REELFLOW

SEED ROUND · 2026

Bringing websites to life with human, interactive video

Chris Wickson

CEO & Co-founder



CONFIDENTIAL

WHY NOW

Four converging forces - right now

B2B buyers have changed - their behaviour, demographics and buying journey have shifted. Most websites haven't kept up.

VIDEO FIRST ERA

87%

of B2B buyers say video influences their purchase decisions

GENERATIONAL SHIFT

70%

of B2B buyers are now millennials or Gen Z, digital natives

TRUST GAP

94%

of buyers have a preferred vendor before first contact established

THE WINDOW

Now

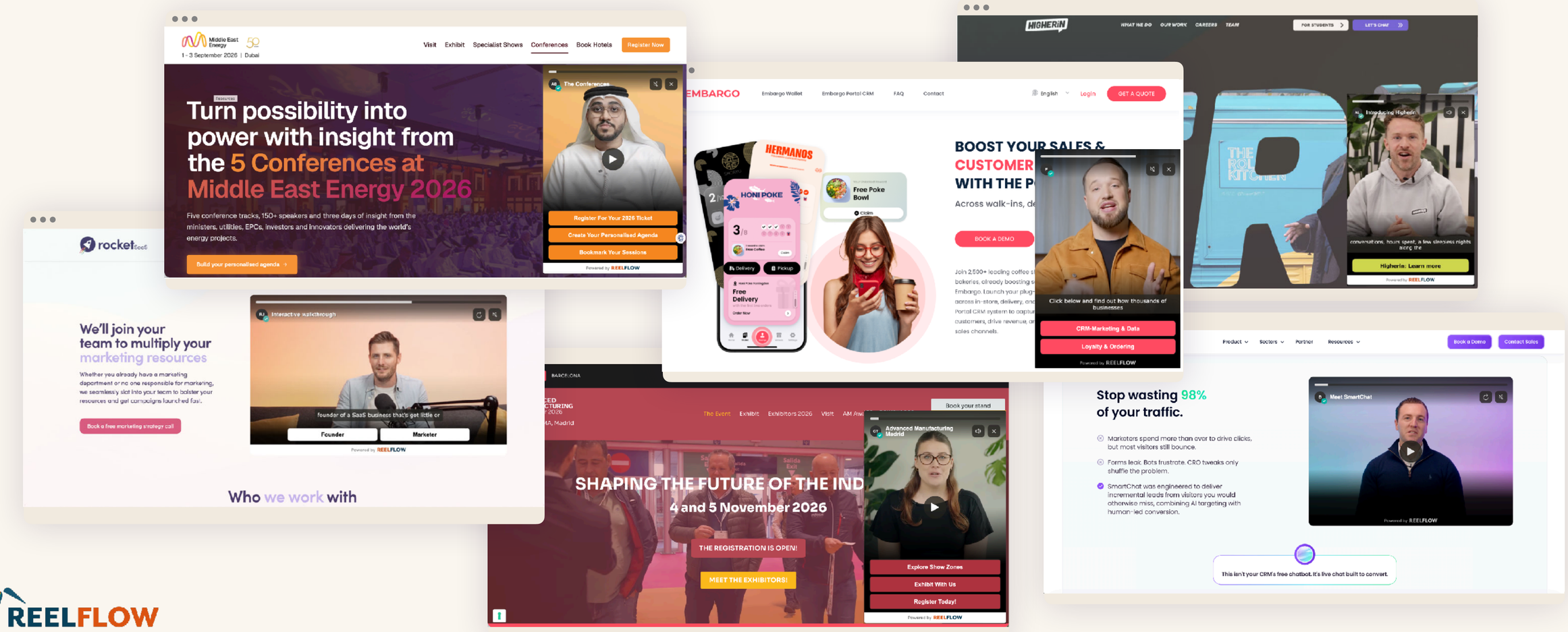
AI search routing high-intent traffic back to company websites

REELFLOW

INTRODUCING

ReelFlow - Interactive, human video for B2B websites

Interactive, human video for B2B marketing & event websites:
letting visitors navigate a self-guided, video-led conversation instead of reading static text.



