



TruWorkspace.com

"A Video-based Remote Work Platform"

Funding:
Seed \$500K - Currently Raising

Financial Information

- Company Stage: SEED
 - Investment to date: \$80K
 - Use: Dev, Marketing & Sales
 - Cash Flow Positive: Q4 2022
- Forecast: Y1 \$1.2M, Y2 \$6M, Y5 \$90M**
Exit Strategy: Acquisition or IPO

Team

- **Co-founder & CEO: Danielle Erica Center**
15+ years Tech/Marketing/Management
UCLA, Harvard B-School
Generated \$5 million Web Traffic
16M User Base Managed
Yahoo/Realtor.com
- **Co-founder & CTO- Vlad Lipunov**
Lead engineer at \$20 billion tech co
Splunk. Employee #3 at Careerist. MS
Computer Science from BU.
- **VP Product: Jason Folk**
Walmart.com/eBay/Wish.com
Product Tech & MBA
- **VP Sales: Ned Sands**
100 million+ Ad Sales
LiveNation/NBC Universal
Rakuten/BravoTV

CONTACT:

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***Sources:** Gravity Flow April 2017, CNBC
Dec 2020, HubSpot State of Remote Work,
2020

Summary

We are a video-based remote work platform. We focus on helping teams of 10 to 1000 feel connected and inspired while working in a virtual office environment. CNBC projected at least 1 in 4 Americans in 2025 will still be working remotely.* A study by HubSpot found that 45% of remote workers feel better team collaboration is the top concern.* Our SaaS platform includes four main parts, daily video check-ins, virtual hangouts, incentives & motivational activities, and goals & KPI reporting. **TruWorkspace makes remote work collaborative, engaging, productive, and fun.**

Positively engaged employees outperform other companies by up to **202%** while generating **2.5x more revenue.***

Problem

A study done by Buffer in 2020 found that problems with working remotely include:
45% say collaboration and communication is the biggest struggle
20% say loneliness is the biggest struggle working remotely
Poor team communication and lack of motivation at work has real economic consequences. A study done shows it often leads to a 30% loss in productivity daily which can mean at least \$50,000 in lost revenue annually per senior employee*

Solution

We are a remote work collaboration and motivation platform. We have Zoom, Slack, MS Teams Integration. We allow daily 5 mins video status updates for high-level reporting, artificial intelligence transcribes video into text, then archived and emailed to manager We also have employee gamification & motivational incentives to boost employee morale and team engagement.

Target Market

TAM: **\$27 Billion** Collaboration Software Tools Market

Competitors

Wonder.me, Branch.gg, Teamflow HQ, & Cosmos-virtual offices

Competitive Advantage

AI + Data Science, Patentable User Experience

Go-to-Market Strategy

Aggressive LinkedIn/SEO campaigns on "remote work" and "virtual office." Partnerships virtual events platforms. Focus on verticals like financial services, staffing agencies, & marketing agencies for high conversion.

Revenue Model

SaaS Enterprise Services \$10 per month/user & \$15 a month per/user

Milestones

Nov/Dec 2020- Extensive Customer Research
July 2021- Started MVP
Aug 2021- \$389,000 in pre-sell revenue
Jan 2022- MVP public launch
March 2022- \$600k in revenue