



bescene

We Make Video Shoppable



Video Advertising is Outdated



Ads Suck

65% of viewers skips video ads as soon as possible
-CNBC



People Aren't Engaged

Redirection away from video content

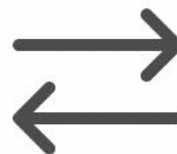
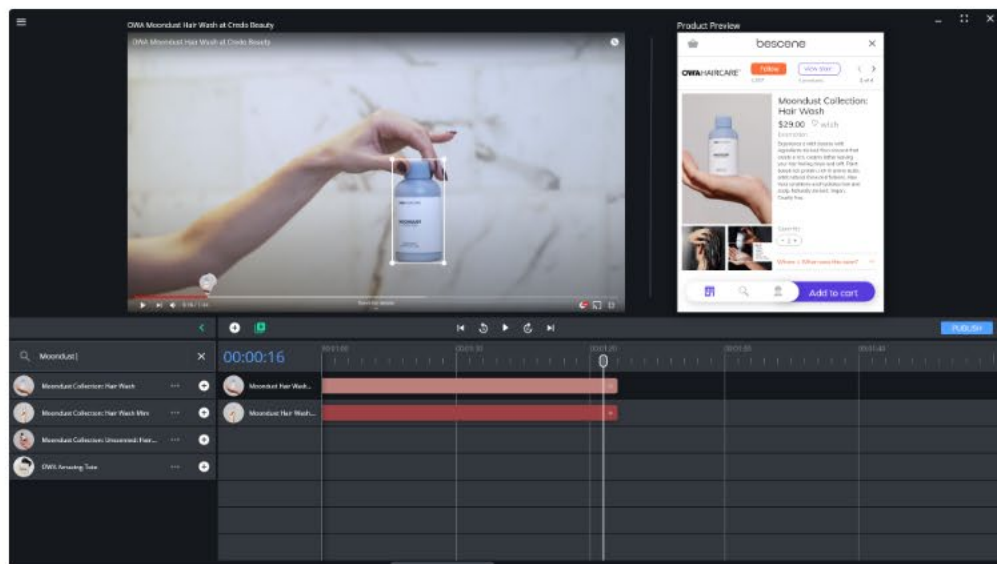


Conversions Are Low

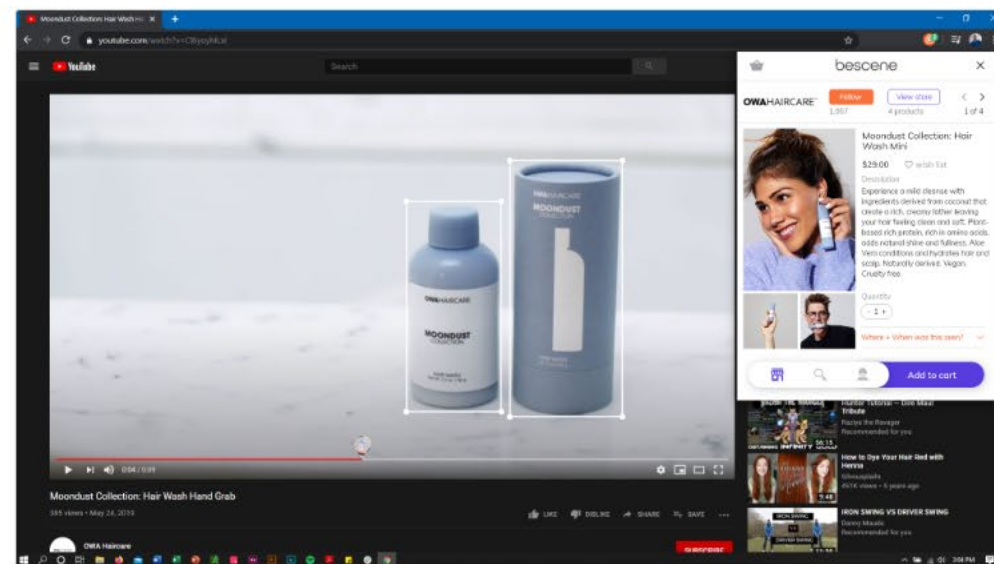
75% of conversions are not tracked
- Forbes