REELFLOW

WHAT REELFLOW ISN'T

Not a video embed. Not a chatbot. Not a synthetic avatar.

Not a video embed

Traditional video is passive - visitors watch once and leave. No interaction, no signal on what they actually care about.

Not a chatbot

Robotic text interfaces feel impersonal – no human presence, engagement that doesn't move the needle.

Not a synthetic avatar

People buy from people, not pixels - synthetic faces are driving 'bot fatigue' and eroding the trust modern buyers demand.

ReelFlow is something more human and authentic.

It enables brands to build trust with modern audiences today via the web's most popular content format, video.

REELFLOW

PRODUCT: HOW IT WORKS

Collect company context + website scan

https://www.wexler-annual.com



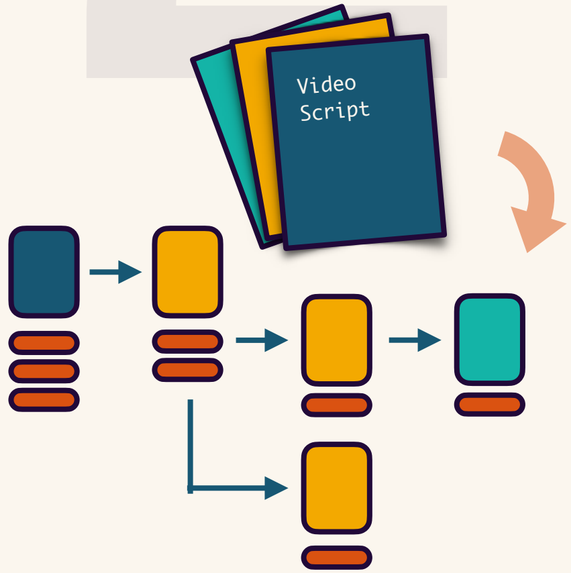
SOFTWARE

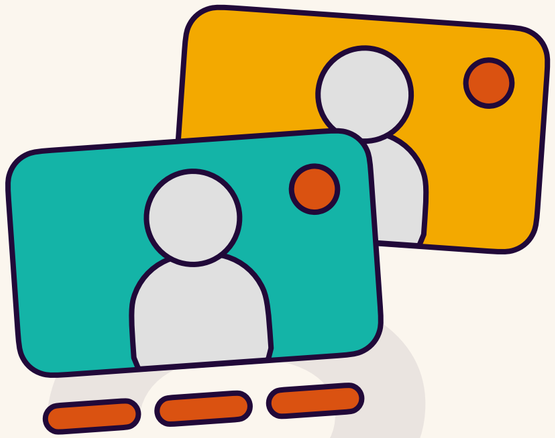
We pull together and analyse company context; your website, brand guidelines, interviews...

SOFTWARE AND OPTIONAL SERVICE

Flows are proposed & drafted

Scripts are prepared automatically and refined by our team on request





SOFTWARE OR SERVICE

Videos are recorded. Human-led, self-serve with AI assist

Or fully produced by our studio team

SOFTWARE

Player goes live with single line of code

Published directly and instantly to your website

Ongoing suggestions & frequent content updates



Zero to live in days, not weeks - whether you self serve or hand it over entirely to our team

REELFLOW

Software AND service creates a moat - not a limitation - it removes adoption challenges and makes us more greatly valued

HOW WE MAKE MONEY

Business model: Software *and* Service

Annual Plans

£3k–£30k /year

Sales & Service-led – can include videographer + studio services. Strong retention and expansion.

Pilots & Campaigns

£1k–£5k /campaign

Paid entry point, pipeline engine: 30-180 day engagements across B2B Event organisers, technology and agencies.

