

Be There Media

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

April 23, 2013

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, greeting cards, family photo albums and more.

Storytelling is a common form of expression intuitively woven into various interactive experiences we have each day. The business model of **Be There Media** brings a fresh recipe to the rapid growth and intention of social media, using storytelling and technology.



Be There Media

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Video Bedtime Stories



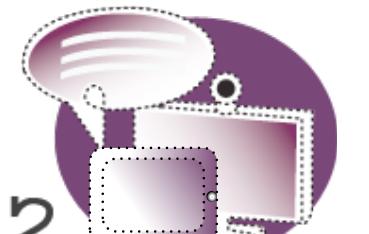
Video v-Greeting Cards





1. Choose

a book - online or
in the store.



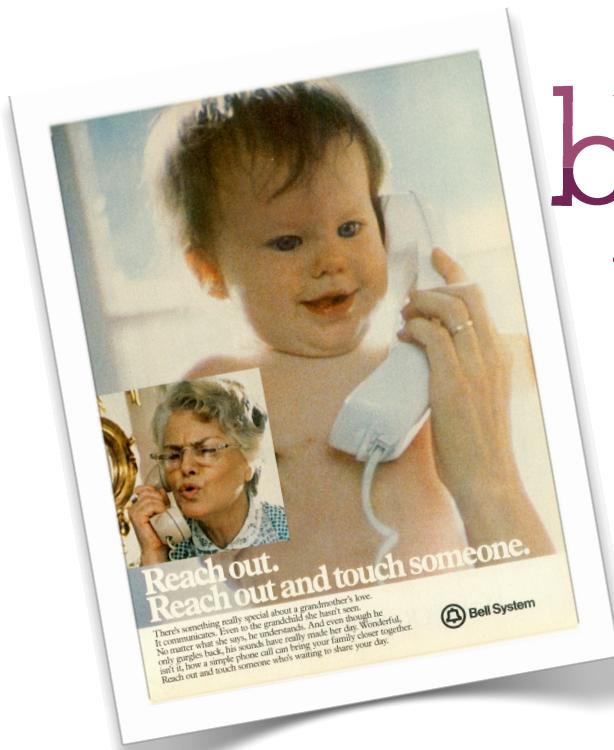
2. Read

the e-book in front of a
webcam or tablet.



3. Email

a link to the story, with
a video storyteller right
on the page!



**be there
then and now.**



Digital Storytelling Offers a New Experience in the Marketplace

Bedtime stories have been a part of a child's nighttime routine for centuries - long before bubble gum flavored toothpaste. What we read or illustrate on the page of a bedtime story is like that explosive stuff on the tip of a match - share a story with a child and you will spark a brilliant fire inside their imagination. For a few moments each night, Storytellers are superheroes, with the power to build literacy, build character and take a child to another world.

Add a camera to the e-book and you add more family members to this nightly, household routine. **BeThereBedtimeStories.com** 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.

Baby Boomer Buying Power

"When new technology products enter the market — products that are well-designed and can help create the life baby boomers want — they are enthusiastic early adopters who help lead the way."

~ Joint Study by AARP and Microsoft

Key Benefit: Versatile Access

- Offer enhanced experience with books, compared to other online e-book stores.
- Experience additional revenue as storytellers who are not physically present will purchase a book, now that they can 'be there' via video.
- Wherever you go, they come too! Storytellers can record on whatever device is convenient - laptop, desktop or tablet; while children can conveniently view stories before bedtime, from the couch or in a car.

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.
- Child can watch the storyteller in the app and showing a QR code on the back of the e-book to the cashier **in the store** allows parent to pickup a hard copy of book, too.
- Authors can use the same video recording platform to read an excerpt of their book for online promotion or in a kiosk **in-store**. Families **shopping** for books can meet the author and listen to a "story behind the story".
- Create a market for celebrity storytellers that families would enjoy, encouraging reading through entertainment!



Powerful Literacy Impact

Children who are read to at least three times a week by a family member are twice as likely to be in the top 25 percent reading level.

