

Business Plan



Content

03	→	Overview
05	→	Summary of Business Plan
08	→	How the Business Generates Value
10	→	GEM Ecosystem
13	→	Services and Points of Revenue
15	→	Core Viewer Entry Points
19	→	Creator & Community Services
23	→	Data & Financial Infrastructure
26	→	GEM Subscriptions
33	→	How Creators Make Money / How Subscribers Get Involved
38	→	Projections



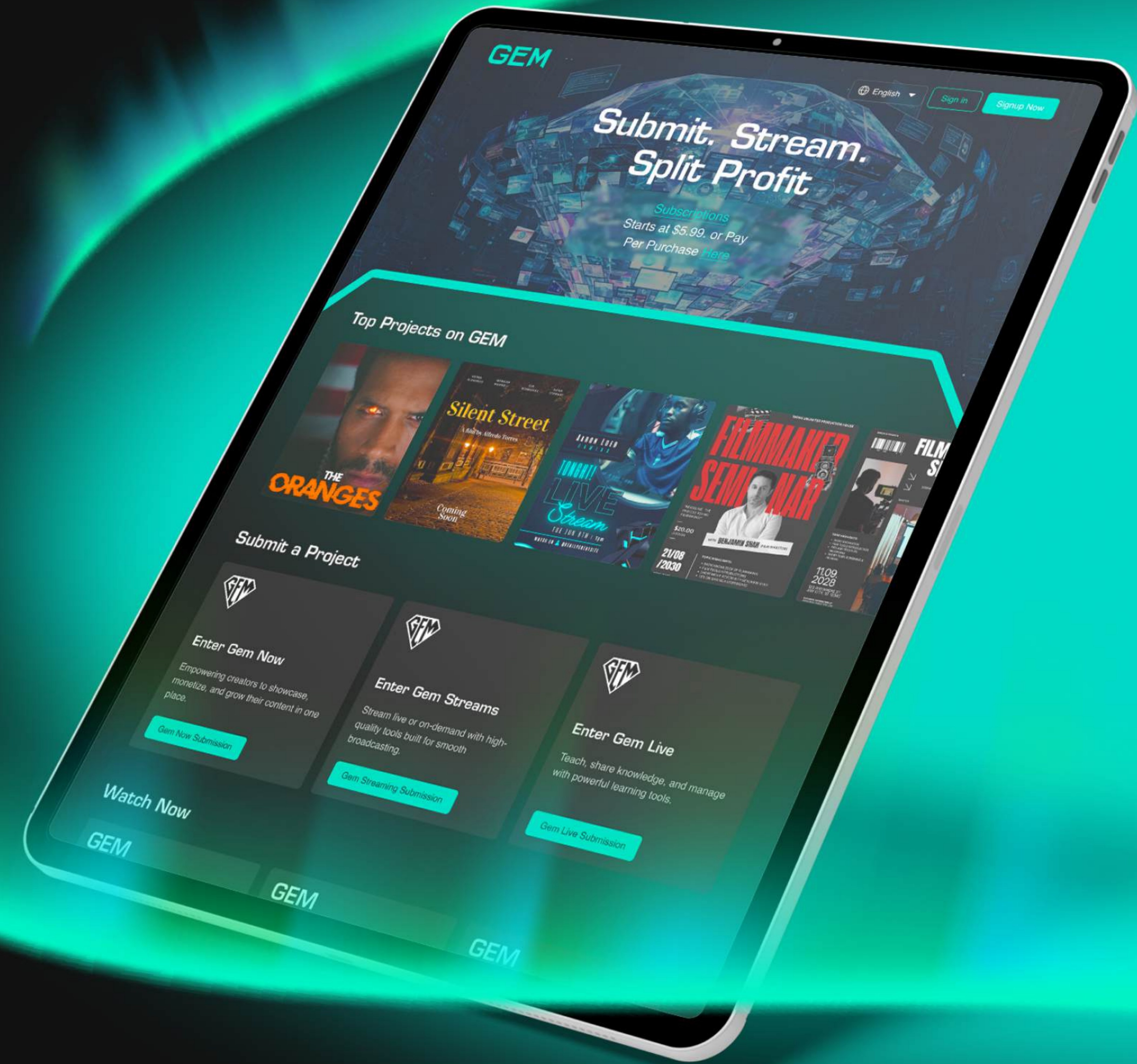
Overview

Overview

GEM is the next evolution in streaming, combining the best elements of popular platforms such as Netflix, Youtube, Twitch, and even LinkedIn. GEM is putting power in the hands of the creator, allowing them to maximize their earnings by sharing their own original content. From original series, movies, podcasts, streaming, live instruction, and much more, GEM is ready to change the game. ♦

Have you ever heard someone say that they're tired of seeing the same actors over and over? Or that they're tired of the same stories on repeat? With GEM, that's a thing of the past. GEM is the platform made by creators for creators and is ready to show off all up and coming actors and brand new exciting stories. ♦

For the creators who aren't quite prepared to showcase their materials, GEM offers an entire division dedicated to support, elevating each submission to its highest potential. Once submitted, GEM's algorithm ensures maximum exposure, with the available option of additional promotion. ♦

