



VIZZLE

Collect & combine videos for [_____].

Vizzle is a video crowdsourcing app that collects videos from multiple people and automatically combines them into a single video for sharing and marketing.

View this pitch deck online at <http://investors.getvizzle.com/pitch-deck>

Founders: Robert Taylor & Chris Denny

Why Vizzle?



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The Problem:

Businesses need customer testimonials for their marketing campaigns, but there exists no simple way to collect them via video and/or photo, and then to merge them into marketing videos. The same applies to individuals simply looking to make a personal message video for friends and family on special occasions.



The Solution:

Vizzle allows even the least tech savvy person to:

- Request, collect, and manage videos for any product, service, cause, event or occasion.
- Make it super simple for even the least technical or the least social media savvy person to send a video to a company or another person without it losing quality.
- Automatically make professionally edited branded or personalized videos from the individual videos collected.
- Provides an easy way to for businesses to use these videos in their marketing.

The VIZZLE App

Easily collect videos from anybody and integrate them into marketing campaigns or personal video greeting cards.

How It Works: 4 Simple Steps all within the app

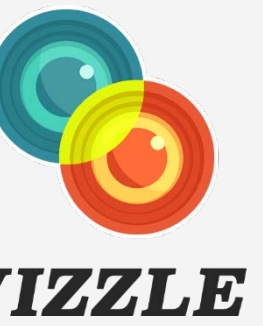
- ① You select your template and music, upload a photo or logo, and enter the captions for your video, such as a company name or "Happy Birthday Uncle Joe".
- ② You send an invitation request to all your friends, family, coworkers, customers, supporters, etc., or post the invitation online if it's open to the public.
- ③ They download / open the app, record, review and send their video to you hassle-free through the app
- ④ You collect the videos and Vizzle will automatically edit them into a professional marketing or personal video greeting card. Alternatively, store the videos for later integration into a marketing campaign.



The Market Opportunity

Sources

- <http://www.greetingcard.org/AbouttheIndustry/tabid/58/Default.aspx>
- https://www.sba.gov/sites/default/files/FAQ_Sept_2012.pdf
- <http://grantspace.org/tools/knowledge-base/Funding-Research/Statistics/number-of-nonprofits-in-the-u.s>
- http://hrr.hartsem.edu/research/fastfacts/fast_facts.html
- <http://www.statisticbrain.com/concert-ticket-sale-statistics/>



Vizzle combines two huge user bases:

- **Businesses and brands who need customer/audience reviews (for profit, non-profit, academic, political, athletic, etc.)**
- **Individuals who like sharing videos and sending greeting cards (for birthdays, anniversaries, graduations, etc.)**

In 2010 there were 27.9 million small businesses, and 18,500 firms with 500 employees or more. 2.8 million businesses claimed on Yelp, and 121,000 local advertisers on Yelp.

There are more than 1.5 million nonprofit organizations are registered in the U.S.

350,000 Churches and houses of worship in America / the world, attended by roughly 63 million people weekly

There are over 15,000 school districts in the U.S., and over 4,000 colleges and universities in the U.S.

There are over 500,000 elected US officials. 63% of Americans have participated in some form of political activity in the last 12 months.

There are over 140 professional sports teams in the US, and over 100 colleges have multiple NCAA sports teams.

In 2015 almost 60 millions concert tickets were sold in the US.

Social video sites have over 2 billions users. #

Magisto , the largest video editing app boasts over 80 million users (as of August 2016).

The greeting card industry is huge: 6.5 billion greeting cards purchased yearly. Annual sales are \$7 - \$8 billion.* There are many "Greeting Card" apps with millions of downloads, even one by Hallmark. But none allow collaborative video greeting cards.

Product Overview

Who will use it and for what occasions?

