

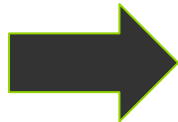


We Produce Concise Personal Branding Videos Helping New Graduates  
& Job Seekers Stand Out In A Competitive Career Environment.

Our Goal Is To Help Them To Be Seen & Get Hired, Communicating  
Who They Are, What They Do, And The Value They Bring to an Organization.



New Graduate Ledo,  
Applies For A Job.

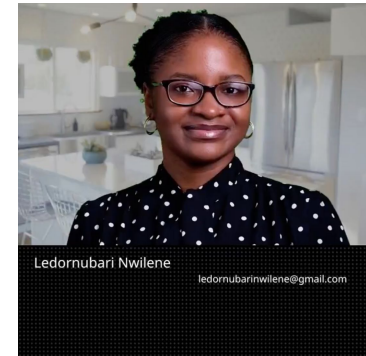


Ledo's Competition

How Does Ledo Stand Out From Her Competition And Communicate Her Business Value, Directly To The Employer, ***BEFORE AN INTERVIEW?***

## First, Ledo Works With intro|video On Creating A Personal Branding Video

intro | video Is A **Process** To Produce An **IV40** ~ 40 Sec Video.



**Concise Impactful Message**

**Dynamic Video Recording**

**Empowering Career Marketing Asset**

### Message Creation

- Questionnaire Based
- Concisely Edited
- Power Script

### Quality Production

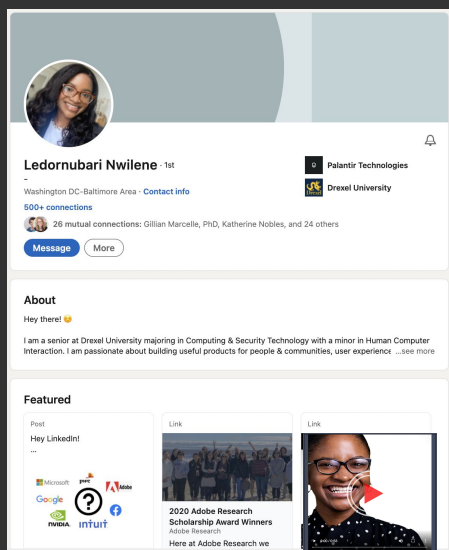
- Coached 'Interview'
- Desktop Filming Globally
- Automated Editing

### Networking Tools

- **IV40** 40 sec. Video
- Email Signature
- Branding Page

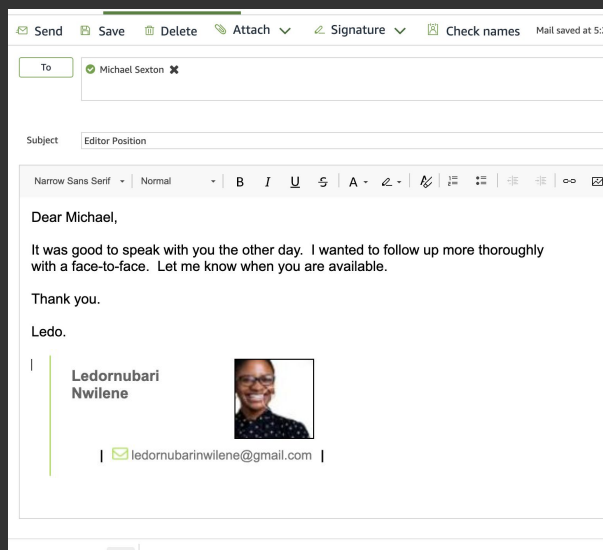
**Now, Ledo Uses The Video As A Career Branding Asset To Communicate Her Value, Before The Interview, At The Marketing, Recruitment And Discovery Phase.**