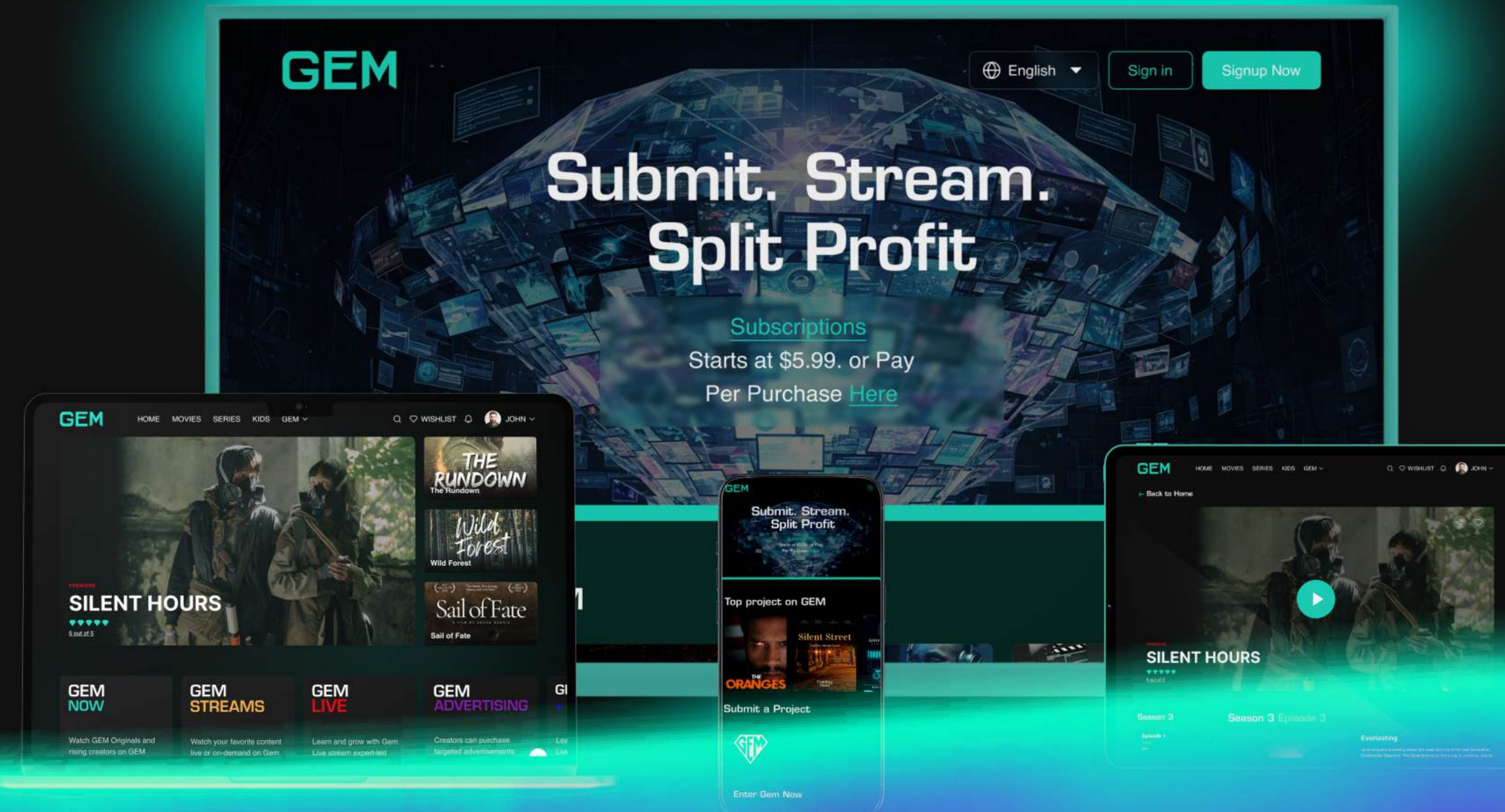


2015

Summary of the Business Plan

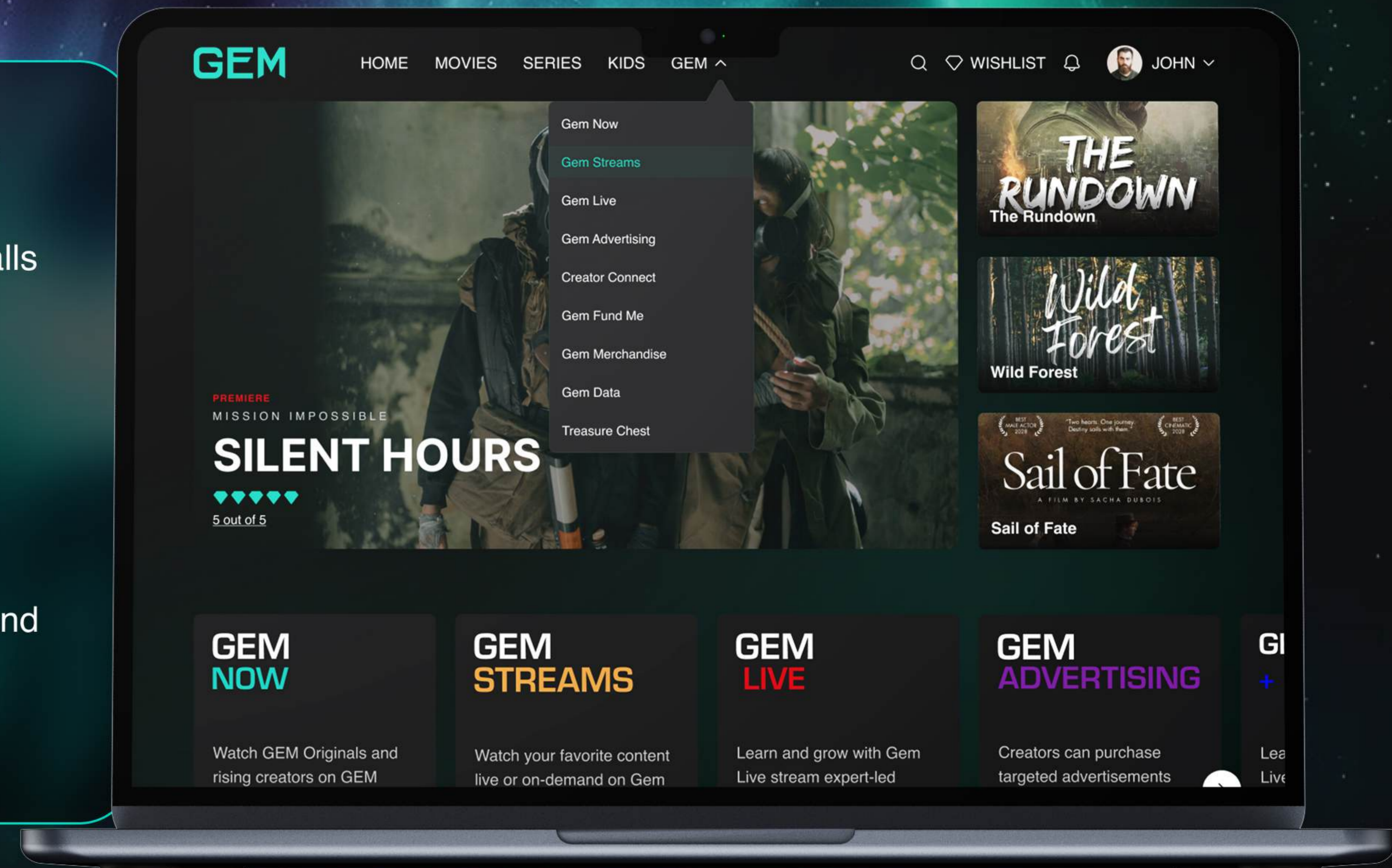
GEM grows through creators who already have audiences and finished projects, as well as those developing new work from the ground up. Using GEM's ecosystem, an idea can move from concept to funding, production, and screening through direct audience engagement. This changes how the business scales—GEM doesn't need to buy attention or commission content at industrial levels.

