

DebateScholarship.tv

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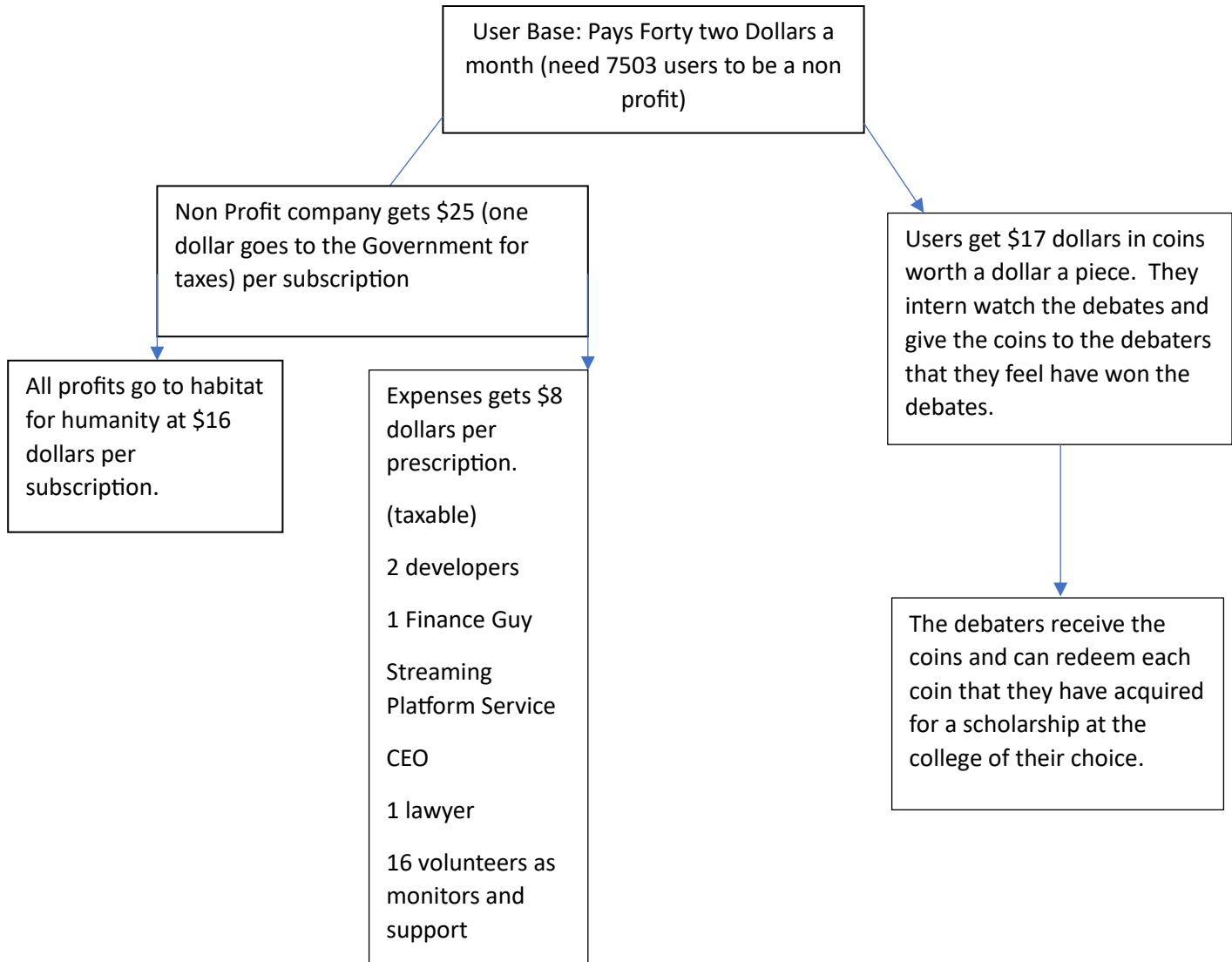
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Explanation

