

vloggi

The ultimate video collection tool

Collect video from
anyone, anywhere

Seed round SAFE 2
14 February 2022

Justin Wastnage - CEO

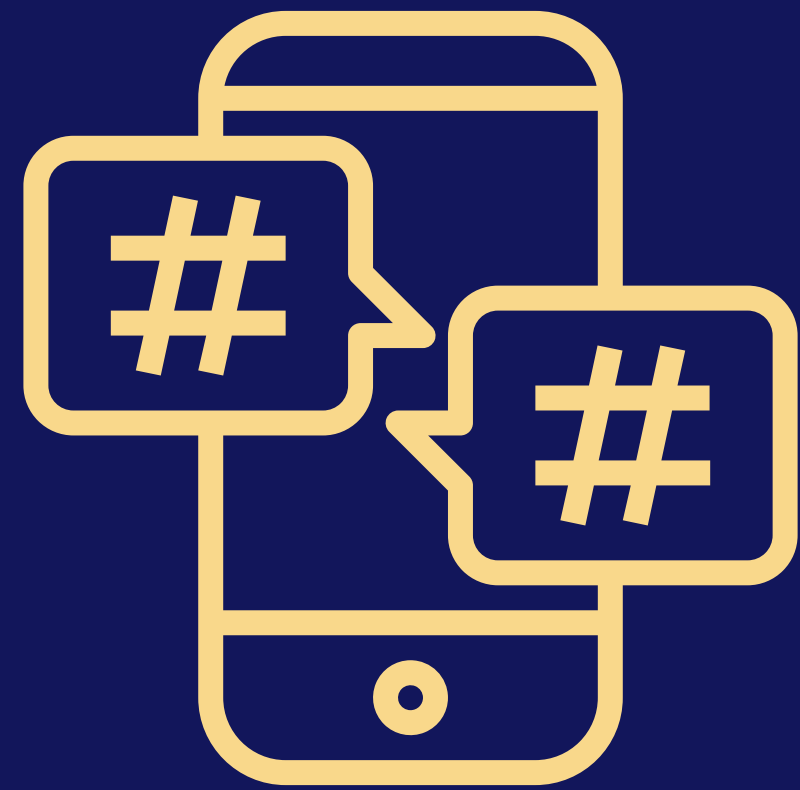


THE PROBLEM

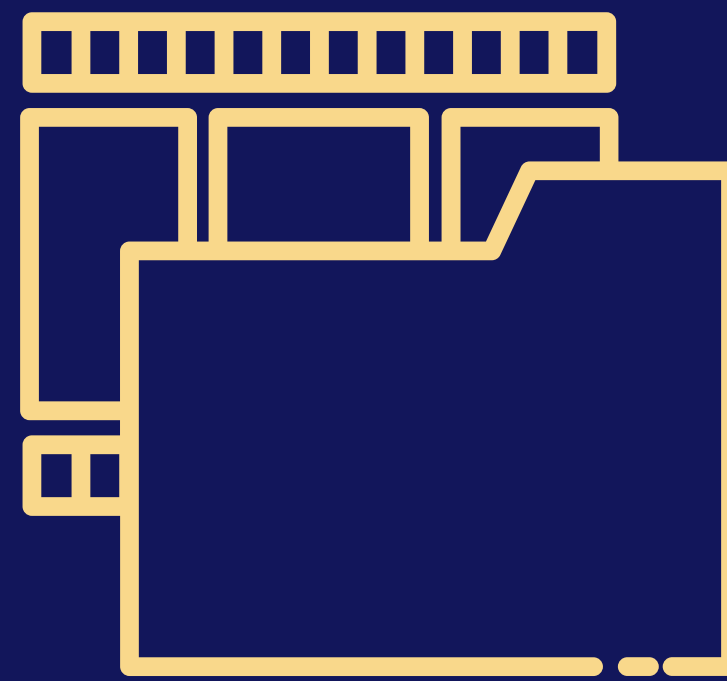
Imagine... Trying to compile a
video from a WhatsApp group

