

A video-centric, business-to-business networking platform connecting companies to the world.



ISSUER PIXEL™

Because an alternative does not exist...

[Watch Our Video Here](#)

Investor Contact
David N. Baker, CEO
dnb@issuerpixel.com



Invest Through Our Crowdfunding Campaign

[Click Here to Invest](#)



Explore

Search

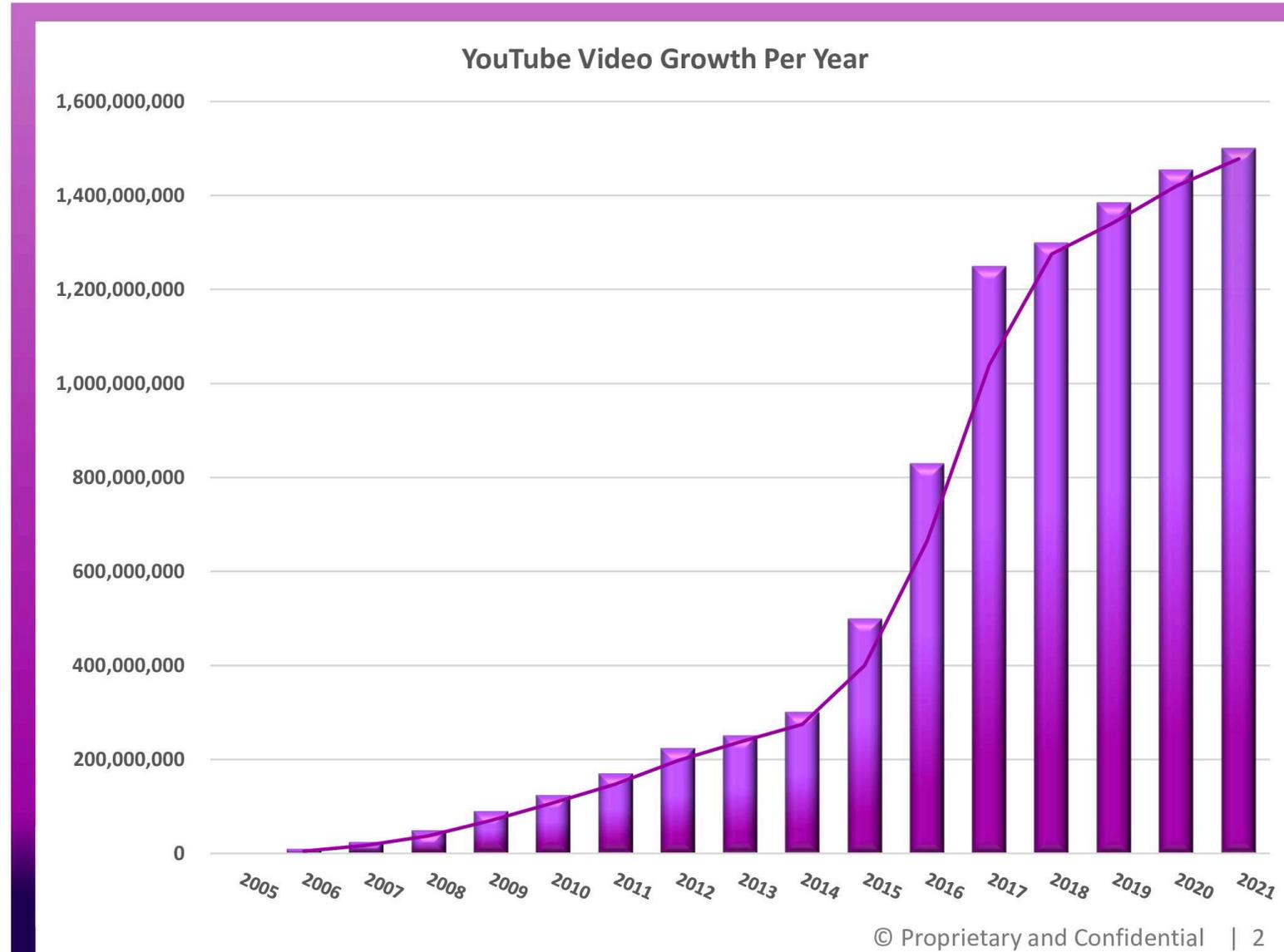
INVEST IN ISSUER PIXEL

**A video-centric, B2B networking platform,
connecting companies to the world**

The screenshot displays the Issuer Pixel user interface. On the left, a navigation menu includes a hamburger icon and a profile card for "John Doe, CEO, Tech LLC". The main content area features a search bar and a filter tree. The "Industry" filter is expanded to show "Aerospace", which is further broken down into "Sector" (Military), "Sub-Sector" (Helicopters), "Group" (Attack Helicopters), "Sub-Group" (Manufacturer), and "Echelon" (Systems). Other filter categories include "Company Characteristics", "Video", "Audio", "Fundamentals", "Market", "Technical", and "All". The top right of the interface contains a chat icon, a notification bell with a "20" badge, and an "Upload Media" button.

Video and Audio Content Is Growing Rapidly

- **59%** of executives would rather watch a video than read text - Worldstream
- **81%** of businesses use video as a marketing tool, up from 63% over the last year - Hubspot
- **By 2022**, online videos will make up more than **82%** of all consumer internet traffic, 15 times higher than it was in 2017 - Cisco



Problem: Companies

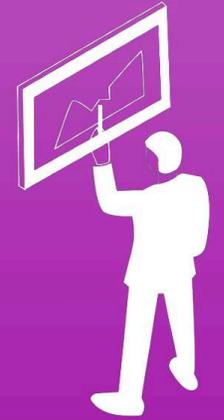
- Companies do not have an existing **video/audio platform** that is **company and industry-specific**.
- Most companies **do not have a centralized media library to structure and organize** their internal and external video/audio content.
- **Companies have difficulty being found** by investors, partners, and customers globally, including micro/small/mid-cap public, private, venture stage, foreign, and cryptocurrency companies.
- Companies **do not have an economic way to achieve or measure visibility**, and drive investors, partners, and customers to their business, website, crowdfunding platform, or traded security.



