

# FLINIX

Decision Engine for Streaming Platforms

Turning “I don’t know what to watch” into immediate playback.



MVP ready for client POC

US + EU patents pending

Seeking €650K seed

# The Investment Thesis

Streaming platforms already have catalogues, profiles, and recommendation data.  
Flinix turns that data into faster decisions and measurable playback starts.

**POC-ready**

MVP prepared for client validation

**Embedded**

Widget/SDK inside partner UX

**3 modes**

Solo, Together and Family

**€650K**

Seed round to convert pilots

**The first commercial goal is not to replace a platform's recommendation engine.  
It is to rescue indecisive sessions and prove lift through controlled POCs.**

# The Moment Platforms Still Lose

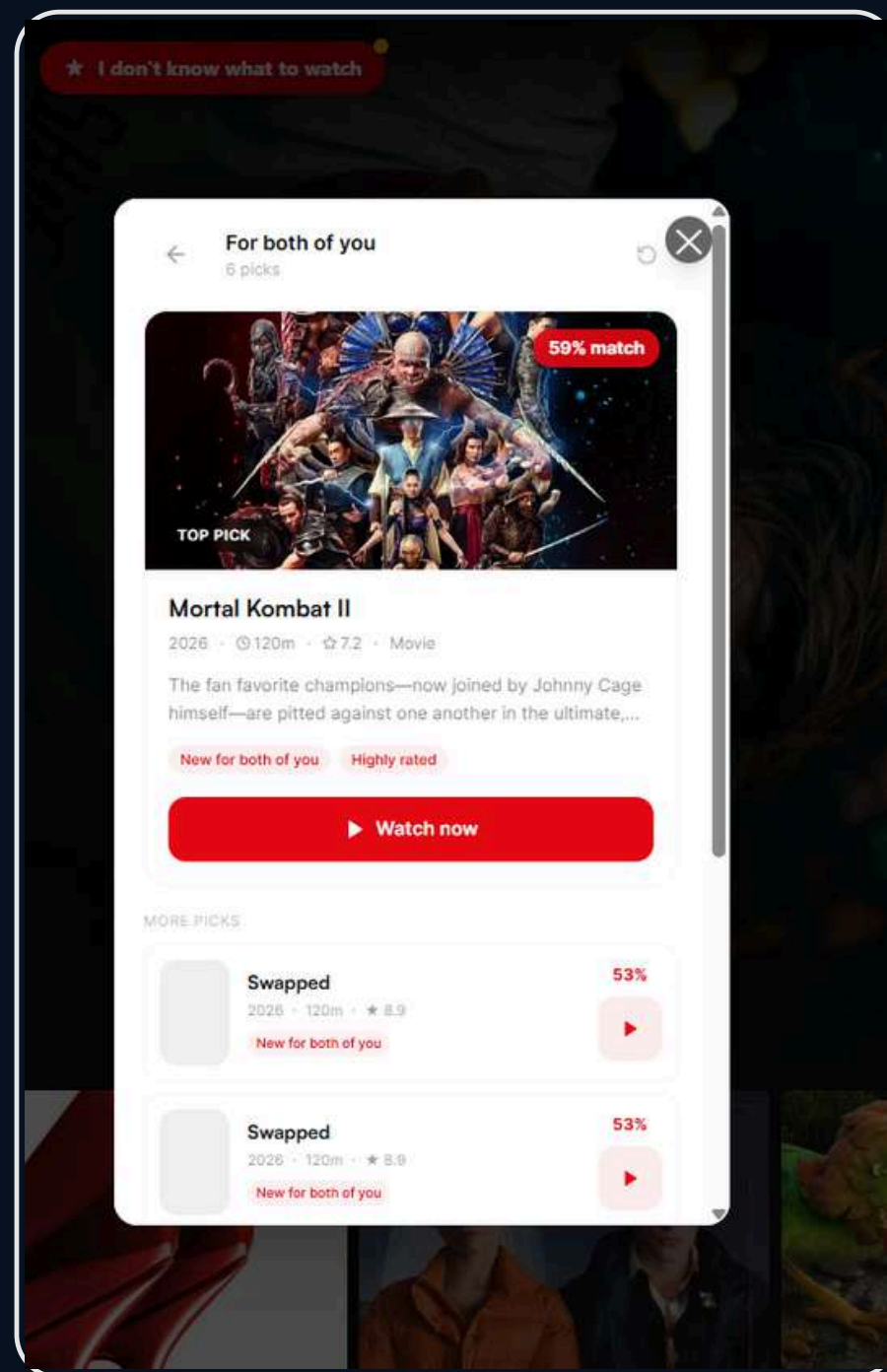
**The user has intent. The platform has content. The missing piece is the decision.**

