



TRANSCRIBING  
THE WORLD'S VIDEOS



# FREE TRANSCRIPTIONS

## - ADD YOUR VIDEOS -

All your videos... "key-word" searchable, readable and printable!

And it's 100% FREE (nice!)

### STEP 1:

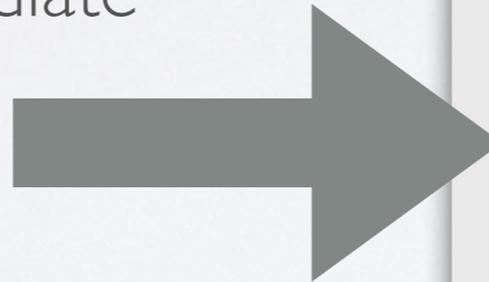
Please enter the URL (or Video ID) of the YouTube video that you would like transcribed:

### STEP 2:

Automatically add to [archive.is](#)

- Transcriptions are added to the growing database of [Tube-to-Text.com](#) transcriptions:
  - Over 10,000 videos transcribed.
  - Projecting 10,000,000 within 6 months.

- The public is encouraged to submit videos for “immediate” transcription - for free.



## Tube-to-Text.com

...beta, is powered by  IVR.works™

## - FULL DIRECTORY -

All your videos... "key-word" searchable, readable and printable!

And it's 100% FREE (nice!)

CHANNEL NAME: **Mark Hyman, Md**

### PREVIEW:

"2017-08-24 18:01:12"



### TITLE:

### TEXT:

#### "What the Heck are Mitochondria?"

" everybody it's Dr mark Hyman welcome to my weekly house call your chance to ask me your questions today we're gonna talk about mitochondria which is one of my favorite subjects in something you probably never heard about It's a great question from after reels on Twitter which is I've heard a lot about your mitochondria what is it and why it is so important and we're gonna talk about that this is a great question so what is mitochondrial mitochondria is the source of your energy is how you make energy from food oxygen that does every function your body little factories in ourselves and take the food we eat and the oxygen we breathe they convert them to energy and that energy is called adenosine triphosphate or ATP and is used to support every function in the body it's like our bodies gasoline now



# UNIQUELY USEFUL

## - START NEW SEARCH -

All your videos... "key-word" searchable, readable and printable!

And it's 100% FREE (nice!)

### STEP 1:

Enter keywords / phrases to search within Youtube videos:

organic

### STEP 2:

Click to search Youtube videos for these key words & phrases, NOW!

### STEP 3:

Tube-to-Text.com will show you search results of deep-linked Youtube videos that contain your designated key words and phrases.

✓ **Key-word-search** the growing database of Tube-to-Text.com video transcriptions:

- current events
- educational lectures
- daily vlogs
- etc.

	CHANNEL: <a href="#">MARK HYMAN, MD</a> 01 May '17: [ Always Congested? Then Do This! ] DEEP-LINK: @ 00h 00m 13s SPEECH FOUND: "...through a healing protocol I'm living a very <b>organic</b> in chemical free life ... "
	CHANNEL: <a href="#">SWEETPOTATOSOUL</a> 26 Apr '17: [ Vegan Groceries for \$35/Week   Healthy Vegan Grocery Haul Part 1 ] DEEP-LINK: @ 00h 07m 53s SPEECH FOUND: "...can do it had a standard \$35 so this all out that another thing that shaded throughs has for cheap are dry fruits and nuts this bag of <b>organic</b> raisins costs under \$3 ... "
	CHANNEL: <a href="#">MARK HYMAN, MD</a> 21 Apr '17: [ Stuffy Noses, Headaches, and Honey ] DEEP-LINK: @ 00h 04m 54s SPEECH FOUND: "...through a Dutch hearing protocol I'm living a very <b>organic</b> in chemical free life ... "
	CHANNEL: <a href="#">WIRED</a> 19 Apr '17: [ Bill Nye Answers Science Questions From Twitter   Tech Support   WIRED ] DEEP-LINK: @ 00h 06m 27s SPEECH FOUND: "...one of these is <b>organic</b> and one of them is <b>genetically modified</b> ..."

✓ Search results are “deep linked”  
- **directly to the moment within the video when the desired “key word” or phrase was spoken!**



# FREE SUBSCRIPTIONS

The public can also subscribe to receive the latest transcriptions from their favorite channels, including:

- ★ CNN™ (News)
- ★ Jamie Oliver (Cooking)
- ★ Doug DeMuro (Cars)
- ★ Melissa Alatorre (Makeup)
- ★ Mark Hyman, MD (Health)
- ★ Thousands & Thousands More!

