

CONTENT CAPSULE



**\$80
BILLION**

SPENT ON DIGITAL ADVERTISING THIS YEAR

**AND MOST OF IT IS
NOT WORKING.**

Online audiences do not respond to intrusive display ads. Advertisers are still trying to use traditional media approaches. Audiences are not captive like with TV. They self-select content to fit their needs and interests

DIGITAL MARKETING IS BROKEN.

0.07%

DISPLAY BANNER
CLICK THROUGH RATE

9.03
SECONDS

AVERAGE RICH MEDIA
INTERACTION TIME

1.63%

RICH MEDIA
INTERACTION RATE

Advertisers aren't happy with current digital advertising models.

To many customers are lost. Engagement with informative and valuable content is very low.

Emotional storytelling is lost.

ANALYTICS ARE IN THE DRIVERS SEAT

but how can marketers respond to analytics?

Big data, small data, social listening - Everything and everybody can be tracked, listened to, and categorized, but then what? How do you keep up with the real-time nature of analytics? You identified your top influencers but what do you do with them? You know what content your target audience is interested in but how do you update your marketing to reflect the learnings?

the solution?



Launch. Learn. **Adapt** — **Everywhere**



CVS HEALTH FORUM VIDEO: DEEP BREATH



VIDEO: RAISE A GLASS



VIDEO: WE WISH



VIDEO: TICK TOCK



Learn more about the CVS Health Forum



Tweet

0



Like

1



+1



Submit



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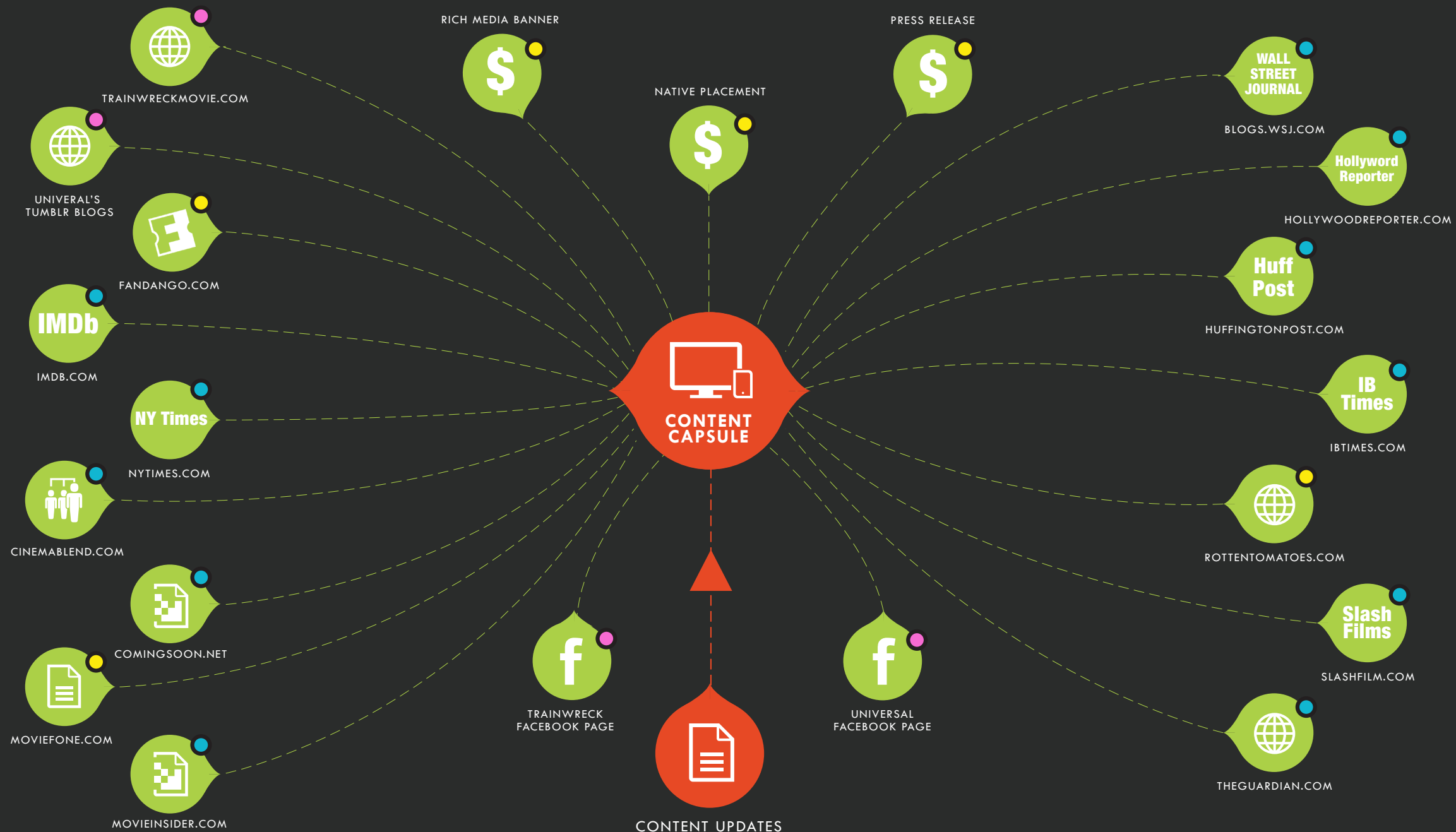