- Large catalogues create friction at the final step before playback.
- Solo users browse too long and abandon.
- Couples and households struggle to agree.
- Parents need safe picks that adults will not hate.
- Every abandoned session means lost watch time and ad inventory.

**Flinix is built for the decision gap between browse and play.**

# The Entry Point: Native, Human, Timed to Indecision

The widget enters through the user's actual language: "I don't know what to watch."



Current modal flow

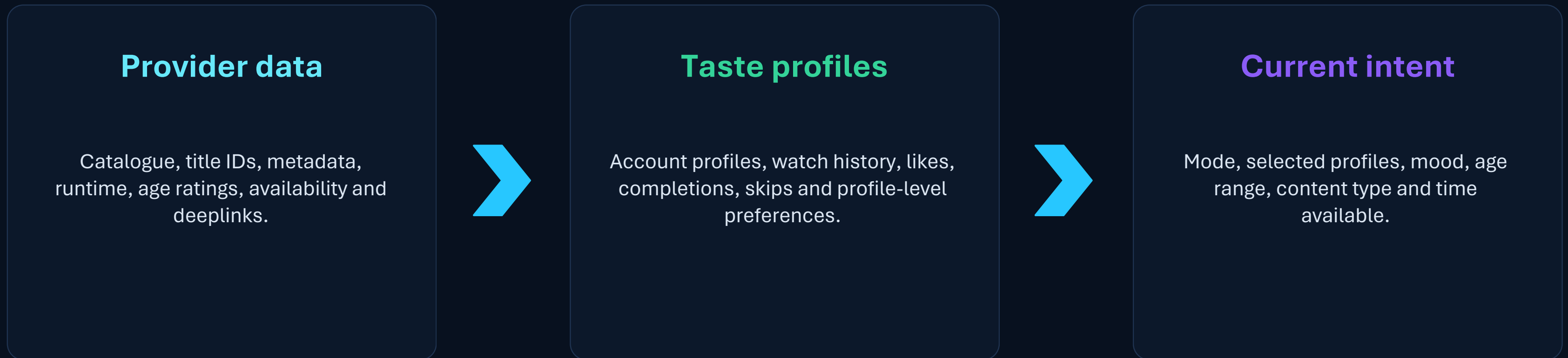
## Why this works

- Native overlay: the user stays inside the streaming platform.
- Problem-led CTA: no need to understand the Flinix brand first.
- Low-friction input: current context instead of a long onboarding flow.
- Fast outcome: one ranked result and a direct "Watch now" path.

**Client value: a measurable decision rescue layer, not another app destination.**

# How Flinix Makes a Decision

The API ingests the streaming provider's catalogue and taste profiles, then adds real-time intent signals from the widget.



**Output: ranked playable title IDs, match reasons, watch-now handoff and POC analysis**

# Three Decision Modes, One Embedded Engine

FLINIX solves three common high-friction streaming moments with the same core engine.

## Solo

Matches one profile against current mood, time available and the platform catalogue.

## Together

Finds shared titles across selected household profiles so couples or groups can agree faster.

