



# What If You Had Your Own Business Channel?

- To share Your industry expertise/viewpoints?
- To interact with Your Clients & Prospects?
- To test new concepts & demo solutions to Clients/  
Partners?
- For more transparency in offshore projects?
- To learn from other professionals worldwide,  
including Senior Execs & Business Leaders?
- To use new media as it evolves?

**Well, now you can do all that  
and more. Learn how...**

# We are applying New Media for Your business needs

## Your Needs

- "It'll be great to see examples and challenges in adopting new technologies, like Biometrics, Security Software" - CIO, Retail Co.
- "Can I see video case studies on how F&A costs have been reduced YoY?" - CFO, Manufacturing Co.
- "I want to see my clients talking about their needs" - Banking Associate
- "When I demo a solution through a video, I want to engage the audience in Q&A" – IT Solutions Manager
- "I'd be interested in How to videos like How to protect IP, How to file tax returns, How to mortgage better, etc" - VP, Biotech Start-up

## Our Response

The screenshot displays the MyOrbit.tv website interface. At the top left is the logo 'MyOrbit.tv' with the tagline 'Your own business & professional development channel.' Below the logo are navigation tabs for 'Home', 'Upload', 'Watch', 'Channels', and 'Group'. A secondary navigation bar includes 'My Videos', 'My Favorites', 'My Playlist', 'My Groups', and 'My Profile'. A search bar is located below the navigation, with a 'Search Videos' dropdown menu. Below the search bar is a yellow banner with three main actions: 'Watch' (Better than TV! Watch what you want, when you want!), 'Upload' (Quickly upload and tag videos in almost any video format), and 'Share' (Easily share your videos with everyone, public or private). Below the banner is a section titled 'Want To Talk About Your Business, Your Products, Your Expertise?' followed by a 'Recently Viewed' section. The 'Recently Viewed' section shows a list of four video thumbnails with their titles and upload times: 'Managing your Job Change Project' (4 seconds ago), 'Income Statement basics' (24 seconds ago), 'IT Offshoring' (6 minutes ago), and 'Case Study: IT benefits in Manufacturing' (6 minutes ago). The 'Recently Viewed' section is flanked by 'BACK' and 'NEXT' navigation buttons.

# What is MyOrbit.tv?



MyOrbit.tv is an interactive Internet video channel focused on business and professional development.

## Why MyOrbit.tv?

**There is a need for better business communication – interaction and engagement – with prospects and clients.** We are leveraging our industry experience and new media technology for business. Our focus on business and professional development makes us unique. Our members & viewers includes professionals at all levels- line managers, project leaders, Directors, CXOs & Board members.

## We are pushing the boundaries of Internet media in news ways, like:

- **Promoting businesses** to clients worldwide (eg. a logistics company showing its facilities and client testimonials, or a BPO company showing its team and operations)
- **New product demos** by companies (eg. a medical diagnostics company demonstrating the benefits of its new diabetes management product)
- **Improve Sales & Marketing** with reduced costs of travel and getting attention of buyers using effectively prepared videos
- **Market research and Concept testing** – reaching out to a targeted group of executives/professionals to validate a business plan or any new offering – could be new airline seating, new software, etc.
- **Training & People Development** (eg. sales training and commercial presentation videos, job candidates presenting experiences through video)

# Who is behind it?

We have an experienced team of Executives, Business Advisors and Associates spread worldwide, and having experience with leading innovators like ABB, Accenture, BP, DuPont, Kodak, P&G, HSBC, Fidelity Investments, Infosys, IBM, Microsoft, Oracle, Pfizer, and McKinsey.

Shankar AVSB is the founder and CEO. He has experience in commercialization of new technologies and services in dynamic business environments. He has helped numerous clients in integrating E-business with traditional business, and in adopting new technologies successfully. He has a degree in Electrical Engineering from REC Jaipur and MBA from IIM Lucknow, and has also studied at the Stanford University Graduate School of Business and School of Medicine. He is based in London.

7Avenues ([www.7avenues.com](http://www.7avenues.com)) is a strategic investor in MyOrbit.tv. It has an innovative model for private equity with investors worldwide investing through a combination of capital and sweat equity.

