



Be There Media

Digital Development Proposal to: Co.Labs & Target Retail Accelerator

April 23, 2013

Digital Storytelling Offers a New Experience in Enhancing Content

As social media platforms grow and video chat is rapidly adopted, people are clearly engaging in technology to solve the problem of enriching their relationships, despite any geographical distance apart. **Be There Media** is solving that problem with a technology platform that enables video enriched content to create **Multi-Media Keepsakes** out of books, and greeting cards - and that's just for starters!



Simply add a camera to an e-book, for example, and you add more family members to the nightly, bedtime story routine. **BeThereBedtimeStories.com** is embedding video of a storyteller onto the page of a children's e-book. This new technology is preserving the centuries-old family tradition of storytelling for grandparents, traveling and/or military parents and others by solving the problem of geographical distance.



1. Choose
an e-Book from the
online bookstore.



2. Read
the story in front of
a webcam or tab-cam.



3. Email
A link to the story,
w/ a video storyteller!

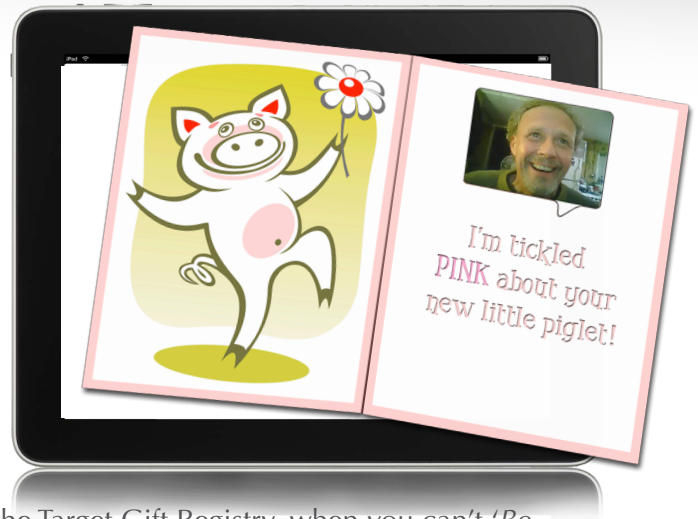
Beyond the Bedtime Story



Be There Because is a simple yet powerful **Multi-Media Keepsake**, also from **Be There Media**. Greeting cards connect people in many ways, using deadpan humor, heartfelt sympathy or elated congratulations. Video greetings, or **v-greetings**, offer enhanced celebrations with entertainment value that will be enjoyable today and for many years to come.

A video message would accompany gifts in a unique way, enabling the full spirit of the well-wisher to **'Be There'**:

- Send a v-Greeting with your Wedding Gift or Baby Gift, from the Target Gift Registry, when you can't 'Be There' in person.
- Send a v-Greeting with your Gift Card, to accompany a gift for any occasion; send a 'Thank You' v-greeting back to the Sender, after using your Gift Card within the Target App or online.
- v-Greetings are perfect **Multi-Media Keepsakes** for military families, grandparents, family or friends stuck in the hospital - people far away that you are unable to visit.
- Receive bonus points to use for purchases within the Target app, each time you send a v-greeting 'Thank You' message from any Target Gift or at the end of a Video Bedtime Story.
- And much more...!



Contact: Alison Sansone, Creator/CEO
alison@betherebemediamedia.com

View Demo Media: <http://www.betherebedtimestories.com>

Key Value Points



Key Benefit: Versatile Access

- Wherever you go, they come too! Storytellers or v-Greeters can record on whatever device is convenient - laptop, desktop or tablet; while recipients can conveniently view stories before bedtime, from the couch or in a car.
- Experience additional revenue with e-commerce opportunities tied to the greeting or after the bedtime story - encourage grandparents to buy pajamas, bed linens and other bedtime products.
- Enhances experience with content and provides the convenience of mobile technology.

Key Benefit: Versatile Content

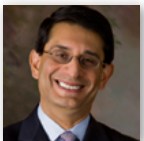
- Digital storytelling is a distinctly **personalized** experience in the mobile marketplace because of the integration of **family** with the content.
- The video storyteller offers both **educational** and **social** interactivity that is distinct from an experience with commercial cartoon characters.
- Authors can use the same video recording platform to read an excerpt of their book for online promotion. Families **shopping** for books can meet the author and listen to a "story behind the story", much like a live bookstore or library event. Promotional recordings can play on a kiosk in the store or in the app or online!



Behind the Media



Alison Sansone, Founder/CEO, dedicated the first half of her career working in diverse leadership roles with global brands such as Motel 6, Hilton, Embassy Suites and Marriott and later launched her own video production company, *qualiant media design*. Her personal frustration of being so far apart from her nieces inspired the online business model of 'Be There Bedtime Stories'. The vision is to build out the other video models under a corporate umbrella of *Be There Media*.
[Click here](#) for LinkedIn profile.
Contact: alison@betheremedia.com



Norrie Daroga is an Equity Partner with *Be There Media* and also serves in the role as Business Development. A senior executive with over 30 years' diverse experience, he is the Founder of Avatar Ventures, Inc., providing strategic leadership to early-stage companies in a variety of industries.
[Click here](#) for LinkedIn profile.
Contact: Norrie@avatarventuresinc.com



Paul Pacun, CTO, has an esteemed career in technology and product development. Previously a manager with the Deloitte Consulting Group, he is currently founder of AppSolutely Inc, makers of the vablet mobile content management platform. His mobile platform is tailored for enterprise users and currently utilized by Fortune 100 Companies in Finance and Life Science and Pharmaceutical.
[Click here](#) for LinkedIn profile.
Contact: ppacun@vablet.com



Mitch Berman, Strategic Advisor is a 30 year media industry veteran that includes 5 start-ups and a successful IPO. He has spearheaded the launch of digital consumer and business services within entertainment companies such as E! Entertainment Television and Home Box Office, Inc. (HBO/Cinemax), where he was awarded the company's highest distinction for 'Marketing Excellence'.
[Click here](#) for LinkedIn profile.
Contact: ozmb54@yahoo.com