Company

Problem: Users

- Investors **do not have a centralized video/audio platform to efficiently find** relevant video content globally by company Industry, Sector, Group or at any Product/Service level within an industry - YouTube and Vimeo produce disparate and irrelevant results.
- Conducting onsite diligence on a company is **expensive and timely due to travel**.
- **Difficult to identify exact competitors and associated video, audio,** and metadata within an industry at a highly granular level.
- Challenging to **communicate** with companies.



User

Users Include

- Investors
- Partners
- Customers
- Other Companies

Problem: YouTube and Google Video Use Cases

Disparate and Irrelevant Results Regarding Issuers and Sectors

Situation

An investor, partner, or suitor is interested in video and audio content of companies that produce turbofans for jets. The investor searches desired content on YouTube and Google Video.

Issuer-Specific Problem

YouTube and Google Video is not company-specific and returns a variety of **dated** video and audio content. Minimal content relates to companies (*i.e. Pratt & Whitney*), but most results are non-company related (*educational material*).

Industry & Size Problem

Micro/small/mid-cap public, private, venture stage, and foreign turbofan companies and sectors do not populate in the search results or are extremely hard to find (*i.e Powerjet, Kilmov*).

The screenshot shows a YouTube search interface with the search term "Turbofan Jet Companies". The search bar is at the top, and the search results are displayed below. The first result is a video from Pratt & Whitney titled "Pratt & Whitney's Geared Turbofan™ Engine Revolutionizing Aviation" with 72K views and posted 4 years ago. The second result is a video from Learn Engineering titled "Jet Engine, How it works ?" with 11M views and posted 5 years ago. The third result is a video from AgentJayZ titled "Turbojet or Turbofan - Turbine Engines : A Closer Look" with 54K views and posted 9 years ago. The fourth result is a video from Safran titled "How does an engine work" with 5.5M views and posted 6 years ago. The search results are diverse and not all directly related to the search term.

Problem: Dailymotion Use Case

Disparate and Irrelevant Results Regarding Issuers and Sectors

Situation

An investor, partner, or suitor is interested in video and audio content of companies that produce Acetaminophen. The investor searches desired content on Dailymotion.

Issuer-Specific Problem

Dailymotion is not company-specific and returns a variety of [dated](#) video and audio content. Minimal content relates to companies and most results are non-company related (*news and educational material*).

Industry & Size Problem

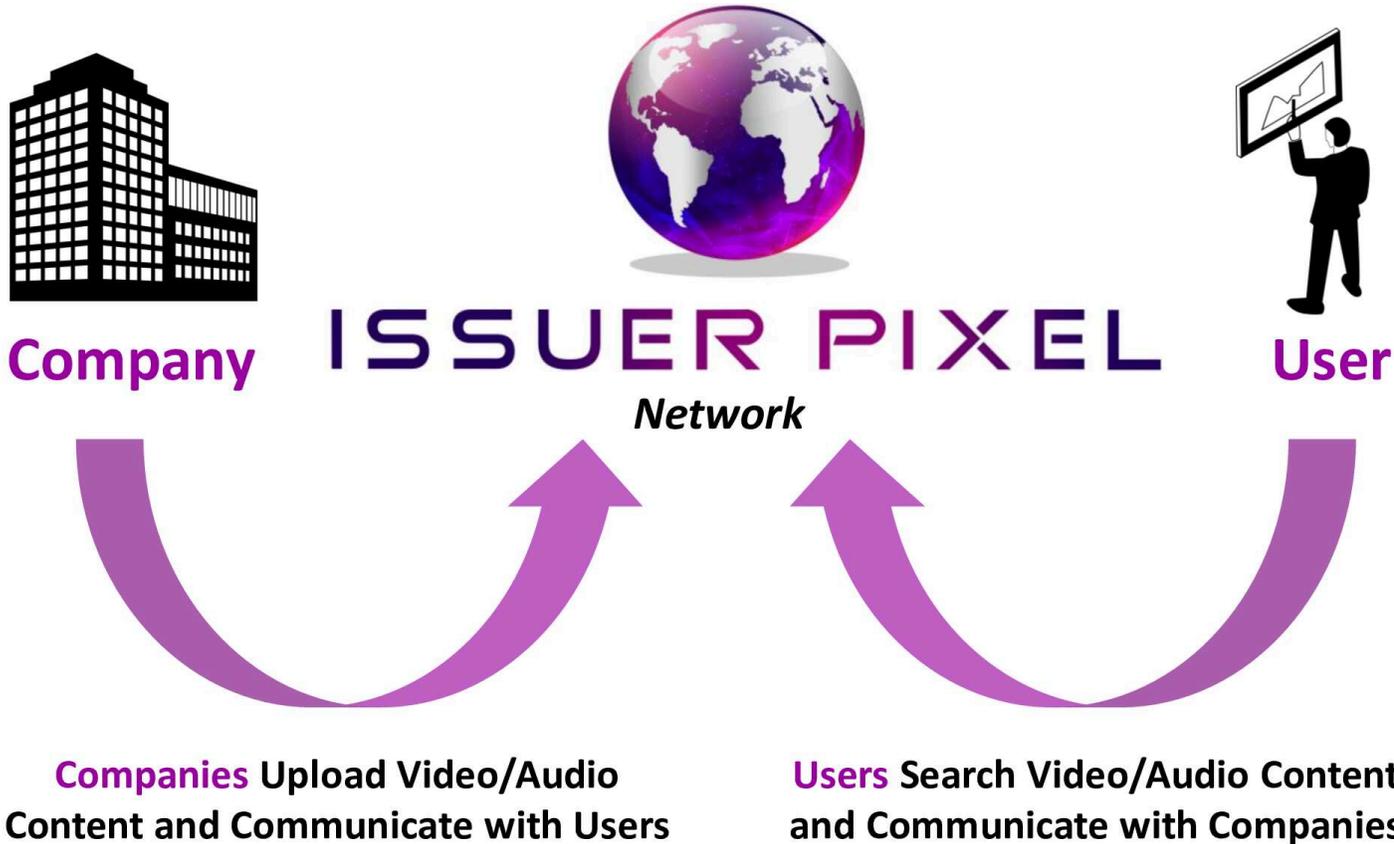
Micro/small/mid-cap public, private, venture stage, and foreign acetaminophen companies and sectors do not populate in the search results or are extremely hard to find.

