



# Specialist enterprise cloud video solutions



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Traction:

# Overcast is at a growth inflection point

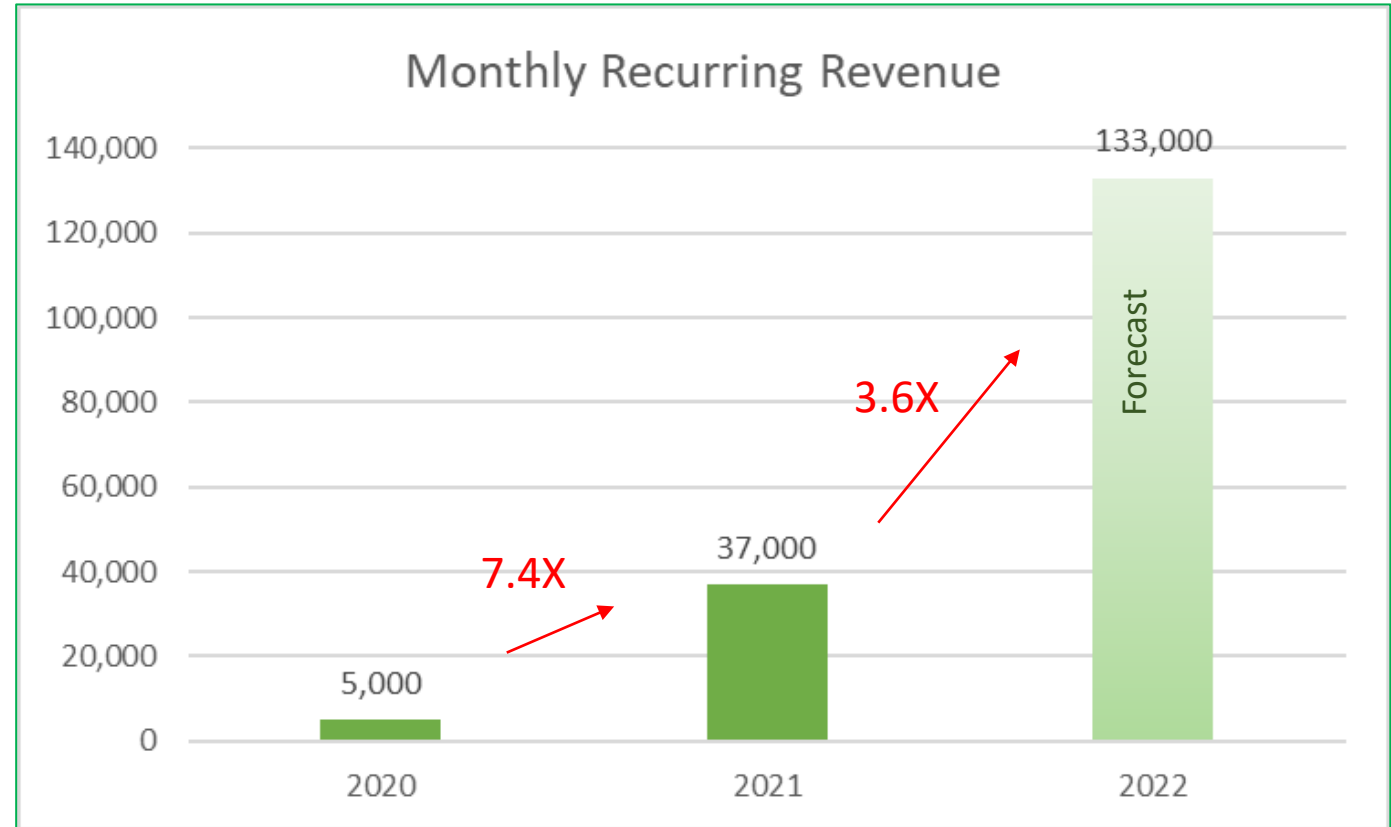
Currently Raising: €900k - €1.5m

Committed:

- DBIC Ventures €500k
- Angels €400k
- 10 HBAN Forum ??

