

OCTOBER BUSINESS SPOTLIGHT:

VOXI

OCTOBER 2020 FISHERS, INDIANA

In 2015, after searching online for a novelty item he saw while watching a popular blockbuster, Nate Miller-- now Founder and CEO of Voxi--began considering what would become a novel idea for an app.

"I was watching Avengers 'Age of Ultron' and saw Tony Stark on screen with a very unique Bruce Lee t-shirt. I loved it and wanted to know where I could find one for myself," said Miller.

After a search, which took entirely too long, Miller recognized the potential need for a service, for both viewers and brand creators, to identify products seen in multimedia content.

Miller's realization, along with the reality of digital device use while watching television, led to the development of Voxi.

"We have created a white labeled app specifically for content creators (shows, movies, YouTube series, music videos, etc.) that serves as a platform to showcase products they viewer sees on screen," said Miller.



Nate Miller, Founder & CEO

As a white labeled app, Voxi leaves the promotion of the app up to the content creator utilizing the app, to spotlight items seen on their channels.

"We tailor the app to fit the brand of the content creator and it essentially acts as a marketplace for viewers to buy the products they are interested in, while watching the content," noted Miller.

Currently focusing on the home renovation scene, Miller notes that Voxi targets both the content creator and the brands seen on the channels.

"We are currently expanding our sales and partnership team and will be focusing on client success managers as we forge ahead into this new market," said Miller.

88%

OF US ADULTS USE A SECOND DIGITAL DEVICE WHILE WATCHING TELEVISION

71%

OF US ADULTS LOOK UP INFORMATION RELATED TO CONTENT THEY ARE WATCHING

35%

OF TELEVISION VIEWERS HAVE SHOPPED FOR THE PRODUCTS AND SERVICES ADVERTISED ON SCREEN

Born out of the Launch Fishers co-working space, in 2018, Miller and his team note the benefit of the entrepreneurial climate in launching the startup.

"Through Launch, we have had access to pitch events, intuitive networking and an immersive ambitious startup environment that is very helpful for an early stage startup," said Miller.

Since launching in 2018, Voxi has continued to grow, with an understanding of the importance in the relationships between content creators, brands, and their fans.

"As we continue to capture valuable data on show and product engagement, being able to digest this information and use it to help both our shows and brands build impactful relationship with their fans, will be critical to our continued success," said Miller.

Looking ahead, Miller says the Voxi team looks forward to broadening its reach in the market.

"Our product is exciting and the potential for growth is endless. While we are still in the early stages of this enormous market, we see this as an opportunity to learn and grow with our customers."

If you would like more information on the Voxi team and product, visit getvoxi.com

Q&A with Nate Miller, Founder & CEO of Voxi

What does your team like most about Fishers?

"Fishers is a close knit community where everyone takes pride in helping their neighbor, both personally and professionally. With the growth and expansion over the last few years, it is a great hub to live, work, and play in.

Access to great restaurants and entertainment in our own community has been great for our business as well as our families."

Has Launch Fishers helped your company's growth?

"We started at Launch in 2018 when I founded Voxi. It has been a fantastic space with all the resources a lean startup needs, as well as the flexibility to scale with us as needed."

What do you want people to know about Voxi?

"Our product is exciting and the potential for growth is endless. While we are still in the early stages of this enormous market, we see this as an opportunity to learn and grow with our customers. With operations in LA and clients from Austin to Canada, we look forward to expanding our reach and hope you will follow along with us in the journey!"