~ U.S. Department of Education



E-commerce Options
Appear Here Before
the Story is Sent:

Key Benefit: E-commerce Opportunity

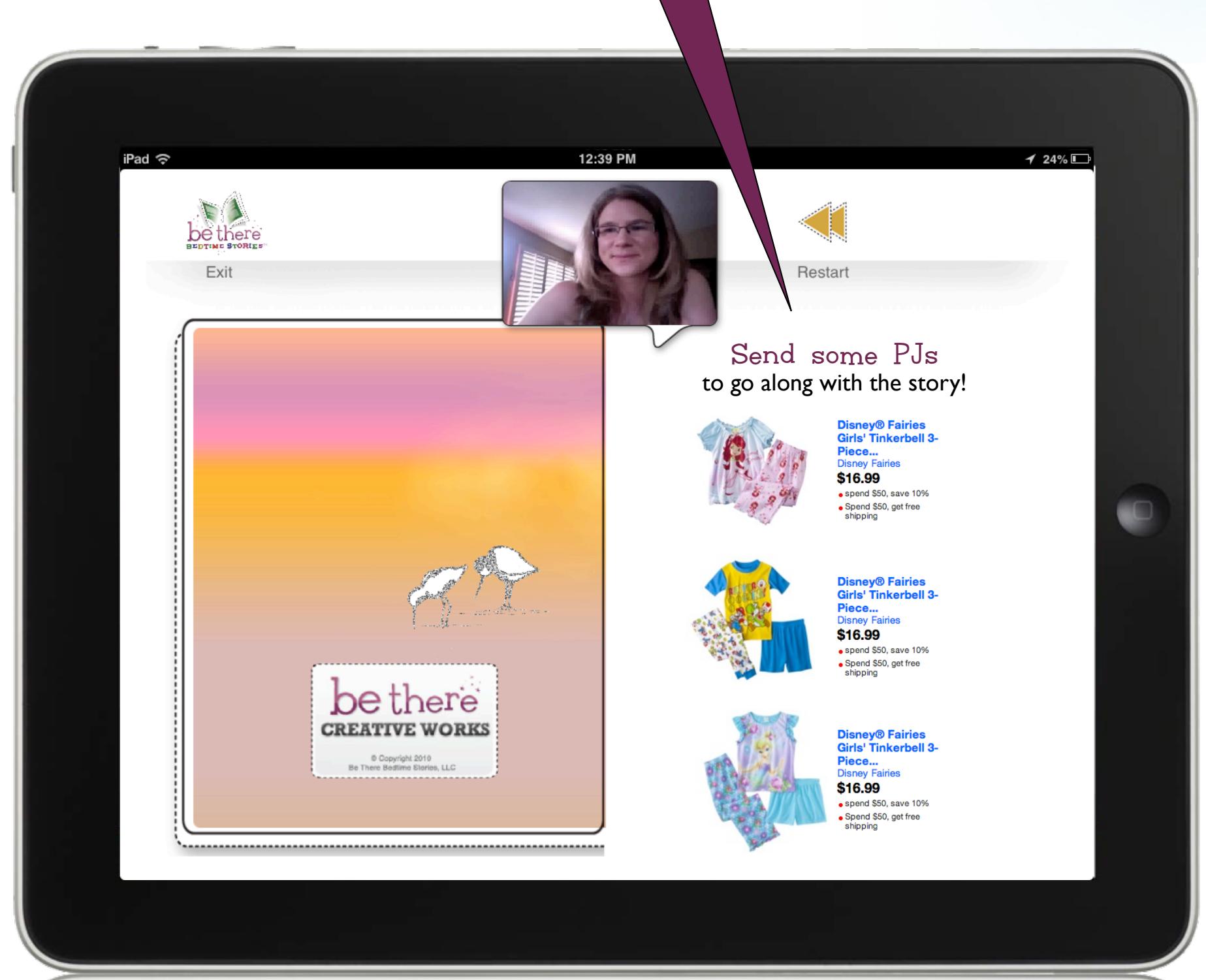
- Storytellers are offered the opportunity to shop within the app and purchase the Princess themed bed linens or pajamas or other bedtime products to expand the Bedtime Experience shared with the child.
- Storytellers can buy the hard copy of the book for the child.
- Items can be picked up at the local Target Store for additional incentives for the recipient.
- Storytellers can join a Frequent Storytellers Club and earn points for shopping with each book they read/send
- Charitable opportunities for Target to match points earned for Literacy or Military Family Support organizations to receive free access to books or storytelling platform.



Kids Prefer Storytelling

Storytelling ranked higher than TV or video games before bed.

~ Study Commissioned by Disney/PIXAR



Be There Because is a simple yet powerful **Multi-Media Keepsake**. 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.
- And much, much more....!

Yesterday's Greeting Card...

Paper/production
cost and usually
read just once.



**be there
BECAUSE**



1. Choose

an e-greeting from
within the app or
online store.



2. Record

your v-greeting message
with your tablet-cam
or web-cam.