Current MRR: €37k

2022 target ARR: €1m

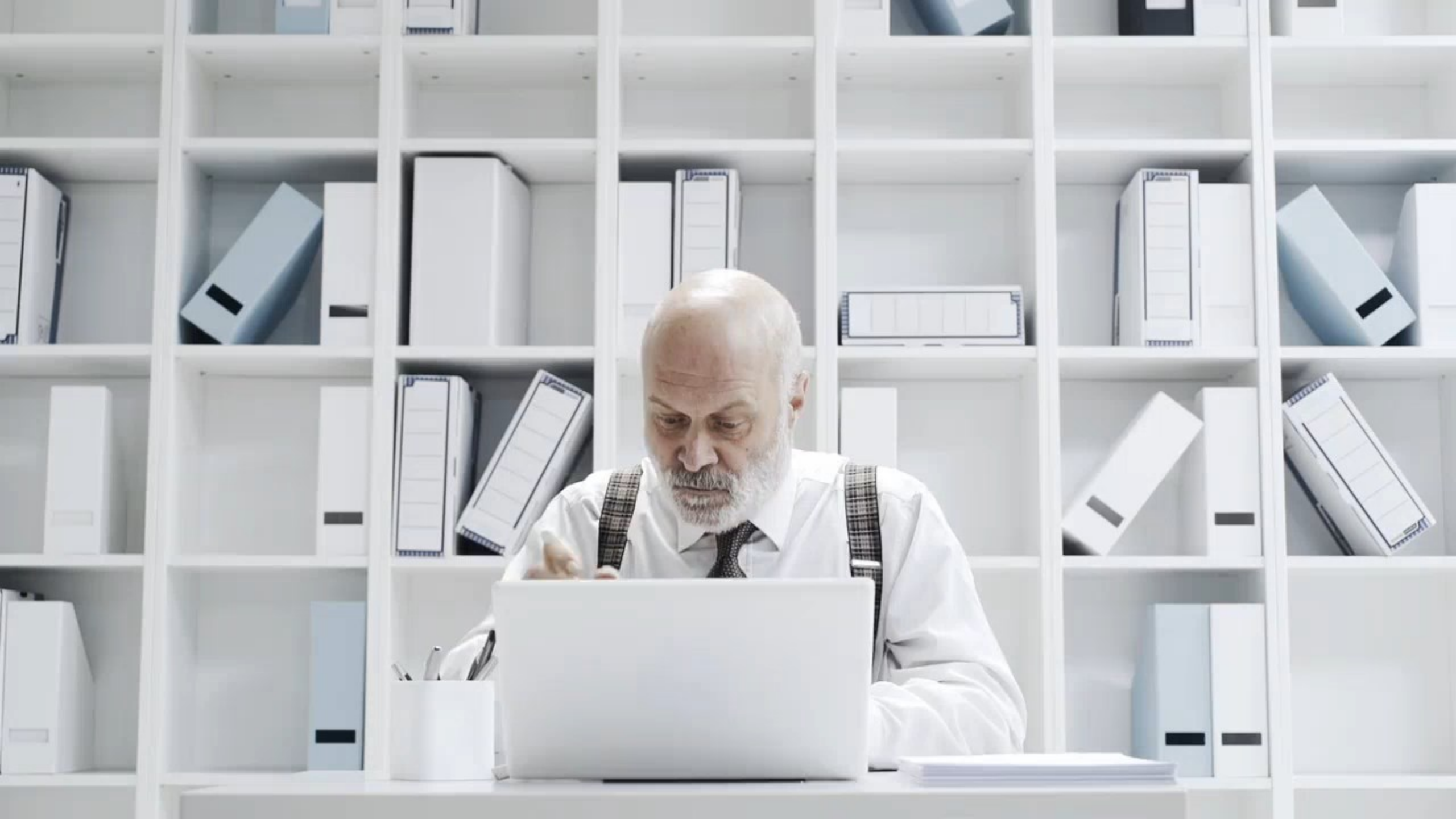


Brands we are working with to get there:



To make it as easy to manage **video Files**

As it is to manage **word documents**

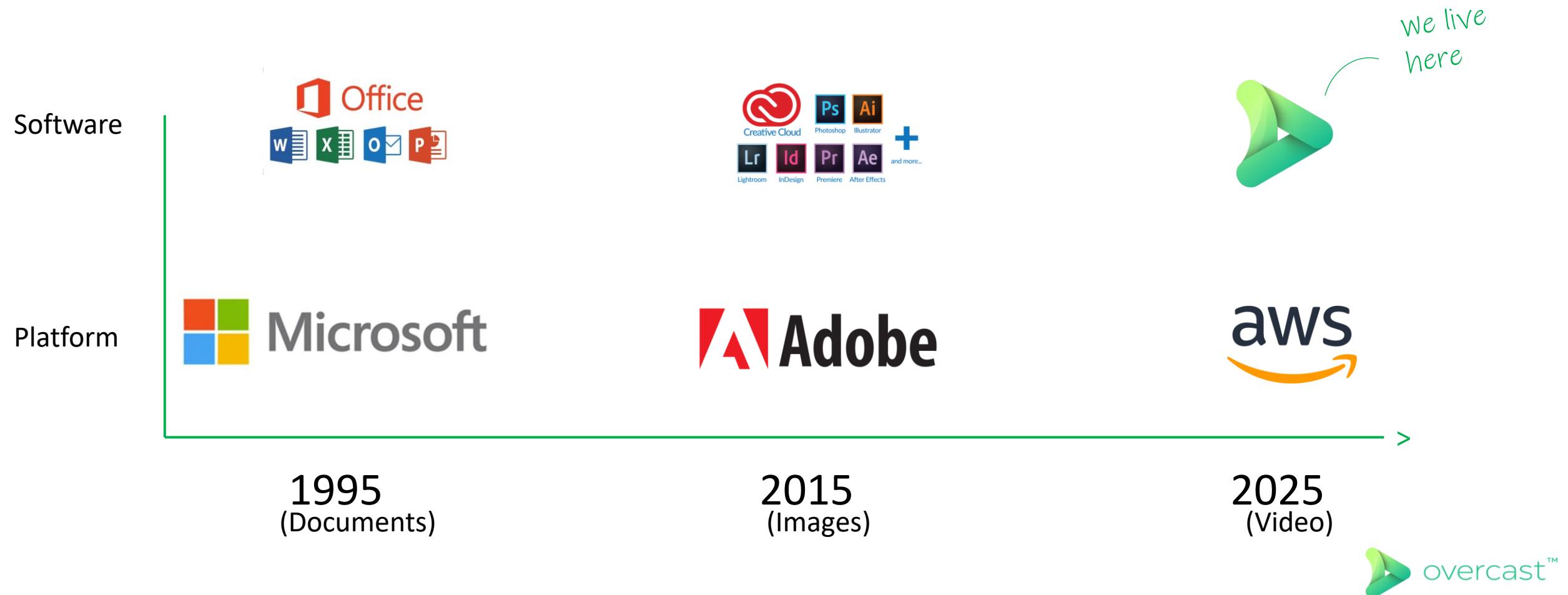




## Problem

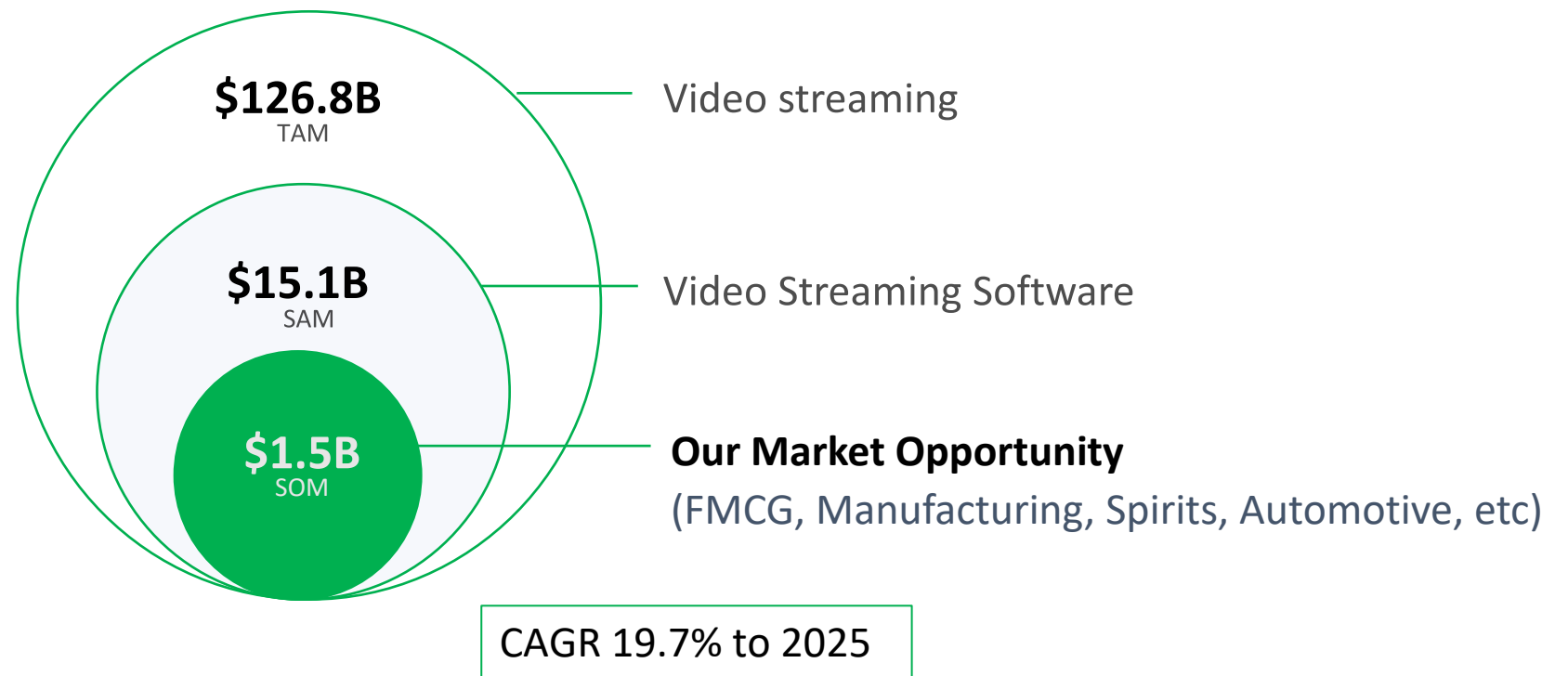
Enterprise makes more video in 1 day than Hollywood makes in 1 year...

...no suite of software exists to manage that content effectively



Market Size :

# Video streaming is a **Mega Trend**



Solution:

# Enterprise video management = all stakeholder management

## Challenges

All departments make video content: HR, Marketing, Sales, Brand, Product, etc...

