

TV Commercial-quality video making in 3 minutes!

Short-form Videomaking Platform VideoMonster



PROFESSIONAL
CREATIVE
EASY



MARKET SIZE



1.8B



800M



41.4%



Explosive growth in Video-making Demand

Short Form VIDEO

Within 30sec



Company



Marketing



SNS

VS

Long Form VIDEO

3 ~ 5 min



Individual



YouTube



Vlog

Segmentation of Video-editing tools as well!

Short

Form

VIDEO

Ways of making videos & Difficulties users face

Long

Form

VIDEO

Completely different!



Company



Marketing



SNS

for Short-form & Long-form videos respectively



Individual



YouTube

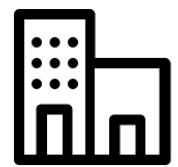


V log

Segmentation of Video-editing tools as well!

Short Form VIDEO

Within 30 secs



Company



MKT



Social
Media

Video Editing It's hard!



Short Form Video Editing It's harder!

Short Form VIDEO

For captivating effects

Video-design skills (motion-graphics)

required rather than editing skills



PROBLEM



**Lack
Of
video design skills**



**High Cost
Of
outsourcing**



Outsourcing to experts is inevitable
to make marketing video



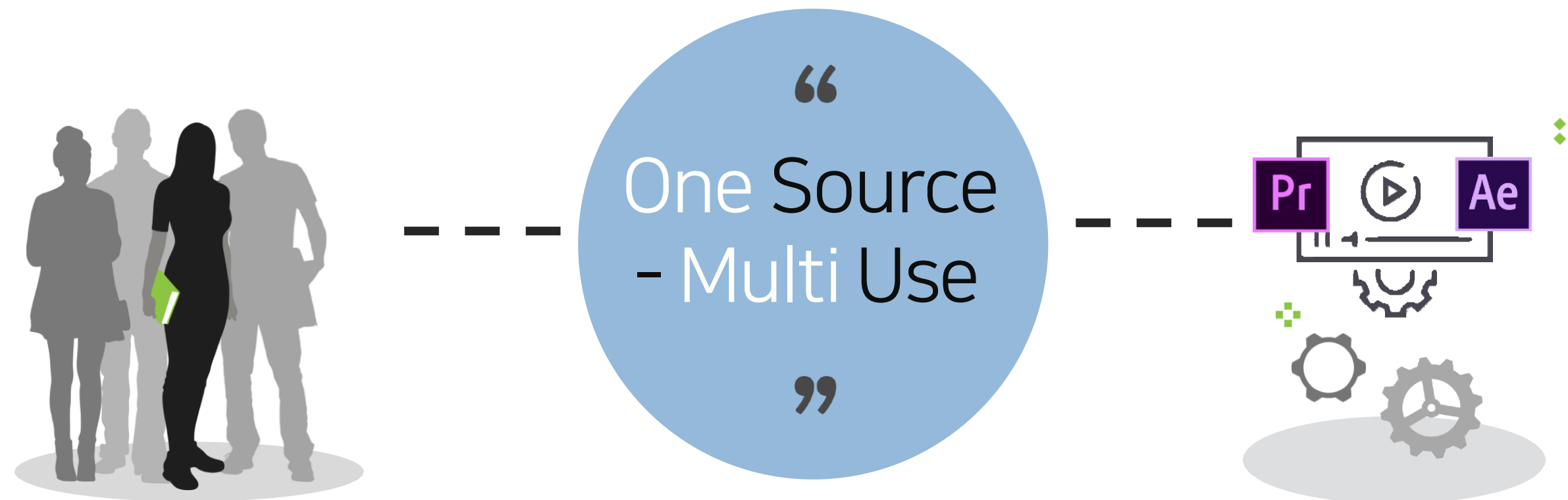
Outsourcing is costly because
Individual pays the full cost of a
video design experts

Video Template

That transformed experts' design files into an easy UI

Simple Videomaking UI with Drag & Drop
Solves the video design skills problem

Template sharing model
Solves the high cost problem

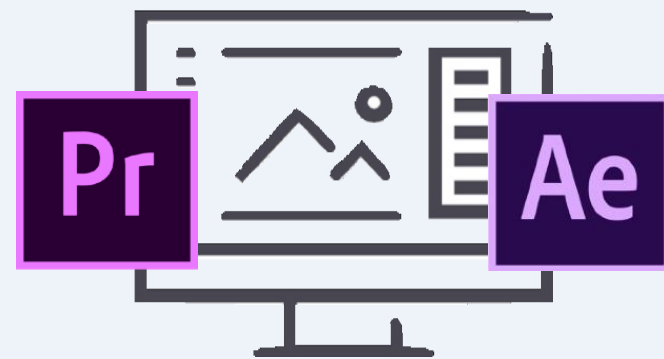


KEY FEATURE

With 3600+ **Video Templates** and Cloud-based **Rendering Engine**
Anyone can easily make professional quality videos

Video Templates

Template Automation Tech



Rendering Engine

Cloud distribution rendering tech
Auto-scaling tech



Free Stock Images

1.1M+ Free stock images and videos
Provided in a single integrated UI



↓
No complex editing/design steps

↓
Video completed in 3 minutes

↓
TV-ad quality video is made!

