



PitchHub

Professional Video Made Easy

Quick PitchHub Overview Agenda

- PitchHub Overview
- Real Estate - The Problem We Solve
- Built for Real Estate
- PitchHub VaaS (Video as a Service)
Platform
- Investment Summary
- Summary & Close



The Problem We Solve



- Professional videos are difficult to create, **time consuming and expensive**
- People are **uncomfortable** creating video without a script and a teleprompter
- Collaboration workflows with editors are **cumbersome and confusing**
- Videos are **challenging to deliver** across social media, email and the internet

PitchHub / Real Estate

- PitchHub - Made with Realtors
- Remote; primary use case
- Scripts provided by Associations
 - Duplicate with Graphics and Media
- PitchHub keeps Realtors in the limelight
 - Realtors under attack – Opendoor etc.
- Unique content; All platforms and users



"72% of customers say they would rather learn about a product or service by way of video." Wyzowl



Leadership Team



Andrew Devlin
Cofounder / CEO

25 Year video veteran @
Virage, Polycom, Mitel, Kontiki
and Accordent



Ben Norton
Cofounder / CTO

30 Years Software
Development. Began at age
13, hired professionally at 16,
at Qualcomm 21 years

Real Estate Investors in PitchHub

California Association of Realtors
CEO Intero : Brian Crane
Broker Owner: Lana Morin Pierce
Intero Team: Keith Walker
CEO Intero Franchise:
Rishi Bakshi
David Azimi
Cara Milgate