...beta, is powered by  IVR.works™

Your transcription is ready:

**PUBLISHER:** Big Think

**TITLE:** [ Steven Pinker: Linguistics as a Window to Understanding the Brain ]

**TRANSCRIPTION LINK:** <http://tube-to-text.com/?transcription=0656fa35d96360e0676a7109bba1962e>

**TRANSCRIPTION:**

---

but  
but  
my name is Steve picker and I'm professor of psychology at Harvard University today I'm going to speak to you about language  
I'm actually not a linguist but a cognitive scientist I'm not so much interested as language as an object in its own right but as a window into the human mind  
language is one of the fundamental topics in the human sciences  
it's the trait that most conspicuously distinguishes humans from other species  
it's essential to human cooperation we

✓ New, current & engaging content — found nowhere else!



# BUSINESS VALUE

- ❖ Videos are “the icebergs of the internet”:
  - ▶ Only a small piece (“title” and “description”) are seen by the search engines;
  - ▶ 90% of the value is hidden behind the veil of voice.
- ❖ Transcribing your videos brings a wealth of data to the surface for search engines to find, which drives more and highly relevant traffic to your media and brand.
- ★ Newly transcribed pages are instantly submitted to Bing, Google, Twitter and others for “indexing”.

## Tube-to-Text.com

[tube-to-text.com/](http://tube-to-text.com/) ▼

Tube-to-Text.com :: Now you can literally. ... George Webb · nptelhrd · Gotcha News Network · Jason Goodman · Winning Quest · MLordandGod · Ghostly Matty ...

## George Webb - Tube-to-Text.com

[directory.tube-to-text.com/?channel\\_name=George%20Webb](http://directory.tube-to-text.com/?channel_name=George%20Webb) ▼

CHANNEL NAME: George Webb. NEWEST TITLE "TRANSCRIBED": NEWEST TITLE "PUBLISHED": TOTALLY "RANDOM" TITLE: Whitey, Waltham, And Toady ...

## TRANSCRIPTION of George Webb: `Day 293.5 ... - Tube-to-Text.com

[tube-to-text.com/?transcription=394c19e432bf38a0a39144cdb1b860b5](http://tube-to-text.com/?transcription=394c19e432bf38a0a39144cdb1b860b5) ▼

TRANSCRIPTION of George Webb: `Day 293.5 Bronx Followup` (powered by \*Tube-to-Text.com\*)

## TRANSCRIPTION of George Webb: `WWII ... - Tube-to-Text.com

[tube-to-text.com/?transcription=9840aa32bb2df226a05b8e45ee72c8d0](http://tube-to-text.com/?transcription=9840aa32bb2df226a05b8e45ee72c8d0) ▼

TRANSCRIPTION of George Webb: `WWII Memorial At Muskingum County Courthouse` (powered by \*Tube-to-Text.com\*)

## TRANSCRIPTION of George Webb: `Turned on ... - Tube-to-Text.com

[tube-to-text.com/?transcription=f0a3a30ccf1918c98f85b7852e36c4e0](http://tube-to-text.com/?transcription=f0a3a30ccf1918c98f85b7852e36c4e0) ▼

TRANSCRIPTION of George Webb: `Turned on Henry` (powered by \*Tube-to-Text.com\*)

## Tube-to-Text.com

[directory.tube-to-text.com/](http://directory.tube-to-text.com/) ▼

Tube-to-Text.com :: Now you can literally. ... George Webb · "By the Fire With Thomas Tol..." "Hello You C\*nt" · George Webb · "Courthouse, Courtroom, and .

## TRANSCRIPTION of George Webb: `Day 213.6 ... - Tube-to-Text.com



# TECHNOLOGY



## **Tube-to-Text:**

We constantly monitor the “speech-to-text” service providers to always deliver the best, highest accuracy transcriptions.



# CROWD-DRIVEN ADDED-VALUE

The screenshot shows a web browser window with the URL <http://tube-to-text.com/?transcription=208efcb52468e38262181d901a3a0454>. The video player shows a person in a brown jacket with the title "Dennis #20". Below the video, there is a section titled "• TIME | TRANSCRIPTION:" followed by a table of transcription data.

<a href="#">00:00:00</a>	and they came up on me _
<a href="#">00:00:04</a>	I mean I'm just walking down the street <b>may come up on me</b> like im portant something you know they just don't push me down this alley for not now he's like a dark hallway image so pledge me kicking me enough so I call up into a ball on the force that can hurt me enough
<a href="#">00:00:08</a>	suffice have wanted to go

Today's best (like Microsoft's Azure Speech-to-Text) will out-perform average human "hearing accuracy". (But humans are not perfect, so there is still room for improvement.) Tube-to-Text maintains a "wiki-style" platform for public editing and consensus-based updates — active community engagement.



