



A  STREAMER SQUARE Resource

**Sponsor Pitch Deck**

# About Us

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**StreamerSquare is the top resource for all things streaming.**

Our mission is to provide guides, hands-on services, coaching, reviews, and captivating live shows to help creators bring their stream to the next level.

Founded in 2014 by Lowco, and later joined by co-owner TheHunterWild, we help streamers clarify their brand, improve on the technical aspects of streaming, and build communities.

We strive to fulfill the dreams of hopeful content creators, while also building a platform for industry professionals and seasoned streamers to share their experiences.

# Meet The Team

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- Full-time streamer since 2014
- 100,000+ Twitch Followers
- Consultant for streamers and brands



**Lowco**  
CEO



**TheHunterWild**  
CVO

- Twitch Partner since 2015
- 10,000+ hours of streaming
- An established creator and activist in the industry



**David Cox**  
Marketing Manager



**Mitch Canter**  
Project Manager



**Amber  
Grandprey -Shores**  
Operations Manager

# Our Mission

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We are a company built by  
streamers for streamers.



Helping streamers  
is our

**#1 goal**

Creators come first.



# The Streaming Industry Explosion



Everyone wants  
to be a

**Streamer**

There are over

**8.5M**

streamers  
on Twitch

up **155%**  
from 2019

**“Pandemic  
streamers”**

**=**

2020 surge of people  
working from home  
and trying to turn  
streaming into their  
full-time job

# Becoming a successful streamer has Challenges



- **It's overwhelming** to figure out how to start streaming
- **Even harder to grow** and become successful at streaming
- **Social media** is littered with bad info from untrustworthy sources



**Simplifying** the process  
of streaming



**Making it easy** to learn  
and understand streaming  
and how to grow



**Providing trusted, high quality** information  
from a variety of resources, especially  
creators who are successful and tapping  
into their strengths to share their knowledge

We're  
Solving  
These  
Challenges



# Trusted by the Industry



- "I really think StreamerSquare has the **best educational content** and resources for content creators, **for sure**"  
– Negaoryx

## Brands we've worked with



StreamElements



Recognized by **Twitch** as  
the go-to educational  
platform for streamers



My company @StreamerSquare is named in an official Twitch survey being sent out to creators! So awesome to have our site be recognized by Twitch as a place streamers can learn how to stream. Wow!!

### Education sites for streamers



Streamersquare



# Introducing SolarStream



The **next level**  
of top quality  
education for  
streamers

Sourced  
information from

**50+**  
successful  
creators



**Our breakthrough**  
foundational  
product that'll shape  
the industry  
for the better

In-depth,  
**hands-on**  
**learning**



**Multi-faceted  
learning:**  
Videos, guides,  
quizzes, worksheets

# Launch

November 2nd, 2021



**30+ courses**, covering topics such as Streaming Basics, Equipment Deep Dives, Business 101, Content/Brand Strategy



**\$14.99/month**  
base membership

**Every single course page**  
offers a free summarized  
overview available to everyone

**Some of what's coming down the road**

- Webinars
- Workshops
- Mentoring
- Master Classes  
and more

## Site-wide above the fold ad banner (available on main site and all course pages)

- Shared with other sponsors

## Course-specific sole ad banner placement (also visible to all site visitors)

# Opportunities



how many  
visitors do we get

over  
**30K**  
#  
of  
visitors  
per month



# Creators Need Help



## Twitch problem

majority sentiment is that Twitch **does not do enough** to support small creators

## Twitter Poll:



*Do you feel that Twitch does enough to support smaller creators?*

Mostly yes 4.4%

Somewhat 7.5%

**Mostly no 77.2%**

No opinion 10.9%

**TOTAL VOTES 8,230**

This is where you come in



## Scholarship program for creators

hand streamers a valuable education tool to start streaming and succeed



**Twitch** recognizes StreamerSquare as the only educational platform for streamers.

**Help us make it even better**



## Huge opportunity

To show your company cares about small streamers and wants to help them succeed.

Will generate an extreme amount of goodwill and positive buzz



## Streamers growing and succeeding

**= more visibility and revenue for your company.**

Streamers will have **more viewers** to promote your brand to, and **more money** to spend towards brands they are loyal to, such as yours.



