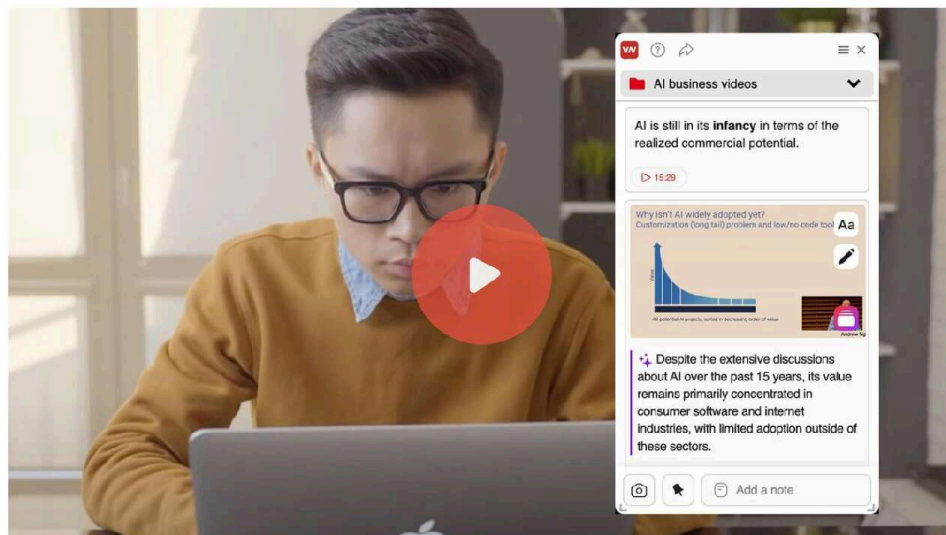


AI-powered note taking that supercharges online learning



videonotebook.com Menlo Park CA

Featured Investors



Eran Steinberg ✓

Syndicate Lead

Invested in Sen-Jam Pharmaceutical

Follow

I believe Video Notebook will revolutionize eLearning and Meeting summaries. Investing in this company means tapping into the large eLearning market with an exciting, patent protected solution.

VideoNotebook provides a smart-solution to a problem we all suffer from: Being inundated with too much information we don't have time to digest.

When I saw the demo (and you all should try it as well), it did not take long for me to understand the value. How many meetings have you sat in, not remembering its content a week later? How many classes have you participated in, wishing it was distilled for you? Sure, there are companies (too many....) that offer transcriptions. But, would you really like to re-live a 2 hour lecture, re-reading its content? I definitely do not! VideoNotebook took a very different and substantially more practical approach. Providing a VISUAL SUMMARY. For me, that is one company I can invest in but also use every day!

Invested **\$20,000** this round

Highlights

- 1 CEO/Founder Lanza founded & sold 2 startups - 1 to Cisco, 1 to a public company acquired by Intuit.

- 2 Video Notebook has over 100K active users.
- 3 We're gaining momentum - September 2023's user engagement is 45% greater than August's!
- 4 VN uses a patent-pending visual AI approach tailored for visual learners -> 65+% of all learners.
- 5 VN uses the ChatGPT API in combination with visual AI to deliver unique value.
- 6 VN's ELearning market opportunity is huge & fast-growing >\$11 billion today.
- 7 CEO/Founder Lanza was CEO/Founder for 4 other software companies.
- 8 Lanza has an MBA and MA in Education from Stanford University.

Our Founder



Mike Lanza CEO & Founder

CEO & Founder of four previous software companies; sold two of these to public companies: Cisco & Intuit; inventor of 4 patents + Video Notebook's patent pending; 4 Stanford degrees (including MBA, MA Education)

Pitch

The Problem for Students

- Only **49%** of students **take notes** on online classes, even though doing so would aid their learning.¹
- Students who take notes without technology help capture only **30% of important lecture points**.²

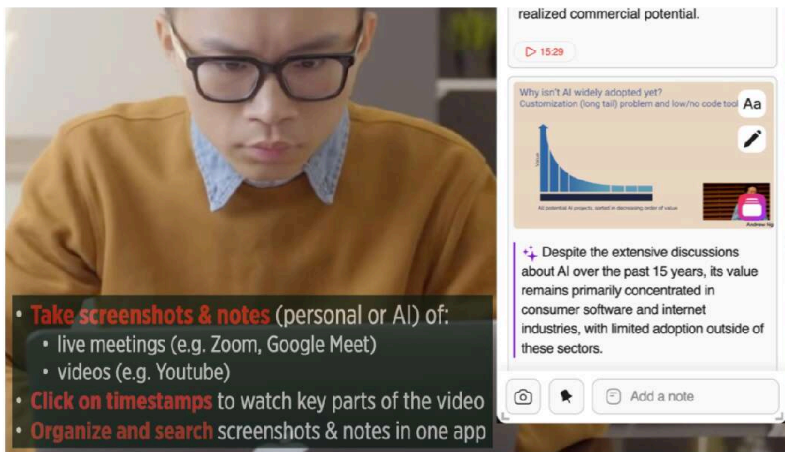
1" Note-taking habits of 21st Century college students..." *Memory*, February 2019, accessed on 9/25/2023.

