



Clicktivated Video, Inc

WE TURN ANY VIDEO INTO AN INTERACTIVE SHOPPING EXPERIENCE

<http://clicktivated.com>

OCTOBER 2020

SBDC ASSISTANCE

TECHTEAM CONSULTING

- Patent Landscape Consulting
- Forecasting and Planning
- Business Plan
- Investor Identification
- Valuation

BUSINESS ACCELERATOR FUND

- \$15,000 Engagement Through TechTown
- Patent Filing
- \$25,000 Engagement Through TechTown
- Updated Branding and Messaging

ADDITIONAL SUPPORT FROM

- TechTown
- Techstars

Video has become a strategic and critical part of all brand and retail marketing. Prior to Clicktivated, video was strictly passive and lacked any effective method to directly connect consumers to the products they want to buy inside video as they watch. Clicktivated transforms video by allowing a viewer to click on any product to shop while a video streams, queuing up links to the relevant pages for each product clicked. A single streaming video can now cover multiple products while allowing continuous buyer interaction. Internal data suggests a six-to-ten times increase in viewer interaction and click-throughs.

KEY ACCOMPLISHMENTS

- Two patents
- Three years of growing revenue
- Twenty active accounts
- \$1.5 million raised in three rounds



"The TechTeam is great, and I have truly enjoyed working with them over the past few years."

Chris Roebuck, CEO

<https://sbdcMichigan.org/tech-business/>

