



Vello is a payment platform for social media.

Legal Matters

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The Problem with Social Media

Millions of fans, limited options to monetize them

Other than getting paid to promote third party products, celebrities and influencers have no other method to monetize their fan base on social media.

Instagram



kimkardashian 

5,222 posts

180m followers

Kim Kardashian West



837k likes 1d

kimkardashian New obsession @sugarbearhair 🍯 I have two of these a day as part of my hair care routine. They are delish! #sugarbearhair #sp

view all 12,337 comments

paulina.beattie First

alexandra_pap8 @labros_lin @panagiota_meleti σορρυ κιολας αλλα εγω εχω μαυρισει περισσοτερο απο τη φιλη μ τη @kimkardashian

ale.dalbosco Essa @_amandaamor

yeahmy Lolly pop

cosmickayzo Lb

boyslavonac Kyle is better in lake's

kristenecook Lb

miakhalifafansairi LB

Vello Solution

Vello is a payment platform for social media.

Celebrities and influencers use Vello to charge for access to their premium content on social media.

Instagram

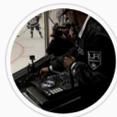
Search



snoopdogg  Follow

45,652 posts **48.9m followers**

snoopdogg
I wanna go outside single out now
rapempire.sng.link/D15sp/rvmy



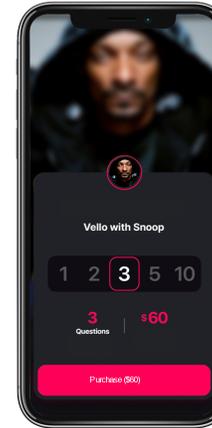
Highlights



Highlights



GFunk Scr...



One-on-one access:

User pay a fixed fee per question. Users upload their video question and the celebrity responds with their video at a time that is convenient. The Vello platform merges the question and response videos into a single video message back to the user.

