# Hour One.

Bringing the Human to the Virtual

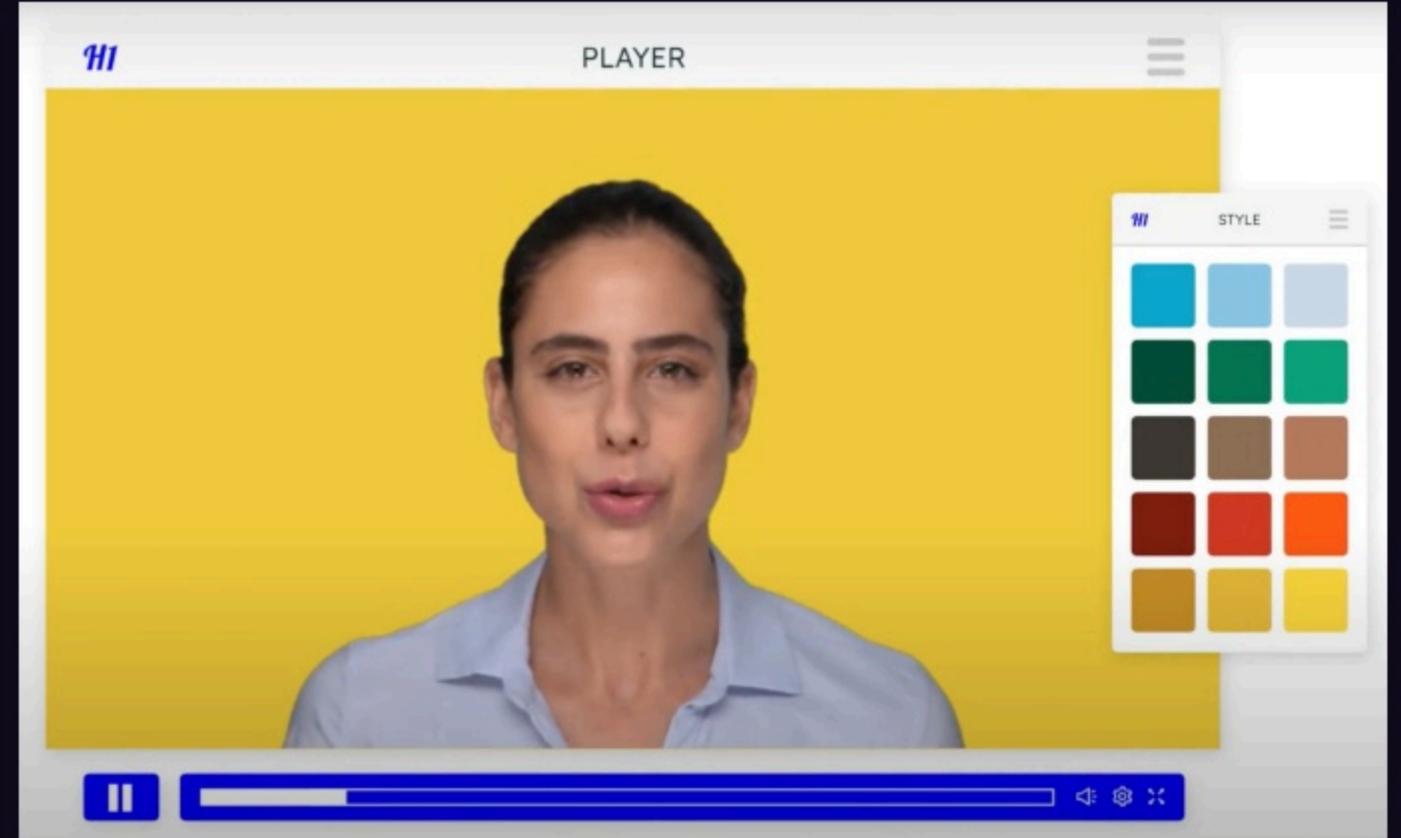# Hour One at a Glance

**2019**
Founded

**150+**
Characters

**100,000+**
Videos Produced

## Key Investors – $5MM (Seed)

Galaxy Interactive (NY), Remagine Ventures (TLV -LND),
Kindred Ventures (SF), Tapestry Ventures (SF)

## Trusted by the world's leading organizations

**Berlitz**®

NBC UNIVERSAL

DreamWorks

cameo

Zillow

Alice RECEPTIONIST

PLAYER

STYLE

# Create and commercialize virtual humans for business use

Businesses today are increasingly dependent on high quality content to enable their transformation growth. Top quality content consists of narrative told through an immersive and scalable medium. And this is where Hour One comes in.