Enterprise video is largely unindexed, un retrievable and on hard drives

Legacy technologies lousy customer experiences

## Solution



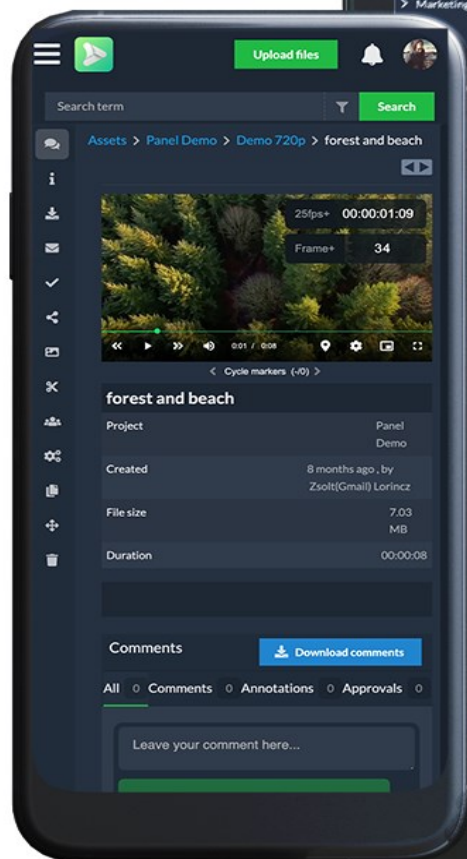
Democratise workflows – reduce reliance on IT, editors and engineers



Make it searchable – build an asset



Viral uptake – simplify collaboration with internal and external stakeholders





# Business Case Example – Enterprise

## 5,000 employee deploy

Improved efficiencies / collaboration	£	2,000,000
Savings on hardware, maintenance and other tech services	£	1,400,000
Reduction in shipping	£	600,000
Savings for clients and 3 <sup>rd</sup> party sharing	£	2,700,000
Total (A)	£	6,700,000
Annual Overcast license fee (B)	£	360,000
Return on Investment (A-B)/B		<b>17.6X</b>

## Total Cost of Ownership (year 1)\*

Overcast license fee	£360,000
Support (12%)	£43,000
Set-up	£25,000
Storage and Hosting	£110,000
TCO	£538,000
Overcast revenue	£428,000

\*Currently bidding on 3-5 year contracts

Roadmap:

# Significant new customer pipeline - €5m

Clients we work with:

DIAGEO

BBC

WildBrain

ROYAL  
OPERA  
HOUSE

YETI

Godolphin

mediatel

vodafone



overcast™

5%   PROSPECT €170,400 (6 deals)	10%   ENGAGED €271,400 (6 deals)	15%   MEETING/DI... €1,760,000 (13 deals)	20%   PROPOSAL €375,000 (5 deals)	50%   NEGOTIATIO... €1,901,000 (8 deals)	90%   CONTRACT €69,000 (3 deals)	WON   PAYMENT €174,000 (4 deals)
<b>Reed Business</b> Jayne Hunt €15,000 on May 31 ▼ ⚠	<b>Annexpro</b> Hugo Chevrette €60,000 on Aug 31 ▼ ⚠	<b>Royal Opera Hou...</b> James Whitebread €0 on Feb 21 ▼ ⚠	<b>London Southba...</b> Vanessa von Heydebre... €60,000 on Jun 30 ▼ ⚠	<b>Royal Opera Hou...</b> James Whitebread €150,000 on Sep 30 ▼ ⚠	<b>Radcliffe</b> Mike Knight €30,000 on Mar 31 ▼ ⚠	<b>Vodafone</b> Aine Healy €15,000 Archive ⚠
<b>Telstra</b> Paul Slowey €60,000 on Mar 31 ▼ ⚠	<b>AWS Music</b> Emma Boardman €60,000 on Oct 31 ▼ ⚠	<b>Amazon Prime</b> Kuo, David €250,000 on Feb 28 ▼ ⚠	<b>Prosiebensat1</b> Peter Ehler €30,000 on Oct 31 ▼ ⚠	<b>Diageo Enterpris...</b> Stephen McKillop €336,000 on Jun 30 ▼ ⚠	<b>CPL 2</b> Alex Bailey €15,000 on Jun 30 ▼ ⚠	<b>Diageo Phase 1</b> Stephen McKillop €84,000 Archive ⚠
<b>Siminn</b> Sveinbjorn Jonsson €60,000 on Jun 30 ▼ ⚠	<b>Brown Bag Films</b> John Brady €50,000 on Sep 30 ▼ ⚠	<b>Sky MAM</b> Tyrone Donnelly €240,000 on Jun 30 ▼ ⚠	<b>IRFU</b> Vinny Hammond €30,000 on Sep 30 ▼ ⚠	<b>IADT</b> George Kilpatrick €500,000 on Mar 31 ▼ ⚠	<b>Ned Media</b> Christobal Florenzano €24,000 on Apr 30 ▼ ⚠	<b>YETI</b> Arlo Rosner €60,000 Archive ⚠
<b>Tourism Ireland</b> Patrick Lennon €15,000 on Nov 30 ▼ ⚠	<b>Upstage Engages</b> Kristian Poe €36,000 on Oct 31 ▼ ⚠	<b>Police Wiltshire</b> Sarah Doyle €180,000 on Jan 31 ▼ ⚠	<b>The Green Chann...</b> Charles Brodeur €15,000 on May 31 ▼ ⚠	<b>Royal Opera Hou...</b> James Whitebread €60,000 on May 31 ▼ ⚠	Auto-archive: 60 days	
<b>RTE Archives</b> Brid Dooley €15,000 on Nov 30 ▼ ⚠	<b>TV2FYN</b> Michael Jensen €5,400 on Aug 31 ▼ ⚠	<b>Police Devon Cor...</b> Sarah Doyle €180,000 on Dec 31 ▼ ⚠	<b>BBC Wales</b> Rhun Roberts €240,000 on Nov 30 ▼ ⚠	<b>Amazon Advertis...</b> Kuo, David €60,000 on Mar 31 ▼ ⚠		

# Land and expand using DTC outreach and partner referrals

## Step 1.

### Target top 50 brands by vertical\*

- Agriculture
- Aerospace
- Fashion
- Automotive
- Beer and Wine
- Construction
- Drinks
- Ecommerce
- Education / edtech
- Energy
- Fashion
- Finance / Insurance
- Fitness
- FMCG
- Healthcare
- Hotels
- Houses of Worship
- Lifestyle
- Manufacturing
- Non-profits
- Pharmaceuticals
- Policing
- Post Production
- Real Estate
- Telco
- Technology

\*We've identified more than 200 top brands and are targeting them through online and direct-to-client calling