Revenue flows through several connected actions: advertising on GEM STREAMS, transactions on GEM NOW, live classes and events through GEM LIVE, crowdfunding via GEM FUND ME, merchandise, creator services, data insights, and GEM-financed Originals. Each action generates income independently, allowing sustained growth without relying on a single user behavior or breakout title.



Unlike typical social media and VOD platforms, GEM's algorithm is built to favor creators, not restrict them. Content and projects continue to circulate through the ecosystem at all times—no paywalls or promotion blocks limit visibility. This structure ensures creators stay discoverable, the platform remains active, and audience engagement naturally drives more ad revenue, views, purchases, and subscriptions

Costs stay controlled as production expands in adaptive stages, while growth accumulates steadily through participation, visibility, and community momentum rather than one-time viral moments.



Q8

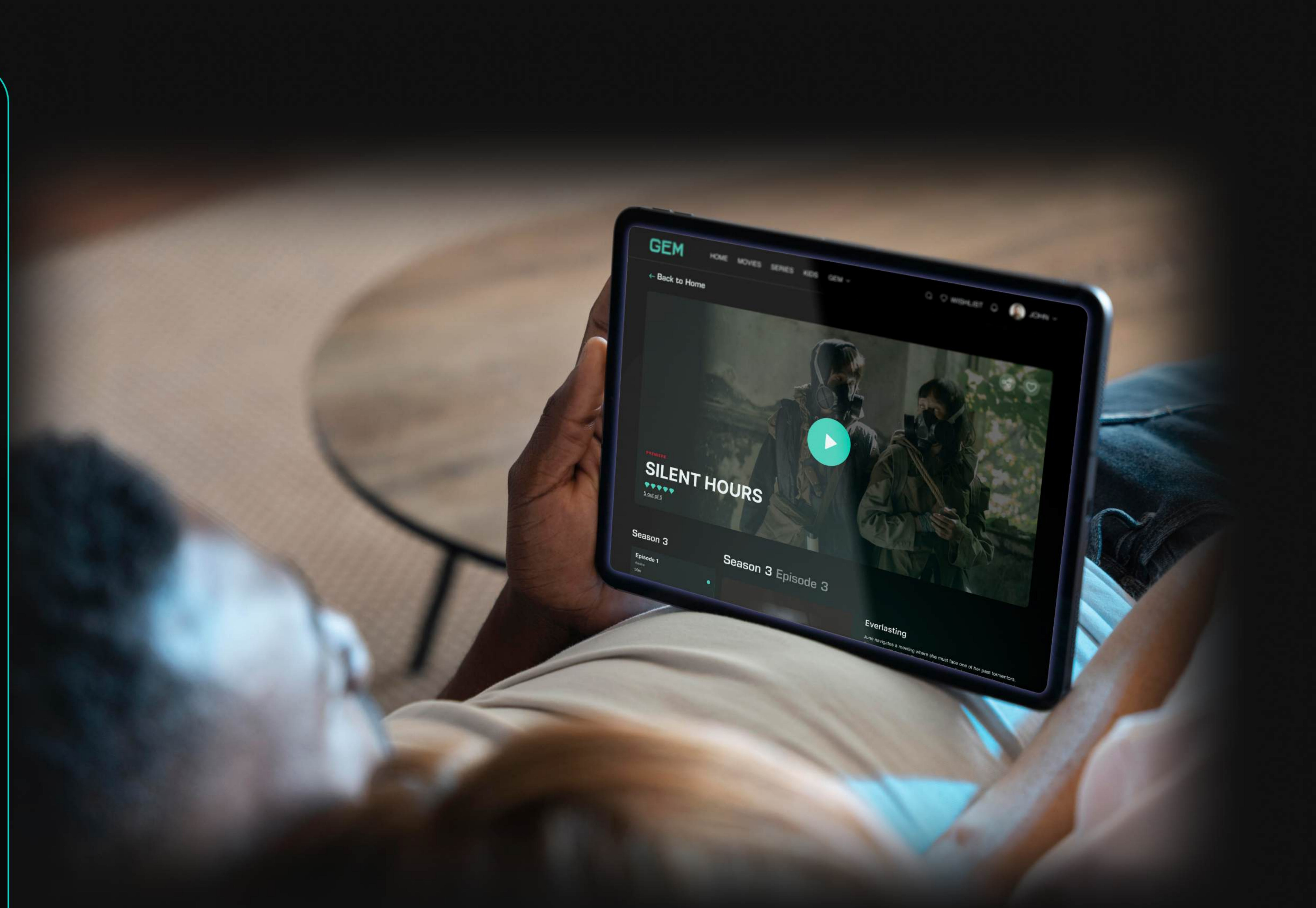
**How the Business
Generates Value**

GEM is an adaptive video-on-demand and creator engagement platform built for audiences and creators to connect, view, and earn at their own pace. The platform operates on a transparent revenue-sharing model where profits are split with creators.

Creators earn from subscription viewing, pay-per-purchase transactions, and the direct audience traffic they bring into GEM. Every creator's earnings scale dynamically based on how their projects perform — including engagement levels, viewer ratings, and traction gained within the GEM platform.

For filmmakers, access to monetization begins only after their work passes GEM's internal Quality Control review to ensure it meets technical and creative standards before being published.

Every element of GEM — from streaming and live interaction to creator commerce and platform originals — connects through a single transparent account infrastructure that guarantees visibility, traceable earnings, and synchronized growth across the ecosystem.