# DEFENSIBILITY

	CHANNEL: <a href="#">NORM MACDONALD</a> 25 Jul '17: [ David Letterman   Norm Macdonald Live ] DEEP-LINK: @ 00h 19m 21s SPEECH FOUND: " ...anime is crafted from 100 percent <b>organic</b> cotton ... "
	CHANNEL: <a href="#">SWEETPOTATOSOUL</a> 26 Apr '17: [ Vegan Groceries for \$35/Week   Healthy Vegan Grocery Haul Part 1 ] DEEP-LINK: @ 00h 07m 53s SPEECH FOUND: " ...can do it had a standard \$35 so this all out that another thing that shaded throughs has for cheap are dry fruits and nuts this bag of <b>organic</b> raisins costs under \$3 ... "

- ✓ First to market
- ✓ Globally viable (English, Hindi, Spanish, etc.)
- ✓ Massive source of contextual metadata
- ✓ Valuable to multinational portfolios
- ✓ Super sticky

## Go-to-Market Strategy:

- Transcribe 10 million videos within 6 months
- Continue to transcribe 1 million new videos / month
- \* secures **Tube-to-Text.com** as the largest database and fastest growing database of transcribed (and “key-word-searchable”) videos in the world.



# VIRAL "POWDER-KEG"

- ▶ Date of Public (beta) Service: AUG 15, 2017
- ▶ Processed Transcriptions: 10,000+
- ▶ New Transcription Rate: ~2 / minute
- ▶ Unique Visitors: ~500 / day
- ▶ Transcriptions Views: ~1000 / day
- ▶ Ad Spend: \$0.00
- ▶ Advertising Earnings: ~5.00 / 1000 Views
- ▶ Community Value to the Internet: (priceless)

**Tube-to-Text.com**  
...beta, is powered by IVRworks™

**- FULL DIRECTORY -**  
All your videos... "key-word" searchable, readable and printable!  
And it's 100% FREE (price!)

Tube-to-Text™ (Start New Search) Tube-to-Text™ (Add Your Videos)