We give organizations the ability to tell stories about their services and products, narrated by lifelike narrators, with breakthrough automation, enabling a quality of storytelling that has never been accessible to businesses and non-professional content creators. We remove the barriers, and unlock the benefits, to the costly, manual and resource intensive process of traditional video production.

Hour One has built Reals, an end to end video creation platform, powered by AI. Reals enables individuals and teams to create studio-grade video, simply by typing text. We allow teams to create, and collaborate and build new products to drive digital transformation and growth.

_Welcome to Reals by Hour One!_
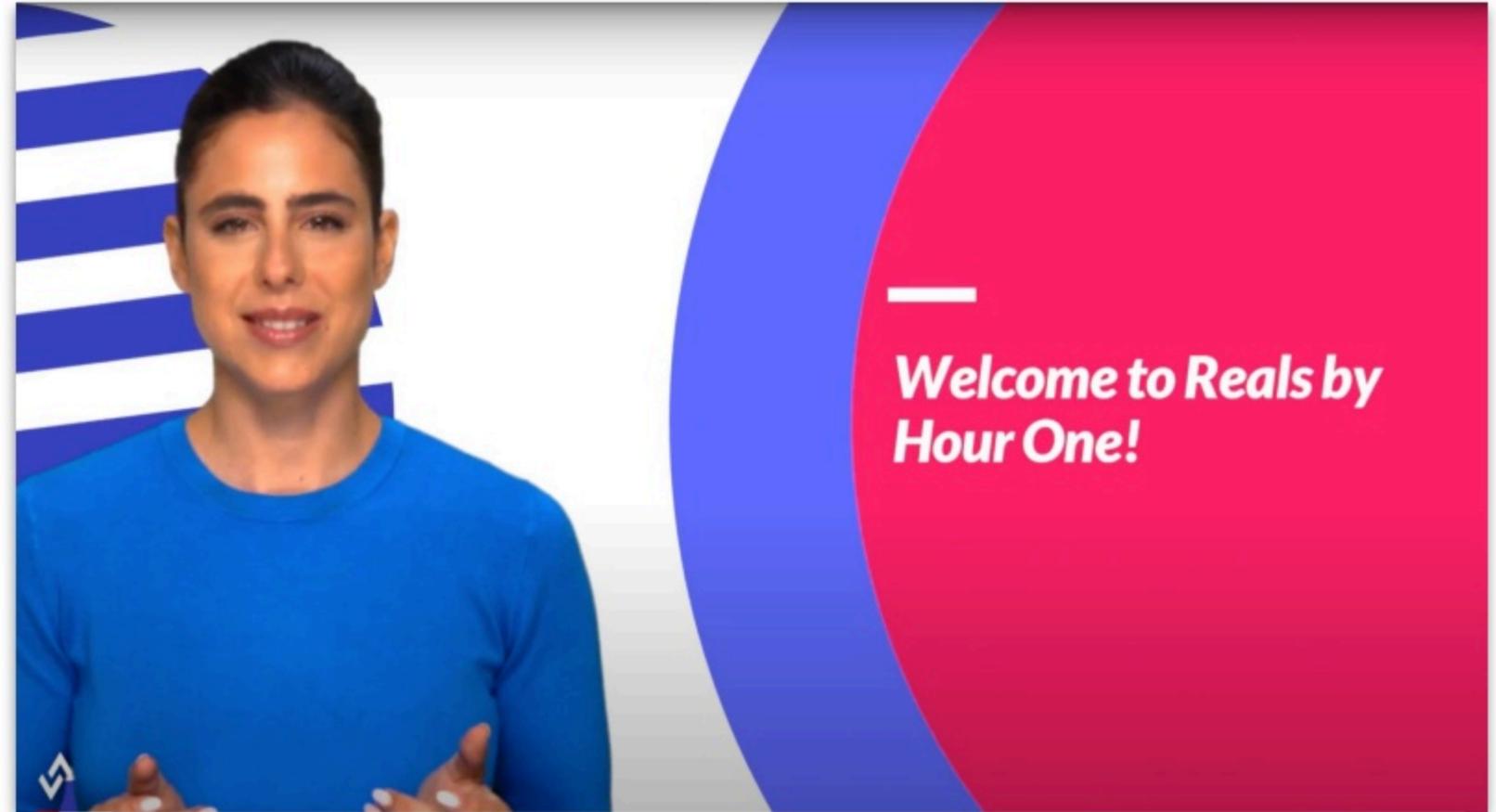
# Market opportunity at intersection of explosion in video + no-code automation

