



WeVideo to Help Launch Startup Idol at SXSW Festival

Provides video editing engine for startup contestants to present their pitch

Sunnyvale, CA – March 13, 2012 – [WeVideo \(www.WeVideo.com\)](http://www.WeVideo.com), creators of the world’s most powerful and easy-to-use online video editing platform, today announced that it is helping to launch Agora’s Startup Idol, by providing the video editing engine for startup contestants to present their pitches. The new “American Idol for Startups” will launch at the SXSW Festival in Austin, TX, March 9, 2012.

Recently launched companies will be given a WeVideo link to create practice sessions, and then edit them into final presentations for the world to view. Those judged to have the best crowd feedback will qualify for the “Starting 64” round April 3rd - April 6th, and the contest will then proceed until the winners are picked. From the “Starting 64” round and on, Professionals in the field like Bill Reichert, Managing Director at Garage Technology Ventures, and Nolan Bushnell of Atari, will be advancing Startups each week. Contestants gain traction for their product or service, and access to investment community elite.

“WeVideo’s cloud-based editing facilities provide an ideal platform for Startup Idol contestants,” said Andrew Prell, CEO of Agora. “Contestants and judges can gather in one virtual place, to perfect and present their pitches.”

“Startup Idol provides an exciting new way to bring together innovators, investors, and ultimately customers,” said Jostein Svendsen, WeVideo co-founder and CEO. “We are extremely gratified we have been picked from among their ‘video provider contestants,’ as the complement to their platform.”

Contest launch at SXSW, March 12-15, 2012

[Agora’s Startup Idol](#) contest displaying contestants’ WeVideo creations will launch at the [SXSW festival](#) in Austin, TX, March 9, 2012.

Celebrations over the partnership between Beintoo and Startup Idol will be held at the Opening WeVideo Party at the start of SXSW. Beintoo, a celebrated mobile gamification platform provider, powers a highly effective reward system, which offers a marketplace to game and app developers. Advertisers of national brands and retailers sponsor these real life rewards. Beintoo is using its effective platform to help Startup Idol users vote for their favorite idol. Using Beintoo's reward engine, none-game apps will gain deeper user engagement as well as higher retention rate. The low cost for targeted user acquisition will maximize the efficiency of the ads, and make for a much higher than average conversion rate. In Beintoo's "G-conomy," it's a win-win-win for everyone in the ecosystem.

To learn more about WeVideo, please visit www.wevideo.com.

About WeVideo

Based in Sunnyvale, CA, WeVideo eliminates the cost and complexity of collaborative video publishing with powerful, easy to use web-based tools. Founded in 2011 by Norwegian-based Inopera, WeVideo leverages years of developing online video learning experiences for K-12 students. To learn more about cloud-based video collaboration, please visit www.wevideo.com.

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