

Ole-Stars Marketing Plan

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Executive Summary:

Ole-stars marketing focuses on the acquisition of Agencies, our main customer is the agent, and fans are secondary income, from Token sales.

At first direct marketing efforts will focus on opening markets with the signing or agreements with agencies, after this process has 1 or 2 agencies in a country focus will change to fans support and event management, and online services.

Marketing will be primarily online, and through local partners, viral marketing campaigns will be developed around launch of new material from artists, such as new TV shows, Movie launches and new music releases.

This will reduce or marketing spend, but also give new talent the opportunity to be seen, and should grow our fans based quickly as new talent arrives to the platform, keeping Ole-stars new and fresh looking.

Mission Statement:

What do we do?

Ole-stars, provides a platform for Agencies to promote artist across all types of entertainment, including but not limited to TV, movies, music, radio, games, sport, etc. we help to grow fan interaction. While also learning from the fans behaviors and feedback.

How do we do it?

We provide a dynamic online platform where both artist and fans can interact, artists & agencies can get support for new projects, and fans can show interest in upcoming project. Can offer suggestions and learn the latest news about artist they love.



Who are we doing it for?

The main focus of this platform is the Agencies, we hope to help agencies establish their business in the exciting new area of Tokenization of entertainment, enabling them to stay connected with a growing younger audience interested in blockchain technology and hungry for new ways to interact with artists.

But both fans and artists play an important role in the success of the platform.

Artist help to bring new fans to the platform, and diversify our audience, we hope to attract artist from multiple genres.

Fans will strengthen the platform and increase the value of the OLE token and make for a fun dynamic platform, giving value to the agency and artists.

What value are we bringing to the table?

Our main value is bringing together the technological experience to the entertainment industry, enabling agencies to profit from the growing interest in blockchain technology and tokens, without having to invest internally to this expertise, and by offering a platform that multiple genres can participate in we can bring together a wider audience for an artist or agency.

Goals:

Financial Goals:

Our financial goals are outlined in our ICO White paper, the target is 100 million USD with a soft cap at 50 million

Ole-stars targets adding agency's 1 per month with approximate targets of 3 to 4 per country, initial markets include, Japan, Korea, Taiwan, under consideration Vietnam, Thailand, countries to study in future Philippines, Indonesia, Malaysia.

Joining fee for agencies will be approximately \$100K USD

Fans token sales, 1 token = \$10USD

Non-Financial Goals:

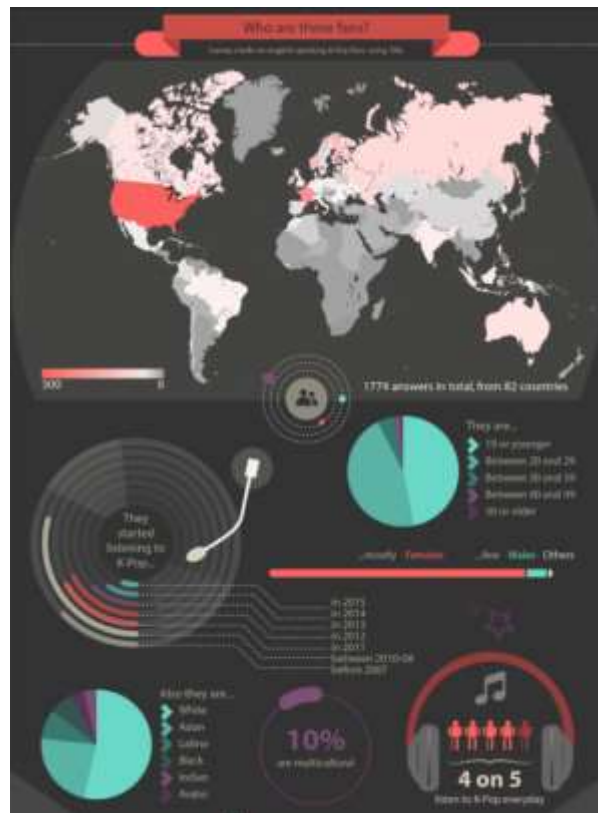
What are your Goals?

