Opentest

Simple video communication for happier employees and customers

Roy Olende ★★★★★   buffer

So friggin' easy to use, it's amazing! Currently using this for customer
onboarding and sharing product notes with our team. Love it!

Team

Joe Thomas - CEO & Head of Product
- Founder Redesign Agency, design & marketing agency (grew from $0-$200k in first year)
- Director of Ops at MediaPass focus on acquisition & activation (grew monthly impressions and profit by 650%)
- Director or Product at MyLife focus on revenue and retention ($27M raised, owned new product; $0 to $600k MRR)

Shahed Khan - Head of Design & Sales
- Bootstrapped first startup at 16 (smlr to TaskRabbit, 0-12k users in Chicago in 10 weeks)
- Product Designer at Weebly (employee #49, worked with two other designers on core mobile/web facing products)
- Analyst at Upfront Ventures (focused on mobile investments (Shots Series A), built internal tools to help portfolio co's with recruiting and helped coordinate annual Upfront Summit)

Vinay Hiremath - Head of Technology
- Intern at Facebook (increased user engagement by 1.5% on mobile web product)
- Engineer at Backplane (internal analytics platform from scratch (100Ks data points), scaled large front-end code base)
- Engineer Lead at Upthere ($77M raised, built services that innovatively stored + streamed many media types (inclu. video)

Problem

Video is the most efficient way to share knowledge

94%
of surveyed folks say video
communication increases productivity*

60,000x faster
The speed at which the brain processes
video vs. text

53%
increase in retention of information from
video vs. text

but video creation and sharing is not designed for business communication

Time Consuming

Lack of Enterprise Features

Not Collaborative

Solution

Enable teams to collaborate through video *quickly* & *easily*

Phase 1
Knowledge sharing between teams and to customers

Team Member ↔ Team Member → Customer

Phase 2
Video feedback from customers

Team Member ↔ Team Member ↔ Customer

Phase 3
Automate insights from video metadata

Sentiment analysis

Search in audio

Eye tracking

Behavioral analysis

A video CMS that allows teams to work more efficiently by creating asynchronous video content internally (employee <-> employee) and externally (employee <-> customer).

Market Opportunity

$106B
SaaS Software
Total Available Market

$21B
Enterprise Video Market
Serviceable Available Market

Video is everywhere - transforming the way we learn, work, shop, communicate, collaborate and entertain. Video has become a critical tool for communication, learning and knowledge-sharing in organizations. It drives employee knowledge and productivity.

With estimates of video usage increasing by 50-200% annually. Studies show that a typical employee generates almost 3 hours of video per month, while some organizations estimated that their employees generate 20+ hours a month.

90% of respondents strongly agree that including video in all of the organizations' tools (e.g. email, social business, instant messaging, etc.) improves knowledge sharing, communications and product marketing. **we know that video's growing role within organizations is assured.**

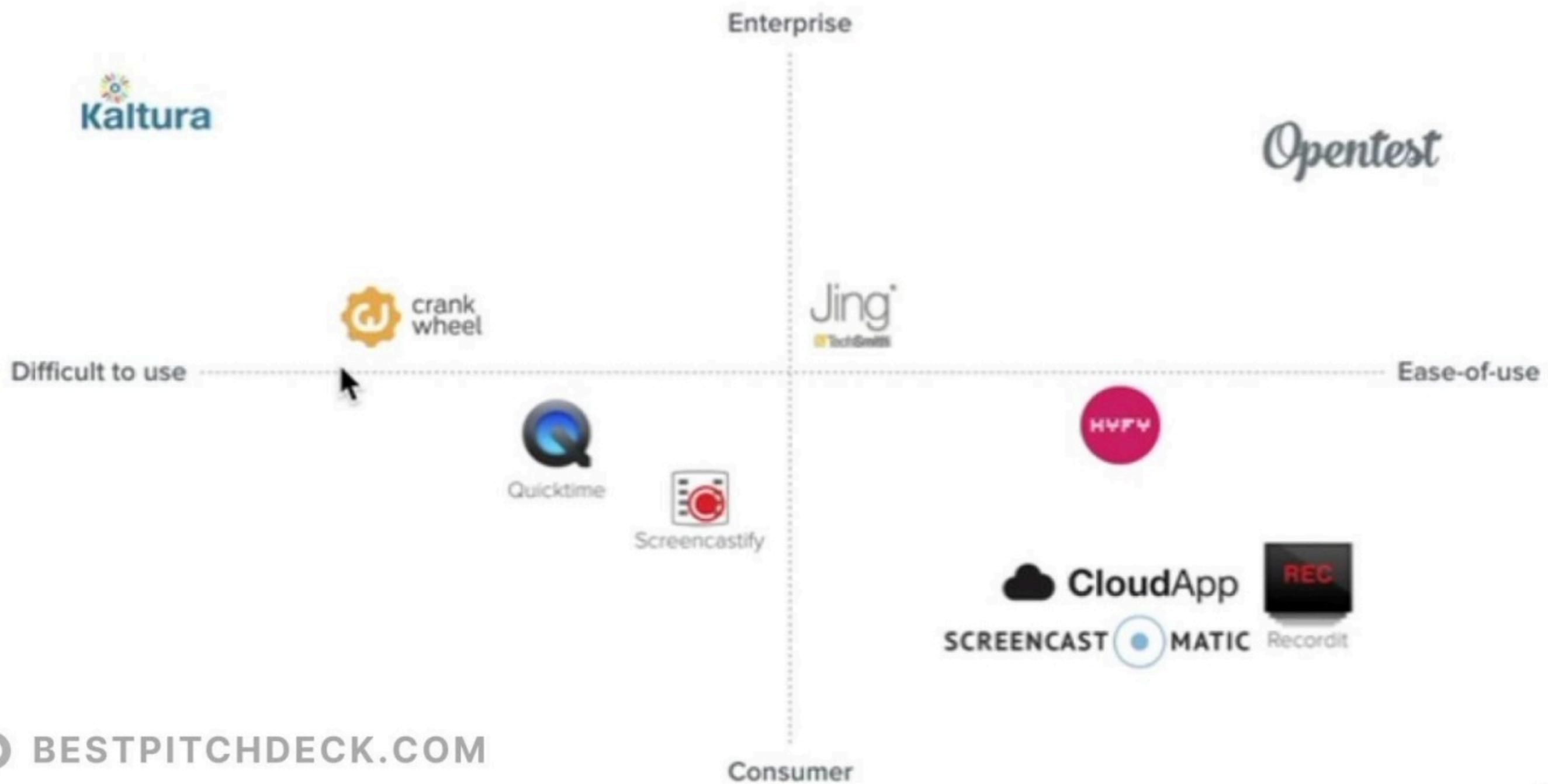**Video in the work place is expected to grow from $20.9B in 2016 to $36.8B in 2020**

