

# THE NETWORK FOR MUSEUMS AND CULTURAL ORGANIZATIONS

Feature your organization and make your stories come alive with next-generation digital storytelling on the only network built for cultural discovery. And it is Free.

## Problem

Museums and cultural institutions realize the need for a robust digital and mobile strategy to meet the demands of today's visitors. Yet few have the resources to meet their future ambitions.

## Solution

Instead of building bespoke technology for each organization, we built one network for all. VAMONDE provides the newest innovations and reduces costs by sharing the network together.

### CREATE



**Publish** rich and engaging cultural narratives on a **network** of city and cultural institutions.

### ENGAGE



**Location-aware** multimedia content crafted for travel and cultural enthusiasts.

### MONETIZE



**Call to Action** modules convert from storytelling to revenue, membership, or donations.

### LEARN



**Analytics** on viewers, visitors, spend, foot traffic and more.

### MARKET



**Demographic** details inform campaigns and integrate with social and automation tools.

Coming Summer 2018

# HOW IT WORKS: MOBILE EXPERIENCE

Bring your stories to life in a multi media experience. Gain new exposure for your organization by placing your story next to all other city cultural institutions and their stories. It's all free for cultural organizations.



## Geo Location

Tell your stories in the places they matter most.



## Evergreen

Use Channels to instantly create evergreen content.



## Multi-Language

Cater to both foreign and domestic visitors.



## Audio to Augmented Reality

Serve any learning style with stories in audio, video, photo, text, and AR.



