

IndiVvideo

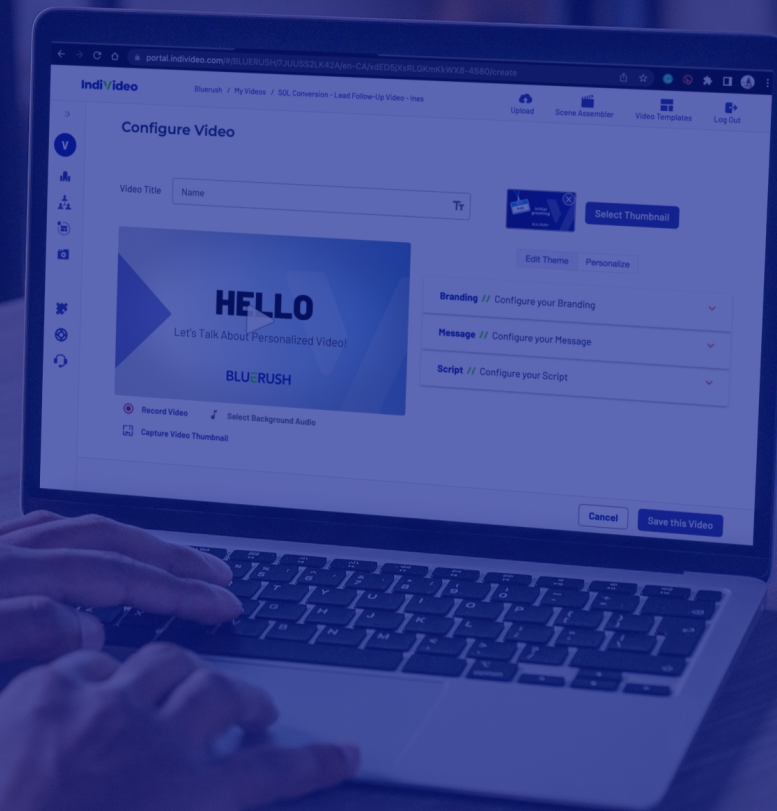
BlueRush Inc.

INVESTOR PRESENTATION

TSX-V: BTV

OTCQB: BTVRF

Fiscal 2023, Q3 Results Included



IndiVvideo
BY BLUERUSH

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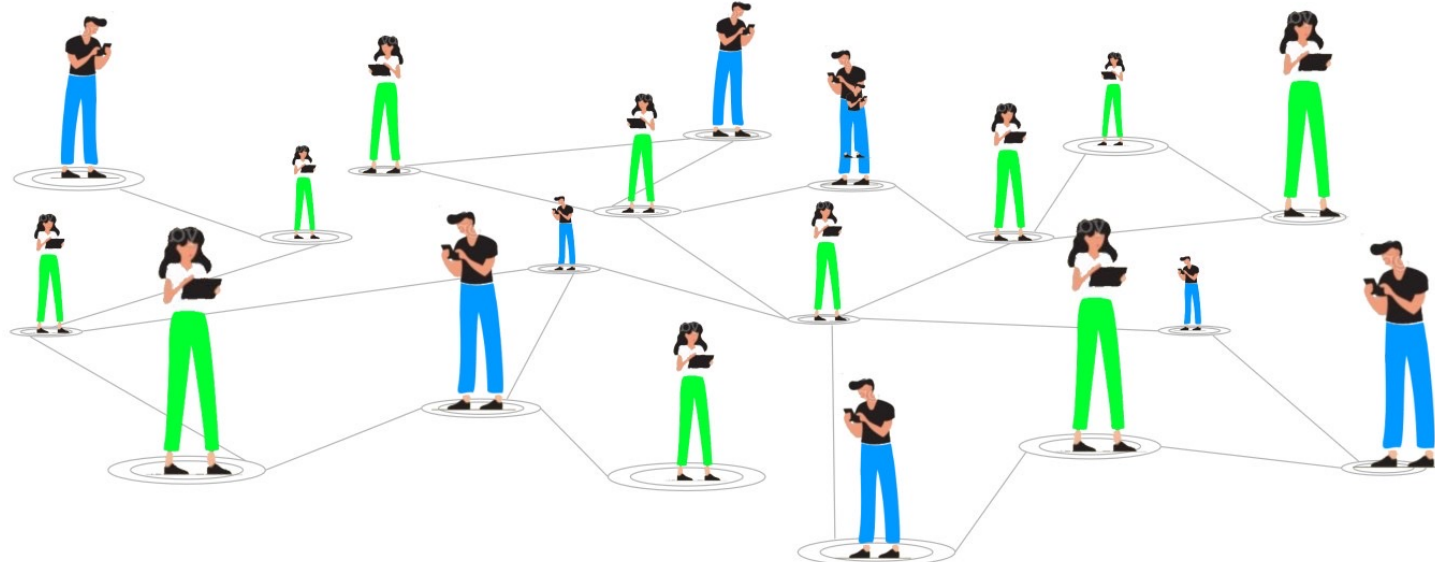
The Problem / *Driving Customer Engagement*

