

Investor Pitch Deck

AI That Accelerates Adult
Creator Monetization



The Problem

The major players in the AI space have not provided adequate tools for adult creators as a result of the stigma attached to the industry.



The Solution

With our broad knowledge of and expertise in the AI landscape, we built a technology platform that can boost Creator earnings, enhance Fan experiences, and bolster community engagement.



Why Now?

“We are in an unprecedented AI Supercycle, for AI as a service but also for the silicon TAM underneath it, this is unbelievable... I’ve been doing this for 30 years...I’ve been through every major one of these cycles... PCs, smartphones, digital cameras, cloud computing, you name it. This one’s bigger than all of them”

- **Matt Murphy, CEO of Marvell Technology, \$100B Semiconductor company (MRVL)**

via Interview on CNBC Mad Money with Jim Cramer, December 16, 2024

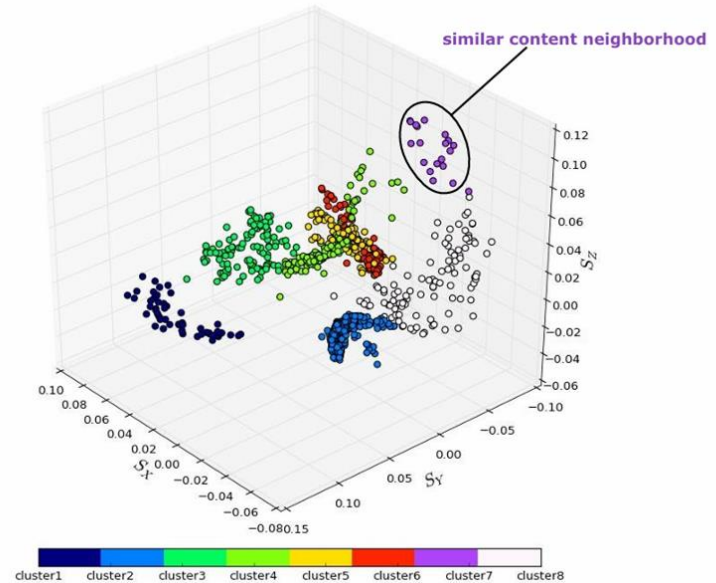
The Product

We're not your average fansite. Our platform is a blend between social media, content sales, and advanced AI technology designed to maximize user experiences across the board.

XChatFans is an AI-based platform that offers the following benefits to Creators and Fans alike:

- **Bayesian Ranking.** A Machine Learning recommendation algorithm that learns users content preferences so that it can predict what they may want in the future.
- **Collaborative Filtering.** A similar Machine Learning recommendation algorithm used by TikTok, Netflix, and YouTube. It allows users to discover Creators and communities in similar niches to their current favorites through trait clustering. (See diagram to the right.)
- **AI-based Chatbots.** Our AI-based “virtual self” voice clones sound like the Creator, react the same way they would, and work 24/7 so that Creators do not have to continue chatting, remember past conversations, or manually sell their images and videos.

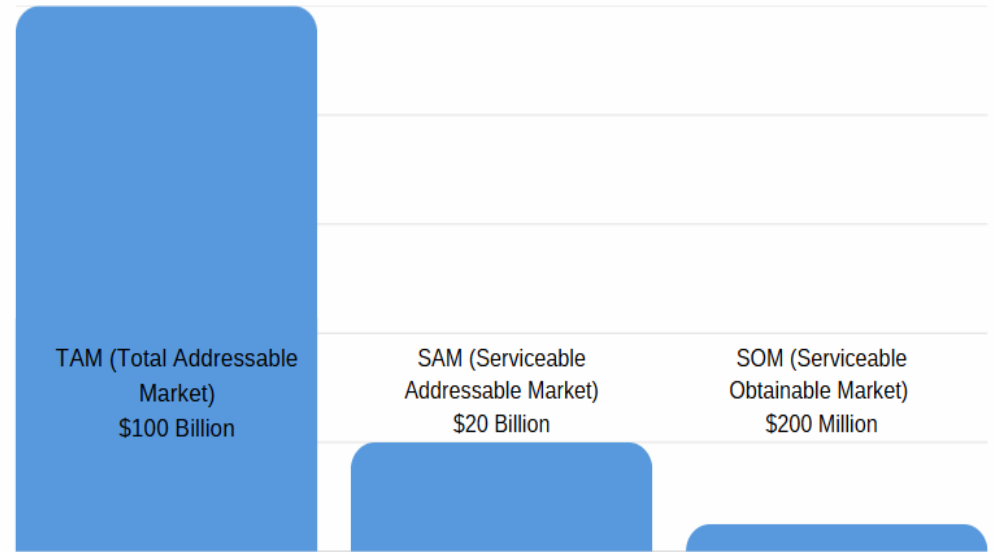
Content Clusters, Visualized



Market Opportunity

- The adult industry is expected to grow at a compounded annual growth rate (CAGR) of 8.8 percent.
- Our calculations use a SOM assumption of 1 percent of the current SAM.

