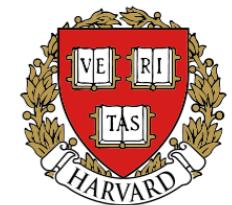


# Neon



Carnegie  
Mellon  
University

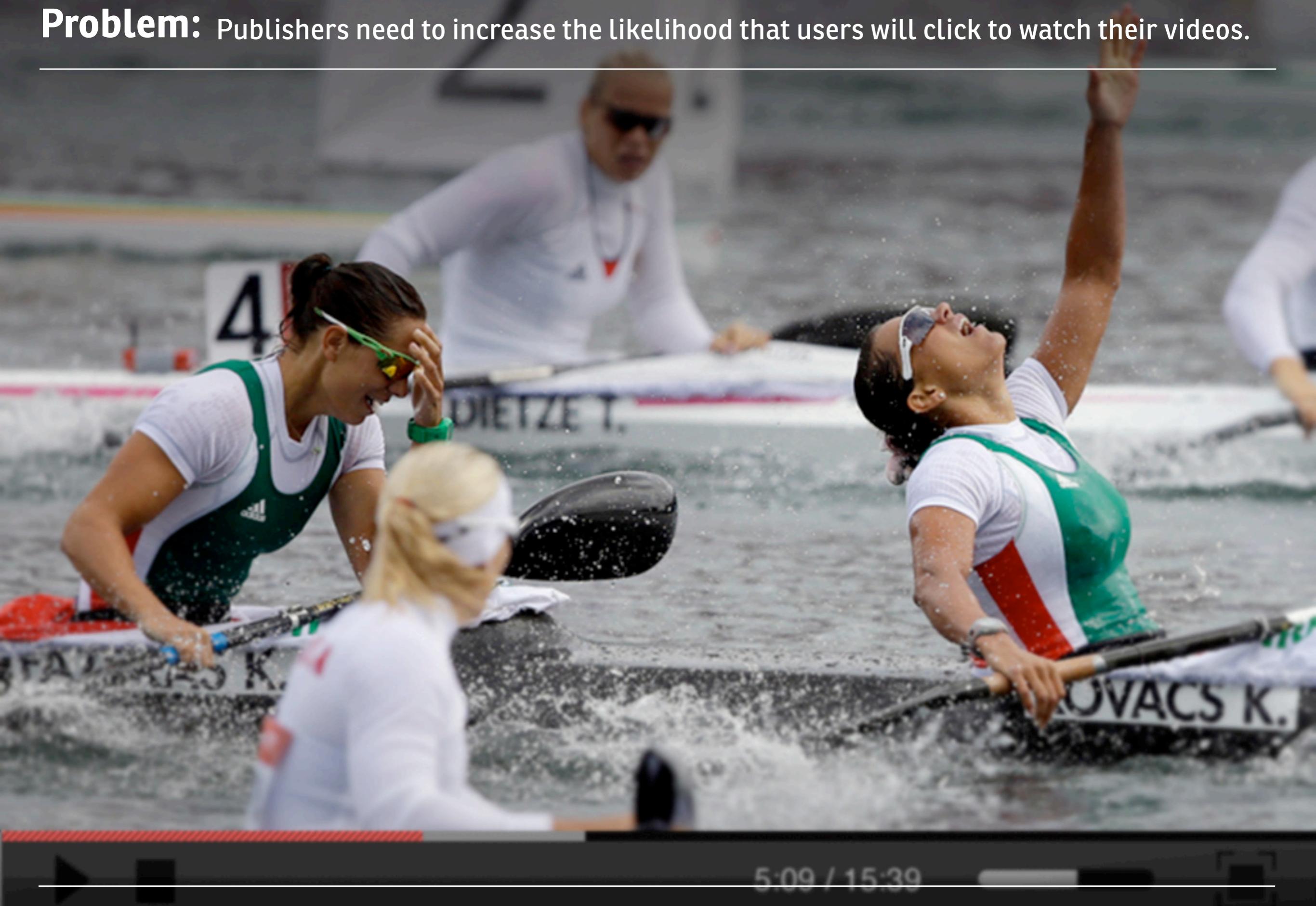


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**Neon extracts  
thumbnails that make  
users click.**

**Problem:** Publishers need to increase the likelihood that users will click to watch their videos.



---

**Problem:** Little attention has been paid to the main touchpoint between the publisher and the viewer.

---

Average Thumbnail Size



170px x 120px



# Problem: Publishers want to keep users on their site for longer consuming more content.

Astrax1111

Subscribe

130 videos

Will Ferrell Is All Busted Up Over Kristen Stewart & Robert Pattinson - CONAN on TBS



