phicno.com

a Social & Promotion Network for the

World's Indie Community

Comics | Cartoons | Music | Film

Who is Alexander Berger, Founder & Creator of Phicno?

Group Director, Digital Services & Technology

Los Angeles Marketing & Advertising Agency

1997 Graduate

BA, Mathematics

2010 Graduate

MBA, Marketing & Technology Commercialization

Certificate of Entrepreneurship, Lloyd Greif Center

Specialties & Expertise:

- 21 years of Web Programming
- 12 years of Digital Marketing
- 5 years of Global Brand Digital Transformations
- Digital Customer Journey and Customer Engagement
- Search Engine Optimization and Analytics
- Content Distribution
- Passion-projects

Additional Notes:

- I am a ".com Birther" (i.e., I started my career in 1997)
- I designed and programmed phicno.com as a solo effort, while full-time employed, over a 2.5 year period.
- I created phicno.com as a way to satisfy a need I have to make a difference in others' lives. I chose to help the indie community because I believe in the power and spirit of storytelling and this is my way of giving back to a world that has provided me with so many blessings.

Why I built and continue to support Phicno.

I truly believe in helping others. What does that mean? It means I care about the well being of others and want to do what I can to help and support those who have a particular need or goal in life and helping to remove the obstacles in their way.

I created phicno.com to help unpublished and/or struggling indie content creators achieve global exposure to their work.

Phicno is Free to Upload | Free to Promote| Free for Fans. There is, literally, no cost to market and promote indie content on Phicno... and creators own all of their content.

If artists are discovered and their career takes off outside of the community, I wish them luck and hope their good fortune helps create exposure for the site, and in turn, helps others like them to prosper as well!

Someday, I hope the community will be purchased by a major studio who will will be able to provide indie artists with the funds necessary to make their dreams come true.

What is

phicno.com?

What is phicno.com at a high level?

Born

October 28, 2015

Social Handles

@phicno

@phicno

facebook.com/phicno

plus.google.com/111748490625358402183

phic·no
/fĭknō/

noun
1. A Worldwide Indie Community.
2. A Social & Promotion Network for Indie Artists and their Fans.
**3.** A Website for Digital Publishing of Indie Comics, Music and Film.

verb
1. The act of Digitally Publishing Indie content online.

phicno.com

Short Description

A social community for the indie content community.

Mission

To provide a social community for indie fans to directly engage with their favorite content creators and to provide those creators and publishers of indie content with digital exposure, commerce opportunity and business and marketing tools.

Vision

Phicno.com will become a social community and forum through which Indie comic and graphic novel creators, publishers and any other aspiring indie artists will be able to gain the exposure necessary to make a living and a career of their passion and that their fans will be able to directly engage with them in ways that they are used to doing in today's social world we live in.

A springboard for your marketing & promotion.

Phicno was not created to compete with or replace other sites that an indie artist might already be leveraging for marketing and promoting or selling their work. Phicno was created as a compliment to these sites; to act as a central point for fans to view indie content and then be given aggregate access to all of the creator's social, promotion and sales sites.

We believe in **fans lift all art**! It just takes one popular indie artist to lift views for all other artists, no matter the type: comic, music or film!
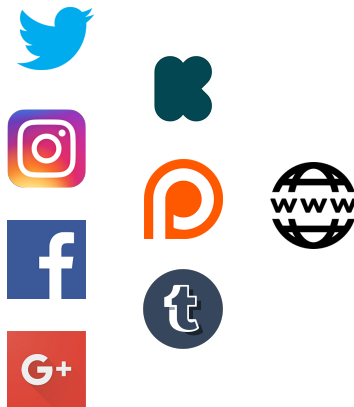
Indie Film

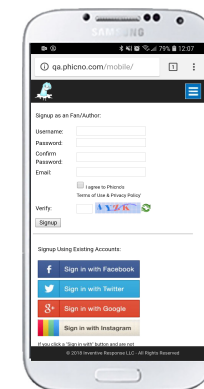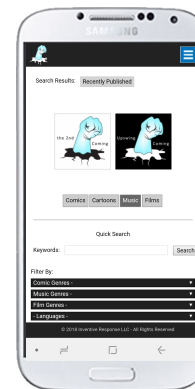**Indie Music**