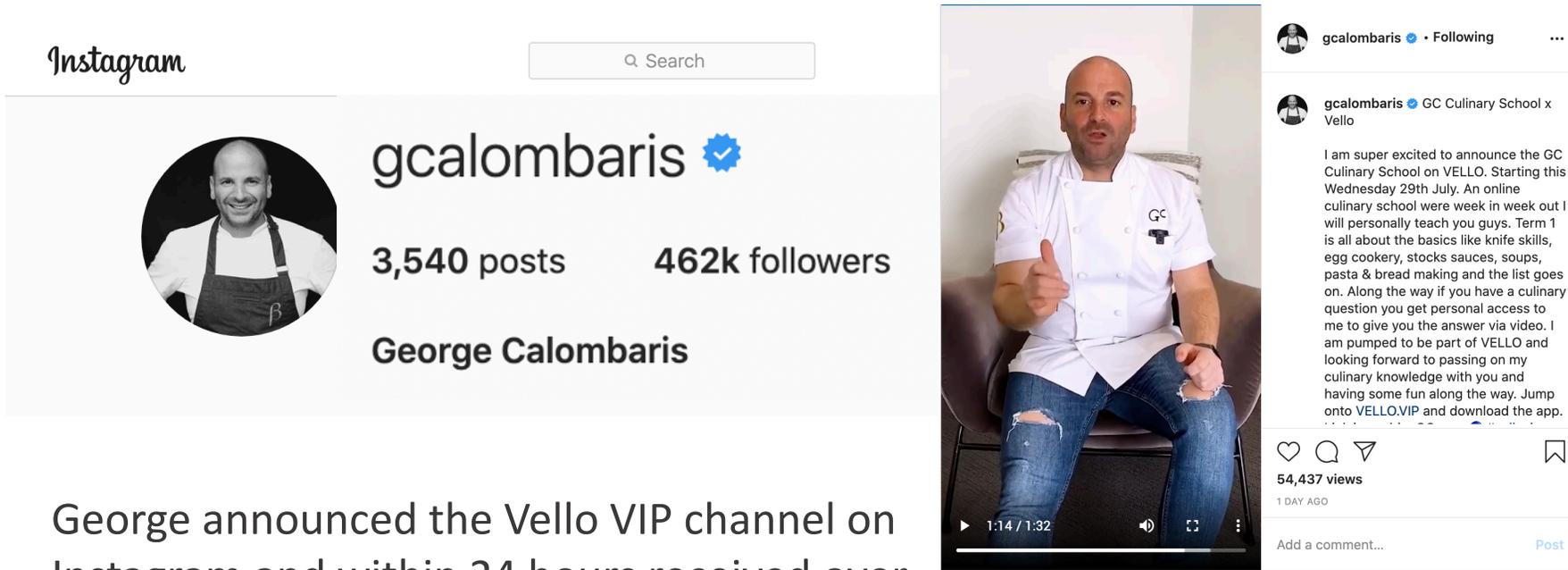


VIP: One-to-many access:

The celebrity creates a paid VIP channel by charging users for monthly access.

Vello VIP

Celebrity Chef, George Calombaris launches VIP channel on Vello at \$5.99 per month



The screenshot shows George Calombaris's Instagram profile with 3,540 posts and 462k followers. A video post from his account 'gcalombaris' is shown, featuring him in a chef's uniform sitting in a chair. The video has 54,437 views and was posted 1 day ago. The caption of the video reads: "I am super excited to announce the GC Culinary School on VELLO. Starting this Wednesday 29th July. An online culinary school were week in week out I will personally teach you guys. Term 1 is all about the basics like knife skills, egg cookery, stocks sauces, soups, pasta & bread making and the list goes on. Along the way if you have a culinary question you get personal access to me to give you the answer via video. I am pumped to be part of VELLO and looking forward to passing on my culinary knowledge with you and having some fun along the way. Jump onto VELLO.VIP and download the app."

George announced the Vello VIP channel on Instagram and within 24 hours received over 54,000 views and started generating revenue in the Vello platform.

https://www.instagram.com/tv/CDIKKvnlZ1j/?utm_source=ig_web_button_share_sheet

George Calombaris was a judge on MasterChef for 10 years



MasterChef AUSTRALIA



Merge FinTech with Social Media

Vello empowers celebrities and influencers to take control over their brand.

Celebrities create a unique and exclusive environment to engage with their fans. They can:

- ✓ Set their own pricing and receive instant payments.
- ✓ Control the number of 1 on 1 video interactions or turn the feature off and solely use the VIP's one-to-many solution.

YouTube



Instagram



twitter



Celebrities with large fan bases have the potential to generate hundreds of thousands (or millions) of dollars in revenue per month from the Vello platform.

