

VISLAND

is where imagination lives

WindCanvas



- ✧ The VTuber market is in a **high-growth phase**.
- ✧ Leading companies collectively account for **less than 50%** of the market.
- ✧ The competitive landscape remains unsettled, the **market leadership position remains open**.



The VTuber market is in a high-growth phase

★ 01

Strong willingness to pay and high spending power among fans

VTubers occupy 16 of the top 20 positions in YouTube's all-time Super Chat revenue rankings.

★ 02

Rapid Global Market Growth

Approximately HK\$15.2 billion in 2025.
Projected to reach approximately HK\$39.2 billion by 2030. CAGR: 19.82%.

★ 03

Paid Demand and Market Size Are Growing in Tandem

VTubing is evolving from a content trend into a mature industry.

Source: YouTube, Yano Research Institute



Japan is our launch market

01

THE CORE OF THE GLOBAL MARKET

Japan accounts for approximately 46% of the global VTuber market, valued at approximately HK\$7 billion in 2025

46%

GLOBAL SHARE

02

GROWTH OUTPACES THE GLOBAL MARKET

Japan's VTuber market CAGR is 25.5%, outpacing global growth

25.5%

MARKET CAGR

03

STRONG CULTURAL ACCEPTANCE

VTubing ranks among the top four dream careers of Japanese elementary school students

TOP 4

DREAM CAREER

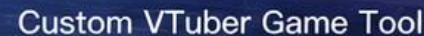
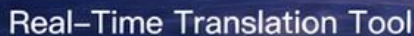
With market scale, rapid growth, and strong cultural acceptance,
Japan is our launch market

SOURCE • YouTube / Yano Research Institute



Centered on translation, go-live notifications, and fan-facing game tools, we embedded ourselves in VTubers' day-to-day workflows

Through ongoing co-creation, we earned their trust and uncovered more fundamental unmet needs



2024—2025

Point Solutions Cannot Build Lasting Fan Relationships

Through ongoing service delivery, we found VTubers' day-to-day fan engagement is fragmented across different platforms. Each tool addresses a single use case, but cannot build lasting fan relationships or long-term commercial value

What is truly missing is not more tools but a unified fan engagement solution



YouTube



X



PIXIV FANBOX



BOOTH

2025 |

From Point Solutions to the F Platform



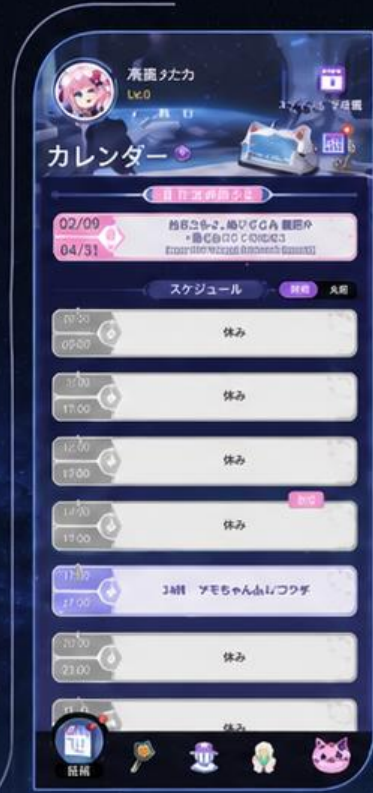
After a year of co-creation, we integrated creator profiles, fan engagement, and merchandise into a single platform.



Enabling VTubers to sustain engagement, build lasting fan relationships, and validate willingness to pay.



F Platform demo is live with a small group of real users.