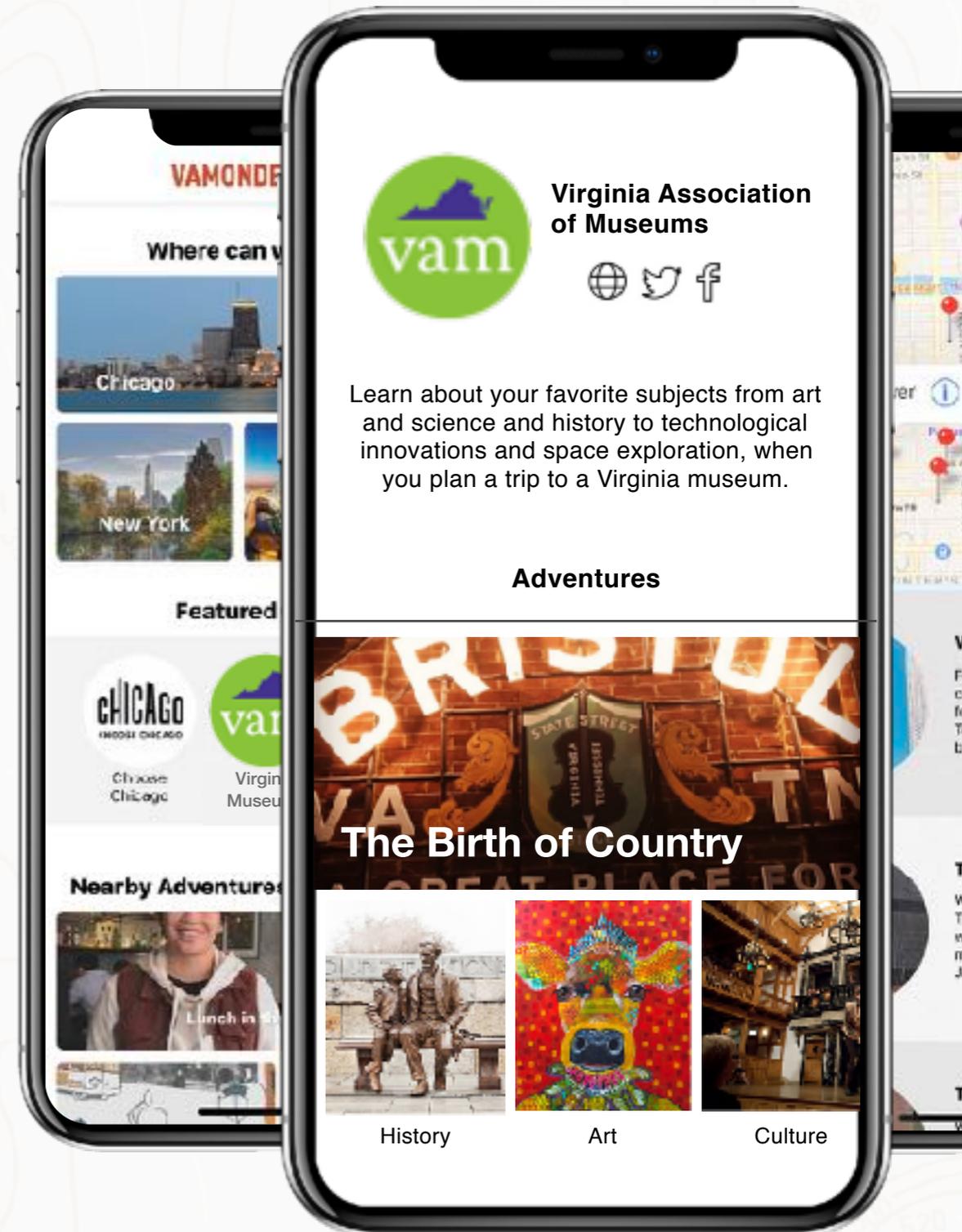
## Innovation-now

Continuous access to new R&D/technologies (AR, multi-language, analytics).



