

# OUR VISION INTO ACTION





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# INTRODUCTION TO ACQ'd

Hello, my name is Seifuddin Henton, however my close friends and business associates commonly call me Coach or Coach Henton. I would like to personally thank you for taking the time to read this business presentation that my Team and I have titled "Our Vision into Action.:

This document is not intended to be viewed as a full scale business plan, however we will be evolving this document periodically by adding informative addendums These addendums will accompany this presentation as we deem it appropriate to do so whenever sharing this information with others.

In order to protect detailed specifics of our IP (intellectual property) my Team and I have intentionally left out certain bits and pieces to maintain the integrity of our concept. We will gladly share additional information selectively on a case by case basis.

All of that being said I am so very excited about the launch of our new mobile app and streaming platform we have chosen to call "Acquired Streaming" and this presentation will tell you all about this. We welcome your reply communication and look forward to the opportunity to elaborate on our plans.

Respectfully,

Seifuddin "Coach" Henton  
Co Founder/Chairman  
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I am so very proud of the Team I have assembled to help make the Acquired Streaming platform a reality. The lead app and platform developer is Into-Reality LP who, on larger projects like this one, has formed a joint venture with one of the top technologically advanced teams in the world. Together these two groups bring advanced capabilities that will ensure our success.

My own in-house Team is comprised of dedicated and passionate experts who, like me, are driven as well as self motivated. Collectively we all have skills that compliment each other in ways that are unique.

To ensure our long term success Acquired has assembled a secondary Team that we will keep in the loop on all of our development progress. This secondary Team will fill in whenever needed and is made up of select resources who will help to protect us against potential failure and loss.

There is a lot more to share on this subject and Acquired will be more than happy to introduce our Teams at the appropriate time.





Our in-house CBDT (core business development team) manages our cooperative partner relationships to ensure our ability to perform at a very high standard on an ongoing basis. The Acquired Streaming platform is complete custom design so that we have an asset that will appreciate as we evolve and improve it. This asset is supported by internal and external Team members working collectively with rapid response capabilities.

While our internal models are an intimate part of our IP (intellectual property) Acquired has mapped out and put into place operational protocols that ensure maximum performance.



# Our Vision

The “Acquired Streaming” platform is an advanced app that our Users will enjoy and benefit from in ways other platforms cannot provide. By adding features and functionality that are stimulating and user friendly we anticipate a growing user base that will be loyal.

Our vision, in simple terms, is to attract Users who will enjoy and share our platform with others.

We acknowledge that this is no easy task in a highly competitive streaming market however our confidence derives for the manner in which we will attract and keep our User base.

Our streaming platform will be the first stepping stone towards creating a closed environment composed of multiple platforms that will expand off this first one. The innovative features available for our Users enjoyment will lead to many new advancements in technology through innovation.

As you may appreciate we have a lot more to share on this subject...

# Products & Services



Acquired Streaming is a platform, similar to TUBI but with a lot more to offer. Our streaming platform will offer a wide range of free services to include but not be limited to:

 **TV Programming**

 **Movies**

 **Live Sports**

 **Music**

 **Videos**

Our revenue will be from data sales and strategically placed advertisements. Our intention is to provide a diversity of free options to ensure our Users enjoy and benefit from using Acquired Streaming.



# Products & Services

Through the development of Cooperative Partnerships our streaming platform will also offer premium paid service options to Users who subscribe and these initial offerings are:

 **PPV (pay per view)**

 **Live Concerts**

 **Exclusive Sports**

 **Exclusive Entertainment**

 **and more...**

We understand that to attract and retain paid subscribers Acquired Streaming has to offer things that our competitors do not. The relationships we are building now are an intimate part of our foundation and we are so very excited to deliver products and services that are in high demand to a broad user base.





# Advertising & Marketing

Acquired Streaming has developed an internal marketing plan that we will be using to scale our user-base domestically within the United States at first then within select Countries abroad. Our advanced advertising initiatives will include:

- △ Targeted Media Presence
- △ Social Media Advertising
- △ Select Printed Media Ads
- △ Endorsement Deals
- △ Closed Environment Advertising
- △ and other not identified herein...



With an initial advertising budget we are confident in our ability to onboard new Users at a steady pace. Acquired Streaming has already identified a number of conduits from which to advertise our streaming platform and once our app is live on Google Play and the Apple App Store we will also promote the app through the options they provide.