Like



Share

More info

Featured video



CLICK TO WATCH  
THE 2012 OLYMPICS  
LIVE & ON-DEMAND  
ON NBCOLYMPICS.COM

Powered by YouTube



1:57 / 1:57



Like



Add to

Share



884,148



More from Trending

Published on Aug 12, 2012 by Astrax1111

Penalty fail at 1:00

1.053 Mys. 36 millions

In der Partie Red Bull Salzburg - Roger Wien (II)

worstanding

98.400 views

**Solution:** Neon extracts the best thumbnails for the audience publishers want to reach.

User Types:



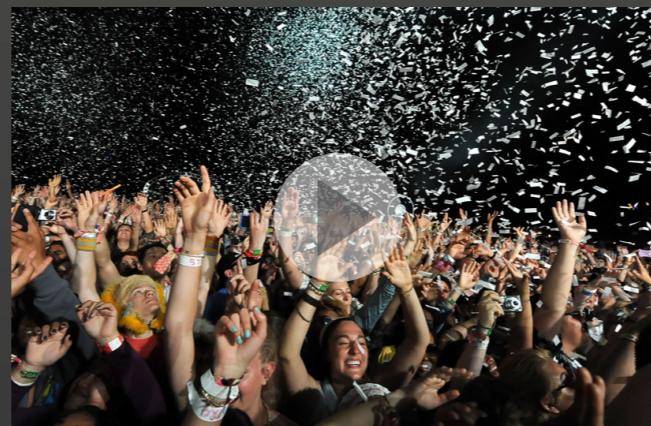
A Social



B Independent

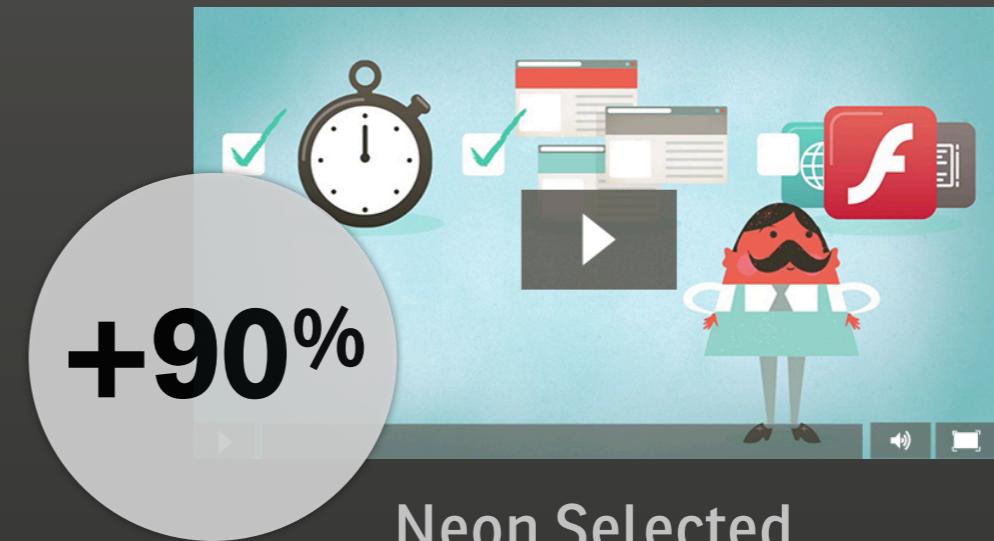
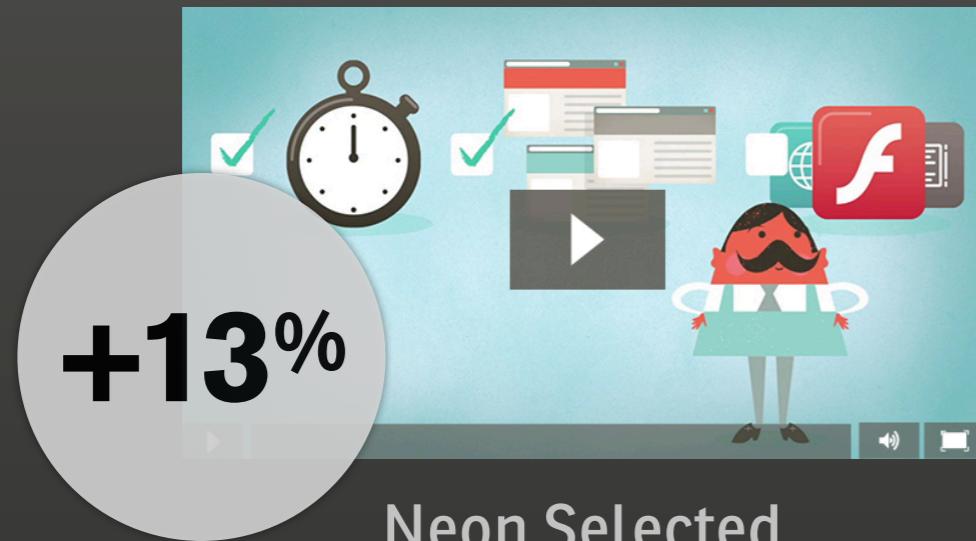