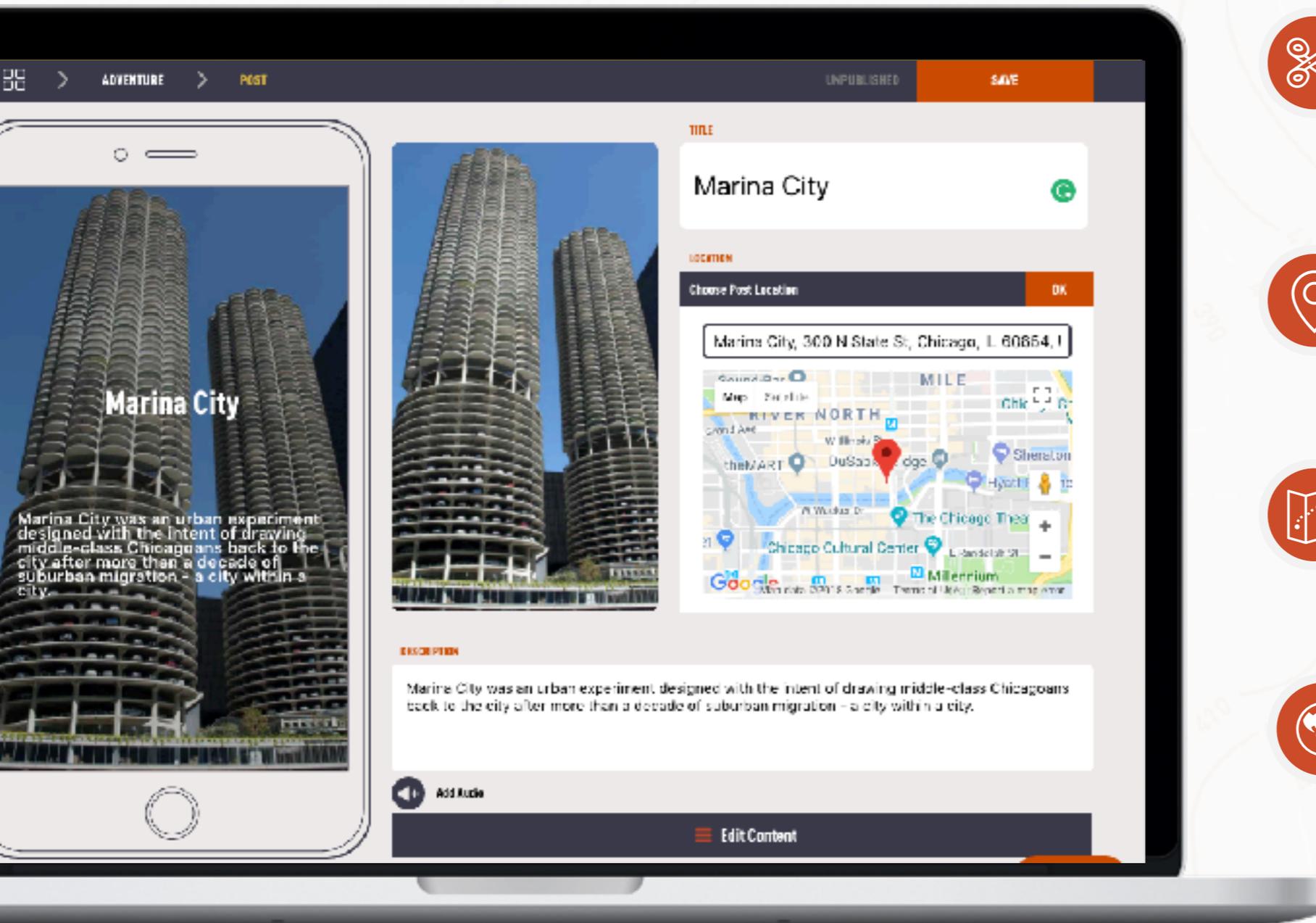
## Unlocking Puzzles

Our highest level of engagement: content that unlocks through riddles, clues, location, and more.



# HOW IT WORKS: CREATE TOOLS

Provide ultra high-quality experience in a multi media app. Create and publish from your desktop — no coding required.



## Cut & Paste Publishing

Bring together your existing content (blogs, Facebook, YouTube, etc.) to create one enriching story.



## Geo Located Storytelling

Amplify the experience by facilitating learning in the places history, art, culture...happened.