THE PROBLEM

For organizations, stakeholder video is **complex, costly and slow**



Repurpose socials



Content management



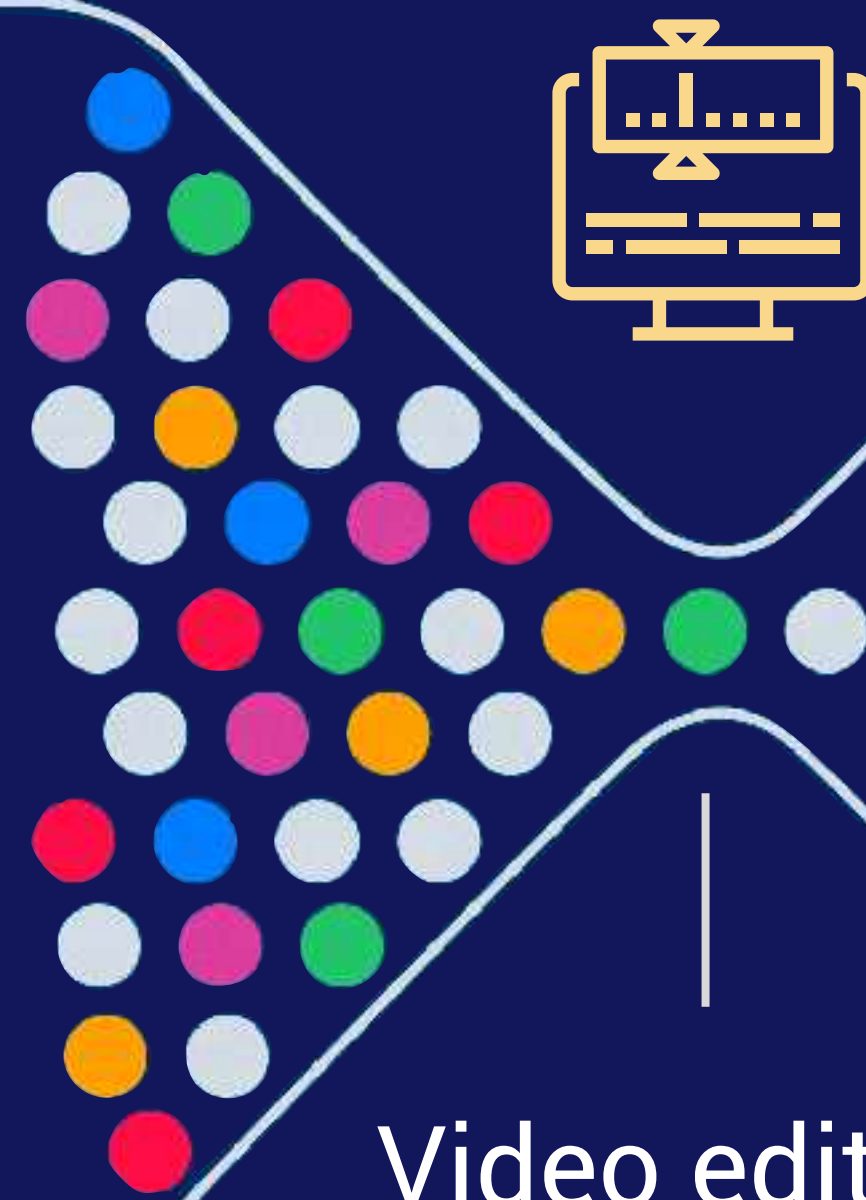
Rights management

THE PROBLEM

Political campaigns struggle to collect and catalog **video at scale**



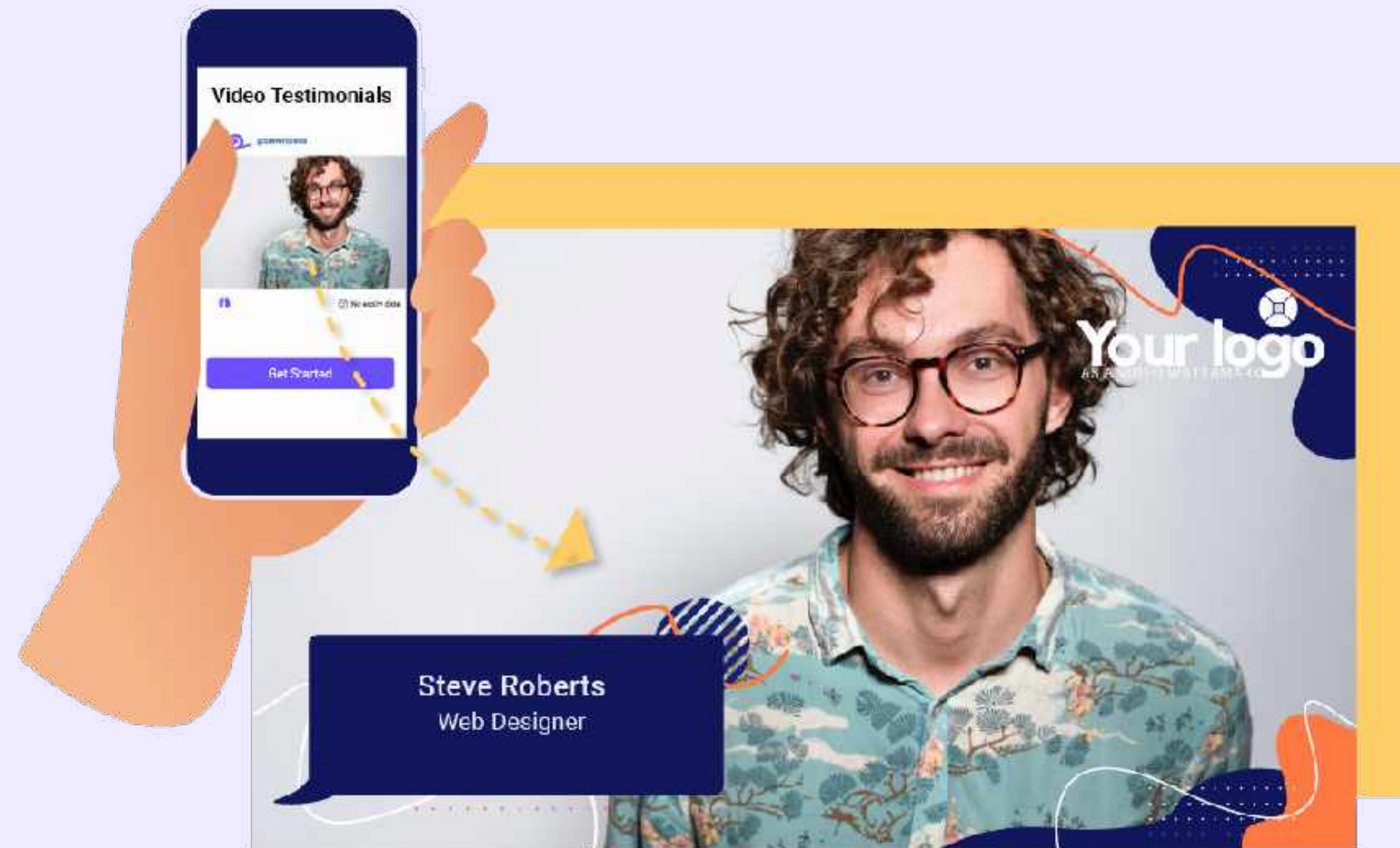
Video never been easier or cheaper to shoot



