

The logo features a stylized letter 'M' composed of white geometric lines. The left vertical bar is a simple rectangle. The top horizontal bar is a double-line structure with a central gap. The right vertical bar is also a simple rectangle. The word 'MASTERS' is written in a clean, white, sans-serif font to the right of the 'M' logo.

# MASTERS

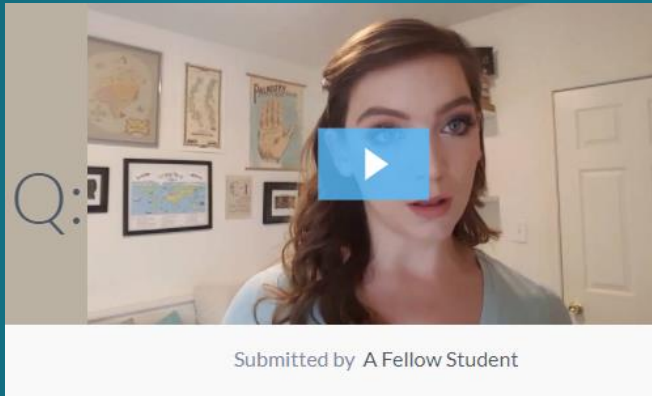
*Learn and engage with your favorite idol!*

# THE PROBLEM

Fans and the general public yearn to both directly learn from famous national experts and to have personal contact with them.

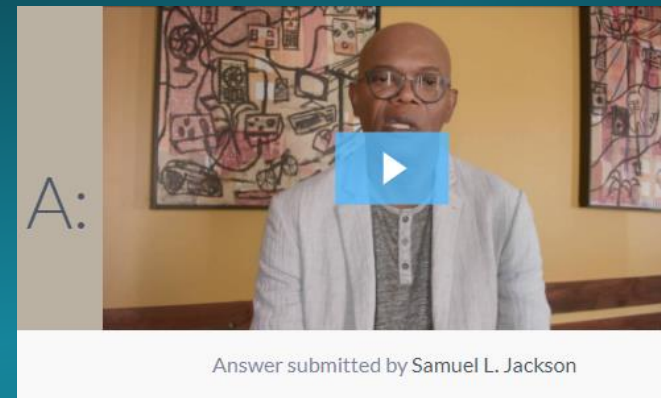
There is currently no platform that facilitates both learning and engaging.

# THE SOLUTION



We develop an online platform through which users from all over can study online video courses from local celebrity instructors.

Users will be able to leave questions and comments and get personal video recordings of answers and feedback.