Self-Serve Subscribers

from £39 /month

Product-led, inbound – free trial to paid conversion, fully self-serve.

Services

Where required, we can take a hands-on approach with agency-style videographer & production services.







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TRACTION

Foundations in place, strong start to 2026

2025

Laying the foundations

Product, team, markets and use-case.

REVENUE

3x

ARR growth since the start of the year, now up to £155k (July 26)

DEAL SIZE

10x

Increase in Average Order Value since the start of the year

WEBSITES LIVE

45

Customer websites now live with ReelFlow, more than doubled since January 1st.

RENEWALS

6/7

First annual customers from 2025, renewing for year 2.

These are deliberate foundations: 2025 built the product, established the team and early customer-base, and uncovered the market opportunity.

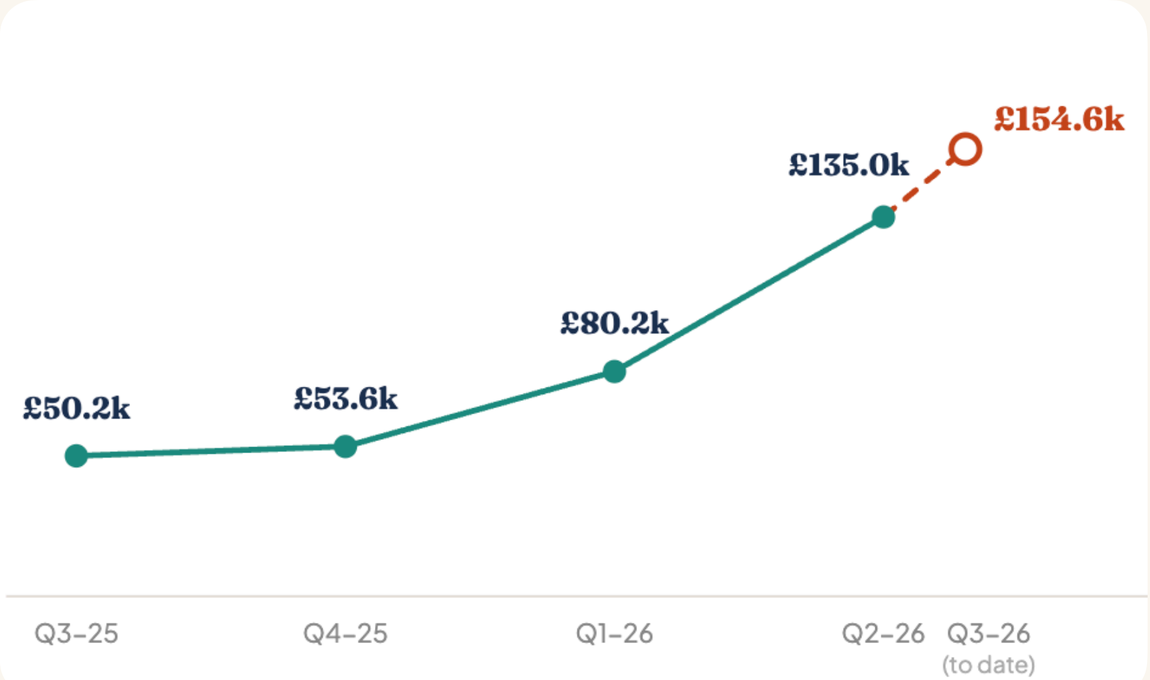
2026 is now compounding on these foundations and has hugely de-risked the investment opportunity.

