

Sell by video online directly from the site

 A NEW ERA OF ONLINE SALES

Increase

conversion 

Increase

NPS + LTV 

Improve

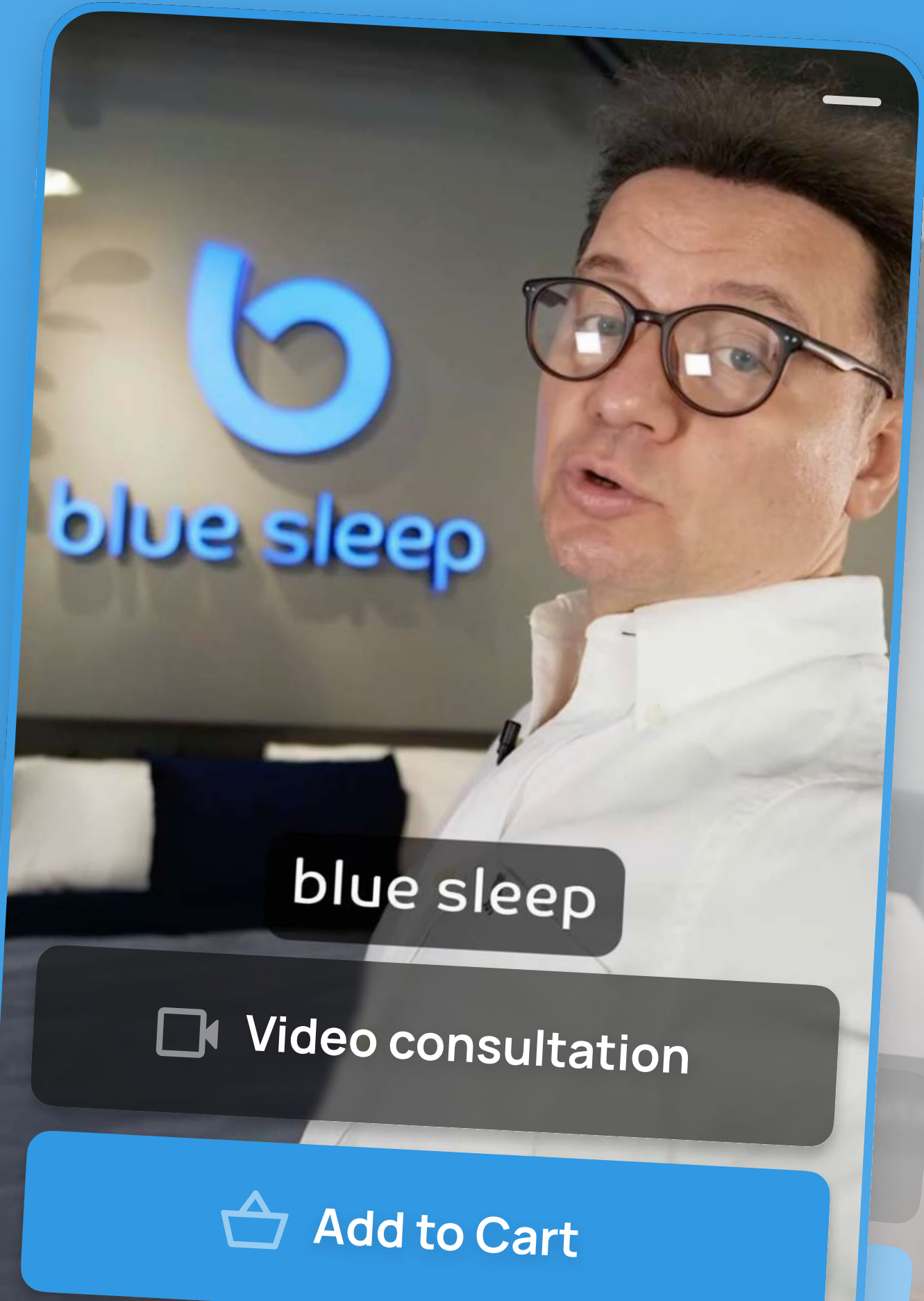
CX 



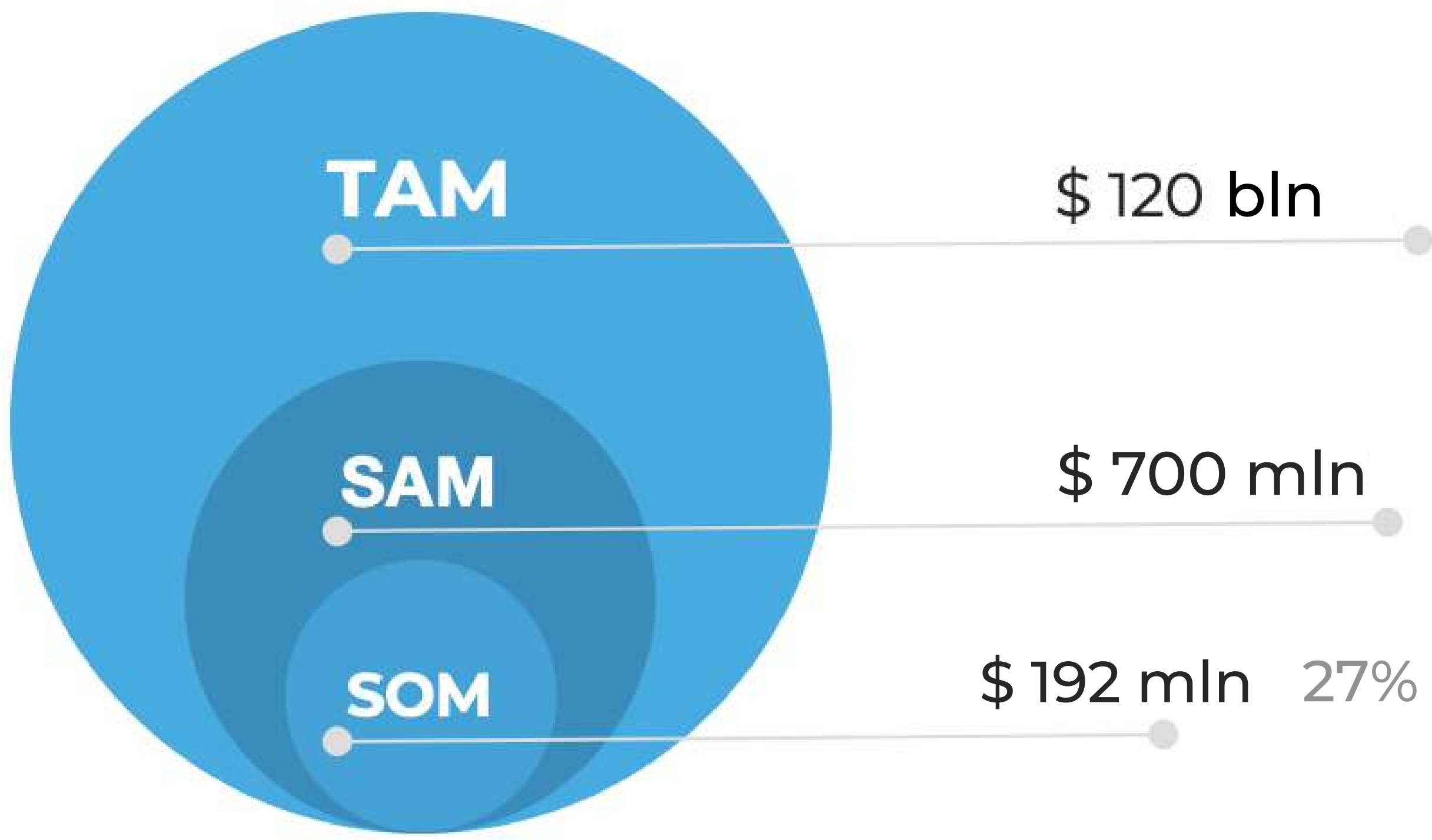
Video consultation



Video consultation



Market in 2026-2027



CAGR = 45%

Martech

Our target market: communication tools and live-streams one-to-many market. As well as the CRM solutions

The business video chat market is just being formed, according to forecasts, it will reach \$700 million by 2027 with the current growth rate.

Despite the high competition, we plan that Videoforce will occupy 27% of the market in 2026-27

Target niches

Videoforce started as an e-commerce solution, but in the first six months of work we realized that the market is much wider

Sales:



E-commerce



Real-estate



Auto business



Clothing



Jewelry



Home and garden goods



Exhibitions and conferences

Customer service:



User Support (for SAAS)



