

blurr

Social Media Content & Analytics

What does Blurr! do?

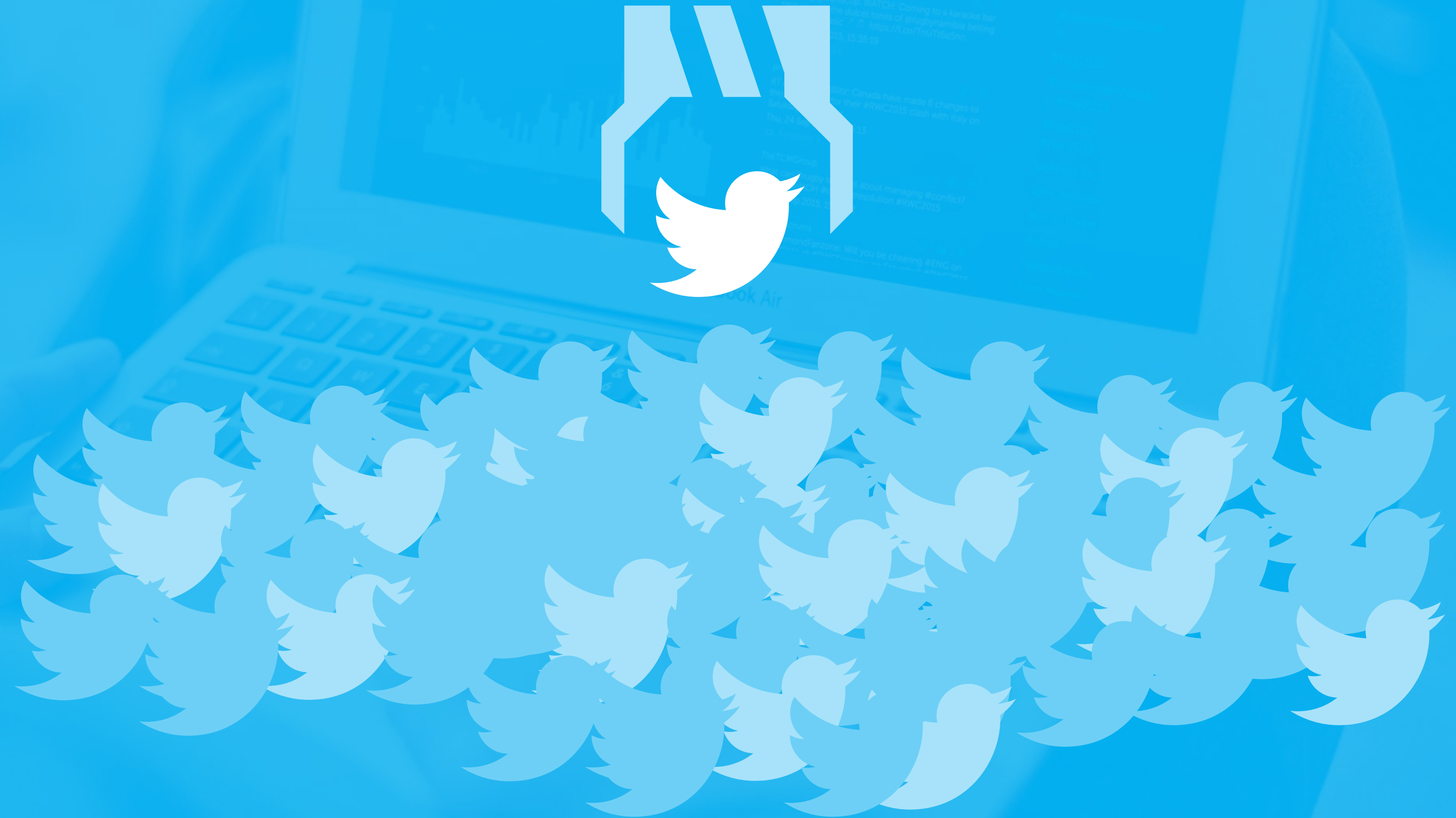
 Collect

 Listen

 Analyse

 Showcase

 Engage



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Listen



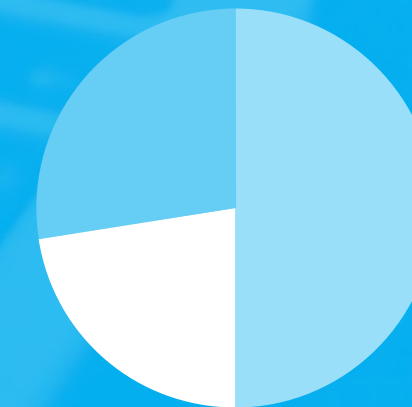
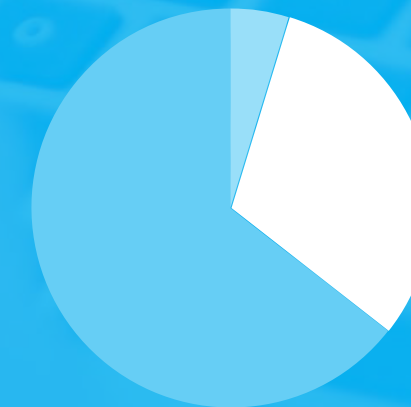
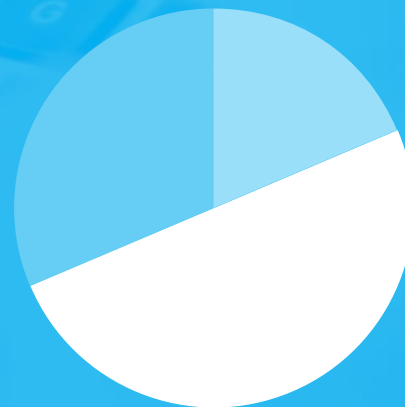
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Broadcast Media

The image shows a screenshot of a Twitter post from the verified account **BBC Wales Sport** (@BBCWalesSport). The tweet asks, "How Twitter users feel about Wales' 23-13 win v Fiji..." and includes a link to a poll. The poll question is "What did you think?" with the hashtags #WALvFJI and #RWC2015. The poll results are shown in a donut chart with the following data:

Emotional Reaction	Percentage
Love	~15%
Fear	~2%
Confusion	~2%
Sadness	~2%
Disgust	~2%
Happiness	~45%
Thankfulness	~25%
Anger	~5%

The tweet also shows 7 retweets and 14 favorites. The background of the tweet features a large crowd of fans at a stadium. On the left side of the screenshot, there are vertical banners for BBC Wales Sport with social media links: facebook.com/BBCWalesSport and bbc.co.uk/sport/wales.

Broadcast Media

 **Daniel Leach**
@Bluemoondan ⚙️ Follow

Don't think that photographer was overly pleased with that try not being given straight away! #RWC2015 🏉



