



**The premier video commerce platform**

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# Convert consumer video habits and video data into revenue

Vyrill, a video commerce company, helps brands and retailers increase revenue and find new customers by leveraging commerce video such as authentic and branded video reviews, feedback, unboxing, how to videos etc. from social media, web or direct from smartphones for insights, demand-generation and content marketing.

**Vyrill is a google for commerce videos and Vyrill can google inside the video.**





## Founding Team



**Ajay Bam – CEO**

13+ years in e-commerce  
Experience in mobile & marketing  
1 Exit of \$30M  
MBA, MS – computer science



**Dr. Barbara Rosario - CTO**

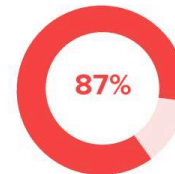
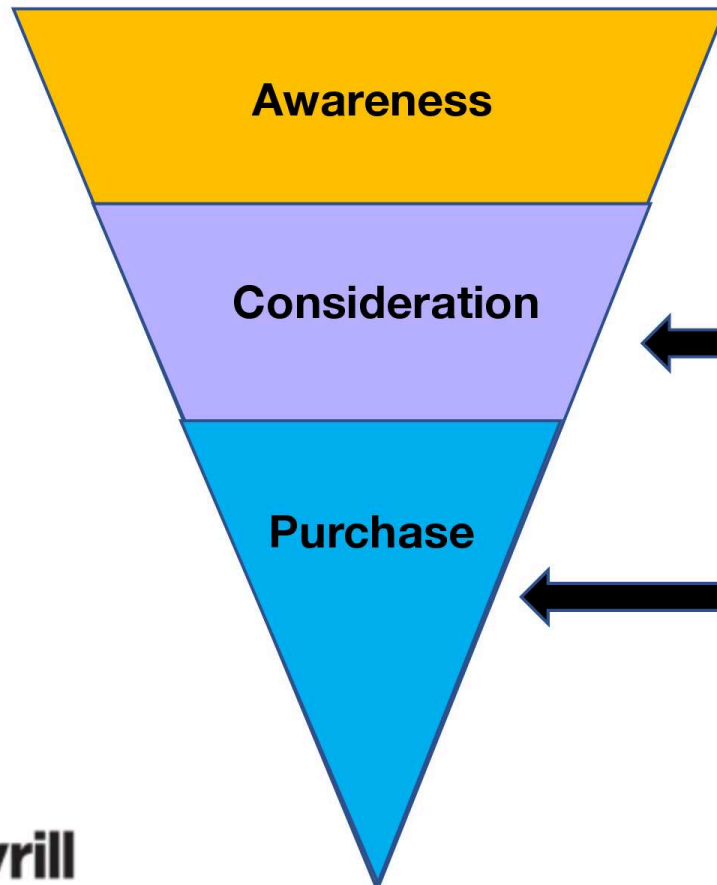
10+ years in Artificial Intelligence  
Machine Learning & Natural Language Processing  
Ph.D. in machine learning and natural language processing.



**Solid startup and technical backgrounds from U.C.Berkeley & Babson**  
Advisor : Dr. Michael Jordan (AI Guru at U.C.Berkeley)

# New Normal : Lockdown in Covid

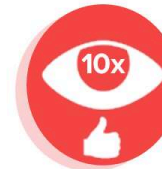
## Shopper Journey



Consumers that begin their searches : Google, Youtube, Bing



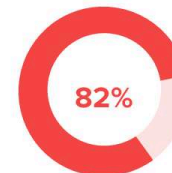
400% increase in video uploads and consumption



User generated video reviews get **10x** views > than Brand generated videos **X**



