



Phebe Bay
MSMS '21



Ben Dalusma
MBA '21



Di Zha
MBA '21

Founded in 2006 by Ron Yekutiel
Core Business:

- Video Platform as a Service and Enterprise SaaS Video Application
- Offers white label video management services to businesses

500+ Employees in New York, London, São Paulo, Singapore offices and R&D Center in Ramat Gan

1000+ Global Customers

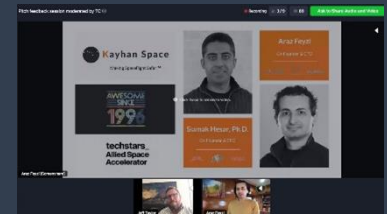
100M+ End Users

3 Main Topics:

- TAM Projection
- Product & Service
- Pricing Strategy



Actual Onboarding Experience



Persona Analysis



Fortune 500 Companies



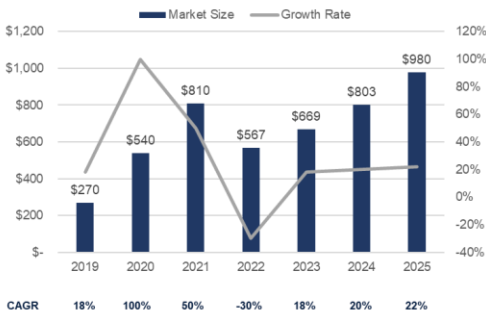
Mid-size Companies



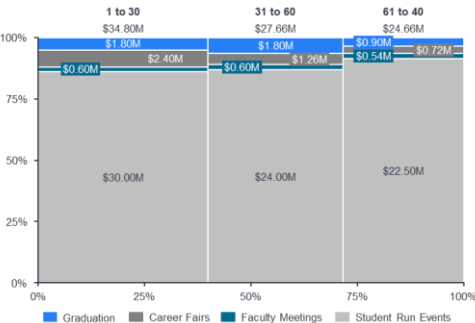
Universities

\$360M TAM Projection

Established Enterprise Player Virtual Events Markets (in Millions)



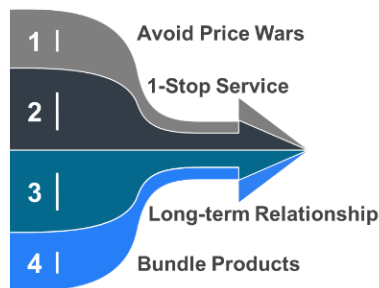
U.S. Virtual Events Platform University Market in Millions of \$



Product Analysis



Pricing Strategy



Discrete, All-in-One Next-Gen Service

Thorough Industry Study w/ In-depth Competitor Analysis

