VYOOCAM™

World's smallest and easiest to use wearable camera for live video streaming
over the Internet that can be easily attached to *any glasses* people already have.

Why?

- ¨Next 10 years will be years of livestreamnig¨, Mark Zuckerberg, F8 2016.
- ¨Pieces are finally in place for 2016 to be the year of live streaming¨,
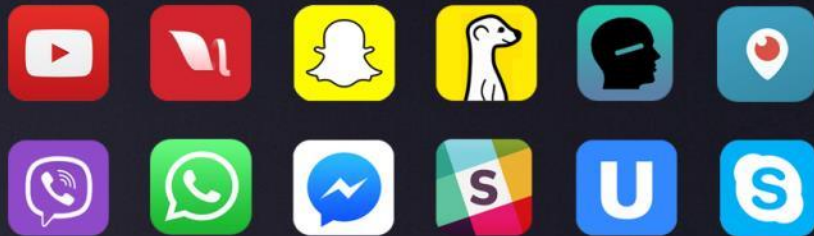Livestream CEO Jesse Hertzberg

- expansion of the mobile broadband Internet coverage
- increase in broadband Internet speeds (4G/LTE)
- bigger data plans

The problem

- streaming with mobile devices is no hands-free solution
- detached from surroundings while having eyes glued to the screens
- mobile devices are occupied by the streaming apps while streming
  so there is not possible to run other apps while streaming live

- AVAILABLE SOLUTION (PRODUCTS) for hands free vide streaming are
  not suitable for quick, easy, non-invasive and affordable use.

2005

2013

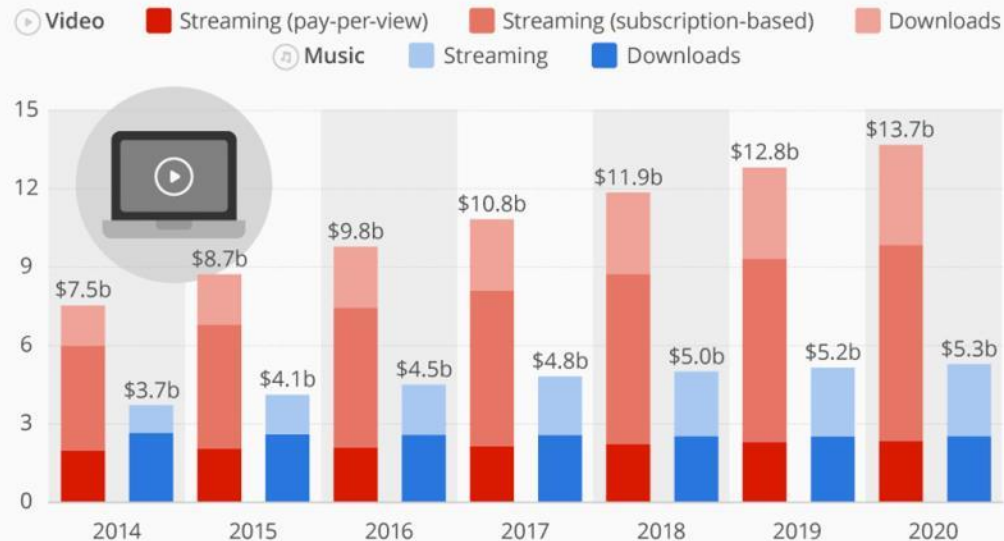Luca Bruno / AP

NBC NEWS

Michael Sohn / AP

2016.

- variety of mobile apps and services for live streaming, video broadcasting or video conferencing.

- apps that were primary used for texting and sending photos are bringing live video to their functionalities (Slack, Whatsapp...).

- *THE VERGE - Snapchat secretly acquired a company that makes Google Glass-esque spectacles for $15 million earlier this year, according to emails discovered in the latest dump of hacked Sony Entertainment documents. Business Insider reports that messages from the inbox of Michael Lynton, Sony Entertainment CEO and Snapchat board member, detail a deal for Vergence Labs worth $11 million in cash and $4 million in stock.*

Online video statistics

Online Video – A Billion-Dollar Opportunity
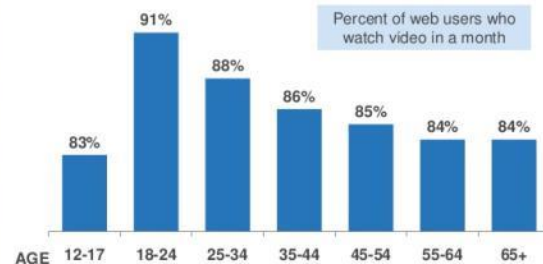U.S. digital video/music revenue forecast (in billion U.S. dollars)

