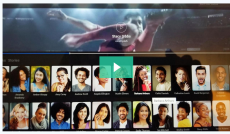


## Video Yearbook

Platform for schools that empowers students to video their school life stories

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### Why you may want to support us...

- 1. Potential design for \$1 billion problem
- 2. \$100,000 sales, 5 schools in 3 months
- 3. 100+ schools using platform

### Our Team

Our team consists of the following members:

- Karen Wolkstein**  
Founder & CEO  
Karen is a former teacher and has over 10 years of experience in education. She has a BS in Education from the University of California, San Diego and a MS in Education from the University of California, San Diego.
- Tara Wolkstein**  
Co-founder & COO  
Tara is a former teacher and has over 10 years of experience in education. She has a BS in Education from the University of California, San Diego and a MS in Education from the University of California, San Diego.
- Karen Wolkstein**  
Co-founder & COO  
Karen is a former teacher and has over 10 years of experience in education. She has a BS in Education from the University of California, San Diego and a MS in Education from the University of California, San Diego.
- Mike Davis**  
Co-founder & COO  
Mike is a former teacher and has over 10 years of experience in education. He has a BS in Education from the University of California, San Diego and a MS in Education from the University of California, San Diego.

### Why people love us

- Early Milestones**  
Video Yearbook is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories.
- David Wolkstein**  
David is a former teacher and has over 10 years of experience in education. He has a BS in Education from the University of California, San Diego and a MS in Education from the University of California, San Diego.
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## The Video Yearbook Story: Why Invest

### SUMMARY VERSION

#### Big Idea: Celebrate the Hearts and Minds of Students

Video Yearbook is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories.

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#### What Does Video Yearbook Do

Video Yearbook is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories.

#### How Does Video Yearbook Work

Video Yearbook is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories.

#### Do Students & Schools Benefit Financially

Video Yearbook is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories.

#### Where Might Video Yearbook Be In 5 Years

Video Yearbook is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories.

#### Good Idea Not Yet Done

Video Yearbook is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories.

#### Progress To Date

Video Yearbook is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories.

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#### What Competitors Don't Understand

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#### How We Are Making Money

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#### Our Biggest Risk Factors

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#### What Could You Do With a \$100,000 SAFE Note

Video Yearbook is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories.

#### What Are The Terms

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### DETAILED VERSION

Video Yearbook is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories. It is a platform for schools that empowers students to video their school life stories.



Let's see how things are going for these four parents!



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Tina Shuman (Framling Age 42), 30 years in kindergarten and preschool sales management

Tina and Tina had 45 years of sales and sales management experience in the kindergarten and preschool industries with experience in strategic planning, pricing, and sales success from competitors. This is how an independent sales representative who is short time but is working from home in a different area of sales.

As there was nothing at work and, for a while, everything "There didn't seem to be anything"

Then, Tina's "There's something about the way you think it goes, kind of to organize video. Tina's a woman (and a teaching) teacher."

The first part of the video was about the independent sales representative, but Tina wanted the video to be about the sales representative, who is short time but is working from home in a different area of sales.

Then Tina wanted the video to be about the sales representative's and sales professional's in the sales and sales management.



Tina Shuman (Framling Age 42), 30 years in kindergarten and preschool sales management



Tina Shuman and Tina Shuman at a school event.

#### It's about celebrating the hearts and minds of students.

The first part of the video was about the independent sales representative, but Tina wanted the video to be about the sales representative, who is short time but is working from home in a different area of sales.

Then Tina wanted the video to be about the sales representative's and sales professional's in the sales and sales management.

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It's about celebrating the hearts and minds of students.

#### Tina attracts industry-leading sales team as angel investor.

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Then Tina wanted the video to be about the sales representative's and sales professional's in the sales and sales management.

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Chuck Fisher (Framling Age 42), 30 years in kindergarten and preschool sales



Chuck Fisher (Framling Age 42), 30 years in kindergarten and preschool sales



Bob Shuman (Framling Age 42), 30 years in kindergarten and preschool sales

#### Listening closely to school principals and superintendents.

The third part of the video was about the independent sales representative, but Tina wanted the video to be about the sales representative, who is short time but is working from home in a different area of sales.

