

# Brendon Grunewald on the Moovly HubSpot integration and the value of outbound video messaging for sales and marketing

written by InvestorNews | June 23, 2021

In a recent InvestorIntel interview, Tracy Weslosky speaks with Brendon Grunewald, CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY), about their recent [announcement](#) that Moovly has built an integration to HubSpot and how they are being featured in a collection of media apps.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Brendon went on to say that their [integration with HubSpot](#) addresses the growing demand for using Moovly's multimedia creation platform for outbound video messaging for sales and marketing. Brendon further explained how the partnership with ARichGlobe will allow Moovly to accelerate growth internationally. With a long list of satisfied customers and consistently winning deals, Brendon reinforces his commitment to the user with "Moovly provides a platform to create large volume of videos that are appealing and affordable."

To watch the full interview, [click here](#)

## About Moovly:

Moovly is the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos

and video presentations. Moovly's advanced Studio Editor with millions of assets seamlessly integrated (via partnerships with Getty Images & Storyblocks) is all you need to create engaging video content to promote, communicate or explain your product, service or message. Moovly's API and Automator technologies allow third parties to automate parts or all of the content creation process, including mass video customization, personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost effective choice for DIY creation of engaging video-based content.

To learn more about Moovly Media Inc., [click here](#)

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If you have any questions surrounding the content of this interview, please email [info@investorintel.com](mailto:info@investorintel.com).

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## **Brendon Grunewald on rising demand for Moovly's cloud-based video tools and the partnerships driving sales forward**

written by InvestorNews | June 23, 2021

In a recent InvestorIntel interview with host Peter Clausi, Brendon Grunewald CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY) discuss Moovly's recent [financing](#) and how they are fueling

growth and meeting the demand for their creative cloud-based video tools through marketing and sales partnership deals.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Brendon went on to say that Moovly has integrated with several third-party platforms like Mailchimp, Instagram, Twitter, and Microsoft AI. Having recently announced that their cloud-based tools are now multilingual, Brendon sums it up simply with: “The more integrated we are the more value our platform has.”

To watch the full interview, [click here](#)

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Moovly is the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Moovly’s advanced Studio Editor with millions of assets seamlessly integrated (via partnerships with Getty Images & Storyblocks) is all you need to create engaging video content to promote, communicate or explain your product, service or message. Moovly’s API and Automator technologies allow third parties to automate parts or all of the content creation process, including mass video customization, personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost effective choice for DIY creation of engaging video-based content.

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# Moovly continues moving forward with cloud-based video technology

written by InvestorNews | June 23, 2021

By now [Moovly Media Inc.](#) (TSXV: MVY) ('Moovly') should be no stranger to readers of InvestorIntel. Matthew Bohlsen first wrote about Moovly back in [November 2019](#) when the stock was trading at C\$0.05. Closing yesterday at C\$0.67 would have been a pretty good ride but the story doesn't appear to be over any time soon. The good news is that Moovly is continuing to make progress on growing its business with further integrations with new software partners.

On March 3<sup>rd</sup>, the company announced it had successfully integrated with [Wistia](#), a leader in the video marketing software space. Then on March 11<sup>th</sup>, the Company press released [another deal](#) launching two new integrations into the suite of Microsoft products – Microsoft AI (featuring Neural Text To Speech) as well as Microsoft's OneDrive (cloud storage).

I'm sure most people are familiar with Microsoft and what it brings to the table, so focusing on the Wistia deal, CEO Brendon Grunewald [said](#), "Moovly has recently focused on integrations to optimize our business, reduce costs and leverage our technology in order to add value to our clients, and our business as a whole. Moovly's users can easily create and publish captivating videos along with the marketing tools and analytics that help any company grow and succeed."

Imagine all the companies that have recently found tools like Shopify, allowing them to survive the Covid pandemic, now being able to make a quality, low-cost video (commercial) to sell their product and drive more traffic to their new e-commerce platform(s).

This intuitive, easy to make video can then be posted to any number of social media outlets and even translated or captioned to almost any language on the planet utilizing the many innovative tools that Moovly can provide. Companies big and small can all benefit from this technology but keep in mind that users from over 300 of the Fortune 500 are already existing Moovly clients.

