

A global, searchable, **company and industry-specific video and audio sharing platform**
with congruent and relevant results, connecting companies to the world.



ISSUER PIXEL™

Because an alternative does not exist...

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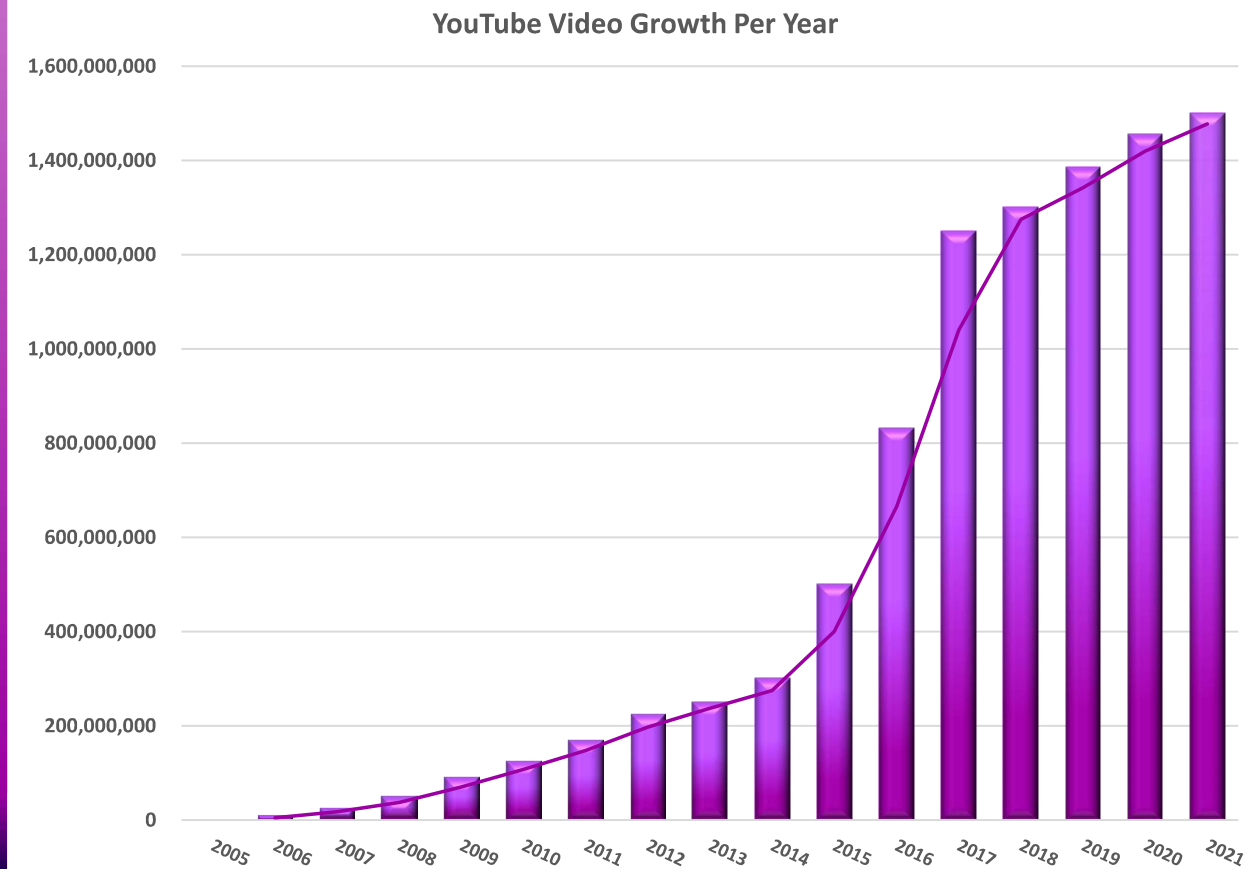
How We Win

[Watch Our Video Here](#)

- **Last Mover Advantage:** Issuer Pixel wins by attacking a large market with a unique approach - potential competitors have not signaled entry or awareness of this market.
- **Network Effect:** Issuer Pixel wins by having millions of issuers and users on the platform – more platform users creates higher enterprise value.
- **Rapid Scaling:** Issuer Pixel wins by having standard-fixed costs and very-low marginal costs, giving our platform scalability and positioning for global expansion.
- **Future Value:** Issuer Pixel wins by building a platform for longevity - greatest cash flows come from future growth.