Attention Spans –

- Consumers are bombarded by digital marketing messaging.
- When they engage, they expect personal relevance and an interactive experience.

Gap In Digital –

- Lack the 'human touch' to build trust and drive an action at scale.
- Recent acceleration of digital adoption has made it even harder! The channels are noisy.



Customer Engagement Solution / IndiVideo™

IndiVideo is leveraged to **engage** customers, **simplify** complex products, **motivate** action, and **accelerate** the buyer journey while providing a superior digital experience.



Powerful for **Prospects** and existing **Customers**

Consumers Demand Personalized Experiences

Enhance Customer Experience

33% of customers abandon business relationships when personalization is lacking
[Accenture 2018](#)

66% of consumers prefer to learn about a new product or service through video
[Wyzowl 2020](#)

98% of marketers agree that personalization advances customer relationships
[Evergage 2018](#)

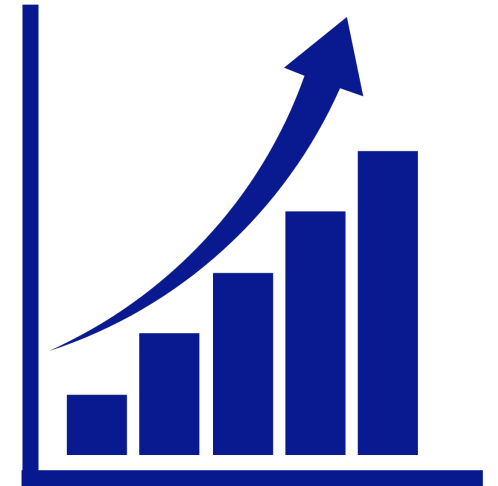
Boost Marketing Performance

84% of people say they have been convinced to buy a product after watching a brand's video
[Wyzowl 2020](#)

88% of marketers say that video increases ROI
[Wyzowl 2020](#)

