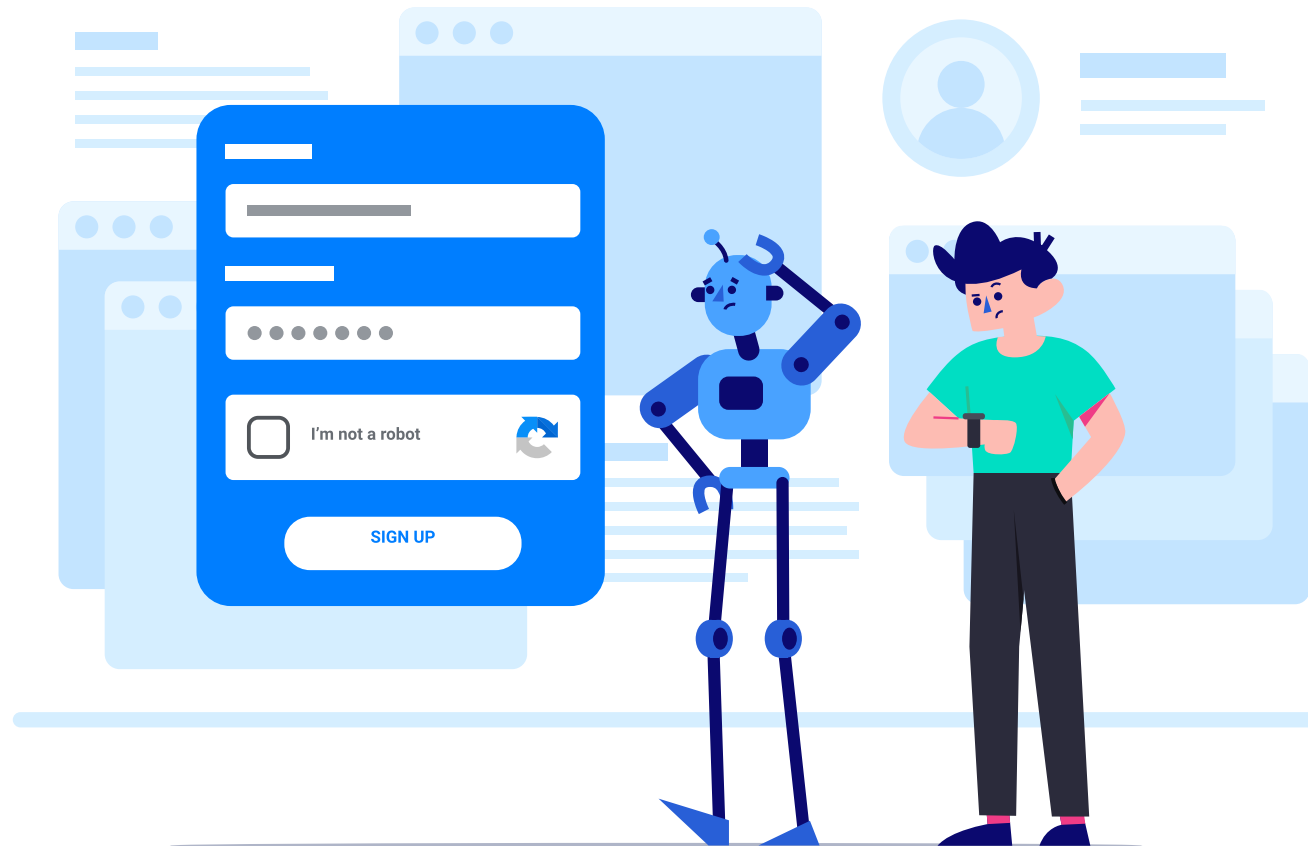# Frizbe

*Tell Better Stories. Faster.*



## *Pich Deck*

# *The Problem*

**Social media has sparked an insatiable demand for video:** audiences today expect high-quality video