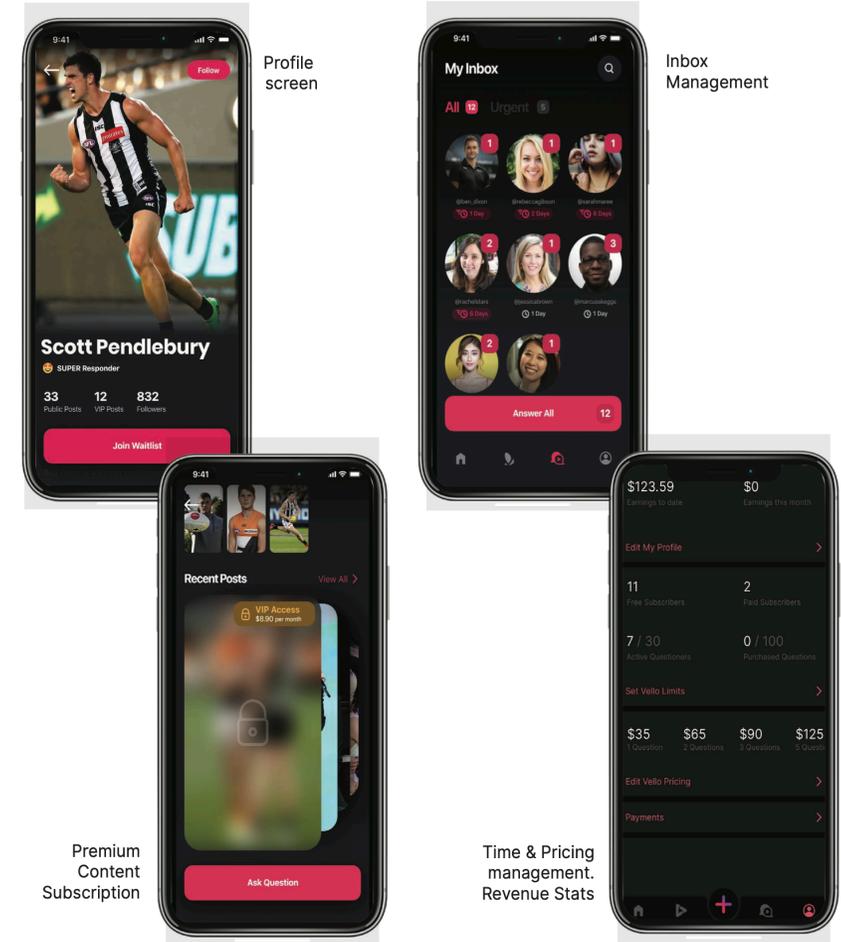
Business Model

Vello has developed a Fintech platform for billing, recurring payments, and split distributions.

Vello receives 25% on each transaction.

- ✓ 75% instant payment to the celebrities.
- ✓ If the celebrity is referred to Vello by their agent, Vello instantly splits the 25% margin with the agent.

The revenue share is 5% to 12.5% to the agent and 12.5% to 20% to Vello.



Distribution

Many high profile celebrities use Agencies to manage their commercial and promotional activities.

Vello has signed over a dozen Agency Agreements in Australia and USA to assist with introduction to high profile celebrities to Vello.

Vello has no customer acquisition cost as each celebrity brings millions of fans to Vello.



Traction so far

Today there are dozens of celebrities on the Vello platform building exclusive content and preparing for an official launch to over 7 Million of their fans.

- ✓ Secured over a dozen Agency Agreements from Australia and USA.
- ✓ Vello has built a database of over 1000 celebrities – many are referrals from agents or personal contacts of the Vello founders.
- ✓ These celebrities have a combined 150 Million fan base.
- ✓ Platform to launch in August 2020.



Ben Dixon is the CEO and co-founder of Vello. He is a former professional Australian Rules footballer having played 203 games during his career. Ben has direct contacts and relationships with many sporting and media celebrities.

Sports Influencers on Vello

Fox Footy

Owned by Fox Sports Limited, Fox Footy is an Australian rules football subscription television channel and will use Vello to connect talent to at home television viewers.

Instagram followers: 152,000
Twitter followers: 136,000
Facebook followers: 329,000



Michael Klim

Michael Klim, OAM is a Polish-born Australian swimmer, Olympic gold medalist, world champion, and former world record-holder.

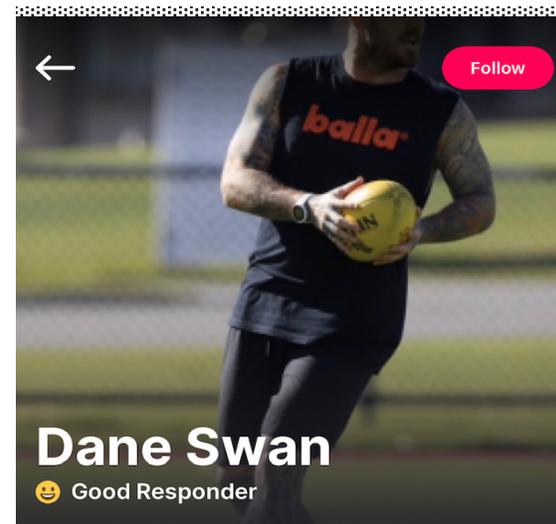
Instagram followers: 36,000
Twitter followers: 10,000
Facebook followers: 7,100



Dane Swan

Dane Swan is a popular former professional Australian rules footballer.

Instagram followers: 249,000
Twitter followers: 179,000
Facebook followers: 43,000



Danny Green

Danny Green is a 4 times world champion professional boxer

Instagram followers: 66,000
Twitter followers: 44,000
Facebook followers: 548,000



Lifestyle Influencers on Vello

George Calombaris

George Calombaris is one of Australia's top chefs and is recognised as one of the country's favourite judges on Masterchef Australia.