2" How Classroom Teachers Can Help Students Learn Them How to Learn," *Theory into Practice*, Spring 2002, accessed on 9/25/2023.

Our Solution

AI business videos

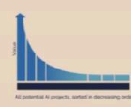
AI is still in its infancy in terms of the



realized commercial potential.

15:29

Why isn't AI widely adopted yet?
Customization (long tail) problem and low/no code tool



Despite the extensive discussions about AI over the past 15 years, its value remains primarily concentrated in consumer software and internet industries, with limited adoption outside of these sectors.

Add a note

- **Take screenshots & notes** (personal or AI) of:
 - live meetings (e.g. Zoom, Google Meet)
 - videos (e.g. Youtube)
- **Click on timestamps** to watch key parts of the video
- **Organize and search** screenshots & notes in one app



VN Dylan Kern - testimonial video

Watch later Share

DYLAN KERN

TESTIMONIAL

"INFINITELY MORE EFFICIENT"

Watch on YouTube



Quick Facts

- Focused on the **E**Learning market
- Freemium SAAS** biz model - subscriptions soon
- Totally **self-funded**
- CEO in **Silicon Valley**, others in **Poland, Ukraine & India**



Users - Explosive Growth!

- **>100K users** of Chrome Extension
- Q3 vs. Q2 2023 (end of quarter):
 - users **up by 36%**
 - user engagement **up by 75%**

Management Team



Mike Lanza, Founder & CEO

- 4 Stanford degrees, including MBA & MA Ed
- Six-time software startup Founder & CEO
- Sold #3 & #4 for favorable exits
- Click.TV (#4) was inspiration for Video Notebook



Yelysei Lukin, Head of Engineering

- Full-stack software engineer w/10+ years of experience
- BS & MS in Computer Software Engineering



Xavier Tyzo, Head of Marketing

- Growing startups from US, EU & China for 5+ years
- Ambassador to Poland for one of the top social media apps
- Bachelor's from SGH, #1 Polish business school

Advisors



Eran Steinberg

- Imaging industry serial entrepreneur, angel investor
- Named inventor on over 300 patents



Michael Tarr

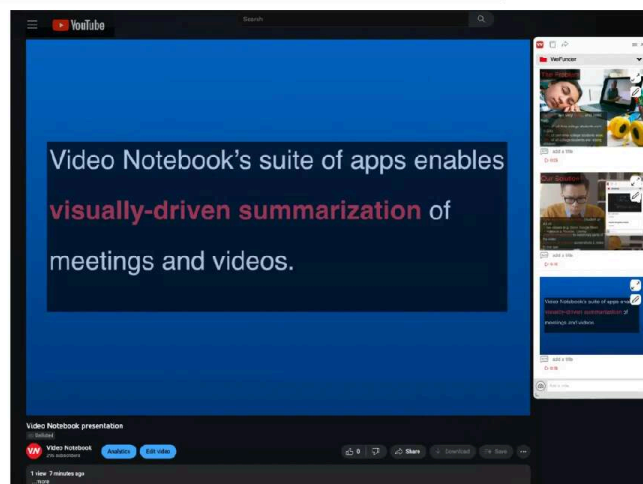
- Computer vision academic leader
- Professor, Cognitive Science at Carnegie-Mellon University



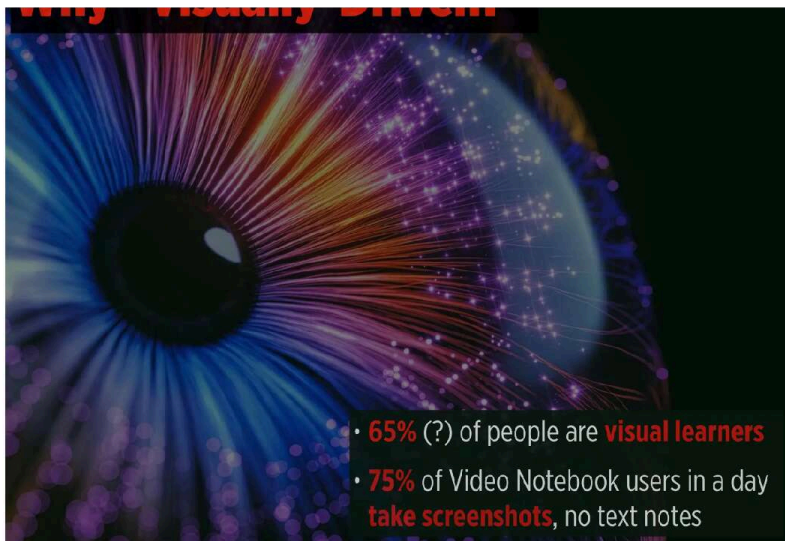
Julia Lee

- Engineering executive at Google, Facebook, Yahoo!
- Board member, advisor, app developer

What is Video Notebook?