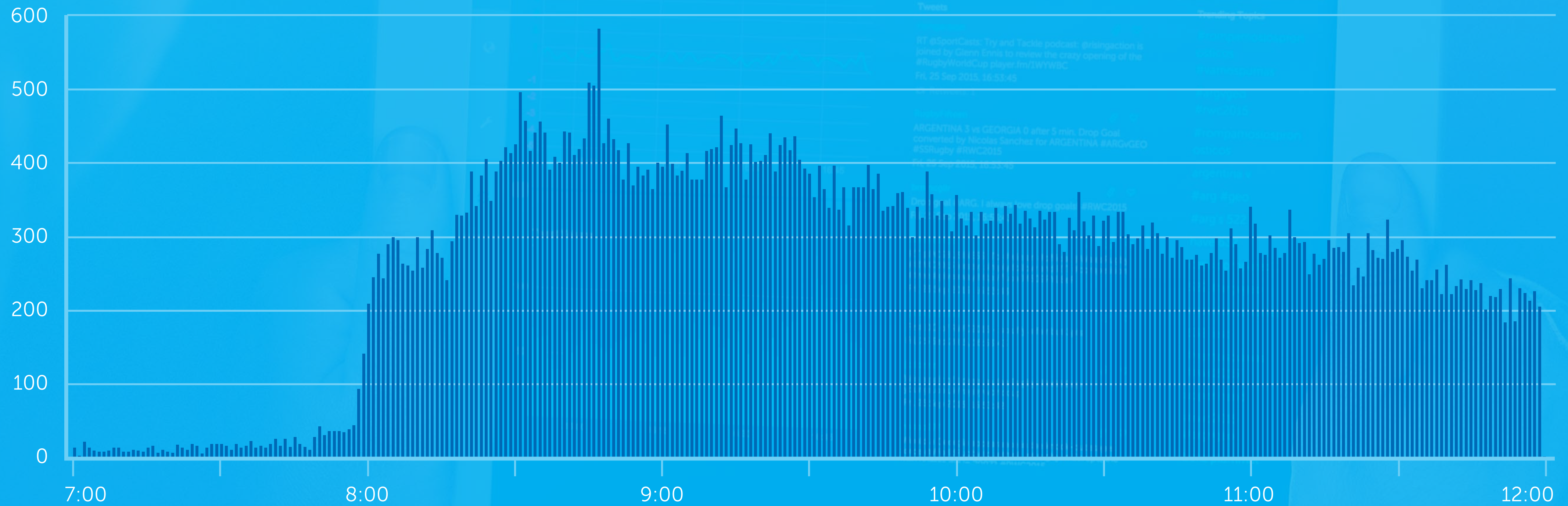
Advertising



Advertising

Twitter volume around the John Lewis Christmas Advert

Nov 6th



Advertising

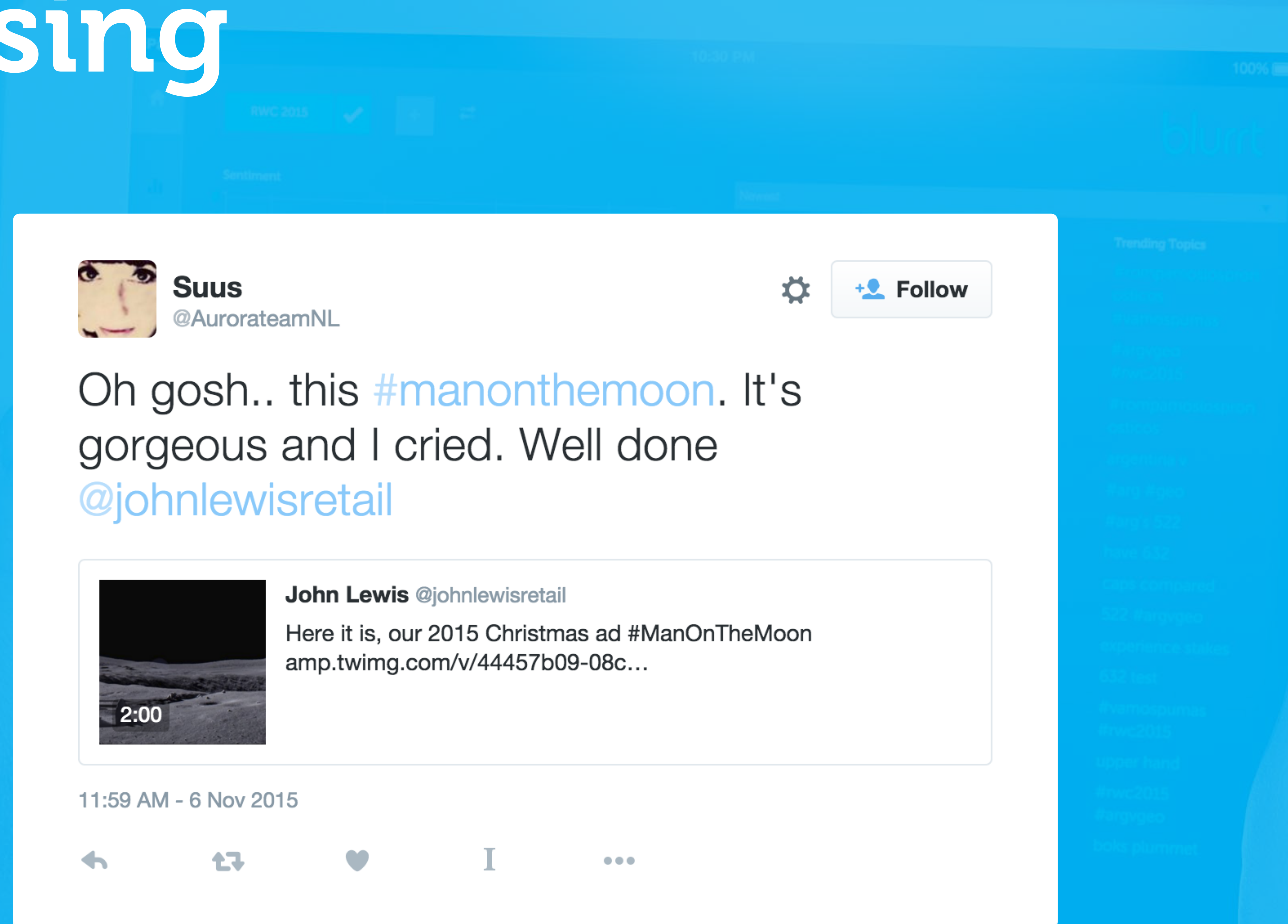
Twitter emotional reaction % around the John Lewis Christmas Advert

