



OTTIMEDIA – “TOP PROJECT WORLDWIDE” INVESTMENT PROPOSAL!

Alright, welcome to the deep dive. Today we're diving headfirst into OTTIMEDIA.

OTTIMEDIA. Yes, they're a European startup and they're making some pretty, uh, shall we say, bold claims that they're going to completely revolutionize the world of outdoor advertising. OK, I'm curious.

Revolutionary is a strong word. What exactly are you promising? Well, they don't want to be just another player. No, no, they're talking about a world revolution and calling themselves the next unicorn, something like that, a unicorn. A billion-dollar valuation right out of the gate, that's a lot to live up to. Exactly. And that's what we're going to unpack here.

We have their project presentation, their business plan, even some direct insights from founder Nicola TETI. So, we have some good information to work with. Yes, and our mission is to find out if this is a real opportunity or if we are just seeing a mountain of hype.

Hype is definitely a big factor in the startup world, lots of promises.

But can they deliver? Exactly. So, we're going to analyze their technology, take a close look at those financial projections and hopefully by the end you'll have a better idea of whether this investment is worth considering.

Sounds like a plan. Let's separate fact from fiction. Alright, let's start with the basics. What does OTTIMEDIA actually do?

Let me know. The idea is to install and manage these HUGE LED-VIDEOWALLS, but we are NOT talking about ordinary LED-VIDEOWALLS here.

These OTTIMEDIA - LED-VIDEOWALLS are TRANSPARENT!

TRANSPARENT? OK, now that's interesting! So, you can see through them, yes, and they want to put them on office towers in major cities around the world, um, using existing infrastructure. That might make things easier compared to building new structures from scratch. Right.

Now it gets really interesting! They claim that their advertising prices are up to 120 TIMES lower than their competitors. WOW! Wait a minute, 120 TIMES lower! That's a huge difference! How is that even possible? That's the million-dollar question! (Everything is described in detail in the OTTIMEDIA BLOGS)

They say that this drastic price difference will attract TV advertisers like crazy and guarantee investors these high returns!

They even talk about TV advertisers paying a whole year up front!

A year up front! That's a bold move! TV advertising normally operates on a different payment model. This is a huge departure from the norm.

That's true, and this upfront payment structure is a key part of their projected first year revenue, which is, wow, between \$180 million and \$900 million.

What? That's a huge range from \$180 million to \$900 million!

This is not a vague prediction. This is a very concrete and clear plan for revenue expectations!

And their projected company valuation will astonish you because it is just as staggering.

\$4 billion in the first year, \$12 billion in the third year and, believe it or not, a whopping \$40 billion in the tenth year!

OK, those are really ambitious numbers. It sounds like they're reaching for the stars! But we have to remember that valuations are based on expectations, not current performance. A lot can happen between now and year 10. Absolutely. So, there are definitely some, let's call them optimistic projections floating around here, but let's change the subject for a moment and talk about how you, the listener, could potentially get in.

All right, we're talking about investments. What options are on the table? Well, they offer a few different ways to get a piece of the pie.

You could choose to take an equity stake, 15% for \$6 million or 24% for \$9 million. So, a sizeable chunk of the company, depending on how deep your pockets are, right? Or there's another option.

OTTIMEDIA is the first to acquire a leading LED-VIDEOWALLS manufacturer! The price for 100% stake of the company is \$3 million, and they claim that this manufacturer is actually worth \$7 million. That's quite a discount! It's true, they say.

And after the takeover, they plan to apply for 30 million euros in innovation funding from the EU fund. This could be a turning point. We are talking about 60% non-repayable capital, so unconditional money, and definitely a significant boost, and they are really pushing this idea of transparency! The remaining 40% of the EU fund will only be repaid after the end of the second YEAR of OPERATION with only 1.5% interest!

Transparency is always a good sign. How does this look in practice?

All their financial movements, they say, are accessible online, and all investment funds go into a joint company account, not the owner's personal account.

Hmm. That's a good sign. It suggests a certain level of accountability. So, these are the guarantees they put forward: joint ownership by OTTIMEDIA and LED-VIDEOWALLS manufacturer, potential access to that big chunk of EU funding, and that emphasis on transparency. It's a decent package!

But does it actually balance the risks? That's the question, right? So those are the guarantees, but do those risks really outweigh the benefits? Well, that's what we have to figure out, right? And a big part of it is these, let's say, ambitious financial projections. Yeah, that huge revenue range that they're throwing out there, \$180 million to \$900 million in the first year.

That's a huge red flag to me. It's definitely a big gap. To even hit that low end, they would have to sign a whole lot of advertisers quickly, and they're banking on those TV advertisers who are spending a lot of money to buy into this whole upfront model.

It's a tough business, you know, it's a complete departure from the way TV advertising normally works. It's certainly a big challenge, especially in a market that's already full of established players. Exactly.