content from every business, regardless of size or budget.
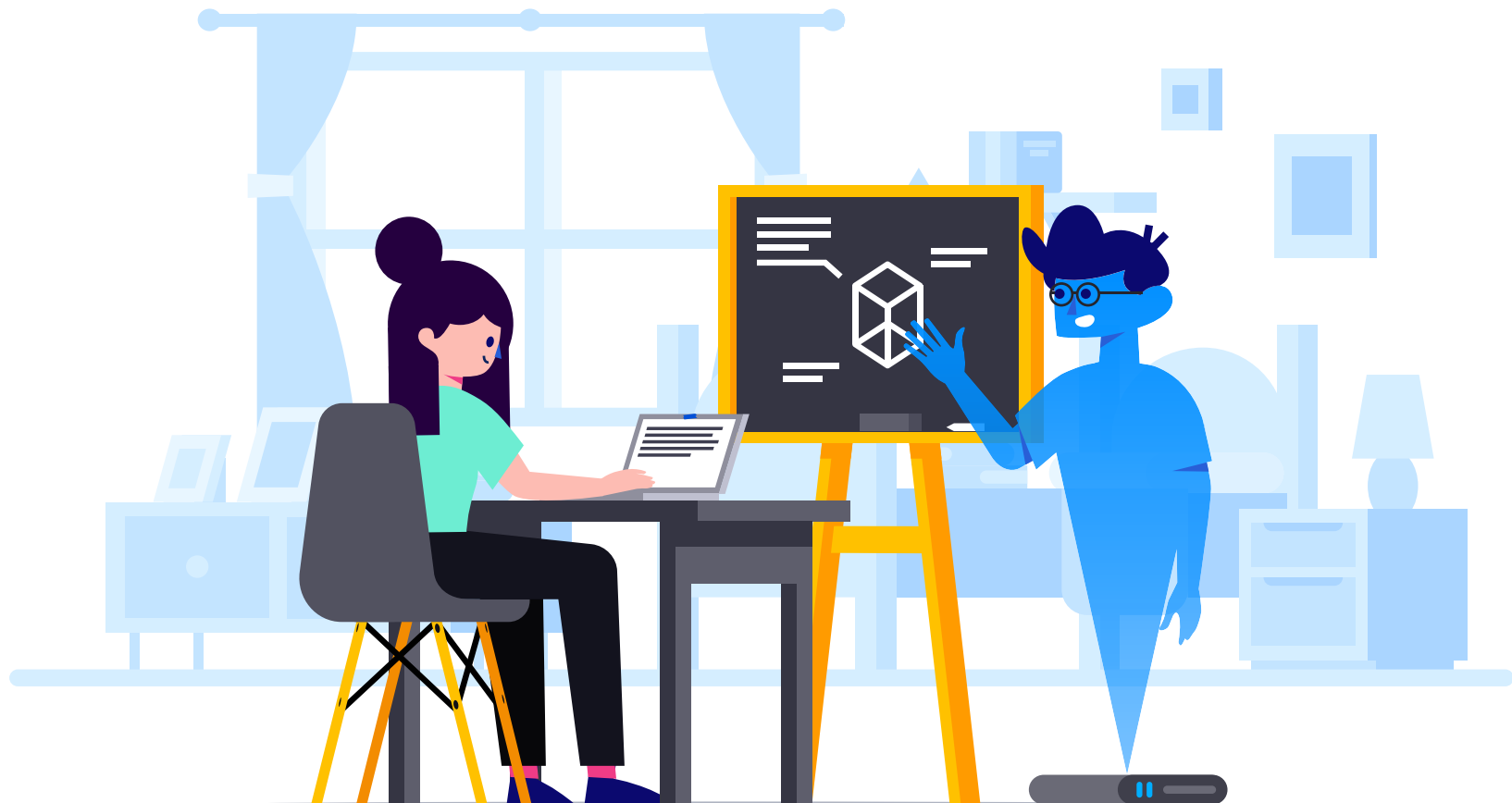
But we've found that most small businesses don't have the tools, resources or expertise to meet this increased demand.