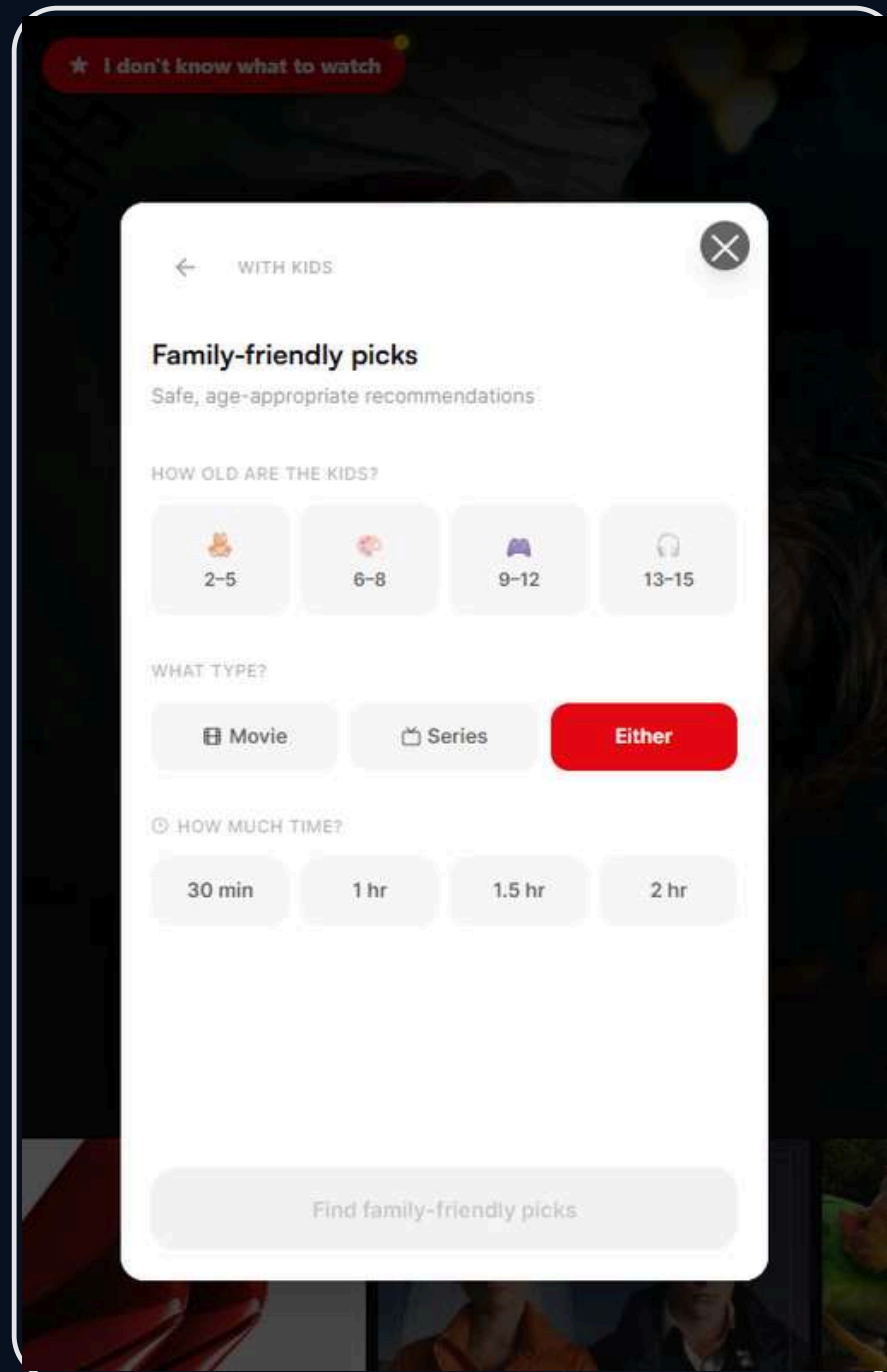
## Family

Finds kid-safe content aligned with parent taste and filtered against repeated household viewing.

**This is broader than group voting: it is a decision layer for solo, household and family view**

# Family Mode: Safe for Kids, Watchable for Adults

Family Mode is not just parental control. It is co-viewing optimization.