# Advertising & Marketing



Our marketing initiatives are a bit different from our advertising in that we will cooperate with others to increase our footprint so that our streaming platform becomes recognized by new users on an ongoing basis. Some of our marketing initiatives will include:

▲ Influencer Promotions

▲ Select Brand Sponsorships

▲ Endorsement Agreements

▲ Commercials

Some of our strategies and techniques for advertising and marketing are a part of our IP (intellectual property) so we are not going to disclose all of these however Acquired Streaming has mapped out a game plan we are absolutely confident in.

Our intentions are to create an ongoing presence in specific open and close environments to maximize the return on the advertising and marketing budgets we allocate. We welcome your questions on this subject in private conversations.

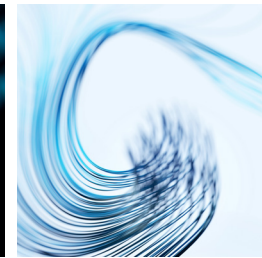
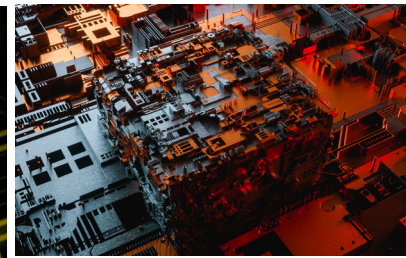
# Our Operations



Acquired Streaming has retained Johnny Giles and his company [www.into-reality.com](http://www.into-reality.com) to be the lease consultant and developer of our platform. Johnny and his Team have a proven track record and they have formed a joint venture with another firm to ensure rapid fulfillment and deployment of our streaming platform.

This joint venture is with one of the most impressive and technologically advanced companies in the world with a staggering portfolio of completed projects. This company has a global footprint like no other and the advancements they are responsible for has made them the only go to resource in certain industries.

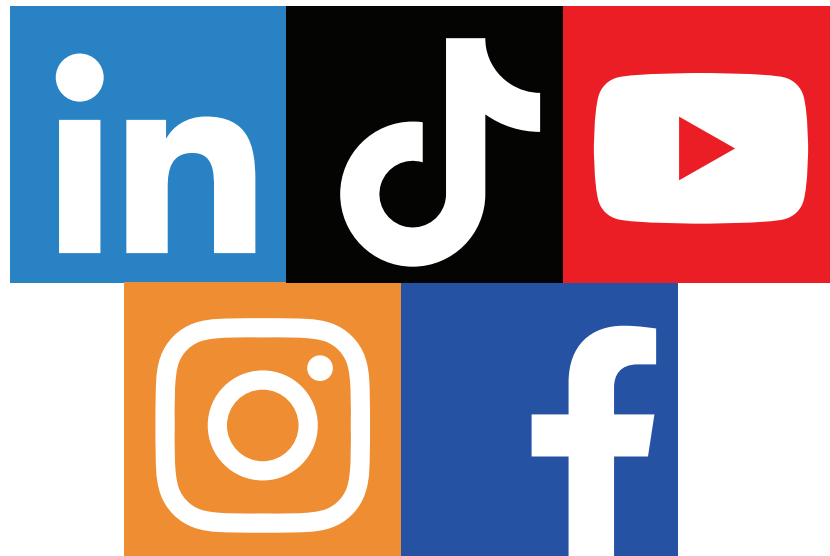
Initially Acquired Streaming is outsourcing the bulk of our initial operations as we build our own in-house Team. By utilizing the services of select partners Acquired Streaming will benefit from the collective expertise these individuals and entities bring to the table of our success. This also allows us to drastically decrease the heavy burden of building infrastructure. This way our focus can be on the technology being developed and the awareness campaigns we will implement. As you may appreciate there is a lot more to share on this subject so we welcome your communication in reply.



## Our Online Presence



Acquired Streaming has an impressive online presence divided up between the founders, investors and cooperative partners, each of which allows us to present authentic content organically. Our CBDT (core business development team) will use the social media profiles of each Team Member in addition to having a company presence on Facebook, Instagram, LinkedIn, TikTok and YouTube.