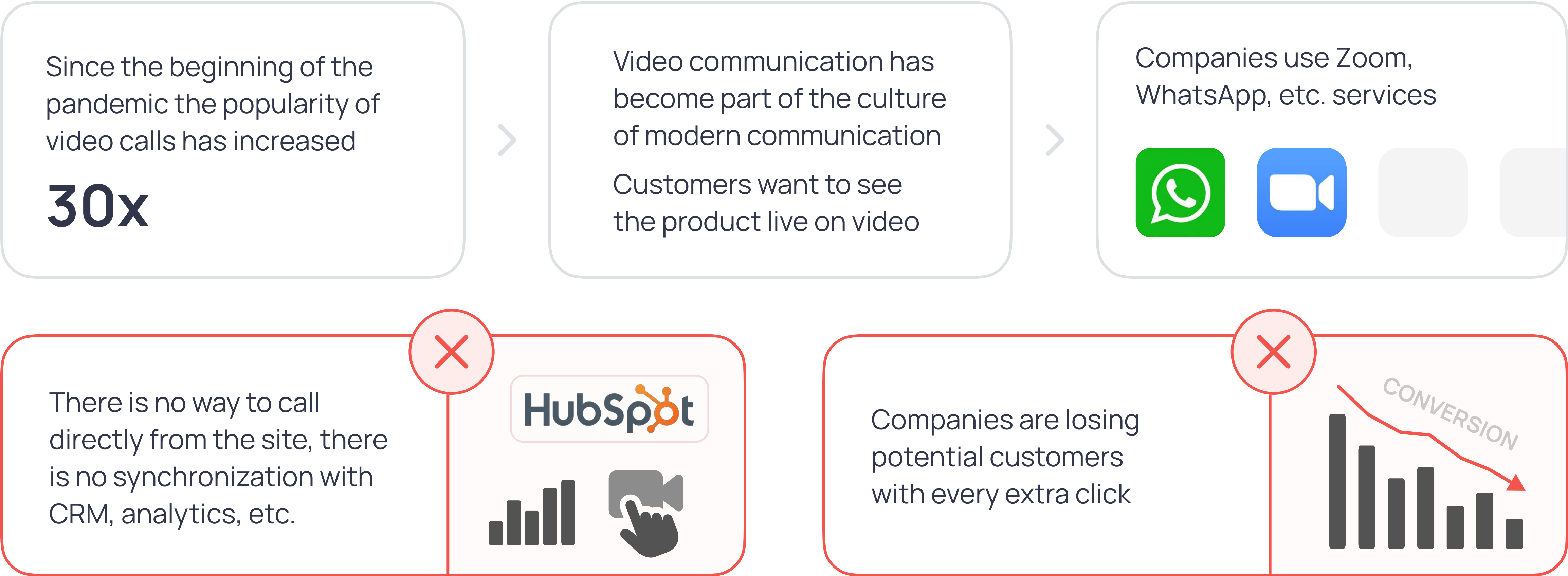
Retail



Agencies

Also VC Expertices

Problem: Messengers do not solve the problem of organizing sales and video support



Solution: Install VideoForce video chat on your website and gain an advantage over competitors

