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**80% find  
video creation to be  
difficult**

Biteable (2021)



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# **Education has transitioned online**

Education NSW 2021



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**Creating videos is  
time consuming and  
expensive**

Statista (2020)

# Solution

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We empower content creators through



**Recommendations**



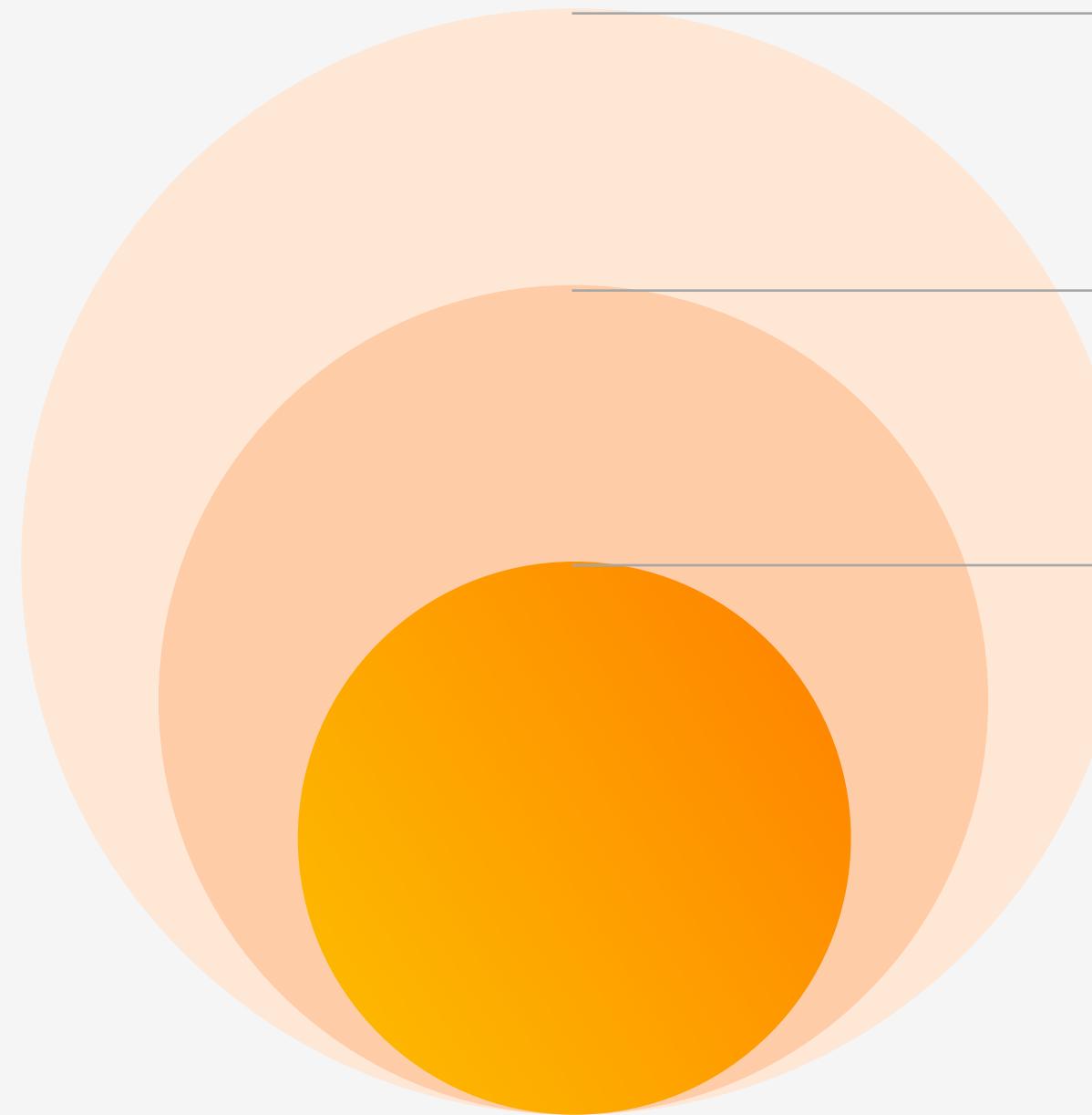
**AI Editor**



**Speed**

# Market Size

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**2,000,000 businesses**

Total Available Market

**200,000 SMEs**

Serviceable Addressable Market

**25,000 universities**

Serviceable Obtainable Market

Statista (2021)

