

The Easiest Video Ad Maker for you

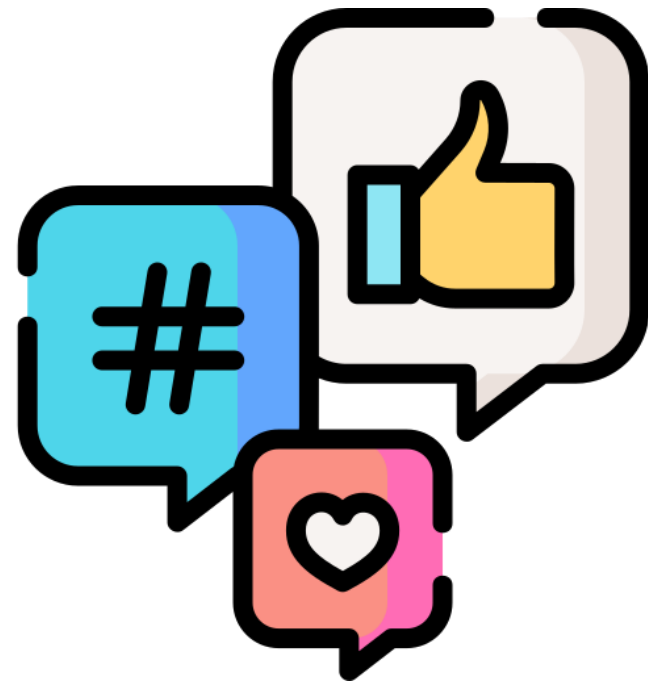
VideoMonster



PROFESSIONAL
CREATIVE
EASY



Today, Every Business Needs **Video Marketing**



Social media marketing
is **EFFECTIVE!**



Video gets **MORE VIEWS**
on social media!



BUT
Video Editing is **DIFFICULT**

Much **more difficult** to make

Short Form VIDEO

For captivating effects

Video-design skills (motion-graphics)
required rather than editing skills



So, businesses today face



**Lack
Of
design skills**



**High Cost
Of
outsourcing**



Outsourcing to experts
is inevitable



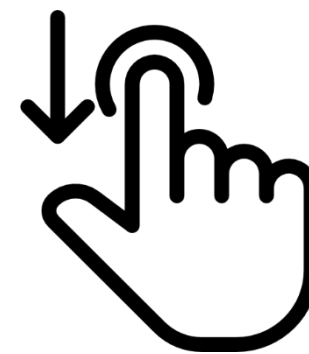
Because each individual
pays the full cost

VideoMonster helps ordinary people create professional videos, **SUPER EASILY**



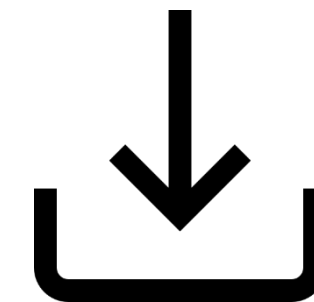
Choose Template

4,300+ Trendy Motion Graphic templates, applicable industry-wide



Drag & Drop

Anyone can easily create videos using our intuitive editing UI



Download & Share

Directly share your creation via social media or download for other uses.

Led by **Video Ads/Commercial** Experts



CEO: Donghyuk Chun

TV Commercial Producer/Director



CSO: Gihyun Ro

Business Development/Strategy
At Google Japan/Korea, Rakuten



CDO: Taekjoon Lee

Art Graphics Director &
Brand Commercial Producer



CTO: Taehoon Lee

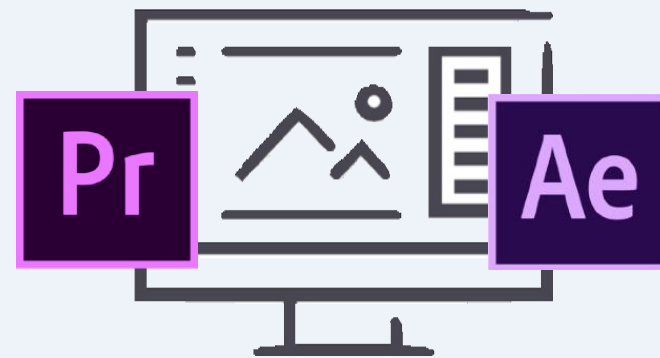
Technical Development of
Digital Sinage/Media Façade