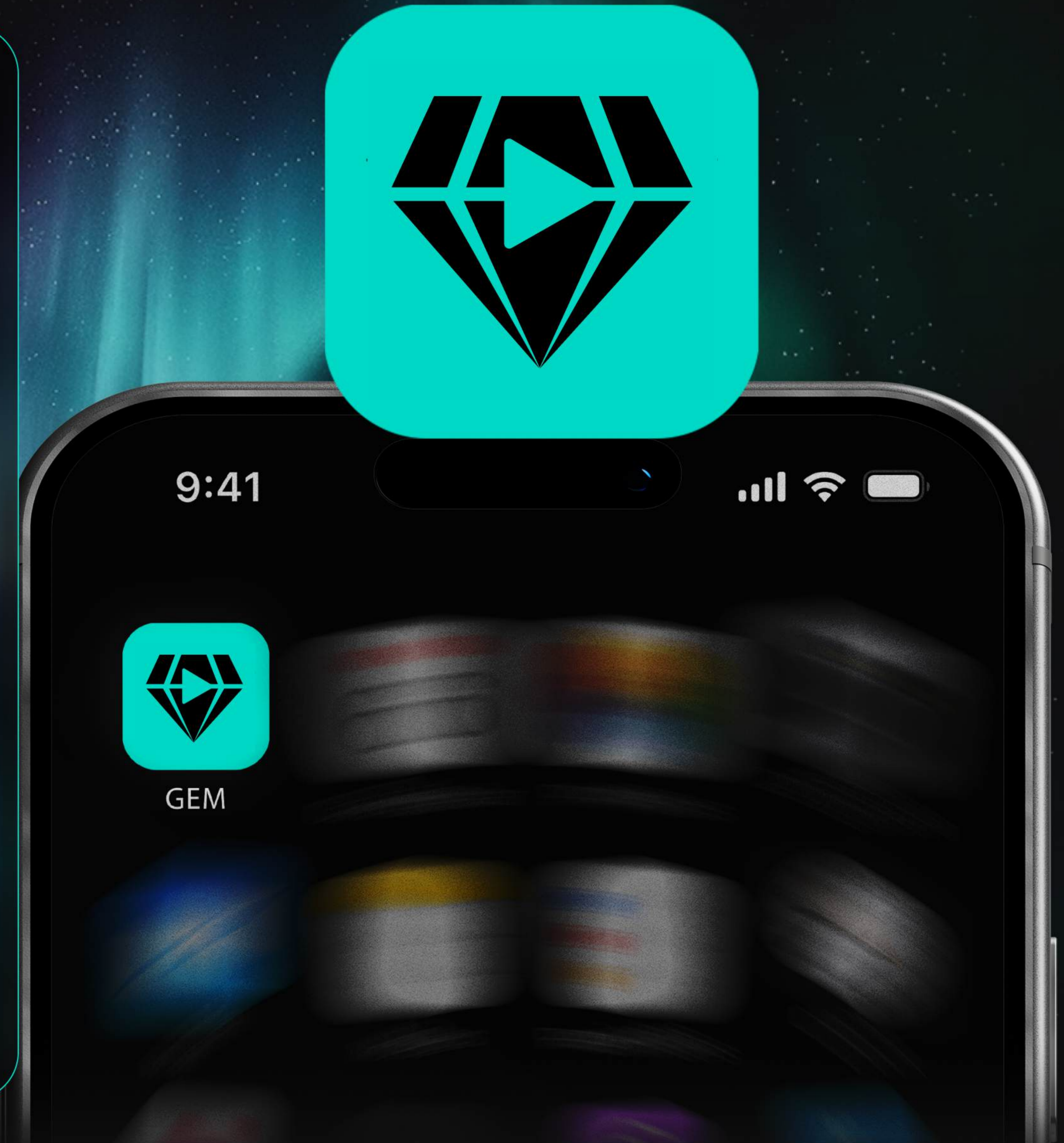


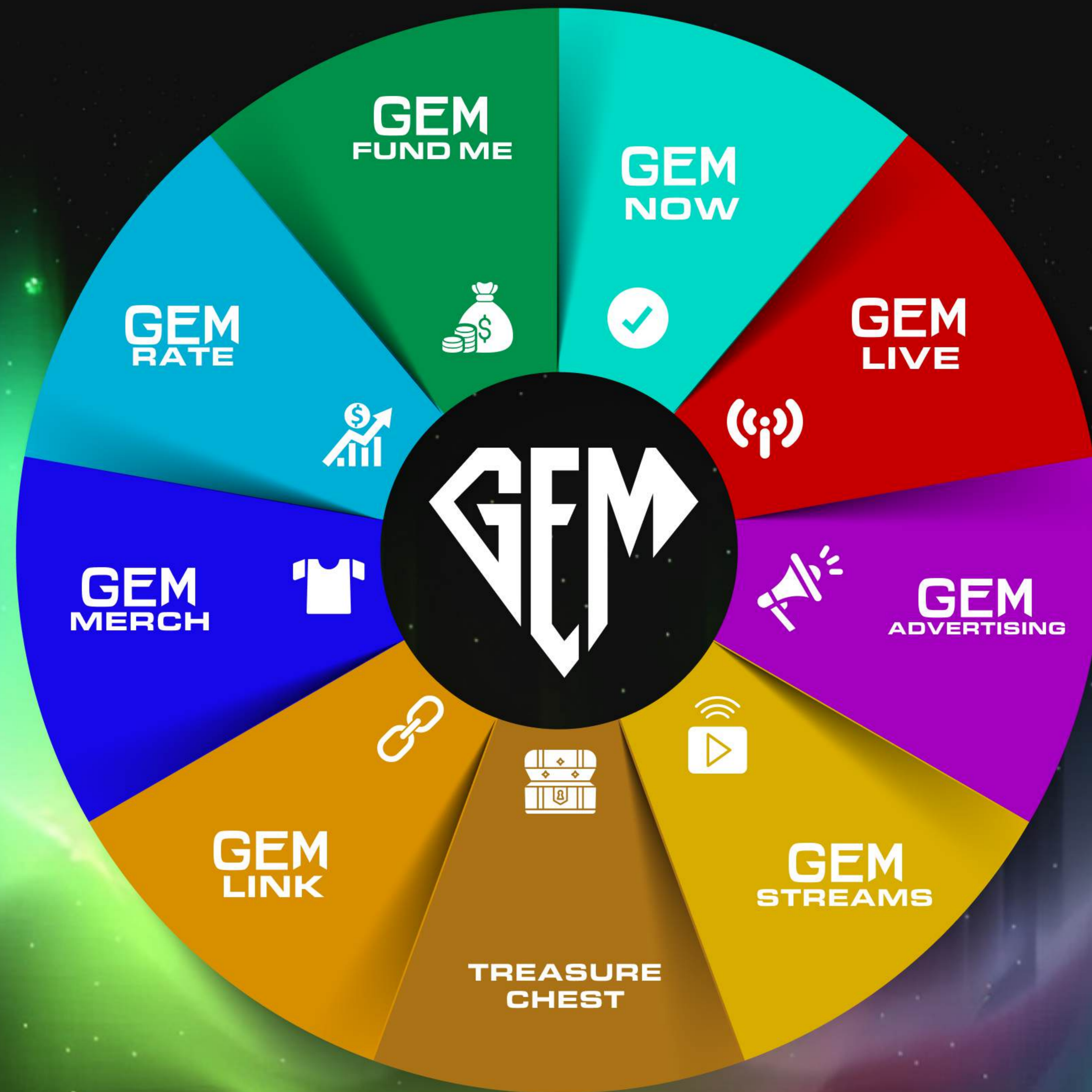


GEM Ecosystem

GEM's ecosystem is built around a set of connected products that move a project from discovery to payout. GEM Now is the main VOD hub for finished films and projects, while GEM Streams covers all creator streams, ongoing channels, and “going live” broadcasts. GEM Live powers real-time premieres, watch parties, and classes, and GEM Fund Me lets fans directly fund upcoming or in-production projects.