Why "Visually-Driven?"



Total Addressable Market

ELearning Students

Region	Total students (millions)	Online learning students (millions)	Annual subscription price	Total Addressable Market (\$millions)
College students, Europe & North America ¹	49.35	39.48	\$120	\$4,740
College students, rest of world ²	185.65	111.39	\$12	\$1,340
Non-degree paying students of Udemy, Coursera, & U2 ³	9.50	9.50	\$120	\$1,140
High school students, Europe & North America ⁴	70.87	35.44	\$96	\$3,400
High school students, rest of world ⁵	542.82	54.28	\$12	\$650
Total				\$11,270

Total Addressable Market = **\$11.27 billion**

1" Unesco Higher Education Global Data Report, 2022," accessed on 9/25/2023.

2 *Ibid.*

3" Nondegree providers face high costs, challenges...," 3/3/2023, accessed on 9/25/2023, plus 2022 corporate reports of Udemy, Coursera, and U2.

4" Secondary education, pupils," The World Bank, accessed on 9/25/2023.

5 *Ibid.*

Product Platform

Consumption of a video or meeting over time →

Preview
(videos only)

View

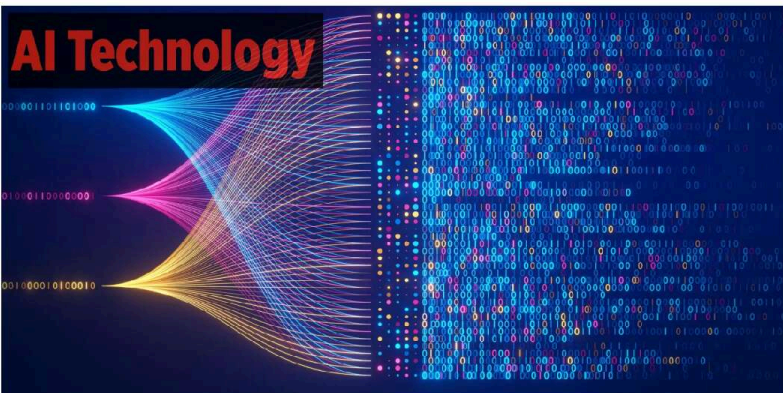
Review

Web app
(public notes)

Chrome Extension
or
Desktop app for Zoom

Web app
(personal notes)

AI Technology

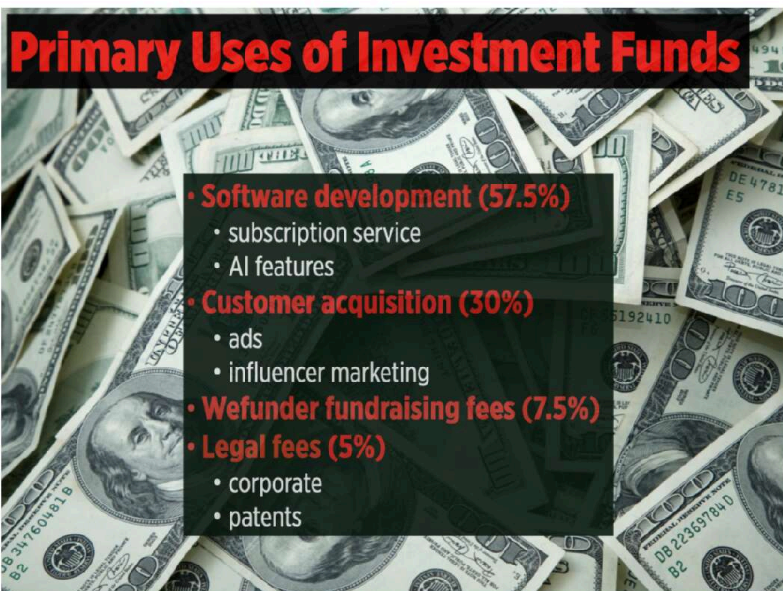


- Visual AI
 - First feature: **slide capture**
 - Patent Pending
- Text-based AI
 - **ChatGPT API**-powered summaries of key transcript fragments

Competition

Company	Content integration	AI capabilities	Requires robot meeting participant	User Friendly Note Taking
Video Notebook	Videos & Meetings	Slides & Text	never	yes
Slid	Videos	Text	-----	yes
Askify	Videos	Text	-----	yes
NoteGPT	Videos	Text	-----	yes
Otter	Meetings	Slides & Text	usually	no
Grain	Meetings	Text	always	yes

Primary Uses of Investment Funds



- **Software development (57.5%)**
 - subscription service
 - AI features
- **Customer acquisition (30%)**
 - ads
 - influencer marketing
- **Wefunder fundraising fees (7.5%)**
- **Legal fees (5%)**
 - corporate
 - patents

Schedule a demo!

We invite you to schedule a 20-minute product demo with the Video Notebook team, [using this link](#). During this demo, Mike Lanza, our CEO, will guide you through our product's features, and he can also answer your questions.