

# Kinio

sell your videos online.

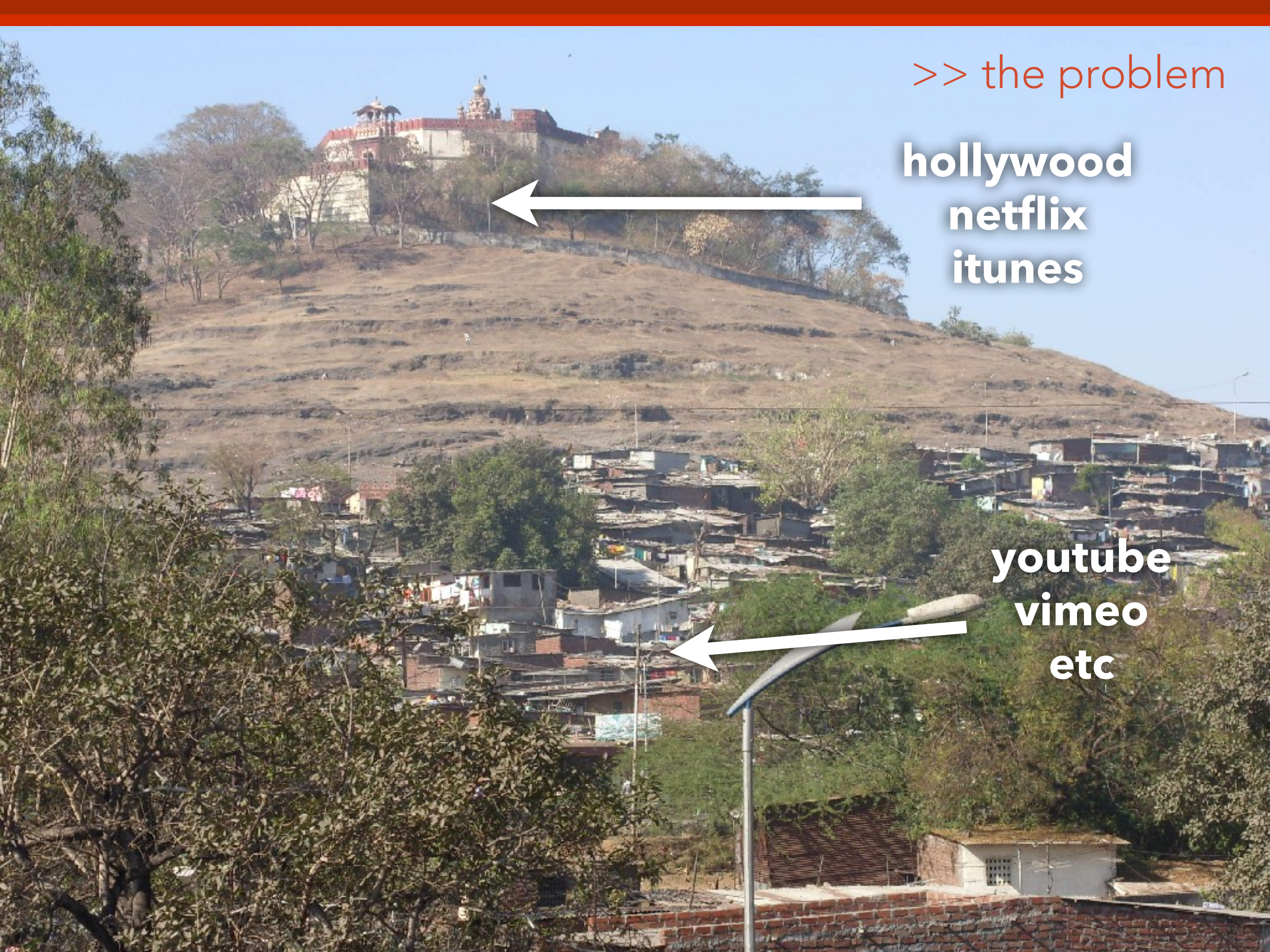
Hi, my name is Benjamin Reece, a co-founder and CEO of Kinio. Kinio is a simple video monetization platform that is changing the way filmmakers publish their films online, make money off their films, and gain worldwide exposure.

# It all began with a simple video...

## FIFTY PEOPLE ONE QUESTION

It all started in 2008 when a few friends and I created a film called Fifty People, One Question- it went viral and changed our lives. Millions of views came pouring in. As did CNN, USA Today, and thousands of blog posts. We produced more films, won a webby award, and spawned a production company which produces films for coca-cola, salesforce, & the guggenheim. We learned a lot about the business of making content. And it didn't take long before we unearthed a big problem. Despite all of this publicity & audience, the series didn't make a dime. This story, is a microcosm of the larger problem facing all independent filmmakers.