REELFLOW

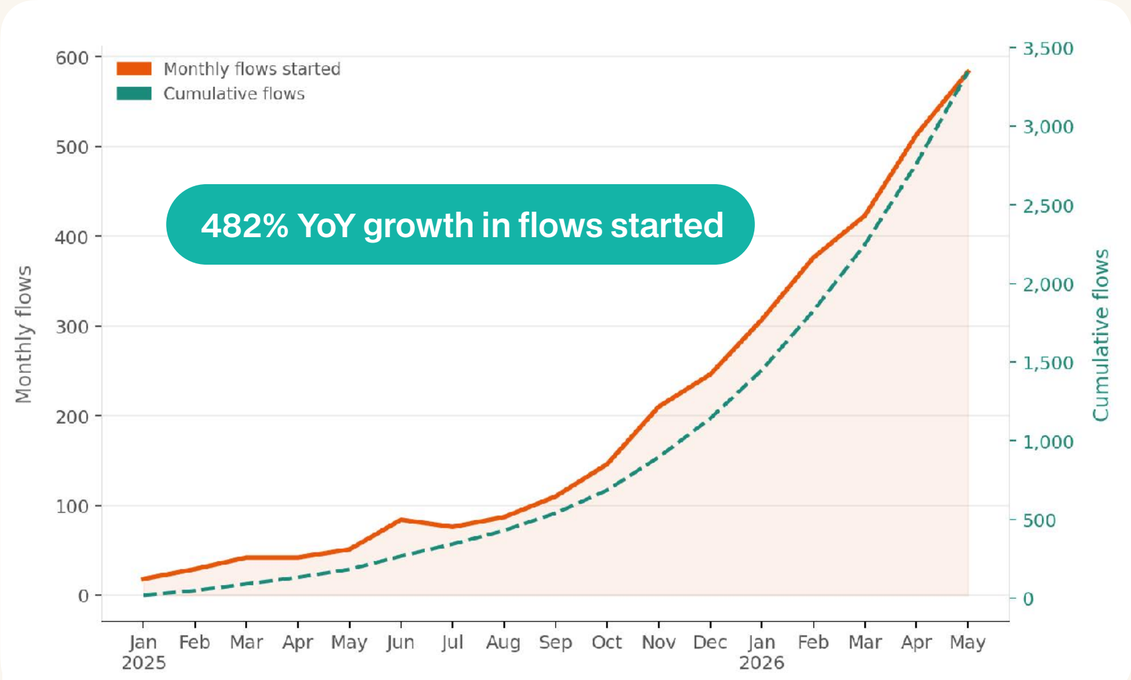
THE NUMBERS

Early traction: revenue & product usage

ANNUAL RECURRING REVENUE



PRODUCT USAGE



We’re compounding across revenue, product engagement and visibility – all at once.

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CUSTOMERS

Land & expand: named, enterprise proof points

EASYFAIRS
Visit the future

£1k → £26k

Pilot to portfolio.

informa markets

1 → 10 shows

In 3 months.

CloserStill

3 shows

Initial pilot rollout, now exploring next shows

trust keith
trumpet
WASTE LOGICS
gripped.
EMBARGO
B2B Marketing
databricks
PROPOLIS
rocketSaaS
EASYFAIRS
Visit the future
HIGHERiN
event tech live
MY SALES COACH
CloserStill
TECHNOLOGY FOR MARKETING
ECOMMERCE EXPO
PARCEL+POSTEXPO
POSTAL · COURIER · EXPRESS
Mash Media
BESPOKE IT SOLUTIONS LTD
FFAIR
informa
atombit
messe frankfurt
PARIS PACKAGING WEEK 2026
CommVersion
Prideview GROUP
clevertouch
Sendr

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IN THEIR OWN WORDS

What customers are saying

“Bounce rate down 7%, time on homepage up 45 seconds. That’s just the best kind of attribution.”



Ryan James
CEO, Rocket SaaS

“Visitors weren’t just watching – they were clicking through buttons, spending longer and exploring more of our website.”



Charlie Taylor-Martin
Marketing Campaigns Manager, Easyfairs

"The thing that I love the most about ReelFlow is the idea that a human you might want to do business with has thought about you, the audience, and thought about what they want to convey.”