**Market Size**

The video market size for work at $33B in 2020,
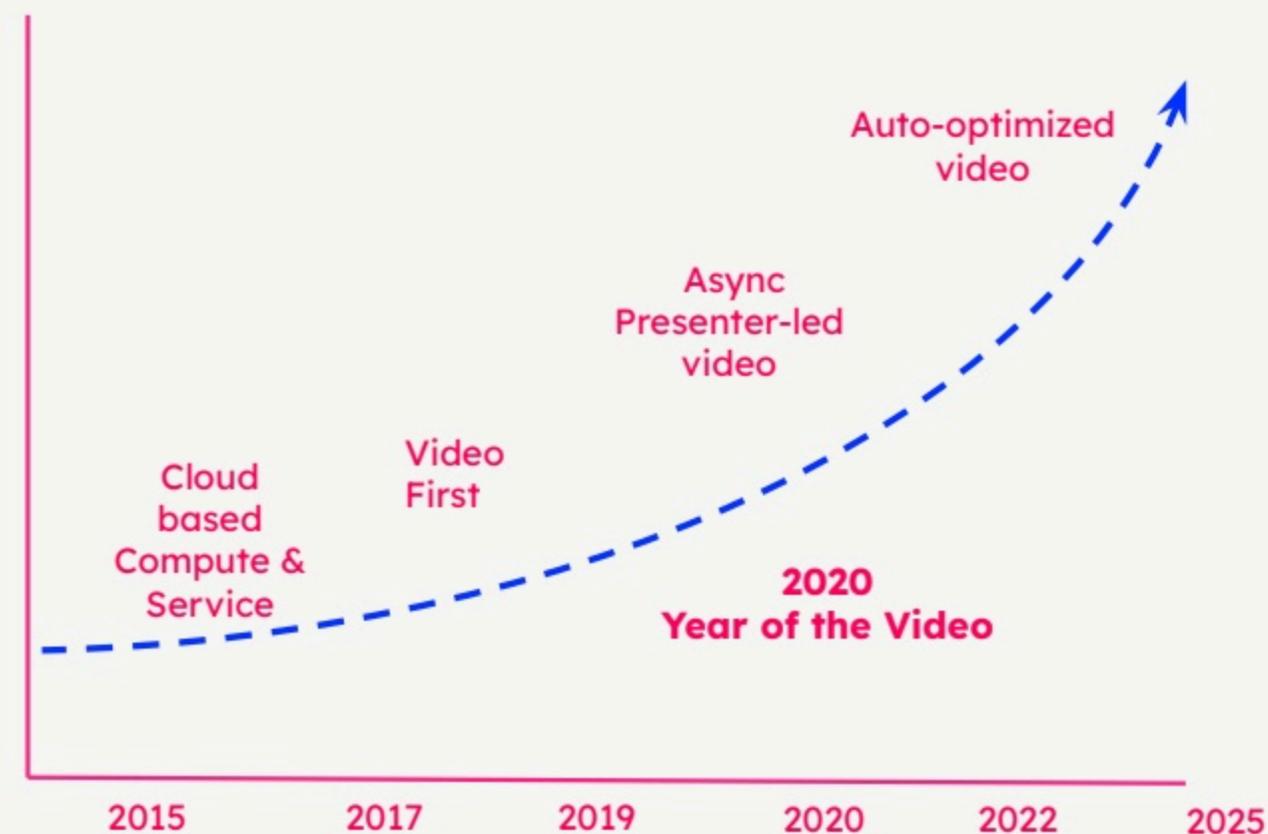to reach $45.6B by 2025. (Statista)