Another major market for the company is the education technology space where last month the company announced a [302% increase in paid subscribers](#). Moovly recently added a Zoom-style collaboration and communication tool which has proven to be a key element of the growth in the education sector.

Clients can use this communication tool in conjunction with their existing Moovly subscription, thereby dispensing with the need for a second, separate service. Again, ease of use is at the core of Moovly's success at expanding its business lines with approximately 3.7 million total registered users now accessing its platform.

It's encouraging to see that Moovly is advancing the business but still being mindful of the bottom line. The company recently [announced](#) its second capital raise of 2021 (approx. C\$3.8M) in order to fund its future growth and remove any financial stress from interfering with the company's focus.

Based on recent cash burn rates, this should give the company ample breathing room to continue to increase paid subscribers and transition to growth from internally generated cash flow or

perhaps even look at an acquisition. We continue to watch this stock with interest.

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# Brendon Grunewald on Moovly Media's 300% YOY growth in education subscriptions for video tools

written by InvestorNews | June 23, 2021

In a recent InvestorIntel interview, Peter Clausi speaks with Brendon Grunewald, Co-Founder and CEO of [Moovly Media Inc.](#) (TSXV: MVY) about Moovly's recent [news release](#), citing their 300% year-over-year (YOY) growth in education subscriptions, and an update of approximately 3.7 million total registered users on its platform.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Brendon went on to explain how the substantial increase in home/remote offices due to COVID-19 created an equally impressive demand for Moovly's video media platform.

Touching on their competitive video tools which allows them to stand out from their competition, Brendon highlights their strategy for accelerating sales with small-to-medium businesses. He also explained the value of their partnerships and how this strategy has increased interest in Moovly overall.

To learn more about their recent capital raise, and to watch the



full interview, [click here](#)

### About Moovly:

Moovly is the leading provider of creative cloud-based tools to create compelling marketing, communications and training videos and video presentations. Moovly's advanced Studio Editor with millions of assets seamlessly integrated (via partnerships with Getty Images & Storyblocks) is all you need to create engaging video content to promote, communicate or explain your product, service or message. Moovly's API and Automator technologies allow third parties to automate parts or all of the content creation process, including mass video customization, personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost-effective choice for DIY creation of engaging video-based content.

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**Moovly Media stock is up 1,125% over the past year and**

# it is potentially only just getting started

written by InvestorNews | June 23, 2021

I first [wrote on Moovly Media Inc.](#) (TSXV: MVY | OTC: MVVYF) ('Moovly') for InvestorIntel back on November 4, 2019 when the stock was trading at around C\$0.05. Since then a lot has happened right for Moovly, **including a 1,125% stock price gain** over the past year, rising from C\$0.04 to C\$0.49. **That is a 12.25x gain in just 1 year. Wow!**

We did give readers some warning when, in May 2020, I wrote: [Moovly Media 'wows' with massive user growth during the COVID-19 lockdown](#). I quoted at the time: "One company that is benefiting from the online video boom is Moovly Media Inc.."

Today I look back on the past year for Moovly and what investors can look forward to in the year ahead.



## [Source](#)

### **Moovly Media's past year**

Moovly had a great past year for so many reasons, here's some:

- COVID-19 encouraged work from home and boosted online video creation. This has been a great tailwind for Moovly. We saw this with Alphabet Google's latest Q4 results yesterday where [profits rose 43%](#) to \$15.2 billion, on the back of booming revenue from YouTube.
- On Feb. 2, 2021 Moovly [announced](#) that due to demand from an increasingly international client base they had expanded their AI-enabled Text-to-Speech Feature, now

available in 100+ languages.

- On Nov. 19, 2020 Moovly [announced](#) integration of Amazon Transcribe and Google Translation's AI systems into Moovly's video creation platform. This means Moovly users can **with a simple mouse click, convert voice content to subtitle text and can automatically translate their videos into 109 languages**. Now that's impressive tech!
- On Oct. 22, 2020 Moovly [announced](#) that their users could now, very easily, convert powerpoint slides into a new video creation. Moovly [stated](#): "The wizard-based process imports all elements from their slide deck and lets the user choose presets such as music and animations. Once imported, users can further fine tune and enhance their content, add voice and animations, and save it as an attractive video or an online video presentation."

