

# Individeo

BlueRush Inc.  
INVESTOR PRESENTATION

TSX-V : BTV  
OTCQB : BTVRF

Fiscal 23, Q2 Results Included



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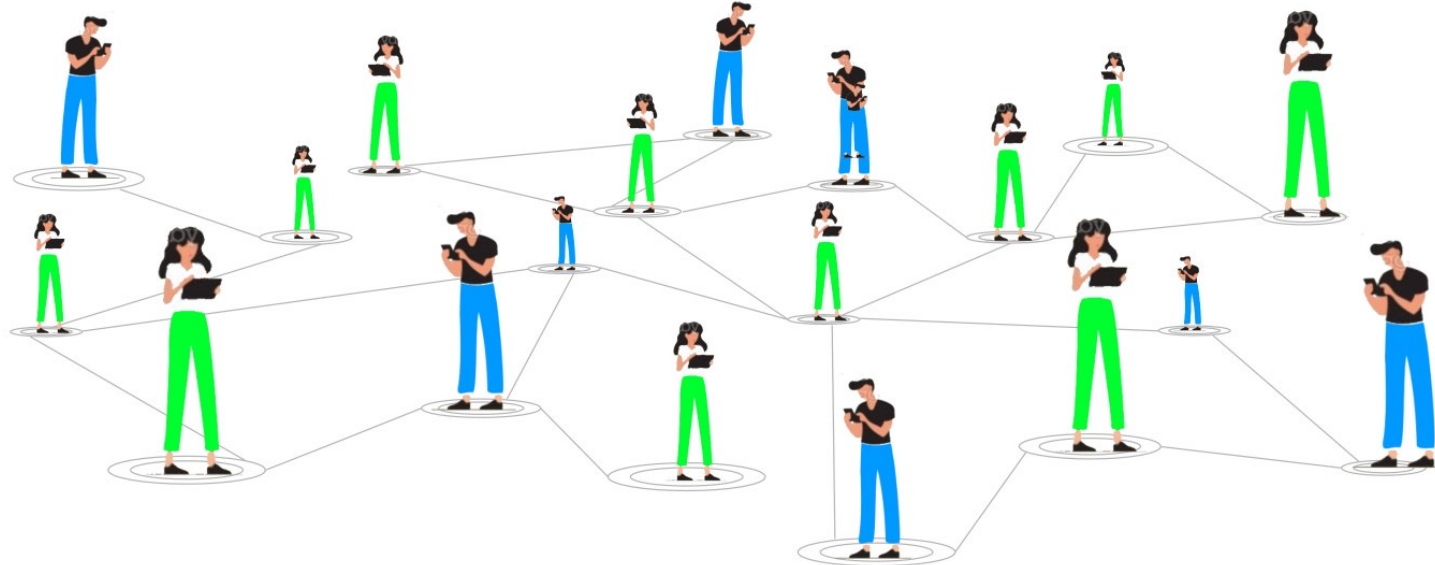
# The Problem - Customer Engagement

## Attention Spans

- Consumers are bombarded by digital marketing messaging
- When they engage, they expect personal relevance and an interactive experience

## Gap in Digital Adoption Strategies

- Lack the 'human touch' to build trust and drive an action at scale
- Recent acceleration of digital adoption has made it even harder! *The channels are noisy*