## LinkedIn & Handshake Profiles



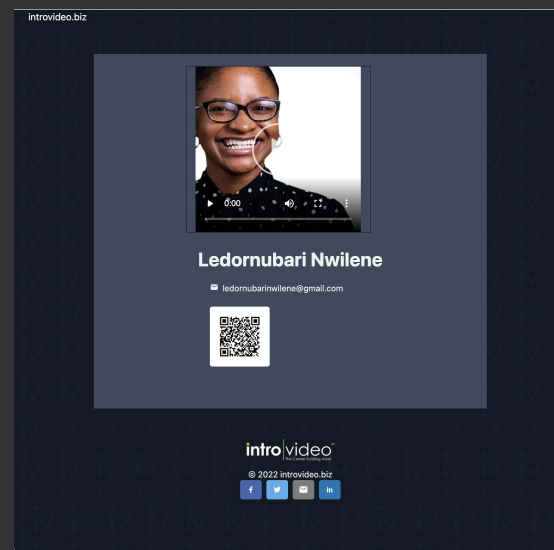
Use the Personal Branding Video in LinkedIn, Handshake or other Job Platform Profiles.

## Email Signature



Use Custom Email Signatures To Include Video In All of Business Correspondence.

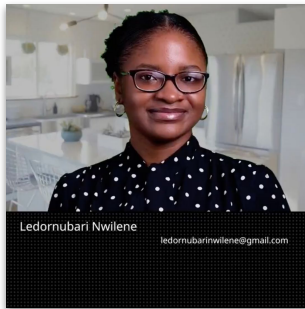
## IV Personal Branding Page



Design the Included Personal Branding Page to Present the Video, or Embed in Company Team/About Page.

**By Proactively Communicating Her Business Value, Core Skills, Decision Making, Adaptability, Communication Skills And More, Ledo Increases Her Chances Of Being Recruited, Asked To Apply, or Called For An Interview.**

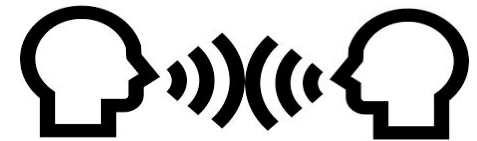
## New Economy Career Marketing



**Branding Video**



**Job Platforms**



**Asynchronous Networking**



## Traditional Career Marketing



**Text Resume**



**Interview Process**

*“A memorable first impression imparts **warmth** and **competence**.”*

*Dr. Amy Cuddy, Harvard Psychologist*

*“(76%) of hiring managers believe seeing a pre-recorded video of a job seeker would be useful.”*

*LinkedIn Blog June, 2021*

(In 2017) Google determined that the top seven characteristics required for success at the company are all non-technical skills.

