



# Business Model



## Value Proposition

Offer exclusive content with entertainment, adding Christian and spiritual values, for the development of a new conscience and a better world.

# Customer Segments

## B2C

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People aged 16 to 49, familiar with the digital universe, spiritual or seeking to develop a new awareness of the world through uplifting content.

## B2B

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Institutions that seek new ways to reach their audience and offer an experience with Christ, as well as companies that seek to build a better society and that share the same values of Transcender Studios.

# Channels

 Site

 Social Networks

 E-mail Marketing

 Podcast

 Marketplace

 Communities

 SAC

 FAC

 Cinema

 Podcast

 Blog

 Religious/Gamers Foruns

## ♥ Customer Relationships

- 👤 Personalized customer service
- 👤 Social networks + Blog (FAQ)
- 👑 Exclusive content subscription
- 🛒 MarketPlace
- 💬 Communities/forums (religious/gamers)



## Key Activities



Development of exclusive and authorial content



3D/2D Programming and Modeling

## Key Resources



Managers with knowledge of the religious market



Exclusive and authorial content



Professionals aligned with the purposes of TS



People and Process Management



Trainings



Digital Assets



Software



Hardware



## Key Partners

-  Screenwriters
-  3D Artists and Modelers
-  Actors/Announcers
-  Translators
-  Developers
-  Influencers
-  Marketplace

-  Legal Advice
-  Accounting advice
-  Press office
-  Marketing consultancy
-  Recording studio
-  Religious Associations
-  Investors





## Cost Structure

 Payroll

 Management

 Employee benefits

 Fixed and Digital Assets

 Systems and Softwares

 Marketing

 Legal



## Revenue Sources

 Product Sales (Multiplatform)

 Subscriptions (Multiplatform)

 Merchandising (Multiplatform)

 Consulting (Special Projects)

 Investors

 Events

