



Richard Branson-Backed Storygami Wants to Make Web Video More Interactive

"Storygami is a no-brainer."

— Sir Richard Branson



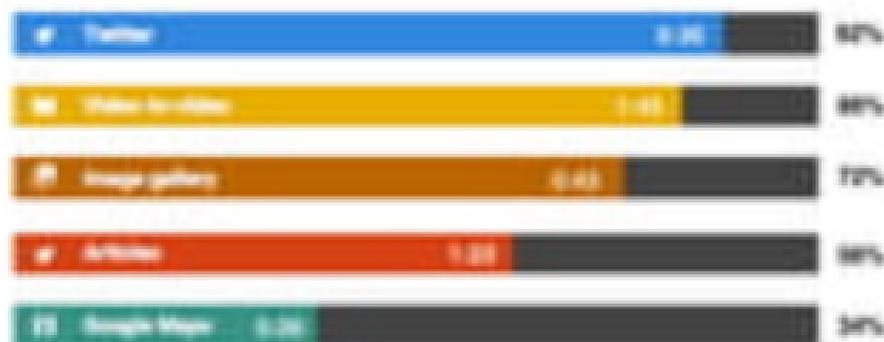
WIRED

TNW
THE NEXT WEB



Product:

SaaS platform to easily add content overlays into any video



Layer Engagement

Real Time Analytics Dashboard



Increased Engagement



Increased Retention



Clickthrough Rate

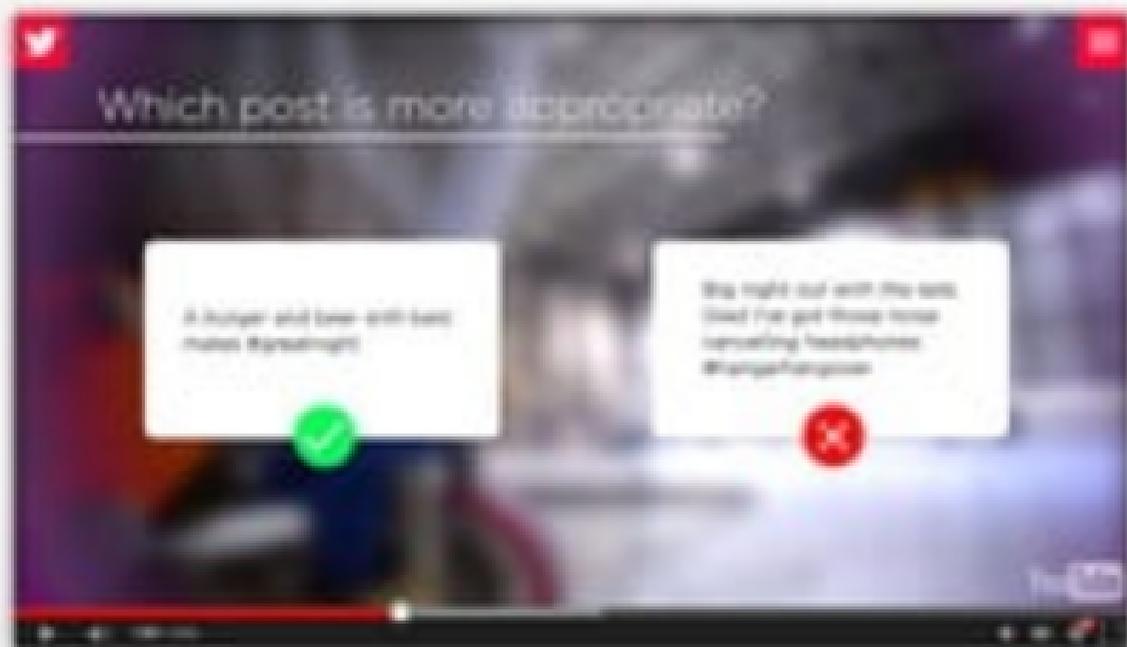


Total Views



+90%





Increase
time spent

+1m10s

Increase
viewer engagement

71%



ALJAZEERA

Increase
viewer engagement

50%



Increase
time spent

+43sec

Increase
viewer engagement

40%



BUSINESS



virgin atlantic



THOMSON REUTERS



ALJAZEERA

Live Trials:



sky NEWS



Lukasz Labedzki
DEVELOPMENT



Damiano R
MARKETING



Heidi Lindvall
CEO/Co-Founder



Guy Gunaratne
DESIGN/Co-Founder



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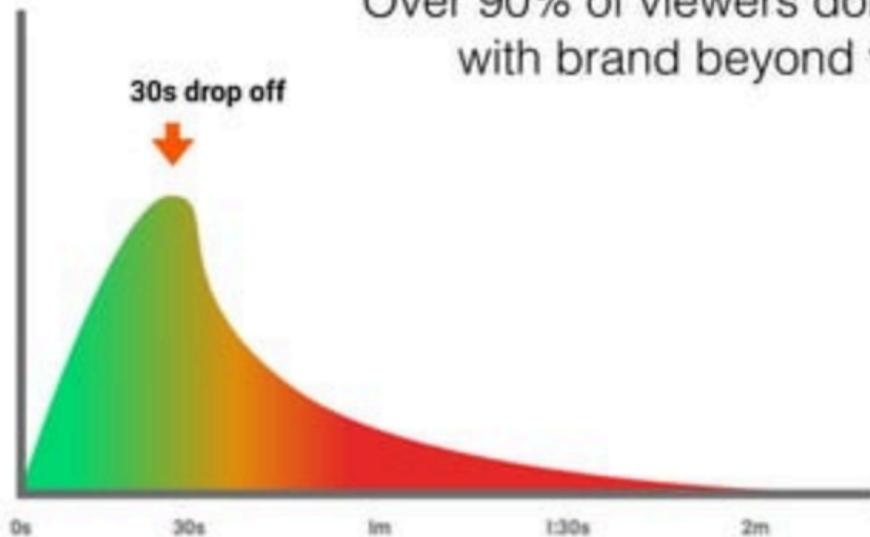