# Solution

**Frizbe** guides entrepreneurs and small business owners through the video storytelling process, helping them use video effectively on social media to grow their business and engage with audiences.

We level the playing field so that any business can move fast and compete in today's video-first world.

# *Technology*

- **Video rendering enginem**
  After Effects based real-time and cloud-based rendering system which allows
  users to use AE features and render video quickly and easily.

- **Omni-channel integrations**
  fully integrated with the top social media and big digital platforms,
  collect data from multiple channels and gather it into one dashboard.

- **Content recommendations**
  The system recommends optimal assets based on previous video results,
  users summary or by  scanning the template and understanding
  its expected usage.

- **Data driven model Conclusions**
  real time analysis, based on collected results from all integrated channels,
  in order to generate content conclusions which optimising the video visual.

- **Reinforce learning algorithm**
  generates campaign's marketing strategy based on conclusions analysis.

- **Execution autonomous process**
  The system implements the marketing strategy by an automated process
  which updates in each sec, optimizes the video results and marketing ROI.

# The Team

**Idan Malul**

8 years experience of solving complex marketing problems
with the suitable technology, development management and entrepreneurship.
Owner of 3 operated companies in the digital marketing and e-commerce markets.

**Gadi Cohen**

With more than 15 years of software development and management experience.
Senior full stack developer and entrepreneur.

**Matan Sitbon**

With more than 15 years of software development and management experience.
Senior full stack developer and entrepreneur.

**Tom Saar**

An AI ML researcher, Large scale e-commerce fraud prevention expert.
Using advanced segmentation methods based on machine-learning classification models.

# Community

Adobe "After Effects" is the world's undisputed leader in the fields of digital visual effect, motion graphics, and compositing application.

By developing the ability of "After Effects" based real-time rendering, Frizbe differentiate itself from any other current market competitor and open its doors to establish the world's largest and finest digital visual creation community.