Paul Wicks
Founder, ProofStack Health

“Our community really engages with the content – it’s an extra layer where they get to know us.”



Noura Moussa
Head of Marketing, Paris Packaging Week

“ReelFlow has enabled us to give buyers a better experience on our website.”



Nick Telson
Co-founder & CMO, Trumpet

“This was so much fun and we have a superb asset that’s already driving results. Brilliant from start to finish.”



Adam Jones
CEO, FFAIR

“Bounce rates are down, time on site is up, and we’re seeing a meaningful increase in visitors reaching our converting pages.”



Sam Zalesky
Marketing Lead, B2B Marketing

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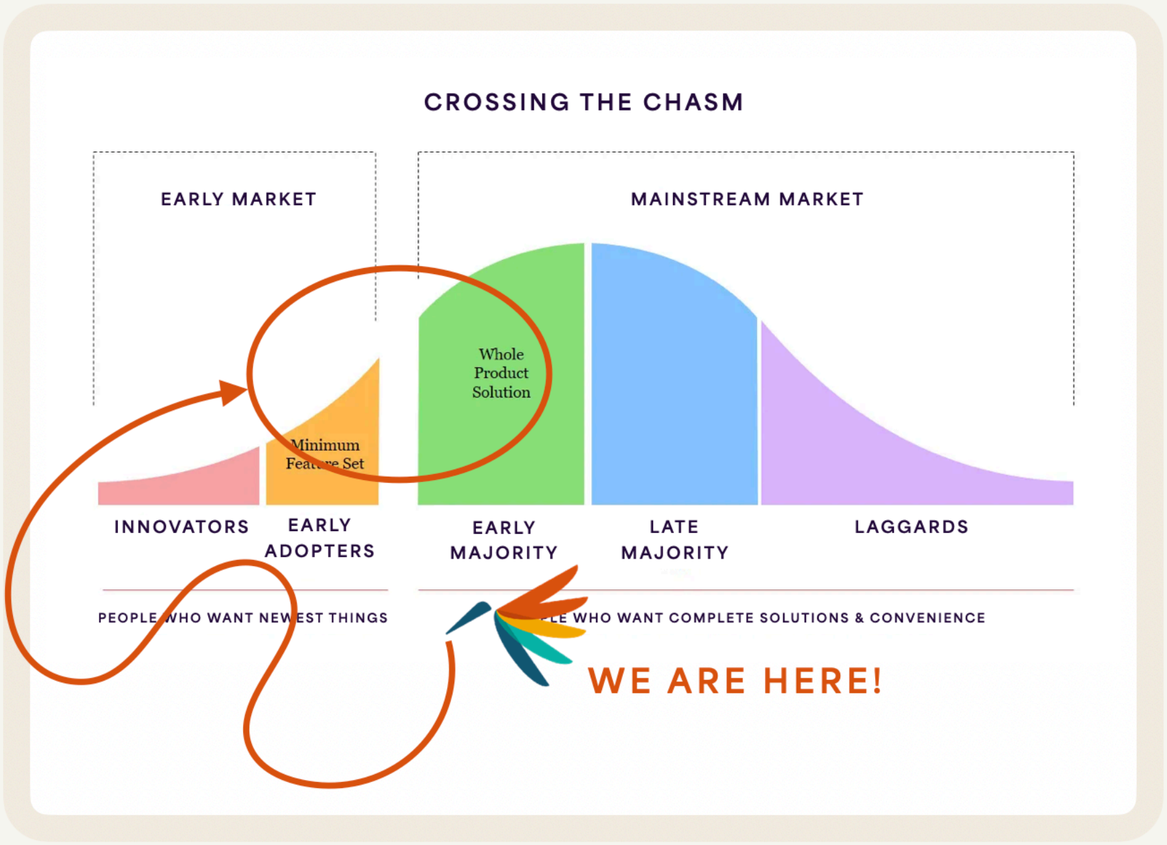
TAM & POSITIONING

The Opportunity

B2B EVENTS VERTICAL

32,000 Trade shows & exhibitions globally each year – every one has a website, and most are static, text-heavy brochures.