The screenshot shows a Dailymotion search results page for the query "Acetaminophen companies". The page displays 41 results. The top four results are highlighted with red circles around their "ago" timestamps, indicating they are dated. The results are as follows:

Video Title	Channel	Timestamp	Views
Acetaminophen Linked to Risk-Taking Behavior	Amaze Lab	4 months ago	3 views
Mother's Acetaminophen Use During Pregnancy May Increase Risk Of Behavioral Problems In Kids	Geo Beats	4 years ago	31 views
Study Finds Acetaminophen Dulls Senses Including Joy and Happiness	Newsbreaker on Ora.tv	6 years ago	18 views
Acetaminophen Shown To Temper Positive Emotions	Geo Beats	6 years ago	10 views

Solution

A video-centric, business-to-business networking platform connecting companies to the world.



Company Benefits

- **Centralized library** to store, manage, and organize all company video/audio content.
- **Visibility** – share, multicast, and boost global exposure, cost effective and scalable.
- **Video/audio search engine** to discover other companies at a granular level.
- **Communications** with investors, suppliers, partners, and customers.

User Benefits

- **Find companies' video and audio** by utilizing extremely specific criteria.
- **Reduce diligence time** and eliminate travel.
- **Understand** a company based on depth of video/audio content, rather than SEC filings.

Key Investor

“Issuer Pixel is the perfect solution amidst the growing trend of companies looking to provide video-based content in order to connect and provide information to their investors, partners, and customers. There is tremendous value in having content organized in a logical methodology for users, thereby allowing it to reach the target audience.”



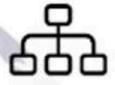
Steve Shum

CEO

INVO Bioscience, Inc.
(NASDAQ: INVO)

Investor

ISSUER PIXEL

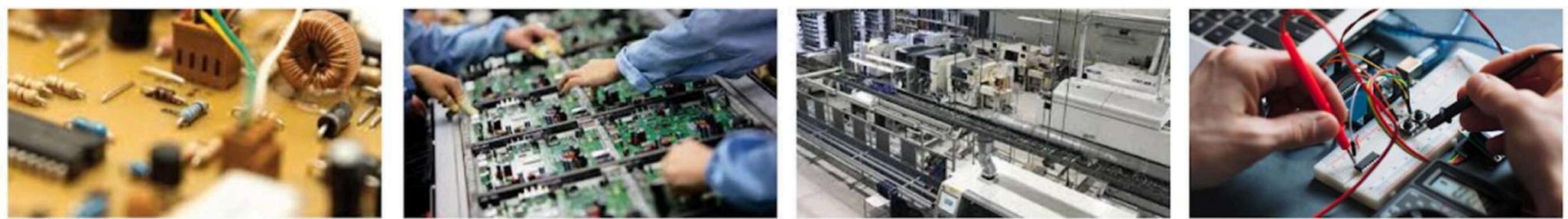


Industry	Company Characteristics	Video Criteria	Audio Criteria	Fundamentals	Market	Technical	Social	All
Industry Aerospace	Sector Military	Sub-Sector Helicopters	Group Attack Helicopters	Sub-Group Manufacturer	Echelon Systems	Sub-Echelon	Tier	Sub-Tier
Sub-Deck	Floor	Sub-Floor	Layer	Sub-Layer	Deck	Basement	Sub-Basement	Mine

FILTERS APPLIED:

- Echelon
- Public Company
- Country : USA
- Number of Employees: 100-1000
- Public Trading and Reporting
- Conglomerate: Yes
- Product Patents
- NASDAQ
- Company Overview

search current results



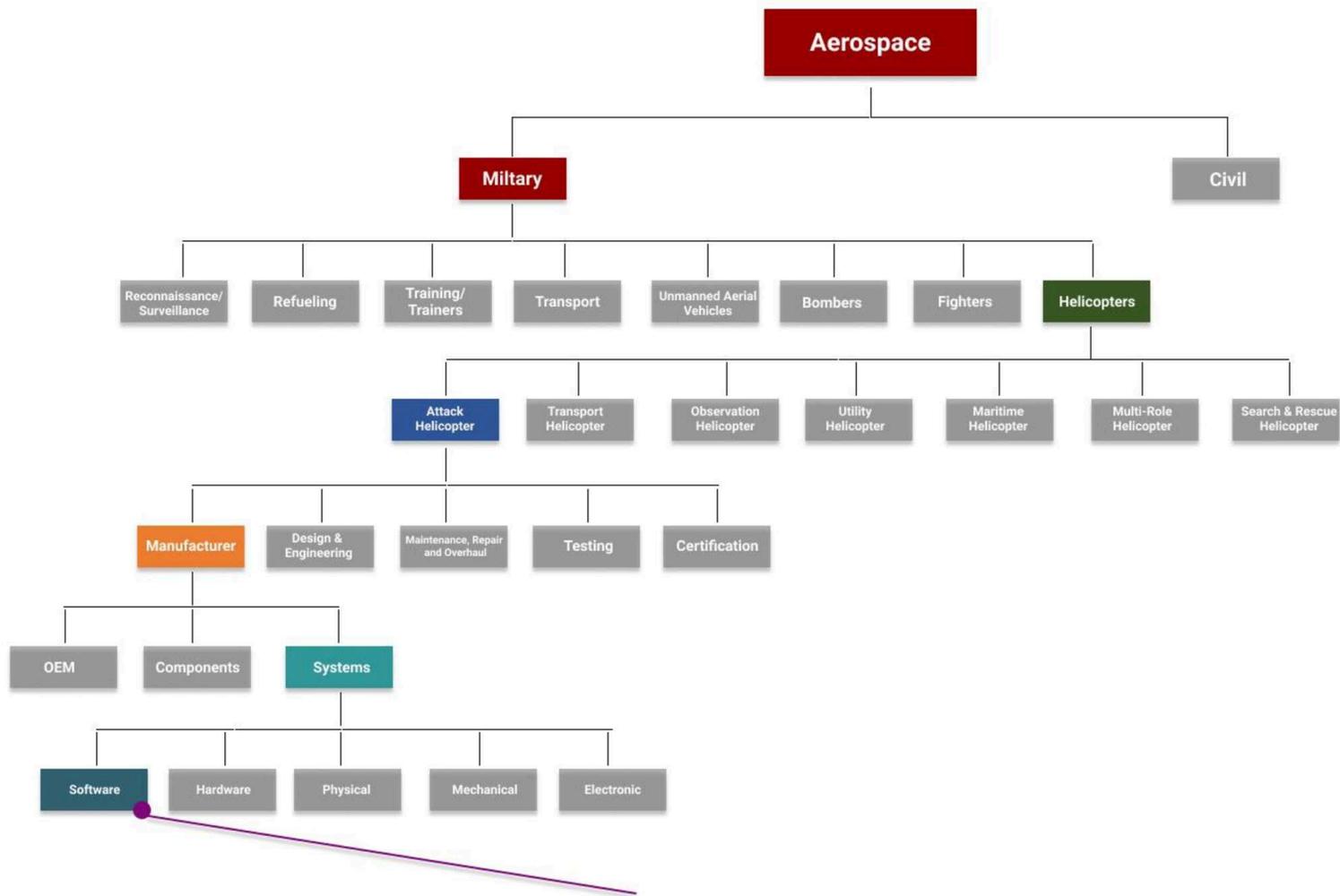
Advanced Tech 13.3k views | 8 months ago DATABASE SYSTEMS INC