Indie Comics & Cartoons
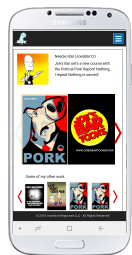
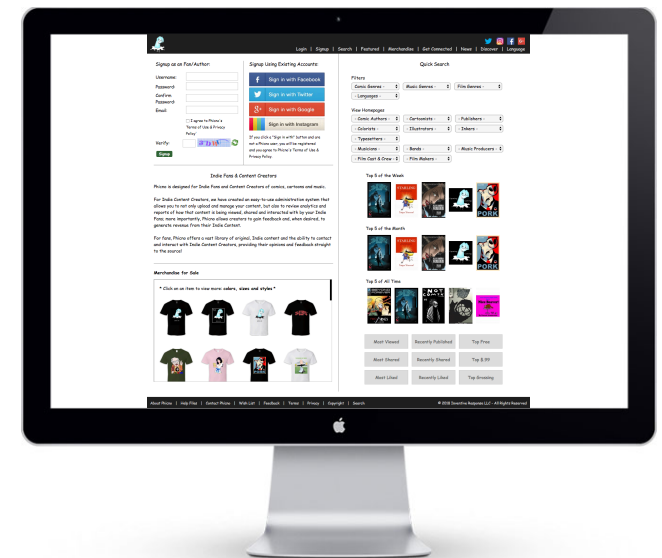# A simple website: 3 primary content interfaces
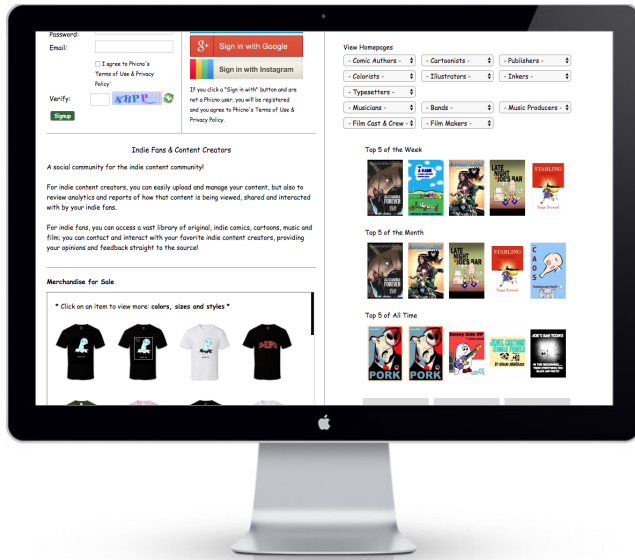