# EXAMPLES OF EXPERTS OF THE ISRAELI PLATFORM



**Meir Adoni**  
Teaching Cooking



**Omri Capassi**  
Teaching Basketball

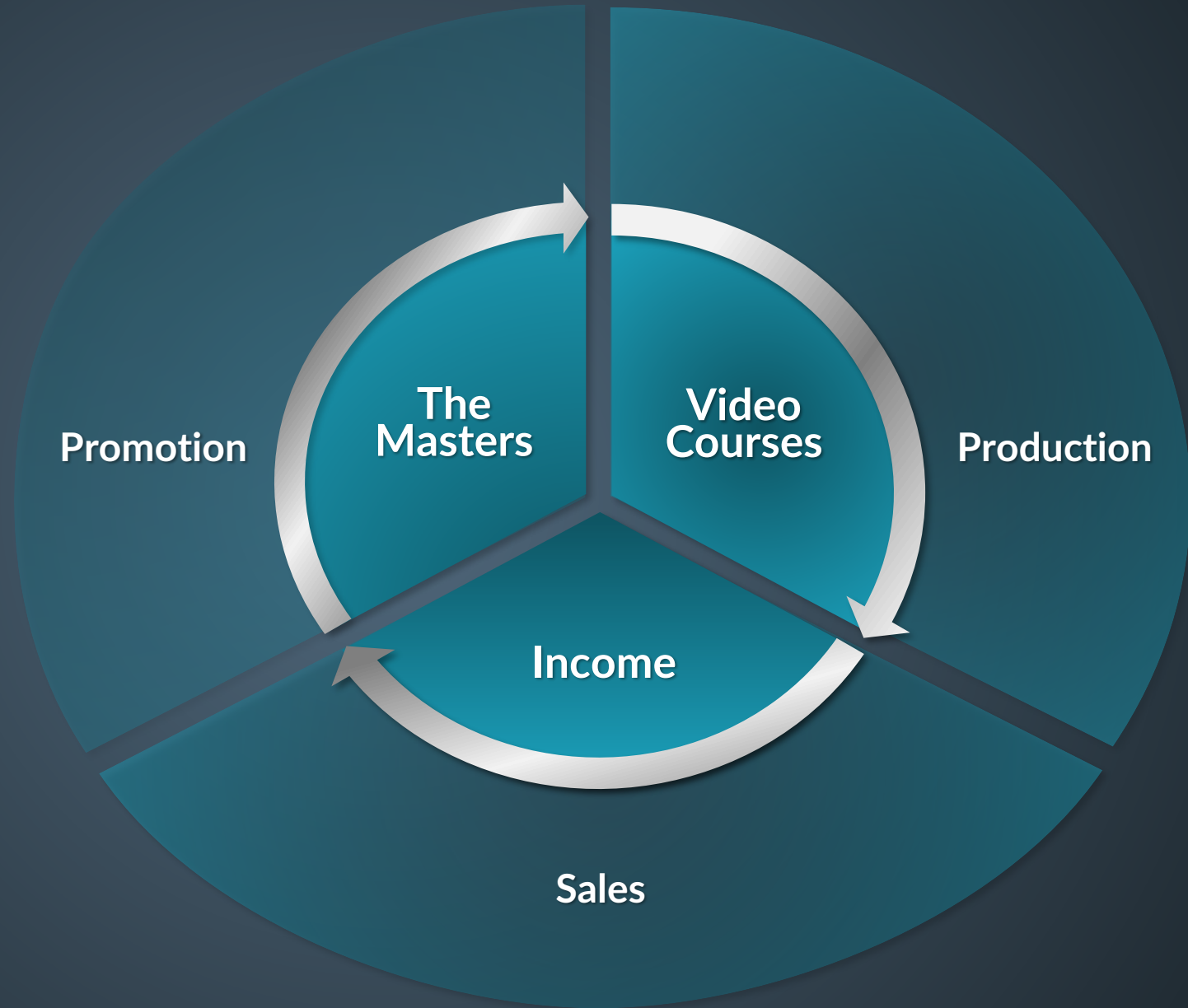


**Lior Suchard**  
Teaching Mentalism



# BUSINESS MODEL

Sales of online courses, individually or with subscription, secondary income from sales of experts' items, package deals available for simultaneous purchase of course and items.



1

Instructors must be big social media influencers.

2

Instructors must commit to constantly promote their courses on their channels.

3

Provide incentive to the experts to properly promote their courses with a revenue share model.

4

Opening a call centre with strong sales representatives who will sell courses to hot leads over the phone and up sale current users.

# MARKETING & SALES STRATEGY

# COMPETITORS



MASTERCLASS

[Masterclass.com](https://www.masterclass.com)  
American based platform



[Theepicschool.com](https://www.theepicschool.com)  
Spanish based platform

# PROJECTIONS

Return of  
investment after  
**1.3 years**



Profits at the end of  
year 5 of operation  
**\$29 million**



Opening the platform  
in a new country every  
year starting from year  
3 with France.

## Growth engines



Producing and adding 2-3  
new courses every quarter  
on each platform



## Owners and founders

### Sixstar Coaching and Online Mentoring

#### Arik Lifshits

Founder and CEO

Experience in production,  
creative, marketing.



#### Yuval Regev

Co-Founder and COO

Experience in Sales  
management, affiliate  
management.



## Supporting team

### Firma Production and Creative

Over 10 years of experience  
in producing films and  
commercials.



Between their projects: Seat, Amdocs,  
Shufersal, Hisense, Dove, Corona, Burger  
Ranch, Lexus

The Israeli blockbuster 'Maktub'

# TIMELINE



Start

**Preparation for pilot in Israel**

Research  
Recruiting experts.  
Fund raising.



6 months  
from raising capital

**Launch platform in Israel**

With 10 different courses available.



3 months  
from launch

**Expand the Platform**

With 2-3 additional courses every quarter.



24 months from launch

**Launch platform in France**

With 10 different courses available



5 years  
from launch

**Expand the Platform**

Into Germany, Italy & England

# RAISING

\$700,000

**\$490,000**

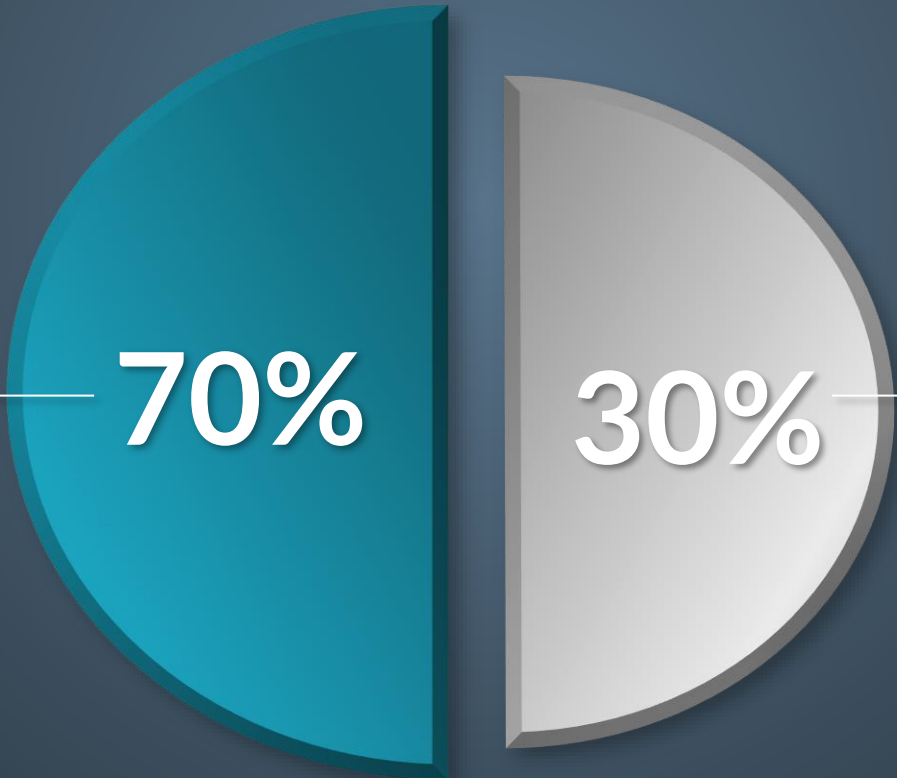
Production of 10 different video courses of between 3-4 hours.

