

PASSION LED US HERE



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CONTENTS

1. What is Pixt?
2. Use case 1: A global news story or event
3. Use case 2: A content channel for marketers and global brands
4. User Journeys and technology
5. The Pixt Team
6. Investment opportunities
7. Contact Details

WHAT IS PIXT?

Pixt is a first-of-its-kind application that is powered by people taking photos and videos with their mobile devices to upload and share, driven by PixtBot, a unique Artificial Intelligence (AI) that collects, categorizes and creates stories of all of the collected data in real time.

We hold two patents supporting the exclusive invention and use of Pixt, with more to come.

WHAT PROBLEM DOES PIXT SOLVE?

Pixt will battle the problem of fake news and internet trolling—and simultaneously generate live stories based on time, location, source, tags, and other metadata—by compiling countless media files that people around the world upload through any medium, including the Pixt app, website, or any chat/messenger service, such as WhatsApp, Facebook Messenger, Line and more.

Pixt will be the central resource where news agents, media channels, brands and others can purchase licenses to images and videos, creating a new marketplace for more than 3 billion images and videos uploaded every day by people like you and me.

**OVER THREE BILLION IMAGES
AND VIDEOS ARE UPLOADED TO
THE WEB EVERY DAY.**

LET'S DO THE MATH...

If only 0.001% of those were uploaded to Pixt, that would be 30,000 images and videos uploaded every day.

Let's say only 5% of those images and videos were licensed or bought outright at only \$1 each, that would average \$1,500 per day.

That would equal **\$547,500 in sales** in the *first full year in business*.

But let's think bigger...

**IN A WORLD WHERE FAKE
NEWS AND INTERNET TROLLS
INFLUENCE ELECTIONS, WE'VE
INVENTED A PLATFORM THAT
VALIDATES CONTENT THROUGH
NATURAL HUMAN BEHAVIOR.**

**WHAT IF GLOBAL BRANDS HAD
IMMEDIATE ACCESS TO AN
ARTIFICIALLY INTELLIGENT
CONTENT PLATFORM, POWERED
BY THE IMAGES AND VIDEOS
UPLOADED TO THE INTERNET
EVERY DAY?**

**WHAT IF WE COULD MONETIZE
EVERY VIDEO AND IMAGE
UPLOADED TO THE INTERNET
THROUGH LICENSING?**

THE STORY

THE WORLD'S FIRST ARTIFICIAL INTELLIGENCE AUTOMATED CONTENT NETWORK.

USE CASE 1

A GLOBAL NEWS STORY OR EVENT

BANGKOK THAILAND

4:13PM ON DECEMBER 18, 2016

WHAT WAS A TYPICALLY QUIET,
OVERCAST SUNDAY IS ABOUT TO
BECOME AN **INCREDIBLE EVENT**
THAT THE WORLD WILL REMEMBER
FOR GENERATIONS TO COME.

**THOUSANDS OF PHOTOS AND
VIDEOS ARE BEING TAKEN AND
SHARED IN CENTRAL BANGKOK.**





THE COMMENTS,
SHARES AND
REACTIONS KEEP
COMING IN---



---AS PEOPLE
CONTINUE TO UPLOAD
PHOTOS AND VIDEOS
AT RECORD RATES---



---PIXT BEGINS
COLLECTING AND
CATEGORIZING THE
INFLUX OF CONTENT.

**PIXTBOT, OUR ARTIFICIAL
INTELLIGENCE, COLLECTS
AND STRUCTURES KEY
INFORMATION AND DATA
TO CREATE AND DOCUMENT
THE EVENT.**

Features Pricing Blog Sign Up

#Alien aircrafts have appeared over the city of #Bangkok, #Thailand

At 4:13 PM, December 18, 2016, #UFOs have appeared over central #Bangkok. Government officials have mobilized police and military across the city to maintain order and provide protection to citizens as the visitors have initiated communication.

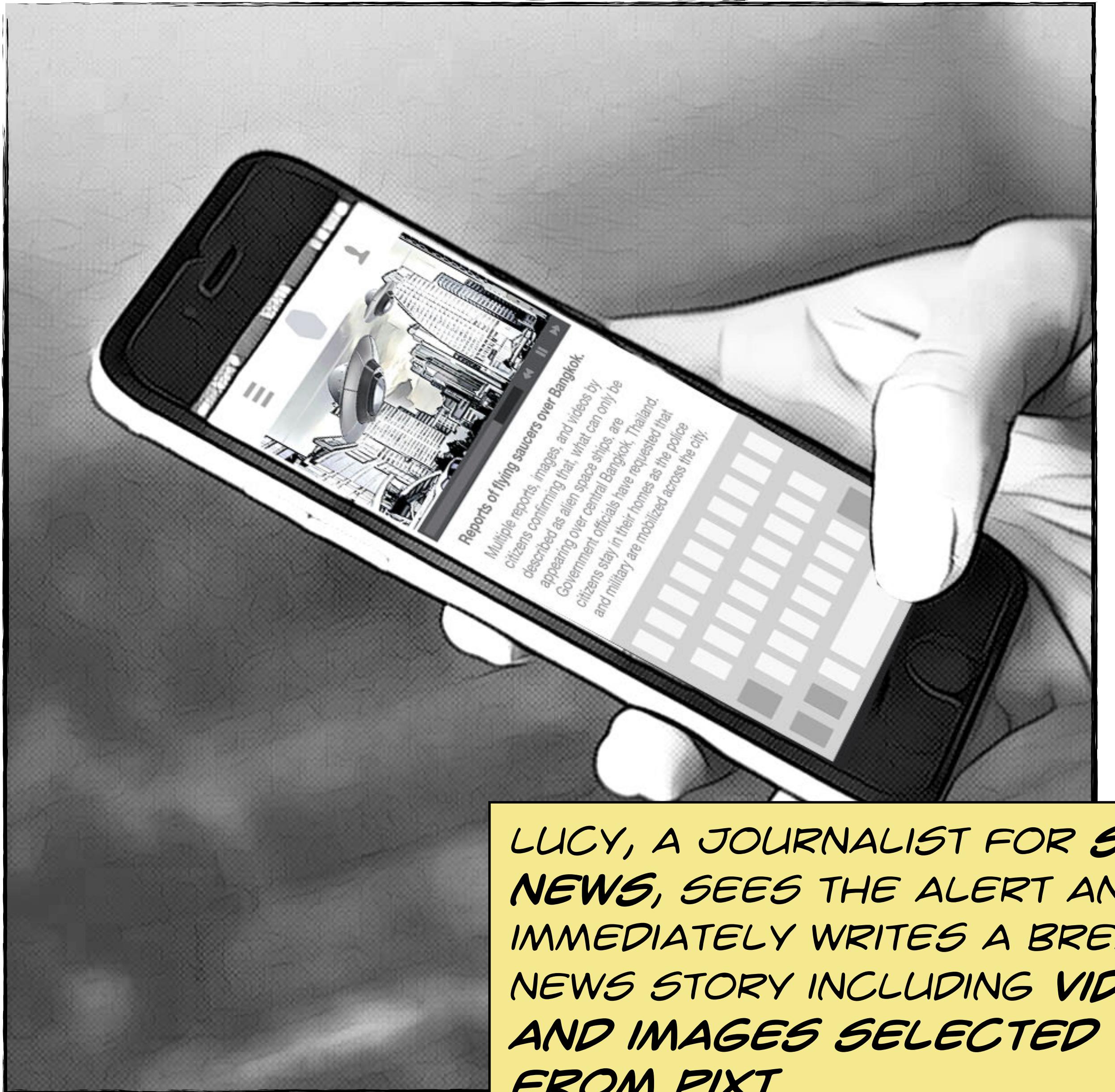
[More](#)