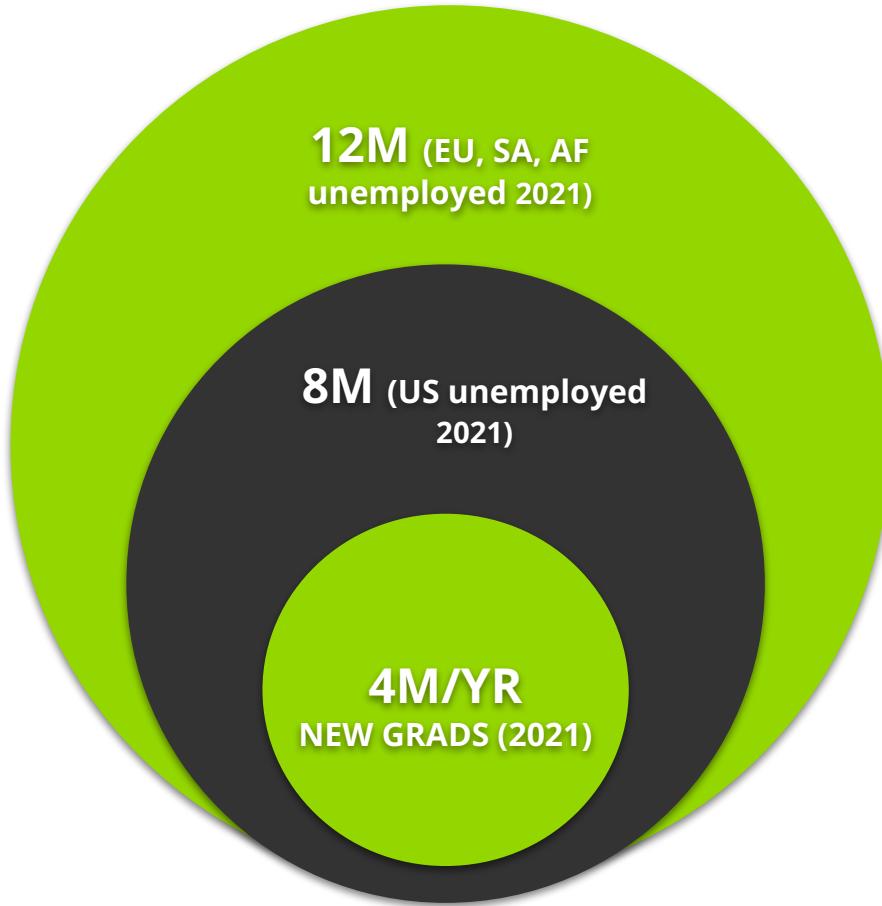
*Magee, C., J. Hammond, T. Astashkina. State of WorkForce EdTech. **LearnLaunch** 2018*

Along With Establishing A Great First Impression,  
A Branding Video Communicates A Candidate's  
Soft Skills, Who They Are, What They Do, And The Value  
They Bring To An Organization.

## 2021 - 2022 The Great Resignation

- April - June 2021: 11.5 Million Workers Quit. - US BLS
- 30K workers surveyed, 41% are considering quitting. - Microsoft Study
- 48% surveyed employees are searching for new opportunities. - Gallup
- 38% employees surveyed are planned to make a change within 6 months. - Persio

Even With Low Unemployment, There Is Always Strong Competition  
For The Best Jobs, Especially For New Graduates.



**TAM:**

- Opportunity Youth, Transition Vets
- Community College, 4 YR, MBA & Professional Programs
- Job Seekers
- Job Changers/Professionals (US)
- Global Unemployed



## Multiple Opportunities For Partnerships And Recurring Institutional Sales

### Digital Outreach

#### Platforms

- LinkedIn
- Instagram
- Full Social Media Suite
- TikTok
- Professional Groups

#### Professional Contacts

- Personal Contacts ~50K+
- Prior Clients
- Active Communities

### Transition Opportunities

- Undergrad Programs
- MBA Programs
- Opportunity Youth Programs
- Military to Career Programs

#### Partnership Opportunities

- Handshake
- Indeed.com
- Zip Recruiter

### Tools

- Marketing Automation
- Targeted Messaging
- Tracking Tools
- Triggered Interaction
- Live KPI Dashboarding

### Growth Strategy

- Identify messages that resonate
- Identify platforms that perform
- Identify Influencers
- Continually grow engagement
- Scale production to 1,000/wk

### KPIs | Customer Engagement

- Engagement Metrics
- #'s Driven to Website
- #'s Paid Sign-ups
- # of Delivered IV40 Tool Suites
- Price/demand Modulation
- Total Revenue/week

**Currently, Iv Is Priced To Be Accessible To A Broad Range  
of Individual And Institutional Customers**



FILMING IS EASY WITH OUR APPLICATION FEATURES

 <p><b>PROFESSIONAL SCRIPT CREATION</b></p>	 <p><b>PROFESSIONAL INTERVIEW &amp; FILMING SESSION</b></p>	 <p><b>PROFESSIONALLY EDITED VIDEO</b></p>
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MAXIMIZE YOUR REACH WITH OUR NETWORKING TOOLS

