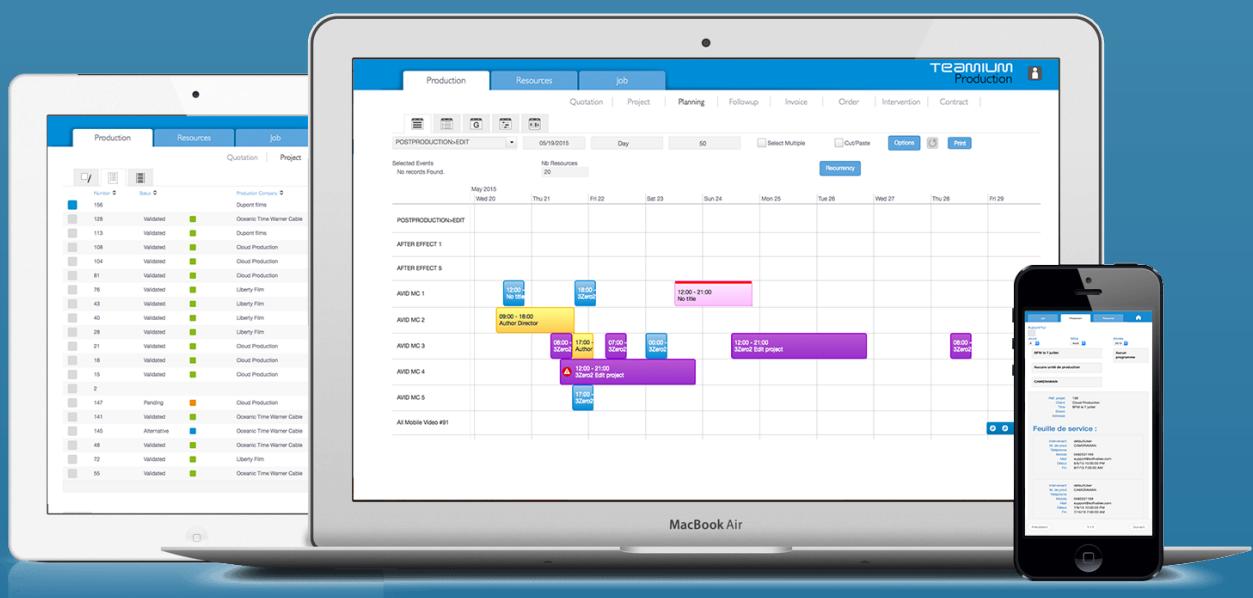


# Executive Summary

January 2017



In an **on-demand economy**, Teamium Marketplace is the platform where global video creators, News editorial, and media businesses will work, interact, and prosper together in the cloud

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# Introduction

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Produce video content today is an economic issue for the media to fuel the various digital platforms that have emerged in recent years: internet, smartphone, tablet, TV on demand ....

Today, mobile video consumption is around 50%.

Consumer changes have been so rapid and demand so strong that this industry has to reinvent its operating mode:

- The sector is under equipped with integrated tools; they use multiple, non-specific tools such as Excel spreadsheets, Google Calendar, obsolete applications ... These tools do not communicate with each other and require a large number of re-keying of data and document printing to communicate between the teams... with the risks of potential error and loss of time.
- The payroll is largely made up of freelancers, intermittent, which requires significant management staff (contract to publish regularly, numerous phone contacts, schedule management ...)