3. Email

a link to the v-greeting,
or make it accessible on
recipient's Target account!

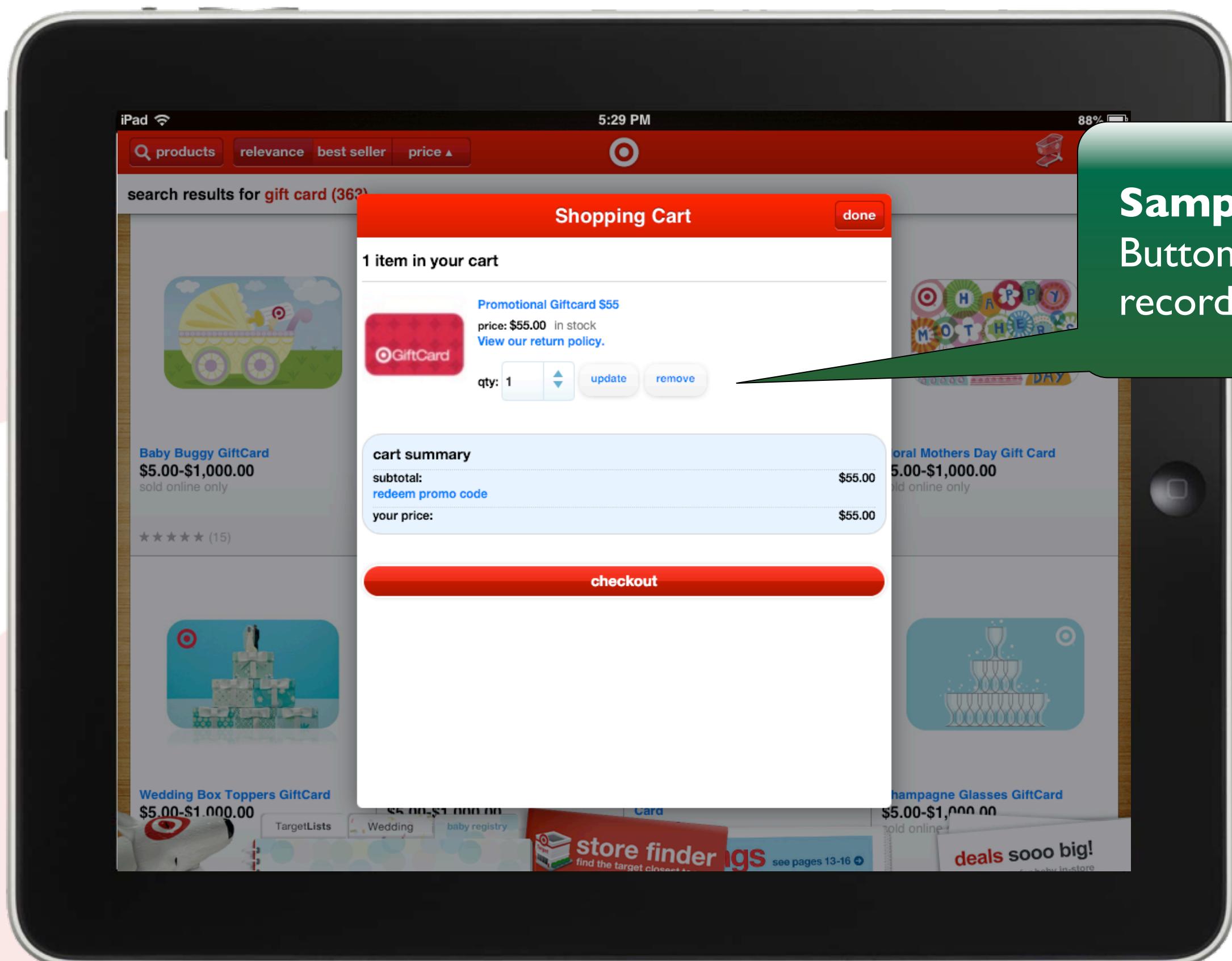


Today's v-Greeting:
Multi-Media Keepsake includes
sound, video and personality -
which can be enjoyed forever!



Promote v-Greetings according to current season/holiday

- Homepage of the Target App is ideal reminder for seasons and occasions.
- Send a v-Greeting 'Thank You' message by scanning the QR code on the back of the Gift Card or from the Gift Receipt. The app opens the v-Greeting store to choose a card, then records the video thank you and adds it to the e-Card to create a v-Greeting.
- Send a v-Greeting or a 'Thank You' after making a purchase with a Gift Code, all within the Target App; may also be tied to an interactive Wishlist.
- Recipient may receive bonus points to use for purchases within the Target app, each time they opt to send a v-greeting 'Thank You' message from any Target Gift or at the end of a Video Bedtime Story.



