



The Premier Video Commerce Platform

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FORRESTER®

Convert consumer video habits and video data into revenue

Vyrill, a video commerce company, helps brands and retailers increase revenue and find new customers by leveraging commerce video such as authentic and branded video reviews, feedback, unboxing, how to videos etc. from social media, web or direct from smartphones for insights, demand-generation and content marketing.

Vyrill is a google for commerce videos and Vyrill can google inside the video to enable video commerce





Founding Team



Ajay Bam – CEO

13+ years in e-commerce
Experience in mobile & marketing
1 Exit of \$30M
MBA, MS – computer science



Dr. Barbara Rosario - CTO

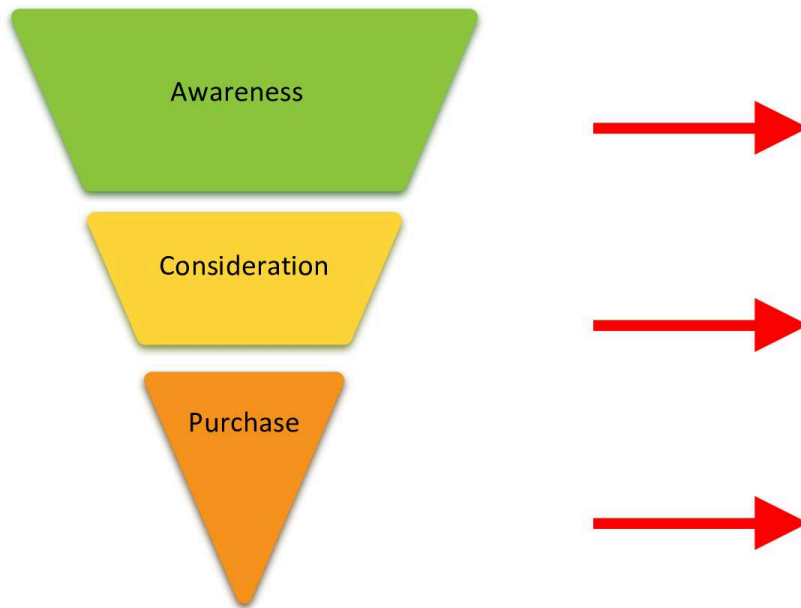
10+ years in Artificial Intelligence
Machine Learning & Natural Language Processing
Ph.D. in machine learning and natural language
processing.



Solid startup and technical backgrounds from U.C.Berkeley & Babson
Advisor : Dr. Michael Jordan (AI Guru at U.C.Berkeley)

New Normal : Lockdown in Covid

Shopper Journey



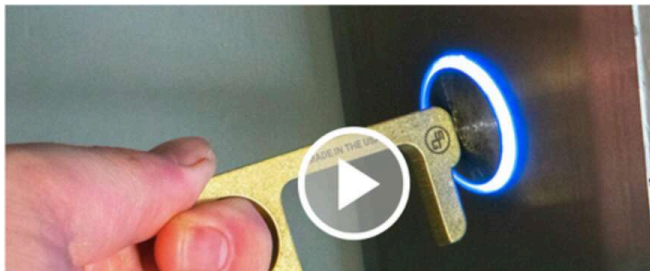
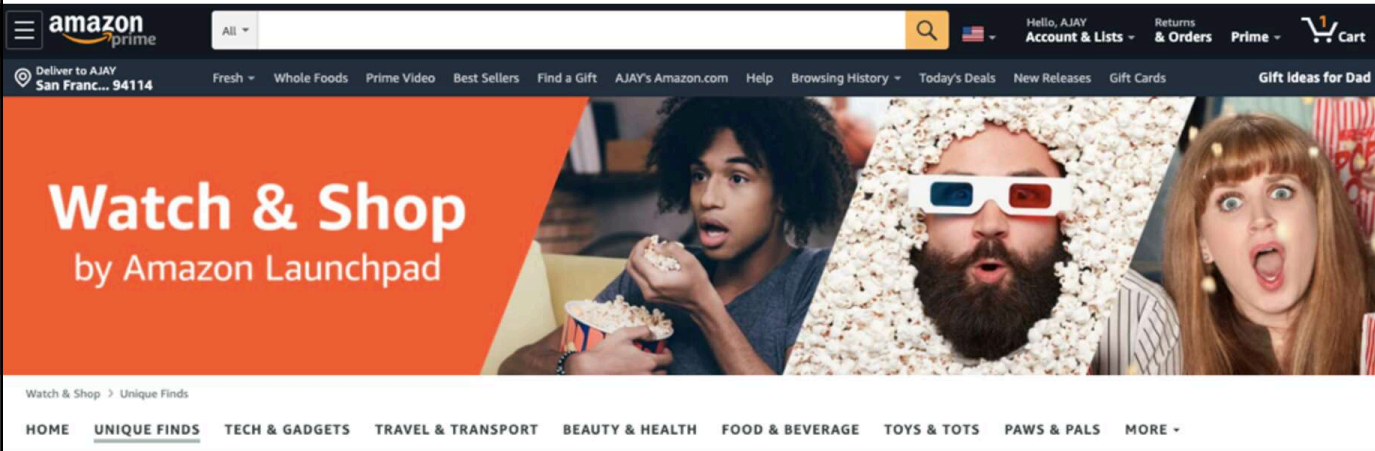
Videos influence purchase journey