Embed

The Content Capsule is a responsive marketing platform that makes it easy to integrate complete brand experiences across paid, owned and earned digital channels with a simple **copy and paste of an embed code.**

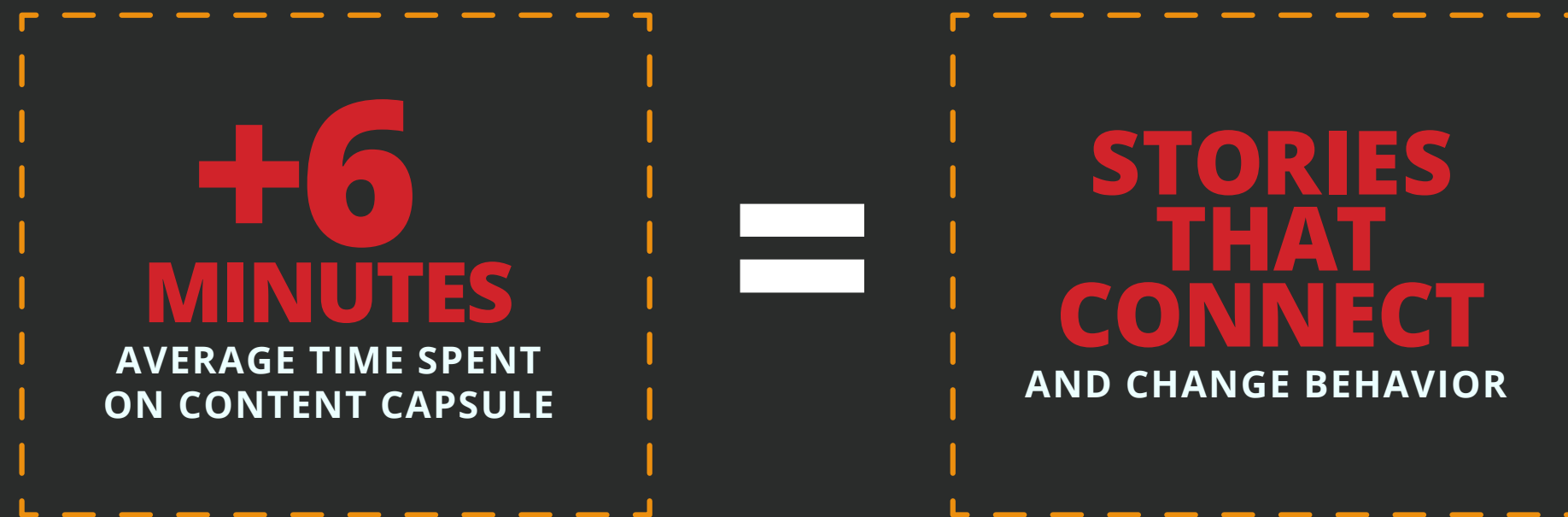
Once distributed, content can be automatically updated everywhere the Content Capsule is embedded, allowing marketers to be in control and **update content in response to real-time analytics.**

A Content Capsule creates a real-time SYNDICATION NETWORK ACROSS PESO



● PAID CHANNELS ● EARNED CHANNELS ● OWNED CHANNELS

AND WE'RE NOT WASTING TIME WITH CLICKS AND IMPRESSIONS



Content Capsules move behind CTR and impression - getting true engagement with branded content by **focusing on video** and an user experience that keeps **all content two clicks** or less away.

WITH OUR CURRENT MINIMUM VIABLE PRODUCT (MVP)

\$2M

2014 SALES

\$5.4M

2015 PROJECTED SALES

(\$1.5M 1ST QUARTER)

Our MVP has successfully helped us determine features needed and market fit. Our V2 product is currently in development and scheduled for phase one release in Q3 2015.