# Customer Engagement Solution - IndiVideo

WATCH  
THE DEMO



Personalized



Interactive



Powerful for prospects **AND** existing customers

# Consumers Demand Personalized Experiences

## Enhance Customer Experience

**33%** of customers abandon business relationships when personalization is lacking  
[Accenture](#)

**66%** of consumers prefer to learn about a new product or service through video  
[Wyzowl](#)

**98%** of marketers agree that personalization advances customer relationships  
[Evergage](#)

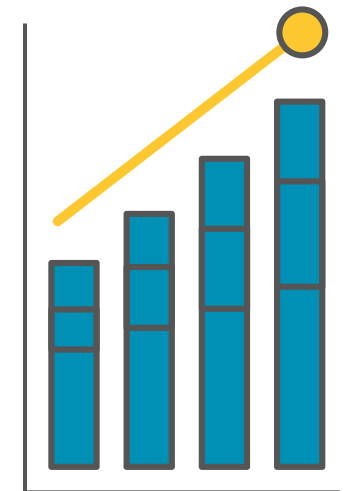
## Boost Marketing Performance

**84%** of people say they have been convinced to buy a product after watching a brand's video  
[Wyzowl](#)

**88%** of marketers say that video increases ROI  
[Wyzowl](#)

**84%** of marketers say personalization improves customer acquisition  
[Salesforce](#)

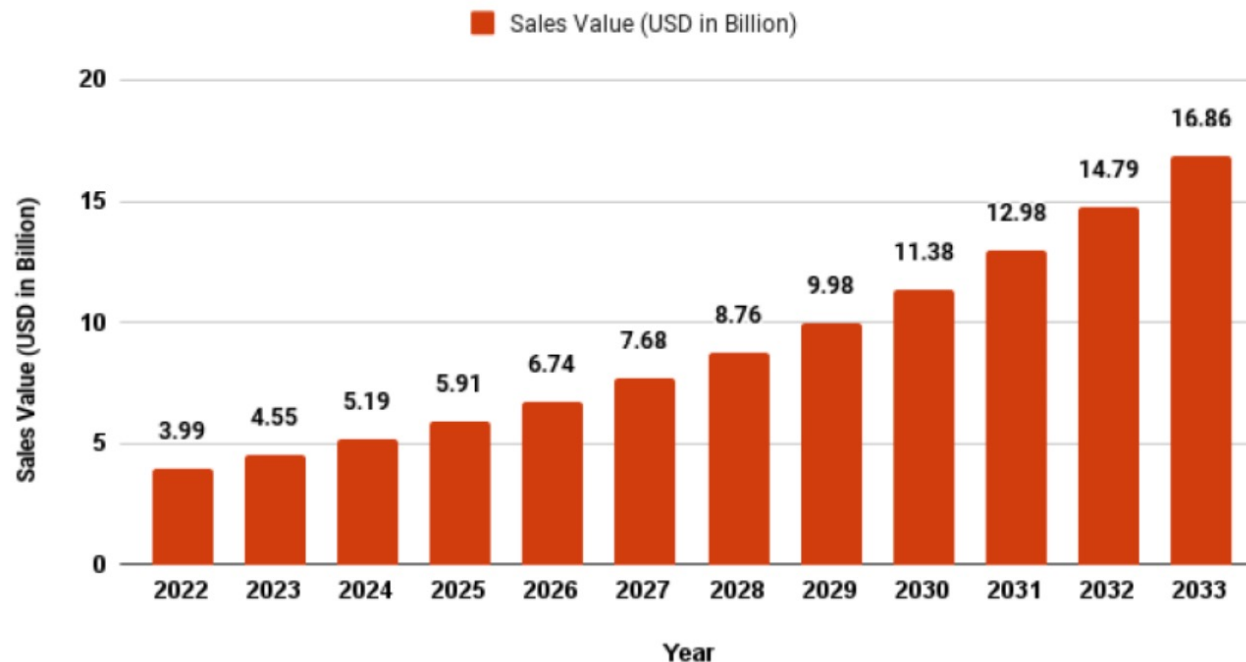
## Increase Revenue



# Market Opportunity Accelerating

The [Global Enterprise Video Content Management market](#) represented **USD 3.99 Bn in 2022** and will anticipate around **USD 16.86 Bn by 2033** projected around **CAGR of 14%** amid forecast frame of 2023 to 2033.

Global Enterprise Video Content Management Market Growth 2023-2033



# Q2 2023 – Strategic Highlights

- SaaS revenues increased by 26% for the second quarter, growing to \$734,051 from \$538,240 in Q2 2022
- SaaS revenues increased by 34% for the six months ended January 31, 2023, growing to \$1,499,075 compared to \$1,121,962 for the six months ended January 31, 2022
- SaaS gross margins were 94%
- Normalized working capital (excludes deferred revenues) \$4,052,440
- Runway to achieve positive EBITDA
- Recent product launches have changed the game for BTV and create significant new market opportunities