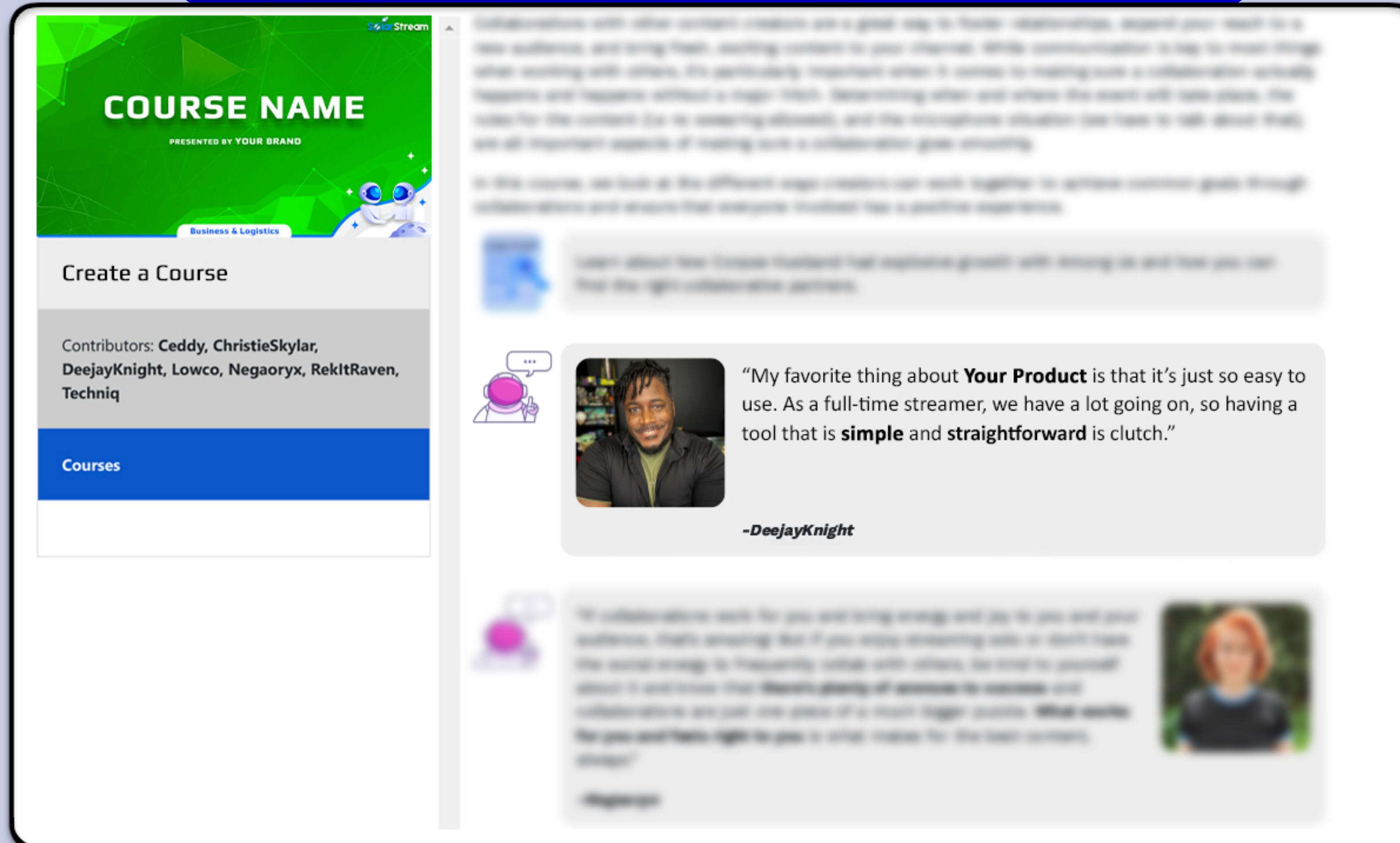
# Create a Course

**Educate** your current user base and new potential users simultaneously

Highlight **important** product features

What information do you want to **emphasize** or reteach to current users?

What would you like **interested creators** to know?



You provide the messaging, **we'll do all the heavy lifting**

Quotes from **prominent creators** who use your service already

Drive creators to act on new understanding of the product and start using it today with an ending **Call to Action**

**Activation option:** the course can be made available initially to all members for maximum exposure before moving to paid member access

**Mutual goal:**  
elevating the

**streaming  
community**

**Help us further**  
our mission to provide  
the best streaming  
education out there



**Excellent PR generator**

Viewed more favorably  
by streamers and  
supporters of streamers



Reach streamers  
**like never  
before**



We're in this  
**Together**



Thank you