

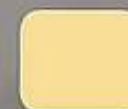


Turning phone footage into searchable business data

October 2025

Asset ID: KH-5612

Issue



The scratch comes all the way down the side.
The other car's paint is left on the scratch.

Problem

In most industries, manual evidence capture is slow, risky and inefficient



Time consuming: Field teams still rely on ad hoc photos, PDFs and paper checklists to capture evidence for clients and regulators



Compliance risk: Images stored in shared drives or sent via messaging apps lack metadata, provenance and chain-of-custody



Inefficient: Admin staff waste hours turning photos and notes into client-ready reports, or compliance documentation, slowing invoicing

Solution

Use employee mobile footage as the data source for AI-powered automated reporting



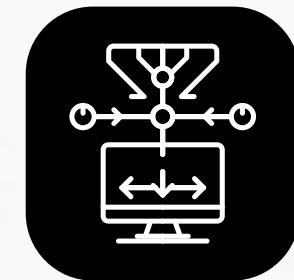
Context-rich data

Mobile video captures thousands of visual and audio data points that photos and forms miss



Digital native tool

Social media-style content creation for employees who can talk better than they write



Automated reports

Create fully-compliant reporting workflows using metadata, time stamps and context

Product

Vloggi AI converts mobile video into compliance-grade, structured business intelligence



Fast, flexible deployment. Custom workflows, UI and business rules wrap around our powerful video ingestion and classification engine

Adaptable by design: Vloggi AI is an industry-agnostic solution that can be rebranded or extended for any sector or workflow

Built for scale: One powerful engine, endless industry niche applications, from inspections and audits to marketing and compliance

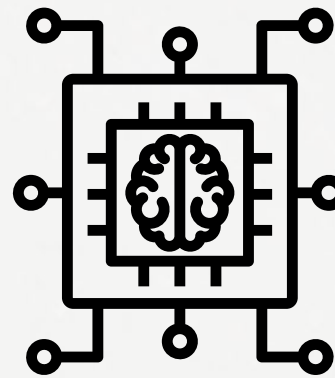


How it works



01. CAPTURE

Employees film and narrate short videos describing the issue, defect or task



02. CONTEXTUALIZE

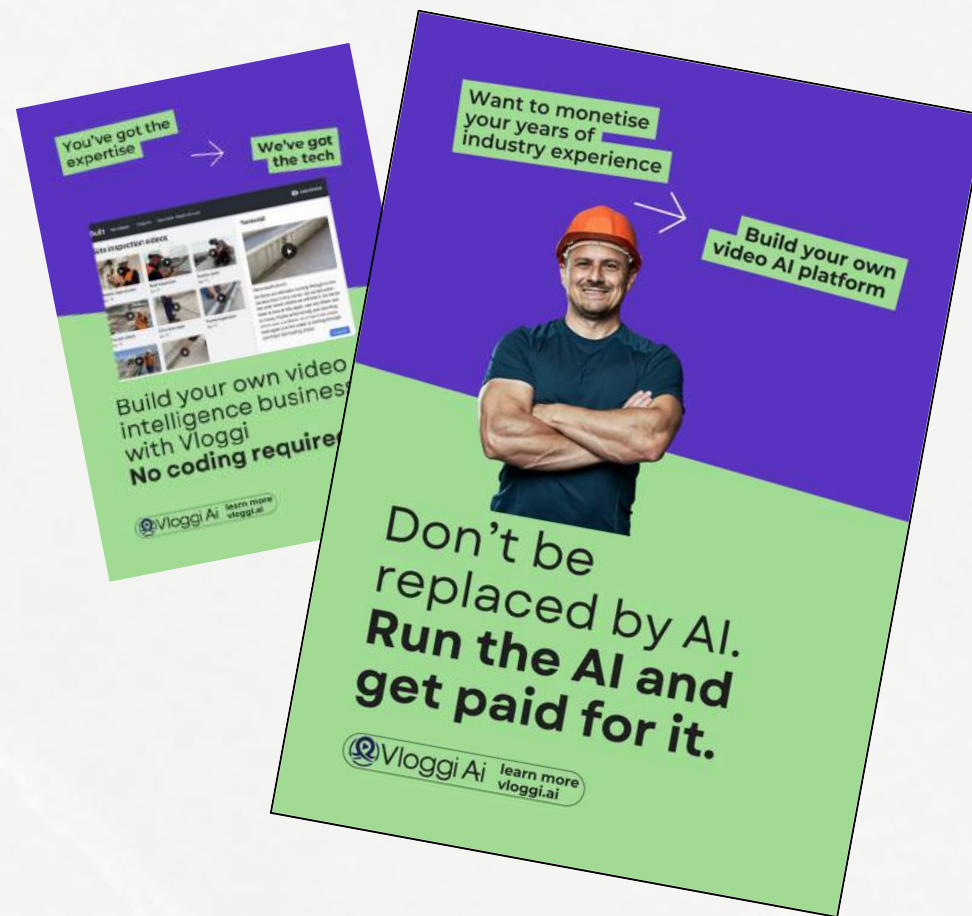
Our engine applies AI transcription, object detection, tagging and chain-of-custody metadata