Nov 6th, 7:00 to 12:00

love	28.5%
fearful	1.6%
confusion	1.8%
sadness	37.5%
disgust	0.9%
happiness	18.4%
thankful	3.7%
angry	7.6%



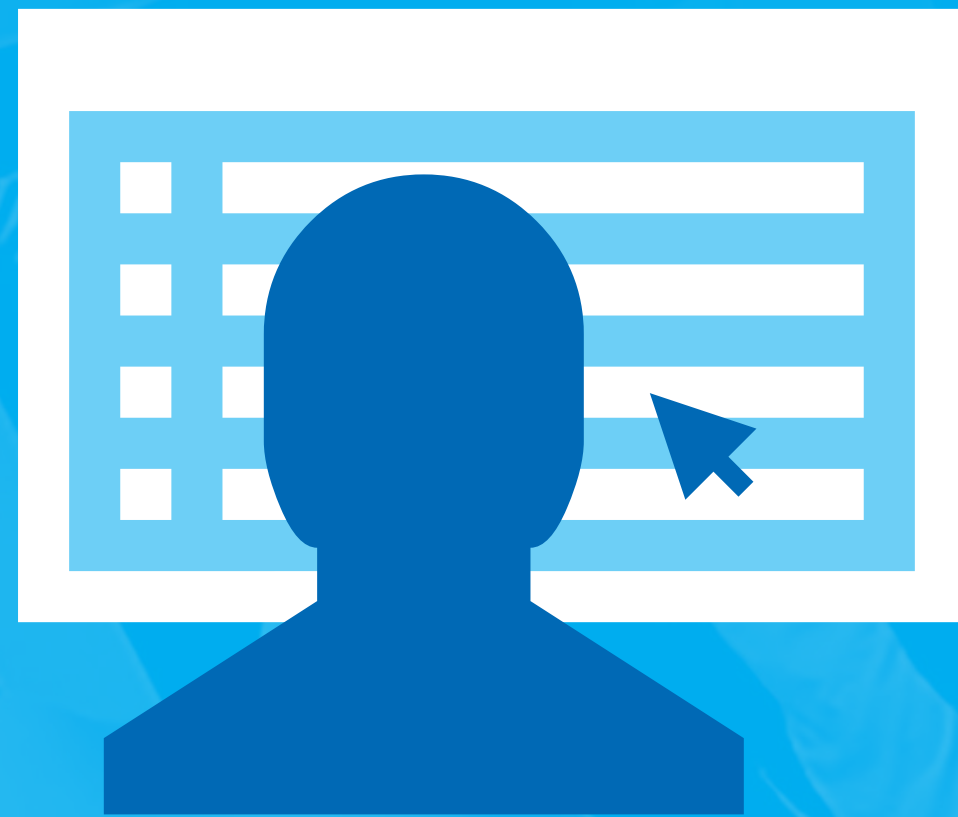
Advertising



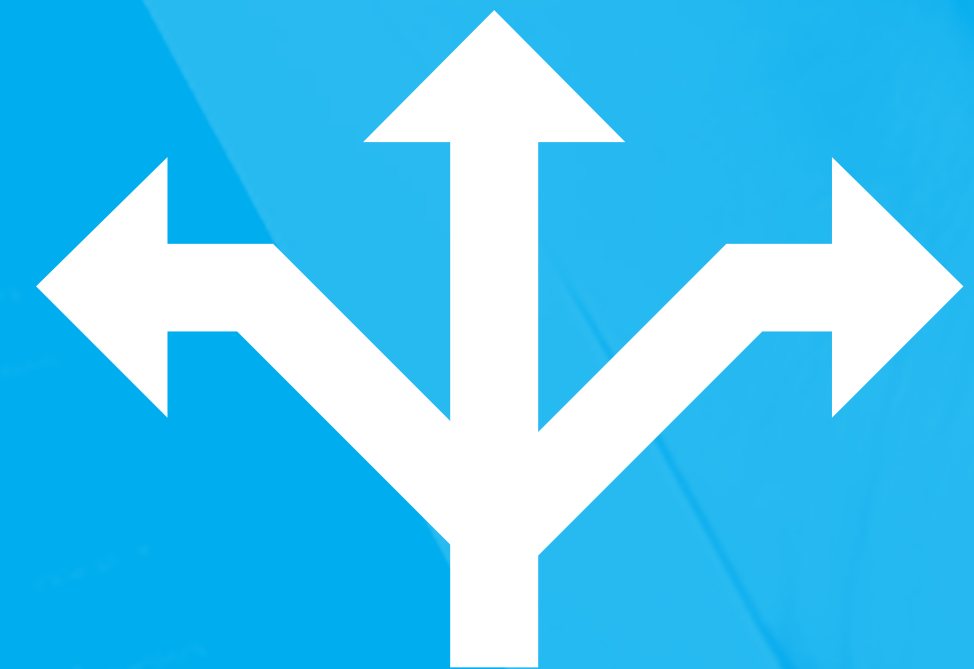
Why choose Blurrt?



fast real-time analysis

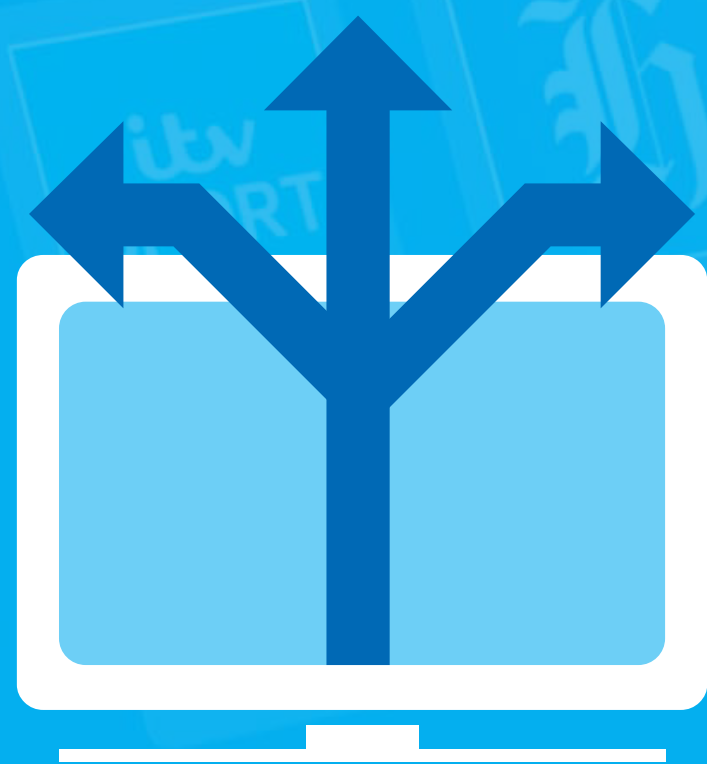


easy and intuitive system



flexible structure

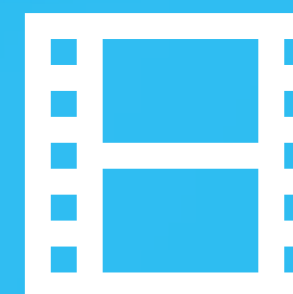
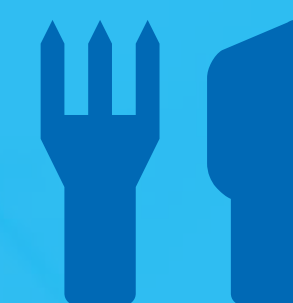
Scalability



numerous areas of
broadcasting



expand international
into other languages



potential to expand
within other markets

Management Team

Executive Chair

Simon Spalding

Former Fremantle regional CEO for Europe & Asia Pacific and CEO of Yummi Media Group.

Chief Executive Officer

Jason Smith

A co-founder and shareholder of Blurr. Former commercial lawyer, Jason leads the management team and strategic direction.

Chief Technical Officer

Miles Cook

Leads on the technical development of the platform.

Head of Product

Anna Dent

Started as our language analyst and designed our natural language processing rules. Anna now oversees our language analysts and general product development.

