

# SAMBATECH

MIT G-Lab 2018  
Belo Horizonte, Brazil

The future of  sambaplay  
2018 and beyond

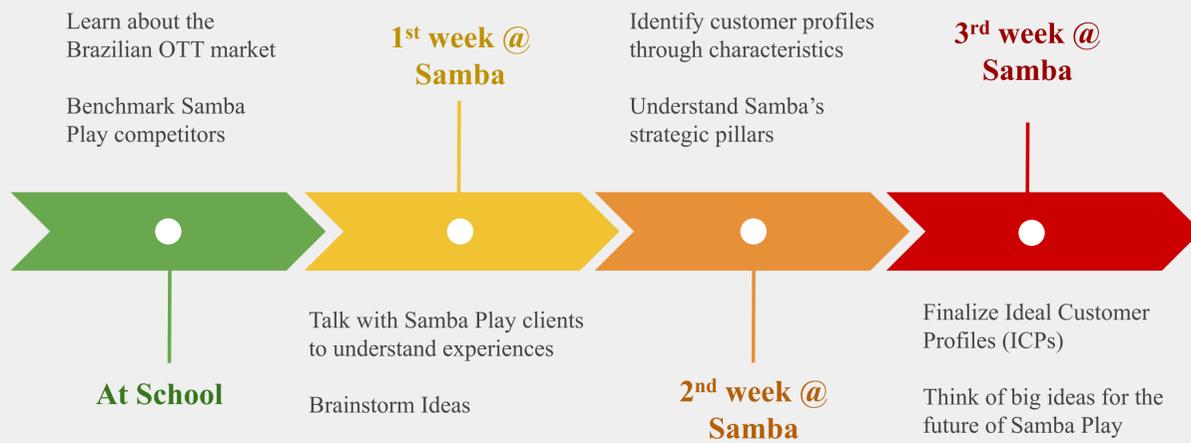
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**Company:** Samba Tech owns and operates an online video platform technology that engages in professional video hosting, management, and distribution

**Project Objective:** To identify short term and long term strategies for a new product, Samba Play, an online video platform that allows producers to launch their own on-demand, streaming video service

## Our Process:



## Short Term Strategy: Ideal Customer Profiles and Product Strategy Themes



Video Side Project



YouTube Mini Stars



Documentary Producers



Offline Masters



**Community Building:** develop an offline/online community of "Samba Players" to support each other via an annual Samba Summit, presence at VidCon and a Players discussion board



**Social Media and Communication Integration:** better allow users to build their own community through integration with social media platforms, on-site Samba Play chat rooms, live videos, webinars and product endorsements



**Pricing Structures:** explore options to optimize revenue for both Samba Players and Samba Tech through early withdrawal, differential pricing and options for users to pay how they want



**Value added services:** through agency partnerships, acquisitions or in-house experts, provide one-on-one expertise to Samba Players to more quickly and effectively launch their brand with digital marketing, distribution and video creation assistance

## Long Term Strategy: Big Ideas for Samba Play's Future



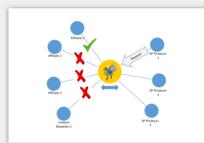
Marketplace

Unified platform to showcase content created by producers on Samba Play, using a Google Play or Netflix type of model



Celebrity Platform

Platform of celebrity educational content that leverages Samba's existing video technology and celebrity contacts



Distribution Network

Self-service advertising network to help producers distribute their content



Mobile Video Apps

White-label OTT video app that helps media creators move into mobile viewing



Video Kickstarter

Platform where producers receive donations or get paid by running a membership business for fans