SHORT-FORM VIDEOMAKING SOLUTION

1 Choose Template

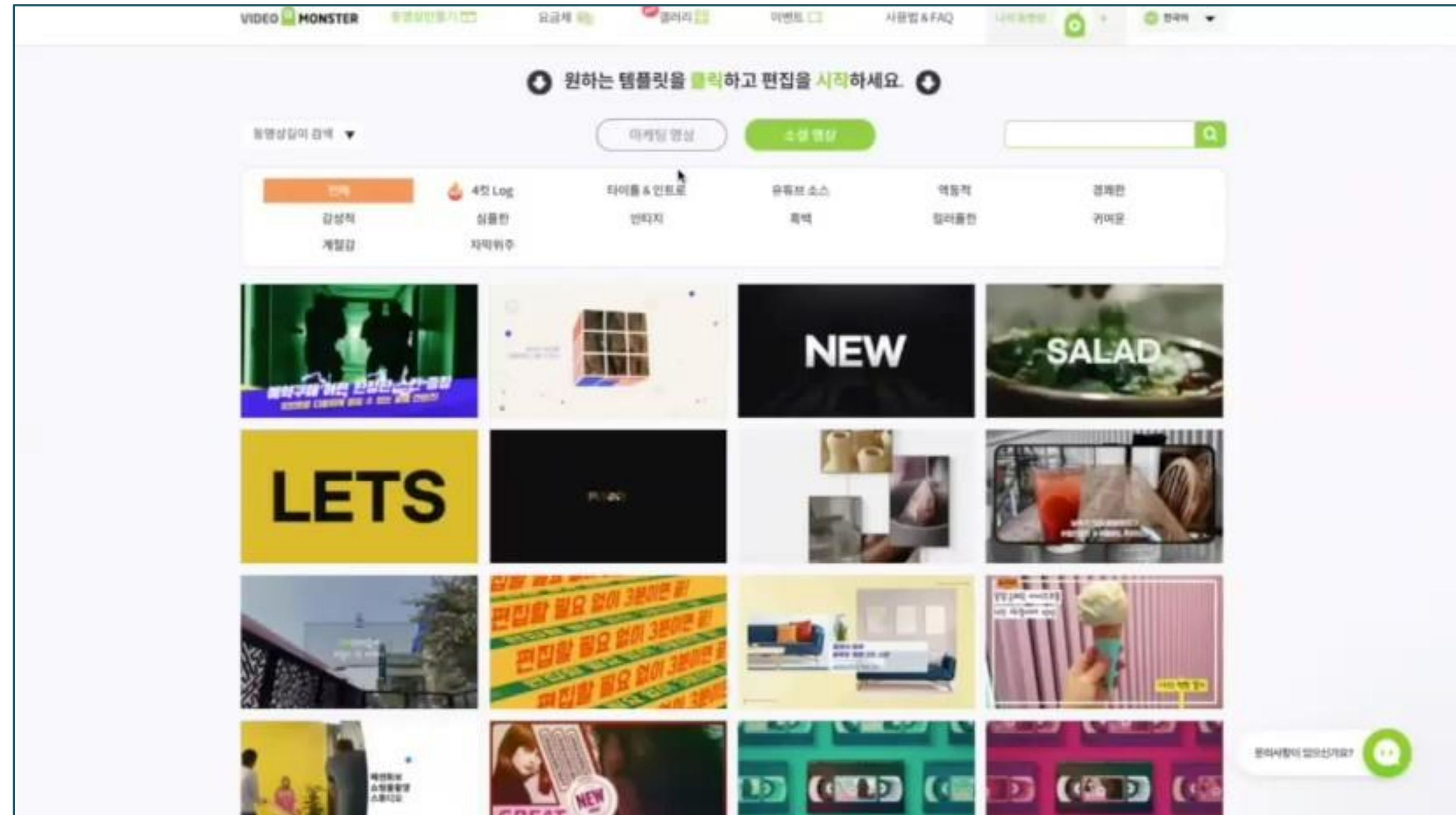
- ✓ 3600+ Templates provided
- ✓ Classified by industry and style
- ✓ Weekly updates

2 Input Image & Texts

- ✓ 1.1M free stock photos and videos
- ✓ 400+ free music provided

3 Complete & Share

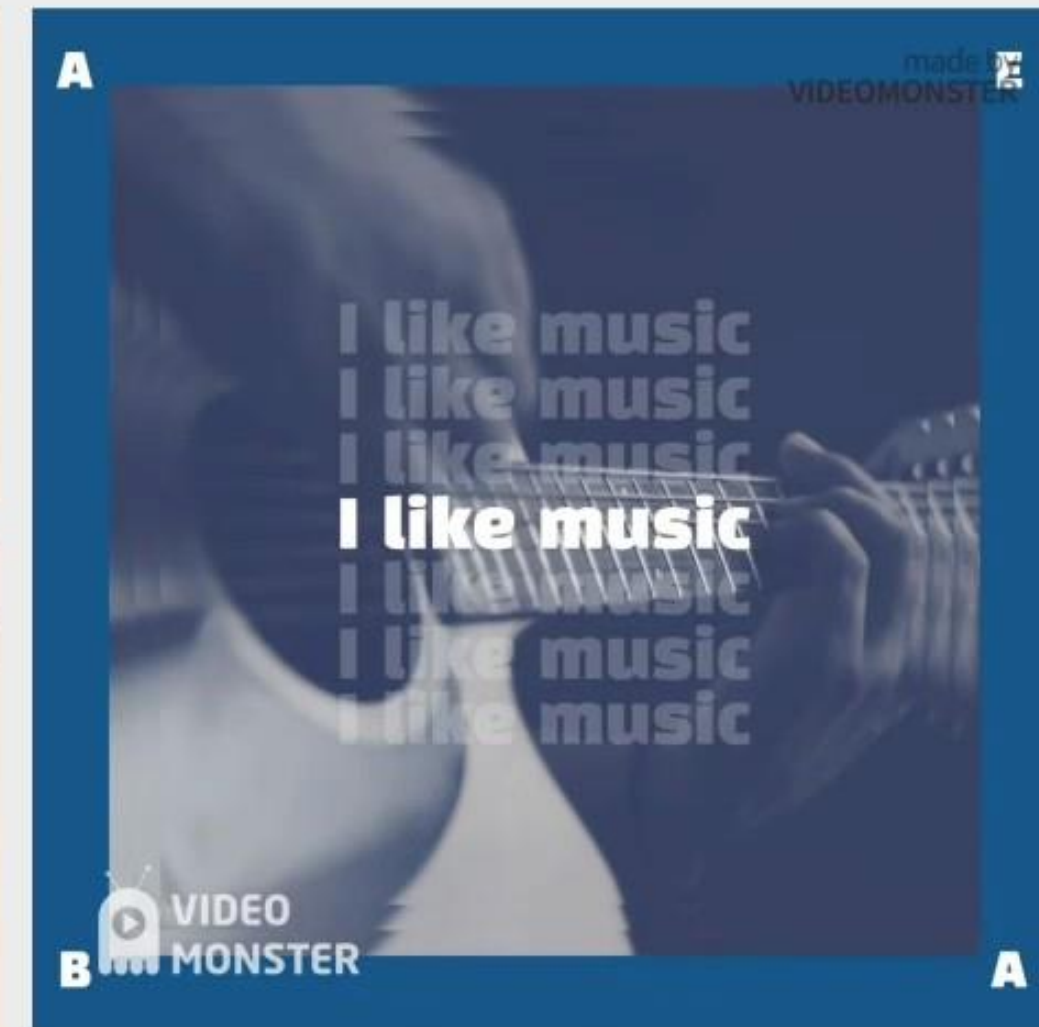
- ✓ Completed with cloud-based rendering engine
- ✓ 10,000+ videos on user gallery



User generated videos (user gallery) #advertising #marketing



User generated Videos #daily #kids



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

COMPETITOR ANALYSIS

Changes in **market trends** for online video editing tools
Simple editing tools → **Design template-based tools**