 <p><b>EDITABLE BRANDING PAGE</b></p>	 <p><b>EDITABLE EMAIL SIGNATURE</b></p>	 <p><b>EMBEDDED WEB SITE CODE</b></p>	 <p><b>3-PROFILE HEAD SHOTS</b></p>
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*Group/Studio filming is available for individual companies or College Career Centers; if interested, please get in touch with us at any time.*

## Revenue Models

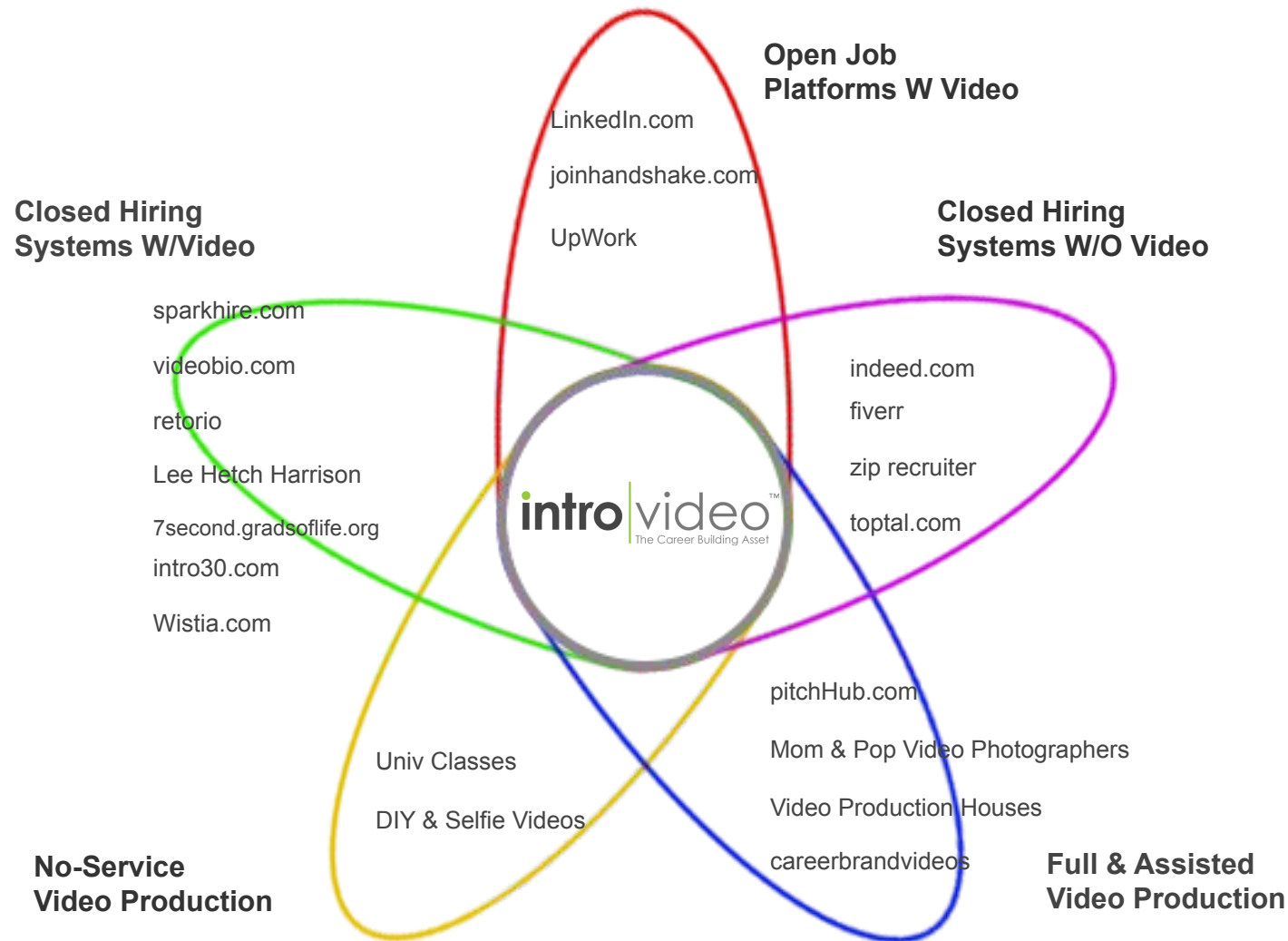
## SALES CHANNELS

Method	Payer	Example
● Repeat Direct Sales	Individual	Job Seeker/ Student
● Direct Sales	Group Entity	Coldwell Banker
● Fee Split	Partnerships	Layoffers.com   Intro30.com
● Fee Split	Group + Individual	Fox School of Business
● Sponsor Video Branding	Group Sponsor	HBCU + Chan/Zuck Ed Fund.
● White Label	Custom Partnerships	In development

# Sample of Digital Media Marketing Campaign To Individual Students

intro video™ The Career Building Asset		MARKETING   APRIL					2022
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
2					1 Digital Media  No Digital Posting	2	
3	4 Digital Media 	5 Digital Media 	6 Digital Media 	7 Digital Media 	8 Digital Media 	9 Digital Media 	
10 	11 Digital Media 	12 Digital Media 	13 Digital Media 	14 Digital Media 	15 Digital Media 	16 Digital Media 	
17 	18 Digital Media 	19 Digital Media 	20 Digital Media 	21 Digital Media 	22 Digital Media 	23 Digital Media 	