**PIXTBOT WRITES BRIEF
STORIES ABOUT WORLD
EVENTS, SURFACING THE BEST
QUALITY IMAGES AND VIDEOS
TO BE SHARED.**

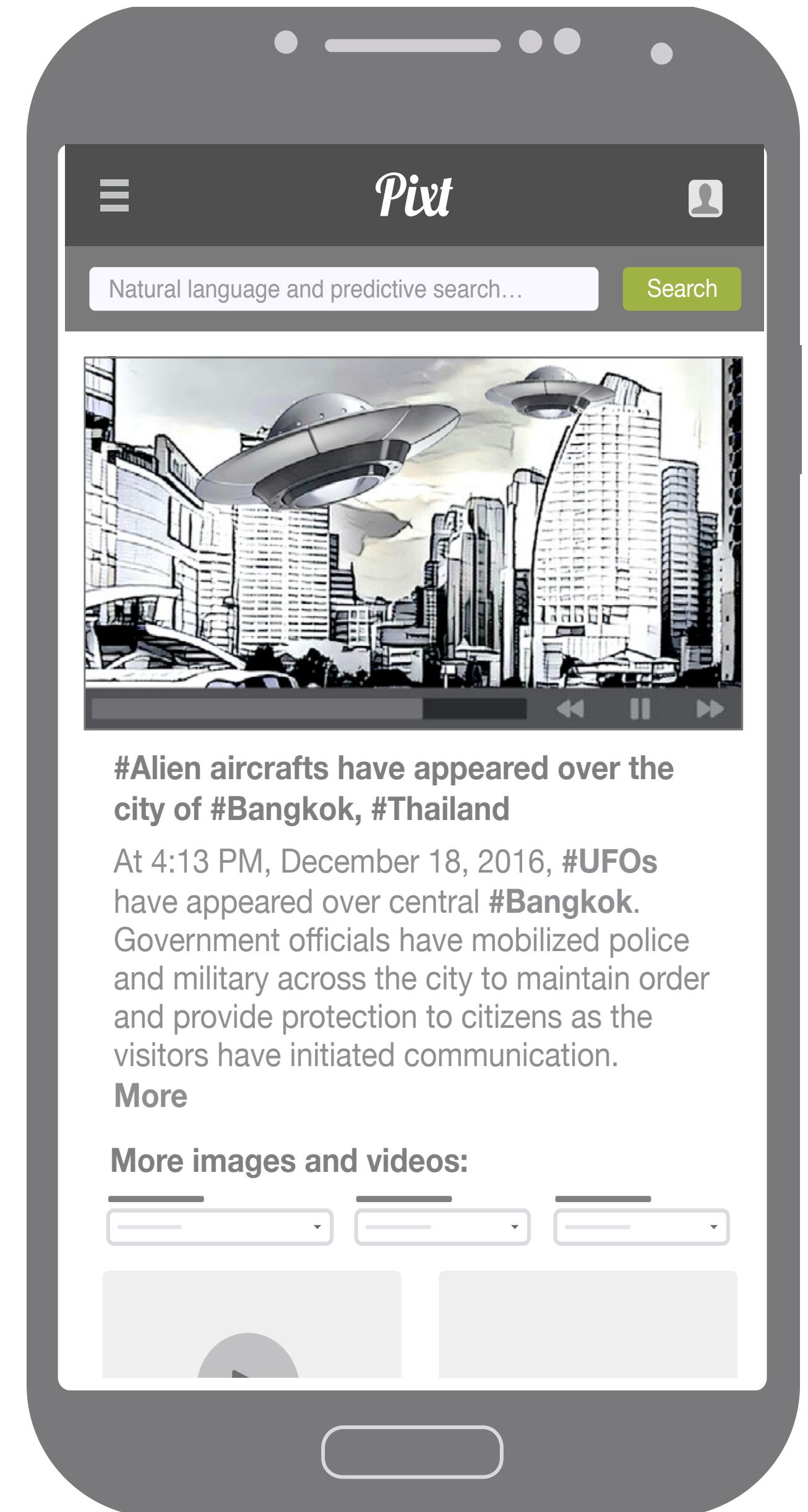


WITHIN MOMENTS, PIXT SENDS ALERTS AND NOTIFICATIONS TO **SUBSCRIBED** NEWS AGENCIES AND JOURNALISTS AROUND THE WORLD.





LUCY, A JOURNALIST FOR **SKY NEWS**, SEES THE ALERT AND IMMEDIATELY WRITES A BREAKING NEWS STORY INCLUDING VIDEOS AND IMAGES SELECTED FROM PIXT.