**No-code automation**
+83% in 2021

**Video messaging for work (@2020)**
7 million people across 90,000 companies on Loom

Video Market Stats

**Tech and Behavioral Market Trends**

Auto-optimized video

Async Presenter-led video

Video First

Cloud based Compute & Service

**2020 Year of the Video**

2015    2017    2019    2020    2022    2025

**Market leader: for Presenter-led Just In Time video creation**

# Value Proposition

Video has taken the consumer web by storm with platforms providing the tools to create engaging video for self-expression and monetization.

The business world wants to use the benefits of video to increase engagement and build products relevant for audiences of all generations.

Hour One's platform offers a toolset to create studio-grade videos in a way that is simple, automated, scalable and cost-effective, enabling businesses to dramatically improve their customer experience.
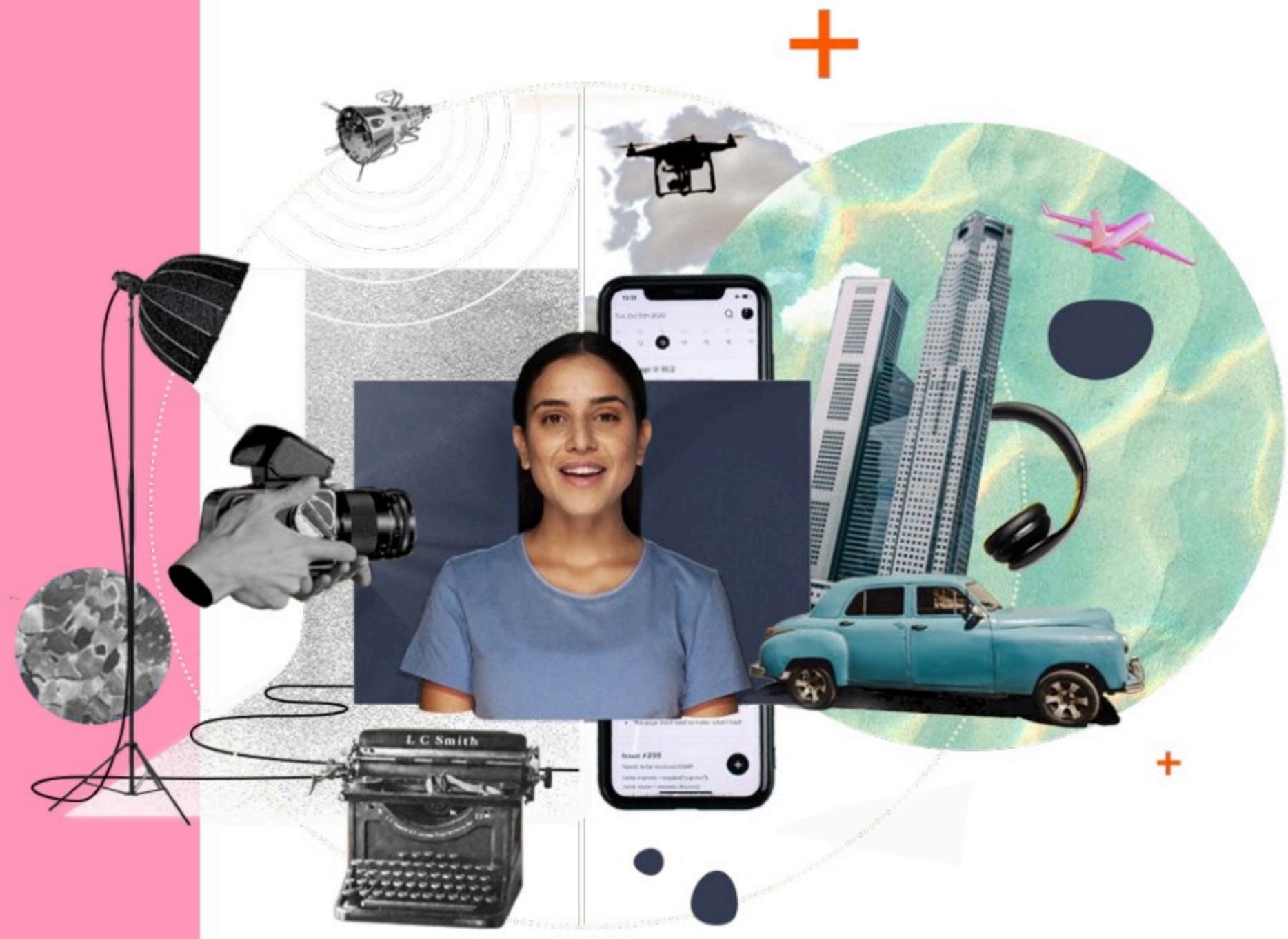
With **Reals**, Hour One's self-service platform,
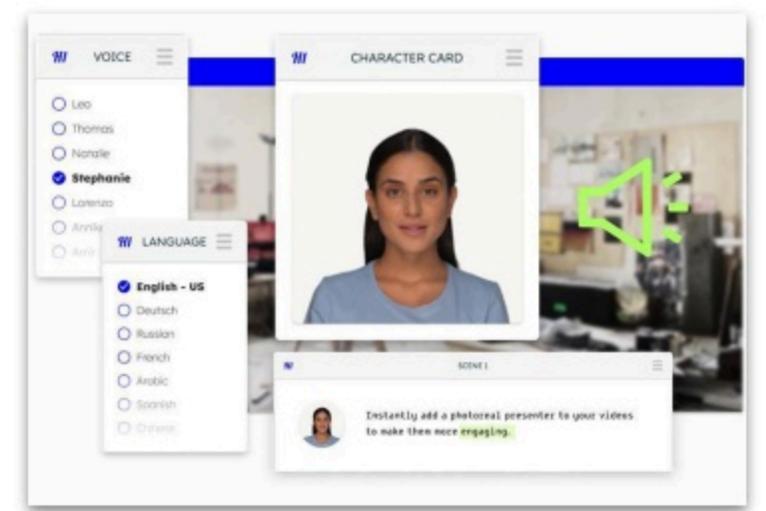users can create studio-grade video instantly by typing in text.