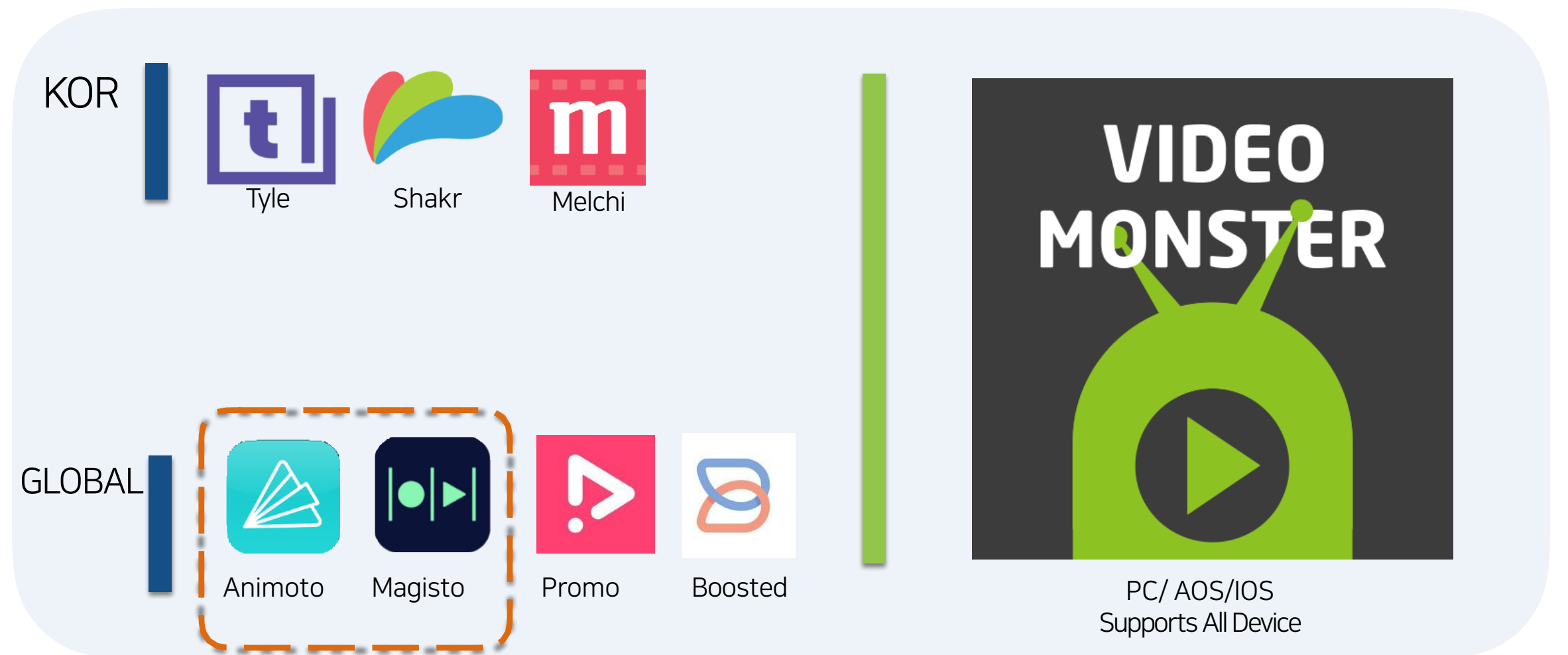
Simple Editing TOOL



Saturated Market



Template-based Videomaking TOOLS



Ranked 1st and 2nd in global sales in total video-editing market



PC/ AOS/IOS
Supports All Device

COMPETITIVE DIFFERENTIATION - TEMPLATES

Competitors

Web based Template

Animoto (US) / Tyle (Kor)

2000 Template - 4yr

Animoto (US) / Shagr (US,Kor)

Multilingual (X)

ALL

VS

VideoMonster

Motion Graphic Template

VS

2000 Template - 1yr

VS

Multilingual (0)



The highest quality video



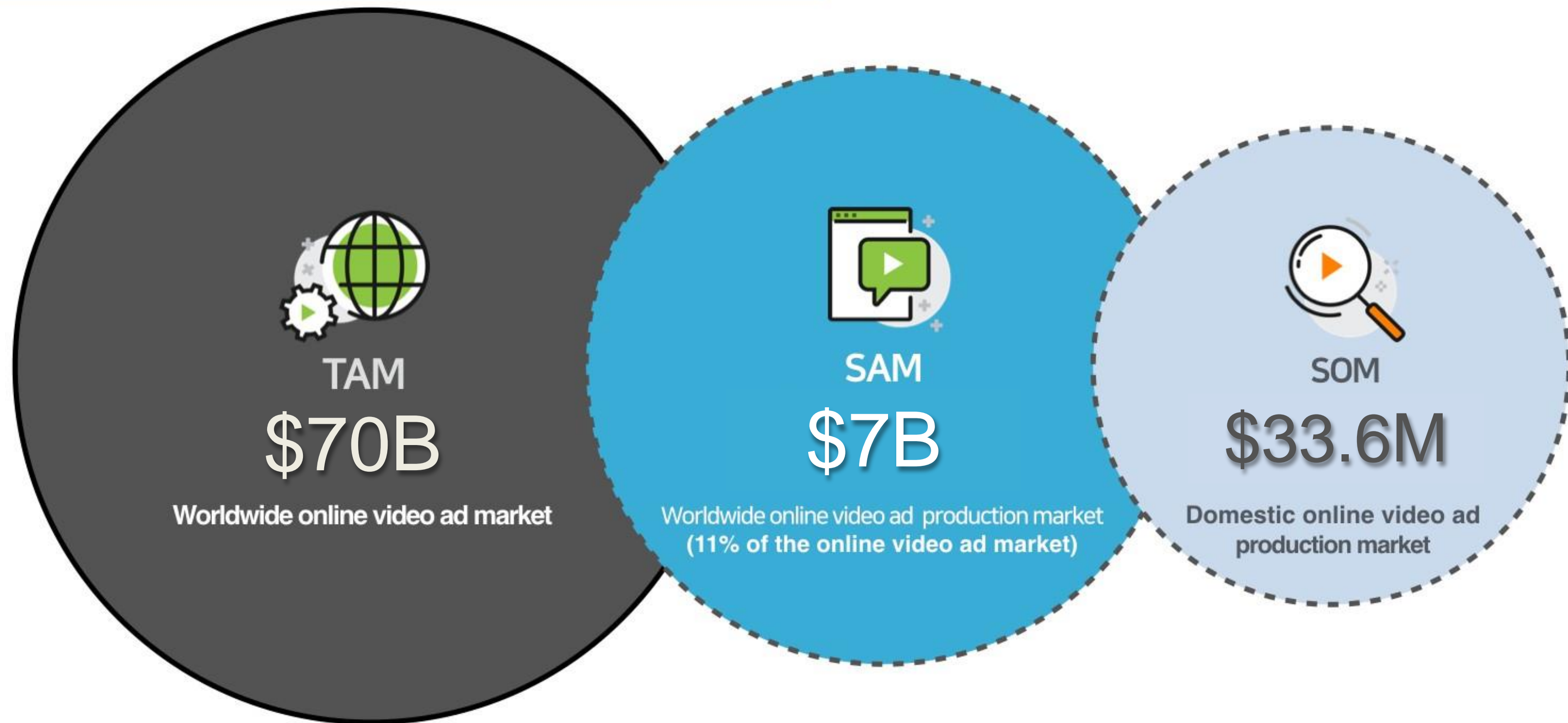
Excellent template
creation ability



The only multilingual
support SVC

VIDEO PRODUCTION MARKET SIZE

Target market : Online video ad production market



- Videos made with Video Monster ► Mainly used for **marketing** ► Therefore, target market is **the online video ad production market**
- Growing over 40% every year ► In the future, we aim for 10% of the domestic market and 1% of the global market.