-  **87%** of consumers begin their product, searches on Google, YouTube, Bing, Amazon
-  **600%** increase in video uploads and consumption
-  **10x** views: User generated videos vs Brand generated videos
-  **50% to 500%** increase in many online sales categories
-  **85%** of consumers say that videos nailed purchase decision
-  **82%** of consumers say that video enables Touch free shopping

Sources: YouTube, Hubspot, Statista

During Covid, Amazon launched “Watch & Buy” store

- 35 product categories
- 250M+ video reviews, how-to videos aggregated from shoppers



Statgear's door opener is made out of 100% brass, which is inherently antimicrobial. Keep your hands off of filthy door handles.

[Learn more](#)

amazon

vyrill

The Retailer/Brand Problem :

Making massive user generated commerce video content useful

Video content on
35+ platforms / web

YouTube



Tik Tok



TRILLER



SNAPCHAT

+

Content on
Phones



How can I know **who is talking** about my brand and **what they are saying** (inside the videos)?

How do I find the **best video reviews** for my products?

What about **my competitors**?

I would love to add authentic video **reviews, unboxing** to my product page

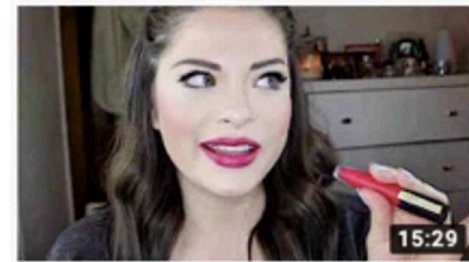
Digging manually through millions of videos on 30+ platforms and 48+ languages consumes time and \$\$, resulting in missed marketing opportunities



Vyrill Core Technology – Google for video

Matching millions of commerce videos to products, categories, brands, & keywords across multiple platforms

Revlon Super Lustrous Lipstick



Porsche Panamera 2019



Cheez-It Scrabble Junior



Vyrill's Core Technology – Google inside the video

analyzes video text, audio and images with 8 Video Data Sets

DEMOGRAPHICS & DIVERSITY 🧑🏠

See age, gender, and ethnicity data for any video or collection and fill your gaps diversity wise.

VIDEO STATS DATA 📊

See vitals like the activity of likes, comments and views, and number of followers.

TRENDING CONTENT ↗️

Sort by videos and influencers that had an increase in likes, views, shares, and comments.

BRAND SAFETY ⚠️

Detect unsafe language and scenes to ensure only brand safe influencers and videos.



😊 SENTIMENT

Identify positive and negative reviews and comments.

🖼️ SCENE

Identify the scenery in a video such as an object, logo, environment or landmark.

📄 TRANSCRIPTS

Search by keywords or phrases for both relevance and to discover popular words.