Bescene Studio



Bescene View



Engagement



Conversions

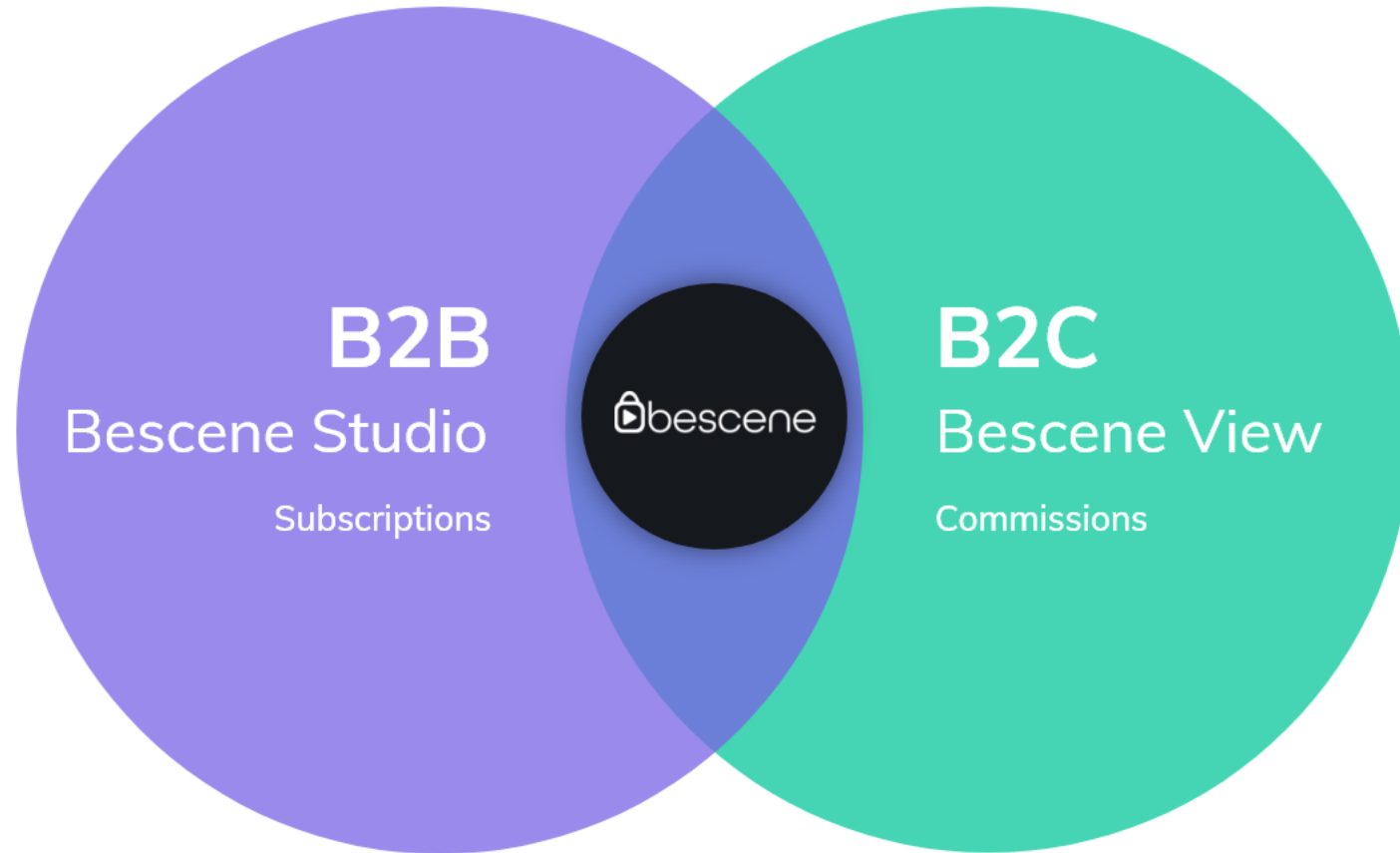


Sales





Business Model

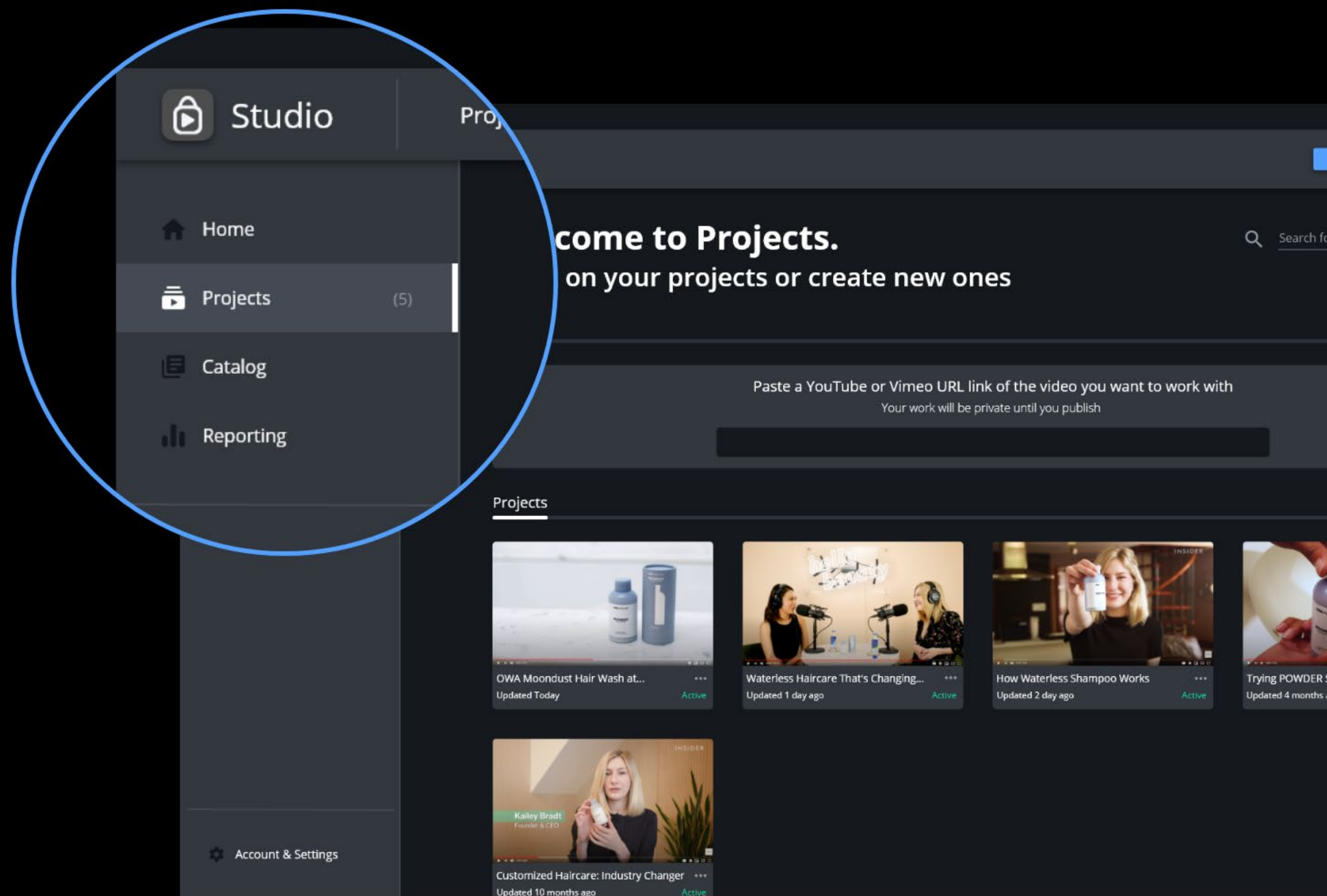


Video Projects

Create video projects with existing YouTube URLs

Or

Upload a video file you have finished editing



AI and Machine Learning

Our models will help you analyze your videos, identify products, and track them throughout your videos

The image displays a video player interface with a product identification overlay. The video shows a hand holding a blue bottle of 'OWA HAIRCARE MOONDUST COLLECTION' hair wash. A white bounding box is drawn around the bottle, indicating the AI's detection. To the right, a 'Product Preview' window from 'bescene' shows the product details for 'Moondust Collection: Hair Wash' priced at \$29.00. The interface includes a video progress bar at the bottom with a search bar containing 'Moondust|', a timeline, and a list of identified products. A 'PUBLISH' button is visible in the top right corner of the interface.