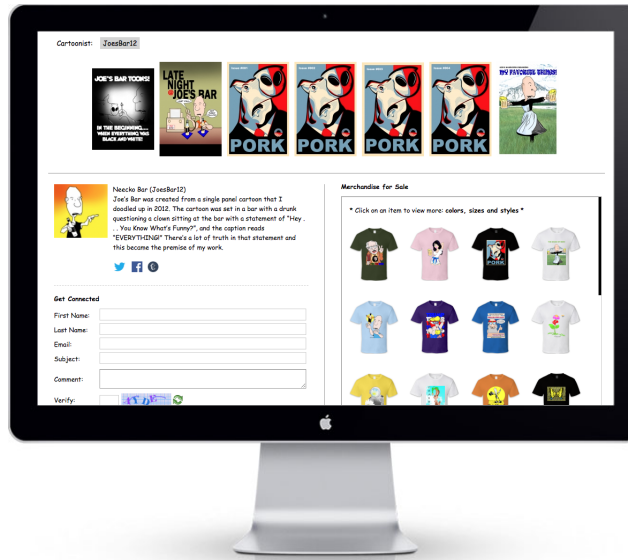View Content
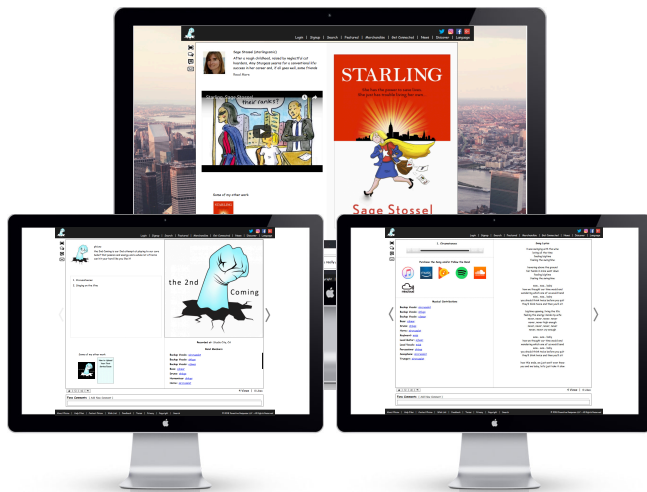
Search Content
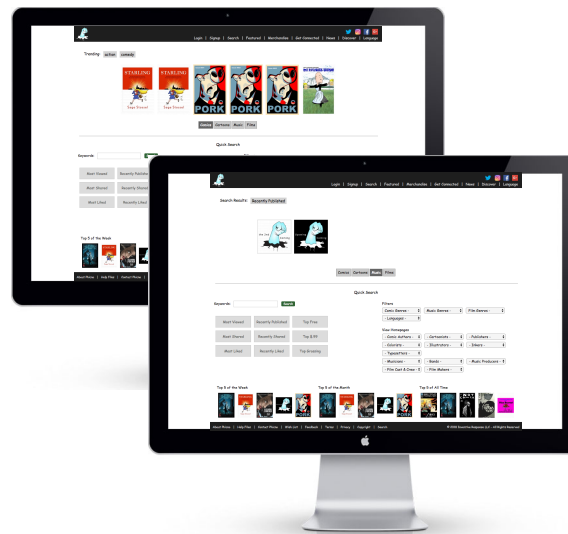
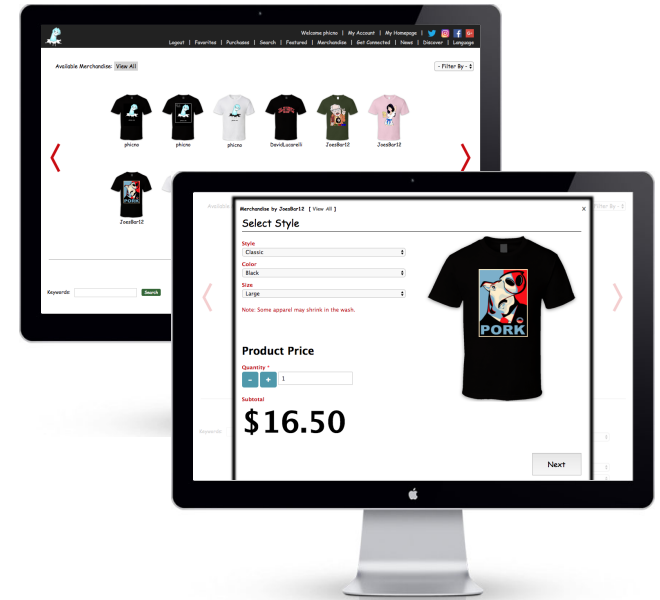Signup/Login

