



- Sourced by Tejaswa Gavankar



PROBLEM

- Most companies' competitive advantages are their organizational knowledge.
- Fortune 500 companies lose roughly \$31.5 billion a year by failing to share knowledge.
- Till today, most peer-based coaching, which makes up the real BAU, has been inefficient





PROBLEM

- These peer-based trainings are often repetitive, in-person and backed by tedious documentation
- An estimated week' worth of work per employee is lost by experienced employees who train colleagues as well as new hires who are consuming the tr





SOLUTION

PERSONALIZED TRAINING

Allow employees to create and consume audio/video + screen shared content specific to the skills needed in that team.

USER FRIENDLY

Low tool training overhead to drive rapid adoption

QUICK IT APPROVAL

Simple and reassuring system design for an early go-live date.

Just C
www.getch

12/26/2022

Clypp - Investor Presentation



CLYPP

PERSONALIZED

Add a talking script, text boxes, blur sensitive content.
Integrations available with Teams, Atlassian, Trello.

USER FRIENDLY

Intuitive user experience with an in-browser app.

QUICK IT APPROVAL

In-browser app largely limits time needed for s/w
due diligence. Clypp is already GDPR certified and
supports SSO and on-prem hosting.

INTELLIGENT

Auto-captioning across multiple languages, text
summarization

12/26/2022

Clypp - Investor Presentation

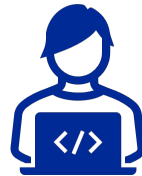


PRICING



FREE

- Edit and share
- Automated captions
- Manage workspace and team members



PRO \$14.49/mo

- Higher video quality
- White-labelling
- Download offline
- Longer Clypp durations



