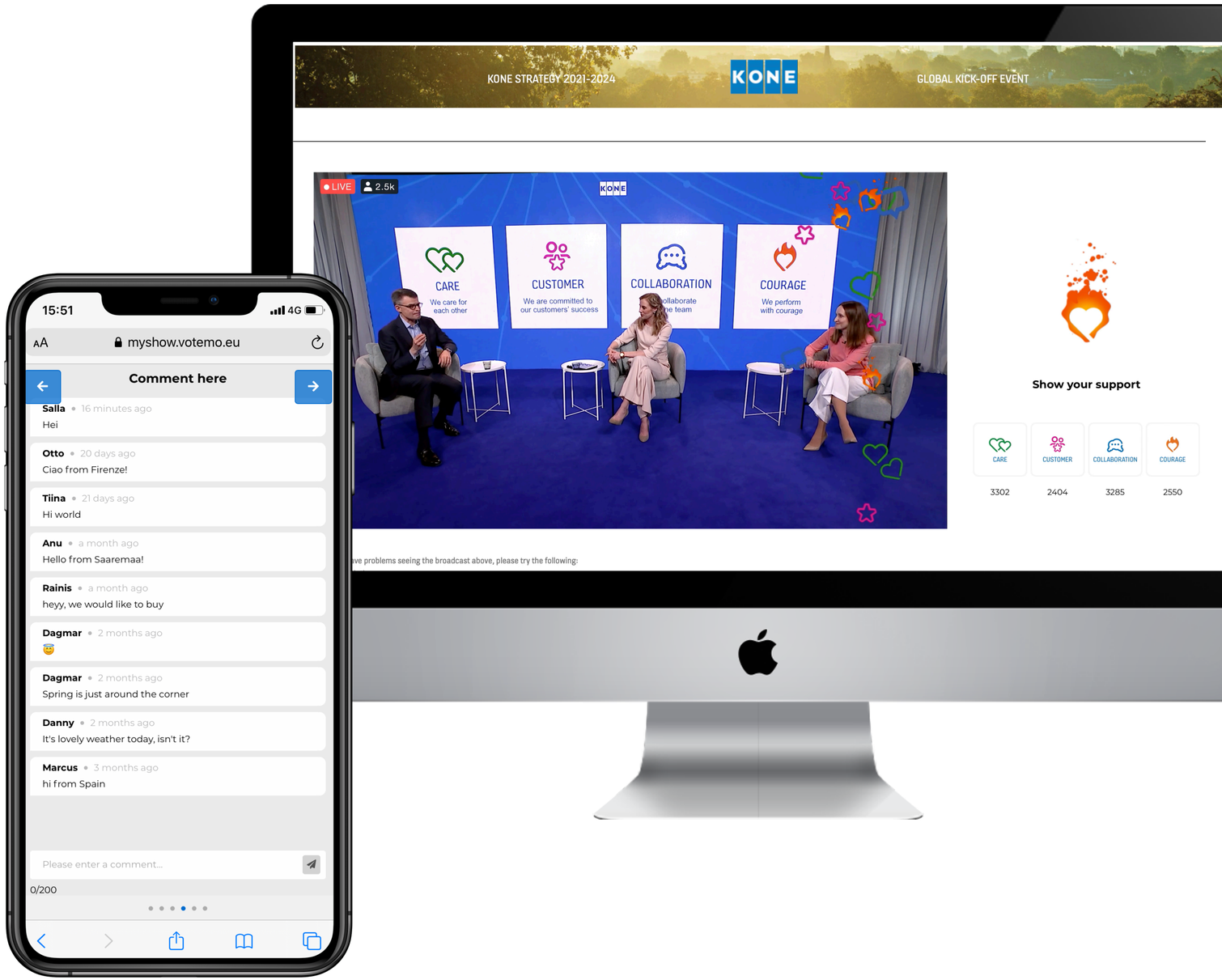
votemo

Interaction tool for virtual events

- Used by 60 000 end users globally
- Average Monthly Revenue 2840 €

- Looking to raise 250K for development and to convert more clients



Votemo's addressable market

- Global event management software market valued at **$ 9,13 bn in 2020**

- and is expected to reach **$ 16,7** bn by 2026

(Source: Mordor Intelligence)