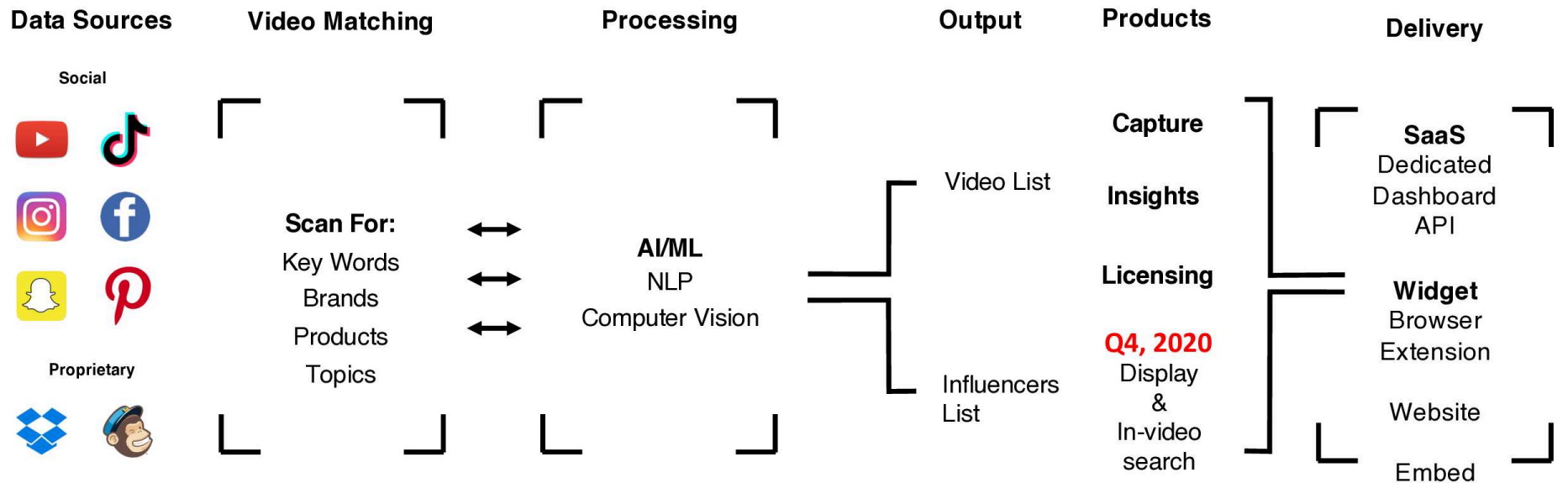
💬 TOPICS

Identify and filter by topics such as tutorials and reviews to easily understand a videos purpose.



Enables the most powerful in-video search in the market

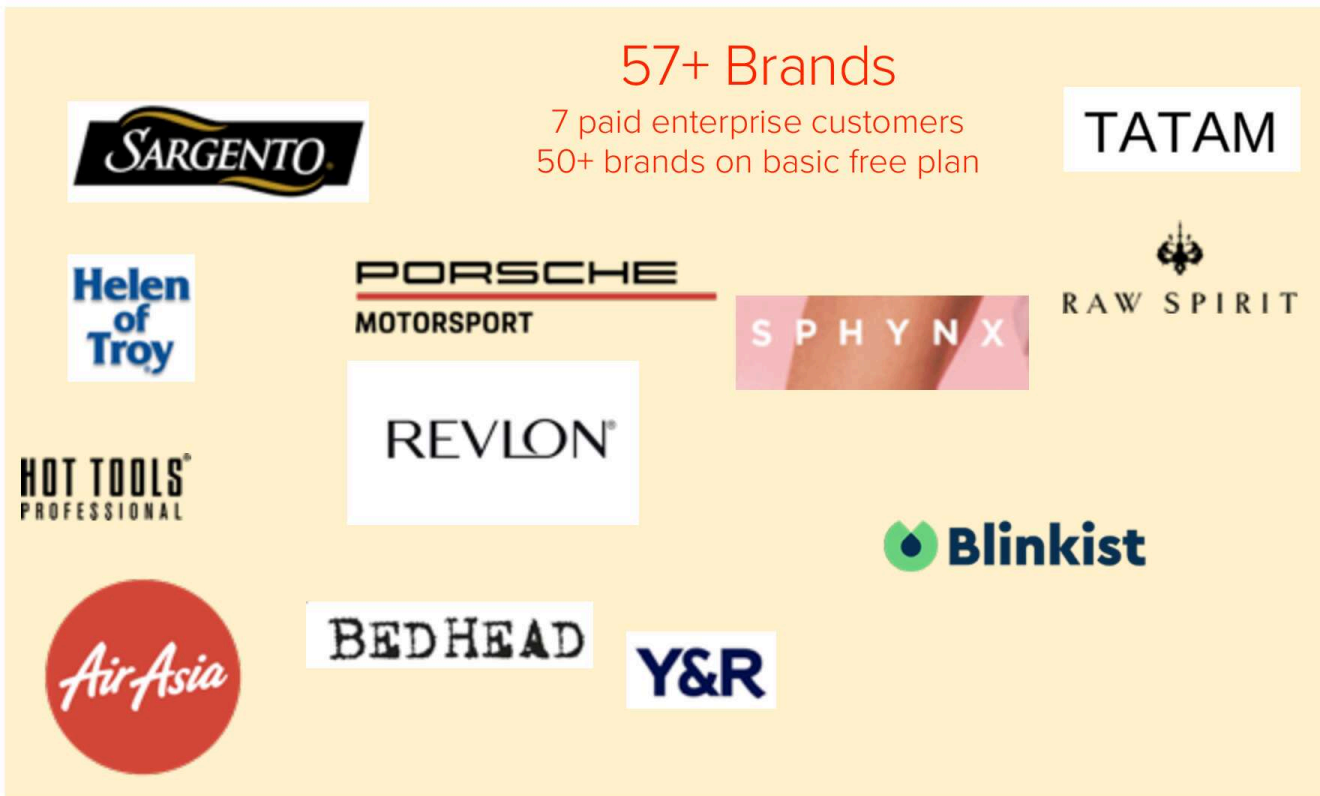
Vyrill Product - unlock the potential of what's inside the video.