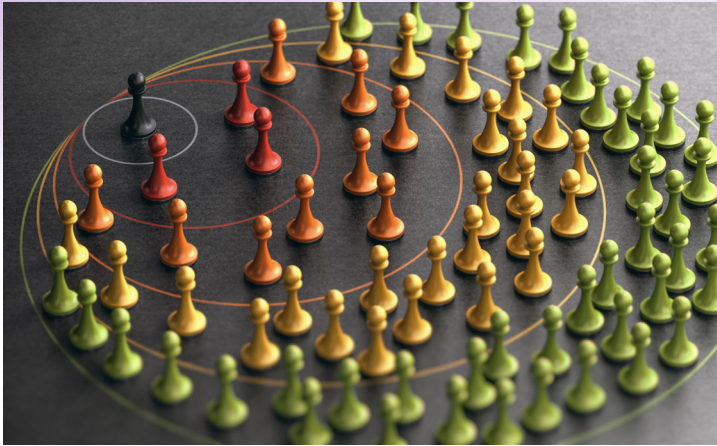


We will also utilize blogging and other social media platforms that are up and coming to share our content and what's going on with us as we evolve.

# Our Online Presence



Two of our primary indirect methods of maintaining an online presence is through the utilization of those who endorse Acquired Streaming and the influencers who promote us.



The endorsements Acquired Streaming have already secured are a big deal and these endorsements will enable us to leverage their audiences for our awareness campaigns.



The influencers we are working with have a massive following and each one will work within a specific strategy to create brand recognition for Acquired Streaming as well as to attract new Users.



# Our Online Presence

Acquired Streaming has developed an internal advertising and marketing campaign that will establish an impressive digital footprint across multiple platforms globally. This digital footprint has been custom designed and strategically developed to ensure that our brand becomes very easy to recognize quickly.



Our initiatives are organically foundational whereas the emphasis is not on pushing ads down people's throat so to speak but rather having a presence in areas frequented by those who will see what we have to offer without a sales pitch.

# Competitor Aspects



It is no secret that every free and paid streaming platform available had humble beginnings and are now massive revenue generation companies. The income generated by many of our competitors like Netflix, Samsung TV and Tubi, just to name a few, proves the potential Acquired Streaming has.

Acquired Streaming is not seeking to compete as much as we are seeking to provide an alternative as another option for Users to enjoy. By adding functionality and features that differentiate Acquired Streaming from others. With a unique and satisfying user interface and user experience (i.e. UI/UX) Acquired Streaming will have no problem attracting and keeping users.

**hulu**

**\$2.756B in Revenue  
Q2 - '23  
(advertising and suscription)**

**tubi**

**\$4.6B in Revenue  
Q2 - '23  
(revenue supplied by ads only)**

**NETFLIX**

**\$8.187B in Revenue  
Q2 - '23  
(pure subscription )**



# Cooperative Partnerships

Acquired Streaming is currently in negotiations with multiple potential cooperative partners with whom we are seeking to build a unique relationship with for mutual benefit.

The primary type of cooperative partnership has to do with our access to “CONTENT” that we will make available on our streaming platform. Initially this content will be sourced from select points of origination who have the authority to provide Acquired Streaming a licensing agreement and/or a white labeling agreement to provide copyright content to our Users.

Our activities in this area are very positive and are directly in-line with our goals to make diverse content available on our streaming platform.





# Cooperative Partnerships

The secondary type of cooperative partnerships Acquired Streaming is in the process of developing right now are a very intimate part of our IP (intellectual property) and therefore not something we are wanting to make public through this presentation. We will state that the creative manner in which we are seeking to obtain and make available certain types of content, through live streaming and pay per view productions has never been done yet, so Acquired Streaming will be the first.

Our CBDT (core business development team) has developed options for select points of original content to enable them to have a greater audience through their cooperative partnership with Acquired Streaming. These cooperative partnerships are designed to be mutually beneficial and very rewarding.

**“Our creative and innovative offers to cooperative partners sets Acquired Streaming apart from our competitors!”**



In this section of the business presentation we normally would outline a three tier system for projecting the assumed income streams and their potential but we have chosen to do something different here. Pages 16-19 will present easy to substantiate facts and these facts will be supported by the financial projections we provide in an addendum to this document at a later time.

At the present moment we are currently in negotiations with a diversity of cooperative partners so a significant portion of what we need to conclude a viable set of financial projections simply isn't available.

What is available for anyone interested in doing their own due-diligence are numerous financial facts about the income currently being generated by multiple streaming platforms. This information can be obtained easily with a few simple Google searches.

We are confident that the information we are sharing herein will resonate with the right type of people and those are the people we will seek to do business with.

