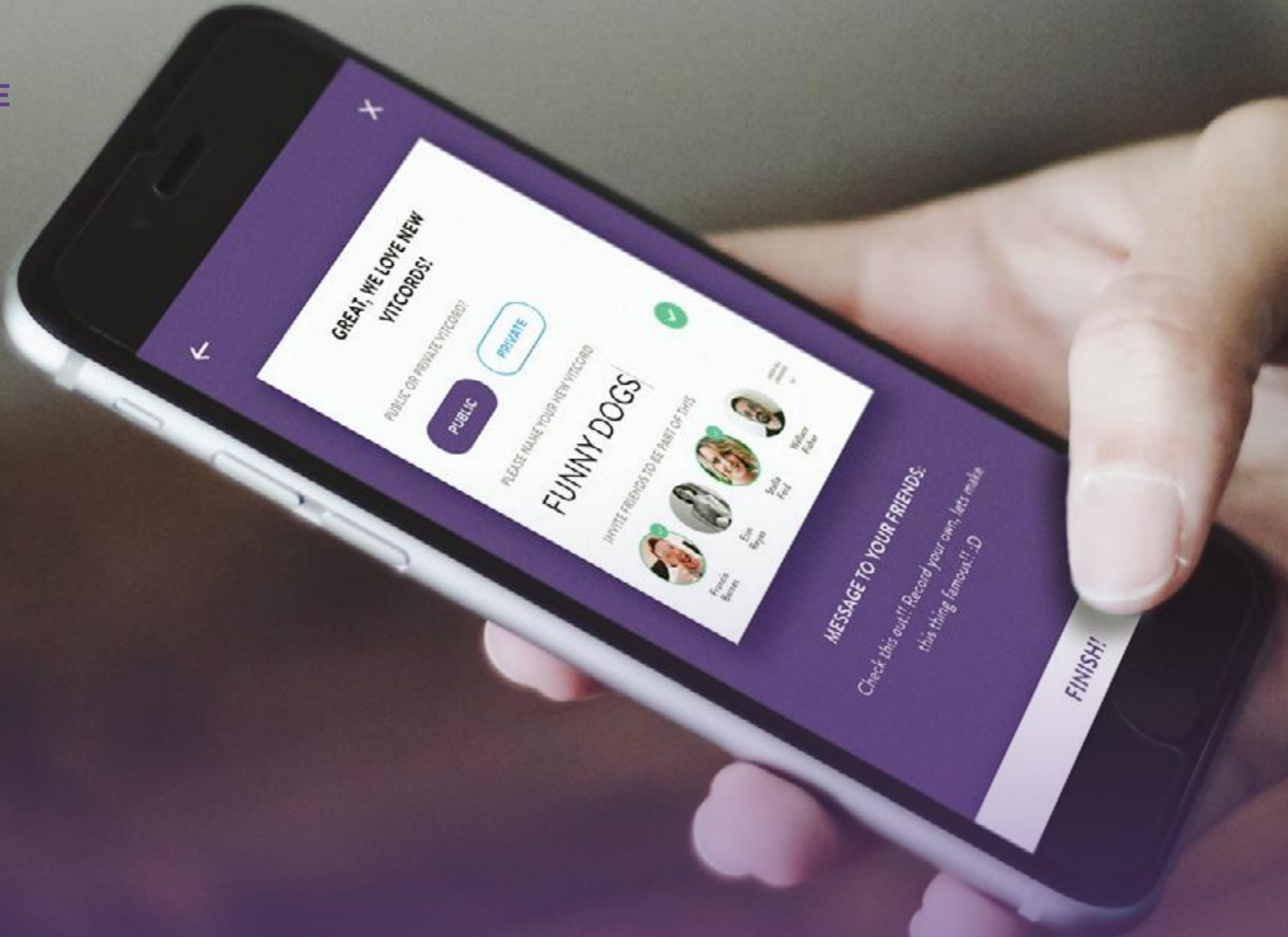




BE PART OF THE INFINITE VIDEO EXPERIENCE



**ALONE WE CAN DO SO LITTLE;
TOGETHER WE CAN DO SO MUCH.**

- HELLEN KELLER

OUR VISION



TO REINVENT MOBILE VIDEO
BY CREATING COLLABORATIVE CONTENT

GLOBAL DIGITALISATION



Nowadays society is making digital consumers more individual.