Each community member will be rewarded in accordance with its digital content usage to ensure a wealthy ecosystem, which continuously generates updated content.
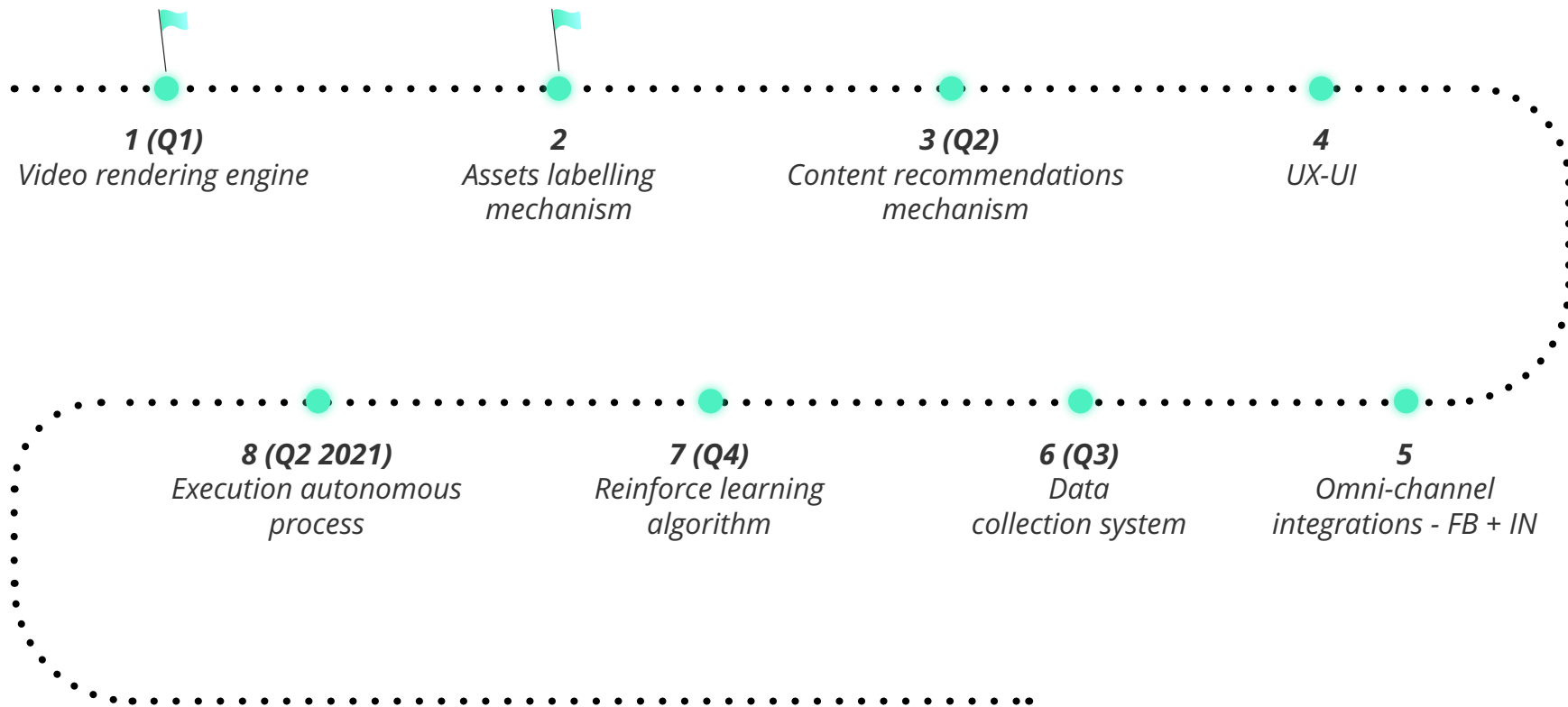
# Value Proposition