# Financial Assumptions



First what is known is the income presently being generated by popular streaming platforms that are available today.

Stated revenue by Tubi, as one example, of \$14B (that is a billion with a B) shows the enormous potential that can be achieved by a competent business like Acquired Streaming, even if we only accomplish a fraction of our potential within the first 2 years of operations.

Samsung TV boasts a daily revenue of \$60M. Both Tubi and Samsung TV are free streaming platforms. They generate the bulk of their revenue off of advertising and data sales.

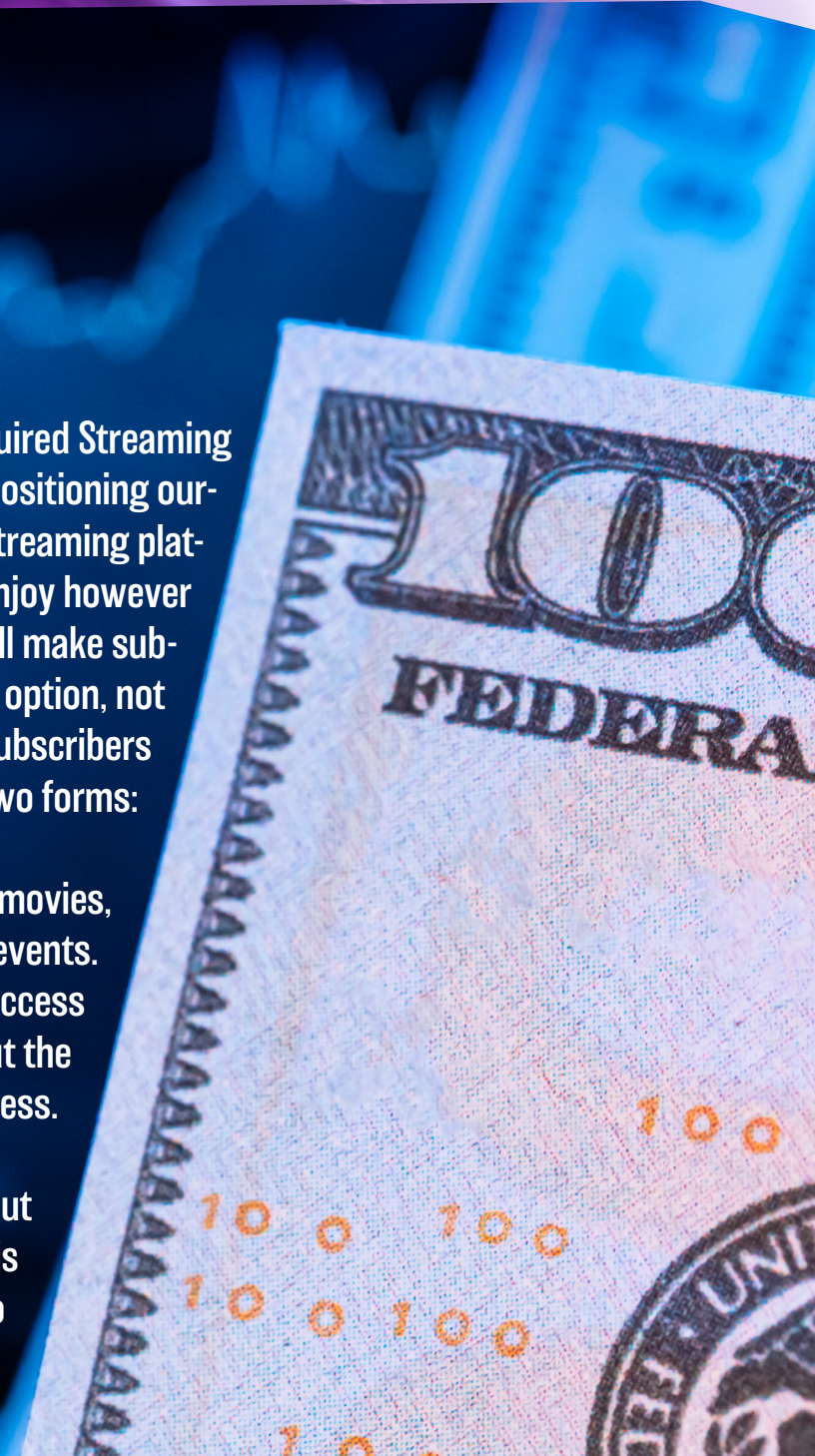
Acquired Streaming will outsource our administrative infrastructure initially saving us a substantial amount of money that can be better invested into our technology and the awareness campaigns to attract Users.