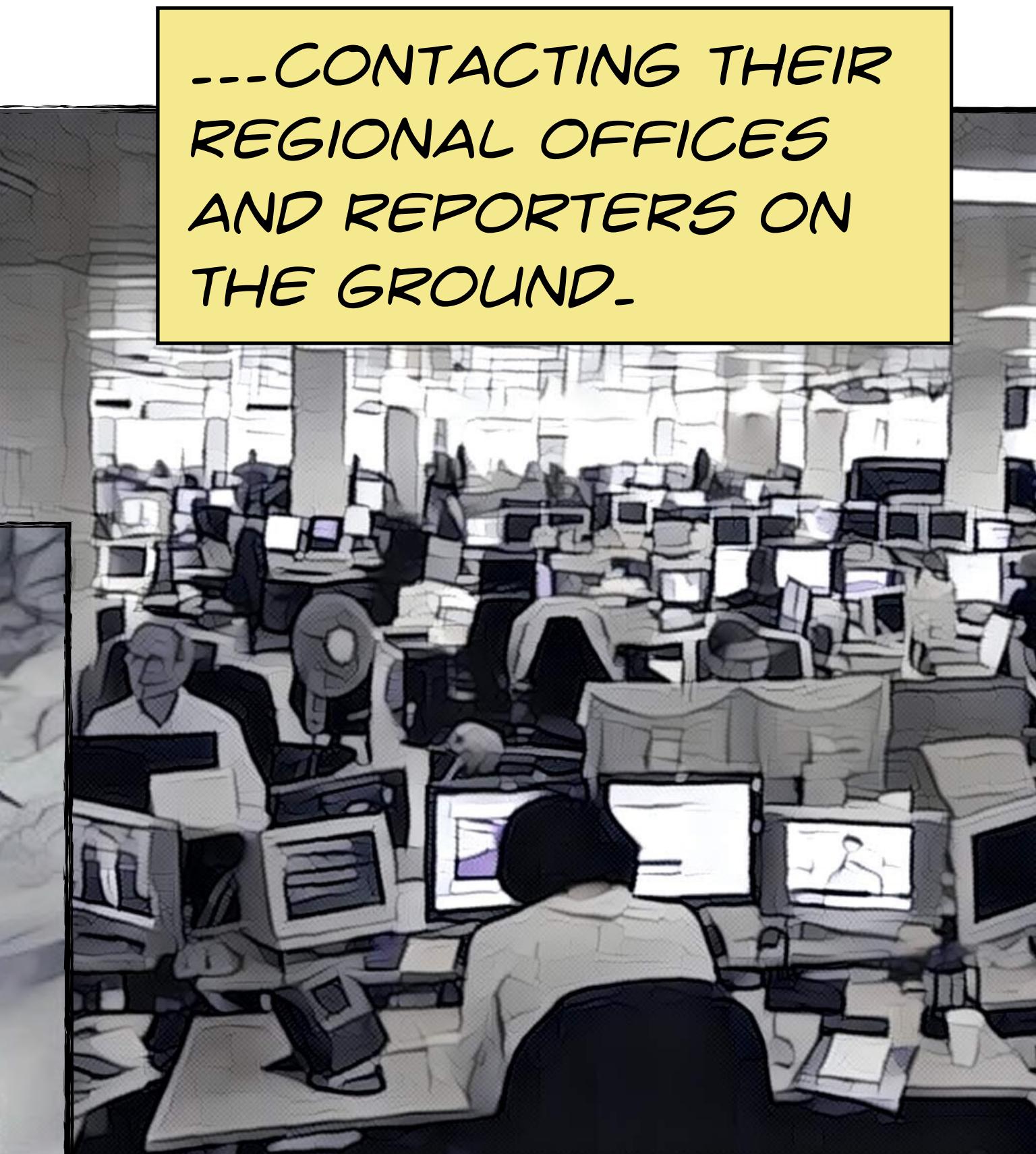


---CONTACTING THEIR
REGIONAL OFFICES
AND REPORTERS ON
THE GROUND.

MEANWHILE---

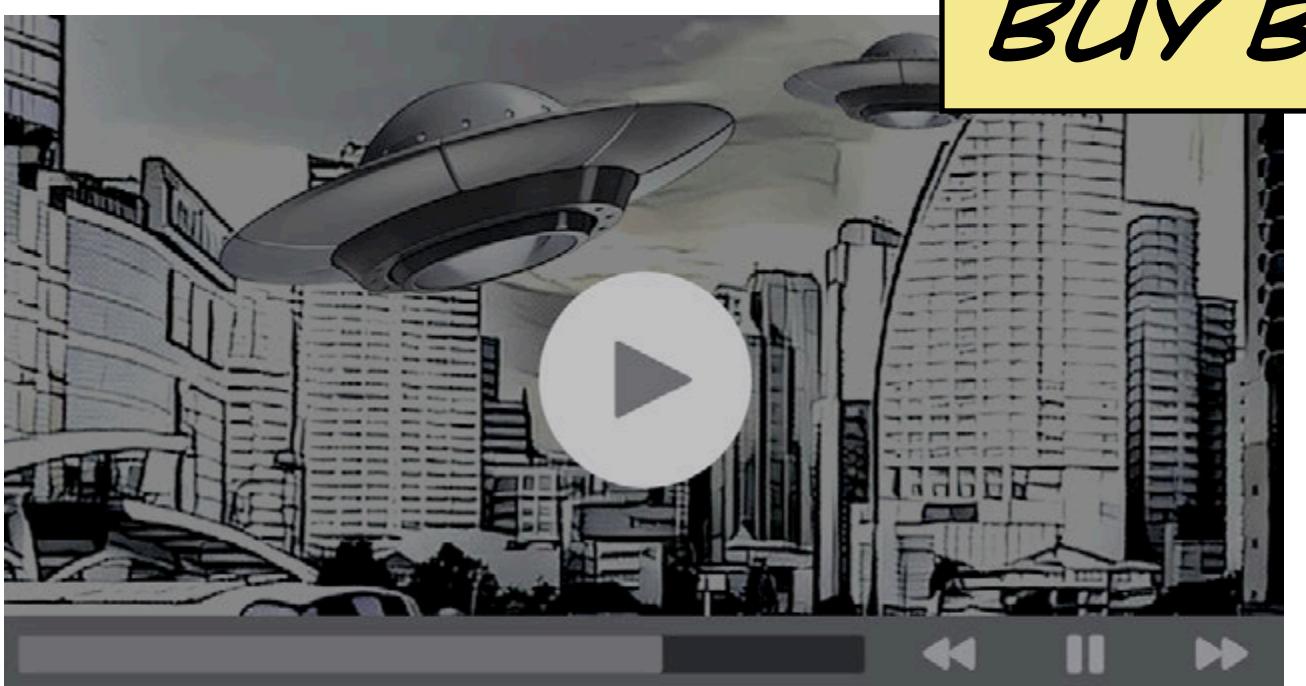


---NEWS AGENCIES AROUND
THE WORLD ARE SEEKING TO
REPORT THE EVENT---



SKY NEWS EDITOR-IN-CHIEF,
JOHN KIMBALL, RECEIVES
LUCY'S STORY WITH SUGGESTED
PHOTOS AND VIDEO SHE
FOUND ON PIXT.