Businesses

Who:

Businesses of any size

Usage:

- Businesses request and collect video testimonials and product reviews
- Provide customers the opportunity to submit video testimonials
- Merge customer testimonials into a single branded video to market the business on and offline
- Businesses categorize collected videos for other marketing activities



Product Overview

Who will use it and for what occasions

**Non-Profits, CBO's,
FBO's & NGO's**

Who:

Non-Profits of any size

Usage:

- Provide donors / the public a way to send in videos expressing their support of a cause or mission
- Merge these people's videos into a single branded video to raise awareness/support of the cause or mission
- Allow or require people to send a donation along with their video
- Integrate with social media to provide potential for a video/cause/mission to go viral and/or attract celebrity support/endorsement



Product Overview

Who will use it and for what occasions?

Individuals - Personal use

Anyone with a smartphone

Later Versions: Anyone with a computer with a webcam

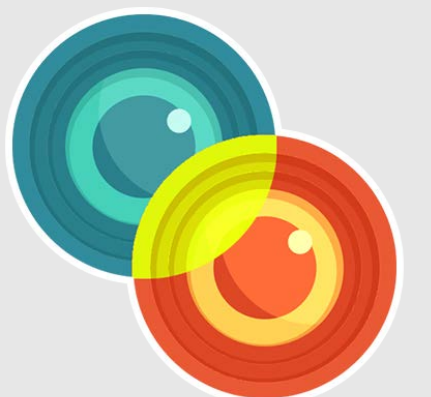
Usage – Any significant event in someone's life, such as:

- Birthdays
- Weddings
- Retirement
- Graduation
- New baby
- Get well soon
- Condolences
- Funerals
- New job



Holidays and other events:

There are over 2,300 holidays and national observances in the U.S., such as *Teacher Appreciation Day*.



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Our Team



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Robert Taylor, CEO

Over 15 years in web design, online marketing, SEO, media production, event promotion and marketing, non-profit partnerships, business management and development



Chris Denny, COO

Over 15 years in online marketing, copy writing, SEO, PPC, management and business development. Founder and president of Lead Optimize Outsourced Marketing

Business Model



Sales Channels

1. Sales through our website
2. Upgrades through the app
3. Affiliates - marketing companies selling Vizzle to their clients
4. Sales staff – networking and cold calling business prospects



Marketing Activities

1. Trade shows, conventions, networking
2. Social media marketing
3. PR & endorsements, use by influencers
4. Business users and their video collaborators lead to personal users
5. Online ads (Google and Facebook)

Engaging & Educating Organizations



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Prior to launch, and ongoing, we will identify and engage key influencers and applicable staff at businesses and non-profits such as churches, NGO's and CBO's.

Engagement: Where will find them?

Existing contacts and networks of the founders, social media and online ads

Education: What will we teach them?

Local businesses >> How to create and use customer testimonials to market the business online and offline

Non-profits & Faith-based organizations>> How to create "support the cause" and "call to action" videos to advance the mission and fundraising efforts.



Pricing: Business & Personal



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Users



Personal User

Free

- Make unlimited videos projects per month, low limit on number of collaborators per video project and length of their video submissions, low number of total video merges per month, limited number of

Personal Premium

- \$20/year: Increases number of collaborators per video project and the length of their video submissions

Business Users



All Business plans come with :

- Industry specific video themes
- Unlimited campaigns per month
- 30 second per video collaborator
- Video campaign manager
- Video wall
- Automatic campaign landing pages
- Company branding throughout video
- Can download and embed final merged videos
- No ads

***Enterprise plans:** available for brands and organizations that need more resources

Business Basic: \$30/month or \$240/year

- Create 3 campaigns per month
- Create up to 4 group (merged) videos per campaign
- Video storage level 1
- 30 seconds per collaborator's video max

Business Plus: \$60/month or \$597/year

- Create 10 campaigns per month
- Create up to 4 group (merged) videos per campaign
- Video storage level 2
- 30 seconds per collaborator's video max
- More advanced video themes

Competition Analysis



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Tribute

From all indications, this will be our primary direct competitor, for both personal and business users..

