VideoToBe.com

Video + AI = Magic

Generative AI-Powered Search, Chat, and Insights for Video & Audio

Unlock actionable intelligence from your media — transform content into seamless search, interaction, and insights with generative AI.

Media content explosion and market opportunity.

We needed a fast and intelligent search for our favorite talk show!
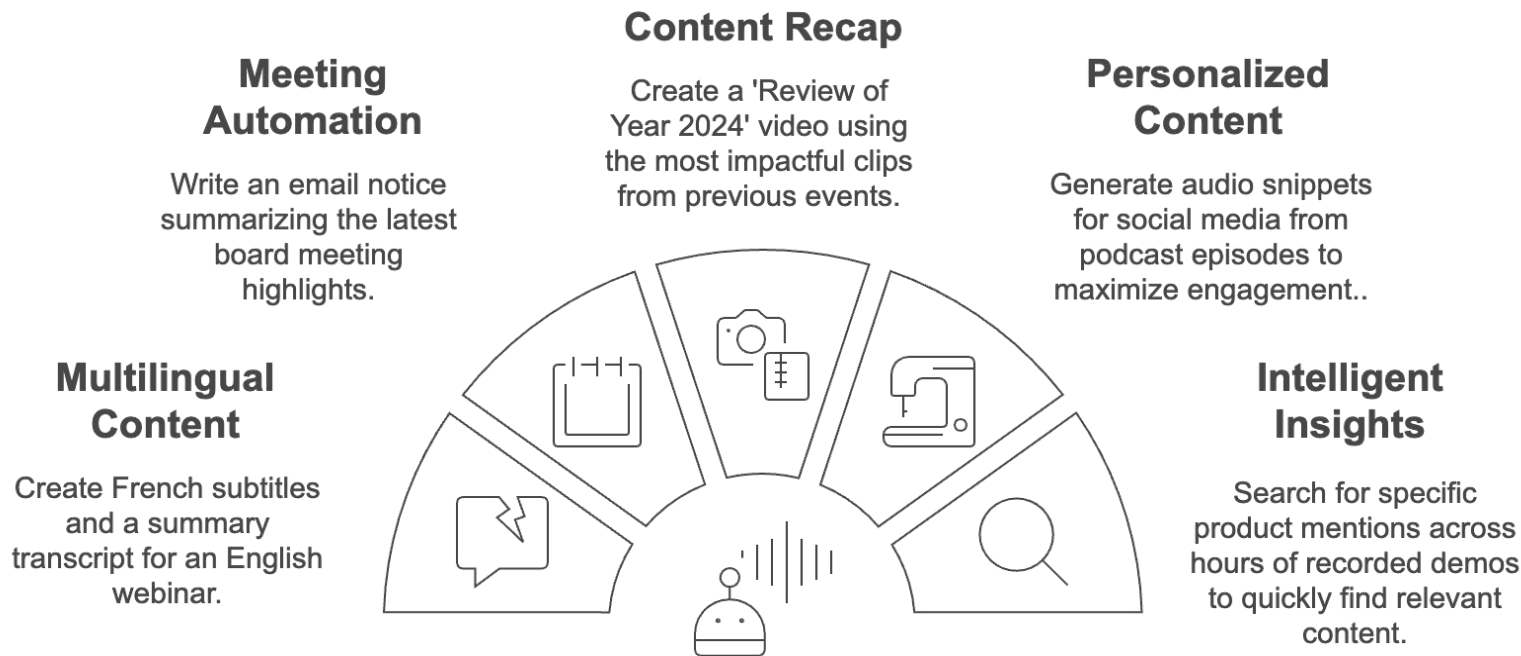
Origin

During the COVID-19 pandemic, I found myself caught up in the virtual world. Frustrated by the challenge of locating specific moments in these lengthy episodes, I founded VideoToBe. What began as a tool to search for precise moments within YouTube videos using text queries has now evolved into a platform for video and audio-to-text conversion.

