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@BlueRushdm

[Bluerush.com](http://Bluerush.com)

## STOCK DATA (April 24)

50 Day Moving Average **\$0.10**

<b>S/O Basic</b> 75,251,848	<b>Options</b> 11,255,000	<b>Warrants</b> 6,550,018
<b>Fully Diluted Figure</b> 112,104,485	<b>52 Week Range</b> \$0.08 - \$0.15	<b>200 Day Moving Avg</b> \$0.10

## 3 THINGS YOU NEED TO KNOW

### 1 Large Market Opportunity

Video is the fastest growing online medium, while Personalized Video is a greenfield niche.

### 2 Strong Management

CEO Steve Taylor, and lead investor Round13 Capital both have track record of creating value for high growth SaaS companies.

### 3 Superior SaaS Product

IndiVideo is a highly scalable, personalized video SaaS solution with growing gross margins. The platform has excellent existing clients and partners.

## CLIENTS



## PARTNERS



## MANAGEMENT

### Steve Taylor (CEO, Director; 2017)

Strong track record leading emerging, high-growth companies:

- SaaS Compliance Software: 2002-2015 (exit to Klass Capital)
- Mobile: 2005-2012 (split company in two resulting in sale of both)
- E-commerce: 1995-2001 (IPO)

#### Dave Badun, CPA, CA

CFO  
2018

#### Jeff Bilyea

COO  
2018

#### Len Smofsky

EVP, Director  
2005

#### Ted Mercer

VP Sales  
2018

#### Richard Pineault

VP Tech.  
2008

#### Larry Lubin

President, Chair  
2005

## INVESTORS

### Round13 Capital

Growth-stage Venture Capital firm investing in Canadian information technology companies including:

- Lavalife, Skywave, FloNetwork, Softimage, Fortiva
- HubDoc: exit to Xero for ~\$100M (July 2018)

Round13 provides guidance for:

- Strategic planning
- Financial reporting & analysis
- Sales & marketing
- Human resources
- Exit strategies

Own ~38% of BlueRush Inc. after initial investment and exercise of warrants (2018)

## VIDEO MARKET OPPORTUNITY

### Video Market

Video is 69% of all Internet traffic (2017) growing to 80% by 2021.

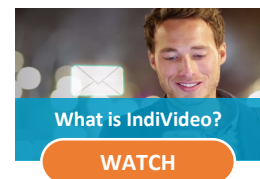
### Video Consumption

2.4 billion people consumed video content in 2018 of which 78% was on mobile.

### Greenfield Sales Pipeline

Grew pipeline from \$1M (Oct'17) to \$5M (today) with 75 IndiVideo deals.

## PRODUCTS



## PROVEN RESULTS

### Mortgage Affordability IndiVideo for one of Canada's "Big Six" Banks

**+30%**

OF VIEWERS CLICKED CTA

**+40%**

LIFT IN CONVERSIONS

**+70%**

OF VISITORS WATCHED >60 SECONDS OF VIDEO

### AFP Habitat Pension Statement IndiVideo

**+90%**

SATISFACTION RATING

**+70%**

WATCHED ENTIRE VIDEO

**+250%**

INCREASE IN ACCOUNT OPENINGS AND CONTRIBUTIONS



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