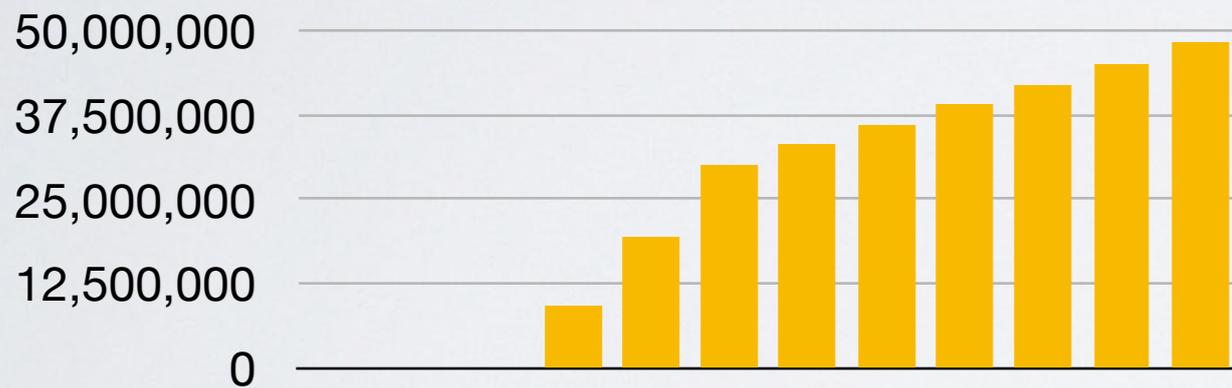
NEWEST "TRANSCRIBED": <small>(2 Minute Minimum for Listing)</small>	TOTALLY RANDOM!	YOUTUBE "CHANNELS" (A-Z):
"Green Smoothie Challenge Day 4"	"Day 190.5 - Hillary's Hacker..."	aartidiasmob
"Dr. Steve Piccarilli in Heat..."	"Alan Watts - Practice of Yoga"	Amar Prem
"Ask the Child Sex Abuse Vic..."	"Day 269.2 - Hillary's Leaker..."	Ambient Life
"Sarah Silverman Pt. 1   Nor..."	"Day 271.2 - Hillary's Leaker..."	America First
"Les Brown's 15 Minute Motiv..."	"Day 207.1 - Hillary's Hacker..."	anne ette
"Watch first lady Michelle O..."	"Day 85 - DynCorp, Haiti, an..."	ArsenalTVHD
"Two-Minute Self-Introductio..."	"Personalities and Evidence ..."	AsapSCIENCE
"Follow your Dreams- Inspira..."	"Day 132 - Hillary's Henchme..."	Ashley Williams
"2-4 Minute Speech Com 101"	"Day 284.1 - Hillary's Leaker..."	Be Inspired
"Public Speaking 2-3 minute ..."	"Kill the Messenger"	Be Inspired - Daily Motivation
"Is it Okay to Stop Gears in..."	"Day 205.5 - Hillary's Hacker..."	Big Think
"If Student Loans Were Hones..."	"Day 63 - Where is Eric Brav..."	Black Pigeon Speaks
"Are You Above Or Below Aver..."	"George Learns To Become a T..."	BoutenkoFilms
"Abby Martin Exposes Zionism..."	"Day 284.1 - Hillary's Leaker..."	BrettLarkinYoga
"Mehdi Hasan's Awesome Reply..."	"I Saw You Fall. So I Helped..."	BubbleBeet
"Will Trump have 'accident' ..."	"Day 84 - DynCorp, Haiti, an..."	C-SPAN
"Pink Floyd's Roger Waters..."	"Day 152 - Hillary's Hacker..."	case
"After watching this, your D..."	"Day 218.5 - Hillary's Leaker..."	Celebration Spiritual Center
"Jewish Power II (This Video..."	"Day 275.3 - Hillary's Leaker..."	Chase Mielke
"The Earth is Not a Sphere! ..."	"How to quickly fix your Mac..."	Cheat or Fit
"MUST HEAR: ELITE INSIDER EX..."	"Day 155 - Hillary's Hackers..."	Chris Simpson
"Methods of Depopulation"	"Day 169.9 - Hillary's Hacker..."	Christian Washington
"The Shocking Truth Why Pope..."	"Will Trump have 'accident' ..."	Clay Banks
"ABBY MARTIN DISCUSSES THE A..."	"Day 77 - Where is Eric Brav..."	Clay Banks Studio International
"EYE WITNESS KKK ANTIFA/BLM ..."	"Day 241.2 - Hillary's Leaker..."	CNN
"Gab, Hattson, other Free Sp..."	"Day 122 - DynCorp Harvest..."	Computer Services
"Lemon Chicken with Smashed ..."	"How The Economic Machine Wo..."	Conservative Storage
"US sends weapons, supplies ..."	"DAY 75 - Where is Eric Brav..."	Cracked
"Roger Stone Discusses Steve..."	"Getting Back On the Road - ..."	CreativeNomad TV
"Wasserman Schultz's forme..."	"Rao Abbas - Japanese Car At..."	cryptocoil
"Debbie Wasserman Schultz Is..."	"Day 295.4 Bronx Free Press"	CTE Skills.com
"Sacred Science: Basic Yoga ..."	"Parallels to Soros: Micro L..."	Dave Acton is Acting Out
"Why the French & Indian Wa..."	"Day 268.3 - Hillary's Leaker..."	David Seaman
"Psychotherapy Based on Dept..."	"Day 210.7 - Hillary's Leaker..."	dickmorrisreports
"Banned TED Talk: The Scienc..."	"Day 244.5 - Hillary's Leaker..."	Didymus Sumydid
"Micho Kakuz: The Universe L..."	"Day 135 - How to Catch a Sp..."	Doug DeMuro
"Alan Watts - Practice of Yoga"	"Government Harassment and A..."	dprogramdotnet
"The Wheel of Ahtanga Yoga ..."	"Trump Rally Phoenix AZ"	Dr Paul Furey
"Dick Gregory - 'They Killed..."	"Special Report- State Secre..."	End Times News Report
"Jordan Peterson: Why Feminis..."	"Day 273.1 - Hillary's Leaker..."	End Times Productions
"Is Germany 'Rebelling Again..."	"Day 174.3 - Hillary's Hackers..."	Engineering Explained
"Justice Dept REPENS Case A..."	"Day 242.1 - Hillary's Leaker..."	Eric Dao
"Lee Stranahan - Barron back..."	"Day 208.3 - Hillary's Hacker..."	Face The Nation
"Who Took Johnny Goech? #Pz..."	"Day 295.4 Those Damn TPS R..."	FailedTeacher
"Special Report- State Secre..."	"Talking Intel With OC Insiders"	Fox Business
"The Unforgettable Presentat..."	"Day 108 - DynCorp Harvest..."	George Webb
"DISCONNECT   Award winning ..."	"Dick Gregory - 'They Killed..."	Glenn Frosty
"A 2 minute short horror film"	"Day 215.17 - Hillary's Leake..."	GMS WordOfLife
"CHALK - (2 minutes) Award w..."	"Day 196.1 - Hillary's Hacker..."	Gotha News Network
"Bombshell Connection Betwe..."	"Day 113 - DynCorp Harvest..."	GrowOrganic Peaceful Valley
"Sun Gazing Update (14 Months)"	"Literary Football Discussio..."	H. A. Goodman
"NASA Confirms: People Are C..."	"Day 161 - Hillary's Hackers..."	Harry's garage
"John Stockwell: The Third W..."	"George Tries to Join JTTF ..."	HOAX ALIEN ATTACK COMING!
"moving out of California"	"Day 108 - DynCorp Dyncorp..."	HW_Studios
"California Residents Leavin..."	"[161] Bringing Down The Sta..."	Hyperborean
"Bulger's Boston Body Dump"	"Day 191.3 - Hillary's Hacker..."	iBankCoin.com
"De-Google-ify Yourself"	"Day 190 - Hillary's Hackers..."	Infinite Waters (Diving Deep)
"Malcolm X on Jews"	"Days 298.5 - Hillary's Leake..."	Info Wars Live
"LEE STRANAHAN: TERMINATED b..."	"Day 217.16 - Hillary/Hillary..."	Islam Rewards
"Tucker Carlson Says Bill Kr..."	"Day 231.12 - Hillary's Leak..."	Jamie Oliver
"Treasonous John Podesta Sne..."	"Flashbang"	Jason Goodman
"Sugar Is 8X More Addictive..."	"Digital Lynching"	Jon Snow - The Viral Network
"Money Transfer Explained"	"Green Smoothie Challenge Da..."	KatkaWinstonWorld
"The Crimes of the Clinton F..."	"Day 213.1 - Hillary's Leaker..."	Kenson Plays
"Obama shares the best advic..."	"Day 217.7 - Hillary's Leaker..."	Kevin Galatae
"Bill Clinton and George W. ..."	"Day 297.3 - NYPD Serenade"	Kill The Messenger
"A New Thought Perspective o..."	"Day 147 - Hillary's Hackers..."	KinspiredDIY
"Charlottesville Virginia ca..."	"Day 156 - Hillary's Hackers..."	Klay Network
"NSA Whistleblower Explains ..."	"Day 129 - Hillary's Henchme..."	Kory DeSoto
"Alien Invasion 2017 False F..."	"Hutchison demonstrates Zero..."	Lorrie Smalley
"Hutchison demonstrates Zero..."	"Day 63 - Where is Eric Brav..."	Luke Cunningham
"Day 215.15 - Hillary's Leake..."	"Day 167.4 - Hillary's Hacke..."	Mark Hyman, MD
"Ferrari 550 Maranello real..."	"Day 59 -Where is Eric Brav..."	MASTERCODEAV
"Trump defends his Charlotte..."	"Day 188.5 - Hillary's Hacker..."	Matt Monarch
George Webb on the Run..."	"Petraeus Three Ring Circus"	McSimonus
"How to quickly fix your Mac..."	"Day 293. 3 Walking in Bronc..."	Michael Stone
"Dr. Steven Greer: Will Pres..."	"Day 175.1 - Hillary's Hacker..."	MLordandGod
"America First Media Press C..."	"Day 54 - Where is Eric Brav..."	Monopolyman
"Lecture 1   Modern Physics..."	"Day 283.1 - Hillary's Leaker..."	Monty Python
"The Nervous System in 8 Min..."	"Day 237.1 - Hillary's Leaker..."	Motivation Archive
"Artificial Intelligence is ..."	"Day 187.2 - Hillary's Hacke..."	MotivationStudy