 **ALL THIS HAS ALREADY BEEN DEVELOPED**

 **SCREEN SHARING**

VIDEO CALLS

 TEXT CHAT

 **CROSS-PLATFORM**

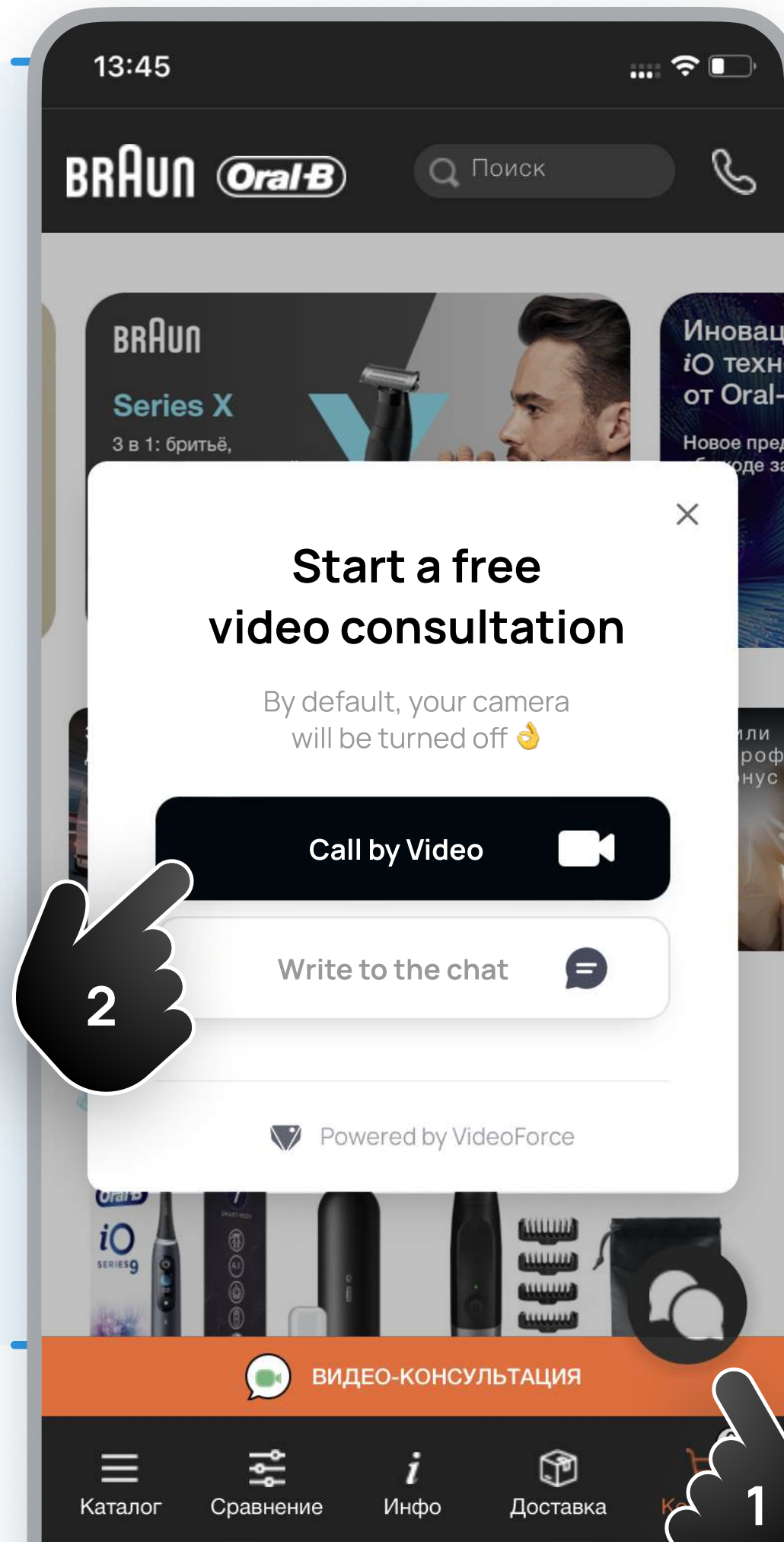
 **CALL RECORDS**

IMPERSONAL CHALLENGE



FLEXIBLE WIDGET DESIGN CUSTOMIZATION

5 QUICK INSTALLATION ON THE SITE IN 5 MINUTES

 **MOBILE APPLICATION**

CRM INTEGRATION WITH CRM

WIDGET WITH PRE-RECORDED VIDEO

OPERATOR SELECTION

DETAILED STATISTICS

INTEGRATION WITH Y.METRICA AND GOOGLE ANALYTICS

VideoForce on Braun & Oral-B

2 clicks on the widget instead
of long phone calls in messengers

Competitors

Classic models of business communication with customers

text chats

visiting shops

phone calls

Zoom, WhatsApp, etc. video tools

Startups. B2B video chats

Klarna.





bam buser







talkshoplive

Our competitors work with:



Hoff

 BOSCH

 LG





and others

The growth of video chats in the world



In Mexico, the sale of cars by video on the website is becoming the standard

Increased by 30% the conversion from the application to the test drive of the Mexican branch of [Mazda](#)

[Toyota](#) received 200 applications for a test drive via video chat

Mexican Filial [Hyundai](#) has reached a ROI of 300% on the sales channel via video chats



Startups with our model win in global accelerators

A [Canadian startup](#) about video chats and lifestream won the [L'Oréal accelerator](#) to find innovative solutions for the sale of cosmetics



American clothing stores reach 30% conversion to sale via video calls on the site

[Rag Bone](#) stores make 20% of sales via video chat

[Creed](#) Stores achieved a conversion from video call to sale at 30%

The growth of video chats in the world



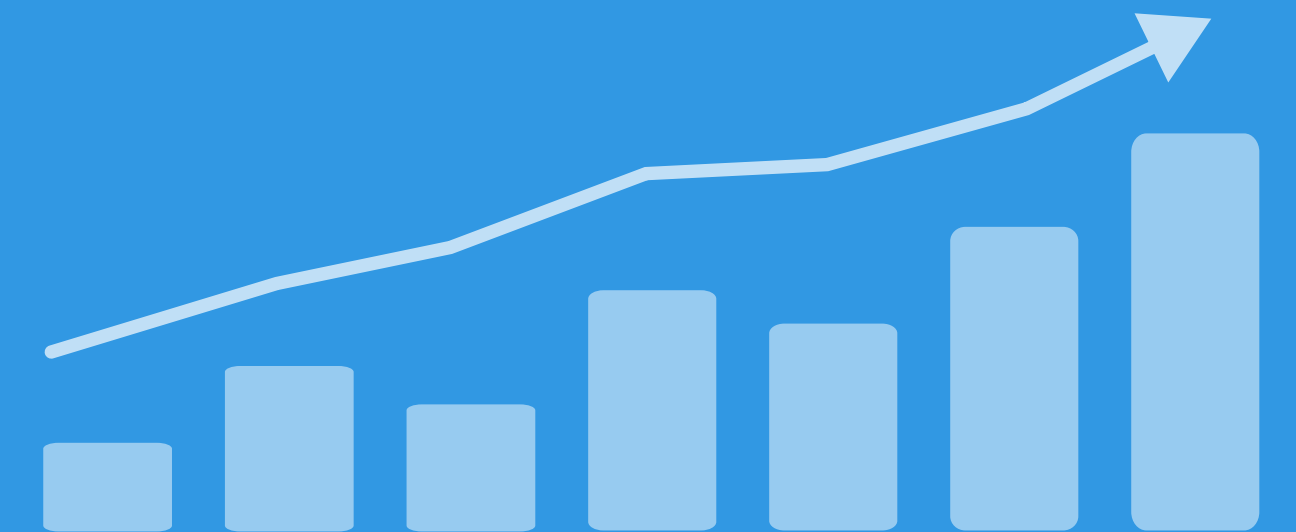
Increase in conversion and sales of jewelry due to video chat