Ensures 100% In-house Production & Development

VideoMonster is super simple

Video Templates

Template Automation Tech



+

Rendering Engine

Cloud distribution rendering tech
Auto-scaling tech



+

Stock Images/Music

20M+ Free stock images and videos
Provided in a single integrated UI



↓
No complex editing/design steps

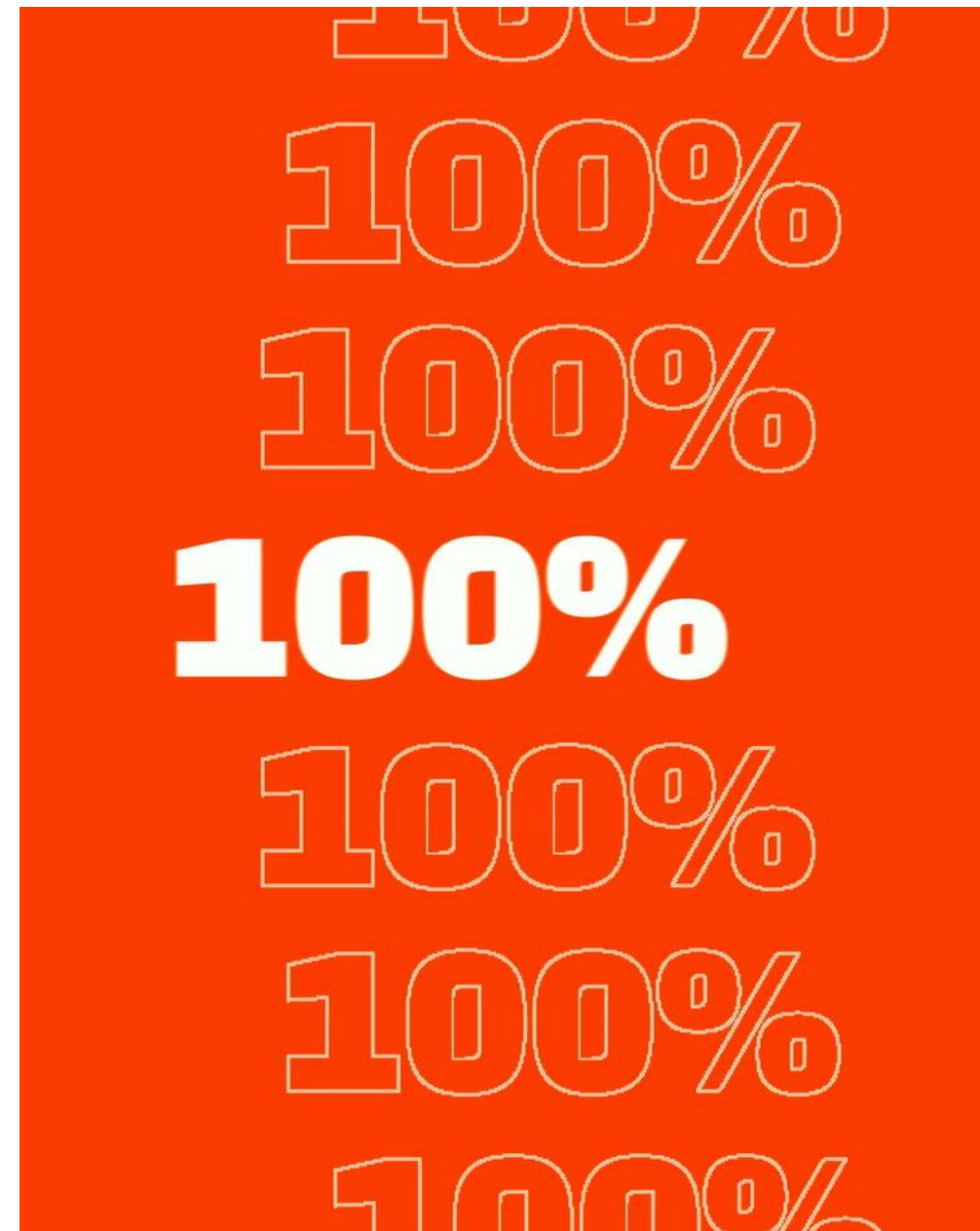
↓
Video completed in 3 minutes

↓
Professional quality video is ready

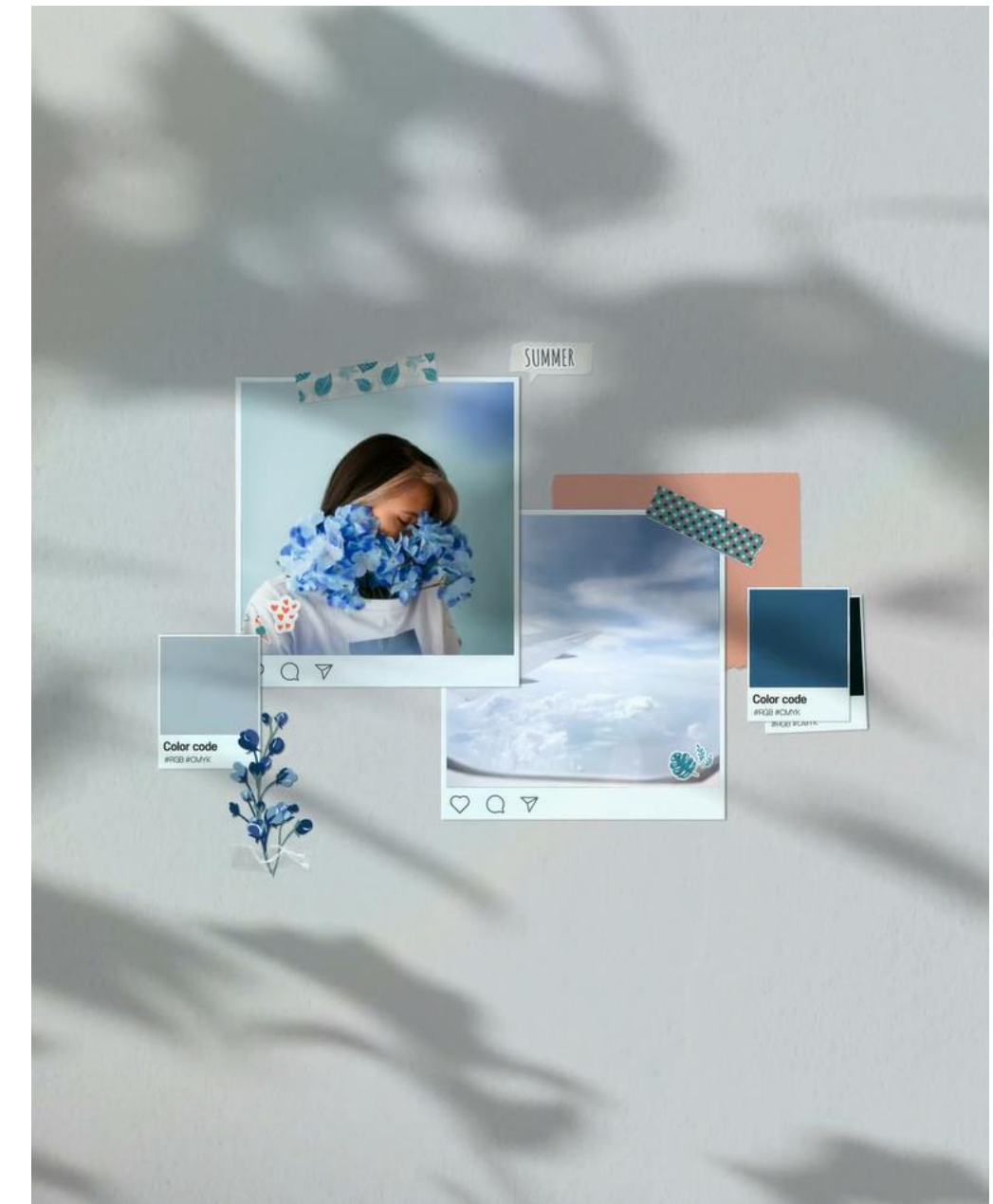
VideoMonster = Quality



Motion Graphics-based
[\(Click\)](#)