BUSINESS Custom Quote

- Highest video quality
- Advanced access control and SSO
- On-prem



MARKET SIZE

\$130B

OPPORTUNITY TO
BUILD

Addressable market

\$15B

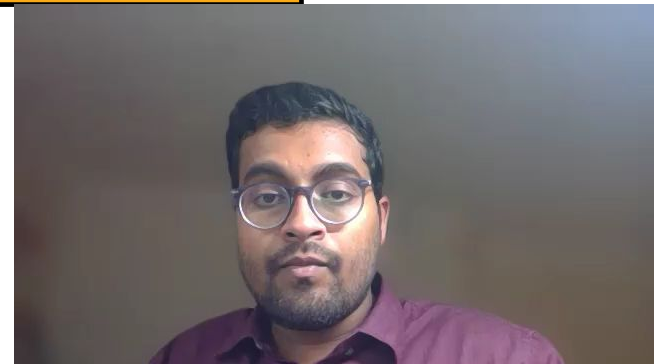
FREEDOM TO
INVENT

Serviceable market

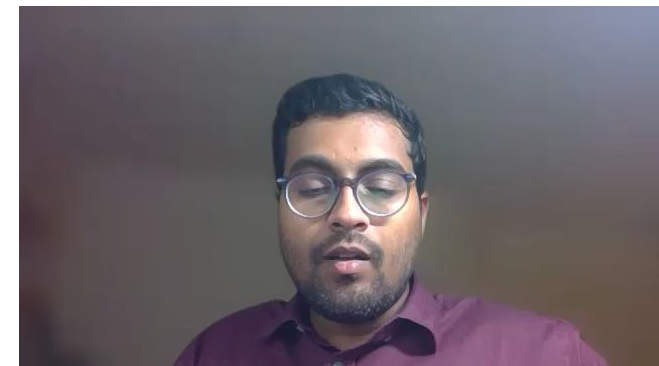
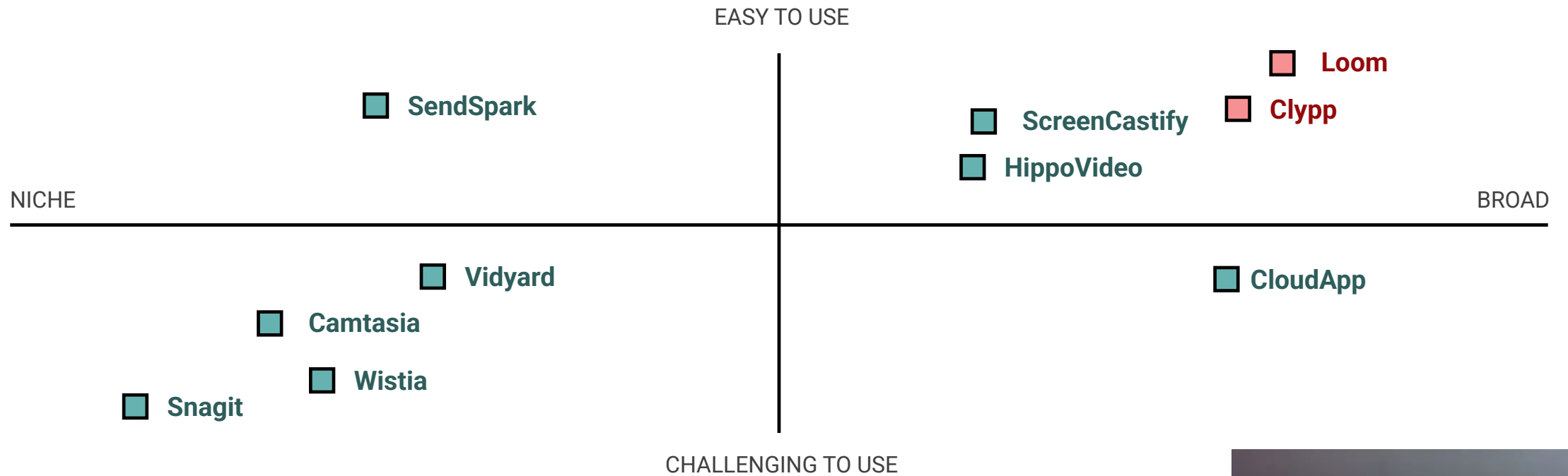
\$10B

UNDERSERVED
MARKET

Obtainable market

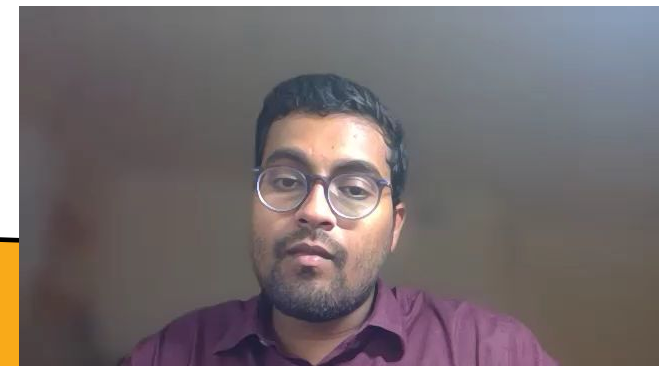


COMPETITION



LEADING COMPETITOR - LOOM

- Loom is valued at \$1.5 billion and has raised \$198 million in total as of May 2021, with notable investors like Sequoia, Kleiner Perkins, A16Z and General Catalyst.
- Loom did \$35 million in revenue in 2021 and boasts notable customers such as HubSpot, Square, Uber, GrubHub, LinkedIn, Lacoste, and Netflix.
- Affordability is the main draw for Loom's consumers.
- Loom is marginally cheaper with the intermediate tier priced at \$12 for Loom and €12 for Clypp (\$14.49).
- Loom supports more integrations than Clypp.