Video distribution platforms now ubiquitous

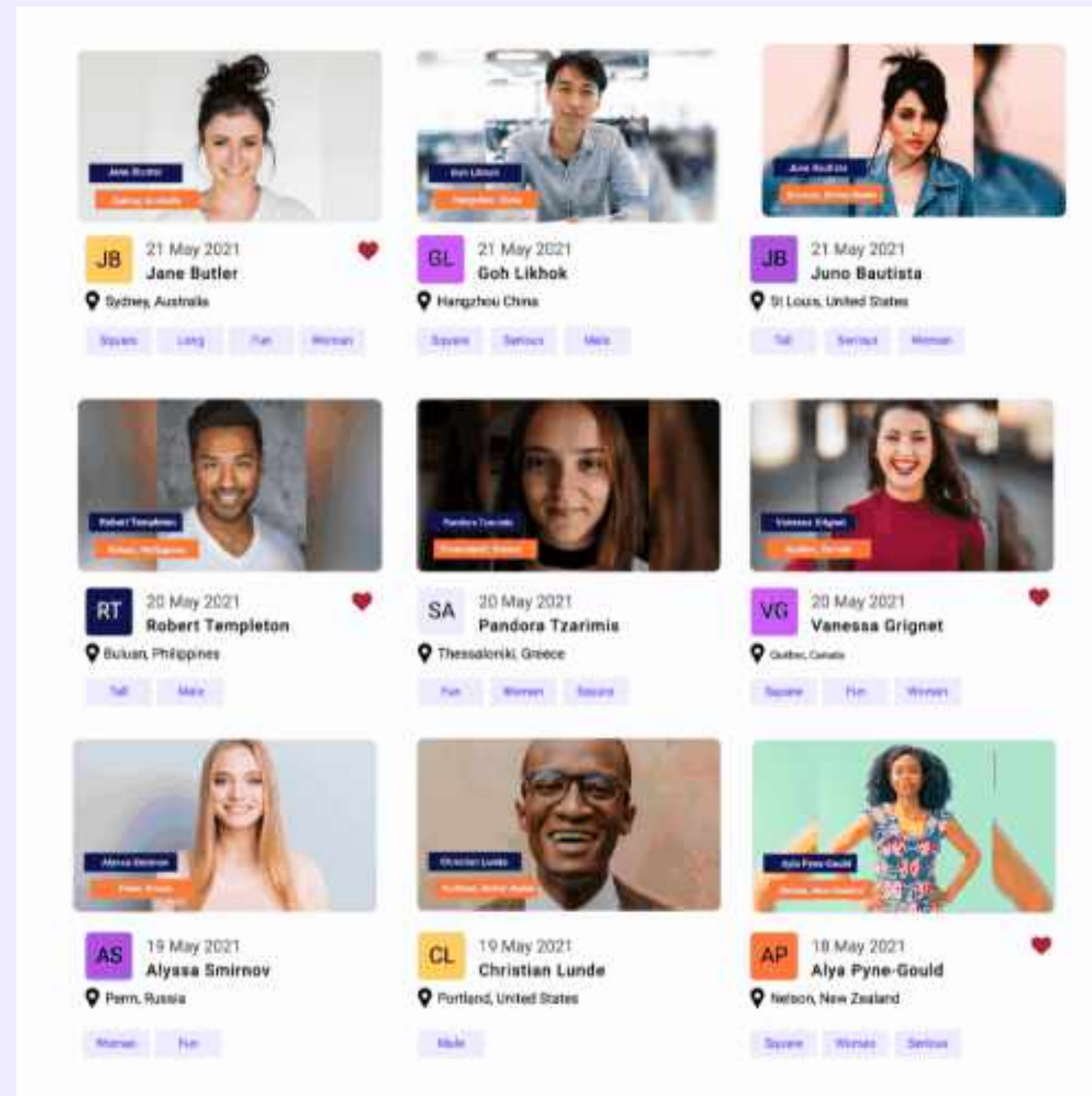
THE SOLUTION

Vloggi makes it easy to collect video **with customizable links**



THE SOLUTION

Vloggi makes it easy for organizations to curate videos



USE CASES

Hundreds of organisations collect video using Vloggi



myob

Replaced Zoom for standups



AVON

700+ delegates uploaded



H★MILTON

Lockdown crowdsourcing

THE OPPORTUNITY

By 2030, we need 500x more video*
(75% of it will be user-generated)



External
communication



Internal
comms



Community
engagement

** Adam Hayes, What Video Marketers Should Know in 2021, According to Wyzowl Research*

vloggi

OUR BUSINESS MODEL

B2B SAAS subscriptions

+ value mapped upgrades

CASUAL

For solo users

Free

1 licence
10 contributions

COLLECTOR

For small teams

us\$39/mo
(billed annually)

2 licences
25 contributions
Video in HD

COMMUNITY

For brands and communities

us\$99/mo
(billed annually)