Boards Line Productions 13.3k views | 8 months ago DATABASE SYSTEMS

How It's made 13.3k views | 8 months ago DATABASE SYSTEMS

Testing Videos 13.3k views | 8 months ago DATABASE SYSTEMS





Industry Classification

Issuer Pixel's proprietary, patent pending technology organizes video and audio content by industry



Advanced Tech
13.3k views | 8 months ago
DATABASE SYSTEMS INC



Boards Line Productions
13.3k views | 8 months ago
DATABASE SYSTEMS



How It's made
13.3k views | 8 months ago
DATABASE SYSTEMS



Testing Videos
13.3k views | 8 months ago
DATABASE SYSTEMS



Message Company

Company Details

1242 Lake Washington
Kirkland, WA 98335

(425) 450 - 1400

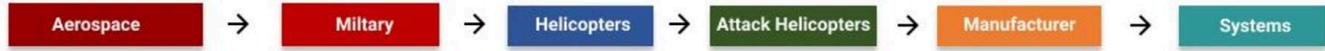
<https://www.genericcompany.com>

CEO: John Smith
Type: Private Domestic (USA)
Legal Entity Type: LLC
Audited Financials: Yes
Intellectual Property: Design Patent
Financing in Last 6 Months: No
Number of Shareholders: 5,000
Most Recent Valuation: \$250 Million
[View All Company Characteristics](#)

Video Audio Documents

Search Company Videos

Company's Taxonomy



Videos	Company	Video Title	Video Subject	Date	Views
	Generic Company	Increasing Importance of Informatics on Aerospace	CEO Interview	11/18/2020	7,824
	Generic Company	Motherboard Assembly	Standards Board Approval-Technology	1/02/2021	42,304
	Generic Company	Manufacturing Process	Government Approval of Product/Service	1/24/2021	9,482
	Generic Company	Software Review	Product Service Intro	3/1/2021	54,547
	Generic Company	Shareholders Meeting	Annual Shareholder Meeting	3/15/2021	8,142



Company Profile

Investors can view company profiles which contain granular characteristics of each company, as well as a list of video and audio content.

Total Available Market: Number of Companies Globally



Domestic Companies

Over **1,288,963** Domestic Companies
More than 10 Employees
-Census Bureau

25,327 Public Companies
- NYSE, NYSE American, NASDAQ, OTCQX, OTCQB, PINK SHEETS

1,263,636 Private Companies
More than 10 Employees



International Companies

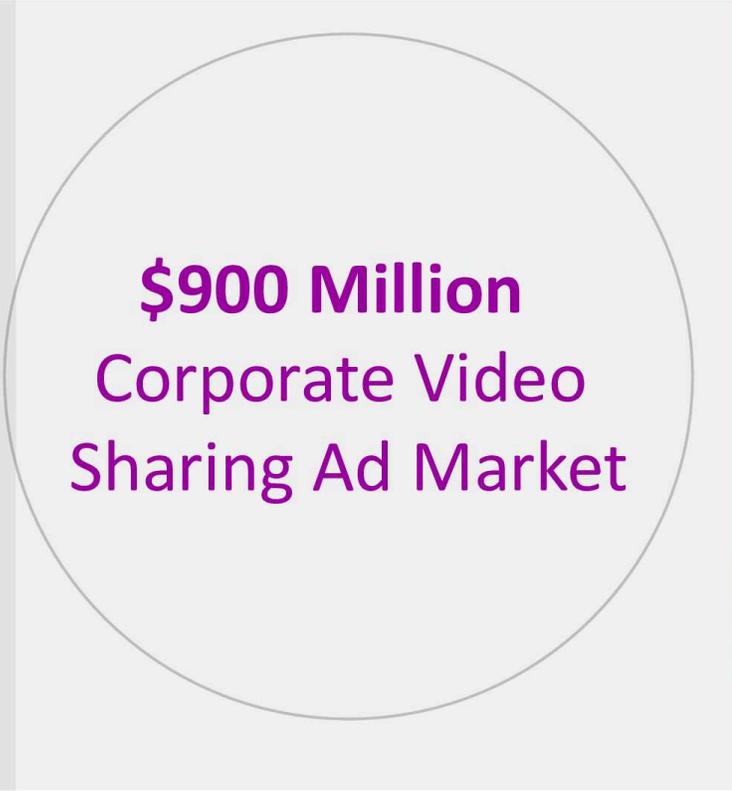
Over **140,000,000** International Companies
More than 10 Employees
- Issuer Pixel Internal Estimates