WHY VITCORD

People are social beings.
We live life collectively, and we believe in the return to the group.

WE WANT TO TURN GROUPS OF FRIENDS INTO
CO-CREATORS OF THEIR OWN STORIES

- 1 INCREASES USER-GENERATED CONTENT
- 2 INCREASES MOBILE VIDEO INTAKE
- 3 MOBILE VIDEO SECTOR IS A RISING MARKET
- 4 “COLABORATIVE” IS A TREND

UGC (User Generated Content)

1

UGC

User Generated Content



USER-GENERATED CONTENT = APPS AND PLATFORMS MAJOR STRENGTH

* 56% of Millenials prefer content generated by other users instad of the content generated by brands.

2

VIDEO

Favorite content

3

MARKET

Usage and forecasts

4

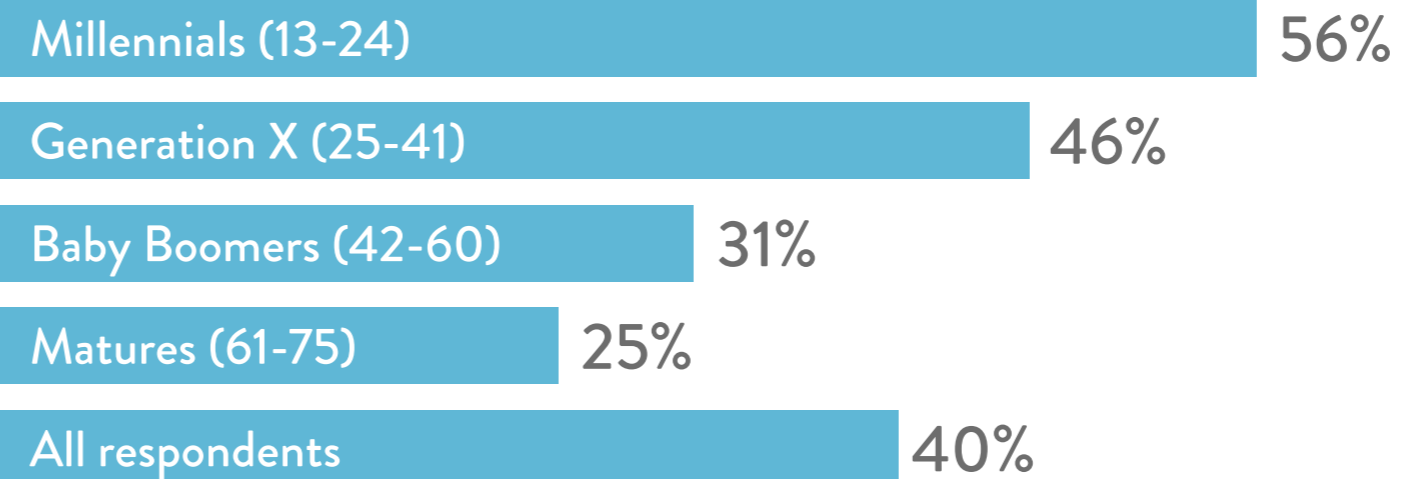
CO-CREATION

Colaborative scheme

WE ARE ALL CONTENT CREATORS.

UGC Has No Age

US internet users who are increasingly creating their own user-generated content*, by age, February-March 2007 (% of respondents)



THE OPPORTUNITY

Sum of
clips



Sum of
users



One
experience



**REINVENTING MOBILE VIDEO: A SIMPLE WAY TO CONNECT GROUPS OF USERS
IN ORDER TO CREATE THE MOST POWERFUL AND VIEWED CONTENT.**

vitcord

VITCORD allows people and videos, a new different way of interaction, empowering users to co-create chains of video content together.

UP TO
90"



most viewed, liked and included clips gamificated by users.
Atracted by chains of leaders.