Video 1



Video 2

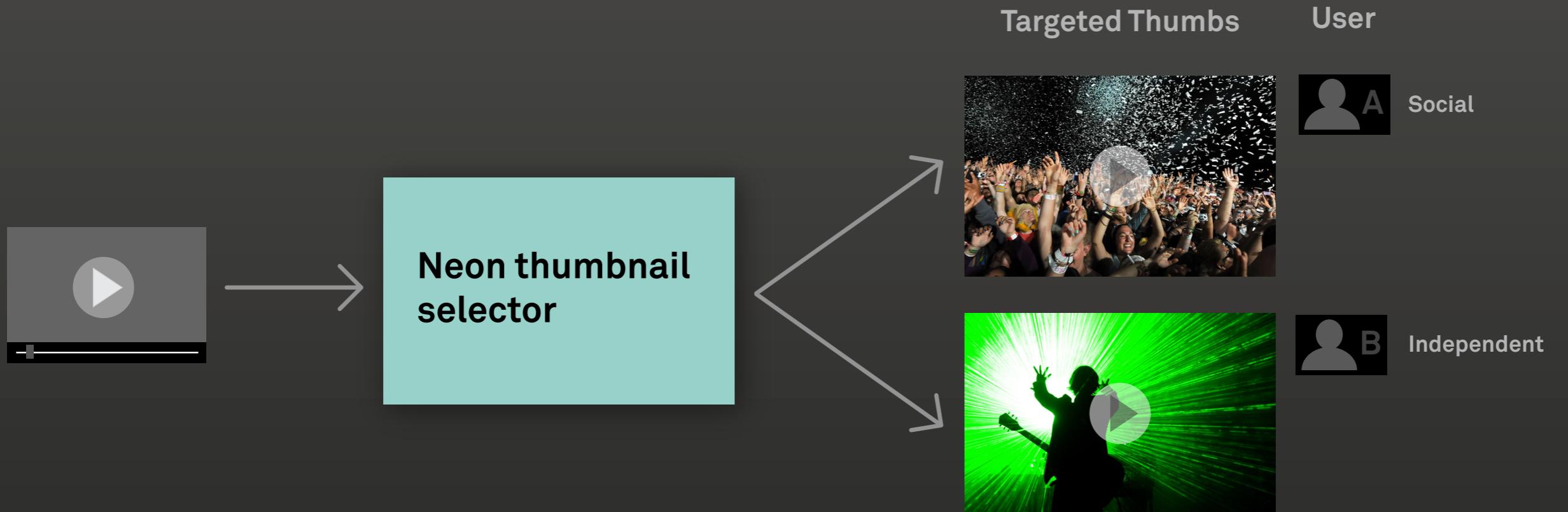
# Results: Our science-based approach to thumbnail selection results in better click through rates.



VS.



**Product:** Neon takes a stream of video and sells thumbnail recommendations, targeted to users.



In June 2012, internet users clicked on 33 billion video thumbnails.