Merchandising

Site Homepage Visibility

**User's Homepage Visibility**

View All/Purchase Landing Page

Author-configured pmt sent to Phicno Paypal | Phicno pays Vendor cost | 1st of month, Phicno deposits to author's Paypal [.70 * (Pmt -cost)]

Author Uploads Images

in their admin portal.

Fans browse for images on phicno.com

Select the Print medium (e.g., shirts, hats, mugs)

Purchase Order is sent to the

OnDemand Print Vendor

Fan has not left phicno.com

Merchandise is delivered

to the fans home.

User Homepages

Every indie content creator, publisher and producer has their own homepage, in which their content and merchandise is featured, fans can view their bio, contact them directly and access promotional links to the content creators personal website and/or a variety of other links including, but not limited to:

Twitter, Facebook, instagram, Google+, Tumblr, Behance, Patreon, SoundCloud, MixCloud, Backstage
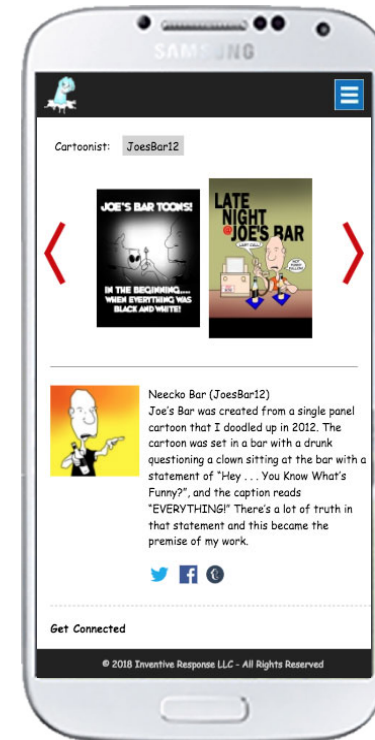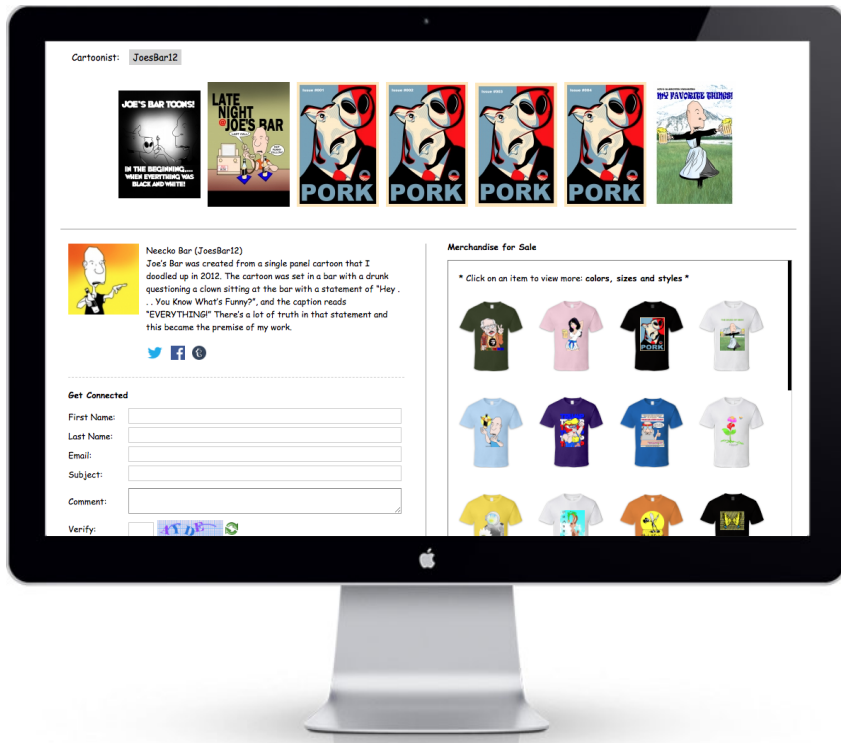
Get Connected

The Get Connected section is the Phicno version of LinkedIn (for indie content creators)... a place to find talent and form a collaboration effort.

- It is a place for comic book authors to find and contact a colorist, illustrator, inker and/or typesetter.

- It is a place for a band to find and contact musicians of all types.