▶ **Video**   ■ Streaming (pay-per-view)   ■ Streaming (subscription-based)   ■ Downloads
♪ **Music**   ■ Streaming   ■ Downloads

Year	Video	Music
2014	$7.5b	$3.7b
2015	$8.7b	$4.1b
2016	$9.8b	$4.5b
2017	$10.8b	$4.8b
2018	$11.9b	$5.0b
2019	$12.8b	$5.2b
2020	$13.7b	$5.3b

@Statista_com   Source: Statista Digital Market Outlook

statista

***https://www.statista.com/chart/3766/digital-video-revenue/

More than 83% of Internet users now consume video across all age groups

Percent of web users who watch video in a month

AGE	12-17	18-24	25-34	35-44	45-54	55-64	65+
	83%	91%	88%	86%	85%	84%	84%

comScore

78% of people watch web videos at least once per week

13.2 billion video views per month

video advertising increases sales by **$20-40%**

Customers are **85%** more likely to buy after watching

Search engines LOVE videos!

You Tube videos viewed ◀ **FOUR billion per day** ▶ google searches

sites with video are **53 times** more likely to appear on the first page of a Google search

online video audiences will double by the year **2016**

Online video statistics

THE RISE OF MOBILE VIDEO
Q2 2015 — ☆OOYALA

SHARE OF MOBILE VIDEO PLAYS

- Between April 2015 and November 2015,
  the amount of average daily video views on Facebook
  doubled from 4 billion video views per day to 8 billion.

  ***http://techcrunch.com/2015/11/04/facebook-video-views/*

Periscope
Time Watched per Day

OF ALL INTERNET
TRAFFIC IN 2017
WILL BE VIDEO
74%

- Syndacast predicts 74% of all
  internet traffic in 2017 will be video.

  ***http://syndacast.com/video-marketing-statistics-trends-2015/*

- Periscope has exploded over the past six months,
  and it has become the ultimate way to build true engage
  ment with an audience. Vocativ reported that it took only
  10 days for Periscope to reach their first 1 million users.
  The previous record was held by Instagram, and it took
  them two and half months to get to 1 million.

  ***http://brandongaille.com/periscope-tips/*

Why hands-free?

- there are numerous scenarios (use cases) where hands-free video streaming
  is a MUST.
- POV (point-of-view) video streaming is the best way to replicate what person
  sees. First perspective video brings the experience of ¨telepresence¨,
  the feeling ¨as if you are there¨.

ADVANTAGES: HANDS FREE while, at the same time, having MOBILE DEVICE FREE
for running any other app while video streaming/conferencing/recording.

¨Let them see what you see¨

There's a great demand for hands-free point-of-view video streaming in B2B use cases

Ad hoc Inspection, Routine Inspection
Corrective Maintenance, Routine Maintenance,
Live customer support, Remote Expert Assistance
Training & How-to procedures
Workflow Management, Work stream
Emergency for Personnel
Emergency for Machinery
Quality Control
E-learning, Tele-medicine
Tele-presence, Remote monitoring
Live shopping, Barcode Scanning
Video Recording

+ Enhance Operational Efficiency
+ Create New Revenue Channels
+ Innovative Collaboration

Competition?

- they all come in a form of smartglass
- not out of the box solution (hard to operate because of speech/eye/tap navigation - complex OS UIX).
- fragile and hard to carry around because of frames with head-up display
- very expensive $1000-$1600
- invasive while wearing because of uniformed glass concept with AR display
- low autonomy, it runs full graphic UIX, powers display, built in sensors (GPS, gyroscope...)