03. COMPILE

Verified clips are catalogued into a searchable evidence library and shared via PDF, XML, or direct system integrations

Distribution & GTM



We build businesses, not just software



Partners launch their own fully-branded, ready-made video AI platforms without writing a single line of code

A generation of seasoned professionals are seeking to future-proof their careers by building, not being replaced by, AI.

We co-develop and license tailored implementations with these industry experts who understand their markets best.

These partners handle sales and marketing, while Vloggi AI powers the core engine and collects royalties and initial set-up fees.

Our GTM roadmap sees us working with 10 foundation partners in early 2026, before progressively automating the technical and legal licensing processes to enable thousands of verticals by 2028.

Industry networks, targeted digital marketing and social clubs will be key to the early recruitment of partners.

Business model - White label B2B SaaS

Each Vloggi-powered vertical operates under a simple **two-part commercial structure**: an upfront setup fee (based on complexity) and an ongoing royalty on platform revenue. Every new vertical adds recurring, high-margin revenue and IP back to Vloggi Technology.



An example of a partner-operated vertical platform

Licensees (partners) pay an initial setup fee (A\$10k–250k*) to launch a branded instance, covering domain setup, training and configuration. Royalties are shared on all customer subscriptions, typically 25–30% to Vloggi Technology, ensuring recurring, high-margin income

Sub-licensing rights allow partners to expand into new territories or adjacent use cases, generating additional royalty streams shared with Vloggi Technology

Vloggi AI core remains the technical backbone - maintaining, updating, and securing every vertical while benefiting from the growing network of licensees and data assets.

*Disclaimer: This page is indicative. Fee structures, revenue shares, and partner rights outlined above are indicative only and subject to refinement under Vloggi Technology's final commercialisation strategy and board approval.