Media Content Explosion & Market Opportunity

- Digital video, podcasts, and virtual events are **growing exponentially**, yet most content remains underutilized due to poor search capabilities
- Current AI tools struggle with multimodal analysis (video, audio, text), leaving **valuable insights untapped** across legal, recruiting, and education sectors
- Surging enterprise demand for next-gen media intelligence, driven by the need to extract actionable insights from **rapidly growing content archives**

Unlocking Real-World Use Cases with Generative AI

We plan to build a competitive moat around a specific niche sector like recruiting/ legal.

Content Recap

Create a 'Review of Year 2024' video using the most impactful clips from previous events.

Meeting Automation

Write an email notice summarizing the latest board meeting highlights.

Personalized Content

Generate audio snippets for social media from podcast episodes to maximize engagement..

Multilingual Content

Create French subtitles and a summary transcript for an English webinar.

Intelligent Insights

Search for specific product mentions across hours of recorded demos to quickly find relevant content.

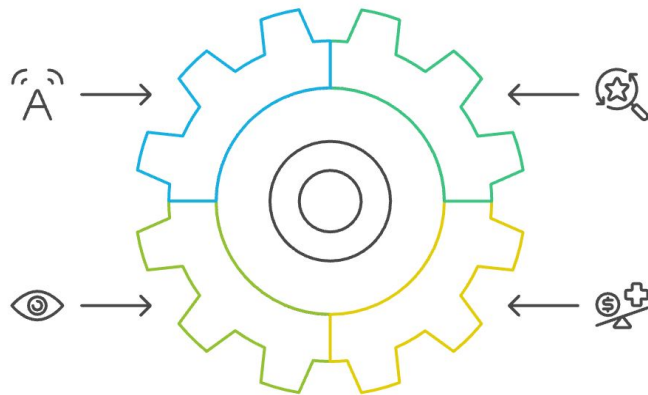# The Technology Behind the Solution

Advanced transcription, semantic search using RAG, and agentic-driven tools to unlock the true potential of media assets

AI-powered Transcription and Translation

Converts audio to text and translates for accessibility

Multimodal search capability using *RAG*

Combines visual analysis with text search

Advanced Semantic Search

Understands natural language queries for better search results

Agentic Tool Selection

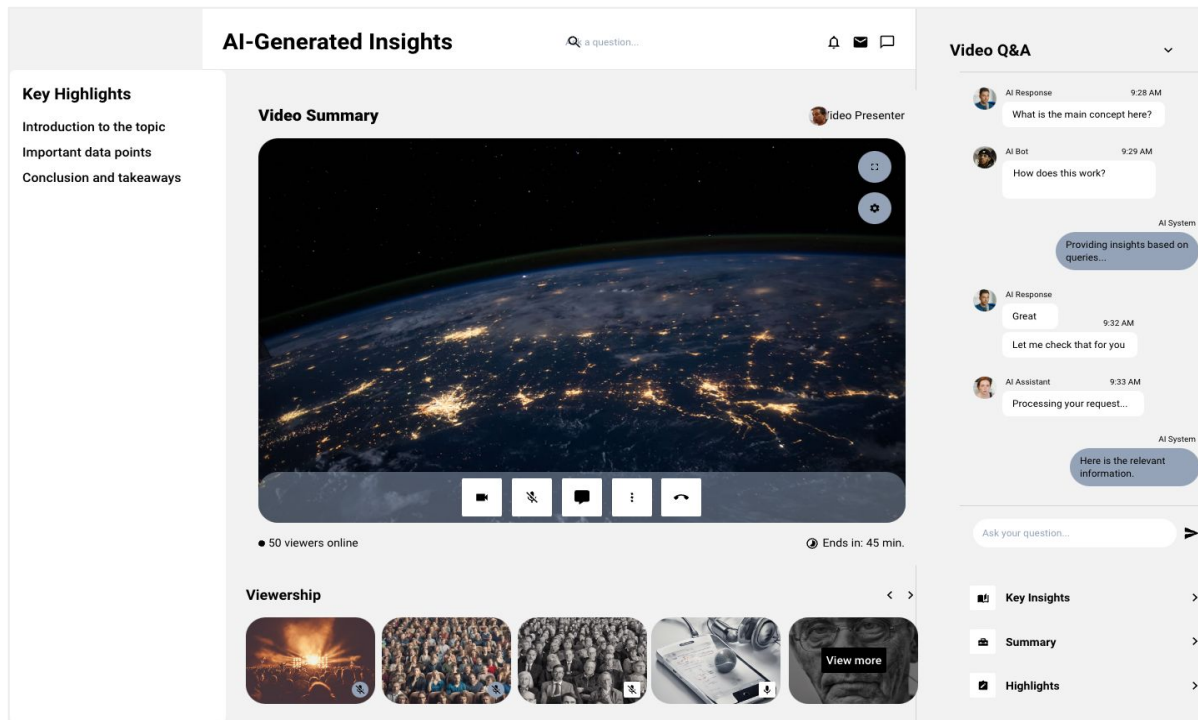LLM Agents dynamically choose the best function based on the desired artifact