## Step 2.

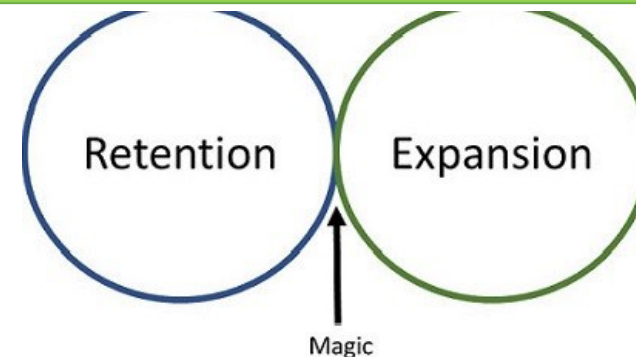
### Leverage partnerships\*\*



kinesense

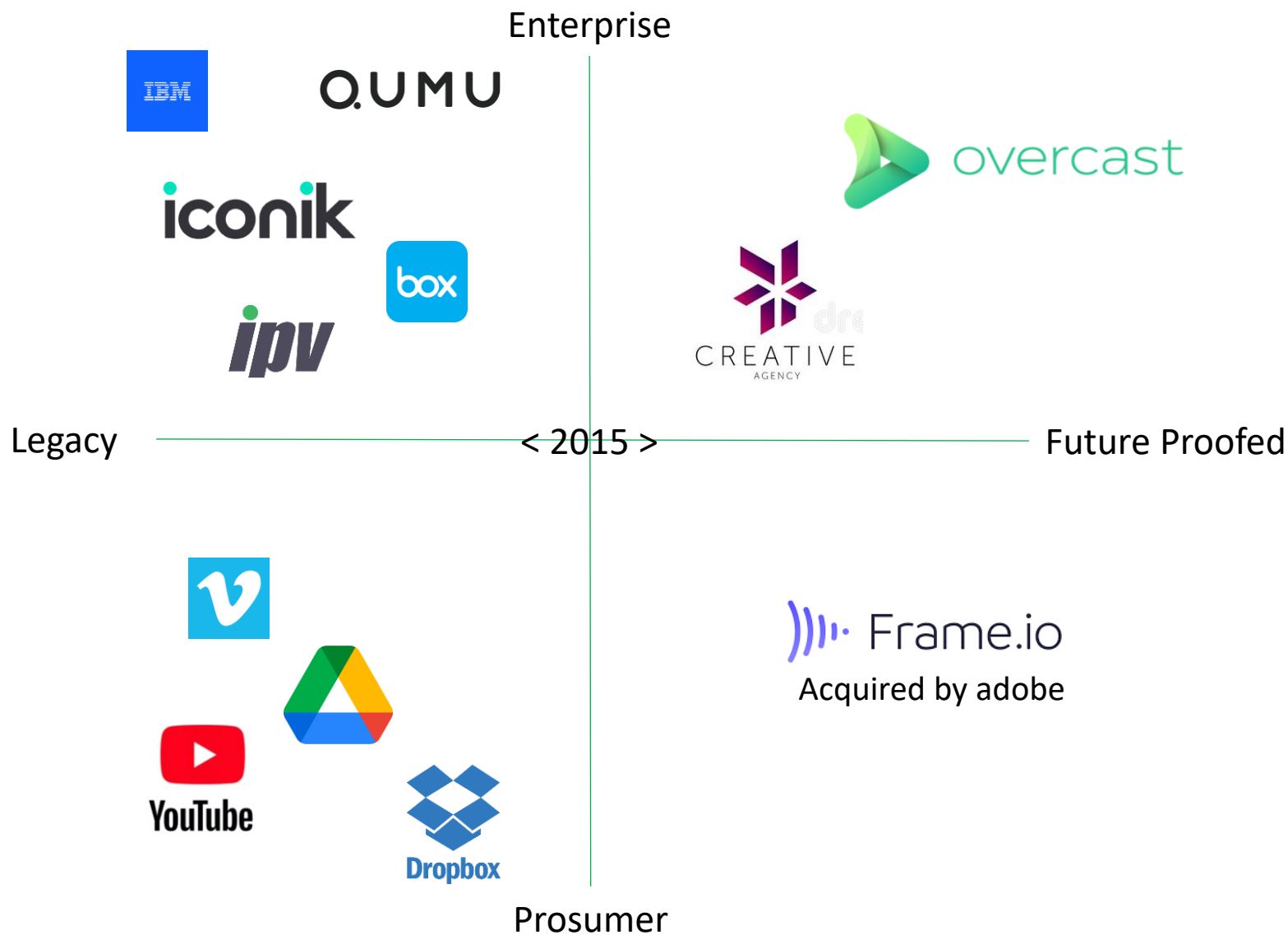
## Step 3.