UP TO
10"





Vitcord, with a 90"-length collaborative format, easily shareable with a clear target is positioned as a potential content channel, **fast and easy to consume.**

INTUITIVE USER EXPERIENCE

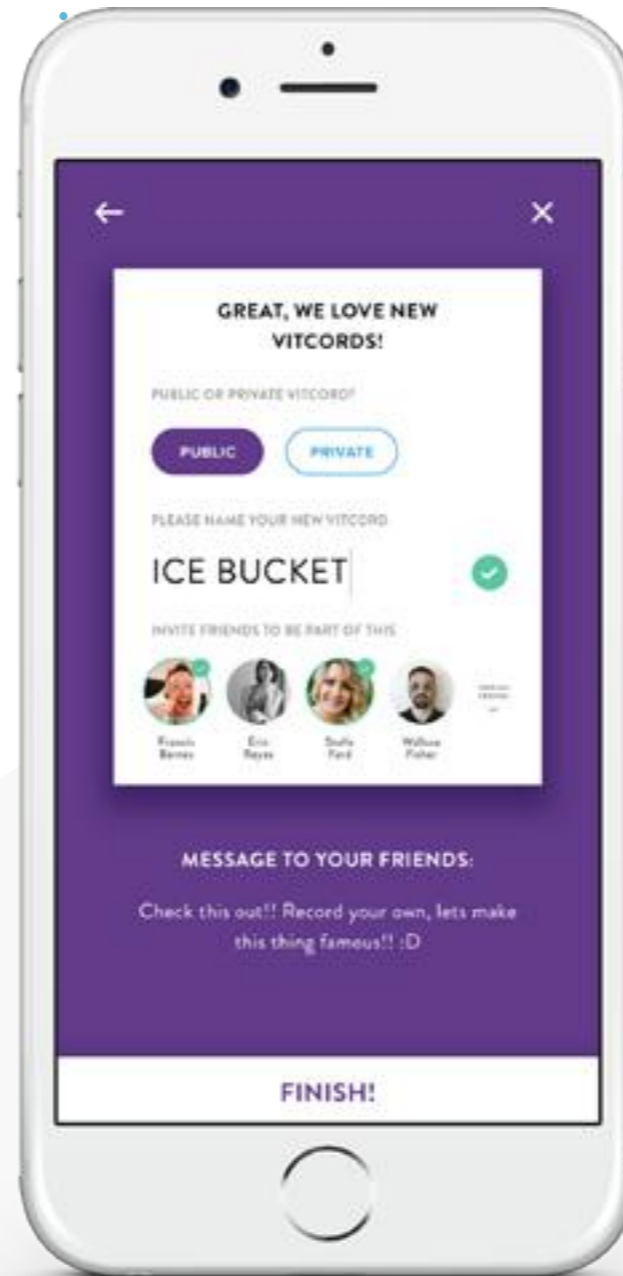
Capture clips up to 10" with both front and rear camera.



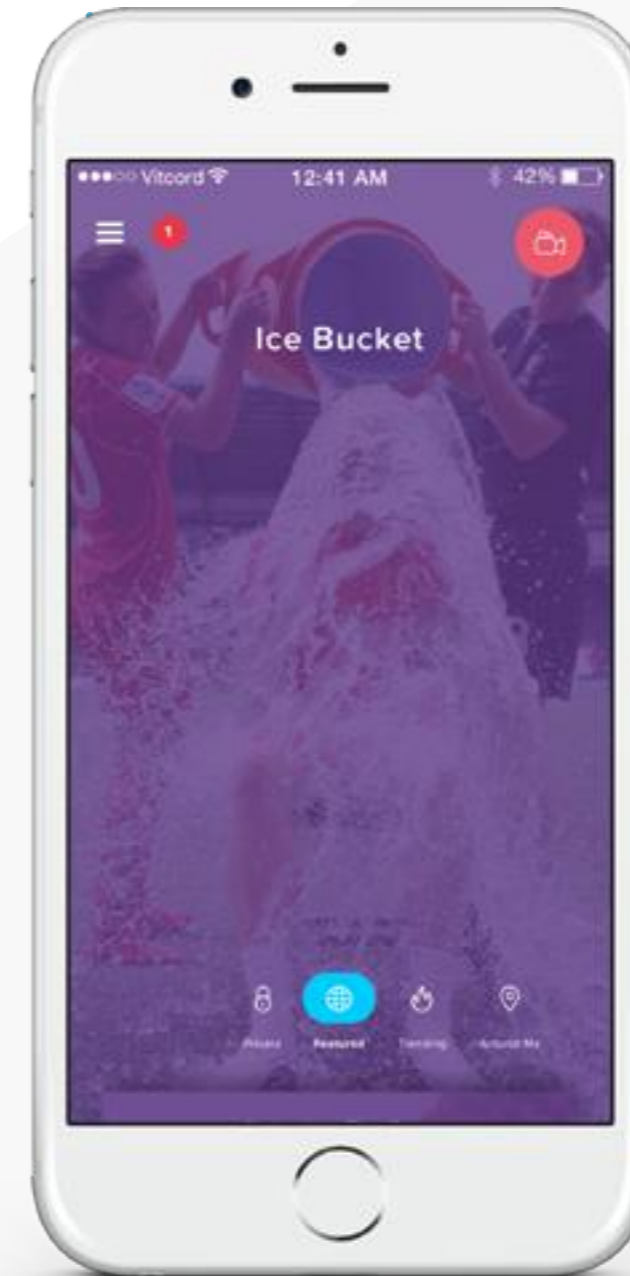
Create a new Vitcord or share it on any existing Vitcords.