Architecture

Include buzzwords like LLM, Local LLM

Introducing Our Next-Generation Media Intelligence Platform

Users can upload media to a collection, get ChatGPT-style responses, and generate tailored artifacts as per their needs.

Chat interface

Generating artifacts

Early success - Audio/Video Transcription

1,300 users have used the transcription service in the last 45 days to transcribe 2,600 videos.
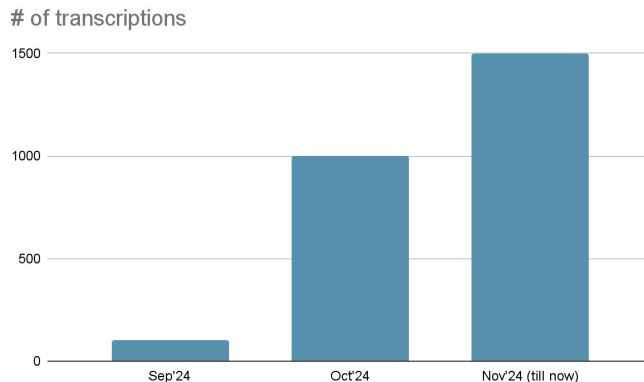
Current Customer segments:

- Talks, Interviews and Public board meetings
- Students transcribing lecture notes
- Churches

Current Pricing:

Pay-per-transcript model for the following:

- Transcripts exceeding 30 minutes
- Processing of low-quality audio and video files
- Generation of time-stamped subtitle/caption files

VideoToBe.com is gaining traction.

# of transcriptions

Real feedback from our delighted users

Users have found our platform speedy, accurate, and simple.

The service was amazing. ==Really simple and to the point==. It served me well and I have not complains. I hope it stays free because it's the only one I found that works and is free without having to create an account.

Keep the great work up!

Mahrah Alali

==Very accurate==, even translation part was excellent. Easy to use and fast, I had my files in less than 15 minutes.
Thank you!

Martin Cave

Originally sceptical of transcription services online, VideoToBe was perhaps my final attempt. I was more than delighted with the ==accuracy and simplicity== of your service. With a minimal amount of minor editing I was presented with a virtually word ==perfect conversation transcript== of over 20 minutes.
Incredibly impressive.

Steve Turner

Building a Valuable AI Asset: Data Moat & Exit Strategy
Strategic Value in Professional Media Intelligence

Building an AI-powered media intelligence platform with unique access to high-value professional content from a niche sector such as legal, corporates, and recruiting.

Growing Data Moat: Each user interaction enriches our repository of consented professional content - while competitors rely on public datasets, we're building a valuable, proprietary data asset attractive to leading AI companies.

Value Drivers:
- Specialized data assets in high-margin professional sectors
- Network effects: Platform becomes more valuable with each user
- First-mover advantage in underserved professional verticals

Clear exit paths:
- Strategic acquisition by tech giants seeking specialized AI/data assets
- Enterprise software leaders needing media intelligence capabilities
- AI companies looking to expand into professional verticals

The Team & The Ask

Mentorship and Angel investment

Plan to use the investment **(US$ 1mn)** to fuel the next phase of growth, further refine the AI pipeline and expand marketing efforts. The funds will go towards

- Infrastructure - NAS Drives, GPUs Enabled Computers etc.

- Hiring Talent

- Marketing & Sales

About Me

Meera has an 20+ years experience in software development and IT consulting with top tech firms like HP, Cisco and Symantec. She has an MBA from Santa Clara University.

Thank You!

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