videmic

Investor Pitch

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Problem of event organizers

Covid regulations require to perform contact tracing for attendees

Scanning QR codes is tedious and not appreciated by attendees

Contact tracing by scanning QR codes mostly produces useless data for health departments

Event organizers are reluctant to spend expenses for products useful only during the pandemic

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Mobile Anonymous Ticketing

Contact Tracing w/out QR Codes

Video Player with Proximity Marketing

Tracking Number of Attendees

Traction

NOAH ZURICH 2021

DIGITAL
SUSTAINABLE
PROFITABLE

spotlight
Festival für Bewegtbildkommunikation

SERIESLAND
BILBAO INTERNATIONAL DIGITAL FESTIVAL

Market and competition

Serviceable obtainable market: DE

- **Trade fairs, conferences (SOM)**
- **Sports events (SAM)**
- **Music and film festivals (SAM)**

Competitors

- **Corona Warn App and luca app**

All products require scanning QR code

- **Not suitable for big events**

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Business Model

Full service package for big events

- for big events: per attendee and day: 20 €
  - ie 40.000 € for two-day event with 1.000 people
- for one-day events up to 500: 10.000 €

Cost for self usage by event

- 1.990 € per videmic appliance
- event with 1.000 people needs 10 appliances

each tech staff member of videmic can run 3-4 two-day events per month

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What we are looking for

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- **Hard-tech product ready for usage at events**

Influencers as early adopters

Early stage VC

Buyout investors

Financials

Estimated costs for 24 months: 1.5 M €

- for CL: 150k, SW: 150k €, CMO: 300k €
- Employees: 600k€
- Marketing: 1 M €
- Travel / OfficeRental / Misc: 140k €

Revenue goals for 24 months:

- 1st year: 480k € (= 12 events w/ 40k)
- 2nd year: 1.9 M € (= 48 events w/ 40k)

Cap table & Deal

Current shares of founders

- **CL 75%, SW 25%**

videmic pre-money valuation, employee & future VC Pool,…

- **to be negotiated**

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