Non-Execs

Nick Miller

A co-founder and shareholder of Blurr. Also the director of Miller Research Ltd, a research consultancy.

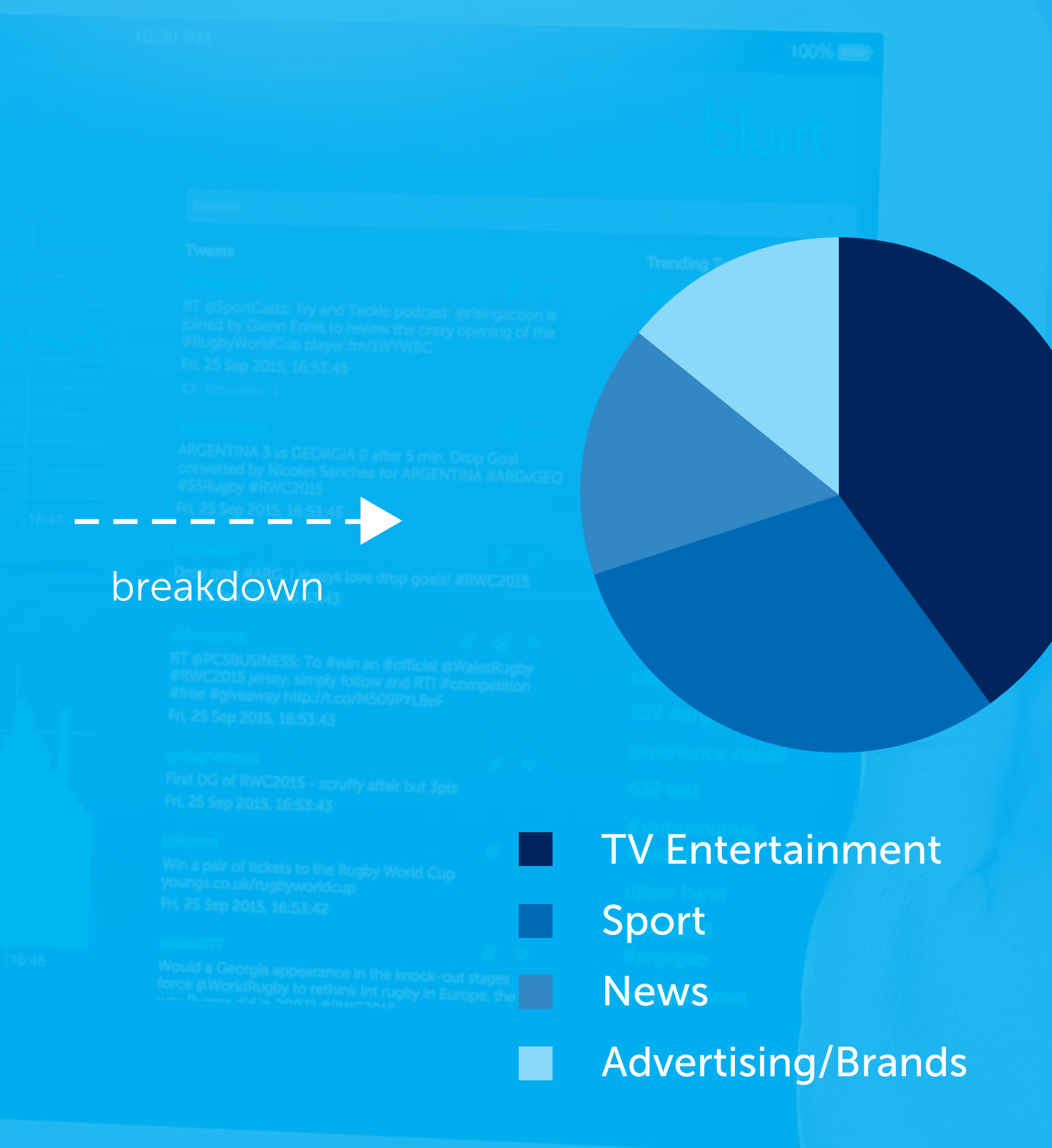
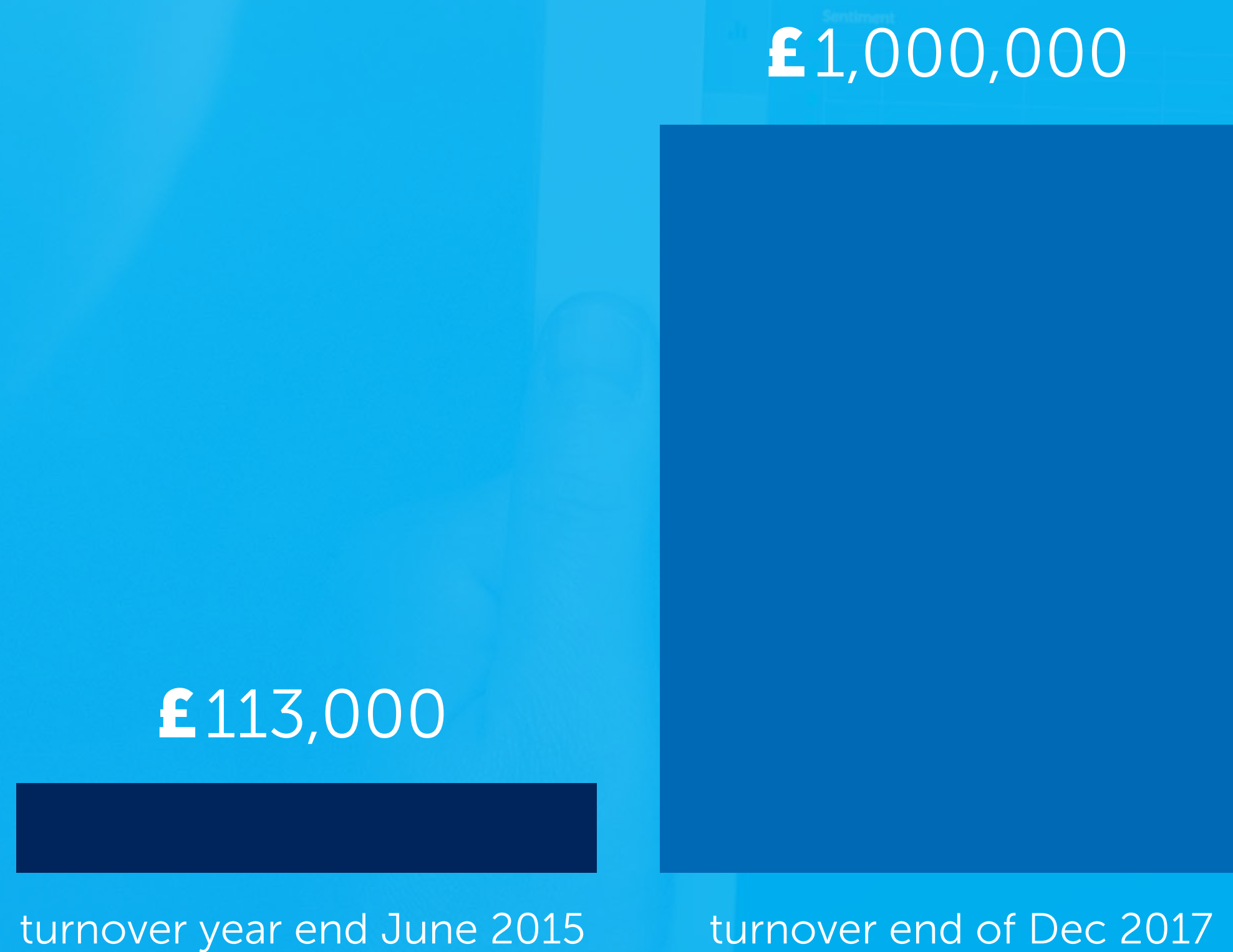
Lloyd Gooding

Shareholder and director of Gooding Group Ltd.

Phil Evans

Representative director of S4C Digital Media Ltd.

Financials



By the end of 2017 we're looking to achieve a valuation of **c£5mil**

Investment

We're looking to raise investment of **£500k**. The investment will be used to fuel growth by:

Sales

We intend to recruit sales people across broadcast and advertising.

Technical Development

We need to stay ahead of competitors and that requires continual technical development of the platform.

Market

We need to research international markets and other vertical markets beyond broadcast media/advertising/brands.

PR/Marketing

We intend to recruit an internal PR/Marketing manager and work with agencies to publicise what we do and how we add value.

People

We need to invest further in our existing staff and recruit in a number of areas as above.