Acquired Streaming is positioning ourselves as a free streaming platform that Users can enjoy however there is a twist. We will make subscriptions available as an option, not a requirement. The options for paid subscribers will be in two forms:

A single payment option for purchasing select movies, live concerts and pay per view events.  
Monthly subscription options that include access to select single payment options throughout the monthly access.

We intend to make options available without pushing our Users to pay or subscribe. It is simply easy and convenient for Users to do so whenever they choose.





One of the key factors in our ability to generate revenue is in the cooperative partnerships we form that enable us to stream free and paid content with options for the User that are unique in the industry. These cooperative partnerships are being created by Acquired Streaming as a mutually beneficial way for us to have access to a diversity of content that can be streamed on our platform.

The way we are structuring our cooperative partnership agreements has never been done before and as a result they are much more rewarding for those we obtain the core content from so we both benefit greatly.

Anyone with base level business acumen can easily substantiate for themselves the incredible income potential Acquired Streaming has. We are confident that the addendum we add to this presentation at a later date that disclosed our realistic income and profitability projections will easily sell itself.



# SWOT Analysis

Acquired Streaming acknowledges that our decision to build a sophisticated streaming platform is a huge undertaking and this decision did not just happen overnight.



Our CBDT (core business development team) has put a lot of time and energy mapping out our current and potential future strengths, weaknesses, opportunities and threats in order to be self-aware of who we are as a new company.



We have spent almost all of 2023 completing our own internal assessments and analysis while we build the Team necessary to ensure our success.





Acquired Streaming has an internal and contracted CDBT (core business development team) with a proven track record and the dedication necessary to make our streaming platform a success.

The only weakness we can disclose is the fact that we are a new company operating under the umbrella of a seasoned company who has never been involved in developing or managing a streaming platform.

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The opportunities ahead are enormous however building cooperative relationships for mutual benefit and working with experts who understand our business will open many new doors of opportunity for us in the coming months ahead.

The competitors we will be up against are already established and earning revenue that provides them with a surplus. They also have loyal Users of their streaming platforms and these two threats are being mitigated by our Team on an ongoing basis.

**WHAT WE BELIEVE:** Acquired Streaming has the real capability to capture enough market share initially to become profitable and the strengths and opportunities available to us will drastically offset the weaknesses and threats we face.



While the Acquired Streaming platform is proprietary and custom designed from the bottom up so to speak the key information about it is an intimate part of our IP (intellectual property). As a result we will not be disclosing significant details about the technologies being used.

What we can share is that we are creating state of the art streaming technology with the help of our Joint Venture partners who already have global expertise in its implementation in other markets. This drastically reduces the learning curve for our Teams and will set us apart from our competition.





As stated throughout this business presentation our IP (intellectual property) is not being disclosed at this time to protect the integrity of our technology. We are however happy to share some specifics about why our IP will be valuable.

**OUR STREAMING PLATFORM IS CUSTOM DESIGNED:** By custom designing our streaming platform Acquired Streaming is creating an “asset” that will appreciate in value and not a liability that will depreciate in value. This will allow the value of our platform to grow far past the amount of money we spend for the architecture, development and design of it.





**FUTURE EVALUATIONS:** The technology we are creating will result in future evaluations being very favorable for Acquired Streaming and this will give us a number of options for onboarding investors and attracting cooperative partners.

**WORST CASE SCENARIO:** In the event that the ownership of Acquired Streaming ever decides to merge with another entity or even sell to a buyer who makes an incredible offer our IP will ensure our ability to profit through any exit strategy we proceed with.

**NEW STANDARDS:** The innovative and user friendly UI/UX (user interface/user experience) will usher into the industry new higher standards and this too will increase the value of the Acquired Streaming platform.



Currently the streaming industry is doing great with many of the major streaming platforms forming relationships with other platforms to enhance their own offerings. Normally referred to in the industry as "Bundles" you can purchase monthly subscriptions and even enjoy free streaming on platforms that combine multiple conduits of content.



Acquired Streaming is presently building relationships with industry leaders to form mutually beneficial cooperative partnerships that will enhance the content quality and diversity.



The content that will be available on the Acquired Streaming platform will be unlike anything else in the industry today. This will set us apart from the competition and make it easier for us to form new relationships. This all results in more variety for our Users.