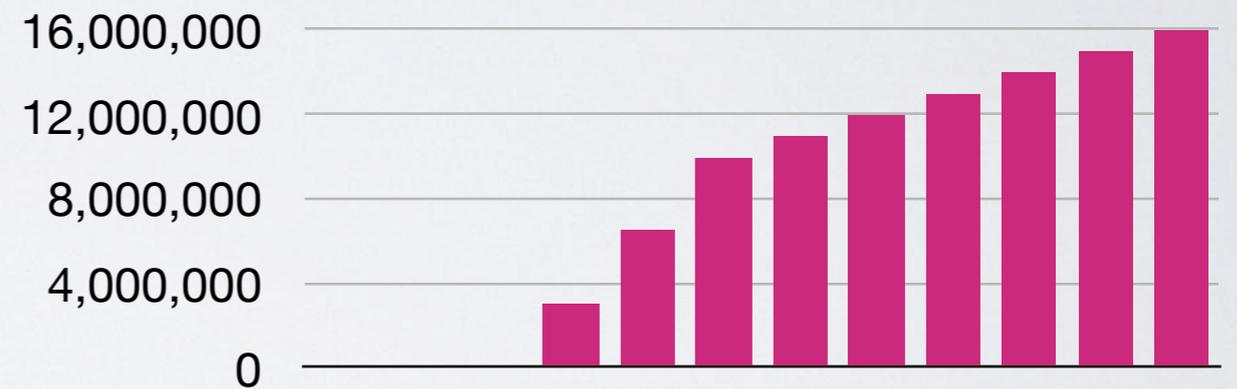
# REVENUE

- Standard “Online Advertising” Model
  - ✓ USD 5.00 / 1 000 Page Views (est, note: 6.00/1 000 = “industry standard”)
  - ✓ USD 1,200,000 gross revenue / month w/in 12 months