GEM Advertising manages sponsorships and placements and also lets creators pay for ads to push their campaigns deeper into the GEM ecosystem. GEM Merch handles creator and platform-branded merchandise, Creator Connect is the networking layer for collaborators, and GEM Data provides performance and audience analytics. Treasure Chest holds all earnings generated in the ecosystem, which creators can cash out and use to pay cast, crew, and collaborators.

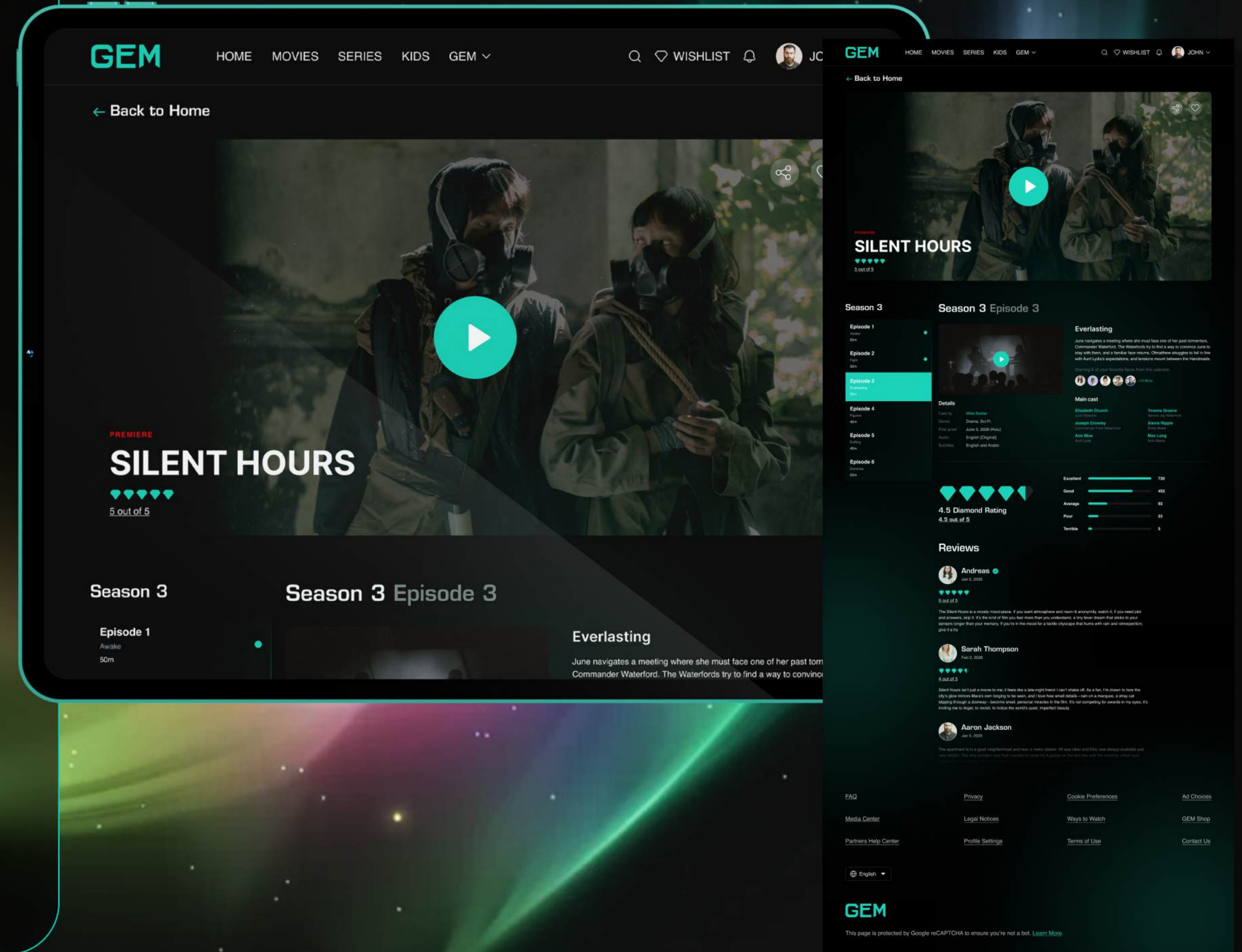




Services and Points of Revenue

GEM is an adaptive video-on-demand and creator engagement platform for audiences and creators to connect, view, and earn at their own pace. The platform operates on a transparent revenue-sharing model where profits are split with creators. Creators earn from subscription viewing, pay-per-purchase transactions, and the direct audience traffic they bring into GEM. Every creator's earnings scale dynamically based on how their projects perform — including engagement levels, viewer ratings, and traction gained within the GEM platform.

For filmmakers, access to monetization begins only after their work passes GEM's internal Quality Control review to ensure it meets technical and creative standards before being published. Every element of GEM — from streaming and live interaction to creator commerce and platform originals — connects through a single transparent account infrastructure that guarantees visibility, traceable earnings, and synchronized growth across the ecosystem.



15

Core Viewer Entry Points

A front-facing discovery and premiere zone for new and featured releases, trailers, and highlighted projects—where audiences can rent or buy instantly.

- ◆ Subscribe for unlimited access to the GEM content library.
- ◆ Pay-Per-Purchase for one-time access to individual titles or projects.

GEM Revenue Model: Subscription fees, Transactional purchase, promotional placement fees, AVOD Model (Advertising on Demand)

Revenue for User: Percentage of Subscriptions brought in, Split of pay per purchases brought in, Ad revenue

**GEM
NOW**



GEM's main streaming hub where anyone can watch free, ad-supported content or upload their own work, including podcasts and live streams. Platform subscribers automatically have access to GEM STREAMS without additional fees. Everyday creators can publish instantly, while filmmakers must pass Quality Control before their projects appear in the premium section.

GEM Revenue Model: Subscribe for ad free streaming, AVOD Model (Advertising on Demand), 3% credit card processing fee when applicable

Revenue for User: 60 Streamer/40 Gem split of all incoming ad revenue on streams, Streamers receive 100% of all donations, Streamers able to set their own pricing for subscriptions, taking 60% of all income of subscriptions

GEM
STREAMS



Interactive streaming for classes, live events, creative sessions, and Q&As. Audiences can buy tickets or send live contributions to creators during broadcasts.

- ◆ Paid Service
- ◆ AVOD Model (Advertising on Demand)

GEM Revenue Model: Subscriptions, Class sales, live tipping, sponsorships, and integrated ads during live events and during subscribers viewing (Advertising on Demand).