## No code required

Make studio quality videos
from text in minutes
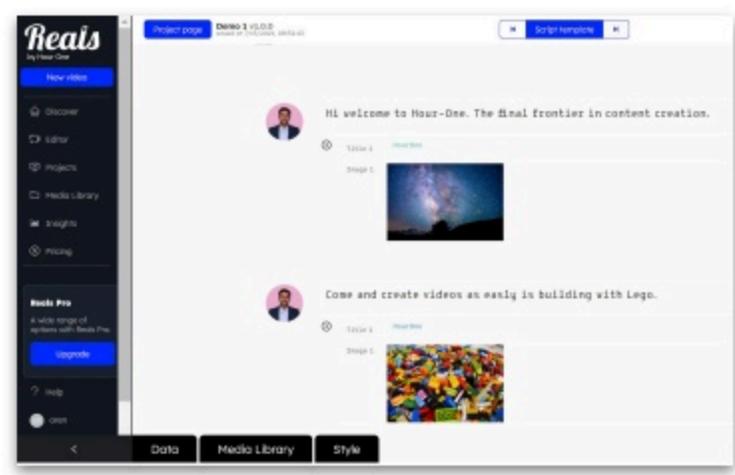
## Voices & Languages

Choose from a diverse range
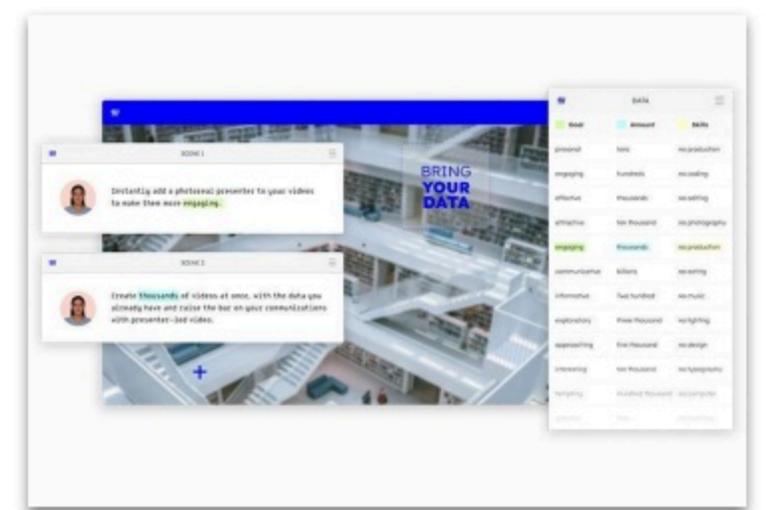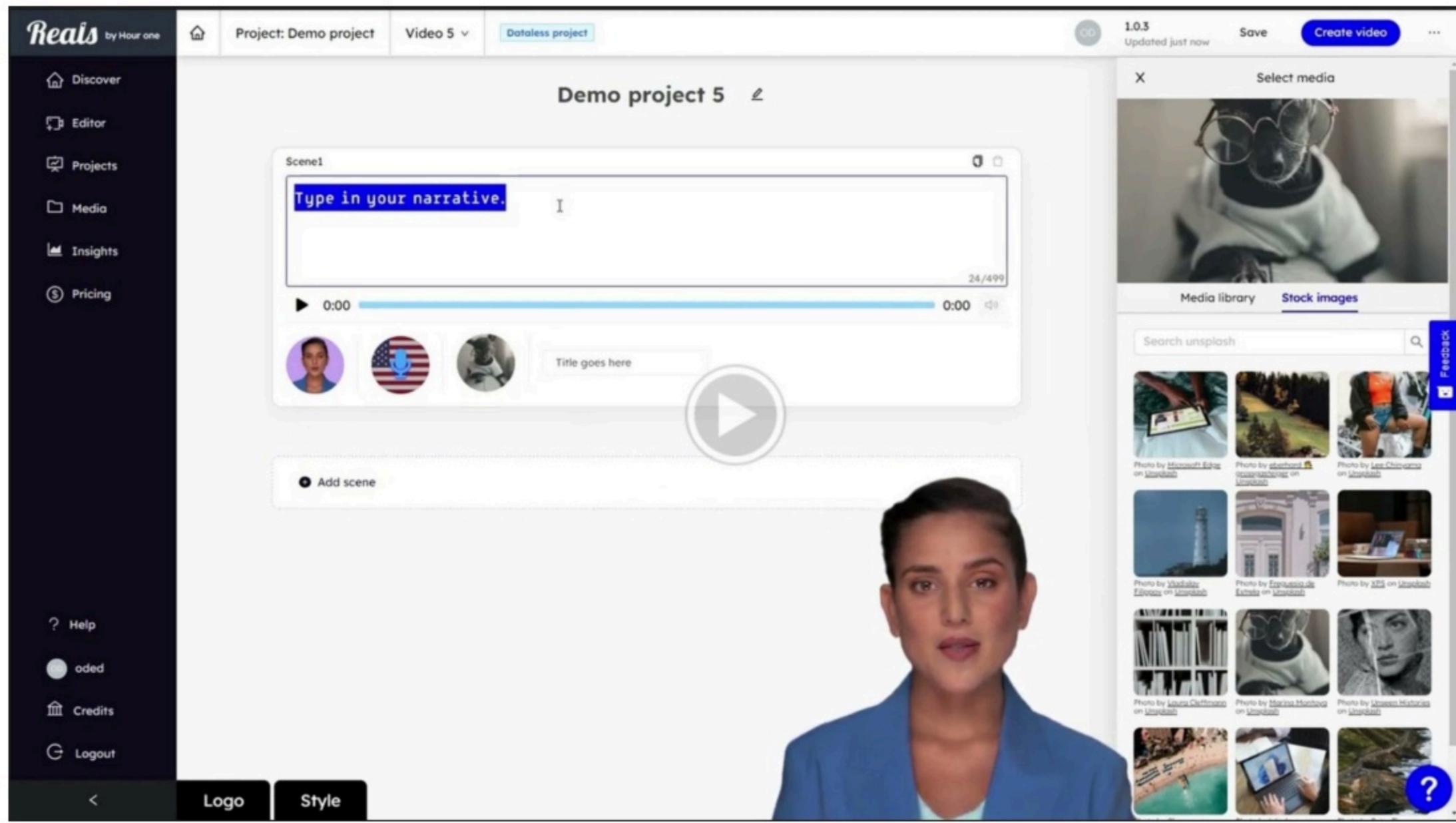of voices and languages