### Phased on-boarding\*\*\*



Competition:

# Enterprise video management landscape





# Experienced team for growth



Philippe Brodeur  
Founder & CEO



Zsolt Lorincz  
Founder & CTO



George Haluska  
Chief Engineer



## Recent additions:



George Kilpatrick  
COO



Luc Tomasino  
Global Sales  
Lead



## Board Members and Key investors



Prof. Anil Kokaram  
YouTube - former video lead  
Digital Oscar Winner



Hugh O'Byrne  
IBM – Former VP Global  
Digital Sales



Anthony Quigley  
Digital Marketing Institute  
Founder & CEO



Bill Kearney  
IBM – VP Innovation Lab



Stuart Lombard  
Ecobee – Founder & CEO  
(Sold: \$770m)



# Outline financials

P&L SUMMARY				
	FY 21 €'000	FY 22 €'000	FY 23 €'000	FY 24 €'000
#Units/#Customers	17	50	121	364
Total Revenue	201	1,021	3,540	10,164
Cost of Goods Sold	19	102	354	1,016
Gross Profit	182	919	3186	9,148
OPEX	367	1,028	2,342	3,966
EBITDA	(185)	(109)	844	5,182
EBITDA Margin	NA	NA	24%	51%
#Employees	8	11	24	36

# Current Financials: burn rate, cap table and fundraising

## Key Financials

2021 Revenue:	€201k
Current MRR:	€37k
Burn rate:	€25k / month
Breakeven:	Q4 2022
Capital raised to date:	€1.1m
Grant Funding:	€390k
FTEs: 9	Part-Time: 8

## Investment Opportunity

Seeking to raise €900k - €1.5m in 2022

- €900k committed to date (includes DBIC Ventures Term Sheet for €500k + angels)
- Offer: CLN with 20% discount, 3% interest, €7.25m cap

## The Plan

1. Short-term target of €1m ARR

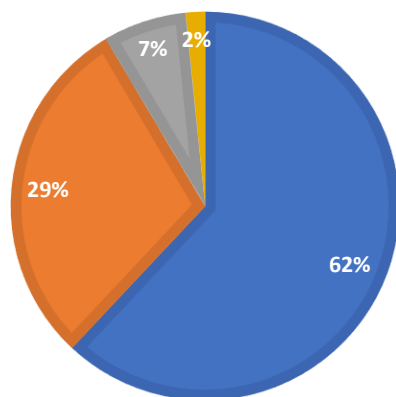
- 10 new clients @€5k/month (or 2 @€30k/month)
- Bring on George Kilpatrick and Luc Tomasino full time
- Additional client account management and sales development

2. Near-term target of €10m ARR

- 150 new clients @€5k/month (or 25 @€30k/month)
- Expand sales and biz dev capabilities
- Increase capability to on-board large clients
- Focus on customer experience (UI and CX)

## OVERCAST CAP TABLE

■ Founders ■ Angels ■ Enterprise Ireland ■ Advisors



# The Exit

## Exit:

Anticipate **exit** to major DAM / Enterprise Cloud Services Vendor within 3-5 years

Potential **acquirers** include:

- DAM companies: OpenText / Sitecore (Recently acquired **Boxever**)
- Martech platforms: Box / Slack / Salesforce, Hubspot / Teamwork
- Technology companies: Workday / Contentful

Recent **transaction multiples**: 18x trailing 12 months revenue (Techcrunch)

**\*\*More for premium enterprise SaaS**

## Recent activity:

Frame.io (\$1.28B) sold to Adobe on reported \$20m ARR

Masstech sold to Telestream (undisclosed)

Streamyard (\$196m) sold to Hopin

Magisto (\$200m), Wibbitz and Wirewax sold to Vimeo



# Thank You

For investment – please contact Philippe directly:

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88% expect to increase video over the  
next 12 months

Transition from “getting by” to looking for  
“tech to optimise”

Roadmap:

## Route to €1m ARR

Month	Pipeline	MRR Value	Total MRR Value
2022 Q1	17 clients		€37,000
2022 Q2	Amazon Ads, Radcliffe, Atmosfarm, ROH, Ned Media, CPL 2, HMRC, London South Bank	+€27,000	€64,000
2022 Q3	Diageo 2, FilmEU	+€26,000	€90,000
2022 Q4	ROH 2, Police 2	+€22,000	€113,000