# Customers

## Online Video Platforms



## Editorial Publishers



## Brand Publishers



---

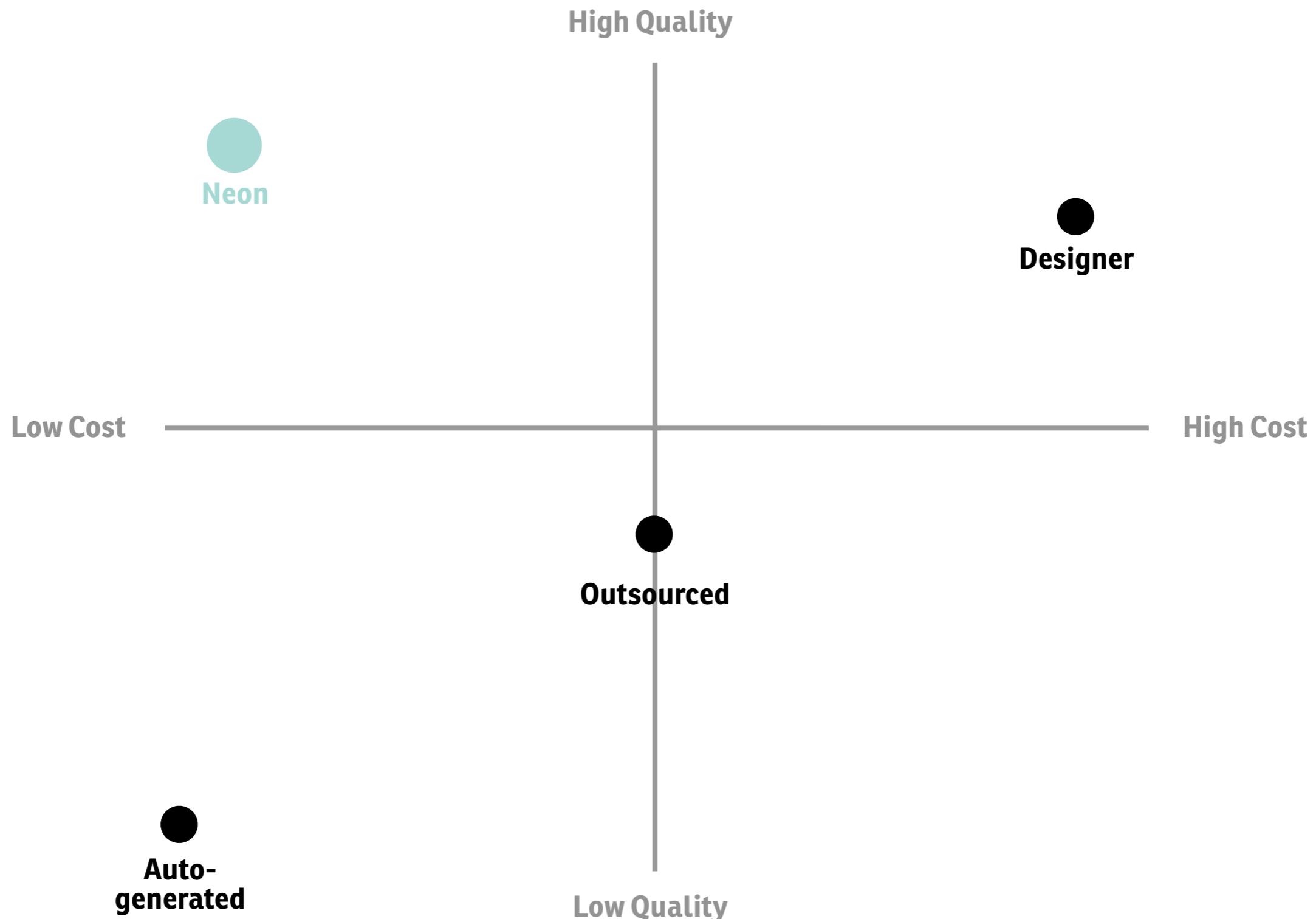
## **Competitors:** How do companies get users to watch more video?

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- Paid Distribution
- A/B Testing
- Selecting engaging thumbnails

# Position

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## Value Proposition

---

Neon is better than  
both hand selected &  
auto-generated.

## Value Proposition

---

We are targeted &  
automated.

# Team & Advisors

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Michael J. Tarr, Ph.D



Sophie Lebrecht, Ph.D



Deborah M. Johnson



Alexander Ryan



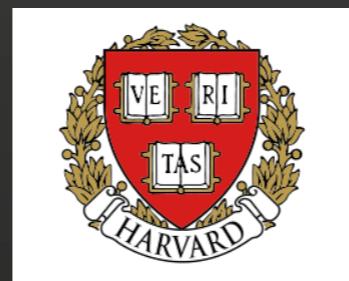
Amadeo DeSouza



Adam Berger



Babs Carryer



Moshe Bar



Leslie Fontana

# Deliverables

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- Automated minimum viable product
- Integration w/ 1 major online video platform
- Generated revenue
- Expanded IP portfolio

## Future Markets

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- Advertising Companies
- Major Brands
- E-commerce
- Online Photo Communities

# Contact

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