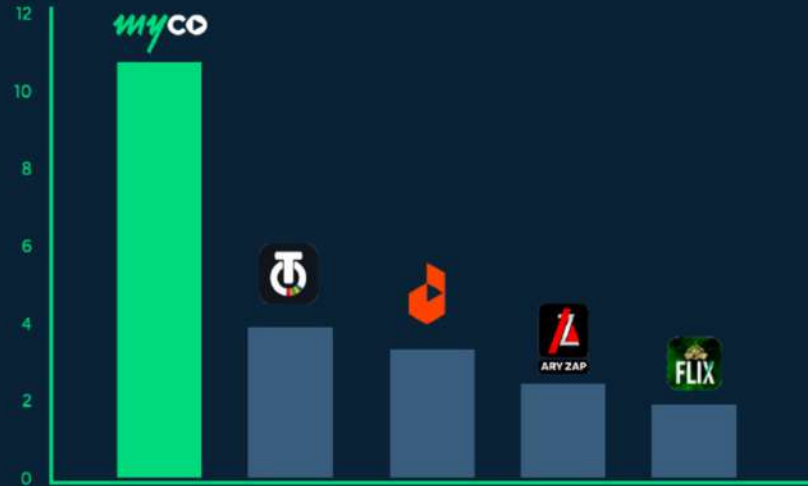




myco records the biggest spike in daily downloads

During Worldcup 23

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



Fundamentally Strong
Revenue Backbone
Diverse revenue streams
beyond traditional
advertising



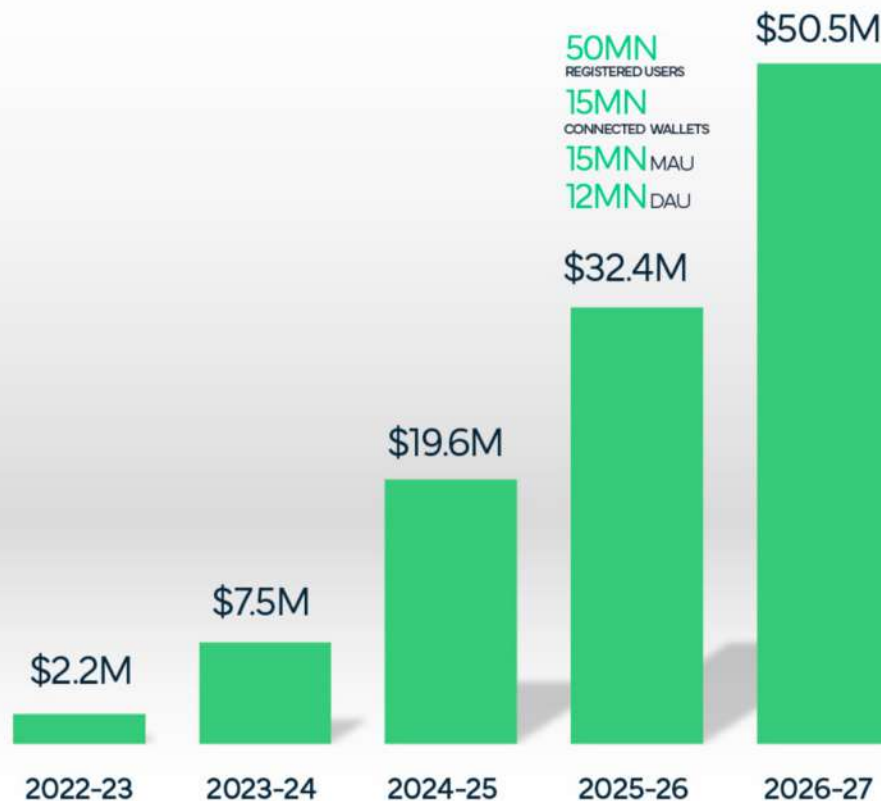
Platform Advertising



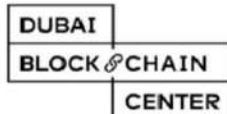
Content Syndication & Licensing



Live Sports Ad Revenue



Strategic Partners



Partner Channels



Original Content & Sports

The image displays the myco app interface on two smartphones and a grid of content thumbnails. The left smartphone shows a login screen with the text "Watch It. Earn It. Own It.", a "Sign in" button, and fields for email and password. The right smartphone shows the app's home screen with a "ZINDAGI TAMAZHA" banner, a "Watch" button, and a "Related Titles" section. The background features a grid of 12 thumbnails: "ZINDAGI TAMAZHA", "Proof of Love", "PLANET PULSE", "AMERICAN DAREDEVIL", "Dil Dala", "CHIT", "THE GIRL & MRS. BLAKE", "Watch ILT20 LIVE on myco", "SANGE", "PAKISTAN VS SOUTH AFRICA", and a promotional image for "WELCOME TO INCREIBLE".

myco

Watch It. Earn It. Own It.

Sign in

example@gmail.com

Enter password

Sign in

Continue with

Continue with

Don't have an account? Click here to register

myco

ZINDAGI TAMAZHA

Watch

Related Titles

myco

PLANET PULSE

AMERICAN DAREDEVIL

Dil Dala

CHIT

THE GIRL & MRS. BLAKE

Watch ILT20 LIVE on myco

SANGE

PAKISTAN VS SOUTH AFRICA

WELCOME TO INCREIBLE

Watch All The Action LIVE on myco

myco

Watch & Earn *ForPakistanRegion *T&C

Leadership — Vast experience in media, film financing & blockchain

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 & Advisory



Dr. Lamees Hamdan
Chairperson & Board Member

Entrepreneur, business leader Founder of OUAL,
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 Capital
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.



myco.io

Download The App

