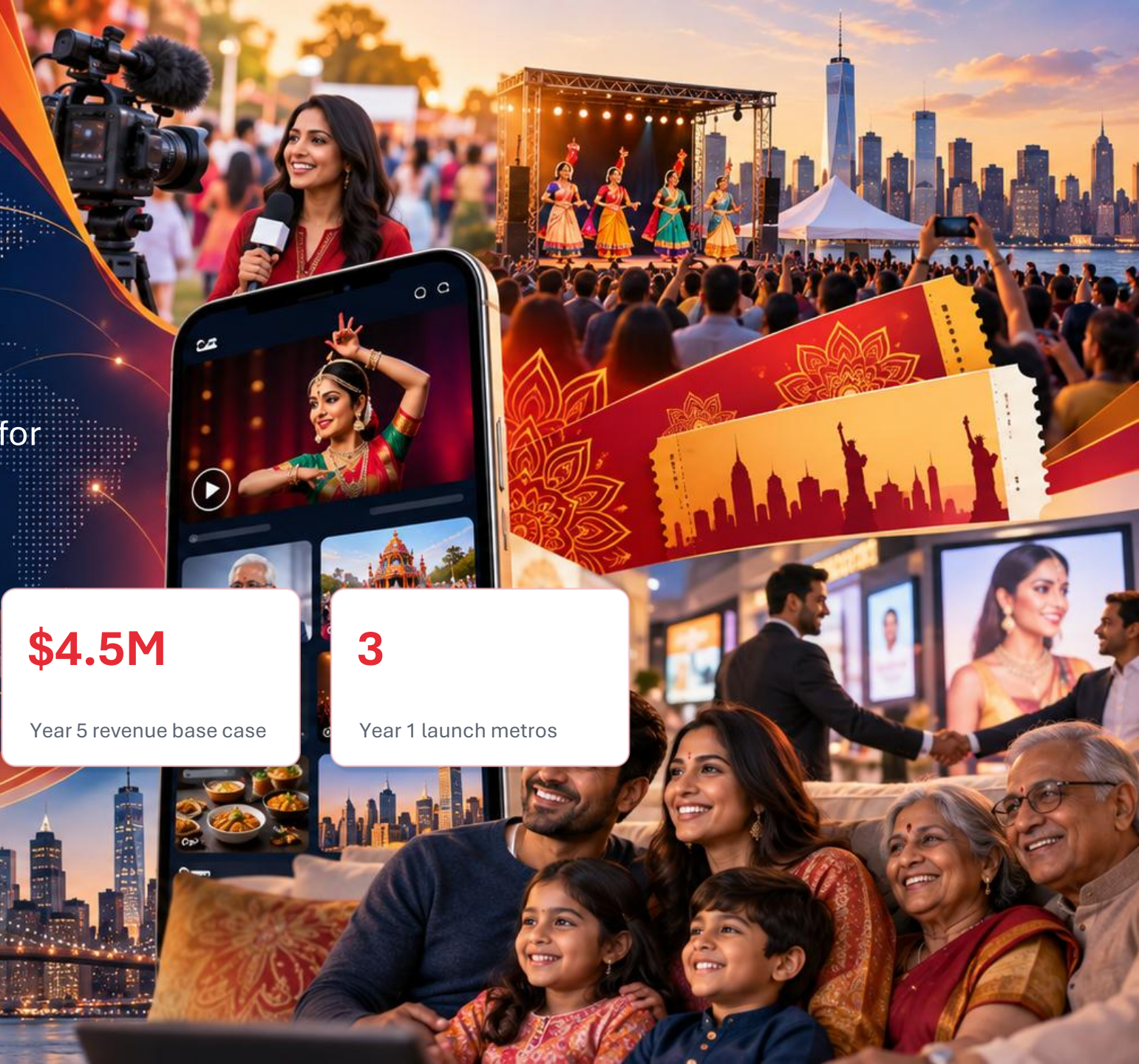
GPlus

Community news, streaming and events for Indian families in the United States.



$1.0M	~$1M	$4.5M	3
Raise sought	Already invested	Year 5 revenue base case	Year 1 launch metros

BASE CASE - SEPTEMBER 2026

THE OPPORTUNITY

A defined audience, underserved by a clean local platform

Year one focuses on three launch metros rather than trying to capture the full national market.

