



High Tech Startup in Northern Nevada

WHAT WE DO

- ▶ Increase the effectiveness of advertising and visual media
 - ▶ Commercials
 - ▶ Product placements (within movies, videos, TV shows, etc.)
 - ▶ Websites

We gather and present
valuable insights from
our client's target
audience

Our client's use the
information for more
precise targeting

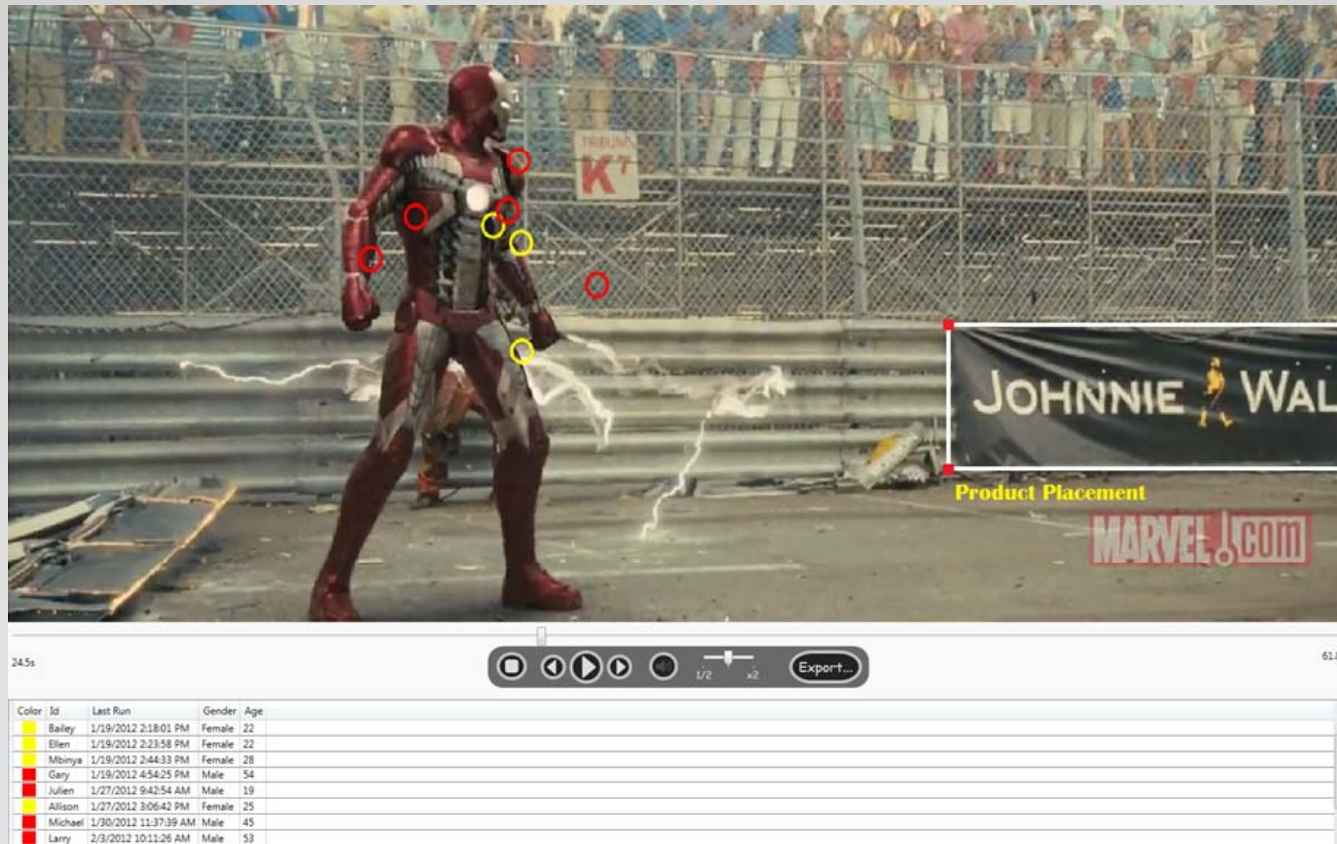
Clients see a
substantial increase in
their marketing and
advertising ROI



SCENE FROM IRONMAN 2



THE SHOCKING TRUTH



\$750K yielding **1.6%**
consumer engagement

With VizKinect, consumer
engagement could have been **47%**

HELPING OUR COMMUNITY

- ▶ In operation for 18 months
 - ▶ Hired various interns from the Reno/Sparks area (high school and college)
 - ▶ Built a Board of Directors and Advisers comprised of local and regional executives
- ▶ Local Partnerships
 - ▶ Several ad agencies, broadcasting station, gaming development company, multimedia company
- ▶ Projects
 - ▶ Antipode Media: Local production company, conducted an A/B testing study to provide a tool for a movie to get funding through product placement
 - ▶ The Boogaloo Kid: Goal is to get the movie filmed in the Reno/Sparks area and get businesses involved with product placements



WANT TO BE OUR NEXT PROJECT?