Strong audience spending potential

Invite-Only Pilot Result

01



A single monetization scenario during the pilot achieved an ARPPU of RMB 646

02



One-week retention among paying users **86.25%**

Two-week retention among paying users **82.27%**

03



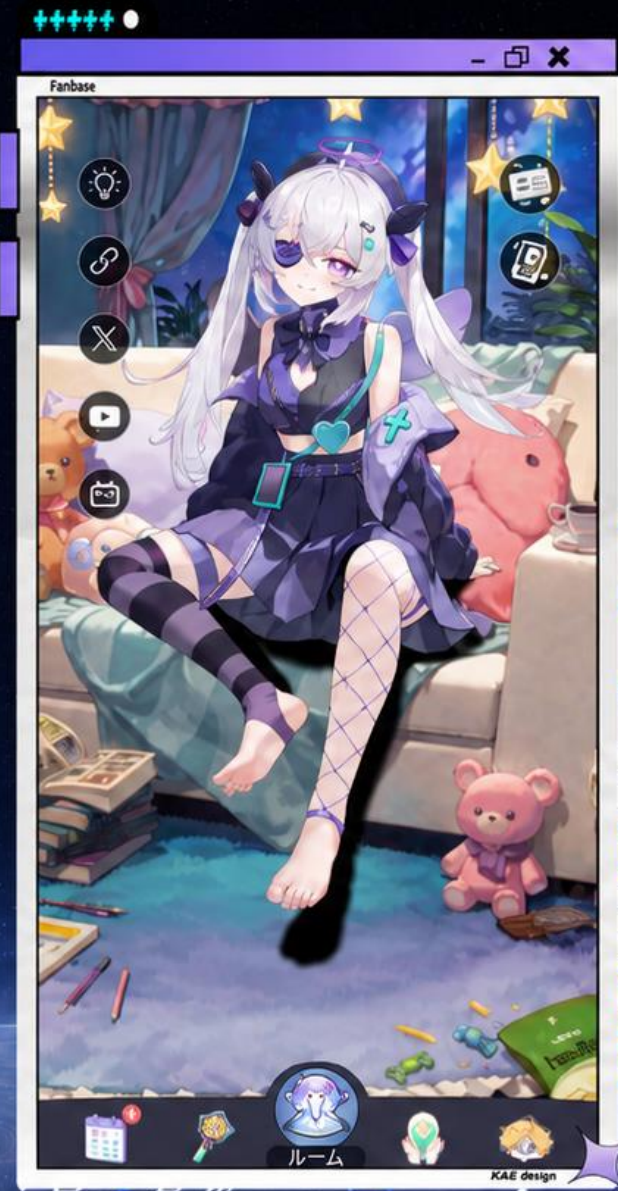
Collaborated with 40+ VTubers reaching an audience of over 300,000 fans



A Small Core Fanbase Can Still Generate High-Value Spending

Invite-only Pilot Results

- 01 ♦♦♦♦ Fans onboarded | **69**
- 02 ♦♦♦♦ Paying-user conversion rate | **4.3%**
- 03 ♦♦♦♦ ARPPU: HKD | **5,797**
- 04 ♦♦♦♦ Social media exposure: | **70,000+**



(夢河とりむ's F platform profile)

Fans Pay for Deeper Emotional Connection and Interaction



夢河どりむ's current wish feature on the F platform

夢河どりむ's Wish Feature History on F Platform

夢河どりむ demonstrated significant / high-value spending potential / on the F Platform.

Fans were willing to pay not only for low-cost, one-off purchases, but also higher amounts / for in-depth content, exclusive interactions, and emotional companionship.

The pilot further demonstrated / the commercial potential of **Pay to Love**.

Even a Small Onboarded Audience Can Convert into Paying Users

Invite-only Pilot Results

- 01 ★★★★★ Fans onboarded | 21
- 02 ★★★★★ Paying-user conversion rate | 33.3%
- 03 ★★★★★ ARPPU: HKD | 2,358
- 04 ★★★★★ Social media exposure: | 40,000+



(めろんちゃん's F platform profile)

Content Drives Engagement; Exclusive Benefits Convert It into Spending

Through content and exclusive platform benefits, めろんちゃ significantly increased the willingness to pay among onboarded fans.

Throughout the pilot, content and benefits continued to drive fan conversion, establishing a stable monetization pathway.



めろんちゃ's F platform Monopoly game



めろんちゃ's F platform JumpDown game

Having Validated Willingness to Pay, We Identified the Next Growth Bottleneck

The F Platform validated fans' willingness to pay.