KEY PERFORMANCE INDICATORS

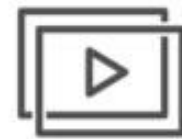
After launching in June, 2019

(As of 2021.04.30)



130,000 +

Number of registered members
(50% are entrepreneurs/business owners)



101,000 +

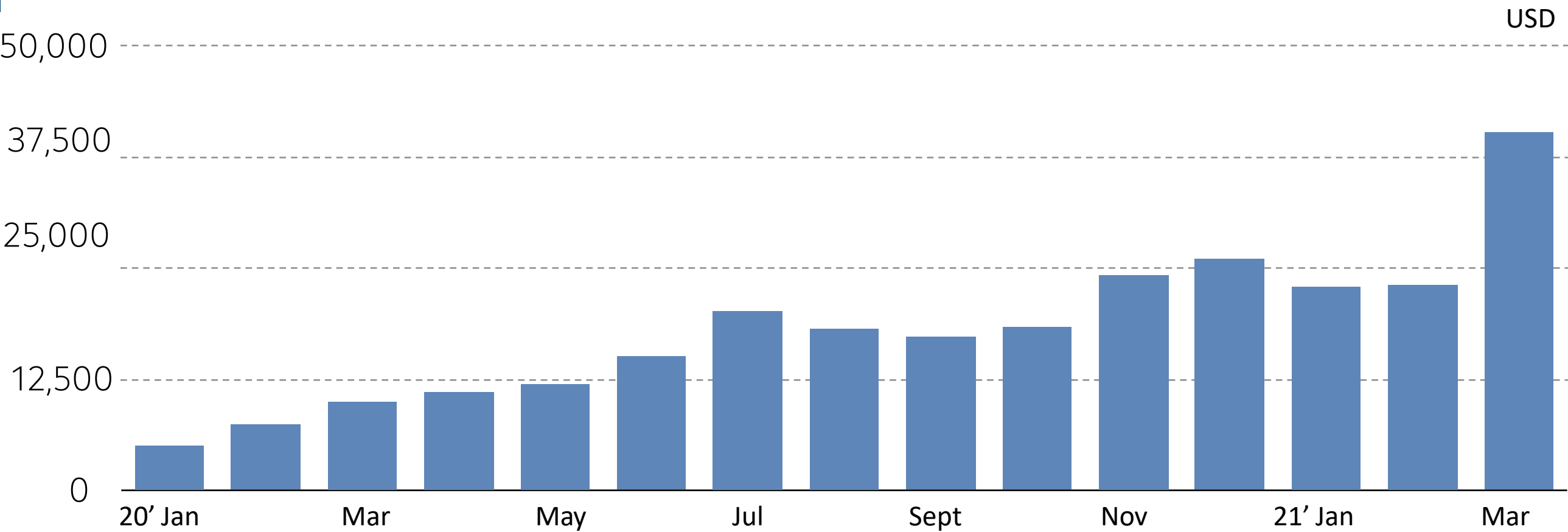
Completed videos by users (63% paid)



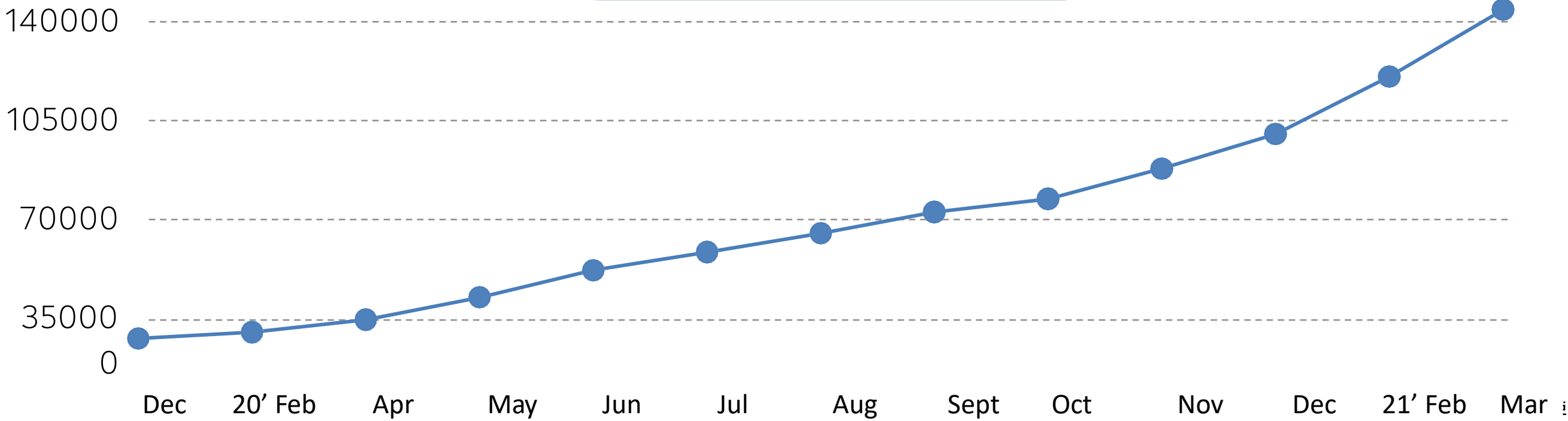
USD \$35K +

Average monthly sales revenue

KEY PERFORMANCE INDICATORS (2)