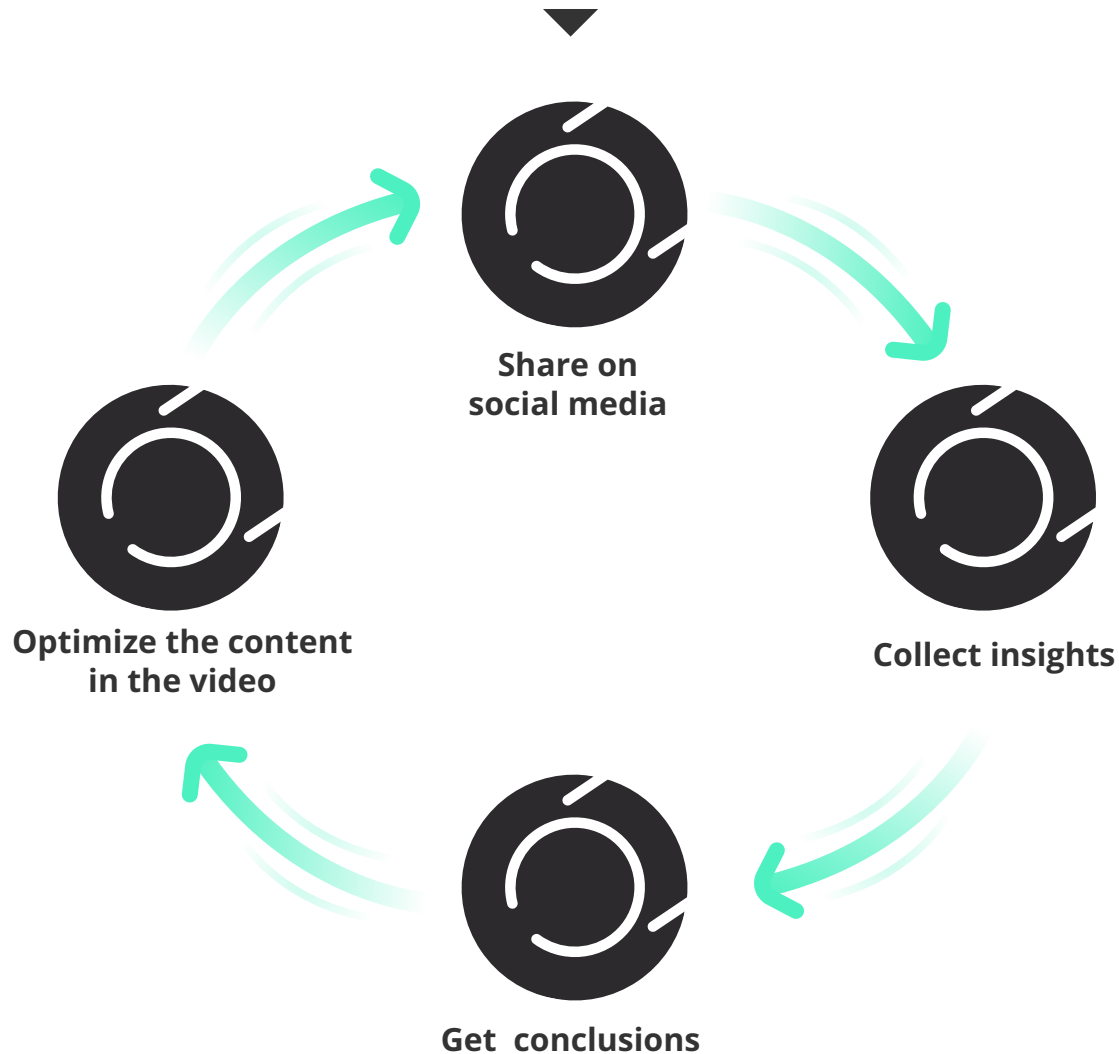| | Frizbe | Agency | Manually process |
|---|---|---|---|
| **Ease of use** | • All in one place<br>• Great video templates with customisation options.<br>• 5 min to share a campaign | • Find a good vendor<br>• Write a brief<br>• Send feedback<br>• Prey for results which you love | • Collect data from multi channels<br>• Buy / create video content<br>• Long process<br>• Knowledge and experience needed |
| **Value** | • Personalized video<br>• Data driven marketing<br>• Continuousoptimization<br>• Fast reaction to changes<br>• Dozens of similar campaign insights | • Human response video<br>• Based on other client audience<br>• No data based | • Knowledge and experience needed<br>• Time spending |
| **Costs** | • Monthly payment for unlimited usage<br>• Unlimited videos<br>• Unlimited campaigns<br>• Unlimited channels | • Pay for each video version / designer work time<br>• Pay per camigan or budget<br>• Pay commission | • Pay to designer<br>• Pay to campaigner |