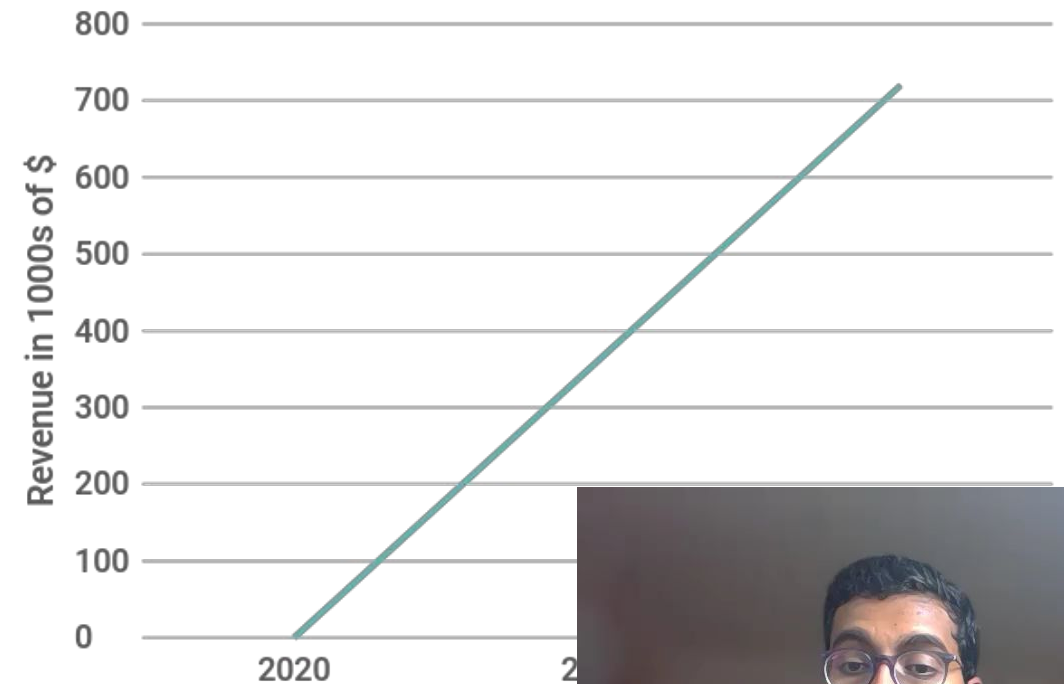
TRACTION

Forecasting for success

ACHIEVEMENTS

- 50+ enterprise customers as of June 2022 including an insurer with \$5.6 billion in revenue.
- Winner - Hubitation Contest, a startup contest by a German accelerator.
- Seed funding (undisclosed amount) by Allygatr, a HR Tech VC.

REVENUE BY YEAR



PRODUCT ROADMAP

Q3 22 8

Focus: Improved User Experience

📄 Stripe Payments integration for Pro Plans ✓

📄 Feature restrictions for Free and Pro plans ✓

📄 Native Mobile App Design and Implementation Start ✓

📄 Automatic Translation of Titles, Descriptions and Subtitles ✓

📄 Appending additional media files within existing Clypps ✓

Q4 22 10

Focus: Performance & Privacy

📄 Hybrid scalable hosting ✓

📄 Cut Webinars into short video tutorials ✓

📄 Public Workspaces ✓

📄 Improved embed player ✓

📄 Embed Internal Clypps ✓

Multiple Audio Overlays ✓

Re-design of public pages ✓

Q1 23 9

Focus: AI Improvements

📄 Automated & translated voice overs for Clypps

📄 Native iOS Mobile App Rollout

📄 Atlassian Confluence API

📄 CDN video delivery

📄 Sharepoint integration

📄 Zendesk Integration

📄 Chrome Extension

Q2 23 6

Focus: Improved usability

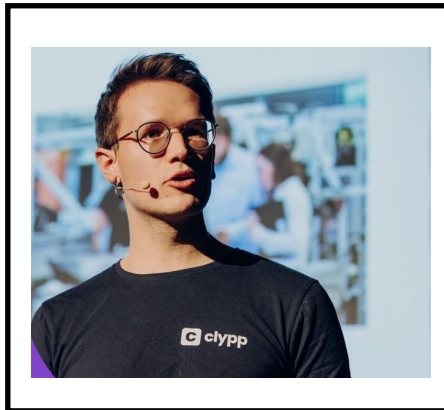
Creation of a desktop application

📄 ISO 27001 certification

📄 Introduce AR/VR components to Clypps



FOUNDING TEAM



Maximilian Zeyda
Co-founder



Edwin Sauer
Co-founder