Vyoocam

- can be easely attached to any galsses people already have
- when needed, take it out from your pocket, clip it on and stream in seconds
- the easeiest and most affordable way to stream/record point-of-view video
- non-invasive because very compact design with no AR display or other
- great autonomy, mini-usb port for changing battery pack on the fly or for connecting to any external battery pack for extending autonomy
- very light while very robust device

Competition visual comparison

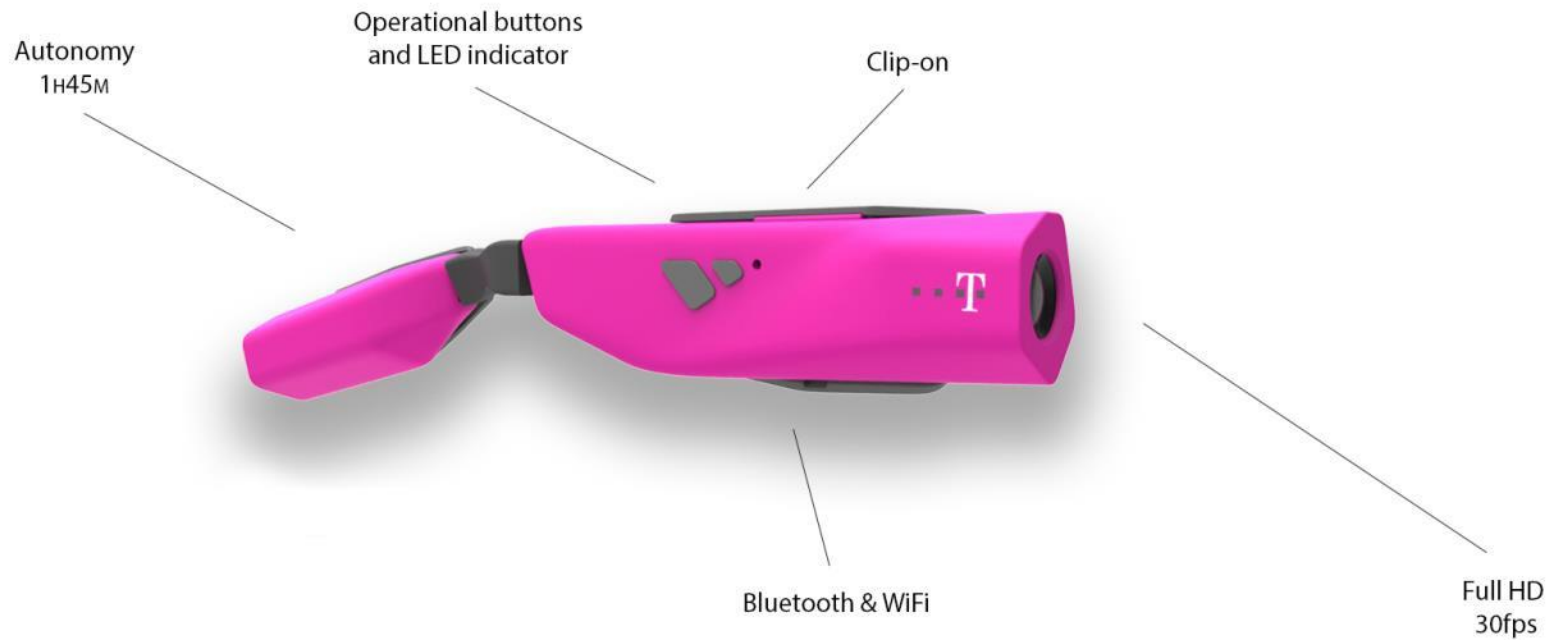|	VUZIX GLASS BARTEC PIXAVI	GoPro
PRICE	pivothead	VYOOCAM
	USABILITY	

	STREAMING	ATTACHABLE	FOLDABLE	PRICE
VYOOCAM	1н45м	YES	YES	€199
GLASS	20м	NO	NO	€1600
VUZIX	50м	NO	NO	€1000
BARTEC PIXAVI	1н30м	NO	YES	€4000
pivothead	1н	NO	NO	€299
GoPro	0м	NO	YES	€499

Vyoocam is:

- only device with low price and high usability

- only device that can stream up to 1 hour 45 minutes with built in battery

- only device that is software agnostic, it can be easely setup to stream to variety of service/apps for live video streaming, broadcasting or even conferencing.

