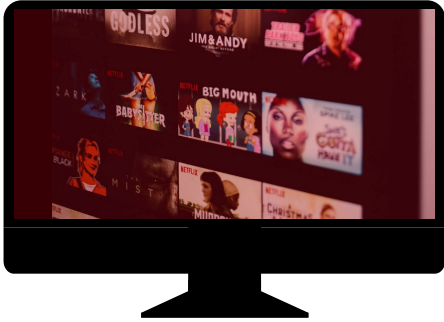


NETFLIX

Investor Funding Elevator Pitch Deck



- 01** • The Problem We wish to Solve
- 02** • The Netflix Solution
- 03** • What is Netflix For ?
- 04** • Netflix TimeLine
- 05** • Understanding and Defining Our Brand Identity
- 06** • Defining Our Mission Statement
- 07** • Understanding Our Revenue Model
- 08** • Who Will Our Customers Be
- 09** • Understanding Our Competition
- 10** • How we plan to Schedule the Shows
- 11** • Meet Our Netflix Team
- 12** • Our Contact Details for Netflix Pitch Deck

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Purpose of the following slide is to show the key idea behind Netflix as it highlights 2 major scenarios, which are key usage of Netflix and the what are the expectations for Netflix

○○○○



Key Usage of Netflix

- › Netflix is designed to replace the concept of Television and Cinema, by making movies and premium television series available at the finger tips of the Individual
- › Add Text Here
- › Add Text Here

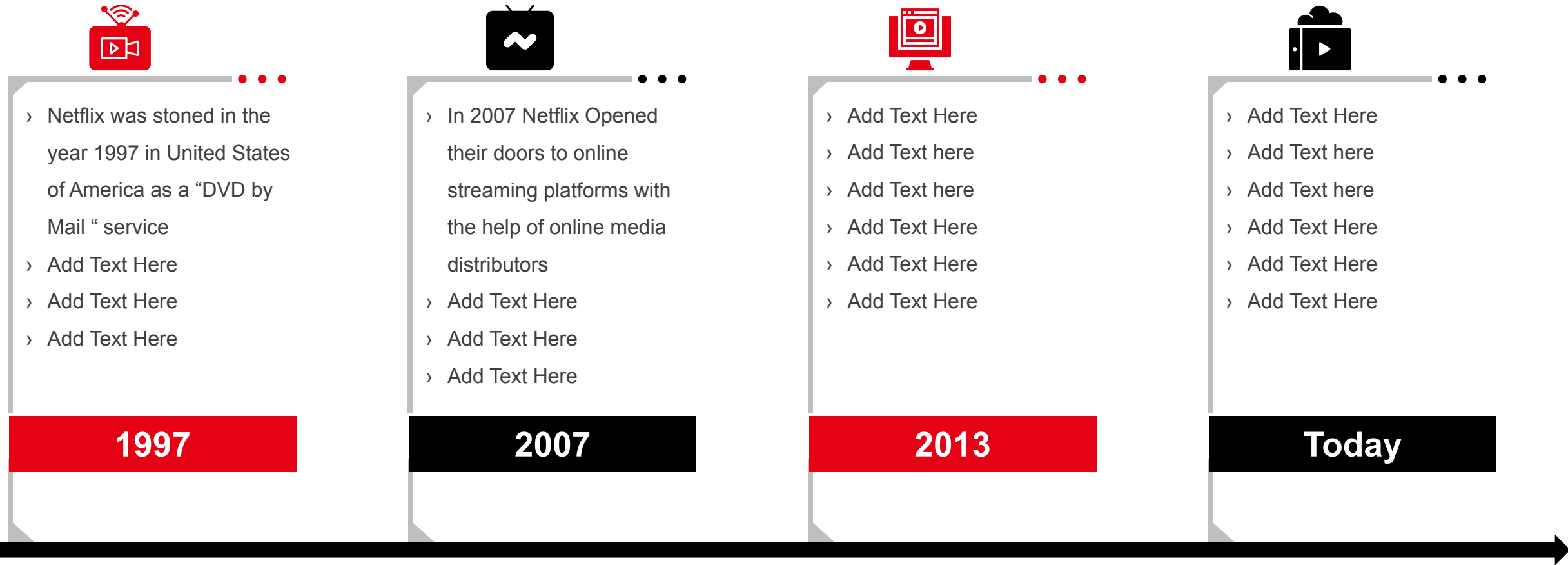


What we Expect

- › We dream for Netflix to become one of the most popular OTT platform with multiple users that streams all major studios movies and TV shows
- › Add Text Here
- › Add Text Here

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The following slide displays the timeline for Netflix as an organization, the provided displays the key years in which major development took place along with the description of the key events




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- The visible elements of a brand, such as colour, design, and logo, that identify and distinguish the brand in the minds of consumers are referred to as **Brand Identity**.
- Consistent marketing and messaging result in consistent brand identity and, as a result, consistent sales.