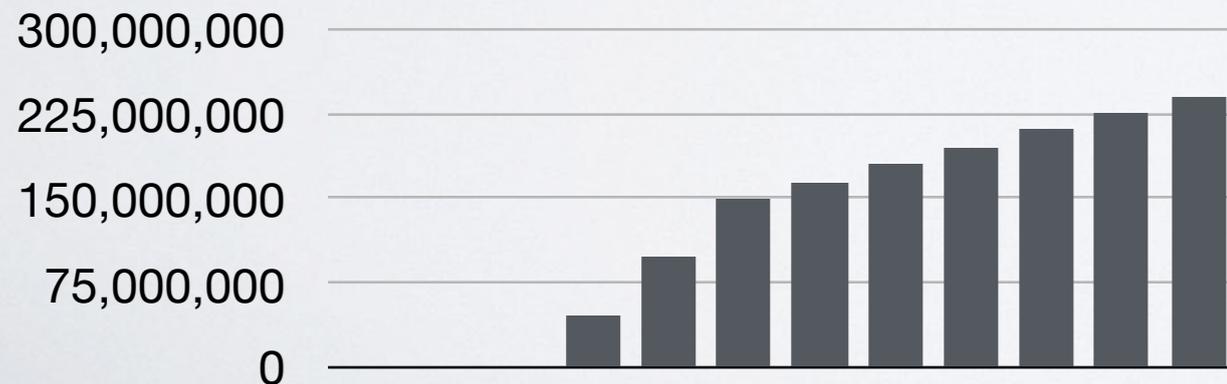
Visitors (Monthly)



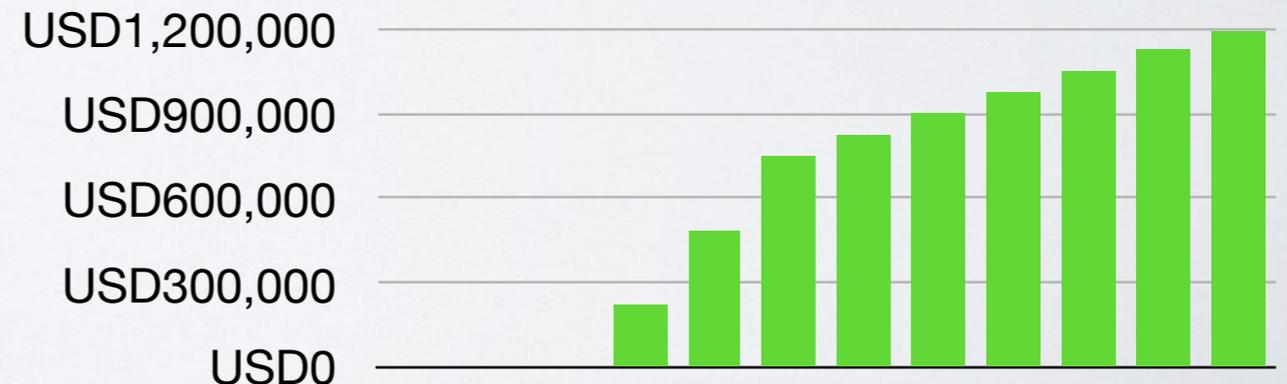
Transcriptions (Total)



Page Views (Monthly)



Revenue (Monthly)





# INVESTMENT OPPORTUNITY

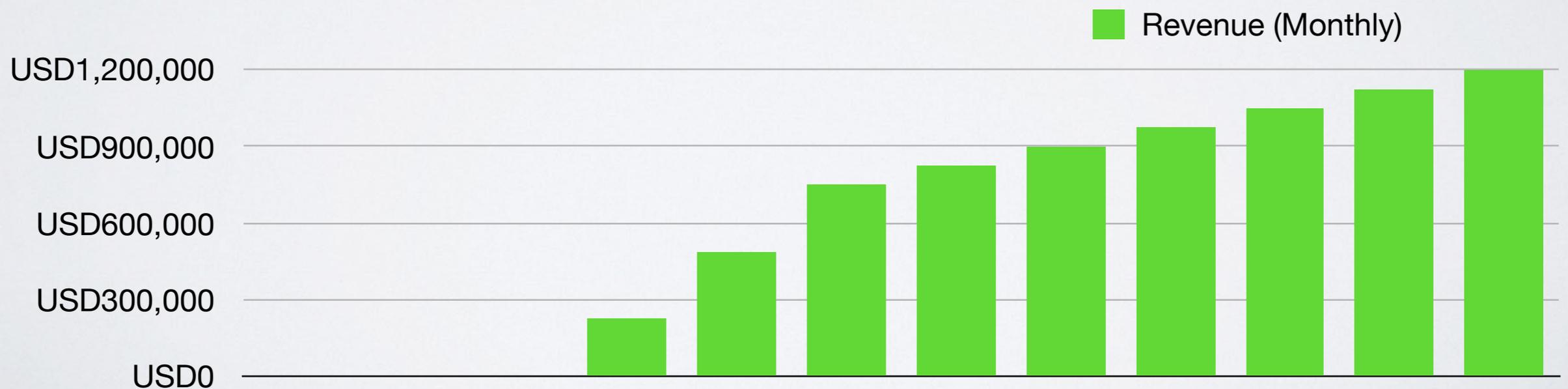
Cash Investment: USD 100,000 (secured)

