



DITCH

STREAM ONCE. OWN EVERYWHERE.

A consumer-first live platform: free to watch, free to go live, everywhere at once — where viewers become the show.

● LIVE

What is Ditch?



DITCH

Stream Once. Own Everywhere.

The creator's live home base : a browser studio that makes distribution a solved problem and the audience part of the show.

DITCH is a consumer-first live platform: free for viewers and creators to start, with three interlocking layers competitors only built in pieces.

01

MULTI-STREAM GATEWAY

Go live once → Twitch, YouTube, TikTok, Kick. DITCH is the origin.

02

INTERACTION HUB

Any viewer can step on screen, live, across every platform at once.

03

PARTICIPATORY AD NETWORK

Brands sponsor a real human in the feed : one buy, every platform.

The Problem

Live streaming is fragmented — for creators, brands, and viewers.



Creators must choose

Platforms restrict cross-streaming. Pick one, leave audiences behind every stream.



Brands pay 4×

Negotiate, run, measure and pay separately on every platform for one audience.



Viewers are split

Five chat windows, no shared experience, no way for a viewer to matter.



Ads get ignored

Live ad spend is fragmented, hard to measure, and easy to skip.

\$6.8B

global live-streaming market by 2030, growing ~24% a year. The problem compounds every year it goes unsolved.

The Solution

Go live once. Reach everywhere. Make the viewer part of the content.

01

Multi-Stream Gateway

One source, pushed to Twitch, YouTube, TikTok, Kick and more simultaneously.

DITCH is the RTMP origin (the same category as an encoder like OBS), so you stream everywhere from one place.

02

Interaction Hub

Viewers from any platform enter your channel and become on-screen participants.

They appear live in the broadcast and go back out across every destination at once. The viewer becomes the show.

03

Participatory Ad Network

Brands sponsor participant slots : a real person, live across every platform.

Baked into the feed at the source: not a banner, not a pre-roll, far harder to skip or ad-block.

How it works and why it's defensible

01

Go live on DITCH

Browser studio — camera, mic, scenes, screen share. No download, no encoder.



02

DITCH fans out

The composite stream is pushed to every platform over RTMP, from one origin.



03

A viewer joins live

Click → allow camera → on screen across every platform in under 60 seconds.

THE MOAT

We control the composite origin. YouTube can't put a Twitch viewer on screen. Twitch can't put a TikTok viewer on screen. DITCH puts both on both, simultaneously. You can't replicate that from inside one platform's ecosystem. The architecture is the moat.

A large core market with upside on top

TAM

\$6.8B

by 2030 · ~24% CAGR

Global live-streaming market

SAM

\$4–5B

growing double-digits

Creator multi-stream tools + live ad inventory

SOM

€7–8M

ARR · Year-3 target

200K–500K mid-tier multi-platform creators

Adjacent upside (not summed): creator economy ~\$185B and influencer marketing ~\$32B (2025) sit next to the core market — we didn't add them in.

Beachhead: Europe-first, Rome-based. 1% of the beachhead at €39/mo ≈ €1M ARR, all before a single brand dollar.

The Competition

Proven category — but the full stack isn't built yet.

Product	Multi-stream distribution	Cross-platform viewer participation	Participatory ad layer
DITCH	Yes	Yes	Yes — live
Restream	Yes	No	No
StreamYard	Yes	Guests only	No
Twitch / YouTube Live	Single platform	No	Single-platform
OBS + plugins	With setup	No	No

Restream: 10M+ streamers. StreamYard: 12M+ creators, \$250M exit to Hopin. Neither makes viewers cross-platform participants, and neither built an ad layer: that intersection is DITCH.

Free to join. Three ways to monetize.

01

Consumers · free

Watch and go live free, on any platform.

Free to join
Tips on screen
Premium unlocks

02

Creators · B2C

Free creators upgrade for more reach and tools.

Free €0 · Pro €39
Studio €99

03

Brands · B2B

Sponsor a real participant, live on every platform.

Ad take-rate 60 / 40
Influencer mktg ~\$32B

ILLUSTRATIVE ARR

~€0.3M

Year 1



~€1.8–2.0M

Year 2



~€7–8M

Year 3

Consumer-first: free fuels paid

Free consumers are the engine. Monetization layers on top — B2C, then B2B.

CONSUMERS FREE · PRIMARY

Anyone watches and goes live free.

CREATORS B2C

A slice upgrade to paid plans: Free → Pro €39 → Studio €99.