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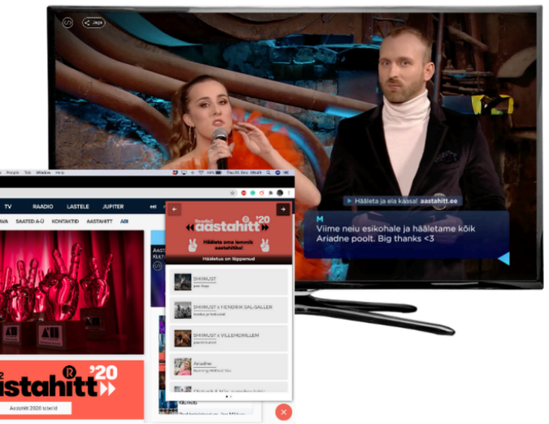
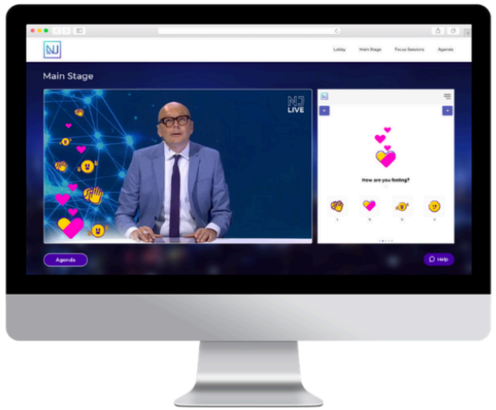
Votemo tools

Commenting



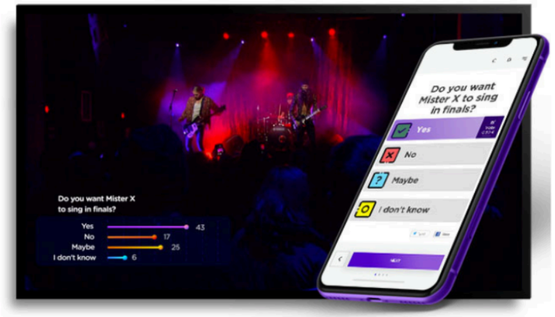
Votemo allows you to show comments on video

Reactions



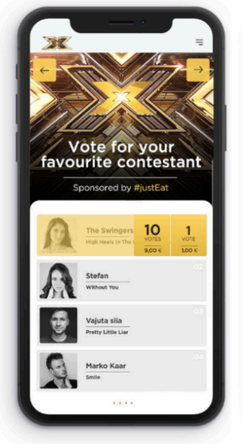
Votemo allows you to show result on video

Polling



Votemo allows you to show result on video

Micro Payment



Generate new revenue:

- Sell products
- Collect donations
- Tip and support artist
- Paid Messages
- Paid Voting (Eurovision)

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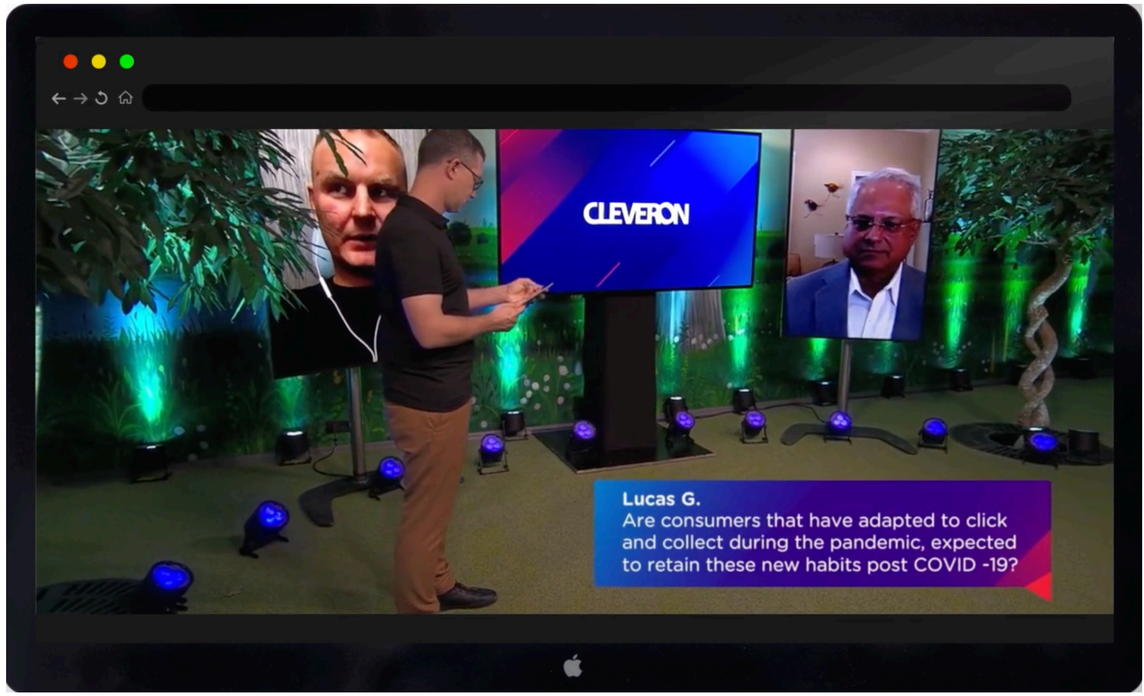
Votemo’s client segments