# Platform in place to grow the business

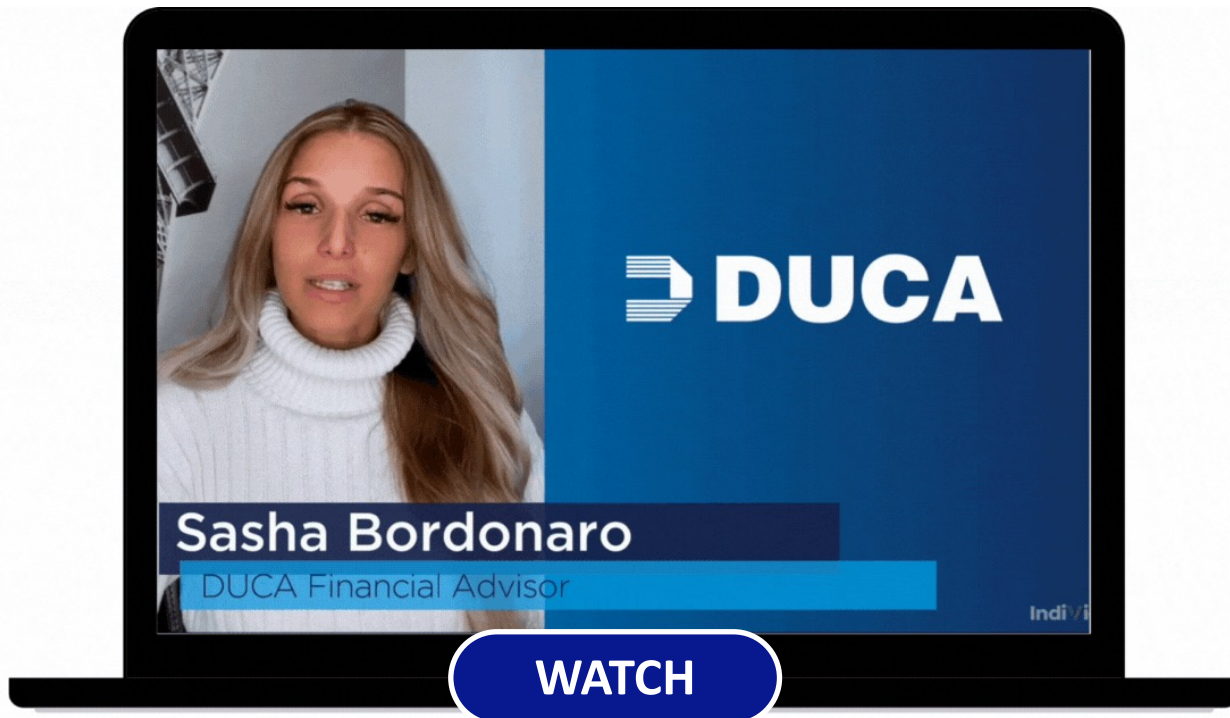
- First subscription contract in October 2018
- Validated the IndiVideo offering with large global FI's on a direct sales basis
- Platform architecture now allowing for expansion into new market opportunities
  - *IndiVideo for Sales* capability gained immediate traction
    - December 2022
  - *IndiVideo AI* Capability further expands Total Addressable Market
    - May 2023





# IndiVideo™ / for Sales

**Sales Teams** leverage IndiVideo to convert prospects, build relationships, achieve sales targets, and close more deals.



**With IndiVideo:**

**5X**

Increase in Sales

**14<sup>k</sup>**

New Leads

**100+**

New SQLs since December

**IndiVideo for Sales opens opportunity for millions of desktops**

# Announced Today!

The next generation of personalized video  
**Powered by AI**

WITH INDIVIDEO AI, YOU CAN TURN IDEAS INTO PERSONALIZED VIDEOS, IN MINUTES.

JOIN THE WAITLIST



Powered by...