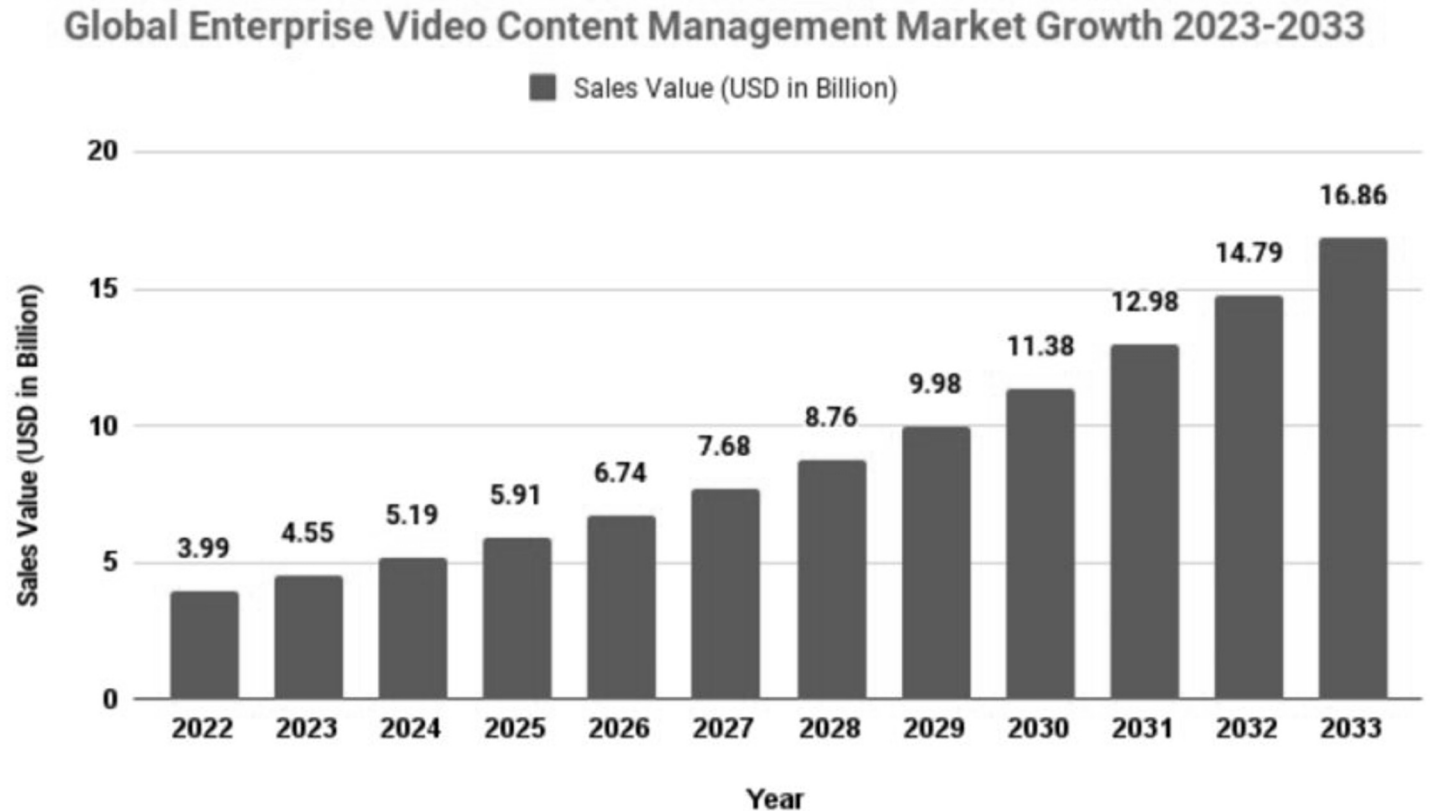
84% of marketers say personalization improves customer acquisition
[Salesforce 2019](#)

Increase Revenue



Market Opportunity Accelerating /

The Global Enterprise Video Content Management market represented **USD 3.99 Bn in 2022** and will anticipate around **USD 16.86 Bn by 2033** projected around **CAGR of 14%** amid forecast frame of 2023 to 2033.