- **Event agencies**
- **Virtual event platforms**
- Corporate virtual event organisers

Votemo **CLV** is currently 1000 - 7000 €
Average **CAC** 400 €



Clients: Clients in Estonia, Finland, UK

Latest Success

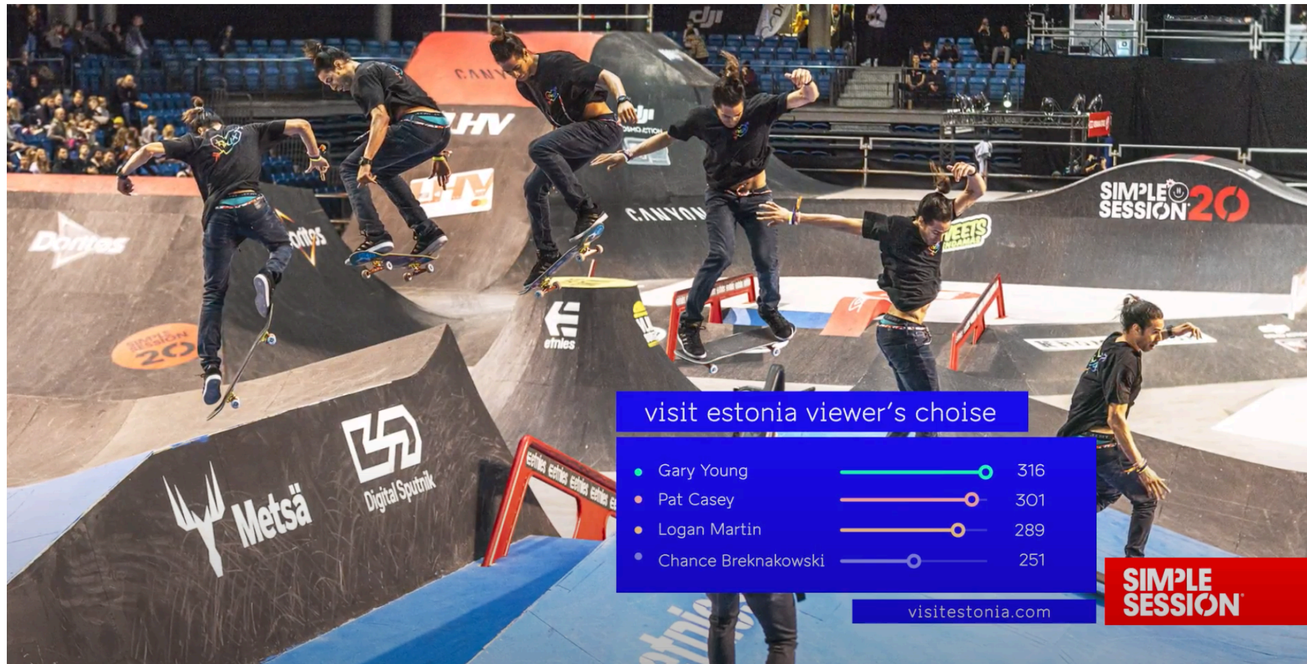
Cannes Lions

the largest gathering in the creative marketing community changed their engagement partner **Slido** to **Votemo**



