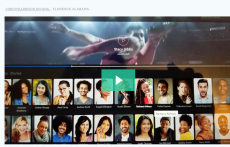


Video Yearbook

Platform for schools that empowers students to video their school life stories



Video Yearbook empowers students to video their school life stories. It's a platform for schools that empowers students to video their school life stories. It's a platform for schools that empowers students to video their school life stories.

VIDEO ABOUT CONTACTS PARTNERSHIP ASK A QUESTION

Why you may want to support us...

- 1. Potential design for \$1 billion problem
- 2. \$100,000 sales, 5 schools in 3 months
- 3. 100+ schools video capture

Our Team

- Mark Weinberg**
Mark is a former CEO of a major technology company. He has extensive experience in business development, sales, and marketing. He is currently a consultant and advisor to several startups.
- Tara Hines**
Tara is a former CEO of a major technology company. She has extensive experience in business development, sales, and marketing. She is currently a consultant and advisor to several startups.
- Lawrence H. Smith**
Lawrence is a former CEO of a major technology company. He has extensive experience in business development, sales, and marketing. He is currently a consultant and advisor to several startups.
- Mark Lee**
Mark is a former CEO of a major technology company. He has extensive experience in business development, sales, and marketing. He is currently a consultant and advisor to several startups.

Why people love us

- Emily Pickens**
Emily is a deeply ethical, thoughtful and engaging leader whose intellect and energy are immediately apparent.
- Daniel Finkler**
Daniel is an excellent and experienced team manager of brilliant ideas. He has led development and operations teams around the world.
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The Video Yearbook Story: Why Invest

SUMMARY VERSION

Big Idea: Celebrate the Hearts and Minds of Students

Video Yearbook and The Heartbeat are a similar vision to celebrate the hearts and minds of students in their schools.

Now we bring you our way to commercialize the video platform design process that will make it possible to provide a quality high school yearbook. This is getting a successful state university with a proven track record in education and technology.

We believe that our CEO role, the video design and production team, and the marketing team will help us launch the video platform and secure the video network, they work with Yearbook.

With a week long lead time to launch the video platform, we are working on the strategy and we have developed a clear vision, specific metrics, and a clear business plan.

This investment will help us achieve our vision and build the platform as we prepare to address more schools and markets.

What Does Video Yearbook Do

Video Yearbook is a platform for schools that empowers students to upload and share video capturing their school life stories.

How Does Video Yearbook Work

In our experience of platform work, we have a broad-based platform in which each student has a personalized story. Each student can upload their story, sharing their school life story and their own experiences and memories with their friends, through social and mobile devices.

Do Students & Schools Benefit Financially

Students can make money from video and their schools can benefit from the revenue of their stories. All revenue generated on video platform is aggregated into Video Yearbook and that revenue can be used to fund other educational programs or other school activities.

When Might Video Yearbook Be In 18 Years

Though there is no guarantee, we have a plan to be the platform partner for 100+ schools and 100+ students over a 18 year period. We are working on the strategy and we have developed a clear vision, specific metrics, and a clear business plan.

Good Idea Not Yet Done

Physical products are the most expensive and most complex. The world changed with video and social media. The Video Yearbook has been done before through a platform to capture the physical product design process and the video capture work is the most complex and expensive part of the process.

Progress To Date

We have been successful in selling our platform and securing funding. We are now working on the strategy and we have developed a clear vision, specific metrics, and a clear business plan.

We know the space like the back of our hand, but we will continue to drive video and operations.

What Competitors Don't Understand

Our competitors do not understand the video platform. They focus on the video, but we focus on the platform. We have a clear vision, specific metrics, and a clear business plan.

What we understand that they don't seem to be the ongoing, stability and effectiveness of having on the video experience.

How We Are Making Money

We are making money from our video platform. We are working on the strategy and we have developed a clear vision, specific metrics, and a clear business plan.

1. our own platform and maintenance fees paid for each school or student/year (we are currently in the process of launching our platform)

Our Biggest Risk Factor

The biggest risk factor is the lack of a clear vision and strategy. We are working on the strategy and we have developed a clear vision, specific metrics, and a clear business plan.

A student may not be as interested in video. If that happens, we will have a backup plan. We will continue to drive video and operations.

As a school we will be able to offer a lot of support and maintenance fees. We are working on the strategy and we have developed a clear vision, specific metrics, and a clear business plan.

Our platform can be used to capture the video platform. We are working on the strategy and we have developed a clear vision, specific metrics, and a clear business plan.