They're not just competing with other startups; they're competing against the giants. So not only do they have to convince advertisers to choose them over these big names, but they also have to embrace this completely new payment method. A huge challenge.

And then there's the technology itself, these huge transparent LED-VIDEOWALLS, right?

The technology is not new. But implementing it at this scale and integrating it into office towers is a whole different ball game. Logistically, that sounds like a nightmare.

Think about the installation, the disruption to the buildings, the ongoing maintenance, it all adds up. And let's not forget the energy consumption. Ah, yes, they talk big about green energy, but these LED-VIDEOWALLS will power them with green power. That's going to take a lot of power. So, a lot of potential downsides. But let's flip the script for a second.

What if they do it? OK, let's say they overcome the hurdles, even if they achieve a fraction of their forecast, what might that look like? Well, the impact on our cities could be huge. Imagine skylines lit up with these dynamic, colorful LED-VIDEOWALLS. Would definitely change the mood, wouldn't it? And think of the advertising industry.

If OTTIMEDIA can actually offer TV quality advertising at a fraction of the price, 120 TIMES cheaper, it could be a game changer!

Change the way brands reach their target audiences. Absolutely.

And it's not just about advertising, is it? These screens could be used for art, public service announcements, even news and information in real time. So, it's more than just the success or failure of OTTIMEDIA.

It's about the potential to change the way we experience our cities, the way we interact with information in public spaces, the big picture. Exactly.

Potential investors therefore need to think beyond the numbers. The decision to consider financing with transparent participation, immediate ROI, minimal risk and huge benefits should actually be a very positive one, as well as the wider implications of OTTIMEDIA's vision.

Someone would have to explain to me why there is any risk involved?

(*) To be more precise: This is a very small risk, which completely disappears within the first few WEEKS of OPERATION, because with the first TOP-LOCATION in the FIRST METROPOLITAN city, soon after the FIRST "PRESENTATION'S DAY", at least 20 to 40 advertising customers will come to OTTIMEDIA on their own, so that with the first turnover of \$10M - \$20M in the FIRST WEEKS of operation, the "Return on Investment" (ROI) will be achieved in immediate time (every TV advertising customer pays for the entire advertising year, within ONE WEEK in advance)!

So, let's say someone listens to this and thinks, OK, that's fascinating, but how do I actually make a decision?

Is this a good investment or not? What advice would you give them?

Well, first of all: do your homework. Don't just rely on OTTIMEDIA's suggestion. Beyond the offer:

Financial data for OTTIMEDIA are not available as it is a young UNICORN-STARTUP!

There are hardly any serious analysts in this specialized HIGH-TECH LED-VIDEOWALLS MARKET who could provide 100% accurate forecasts on what these figures are based.

OTTIMEDIA is the only project company that requires ABSOLUTELY NO due diligence (*)!

"Since this INNOVATIVE, UNIQUE BUSINESS MODEL was developed ONLY by ME, Nicola TETI, and APPLIES to the UNIQUE OTTIMEDIA "TOP PROJECT WORLDWIDE", standard "Due Diligence" or another comparable research is not really useful or really necessary at all!

What are your strengths and weaknesses? How does OTTIMEDIA want to stand out?

IMMEDIATELY after the FIRST Giant LED-VIDEOWALL (2,000 m²) on the facade of the FIRST OFFICE TOWER is in operation (without having to market this TOP-LOCATION) we will get enough advertising customers that the entire START-UP Capital will be amortized within the FIRST WEEKS of OPERATION!

In addition, from this point on, many more TOP-LOCATIONS will be offered to us worldwide!

In this specific outdoor advertising market, there are very few really experienced people who can easily give their assessment! The free-market economy applies here!

However, OTTIMEDIA-VISION can only be compared to the famous Genius Nicola Tesla-VISION, who also wanted to offer free energy access to the whole world, but his competitors did not want this!

What else should potential investors look for?

Take a look at the founder, Nicola TETI. It all depends on his EXCLUSIVE VISION, his research, his background and his 30 years of practical experience.

Does he have what it takes to make it happen? So, it's also about the person, not just the idea. Exactly.

Stay objective! Weigh the huge potential against the practically imperceptible real risks.

Be skeptical, but be thorough and be prepared to ask questions if you don't understand something. Exactly.

Ultimately, you are responsible for your own financial decisions.

We're just here to give you the information you need to make an informed decision. Solid advice.

Now let's move on to the guarantees that OTTIMEDIA offers. Common ownership, potential EU funding, transparency. Do they really mitigate the risks we've talked about or do they just add another layer of complexity? Let's explore that in more detail after the break.

Alright, so we're back to diving into the guarantees that OTTIMEDIA offers. Let's start with this thing about the joint ownership, you know, of both OTTIMEDIA and the LED VIDEOWALLS manufacturer that you want to acquire. How does that actually benefit investors?