JOHN KIMBALL SENDS JANET LIM, THE OWNER OF THE VIDEO, AN OFFER TO BUY BROADCAST RIGHTS.



Holy sh*t UFOs!

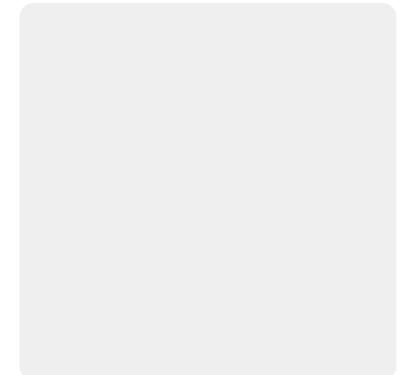
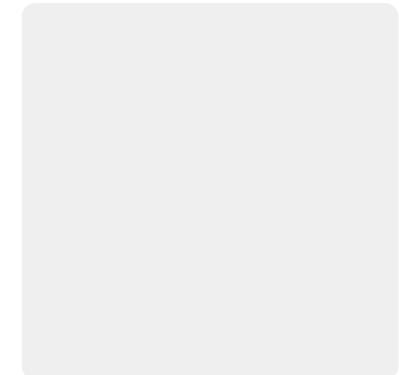
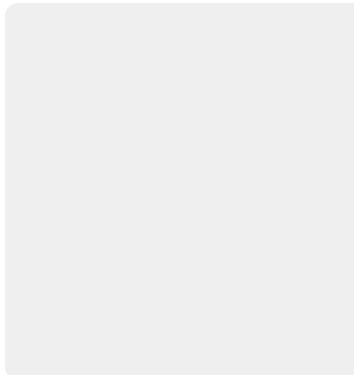
Meeting friends for happy hour and this happened! People running for cover @petiteasia @vexfluxor #alieninvasion #theyarehere #iwanttobelieve

📍 Bangkok, Thailand ⏰ 18/12/2016 @ 16:13

This video is licensed for exclusive usage. The owner retains rights to license and/or resell at their discretion. [Read more](#)

BUY

More by Limonade:



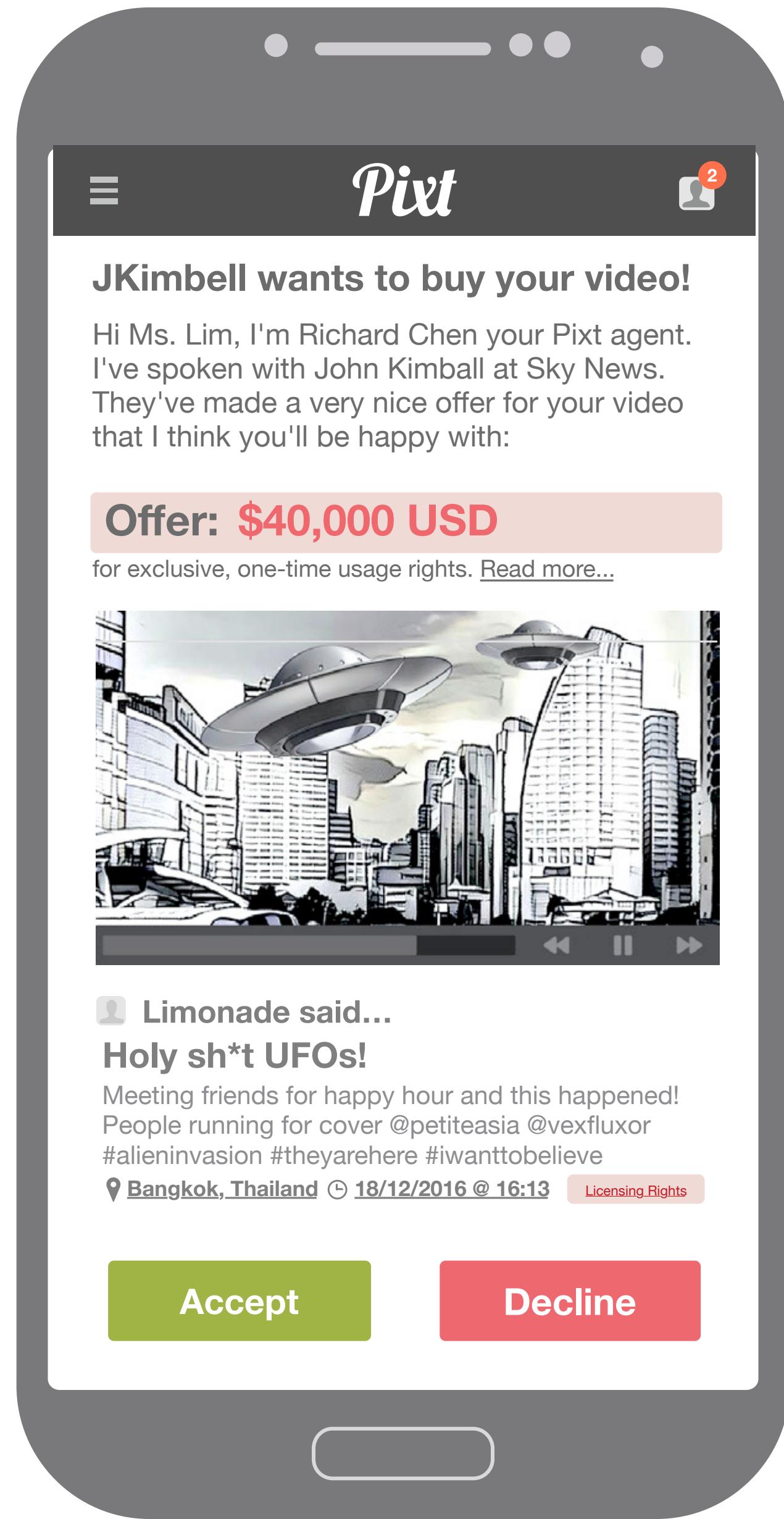
JANET RECEIVES THE OFFER, AND CHOOSES TO HAVE A PIXT AGENT NEGOTIATE THE DEAL ON HER BEHALF.