The PitchHub VaaS Platform

3 Easy Steps



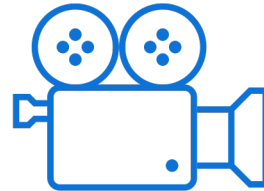
1

Create a Script



2

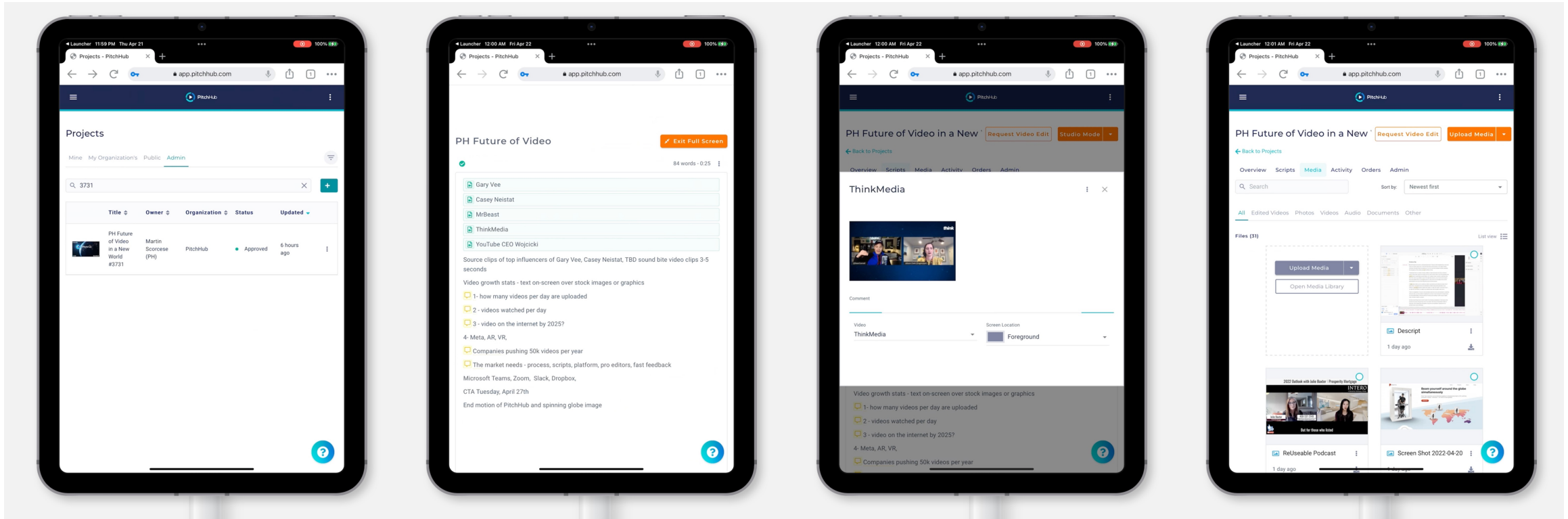
Record Video



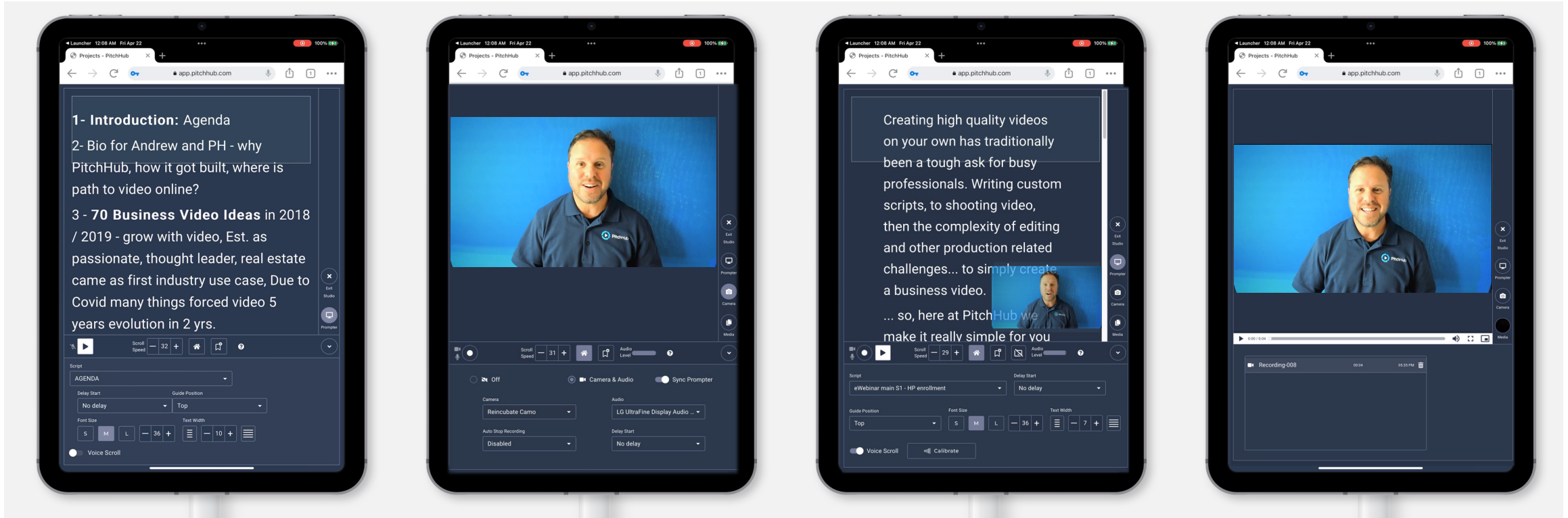
3

Edit & Deliver





- Create Video Script of Any Length
- Upload Slides, Images & Other Media
- Design Video Flow, Voice Over & Transitions



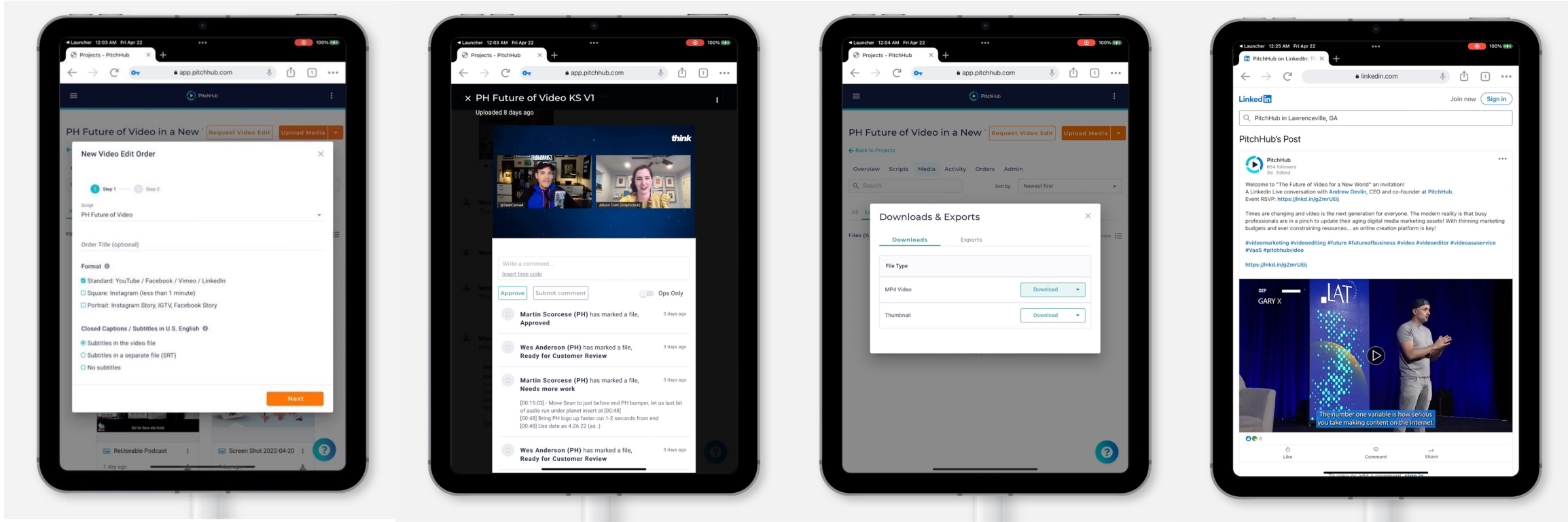
- Record Video with Teleprompter Studio™
- Set Text Font Size and Scroll Speed
- Review and Re-Record Additional Takes