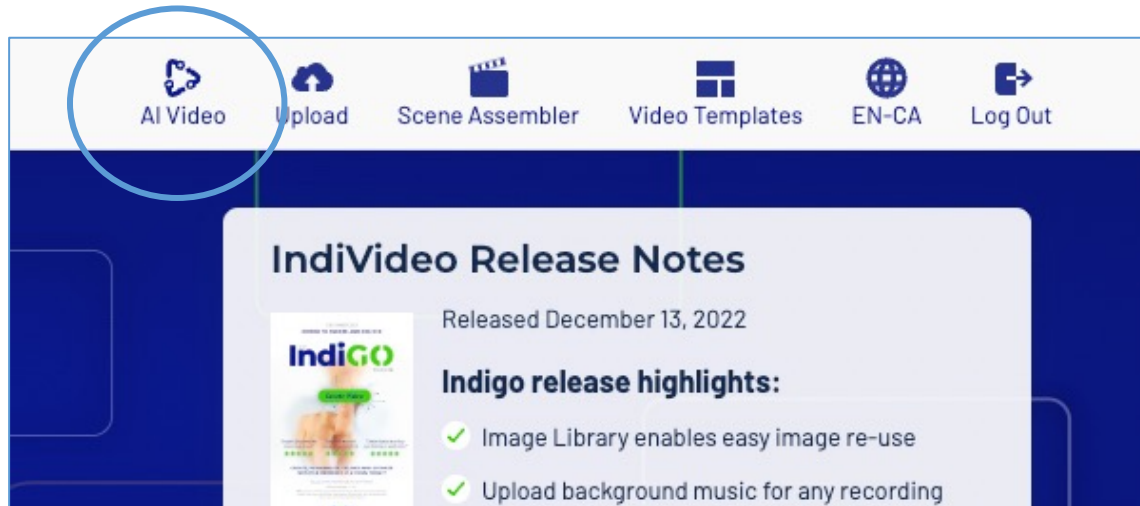


# AI Driven Personalized Videos

IndiVideo's AI extension creates professional quality videos in *MINUTES* based on *simple text prompts*

*Problems this solves:*

- *Companies are producing more and more video to support their marketing and sales objectives*
- *Traditional video production is too expensive and takes too much time*



### Create a Video using AI

Video Name\*  
Denver is a Great City

Video Subject and Topic\*  
Why is Denver one of the best cities in the United States?

Additional information

Video Language  
English (Canada)

Video Tone  
Inspiring

Video Audience  
Adults

Cancel Create

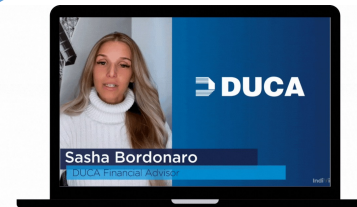
# Exponential Growth of Total Addressable Market

*Addition of IndiVideo for Sales and Open AI extensions expands market opportunity...*

- AI Generated IndiVideos**
- SMB
  - Social Media/YouTube
  - Credit Card



- IndiVideo for Sales**
- 5 or more salespeople
  - Out of the Box
  - Quicker sales cycles



- Large Enterprise**
- Longer sales cycle
  - High upside potential on growth
  - Larger Subscriptions



Millions

Hundreds of Thousands

Thousands

Prospective Buyers (TAM)



# Strong KPI's and ROI are driving success

## Allstate Auto Insurance

**Challenge**  
Move customers from quote to fulfillment.

**96%** Email open rate

**10%** Lift in conversions



## Mortgage Acquisition

**Challenge**  
Improve conversion performance of Top 50 Global Bank's mortgage affordability calculator.

**40%** Lift in conversions

**70%** Of visitors stayed beyond first 60 seconds of video

**30%** Of viewers clicked CTA

## AFP Habitat Pension Statements

**Challenge**  
Engage and increase contributions from 2.1 million clients.

**90%** Satisfaction rating

**70%** Watched Entire Video

**65%** Lift in action rate by viewers of the IndiVideo vs pdf recipients

## Credit Card Selector Tool and IndiVideo

**Challenge**  
Improve conversions from selector tool to Easy Apply App for a Top 50 Global Bank.

**79%** Lift in conversions

**50%** Of viewers clicked CTA

**75%** Tool completion rate

# Enterprise Account Growth Opportunity

*Proven growth formula applied to key accounts offers significant ARR upside potential...*

<b>Expansion History and Potential - Key Accounts</b>				
Account	Opening ARR	Current ARR	Expansion %	Timeframe
TD	\$ 24,000	\$ 593,479	2373%	5
Statefarm	\$ 60,000	\$ 335,284	459%	1
Pacific Life	\$ 90,000	\$ 204,984	128%	4
Pentegra	\$ 60,000	\$ 276,411	361%	3
Fidelity	\$ 40,000	\$ 256,756	542%	3
<b>Average Growth Percentage</b>			<b>772%</b>	3.2