5 licences
250 contributions
Video in Full HD
Team collaboration

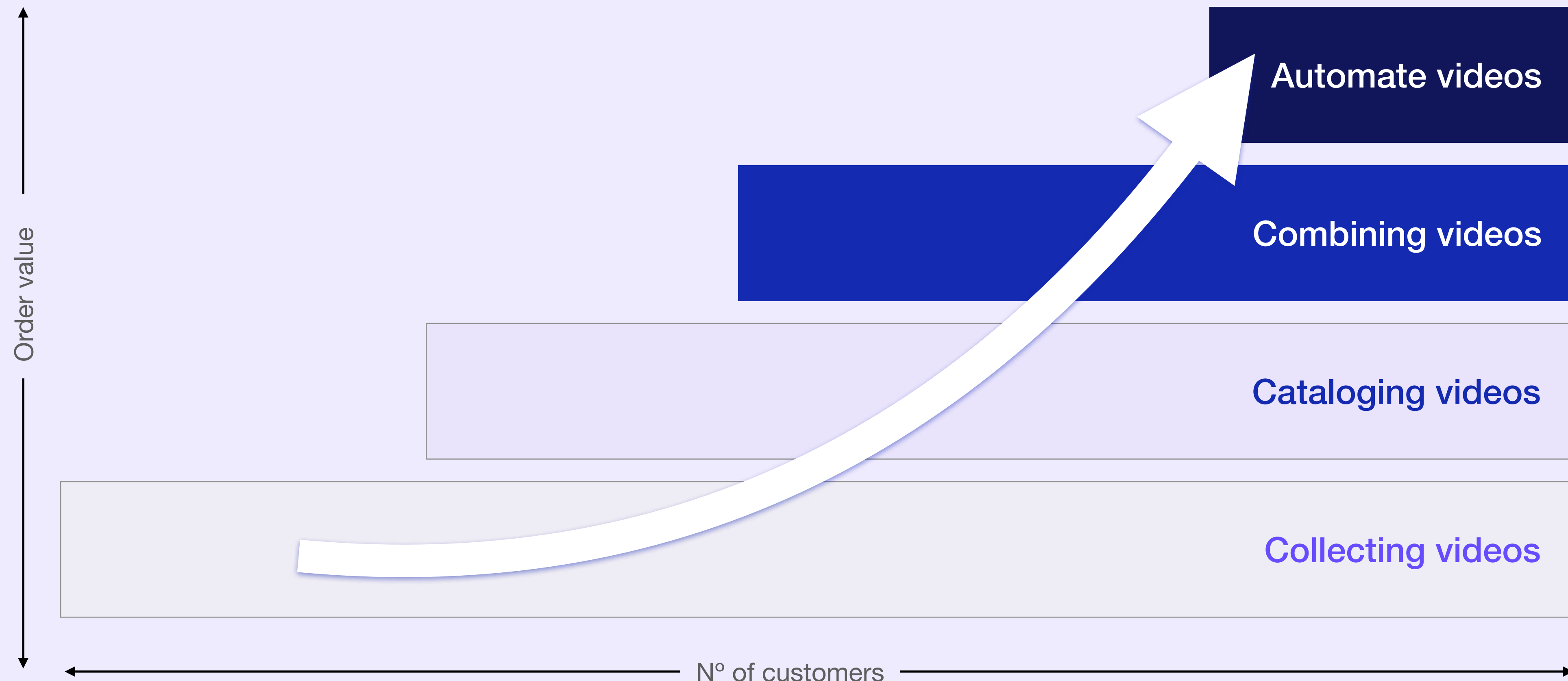
CORPORATE

For enterprise

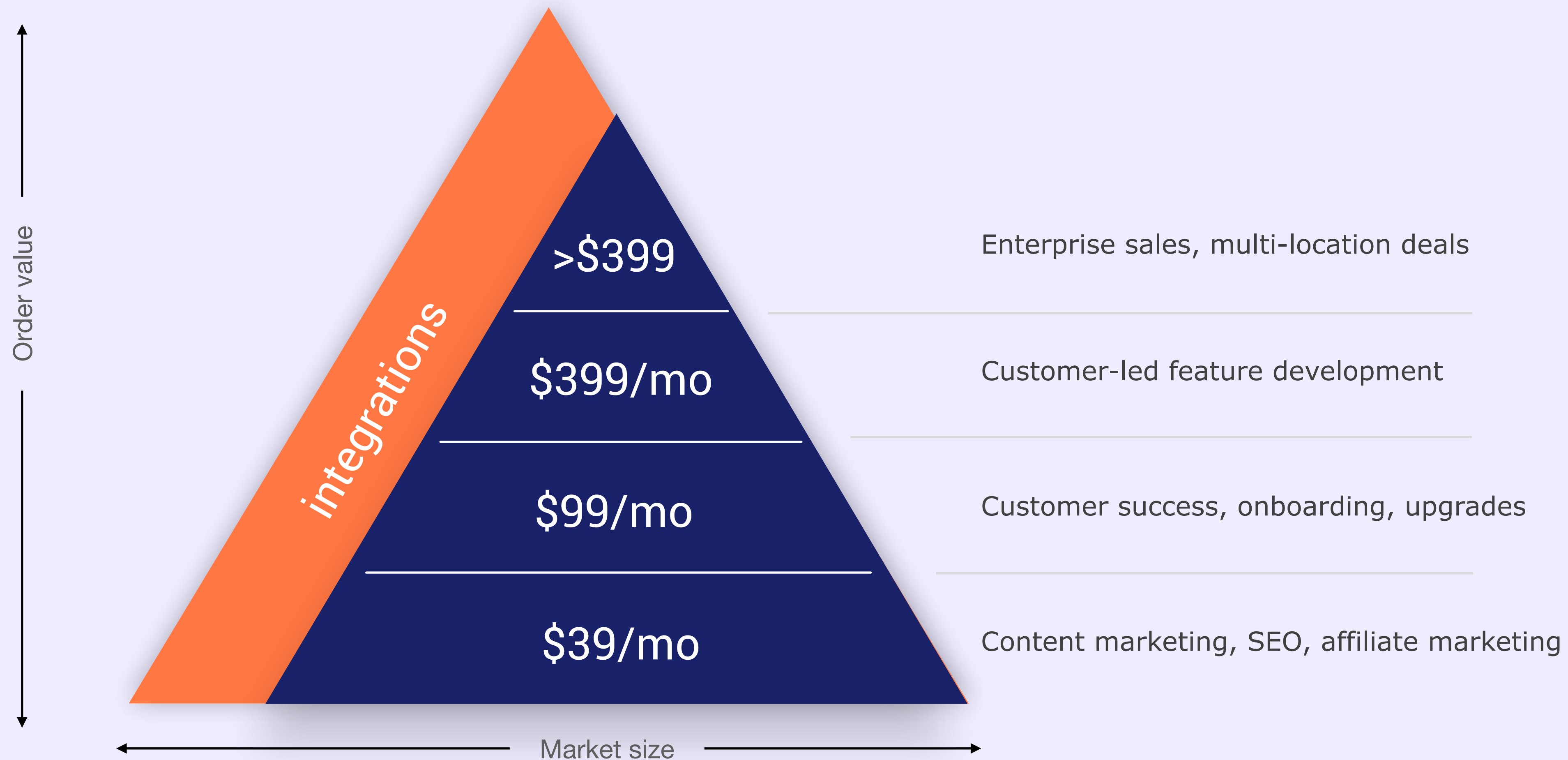
us\$399/mo
(billed annually)

10 licences
1,000 contributions
Video in Full HD + raw
Team collaboration
Automation

Our model is to move customers **up the value chain**



Bottom-up sales, customer success and customer-led dev



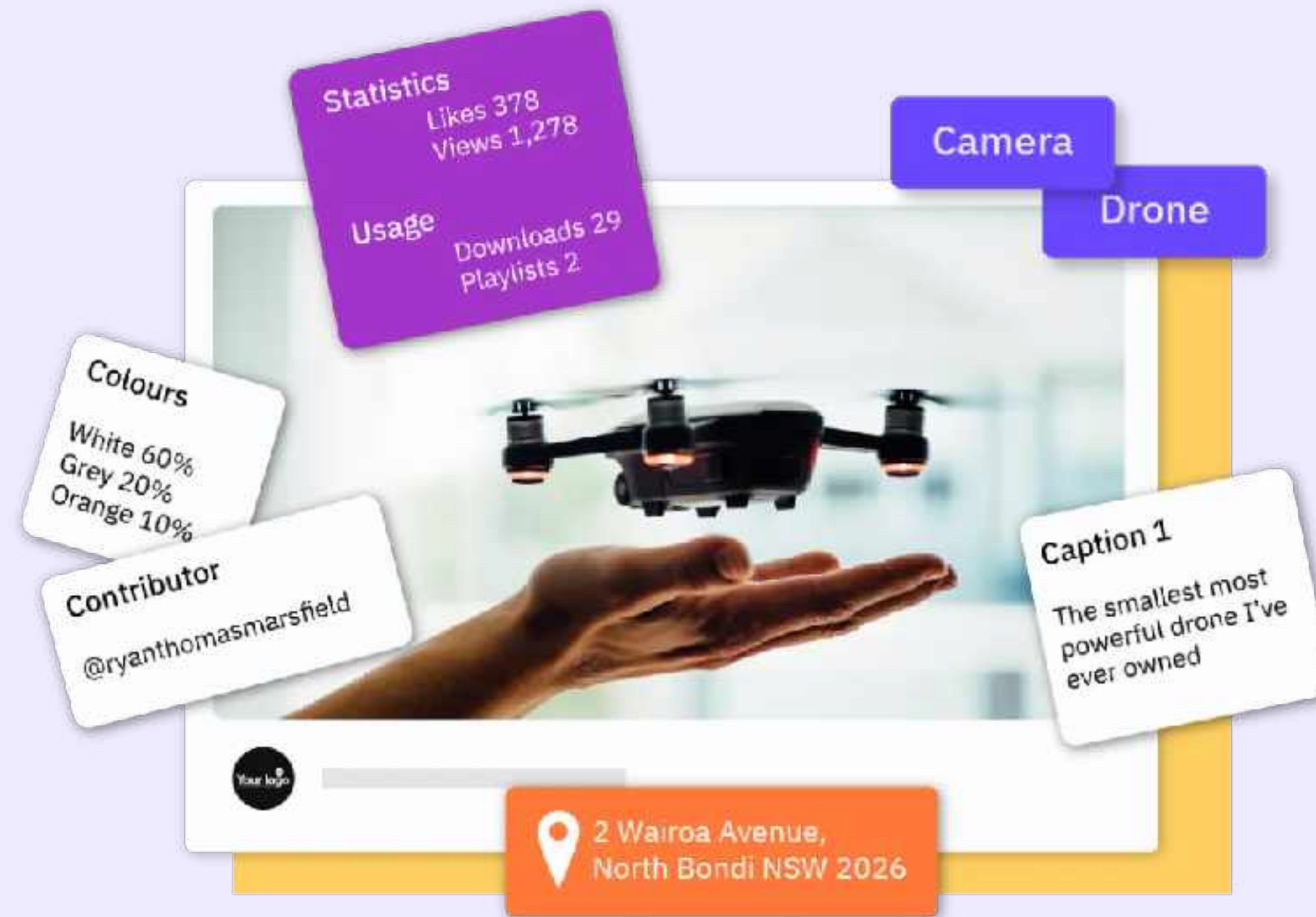
COMPETITIVE ADVANTAGE

Rules-based automated video production at massive scale

IN PARTNERSHIP WITH









COMPUTER VISION LAB



vloggi

THE COMPETITION

Collaborative video is a new sector, with few players

	 zoom		 Seenit	 videoask by Typeform	 VIDEOPEEL	 VOCALVIDEO	vloggi
Collecting video	✗	✗	✓	✓	✓	✓	✓
Cataloging video	✗	✗	✗	✗	✗	✓	✓
Combining video	✗	✓	✗	✗	✗	✗	✓