Revenue for User: Percentage of Subscriptions brought in, Split of pay per purchases brought in, Ad revenue

**GEM
LIVE**



2019

**Creator &
Community Services**

Advertising marketplace built for brands and creators. Although viewing on GEM requires a paid entry, advertising is integrated within GEM LIVE events, creator hubs, and promotional placements, allowing creators and brands to boost visibility.

GEM Revenue Model: CPM/CPC promotional placements, sponsorships, and brand integration partnerships. All advertising payments go directly to GEM.

Revenue for User: User makes no money, they spend money for exposure.

CREATOR ADVERTISING



A built-in funding lane where creators raise money for films, series, live events, and educational projects directly inside the GEM ecosystem. Supporters contribute to specific campaigns, unlocking perks, early access, or behind-the-scenes visibility as projects move from concept to release.

GEM Revenue Model: Platform fee or percentage on funds raised, with optional premium campaign tools and promotional upgrades for creators.

Revenue for User: Funds they receive from the community, fundraising capital.

GEM FUND ME



An integrated commerce layer for branded creator products, collectibles, and GEM collaborations.

GEM Revenue Model: Commission on product sales and co-branded merchandise collaborations. Creator keeps **85%**, Gem keeps **15%**.

Revenue for User: Creator keeps **85%** of sales.

GEM MERCHANDISE



A comprehensive creator hub that manages uploads, engagement analytics, and payouts in real time.

GEM Revenue Model: Subscription tiers for professional creator tools and performance-based premium features.

Revenue for User: Creators pay for service, they get assistance on their projects.

GEM LINK



GEM's built-in ratings layer where critics and fans use a shared 5-diamond system instead of stars or percentages. This aggregates critic reviews and fan ratings into a single visible score—similar to Rotten Tomatoes' critic/audience scores—but fully integrated into GEM at no extra cost, helping viewers spot top “gems” quickly, giving creators clear feedback on reception, and influencing how much creators earn through ecosystem revenue calculations.

GEM Revenue Model: Film Critics give projects value within the industry, which intern makes the project more money.

Revenue for User (Critic): Free subscription for Critics on GEM, payment from creators needing critics to write them reviews internally.

GEM RATE



2023

Data & Financial Infrastructure

GEM Data is the ecosystem's analytics layer, tracking views, watch time, engagement, and revenue across GEM Now, GEM Streams, GEM Live, GEM Fund Me, GEM Advertising, and GEM Merch. Creators receive a free core set of performance insights, and those who want advanced audience, campaign, and revenue analytics can upgrade to a paid subscription for deeper dashboards and exportable reports.

Revenue Model: Subscription based for more detailed analytics. Free baseline analytics for all creators; tiered subscriptions for advanced data, insight packages, and premium reporting tools.

Revenue for User: Revenue comes from using GEM data the correct way to earn more with the supporting audience.

**GEM
DATA**

A centralized earnings vault where all creator revenue from views, funding, ads, and merch across the GEM ecosystem is stored and tracked. Creators can allocate and cash out these funds to themselves, cast, crew, and collaborators according to their agreed splits.

Revenue Model: Transaction and payout fees, plus potential premium financial tools (automated splits, reporting, and advanced payout options) for high-volume creators.

Revenue for User: Cashouts from all earnings.

**TREASURE
CHEST**



GEM's in-house studio and co-production division responsible for developing and distributing original films, series, and special projects. These titles provide long-term backend returns for GEM and its film financiers through both platform viewership and external licensing.

Revenue Model: Revenue share from streaming, backend participation, licensing and distribution rights, and international syndication.

Revenue for User: None, entertainment. The more popular the project, the more popular GEM becomes which helps creators apart of GEM make more money and the experience of viewership for subscribers that much more exhilarating.

**GEM
ORIGINALS**

2016

Subscriptions

GEM NOW

Creator Subscriptions

Creator Tier 1

Free

- ◆ Ability to split percentage and add 2 admins
- ◆ No custom episodic release, Creator must release full project

Creator Tier 2

\$9.99 /per month

\$99.99 /per year

- ◆ Ability to split percentage and add 5 admins
- ◆ No custom episodic release, Creator must release full project
- ◆ Pre-Sale Tickets (Up to 3 Months before)
- ◆ Extra Data given to creator

Creator Tier 3

\$19.99 /per month

\$199.99 /per year

- ◆ Ability to split percentage and add 10 admins
- ◆ Custom episode releases (Monthly, Weekly or Full Release)
- ◆ Full Data Analytics
- ◆ Ability to set Pre-Sale Tickets

GEM NOW

With Ads

Standard

\$5.99 /per month

Access most content with ads in Full HD.

Premium

\$9.99 /per month

4k video resolution and allows you to add two extra members

Standard

\$49.99 /per year

Access most content with ads in Full HD.

GEM NOW

NO ADS

Standard

\$9.99 /per month

No Ads, with the ability to add one extra member.

Premium

\$13.99 /per month

No Ads, offers 4K video resolution and allows you to add two extra members.

Standard

\$999.99 /per year

No Ads, offers 4K video resolution and allows you to add two extra members.

GEM NOW

Pay Per Project

Projects

\$5.99

Basic with Ads HD

\$9.99

Standard with out Ads HD

\$13.99

Premium Purchase without Ads

Documentaries

\$5.99

Documentary

First 2 episodes are free. Docu-Series are available

\$5.99

Docu-Series

First 2 episodes are free. Docu-Series are available

Micros

\$3.99

First 2 episodes are free. Docu-Series are available

Podcasts

\$2.99

First 2 episodes are free. Post Cast All Series Episodes available

Annual Subscription Prices

\$49.99

Standard Full Year Subscription with Ads

Access most content with ads in Full HD.

\$99.99

Standard Full Year Subscription with Ads

Standard with out Ads HD

30

GEM STREAMS

Tier 1	Tier 2	Tier 3	Tier 4
Free	\$4.99 /per month <small>Stream without ads</small>	\$14.99 /per month	\$49.99 /per year <small>No Ads</small>
Free viewership with ads.	Limited Ads	Ad Free	<ul style="list-style-type: none">Streamers will receive 60/40 split of all incoming ad revenue on their streams.(Streamers 60%, GEM 40%)Streamers will receive 100% of al donation sent them (GEM will take a 3% credit card fee when applicable)Streamers will be able to set their own pricing for their subscriptions, taking 60% of all incoming subscriptions for themselves.