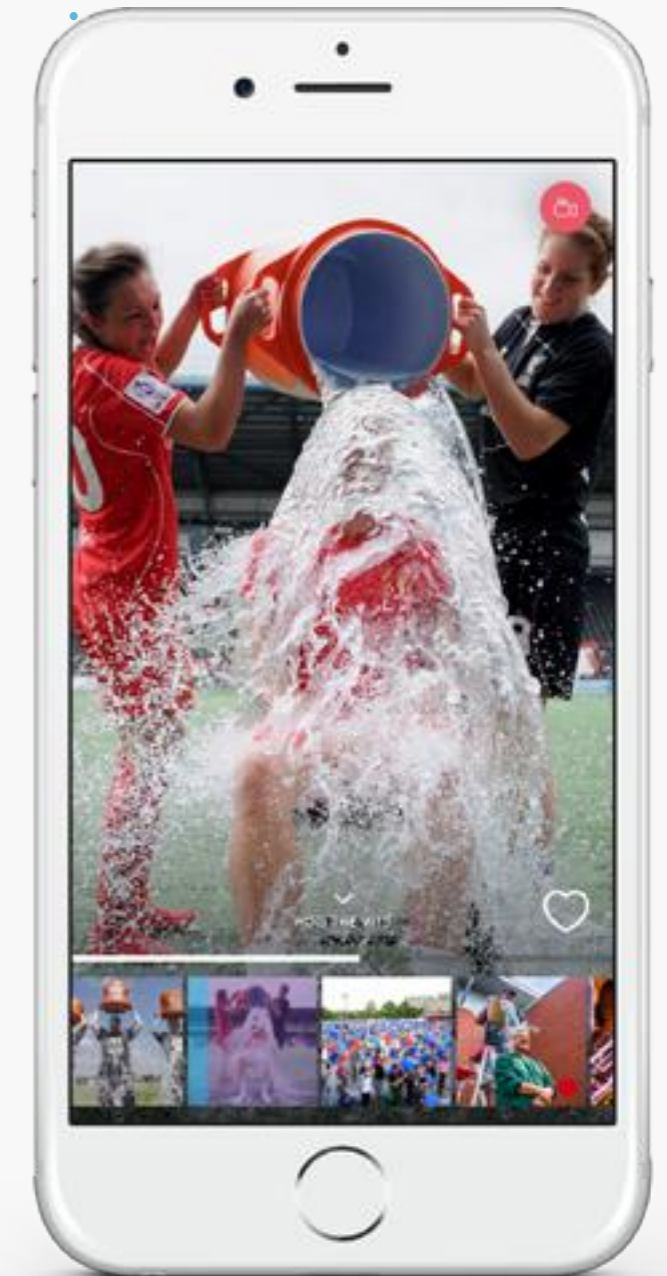
When creating a new Vitcord, choose whether it's public or private and invite your friends.