We have achieved a 25% [conversion](#) in adding goods to the basket from the stream in the niche of costume jewelry in the American chain of Chunks stores



The service for live streams from the USA «[Talkshop](#)» attracted \$11 million of investment

Now we are witnessing the beginning of the growth of the global video chat market



A few of our clients

BRAUN

SuperJob



KitchenAid



Business model

Subscription for software

100-200\$/month

+

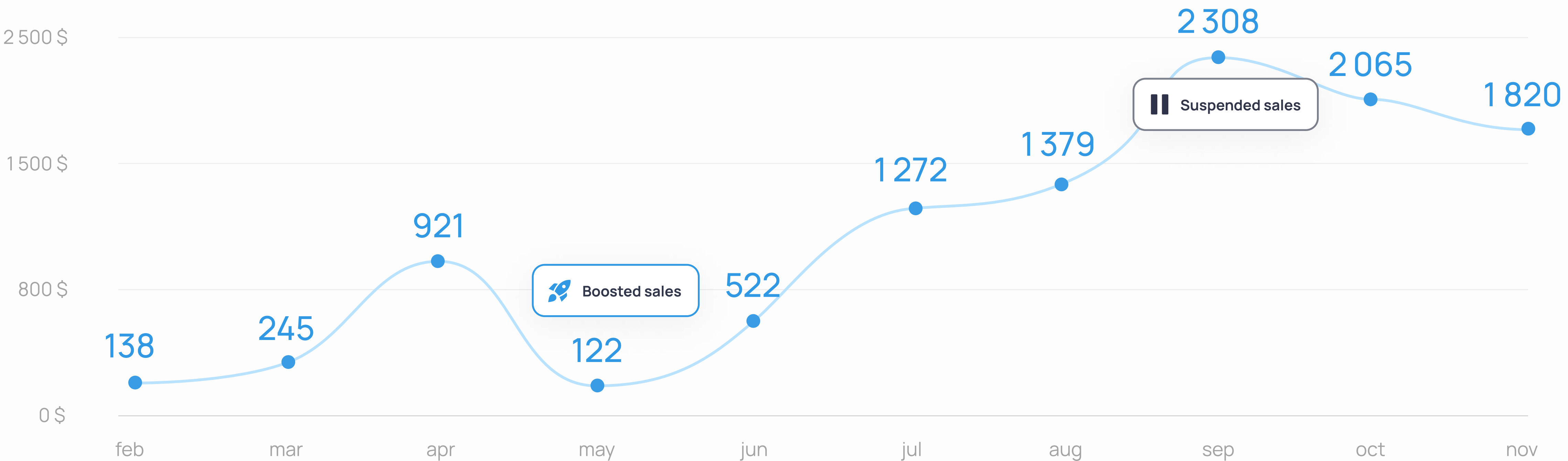
Agency services for the implementation
of video sales in the client's business

From 1000\$/month

Booked

Revenue

We increase sales organically, without marketing.
In September, the revenue reached more than \$ 2 300 and we suspended sales for a while