# Road Map

## Project timeline 2020

**1 (Q1)**
Video rendering engine

**2**
Assets labelling
mechanism

**3 (Q2)**
Content recommendations
mechanism

**4**
UX-UI

**8 (Q2 2021)**
Execution autonomous
process

**7 (Q4)**
Reinforce learning
algorithm

**6 (Q3)**
Data
collection system

**5**
Omni-channel
integrations - FB + IN

# User Journey

Select video from catalog / Write a Brief

Share on
social media

Collect insights

Get conclusions
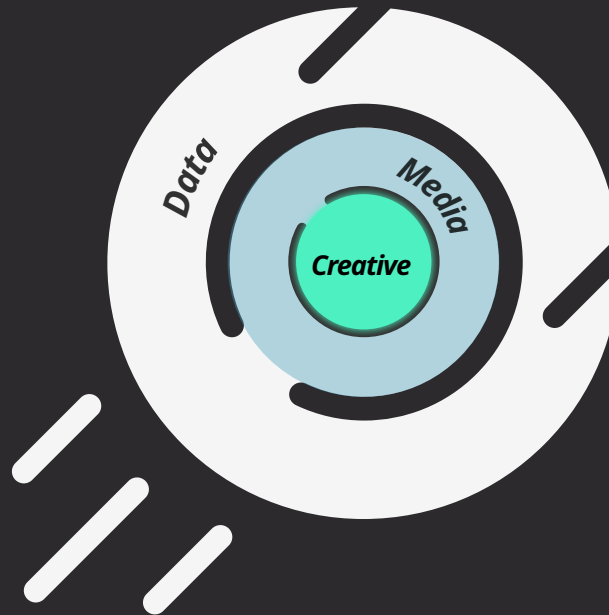
Optimize the content
in the video

**Omni-channel solution**
all the marketing channel
works together to create a
unified customer profile from
one place

**Brand's data**
Using data from CRM / DB /
pixels and more

**Alternative data**

## Creative

| Frizbe catalog |
|:---:|
| Own content |
| Edited by AI |

## Media Channels

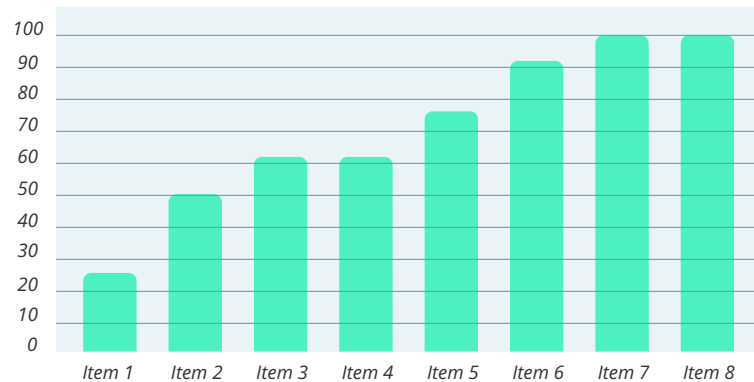| Social media |
|:---:|
| Website |
| Email |
| Display |

## Data

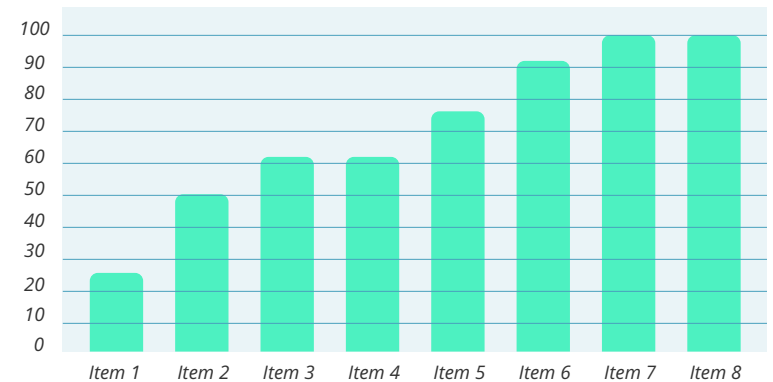| Social media |
|:---:|
| Website |
| Email |

# The Market

## The global artificial intelligence as a service market size

(AIaaS Market size) is expected to reach $77 Billion in 2025, from $24 Billion in 2017 growing at a CAGR of 56.7% from 2018 to 2025.