Strategic Capital Investment: USD 5,000,000 (open)

- Equity Position Offered: 45%

**Net Profit / Month: USD +500,000** (w/in 6 months)

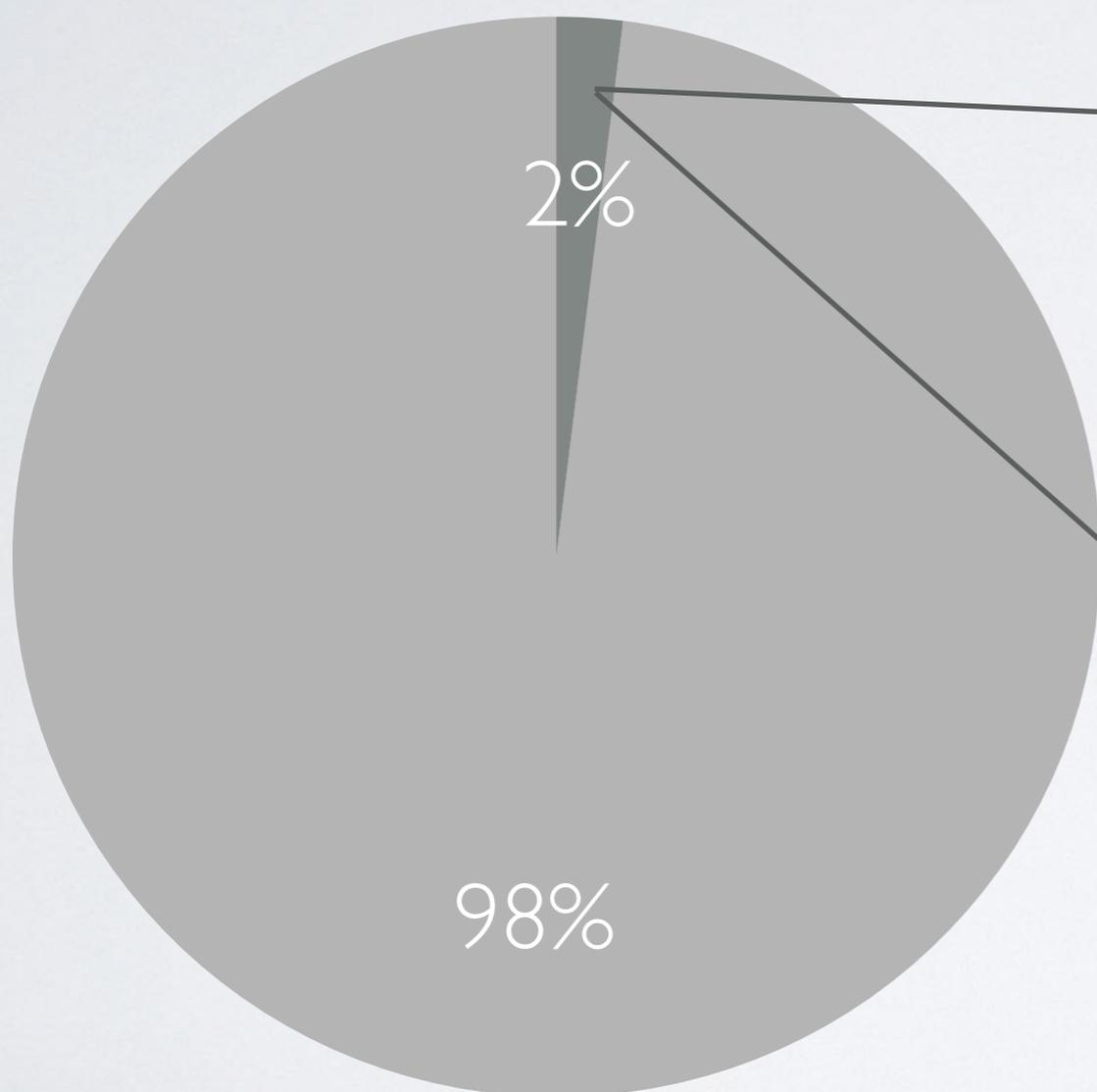
... and growing ~20% / month for the subsequent +24 months.