Q3 2023 / *Strategic Highlights*

- 29% increase in SaaS revenues, totaling \$755,636 compared to \$584,883 for the same period in fiscal 2022.
- SaaS revenue for the nine-month period ending April 30, 2023, experienced a significant growth of 32%, reaching \$2,254,711, compared to \$1,706,846 for the same period last year.
- Operating expenses reduced 30% year over year for the 3rd quarter, reduced by \$330,735 (annualized cost reduction of \$1,322,940)
- Runway to achieve positive EBITDA
- Recent product launches have changed the game for BTV and create significant new market opportunities

Platform in place to grow the business /

- First subscription contract in October 2018
- Validated the IndiVideo offering with large global FI's on a direct sales basis
- Platform architecture now allowing for expansion into new market opportunities
- IndiVideo for Sales capability gained immediate traction
- December 2022
- IndiVideo AI Capability further expands Total Addressable Market
- May 2023



IndiVideo™ / for Sales

Sales Teams leverage IndiVideo to convert prospects, build relationships, achieve sales targets, and close more deals.



With IndiVideo:

54%

Increase in Sales

14^k

New Leads

100+

New SQLs since December

IndiVideo™ for Sales opens opportunity for millions of desktops

Recently Announced / *AI Generated Video*

Powered by...



ChatGPT



AI Driven Personalized Videos /

IndiVideo's AI extension creates professional quality videos in MINUTES based on simple text prompts

Problems this solves:

- Companies are producing more and more video to support their marketing and sales objectives.
- Traditional video production is too expensive and takes too much time.

Create a Video using AI

Video Name*
Denver is a Great City

Video Subject and Topic*
Why is Denver one of the best cities in the United States?

Additional information

Video Language
English (Canada)