**PIXT AGENTS AROUND THE WORLD GO TO WORK NEGOTIATING
THE BEST CONTENT LICENSING DEALS FOR PIXT MEMBERS.**



**TIMELINESS IS CRUCIAL AS NEWS
CENTERS SEEK TO BREAK THE STORY.**

**A PIXT AGENT NEGOTIATES
AN EXCELLENT EXCLUSIVE
LICENSING DEAL FOR JANET---**



VERY SOON,
JANET'S HIGH
DEFINITION VIDEO IS
BROADCAST TO
MILLIONS OF
VIEWERS
WORLDWIDE.

WE HAVE LIVE
REPORTS OF
**UNIDENTIFIED
FLYING OBJECTS**
OVER CENTRAL
BANGKOK...



AS THE STORY UNFOLDS AROUND THE WORLD, EVERY NEWS SOURCE DEPENDS ON PIXT TO DELIVER TIMELY, UP TO THE SECOND, CONTENT AND EYEWITNESS ACCOUNTS!



PEOPLE AROUND THE WORLD ARE FOLLOWING THE STORY ON EVERY NEWS WEBSITE!

A screenshot of the CNN mobile news website. The top navigation bar includes the CNN logo and a "Home" button. The main headline reads "Incredible sightings over Bangkok" with a sub-headline "Bangkok citizens reporting UFOs over city center.". Below the headline is a black and white photograph of several UFOs hovering over a city skyline at night. There are also two interactive buttons: "Friend or foe?" and "Have UFOs been sighted elsewhere?".

A screenshot of the AsiaOne news website. The top navigation bar includes the AsiaOne logo and a search icon. The main headline reads "US President issues statement of disappointment that aliens didn't visit America first.". Below the headline is a black and white photograph of a man in a suit looking towards the camera. At the bottom of the page, there are two smaller news cards: one about pregnant women in China receiving improved access to services, and another about China's two-child policy working, with birthrate figures.

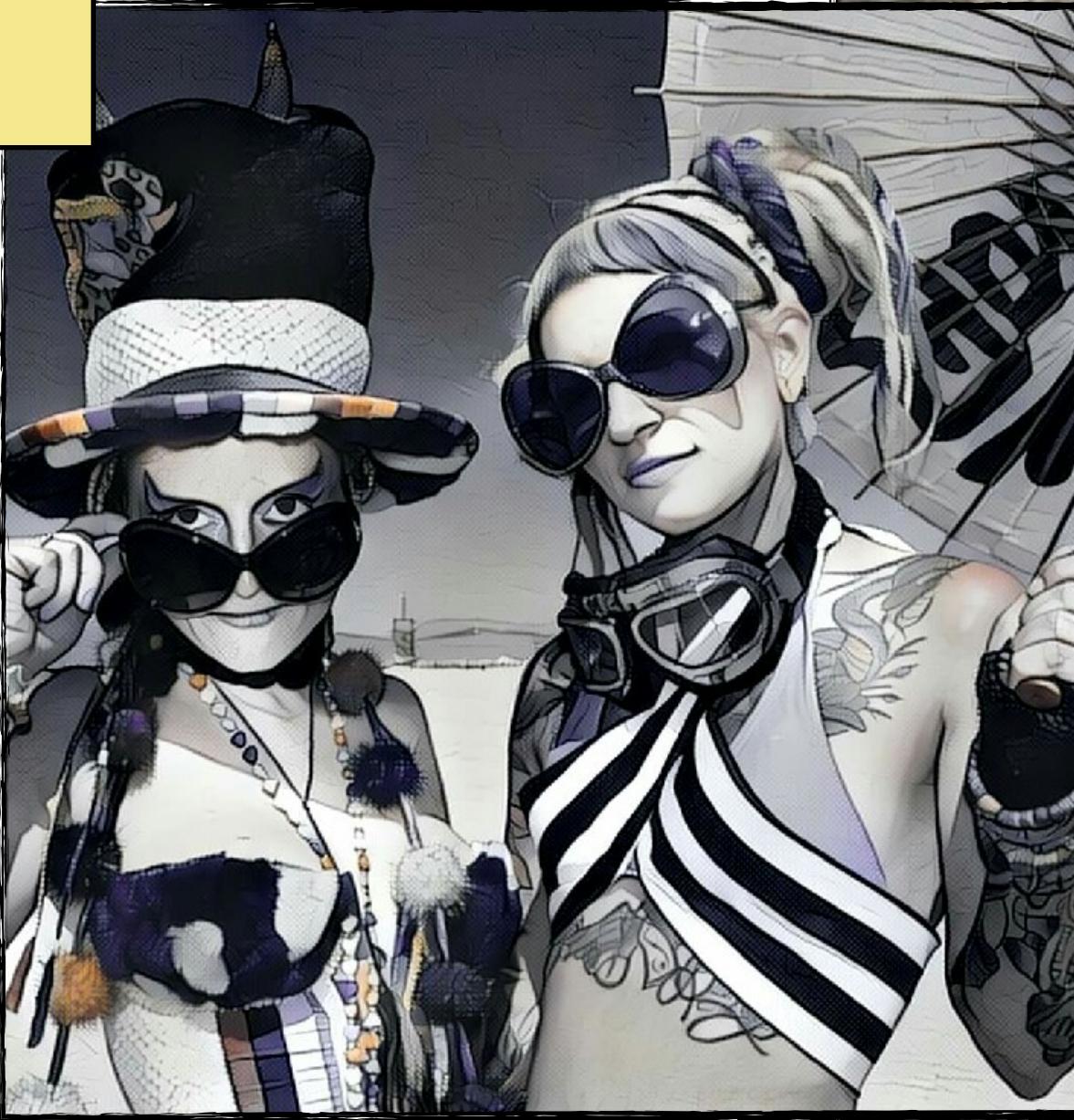
A screenshot of the Al Jazeera news website. The top navigation bar includes the Al Jazeera logo, a "Live" button, and a menu icon. The main headline reads "Bangkok citizens in a panic as alien ships hover over city center" with a sub-headline "20000 ATTENDEES". Below the headline is a black and white photograph of a city skyline at night with several UFOs hovering above it. The overall layout is similar to the other news websites shown.