- It is a place for a film maker to find and contact a producer, director, actors and/or crew members.
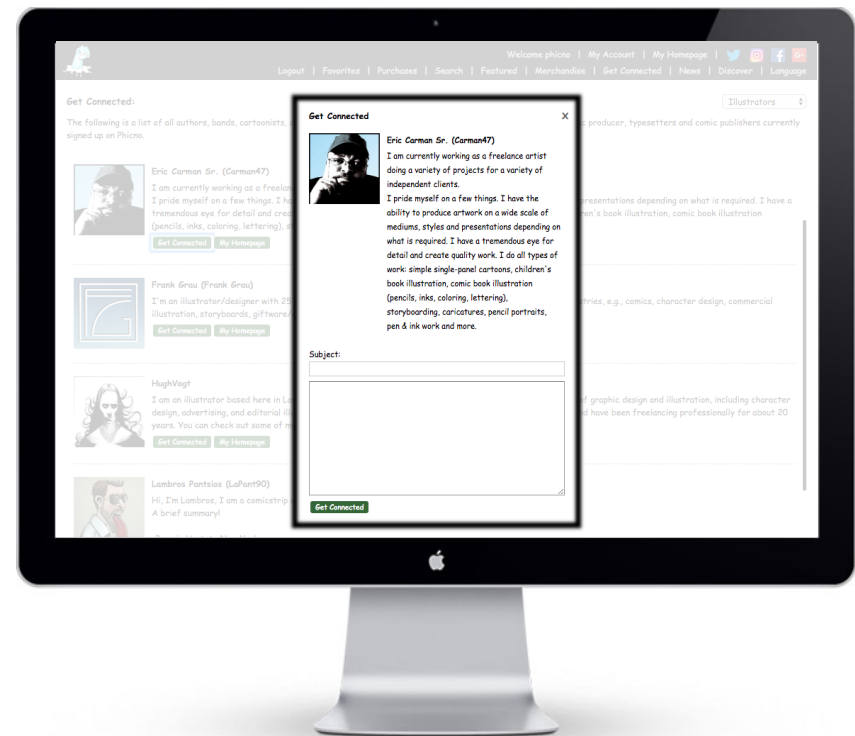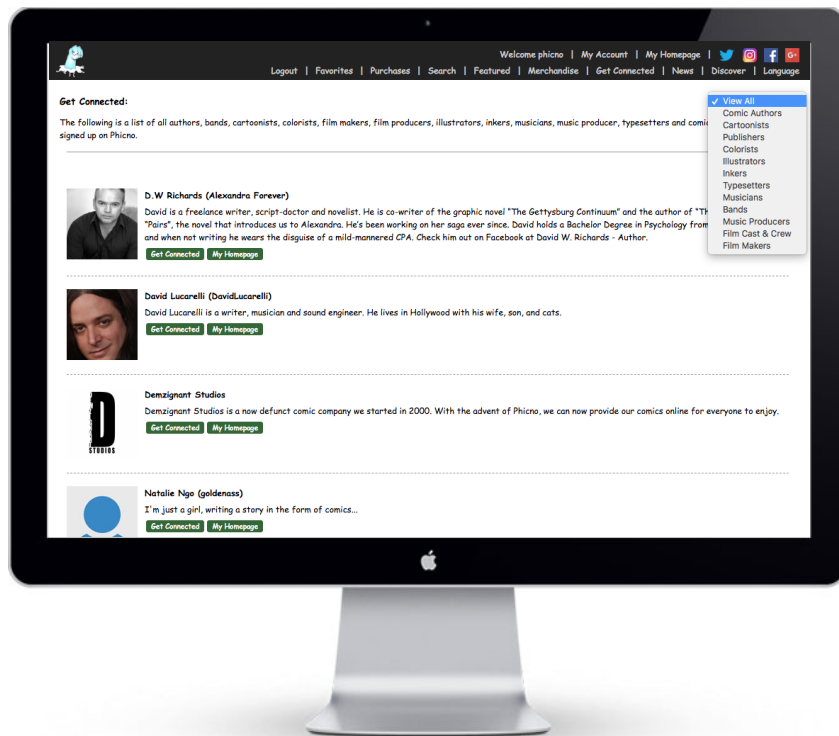
Business Tools & Analytics

A primary goal of Phicno is to provide indie content creators with tools to help support their ability to self-promote and or run their business as well as to have access to analytics tools that give them insight into how their content is being viewed, shared and liked.

