

OVERVIEW – Sizzle has built deep AI to automatically create gaming highlights, directly from Twitch and YouTube streams. Sizzle works with over 100,000 gaming streamers to generate compelling moments for social media, and has built an audience of 12 million viewers on Discord. Sizzle’s progress to date includes:

- 1) Built out deep tech – Real-time AI (video, audio, chat) & patented personalization technology that allows us to embed and showcase the best moments from Twitch and YouTube.
- 2) User base – We are already crunching highlights for 100,000 streamers on our platform.
- 3) Building viewership – We launched a Discord bot 8 months ago that is providing discord communities with highlights from their tournaments, and we’re partnering with 100 large servers with 13M viewers.
- 4) Monetization – Primarily b2b, with in-clip ads for brands, publisher reports, and platform partnerships.

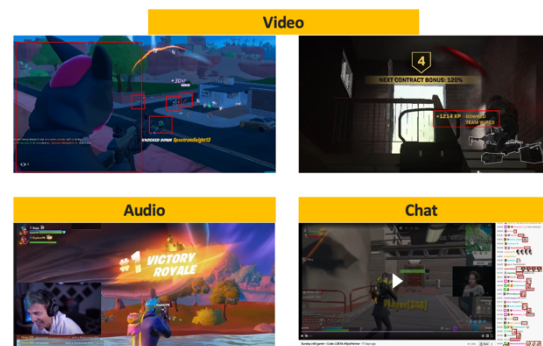
Sizzle’s founding team combines Google management, digital media, and professional gaming experience. We have already raised \$6M to date and are currently raising \$2M. Sizzle is based in the heart of Silicon Valley in Sunnyvale, California.

THE PROBLEM – Gen Z and millennials don’t have the patience to watch 8 hour gaming streams any more, and they just want to see the best moments. Streamers generate long form content but don’t have the ability or time to edit them into short form bites, and don’t have the money to pay video editors.

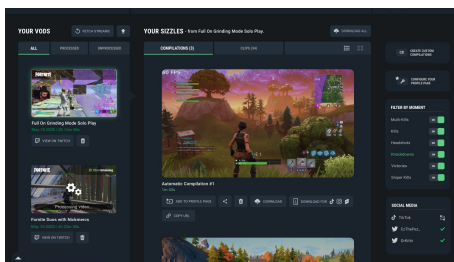
OUR SOLUTION – There are several aspects of our solution:

- 1) **Real-Time AI Engine** – We’ve built real-time AI that analyzes the video, audio and chat of gaming or esports matches. Based on this, we determine the timestamps within a stream when there are important moments, such as scoring plays, defensive plays, funny & exciting moments.
- 2) **Patented Personalization Technology** – To deliver the highlights, we point back to the source video at the specified timestamps. Whether its YouTube, Twitch, or any video backend, we can point back at the desired moments to assemble a highlight reel – without creating any new video files. And for different fans, we can point back to different timestamps and personalize to billions of fans effortlessly.
- 3) **Streamer Solution** – We launched our streamer offering two years ago, and already have over 100,000 users on the platform. We process thousands of streams each month and generate millions of clips.
- 4) **Viewership through Discord** – We’ve partnered with dozens of Discord servers that play tournaments 2-3 times weekly, and are looking for highlights. We’ve built a discord bot that crunches these tournaments and posts the highlights on the corresponding discord servers, reaching over 13 million viewers.
- 5) **Monetization** – We’ve built gen AI to insert brand ads into clips we post on Discord, and are partnering with leading brands such as HP & Respawn. In addition, we’ve built anti-toxicity and game sentiment analysis for publishers, and finally, we’re in talks with large platforms for embedding highlights. We are on target to achieve over \$2M in revenue in 2025.

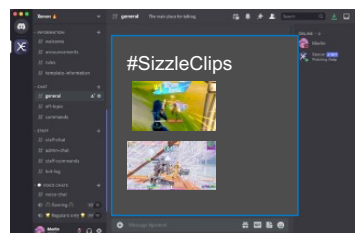
SIZZLE: BEST-IN-CLASS AI



100K STREAMERS USING DASHBOARD



13M VIEWERS IN DISCORD



CB INSIGHTS: MARKET LEADER