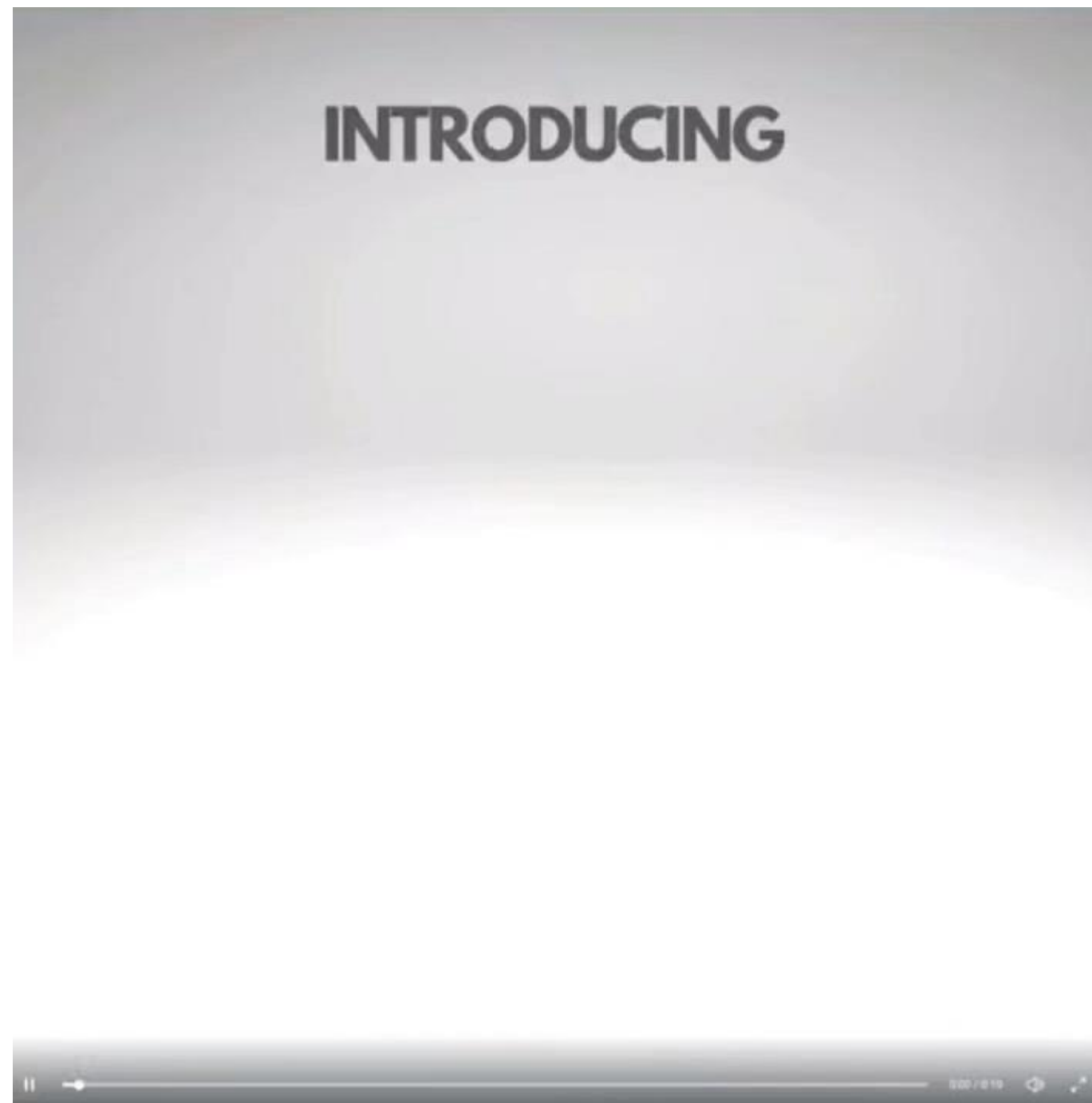
Kinetic Typography
[\(Click\)](#)



Design Variety (i.e. vlogs)
[\(Click\)](#)