>> the problem

hollywood  
netflix  
itunes

youtube  
vimeo  
etc

And the problem looks like this: you have hollywood with netflix and itunes sitting on top with all the cash. And the bottom? It largely consists of un-monetized content and a fraction of those, barely surviving off of ad revenue. Mark Cuban calls this problem, the "content ghetto".

But there are two important shifts in the marketplace, that are shaking up this old ecosystem and has kicked off a digital film revolution



>> the market

300k



3k



The most critical and emergent shift is the drastic reduction to the cost of production. We're talking about three hundred thousand dollar hollywood movie cameras, now three years later, the same imaging chipsets are in cameras that cost less than 3 thousand dollars. Even apple is seeing these shifts. On April 12th, 2011 they announced a 400 percent price cut on their pro video editing suite.





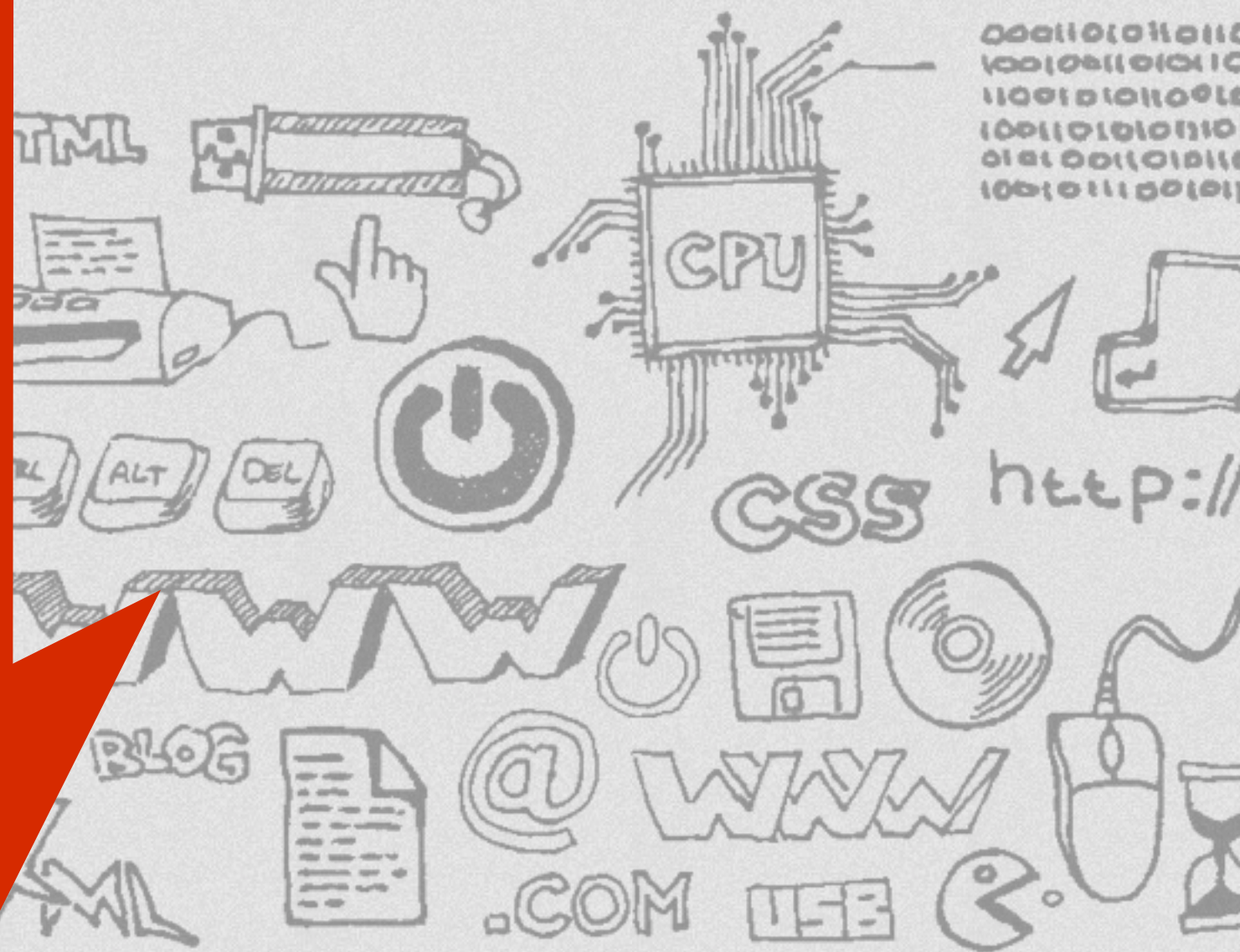
Video drives 40% of total internet traffic growth, compared to 10% 4 years ago //

source: Oppenheimer Equity Research

The second shift is the explosion online digital video. With the advent of cloud storage and mobile consumption devices like the iPad and the iPhone, not only are distribution and production costs down, but consumption is way up.