Video and Audio Content Is Growing Rapidly

- **59%** of executives would rather watch a video than read text - Worldstream
- **81%** of businesses use video as a marketing tool, up from 63% over the last year - Hubspot
- **By 2022**, online videos will make up more than **82%** of all consumer internet traffic, 15 times higher than it was in 2017 - Cisco



Problem: Issuers

- A video and audio platform, for company content only, does not exist.
- Issuers have difficulty being found by investors, partners, and suitors globally, including micro/small/mid-cap public, private, venture stage, foreign, and cryptocurrency issuers.
- Most issuers do not have a structure to organize their external facing video and audio content: including Fortune 500 companies.
- Issuers do not have an economic way to drive investors, partners, and suitors to their business, website, crowdfunding platform, or traded security.
- Investor relations firms can utilize our issuer-specific video and audio sharing platform to be more effective at generating investment community visibility for their client companies.



Issuer

Problem: Investment Community

- Investors, partners, and suitors have difficulty identifying issuers globally and finding relevant video content: including micro/small/mid-cap public, private, venture stage, foreign, and cryptocurrency issuers.
- Investors do not have a centralized platform or library to efficiently find video content by company Industry, Sector, Group or at any Product/Service level within an industry.
- Conducting onsite diligence on an issuer is expensive and timely due to travel.
- SEC and corporate reporting standardizes available information, compared to the uniqueness of video content
- Analysts cannot quickly and accurately identify exact competitors **within an industry taxonomy** at a granular level for comparative analysis (quantitative and qualitative).



Investor

Problem: YouTube and Google Video Use Cases

Disparate and Irrelevant Results Regarding Issuers and Sectors

Situation

An investor, partner, or suitor is interested in video and audio content of companies that produce turbofans for jets. The investor searches desired content on YouTube and Google Video.

Issuer-Specific Problem

YouTube and Google Video is not issuer-specific and returns a variety of **dated** video and audio content. Minimal content relates to issuers (*i.e. Pratt & Whitney*), but most results are non-issuer related (*educational material*).

Industry & Size Problem

Micro/small/mid-cap public, private, venture stage, and foreign turbofan companies and sectors do not populate in the search results or are extremely hard to find (*i.e Powerjet, Kilmov*).

The screenshot shows a YouTube search interface with the search term "Turbofan Jet Companies". The search bar is at the top, and the results are listed below. The first result is "Pratt & Whitney's Geared Turbofan™ Engine Revolutionizing Aviation" by Pratt & Whitney, with 72K views and a date of 4 years ago. The second result is "Jet Engine, How it works ?" by Learn Engineering, with 11M views and a date of 5 years ago. The third result is "Turbojet or Turbofan - Turbine Engines : A Closer Look" by AgentJayZ, with 54K views and a date of 9 years ago. The fourth result is "How does an engine work" by Safran, with 5.5M views and a date of 6 years ago. The video thumbnails show a man in a suit, a cutaway of a jet engine, a man pointing at a whiteboard, and a close-up of an engine component.

Problem: Dailymotion Use Case

Disparate and Irrelevant Results Regarding Issuers and Sectors

Situation

An investor, partner, or suitor is interested in video and audio content of companies that produce Acetaminophen. The investor searches desired content on Dailymotion.

Issuer-Specific Problem

Dailymotion is not issuer-specific and returns a variety of [dated](#) video and audio content. Minimal content relates to issuers and most results are non-issuer related (*news and educational material*).

Industry & Size Problem

Micro/small/mid-cap public, private, venture stage, and foreign acetaminophen companies and sectors do not populate in the search results or are extremely hard to find.

The screenshot shows a search results page on Dailymotion for the query "Acetaminophen companies". The page displays 41 results. The top three results are highlighted with red circles around their titles and view counts:

- Acetaminophen Linked to Risk-Taking Behavior** by Amaze Lab, 4 months ago, 3 views.
- Mother's Acetaminophen Use During Pregnancy May Increase Risk Of Behavioral Problems In Kids** by Geo Beats, 4 years ago, 31 views.
- Study Finds Acetaminophen Dulls Senses Including Joy and Happiness** by Newsbreaker on Ora.tv, 6 years ago, 18 views.