Through ongoing co-creation, VTubers consistently surfaced three challenges:



Fragmented streaming tools

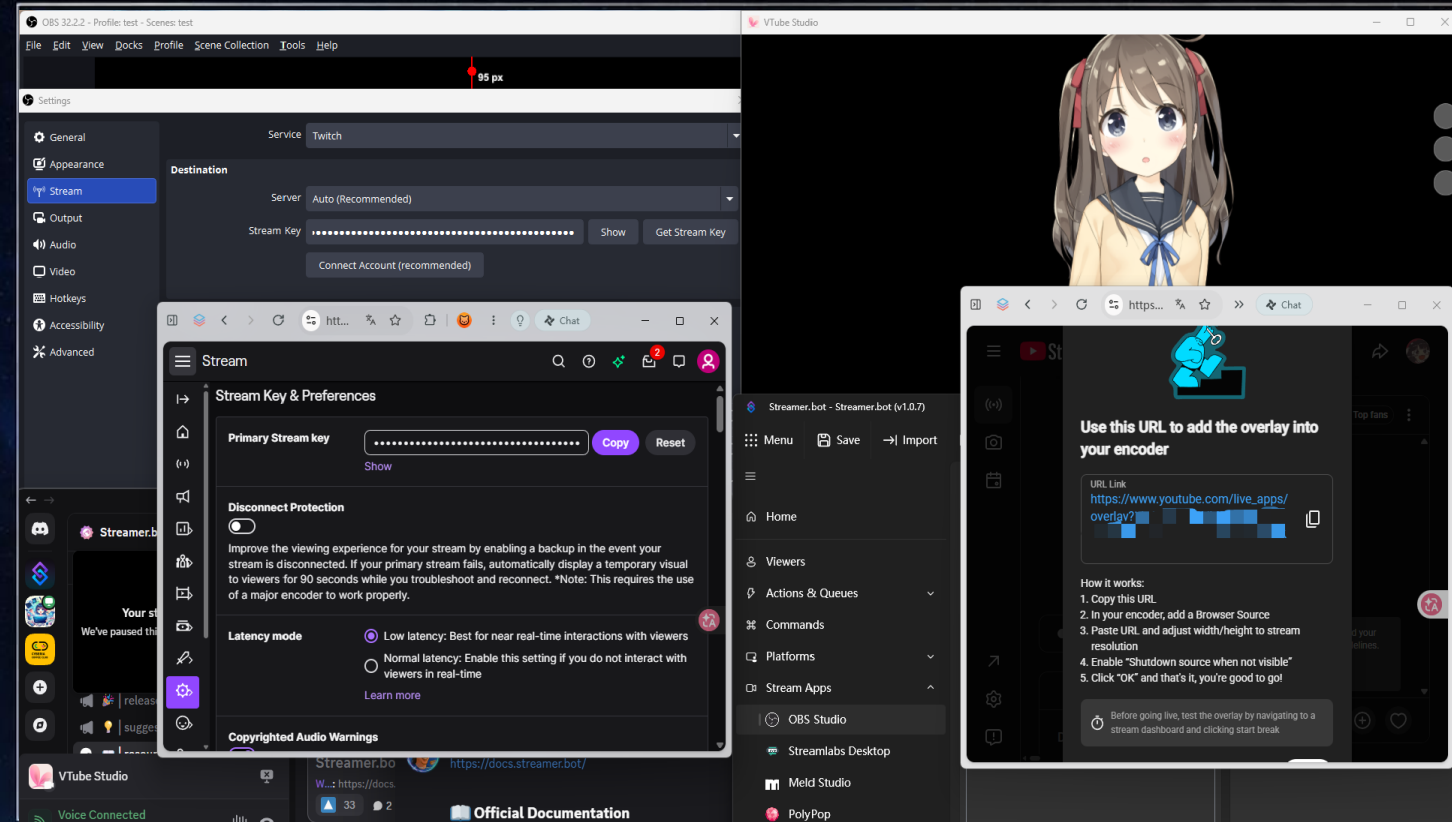


Complex collaboration workflows



Technical barriers to content quality

These workflow gaps limit both content output and user growth.