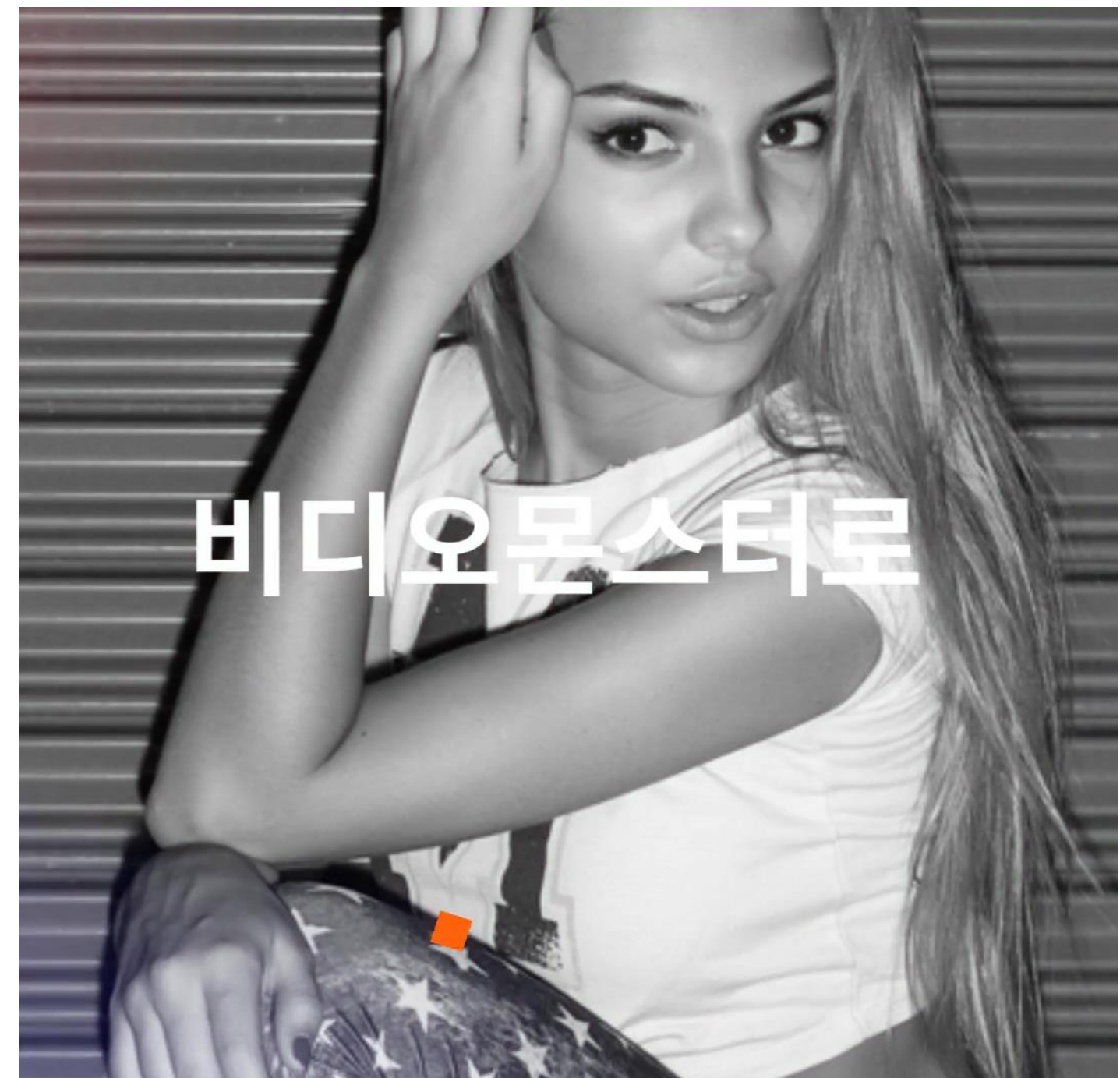
VideoMonster = Quality

Canva



Slide-show quality
No multi-lingual support



VideoMonster



Motion-graphic quality
Multi-lingual support

COMPETITOR ANALYSIS

Comparison: editing app (Capcut) VS template-based app (VideoMonster)

Capcut 	VideoMonster 
Video Editing	Video Customizing
Method	
Edit from scratch (User needs to do everything - subtitle, effect, transition, filter, music, etc.)	Ready-made Templates (90% <) (Edits, effects, complex animations, etc. are already worked on.)
Time	
2 – 3 hours (avg.)	15 mins (avg.)
Application	
Long-form videos of 3 – 10 mins (YouTube, Vlogs, etc.)	Short-form videos of less than 30 secs (Marketing and social videos on FB, IG, Tiktok)
Characteristics	
NO CG or Special Effects	Optimized for CG and Special Effects

VideoMonster - Optimized for Marketing Videos ▶ Replace existing market dependent on outsourcing

COMPETITOR ANALYSIS

Comparison: Offeo/Canva vs VideoMonster

Canva	VideoMonster
Templates for video elements <small>(User needs to do everything - subtitle, effect, transition, filter, music, etc.)</small>	Ready-made Templates (90% <) <small>(Edits, effects, complex animations, etc. are already worked on.)</small>
Many variables in customizing	Effects and storyline all pre-made by professional video advertising designers
Varies (depending on customizing level)	15 mins (avg.)
Short Image slides / Long Clips <small>(Marketing and social videos on FB, IG, Tiktok)</small>	Marketing/Promotion videos of < 30 secs <small>(Marketing and social videos on FB, IG, Tiktok)</small>
Options of Special Effects ready More editorial freedom	Optimized for CG and Special Effects Professionally-made video quality

VideoMonster

Dramatic cut down of resources/steps needed

Better ROI for videomakers

Final Cut Comparison

Canva



Animated slides

VideoMonster



Kinetic Typography included

The Difference is in Quality!

A **Cheaper, Faster, and Better** way to create Professional Marketing/Ad Videos



1

30

\$850 (1 video/outourcing)

➔ \$19 (1 month/unlimited)

**REDUCED
TIME
COST**



1

50

12 hours (1 video/self-produced)

➔ 15 mins (1 video)