Your new Vitcord can be on the Featured section for everyone to see!

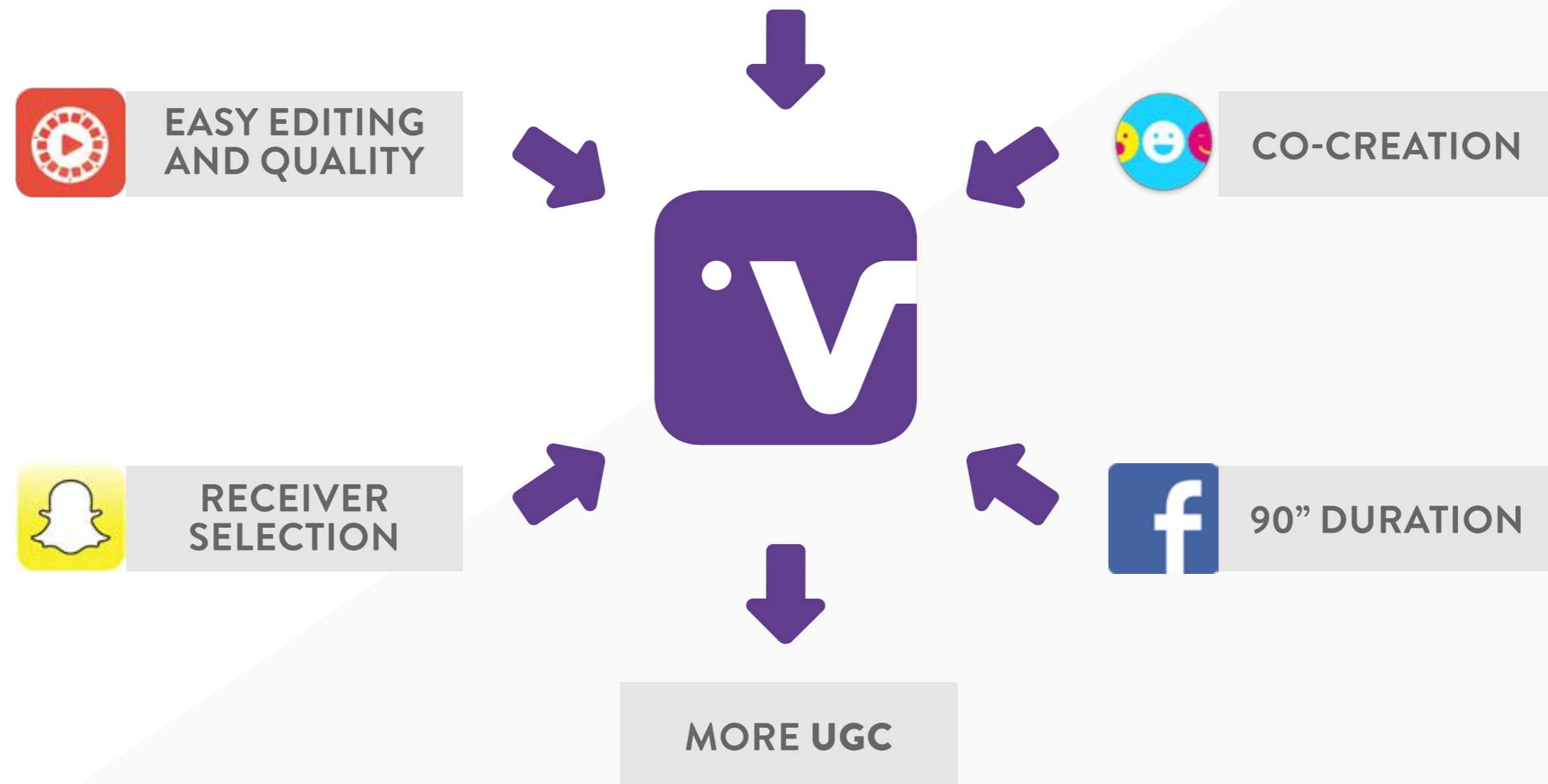


See your Vit and all the others that are in the Vitcord.