4.8M

Indian Americans in 2021, per source deck citing Pew Research Center

Community news is scattered across chat groups, emails and association updates.

Local advertisers rely on word-of-mouth with no unified media buying channel.

Festival and concert organizers still manage discovery, tickets and door checks manually.

Illustrative discussion document. Not an offer to sell securities. Figures are management assumptions.

WHERE WE ARE

Built and paid for. Not yet launched.

A significant portion of product risk has already been addressed; the raise funds integration and launch execution.

~$1M

Founder capital and founder-backed borrowing; no outside equity to date

Three products built

Community news, OTT streaming on iOS/Android/web, and events platform.

Events platform live

City discovery, organizer self-service listings, ticketing and QR check-in.

Content catalog priced

Indicative terms for about 160 Hindi/Gujarati titles; partner under NDA.

One integration left

Single account and app integration; estimated up to $250K.

Before close: independently verify ownership, security, vendor obligations, app-store standing and content rights.

THE PRODUCT

News earns the habit. Events earn the cash.

One account across news, events and OTT reduces friction and allows trust to compound.

Community News

Daily bulletins and citizen reporting in English, Hindi and Gujarati.

Earns daily habit

Events Hub

City discovery, organizer listings, ticketing, sponsorship and QR check-in.

Revenue from first festival season

OTT Streaming

Hindi and Gujarati films/shows licensed non-exclusively.

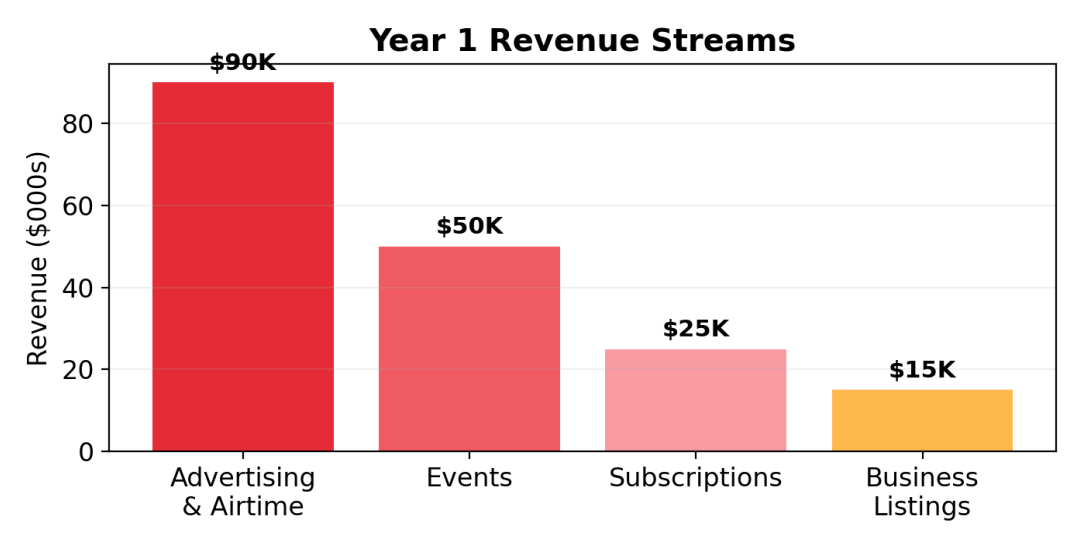
Funded last, slower payback

Later pillars not funded by this raise: language learning, services marketplace and community networking

HOW IT EARNS

Four streams, sequenced by speed to market

Advertising and airtime sells first because it requires less audience scale than subscriptions.



Advertising & airtime	**$90K**	10 local advertisers at about $750/month
Events	**$50K**	About 40 events, ~120 tickets each, fee plus sponsorship
Subscriptions	**$25K**	About 1,000 paying users from 25,000 registered, part-year
Business listings	**$15K**	About 60 businesses at $250/year

Editorial note: paid airtime should remain clearly labeled and never blur editorial independence.