GEM LIVE

- ◆ Overall Subscription is **\$10.99/mon**
- ◆ Instructor Overall Class Price **\$8.99**
- ◆ Individual Classes are **\$4.99**
- ◆ GEM Live Annual **\$49.99**

GEM LINK

- ◆ Creator Interaction **\$9.99/mon**
- ◆ To post Creator job listing there are 3 tiers:
 - ◆ Base Posting - **\$15.99** Instant exposure, the notice will appear online immediately, also free access to professional posting/job tools
 - ◆ Featured - **\$49.99** Your notice will appear as an exclusive Featured item in online search results, and receive extra promotion on other areas in the ecosystem of GEM
 - ◆ Multiple Categories 1 for **\$5.99**, 2 for **\$13.99** - Double or triple the popularity of our job posting by including your post in additional categories/demographics

GEM DATA

- ◆ **Core (Free)**
Included for all creators with basic metrics: total views, watch time, completion rates, likes/dislikes, geography overview, and high-level revenue estimates by project.
- ◆ **Pro (\$19.99/month)**
Everything in Core plus detailed demographics, device breakdowns, campaign attribution from GEM Advertising/Fund Me, project revenue sources, and CSV export reports.
- ◆ **Studio (\$99.99/month or custom)**
Everything in Pro plus cohort analysis, advanced attribution, multi-user access, API exports, priority support, and quarterly strategy reviews.
- ◆ **Add-Ons**
Deep-dive reports (**\$49.99 one-time**), white-label investor packs (**\$29.99**)



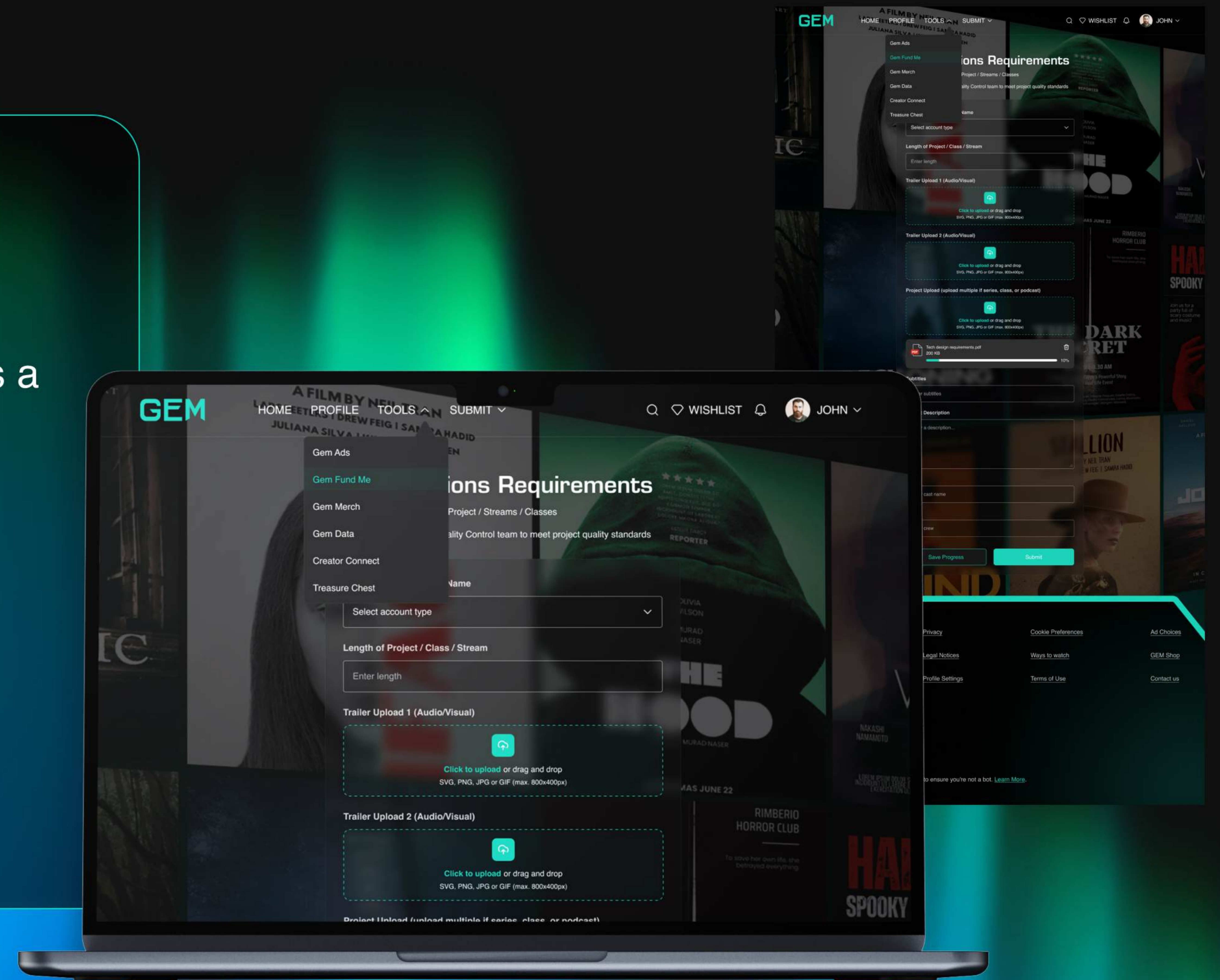
**How Creators Make
Money / How
Subscribers Get Involved**

Project Unique Code Instructions

Each project after approval, GEM's QC team gives a unique code and project URL to creators for purchase from fans and subscribers.

Support Instructions for Creators

Direct your audience to the creator's profile (e.g., www.gemstreams.tv/CodyFellows): "Enter unique code "CodyRocks25" to support!"



Process:

- ◆ The number of admins or influencers a creator can add to their project—and the ability to adjust profit splits—depends on their subscription tier
- ◆ Upon entering admin emails and assigning percentage splits in the creator portal, agreement terms are automatically emailed to the admin. They receive a contract for review; upon acceptance, their profit split activates, tying earnings directly to their project promotion efforts
- ◆ Once the admin accepts the split agreement via email, the creator receives a notification and can generate a unique, editable promo code—or use a generic one—to send back instantly. The admin or influencer then shares this code with their audience (e.g., "Enter "CodyRocks25" at gemstreams.tv/CodyFellows"), driving traffic and activating their earnings
- ◆ Upon joining the creator's project, the admin gains automatic access to their own Treasure Chest account, linked to their email. Sign-in is seamless—GEM sends a one-time code directly to their inbox—unlocking views of key metrics like earnings per purchase and subscription they drive. From there, they can cash out or keep promoting to grow revenue from that project

Promoting Free Episodes & Trailers for Creators

- ◆ To promote trailers it's simple; start by sharing your project trailer and unique code to your audiences on your various social media platforms. This will send future purchasers to GEM's platform.
- ◆ To promote free episodes to your audience on other social media platforms follow these instructions:
 1. Each project will have its own unique URL & each episode will have its own unique URL.
 2. Promote by sharing the unique Project URL or Free Episode URL
 3. Audience members that visit the Project URL for Long Form content will have 2 minutes free watchability or 1 episode free if it's a Series, for Micros 1 episode for free within GEM's Platform after entering their email.
 4. Audience members that visit the Episode URL will be able to watch either on the social media platform that it was shared on or by visiting the episode on GEM's platform.
 5. Creators and influencers/admins will want to promote by sharing the link with a grabbing description: "Check out the hottest Summer movie in the Nation, "Summer Love" starring your favorite heartthrob Cody Fellows. The first two episodes are free! Watch and support the rest of the series by entering special code "CodyRocks25" during checkout and it will support the cast and crew for this amazing film!
 6. If a future fan decides to subscribe or purchase there will be a section to enter the unique code given to them during checkout to purchase and support the project.