Sender then shops e-greetings within the app or online. Once they choose an e-greeting card, then they simply tap a record button and the app records their video message.

- Video recording will be positioned inside the v-greeting.
- Sender can sing a song, rally a group greeting, use props, etc... all in front of the camera for a **Multi-Media Keepsake** cherished forever.
- Keeps Target Wedding or Baby Registry customers returning to account, long after gifts are received.
- Enables recipient to send a v-greeting 'Thank You' from Registry account and show sender video of the baby item being used, while also showing off the adorable new baby!



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Video Bedtime Stories - Webtime Stories

- **Social Value:** Connects families far apart; preserves family storytellers for future generations.
- **Educational Value:** Reading aloud regularly builds literacy; storytelling builds character and confidence.
- **In-Store Value:** Books purchased in the store are available to be shared by any/all family members.
- **Personal Value:** Parent-approved digital media with a family member contrasting to other games and apps.



Video e-Greeting Cards - v-Greetings

- **Social Value:** Connects families and friends far apart, enhancing the gift card experience with a video.
- **In-Store Value:** Add a camera to the Registry Kiosk to record a video greeting to accompany the gift, delivered via email or online account.
- **Personal Value:** Video media is a unique visual greeting - sing a song, create a group greeting or show off the gift card purchase in a thank you note.



In May 2012, Skype® is reporting an average of 30M simultaneous users at any given time - 40% has been reported as video chat.
~ **AAYTCH:** <http://aaytch.com>



“...consumers with tablets think their tablets are even smarter; and at least some of the time prefer to watch the content from their small device on the big screen.”
~ **Sarah Rotman Epps, Forrester Research**

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*.

Sansone, an Irvine, CA resident, was recently selected as a finalist, chosen as one of more than 25 rising business stars, by the Irvine Chamber of Commerce Entrepreneurial Forum. *Be There Bedtime Stories* qualified for the competition recognizing the best entrepreneurial ideas for a new company in 2011, by receiving the highest number of public votes via the YouTube online voting criteria.

[Click here for LinkedIn profile.](#)



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.

He was formerly Executive Vice President and Chief Administrative Officer of Metavante Technologies, Inc. (NYSE: MV) a provider of technology and business outsourcing services to the financial services and healthcare industries. During his ten years at Metavante, he managed teams in the areas of Business Development, Legal, Corporate Governance, Risk Management, Privacy, Compliance, Internal Audit, Insurance, Sourcing, and Information Security. He personally negotiated acquisitions exceeding \$2 billion in market cap, which grew the company's revenues from about \$660 million to over \$1.7 billion. Previously, Mr. Daroga built a technology law practice for nine years as a partner at the law firm of Quarles & Brady, LLP, where he negotiated the agreement for the first online banking transaction ever conducted. He began his professional career as a manufacturing engineer for General Electric Company over an eight year period.

Mr. Daroga has a Bachelor's degree and a Master's degree in Engineering (Mech.) from the University of Michigan (Ann Arbor) and a Juris Doctorate (cum laude) from Marquette University (Milwaukee). He received a General Certificate of Education from University of Cambridge (England) and has completed several Executive Management courses at the Kellogg School of Business, Northwestern University.

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Paul Pacun, CTO, has an esteemed career in technology and product development. Previously a manager with the Deloitte Consulting Group, he subsequently spent more than a decade developing e-commerce sites and telephony projects. Leadership includes CTO positions with both public and private companies, in addition to serving as Director of Electronic Marketing for over \$2B of office / industrial / retail properties managed by CB Richard Ellis.

Paul is currently founder of AppSolutely Inc, makers of the tablet 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.

Paul holds an MBA from Pepperdine University and a BSME from Rensselaer Polytechnic Institute in Troy, NY.

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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 spanning social media, cable, satellite, digital music, interactive television, video-on-demand, IPTV, Over-the-Top (OTT), personalized advertising, consumer electronics, games, rewards, retail and commerce.

Mitch honed his start-up skills as vice president of affiliate sales for the start-up of E! Entertainment Television (1988-1990), and as a regional manager of affiliate operations at Home Box Office, Inc. (HBO/Cinemax), where he was awarded the company's highest distinction for 'Marketing Excellence'.

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