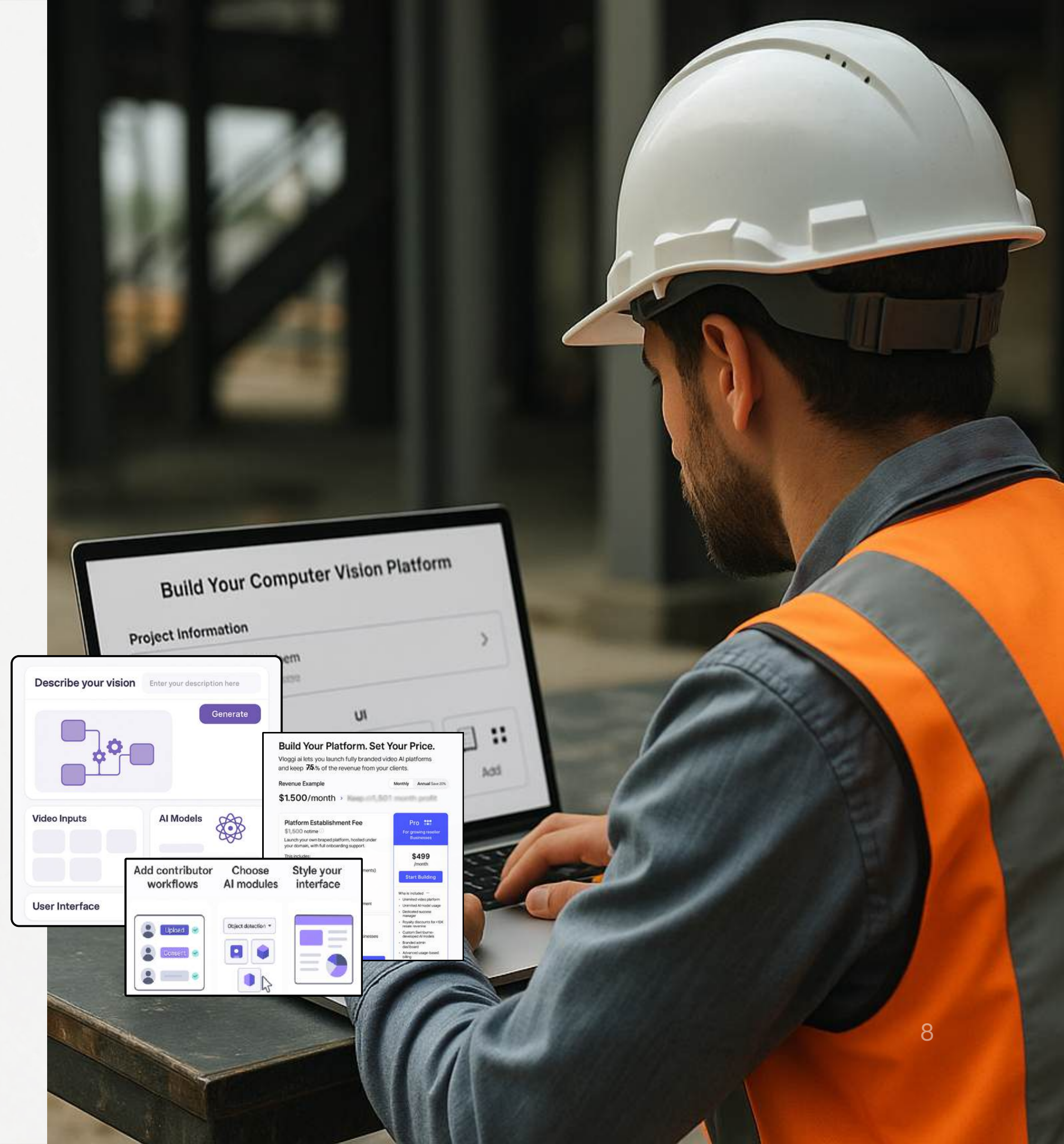
Why Now?

Businesses are replacing photos and forms with mobile video evidence in a US\$11bn+ visual inspection market

The white-label SaaS sector is growing at ~18.6% CAGR to 2028, reflecting demand for rebrandable platforms.