Purchaser/Subscriber Instructions

Purchasers can visit the Project URL or visit the creator's profile URL (e.g., www.gemstreams.tv/CodyFellows), enter the unique code "CodyRocks25", and select from the dropdown:

1. Subscribe to GEM (redirects to subscription checkout)
2. One-Time Project Purchase (funds go directly to the project).

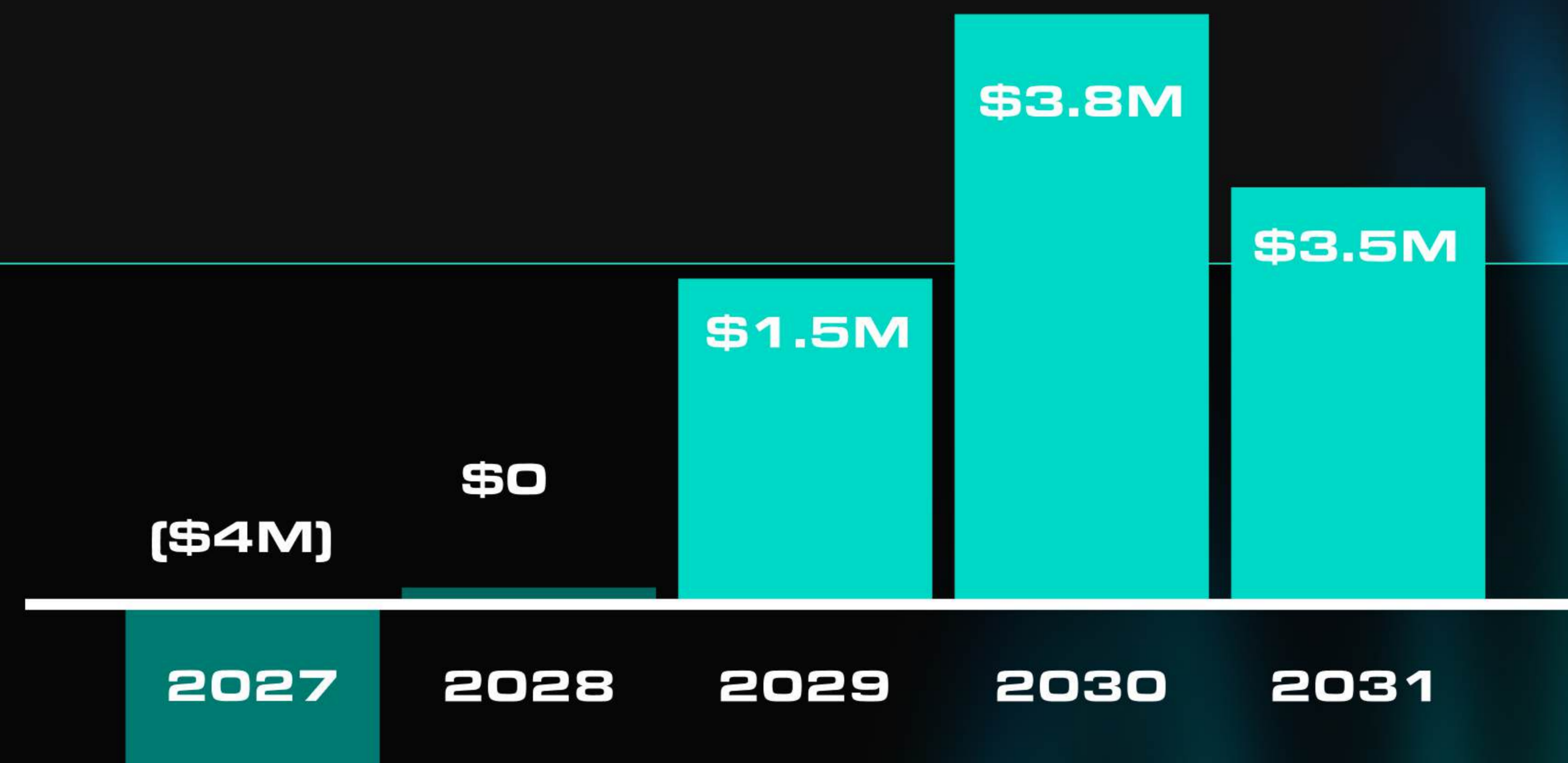
Purchasers gain access to the project for the entire time it remains on the platform

38

Projections

GEM's financial projections anticipate steady adoption over the first five years, driven by creator participation rather than heavy marketing spend. Early revenue is expected from transactions on GEM NOW, live classes and events through GEM LIVE, crowdfunding via GEM FUND ME, and advertising on GEM STREAMS, with additional growth from merchandise, creator services, and data licensing. As more creators upload content and audiences engage across multiple services, recurring platform income compounds organically.

Development costs are heaviest in the pre-launch phase, covering core infrastructure, content vetting systems, and algorithm optimization. Once live, operating costs scale efficiently—discovery and promotion are powered by creators and GEM's circulation-based algorithm, reducing marketing overhead. The model stays profitable even under slower adoption scenarios because core revenue is diversified and creator-driven, allowing GEM to improve margins as participation and ecosystem activity expand.



Net Profit (or Loss) By year

The chart above summarizes projected net profit and loss over the period shown. The initial loss in 2027 reflects the cost of building the platform and launching operations. Performance moves close to break-even in 2028 as recurring activity begins to stabilize. From 2029 onward, profitability emerges as user retention improves and revenue becomes more predictable. The moderation in 2031 reflects planned reinvestment into content and infrastructure to support further scale. Under the current assumptions, the business reaches operational balance within roughly 12 to 18 months from launch, while preserving flexibility to fund growth without structural strain.

THANK YOU

Get In Touch

Thank you for considering GEM Streams. GEM will provide a full business plan, projections and additional information per request.

[GemStreams.tv](https://www.GemStreams.tv)

info@soundsightllc.com