USE CASE 2

A CONTENT CHANNEL FOR MARKETERS AND GLOBAL BRANDS

COACHELLA

EVERY YEAR OVER 500,000
MUSIC FANS GO TO THE
COACHELLA FESTIVAL...



---AND THEY TAKE MILLIONS OF
PHOTOS AND VIDEOS AT THE
MUSIC-MEETS-FASHION EVENT.

THE DIGITAL MARKETING TEAM AT H&M
VISITS PIXT TO SEE THE FASHION STYLES
OF THE ATTENDEES.

HEY SHEILA,
COME LOOK
AT THIS...

THIS IS A
BRILLIANT
CAMPAIGN
IDEA--

...LET'S DO
THIS!

THEY SEE A LOT OF PICTURES
OF PEOPLE WEARING CLOTHING
ONLY AVAILABLE AT H&M---

Natural... Predictive search...

Search

Michaela said...
Coachella is like Fashion Week

Indio, CA, USA © 18/12/2016 @ 08:13

Licensing Rights

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discretion. [Read more](#)

\$100 USD

BUY

**H&M BECOMES A PART OF THE
COACHELLA EXPERIENCE
THROUGH AN INSTAGRAM
PHOTO CAMPAIGN...**



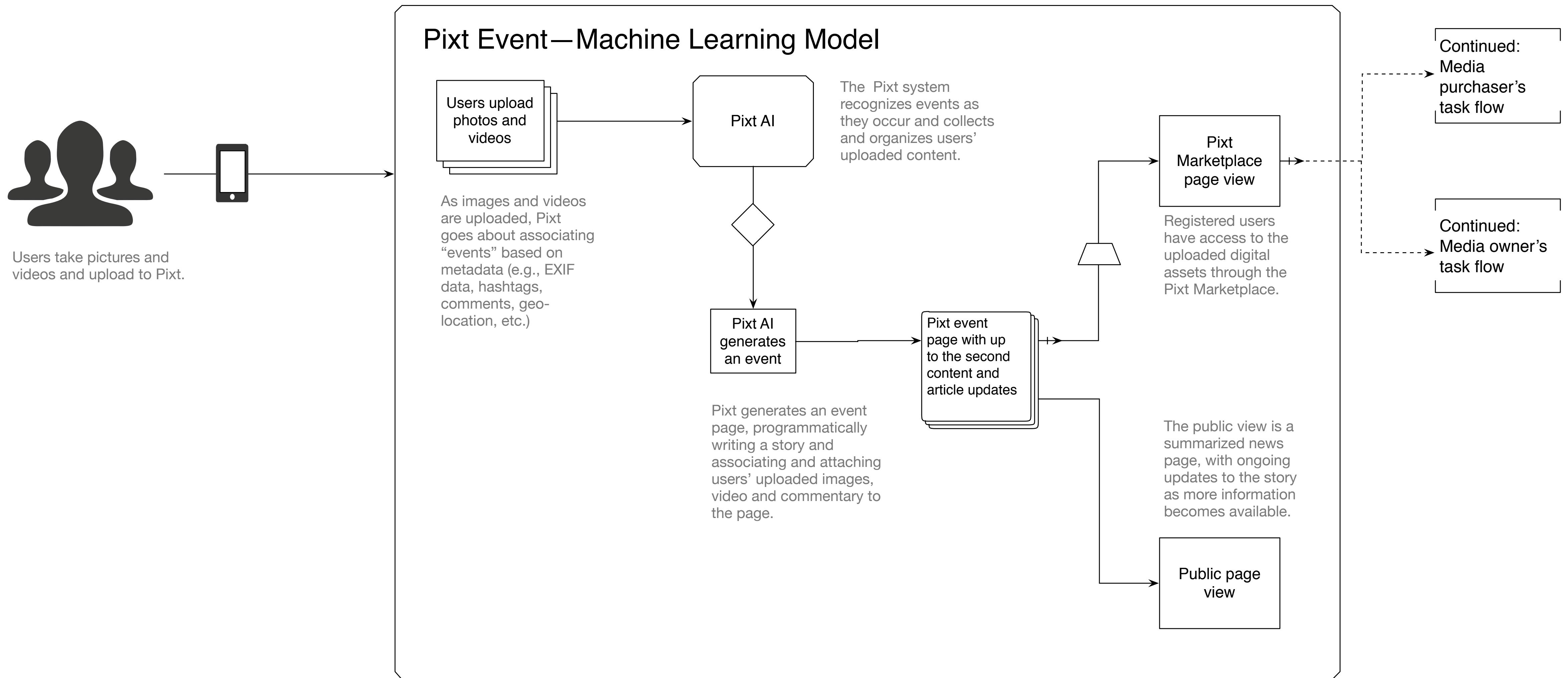
**--AND THE PEOPLE AT COACHELLA
MAKE MONEY FOR THEIR IMAGES
AND VIDEOS AS THEY BECOME THE
VOICE OF H&M AT COACHELLA
IN REAL TIME!**