630,000 Public Companies
- Investopedia

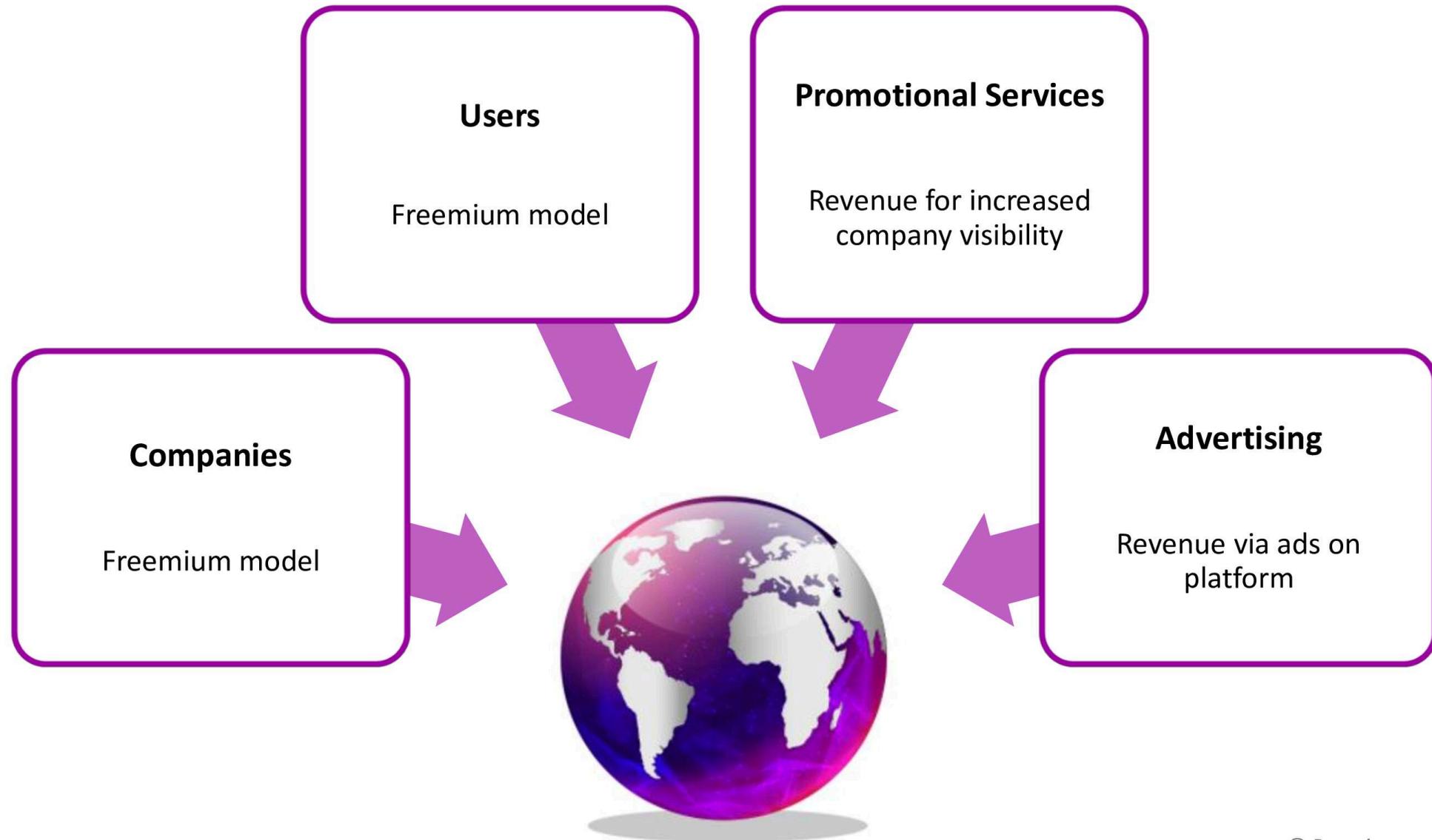
139,370,000 Private Companies
More than 10 Employees

Market Size: \$130 Billion Total Available Global Market

\$4.8 Billion Initial US Target Market



Business Model



Patent Pending Technology

- **1 Patent Issued: *SELF-BUILDING HIERARCHICALLY INDEXED MULTIMEDIA DATABASE***
- **1 Patent Pending**
- **5 More Patents Planned**

Patent pending technology leveraging the power of machine learning. Patent strategy is Omnibus patent family with 1 patent issued, 1 patent pending, and 5 more patents being prepared and to be strategically filed.