OUR CUSTOMERS

**SMEs &
Marketing Teams**

150K+

ABLY  D.CAMP  KYOBO 교보생명

wadiz cafe24

한국경제신문 ■ ■ ■

**Marketing/Ad
Agencies**

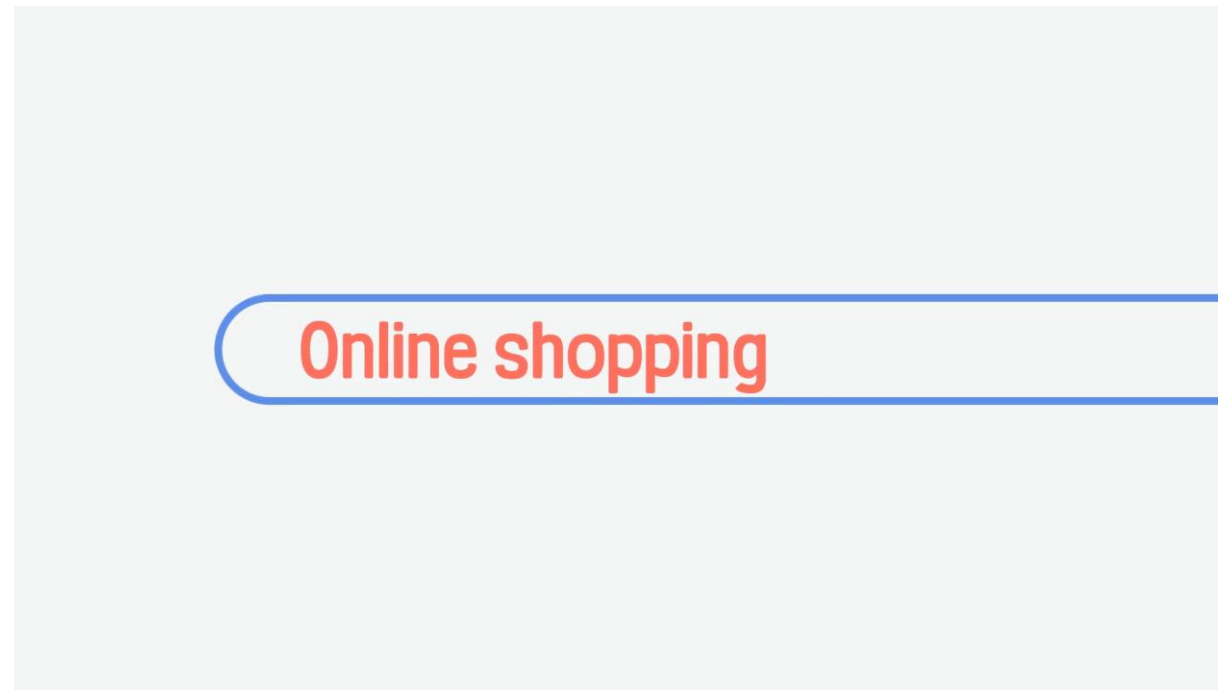
20+

Digital Marketing
SNS Marketing
Live Commerce

■ ■ ■

CUSTOMER-MADE VIDEOS (by Industry)