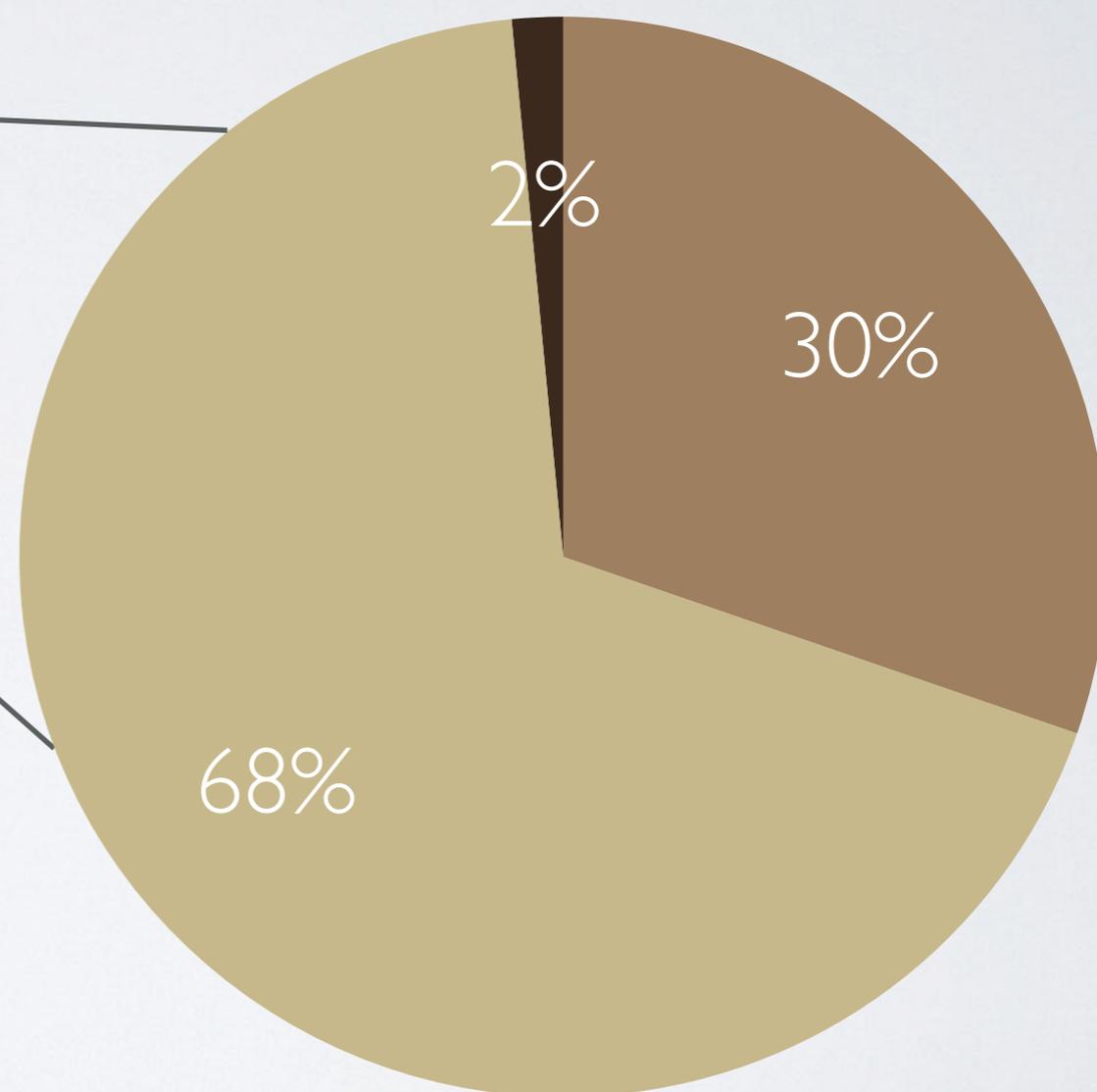


# USE OF FUNDS

- Cash Expenses
- Capital Expenses (Speech-to-Text & Internet Services)
- Advertising
- Staffing
- Misc.



Total Capital Expenses  
(\$5.1mm)



Cash Expenses  
(\$100k)



# 12-MONTH EXIT

- ◆ As a massive source of fresh and current media, Tube-to-Text.com will be an easy-to-understand acquisition for most new media portfolios:
  - ✓ USD 1,000,000 net profit / month
  - ✓ 16 Million Transcriptions (and growing at a rate of 1,000,000 new video transcriptions / month)
  - ✓ Tube-to-Text.com owners will receive applicable monthly dividends until an acquisition occurs.



# WHY MICROSOFT SHOULD INVEST

1. Investing assures that Tube-To-Text (the world's largest library of transcribed videos) will rely on Microsoft, and not a competing ASR service provider.
2. Investing secures advertising/branding rights on Tube-to-Text for Microsoft.
3. Microsoft would earn much more money as a service provider + investor:

	YR 1	YR 2	YR 3	YR 4
As a service provider	5mm	2.5mm	2.5mm	2.5mm
As a service provider + Investor	2.5mm	6.5mm	9.5mm	14.5mm

4. A USD 5mm capital investment (in the form of MS Azure services - i.e., no "cash") would cost Microsoft just a tiny fraction of the value of the capital investment, by restricting Tube-to-Text's use of Azure's "dark fiber" and off-peak hours (conceptually).
5. Microsoft Azure Speech-to-Text will benefit from Tube-to-Text "wiki-style" editing platform, where 100,000s of crowd-sourced "edits" will directly help to broadly and deeply improve ASR accuracies.



**Tube-to-Text.com**

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