Understanding and Defining Our Brand Identity

Purpose of the following slide is to show the key defining features of the brand identity as it highlights the name and Logo of the brand over the years along with the color scheme

NAME







Our Logo Design

Netflix name had been changed multiple times

The word NETFLIX/N have always remained content in our brand logo

Add Text Here

Add Text Here

Our Logo Color Scheme

- > Red
- > Black
- > White

Add Text Here

- > Add Text Here
- > Add Text Here
- > Add Text Here

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

5

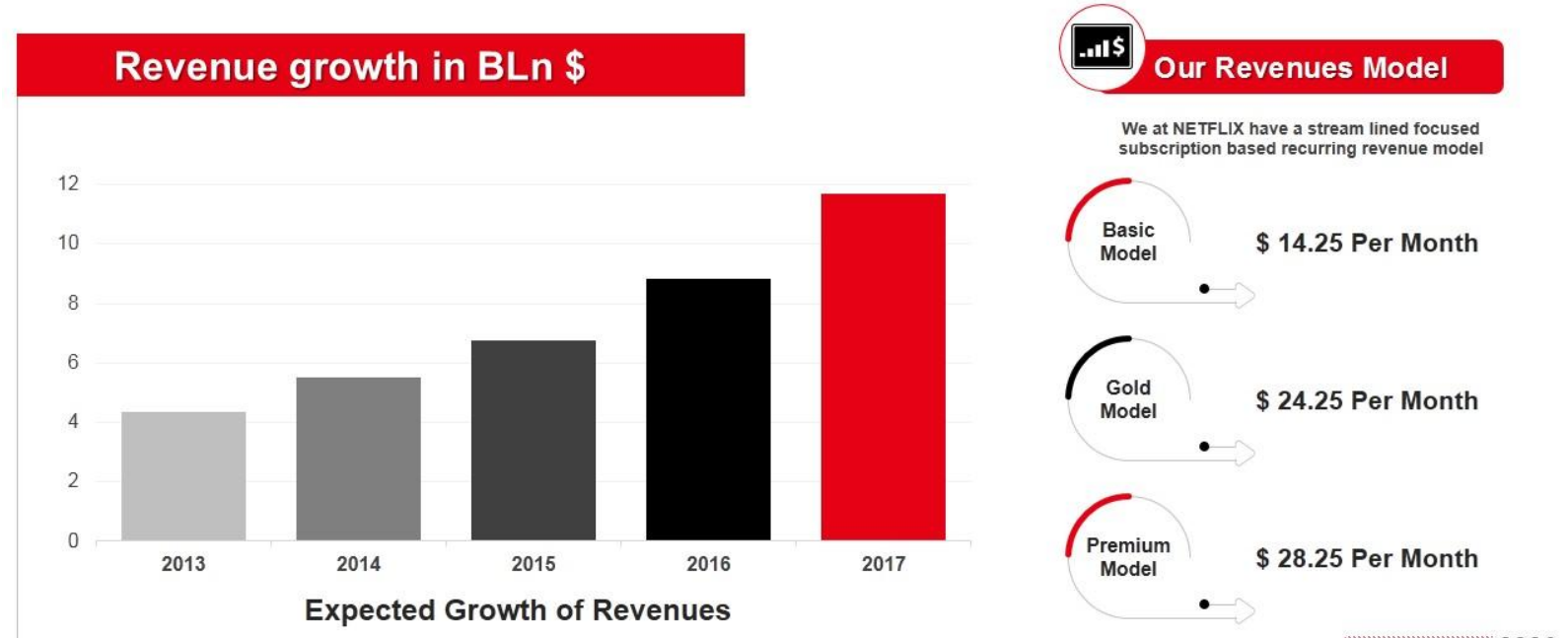
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5

- **Revenue Model** is a framework for generating monetary profit.
- It determines which revenue stream to pursue, what value to provide, how to price the value, and who pays for the value.
- It is an important part of a company's business model.

Understanding Our Revenue Model

The following slide is to displays the organizations revenue model as it displays the expected growth of the revenue along with the organization revenue model.



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- Companies are urged to reduce their own costs and run their businesses as efficiently as possible as a result of competition.
- When **Competition** is restricted, such as when one company acquires most competitors or reaches price agreements with other competitors, prices are likely to rise and quality is likely to suffer.