The PitchHub VaaS Platform

3

Edit & Deliver



- Collaborate with Online Video Editors
- Iterate Edits Until Video is Finalized
- Publish Video to Email, Social Media & Websites



Customer Traction & Partners

Real Estate/Lending

@properties

COMPASS

RE/MAX

Stearns

exp REALTY

BERKSHIRE HATHAWAY HomeServices

PROSPERITY HOME MORTGAGE, LLC

A+ PLUS MORTGAGE

INSTA MORTGAGE

Corporate

DELL Technologies

HALLIBURTON

vintra

NOMADIX

Mitel

ACCELERATE NETWORKS

THE COUNTY OF SANTA CRUZ

Extremenetworks

Upstart

SEQUOIA WEALTH ADVISORS & Investment Management, Inc.

digicert SECURED

Partnerships

savvyeur

THINKIFIC

sunnova

notified

eWebinar

CALIFORNIA ASSOCIATION OF REALTORS



PitchHub Go-To-Market Strategy

Customer Segment

Individual Users

Market Strategy

- Users reached by viral marketing & social media
- Inside sales campaigns with targeted messaging by industry individual pain points
- Monetized via seat and per video pricing
- Users procure via website / ecommerce

Enterprise Accounts

- Customers reached by step-up programs within the enterprise and direct sales outreach
- Lead gen programs targeting industry and departmental call lists and organizational ROI
- Monetized via seat and video volume tiers
- Customer contract ASP of \$150K/year

PitchHub VaaS Platform

* The PitchHub VaaS Platform - a 100% Cloud Native Solution

PitchHub VaaS Applications

Script Dashboard

- Create video script
- Insert slides, images & media
- Define transitions & effects

Teleprompter Studio

- Record video w/ any camera
- Set script size & scroll speed
- Record as many takes as needed

Editor Workflow

- Collaborate with Editor Team
- Edit and approve video
- Notifications at each step

PitchHub VaaS Core Platform

User Authentication

- Secure each user and team
- Define roles for each project
- SSO via 3rd party service