## TEAMIUM OPPORTUNITY

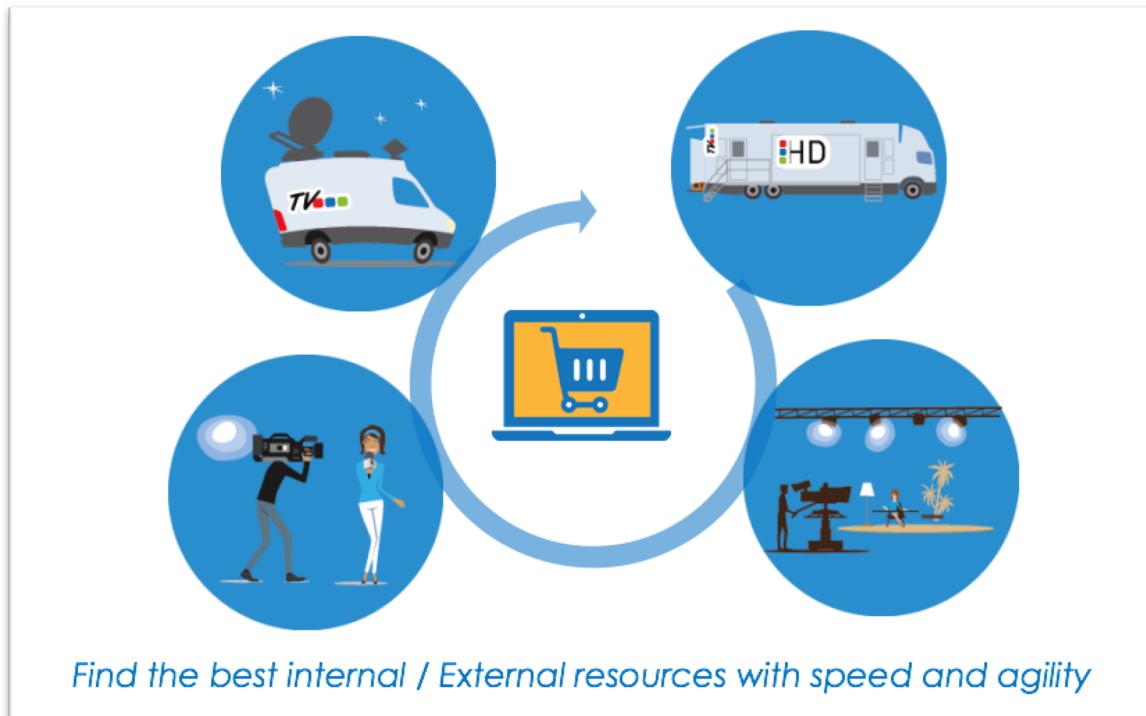
The challenge of the coming years to successfully transfer this sector is to bring together all the stakeholders of this ecosystem: production company, TV channel, distributor, communications agency, digital platform, self-employed ... through an instead of specific market "Teamium marketplace."

The creation of this platform will enable procurement of services, publication of vacancies for freelancers, linking companies with their suppliers ....

The market for video content production / movie represents ½ Billion US \$ per year, with more than 40 million freelance.

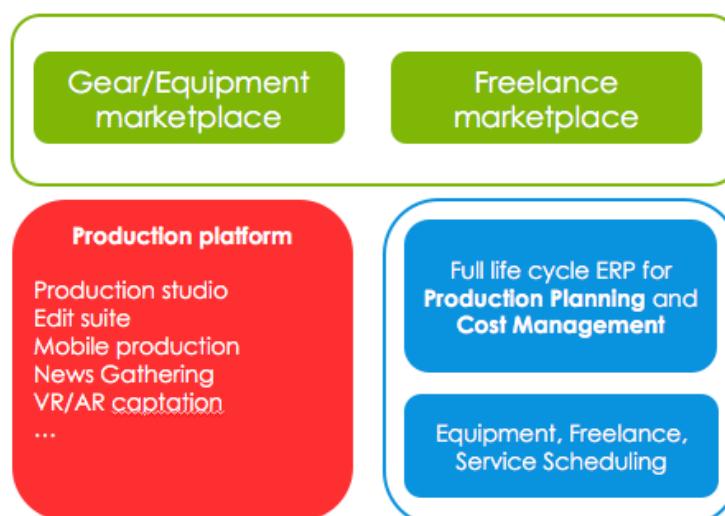
At the heart of the plan, we find our software application Saas, Teamium® already deployed in large enterprises sector (France 24, Time Warner Cable, NRJ, Euromedia ...)

This application now allows the management of their internal business is the connection interface with the "Marketplace" platform. Companies will be able to instantly get in touch with the whole community, enter into contracts, book resources.



In an **on-demand economy**, Teamium Marketplace is the platform where global video creators, News editorial, and media businesses will work, interact, and prosper together in the cloud.

Teamium Marketplace enables both revenue from transaction and revenue from subscription.