Simple Session

2021 August used Votemo for voting
100 countries
10 mil viewers globally



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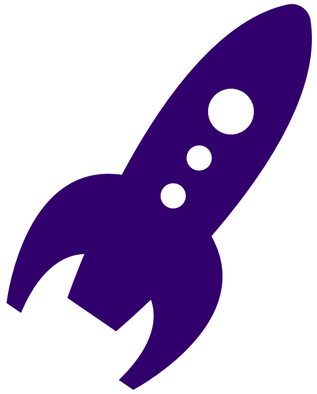
Unique Value Proposition & Competition

- Votemo offers **data insights** to make best event possible and increases event ROI
- **Overlay on video** in real time - Votemo layer is put on from broadcasting with our Graphics Control Program
- We offer **Micropayments** that allow our clients to generate more revenue from their events

Features	votemo	slido	Kahoot!	Mentimeter
Screengraphics solution	✓			
Embedding functionality	✓	✓	✓	✓
Public API	✓			
Whitelabelling	✓	✓	✓	
Analytics and data export	✓	✓		✓
Custom solutions	✓			
Add results in presentation slides		✓		✓
Data sharing before and after event	✓			
Micropayments	✓			

Votemo’s targets 2021-2022

- Build Votemo into a fully SaaS and automatically scalable solution
- Raise investment of 250 000 - 350 000 eur to finance sales and further developments (210 K € committed)
- Pre Money Valuation 3 mil.
- 2021 average AMR 2840 eur



Plan & revenue forecast:

Year	Annual Revenue	Targets
2021	€ 42 K	• Close 250k investment on valuation of 3m • Reach 42K ARR • Build SaaS platform for event agencies • Recruit Account/Sales managers • Successfully host 100 events on Votemo
2022	€ 500 K	• Reach 500K ARR • Establish sales funnels in the UK, Nordics, Germany • Prepare for the Series A • Successfully host 1000 amount of events on Votemo

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New Pricing from September

	DEMO	TEAMS	MINI EVENT	PRO EVENT	PREMIUM EVENT ?
	Buy now	Buy now	Buy now	Buy now	Buy now
Event (Day)			190€	450€	550€
Monthly Subscription	**FREE**	29€	99€	190€	290€
Yearly Subscription	**FREE**	290€	990€	1990€	2990€
Audience Size	Up to 25	Up to 75	Up to 150	Up to 2500	Up to 6000
Additional Participants	✕	✕	✕	✕	✓ ?
No of editors	1	2	2	4	**Unlimited**
Collaborators	1	2	4	6	**Unlimited**

Founding team has 10 years of experience collaborating together on media and broadcasting projects

Founding team:



Dagmar Mäe
Co Founder
Sales & Operations, Client management
LinkedIn profile



Tõnis Vassar
Co Founder
Creative Product Lead, Brand & Marketing
LinkedIn profile



Maarit Mäeveer
Co Founder/CEO
Business Development and Strategy
LinkedIn profile



Martin Härmsalu
Shareholder/Animator
Design & Animation
LinkedIn profile

Developers team:



Adriaan Hobo
Freelance developer/ hired on hourly basis based on need.



Marcel Liker
Devops and infrastructure/service provider on monthly contract.



Madis Seppam
Freelance graphics software developer/ hired on project basis.



Morgan Vernay
CTO / Senior engineer VNTRS

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Trusted by:

levira

Strategic partner and investor: Levira AS has option for 10% of Votemo shares.
Levira has invested pre-seed of 150 000 € into Votemo's initial development.

Partner Platforms Closed:

NJ Brella talque

MultiCityTV.COM icareus

Discussions started

hopin cvent Bevy

swapcard Hubilo

New investor and partner on board - VNTRS




Video killed the radio star
tr✓e or f✗lse
Is there life on Mars?
☑ yes
☐ no
Will you marry me?
Vote now!
votemo
Vote for Exit!
☑ yes
☐ no
How long is forever?
0
∞
sixfold

Thank You