OWA Moondust Hair Wash at Credo Beauty

Product Preview

bescene

OWA HAIRCARE™ Follow View store

1,007 4 products 1 of 4

Moondust Collection: Hair Wash

\$29.00 wish

Description

Experience a mild cleanse with ingredients derived from coconut that create a rich, creamy lather leaving your hair feeling clean and soft. Plant-based rich protein, rich in amino acids, adds natural shine and fullness. Aloe Vera conditions and hydrates hair and scalp. Naturally derived. Vegan. Cruelty free.

Quantity

- 1 +

Where + When was this seen?

Add to cart

PUBLISH

Moondust|

00:00:16

Moondust Collection: Hair Wash

Moondust Collection: Hair Wash Mini

Moondust Hair Wash...

Moondust Hair Wash...

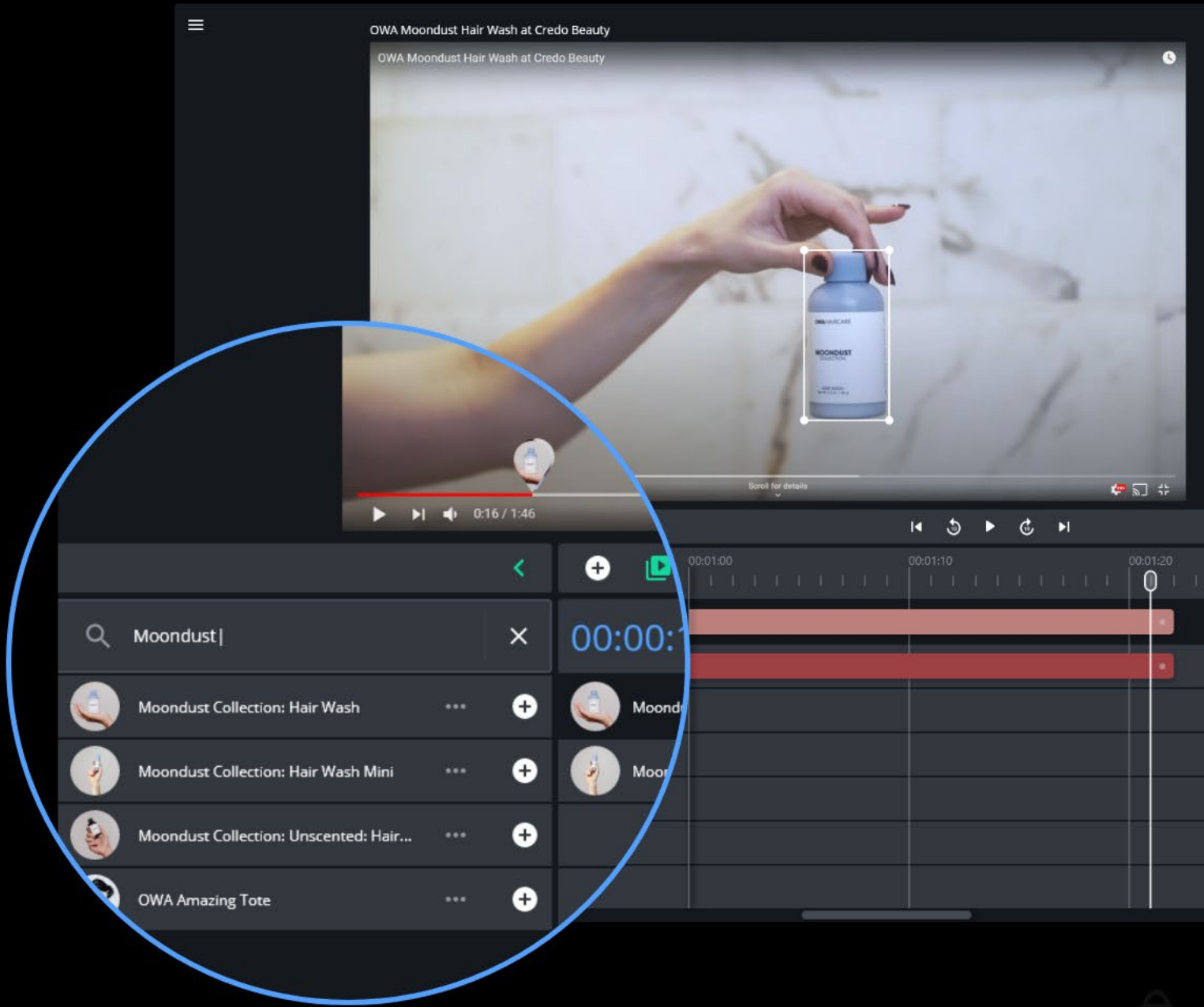




Product Catalog

Search for specific products that you want to become shoppable in your videos

Drag and drop to add products or use the "+" button to them to the video timeline





The image displays a video editing software interface. At the top left, a video player shows a hand holding a blue bottle of 'MOONDUST' hair wash. A white bounding box is drawn around the bottle. To the right, a 'Product Preview' window shows the 'bescene' app interface for the 'MOONDUST HAIRCARE' collection, featuring a 'Follow' button, a 'View store' button, and a 'wish' button. Below the video player is a timeline with a playhead at 00:01:20. Two red product bars are visible on the timeline, one above the other, representing the placement of the hair wash product. A blue circle highlights the product bars and the playhead area.

Video Timeline

This is where products can be customized

Click and drag product bars to customize exactly where products are shoppable on screen