# Target Market

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## BUSINESS SEGMENT

- **Content creators** working in the following vertical (+40 millions)
  - Live event and sports broadcasting
  - Digital news outlets
  - OTT production
  - Linear broadcasters
  - VR & AR production
  - Enterprise brands content studios
  - Ad Agencies

## GO-TO-MARKET

Deploy the marketplace.

The revenue model is built on the perception of a percentage on the transactions but also the Premium subscription freelancers.

For the US, there are now over 20 million freelancers. For example, in the professional network LinkedIn, the Premium subscription is sold US\$ 720 / year.

For this phase we will open an office in the US in New York, the strategic role of the media and attracted the highest numbers of agencies, headquarters of broadcasters and also key partners in the Silicon Alley (LinkedIn, AOL, Google, Twitter ...)

## PRODUCTION MANAGEMENT ACCESS MARKET

We expect 50,000 subscribers for the first 3 years, **0.20%** of the accessible market, representing US\$ 35 million of revenue for this business unit only.

We create the next "on demand economy" platform for live content diffusers, the Channels of News Agencies, the creative content businesses.

Accelerate commercialization outside France and propose Teamium® of mainstream digital creation.

### Ad Agencies Vertical

Today in USA, Department of Justice has begun investigation about compliance requirements between Brands and Agencies.

This will drive the Agencies to show more transparency to be compliant.

Teamium is currently seeing by Agencies Legal Dpt to be the "Desired Solution"

In the top 5 agencies, there are up to 8 000 users possible per agency.  
The revenue model is built on annual subscription by users as "salesforce"  
which shows an amount between US\$200 to 300 / month/user.

### Linear Broadcaster , Live Event broadcasting Vertical

What is the next technology breakthrough in this area ?

#### **Making production of content through an IP world**

IP production is here. How this is impacting the way you manage your production ?

This is big paradigm shift on the way you schedule virtual resources. We will no longer manage a physical inventory, forget scanning an equipment barcode, bye Spreadsheet and legacy software. You will need a Production ERP which book online the required resources on multiple cloud platform, and capable to handle the procurement not only to start but stop the rental of such resources. As you pay as you use you need a time keeper and a money saver to manage efficiently your production cost.

*Taking an example on your day to day life. When you were short in storage capacity on your computer, you're buying extra hard-drive, then memory stick and most recently you went to externalize on the cloud your storage (Dropbox, OneDrive, Icloud,...)*

*How you manage the capacity? You need more you change your plan and slip your credit card. Very simple.*

Our strategy is to partner with established Manufacturer to sell through their sales team a complete offer including their gear and our Production Management Solution.

# The Solution

A full, simple and collaborative solution that allows users to coordinate editorial and production teams, manage in-house and external resources, plus accurately track costs.

As the challenges grow in this quickly evolving industry, so do production complexities and the need to optimize human and technology resources. Legacy solutions are typically ad hoc combinations of multiple vendors working to resolve scheduling, resource allocation, and financial processes using spreadsheets and emails. This barely worked when the business models were static and predictable. Today, media platforms are more dynamic and diverse, requiring flexibility and adaptable processes. Retrospective cost analysis isn't enough and new variables like virtualized processes and cloud services put even more emphasis on managing costs.

Softvallee introduced Teamium® as a fully collaborative, feature rich resource scheduling and management solution focused on the dynamics of Production, Post and News environments. Using modern software tools and practices, Teamium® helps solve current challenges with the flexibility to adapt as technology and operational practices evolve. Available as a SaaS, on premise, or hybrid solution, Teamium® optimizes human, technology, facility, and mobile resources while tracking costs and budgets.

Teamium® is the ideal solution to manage and monitor your production as well as view and edit your work orders and projects.