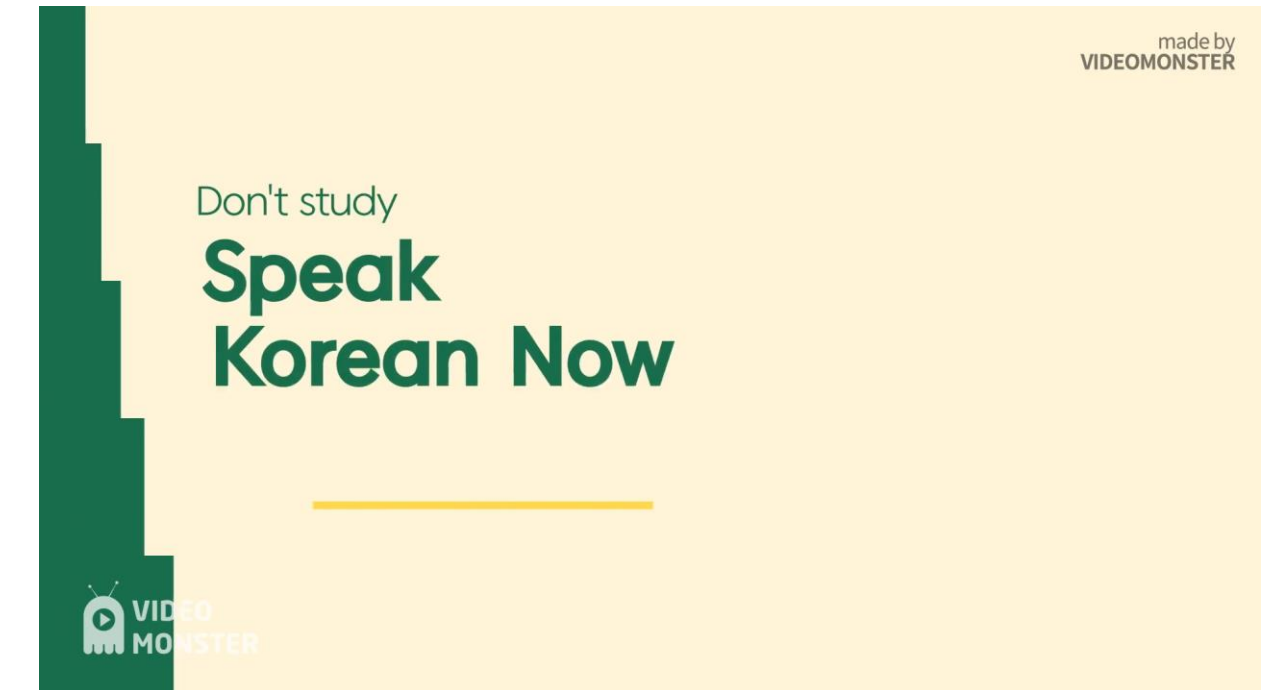
Mobile App: Hiddentag



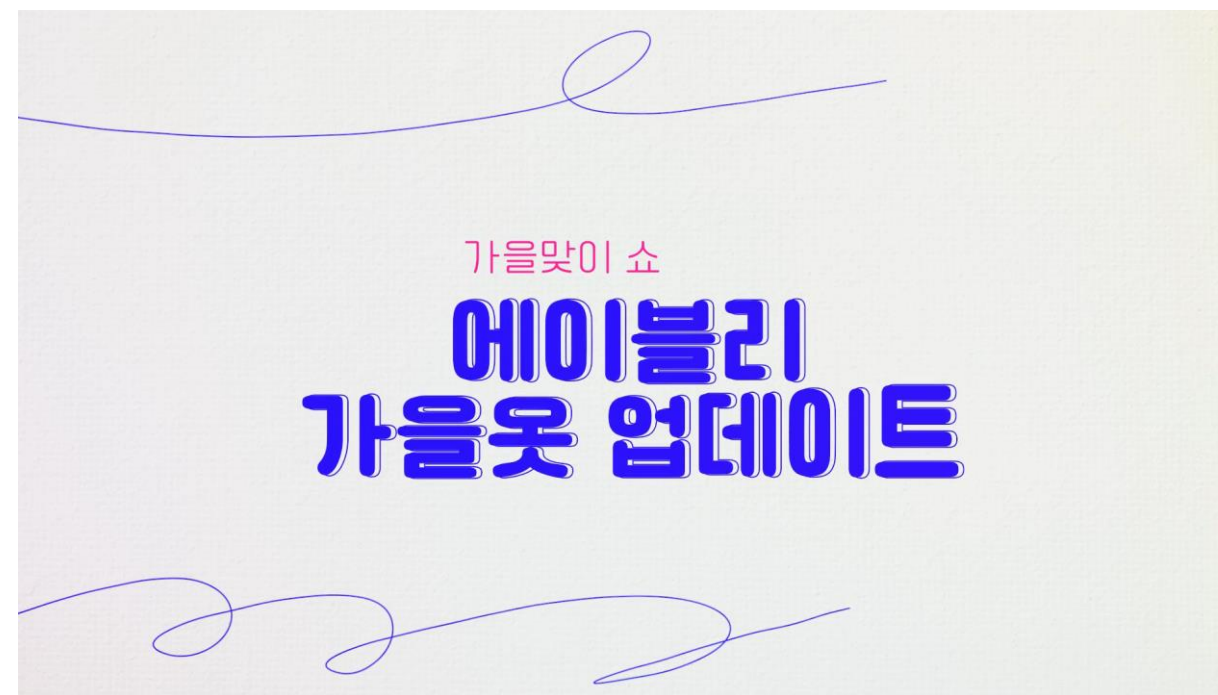
Beauty: SME



Education: Teuida



Fashion: ABLY

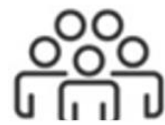


Real-Estate: SME



KEY PERFORMANCE INDICATORS

(Since June 2019)



400,000+

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



200,000+

Completed videos by users (63% paid)



USD \$75K

Average monthly sales revenue

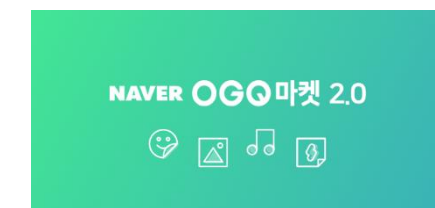
KEY BUSINESS PARTNERS



wadiz

KB Innovation **HUB**
KB 금융그룹

kotra
Korea Trade-Investment
Promotion Agency



OUR PRICING

Subscription (Resale X)

Monthly

Popular

\$19 per month is paid regularly.

\$ 19 /per month

Buy >

Remove Watermark

Unlimited

Length Adjustment

Font Change

Music Change

Gettyimages

Thumbnail Preview

☐

☐

☐

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Annual

Popular

\$10 per month is paid regularly.