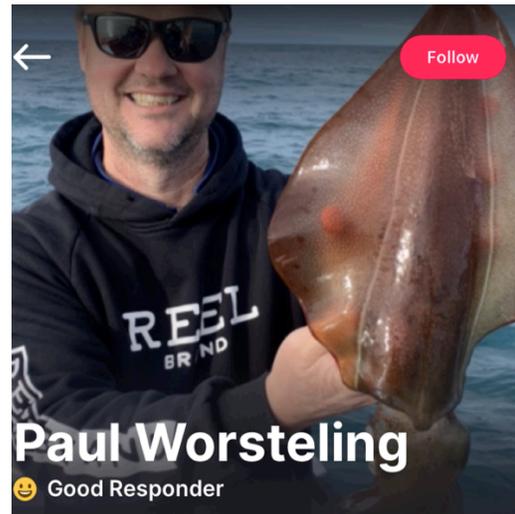
Instagram followers: 459,000
Twitter followers: 459,000
Facebook followers: 337,500



Paul Worsterling

Paul Worsteling is an Australian sports fisherman, television and radio host and entrepreneur.

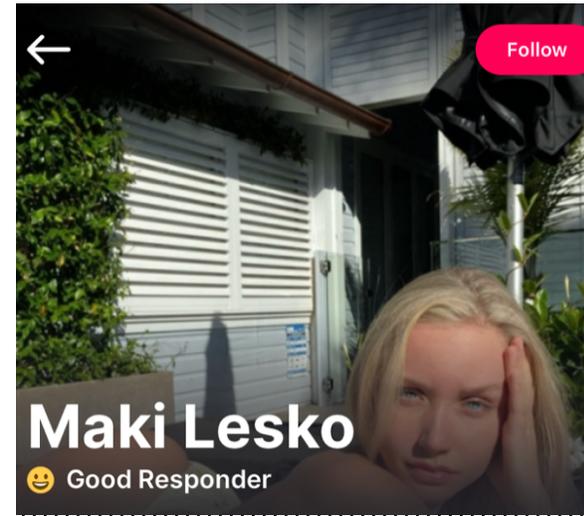
Instagram followers: 109,000
Twitter followers: 14,800
Facebook followers: 153,000
Youtube followers: 46,000



Maki Lesko

Maki Lesko is a social media influencer, model and brand ambassador

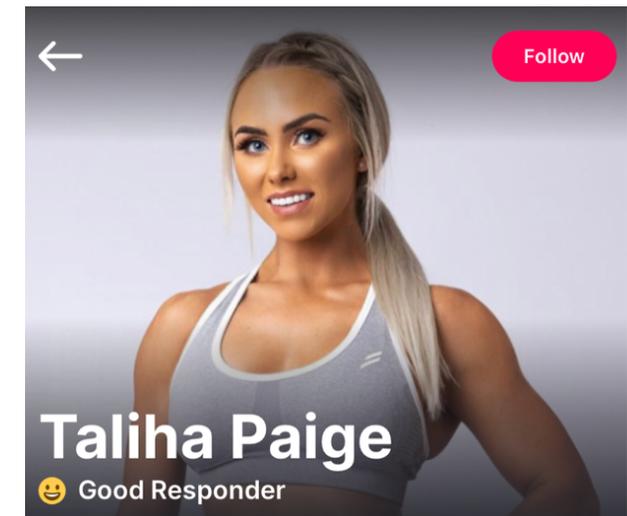
Instagram followers: 41,500



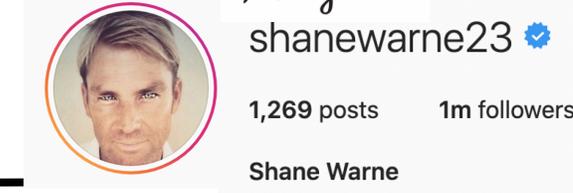
Taliha Paige

Taliha Paige is an instagram health and fitness ambassador, model and social media influencer