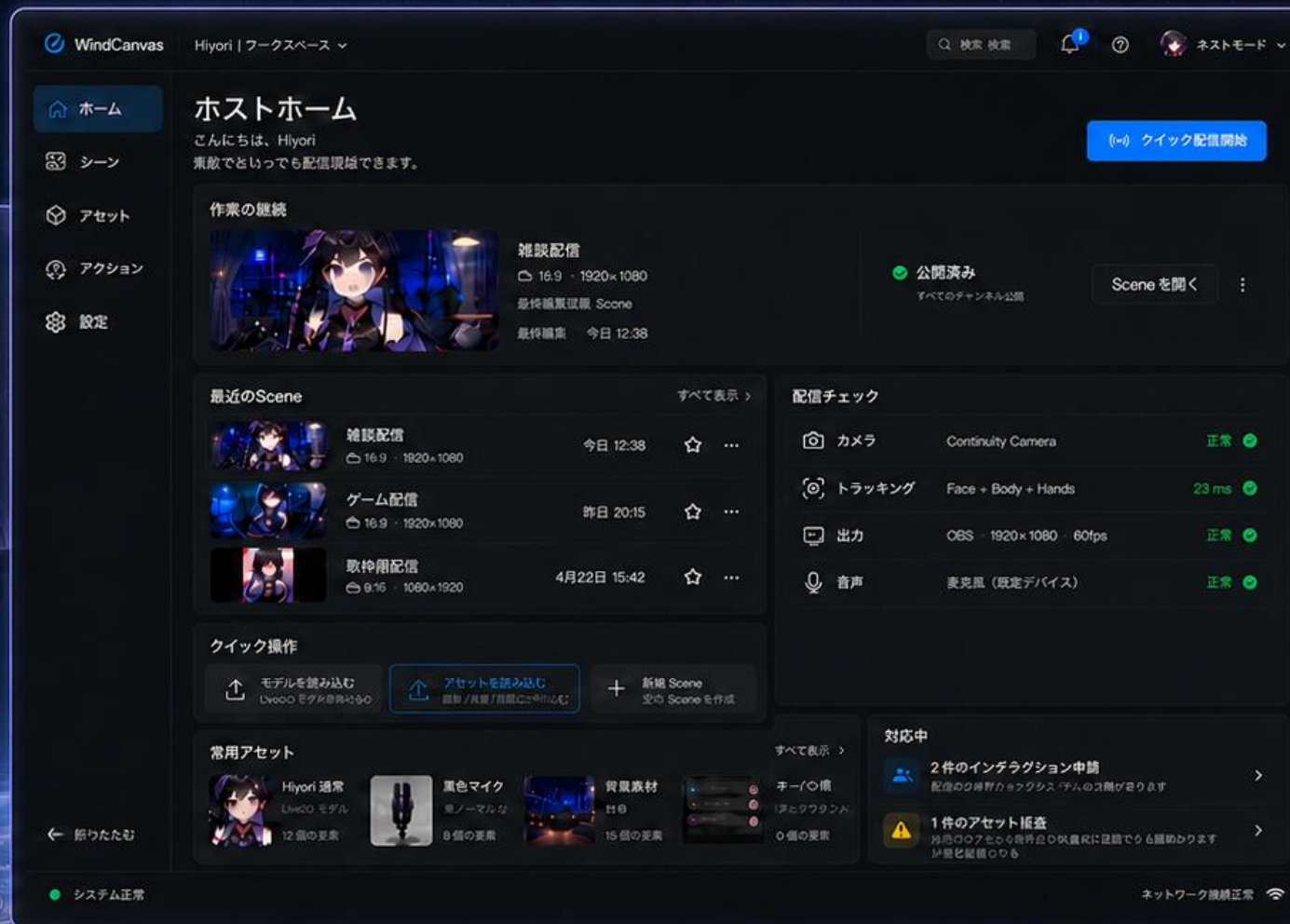


Outdated and Fragmented Livestream Toolchain

That Led Us to Build the

WindCanvas ENGINE

AN ALL-IN-ONE LIVESTREAM
CREATION AND COLLABORATION
ENGINE FOR VTUBERS.