- **The chasm -** early believers buy on vision, the mainstream buys on proof. We've proven the vision – now we earn the trust and scale
- **B2B Events is our beachhead –** big enough to matter, small enough to lead, fits our crown jewels**.** A huge vertical we know well from our last business.
- **Easyfairs is our marquee reference –** pilot → annual contract → vouching for us on stage. CloserStill, Messe Frankfurt, Informa are next
- **One playbook: we're in the Bowling Alley –** winning segment by segment, not chasing the Tornado yet
- **Trust over vision –** pragmatists need a compelling reason to buy, not just a good story
- **Capital-efficient by design –** crossing the chasm is efficient, not fundraising-dependent



TOTAL ADDRESSABLE MARKET

200M

Business websites globally — 30M in the UK & US alone.

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LANDSCAPE

Competition & category

ReelFlow operates in a new category - Interactive, human video for a better visitor experience - combining elements of several adjacent markets but purpose-built for B2B marketing & event websites

PARTIALLY-DIRECT COMPETITION

VIDEOBOT
FINLAND
RAISED €5.5M
EST. ~€2M ARR

videoask
GLOBAL
OWNED BY TYPEFORM
EST. ~$5M ARR

life inside™
SWEDEN
RAISED ~€1M
EST. ~€1M ARR

INDIRECT COMPETITION - ECOSYSTEM

Website Chatbots
INTERCOM DRIFT chatfuel

Website CMS
Webflow HubSpot CMS Hub WordPress

B2B GTM Tools
Warmly, previewme Walnut. sendspark bonjoro QUALIFIED 11x GMIND

AI Video Creation
VEED HeyGen synthesia

Video Publishing
wistia vimeo YouTube BRIGHTCOVE

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POSITIONING

Why ReelFlow wins

Purpose-built for B2B

Hyper-focused on how modern B2B buyers research and decide, using the web's most popular content format.

Events: land & expand

A huge, repeatable, underserved market with built-in expansion across organiser portfolios — websites need updating multiple times a year.

Software AND service

Removes the adoption barriers competitors leave in place — AI-assisted flow & script creation plus video services collapse onboarding from weeks to days.

ALSO...

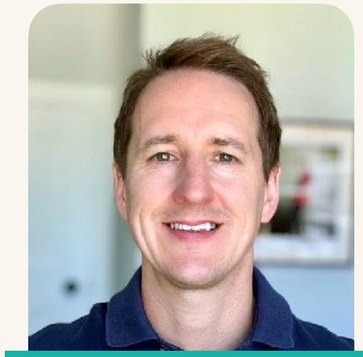
We already know what it takes to start, build, scale and exit at B2B Technology business.

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THE TEAM

An experienced team who have built, scaled & exited before

CO-FOUNDERS



Chris Wickson

CEO

- Met at Loughborough University in 2006
- Collaborated on Chris' first startup, RateMyPlacement (now Higherin.com) - exited via multi 7-figure MBO (2022)
- Co-founder B2B Event Tech, Akkroo - exited for $34M to Integrate (2019)



Andy Higgs

CHIEF PRODUCT OFFICER

Designing a business for the future.
AI-first from day one.

Small, lean, capital efficient team that can achieve outsized results.

