

# Introducing a new approach to Video Content Creation

We are an **ALL-IN-ONE**  
source for strategy,  
**Subject Matter Experts**  
and short form video  
content creation

# What makes us different?



**A strategy-led creator model powered by 30,000 Real People**



**So brands can scale authentic content without scaling costs**

# Use Cases

**Short form content engine providing a pipeline of fresh authentic content**

**Customized persona and localization for a fraction of the cost of typical content**

**Replace polished hype with authentic human validation**

# Benefits

**Insight Driven**

**30K+ Real People Panel**

**Story Telling Content Creation**

## Sample Costs

- The best news of all is **that we can deliver all of this (Strategy, Real People and Video Content)** for a **cost per video that is less than the average** cost for short video content (where you only get the video content).

	20 short content videos (60 seconds)	40 short content videos (60 seconds)	80 short content videos (60 seconds)
Total	\$26,000	\$50,000	\$92,000
Cost per video (includes strategy, Real People access and video content creation)*	\$1,300	\$1,250	\$1,150

*\*Cost includes up to 3 months of organic usage. For extended organic usage and monthly paid media/advertising rights, costs would be worked out on a per case basis.*



**Strategy Led  
Founder/CEO  
Rachel Geltman**



- 17 years in the agency business working on every possible demographic, product category and methodology
- In 2008 VCN launched. Using video chat technology, VCN brought clients alongside their customers in real-time
- Extensive account planning/strategy expertise and integration of video to bring insights to life.
- Brings consumers to life in uniquely engaging and authentic ways.

- Real People Panel of 30,000+ people across the country representing all demos.
- Turns video creation into a scalable, low-risk system instead of a creative guessing game.
- Quickly identify SMEs (Subject Matter Experts) with niche knowledge or strong personal stories
- Scalability of content which can be ramped up faster without exponentially increasing effort or budget.

# About

VCN  
Video Chat Network

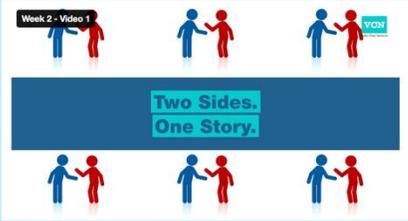


- Throughout her career, Rachel had written and produced 100's of videos while supervising editors to create them. Now she is a bona fide short video content creator herself.
- Clients can further streamline the video content process with an all-in-one source for strategy development, procurement of Subject Matter Experts and production and editing of short-term video content.
- See samples of her work on the following page.

Samples of our work

During the summer of 2025 VCN launched a 6-week series “Two Sides, One Story” where we took on the complicated and timely topic about what’s under the divisiveness in our country. Samples include the Intro video, 2 weeks of videos (week 2 and 6) and the summary video.

Click on any image for the video



Rachel also does pro bono work for Big Tent USA. Here are some samples from that work.

Click on any image for the video

It is only possible for one set of facts to exist.