USE OF FUNDS

\$3m required to aggressively scale and develop global brand

\$500k
General & Administrative

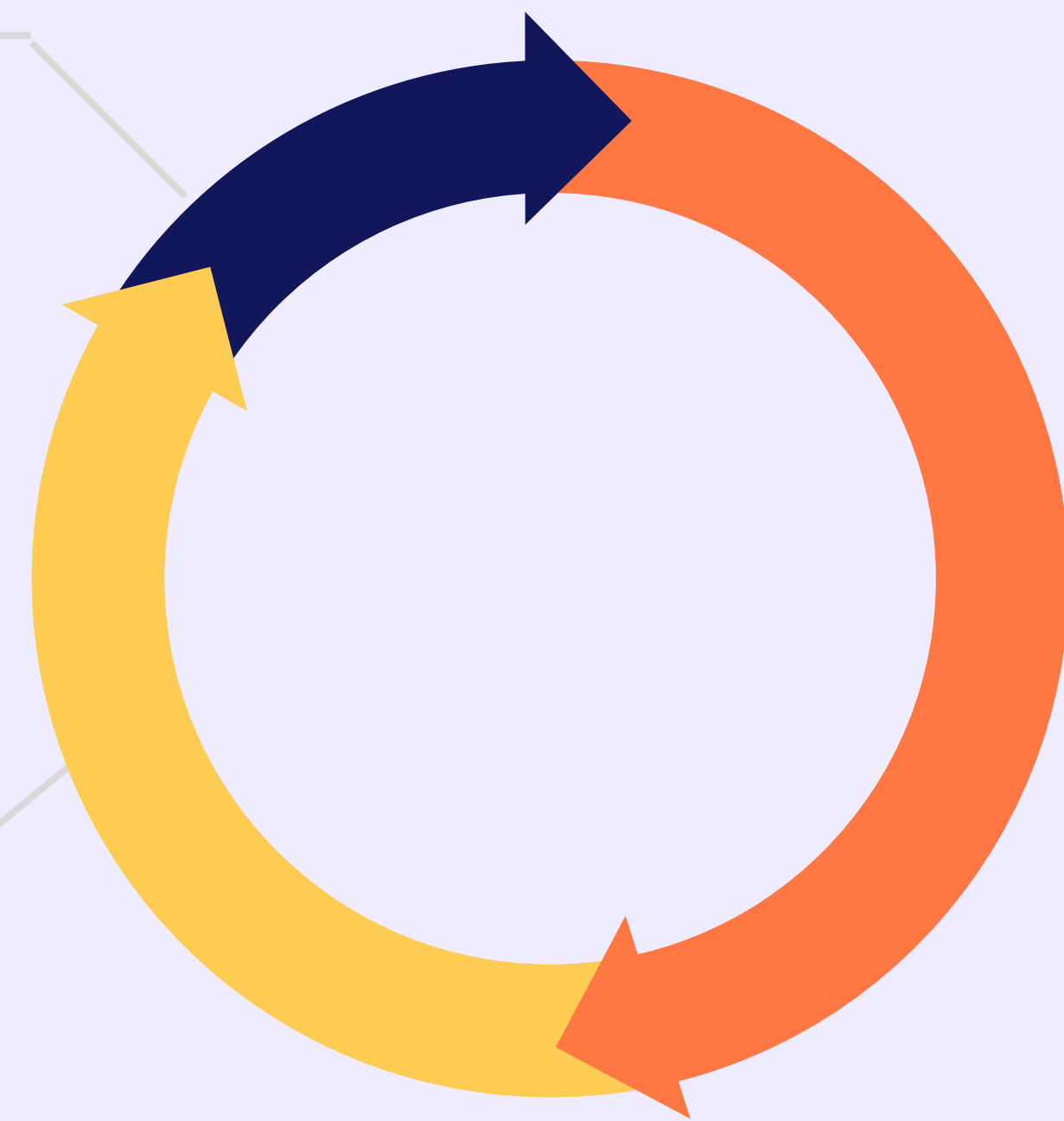
+ \$960k
Govt grants (predicted)

\$1.1m

Research & Development
4 x dev team required to perfect UI and automation

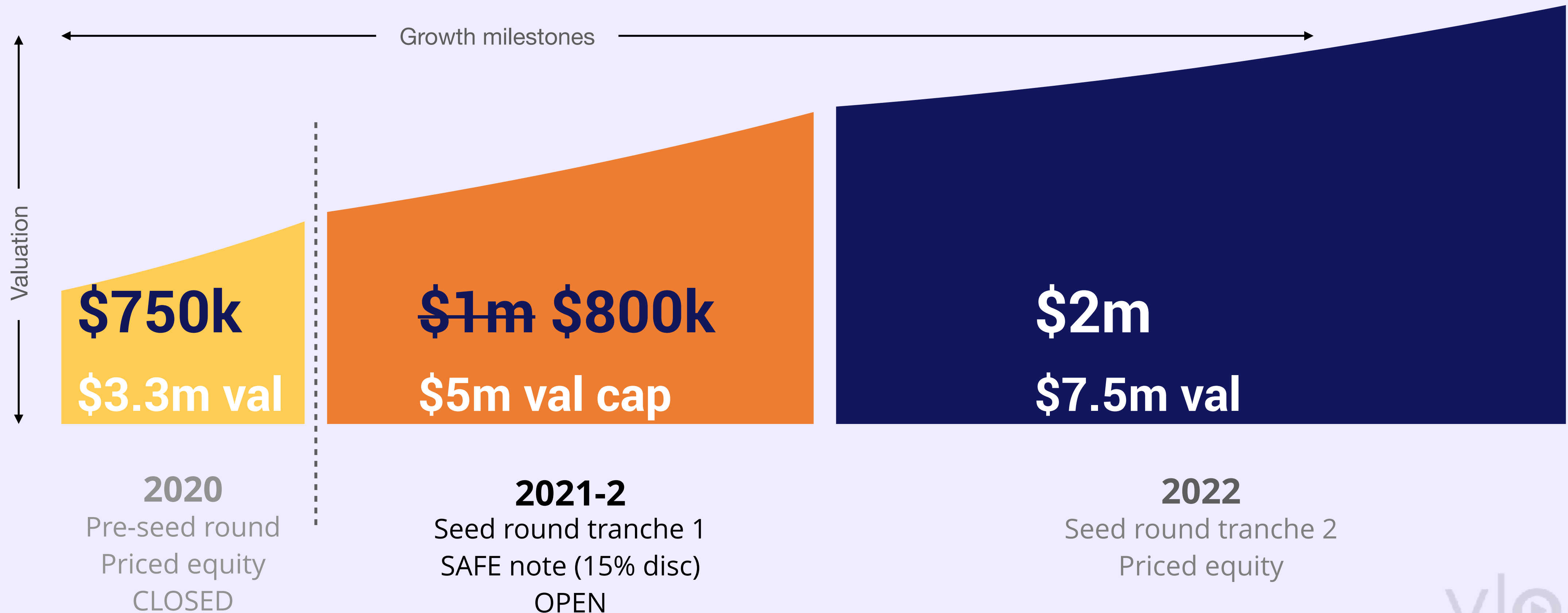
\$1.4m

Sales & Marketing
Advertising budget and extra staff to fuel customer acquisition