## Characters

Choose from 100+ presenters
or bring your own

## Data Input

Bring and connect a range of
data inputs and assets

**Tutorial Video**

Create presenter-led tutorials to explain your product features, for a successful user experience.
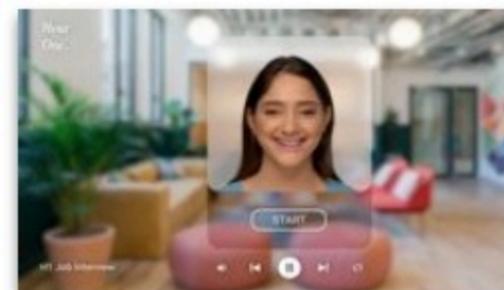
# Target Customer

People and businesses that know the value of video for upgrading customer experience, as well as internal and external communications

+ Video-enabled companies

+ Digital product & customer experience teams

+ Small, medium & enterprise

+ Across E-learning, E-commerce, Digital Health, Human Resources and more...

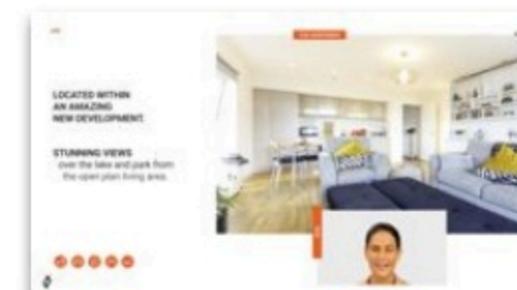+ No video production skills

**E-learning**

**Human Resources**

**Language Learning**

**Financial Reports**

**E-commerce**

**Real Estate**

# Case Study
## Language learning

Berlitz leverages Hour One to scale instructor-led learning and digitally transform its business.

Over 18,000 full HD videos create, across three languages, in a matter of weeks, saving a year of internal staffing hours.

"
Berlitz has built our methodology and brand on delivering the best outcomes for students serious about fluency, which requires a very human centric experience. Our digital experiences had to replicate the classroom experience. Doing that successfully means Berlitz can extend our reach into new markets, and be more accessible to students, removing barriers of location and affordability.
"

**Berlitz**®

**Curt Uehlein**

CEO

**Hour One.**

## Oren Aharon, PhD
*CEO, Co-Founder*
**Founder: Vectorious, Kadoor**
Samsung Corporate Strategy Office
& Catalyst Fund
Physics, MBA, PhD E.E

SAMSUNG
SAMSUNG CATALYST FUND

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*HR Expert, Career Coach, Master In Org. Consulting*

Microsoft

## Lior Hakim
*CTO, Co-Founder*
**Technologist: A.I., social networks (eToro),**
**Co-inventor of Colored Coins blockchain paper**
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## Amir Konigsberg, PhD
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PhD game theory, Princeton

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## Gil Ariel
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VP Sales & BD eToro
Executive Master Kellogg Recanati

eToro

## Guy Bar
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**CEO at Y&R Israel; Chief Creative Officer BBR**
**Saatchi & Saatchi**
Management, brand strategy, MARCOM, creative

## Oded Granot
*VP VFX*
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**Four-times oscar winner (group)**
*Spiderman, Blade Runner, First Man, Life of Pi*

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