Family-safe setup

## What the engine balances

### Age safety

Filters the catalogue by kid age range and safety metadata.

### Parent fit

Matches the adult profile so the pick is not painful to co-watch.

### Freshness

Penalizes titles the household has already seen repeatedly.

### Runtime

Fits the family's available viewing window.

### Playback

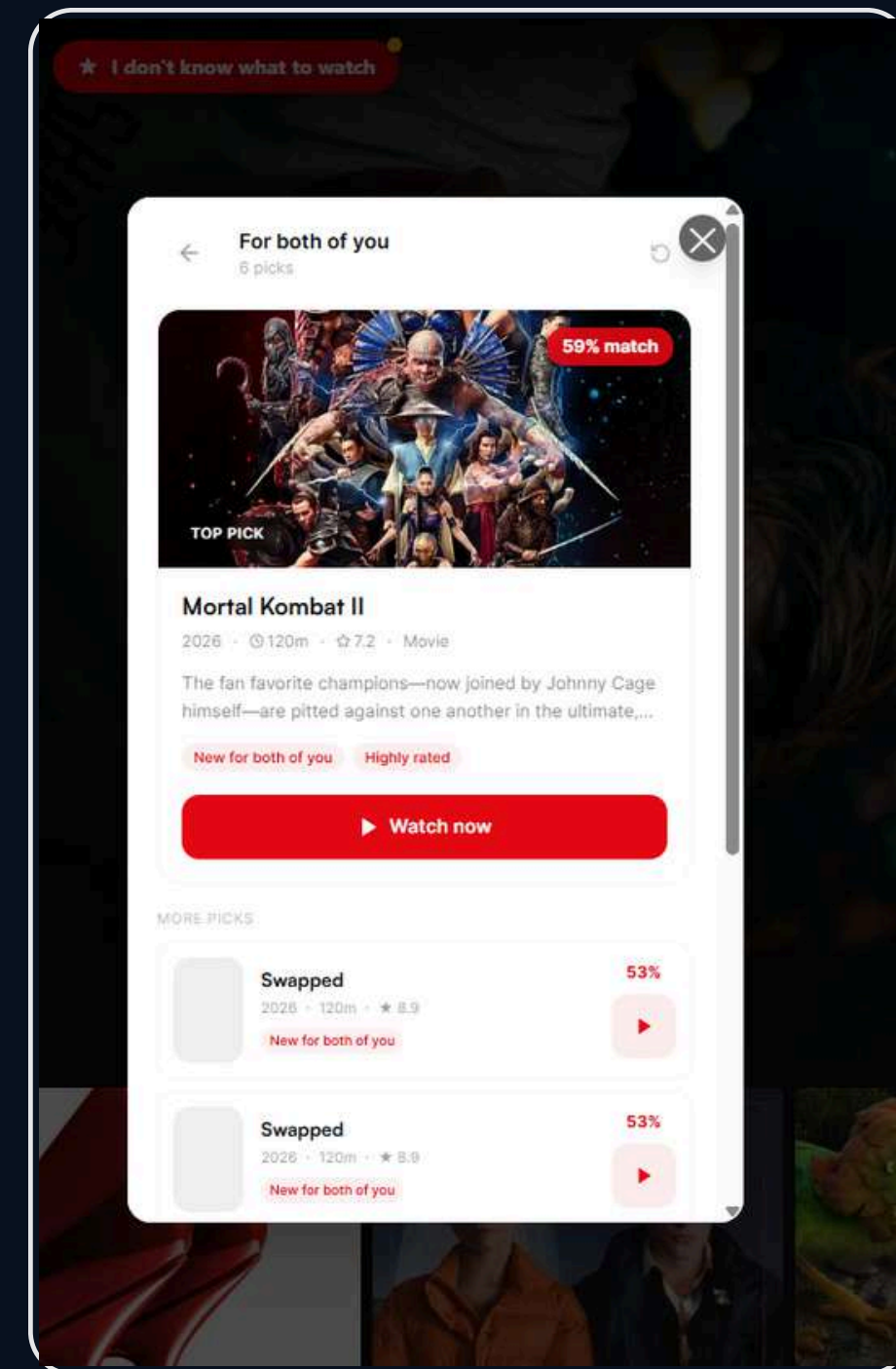
Returns a title the platform can immediately launch.