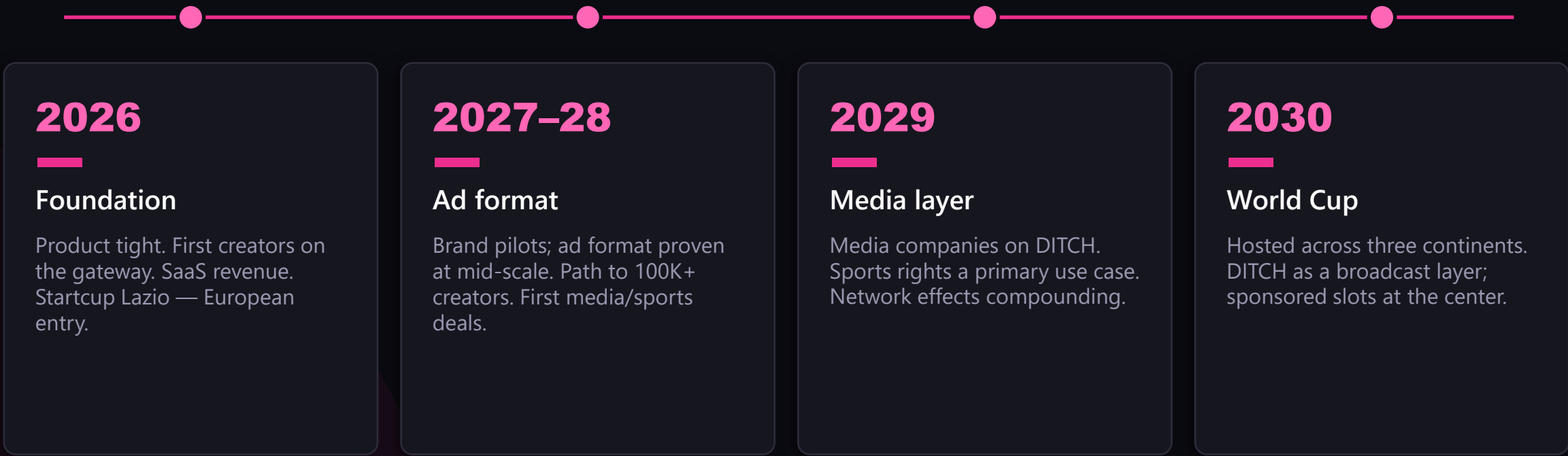
BRANDS B2B

Audience scale unlocks the ad network.

Consumer-first by design — free usage feeds B2C, then B2B. The audience acquires itself.

Roadmap to 2030

Targets, not guarantees.



2026

Foundation

Product tight. First creators on the gateway. SaaS revenue. Startcup Lazio — European entry.

2027–28

Ad format

Brand pilots; ad format proven at mid-scale. Path to 100K+ creators. First media/sports deals.

2029

Media layer

Media companies on DITCH. Sports rights a primary use case. Network effects compounding.

2030

World Cup

Hosted across three continents. DITCH as a broadcast layer; sponsored slots at the center.

2030.

The broadcast layer for the biggest live moment on earth.

The 2030 World Cup spans three continents — Morocco, Portugal and Spain as principal hosts, with centenary opening matches in Uruguay, Argentina and Paraguay. Among the most-watched live events on the planet.

A media company streaming through DITCH — one match, simultaneously on Twitch, YouTube, TikTok and Kick. The sponsored participant slot is one brand, in front of hundreds of millions of live viewers, on every platform, through a single purchase.

CazéTV proved it

A media company already draws record live football audiences on YouTube. That's exactly who DITCH is built for — across every platform at once.

Not a moonshot — the destination, if the foundation is built in 2026.

The Ask

RAISING

€500K

Seed round

~18 months runway to Series-A readiness.

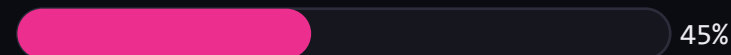
HOW WE'LL RAISE IT

SAFE round · angel investors · grants & competitions (Startup Lazio, Lazio Innova, EU) · early SaaS revenue to extend runway.

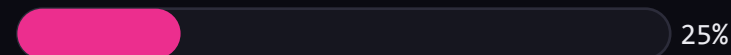
Indicative – to be set with the founding team.

USE OF FUNDS

Engineering & reliability



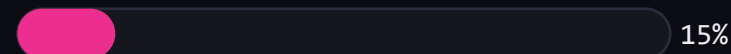
Creator go-to-market



DITCH Ads pilot



Ops & runway



WHAT IT GETS US

500+ paying creators · DITCH Ads pilot live · €1.5–2M ARR trajectory → Series-A ready.

Built by people who shipped it

Both founders study B.Sc. Engineering Sciences at the University of Rome Tor Vergata and DITCH is already live in production.

CORE TEAM



Sandesh Chapagain

Founder & CEO

Full-stack & infrastructure. Built DITCH's relay, compositor and realtime backend.



Gambhir Sharma

Cofunder & CTO

Front-end, product design & technical architecture and owns the studio & viewer UX.

ADVISORS WE'RE BUILDING AROUND (TARGET)

Media-tech

broadcaster / streaming exec

Creator economy

MCN or talent-agency operator

Ad-tech

programmatic / live ad networks



DITCH

Stream once. Bring every viewer into the picture. Turn presence into the ad unit.

STREAM ONCE. OWN EVERYWHERE.

● LIVE NOW — [sendmailtodex@gmail.com] · [ditchlive.app]