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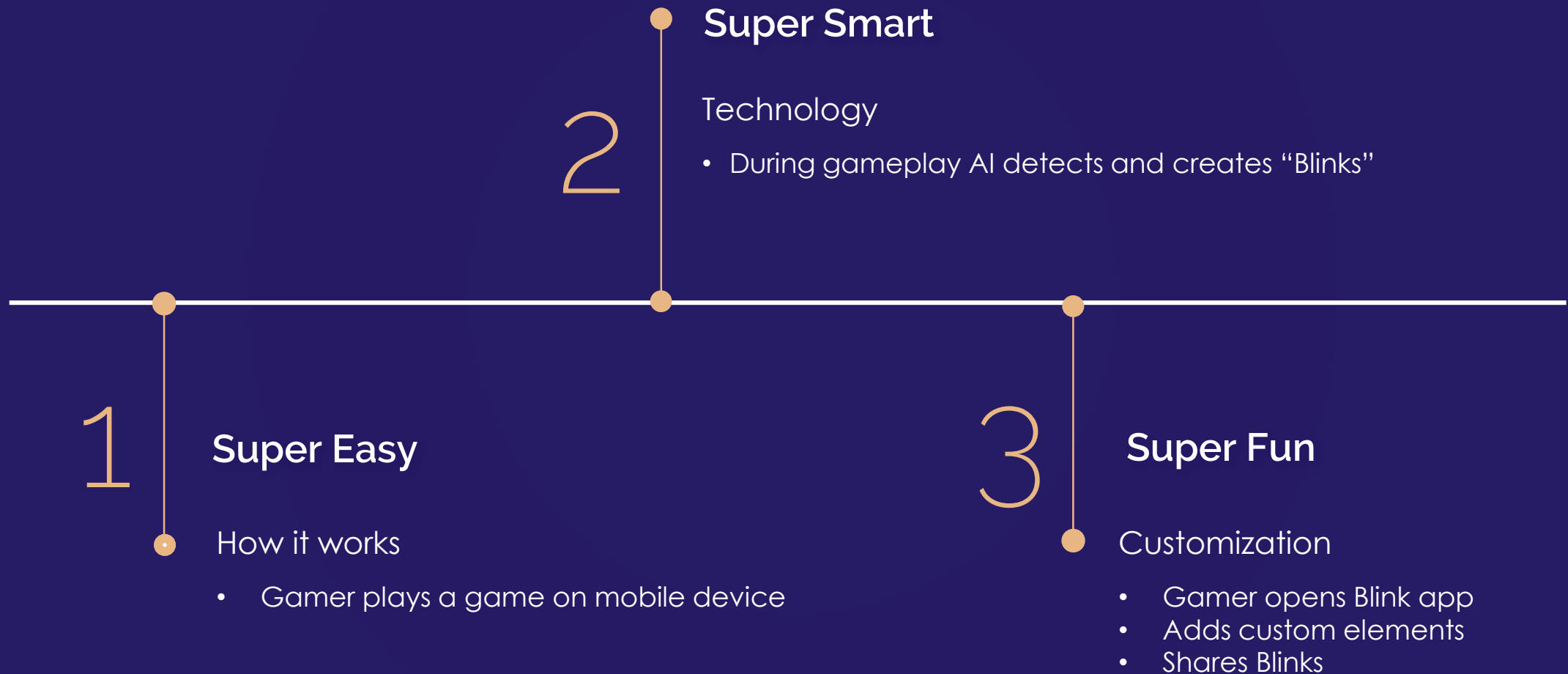
Where Gamers Become Heroes