Monthly Sales Growth



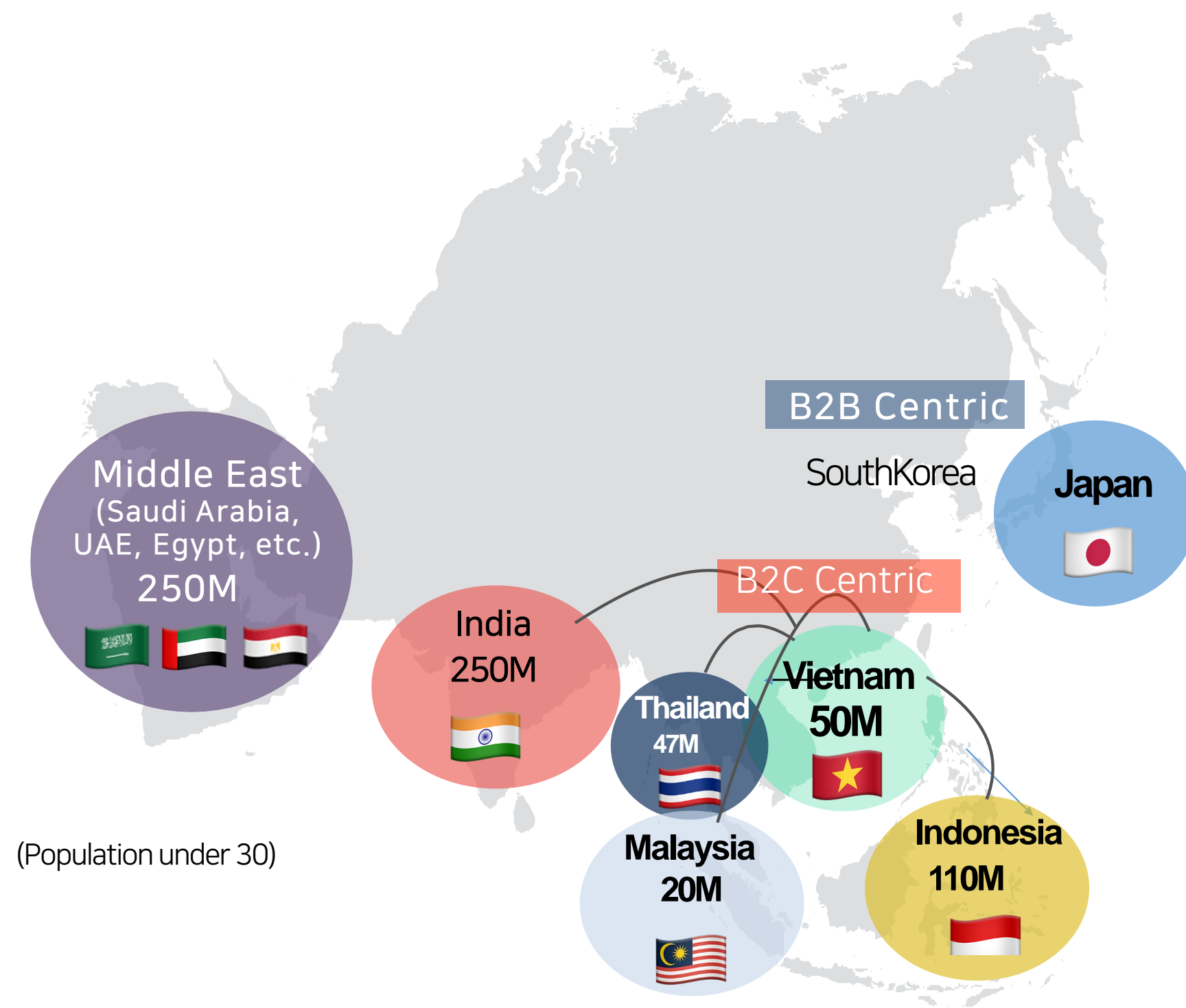
Growth in User Base

DAU - 3,000 (week-days only)
MAU - 52,000 (whole week)

Retention: 67%+ (monthly)
Payments (No.): 70 + (monthly)

Paying Customer Composition
75% (Businesses) vs. 25% (Individuals)

GLOBAL EXPANSION ROAD MAP



Southeast Asia-focused Expansion

2020.09 Official Launch of Japanese Service (Web/App)

2021.04 Thai service launch (Web/App)

([K-Pop fan-oriented marketing](#) in connection with GOT7 fan club of 1M members in Thailand)

2021.04 Vietnamese service launch & Opening of local liaison office (HCMC)

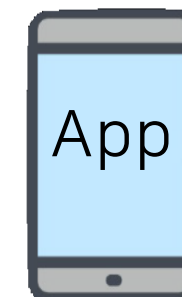
2021.09 Indian & Indonesian service launch (Web/App)

2021.12 Arabic service launch (Web/App)

Differentiated Marketing by Device



- ✓ Focus on marketing video producers
- ✓ B2B (SME, small advertising/marketing agency)
- ✓ Revenue model Monthly subscription
- ✓ Primary market: Korea, Japan



- ✓ Focus on Social Video / 4-cut logs demands
- ✓ Establish B2C user community
- ✓ Revenue Model: Free (Watermark) / Ad-watch / Items sale
- ✓ Primary market: Southeast Asia, MENA

Long Form VIDEO

3mins~10mins



Indiv.



