

## Veezyon Corporation

**Company Overview:** Veezyon.com is a social learning platform. We partner with knowledge-based content producers, specifically universities and associations, to provide credible rich-media content to our users. We improve our users' online learning experience with collaborative research and knowledge discovery tools. Headquartered in Santa Fe, NM, Veezyon generates revenue by providing digital content and social media services to institutional clients.

**Problem:** Social media and social networking have changed how we learn. Universities and associations are aware of the shift in education but most are unable to provide today's innovative learning technologies.

**Solution:** Our digital content and social media services enable our partners to capture, preserve and share institutional knowledge. Veezyon's rich-media content services include web-optimization, hosting and distribution. Our clients and partners access analytics to identify learning trends, which allows them to rapidly respond to learner demands.

**Business Model:** Veezyon currently generates revenue through its content and social media services offered to institutional clients. In the near future, we will introduce a subscription model for our heavy users, who would upgrade to use Veezyon's premium product features.

**Sales Model:** We work with our partners to initially inform their students and member base about Veezyon's capabilities. After reaching a critical mass of users, we market to other universities and institutions within the same domain area of our partner, and introduce our capabilities to relevant students and member groups.

**Market Opportunity:** We compete in the U.S. market for learning technology products and services, which is growing by 5-year CAGR of 16.3 percent and reached \$30 billion in 2008. There are 8 buyer segments in this market; we target associations, which has spent \$6.2 billion in educating their members in 2008. There are 23,000 nationwide associations in the U.S., which could potentially integrate Veezyon's product and services into their learning technology offerings.

**Competitive Advantage:** Veezyon.com is a social learning platform focusing on credible content from universities and associations. We not only aggregate content from our partners but also offer customized services to solve their digital content and social media problems. Our proprietary algorithms recommend niche-credible, user-specific content, thereby maximizing the users' learning efficiency and strategically extending our partners' reach.

**Management Team:** Veezyon's founding team has experience in commercializing technologies, forming startups, creating curriculum for advanced computer science concepts. Veezyon founders are Doruk Aytulu, Joshua Thorp and Lale Kumral.

**Funding Request:** We are seeking to raise \$750,000.



**DORUK AYTULU**

**Investors:** Founders  
**Year Founded:** 2005

Veezyon Corporation  
[www.veezyon.com](http://www.veezyon.com)  
[daytulu@veezyon.com](mailto:daytulu@veezyon.com)

**In Attendance:**  
Doruk Aytulu, CEO  
Joshua Thorp, VP of engineering  
Lale Kumral, VP of marketing

**Revenue Forecast:**

2011:	\$ .075M
2012:	\$ .37M
2013:	\$ 3.9M
2014:	\$ 13.9M
2015:	\$ 44.3M