

Part 1: "Elevator" Introduction

Brief elevator pitch for your company

When searching for a company to shoot high quality business video, we found high end and high price on one side, and highly inconsistent freelancers on the other. Who is serving this middle market? At Videoloco we have created a technology and process to not only serve this middle market but allows those companies to compete for customer base while keeping customer acquisition costs down. After 2 years in business, and one year developing and deploying our new market strategy, we have a new technology which captures the overall digital communication footprint for our clients that serves as a baseline. This allows for a clear understanding of the client's current presence and guides them towards a uniform voice. Using that foundation we can also measure their ROVI (Return on Video Investment). We don't produce video for the sake of video, we produce a full strategy to increase market penetration, build a strong brand presence all while providing a customer-centric process that is completely transparent. Video built for Business. Business built by VIDEO.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

Recent statistics have sited that over 43 BILLION dollars will be spent on advertising, business and learning video in 2017. High-growth companies dedicate anywhere between 5-15% of total gross revenue to Marketing spend. Of that, an average of 50% is spent on digital advertising. We have a large opportunity for product and service video, however, the market for internal communication is even greater. With 40+ years of experience creating and deploying internal communication strategy, employment branding, and driving exceptional cultures, we believe that we can capture a portion of this growing market segment helping companies attract, retain and develop talent.

Is this market growing? How fast?

By 2017, video content will represent 74% of all internet traffic. More than 60% of marketers and small business owners said they planned to increase investment in video marketing in 2017. Video Marketing spend has grown over 20% year over year for the past 3 years with digital Marketing overall growing by over 30%. For internal communication, The Human Resources Information System Market has grown 10% year over year since 2011.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

There are small and mid-size video production companies that primarily target the large scale, high dollar companies and project work. The average investment for a 60 second spot by the market is \$12,000 or \$167 per second. Our average project trends at \$5000 or less than ½ of the average production studio. On the other end of the spectrum, are freelance producers and videographers, many of which spend most of their time and energy shooting small scale weddings with inferior technology for production and editing. They are not oriented toward driving business. Producing video for business is a different animal...we don't do video for the sake of video, we ensure our strategy aligns to our clients goals and allows for business growth.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you. We started by providing video production services for both internal and external communication. What we learned is that we need to start with a discovery process by evaluating the client's overall digital footprint. So was born V.I.D.E.O, our process of discovering customer needs. Since the implementation of this process, we have increased average sale per customer and client acquisition by over 10% month-over month consistently for the past 4 months.

Describe how you win customers today. Describe your future customer acquisition strategy.

We currently leverage multiple marketing avenues to drive customer base to our website including a rich social media strategy while also using a partner who specializes in digital targeting for our mid-market segment. In addition, we have been very successful at events. Our CEO currently speaks as an expert in the space 1-2 times per month; we hold educational events 1-2 times per month; and provide in-kind sponsorships for events that require no hard dollar spend (typically price to cover cost) but allow us to proliferate our brand (Start-up Week, Start-Up Grind, Society for HR Management, AZ Tech Counsel, etc.) We have also secured multiple strategic partnerships that will aid in filling the funnel.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

We are building client base through a customer-centric process that does not exist in the video production world, as well as focusing on video that drives consumer behavior and builds business versus just being beautiful! We have developed strong partnerships that will build our business more quickly including: A Gamification Partner, Marketing Agencies, Corporate Training Developers, and a Digital Media Marketing Company for the external space. For internal communication solutions, we are working with Insurance Brokers, HRIS companies, Learning Management Systems, Employee Survey Vendors, etc.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

Videoloco is a full service Digital Communication Company with a proprietary technology that evaluates our clients' digital footprint in their market. We then walk through our V.I.D.E.O. process with the client to ensure maximum return on investment. From capturing the vision, to proliferating voice, to executing and refining the strategy, we focus on results.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

We completed a refined Beta with several clients of our initial version of the VCR (Video Communication Readiness) Platform. This technology reviews the current reach and footprint of the clients' digital presence. Our internal product Eevos is currently in development and set for deployment in Q2. This technology creates a hub for employers to capture "Employee Voice" and stores all of their branding, communication and marketing assets. This technology also connects directly to the vehicles they use for employees (Applicant Tracking, HRIS, Social Media, etc.). Finally, the hub will allow employees to submit video and images that will be integrated into the communications which reflect the Employee Voice and build Employment Brand.

Describe the remaining product development risks and your plans to overcome them.

Externally focused VCR has very little risk given its current state of development and the positive response from our current client base. The internally focused Eevos is in an early stage and has risks around the complexity related to the API plug-in with a variety of technologies and vendors.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

The VCR provides insight into clients' current presence and what is "broken or missing". We could just create video and let customer's put it on a broken website or post on social media with no following; however, we focus on building their identity and business. Today, there is a gap between Marketing Agencies and Video Production, we are bridging that gap. For Eevos, HRIS and Applicant tracking provides the vehicle but does not help create the communication that is customized to the Employees' voice. Marketing Agencies can help create a brand. Again, there is a gap in the middle where we connect the dots.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

We have the names Copywritten for all products. We are filing the Patent once we have the final version of the VCR and Eevos through our IP attorney, Robert Iussa.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

Our strategic partnerships are an advantage to not only increase market share but to block out competitors. For the technology, we will file appropriate IP, as timing allows..

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

Initial obstacle was to gain funding in July in 2016. Next milestone to deploy the initial model and technology for Beta with clients, accomplished in October, which was met. Goal to grow revenue 10% month over month for Q4 based on new model and increase client base each week, both accomplished. Next goals for 10% growth month over month for Q1 as well as refining and strengthening strategic partnerships. Refining and improving the technology for deployment in Q1 and new technology development with Eevos with goal of end of Q1.

Briefly list and describe your key team members.

Stacie Mallen: CEO; 6 start-up companies including most recent Executive exit from Ulthera

Jonas Funston; COO; Marketing, Sales and Commercial expertise; Co-Founder at Videoloco

Shannon Teixeira; Head of Experience; Architect of Customer Experience and Process (6 start-ups related to this role)

Mark Christensen; Head of Strategic Partnerships: Prior responsibility for Partnerships for SHRM and Jobing.com

David Urbanic; Head of Creative; 25+years of Video Production and Marketing

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

Our main area of need today is securing a member of the Senior team as a Financial expert for modeling and forecasting. This role will be critical to scaling as well as managing investment(s). Candidates identified.

Briefly list and describe your key advisors, and their contributions to date.

Matthew Likens, counsel in scaling and investments

Dan Tyre, counsel in technology and partnerships

Janice Lipsky, counsel in Marketing