YouTube



V log

Time & Efforts

Lack of Editing Skills

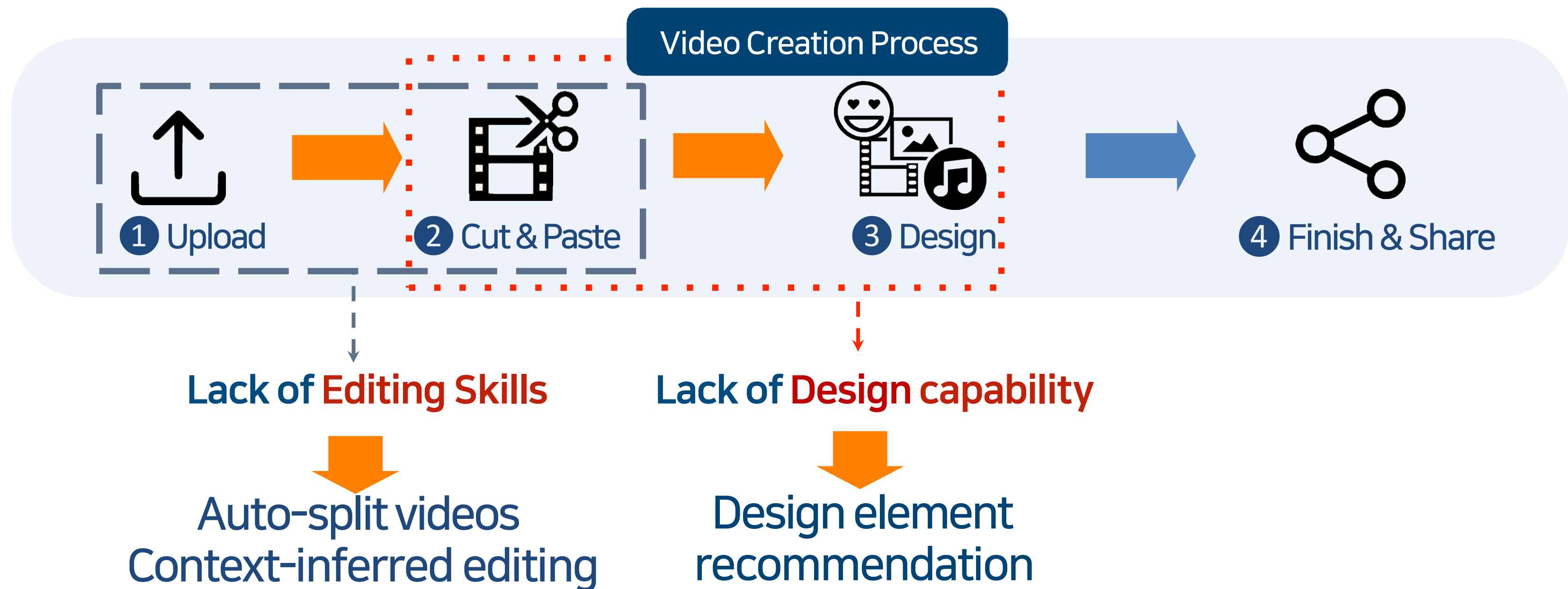
Lack of Design Capability

Complex Problems

NEW EDITING TOOL FOR LONG-FORM VIDEOS

Video creation behaviour-focused

AI Auto Video Editing Tool



SOLUTION

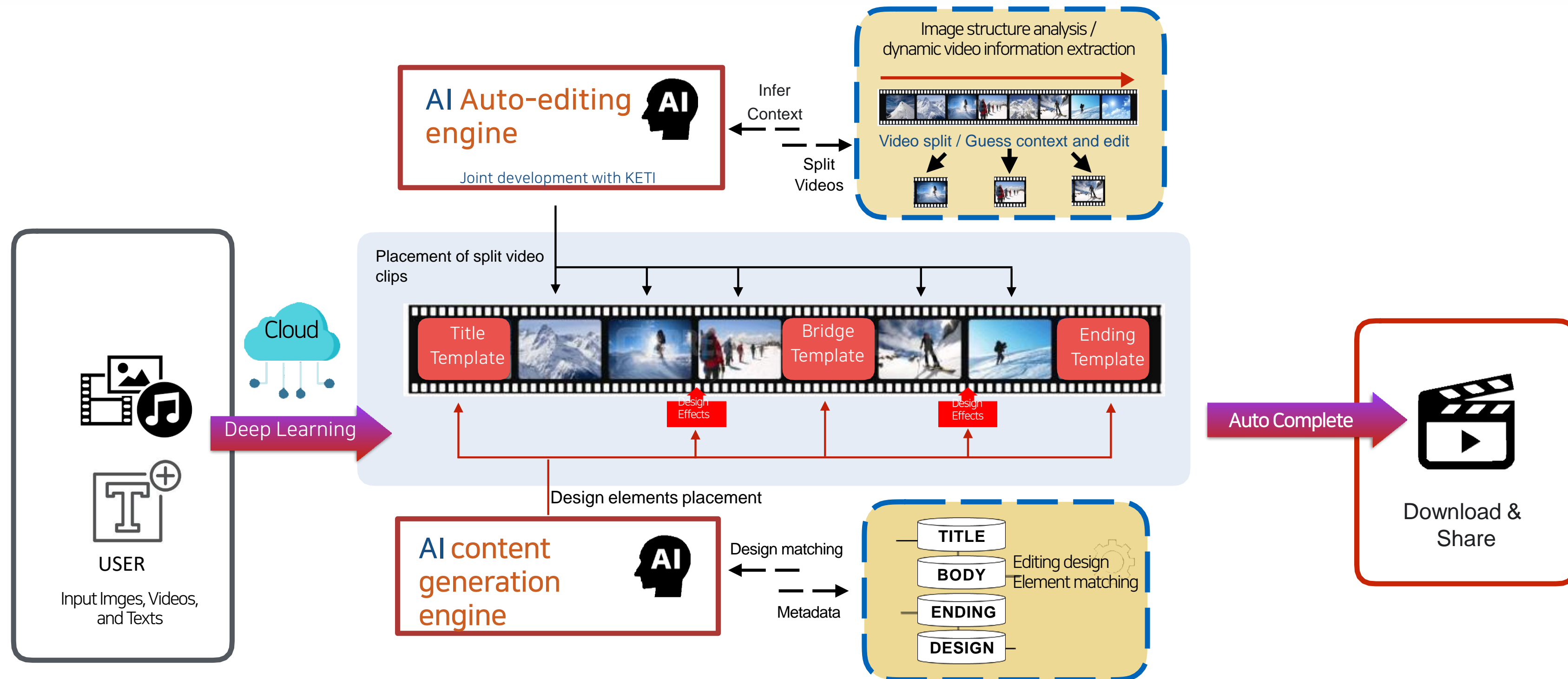
AI Auto-editing Engine ▶ **Deep learning** ▶ Split videos, infer the context, edit

AI Content generation engine ▶ **Metadata** ▶ Auto recommendation of design elements

Engines
Integrated



Tube Mon Ai
Auto image generation



VideoMonster's **Next Solution** solves the **difficulties of beginners'** long-form video production

Long Form VIDEO

Great for Long-form videos
such as **YouTube, V-Logs**
AI-based automatic
video editing tool

TubeMonster Ai

Jointly being developed with Korea Industrial Technology Research Institute (KETI)



USER EXPANSION ROAD MAP

South East
ASIA
&
**Middle
East**

➡ **2M USERS** ⬅
(2023 ~)