Then Tina wanted the video to be about the sales representative's and sales professional's in the sales and sales management.

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#### What is Video Yearbook?

A platform service for schools that empowers ALL students to video their school life stories.

CONFIDENTIAL

#### YTB...Video Your School Life Stories



#### Our Mission

To celebrate the hearts and minds of students.

CONFIDENTIAL

#### What do we know?

Students live in video

CONFIDENTIAL

#### What do we know?

Students feel disrespected

CONFIDENTIAL

#### What do we know?

Students want a voice

CONFIDENTIAL

#### What do we both know?

Students learn best with ownership

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#### Our Foundation Principles

They live in video

CONFIDENTIAL



## Our Mission

To celebrate the hearts and minds  
of students.

### Activating and setting up the Video Yearbook Ecosystem.

With the \$30,000 we raised from the franchisers' funds, Nam was able to pay PublicVote's software and set up the Video Yearbook Ecosystem, and also cover support and maintenance for 2 months. The ecosystem included a demo branded school platform ([www.amphighschool.com](http://www.amphighschool.com)) and a demo master VYB platform ([www.videoyearbook.school](http://www.videoyearbook.school)).

### Set Up School Platform In VYb Ecosystem



The platform, sponsored licensing agreement between Video Yearbook and PublicView grants Video Yearbook exclusive rights to use PublicView's integrated platform and patented interface for schools. The commercial scope of the agreement is imponderable.

### Aggregate Channels Onto VYb Platform



Uploading stories and compiling storybooks.

Each twinned school platform hosts all the channels for students (and staff) at that school—one channel per student. In a work student channel is uploaded videos (stories) and reflections of videos (storybooks) that are that student's school life stories and that influence the heart and mind of that student.

### Aggregating to the master platform

All the student channels of each branded school platform is then aggregated onto the master VtE platform, thus, making it possible for a viewer to access students' stories and storybooks on either their branded school platform or on the aggregating master VtE platform.

Ads targeted to both the school's and master platform.

Regardless on which platform the story is viewed, the student story owner and the school make money because ads are targeted to both platforms. An ad plays before every video and the revenue is shared directly to the branded school platform's virtual account, the balance of which can be gifted or redeemed in real time, anytime, anywhere.

## Ad Plays Before Each Video \$\$



## Investor Q&amp;A

What does your company do? :

Video Yearbook is a platform for schools that empowers students to upload and share videos depicting their school life stories.

Where will your company be in 5 years?

In 5 years we'd like to be the preferred partner that 5000 schools and 5,000,000 students use to video their school life stories. Between the last ABE and subsequent surveys, that translates to \$200 million in gross revenue (cannot be guaranteed).

**Why did you choose this idea?**

Why is this a good idea, right?

Physical yearbooks are obsolete, too expensive and not inclusive. The world changed with video and social media. Video Yearbook hasn't been done because yearbook publishers continue to transcribe physical yearbook design thinking to their video magazine-and, in the process, overlook the simplicity, scalability and effectiveness of focusing on the video magazine.

How far along are you? What's y

Our platform and ecosystem are up, we have our first \$100,000 sale—3 schools, 50 students—and we have a sales team each with 20-40 years sales success and a pipeline of 100+ schools.

Who competes with you? What do you understand that they don't?

1. Physical yearbook publishers: Jostens, Haff Jones, Gallop, Whitworth, Pimco.  
2. Digital currency service providers: Valigand.

all focusing on the video experience.

How will you make money? \*

## 1. 40%–50% of support and maintenance

2. 20% of net advertising and subscription revenues generated by student videos.

the right, not just to succeed.

However, war takes place in 100+ schools (100,000 students, and potential of \$2,000,000/year) - more than 8000 schools and 600,000 kids.

We've already signed on 3 schools (50 percent)

2. A student may post an inappropriate video.

We will also learn software to scan videos for inappropriate material.

Where possible, we are willing to work  
around your work or other activities.

4. Our platform may experience downtime.