This is a streaming service that will allow people to raise money for a college education. It is designed as a non-profit so that the users of the service can write off part of the expense of the service. This makes it far cheaper than it appears. The whole idea is centered on the debate. If someone wants to make money for school then they can either issue a debate challenge or accept a debate challenge. The debate will be scheduled and moderated using the debate moderator app. Then the debate will be broadcast on a streaming platform with all observers being given the chance to add coins to the scholarship fund for any debater that they like. The service includes 17 dollars in coins to give away with the subscription and any user can buy more coins at any time. Once a user is enrolled in a College, University or Private school they provide proof of enrollment and the non-profit sends a check to the school the debater is enrolled in for the number of coins that they have accrued with each coin being worth a dollar.

Money Flow



Apps to be built and maintained

- **Challenge App** – This is where people will express challenges or accept challenges from others over things to debate. This will be online but not be part of the streaming portion.
- **Moderator App** - This will have formats for moderator rules that both parties will agree on two weeks before their real time debate. An example of moderator formats:
 Date and time of real time debate
 2 minutes initial argument for Debater A
 2 minutes initial argument for Debater B
 4 minutes detailed argument for Debater A
 2 minutes rebuttal time for Debater B
 4 minutes detailed argument for Debater B
 2 minutes rebuttal time for Debater A
 2 minutes closing argument for Debater A
 2 minutes closing argument for Debater B
 Total Debate time is 20 minutes.
- **User Interface** – Buy Coins here and signup as a user to watch and
- **Debater Interface** – This is where the Debaters actually debate and monitor the coins that they have accrued.
- **Administration App** – This is an internal app for internal use by debatescholarship.tv
- **Streaming Interface** – This is where the user watches debates and gives coins to whoever they decide to support and send to college.

Rules and regulations

- **Expressions of hatred, abuse, violence-** This is up to DebateScholarship.tv and will result in the following repercussion.
First Offense - All coins of the individual who infringes on this rule will be given to the opponent during the infraction and they will face a 6 month ban.
Second Offense - Same result as the first offense except the ban will be for life.
- **Each user is only allowed to give one coin per debate**

Advertising and Marketing

The debaters will do this for themselves but there will probably be an initial push to get the word out. There will be an initial cost of \$40,000 dollars to get the word out but after that it should advertise itself.

Money Specifics

There will be a dollar per subscriber given to the service hosting platform and there will be a monthly fee of a \$1000. Each of the five employees will be paid a \$100,008 as a contractor which nets them about \$8334 dollars a month and there will be five of them. The company receives \$42 a month for a subscription. Because money changes the amount of taxes \$1 will go to the government and \$1 will go to habitat for humanity because we need to give away 80% of the money that we collect and this will give us that ratio. Technically that will be 42 dollars per subscription because a dollar of that goes to the hosting platform and \$1 for taxes. Advertising per month will be \$3,500 a month. This leaves a month's operation costing \$46,170 dollars. To pay taxes we need to add 30% to \$46,170 tax on the money which comes to \$13,851 a month. This means it will be \$60,021 a month.

Cost for a year's operation is:

$\$500,040(\text{contracting}) + 12000(\text{Streaming platform}) + 42000(\text{advertising}) + 166,212 \text{ dollars in taxes} = \$720,252 \text{ per year}$

\$723,000 is 20% of the total amount we need to give per year which comes \$2,892,000 per year. \$8 dollars per month times 12 months is the yearly cost of a subscriber that isn't given out in either scholarships or housing the homeless. That comes to \$96 per subscription for a year going to operation with operating costs being \$720,252. The number of users necessary to make this work \$720,252 divided by 96 which comes to 7,503.

End of year results:

Money to house homeless	1,440,576
Money to company	720,252
Money given in scholarships	1,530,612

Total sum of money changing hands is 3,691,400 dollars.

At 19.5% being given to the company, this meets the condition of being a non-profit because we will give away 80% and we will be paying taxes for what we need to do to raise the money.