Capture, match, analyze and leverage at massive scale



Our customers – Brands/Retailers



Traction

- 200% increase in sales leads due to Covid as video consumption is up
- 57+ brand customers
- 3M+ video reviews / unboxing / how-to/DIY videos analyzed
- \$300K+ in revenue
- Try and Buy model



With 400% growth in user generated video consumption and creation during Covid, Vyrill is growing with new brand signups.

Intellectual Property

Use Case Feature
Diversity and Demographics visualization Provisional Patent filed – 5 th July, 2019
Product-Video Aggregation & Analysis
Automatic Video Content Creation
Brand Safety Scoring

**PATENT
PENDING**

Competition – Functions and Features

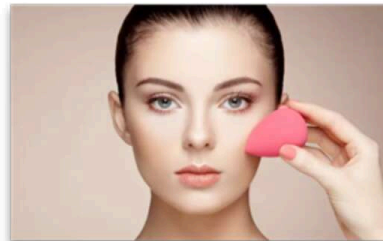
Powered by Artificial Intelligence	Vyrill	Brand Watch	TrustPilot	Bazaarvoice	STACKLA
AI Powered	●	●	●	●	●
Video to product, category, brand matching	●	○	○	○	○
24x7 monitoring of Trending video content	●	◐	○	○	○
360 insights of video content - sentiment, topic, scene, demographic, influencer, brand safety & emotions	●	◐	○	○	○
Competitor video tracking and insights	●	○	○	○	○
Video (reviews) licensing	●	○	○	○	◐
Video Content marketing to E-commerce platforms/social	●	○	◐	◐	◐



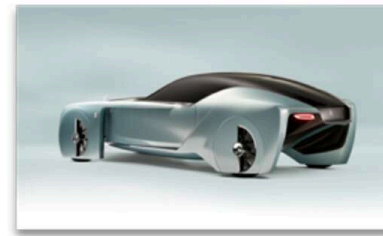
Verticals – Our Initial Focus



Electronics



Beauty



Automotive



Airlines



CPG



Sports



Entertainment

Market – TAM Size

11

Verticals

Beauty, Electronics,
Auto, CPG, Sports
Entertainment

X

40K+
Per vertical

Brands/Retailers

Head of Digital marketing/
Head of Ecommerce

X

\$5K
/month

Average Revenue

SAAS Business Model
+ Licensing

\$2,200,000,000+

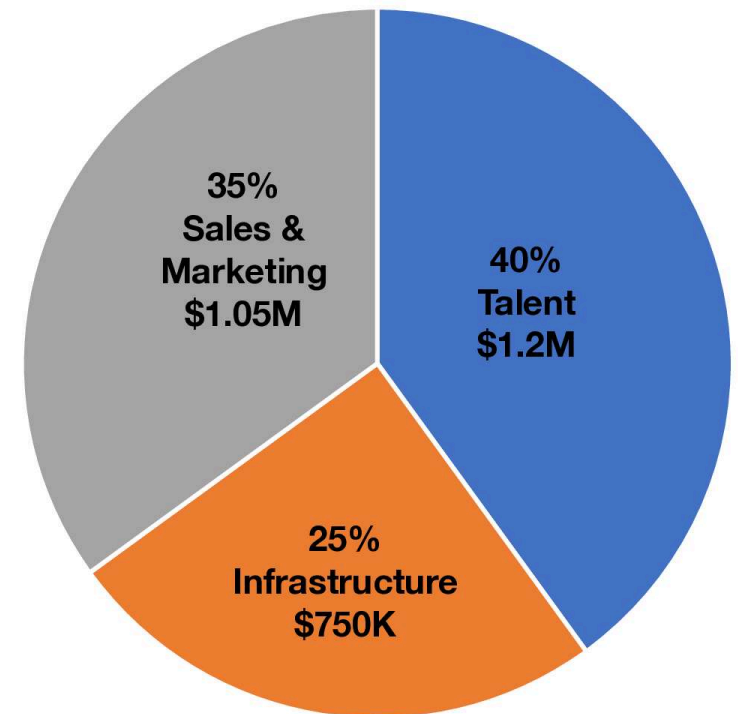
Business model

- SAAS
 - Enterprise – Plans start at \$40K+ per year
 - SMB – Plans start at \$2400+ per year
- Licensing
 - Flat fee per transaction for volume transactions
 - 20% success fee for individual transactions

Funding – Terms & Usage

Current Seed Raise - \$3Million

- Previous Angel Raise (\$2.1M)
 - Accelerators – U.C.Berkeley Skydeck, Gener8tor
 - Angel/Early Stage investors
- Current Seed Raise \$3M – Reach (\$1.5M ARR in 12 months)
 - \$1.07M on Wefunder
 - 2M with VCs
- Future Round
 - Series A
 - \$8M - \$10M
 - Dec 2022



Reasonable terms and proper usage of capital





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Thank you!