>> the problem

# why does this problem still exist?



So why does this problem still exist? Well to sell a film, of course you need a website. But then you'll need to integrate into a video monetization platform, like Brightcove or Ooyala. The cost of integration for these enterprise solutions can range anywhere from 5, to 100 thousand dollars or more. Finally, you need to integrate a payment gateway, like Paypal, Amazon, or a full merchant account.

After all this, you're going to have to go back to your contractors and develop unique solutions for different platforms and devices to ensure cross compatibility. So, assuming a video producer can afford this, instead of making quality videos and promoting their brand, they are worrying things like Flash vs HTML5. **And that is the problem we are addressing head on..**





Upload your videos



Generate a website  
& player.



Sell them to  
your audience

>> the solution

with... **Kinio**



Within minutes, to anywhere

With Kinio you simply upload your videos. It generates a customizable website & player. From there you can sell videos, directly through our website, or through any website, to any device, within minutes.

**Kinio**

↑ Upload Video



Chicagotheband ▼

Dashboard

Videos

Design

Statistics

Sales

## Edit Video : Episode 1: Tour Launch &amp; Interviews

Title

Episode 1: Tour Launch &amp; Interviews

The title of your video

Description

Tell us a little bit about this video

Price

\$0.99



Set your price, or select Free for unpaid content.

Video poster

Choose File

no file selected

This is used as the thumbnail for your video as well as your first frame before a video player

Current Poster:



Update video

Here is our backend, Chicago the band, is one of our beta users, here they have uploaded a video...





## Episode 1: Tour Launch & Interviews



Kinio generates a beautiful website with a big HD player where the fans can watch a preview





## Kinio

Thank you for choosing to support this film buy purchasing! Once we can successfully charge and add your credit card we'll immediately setup this film for you to view.



Accepted cards

Card Number

Expiration Date

01 - Jan

2011

Please make sure to review our [Terms of Service](#) and [Privacy Policy](#).

Process Card

Tweet

0

Like

Watch now for \$0.99

and from there, their fans can easily purchase and stream their episode online.



>> our business model

**30% cut of sales**

**&**

**\$45 monthly pro account**

we make money....



>> the market

## Consumers

\$9 Billion 2010  \$43 Billion 2015

(source: Oppenheimer Equity Research)