## City Wide Adventures

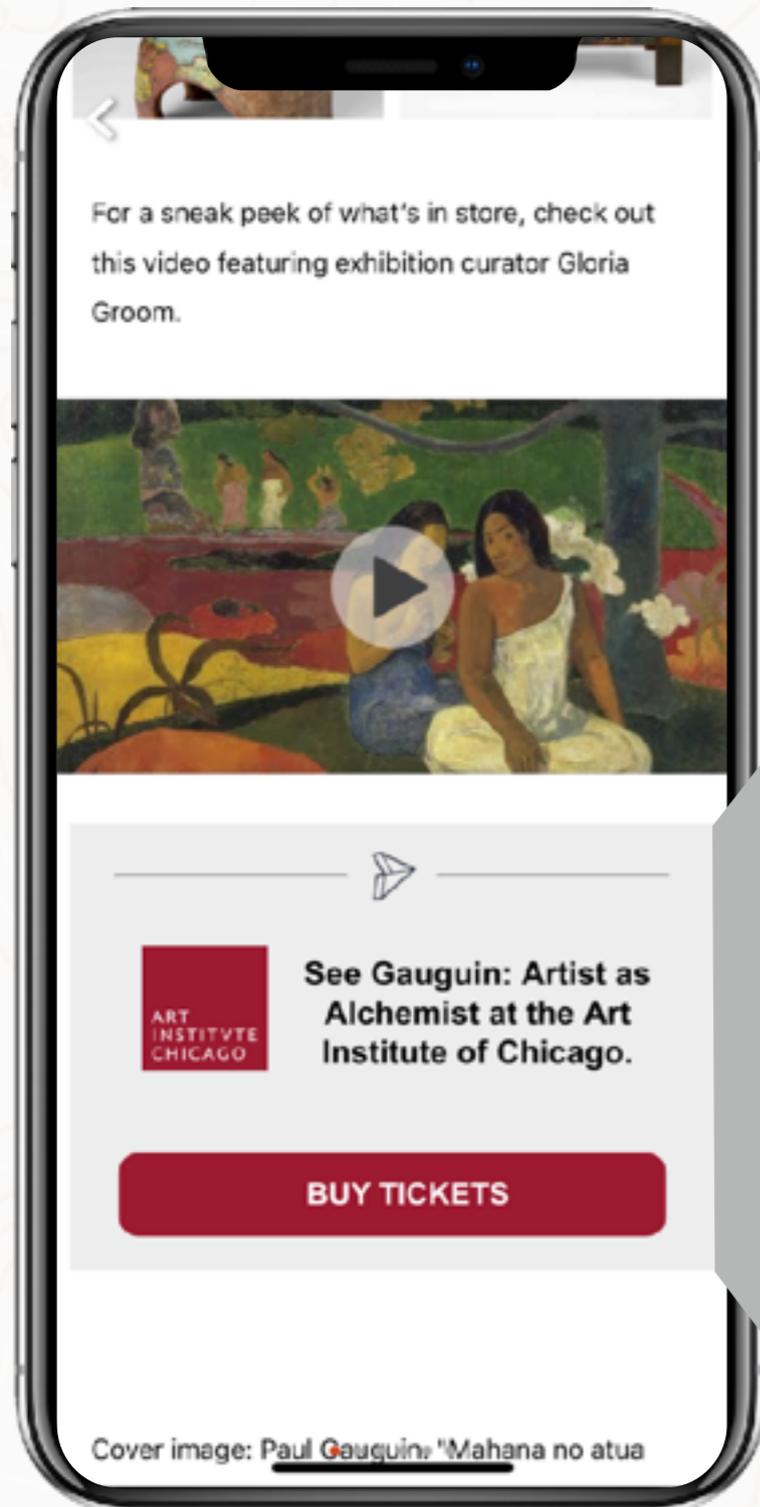
Extend your brand and reach across your city with themed adventures/tours.



## DIY — Real-Time Editing

Have an update or need to make an edit? Make changes in real time with ease.

# HOW IT WORKS: ENGAGE & MONETIZE



## Call to Action Modules

Create any CTA to capitalize on a deeply engaged audience. Drive ticket sales, membership, donations, contests, programming. Anything.

 <p>No one deserves to be a victim. Help girls become strong women.</p> <p><b>VOLUNTEER</b></p>	 <p>Learn more about the transformation of The Main Street of Texas</p> <p><b>LET'S GO</b></p>
 <p>Visit the American Writers Museum 10% off admission with code <b>VAMONDE2017</b></p> <p><b>GET TICKETS</b></p>	 <p>Find out what's happening in Republic Square</p> <p><b>CHECK THE SCHEDULE</b></p>

# HOW IT WORKS: INSIGHTS & ANALYTICS

Understand how people interact with your content. See which content converts into physical visits.



## Digital Performance

Content performance data down to the individual user level.



## Physical Location Data

The only platform that tells you which content is driving actual visits and why.



## Demographic & Interests

Know your visitors on an individual and interest level.



## Market/Macro Level

Compare your performance to similar areas and markets.

Premium Feature

Premium Feature

Premium Feature



# PLATFORM COMPARISON

There are many ways to share your stories with your audience.  
 VAMONDE gives you the most out of your content, effort, and spend.

## Relative Values of Comparable Alternatives

	Website	Mobile Site	Mobile App	VAMONDE
<b>Cost</b>	Med	Med	High	✓ Low
<b>User Experience</b>	✓ High	Med	Low	✓ High
<b>Maintenance</b>	Med	Med	High	✓ Low
<b>Performance</b>	✓ High	Med	✓ High	✓ High
<b>SEO</b>	✓ High	Med	Low	✓ High*
<b>Content Depth</b>	✓ High	Low	Low	✓ High

\* = Coming 2018