

**VideoEngager is the ultimate browser-based and mobile live video chat software for Financial, Telehealth and Telecom verticals during Covid-19. It is offered as standalone solution or integrated with Contact Center Software, CRM and chat services.**

*Pain: Contact Center Software Customers in Banking, Telehealth, Technical Support, Insurance, Omnichannel Retail and Professional Consulting verticals expect during Covid -19 modern, effective and empathetic interactions with the agents utilizing the most powerful omni channel – Live Video Chat.*

*Solution: VideoEngager solves this demand without any installation on the customer site by supporting Chrome, Safari, Firefox, Opera, MS Edge including mobile Chrome and mobile Safari. On top of its best in class audio and video quality and elegant and intuitive integration, VideoEngager provides advanced features like screen sharing, video call recording, geofencing, Mobile SDK for native clients.*

**Company Name: VideoEngager, Inc.**

Address: San Francisco, LA, Dev Lab in Sofia, Bulgaria  
 Phone: 1-415-742-8636 Mobile: 1-818-388-4374  
 Website: www.VideoEngager.com  
 Contact: Val Babajov – Founder, President & CEO  
 Email: val@videoengager.com

**Basic Details:** Bootstrapped by the founders, no outside investors

Founded In: September 2014

# Of Employees: 6 full time, 12 part time EU

Founders sold three communication software companies to three public companies before VideoEngager.

**Financials:**

Burn Rate: \$16,000/mo with 6 full time employees, Founders in US don't get salaries; Consulting fees for part time contractors are paid only when new development is needed.

Original revenues from direct customers in Automotive, Furniture, Telehealth, Tech Support, professional services, Insurance verticals in 2016. Pivoted the business model to integrate with Genesys and with Salesforce. Commercially deployed customers with partners in Banking and Telehealth in Q4 2018.

**Revenues:** Projected for 2020 - \$275,000

**Market Size:**

Likely to be in the billions of dollars based on tens of millions installed seats in Contact Center, CRM chat services and bots.

**Team:**

**Val Babajov** (San Francisco) Co-founder, Lead Investor, President & Chairman - 40+ years in software development and management. A serial entrepreneur and investor with 20 portfolio companies. Val has built and sold three B2B software companies during the last 13 yrs.

**Nick Bankov** (San Francisco) Co-founder - 20+ years in software development, product and management, 15+ years in mobile. Lead a multi-location team of 30+ engineers at managers at a leading collaboration software company in San Francisco. Built products used by millions.

**Slav Hadjidimitrov** (Sofia, Bulgaria) Co-founder and CTO - 24+ years in software development, product and management, 19+ years in back-end and databases.

Co-founders worked together for 15-20 years and were

**Technology**

The development of VideoEngager started in September 2014 and is based on the gold standard for real time communications, WebRTC. Today V2.0 of the optimized signaling back end, widgets supported on all browsers, and the native iOS and Android clients are released and commercially deployed. It is a cloud product, hosted on AWS or private clouds. Built on modern MEAN stack – MongoDB, Express.js, AngularJS and Node.js. VideoEngager is integrated with various Contact Center, CRM and chat software vendors.

**Competition**

- TokBox, sold to Vonage for \$35MM in August 2018
- Jitsi, sold to 8x8 for undisclosed amount in October 2018
- Kurento, sold to Twilio for \$8.5MM
- SightCall – funded \$9MM
- Vido – funded \$2000MM, sold for \$40MM in May 2019
- CafeX – funded \$50MM

**Defensibility**

VideoEngager differentiates from its head-to-head competitors through advanced integration with Genesys & Salesforce and unique features like geofencing, better native app support for iOS and Android utilizing Mobile SDK, support of all modern browsers, annotation, superior performance, low maintenance.

**Business Model**

VideoEngager has a classic SaaS business model with \$39 monthly per seat recurring fees for our stand alone deployments and \$49 monthly per seat for our partners deployments. Video Recording and mobile SDK for native apps are optional with additional one-time charges.

**Go To Market Strategy**

**Direct Marketing 2014-2017:** VideoEngager is a complete web site chat solution with escalation to voice or video calls.

**Partner Channels 2018-2020:** We partner with Contact Center software, CRM, website builders, digital marketing agencies, managed chat providers and other e-commerce software vendors

**Milestones**

- Bootstrapped in September 2014
- Launched native iOS and Android applications in March 2015
- Beta Testing with clients - April -September 2015
- First Paying Customers - January 2016
- 26 stores paying and over 30 trial in progress – H1 2016
- Pivoted from direct go-to-market strategy to partnerships distribution - Q4 2017
- Integrated with on premise Contact Center Software - H2 2017
- WebRTC live video chat supported by Safari – September 2017
- Integrated with Cloud Contact Center software H2 2018
- Commercial deployments with banks and telehealth H2 2018
- Version 2.0 released in April 2019