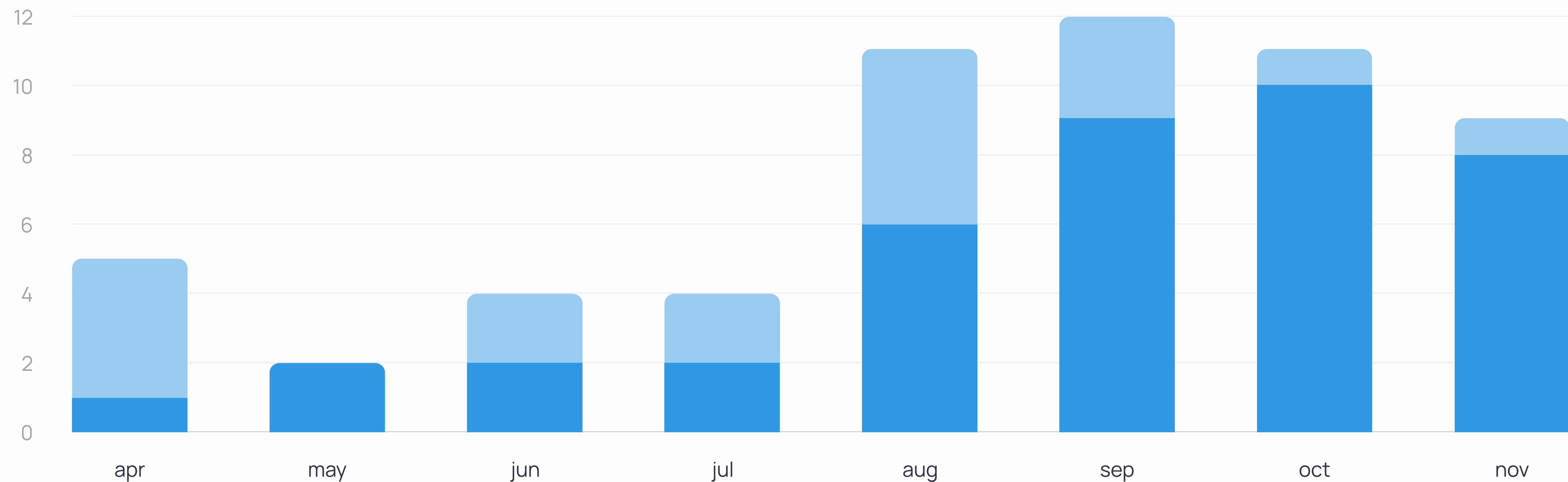


Retention

total payments of these repeated

58 payments Since April,
40 of which were repeated

Retention = 68%

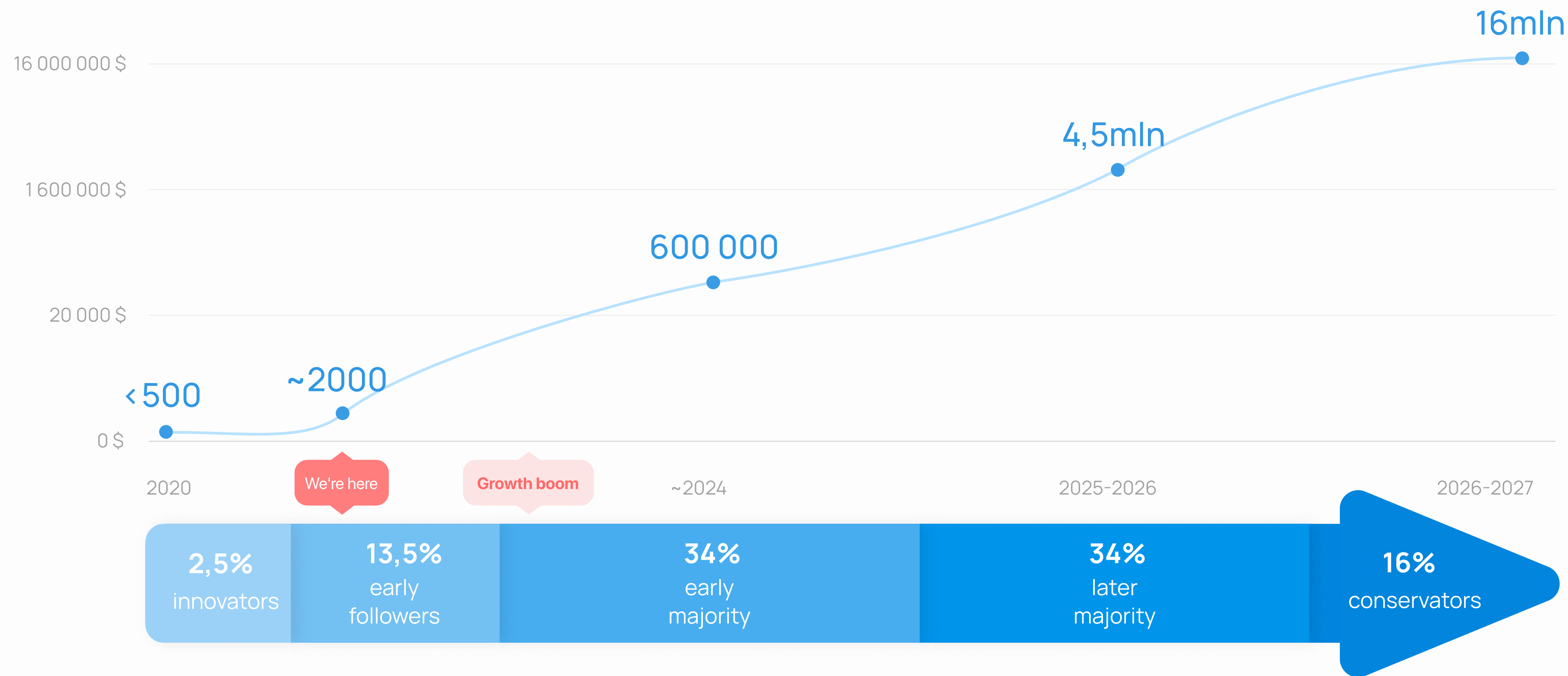


Stages of market development



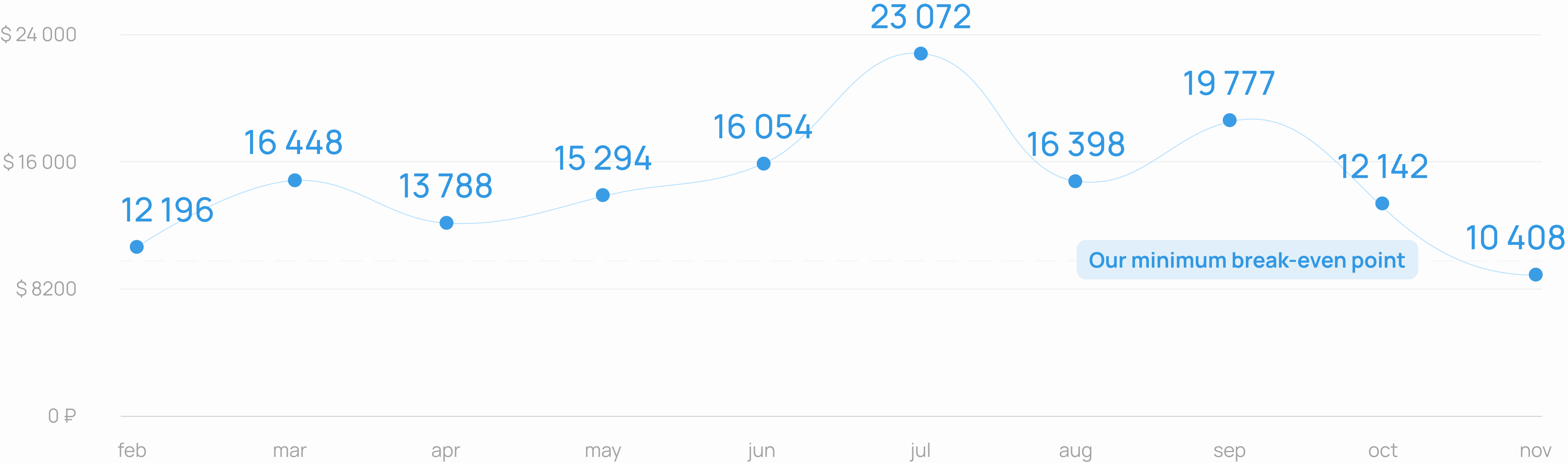
Fin model

Revenue per month



Burn rate

We keep our burn at the level of \$16 000, and this is enough for the development of our product. Our minimum break-even point is \$11 500



Revenue plan 2023

In Q4 2022, we will focus on customer results and high retention.