Source: <https://increditools.com/porn-industry/>



Competition

Only Fans

Niche: Adult Fansite

Strengths: Large user base, celebrity endorsement

Weaknesses: Creators hate it, poor UX, difficult marketing

Replika

Niche: AI companionship

Strengths: Large user base, decent interaction and communications

Weaknesses: Subscription-based models, limited interactions, unable to be marketed by Creators

Pornhub

Niche: Adult Porn Conglomerate

Strengths: Large user base, massive content amount

Weaknesses: Creators hate it, poor UX, difficult marketing, very poor payouts, dissuading Creators from posting content

Patreon

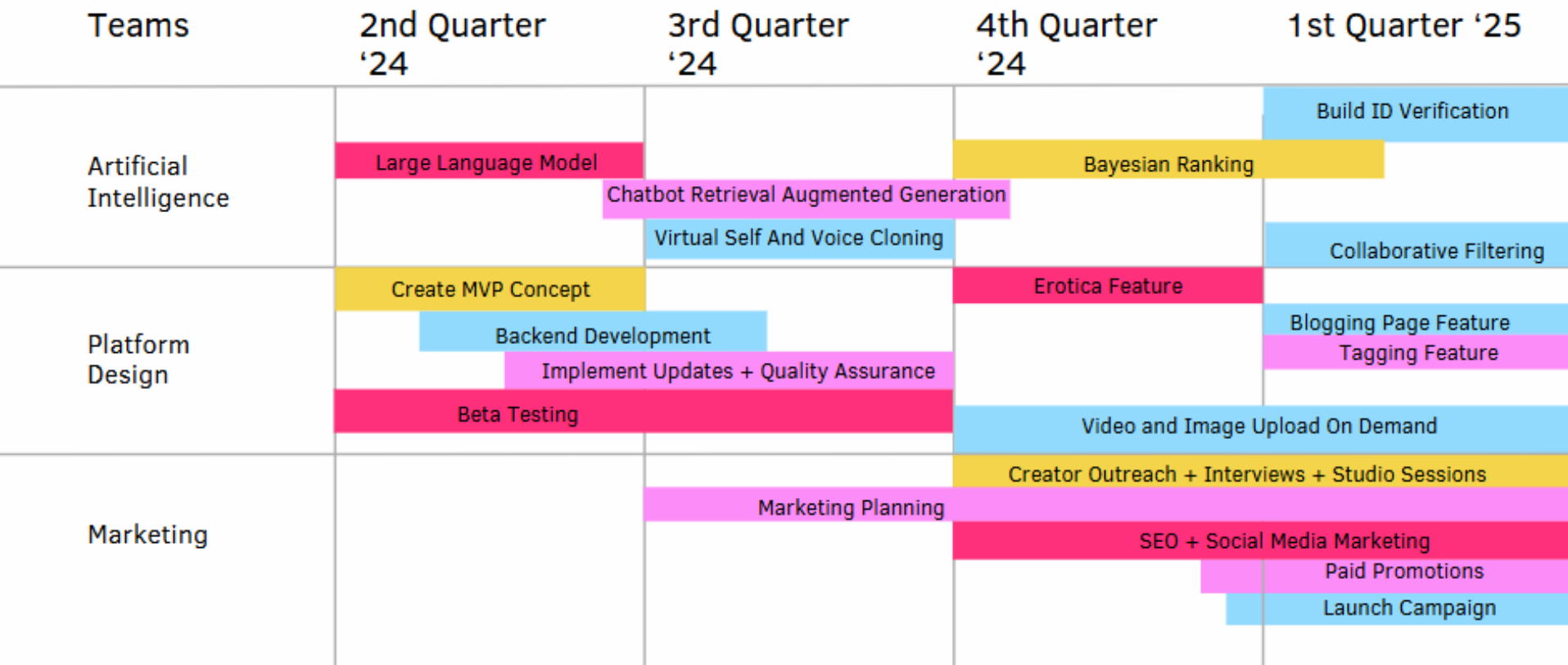
Niche: Mainstream Fansite

Strengths: Large user base, celebrity endorsement, G-rated/PG-rated acceptance

Weaknesses: Creators are limited on the content they can make, difficult to advertise if you're new

XChatFans is poised to disrupt the entire \$100 billion adult entertainment industry through its platform offerings.