## Content Producers

Individuals      Companies

140K+      31K+

Source: US Census Bureau

Source: Bureau of Labor and Statistics, April, 2011

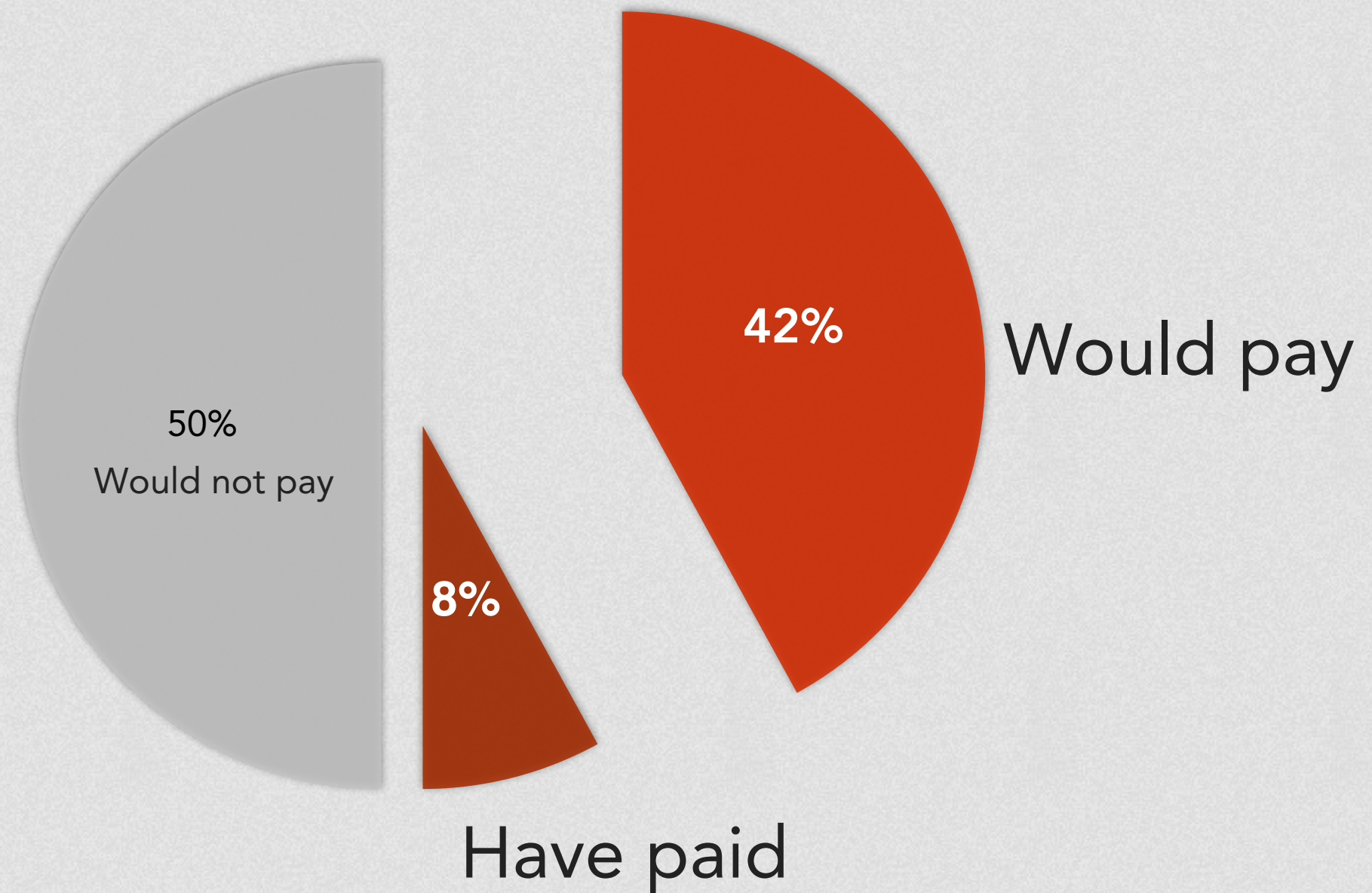
\* This data **does not include** individuals outside the US

The market, on top side, its a 9 Billion dollar online video market, projected to expand to 43 Billion by 2015. From the bottom up, in the US alone, there are 140 thousand individuals and 31 thousand companies who's full time job it is to produce professional video content. These are cinematographers, videographers, directors, and producers and more



>> the market

## Consumer Demand for Short/Episodic Content



source:  
The Nielson Company

Furthermore the data shows the consumer demand is there. A recent study by Nielson shows that while 50 percent of consumers would not pay for short form online content, 8 percent have paid, and more importantly 42 would pay.



## First Month

- ➡ Currently in private beta, 10 users
- ➡ Rolling out to 700+ on waiting list in next 60 days.

## First Year

- ➡ 5,000 pro accounts
- ➡ 35,000 free users
- ➡ Pro version, Summer 2011

We launched our private beta April 29th with 10 users. These are hand-picked, high quality content producers who have large online video and social media footprints.

Over the next 60 days we will be rolling out Kinio to subsets of our 700+ users on the waiting list. Our year one goals include, 5,000 pro accounts, 35 thousand free users, and the pro version launched in the summer of this year.



# Product Roadmap



Content Hub and consumer facing brand. Exposure for filmmakers, new content for audience.



Set-top box and hardware TV manufacturer partnerships.



Pro version, more themes & reseller API (white label our platform)

But kinio isn't just a monetization platform, we are also a distribution and content hub. During year one, we are also ramping up our content site and consumer facing brand. This is our direct marketplace for independent video producers and their audience. And to further increase exposure, we are developing partnerships with set-top boxes and hardware TV manufacturers.