This area of the site is the most scalable as there are always more and more useful business tools and analytics that we can provide as the market need arises and/or our users suggest or request them.
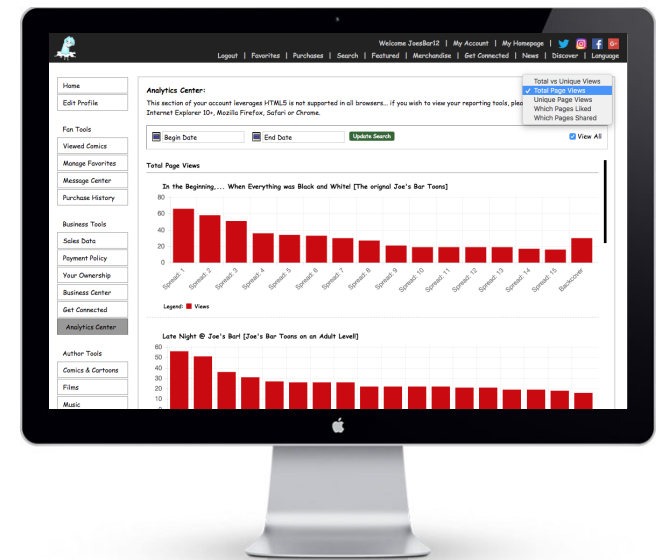
Business Tools
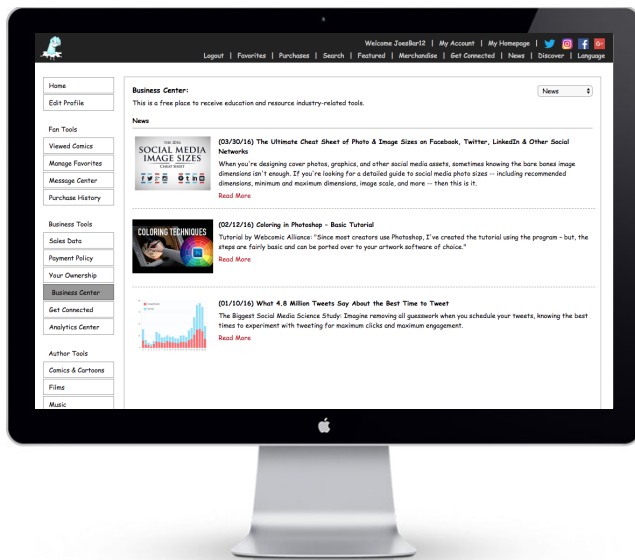
Legal Support
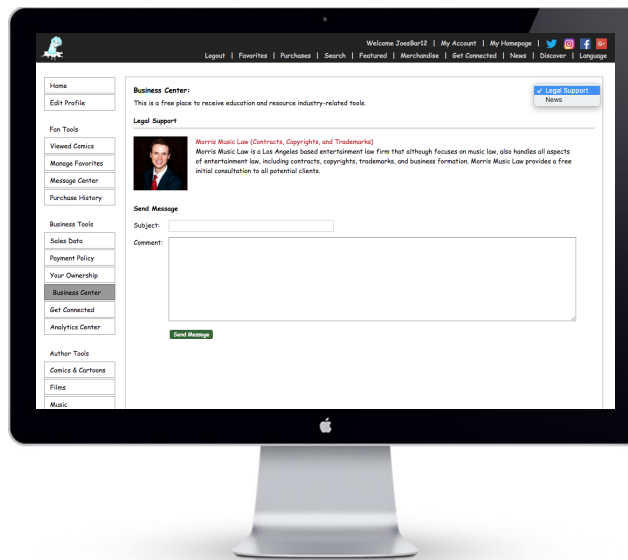
Viewership Analytics

Global Viewing

All content is best viewed in the language in which it was created. However, it is more convenient and easy to search for and view that content if the interface of the platform is translated into your native language.
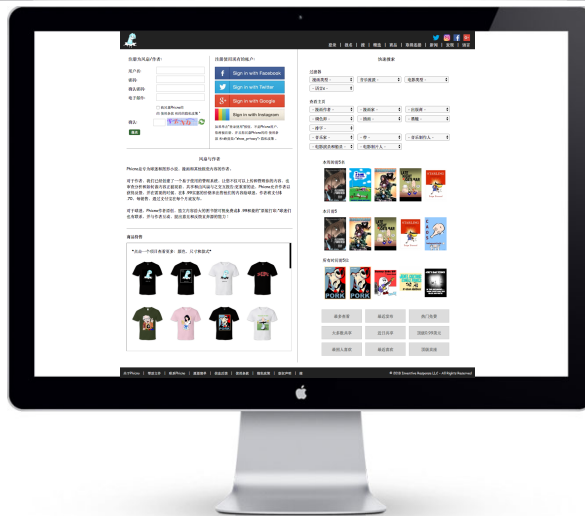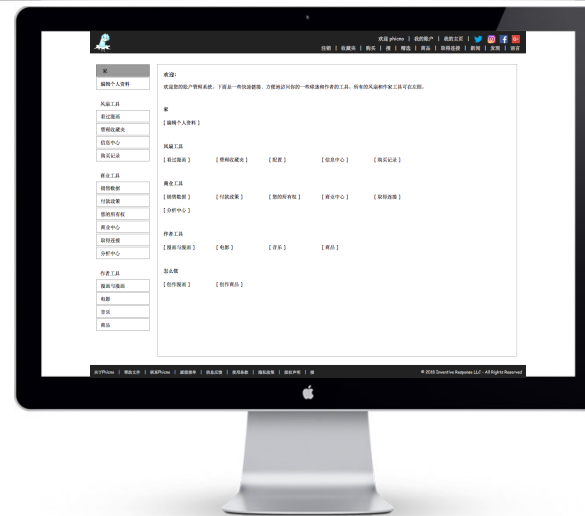
Change Language