Kim Foster
CUSTOMER SUCCESS



Hayley Dixon
MARKETING



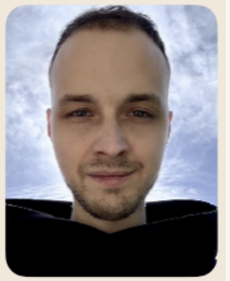
Will Towning
GROWTH OPS



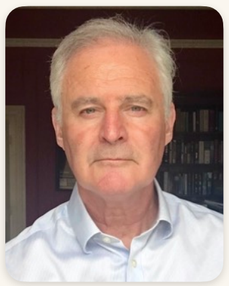
Miguel Oliveira
ENGINEERING



Denis Kurmashev
ENGINEERING



Gareth Cadwallader
INVESTOR, NED, FINANCE & OPERATIONS



BACKED BY FOUNDING INVESTORS

Blissgrowth

REELFLOW

DELIBERATE FOUNDATIONS

The story so far: building the flywheel

2025 was the year we deliberately built product, team and market fit. 2026 is where that foundational work compounds.

H2 2024

Early product design, 100+ discovery conversations, ReelFlow.com live.

£230k founding investment
£200k Blissgrowth, £30k founders

H1 2025

Flow Builder V1, first design partners and paying customers, first full-time hire.

H2 2025

Expanded product, continued exploration of use-cases and markets, with early signals around B2B events. Added key new hires in GTM & Engineering

£969k raised
2025 Seed Round Part 1

H1 2026

Lift-off 6 months. £150k+ ARR hit, verticalised focus on the B2B Events industry paying driving traction

£285k target, £267k committed
2026 Seed Round Part 2

The early foundations have been laid.
This raise is fuel for what's already working.

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FUNDING OPPORTUNITY

The Republic Round

TARGET

£285k

COMMITTED TO DATE

£267k

PRE-MONEY VALUATION

£7.72M

EIS ELIGIBLE

Yes — 30%

TERMS

Ordinary shares, no preference

FOUNDERS INVESTING

£50k each, same terms

PROGRESS TO TARGET



£267k committed

£285k target

~94%

of the way there

INTENDED USE OF FUNDS

Go-To-Market

Scaling demand generation, acquisition channels, events and partnerships

Team

1-2 key GTM hires to support growth in H2 ’26 and H1 ‘27

Product and R&D

Develop richer, more engaging video experiences, improve efficiency and value with new AI features

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THE ASK

The investment case: six reasons to back ReelFlow

01

Proven demand

>£150k ARR, 45 websites live, strong conversion, demonstrable retention.

02

Experienced team

Third-time founders, prior $34M exit, know what it takes to build, scale and exit.

Experienced, founding team that have worked together before.

03

B2B event vertical focus

Strong early traction in a known market, proven land & expand, knowable TAM (~150-200 major organisers, 32k events/ year).

04

Early mover & timing

Video-first internet, changing buyer demographics, an undefined category to lead.

05

AI is the enabler

Collapsing months into hours, lean team, efficient unit economics, AI-first from day one.

06

Final opportunity

30% EIS relief, founders investing alongside you, likely the last cheque before break-even and profitability.

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STRAIGHT ANSWERS

The hardest questions, answered directly

Isn't this an unestablished category?	Yes – and that's the opportunity. AI search and video-first buying behaviour are creating the category now; we'd rather define it early than fight for share in a mature one.
What stops a big platform building this?	Nothing structurally – but it's not their core wedge, and our software-and-service model is a harder habit for a pure-software platform to copy quickly.
Won't synthetic avatars replace human video?	We think the opposite is happening – as synthetic content spreads, verified human presence becomes the differentiator buyers trust. That's the bet we're making, whilst using AI to enable speed and efficiency throughout.
When does this become profitable?	This round is likely our last before break-even in 2027 – deal size, retention and ARR growth are all already trending the right way.
What's the exit potential?	Founders have exited twice before, including a $34M acquisition. We are intentionally building toward an attractive acquisition target in the MarTech, EventTech and Video ecosystem, with realistic acquirers already visible in the competitive landscape (see Slide 12 - the "indirect ecosystem" vendors are plausible strategic buyers, not just adjacent players); the founders' stated intent is to lead the category and build to exit via acquisition

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Interested? Let’s talk.

chris@reelflow.com

Book time in Chris’s calendar →

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