Understanding Our Competition

The following slide displays the key competitors of Netflix in the market as it highlights the name and logo of major competitors along with the key point of differentiation, Revenue Model and Price

○○○○

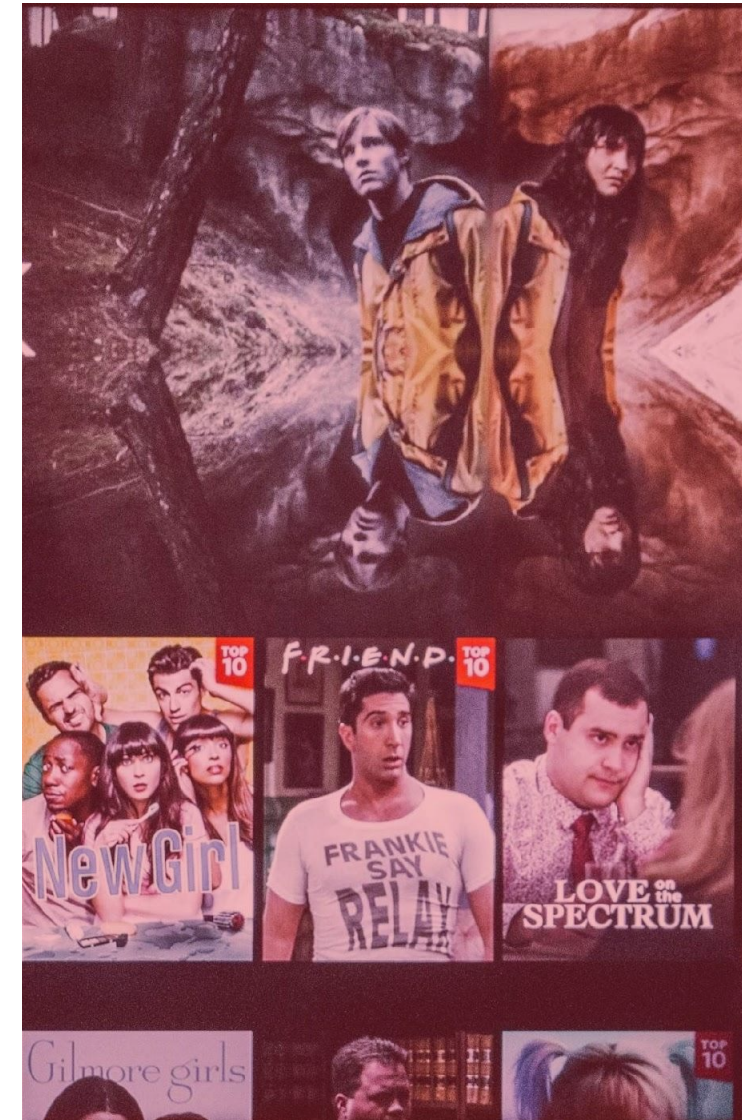
Understanding Our Competitors Revenues Model			
	NETFLIX	AMAZON PRIME	HULU
 Key Point of Differentiation	Availability of More Content	Yearly Subscription	Monthly Subscription
 Revenues Model	Monthly Subscription	Yearly Subscription	Monthly Subscription
	\$ XXXXX	\$ XXXXX	\$ XXXXX



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What are the components of brand identity?