0 To Do      0 In Progress      1 Done      7 Overdue

Job Ref	Reference	Process/Function	Due Date Start	Due Date End	Assigned Resource	Status
858	TRANSMISSION>Sat Segment	10/28/2015 09:51	10/28/2015 10:53	TRANSMISSION>Sat Segment	Overdue	
819	Service>file transfer	10/16/2015 09:00	10/16/2015 18:00	Service>file transfer	Overdue	
854	TRANSMISSION>Sat Segment	10/28/2015 11:00	10/28/2015 11:30	TRANSMISSION>Sat Segment	Overdue	
613	Service>file transfer	09/25/2015 09:00	09/25/2015 18:00	STEVE JOBS_FRENCH_8THAPRIL11.PDF	Overdue	
922	Service>Web encoding	11/06/2015 09:00	11/06/2015 18:00	TV CHANNEL	Done	
923	922 Service>Web encoding	11/06/2015 09:00	11/06/2015 18:00	ARTWOOD Gabriel	Overdue	
773	726 Service>file transfer	10/06/2015 09:00	10/06/2015 18:00	ARTWOOD Gabriel	Overdue	
726	Service>file transfer	10/06/2015 09:00	10/06/2015 18:00	T_CONFIG_FILESCONFIG.PDF	Overdue	

Job 613

Due Date Start 09/25/2015 09:00  
Due Date End 09/25/2015 18:00  
Actual Start Date  
Actual End Date  
Completion   
Comment

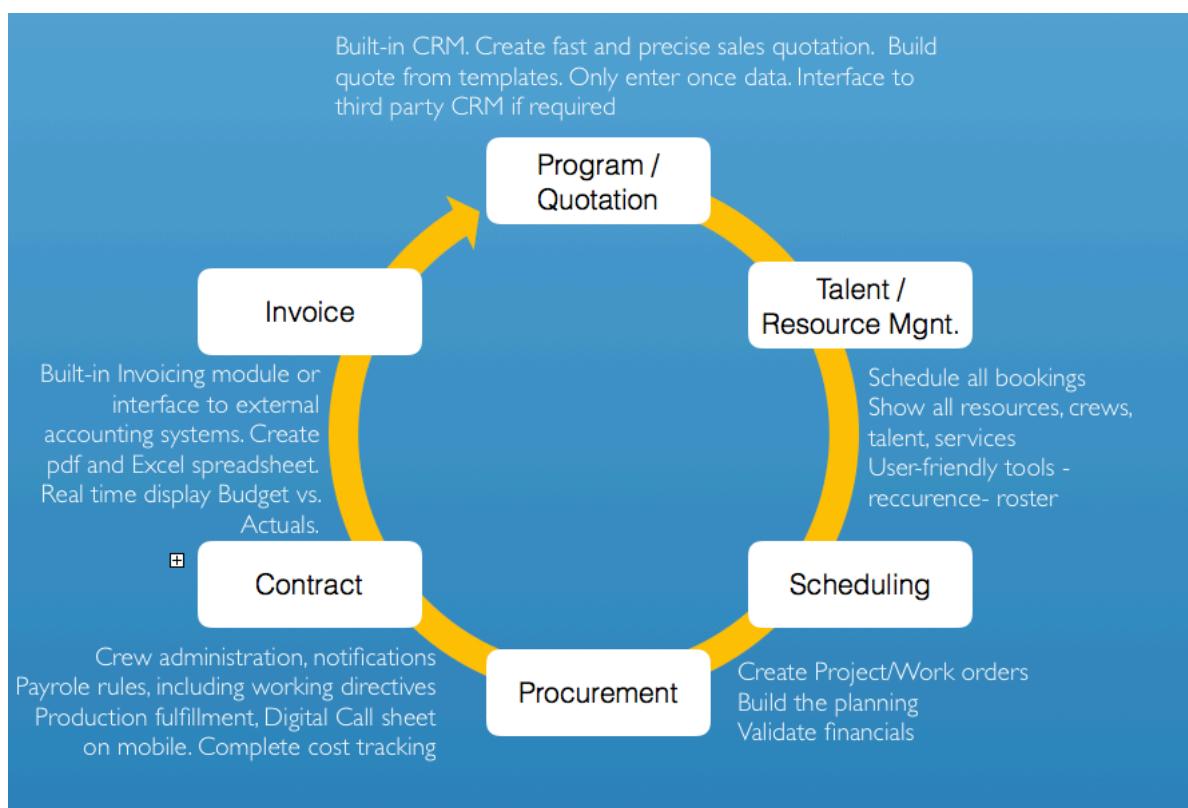
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Title episode **steve jobs\_8thApril11.pdf**  
UMID  
Format  
Input/Output

Teamium® helps content creators optimize their planning and resource organization by simplifying, centralizing, and streamlining production resources and costs.

