

BlueRush offers a Software as a Service (“SaaS”) based content engagement platform that enables B2C companies to achieve greater engagement, loyalty and conversion metrics with customers.

INVESTMENT HIGHLIGHTS

1 Large and Growing Market Opportunity

- Video is the fastest growing online medium
- Epidemic engagement problem

2 Strong Management and Lead Investor

- CEO Steve Taylor, lead investor Round13 Capital both have track records of value creation

3 IndiVideo is a Superior Product

- Highly scalable, personalized and customized SaaS solution
- Disruptive delivery and pricing model
- Superior gross margins
- Strong sales momentum

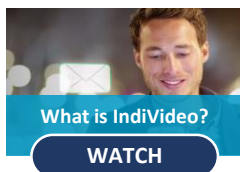
4 Blue Chip Customers and Strategic Partners

- Clients include leading banks, insurance and asset management firms
- Partners drive global footprint and accelerate technical roadmap

PRODUCT

INDIVIDEO

Our interactive personalized video platform creates a memorable customer experience, simplifying complex products and ensuring immediate relevancy.



PROVEN RESULTS

Mortgage Affordability IndiVideo for one of Canada’s “Big Six” Banks

+30%
of viewers clicked CTA

+40%
lift in conversions

+70%
of visitors watched >60 seconds of video

CUSTOMERS



PARTNERS



MANAGEMENT

Steve Taylor, CEO & Director
Strong track record leading emerging, high-growth companies.

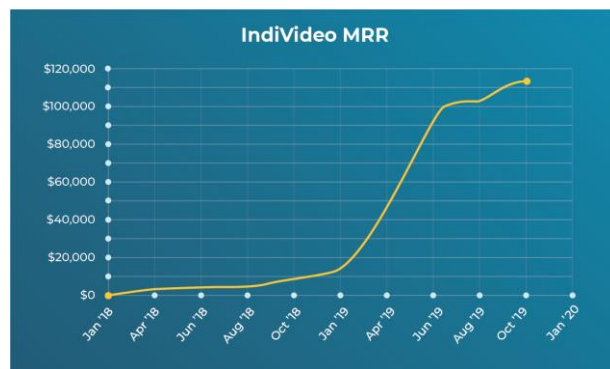
Larry Lubin, President & Chair
BlueRush co-founder with proven track record in Fintech business development, sales and marketing.

Len Smofsky, EVP & Director
BlueRush co-founder with 25 years of experience in visual communications and strategy.

Richard Pineault, CTO
Experienced system architect that has led BlueRush software development and security since inception.

Ankur Gupta, CFO (Interim)
15 years of experience that includes managing the finance group for a SaaS-based software solution provider.

STRONG INDIVIDEO SALES MOMENTUM



STOCK DATA (April 30, 2021)

Closing price: \$ 0.16

S/O Basic 162,056,711	Options 20,443,312	Fully Diluted 246,839,255
Warrants 57,196,376	52-Week Range \$0.04 - \$0.24	200-Day Moving Avg \$ 0.1647

LEAD INVESTOR

Round13 Capital

Growth-stage Venture Capital firm investing in Canadian information technology companies including:

- Lavalife, Skywave, FloNetwork, Softimage, Fortiva
- HubDoc: exit to Xero for ~\$100M (July 2018)

Own ~23% of BlueRush Inc. after continued investments and exercise of warrants

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