

ENTERPRISE

[San Jose](#) > [Print Edition](#) > [Industries](#) > [Technology](#)

Friday, October 16, 2009

The Pitch

Verve-Media makes buying products on video just a click away

Silicon Valley / San Jose Business Journal



Print



Email



Reprints



RSS Feeds



LinkedIn



Share



Comments

Related News

[DunnhumbyUSA COO takes over Cincinnati's fast-growing firm](#)[Air Transport's surge lifts leaders far ahead of pack in stock contest](#)[Ooyala gets \\$8.5M in new funding](#)[Verity reports higher sales, income](#)[Breen tapped to head Motorola](#)

THE BUSINESS: [Verve-Media Inc.](#)'s technology allows consumers to instantly obtain information and/or purchase products observed in movies, TV shows, games or Web-based content. The technology doesn't require special players or modification of the source content.

HOW IT WILL MAKE MONEY: Verve plans to license its technology to studios, networks and advertising agencies.

BUSINESS OR TECHNOLOGY THAT COULD BE DISRUPTED:

Verve executives say their technology will give video advertisers more control by helping them embed their messages in content rather than running adjacent to it. This will solve the problem of viewers fast-forwarding through ads and allow viewers to immediately access such information as what kind of car is driven by a character such as James Bond.



Vicki Thompson

Verve-Media's team is led by former CinemaNow CEO Tom Frank, center, tech chief Ted Leis, left, and CFO Peter Chantel. They say they have a production trial with Paramount and are working on two other Hollywood studios.

[View Larger](#)

MANAGEMENT TEAM: Co-Founder and CEO Tom Frank most recently was CEO of [CinemaNow Inc.](#) after being chief operating officer at [RealNetworks Inc.](#) He began his career at [Procter & Gamble Co.](#) before migrating to Hollywood where he ran [Dick Clark Productions Inc.](#) as a producer. Co-Founder and Chief Technology Officer Ted Leis designed the software and has worked in the video game and IT security sectors, founding [Syzygy Game and Resultant Engineering](#). Leis was also part of the engineering technology upgrade at the SLAC National Accelerator Laboratory. Chief Financial Officer Peter Chantel's finance and operations career spans more than 20 years including as vice president of finance at [AT&T Inc.](#), CFO of [Sony Signatures](#) and CFO of [Akimbo Inc.](#)

ADVISERS: Mike Pliner, who has 39 years of experience as an entrepreneur and technology company executive, including at [W Verity Inc.](#) and Sytek; Lew Solomon, whose experience includes being executive vice president at [W Patricof Venture Fund](#) and senior vice president at [W General Instrument Corp.](#)

MONEY BEING SOUGHT: \$3 million round A funding

PARTNERSHIPS, COLLABORATIONS: Verve said it is in a production trial with [W Paramount Pictures Corp.](#) and has launched new business initiatives with two other major Hollywood studios. It said its current active project slate includes movies, TV shows and original Web programming.

POTENTIAL MARKET SIZE: A report by [W PQ Media](#) projects double-digit growth for branded entertainment marketing. The sector is projected to reach \$40 billion by 2012, up from \$25.4 billion in 2008, and will be driven by robust product placement spending, which is expected to hit \$4 billion in 2009 alone.

LIKELY COMPETITORS: Video-related e-commerce companies such as [W Delivery Agent Inc.](#), or video delivery platform companies with “tagging” systems such as [W Ooyala Inc.](#)

At-a-glance

Verve-Media Inc.
Headquarters:
Los Gatos
CEO: Tom Frank
Founded: 2008
Employees: 5
Web site:
www.verve-media.com
Phone: 650.376.2175