**Client value: better family discovery, less browsing fatigue and more household playback starts.**

# Together Mode: Agreement without the Debate

For couples or groups, Flinix matches selected account profiles instead of forcing manual voting.

- Select the profiles watching together.
- Choose available time or viewing constraints.
- Aggregate profile taste data across the selected viewers.
- Rank titles by strongest shared fit, not individual preference only.
- Return a direct “Watch now” recommendation.



Together mode screenshot

# Why Platforms Care

**Flinix gives platforms a measurable way to convert moments of hesitation into monetizable viewing.**

**More starts**

Increase the percentage of browsing sessions that reach playback.

**More minutes**

Improve watch time by reducing wasted decision time.

**More ad inventory**

More viewing minutes create additional monetizable impressions.

**Better households**

Improve family and co-viewing discovery without forcing search.

**Actionable data**

Expose where users get stuck before starting content.

**Positioning: Flinix complements existing recommendation systems by optimizing the final decision before playback.**

# POC Design: Simple, Measurable, Platform-Friendly

The first commercial step is a controlled POC with agreed success metrics, not a long enterprise rollout.

## 1. Configure

Ingest catalogue, profiles, metadata and playback URLs for the test environment.

## 2. Test

Run Solo, Together and Family flows on a defined audience or traffic sample.

## 3. Measure

Compare decision time, start rate, watch time, ad impressions and repeat usage.

**POC outcome: quantified business case for annual contract negotiation.**

# POC Success Metrics

<b>Entrypoint CTR</b>	Do users notice and use the rescue CTA?
<b>Completion rate</b>	Does the widget flow stay short enough to finish?
<b>Time-to-play</b>	Does Flinix reduce decision time?
<b>Playback start rate</b>	Does it convert more sessions into viewing?
<b>Watch-time lift</b>	Do recommended sessions hold attention?
<b>Ad impression lift</b>	Does incremental viewing translate into revenue impact?
<b>Repeat usage</b>	Do viewers come back to the decision tool?

**The POC is designed to convert a product conversation into a measurable ROI conversation.**

# Defensibility: US + EU Patents Pending

Flinix has patent applications pending in the US and EU around the decision and matching system.

## Protected areas under pursuit

- Multi-profile preference aggregation
- Group and household consensus matching
- Context-aware decision flow inside streaming UX
- Result ranking and playback handoff workflow
- Analytics layer for decision-to-play measurement

## Why it matters

Patent-pending status supports a defensible wedge while POCs generate customer evidence. Seed funding strengthens prosecution, documentation and commercial protection.

# Target Market: Ad-Supported Streaming Platforms

Flinix targets platforms where every additional playback start and watched minute can translate into advertising value.