Our customers demand quick adoption cycles and lower Total Cost of Ownership (TCO). Teamium® enables companies to pay-as-they-go, scaling with a zero-install subscription package that scales based on their business. Teamium® is also available by purchasing perpetual licenses, deploying on premise or in a private/public cloud environment. Either choice, or a combination of both, provides the same, fully collaborative, easily tailored, and highly scalable Teamium® solution to help manage resources and control costs.

### Optimized business processes

Teamium® integrates with most supplier procurement system, aggregating costs for financial reporting and analysis. Teamium® allows users to coordinate editorial and production teams, manage in-house and external resources and accurately tracking costs against budgets. the predictive cost calculation feature provides tools for the production stakeholder to gain control over their resources and budget.

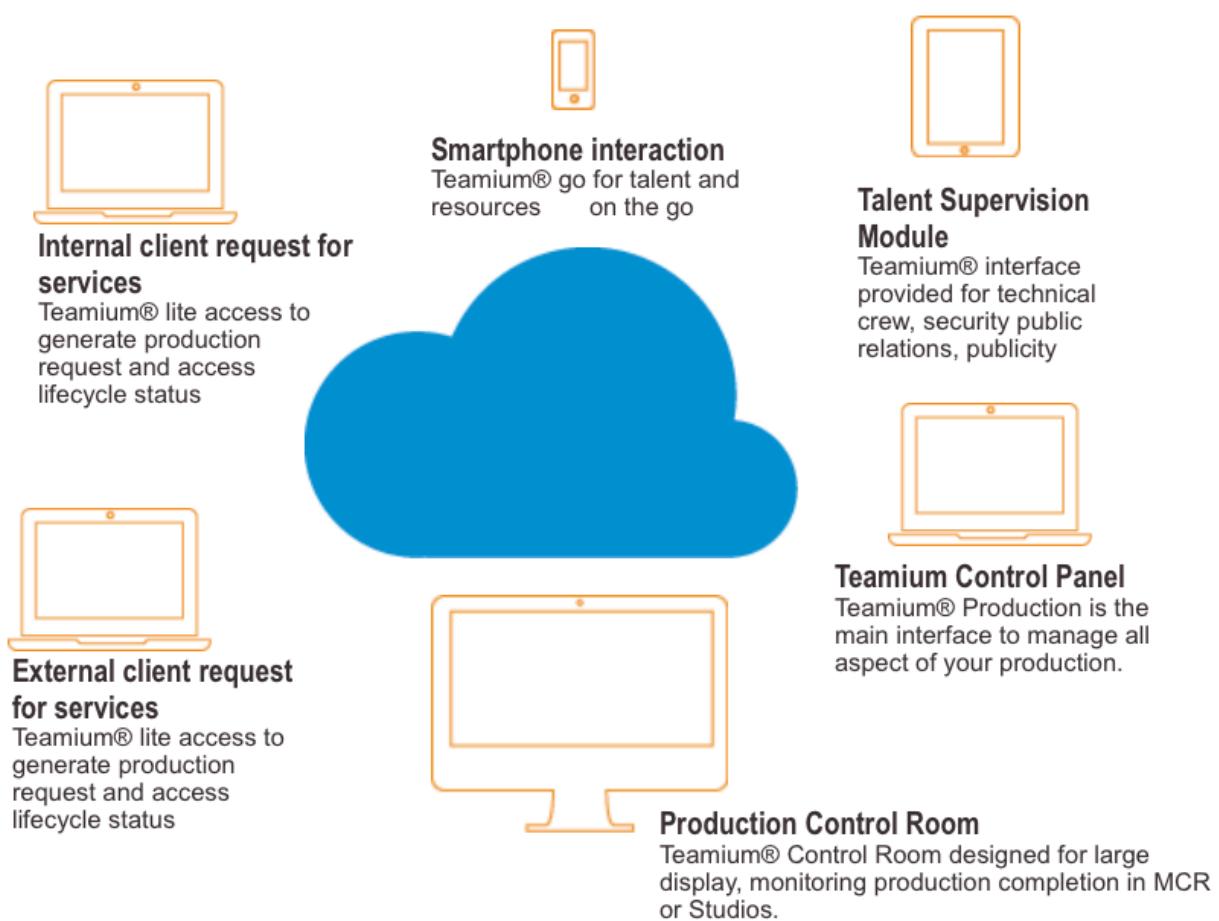


## ACCESS FROM ANYWHERE

Teamium® ensures that users benefit from a service available online, any time and everywhere, from a live production location, home, office or on the go, on any device (Mac, PC, tablets, smartphones).