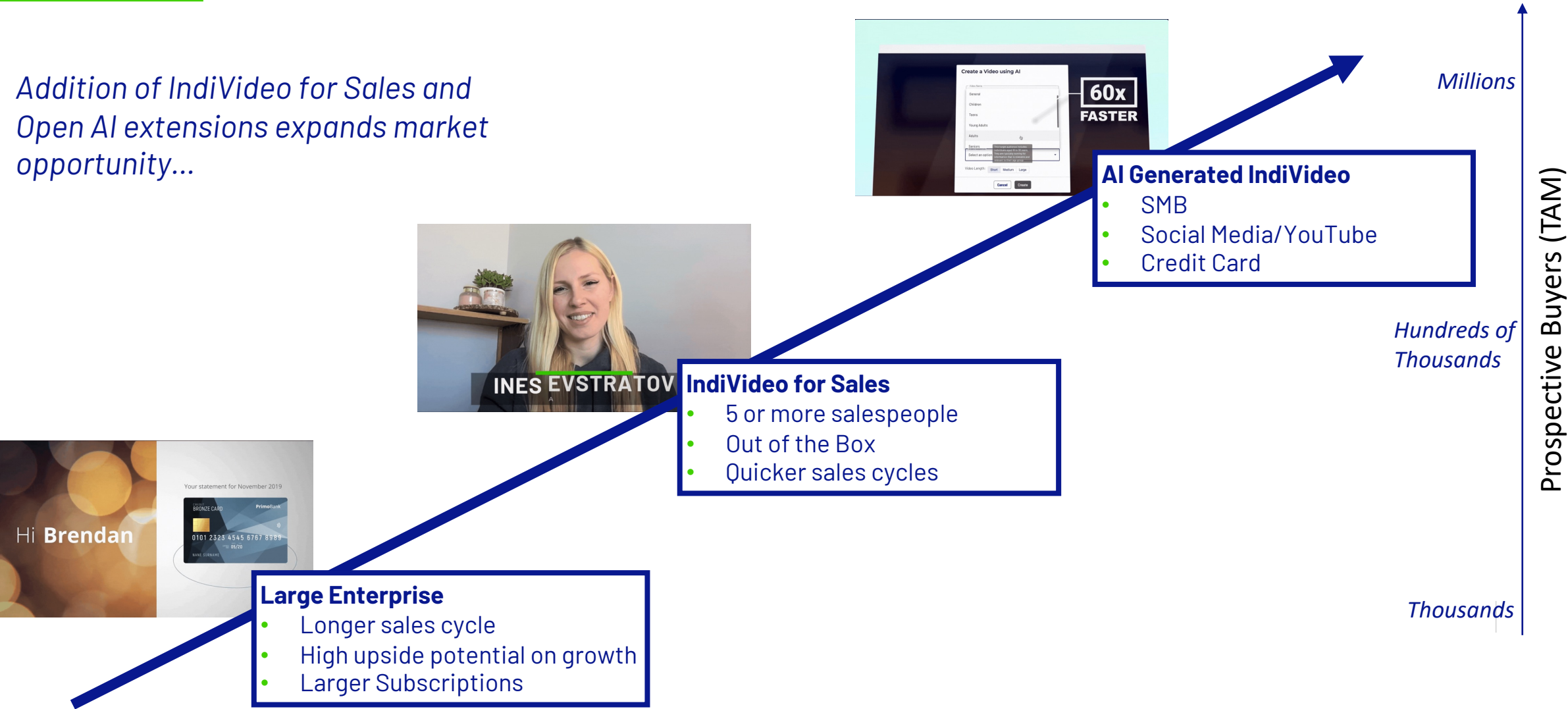
Video Tone
Inspiring

Video Audience
Adults

Cancel Create

Exponential Growth of Total Addressable Market /

Addition of IndiVideo for Sales and Open AI extensions expands market opportunity...



Strong KPI's and ROI are driving success /

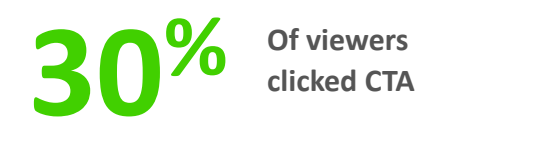
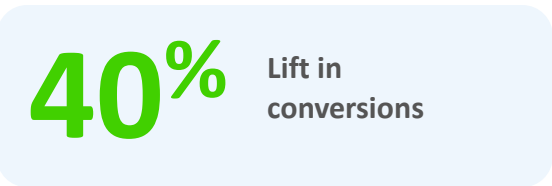
Allstate Auto Insurance

Challenge
Move customers from quote to fulfillment.



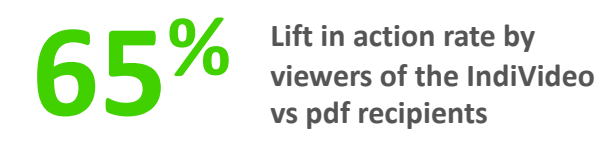
Mortgage Acquisition

Challenge
Improve conversion performance of Top 50 Global Bank's mortgage affordability calculator.



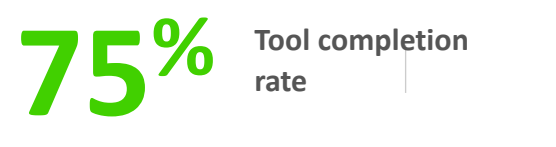
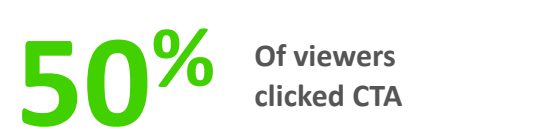
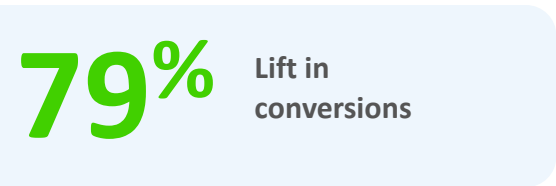
AFP Habitat Pension Statements

Challenge
Engage and increase contributions from 2.1 million clients.



Credit Card Selector Tool and IndiVideo

Challenge
Improve conversions from selector tool to Easy Apply App for a Top 50 Global Bank.








Enterprise Account / Growth Opportunity

Proven growth formula applied to key accounts offers significant ARR upside potential...