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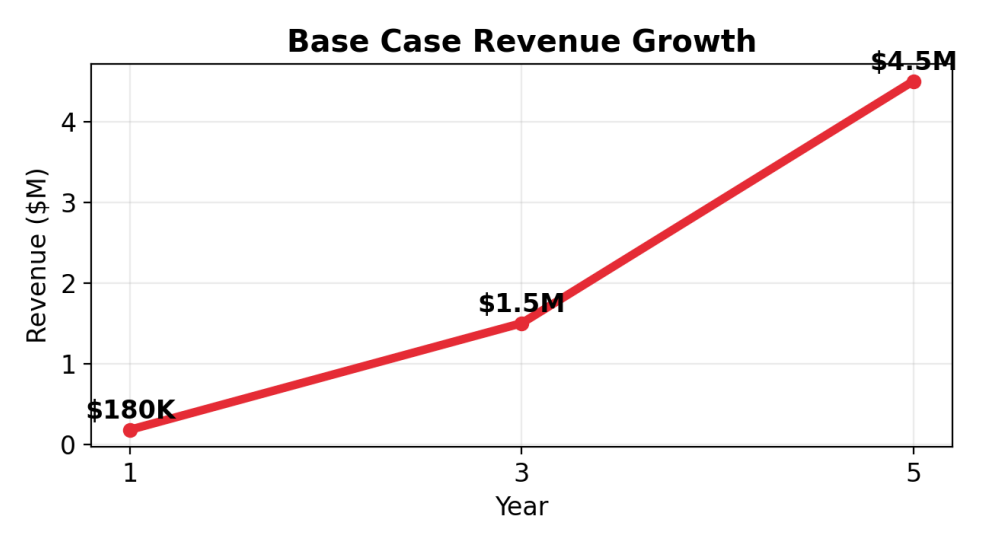
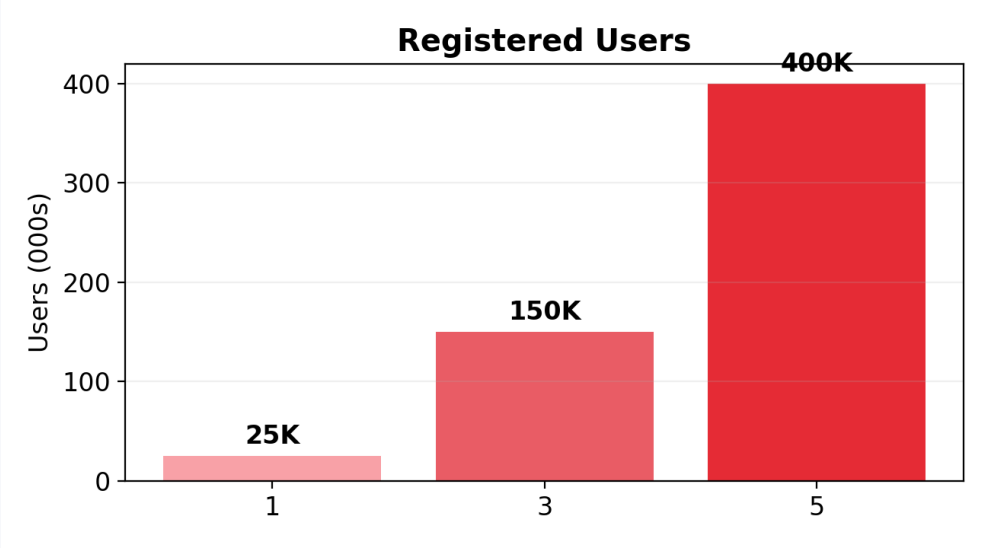
BASE CASE

Five years: three metros to twelve

Management assumptions indicate a path from launch revenue to a scaled metro network.





Year 1: $180K revenue, 25K registered, single app ships and events/airtime selling.

Year 3: $1.5M revenue, 150K registered, six to eight metros, roughly break-even.

Year 5: $4.5M revenue, 400K registered, ten to twelve metros, 10-12% EBITDA.