24 	25 Digital Media 	26 Digital Media 	27 Digital Media 	28 Digital Media 	29 Digital Media 	30 Digital Media 	

**There Is No Other Platform-Neutral, Systemized Process, Helping The Job Seeker To Communicate Their Value, Via A Concise Career Branding Video.**



# intro | competitive advantages

## MARKET LEADER

National Market Focus  
Proprietary Process  
Researched Script Development

## SCALABILITY

Systematic Process  
Desktop/Mobile Focused for  
Global Reach.  
Deployment of Automated  
Production Systems.

## LOW PRODUCTION COSTS

Streamlined Production Process  
from Script Dev, Filming,  
Automated Editing & Tool Delivery

## EASY AS 1-2-3

Templated Questionnaires  
Professionally Scripted  
Professionally Coached  
User Gets Links & Info for Resume,  
LinkedIn, Team Page Placement

## CAREER BRANDING TOOLS

User Branding Page for Presenting  
Video, Email Signature & Headshots  
Links to Download

## DESIGN & BRAND

Unique Look & Features of Product  
& Branding Page  
Consistent High Quality Process &  
Product  
Predictable and Known  
Retailer

*U.S. Utility Patent Pending*

**We Have Acceptance, Now Our Goal Is To Achieve 'must-Have' Status**

**intro**|video is self-funded and has to date, not accepted investor/equity funding.

**ON-LOCATION FILMING (pre 2020)**

**Traction To Date**

Views: 15K Views

Videos: 520

**Average Sale (2019)**

\$350 (multi-tier pricing)