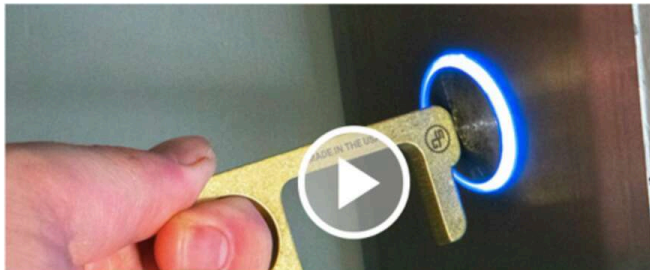
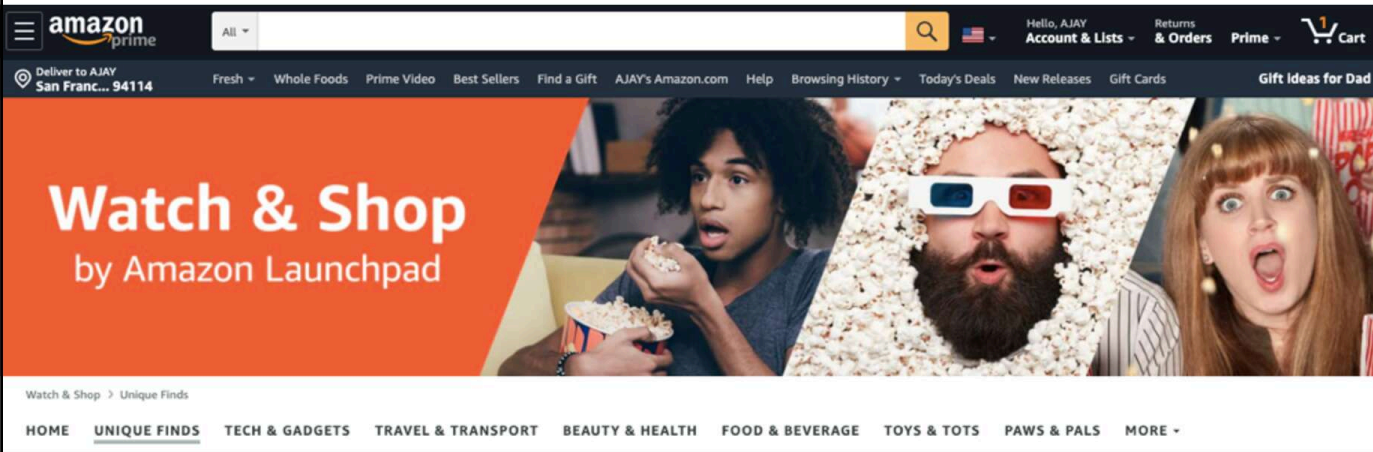
Online sales growing 50% to 500% in many categories



Consumers that say videos nailed purchase decision'

# During Covid, Amazon launched “Watch & Buy” store

- 35 product categories
- 250M+ video reviews, how-to videos aggregated from shoppers



Statgear's door opener is made out of 100% brass, which is inherently antimicrobial. Keep your hands off of filthy door handles.

[Learn more](#)

amazon



# The Retailer/Brand Problem :

Making massive user generated commerce video content useful

Video content on  
6+ platforms / web

YouTube



Tik Tok



+



Content on  
Phones



How can I know **who is talking** about my brand and **what they are saying** (inside the videos)?

How do I find the **best video reviews** for my products?

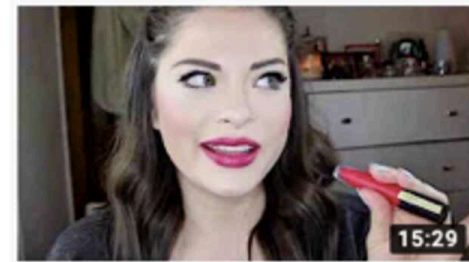
What about **my competitors**?



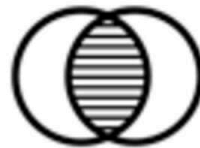


# Vyrill Core Technology - Matching millions of commerce videos on social to products, categories, brands, & keywords

Revlon Super  
Lustrous Lipstick



Porsche Panamera  
2019



Cheez-It  
Scrabble Junior



# Vyrill's Core Technology

analyzes video text, audio and images with 8 Video Data Sets to determine the best and worst of video

## DEMOGRAPHICS & DIVERSITY

See age, gender, and ethnicity data for any video or collection and fill your gaps diversity wise.

