

## CHARMBOARD OVERVIEW

Video leads the Internet. But there is an unexploited opportunity to enable people to discover the ideas and things within video. Charmboard is pushing at the frontier of unmet consumer need to instantly explore those moments of engagement and curiosity.

Using deep learning and computer vision, Charmboard captures key moments in a video (each a "Charm"), viewable and recallable across platforms. The video could be a movie, TV series or a user generated vertical video (viz. TikTok). Charms are linked to products and ideas and can exist independently outside their source videos, thereby creating new economic units of value with video.

For consumers, Charmboard creates discovery, awareness, and engagement with inspiring products and ideas in an immersive, contextual, yet non-intrusive manner. The consumer remains the owner of their interaction. For brands, it provides access to consumers from the top of the funnel down, without disclosing the user's personal data or a third party cookie.

Charmboard is solving for *discovery* and its revenue model involves monetization of the Charms via discovery of products and ideas. The addressable market in video is expanded by Charms with high margin opportunity. Charms portability enable them to propagate easily across media/content/e-commerce platforms.

Here is a short video that showcases what Charmboard does:

[https://www.youtube.com/watch?v=4DYLt\\_cLBtQ](https://www.youtube.com/watch?v=4DYLt_cLBtQ)