**70%**

**30%**

**\$210,000**

Developing technology  
Legal department  
Branding  
Marketing



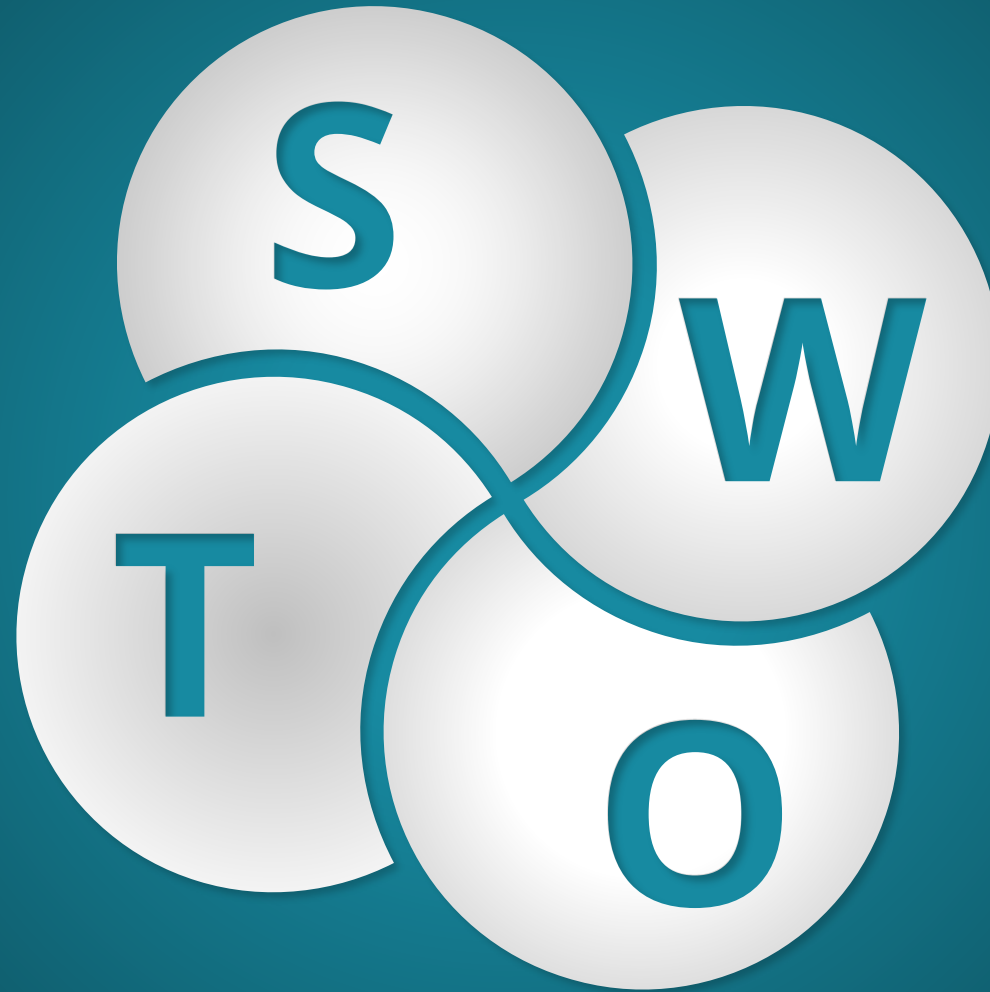


## Strengths

### Low risk investment

Most of the capital is spent on a one time production of courses. Returning the investment quickly only from selling to hard core fans is very likely.

Easy and inexpensive advertising as we rely mostly on our famous experts' channels.



## Weaknesses

### Unprotected

Content might be pirated.  
(There is a solution)



## Threats

Another better funded start up might enter the market. MasterClass might enter the European market.



## Opportunities

Enormous growth potential  
Format is not known yet in non-English speaking countries.