Secure Storage

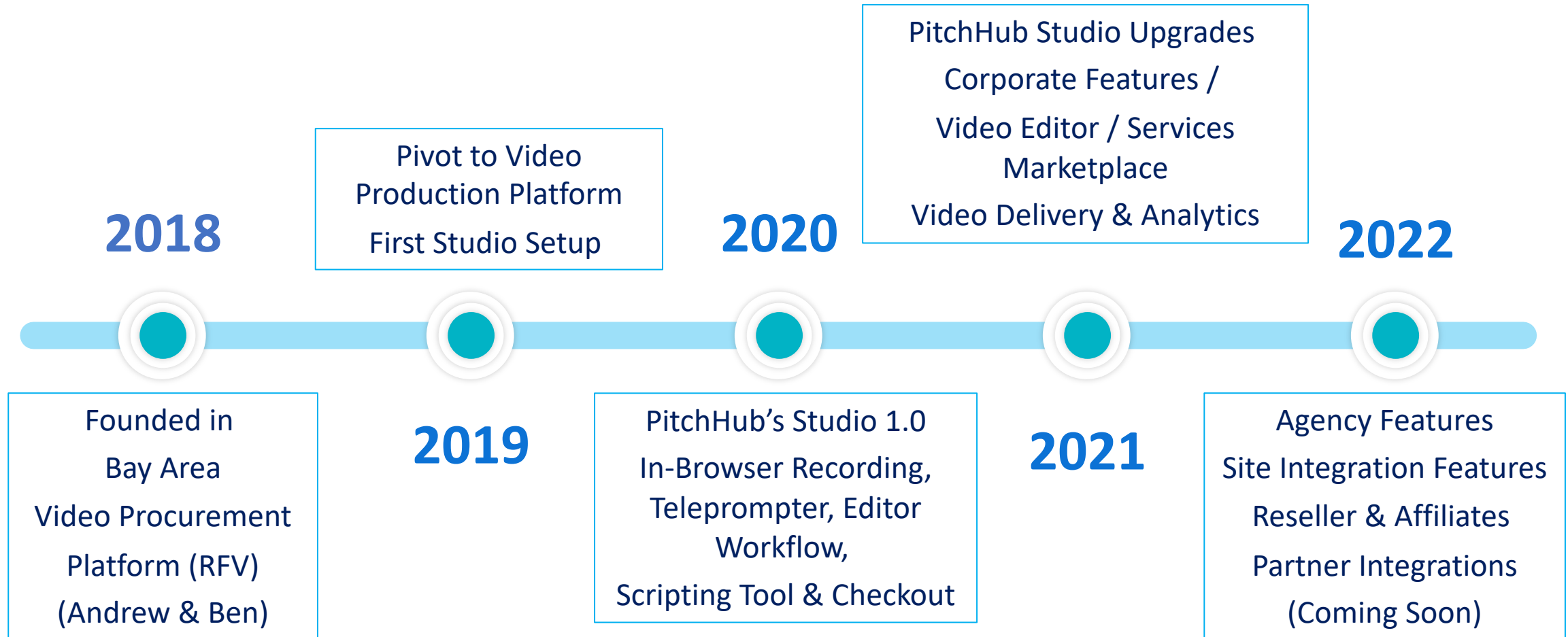
- Secured video and assets
- Encrypted finished videos
- Archive content up to 7 years

File Management

- Searchable video store to enable content reuse
- Video delivery to other systems

The PitchHub Timeline

PitchHub is the leading provider of Video as a Service (VaaS) Solutions for the Enterprise



PitchHub Competitive Landscape

Market Sector	Vendors	PitchHub Differentiation
Video Marketing Platform Vendors	  	<p>VMP platforms are targeted at video-savvy marketing professionals – lead times remain in the months/weeks vs PitchHub creation process requiring as little as 1 day</p>
Video Content Management Vendors	  	<p>VCM platforms were designed to ingest and distribute video content, not efficiently create video – PitchHub is a <i>content source</i> for VCM platforms</p>
Major Platform Vendors	   	<p>Major platforms in the video arena have focused on multi-party video creation, and video delivery, but not on high quality video creation for the individual</p>
DIY Video		<p>DIY video shot from a smartphone or computer lacks editing, polish and media inserts, transitions, etc.</p>

2022 VaaS Market

TAM:

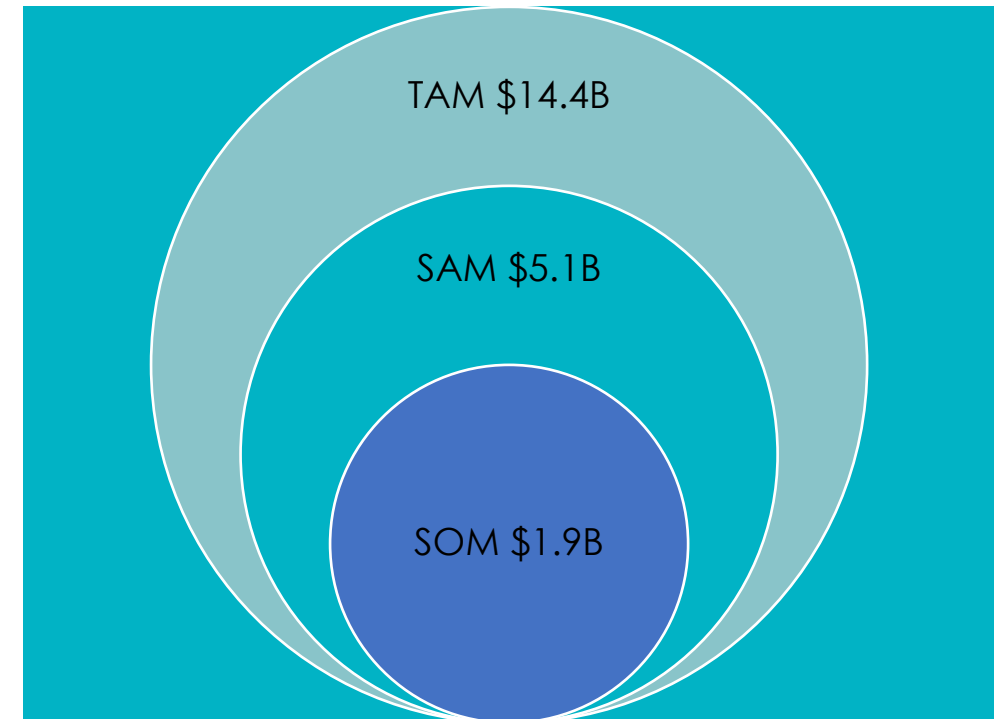
- 670K companies worldwide w/ \geq 250 employees
- 86% currently use video in some form = 576K
- Worldwide VaaS ASP @ \$25K = \$14.4B

SAM:

- North America target @ 22% = 147K companies
- North America VaaS ASP @ \$35K = \$5.1B

SOM:

- 38% seek more easier to create, more affordable video tools = \$1.9B
- 20% CAGR forecasted through 2026



"The Enterprise Video Market is expected to reach USD 48.37B by 2026, at a CAGR of 20% over the forecast period from 2021 – 2026." *Mordor Intelligence*

Strategic Business Development Opportunities

 Adobe Compliment Premier Pro, Creative Cloud & Frame.io (acquired 8/19/21 @ \$1.27B)

 brightcove Fill gap in Enterprise Video Suite and drive pull through for Brightcove platform

 CISCO Strengthen Webex Recording Editor solution and drive network bandwidth

 Google Provide better MovieEditor product & counter to recent MSFT/ADBE acquisitions

 kaltura Enhance and connect Video Messaging & Portal product -> technology roll-up

 Microsoft Extend ClipChamp editing (acquired 9/7/21), streaming & Azure hosting

 Panopto Connective tissue for Panopto's Recording and Digital Library solutions

 vidyard Enable step-up from Vidyard's self-service Video Creation & Hosting products

 vimeo Drive publishing platform usage & workflow for "Hire a Video Expert" solution