WindCanvas home screen

OUR PRODUCT

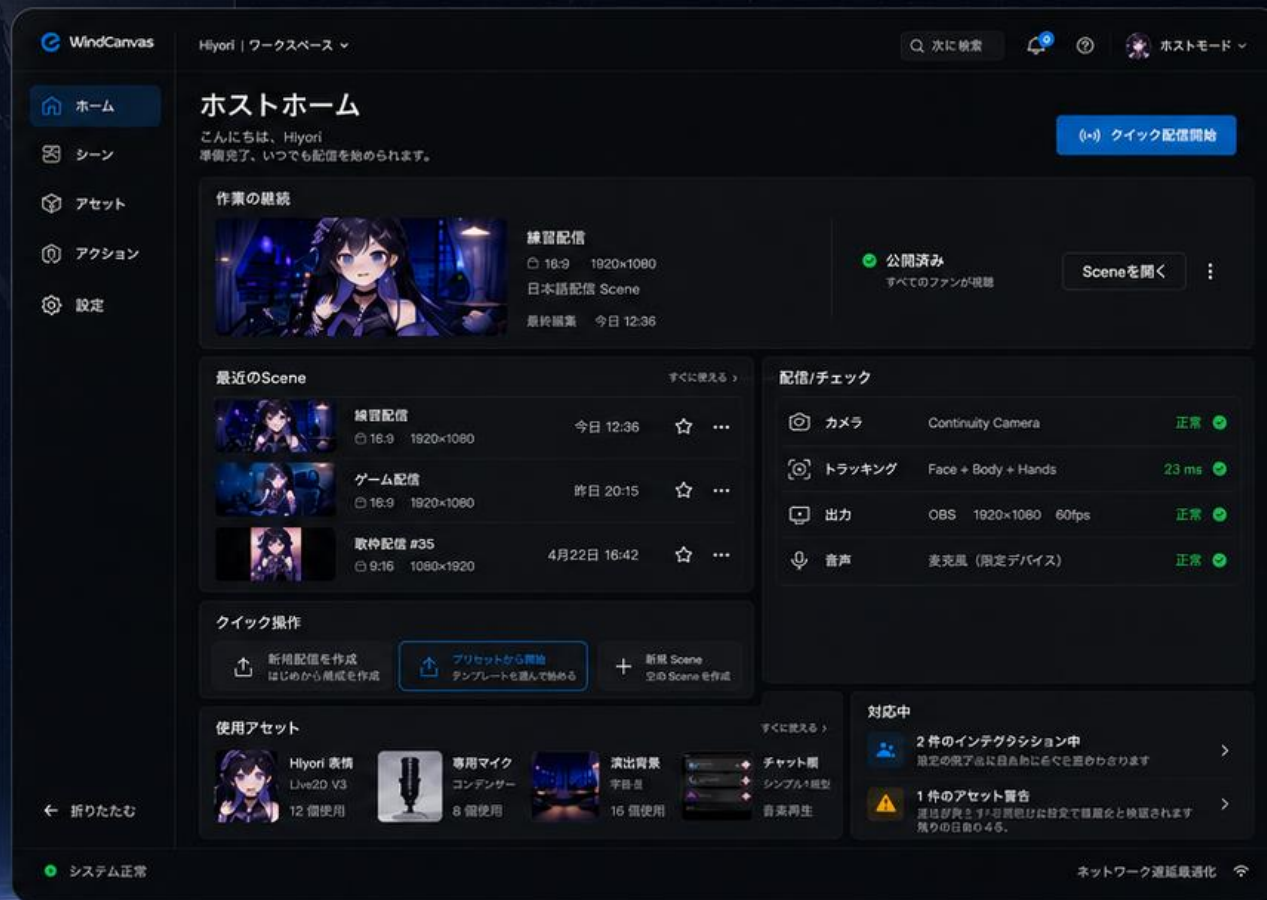
windcanvas Engine

Lowering Barriers to Entry

Making virtual livestreaming technology simpler and more accessible

Unifying the Industry Ecosystem

Building a single gateway to the industry's future



WindCanvas home screen

OUR VISION

Starting with the engine, we aim to build an ecosystem platform that provides shared infrastructure for creators, business partners, digital entertainment, and the VTuber community.



Thanks for watching



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