### Enhanced collaboration

Teamium® is also ideal for News outlet to speed up news production scheduling and streamline transmission procurement while promoting a collaborative environment, optimizing the production process and staff productivity. Teamium® users are always connected to their teams and peers, sharing information on personnel resources such as costs, skills and availability in a centralized way. This is a flexible, simple and user-friendly tool which provides a collaborative backbone in an intuitive way.



# The Technology

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## **Easy integration into existing infrastructures**

Teamium® uses standard IT tools and architectures, benefiting from perpetual development of database with search engines, web services, interoperability (SOA architecture) and social networking technologies. Integrating a wide range of applications such as Google Agenda, scalable and extensible processes designed for rapid deployment, menu driven forms for short learning curves, and easily configurable reporting tools help drive productivity and resources optimization.

## **PRODUCT ROADMAP**

2017 Teamium Production ERP available

2017 Teamium Compliance delivery for Agencies

2018 Teamium Marketplace introduction

2019 Personal Teamium subscription

# Competitive Landscape

We haven't seen yet a solution like Teamium in these market verticals.

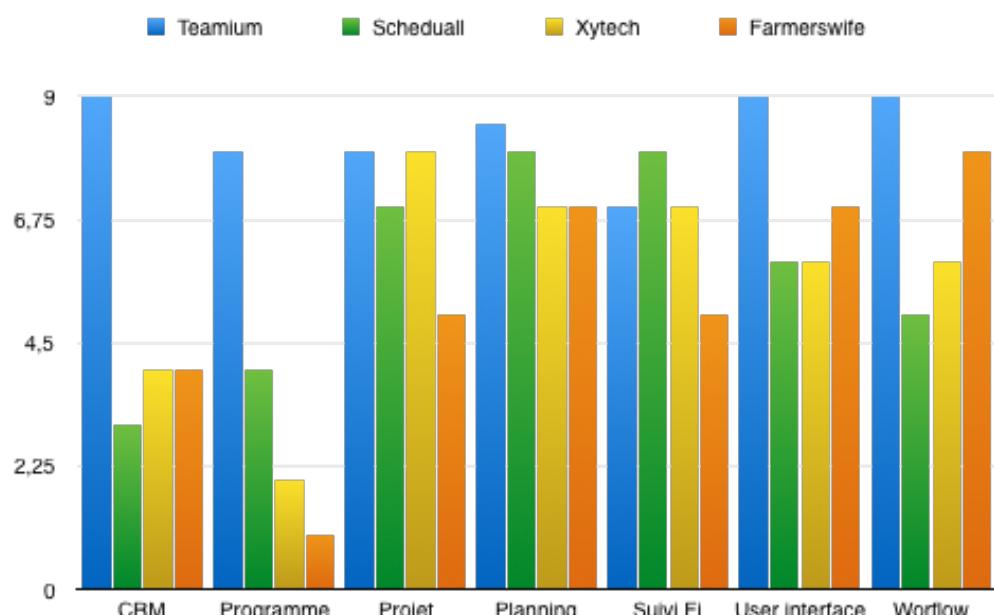
We have competitors in the ERP solutions but all of them are still providing old legacy software based a client/server architecture.

We are significantly advanced with our genuine design fully designed for Cloud. Teamium has been design to be SaaS offer. These are putting us the best position to deliver IP production and extend to a marketplace in a fast timing.