\$ 10 /per month
(Billed \$120 annually)
(Save 5 month, **47% off**)

Buy >

Remove Watermark

Unlimited

Length Adjustment

Font Change

Music Change

Gettyimages

Thumbnail Preview

☐

☐

☐

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Enterprise/Institution (Resale 0)

Contact Orion Media
for more info

SaaS
(API & SI)

From USD \$6,000 (set-up)

Contact us

Don't sacrifice **QUALITY** over affordability
Enjoy **EASY** but **BETTER** video marketing with VM



APPENDIX

PATENTS AND AWARDS

● List of Patents (5 registered)

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	Patent	2021.07.01	Registered	10-2274610	Distributed rendering systems for cloud-based video rendering and its auto-scaling method
6	Trademark	2019.07.09	Registered	40-2019-0106351	Trademark registration (in 5 other Asian countries also)

● Awards



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

COMPETITIVE TECHNOLOGY

Cloud-based Rendering Engine



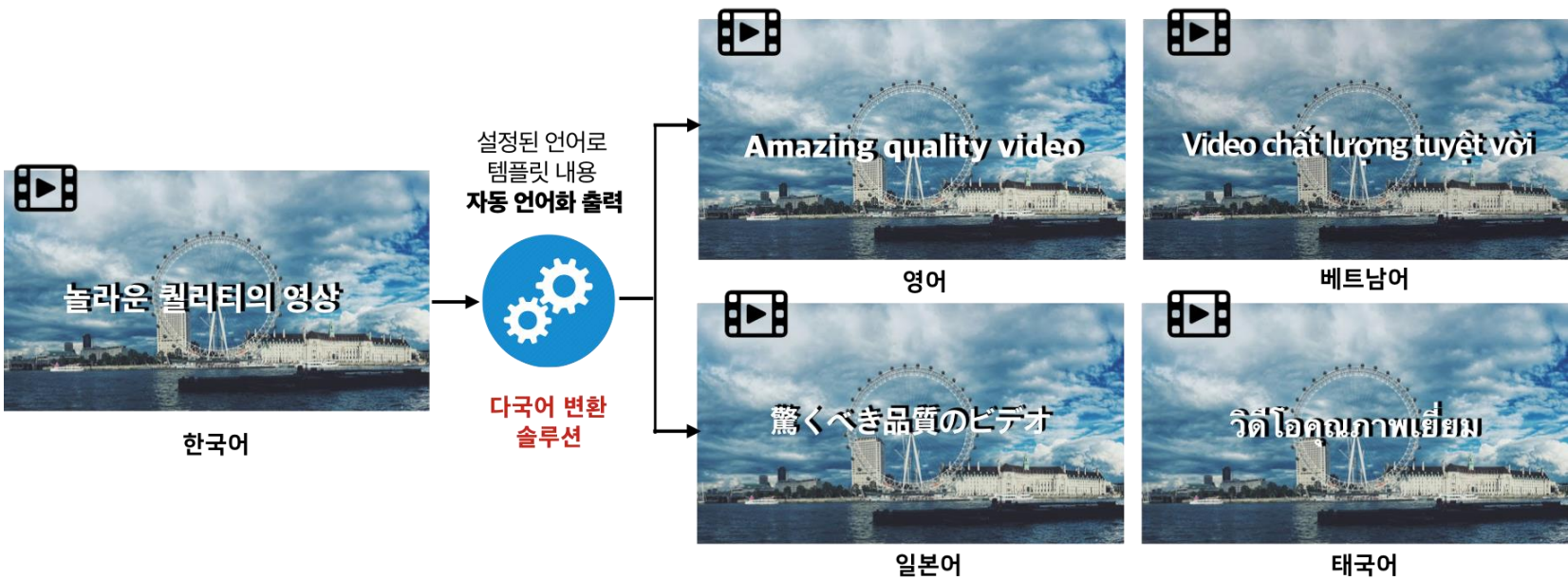
✓ 4 relevant patents

Automated Template-making

✓ Video File Asset ▶ Automated Template making ▶ Automated application to the editing UI ▶ Auto-generation of demo video files (**Automated Process**)

Auto-solution for Multi-language Support

- ✓ **Auto-generation** of template contents and demo files in a selected language
- ▶ **Quick localization** is possible



AI-based Auto Editing Engine (developing)

- ✓ Joint development on AI-based auto editing engine with KETI (Korea Electronics Technology Institute)
- ✓ With KETI, we plan to launch the world's first personalized **AI-based video automation TOOL (TubeMonster AI)** in 2021 / 2020 Culture and Technology R&D Project