PRODUCT ROAD-MAP

TODAY

PROFESSIONAL SERVICE MODEL

- NextWorks is building and updating all Capsules
- Content Capsule platform rebuild is due for completion Q3 2015 which will include:
 - Re-engineered front & back-end
 - Content re-targeting
 - Updated analytics

PHASE 2 - 2016

ENTERPRISE SAAS

- Client interface for building and updating Capsules
- Integrated distribution to multiple channels
- Integrated paid promotion options

PHASE 3 - 2017

MULTIPLY SAAS PRODUCT SPIN OFFS

- Separate products are developed for key use cases with a simplified and price adjusted SAAS interface

CONTENT CAPSULE SAAS

CREATE

DISTRIBUTE

PROMOTE

TRACK

OPTIMIZE



MAJOR BRANDS ARE ADOPTING



*Repeat Customers

FINANCIAL PROJECTIONS & VALUATION

	2015		2016		2017		2018	
Nextworks Revenue Projection	\$ 5,450,000		\$ 9,550,000		\$24,550,000		\$ 64,550,000	
Revenue	\$ 5,450,000	100.00%	\$ 15,000,000	100.00%	\$30,000,000	100.00%	\$ 70,000,000	
COGS	\$ 1,350,000	24.77%	\$ 3,737,500	25%	\$7,487,500	25%	\$ 17,487,500	
COGS	\$ 1,350,000		\$ 3,737,500		\$7,487,500		\$ 17,487,500	
Gross Profit (Net Revenue)	\$ 4,100,000	75%	\$ 11,262,500	75%	\$22,512,500	75%	\$ 52,512,500	
Total Operating Expenses	\$ 4,093,990	50.35%	\$ 6,481,490	43%	\$10,231,490	34%	\$ 20,231,490	
Non-Operating	\$ 1,800	0.03%	\$ 1,800		\$ 1,800		\$ 1,800	
Net Profit/(Loss)	\$ 4,210	0%	\$ 4,779,210	42%	\$12,279,210	55%	\$ 32,279,210	

SELECT VALUATIONS

Sector	Date	Buyer	Target	Description	Valuation (EV) \$m	EV/Rev. multiple
Marketing Automation	Dec 13	ORACLE	Responsys	Software to orchestrate marketing interactions	1,497	7.7x
Marketing Automation	Oct 13	ORACLE	Compendium	Content Marketing (CDN for blogs and other content platforms)	15	7.5X
Marketing Automation	Jun 13	ADOBE	Neolane	Cross-channel campaign management	600	10.3x
Marketing Automation	Jun 13	SALESFORCE	Exact Target	Cloud-based marketing automation	2,562	8.1x
Marketing Automation	May 2013	TRULIA	Market Leader	Lead generation and conversion software	344	7.2x
Video Platform	Jan 14	BRIGHTCOVE	Unicorn Media	Video advertising technology	49	9.8x
Video Platform	Dec 13	BLIINX	Rythm	Mobile video advertising technology platform	55	2.2x
Ad Platform	May 2014	GOOGLE	Adometry	Marketing Attribution Platform	150	7.5x
Ad Platform	May 2014	AOL	Convertro	Marketing Attribution Platform	91	8.3x

EXIT STRATEGY

Management plans an exit by acquisition within a 3-year window.

The company is in process of moving from managed service model to a SaaS offering in 2015.

Managed service model valuations range from 3 to 6X revenue.

SaaS models range from 7 to 14X revenue.

*see valuation deck

THE LEADERSHIP TEAM

Tim Bahr - CEO

Founded MultiVu and Orbis Broadcast Group

John Cunningham - CTO

Veteran entrepreneur with two successful startups under his belt.

Douglas Rockhill - EVP, Product Marketing & Creative

Former Executive Creative Director at the W2O Group, Rosetta, RGA, JWT

Matthew Hager - Lead Developer

Full-stack developer- iOS developer, Windows Smart-Client solutions and javascript and HTML5 software platforms.

David Henry - EVP, Client Strategy

20 years of sales experience. Headed Orbis sale team as well as Medialink and On the Scene productions

Matt Snodgrass - EVP, Digital Strategy

Former digital production led at Porter Novelli and SVP of Digital Marketing at the PR firm Lippe-Taylor

Christiane Arbesu - EVP, Production

Founding member of MultiVu and The Orbis Broadcast Group
