



**2 FIFTH**  
**CONSULTING**  
TECHNOLOGY ADVICE FOR EVERYONE

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Two Fifth Consulting INC

# About us

At Two Fifth Consulting, we help small and growing businesses become more profitable by leveraging the right technology – without unnecessary complexity or cost.

## What We Do

- Identify revenue leaks caused by platform fees and inefficiencies
- Replace expensive third-party tools with scalable, owned solutions
- Design and implement streaming and digital infrastructure that grows with you

## Our Approach

- Practical, cost-focused strategy
- Transparent pricing models
- Technology tailored to your business – not the other way around

## The Result

- Increased profit margins
- Greater control over your platform and audience
- Long-term, sustainable growth powered by modern technology



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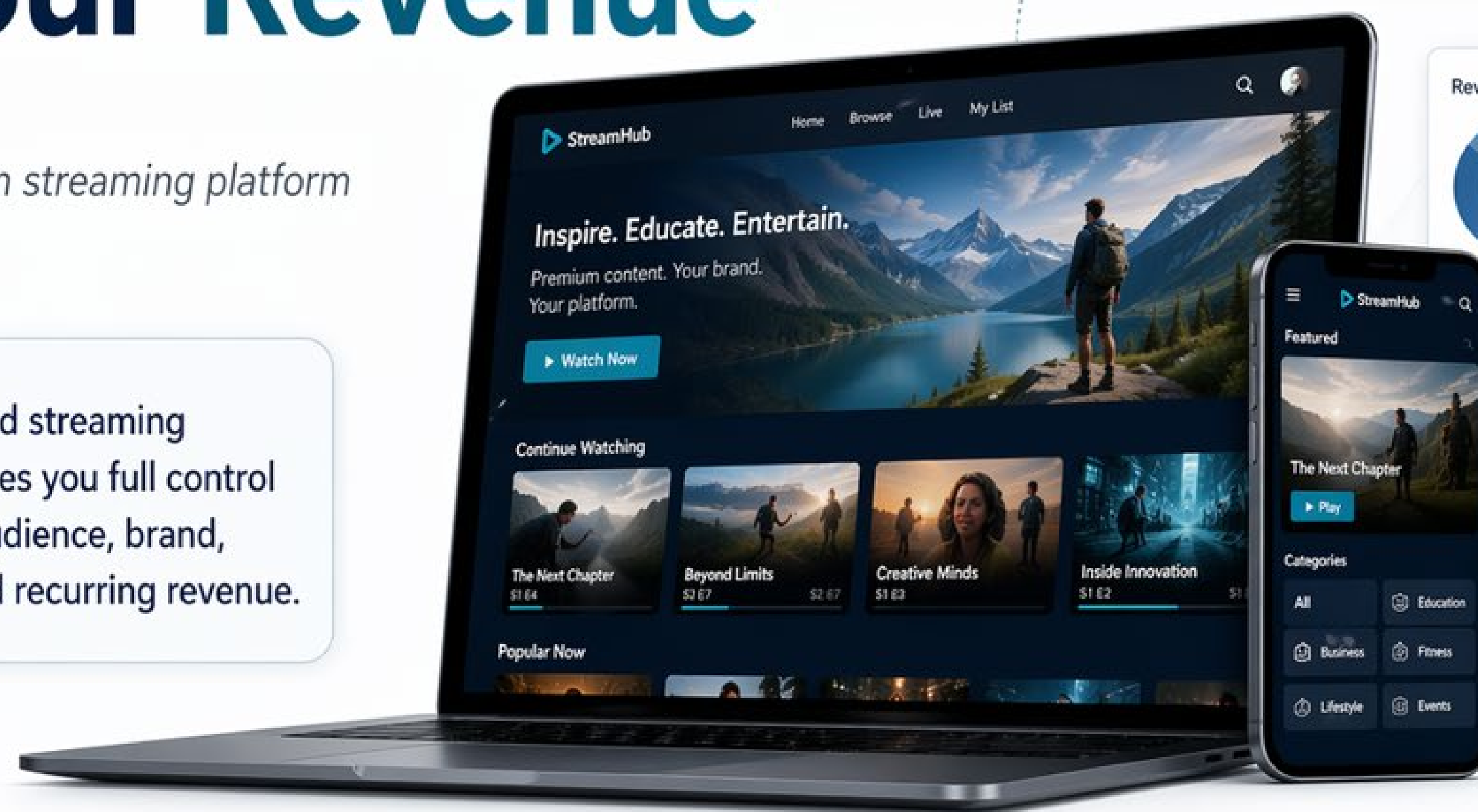
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# Own Your Platform, Own Your Revenue

Benefits of owning your own streaming platform



A self-hosted streaming platform gives you full control over your audience, brand, content, and recurring revenue.