**VIRTUAL FILMING : Apr 2022 (re-launch)**

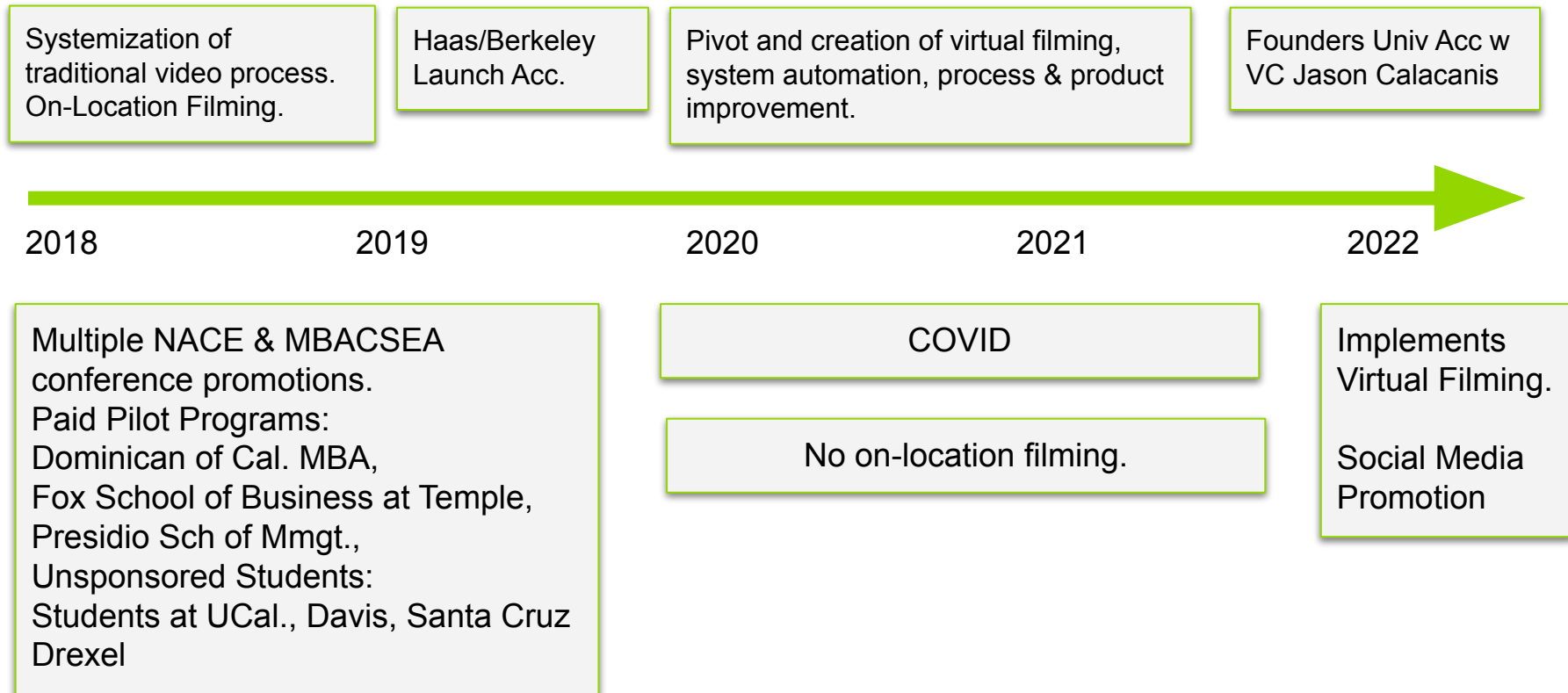
**Target Growth**

5K videos/mo  
by 2023

**Average Sale**

2021: \$49 (standard pricing)

## Our Process, Product And Company Has Iterated Since 2018. We Look To Continue To Gain Acceptance And Scale Through Pilot Programs & Sales





## The Tri-Founder Team



**Michael Sexton**

CEO, CTO

BS in Computer science.  
Decades in high-end  
professional video production  
and personal branding for  
executives.

**Talents for Success**

IT & Process Automation  
Video Production Expert



**MK Hicks**

Director of Business  
Development

BSEE, T-bird MIM with focus  
on Marketing & Finance.  
Decades of experience with  
successful start-ups, M&A and  
exits. Successful multi-million  
dollar project execution.

**Talents for Success**

Business Op & Dev  
Marketing Automation



**Larry Garrigan**

Director of Marketing

BA in Advertising & Graphic  
Design; Years of Marketing &  
Strategic Creative experience  
in multiple industries, Attention  
to detail – compelling creative

**Talents for Success**

Strategic Marketing &  
Value to Customer Creative

## intro | video sample prior clients





**For Additional Information Please See [introvideo.biz/iv-investors](http://introvideo.biz/iv-investors)**