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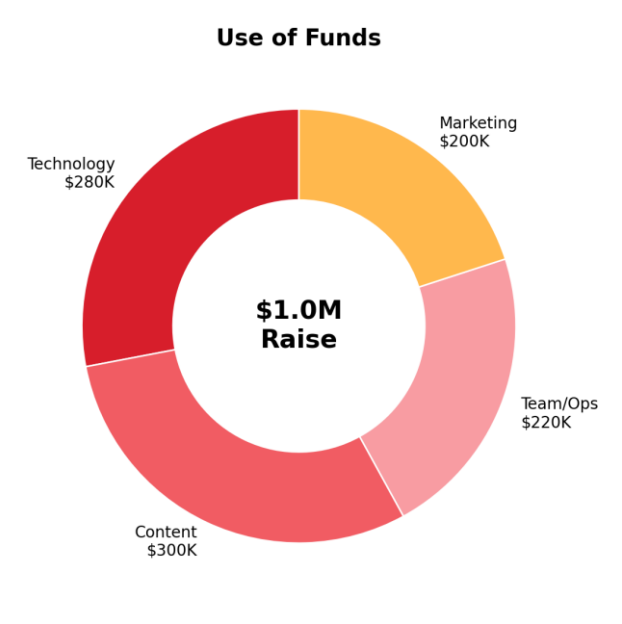
THE ASK

$1M, drawn in three steps

The use of funds prioritizes integration, content, operating launch capacity and partner-led metro marketing.

$1.0M

Covers 15 months; later $1.5M only if expansion accelerates



Technology	**$280K**	Single-app integration up to $250K, then infrastructure
Content	**$300K**	Catalog license $120K; news desk at $12K/month
Team & ops	**$220K**	Ad sales hire, editorial lead, compliance and finance
Marketing	**$200K**	Three metro launches through partners, temples and creators

First appointment: ad sales hire, because advertising is the first revenue

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DRAWDOWN MILESTONES

Capital released against execution evidence

The stepped structure links capital deployment to integration and commercial traction.

$400K

Close

Legal, diligence, vendor contracts, immediate launch work

→

$300K

Single app ships

One account across news, events and OTT

→

$300K

Revenue evidence

Advertising and event revenue validates sales motion

Contingencies should be held inside each category to absorb vendor quote changes or a quarter of delay.

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RETURN AND LIQUIDITY

What the money buys, and how it may come back

Equity investment; no repayment schedule. Illustrative arithmetic is based on management assumptions.

Raise	**$1.0M**
Pre-money	**$3.5M**
Stake at close	**22%**
After later round	**~17%**

Exit at	Company value	Stake worth	Return
3x revenue	$13.5M	$2.3M	2.3x
4x revenue	$18.0M	$3.1M	3.1x
5x revenue	$22.5M	$3.8M	3.8x

Multiples applied to Year 5 revenue of $4.5M. Dividend route may exist once 10-12% EBITDA margins hold.

No repayment schedule: equity, not a loan. No maturity or redemption right. Capital is at risk.

BEFORE CLOSE

Diligence work turns assumptions into investable inputs

Four items should be resolved before any money moves.

1	**Fixed-bid quotes**	Convert the $250K integration ceiling into a contract.
2	**Content re-quote**	Confirm catalog pricing and three launch metros.
3	**Clean cap table**	Review ownership, debt and prior-funding schedule with counsel.
4	**Monthly model**	Build downside case where revenue lands two quarters late.

Gayatri Pandey

G Plus Media Networks LLC
Gayatri@gplusmedia.us
(732) 500-1648

Larger growth case available on request.
This base case is the plan being funded.

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LAUNCH PLAN

15-month operating plan built around metro traction

The sequence below keeps product, content and sales motions aligned.

Q1

Finalize quotes, rights, cap table; launch ad sales; integration sprint begins

Q2

Single app ships; onboard anchor community partners and events

Q3

First festival season; event revenue, sponsorship packages, paid airtime

Q4

Refine content economics; subscriptions mature; assess expansion metros

Q5

Raise/growth decision only if core metrics support faster expansion

Primary operating discipline: focus first on advertising/event revenue because those streams arrive before paid subscriptions.

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The funding case

Three products built. One integration remaining. Conservative base-case numbers. Launch capital tied to milestones.

- $1.0M raise sought
- 3-metro year-one launch
- $4.5M Year 5 revenue base case
- Diligence and monthly model before close

Gayatri Pandey | Gayatri@gplusmedia.us | (732) 500-1648