**\$9.73B**

Global FAST market estimated in 2024

**\$40.2B**

Projected global FAST market by 2033

**97M+**

Tubi reported MAUs in 2025

**POC**

Initial wedge into annual SaaS contract

## Initial target accounts

**Tubi · Pluto TV · Roku Channel · Plex · Samsung TV Plus · Rakuten TV · Prime Video free/ad-supported experience**

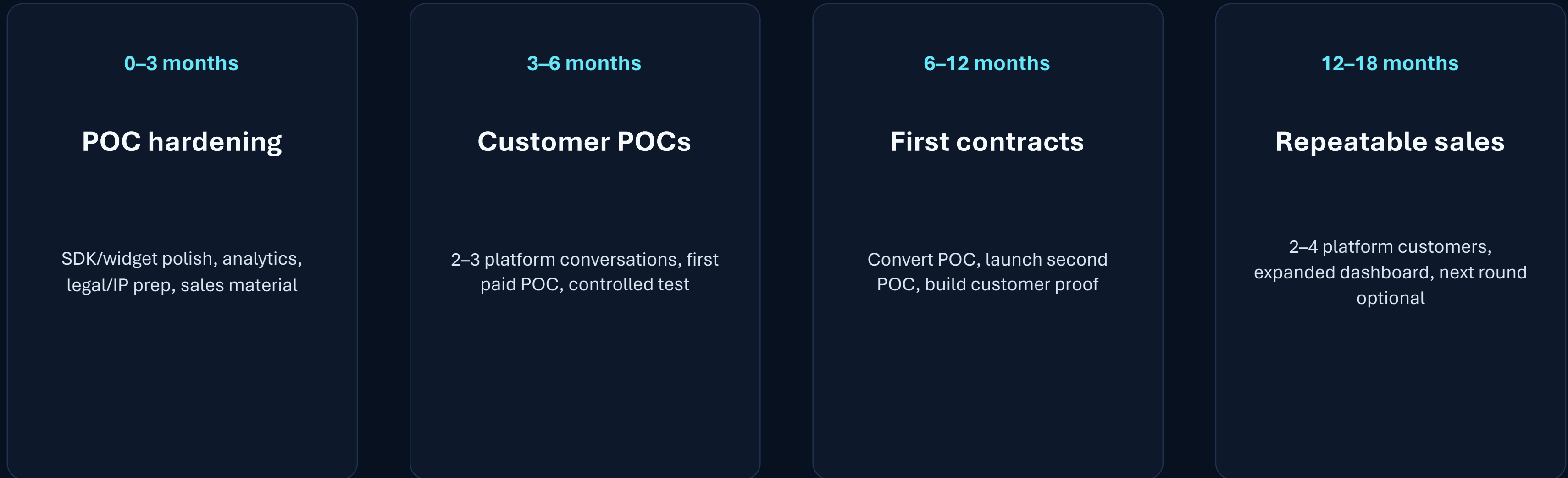
# Commercial Model: Pilot to annual SaaS

A staged model reduces buying risk and lets the platform validate lift before a larger annual commitment.

<b>Discovery</b>	Technical fit + data availability	<b>0–2 weeks</b>
<b>Paid POC</b>	Controlled audience, dashboard, lift report	<b>6–10 weeks</b>
<b>Annual SaaS</b>	Widget, analytics, support and optimization	<b>€120K–€350K+</b>
<b>Expansion</b>	More modes, regions, devices or performance incentives	<b>Upside</b>

**First commercial objective: one paid POC that proves enough lift to justify an annual platform contract.**

# 18-Month Roadmap



**Each phase creates evidence: working integration, measured lift, paid validation and repeatable sales motion.**

# Financial Targets: Conservative SaaS Path

The model is built around paid POCs converting into annual platform contracts, not instant enterprise scale.

Metric	Year 1 target	Year 2 target	Year 3 target
Customers	1 annual + 1–2 pilots	3–5 platforms	6–10 platforms
ARR	€150K–€350K	€800K–€1.8M	€2M–€4M
Gross margin	60–75%	75–85%	80–85%
Funding need	Seed-funded	Bridge/seed extension optional	Growth round

**Upside comes from higher ACV, faster customer conversion and expansion into additional modes/devices once POC value is proven.**

# The Ask: €650K Seed to Convert POCs

Capital is allocated to client-facing validation, product hardening and commercial execution.

**€650K**

Seed capital sought

**10%**

Target ownership

**€6M**

Implied pre-money valuation

**18 mo**

Runway to customer proof

<b>Product hardening &amp; integration</b>	€220K
<b>Pilot delivery &amp; analytics</b>	€120K
<b>Sales / business development</b>	€140K
<b>Legal, patents &amp; data protection</b>	€90K
<b>Operations &amp; contingency</b>	€80K

**Primary milestone: first paid POC converted into an annual platform contract.**

# FLINIX

The decision layer for streaming platforms.

**MVP ready for client POC.  
US + EU patents pending.  
Seeking €650K to prove  
platform lift and convert pilots  
into recurring revenue.**