Expansion History and Potential - Key Accounts				
Account	Opening ARR	Current ARR	Expansion %	Timeframe
TD	\$ 24,000	\$ 593,479	2373%	5
Statefarm	\$ 60,000	\$ 335,284	459%	1
Pacific Life	\$ 90,000	\$ 204,984	128%	4
Pentegra	\$ 60,000	\$ 276,411	361%	3
Fidelity	\$ 40,000	\$ 256,756	542%	3
Average Growth Percentage			772%	3.2

*ARR Upside, select accounts based on average growth %			
Account	Opening ARR	Multiplier	Potential Revs
Nationwide	\$ 60,000	772%	\$ 463,436
Manulife	\$ 40,000	772%	\$ 308,958
Navy Federal	\$ 60,000	772%	\$ 463,436
Discover	\$ 60,000	772%	\$ 463,436
Assurity	\$ 60,000	772%	\$ 463,436
Mass Mutual**	\$ 50,000	772%	\$ 386,197
EDC**	\$ 65,000	772%	\$ 502,056
	\$ 395,000		\$ 3,050,956
		Net Rev Potential	\$ 2,655,956
*Select accounts, not an exhaustive list			
**Forecast to close May 2023			

IndiVideo Drives Value / Across the Customer Journey

	 Credit Cards	 Mortgages	 Wealth	 Insurance	 TELCO
Awareness	Credit card applications increased by 15% DEMO	Email explainer videos to drive inquiries on website DEMO	Email explainer videos to drive inquiries on website DEMO	Personalized Auto Insurance Quote DEMO	Online Assessment and Personalized Plan DEMO
Acquisition	Credit card applications increased by 15% DEMO	40%+ more people clicked to get pre-approved DEMO	Conversions and new accounts up 90% DEMO	96% email open rate, 10% increase in conversions DEMO	92% email open rate, 15% increase in conversions DEMO
Welcome	Onboarding Emails decrease call centre volume DEMO	Onboarding Emails decrease call centre volume DEMO	Savings Plan Update IndiVideo DEMO	Welcome IndiVideo and Client Resource Tutorial DEMO	Telco Bill Explainer DEMO
Cross-Selling	Cross-Sell Cashback Bonus for Customer Referrals DEMO	Cross-Sell Mortgage Insurance via IndiVideo DEMO	College Savings Statement DEMO	Life Insurance Inforce Illustration DEMO	Cross-Sell Family Plans via IndiVideo DEMO
Retention	Credit Card Bill Explainer DEMO	US Mortgage Renewal IndiVideo DEMO	90% of customers report better understanding of their pension account DEMO	Reduce attrition by using Video and a personal offer DEMO	Telco Bill Explainer DEMO

BTV Summary /

1

Large and Growing Market Opportunity

- Epidemic engagement problem
- Video one of the fastest-growing online mediums

2

Strong Management and Investors

- Strong record of value creation across management and lead investor

3

Disruptive to the Fast-Growing Video Market

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

4

Blue Chip Customers and Strategic Partners

- Leading banks, insurance and asset management firms
- Partners drive global footprint

Summary /

- Personalized Video is quickly moving from a niche to a mainstream tool for marketing and sales teams, providing a tailwind for BlueRush
- **IndiVideo** by *BlueRush* has a disruptive technology that allows for the personalization of videos at scale
- Unique and proprietary technology provides BlueRush competitive advantages on pricing and functionality
- Light technical footprint drives significant (90%+) Gross Margins
- Significant (\$2 Billion+) Total Addressable Market (TAM)
- Proven Management Team, Board and Investors
- Demonstrated ability to secure and grow relationships with leading Financial Services brands
- Recently pushed into important new verticals (Telco and Utilities)
- Undervalued

Board of Directors/



Chris Rasmussen /
Founder and Chairman
at Doxim



Steve Taylor /
CEO at BlueRush



Mark Soane /
Managing Director at
Glidepath Partners



John Eckert /
Managing Partner at
Round13 Capital

Thank you!

Steve Taylor - CEO

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