Competitors in legacy software:

ScheduAll, (USA) , Xytech (USA), Show Mgr (USA) , Farmerwife (Spain)

	ScheduAll	Xytech	ShowManager	Farmerwife	Teamium
	USA	USA	USA	Spain	France
Created in	1989	1988		1999	2014
IT architecture	Client/Server	Client/Server	Client/Server	Client/Server	100% Cloud
thin client	No	No	No	No	Yes

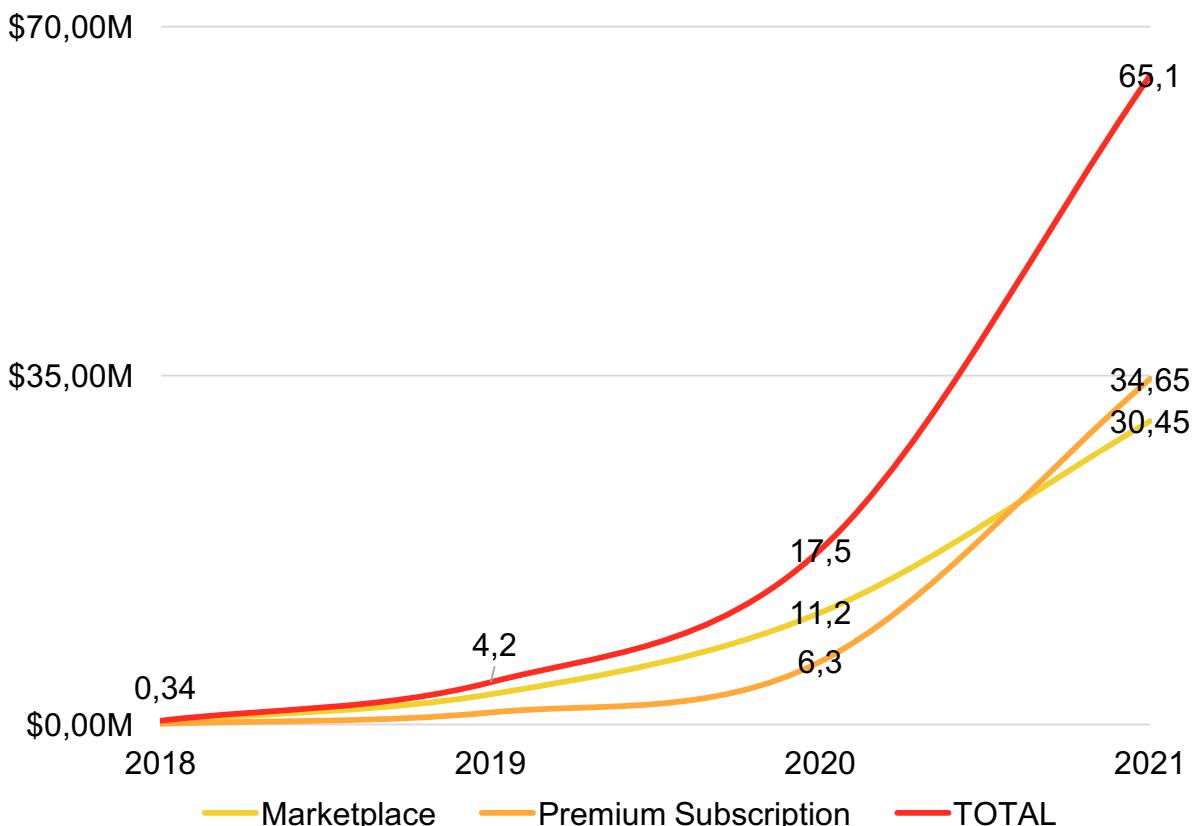


# Financial

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	2017	2018	2019	2020	2021
Revenue	22K	340K	4 200K	17 500K	65 100K
Operating Margin	-322K	-509K	2 977K	15 885K	62 829K
Sales & Mkt	-516K	-868K	- 1 331K	-2 050K	-2 713K
Admin Gal exp.	-141K	-231K	-306K	-417K	- 562K
EBITDA	- 975K	-1 483K	1 484K	13 578K	59 745K
EBIT	-979K	-1 608K	1 340K	13 419K	59 553K
Net Result	-979K	-1 611K	1 334K	8 987K	39 896K