# Competitor Analysis

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VidUp



Lumen5



Biteable

Automated Subtitles	✓	✓	✓
Media Recommendations	✓	✓	✓
Content Conversion	✓	✓	✗
Video Recording Editing Tool	✓	✗	✗
Customisability on Creation	✓	✗	✗
Optimised for Information	✓	✗	✗

# Pilot Program

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We are rapidly expanding throughout UNSW



**UNSW** | AGSM  
Business School

**127**  
students



**6**  
societies

# Business Model

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Freemium subscription model focused on growth

**Community**

**Free**

Generate 3 videos a month

Up to 5 GB of storage

720 export quality

Vidup watermark

**Professional**

**\$20/Month**

Generate 20 videos a month

Up to 20GB of storage

1080p export quality

No watermark

**Enterprise**

**Custom**

Unlimited Videos

Up to 100GB of storage

1080p export quality

No watermark

# Marketing Strategy

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A community growth powered by VidUp



**Social Media**



**Referrals**



**VidUp Branding**

# Our Team

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Our vision is to transform the way people tell their stories



**Jason Yu**

Founder & CEO



**Sunny Yan**

Fullstack Engineer



**Viro Hang**

Product Lead



**Daniel Kim**

Business Development



**Cristina Kop**

Backend Engineer



# Our Ask

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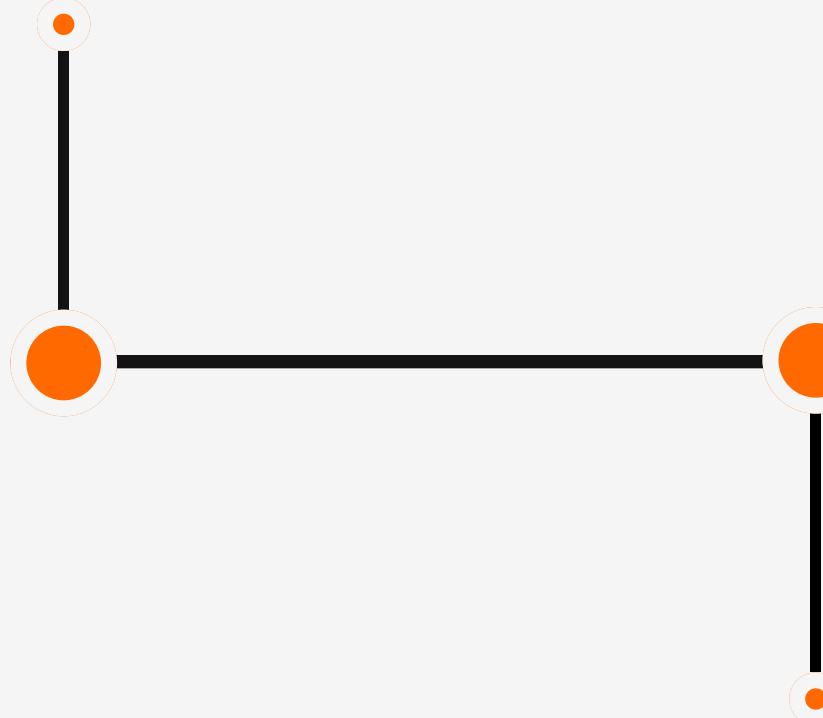
Opening **seed round** and  
**introductions** to lecturers  
and tutors

