



APR 20

# StarTime Fact Sheet

## StarTime

Headquarters  
764 San Aleso Drive  
Sunnyvale, CA 94085

**Founded:** July, 2015

**Status:** Private Company

**Investment Model:** Private equity

**Employees:** 6

## Leadership

- Wim Elfrink: CEO & Chairman
- Jeff Newman: Board Member
- Srinidhi Dharmaji: Board Member

**Product:** StarTime App (mobile & desktop)

## Value Proposition:

### - Fans

Connect face-to-face with stars

### - Celebs & Agencies

Self-service brand growth platform for celebrities & agencies

## Social Media Platforms

### Supported:

- Instagram
- Facebook
- Twitter

## Client Markets:

- Sports & Entertainment
- Fashion & Beauty
- Reality & Social media-based
- News & Media
- Talent Agencies

## Company

StarTime, headquartered in Sunnyvale, California, is a privately held company founded in July of 2015. StarTime brings together stars and their fans to connect one-on-one through video interaction and social media. StarTime clients are talent agencies and celebrities within the sports, entertainment, fashion, beauty, social media-based, news & media.

## Product

StarTime is the app and platform for artists, celebrities, sports stars and luminaries to video interact with their fans from any social network. Celebrities, sports stars, luminaries and famous people interact with their fans via smartphones and are empowered to control the monetization of their StarTime campaigns. The StarTime platform provides a web-based dashboard for celebrities and their agencies to create, manage and track "priceless" emotional marketing campaigns with fans from all social networks, while leveraging their massive follower base to generate revenue.

## Celebrities

StarTime is the only app for celebrities to "FaceTime" with fans. Celebrities can sell brand sponsorships and in-app purchases in their Q&A, and keep the majority of the generated revenue.

## Agencies

The StarTime platform is specifically built for celebrity agencies to align with their existing workflow of managing celebrity client's social media. Agencies can manage all of their celebrity Q&A from a single web interface. The same dashboard allows for scheduling Q&A, creating brand campaigns and tracking analytics.

## Key Features

- Direct face-to-face connection between celebrities and their fans
- Develop brands across Twitter, Facebook & Instagram social networks
- Sell brand sponsorships to marketers
- Create and track online brand campaign performance across social media from a single web-based dashboard