The opportunity

- teleoperators see great opportunity as
  making phone calls and sending text messages over carrier
  are things of the past because Internet took it over

- they need to sell data plans

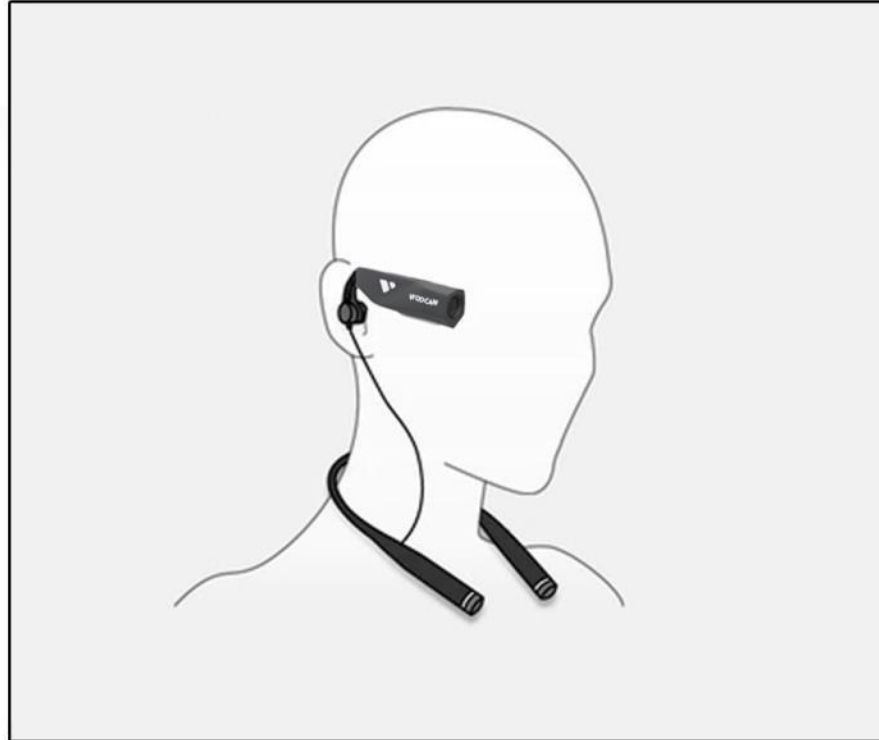- video generates the most of the
  data over the Internet

Autonomy
1н45м

Operational buttons
and LED indicator

Clip-on

Bluetooth & WiFi

Full HD
30fps

VYOOCAM

Branding possibility

There's possibility to brand Vyoocam depending on who's the customer and/or regarding B2B2C sales.
It gives great opportunity to other companies, brands or businesses to promote themselves.
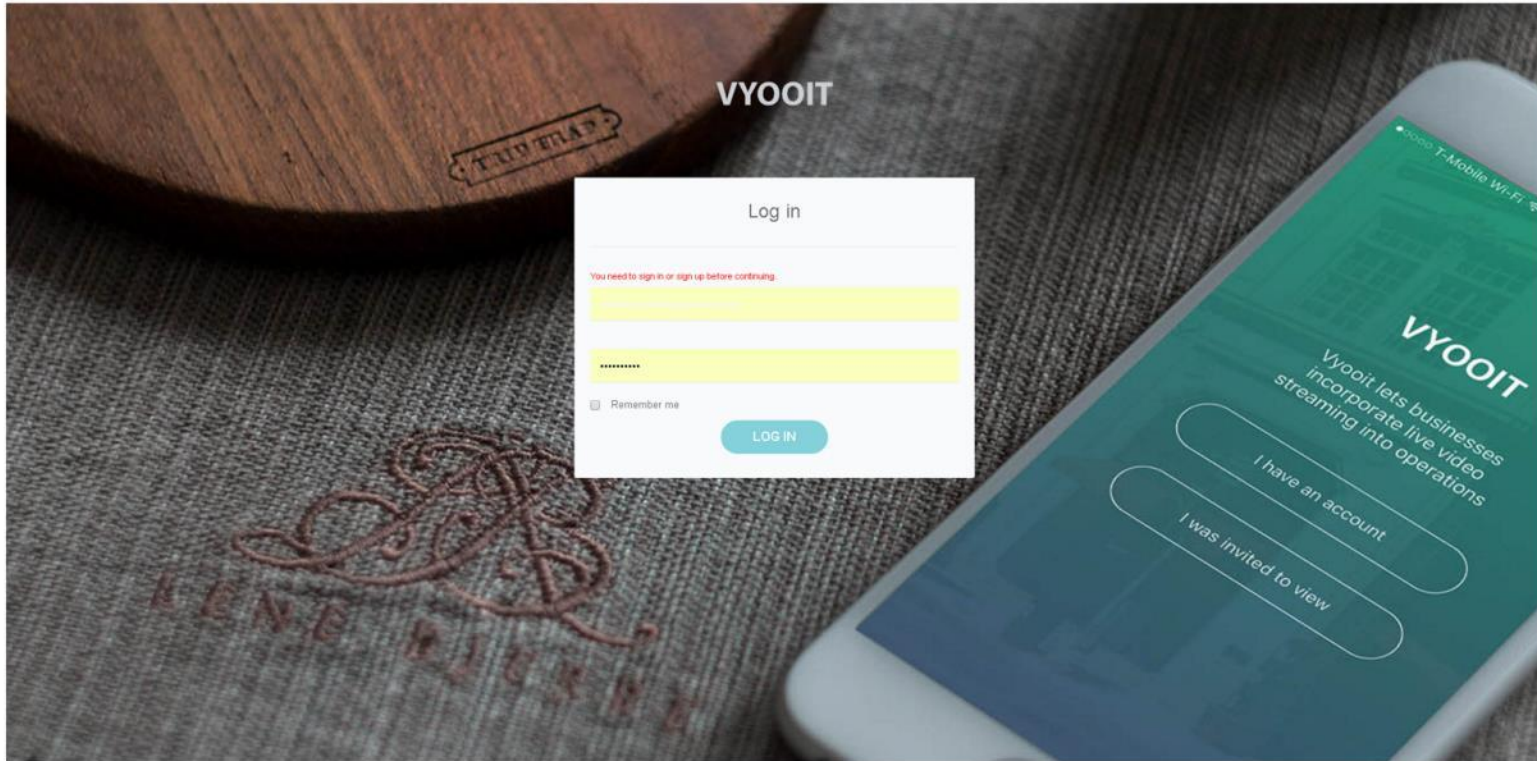
Opportunity for add-ons and building similar but more advanced devices