# Roadmap

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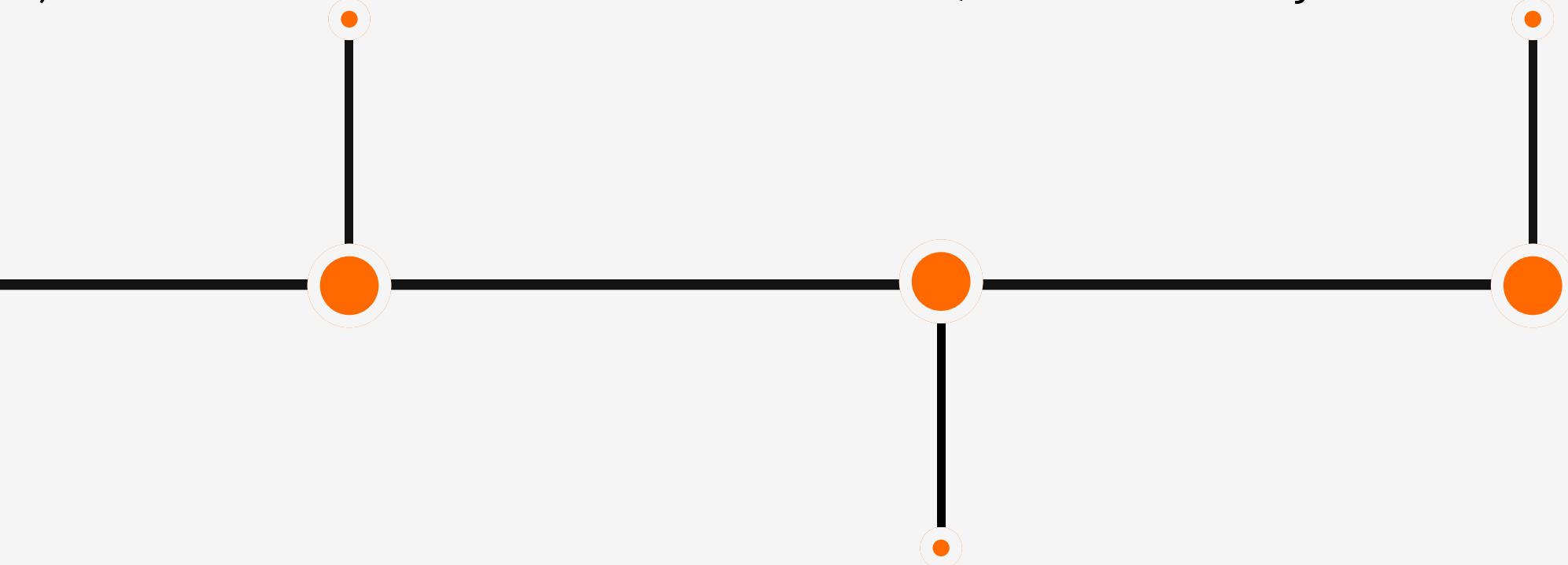
## UNSW Lecturers

100 users - Sept 2021



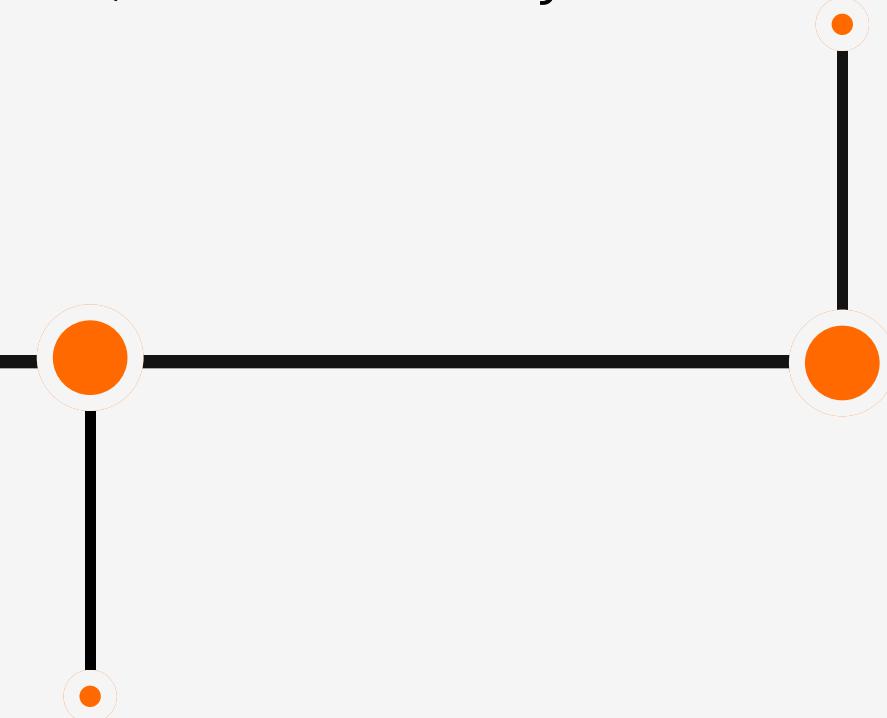
## University Market

1,000 users - Dec 2021



## Corporate Market

10,000 users - May 2021



## UNSW Students

500 users - Oct 2021

## SME Market

3,000 users - Feb 2021



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Create your next  
video with us at  
**[vidup.ai](https://vidup.ai)**