UNION IS STRENGTH

IN: NEW WAY OF ENGAGEMENT, NEW FEELING FOR USERS,
(SOMEONE INCLUDE MY CLIP IN HIS POPULAR VIDEO).



BUSINESS MODEL



SPONSORIZED

Brand-content example

1

B2B2C: brand-content is created with Vitcord placed among UGC.

B

Love marks, involving customers and users on its growth as a firm.

2

Vitcord as a meeting point.

B

Consumers who generate content in group for brands interacting with the brand itself.

2

Let's allow brands and agencies easily add consumer participation to every campaign at scale, at a fraction of the campaign's cost, and that is generating the highest response rates on mobile

C

2

VIRAL CONTENT:

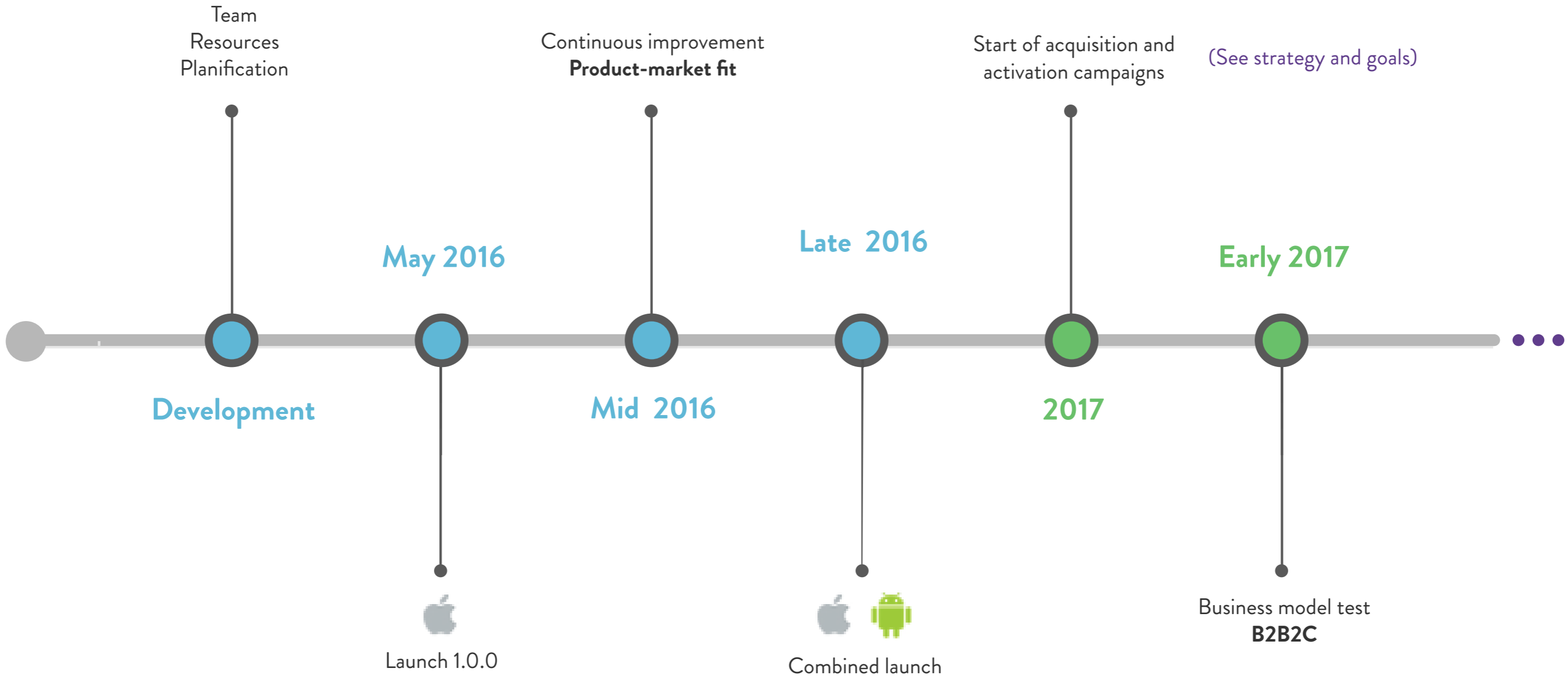
- Change.org. (Enables users to claim a **cause in group**, collaboratively.)
- Birthdays.
- Christmas campaigns.**
- Friend **trips.**

Growth (A-series).