Search

View Content


Signup/Login

Administration

The 1st two of 4 Pillars of the Phicno Platform

1st Pillar: Findability

The Phicno user experience, particularly as it pertains to searching for content, was designed in response to feedback we heard that, "when comic book and graphic novel authors post on Comixology or other listing sites, their content get's lost, buried underneath 100s and 1000s of other content."

Our goal was to make new content and old content findable and to make it searchable in ways that digital consumers are use to searching.

YouTube Video [3:49]
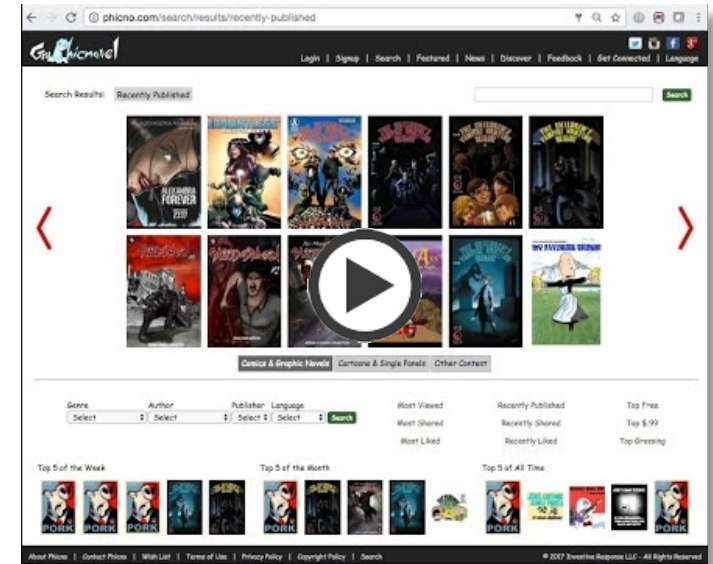
2nd Pillar: An Excellent Viewing Experience
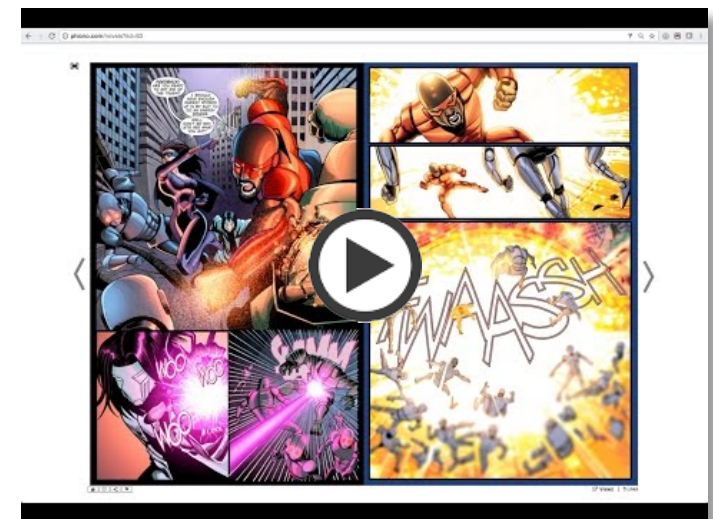
Phicno is all about the content, so it has to be beautiful! A big focus for us was content profiling, content navigation, viewing in full screen and being able to zoom in on content. We think we nailed it!

We have also built many cool [viewing] features as a result of conversations we have had with Authors and Fans about how to make the Website better.

YouTube Video [7:44]

The 2nd two of 4 Pillars of the Phicno Platform

3rd Pillar: Community Tools

Visits to comic conventions have showed us that the spirit of indie comics is being replaced by the on slot of studio marketing and merchandising. The days of going to a convention and meeting your favorite author is being lost with each new marvel and DC blockbuster release. We wanted to try and bring back that connection between Author and Fan and we even created a "Get Connected" section which we call our "linkedIn for Content Creators" for Authors and Illustrators and Colorists and Inkers and Typesetter and Publishers to connect, start a relationship and hopefully a collaboration effort is born.