Other visible results include "Acetaminophen Shown To Temper Positive Emotions" by Geo Beats, 6 years ago, 10 views. The page also shows video thumbnails for each result, such as "A RISKY PAIN RELIEVER" and "LD + FLU SEVERE".

Solution

A global, searchable, **company and industry-specific video and audio sharing platform** with congruent and relevant results, connecting companies to investors, partners, and suitors for awareness, shareholder sponsorship, and virtual due diligence



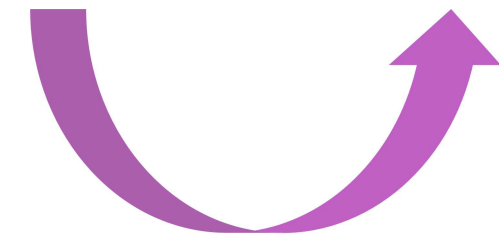
Issuer



ISSUER PIXEL



Investor



**Companies Upload Video
and Audio Content**

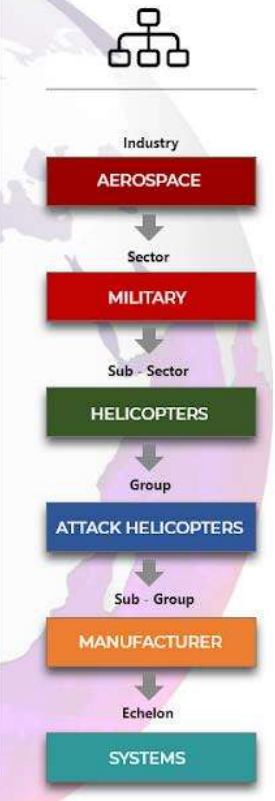


**Investors/Partners/Suitors/
Search Video and Audio Content**

Issuers need a global, scalable company-specific video and audio platform to create and amplify awareness for investment sponsorship, fundraising opportunities and economically efficient access to investors.

Investors need a global, company-specific video and audio platform to easily identify all issuers (*including micro/small/mid-cap public, private, venture stage, foreign, and cryptocurrency issuers*) and sectors of interest and completely obviate onsite diligence time and cost.

ISSUER PIXEL



Industry	Company Characteristics	Video Criteria	Audio Criteria	Fundamentals	Market	Technical	Social	All
Industry Aerospace	Sector Military	Sub-Sector Helicopters	Group Attack Helicopters	Sub-Group Manufacturer	Echelon Systems			
Sub-Echelon	Tier	Sub-Tier	Layer	Sub-Layer	Deck			
Sub-Deck	Floor	Sub-Floor	Basement	Sub-Basement	Mine			

FILTERS APPLIED:

- Public Company
- Country : USA
- Number of Employees: 100-1000
- Public Trading and Reporting
- Conglomerate: Yes
- Product Patents
- NASDAQ
- Company Overview



Advanced Tech
13.3k views | 8 months ago
DATABASE SYSTEMS INC.