- What is Blink? - Snap for eSport

Blink does for 600M gamers what Twitch does for 2.2M streamers

Our AI platform democratizes TWITCH

- Making Every Gamer a Hero



# Blink App - Snap for eSport

Personal info



Highlight type



Swipeable video player



Reactions

Achievements

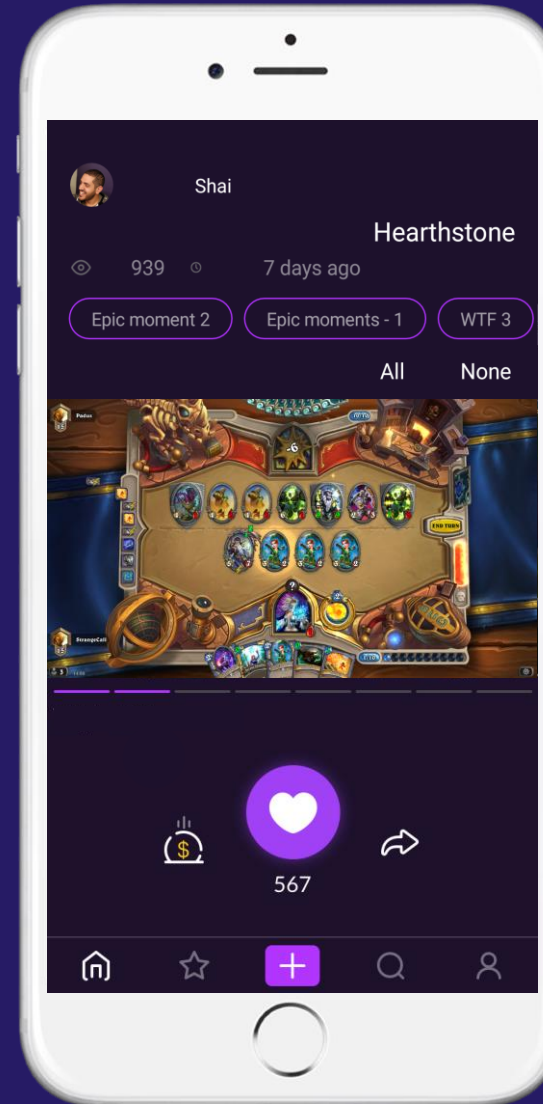
Donations



Pro Channels

Settings

Search



## Cognitive Core Technology

- Intelligent mobile upload
- Highlight detection
- Automated creation of “Blinks”
- Cognitive first party data

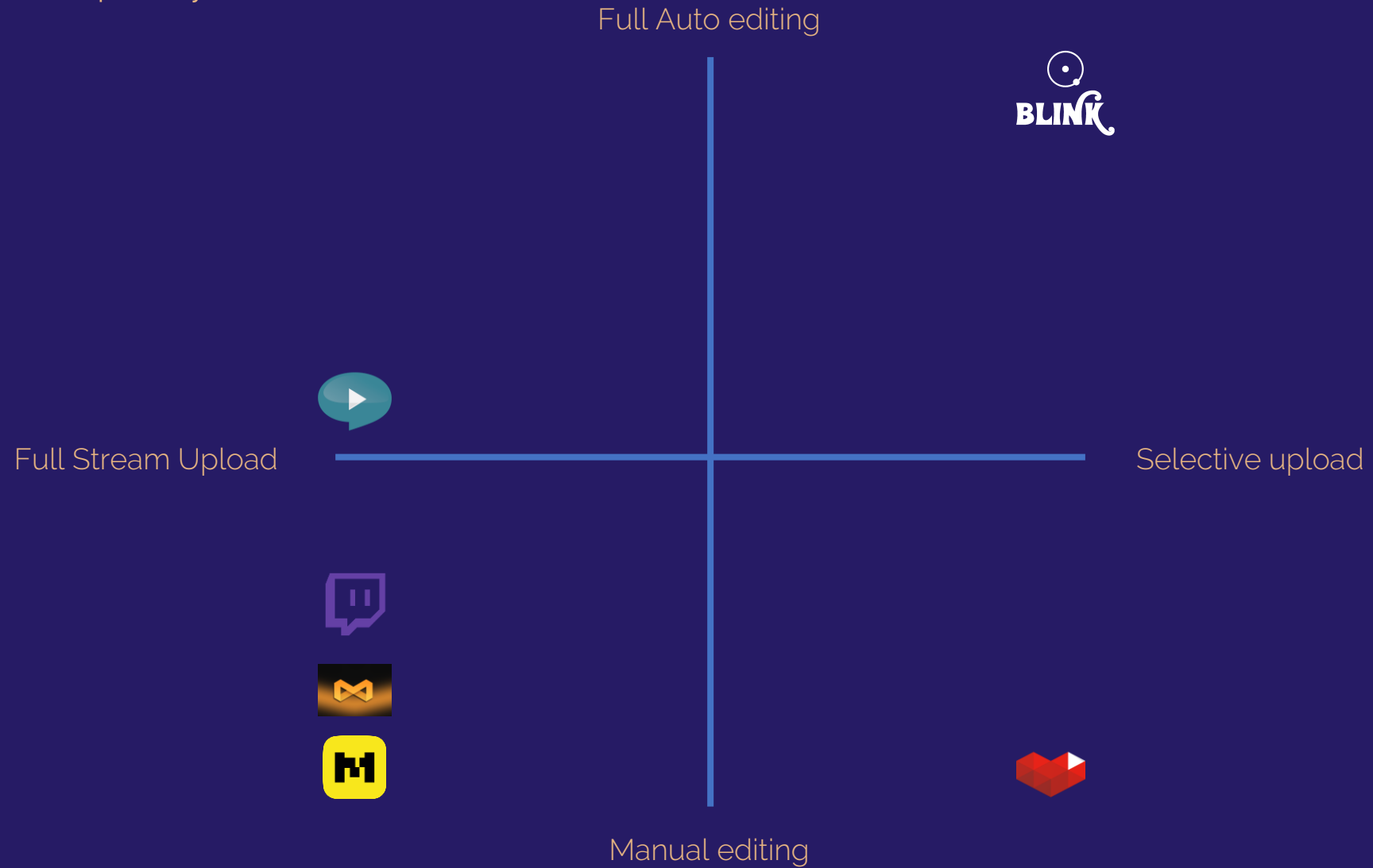
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10 Patents Pending