Audience Growth



Revenue Breakdown



Recurring Revenue

**\$125,430**  
+34% vs. last 90 days



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# Key Benefits of an Owned Streaming Platform

*The strategic advantages of building on your own foundation*



## Own the Audience

Capture customer data, build direct relationships, and reduce dependency on outside platforms.



## Protect Your Brand

Deliver a fully branded experience without competing ads, distractions, or platform clutter.



## Monetize Your Way

Support subscriptions, pay-per-view, rentals, sponsorships, memberships, and more.



## Control Your Content

Set your own policies, access rules, and release strategy without sudden takedowns or algorithm shifts.



## Use Better Data

Track viewer behavior, conversions, churn, and content performance to improve results.



**Result: more control, stronger margins, and a more valuable digital business asset.**




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# Why Third-Party Platforms Limit Growth


Common challenges with YouTube-style and Patreon-style models

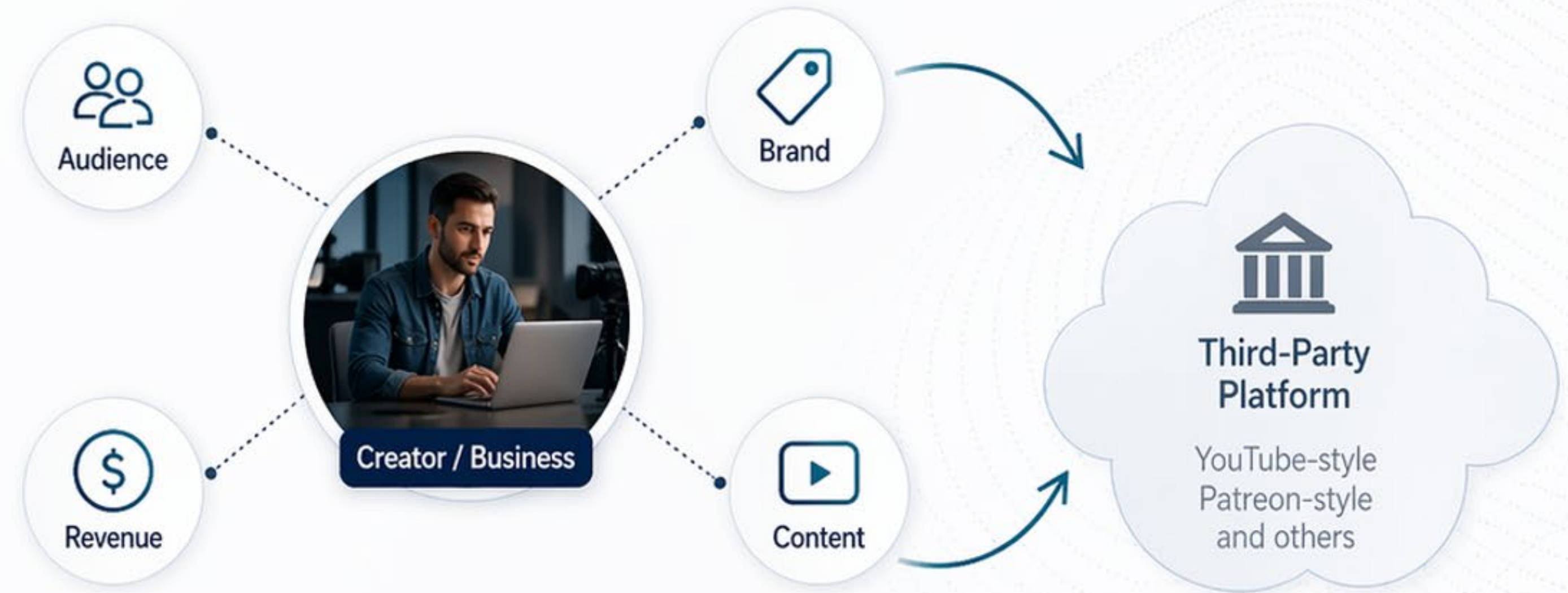
 Revenue share reduces margins

 Audience data is limited or controlled by the platform

 Algorithms and policy changes affect visibility

 Your brand experience competes with ads and distractions






 Your business depends on someone else's rules



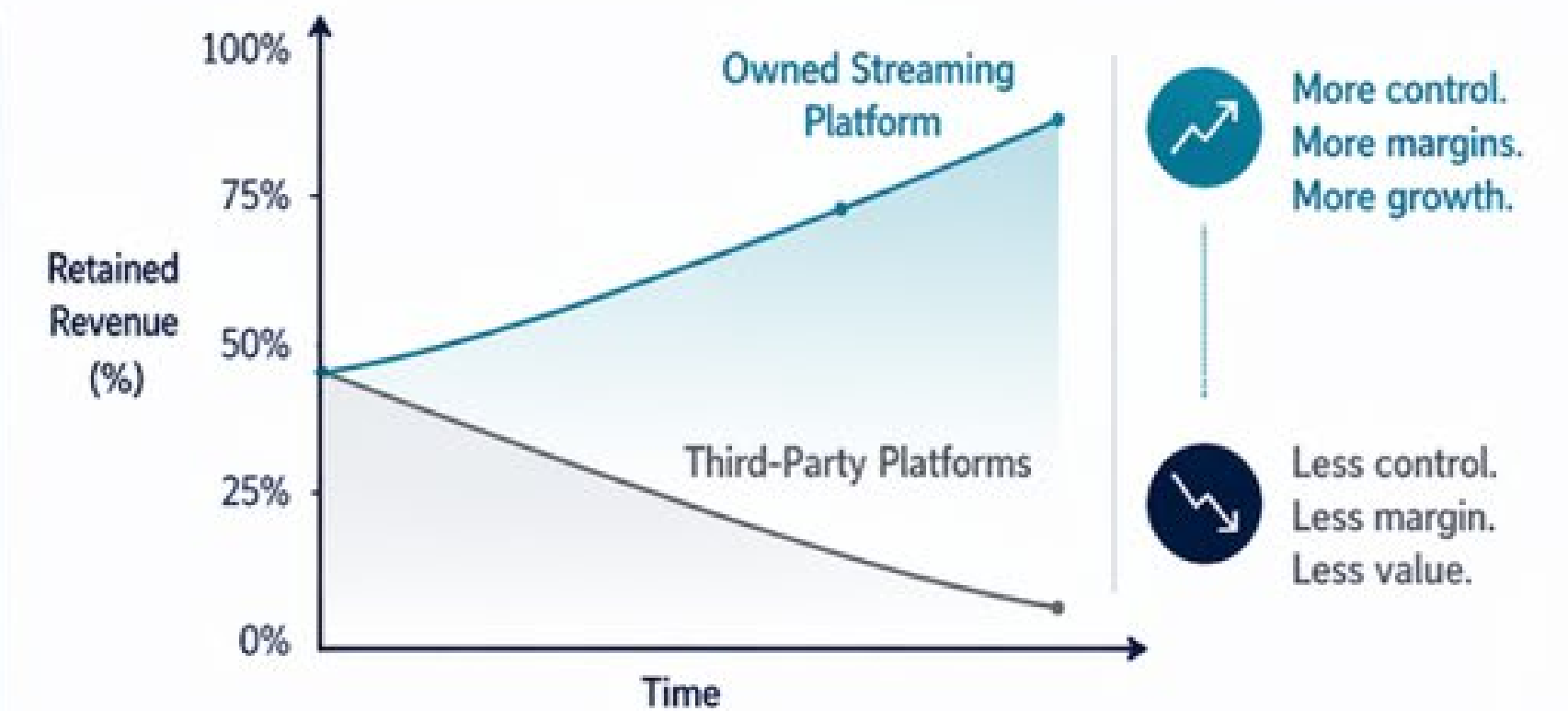
When you do not own the platform, you do not fully own the customer relationship.