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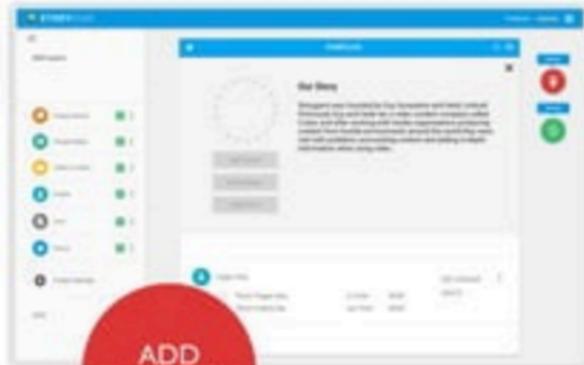


89 Million people in
US watch 1.2 Billion
videos every day



Over 90% of viewers don't engage
with brand beyond video.

GET
VIDEO



ADD
OVERLAYS

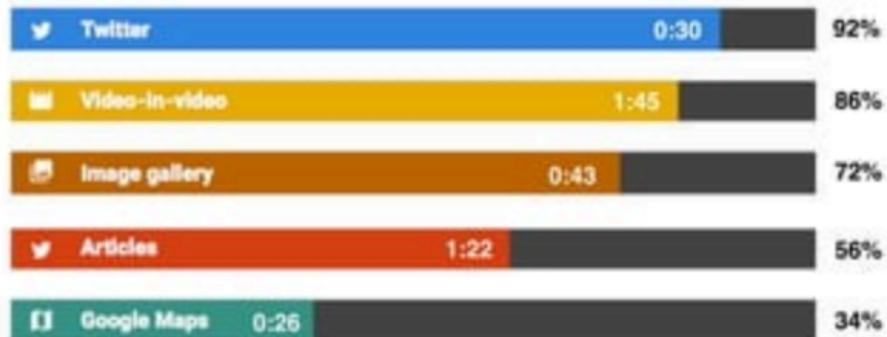


PUBLISH
EMBED

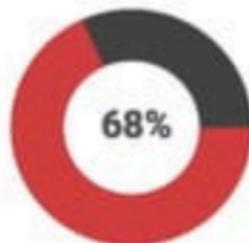


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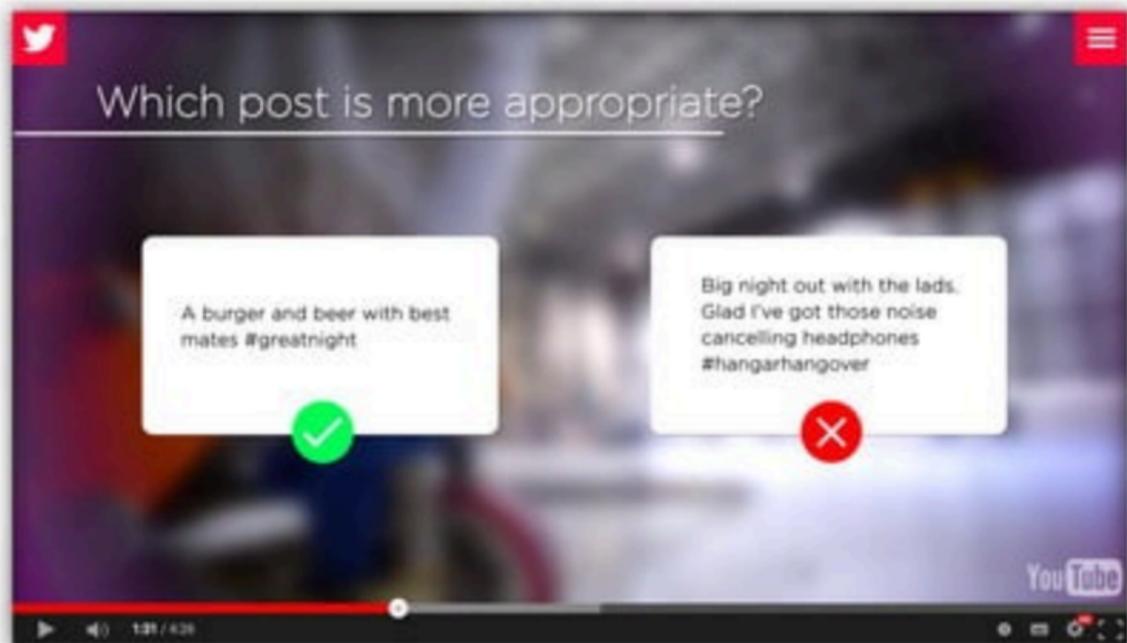
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Dr. Devi Shetty
FOUNDER, NARAYANA HEALTH

HOSPITAL REVISITED

- DIRECTOR NOTES: Gulam Singh
- IMAGE GALLERY: Narayana Healthcare
- ARTICLE: 700m | Healthcare
- CHARACTERS: Doctors & Patients
- WEB EXCLUSIVE: Heart Surgeons in Training
- WEB EXCLUSIVE: Nurses in Training

07:26 / 46:30

HD



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