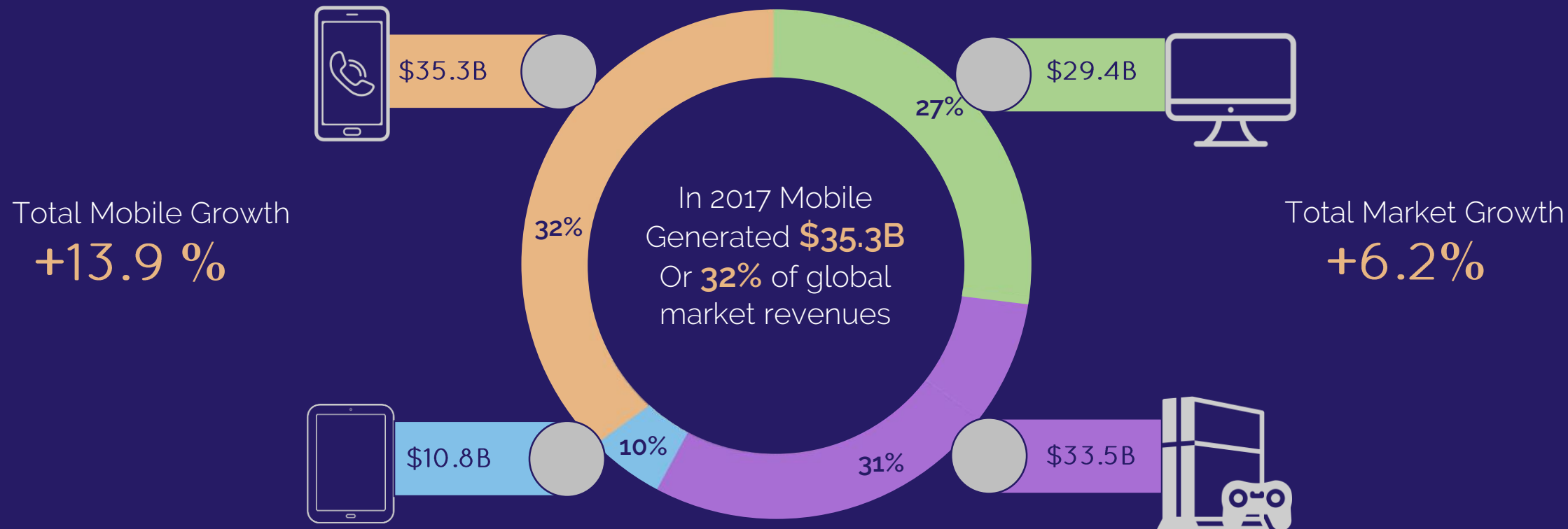


1<sup>st</sup> party data demo

# AI Powers simplicity



## ● MOBILE FIRST PLATFORM



## ● INITIAL TESTING

### Strategic Partnership



#### Vicious Syndicate

- A leading eSports data site
- 2m pageviews and 500,000 unique monthly users

### Quantitative Research

Customer Acquisition Cost  