 zoom Leverage Zoom video capture to create, store and publish PitchHub videos

PitchHub A la Carte Pricing

PitchHub Studio Membership



Pro Editing Packages

Pro 1

\$149

Pro 6

\$799

Pro 12

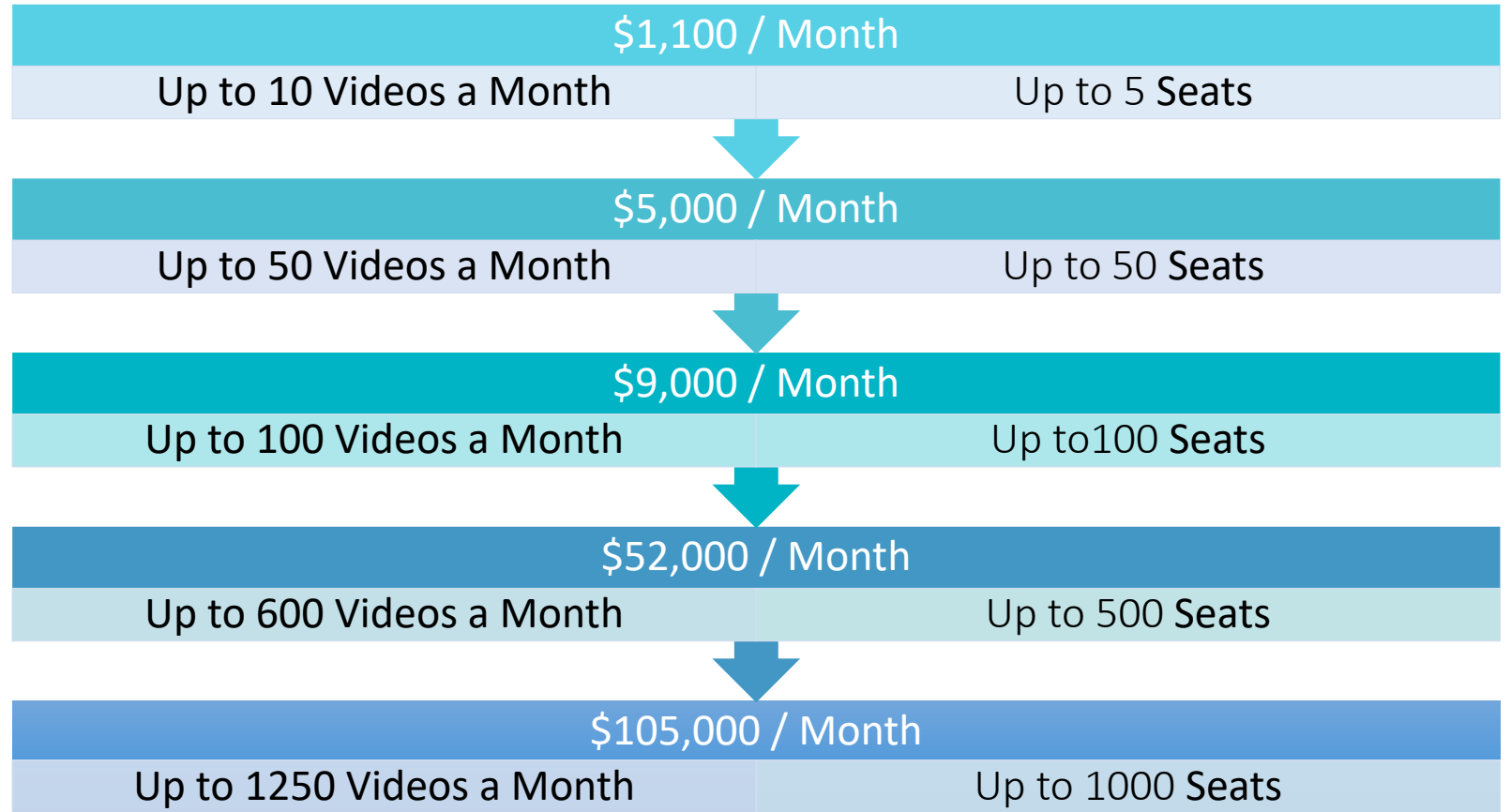
\$1499

Pro 24

\$2499

PitchHub Enterprise Pricing

Enterprise Pricing Subscription Tiers



Enterprise Setup and Installation – Single SignOn configuration, organizational project space setup, customer media library upload & end user training



Investment Summary

- Investment Terms
 - Total Raise \$1.5M
 - Post-Money SAFE
 - Valuation Cap \$6.5M
 - Discount 20%
- Round Status
 - CAR leads round @ \$500K invested
 - \$400K Raised with other Angels
 - \$250K spoken for CAR *remainder
 - **Investment Ask: \$350K**
- Use of Funds: Engineering & Marketing Expansion





What our Customers are Saying



"I've been using PitchHub for a couple months now and the response has been phenomenal. It's a great way to do some individual outreach, where they can see your face and engage with you."

Ricky Flores, Sotheby's



"Initially, it was hard for me to talk about my business and what I do, by being on camera speaking in a professional way with PitchHub videos, they made it so easy and I love the results!"

Rosa Hellen, Interio,
Realtor



"More and more people are watching my videos before hiring me. They get a sense of what I have to say on various subjects and more importantly who I am as a person."

Kristina Kuprina, President,
Sequoia Wealth Advisors



PitchHub Summary

- PitchHub solves the market need for easy to create, fast turnaround Professional Video
- The Enterprise Video market is growing rapidly, forecasted 20% CAGR through 2026
- The PitchHub VaaS Platform is fully developed, scalable and market ready
- The Enterprise Video market has a history of acquisitions, PitchHub has many exit options
- PitchHub has the right team and solution to realize the market opportunity





PitchHub – Professional Video Made Easy

Thank You!

Andrew Devlin

Chief Executive Officer & Cofounder

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