



Video Size Reduction

Investment Overview

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We have developed a software solution **to (reduce) the size of (compressed) videos 80% more!**

Our project aims to “commercialise” the software, by making it available online, on the cloud, for the general public to access.





Innovation

We want to make a **positive impact** on the world of online video and green tech.

This innovation is characterized by the different “method”; it decreases the size 80% every time, while keeping the visual quality at 100%.

It “reduces” size without sacrificing “visual quality”, in comparison with “compression”, which takes place at the cost of “suffering visual quality”.



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Commercialisation



Well defined



High Demand

“The well defined opportunity lies in capturing the market demand for “online video compression services”. These users are the by hundreds of thousands each month.

Our opportunity lies in offering them “an alternative” that solves their pain-point! They would be able to reduce their videos size to 20% of the original, while maintaining 100% of the visual quality!



Demand

Millions Search a Solution

Searches for the term “video compression”. It shows in October 2023 that the top 5 sites gained around 60 million visits for that term (source: SEMRush.com).

Country	freeconvert.com	clideo.com	veed.io	media.io	compress2go.com
Indonesia	25.01% 6.4M	4.64% 687.7K	10.79% 2.8M	12.77% 1.8M	14.8% 340.4K
United States	17.81% 4.5M	11.17% 1.7M	14.52% 3.8M	11.58% 1.7M	15.11% 347.5K
India	14.96% 3.8M	19.52% 2.9M	17.24% 4.5M	29.48% 4.3M	26.71% 614.3K
Philippines	6.78% 1.7M	n/a	4.91% 1.3M	4.92% 709.9K	9.12% 209.7K
United Kingdom	3.35% 853.4K	n/a	n/a	n/a	7.07% 162.6K

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The value created by our planned online service, would be in offering “video compression without sacrificing quality”.

This is the competitive advantage, in offer “much better quality at the same or lower price”.

an innovation that shines



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Outcomes

Our project outcome: a working online portal for users to subscribe to video size reduction service.

Our milestones: develop cloud software, develop portal website, connect both on the cloud, accept payments, test portal and launch to generate positive income.

Our key activities in the project: developing our software to be ready to deploy online, and a portal that accepts payments

Our project source of income: subscriptions of Software-as-a-Service

Expected duration to launch: 12 months



Management Capability



Nahla BECT has its quality management system ISO 9001 Certified, in “IT Software Development, Licensing and Distribution, with international accreditation from UAF (USA).



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> Project Mmgt.

We adopt a methodical process approach to project management: plan, prepare resources, execute systematically.

> Systematic

We systematically evaluate outputs and performance, seek opportunities for continuous improvement

> Experienced

Founder and inventor has over 10 years of experience in managing software development teams.

Thank You

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