Tribute allows people to request videos from others and merge them into a single montage video. This aspect of their service is nearly identical our personal use features, but they do not allow users to create custom introductions. They claim 100,000 users. They have no free service for personal users. Users pay per video project. In March 2017, they announced in a blog post their business service, that lets businesses collect video testimonials, merge them into a single video and use those videos for marketing purposes



Boast

This is a direct competitor, but only for business users, but they don't appear to be actively working this business anymore.

Boast is a web and mobile app that lets businesses collect customer testimonials, both in video and text. It then displays those on a webpage. It does not merge those videos. It simply facilitates their collection and display online.

Downloads:

iPhone: Not Available

Android: 100 - 500

Reviews:

iPhone: Not enough to rate

Android: 3.74 stars



Competition Analysis



Mixbit

Allows you to create a video from your own photos and videos, as well as videos sent from other people, but without guiding users through a simple process to create "video greeting cards" or "testimonial videos".

Interesting fact: Mixbit was created by Chad Hurley, YouTube co-founder.

Downloads:

iPhone: Not Available

Android: 5,000 – 10,000

Reviews:

iPhone: 3.5 stars

Only 1 rating in 2015

All other ratings in 2013

Android: 3.7 stars



StoryBox

Our most direct competition for business customers

StoryBox allows businesses to collect videos and photos from customers, use them as marketing tools, including buy buttons on photos and data to let the business know which photos and videos are converting best.

StoryBox does not offer an app, nor does it allow individuals to collect videos for personal message videos, such as a Happy Birthday video. They target businesses exclusively.

Prior to 2014, StoryBox was VideoGenie, which collected photos and videos via their web app, and not through social media.