## Content Marketing market

According to a report from Cision, Global Content Marketing exceed $300 Billion revenue by the end of 2019.
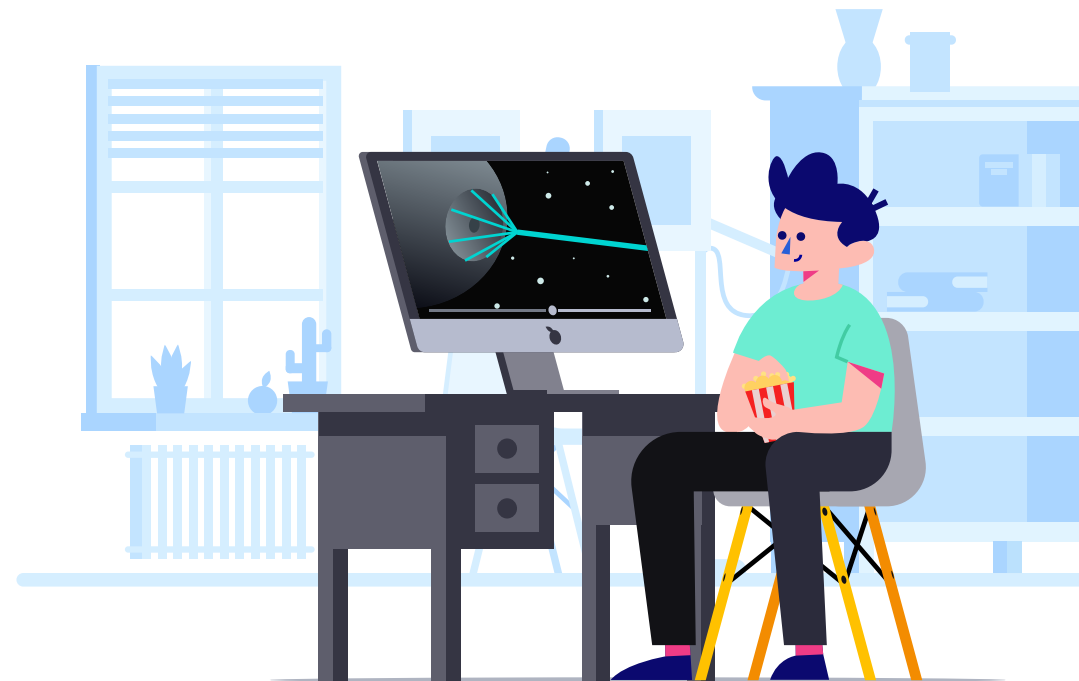
# Bussiness Model

- Premium users - Subscription based

- charge recurring fee, monthly or yearly.

- Data - up to date and comprehensive data is unique and valuable (campaigns data , content data , CRM's data etc).

- Managed service for corporations - autonomous / sami automatically smart marketing services.