<b>*ARR Upside, select accounts based on average growth %</b>			
Account	Opening ARR	Multiplier	Potential Revs
Nationwide	\$ 60,000	772%	\$ 463,436
Manulife	\$ 40,000	772%	\$ 308,958
Navy Federal	\$ 60,000	772%	\$ 463,436
Discover	\$ 60,000	772%	\$ 463,436
Assurity	\$ 60,000	772%	\$ 463,436
Mass Mutual**	\$ 50,000	772%	\$ 386,197
EDC**	\$ 65,000	772%	\$ 502,056
	\$ 395,000		\$ 3,050,956
		<b>Net Rev Potential</b>	<b>\$ 2,655,956</b>
*Select accounts, not an exhaustive list			
**Forecast to close May 2023			

# IndiVideo Drives Value Across the Customer Journey

	 Credit Cards	 Mortgages	 Wealth	 Insurance	 TELCO
Awareness	Credit card applications <b>increased by 15%</b> <a href="#">DEMO</a>	Email explainer videos to <b>drive inquiries</b> on website <a href="#">DEMO</a>	Email explainer videos to <b>drive inquiries</b> on website <a href="#">DEMO</a>	Personalized Auto Insurance Quote <a href="#">DEMO</a>	Online Assessment and Personalized Plan <a href="#">DEMO</a>
Acquisition	Credit card applications <b>increased by 15%</b> <a href="#">DEMO</a>	<b>40%+ more</b> people clicked to get pre-approved <a href="#">DEMO</a>	Conversions and new accounts <b>up 90%</b> <a href="#">DEMO</a>	<b>96%</b> email open rate, <b>10% increase</b> in conversions <a href="#">DEMO</a>	<b>92%</b> email open rate, <b>15% increase</b> in conversions <a href="#">DEMO</a>
Welcome	Onboarding Emails <b>decrease call centre</b> volume <a href="#">DEMO</a>	Onboarding Emails <b>decrease call centre</b> volume <a href="#">DEMO</a>	Savings Plan Update IndiVideo <a href="#">DEMO</a>	Welcome IndiVideo and Client Resource Tutorial <a href="#">DEMO</a>	Telco Bill Explainer <a href="#">DEMO</a>
Cross-Selling	Cross-Sell Cashback Bonus for Customer Referrals <a href="#">DEMO</a>	Cross-Sell Mortgage Insurance via IndiVideo <a href="#">DEMO</a>	College Savings Statement <a href="#">DEMO</a>	Life Insurance Inforce Illustration <a href="#">DEMO</a>	Cross-Sell Family Plans via IndiVideo <a href="#">DEMO</a>
Retention	Credit Card Bill Explainer <a href="#">DEMO</a>	US Mortgage Renewal IndiVideo <a href="#">DEMO</a>	<b>90%</b> of customers report <b>better understanding</b> of their pension account <a href="#">DEMO</a>	Reduce attrition by using Video and a personal offer <a href="#">DEMO</a>	Telco Bill Explainer <a href="#">DEMO</a>

# BTV Summary

## 1

### Large and Growing Market Opportunity

- Epidemic engagement problem
- Video one of the fastest-growing online mediums

## 2

### Strong Management and Investors

- Strong record of value creation across management and lead investor

## 3

### Disruptive to the Fast-Growing Video Market

- Highly scalable, personalized SaaS solution
- Disruptive delivery and pricing model
- Superior gross margins
- Strong sales momentum

## 4

### Blue Chip Customers and Strategic Partners

- Leading banks, insurance and asset management firms
- Partners drive global footprint



# Summary

- Personalized Video is quickly moving from a niche to a mainstream tool for marketing and sales teams, providing a tailwind for BlueRush
- **IndiVideo by BlueRush** has a disruptive technology that allows for the personalization of videos at scale
- Unique and proprietary technology provides BlueRush competitive advantages on pricing and functionality
- Light technical footprint drives significant (90%+) Gross Margins
- Significant (\$2 Billion+) Total Addressable Market (TAM)
- Proven Management Team, Board and Investors
- Demonstrated ability to secure and grow relationships with leading Financial Services brands
- Recently pushed into important new verticals (Telco and Utilities)
- Undervalued

# Board of Directors



**Steve Taylor /**  
CEO at BlueRush



**Larry Lubin /**  
President and  
Co-Founder of BlueRush  
Chairman of the Board



**John Eckert /**  
Managing Partner at  
Round13 Capital



**Chris Rasmussen /**  
Founder and Chairman  
at Doxim



**Paul Smith /**  
Chairman and CEO  
at Rally

A background image showing a business meeting with hands pointing at a tablet and documents, overlaid with a blue tint.

# IndiVideo

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Thank you

Steve Taylor - CEO

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