Boards Line Productions
13.3k views | 8 months ago
DATABASE SYSTEMS

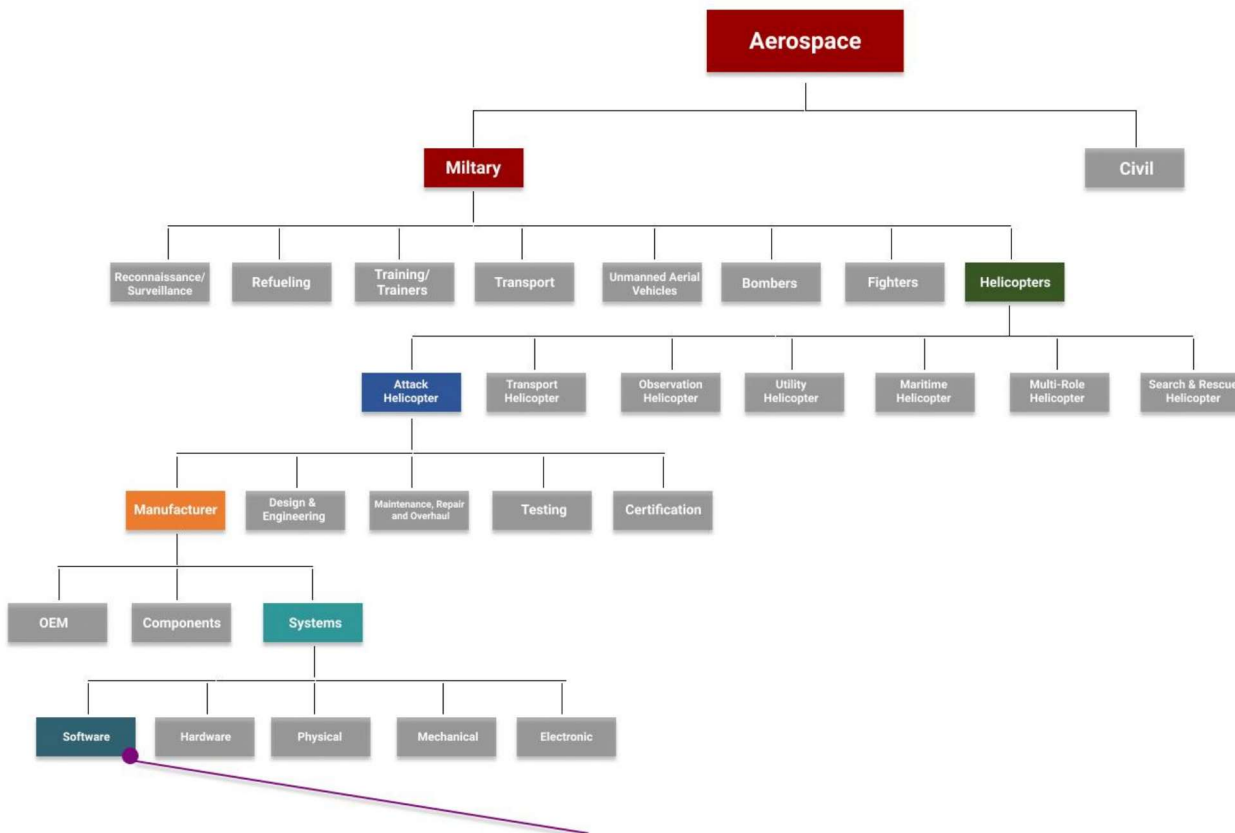


How It's made
13.3k views | 8 months ago
DATABASE SYSTEMS



Testing Videos
13.3k views | 8 months ago
DATABASE SYSTEMS





Issuer Pixel proprietary, patent pending technology for the hierarchically indexed and cross indexed organization of video and audio content.



Advanced Tech
12.3k views | 8 months ago
DATABASE SYSTEMS INC



Boards Line Productions
13.3k views | 8 months ago
DATABASE SYSTEMS



How it's made
13.3k views | 8 months ago
DATABASE SYSTEMS



Testing Videos
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Key Investor

“Issuer Pixel is the perfect solution amidst the growing trend of companies looking to provide video-based content in order to connect and provide information to their investors, partners, and customers. There is tremendous value in having content organized in a logical methodology for users, thereby allowing it to reach the target audience.”



Steve Shum

CEO

INVO Bioscience, Inc.
(NASDAQ: INVO)

Investor

Platform Benefits: Issuers

- Unique video and audio database creates investment community visibility for public and private companies: No other issuer-specific video and audio database is in existence.
- Scalable, global, and cost-effective exposure for all issuers utilizing video and audio content.
- Multiple searchable attributes enables investors to easily find issuers, as opposed to other video/audio platforms that are not issuer-specific.
- Drive investors, partners, and suitors to their business, website, crowdfunding platform, or traded security.
- Communicate with buy-side, sell-side and strategic partners, providing issuers with investment sponsorship, fundraising opportunities and economically efficient access to investors.



Issuer

Platform Benefits: Investors, Partners, and Suitors

- Search companies and sectors with congruent and relevant results.
- Reduce diligence time and eliminate travel expenses by watching issuer videos/audio to truly understand the company and management.
- Identify and conduct diligence on companies based upon video and audio content types, qualitative company attributes, and over one-million industry criteria.
- Communicate with company executives giving investors, partners, and suitors, on-demand access to companies.
- Get extremely accurate peer group analysis and relative valuation comparisons based upon our proprietary taxonomy.