# Building Our Brand

Acquired Streaming is currently talking with and forming cooperative partnerships with brand influencers and individual athletes and celebrities who will assist us in creating a buzz about our streaming platform.



As previously mentioned we have an advanced advertising and marketing plan that we will be implementing upon the release of our platform to the public. Acquired Streaming will begin sharing information and content on multiple social media profiles prior to the release date and we are very excited about what this will look like as our brand becomes recognized.



We have already started building our brand through the initial business relationships we have secured and are working to secure now. This work will intensify and continue.



Acquired Streaming is currently ready to do the following things, each at the appropriate time:

**1.** Promote posts on multiple social media profiles and a diversity of platforms directly and indirectly through our utilization of select endorsements and influencers.

**2.** Purchase bulk media and rollout short commercials on a number of networks.

**3.** Create video content to be shared organically through a diversity of online and in-print media outlets.

**4.** Working intimately with our chosen endorsements and influencers we will create content for them to share for us on an ongoing basis uniquely different from what others have done.

**5.** Paid sponsorships that will provide Acquired Streaming the opportunity to appeal to a diverse audience in a number of creative ways.

**6.** Direct mail and messaging campaigns to be utilized by those we employ to onboard initial Users through free access being offered in cooperatives with other offers.

Our branding initiatives are being custom designed by our CBDT (core business development team) for rapid deployment, again, at the appropriate times. We will be happy to elaborate upon request.



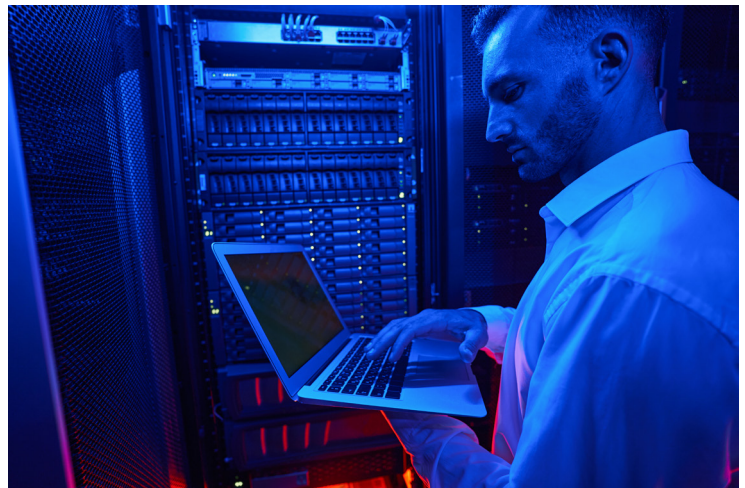
Acquired Streaming will go above and beyond our obligation to adhere to the highest standards in data and privacy as governed by the FCC. Our platform will empower each User individual with multiple options to “opt-out” of sharing their data and provide functionality to protect their privacy.



Following the applicable governance relative to compliance Acquired Streaming will respect the wishes of our users. That being said, we do anticipate that a significant portion of our revenue will be generated from the collection of and resale of data in a manner that does not violate any regulatory obligations that we must adhere to.



Our platform will be easy to navigate relative to the options for our Users to control their data and privacy setting. There is a lot more to this subject and we may elaborate in an addendum to this presentation in the near future.





# Expansion Plans

Through our streaming platform and independent of it Acquired Streaming already has plans to expand our offerings and grow our business globally. Some of these expansion plans include, however are not limited to:

▲ Gaming

▲ Acquired Streaming Original Programming

▲ Fantasy Sports

▲ and others...

We are assessing the technological requirements for adding to our streaming platform and for creating independent offshoots from it as we evolve our business model.

Our Team will continue to differentiate ourselves from our competition and in some cases seek to work with select competitors not against them.



# Getting to Work

Thank you for taking the time to read our business presentation and we are excited about talking with you to explore working together in some mutually beneficial capacity.

While our work is currently underway to build a very impressive streaming platform, the work of building cooperative partnerships, obtaining investment capital and onboarding new Team members will be an ongoing process for us.

This initial presentation is designed to evolve through addendums being added as we evolve. The addendums will accompany this presentation as secondary information and we could not be more excited to share what we have accomplished at different stages. We welcome your communication and invite you to share this presentation with others who may have an interest in doing business for mutual benefit.

Have an incredible day!



## Acquired Streaming