Vyoocam is great hardware platform for building new devices with more advanced (professional) components and features
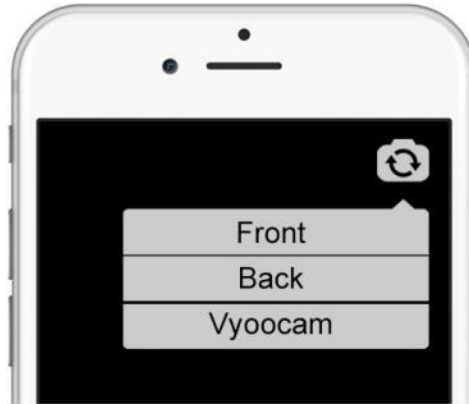
Vyooit SaaS

Works great with Vyooit mobile and desktop service that lets businesses incorporate live video into operations.

3rd CAMERA OPTION IN MOBILE APPS

Vyoocam is built to work as third camera option (alongside front and back built in camera in mobile device) in mobile apps.

Integration with other services:

Level 1:
- API integration within Vyoocam mobile app
- username/password for list of service (YoutubeLive, FB Live, Livestream...)

Level 2:
- providing SDK to mobile app developers
- Vyoocam as a 3rd camera option in mobile apps (fornt/back/Vyoocam)

Front
Back
Vyoocam

Level 3:
- integrated in mobile OS (Android/iOS)
- 3rd camera option in all mobile apps that uses camera

They said
Apple Watch
has no camera.
They were wrong.

VYOOCAM

Business model:

To build and sell devices (directly, teleoperators, US/EU resellers, services like Amazon, BestBuy)
To build, rebrand (white label devices) and sell devices
To sell subscription to B2B customers for Vyooit streaming service (SaaS)

- cost of material per unit *as low as 99$* (dependable on production batch #)
- targeted retail price: *$249-$299*
- expected gross margin: *$100*

Cost analysis:

- production costs: NRE, BOM, assembly, packaging
- develpment costs (hw&sw): design for production, testings, firmware, mobile app, SDK
- one time costs: certificaton (CE and FCC), tooling (casting molds)
- operational costs: Croatia office (R&D), US office (marketing, sales, business development)
- legal costs: IP (design patent (US), utility patent (US)), US Delaware Inc.
- sales costs: diribution (web, retailers, services like Amazon, BestBuy...)