Investor

Total Available Market: Number of Companies Globally



Domestic Companies

Over **1,288,963** Domestic Companies

*More than 10 Employees
- Census Bureau*

25,327 Public Companies

- NYSE, NYSE American, NASDAQ, OTCQX, OTCQB, PINK SHEETS

1,263,636 Private Companies

More than 10 Employees



International Companies

Over **140,000,000** International Companies

*More than 10 Employees
- Issuer Pixel Internal Estimates*

630,000 Public Companies

- Investopedia

139,370,000 Private Companies


More than 10 Employees

Initial Target Market: Multi-Billion Dollar Annual Global Opportunity

\$4.8 Billion Market



\$2.5 Billion
Available
Issuer Market

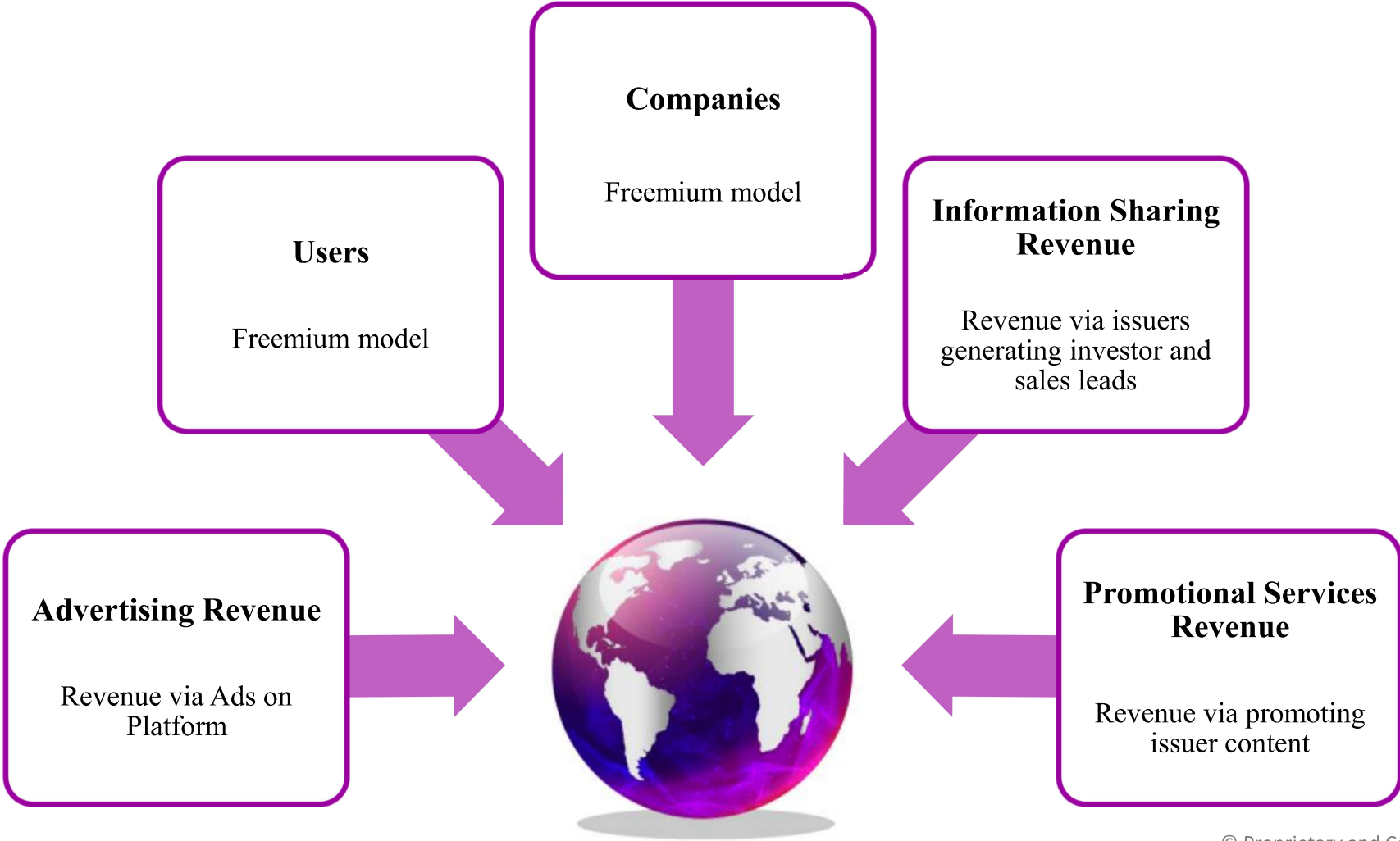


\$1.4 Billion
Available
User Market



\$900 Million
Corporate Video
Sharing Ad Market

Business Model



Patent Application Pending

Title of Invention

Hierarchically Indexed and Cross Indexed, Industry-Centric, Media Focused Relational Database

Patent pending technology leveraging the power of machine learning and AI. Patent strategy is Omnibus patent family with 6 patents planned. 1st Utility patent filed and pending. 5 more patents being prepared and will be strategically filed.

Receipt Date

2020

Competitive Map



*Separate Video Product from YouTube

Comparable Companies

Comparable Companies and Description

Valuation



Online video platform for streaming, hosting, and organizing video content

\$877 Million



Video hosting, sharing, and services platform focused on high-definition video

\$6 Billion



Live streaming and video content management solutions for the digital enterprise

Total Funding

\$71 Million



Recording, streaming, and video content management software used in E-learning environments

\$60 Million

Founders



David Baker, CEO, Chief Product Architect and Founder

David co-founded Revere Data LLC (fka Sectorbase), which was eventually acquired by Factset Data Systems, Inc. David's 29-year career includes leading three hedge funds, proprietary trading, investment banking, and securities brokerage. He is responsible for the overall success of Issuer Pixel.



Vadim Tarasov, Chief Information Officer and Founder

Vadim has co-owned a software development company for 9 years, and has developed software for start-ups and Fortune 500 companies. Vadim is responsible for designing, leading, and managing technology and information systems across all internal operations.



Byron Kwok, Chief Technology Officer and Founder

Byron has co-owned a software development company for 9 years, and has developed software for start-ups and Fortune 500 companies. Byron is responsible for building the Issuer Pixel technology platform.



David Guzy, Chief Content & Research Officer, Interim Chief Financial Officer and Founder

David has Big Bank experience, and was Top Rated at Bank of America. David has operated a data and financial analytics consulting firm for 3 years. David is responsible for the design, construction, management of industry taxonomies, and content for the Issuer Pixel platform. He is also the interim CFO.

