



Publiseer

PROMOTING AFRICA ONE CONTENT AT A TIME

PROBLEM WE ARE SOLVING



Many independent African authors, recording artists and filmmakers cannot afford the recurring distribution fees of existing digital content distributors.

The current royalty payment system by existing digital content distributors doesn't work for independent African authors, recording artists and filmmakers.



ENABLING FACTORS

-  **Increasing Internet penetration**
-  **Cheap or affordable Internet rates**
-  **Increasing adoption of mobile electronic devices**
-  **Affordable prices of quality mobile electronic devices**
-  **Increasing adoption of electronic card and mobile money payment**



ACTIVITIES WE PERFORM

-  **We forge partnerships with stores and distribution channels**
-  **We run social media campaigns to attract new creatives to our platform**
-  **We offer customer support, via emails, phone calls and instant messaging**
-  **We protect the content of our creatives from illegal distribution**
-  **We promote the content of our creatives worldwide to foster sales**



OUTPUTS WE PRODUCE



At no charge, independent African writers, musicians and filmmakers can distribute their creative works on 400+ digital stores worldwide with just a single click.

Our creatives receive their royalties via African-tailored payment methods, i.e. into their local bank account or mobile money wallet, which are convenient.



INTERMEDIATE OUTCOMES

-  **Easy Discovery of Local African Talents**
-  **Reduced Plagiarism of Creative Works**
-  **Reliable & Transparent Royalty Settlement**
-  **Worldwide Availability of African Contents**
-  **A Better Perception of the Africa Continent**



EVIDENCE OR ASSUMPTION



The founders started Publiseer after experiencing problems monetizing their creative works internationally while within their home country. They lost a lot of money while trying to monetize their works internationally, so they started Publiseer to help solve the problem for other creatives like themselves.



ULTIMATE GOAL



To give African creatives an industry standard and hassle-free digital content distribution process, by getting their creative works on all the platforms that matter and to remit their royalties to them, on time and through a convenient process.