Instagram followers: 88,500

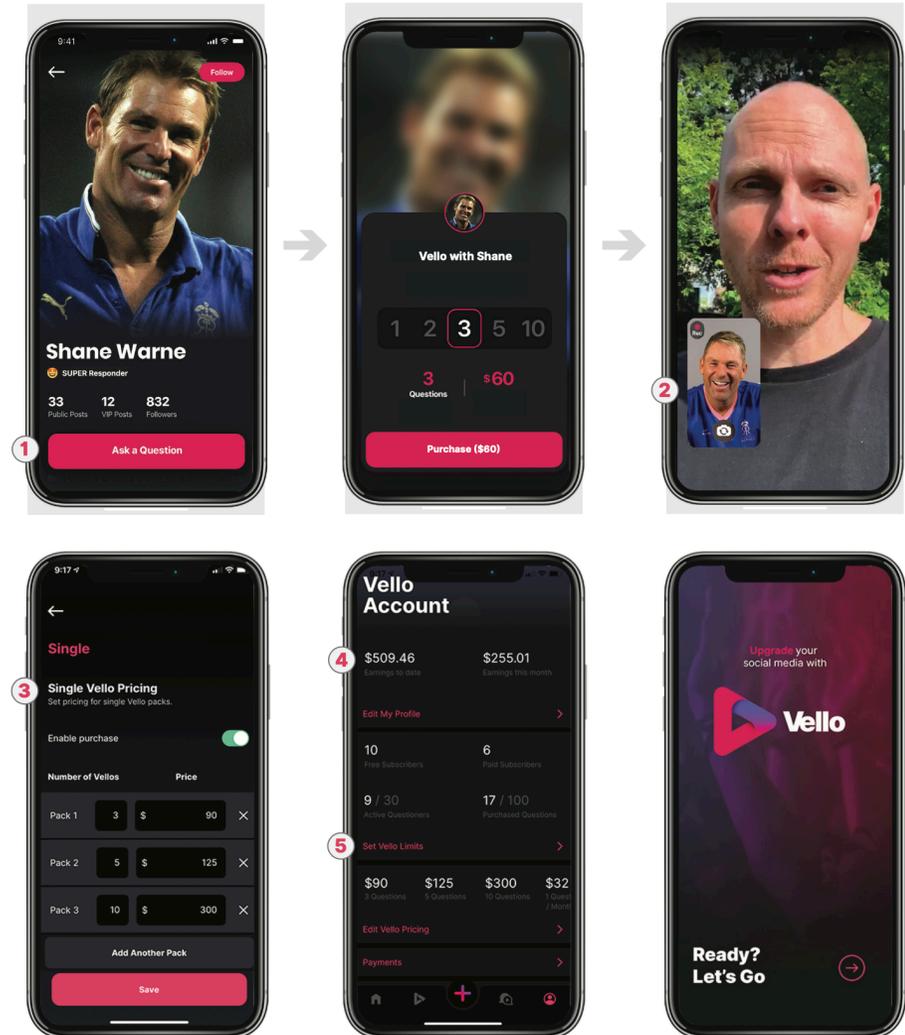


Pathway to Revenue



Vello has completed the build of the platform, secured distribution and celebrities. It will start generating revenue in H2, 2020.

- ✓ Vello completed a C\$.9M capital raise in 2019
- ✓ In June 2020, Vello secured C\$0.64M from two institution investors to be completed at listing on the CSE.
- ✓ A further \$1.3M in funding available from conversion of options.
- ✓ Vello has enough working capital for over 12 months of operation.



Capital Structure

Vello is listing on the CSE.

- ✓ The institutional investors are investing at \$0.08 per share.
- ✓ There is only 1,100,000 shares available in the spread at \$0.08 per share at a valuation of \$2.9M
- ✓ Note, some agencies and celebrities have indicated their interest to purchase shares in the spread.

Shareholder	Shares	Warrants at 16 cents	%
Existing	20,000,000		54.6%
Spread	8,600,000		23.5%
Institutional Investors	8,000,000	8,000,000	21.9%
Total	36,600,000	8,000,000	