The image shows a video editor interface. On the left, a video player shows a hand holding a blue bottle. Below it is a timeline with two red bars and a vertical line at 00:01:20. A large blue circle highlights a product preview window. The preview window is for 'bescene' and features 'OWAHAIRCARE™' with a 'Follow' button and 'View store' button. It displays 'Moondust Collection: Hair Wash' for \$29.00. The description reads: 'Experience a mild cleanse with ingredients derived from coconut that create a rich, creamy lather leaving your hair feeling clean and soft. Plant-based rich protein, rich in amino acids, adds natural shine and fullness. Aloe Vera conditions and hydrates hair and scalp. Naturally derived. Vegan. Cruelty free.' There is a quantity selector set to '- 1 +' and an 'Add to cart' button at the bottom.

The image shows a 'Destinations' selection screen. At the top, there are four social media destinations with toggle switches: YouTube, Facebook, LinkedIn, and Vimeo. Below this, there are three progress bars for each destination: YouTube (77% uploaded, 3 minutes left), Facebook (54% uploaded, 7 minutes left), and Vimeo (26% uploaded, 13 minutes left). At the bottom, there are three radio buttons for 'Destinations', 'Embed', and 'Publish', with 'Destinations' selected. There are 'CANCEL' and 'PUBLISH' buttons at the very bottom.

Preview & Publish

Review how products will display to viewers when they're ready to make a purchase

Then...

Select what popular video platforms to publish your shoppable video to





See Products

Buy Them

bescene

OWAHAIRCARE™ Follow View store

1,007 4 products 1 of 4

Moondust Collection: Hair Wash

\$29.00 wish list

Description

Experience a mild cleanse with ingredients derived from coconut that create a rich, creamy lather leaving your hair feeling clean and soft. Plant-based rich protein, rich in amino acids, adds natural shine and fullness. Aloe Vera conditions and hydrates hair and scalp. Naturally derived. Vegan. Cruelty free.

Quantity: - 1 +

Where + When was this seen?