Advisors



Robert Pederson II, Founder & Former CEO, ZAGG Inc
Advisor and Investor

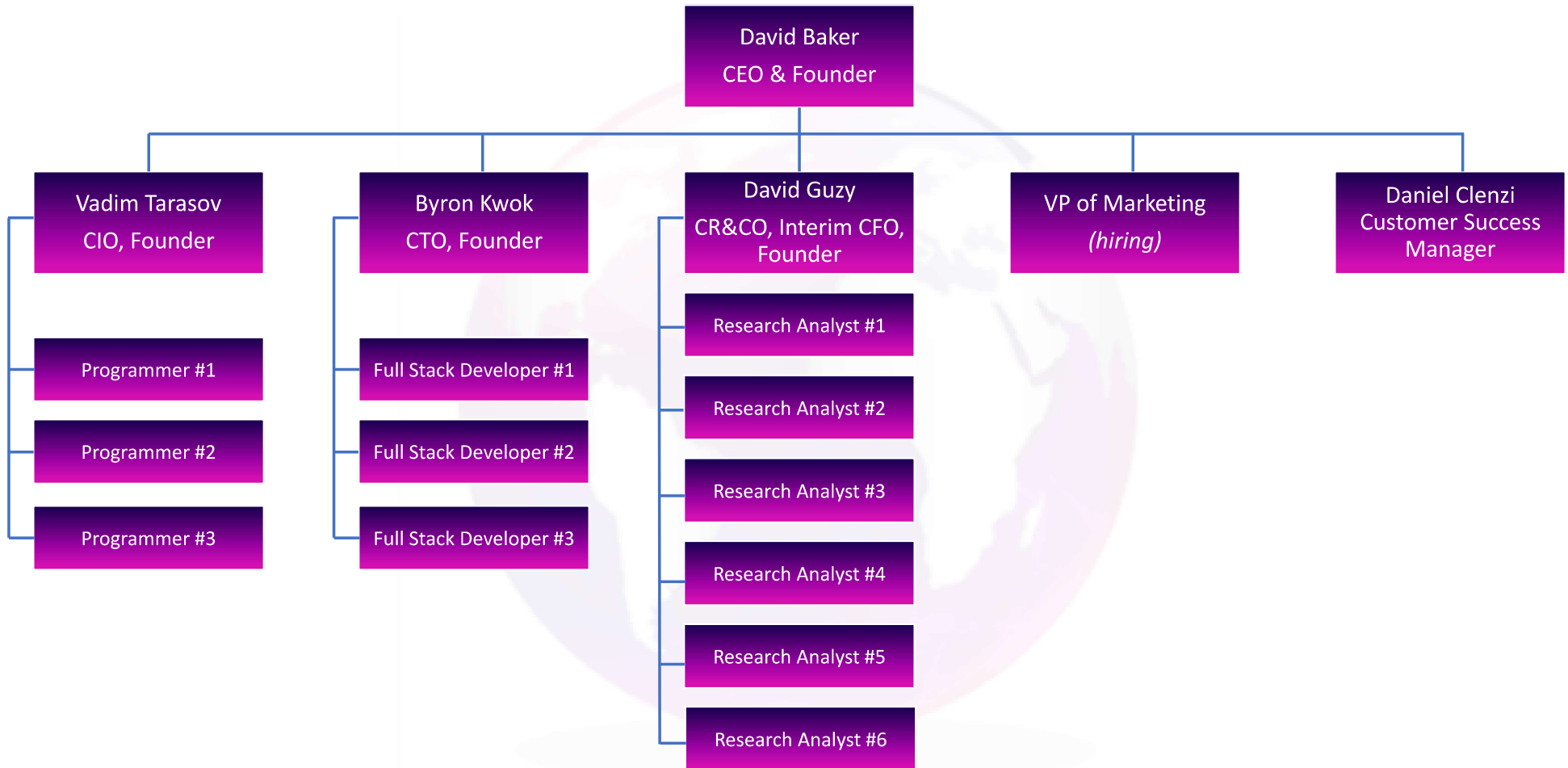
Mr. Pedersen was co-founder, CEO and Chairman of ZAGG, Inc (NASDAQ: ZAGG), growing the company from a startup to \$265 Million of revenue in 8 years. Mr. Pedersen has been interviewed on national television shows including CNBC's Mad Money with Jim Cramer and Squawk Box. He has received many awards, including 2009 Earnst & Young's Entrepreneur of the Year and 2012 CEO of the Year presented by Utah Business Magazine.