Product Roadmap



Business Model

XChatFans will obtain revenue from multiple sources:

- Revenue sharing with Creators (10 to 20 percent from most transactions with human Creators, 90 percent from 'in house' AI creations.)
- Users purchase videos, images, subscriptions, blog posts, erotic writings, public/private chats, tips, and one-off items through the XChatFans platform—as sold by Creators.
- Creators also have the option of monetizing their personalities through AI-based virtual self chatbots.
- The upcoming Creator2Creator Marketplace will also allow Creators to buy and sell services amongst themselves, with XChatFans taking between 10 to 20 percent as a commission.
- Future revenue will also come from paid advertisement slots on the site as well as paid marketing tools and services for Creators.
- Last, revenue will also be derived from the official XChatFans retail store.

Marketing & Sales Strategy

Social Media & Influencer Outreach

- Influencer outreach has the highest ROI in the social media sphere.
- XChatFans will be working with both notable influencers in the adult ecosystems as well as nano-influencers in the sex health, sexuality, and content creation spheres.
- XChatFans will be partnering with a Grammy award-winning artist with over 150 million followers on Instagram for our big push.

Strategic Partnerships

- XChatFans will use our long-standing connections in the music industry to get celebrities to mention the site by name in lyrics, music videos, and interviews.
- We also will be partnering with local adult entertainment venues and music studios for live-streamed “Studio Sessions” where we interview and promote top performers on the site.

Advertising

- Advertising will include paid ad campaigns through JuicyAds and TrafficJunky, and will be optimized through various services.
- Classic advertising will also include press releases for major news updates on the XChatFans site as well as outreach to local sex bloggers.
- XChatFans will also offer an affiliate marketing campaign like Gamma Entertainment.
- Paid ads on job boards like SexyJobs will also increase Creator signups.

Meet The Team

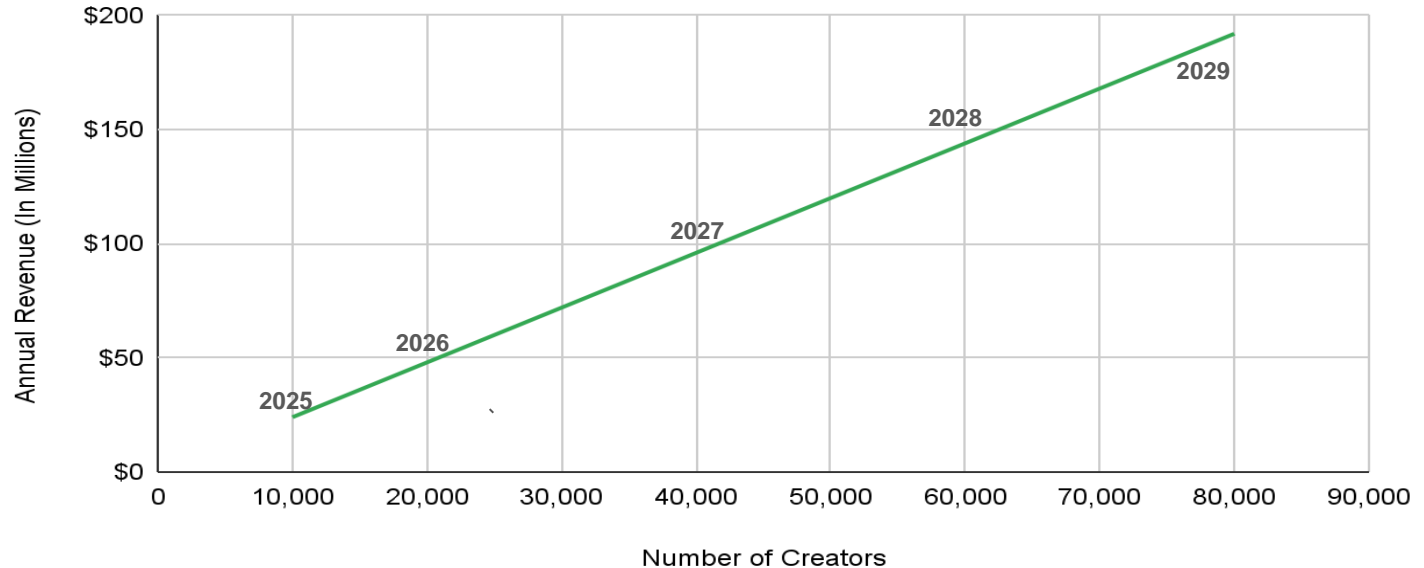
- President -TJ, leader, visionary, decision maker ensuring team executes business strategy
- VP, Technology - Martin, Artificial Intelligence/Machine Learning Engineer works on Large Language Model and Chatbot
- Technical Lead - Damon, built the platform back-end, identifies and fixes technical issues
- VP, Strategic Partnerships - Kay, manager of research, analysis, collaborations, and contracts
- VP, Operations - Joachim, our first Creator who also wrote our product feature set for Fans
- VP, Marketing - Ossiana, over 15 years of expertise in the adult, marketing, SEO, and PR fields
- User Interface/User Experience (UI/UX) Designer - Sling, our website architect
- Artificial Intelligence/Machine Learning - Joseph, works on Retrieval Augmented Generation, Voice Cloning, and AI Images
- Front-End Developer - Orald, ensures renders on PC/Mobile, maintenance, and enhancements
- Front-End Developer - Mykael, built Chat feature, subscription tiers, image upload, JIRA lead
- Quality Assurance - Jamie, reviews processes, visual inspections, runs tests, provides feedback
- 7 Advisors – Porn Executive, International Playboy Playmate/Pornstar, 3 Pornstars, and 2 Amateur Adult Content Creators