YouTube Video [5:53]

4th Pillar: Marketing & Promotion (and Business Tools)

We have created an Administrative toolset available to Authors and Content Contributors designed to help content creators not only market and promote their work but also to learn how to better run their business. Tools include: News and Legal Support and, most importantly, for digital content, an Analytics Dashboard which content creators can leverage to see how their content is being viewed, liked and shared.
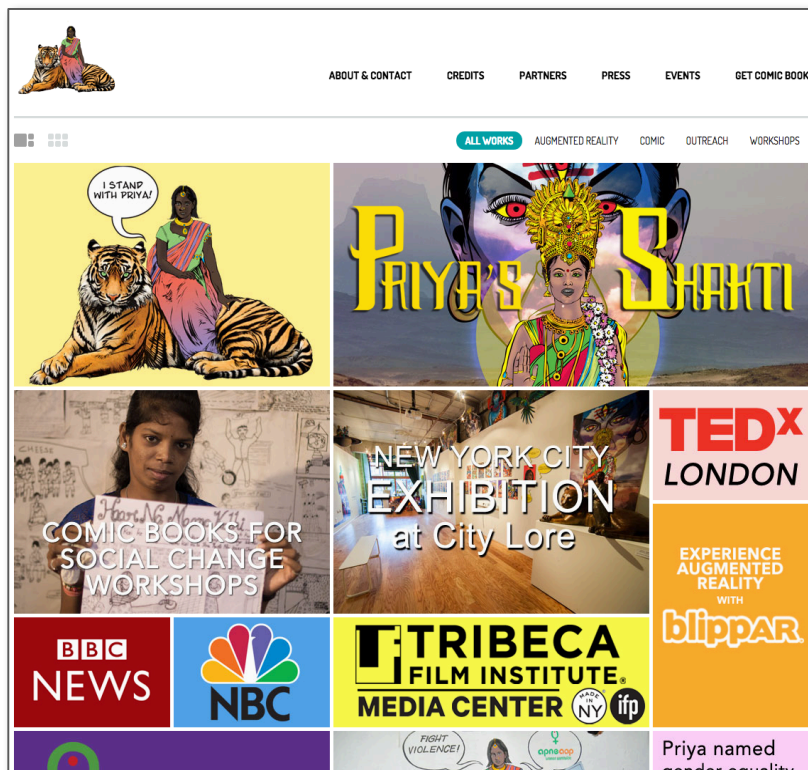
YouTube Video [8:08]

The Industry

A shifting landscape.

The power of the [comic] medium.

Comic books can move young adults and teenagers to action; they can affect social change; they can break down cultural barriers unlike any other medium.

Case Study: Priya Shakti

An innovative social impact multimedia project that helps illuminate attitudes towards gender-based violence (GBV), Priya's Shakti arose in the aftermath of a highly-publicized gang rape on a bus in New Delhi in December 2012 that outraged India and the world.

- http://www.priyashakti.com/about/
- http://www.priyashakti.com/press/
- http://www.priyashakti.com/news/future-of-storytelling/

Filling the Gap.

A Very Difficult [Oligopoly] Industry to Make Money

"After 2 years of working on our novel and never getting

published, we calculated that we were working for $0.10/hr"

- Struggling Graphic Novel Team -

Comicon Is No Longer for Fans

"I no longer attend Comiccon because it's just a bunch of

studios whoring out their movies."

- Disgruntled Comic Fan -

The Studios are Interested and Spending Money

"Over 40 DC & Marvel Movies Will Hit Theaters

in the Next 6 Years"

- screenrant.com/dc-marvel-movie-schedule-2015-2020-

2019

Features Coming Soon!

Brick & Mortar Comic Book Store Integration

Comic Book Store Search

Fans can search for comic book stores in the area, by location

Fans can search for comic book stores in the area, by genre

Fans can search for comic book stores in the area, by author

Comic Book Inventory Upload

Fans can search the entire catalog of comics available

Comic Book Store Events

Stores can post events that they are sponsoring and fans can find and register for the event

Comic Book Store Messaging

Fans and authors can message with store proprietors

Digital to store cross-marketing

From their personal, author, homepage, authors can cross promote their digital version with the location of a store where a print can be purchased.

Contact Us

Info | Help | Collaborate

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