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OI WHY USE BLEND?

1. Blend provides organizations the ability to communicate directly via voice, video, or text. Blend allows you to stay connected anytime and anywhere giving you immediate access to all your applications and documents.

2. Blend offers both Private and Public Servers:

- Organizations can set up private servers for different user groups and/or departments that require private communications that only pertain to that team or group of users within their organization. Tasks and meeting notifications can be set up for the different teams.
- Blend also provides public servers for public communication channels for employees, customers and vendors outside or inside the organization.

02 VALUE PROVIDED

Blend offers improved collaboration and communications with fewer emails. Blend connects teams, improves productivity and promotes efficiency. Allowing for a quick video conference call and screen-sharing capability provides project teams quick access to questions and answers for keeping projects on schedule and on budget.

- Streaming Live Desktops to share content
- Seperate channels with different levels of access permissions for different users
- Separate Meeting rooms
- Ability to launch via browser or downloading the application
- ♦ 100,000 Users per Server
- Upload file of up to 300MB
- More efficient Bandwidth of 64 kbps for voice calls

O3 HOW IT COMPARES AGAINST COMPETITORS



- Platforms Supported: Windows, Mac, SaaS, iPhone, iPad, Android
- Text Communication: Threaded conversations and advanced search functionality
- Task View Functionality: Seamless delegation of projects and workflows on an interactive dashboard
- Integrated apps: Developed in-house for seamless interaction and robust security



Slack

- Platforms Supported: Windows, Mac, SaaS, iPhone, iPad, Android
- Text Communication: Very Similar to Blend's, but slightly less advanced
- Task View Functionality: Lacks an organizational view of progress on activities and projects

VS

 Integrated apps: Additional licencing fees with every third party integration



Microsoft Teams

- Platforms Supported: Windows, Mac, SaaS, iPhone, iPad, Android
- Text Communication: Similar to Blend. Group or one-to-one chat, with option for quick breakout rooms
- Task View Functionality: Includes a more enterprise orientated view than Slack, however lacks the project and workflow design that Blend's task view includes
- Integrated apps: Integrated with Microsoft 365 Suite with option for additional third party integration

VS

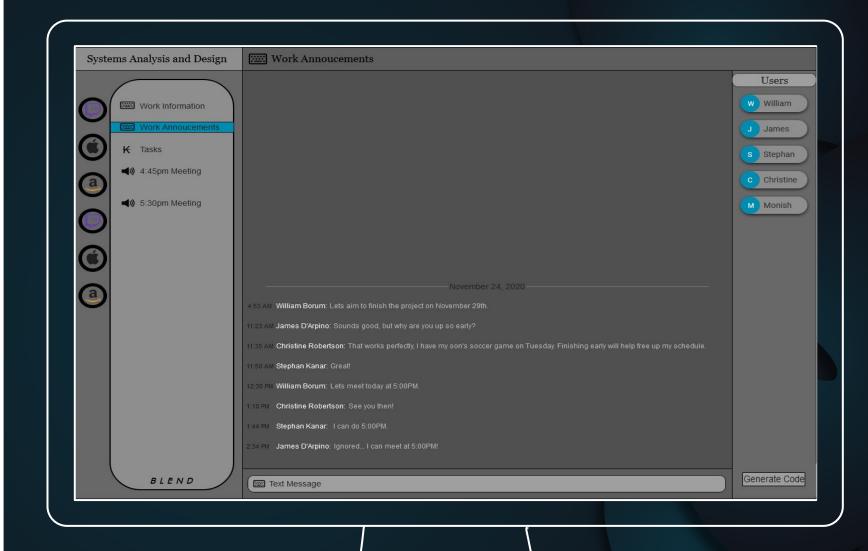
O4 CHALLENGES

- 1. Blend faces significant competition in the video/text communications industry.
 - Competitors include: Discord, Zoom, Microsoft Teams, Google Hangouts, Cisco WebEx, and Slack.
 - Minimal barriers to entry
- 2. High operational costs associated in maintaining the system
 - Server infrastructure and data storage costs
- 3. Need to incorporate robust cybersecurity measures
 - 2-Factor Authentication and encryption
- 4. Creating an attractive price plan or payment structure for customers



Text channel

Can be used to discuss with everyone that has access to the server.



Task channel

Managers will create projects and tasks. They will then assign these tasks to other employees.



Voice/Video channel

These channels will be used for conferences or individual meetings.
There are options to mute mic, turn webcam on, and share one's screen.



Generate Server Code

This is how employees will gain access to servers. The manager is the only one who has access to this information.