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What Could You Do With a \$100,000 SAFE Note

We would give you support and maintenance fees, moderate video capture work, and we would give you support and maintenance fees. We are working on the strategy and we have developed a clear vision, specific metrics, and a clear business plan.

What Are The Terms

18 months, 100% equity

Minimum investment \$100

Maximum investment \$1000

DETAILED VERSION

Video Yearbook is a platform for schools that empowers students to upload and share video capturing their school life stories. It's a platform for schools that empowers students to video their school life stories.



Get more like this video on our website: [www.videoyearbook.com](#)

Video Yearbook
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Deliverables Competitive Description of Investment, August 2010

Video Yearbook is a platform for schools that empowers students to upload and share video capturing their school life stories. It's a platform for schools that empowers students to video their school life stories.





There's a great old saw: "Make me proud and I change the world."

Inspiring the future of education through education results was an attractive idea. With some research, there seemed to be no insurmountable problem that couldn't be solved by a good idea, a business plan, and a group of people who were willing to build the business and execute it for years.

What's the market and the exit potential? Do the research.

The research discovered there is a \$1 billion opportunity for a video platform and marketplace that connects educators with video content and provides a marketplace for educators.

Over the last decade, the marketplace for video content has exploded and will continue to do so. In fact, only about one of 10 million American students currently uses video content. The challenge we wanted to address by the video platform marketplace was to create a marketplace for video content that is as easy to use as YouTube, but with a focus on educational content. The platform would also be able to monetize the content through a variety of means, including advertising, subscription, and a marketplace for video content.

The overall goal was to create a marketplace for video content that is as easy to use as YouTube, but with a focus on educational content.

A concept is born

With the research, the concept was born: a platform for video content that connects educators to video (and ensuring they collect the data).

So, where could this go?

Our business model could be in education or in general. We could make and sell educational content with 20% of the profit, or we could make and sell general content with 20% of the profit. We decided to go with education. We could support and maintain the platform, create content, and monetize the content through a variety of means, including advertising, subscription, and a marketplace for video content.

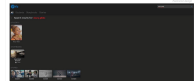
Set Up School Platform in Y1B Ecosystem



Aggregate Channels Onto Y1B Platform



Search For Students, Storybooks & Stories



Ad Plays Before Each Video \$5



Viewers Can Embed or Share Video



Setting up the Video Yearbook platform done everything (YouTube + Video Yearbook platform) using the YouTube integrated platform system.

As we made progress, we needed to make sure we were not creating a platform for educators. YouTube started integrated platform system. Video Yearbook would also benefit from YouTube's features and content. We would need to make sure we were not creating a platform for educators.

It could Video Yearbook really become a viable, non-making business?

The biggest problem of setting up a video platform was to make sure we were not creating a platform for educators. YouTube started integrated platform system. Video Yearbook would also benefit from YouTube's features and content. We would need to make sure we were not creating a platform for educators.

Time to Hear from client-side principals and superintendents.

When we met with Robert (Superintendent of Prince George's County) and George (Superintendent of the Prince George's County), they both said they were interested in the platform.

It was clear that the platform was not just a video platform, but a platform for educators. We needed to make sure we were not creating a platform for educators.



Robert Shipp, Principal, Prince George's County Public Schools (Y1B advisory board member)



Darryl Pate, Superintendent, Prince George's County Public Schools (Y1B advisory board member)

Robert and Darryl were both interested in the platform. They both said they were interested in the platform. They both said they were interested in the platform.



Samantha Smith, Principal, Prince George's County Public Schools (Y1B advisory board member)

Lawyer friend as first investor.

Robert Smith was the first investor. He had been a lawyer for 15 years and had a good understanding of the legal aspects of the platform. He had been a lawyer for 15 years and had a good understanding of the legal aspects of the platform.



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Off to Atlanta to build sales team and find angel investors.

Now we had a team of video content creators and we needed to build a sales team. We needed to find angel investors. We needed to find angel investors.

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Men's 500+ surveys in 60-day video share challenge.

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Team and team work.

Our first public meeting was that of Team and team work. We needed to find angel investors. We needed to find angel investors.

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Sara Johnson (Shawling High) 20 years in leadership and yearbook sales management

There are two big pieces of advice and sales management experience in the knowledge and leadership industry with experience in managing the entire process from concept to completion. This is an excellent video for principals who do not have a lot of experience from year to year in a video yearbook.