Financial Projections

We are assuming:

- The average creator will make \$200 per month, which is more than the average OnlyFans creator monthly payout of \$180.
- We project 5 percent of OnlyFans' 2024 creator base of 4 million by Year 5, or 80,000 individuals

Financial Projections

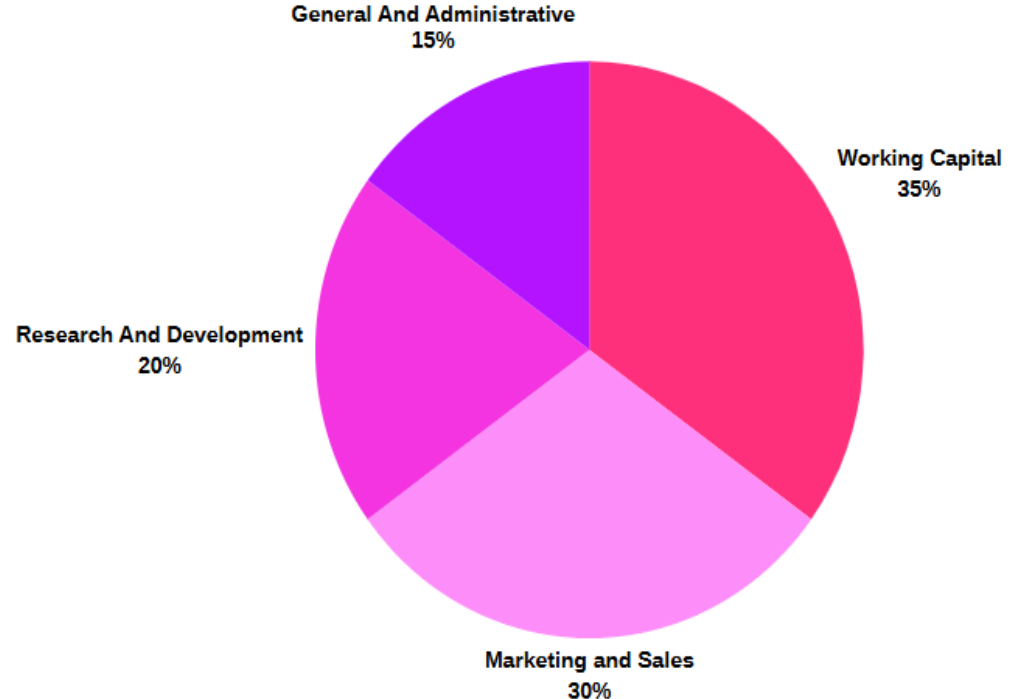


The Ask

\$500K

This investment will help XChatFans bolster its position through:

- Build a fully internal, specialized Creator2Creator marketplace
- AI-based features such as face-swapping, intuitive typing, and ultra-fast video streaming, filtering, and tagging
- AI-based speech-to-text/speech-to-speech
- Highly targeted marketing to build brand recognition and encourage fandoms
- Digital marketing solutions custom-tailored to Creators to produce a one-stop shop for all their content marketing needs



Exit Strategy

We project a 20X or 2,000% (two thousand percent) return in 2 years.

Minimum investment \$10K projected to return \$200K in 2 years.

Average Investment \$25K projected to return \$500K in 2 years.

Maximum investment \$50K projected to return \$1 Million in 2 years.

Returns can be tax-deferred if done through a Self-Directed Individual Retirement Account (IRA).

Thank You!



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