SAM Source
TAM Source

Competitive Landscape

Enterprise

Kaltura

Opentest

crank
wheel

Jing
TechSmith

Difficult to use

Ease-of-use

HYFY

Quicktime

Screencastify

CloudApp

SCREENCAST MATIC

REC
Recordit

Consumer

14,550+

World-class employees use Openvid to communicate more effectively

UBER

salesforce

mixpanel

zendesk

airbnb

zuora

yelp

houzz

INTERCOM

HubSpot

Campaign Monitor

Disney

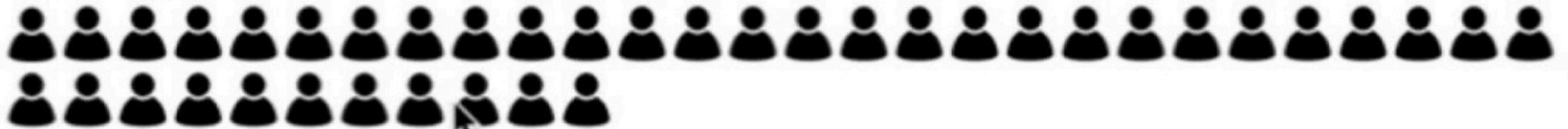# Traction Cont.

Launched 3 months ago

14,550+ employees

1210+ hrs of recording time (1m 40s avg. video)

57% of users came back and recorded 2 or more videos.

Organic growth within teams

vidyard — 40 team members

UBER — 14 team members

zuora — 13 team members

salesforce — 7 team members

Monetization

Consumer

$0

free for consumers

Unlimited Recording time
Unlimited Storage

Limited features
Referrals to access full product
Drive traffic to Team plan

Enterprise

$10

per seat per month

Unlimited Recording time
Unlimited Storage
Video collaboration
Video CRM
Integrations
Analytics

- Focus: Companies of all sizes. Pay per seat per month

- Roll out addtl. a la carte features (video transcription, editing, sentiment analysis, video bookmarks etc)

- White-label with existing online chat/email providers to enhance communication via Opentest (ex. Intercom, Front, etc)

Product Roadmap

Growth (Q3 + Q4 2016)

Video communication efficiency for internal team's

Openvid 2.0 require referral's to access desktop recording; our most requested update.

Monetization (Q4 2016)

Build corporate accounts and sell to existing & new companies

Corporate accounts for collaboration and organization updates

Differentiation (Q2 2017)

Close communication loop: Customer's feedback → Business

Utilize easy recording and introduce customer video feedback as a new offering

Defensibility (Q4 2017)

Audio and video analytics to make feedback analysis even more efficient

Utilize unique data set and machine learning to surface insights about feedback

Mission: Enable businesses to easily share knowledge and collaborate through video

Short term Milestones

Launch 1.0 Top 1% on Product Hunt
June 2016

5,000 users
June 2016

Launch 2.0
Sept 2016

25,000 users
Oct 2016

Monetization
Nov 2016

75,000 users
Dec 2016

Contact

Want to see how teams are using Opentest? I'd be happy to send over examples via email or in person.

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