Ai-based
Long Form
video editing tool



Japan
Vietnam

2020.09
2021.04



Indonesia
Malaysia
India

2021.07 ~



Saudi Arabia
UAE
Egypt

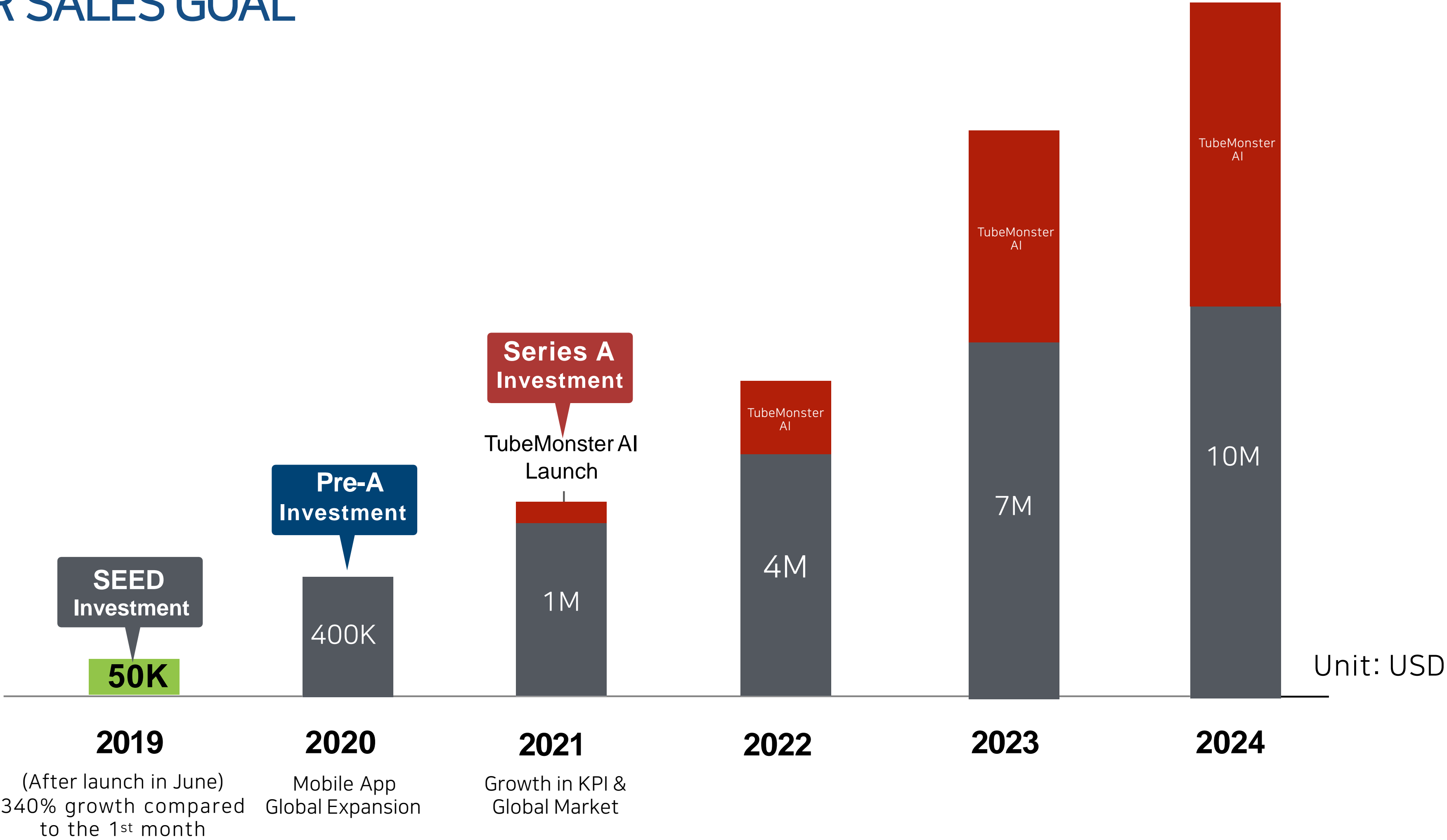
2021.12 ~



**Tube
Monster AI
launch**

2021.09

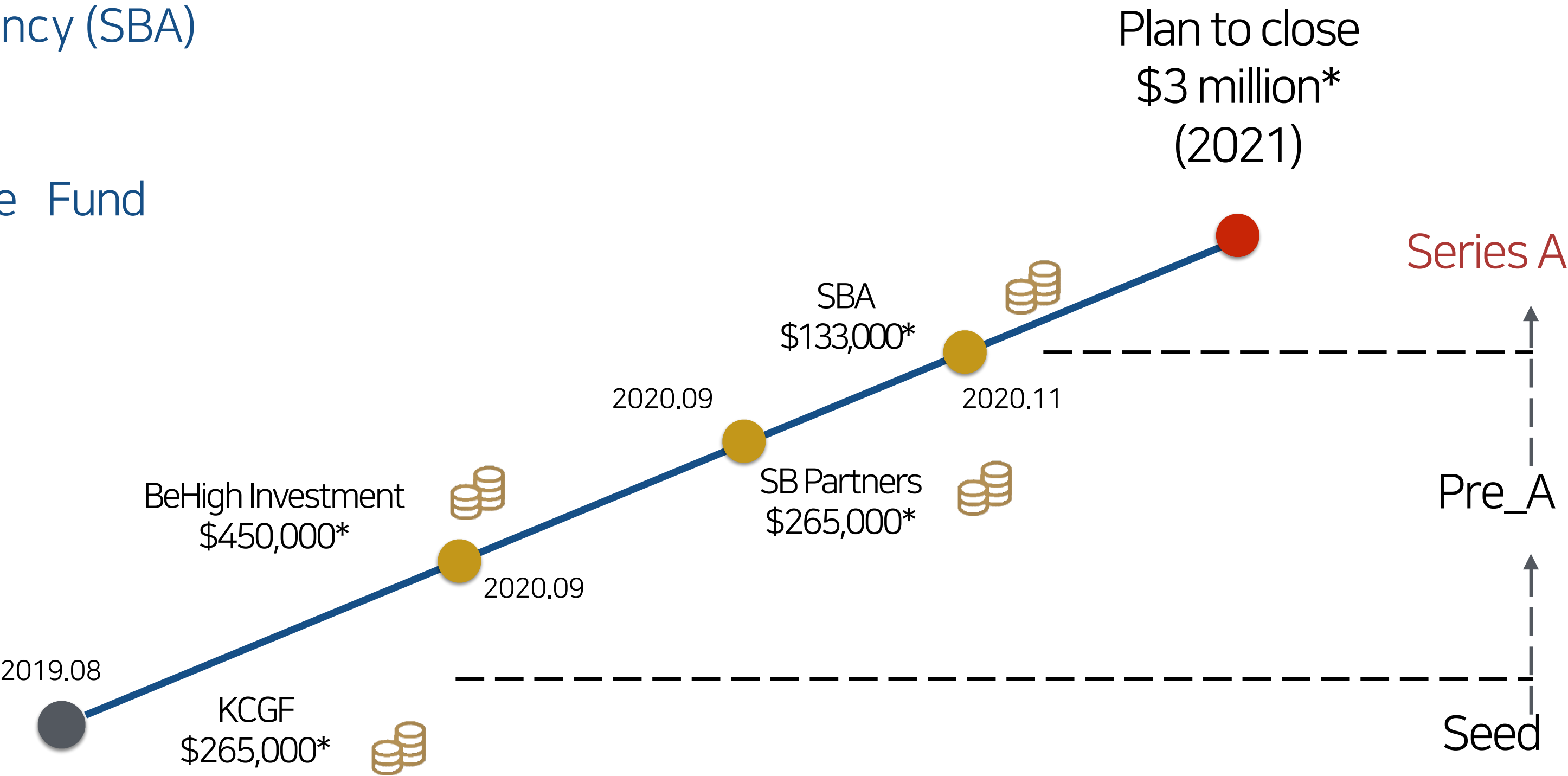
3-YEAR SALES GOAL



FUNDING

Closed approx. \$1.1 million in investment

- Seoul Business Agency (SBA)
- BeHigh Investment
- SB Partners
- KoreaCreditGuarante Fund

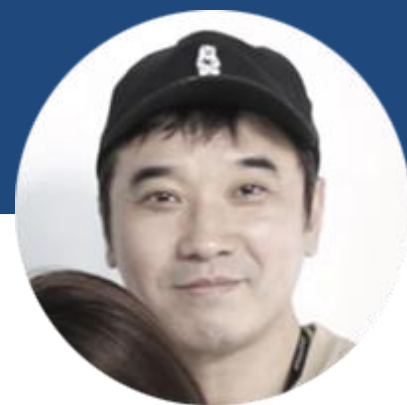


*Investment amounts are roughly calculated from KRW to USD with today's currency (2021.03.30)

