

BLUERUSH OFFERS A SOFTWARE AS A SERVICE ("SAAS") BASED CONTENT ENGAGEMENT PLATFORM THAT ENABLES B2C COMPANIES TO ACHIEVE GREATER ENGAGEMENT, LOYALTY AND CONVERSION METRICS WITH CUSTOMERS.

HIGHLIGHTS

1 Large and Growing Market Opportunity

- Video is the fastest growing online medium
- Epidemic engagement problem

2 Strong Management and Lead Investor

- CEO Steve Taylor, lead investor Round13 Capital both have track records of value creation

3 IndiVideo is a Disruptive Product

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

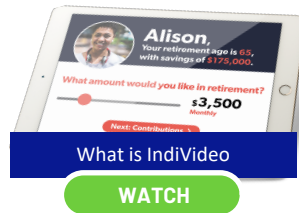
4 Blue Chip Customers and Strategic Partners

- Clients include leading banks, insurance and asset management firms
- Partners drive global footprint and accelerate technical roadmap

PRODUCT

IndiVideo

Our interactive personalized video platform creates a memorable customer experience, simplifying complex products and ensuring immediate relevancy.



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

CUSTOMERS



PARTNERS



MANAGEMENT

Steve Taylor, CEO & Director

Strong track record leading emerging, high-growth companies.

Richard Pineault, CTO

Experienced system architect that has led BlueRush software development and security since inception.

Nicole Ballestrin, CFO

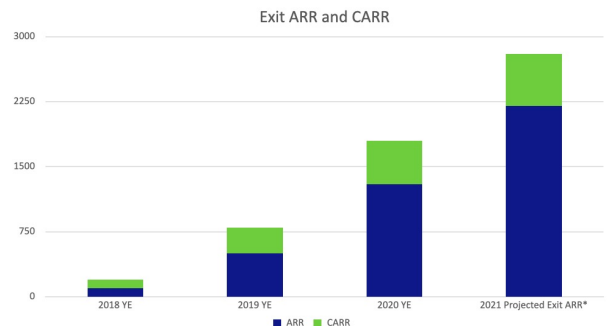
Over 20 years of financial leadership experience across a wide variety of industries including technology and professional services in the public and private sectors.

Larry Lubin, President & Chair
BlueRush co-founder with proven track record in Fintech business development, sales and marketing.

Len Smofsky, EVP & Director

BlueRush co-founder with 25 years of experience in visual communications and strategy.

STRONG INDIVIDEO SALES MOMENTUM



*2021 Year End on July 31, 2021

STOCK DATA (July 2021)

CLOSING PRICE: S/O Basic
\$ 0.16

162,056,711

Warrants

57,196,376

Options

20,443,312

52-Week Range

\$0.04 - \$0.24

Fully Diluted

246,839,255

200-Day Moving Avg

\$ 0.1647

INSTUTIONAL INVESTORS INCLUDE

- Round13 Capital
- Covista
- PathFinder Asset Management
- Brigus Capital

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