Competitive Map

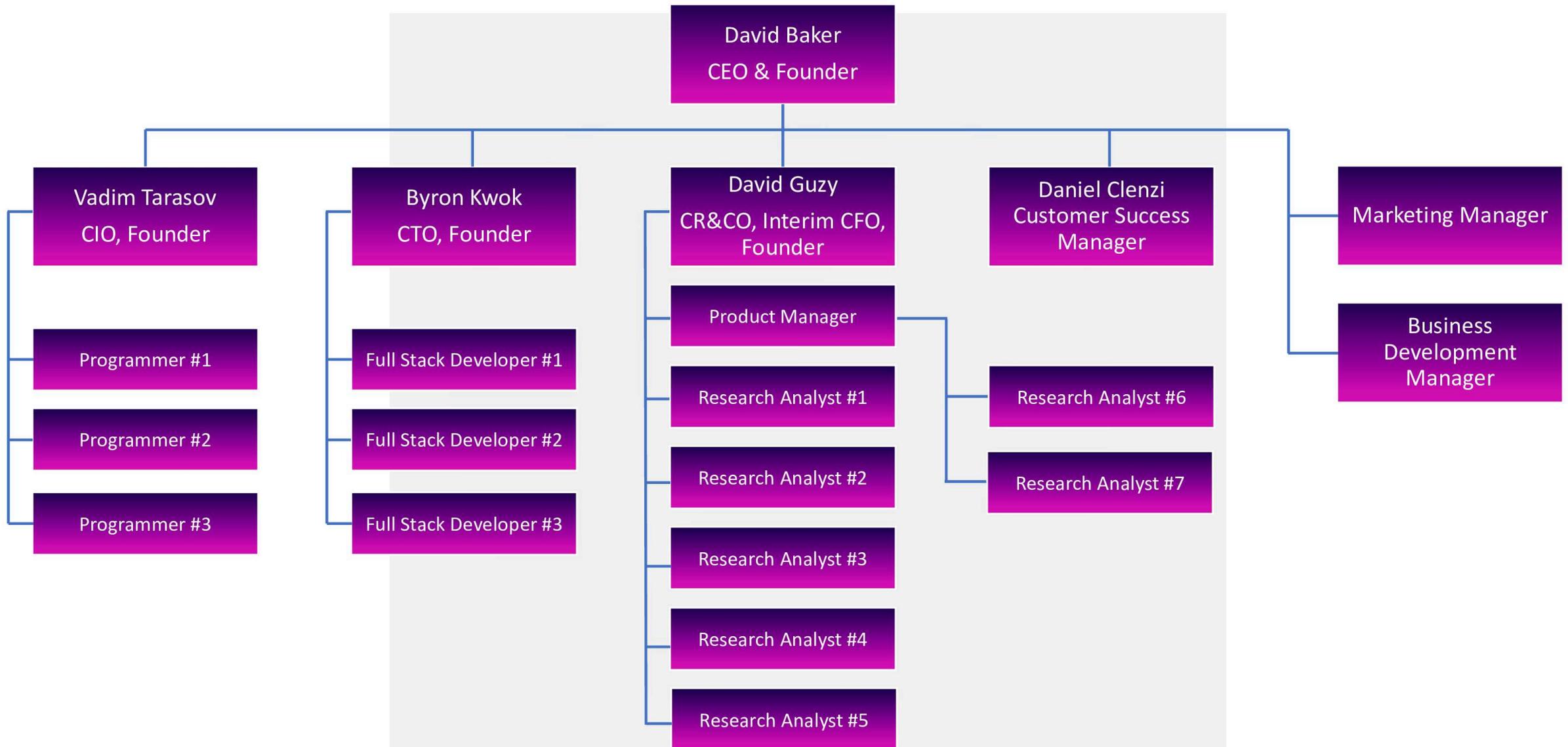


- Video/Audio Library with Total Content Control
- Uniform and Relevant Video/Audio Search Results
- Global Visibility
- Commerce and Communications