USER JOURNEYS AND TECHNOLOGY

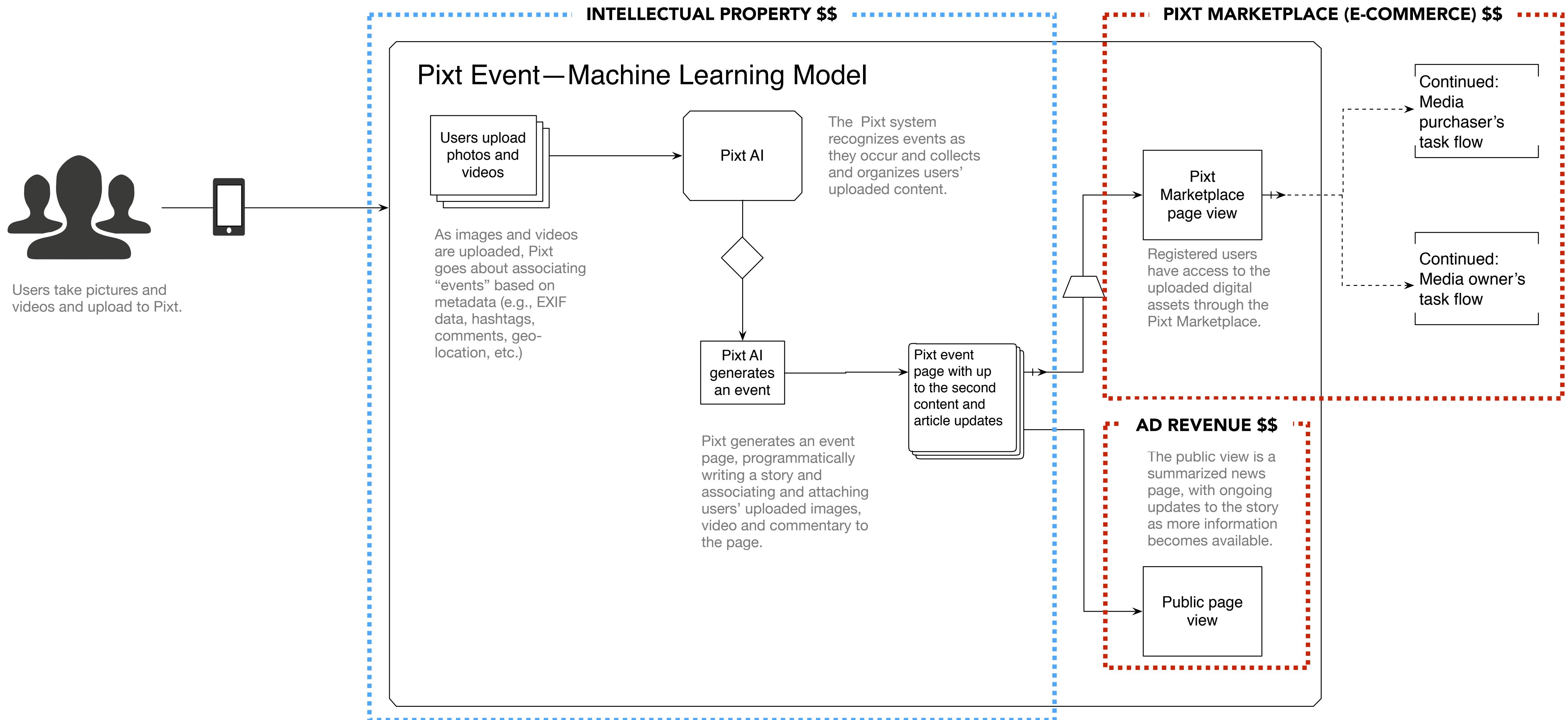
PIXT EVENT TRANSACTIONAL FLOWS

PIXT CREATES EVENTS AND STORIES

The Pixt system identifies events through machine learning to map related media files based on metadata such as location, timestamp, EXIF, comments, tags and more. When a threshold is met, the system will programmatically write a brief summary story of the event to be displayed on a public page.

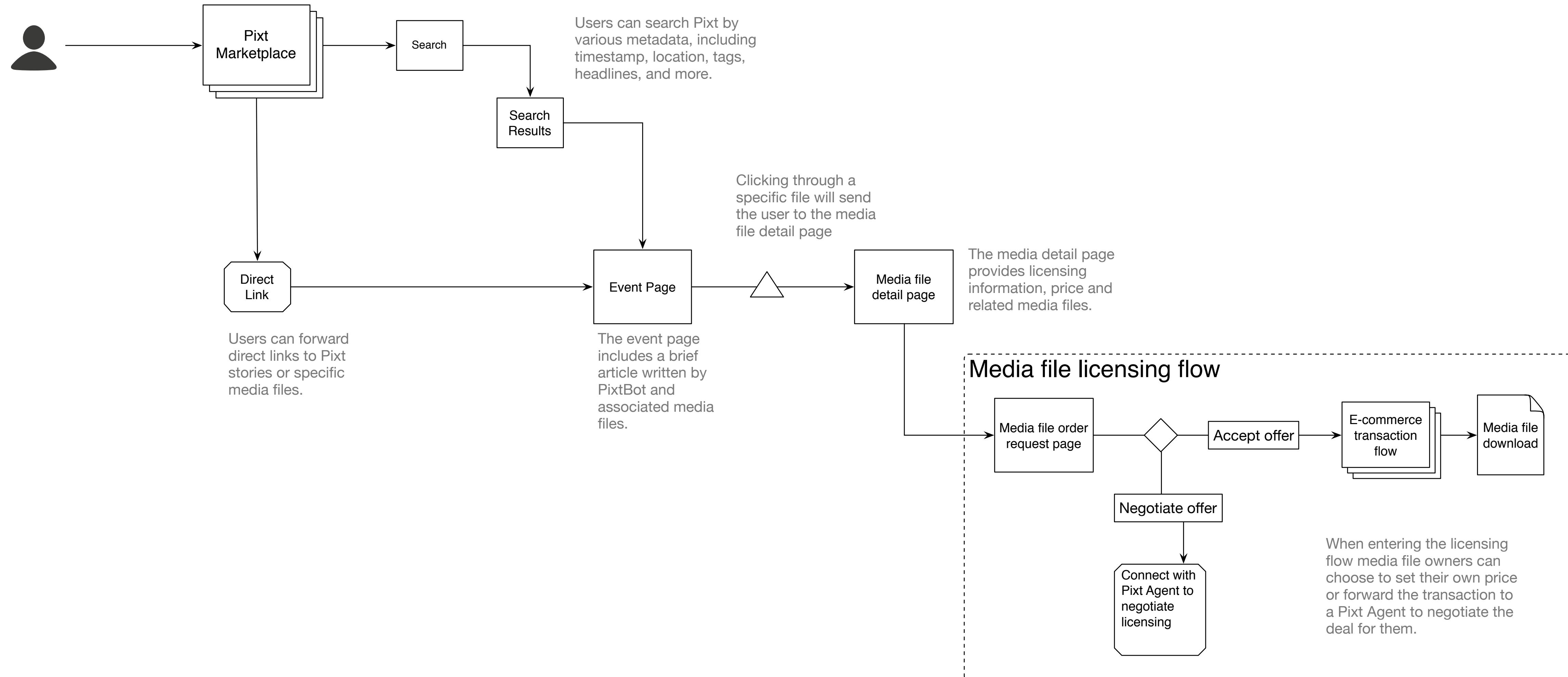


REVENUE PATHS (MAKING MONEY!)