The above is just a brief summary of some of the great innovations and improvements that Moovly has been making. All of this has resulted in Moovly now having [over 3.6 million users](#) in hundreds of countries. This includes [more than 300](#) of the Fortune 500 companies, as well as many government agencies.

### **Looking ahead to 2021 for Moovly**

Moovly intends to add more client driven features to their video creation platform. This also helps expand Moovly's market place as was the case with translation opening up the global market and PowerPoint to video opening up the education sector, just to name a few.

Moovly also expect to bring on more clients from the business enterprise and education segments during 2021. This will potentially help boost revenues as these are typically lucrative sectors.

With work from home not going away anytime soon the boom in

video content creation should continue for the foreseeable future. The demand for video content and hence creation is huge. This means that in the case of Moovly Media 3.6 million users is potentially just the start.

### **Video is the future, the future is now**

Oberlo marketing statistics [state](#): “It’s estimated that by 2022, **82 percent** of the global internet traffic will come from video streaming and downloads (Cisco, 2019).... [54%](#) of consumers want to see more video content from a brand or business they support....[87%](#) of marketing professionals use video as a marketing tool (Wyzowl, 2019).”



Source: [Moovly Media website](#)

### **Closing remarks**

Moovly has had a great past year due to a great macro tailwind from increased video content creation in the wake of COVID-19 and because Moovly has continued to improve their video creation platform, now used by over 3.6 million users in hundreds of countries.

Moovly has a market cap of C\$68.5M (~US\$53M), which still pales in significance when comparing to companies like Zoom Communications on a market cap of US\$111B.

Looking ahead to 2021 it looks highly likely that Moovly will continue to become better known and more widely used, thereby increasing both their user base and over time their revenues. Watch this stock closely in 2021.

### **Further reading**

- [Moovly's Brendon Grunewald on the video media revolution in the home office](#)
  - [Brendon Grunewald of Moovly Media talks about why video content creation is king during Covid and beyond](#)
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# Brendon Grunewald of Moovly Media talks about why video content creation is king during Covid and beyond

written by InvestorNews | June 23, 2021

In a recent InvestorIntel interview Peter Clausi speaks with Brendon Grunewald, Co-Founder and CEO of [Moovly Media Inc.](#) (TSXV: MVY) about recent advances in Moovly's video content publishing platform.

"One silver lining to the pandemic is people having to discover new ways of learning and working, and video is becoming an essential part of that," Brendon said. "I believe that's not just related to Covid, but that is part of a long-term trend."

Moovly has also taken advantage of the lockdown by adding new features to their already robust and feature-rich online video content creation platform. "Many of these new features are client-driven," Brendon said, "particularly clients in the corporate enterprise space and education."

The ability of users to create templates and upload and publish videos instantly "is a feature particularly appreciated by

bigger organizations because they may have graphics specialists in their headquarters, but not everyone is a graphics specialist,” he continued. This allows a company to create a template “and then anyone in the field who can drive a mouse and a keyboard can actually adapt and customize it and make themselves look like content geniuses.”

One of the new features is the ability to transform PowerPoint presentations into video, adding music and other video elements from Moovly’s extensive royalty-free library. “A lot of companies have amassed a sizeable number of PowerPoint presentations,” Brendon said, “and what they are looking to do is make them more engaging, particularly to the younger generation.” Brendon explains how the Moovly tool takes all the elements of each PowerPoint slide, including graphics and transitions, and automatically converts them to video. It automates the process and “saves a lot of time, which is its primary value.”

Last month Moovly also announced that it had integrated Google Translate into its platform, allowing for instant sub-titles for videos into more than 100 languages. Brendon told Peter that this is particularly valuable to multinational companies that need to have content translated and localized for multiple markets.

With over 3 million users, Brendon said that “our key value proposition is that we are trying to democratize the ability for everyone to really make high-end content.” And whether you are a big or small business, an individual, or an educator, Moovly, he continued, “really gives the tools to people to really make content with the click of a button.”

To watch the full interview, [click here](#).

Click here [to subscribe to the InvestorIntel Channel](#).