# **Our members & viewers are professionals & executives worldwide**



Way back in 1984, John Gage, co-founder of Sun Microsystems said: "The Network is the Computer" to describe the emerging world of distributed computing; it was dismissed then by industry experts, but today it symbolizes the explosion of Internet based computing.

Today in 2007, if you combine the Internet with 'Professional Networks', you can probably say: "The Network is the Business"...and that's **MyOrbit.tv**, Your Internet video channel for Business & Professional Development.

If you are in any kind of profession or business, we will show you at least two ways to rapidly benefit with us. Make new media work for you!

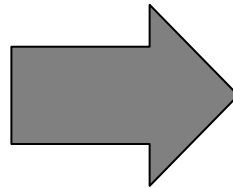
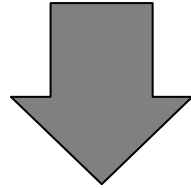
# Who All Can Benefit?

- 1 Individual Professionals
- 2 Small & Medium Companies
- 3 Large Companies

Please watch this video on how you can benefit:

[http://www.myorbit.tv/view\\_video.php?viewkey=5ee0bc9d43bbf5bbe87f](http://www.myorbit.tv/view_video.php?viewkey=5ee0bc9d43bbf5bbe87f)

# Individual Professionals



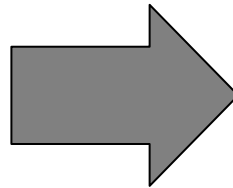
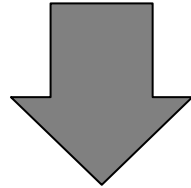
**Broadcast Expertise  
through Discussions**

**Increase Professional  
Visibility**

**Gain Business  
Network**

**Consultants, Accountants, Lawyers, Auditors,  
Business Advisors, Trainers, Doctors, etc**

# **MyOrbit.tv** **Small & Medium Companies**



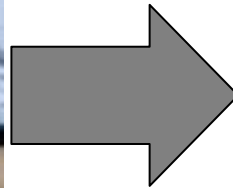
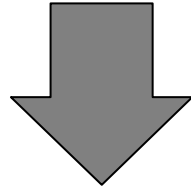
**Increase Market  
Visibility – Build Brand**

**Get Potential Business  
Partners & Customers**

**Launch New Products  
& Services at low cost**



# Large Companies



**Interaction & Feedback from customers**

**Increase Awareness of New Products/Services**

**Accelerate Sales Cycle using Private Videos**

**Knowledge Sharing with Team Worldwide**

## Two Types of Videos



### Public

- Everyone on the site can see.
- They are good for marketing, brand building purpose, and sharing your industry/ solution expertise.

### Private

- Visible only to you
- You can share its link with selective people. The private video is as safe as the person receiving it, like in all business communication.

# Applications Across Business



## Sales & Marketing

- Business Leads
- Brand Building
- New Product Launch
- Proposals (private videos)
- Business Events  
(coming soon)

## Operations & Service Delivery

- Easy to put in Intranets
- Knowledge Sharing
- How To Videos
- Visual Status Reporting
- Video Conferencing  
(coming soon)

# Benefits for Sales & Marketing

- **Business Leads** – When you have your product/solution description videos or when your company member participates in a industry discussion, you can put contact information and website link along with the video, and interested people will come directly to your site and contact you. Also, you can email the link to your video in your biz dev emails, and 80% people will at least click the link and come to watch it. It's a big difference from the typical response to emails. Now whether they see the whole video, or close it after 30 seconds is up to you (though we can help you in that also).
- **Brand Building** – If you are a small or medium sized company, we present among the best investments for brand building. By having your solution description videos available to all audience on MyOrbit.tv, you can leverage our marketing efforts to reach a range of business professionals worldwide. These are people who use sites like CIO.com, CFO.com and other business websites.
- **New Product Launch** – Businesses are planning to launch their new products or service on this channel, which is a cost-effective way to reach target audience both for B2C and B2B offering.
- **Proposals (using private videos)** - It's a powerful feature for presenting details to clients/prospects. Clients will watch videos with interest if you embed them in the proposal or show them a link. In addition to getting comfortable with your team, they will see you as more proactive – significantly increases your chances of winning. Few companies do this. MyOrbit.tv can help you use this edge. Also, when you include a videos of your subject matter experts you are making your best pitch, and it also does not need travel costs, and no appointments needed.
- **Business Events (coming soon)** – In about 2 quarters, you can conduct business events, like an online presentation, with a targeted audience of MyOrbit.tv, which we will handpick for your presentation. External agencies would give thousands to get a chance to email them, where as you can present to them directly.