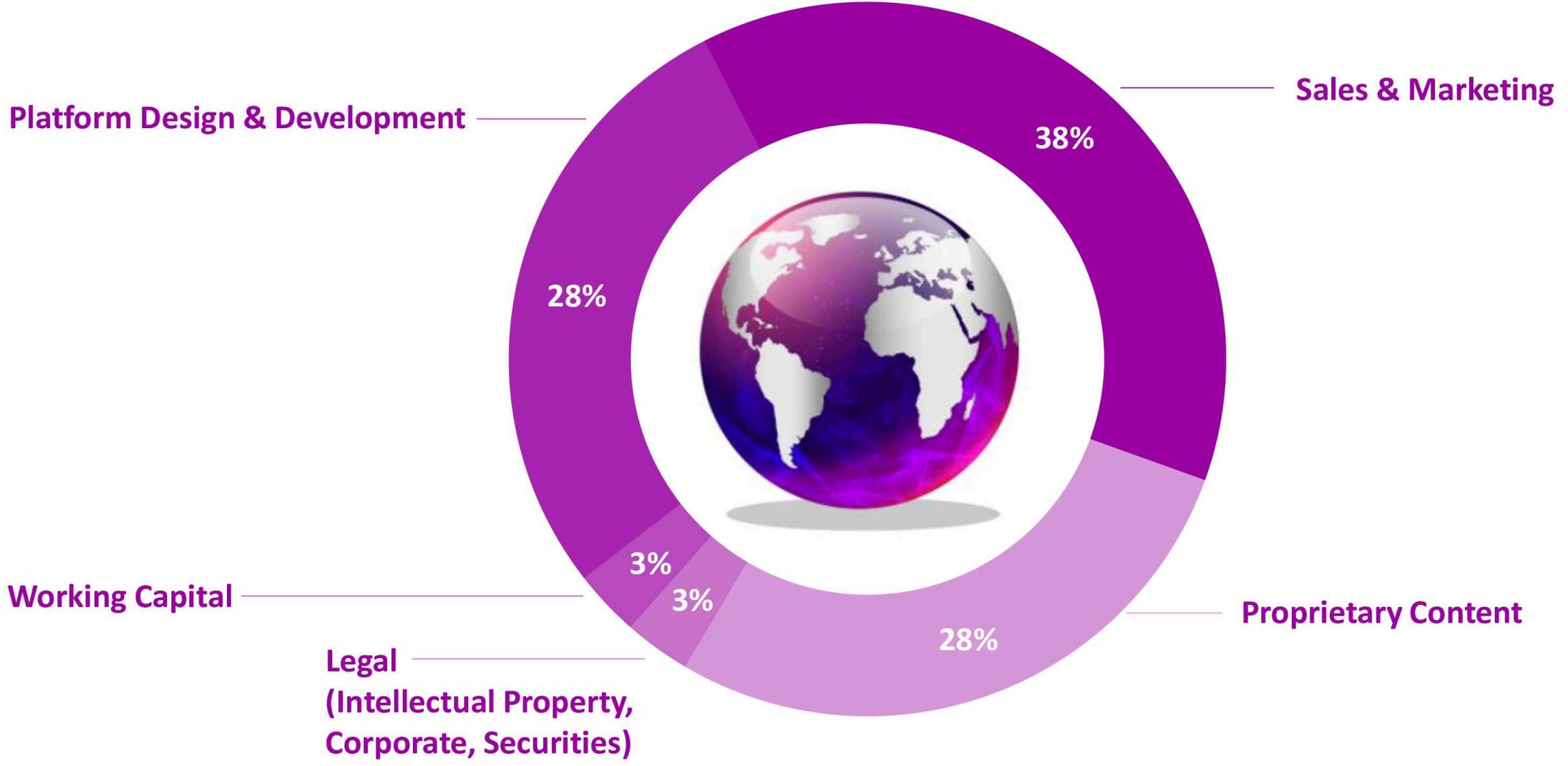
*Separate Video Product from YouTube

** Does not have a sharing and visibility component to their product

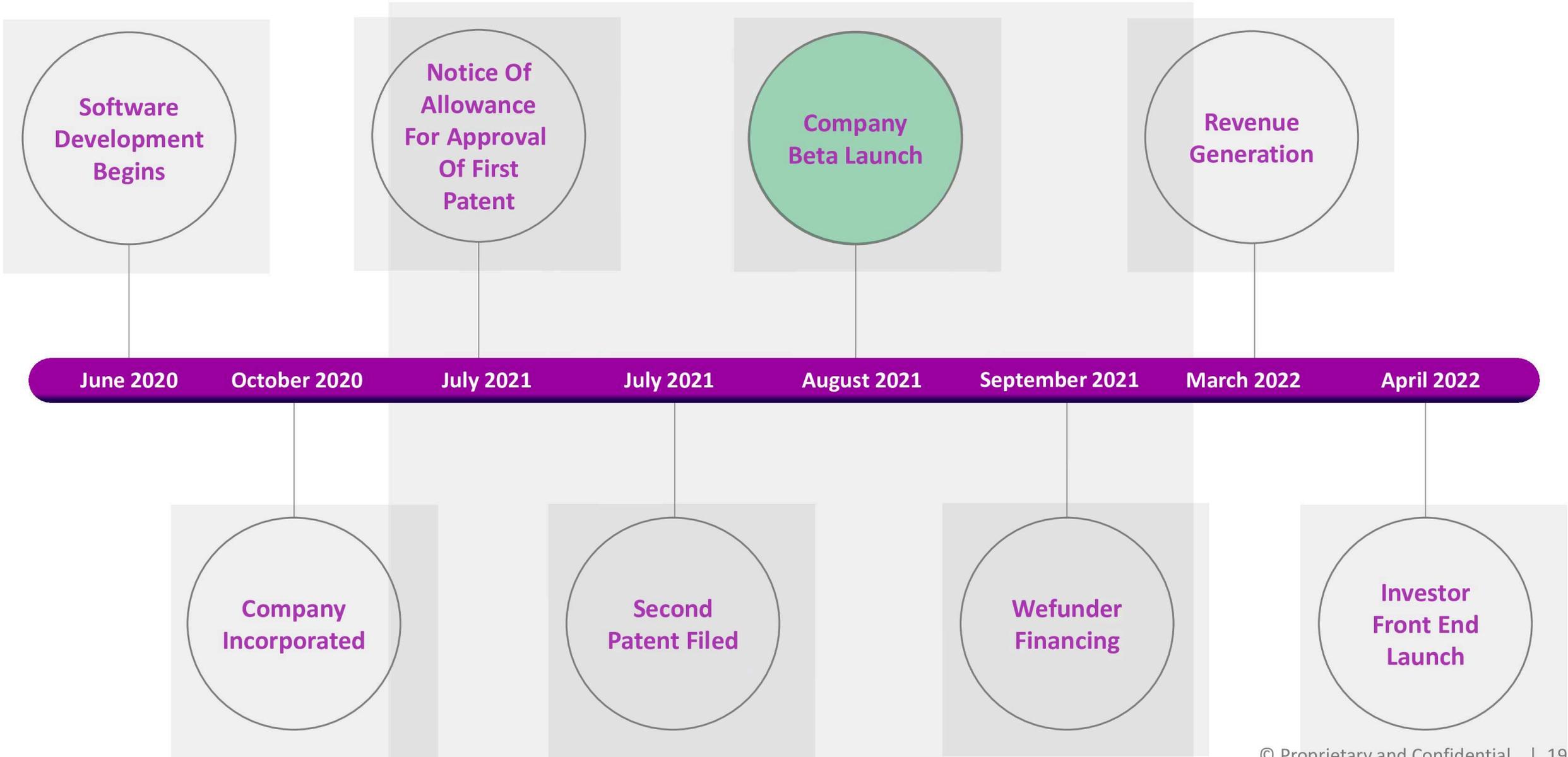
Organizational Structure



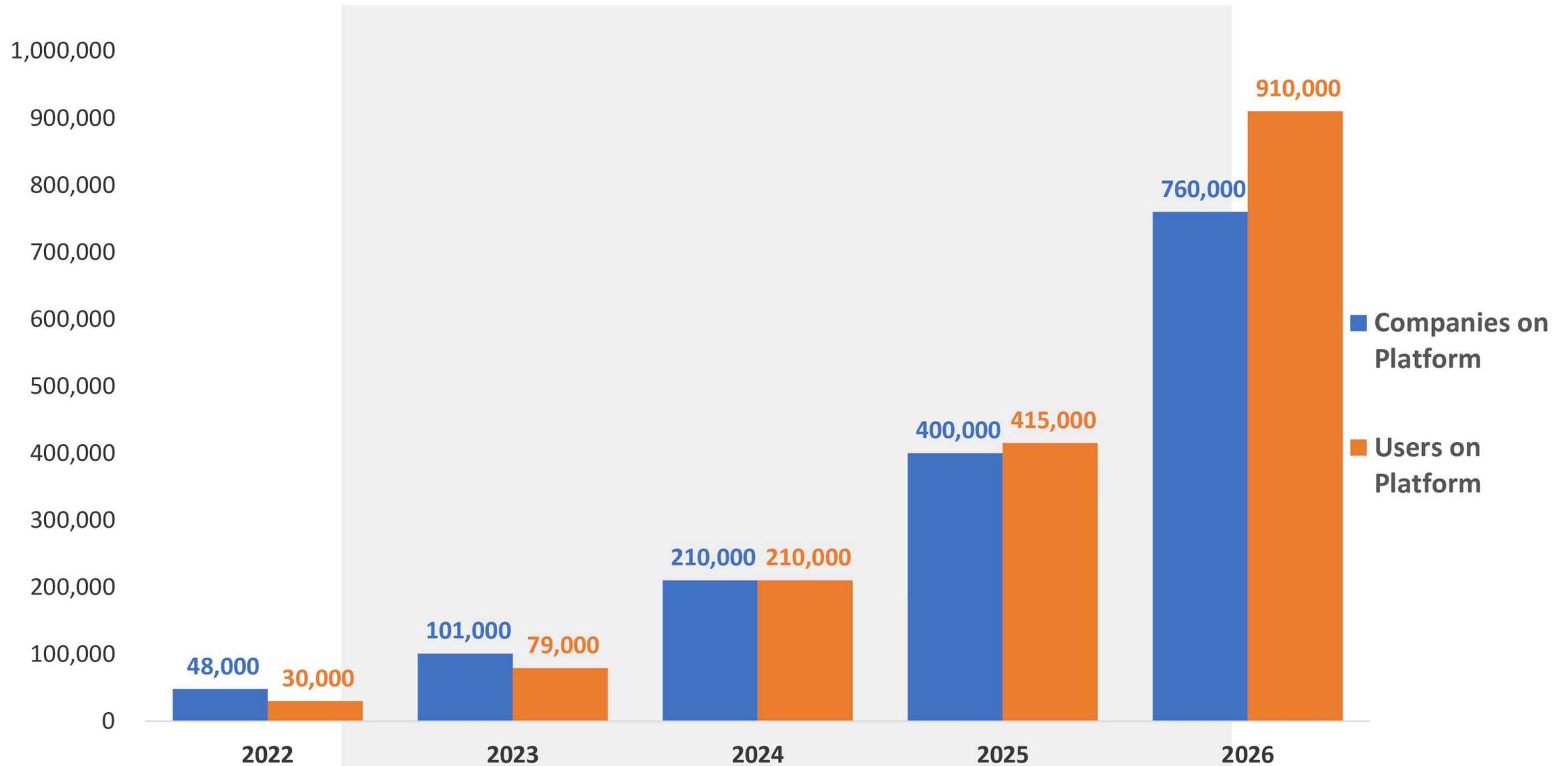
Use of Proceeds



Timeline



Companies and Users Growth Forecast



Exit Strategies

Acquisition

Financial Information Companies

- Thompson Reuters
- Bloomberg
- S&P Global
- Morningstar
- Refinitiv (London Stock Exchange)
- Dow Jones-NewsCorp (MarketWatch, Barrons)

Global Information Companies

- LexisNexis-Relx Group
- Wolters Kluwer
- Intapp
- Verisk

Consumer Video Platforms

- YouTube
- Vimeo
- DailyMotion

Social Media and Business Networking Platforms

- Facebook
- LinkedIn

Online Financial Websites

- Apollo Global (Private Equity Firm owns-Yahoo Finance and AOL Assets)

Public Offering

- IPO
- SPAC Merger
- Direct Listing



Founders



David Baker, CEO, Chief Product Architect and Founder

David co-founded Revere Data LLC (fka Sectorbase), which was eventually acquired by Factset Data Systems, Inc. David's 29-year career includes leading three hedge funds, proprietary trading, investment banking, and securities brokerage. He is responsible for the overall success of Issuer Pixel.



Vadim Tarasov, Chief Information Officer and Founder

Vadim has co-owned a software development company for 9 years and has developed software for start-ups and Fortune 500 companies. His expertise lies in assessing internal technological capabilities. Vadim is responsible for designing, leading and managing technology systems across all internal operations.



Byron Kwok, Chief Technology Officer and Founder

Byron has co-owned a software development company for 9 years. His primary expertise lies in business-logic planning, database design and back-end development with a strong emphasis on secure, scalable architectural design. Byron is responsible for building the Issuer Pixel technology platform.



David Guzy, Chief Content & Research Officer, Interim Chief Financial Officer and Founder

David has Big Bank experience, and was Top Rated at Bank of America. David has operated a data and financial analytics consulting firm for 3 years. David is responsible for the design, construction, management of industry taxonomies, and content for the Issuer Pixel platform. He is also the interim CFO.

Advisors