# Business Model Comparison

Third-party platform model vs. owned platform model

	Third-Party Creator Platforms	Owned Streaming Platform
 <b>Revenue Model</b>	Revenue share + platform fees	Flat platform cost + streaming costs
 <b>Audience Data</b>	Limited access	Direct ownership
 <b>Brand Experience</b>	Platform-led	Fully branded
 <b>Monetization Flexibility</b>	Restricted by platform features	Flexible pricing and packaging
 <b>Long-Term Value</b>	Rented audience	Owned recurring-revenue asset

## Margin Improvement Over Time



The owned-platform model keeps **more value** inside your business.

# Best-Fit Use Cases & Next Steps

*Where an owned platform creates the most value*



## Creators & Influencers

Build recurring revenue without giving away a share of every subscriber dollar.



## Associations & Conferences

Host training, archives, premium content, and event streams in one branded hub.



## Businesses & Training Teams

Deliver internal learning, customer education, and secure video libraries.



## Churches, Coaches & Community Brands

Create a direct digital relationship with members, viewers, and supporters.

## Next Steps

1

Define your content and monetization model

2

Launch a branded web and app experience

3

Use social channels for discovery while driving traffic back to your platform



**Use open platforms for reach. Use your own platform for revenue, loyalty, and long-term value.**



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# Questions