F A C T S H E E T

Contacts:

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Mission:

To provide innovative technologies for clients to ehance their online presence by aquiring consumer-generated content, redistribute it, and thus better connect with their audiences.

Executive Team:

Parker Polidor – Co-Founder, former Founder/Owner Mountain Valet.
Ray Capp – former COO of Ingram Entertainment ($1B annual sales)
Colin Polidor – Co-Founder, former Founder/Owner Mountain Valet.

Business Model:

Cell Journalist provides technology for consumer businesses to acquire consumer-generated photos and videos, which then are deployed for web sharing, supported by advertising. Cell Journalist charges setup fees and monthly licensing fees to the customer. Advertising revenue is then generated from sponsorships, where companies pay to have an advertisement shown in conjunction with the photos and videos.

Differentiation, Competitive Advantage:

Cell Journalist provides the functionality for submitting images and videos directly from a mobile device. Administrative tools allow for the platform to be easily customized for seamless integration into a customer's existing website. The advertising component enables the platform to become a profit center for the client.

Markets:

- Media Outlets, including radio/ television stations and newspapers.
- Fan sites for entertainment groups (e.g. sports or music).
- Sites that are seeking to integrate photo and video sharing functionality.

Customers:

WKRN News Channel 2 Nashville (Nash Flix), Country Hound, inAclip

Partners:

Conduit Corporation and Oop Works

Web page:

www.celljournalistinc.com - corporate site
www.nashflix.com – featured client site