75% of workers under 26 want to use video as a reporting input tool

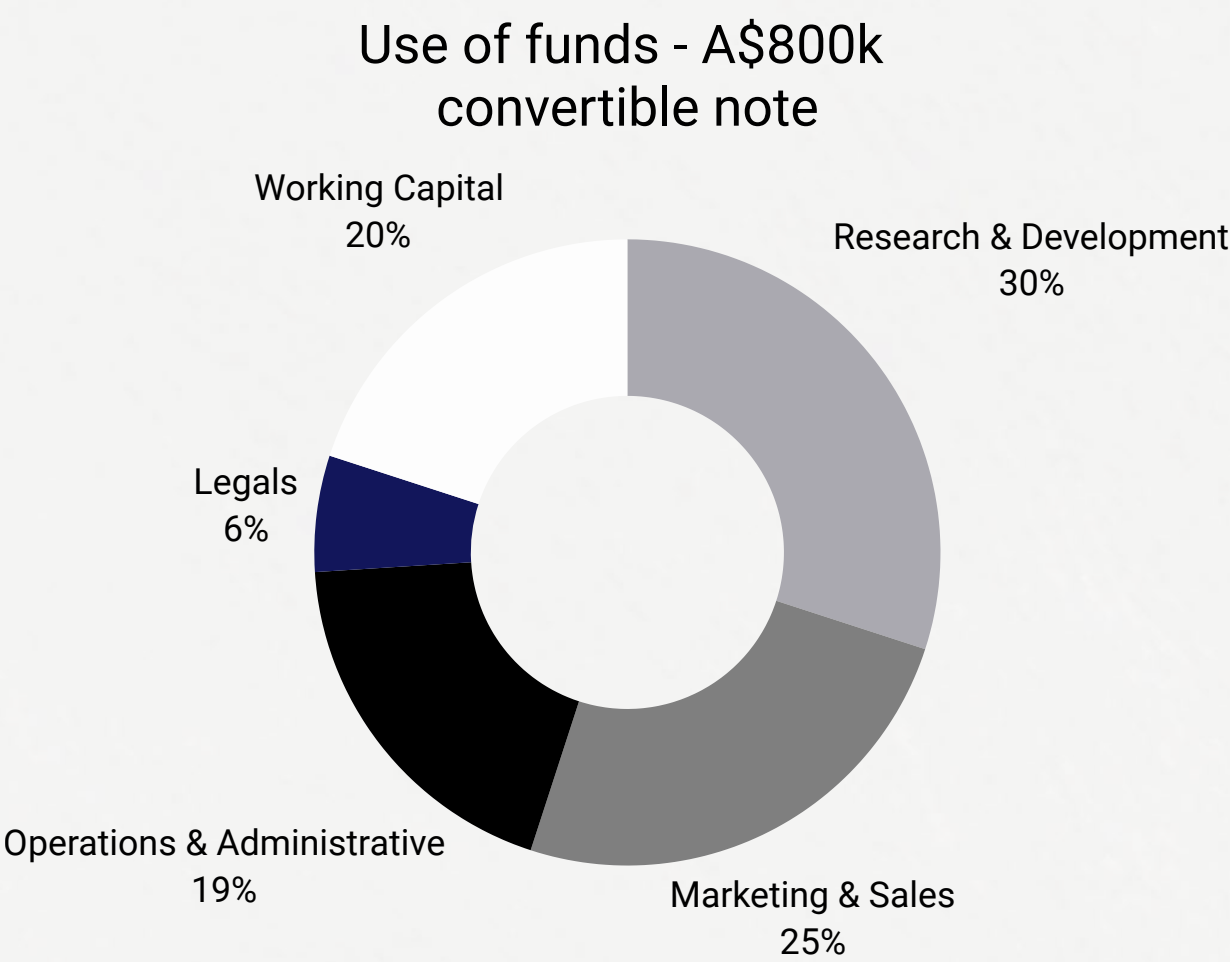
Recent advances in AI low-code tools make it possible to build and deploy custom video-AI platforms in days



Use of funds

Vloggi Technology Pty Ltd is seeking up to A\$800,000 in convertible notes to complete the transition from product company to platform enabler

This will be followed by Series A round targetting an A\$7.2m raise in 2026



Category	Allocation	Purpose
Research & Development	A\$240,000	Finalise Vloggi AI core prototype; launch three foundation verticals, integrate partner analytics and multi-tenant management tools.
Marketing & Sales	A\$200,000	Run high-ROI digital campaigns for partner acquisition; hire Customer Success; produce collateral for the Vertical Partnership Program.
Operations & Administrative	A\$152,000	Maintain core team salaries, service ATO payment plan and sustain operational continuity during partner rollout.
Legal & Compliance	A\$48,000	Establish partner licensing agreements, IP ownership structures, and global data compliance documentation.
Working Capital Buffer	A\$160,000	Flex allocation for scaling or reduced raise (applies to lower \$500k scenario).

Core team

The visionary, the operator
and the architect

Key hires - 2026

Head of Front-End Engineering

AI Engineer

Head of Product Design

Head of Customer Success

Contracts and remuneration to be completed upon completion of raise. The advisory board will be refreshed with strategic advisors. **Board seats are also available for significant investors**



Justin Wastnage

Founder / Head of Product

- 25+ years in video and digital innovation
- Formerly Microsoft, Reed Elsevier and Playjam
- Coined the term “video blog” (2006)
- Commercialisation expert at Swinburne University



Amool Paranjpe

COO / Head of Partnerships*

- MBA, IMD Switzerland
- 15+ years in strategy & operations
- Expert in process design & scale-up execution
- Finance, structure & delivery focus



Jean-Christophe Diomard-Azzarau

CTO / Lead engineer*

- 20 years in full-stack & cloud systems
- Specialist in microservices & Docker SaaS
- Designed the modular Vloggi AI core engine
- Scalable infrastructure & security lead

*.Contracts and remuneration to be completed upon completion of capital raise

Contact info

PHONE NUMBER	1300 117093
WEBSITE	vloggi.ai
EMAIL	jw@vloggi.com
ADDRESS	L13 477 Pitt Street, Sydney 2000