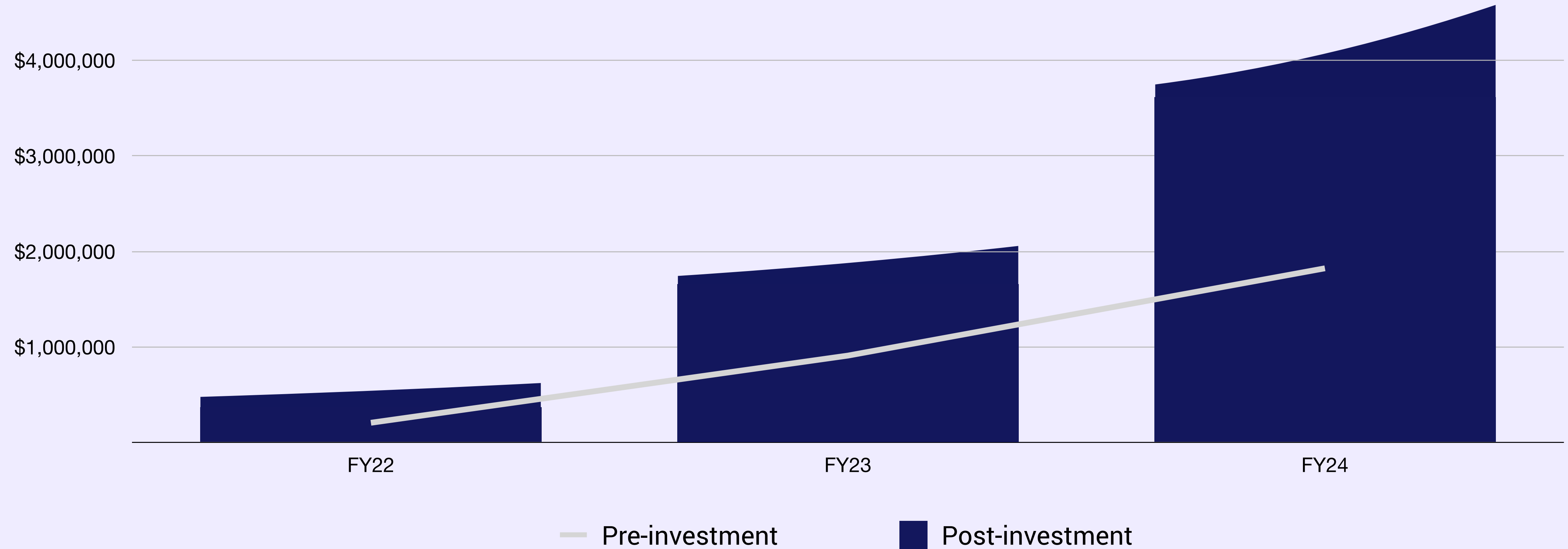
THE RAISE

Growth-mapped **investment** **timetable** with value inflections



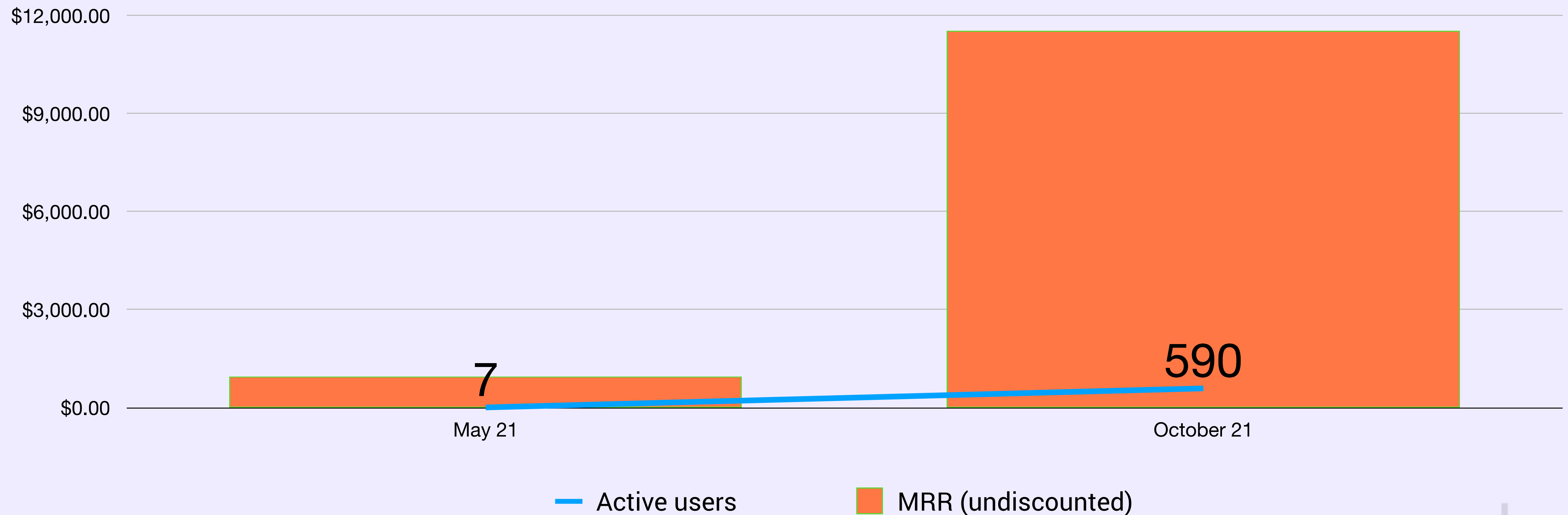
SALES FORECAST

Strong, consistent year-on-year revenue growth



TRACTION

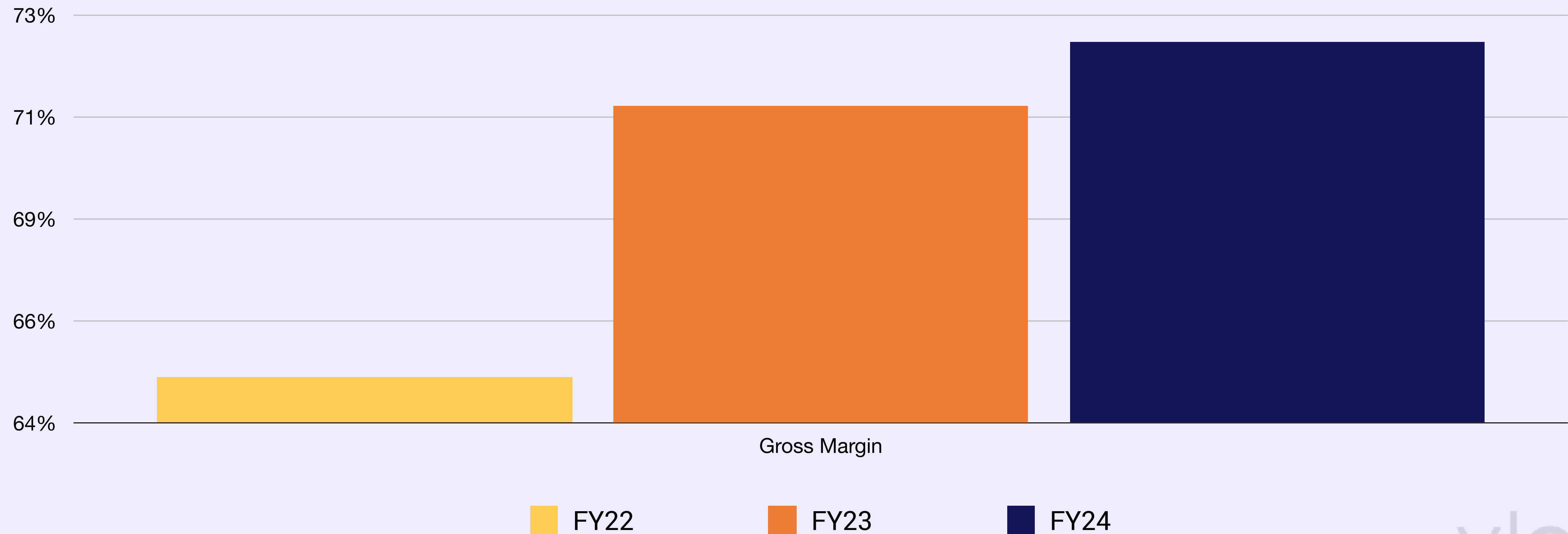
Over 600 active customers and A\$11k MRR* since launch