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# **Contenthouse's Benjamin Pipa with Brendon Grunewald on why Moovly Media's template-based video production solutions won their interest**

written by InvestorNews | June 23, 2021

In a recent InvestorIntel interview Tracy Weslosky speaks with Brendon Grunewald, Founder and CEO of [Moovly Media Inc.](#) (TSXV: MVY) and Benjamin Pipa, Founder and CEO of Contenthouse GmbH, about Moovly's latest wizard whereby PowerPoint presentations can be imported into Moovly's editor and easily converted to video and its [reseller partner agreement with Contenthouse](#), a leader in the Swiss media content creation market.

In this InvestorIntel interview, which may also be viewed on YouTube ([click here to subscribe to the InvestorIntel Channel](#)), Brendon went on to say that the wizard has been incorporated into Moovly's platform the demand of which was "driven by corporate clients and educators who have invested enormous amount of time developing content in PowerPoint and are looking to increase the engagement that they get from the content without having to start from the scratch."

November 12, 2020, Moovly announced that it has been selected by and signed a reseller partner agreement with Contenthouse. Commenting on this partnership, Benjamin shared that Contenthouse selected Moovly as a partner because of the efficiency and stability of Moovly's online video editor and also because of Moovly's template-based production solutions and Automator technology.

To watch the full interview, [click here](#)

### **About Moovly:**

Moovly is the leading provider of creative cloud-based tools to tell marketing, communications and training stories using videos and video presentations. Moovly's advanced Studio Editor with millions of assets seamlessly integrated (via partnerships with Getty Images & Storyblocks) is all you need to make engaging video content to promote, communicate or explain your product, service or message. Moovly's API and Automator technologies allow third parties to automate parts or all of the content creation process, including mass video customization, personalized videos (video version of mail merge), automatic content creation or updating by connecting data sources. With clients including users from over 300 of the Fortune 500, small businesses, freelancers and Ivy league universities, Moovly is an intuitive, cost effective choice for DIY creation of engaging video-based content.

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# Brendon Grunewald on Moovly's Google integration with G Suite

written by InvestorNews | June 23, 2021

"We have certainly seen growth as people work and learn from home and that has increased our user base and our subscription base as well. Increasingly we are seeing large corporations that froze their budgets at the start of corona are now looking to come back and still need to produce a lot of content. They need to get their economies and their companies back onto level, but they have restricted budgets and abilities. So, with the tools like ourselves they don't have to restrict the amount of content they create. They can produce even more content on a lower budget and hence achieve their stretched goals with less means." States Brendon Grunewald, President, CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY), in an interview with InvestorIntel's Tracy Weslosky.

Brendon went on to provide an update on Moovly's Google integration with G Suite, which now allows for Moovly-created content to be uploaded both seamlessly and faster. He said that users can now move contents from Google Drive directly to Moovly and after they have edited the video they can publish the content on YouTube with the single click of a button. Brendon continued, "We pride ourselves in building what we believe to be the best product and that is obviously being validated by a number of customers out there."

To access the complete interview, [click here](#)

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# Moovly's Brendon Grunewald on the video media revolution in the home office

written by InvestorNews | June 23, 2021

"The COVID-19 pandemic has changed the way people work, learn, and the way they communicate. The physical meetings have just evaporated. We need tools that we can communicate effectively with and video is a great way to communicate. If a picture is worth a thousand words, then a video is worth a million." States Brendon Grunewald, President, CEO and Director of [Moovly Media Inc.](#) (TSXV: MVY), in an interview with InvestorIntel's Tracy Weslosky.

Brendon went on to say that there is an increased awareness among people and companies, both big and small, about Moovly Media. He added that even existing customers are extending their contracts which means that Moovly is delivering great value to its customers.

Brendon also spoke on the competitive advantages of Moovly Media over its competitors. He said, "We democratize the access or ability to make really high-end quality content. We strive to always make it very simple to use but at the same time offer a wide variety of different solutions. If you are someone who just wants to make a quick social media video you can do that within seconds using our templates. If you are an experienced videographer then you can use some of our advanced features like green screening and screen recordings. We have also got automated subtitling. That brings me to the second USP which I

would say is our automator. Increasingly we are seeing companies want to make vast volume of content using programs or spreadsheets where they import data and mass personalize and customize videos. Thirdly we have an exceptionally good price offering which makes us very competitive in the market in terms of value for money.”

To access the complete interview, [click here](#)

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