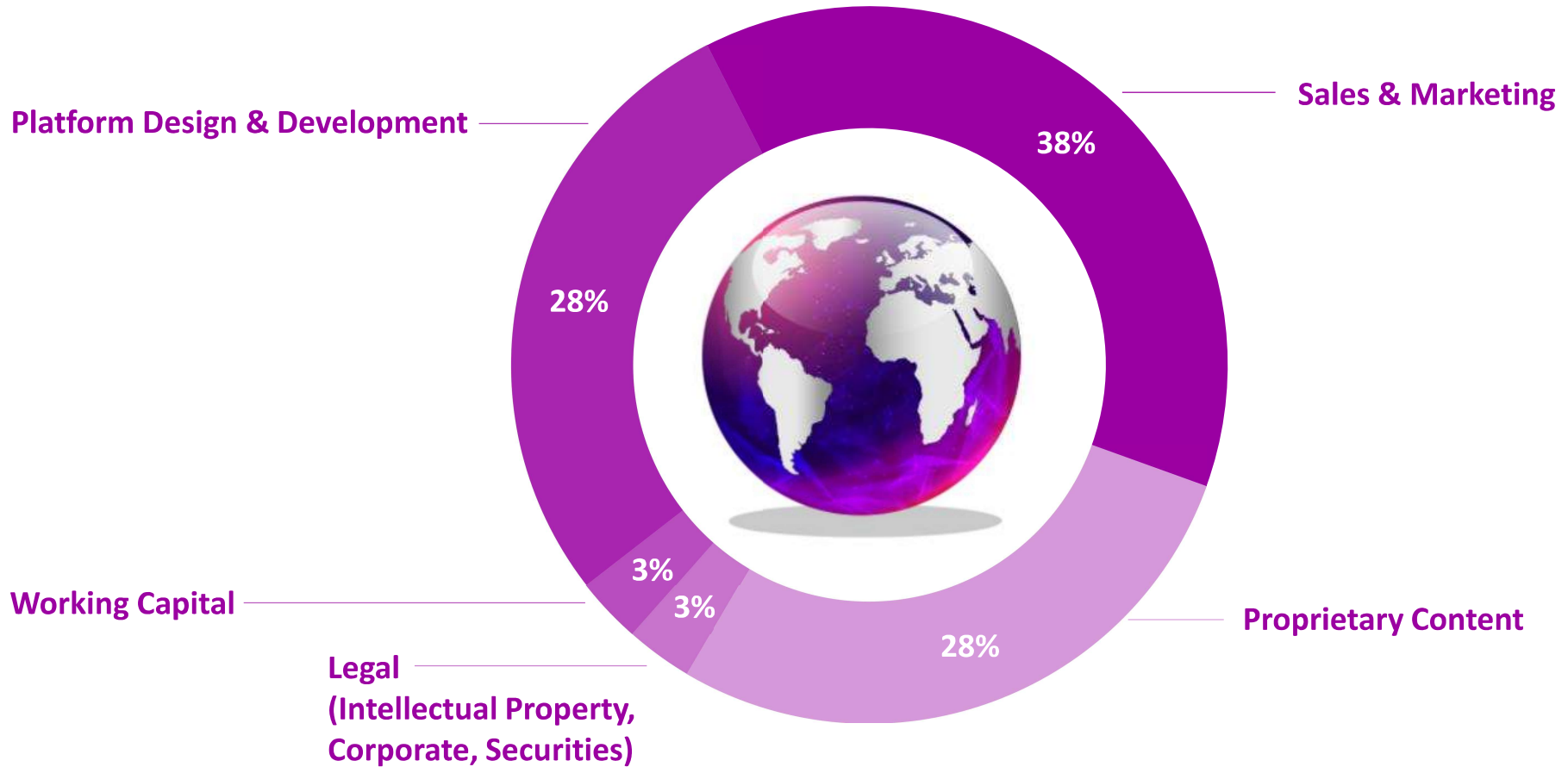
David Collins, Managing Director , Catalyst IR
Advisor and Investor

Mr. Collins has 30+ years' experience as a private investor, entrepreneur and investor relations consultant. He has successfully guided and executed investor relations, corporate communications and social media programs for a diverse array of companies. Most notably, Mr. Collins represented Marvel Entertainment for ten years, from its emergence from bankruptcy through to its sale to Disney.

Current Organization Structure



Use of Proceeds



Timeline



Reasons To Invest in Issuer Pixel

- Management team has **successfully founded startups and has extensive experience** in financial services and SaaS applications. CEO co-founded Revere Data LLC (fka Sectorbase), which was eventually acquired by Factset Data Systems.
- A total available **multi-billion dollar global revenue opportunity** – for both domestic and international presence.
- Issuer Pixel has **multiple revenue streams**: Issuer Subscription Fee, Investor Subscription Fee, Advertising Revenue, Information Sharing Revenue, and Promotional Services Revenue.
- Patent pending and patent strategy protects Issuer Pixel's **intellectual property**, discouraging competition and encouraging potential acquisition.
- **An alternative does not exist.** Issuer Pixel is the first global, scalable, **issuer and company-specific video and audio platform** connecting issuers to investors, partners, and suitors.
- **Video and audio content is growing rapidly.** Most consumers would rather watch a video than read text.

Platform Demo Available Upon Request for Accredited and Institutional Investors

[Watch Our Video Here](#)

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