After confirming the high rate of repeat payments and attracting investments, we plan to launch advertising and scale sales **by 4x**



december
41 200 \$

Readiness for growth

june
24 700 \$

Optimal break-even point

march
11 500 \$

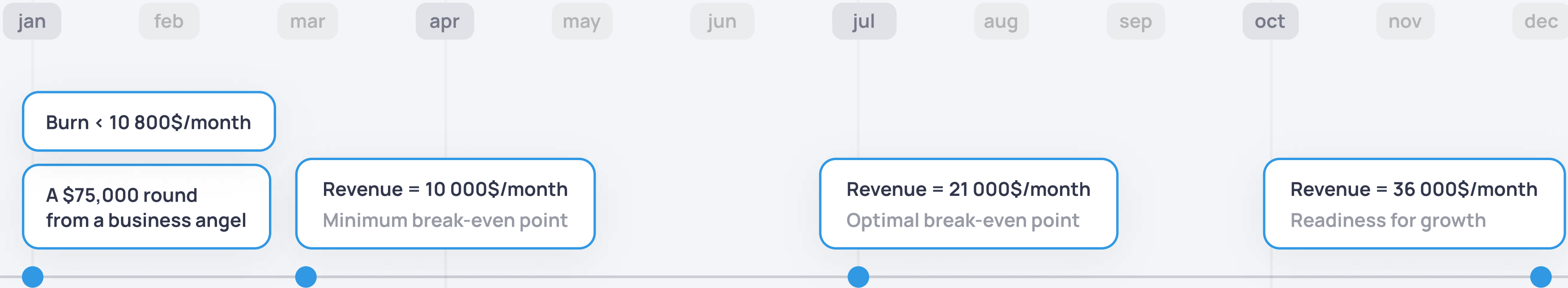
Minimum break-even point

Overall VF strategy

2023

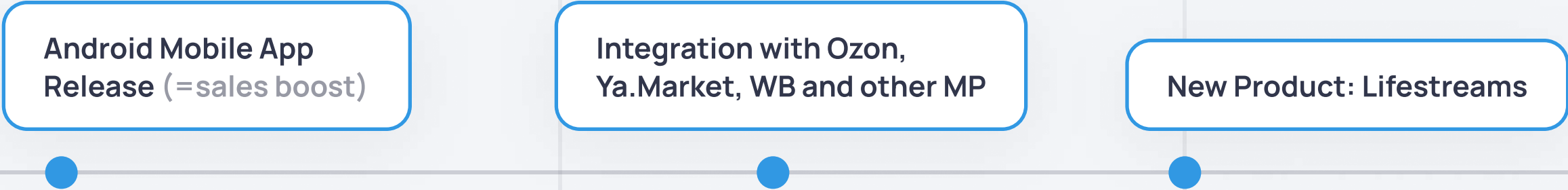
Finance

The goal is to break even and achieve revenue of 2.5 million /month to be ready for growth in 2024