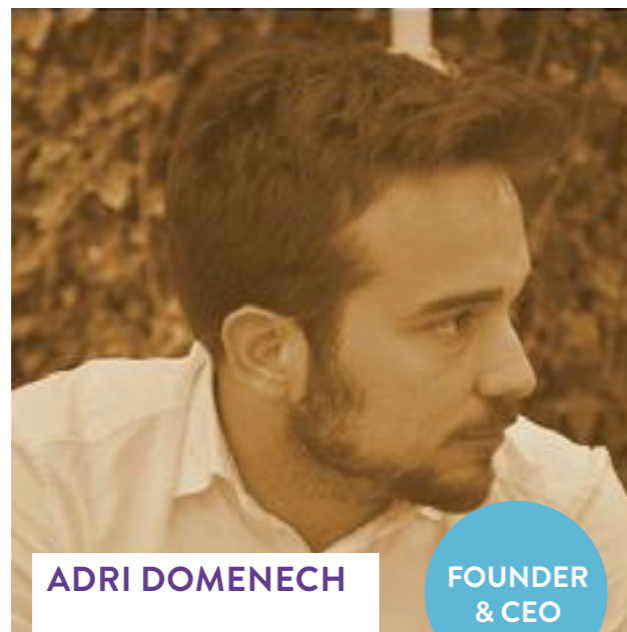
ROADMAP

Product and strategy



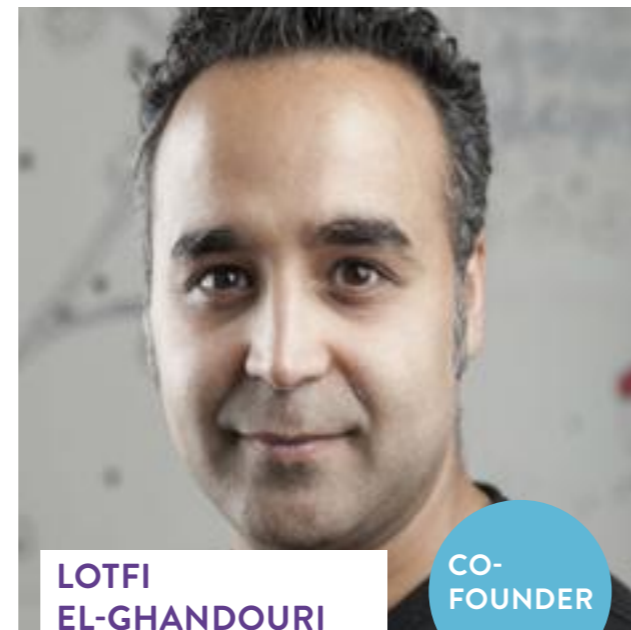
TEAM

Alone we can do so little; together we can do so much



ADRI DOMENECH

FOUNDER
& CEO



LOTFI
EL-GHANDOURI

CO-
FOUNDER



VICTOR BERGA

CTO



SERGIO CAMPANO

CMO



MORRIS PINEDO

PRODUCT
& UX/UI



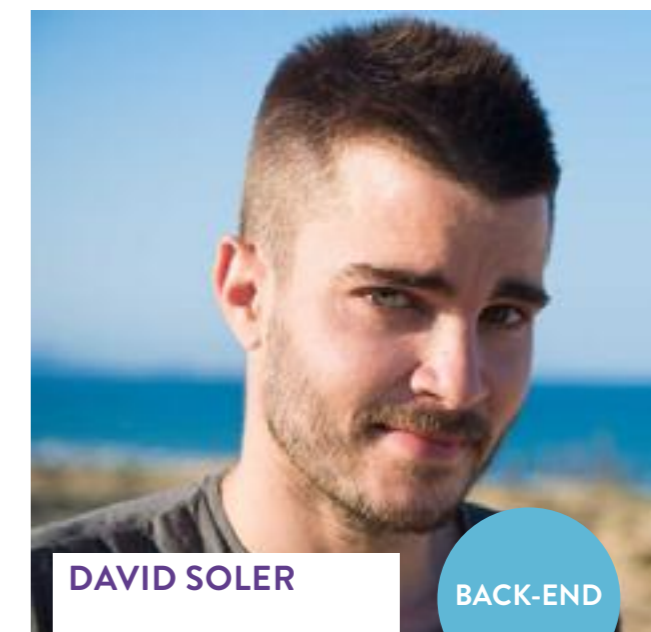
TONI ARAGONÉS

EXPERIENCE
PROVOKER



KIKE DOMINGO

PRODUCT
ADV.