# Benefits for Operations & Service Delivery

- **Easy to put in Company Website & Intranets** – by copy pasting just 3 lines of html code, you can make the same videos play on your Company Website and Intranet. The video streams from MyOrbit.tv, and your audience/ teams can use the same web pages as before, which now have video also.
- **Knowledge Sharing** – Experts in a given area can record their expertise while presenting on the white board or in a Q&A mode, and that can be shared across geographically dispersed teams. For example, one company is preparing team induction videos which will be uploaded as private videos.
- **How To Videos** – How To stuff is among the most watched and also establishes rapid credibility of the presenter. With How To videos for all key product lines, each employee can share essential knowledge with clients/ prospects. You should plan to have a few public 'How To Videos' related to the problems you solve. For example:
  - If you are an accounting firm, it can be: How to make an SEC filing?
  - If you are a compliance consulting firm: How to avoid pitfalls in SOX compliance?
  - If you are a software services company: How to implement ERP/CRM rapidly?
- **Visual Status Reporting** – very useful in geographically dispersed teams. Monthly or quarterly status reports can be video presentations followed by a telecon. The confidence and transparency will increase.
- **Video Conferencing (coming soon)** – In about 2 quarters, we also plan to offer video conference capabilities to our members, which is effective in some initial discussions to build rapport. Static videos still have their importance because you can deliver your content in a planned way.

# Our Business Packages

Benefits	BUSINESS	BUSINESS_PRO
You can launch new products & services and have interact with the audience at MyOrbit.tv. For example, you can show a demo a solution, your team can load a discussion which clients want to hear, series of training courses, etc.		
You can show the same videos on your website very easily, and can also use them in email communication, which is a great way to ensure that your message is opened and heard.		
We will help you get the best out of your investment through inputs on video creation, building brand image with quality information, and reaching your target audience. Leverage our marketing engine for you.		
You will get help from us in planning & conducting industry discussions, which can improve your business. Your videos will feature periodically on the site (2 days/week on the home page).		
Sufficient video upload space and bandwidth to handle hundreds of business audience watching your videos. (1 GB+ video upload space and 50 GB+ bandwidth per month)		
MyOrbit will help you in business development. We will prepare a online sales & marketing plan for you, which leverages our set up and business network - we have worked at senior levels in the industry. We will define KPIs and work to achieve them.		
An attractive introductory fee, making it among the best online sales & marketing investment for your business. This introductory fee will be moved up in the near future to match its real market value.	\$99 per month	\$499 per month

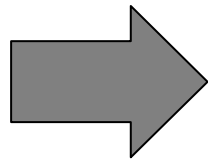
# Confidentiality & Privacy

Your information will be safe with us. That's a guarantee. We are a business services company leveraging new Internet media, and privacy of information is absolutely vital for our reputation. Our success follows the success of our members.

We abide by our Privacy Policy, which is available at: <http://www.myorbit.tv/privacy.php>

While we will have access to your private videos, we have no interest in them. This access is required to conduct periodic checks to ensure that no negative or harmful content is stored and distributed as private videos, because any such event can damage our reputation and business. If your company needs more information on this topic, please let us know. In addition, we can sign an NDA with our business package members.

# Got Questions?



**connect@MyOrbit.tv**

And one of us will get back to you within 48 hours. If you are in any kind of profession or business, we will show you at least two ways to benefit. Come and join as a Member – it's kept free – start benefiting from today. [www.myorbit.tv](http://www.myorbit.tv)

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