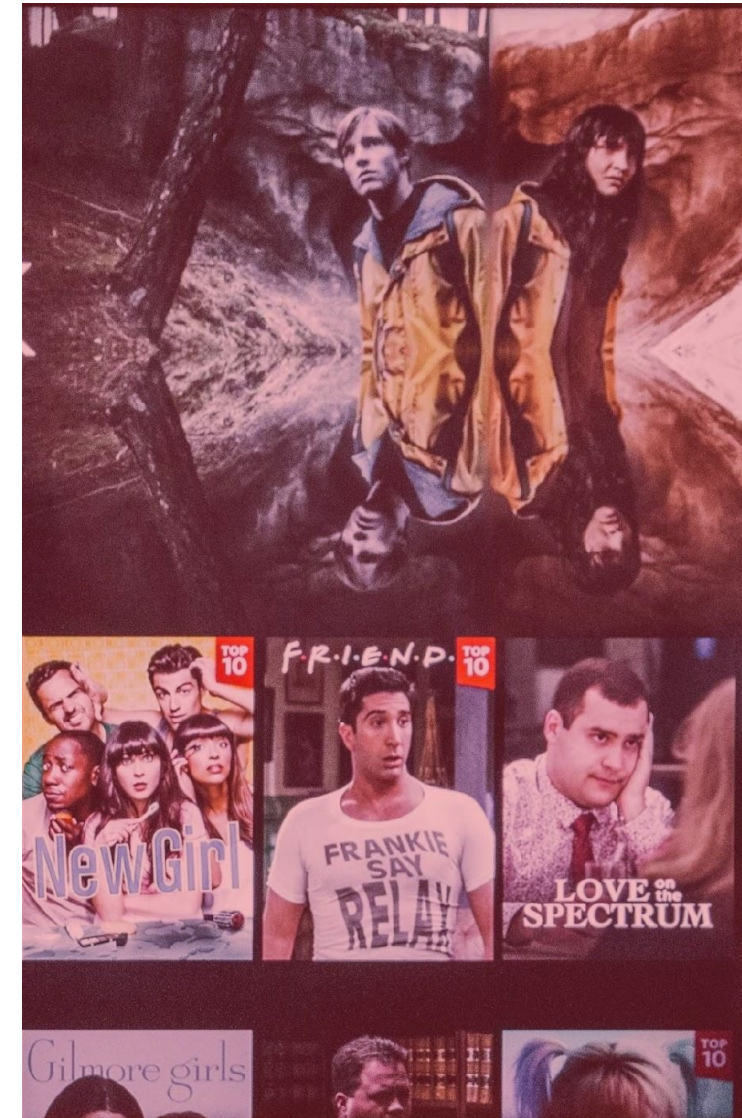
- Purpose-driven.
- Unique.
- It understands its target market.
- Always maintains brand consistency.
- Authentic.
- Thick-skinned.
- Visually captivating



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What are the three primary revenue models?

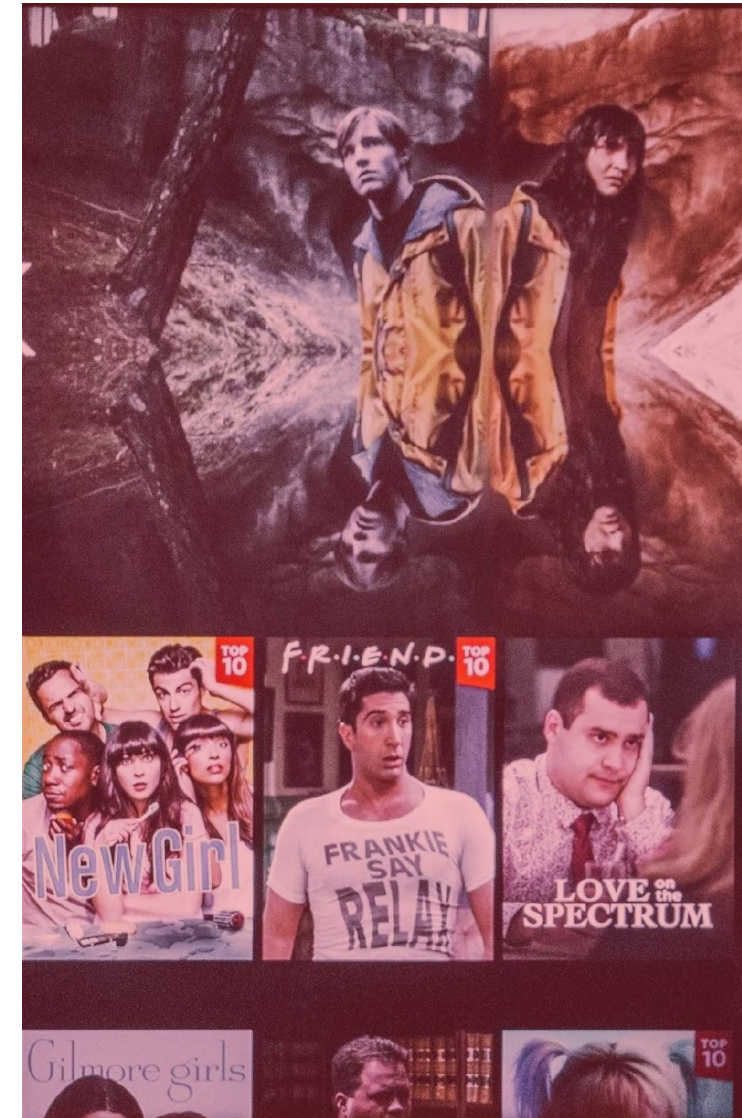
- *Subscription, licensing, and markup* are all common revenue models.
- The revenue model assists businesses in determining revenue generation strategies such as which revenue sources to prioritise, target customer understanding, and how to price their products.



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What are the four types of business competition?

- Perfect competition
- monopolistic competition
- oligopoly
- monopoly are the four types of competition identified by economists.



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