DAVID SOLER

BACK-END

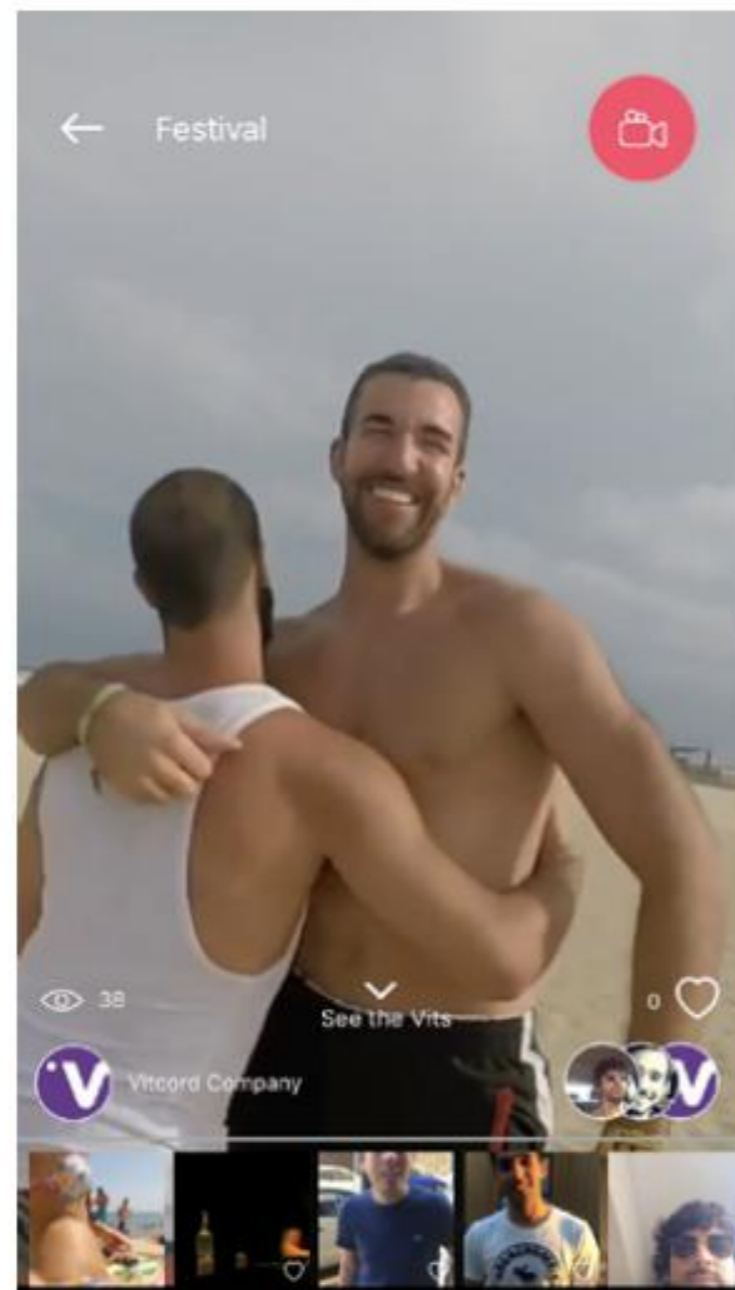
IN 2015 AFTERMOVIES WERE...
INDIVIDUAL



<https://www.youtube.com/watch?v=QPdQPANGxX4>

NOW IN 2016...

WE PARTICIPATE ALL TOGETHER!



vitcord adjunto

vitcord

Awarded



Awarded



Hosted by



Awarded



Awarded