Go to market strategy

- first devices will sell to B2B and B2B2C customers that are already waiting for Vyoocam camera
- end goal is to go after B2C market

B2B Customers
- *Mercedes (car show room - live shopping assistence)*
- *NeimanMarcus (retail - live shopping assistence)*
- *Operreta (real estate - agents)*
- *SNCF (French reilway company - telepresence)*
- *Simstation (telemedicine)*

B2B2C Customers
- *Worldrelay (streamingTV)*
- *Deutsche Telecom (reseller B2B and B2C)*

Other potential B2B Customers
- *construction companies, insurance adjustors, police/firefighter forces, educational institutions (schools, faculties), medical institutions, sport/training institutions, tutoring...*

B2C Customers
- *all users that already use built-in camera in mobile devices for live streaming but need hands-free solution*

Funding

- 80k EUR self-funded by founders for Vyooit SaaS (Yoolod Inc. in US, StreamingSolutions d.o.o. in Croatia)
- 55k EUR Hamag-Bicro grant for Vyoocam prototyping (Streaming Solutions d.o.o.)
- 7/2016 applied for EU grant Horizon 2020 phase1 (50K EUR)
- 8/2016 in negotiation with several private investors and accelerators regarding seed round

Ask

- raising **30K-50K** preseed money for 6-10% of equity regarding market ready product dev., CI campaign setup
- raising **250K-300k EUR** seed round return for around 15% (negotiable %) regarding production of first batch
- need funds for: finalising market ready product, production, marketing and sales
- seed money will give us 12 months of runway, production/sales dependable

Traction

- 1/2015 developed Vyooit (SaaS solution for integrating POV video streaming to business operations)
- 6/2015 approved for Hamag-Bicro government grant, started working on Vyoocam
- 10/2015 first version of Vyoocam working prototype
- 10/2015 winner of IdeaKnockout, biggest national startup competition
- 12/2015 startup of the year in Croatia
- 1/2016 showcasing in Eureka park at CES2016 Las Vegas
- 2/2016 started with ¨customer waiting list¨ for piloting/buying Vyoocam devices
- 1-5/2016 numerous publications and presentations at public events
- 5/2016 winner of Hub:raum WARP Accelerator in Krakow by DeutscheTelecom
- 6/2016 went into Hub:raum FAST TRACK program in Krk, PL
- 7/2016 applied for EU horzon 2020 50k eur grant for r&d phase
- 8/2016 launched new site waiting to launch preorders

Short business plan

- 6-9/20016 fundraising seed capital for final development, initial production, marketing and sales
- incorporate Vyoocam in US, move IP to US company
- setup CI campaign on Fundable.com and than setup CF campaign on Kickstarter.com
- to have first batch of market ready product produced early in 2017.
- late 2017. second batch of devices, further development and eventually raising next round for scaling business

Testimonials

At the CES2016 Robert Scoble, a well known Silicon Valley tech-blogger, intentionally visited our booth to test Vyoocam, after what he wrote about us as one of very few early stage hardware startups that caught his aye.

* https://youtu.be/FM3MWayG6ic
*http://bit.ly/1X3acqx

Robert Scoble and
CEO of Vyoocam
at CES2016

Our Team

Vedran Vukman / CEO

Vilko Klein

Dajgoro Labinac / CTO

Lovro Dujnić

Vedran Papeš

Ante Medić

Team of young enthusiasts:

All team members are well educated with great technical background

Vedran Vukman /CEO

Vedran is cofounder and Vyoocam team leader with more than 15 years of experience in IT industry. He works on business development and manages financials and sales. Vedran has educational background in economics but is a total tech geek.

Mirza Muftić /CFO

Mirza is cofounder with MBA in Mechanical engineering, serial enterpreneur with more than 15 years of experience. Father of a two.

Dajgoro Labinac /CTO

Dajgoro holds degree in computer engineenering and he is our main hardware/software designer. His task is to develop all of the required hardware and software components of our device.

Vedran Papeš

Vedran is studying video and multimedia at Algebra Business School. He's an expert in streaming solutions and services, compression algorithms.

Vilko Klein

Vilko graduated as aeronautical engineer at University of Zagreb. He is managing our technical team and works on technical and conceptual development as well as product integration. He is also an expert in 3D product modeling. In his free time Vilko flies planes as a licensed pilot.

Ante Medić

Ante is studying at Faculty of Electrical Engineering and Computing. He is expert in repairing and assembling microelectronic components to PCBs and does electrical testings.

Lovro Dujnić

Lovro is an expert in 3D modeling and electrical engineering. He works on designing and assembling camera enclosure. As a hobby he is an amateur astronomer and astrophotographer.

www.vyoocam.com   info@vyoocam.com
facebook.com/vyoocam