

The digital revolution for the Hungarian showbusiness starts with Sztárüzenet.

With our fully automated system Hungarian fans can easily book personalized video messages from their favourite celebrities.

Target Market

There are ~500 mainstream celebrities and ~700 Online influencers with a significant follower base in Hungary (30K+)

Hungarians' yearly spending on experiences is ~€10M

We arrived to this market in February of 2021 and almost instantly became the hottest celebrity platform in the country.

Our plan is to cover other European markets (countries) partnering up with local managements.

Competitors

(Local) Giftshow, Popcam (International) Thrillz, Cameo, Chattyco

Competitive Advantage

Sztárüzenet is already the biggest Hungarian platform in its category with more than 150 partners. Due to smart automation the company can operate with a low commission rate and still be profitable. The project is led by exceptional founders with relevant experience and professional network.

Marketing Strategy

Targeted social media, and interactive radio campaigns with great content from our partners. Reaction videos, star introductions, and regular publications in major online tabloid magazines.

Revenue Model

15-20% commission fee on all transactions.

The platform also offers great opportunities for further connected services offline and online.

Funding

Self funded ~€28,000, launched in February 2021.

After a strong market valuation the platform is ready to scale with further €113,000 for 7% equity.

Vision

We are building the greatest Hungarian celebrity portal, automating all online and offline activities for the entertainment industry. Our mission is to enable fans to book their beloved celebrities for a variety of occasions, just as easily as they can order a taxi on their phone.

SZTÁR ÜZENET

sztaruzenet.hu

Sztárüzenet Zrt.

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Financial Information

- Company Stage: Seed Round
- Pre-money Valuation: €1,500,000
- Capital Seeking: €113,000
- Equity offered: 7%

Founder Team

- **CEO:** [Eva Csoban](#)

20 years in event management.

Multiple awards as "The best wedding organiser"

- **CTO:** [Viktor Nyics](#).

Serial entrepreneur, specialised in video-tech. Founder of [VixT](#), co-founder at [Trendfingers](#)

Extended team

- **Marketing:** [Gabriel Varaljay](#).

Author of the first hungarian book about Social Media methodologies.

- **Development:** [Attila Ormai](#)

Senior software engineer with 15 years of experience in large enterprises.

- **Operation:** [Lia Lukacs](#)

PR and account manager with international degree and experience.

Exit Strategy

Sztárüzenet is a great take-over target for international competitors. Ready for integration or acquisition in 3 years.

Forecast (EUR)	2021	2022	2023	2024
Revenue	112 611	379 881	964 277	1 639 537
Expenses	206 912	385 961	796 803	1 138 548
Profit	-94 301	-6 080	167 474	500 989