## Revenue 2018 - 2021



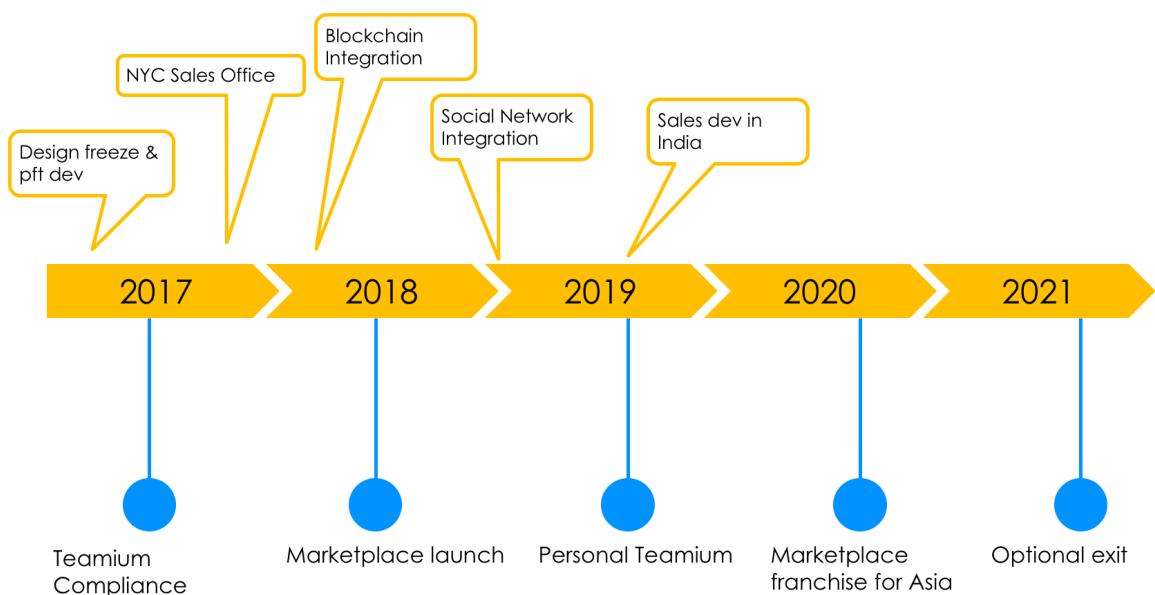
\*Note we have considered less than 0,2% of the accessible market for 2021

Head count	2017	2018	2019	2020	2021
C-level	1	2	3	3	4
Product Mkt		1	1	1	2
Tech. support	5	8	11	16	21
Sales	1	4	6	9	13
Marketing			0,5	1	1
Admin/accounting	0,5	1,5	2	3	4
Total	<b>7,5</b>	<b>16,5</b>	<b>23,5</b>	<b>33</b>	<b>45</b>

## Fund Raising

We will need to raise 4 million Euro to start and launch the marketplace in both France and USA.

## Roadmap



# Team

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## **Yannick Defrenne,**

CEO & Founder Softvallee

As a visionary and an innovator, Yannick has defined and led the development of the Teamium portfolio, strengthened by 25Y in the Media production sector leading digital transformation initiatives. With an entrepreneur's outlook, his work on behalf of Harris and Thomson resulted in automated workflow for TV playout and production and content digitalization processes. The roster of countries and customers, in which Yannick has lived and worked include Asia, Australia, South Americas, Africa, Europe and New York City, where he resided for 6 years.

## **Jeremie Tirfoin,**

CRO Co-Founder Softvallee

As a senior business and marketing executive with major international service and technology companies, such as Imagine Communications, Arkena and Thomson, Jeremie has acquired a solid experience in the Media production and broadcast industry. Working closely with content creators. Whether for mobile production or TV station departments, he has identified and found with Softvallee, the solutions that will help the Media industry to face its new challenges, where on constant budgets all actors of the production chain, have to deliver more and faster, toward always multiplying media formats.

## **Ralph Alterbaum,**

NY Office Co-Founder Softvallee

As senior business development executive with leading emerging technology companies, including eAssist, Siemens, ASK/Ingres, and Prime Computer over the last twenty five years, Ralph has led the adoption of "disruptive" innovations in the enterprise including the first cloud based SaaS CRM platform, the migration of life sciences professionals from laboratory notebooks to collaborative computer aided drug discovery at major pharma companies, the adoption of team based component based software development frameworks in the media and financial services sector, and the transformation of media, news, and entertainment global content creators to a new paradigm for managing the digital content creation process to profitability at Softvallee.

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