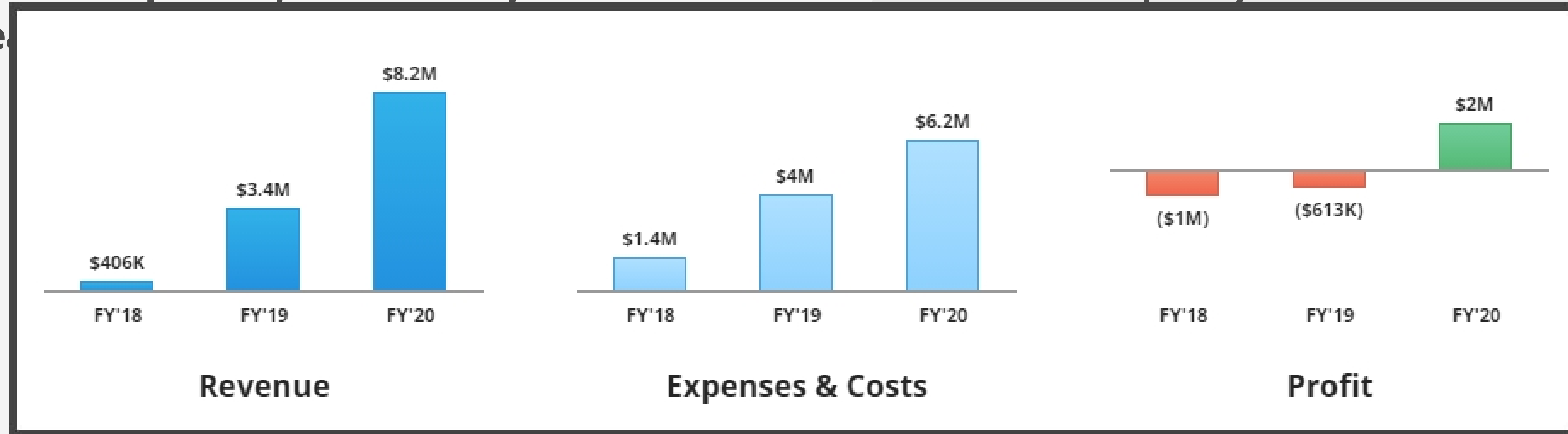
Projections: Profitable in Year

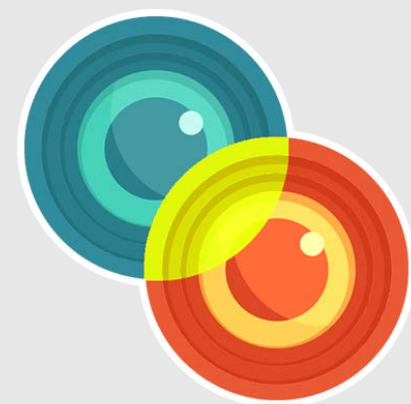
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Based on very conservative revenue projections derived growing at a very small percentage of Magisto's early growth. While Magisto is not a direct competitor, in that they don't facilitate video collection, they are a leader

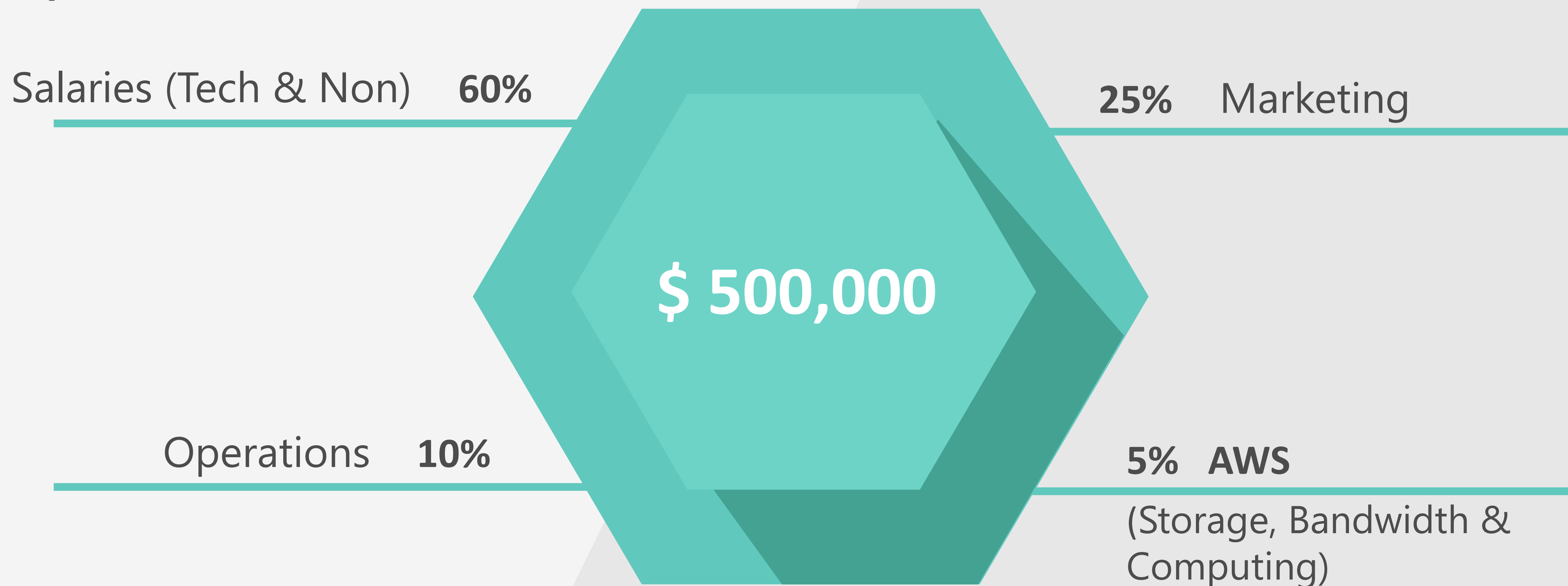




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Investment: \$500K for 25%

These funds will be used to build the beta on iOS, Android and the business user video manager web application (we have already built a working prototype for the iOS app), hire key staff, and begin marketing for the launch **in April of 2017.**



Contact



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