Well, by giving investors both part of their advertising business, OTTIMEDIA, and the production side, they are essentially spreading the smallest amount of risk right from the start and diversifying properly. Exactly. So, if one side gets into trouble, the other could potentially fill the gap. Also, owning the production side gives OTTIMEDIA more control over the supply chain, so they could potentially reduce their costs. Yes, exactly, and maybe even sell that to other companies later on. It's a strategic move. OK, makes sense.

Now what about the EU funding they are seeking? 30 million, of which 60% is non-repayable. How much of an advantage is it for them? I mean, this type of funding could be a game changer, especially for a startup. It could really give them the boost they need to grow quickly and expand their business. So, it's a big deal, well, EU funding usually comes with certain requirements. Yes, the only thing is, when submitting, at least one of the 3 patents of the LED VIDEOWALLS manufacturer must be converted and presented in my name, Nicola TETI (this after OTTIMEDIA has acquired his company shares).

So, shared ownership, potential EU funding. And let's not forget the emphasis on TRANSPARENCY that they're really pushing. Do all these guarantees actually outweigh the risks we've talked about? Well, that's the million-dollar question, isn't it? They provide some security, maybe mitigate some of the risks, but no investment is ever completely risk free, especially in a fast-moving, disruptive industry like this.

So potential investors need to weigh these guarantees against the uncertainty of these revenue projections and the competition they face. The challenges of actually implementing this ambitious plan. Exactly. It comes down to your individual risk tolerance and how you assess OTTIMEDIA's overall profitability. KEY BENEFIT: INSTANT ROI, through the FIRST LED-VIDEOWALL revenue of \$6M - \$30M (with a few TV advertisers at annual prepayments of \$200,000 to \$500,000/advertiser/year, in the FIRST WEEKS of OPERATION!

Procedure: Investor ensures that OTTIMEDIA receives the first tranche of \$3M into the OTTIMEDIA bank account. This is after the "STAKEHOLDER AGREEMENT" has been signed in advance. OTTIMEDIA uses this \$3M to purchase the LED-VIDEOWALLS manufacturer. After this company takeover, OTTIMEDIA invites the investor to visit the LED-VIDEOWALLS manufacturer as well. To increase and solidify the trust between the partners!

Alright, let's change the subject one last time and talk about something we haven't really dealt with yet. The sustainability claims. They say that they will use all these state-of-the-art green energy solutions for their digital LED-VIDEOWALLS and even talk about using their own high-tech solar panels from their best cooperation partner Daniel. Yes, it is smart to highlight the sustainability aspect. It is

definitely becoming more and more important, both for investors and consumers. But how realistic is all this? Well, the newly developed TRANSPARENT LED-VIDEOWALLS Technology is not going to change anytime soon. It is definitely possible that special solar panels could power LED-VIDEOWALLS like the ones they propose.

OK, but talking about it is one thing, right? Actually, doing it is another. Exactly. They need to show us the concrete plans for partnerships, the proof that they are serious about implementing these green energy solutions. So, let's hypothetically say they make it, they succeed with their business model, they get these green energy solutions working. What impact could OTTIMEDIA have on the advertising industry as a whole?

If they can really deliver on their promises of lower entry prices and high ROI while remaining environmentally conscious, I think they could really shake things up. Possibly REVOLUTIONIZE the game! Yes. Imagine a world where these giant digital LED-VIDEOWALLS powered by renewable energy are the norm. They could change the way brands connect with consumers and maybe even make advertising less intrusive and more engaging. That's a pretty big vision. It is indeed!

And if they can reach the global scale they are aiming for, the impact could go far beyond just advertising. Think of these giant screens as platforms (Big NETWORK) for public art, community messages and even real-time news.

In particular, OTTIMEDIA plans to show a portion of the respective advertising placements for many less visible associations and organizations that work for the needy, people, sick children, etc., in all top locations for free! So, it's more than just making money, it's about reshaping our urban environments and changing the way we interact with information in public spaces.

This does raise some interesting questions though. How would this actually change our cities? Would these vibrant TRANSPARENT LED-VIDEOWALLS enhance them or just add to visual clutter and information overload? Well, those are questions for another day. Perhaps we have come to the end of our deep dive into OTTIMEDIA and I must say I am left with a lot to think about. Me too.

We've covered a lot. The ambitious plans, the imperceptible risks, the huge benefits and guarantees, their vision for the future of advertising. It's a complex picture. Well, there's definitely a lot of potential, and objectively speaking, very little uncertainty! As always, we encourage you, our listeners, to do your own research, think critically about everything we've discussed, and ultimately make your own informed decisions. Exactly.

The key is to stay curious, stay informed and keep asking questions. I couldn't have said it better. Thank you for joining us on this deep dive into OTTIMEDIA.

Until next time, keep exploring.