## VIDEO STATS DATA

See vitals like the activity of likes, comments and views, and number of followers.

## TRENDING CONTENT

Sort by videos and influencers that had an increase in likes, views, shares, and comments.

## BRAND SAFETY

Detect unsafe language and scenes to ensure only brand safe influencers and videos.



## SENTIMENT

Identify positive and negative reviews and comments.

## SCENE

Identify the scenery in a video such as an object, logo, environment or landmark.

## TRANSCRIPTS

Search by keywords or phrases for both relevance and to discover popular words.

## TOPICS

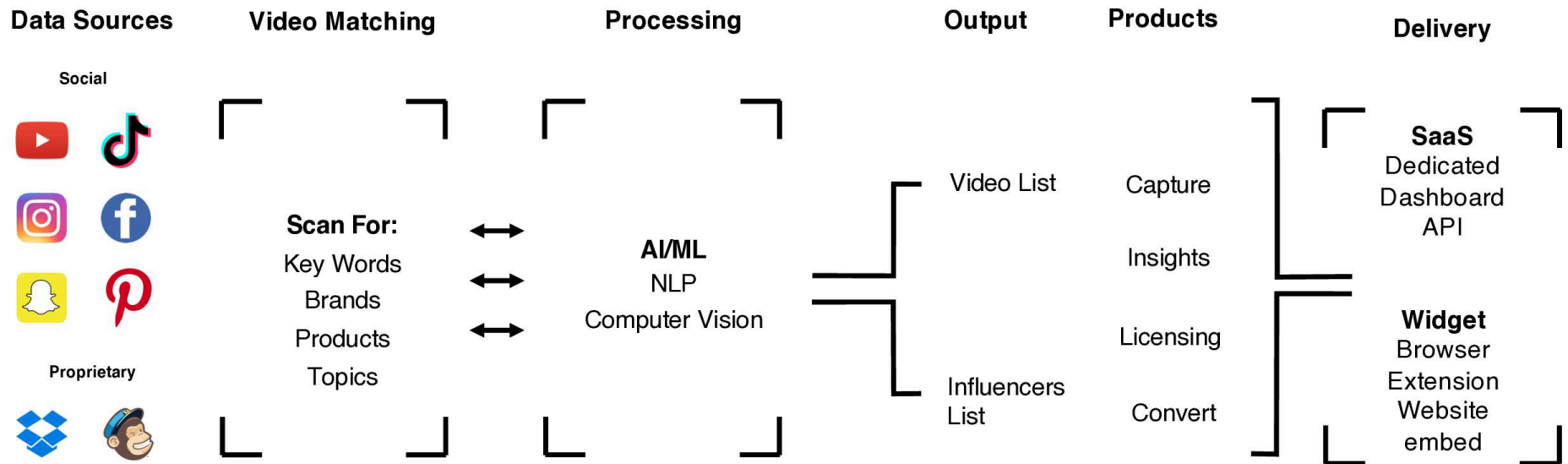
Identify and filter by topics such as tutorials and reviews to easily understand a videos purpose.



Google & Vyrill can take you to the video.  
Only Vyrill can help you google inside the video.



# Vyrill Product - unlock the potential of what's inside the video.



Scan, matching, analysis and verification  
at massive scale



# Content Marketing Reimagined

## MORE CONTENT

 **10 ~ 38%**

Average growth in authentic  
visual assets per campaign

## LOWER COSTS

 **80%**

Reduce cost of licensing

## SAVE TIME

 **90%**

Reduce time to search,  
analyze and develop  
insights and authentic  
content

## BETTER RESULTS

 **78%**

Increase in conversion and  
engagement



# Traction

- 200% increase in sales leads due to Covid as video consumption is up
- 57+ brand customers including top fortune 500 customers
- 3M+ video reviews / unboxing / how-to/DIY videos analyzed in past 18 months
- \$300K+ in revenue



With 400% growth in user generated video consumption and creation during Covid, Vyrill is growing with new brand signups.