* Without discount

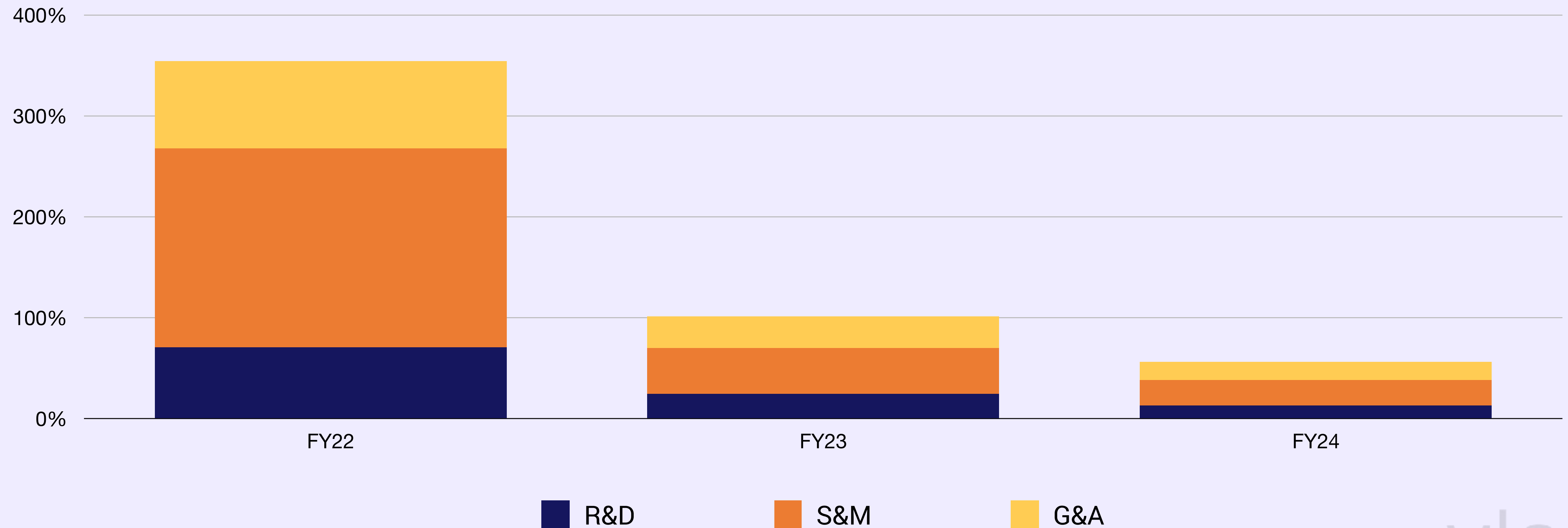
GROSS MARGIN

Continued growth in **gross profitability** with low fixed costs



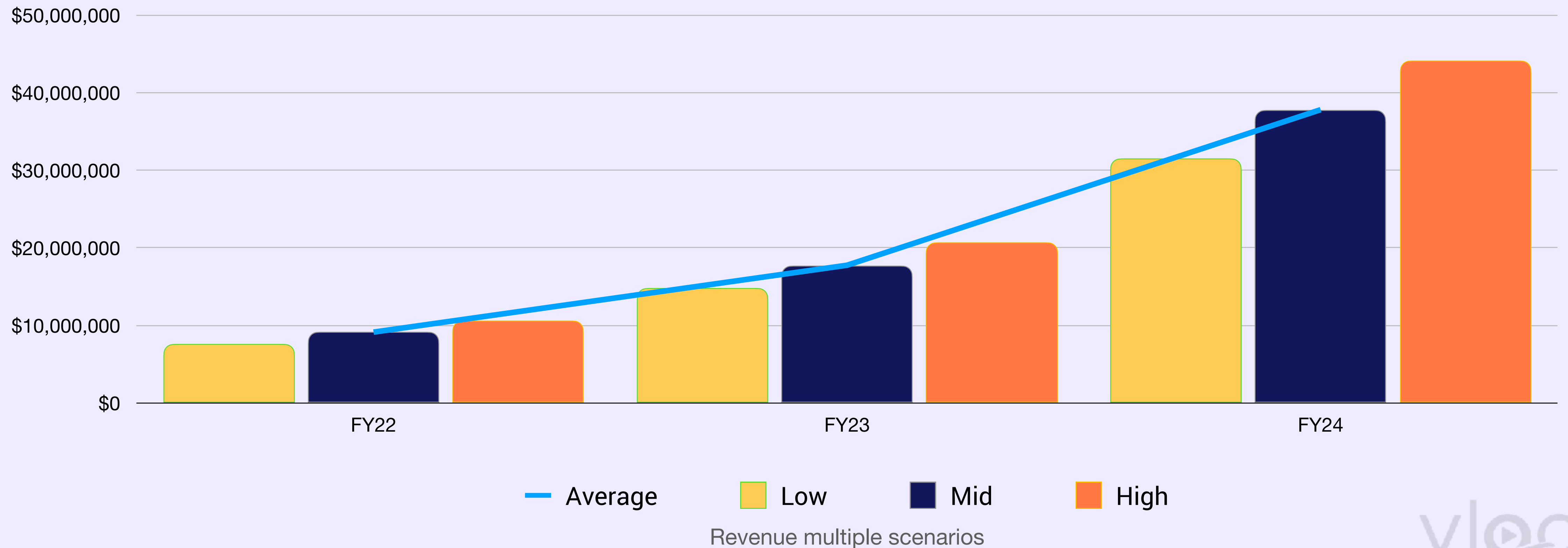
OPERATIONAL EFFICIENCY

Asset-light **strong operational leverage** with low variable costs



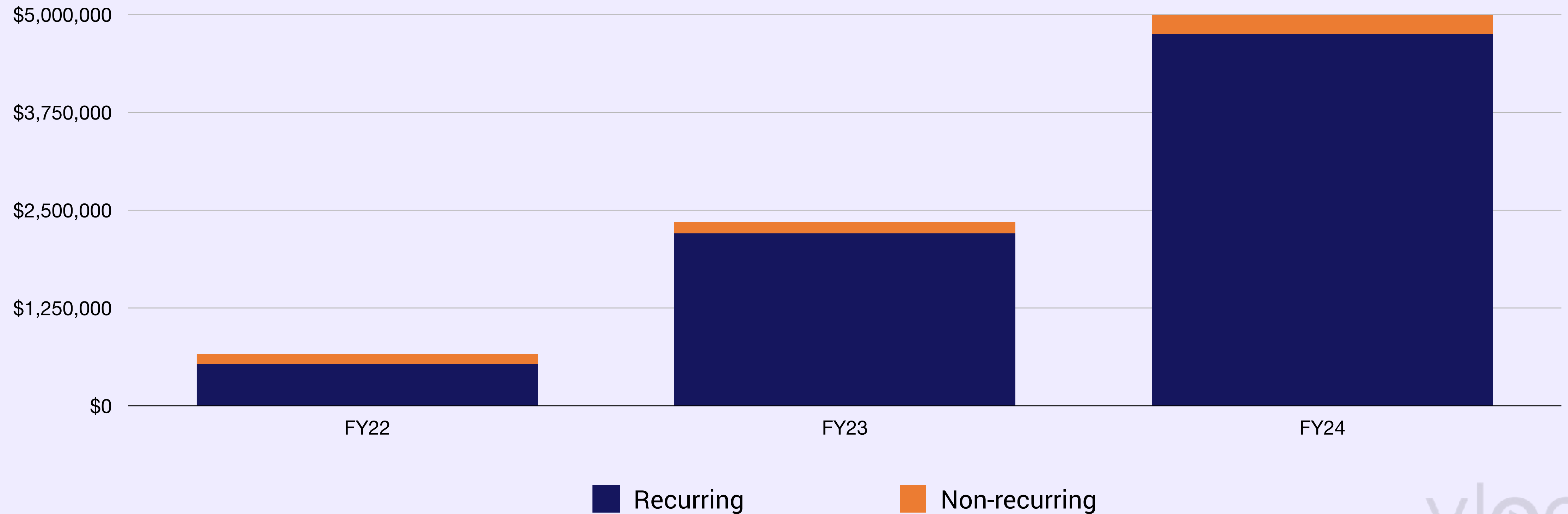
VALUATION POTENTIAL

Continued company valuation growth through to exit

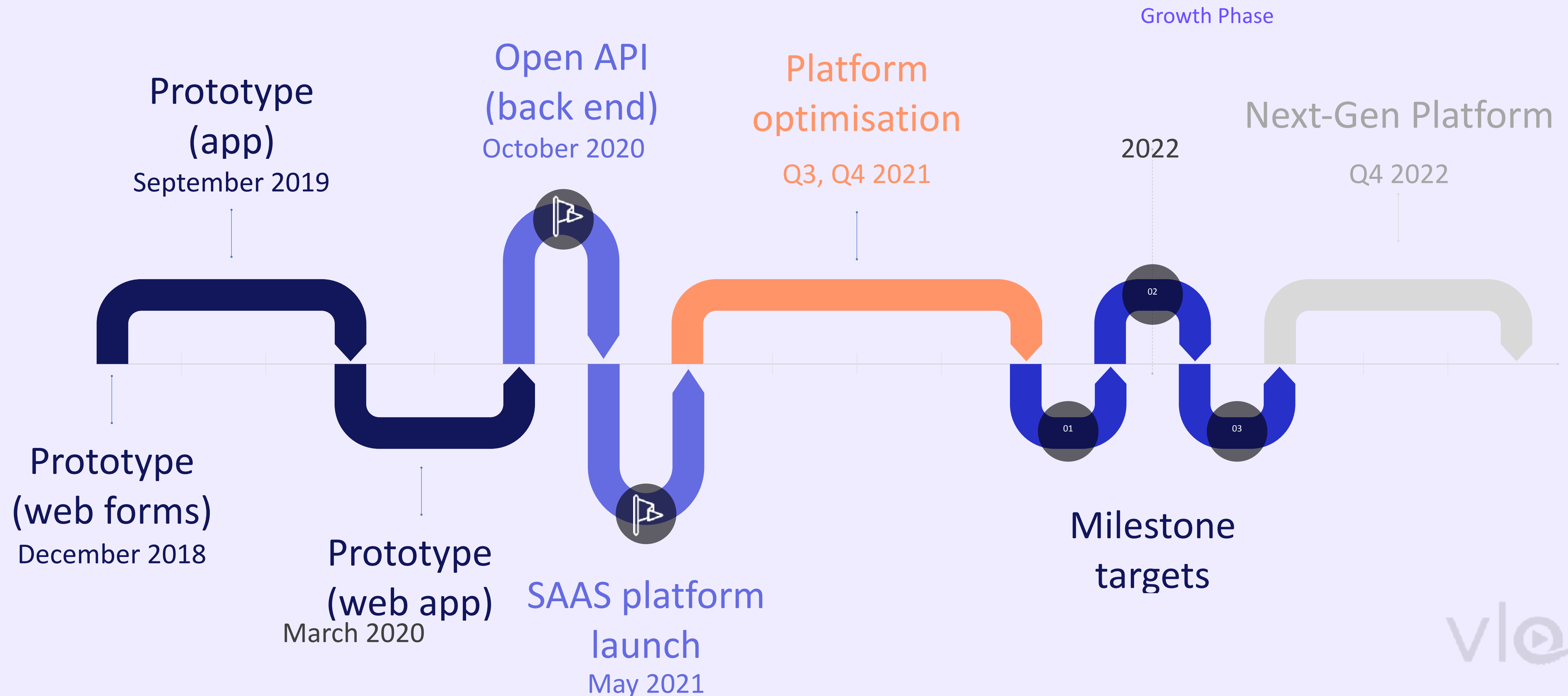


REVENUE MIX

Recurring revenue rise from 82% to 95% in three years



Pivoted away from app-based, de-prioritise templated video



TARGET MARKETS

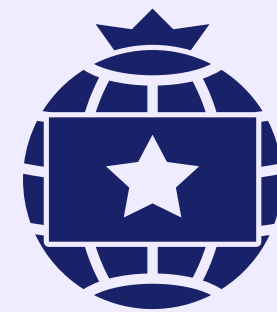
Start with low hanging fruit, develop customer-led features for corporates



**Voter
engagement**

TAM US\$804m

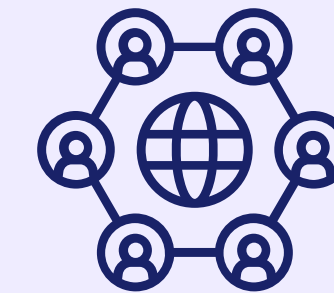
Status: in market, no R&D req'd



**Customer
advocacy**

US\$99.4bn TAM

Status: in market, moderate R&D req'd



**Internal
communications**

US\$142bn TAM

Status: in market, major R&D req'd

THE TEAM

The people behind Vloggi



Justin Wastnage

CEO

Digital TV pioneer at PlayJam
Founded Microsoft PR video unit



Jérémy Giraudet

CTO

Serial startup tech lead
Agile approach, customer-led dev



Tarryn Myburgh

Head of Video

Ex-Channel 7 video producer
Obsessed with customer success



Niveditha Pradeep

Content Marketing

Amazon PR (WeberShandwick)
Digital marketer and storyteller

Current team also includes sales and marketing executives. Through funding, our priority is to **invest in talent**.
Top hiring priority is **developers to build out tech**. Target is to grow team to 12 by end of financial year

Our advisors include branding, finance, user-experience, fundraising and marketing experts



WHY PICK VLOGGI?

Be in at the start of the future of video

**First mover in
new sector**

**Ultra scalable
automation**

**Global TAM of
\$50 billion**

**Stellar team,
stable tech**

Contact us: jw@vloggi.com

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