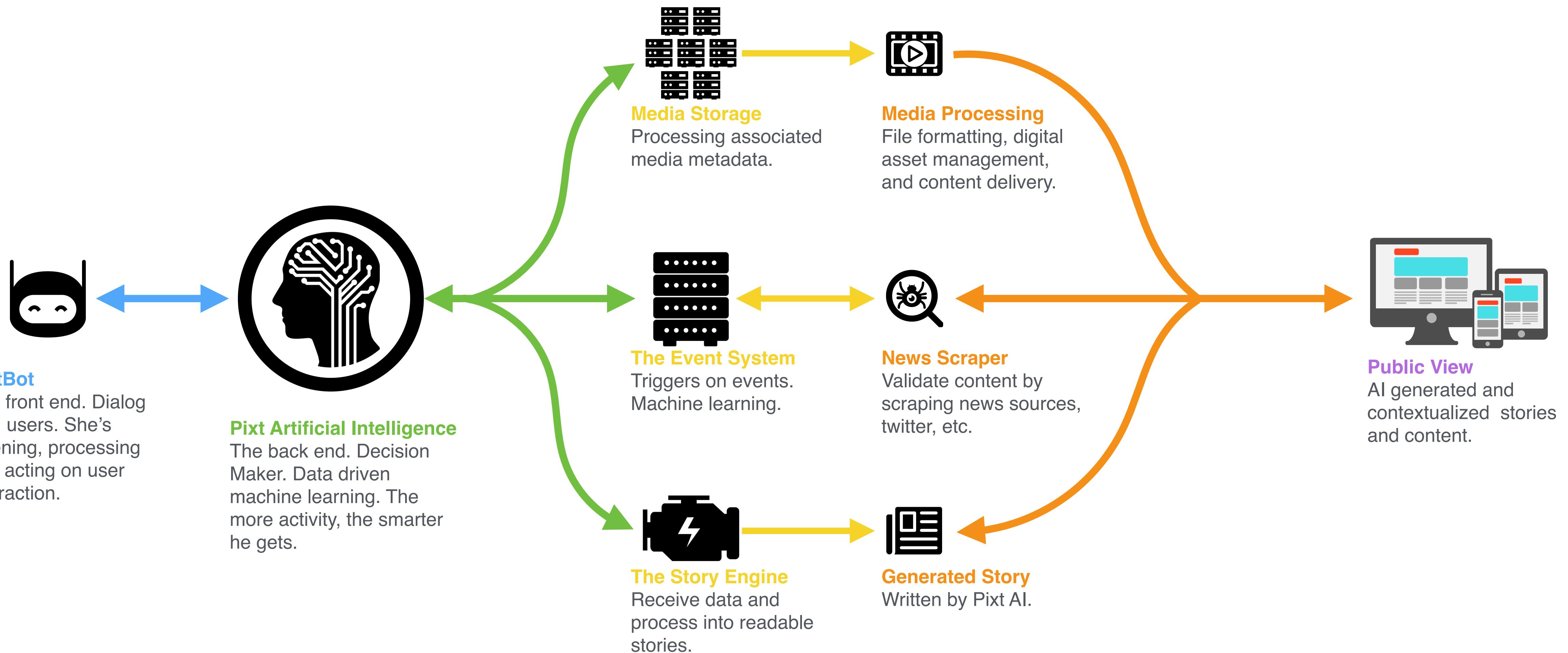
MEDIA FILE LICENSING FOR PURCHASERS

Users who wish to license an image or video (media file) will visit the Pixt Marketplace to search, purchase and negotiate licensing deals.



HOW PIXT AI WORKS

A high level look at the technology infrastructure of the Pixt Artificial Intelligence and content delivery model.



THE PIXT TEAM



Michael Lisboa

Founder

Michael possesses over 20 years of experience as a leader in digital marketing, user experience and the technology space—developing online, social media, and mobile strategy and products for clients ranging from successful startups to global brands such as Oreo, Justin Timberlake and Citibank. Beginning in 1994, Michael's company, Xaphon Interactive Media, was among the first new media companies to offer online marketing services to some of the most prominent companies in the world. Since 1997, Michael has been advocating experience-based, customer-centric marketing outreach.

He has spoken at trade shows and written articles about this very topic, and he is frequently called upon to create and conduct workshops and to speak conferences and seminars throughout Southeast Asia. Michael has extensive experience with business and marketing consulting services, application development, social media, mobile and smartphone apps, and cloud-based applications.



Chokwan Kitty Chopaka

Managing Director

A serial entrepreneur, Kitty has launched a product design studio, interior design company and a corporate law firm catering to startups and international companies establishing business in Thailand.

With eight years of experience in business law and helping startups go from concept to product launch, Kitty operates as managing director and business strategist to connect with investors, and launch Pixt into Southeast Asia markets.

Kitty complements the team with her management and problem-solving skills honed over ten years as a business strategist and consultant in her role as Managing Director of a prominent Thailand law firm.



Vicky Chen

Business Director

Also an entrepreneur, Vicky is both a creative and strategic business development leader. She knows just about everybody and creates connections.

Vicky began her career in marketing and account management and brings her experience in the advertising and public relations sectors to Pixt. Having worked with some of the most recognized luxury hospitality brands in the world, as well as travel and boutique brands, she possesses a keen mind for business relations and product management. With local insights, Vicky brings key capabilities in partner relations and business development.

She also led the social media and digital marketing function for the largest textile producer in Laos, developing a global digital communications strategy to drive awareness of the organization for high-end fashion houses and manufacturers around the world.

INVESTMENT OPPORTUNITIES

**PIXT IS CURRENTLY OFFERING
A FRIENDS & FAMILY AND
ANGEL ROUND FOR EARLY
STAGE FUNDING.**

THINGS TO THINK ABOUT

Prior to it's acquisition, **Instagram** was assumed to be valued at more than \$20 Million USD. ([link](#))

Two years after it's foundation in 2010, **Instagram** was acquired by **Facebook** for \$1 Billion USD. ([link](#))

Storyful, founded in 2010, was acquired in 2013 by **News Corp** for \$25 million USD. ([link](#))

Getty, currently valued at over \$3 billion, got its start when it acquired **Tony Stone Images** for \$30 million USD in 1996. ([link](#))

CONVERTIBLE LOAN FUNDING

Pixt is currently seeking to raise early stage funding of up to \$500,000 USD under the following terms and conditions:

- Conversion into preferred shares upon closing of a Series A round of funding
- Escalating discount from 15% to 20%
- 5% interest rate

THANK YOU!

TELEPHONIC:

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ELECTRONIC:

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KITTY CHOPAKA / PROCESS / KITTY@WEAREKIZMO.COM

WEBIFONIC:

WWW.PIXT.US