



## **VisibleGains, Inc. Company Overview**

May 22, 2012

VisibleGains is a private, investor-backed company, headquartered in Waltham, Massachusetts. VisibleGains was founded in Summer 2010 with a mission to improve how businesses interact with their clients.

Many of the current team members previously worked together breaking new ground on the use of online video for sales and marketing. VisibleGains' Video Apps use interactivity to create a relevant experience for each person watching the video, dramatically increasing engagement and conversion.

Beginning in Spring 2011, the VisibleGains team sensed an unmet need corroborated by customers to find a better way to foster the relationship between a professional and his or her client. While new technologies enhance mass communications, direct client interactions are mostly relegated to email. Our goal is to bridge that communications gap.

Adopting the lean methodology and working very closely with end users, the VisibleGains team repeatedly tested the utility of its vision. An extremely talented and passionate engineering team released to beta users an early version of Postwire in Fall 2011. Continuously iterative development and customer feedback loops resulted in the public launch of Postwire in May 2012 at TechCrunch Disrupt NYC.

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