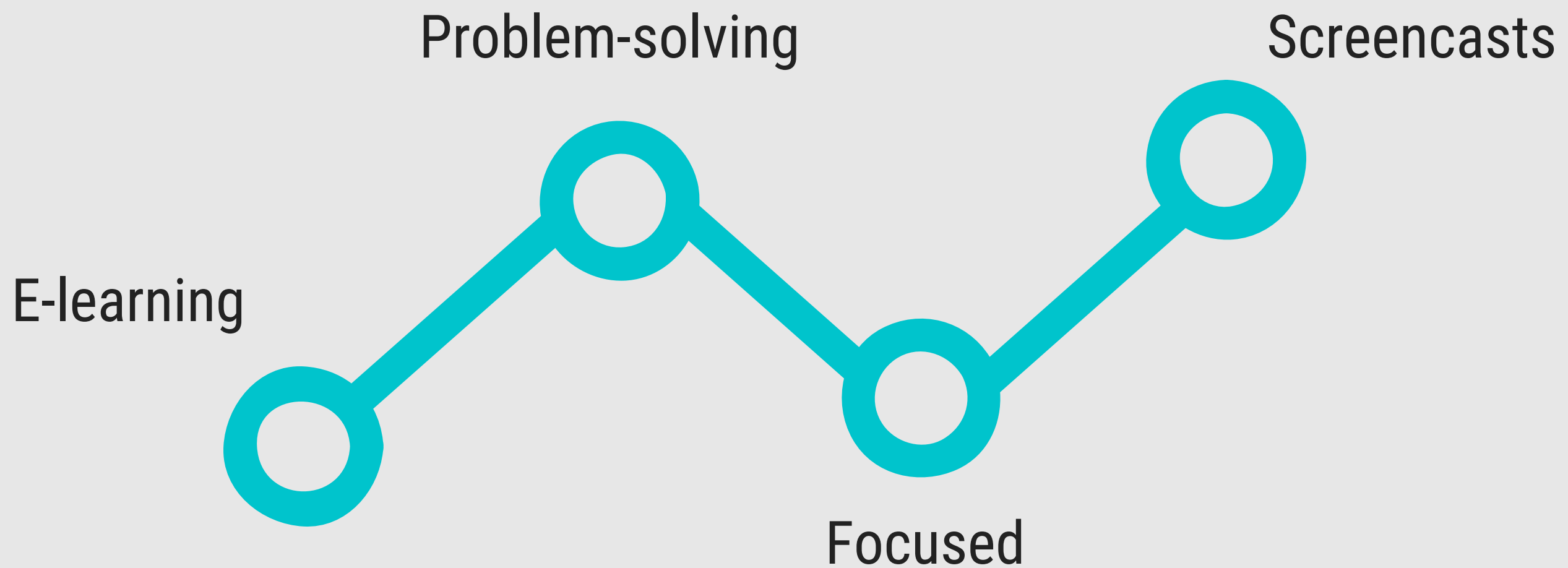




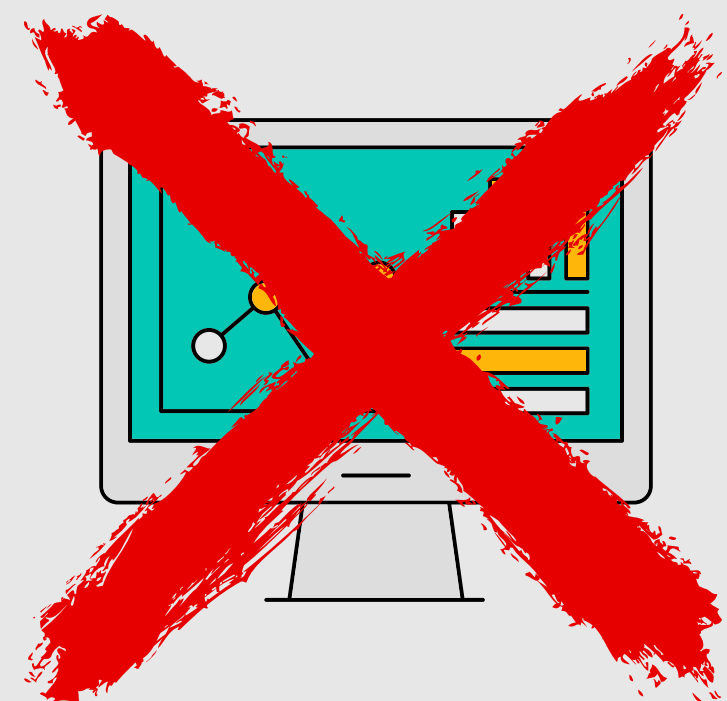
WHAT IS TECH SNIPS?



TechSnips is an IT career development platform for IT professionals, system administrators and DevOps engineers focusing on providing high-quality, laser-focused, how-to technical screencasts called snips delivered by industry professionals.

All snips are designed to teach a viewer how to solve their immediate problem and move on with their day. Snips are not considered training. A snip is focused on problem-solving, not on teaching; there are courses for that.

TechSnips is anti-PowerPoint and only hosts snips that are technical demos from industry experts that have "been there, done that" across dozens of categories.





LICENSING OVERVIEW

Our licensing program is an ongoing partnership you have with us. It's great way for technology vendors and e-learning companies to host our content on an ongoing basis on another platform for a low monthly or quarterly fee.

Rights

During the term of your licensing agreement, TechSnips offers a non-exclusive, unlimited play license to host our content in as many different channels as you wish. The only stipulation is that our content may not be edited in any way.

Ongoing Updates

Unlike other companies, we realize that technology content can become quickly out of date. This is why we offer content refreshes up to twice per year for all content you license through us.

This is, by far, the best feature of the licensing program over our content-on-demand model. Ongoing updates mean you don't have to worry about content currently on the cutting-edge to soon being yet another long-forgotten, bargain bin video!



CONTENT LICENSING USES

Some great uses of our licensing program are:

Training

If you're an IT training company, imagine a resource you could tap at any time to produce hours of quality video training. We have dozens of seasoned IT professionals that live the content they produce every day. They can explain concepts much better than someone whose sole job is just to train.

Content Marketing

If you're a software vendor, you always have the option to sponsor content directly on our platform but by using our license model you have the flexibility to host that content anywhere you wish. Add it to a blog post, create an entire course from multiple snips, etc. The choice is yours.

Documentation

Software documentation is traditionally boring. Why not provide engaging, real-world uses of your product with video?



WHITE LABEL VS. BRANDED

There are two different types of licensing we provided to our clients; white label and branded. Both consist of the same quality video content but our branded option keeps all TechSnips branding intact such as the introductory title slide and TechSnips watermark.

White Label

If you need video content that is completely generic that has no TechSnips branding embedded then the white label option is for you. This licensing option removes any TechSnips branding from the video to provide you with a completely generic screencast.

Branded Content

If you don't require white label content, you also have the option to allow us to include our title slide and watermark. The video content is exactly the same but this option allows you to license our content at a much cheaper rate.