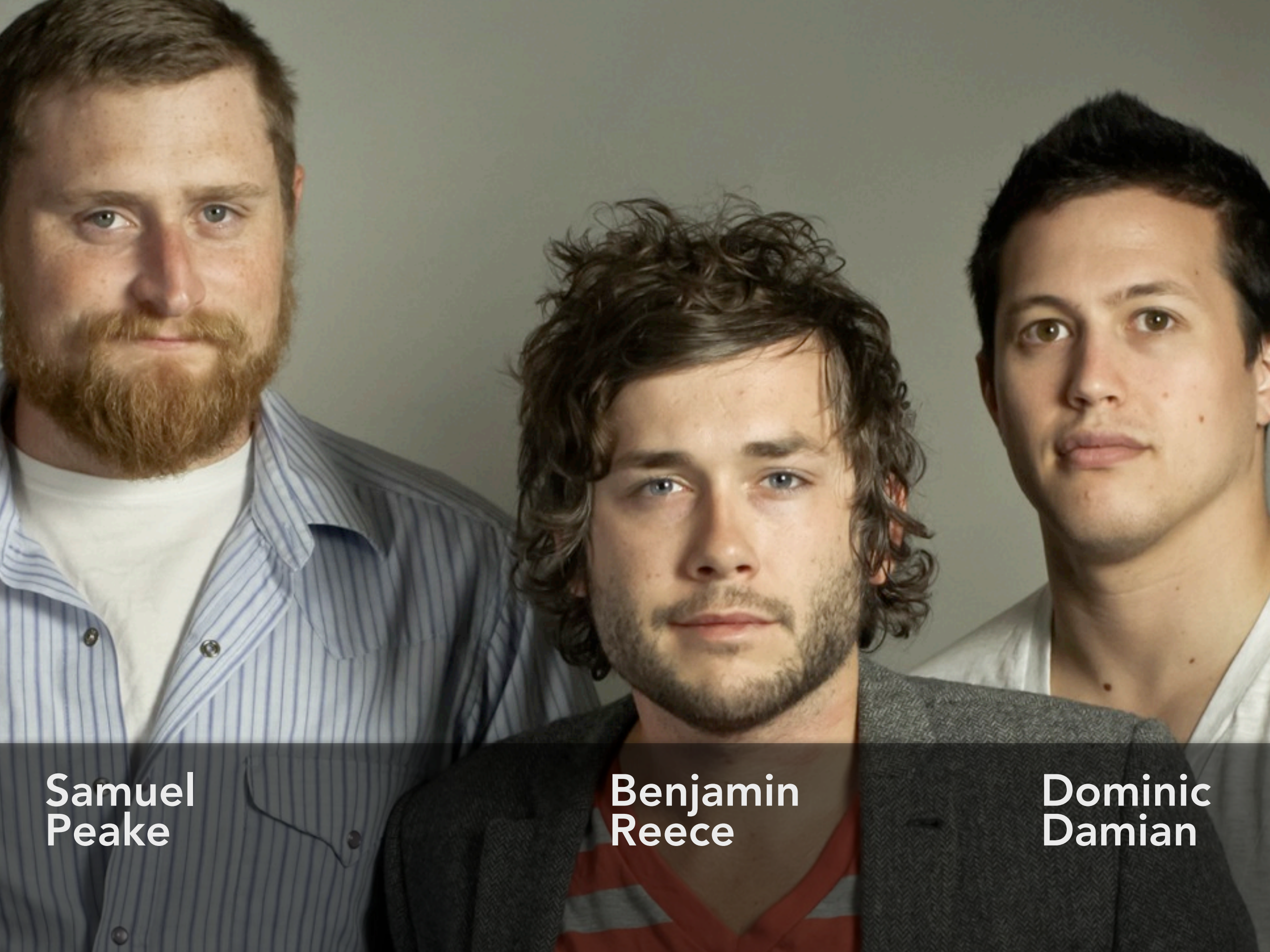
>> details of this round

## Use of funds for a \$450K investment:

Category	Funding Required
Expanding & funding team	\$200,000
Platform development	\$100,000
Deployment of marketing plan	\$50,000
Server & video streaming costs	\$40,000
Content Licensing	\$60,000
<b>Total</b>	<b>\$450,000</b>

To get us there, we are looking to raise 450 thousand. Please check out our financial models for more detail.





**Samuel  
Peake**

**Benjamin  
Reece**

**Dominic  
Damian**

Our team consists of:  
Benjamin Reece, spent the last 2 years as co-founder of commercial production company Deltree, before that was a developer & UX designer  
Samual Peake, Tulane MBA focusing on business & operations within Kinio  
Dominic Damian, Left an agency he co-founded to join Kinio. Led development on Joyent, charity: water, invisible children, and more



# Kinio

the easiest place  
to sell your videos  
online. >> thank you



founders@kin.io

You can reach us at founders at kin dot io. You can sign-up and try out Kinio for free at our beta staging site: <http://kinio.herokuapp.com>