Specific: Achieve a sustainable agency count, we expect this will be 4 to 5 Agencies, with 2 to 3 artists per agency

Measurable: fan sign-ups of between 2 and 4 million individuals

Aspirational: We hope to support artists across 5 to 6 genera

Realistic: Our main focus will be K-Pop in Korea, Japan & Taiwan, TV-Drama/ Acting in Taiwan & China



Some other examples of non-financial goals:

- Launch additional services such as internal sales platform
- Weekly interviews with artist
- Internal Video channel
- Signing events around the Asia region
- Sign promotional partners

Target Market:

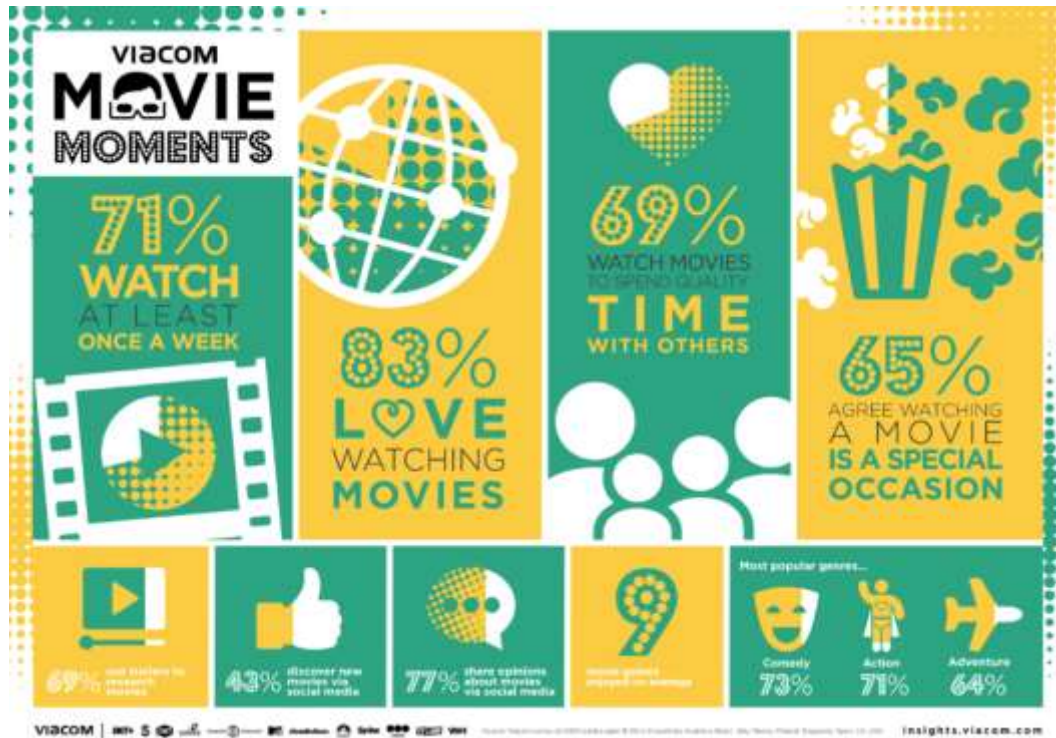
What is the majority of my market's gender?

In general our markets are divided based on the genres of the artist, age of the fan, but the following shows some clear .

Music K-Pop = Female 73% Male 23%

TV Drama = Female 65% Male 28%

Movies = Female 22% Male 55%



How about their age range?

Between 16 to late 30's are our main target market, but this can be deceiving as TV Dramas and Movies can have much older viewers, so we need to be aware of a large demographic joining the platform, so simple UI and UX experience will be important.

* For this study, Viacom connected with 4,500 Adults aged 16-54 in 9 countries: Australia, Brazil, Italy, Mexico, Poland, Singapore, Spain, UK, USA





Ole-stars - Marketing Budget 2018:

Ole-stars MARKETING BUDGET 2018

CATEGORY	TOTAL BUDGET	% OF BUDGET	AMOUNT SPENT TO DATE	BUDGET REMAINING	% OF BUDGET REMAINING	Q1			Q2			Q3			Q4		
						JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Content Development	\$ 95,000	9%	\$ 36,379	\$ 58,621	62%	\$ -	\$ 1,800	\$ 9,000	\$ 4,500	\$ 1,500	\$ 9,000	\$ 5,079	\$ 9,500	\$ -	\$ -	\$ -	\$ -
Content Management	\$ 65,000	25%	\$ 10,500	\$ 54,500	84%	\$ -	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500	\$ 1,500
Licensed Content	\$ 5,000	0%	\$ 300	\$ 4,700	94%	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40	\$ 260	\$ -	\$ -	\$ -	\$ -	\$ -
Human Resources - Cost	\$ 90,000	28%	\$ 92,459	\$ -7,459	103%	\$ 3,499	\$ 1,800	\$ 6,000	\$ 2,800	\$ 2,000	\$ 2,800	\$ 6,000	\$ 4,000	\$ -	\$ -	\$ -	\$ -
Advertising	\$ 25,000	7%	\$ 22,258	\$ 2,742	90%	\$ -	\$ -	\$ -	\$ 200	\$ -	\$ 5,800	\$ 6,000	\$ 6,000	\$ -	\$ -	\$ -	\$ -
Promotions	\$ 40,000	12%	\$ 48,000	\$ -8,000	120%	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000	\$ -	\$ 28,000	\$ -	\$ -	\$ -	\$ -
Agency Fees / Retainer	\$ 30,000	9%	\$ 21,972	\$ 8,028	73%	\$ 1,200	\$ 1,200	\$ 600	\$ 7,500	\$ 4,500	\$ 2,500	\$ 4,200	\$ 4,200	\$ -	\$ -	\$ -	\$ -
Hardware	\$ 6,000	2%	\$ 11,993	\$ -5,993	199%	\$ 11,993	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Software Licenses	\$ 10,000	3%	\$ 7,000	\$ 3,000	70%	\$ 700	\$ 400	\$ 5,900	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Graphic Design	\$ 14,000	4%	\$ 8,619	\$ 5,381	62%	\$ 800	\$ -	\$ -	\$ 6,800	\$ -	\$ -	\$ 600	\$ 200	\$ -	\$ -	\$ -	\$ -
Video Production	\$ 40,000	12%	\$ 6,000	\$ 34,000	15%	\$ -	\$ -	\$ -	\$ 6,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL \$	\$ 1,100,000		\$ 393,917	\$ 706,083		\$ 17,492	\$ 13,500	\$ 17,700	\$ 17,400	\$ 16,400	\$ 32,300	\$ 37,400	\$ 62,200	\$ -	\$ -	\$ -	\$ -



Ole-stars - Marketing Budget Plan 2019:

Ole-stars MARKETING BUDGET PLAN 2019

CATEGORY	TOTAL BUDGET	% OF BUDGET	AMOUNT SPENT TO DATE	BUDGET REMAINING	% OF BUDGET REMAINING	Q1			Q2			Q3			Q4		
						JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Content Development	\$ 50,000	7%	\$ 34,000	\$ 16,000	32%	\$ 4,500	\$ 4,000	\$ 4,000	\$ 4,500	\$ 4,500	\$ 4,500	\$ 4,500	\$ 4,500	\$ 4,500	\$ 4,500	\$ 4,500	\$ 4,500
Content Management	\$ 36,000	25%	\$ 35,000	\$ 1,000	97%	\$ 1,500	\$ 1,500	\$ 1,500	\$ 2,000	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500
Licensed Content	\$ 70,000	10%	\$ 65,400	\$ 4,600	7%	\$ 400	\$ 2,500	\$ 2,500	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000
Human Resources - Cost	\$ 340,000	96%	\$ 271,000	\$ 69,000	20%	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000
Advertising	\$ 100,000	10%	\$ 60,000	\$ 40,000	40%	\$ 3,000	\$ 2,000	\$ 2,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000
Promotions	\$ 200,000	40%	\$ 80,000	\$ 120,000	40%	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000
Agency Fees / Retainer	\$ 50,000	10%	\$ 10,000	\$ 40,000	20%	\$ 3,500	\$ 3,500	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000
Hardware	\$ 6,000	2%	\$ 1,000	\$ 5,000	17%	\$ 11,000	\$ -	\$ 2,000	\$ 3,000	\$ -	\$ -	\$ 9,000	\$ -	\$ -	\$ -	\$ -	\$ -
Software Licenses	\$ 10,000	2%	\$ 20,000	\$ -10,000	40%	\$ -	\$ -	\$ 2,500	\$ -	\$ -	\$ -	\$ -	\$ 7,500	\$ -	\$ -	\$ -	\$ -
Graphic Design	\$ 50,000	5%	\$ 48,517	\$ 1,483	3%	\$ 1,000	\$ 2,000	\$ 1,000	\$ 600	\$ 2,500	\$ 600	\$ 400	\$ 2,000	\$ 1,000	\$ 2,000	\$ 4,000	\$ 1,000
Video Production	\$ 50,000	10%	\$ 10,000	\$ 40,000	20%	\$ 2,000	\$ -	\$ -	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ 2,000	\$ -	\$ -	\$ -
TOTAL \$	\$ 1,220,000		\$ 522,917	\$ 697,083		\$ 41,000	\$ 33,000	\$ 101,000	\$ 170,000	\$ 101,500	\$ 65,000	\$ 101,000	\$ 65,500	\$ 101,000	\$ 101,000	\$ 101,500	\$ 101,500



2019 Budget plan reflects a major change from a human resource heavy budget in 2018 as we started to grow and add staff to a promotion and advertising heavy budget in 2019, after completing the public ICO, the company will shift focus to adding both Agencies & Artists, and growing the fan base, this will require higher advertising and promotion budgets focused on social media, regional events and working together with Agencies and promoters.