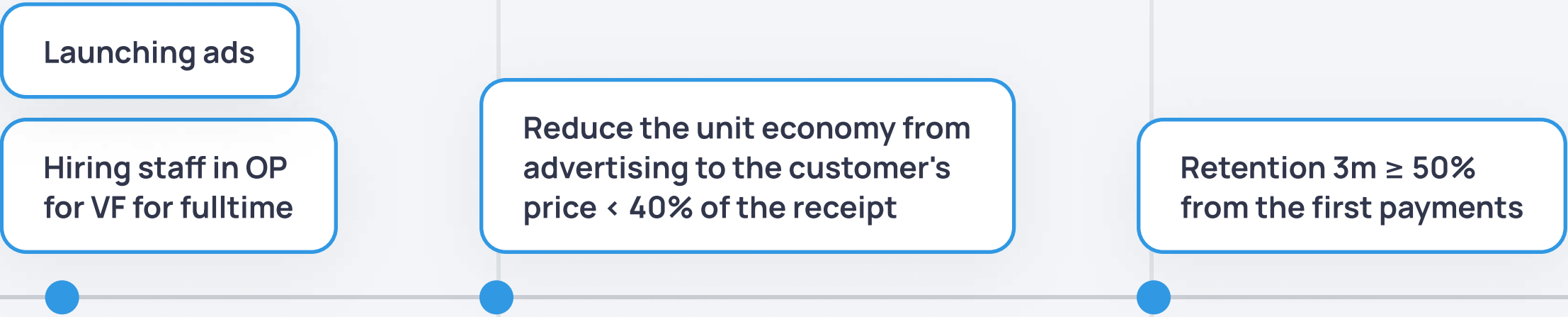
Product

The goal is to achieve PMF by rolling out an Android mobile app and focus on improving UX and successful RF and BB 3.0 cases



Sales

The goal is a complete OP under VF
The price of 1 payment from advertising is less than 40% of the receipt
Retention 3m ≥ 50% from the first payments



Team



George Ternovsky

CEO

- Founder of K50
- Founder of the Medianation Agency
- Founder of the advertising group Next Level



Founder

Perfomance marketing

PR



Konstantin Kuznetsov

CTO

Successful whitewater crowdfunding campaigns.guide on Boomstarter and Indiegogo platforms

15 years in development

Code

Developer management



Bogdan Tsarelunga

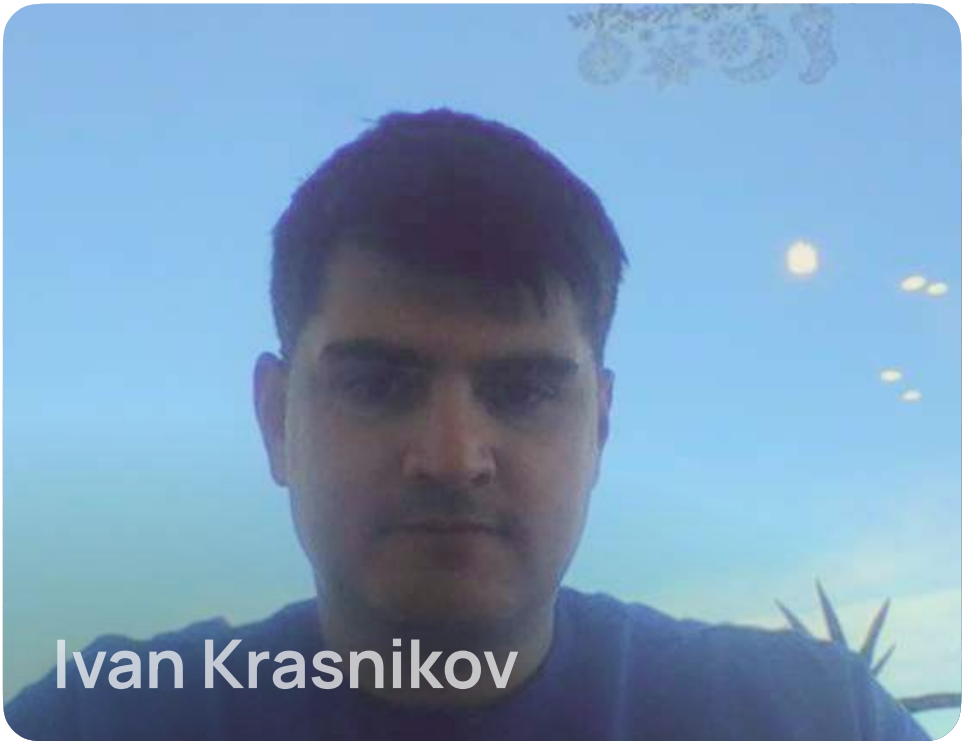
COO / Product

- Ex-COO of Krishtal 3D Content Studio
- 4 years in product design

Management

Product

UX/UI



Ivan Krasnikov

Mentor of project

- Ex-CTO / Co-Owner K50
- 14 years in development

Code

Developer management

+ 7 people on staff and 4 outsourced



COO / Product
B VideoForce.io

Contacts

Telegram



Our website



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