Add to cart

Moondust Collection: Hair Wash Hand Grab

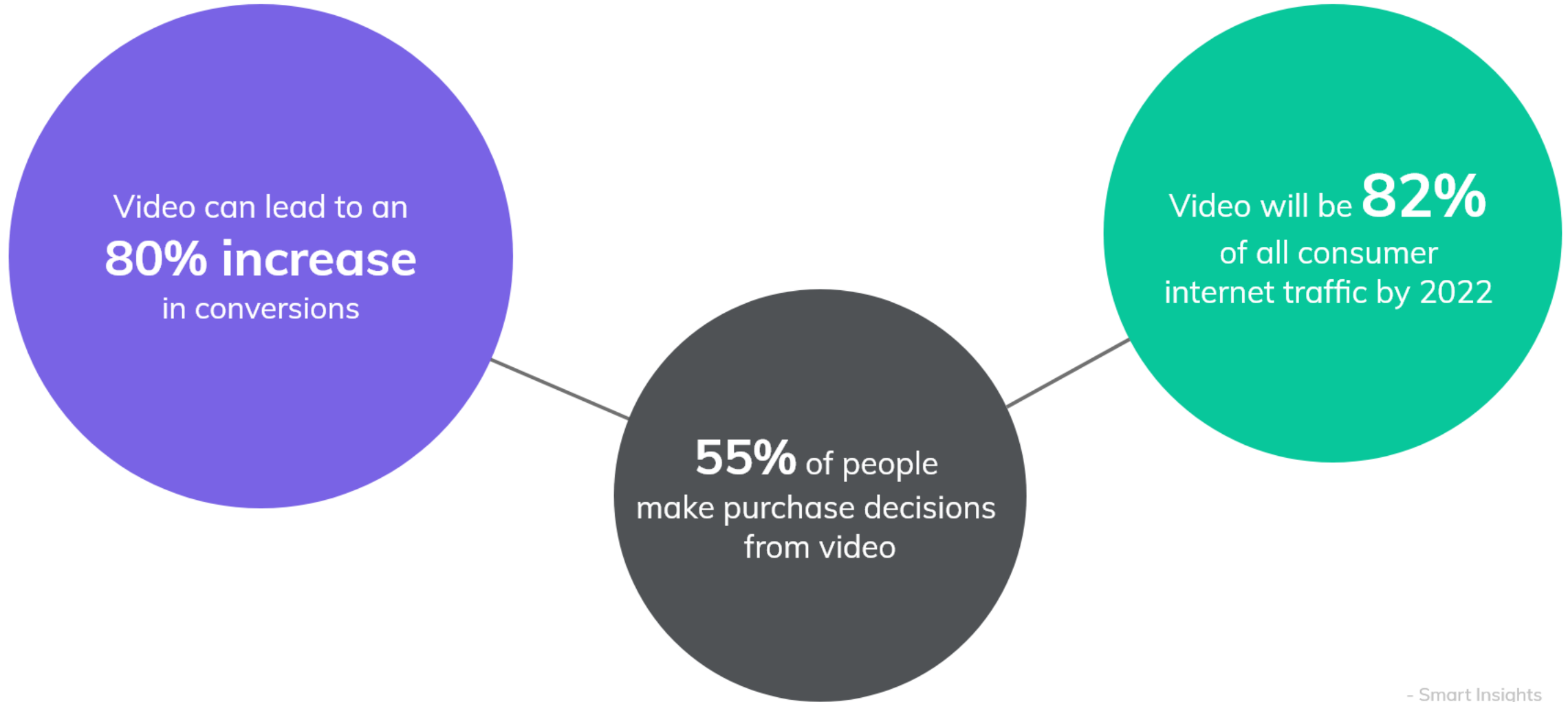
385 views • May 24, 2019

LIKE DISLIKE SHARE SAVE

SUBSCRIBE

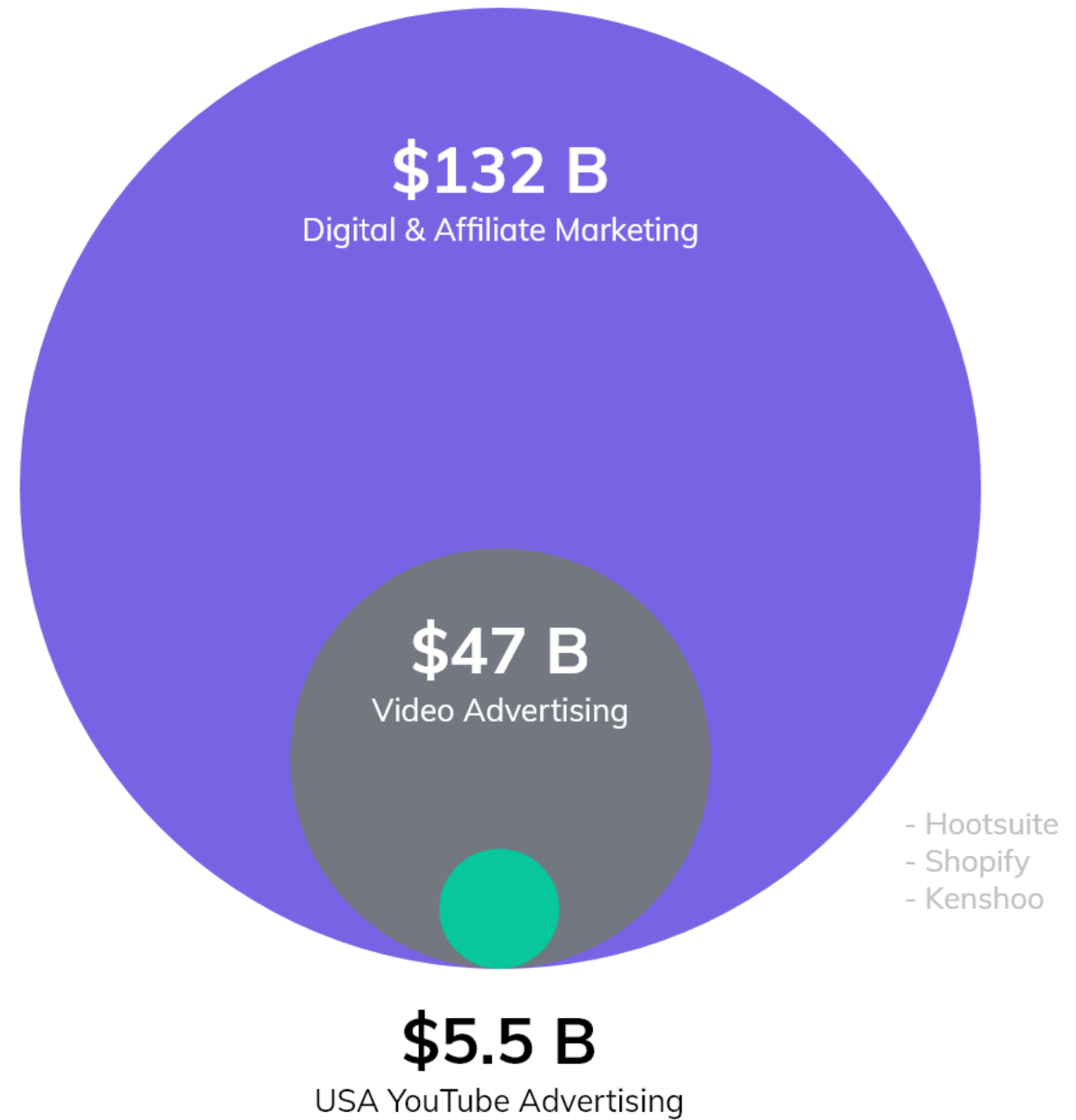


Now is the best time





Shoppable video is a massive Opportunity





Team



Noah Wexler

CoFounder, CEO, Designer
Previously Techstars



Bryan Healy

CoFounder, CTO
MS AI & Robotics Candidate



Ryan Mazur

CoFounder, COO, Biz Dev



Charlie Winnard

CoFounder, Lead Full-Stack Developer



Advisors



Nivedit Tyagi

Technology Advisor
Principal at AT&T





Roadmap

Today

- CDL Atlanta accelerator
- Google Chrome plugin MVP
- Shopify app weeks from launch
- 3 Shopify pilots secured
- >60 signed for beta

Q2 2021 Vision

- Raise \$250K seed round
- Launch Google Chrome plugin
- Shopify app approval
- Run 5 Shopify brand pilot programs
- Full product launch with 10 paying clients





We Make Video Shoppable

- A NEW and unrealized way to monetize video
- Strong team with domain expertise
- \$5.5B Market