**10%** less than average

### Qualitative Research





## ● First Game - Hearthstone

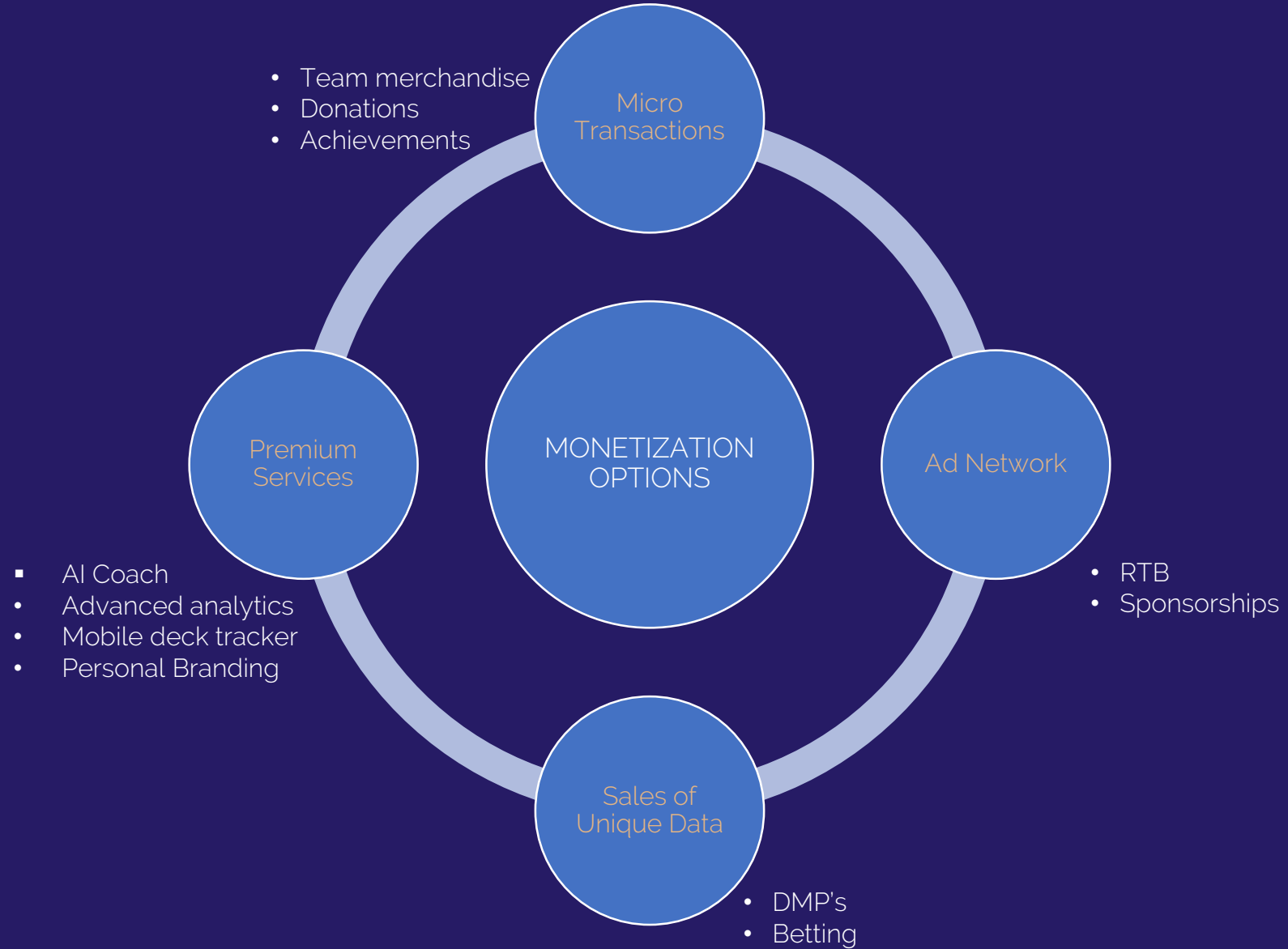
### 12 Month Goals

- Establish Blink as market leaders
- ✓ Strategic Partnerships – 500K Active Members
- Make Sharing of Blinks a new habit
- 100 M Monthly Blinks created
- 7 M Userbase