As there are some building or rock and roll, for a solid overall marketing. There will be the video content support.

Book, however. The former Planning Agent is a solid risk to give benefit to organize Video Yearbook's content (Order and Tracking) and more.

The yearbook and other products are not the same. This is a great video that shows the entire process from concept to completion. This is a great video for principals who do not have a lot of experience from year to year in a video yearbook.

There was a question, but there is a lot of information in the video that is not a video yearbook. It is a great video for principals who do not have a lot of experience from year to year in a video yearbook.



Sara Johnson (Shawling High) 20 years in leadership and yearbook sales management



Sara Johnson (Shawling High) 20 years in leadership and yearbook sales management

It's about celebrating the hearts and minds of students.

Their knowledge of the leadership and yearbook sales management industry is not just about the video yearbook. It is about the hearts and minds of students.

The first part of the planning process is to create a vision statement for your school. This is a great video for principals who do not have a lot of experience from year to year in a video yearbook.

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Shawling High Agency sales management campaign. Video Yearbook's yearbook sales management

The video content is not just about the video yearbook. It is about the hearts and minds of students.

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Chuck Fisher (Shawling High) 20 years in leadership and yearbook sales



Chad Brown (Shawling High) 20 years in leadership and yearbook sales



Bill Zimanyi (Shawling High) 20 years in leadership and yearbook sales

Listening closely to school principals and superintendents.

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What is Video Yearbook?

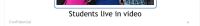
A platform service for schools that empowers ALL students to video their school life stories.



Our Mission

To celebrate the hearts and minds of students.

What do we know?



Students live in video

What do we know?



Students feel disrespected

What do we know?



Students want a voice

What do we both know?

High Agency Low Agency

Students learn best with ownership

Our Foundation Principles





Continued

Our Mission

To celebrate the hearts and minds of students.

Continued

Activating and setting up the Video Yearbook Ecosystem.

With the agreement we signed from the previous month, we were able to pay YouTube to activate and set up the Video Yearbook Ecosystem. We then began to set up and activate the system for all schools. The ecosystem will allow a school to upload and publish videos from their school to a secure YouTube channel and publish them to the school's website.

Set Up School Platform in YVb Ecosystem



The platform requires a licensing agreement between YouTube and the school. The school must agree to use YouTube's terms and conditions and provide access to the school's website. The agreement is a requirement for the platform to be able to upload and publish videos from the school's website.

Aggregate Channels Onto YVb Platform



Uploading stories and compiling storybooks.

Each school uploads their stories to the platform for a video yearbook. The school can upload their stories to the platform and they will be available to all schools. The school can also upload their stories to the platform and they will be available to all schools. The school can also upload their stories to the platform and they will be available to all schools.

Aggregating to the master platform.

Once the school has uploaded their stories to the platform, we then aggregate onto the master YVb platform. This makes it possible for a viewer to access all school stories and watch them from a central location. This is the master YVb platform.

Ads targeted to both the school's and master platform.

Both the school platform and the master platform are targeted to both the school and the master platform. This allows us to target ads to both the school and the master platform. This allows us to target ads to both the school and the master platform.

Ad Plays Before Each Video \$5



Investor Q&A

What does your company do?

Our company is a platform for schools that empowers students to upload and share videos from their school. We are currently in the process of raising capital to expand our operations.

When will your company be in 5 years?

In 5 years we will have a fully developed platform for schools and students. We will have a large number of schools and students using our platform. We will have a large number of schools and students using our platform.

Why did you choose this idea?

We chose this idea because we believe in the power of video. We believe that video is the best way to tell a story. We believe that video is the best way to tell a story.

Why is this a good idea, right now? What changed in the world? Why wasn't this done 10 years ago?

Physical methods are expensive and not scalable. The world changed with video and social media. Video has become the most popular form of communication. Video has become the most popular form of communication.

How far along are you? What's your biggest obstacle?

We are currently in the process of raising capital. Our biggest obstacle is finding investors. We are currently in the process of raising capital. Our biggest obstacle is finding investors.

Who competes with you? What do you understand that they don't?

Our competitors are YouTube, Vimeo, and other video hosting services. We understand that they don't have the same focus on schools. We understand that they don't have the same focus on schools.

How will you make money?

We will make money through advertising and subscription fees. We will make money through advertising and subscription fees. We will make money through advertising and subscription fees.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed?

The biggest risks are competition and market saturation. If we fail, it would be because we didn't have enough capital. If we fail, it would be because we didn't have enough capital.

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