

Executive Summary
Niche Video LLC

Raj Rajasekar

Phone: 404-229-5381

Email: rajraj@nichevid.com

Web: <http://nichevid.com>

Company Pitch URL: <http://inflection.nichevid.com/>

Management:

CEO Rajesh Rajasekar, 16 yrs, 3rd startup
COO Dominic Francis, 18 yrs, 2nd startup
CCO Glen West, 27 yrs, 3rd startup

Key Advisors/Board Members:

Eric McCarthey, Crestlight Ventures

Amount of Financing Sought:

\$300K equity (10%)

Current Investors:

(\$150,000) Eric McCarthey
(\$ 75,000) Leadership Team
(\$ 20,000) Sathis Ponnusamy
(\$ 20,000) Sathish Chittibabu
(\$26,250) Prakash Rao
(\$25,000) Girish Mathrubootham

Use of Funds:

- *Marketing & Sales (82%)*
- *Operations (18%)*

Business Description: *Niche Video Media's Private Media Channel is a transformative software solution in how "Permission Based Video Media" can be used by organizations, small and large, to step change the relationships with their stakeholders. Businesses have video content. Our software product, the Private Media Channel, lets them securely manage and deliver it to their private audience anytime, anywhere, on any device, in any language. Consider it as the combination of YouTube, SharePoint, Dropbox, and WebEx all sitting in a shopping cart with enterprise grade security controls.*

Company Background:

Rajesh Rajasekar, the CEO, has a deep background in security – specifically Identity and Access Management. Dominic Francis, COO, has decades in large multi-media companies and projects. Glen West, Chief Customer Officer, has Fortune 500 Enterprise scalability experience and inbound marketing expertise. The 16-person team has 4 Executive MBAs with experience launching 8 startups.

Problem/Solution: Niche Video Media operates within the Media Managed Services industry which the NAB estimates at \$32B for 2017. Gartner indicates that the top 10 providers have 38% of this market which provides a lot of room to establish ourselves as a major competitor. Businesses are unable to manage, deliver, and collaborate securely around their media content in a private ecosystem. The current workaround is to use open platforms such as YouTube/Vimeo, where the user is required to accept the look, feel, advertising, and branding of the provider or use expensive fragmented online video platform providers such as BrightCove, Kaltura, and Wistia who still don't meet all the security requirements businesses need. Our unmatched 6 layers of content security makes us stand out in an insecure video world.

Products/Services: Businesses need to be sure that their content will not be viewed by unauthorized eyes or copied to unauthorized devices. They need their content to carry their branding and look like their own site. They need to offload the storage demands of large quantities of large media files out of their data center and into the cloud. They need to be able to monetize their massive investment in their content by means other than advertising.

Niche Video Media's Private Media Channel allows businesses to set up their own private ecosystem. The video content is secure and the audience is comprised of users they have vetted and given permissions to. The market for permission-based multimedia knowledge transfer is the next great opportunity. We have determined that the central theme of the business' need is "Secure Collaboration." But the solution must be versatile, customizable, adaptable, global, and cost-effective - on any device, anytime, anywhere, in any language.

Technologies/Special Know-how: Niche Video Media leverages Agile software development methodology built on the Microsoft .NET framework utilizing C# and ASP .NET with MySQL. Technologies such as HTML5, jQuery and JW Player are also used to improve the end user experience. We have time-slice based features such as annotations, blue-pen (drawing over the video), and clipping (ability to send a time-annotated bookmark of a video clip). The "special" part of our know-how, however, is content security.

Markets: While our product is a platform that addresses the needs of anyone seeking secure collaboration around video-related information, we are currently focusing on our strongest underserved demographic segment: Education and Training. We intend to expand over time into other markets such as Video Post Production and the adjacent Advertising market, as well as departmental solutions in Enterprises. We conservatively believe that we can generate \$24M in revenue in 3-5 years in these markets plus natural adoption in other untargeted markets.

Education and Training companies primarily need to know their content is secure, to provide global distance learning options and have the ability to collect tuition related to the content. The ability to provide a collaborative learning environment where students can edit and submit multi-media content with privacy controls, and can interact collaboratively with other students and the faculty provides brand differentiation for this type of customer. We have added "real-time" collaboration features, which greatly expands our attractiveness to this market. Our pricing is 25% of the leading competitor.

Early in 2015, the CrunchVideo product will be released which is a slimmed-down repackaging of the Private Media Channel targeted at the 8M small and medium businesses who simply need a secure professional video hosting solution. We project rapid adoption of this lower-end, simpler channel at a lower price point which also provides a natural upgrade path for more sophisticated users to the standard Private Media Channel.

Competition: The Education and Training industry has lot of fractured one-off solution providers but no one has a fully integrated solution such as the Private Media Channel for managing the secure collaboration between students and faculty.

The Largest competitor in the overall Media Managed Services Industry is Brightcove, \$104M Public Company losing 14M/yr, and has less than 10% market share. Their price is more than 4 times ours. CrunchVideo has a 95% feature overlap with Wistia plus Security and Monetization that Wistia lacks. They are a private company with more than 30,000 customers paying 10% more than our price.

Business Model and Distribution Channels: Pricing plans are a tiered subscription model based on the video views and storage use. The first month is free for every customer with our Intro pricing plan. That includes all the features of the product with the storage of 1GB and bandwidth. Pricing tiers for the Channel are determined based on the bandwidth (data) and storage consumed, ranging from \$34.99 to \$499.99 for SMBs. Enterprises will have a custom pricing based on their storage and views. The CrunchVideo product sells for \$20/month. We also offer professional setup and administration services for an additional professional services fee. *We focus on massive quantities of small customers rather than small quantities of massive customers.*

While our advertising campaign targets only the English speaking world, the global community has found us anyway. We are visited by people in 199 countries. Thirty-eight of those countries are running free trials of our Private Media Channel. Our Paying Customers represent 6 countries so far: US, Canada, UK, India, Australia, and Cote d'Ivoire.

Financial Projections: The table below represents our actual financial performance in 2014 and projections for the next 3 years.

	2014	2015	2016	2017
Revenue	\$ 140,000.00	\$ 370,000.00	\$ 3,250,000.00	\$ 15,200,000.00
Marketing & Sales	\$ 170,000.00	\$ 270,000.00	\$ 507,000.00	\$ 2,500,000.00
Operations	\$ 128,000.00	\$ 200,000.00	\$ 680,000.00	\$ 3,800,000.00
Free Cash Flow	\$ (158,000.00)	\$ (100,000.00)	\$ 206,300.00	\$ 8,900,000.00

We have grown in paying customer count 1600% in 2014, our CMRR and revenue have grown month over month 55% and 83% respectively in 2014. As a testament to our conservative projections and fiscal management, our 2014 revenue and net loss were 93% and 29% of our projections at the beginning of the year, respectively.