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### Hearthstone Statistics

- 70 M Game downloads
- Mobile Focused
- Consistently top 10 played
- Engagement - 21% Play &view - 18% view only
- 85% Male - 15% Female ,
- 44% Between 18 – 24 44% Between 25 – 34

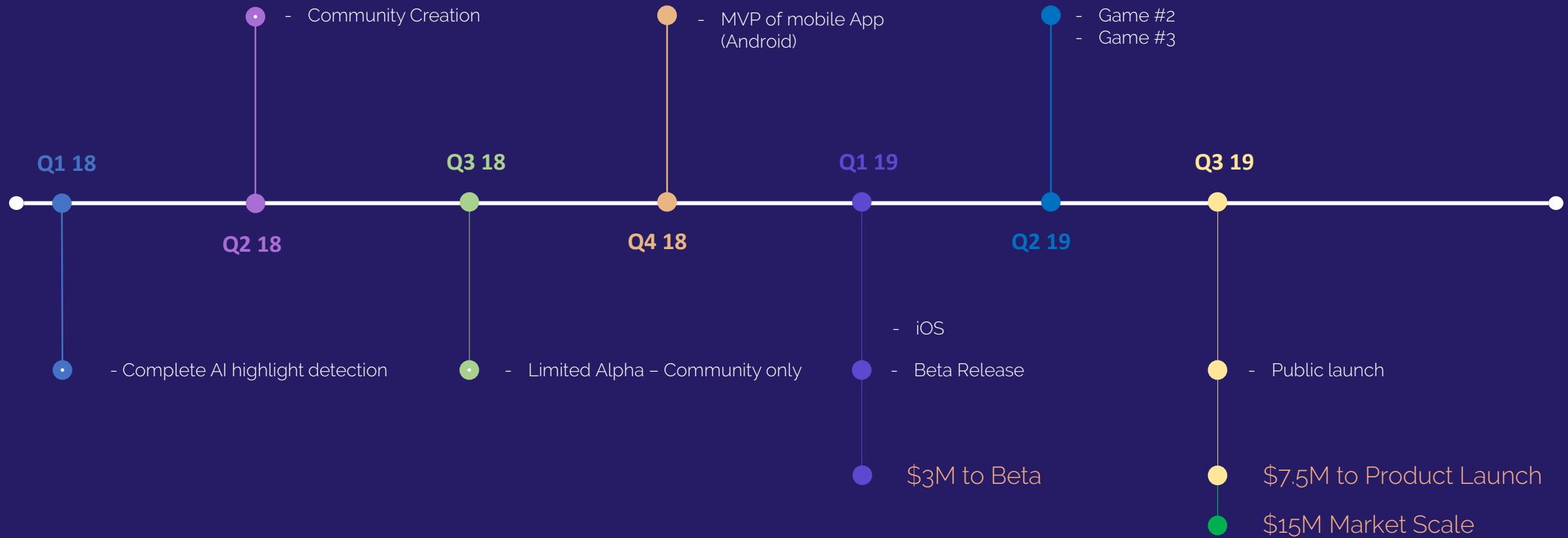


An aerial, high-angle view of a large esports arena. The arena is filled with spectators, and a stage with large screens and a central structure is visible. The entire image is overlaid with a dark blue gradient.

# Vision

A mobile entertainment platform that tells the story of every eSports player to the world

## ● Timeline & Financial Requirements



In the last 2 years we built advanced AI technology  
that can change the entertainment industry

Our initial market is eSport.

- \$3 Million Raised

- NAB 2017 startup best tech

- 15 Jerusalem Based Staff



**Ronen Shoval PhD**  
Founder - CEO

PhD Sorbonne  
Founder and CEO NGOs,  
VP BD of Accells (acquired by Ping)



**Yair Shapira**  
Founder - CSO

15 years experience as media  
expert & chief content editor  
TV and digital



**Itay Filiba**  
VP Product

15 years experience in digital product  
Head of digital products at Ch2 Israel  
UK Project Manager Orad systems



**Dov Frolich**  
VP R&D

20 years experience  
COO & VP Engineering Vringo



**Gavin Goodvach**  
VP Business Development

25 years in digital media,  
Hollywood & Israel.  
Head of Content AnyClip



THANK YOU



Where Gamers Become Heroes