We are happy to provide brand names upon request as we cannot publish them here for privacy and competitive reasons






































# Intellectual Property

Use Case Feature
Diversity and Demographics visualization Provisional Patent filed – 5 <sup>th</sup> July, 2019
Product-Video Aggregation & Analysis
Automatic Video Content Creation
Brand Safety Scoring

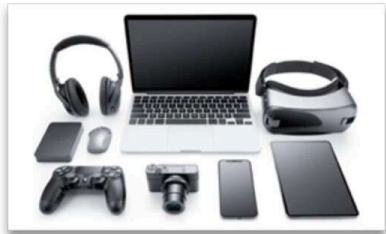
**PATENT  
PENDING**

## Competition – Functions & Features

Powered by Artificial Intelligence	Vyrill	Brand Watch	TrustPilot	Bazaarvoice	STACKLA
AI Powered					
Video to product, category, brand matching					
24x7 monitoring of Trending video content					
360 insights of video content - sentiment, topic, scene, demographic, influencer, brand safety & emotions					
Competitor video tracking and insights					
Video (reviews) licensing					
Video Content marketing to E-commerce platforms/social					



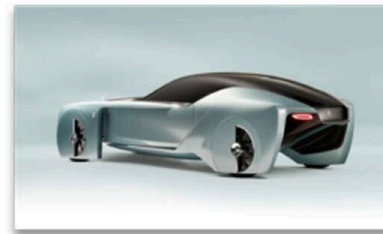
# Verticals



**Electronics**



**Beauty**



**Automotive**



**Airlines**



**CPG**



**Sports**



**Entertainment**



## Market - Size

11

Verticals

X

40K+  
Per vertical

Brands/Retailers

X

\$5K  
/month

Average Revenue

**\$2,200,000,000+**

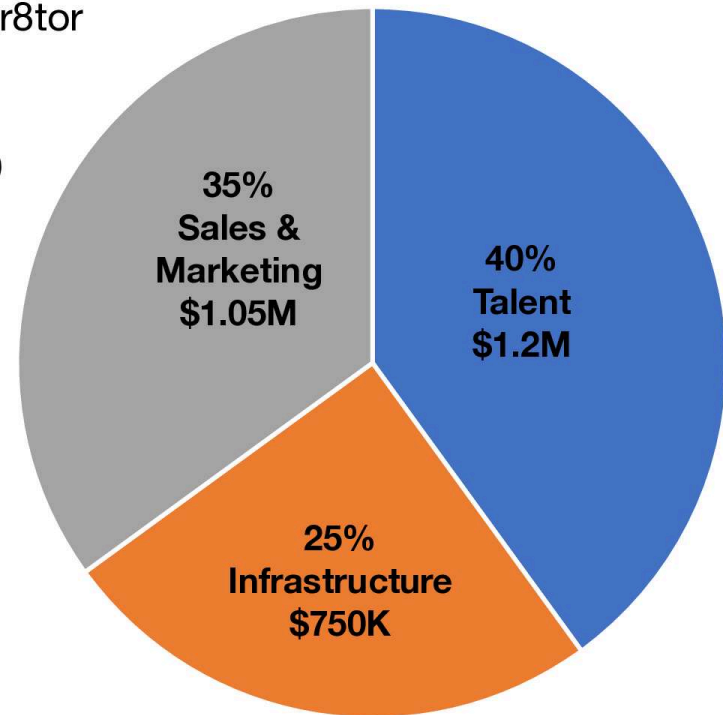
# Business model

- SAAS
  - Enterprise – Plans start at \$40K+ per year
  - SMB – Plans start at \$2400+ per year
- Licensing
  - Flat fee per transaction for volume transactions
  - 20% success fee for individual transactions

# Funding – Terms & Usage

Current Seed Raise - \$3Million

- Previous Angel Raise (\$2.1M)
  - Accelerators – U.C.Berkeley Skydeck, Gener8tor
  - Angel/Early Stage investors
- Current Seed Raise – Reach (\$1.5M ARR in 12 months)
  - \$3 million
- Future Round
  - Series A
  - \$8M - \$10M
  - Dec 2022



Reasonable terms and proper usage of capital





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Thank you!