TEAM

Video Design Experts + Video Solutions Development Experts

100% In-House production and development



Donghyuk Chun
CEO Founder

15 years experience in TVCF
advertising directing 350_ major
brand ads



Taecheon Kim
CTO Co-Founder

Experience in developing video
solutions such as digital signage
and media façade



Taek Joon Lee
CDO (design) Co-Founder

Former director of LOCUS Art Graphics
Experience in producing major brand
ads and Netflix's Kingdom title



Global Sales
Yaejung
Joo



Performance MKT
Seokhyun
Hong



Contents MKT
Inkyung
Kang



B2B Sales
Bora
Park



Full-stack Dev.
Wooseop
Lee



Server Dev.
Yang-U
Sung



Server Dev.
Myungsoo
Choi



Front Dev.
Yeawon
Kim



Video Designer
Sewoon
Yoon



Video Designer
Yoojeong
Kang



Video Designer
Wonki
Shim



Gihyun Ro
CSO

Experience in Google Korea & Japan
Formely in charge of business
strategy at Rakuten, Japan



UI / Publisher
Soobin
Yoon



Front Dev.
Ryung-gyung
Kwon

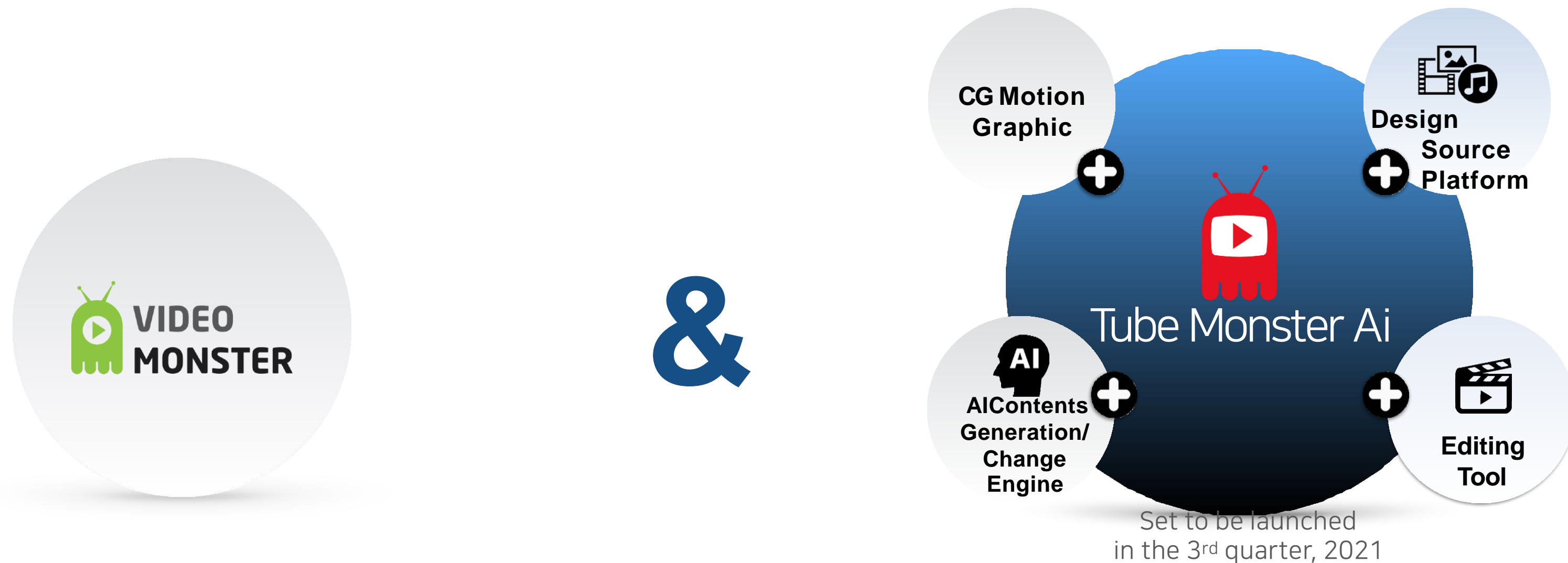


Video Designer
Onuri
Kim



Video Designer
Seowon
Choi

We will be Asia's # 1 online video technology company encompassing all types of videos



APPENDIX

PATENTS AND AWARDS

● List of Patents (4 registered/1 applied)

No.	Category	Date	Status	Registration No.	IP Title
1	Patent	2019.05.20	Registered	10-1982221	Web-based digital content editing systems and methods
2	Patent	2019.06.19	Registered	10-1992829	Cloud-based video rendering systems and methods
3	Patent	2018.11.19	Registered	10-2155345	Blocking-technique-based video production systems and methods
4	Patent	2020.02.19	Registered	10-2081364	Distributed rendering systems for cloud-based template rendering
5	Trademark	2019.07.09	Registered	40-2019-0106351	Trademark registration (in 5 other Asian countries also)

● Award
S



Ministry of Science and ICT Awards in
the 20th Mobile Technology Awards
(‘20.12/Ministry of Science and ICT)

COMPANY INFORMATION

Name	VideoMonster Inc.	Web Page	www.videomonster.com
Established	2015.09.11	Employees	14
Address	Rm 1301, 40 Chunggyechun-ro, Jung-gu, Seoul	Capital	KRW 146,845,000 (approx. \$142,000)
Product	Computer SW Development & Digital Video Contents-making Service		
History	<ul style="list-style-type: none">○ 2015.09 Founded Forest Creative Inc. (Seongdong-gu-, Seoul)○ 2018.08 Changed the company name to VideoMonster Inc.○ 2018.08 Selecte for Early Start-up Package Support Project (Korea Institute of Startup and Entrepreneurship Development)○ 2019.02 Certified as a venture company○ 2019.03 Launched VideoMonster beta service○ 2019.03 Seleted for SW High Growth Club 200 member (Ministry of Science & ICT / Korea IT Business Promotion Association)○ 2019.04 Selected for 2019 Start-up Leap Project 2019 Project (Korea Creative Contents Agency)○ 2019.06 Officially launched VideoMonster service○ 2019.08 Secured SEED investment (Korea Credit Guarantee Fund, etc.)○ 2020.06 Selected for 2020 Startup Growth R&D Project (Korea Technology and information Promotion Agency for SMEs)○ 2020.06 Selected for 2020 Culture and Technology R&D Project (Korea Creative Contents Agency)○ 2020.07 Top 10 for 2020 Start-up Leap Package (Google Startup Program) (Korea Institute of Startup and Entrepreneurship Development)○ 2020.09 Secured Pre-A Series investment (BeHigh Investment, SB Partners, Seoul Business Agency approx. \$900K) ○○ 2020.12 Received a Ministry of Science & ICT Award in the 20th Mobile Technology Awards (Ministry of Science & ICT)		