Julio Gonzalez, Founder & CEO, Engineered Tax Services
Advisor

Mr. Gonzalez is the founder and CEO of Engineered Tax Services, Inc. (ETS). Named one of the Top 100 most influential people in Accounting, Mr. Gonzalez acquired The Growth Partnership, The Rosenberg Survey and ABLE CRM to establish the largest specialty tax and consultative firm to the CPA community nationwide. These tax services are critical to creating, preserving and maintaining U.S. based jobs.



Robert Pederson II, Founder & Former CEO, ZAGG Inc
Advisor and Investor

Mr. Pedersen was co-founder, CEO and Chairman of ZAGG, Inc (NASDAQ: ZAGG), growing the company from a startup to \$265 Million of revenue in 8 years. Mr. Pedersen has been interviewed on national television shows including CNBC's Mad Money with Jim Cramer and Squawk Box. He has received many awards, including 2009 Earnst & Young's Entrepreneur of the Year and 2012 CEO of the Year presented by Utah Business Magazine.



David Collins, Managing Director , Catalyst IR
Advisor and Investor

Mr. Collins has 30+ years' experience as a private investor, entrepreneur and investor relations consultant. He has successfully guided and executed investor relations, corporate communications and social media programs for a diverse array of companies. Most notably, Mr. Collins represented Marvel Entertainment for ten years, from its emergence from bankruptcy through to its sale to Disney.

How We Win

- **Management team has successfully founded startups and has extensive experience** in financial services and SaaS applications. CEO co-founded Revere Data LLC (fka Sectorbase), which was eventually acquired by Factset Data Systems.
- A **multi-billion dollar global revenue opportunity** – for both domestic and international presence.
- **Multiple revenue streams**: Company Subscription Fee, User Subscription Fee, Advertising Revenue, and Promotional Services Revenue.
- Patent strategy protects Issuer Pixel's **intellectual property**, discouraging competition and encouraging potential acquisition.
- **Last Mover Advantage**: Attacking a large market with a unique approach - potential competitors have not signaled entry or awareness of this market.

Platform Demo Available Upon Request for Accredited and Institutional Investors

[Watch Our Video Here](#)

Investor Contact

David N. Baker, CEO
dnb@issuapixel.com



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