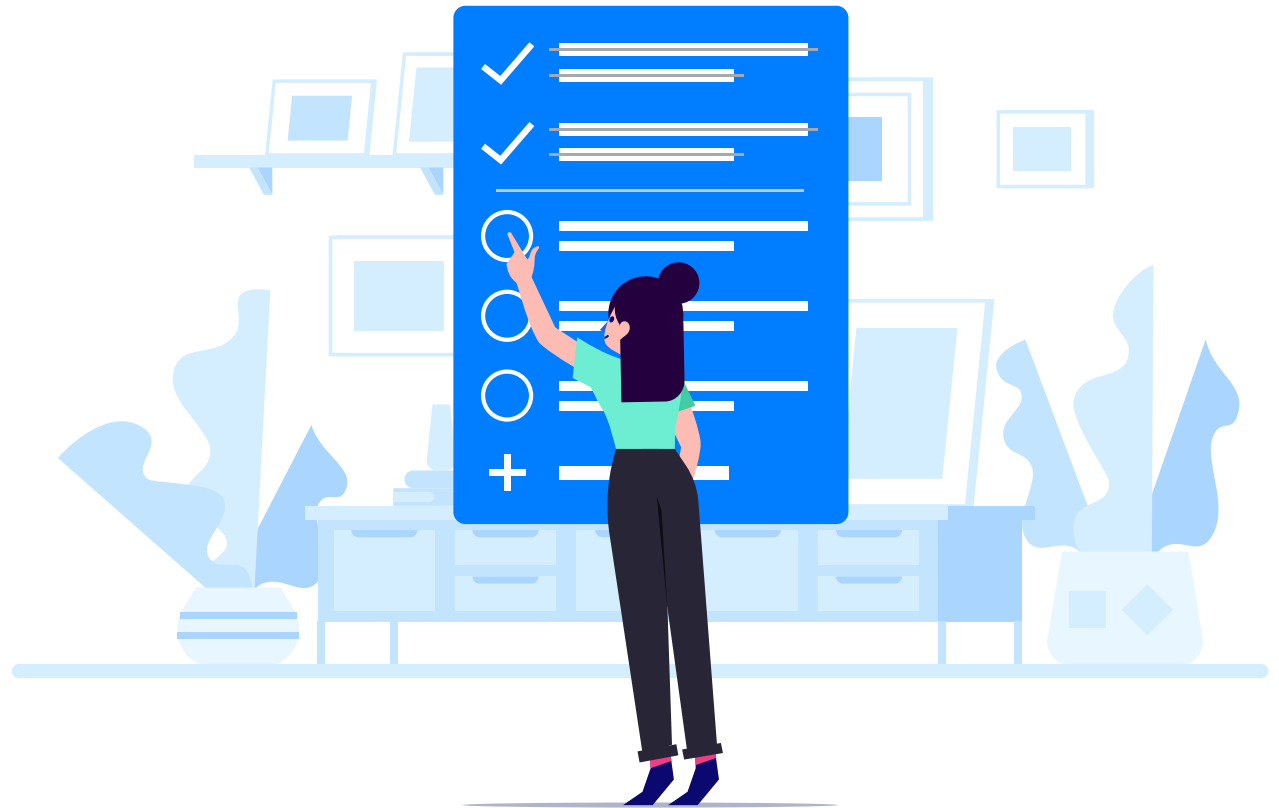- Advertising -  Paid ads for free content.

# Why Invest Now

- The global artificial intelligence as a service market size (AIaaS Market size) is expected to reach $77 Billion in 2025, from $24 Billion in 2017 growing at a CAGR of 56.7% from 2018 to 2025.

- According to a report from Cision, **Global Content Marketing exceeded $300 Billion** revenue by the end of 2019.

- The global marketing automation market size is expected to grow from an estimated value of USD 3.3 billion in 2019 to USD 6.4 billion by 2024, at a CAGR of 13.9%

# *Seeking*

- 250,000$ on valuation of 1M $.
- Investment goals:
- Develop an AI reinforce learning model.
- Develop autonomous processes.
- Improve the exist UI / UX.
- Empower designers community.
- Marketing.

# *Competition*

 » *End-to-end video marketing powered by A.I.*

 » *Tools and Solutions for Effective Social Media Advertising.*

 » *AI powered personalized notification Platform.*

 » *Social media autonomos optimization tool.*

# *Opportunity*

## The gray side

In today's economy there is common agreement
**on the equation: data = money**

But some kinds of data are worth more than others.
The price, like anything else in our ecosystem is based
on supply and demand. In our case, there is NO supply
and the demand is HIGH.

But more than that, this kind of data is the core component
for having an accurate reinforcement learning AI model, who
can recognize patterns in content success rate and eliminate
completely the guesswork of what works
and what's not!

# Future Prospects & Visions

**Frizbe technology enables cutting edge apps
and AI-powered editing tools.**

While incentivizing the creator community,
Frizbe empower business owners and allow them
to tell compelling stories through video and used it correctly
in the social media jungle, While saving money and time.

Predictive and artificial intelligence marketing, data-driven solutions
are becoming an essential part of successful marketing campaigns.
In large part, this is due to the progressive needs of customers
and their expectations for more personalized experiences.
Frizbe will make it through accessible platform
and affordable for everyone.

# Frizbe

*Tell Better Stories. Faster.*