

What is the Life Inside
your organization?

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John Smith | Co-Founder

The Experience

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Human-First Video for a Digital-First World

How interactive video transforms engagement, transparency, and trust
across every industry — from the inside out.

Video Storytelling. Reinvented.

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Introduction: What is Life Inside?

Share The Life Inside Your Organization

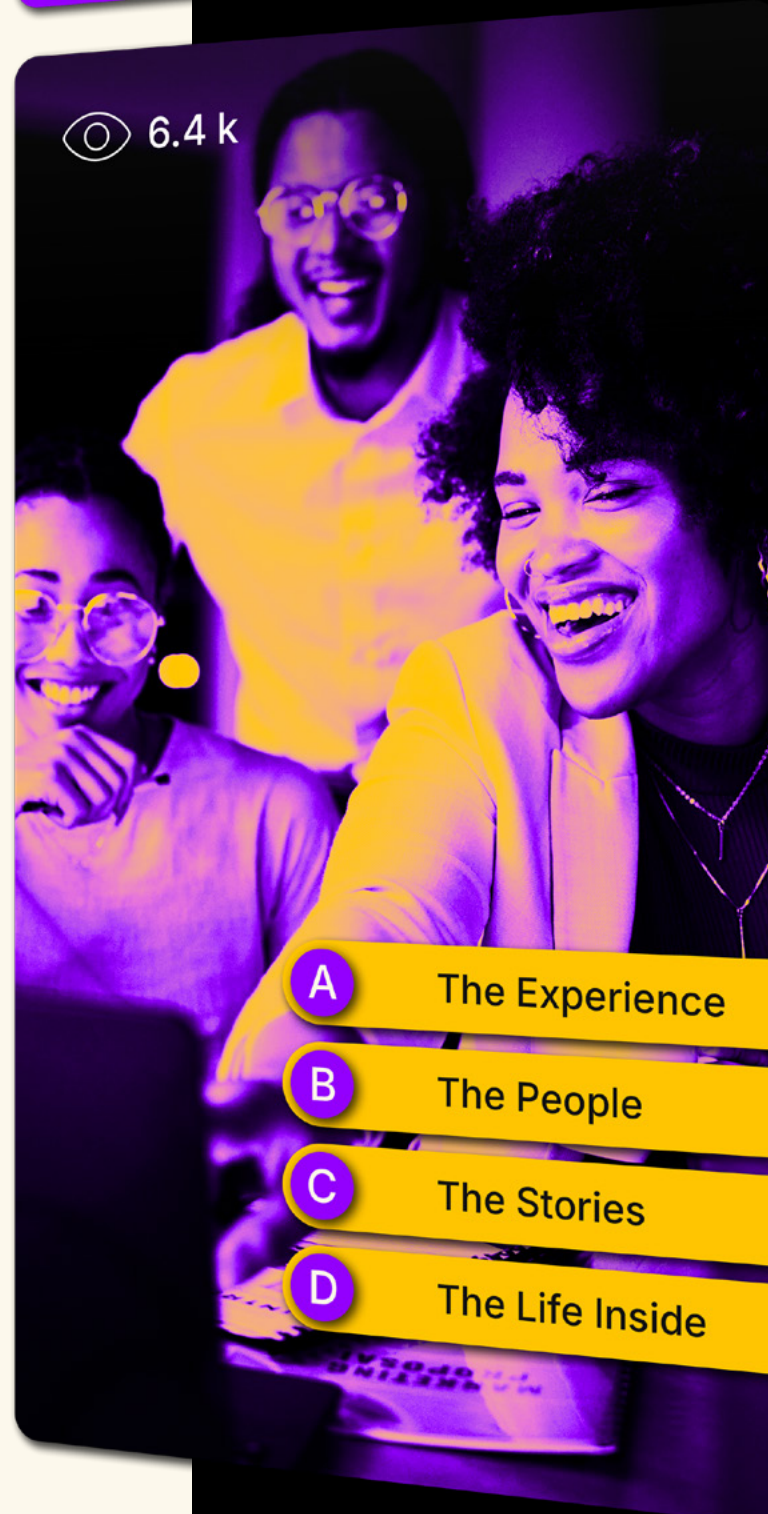
Life Inside is a next-generation interactive video platform designed to extract knowledge, stories, and insights from within your organization — and transform them into compelling content experiences that **drive engagement, build trust, and scale authenticity**. Built to work for organizations of any size, whether you're an independent operator, a mid-sized team, or a global enterprise, Life Inside amplifies the real voices that power your organization.

Built for modern communication and the realities of mobile-first engagement, Life Inside empowers contributors to share insights, testimonials, and knowledge directly from their device of choice. In a world where so much is created, viewed, and shared via smartphones, this platform meets your people where they are, making content collection frictionless and participation easy.

Life Inside is a universal utility for internal training, recruitment, onboarding, operations, engagement, executive communication, strategic storytelling, and more. Whether your people are across the hall or across the world, Life Inside lets you speak to them directly and authentically, creating a real human connection.

This is how organizations scale knowledge, authenticity, and creativity without added burden.

What is the Life Inside
your organization?



Why Simplicity Wins: Less Friction, More Focus

Everything You Need. Nothing You Don't.

Getting started with Life Inside is incredibly simple. There's no heavy onboarding, no IT dependency, and no need for a website. The platform can be activated instantly via a shareable video portal hosted on a secure, standalone page. Want to add video to your website? You can do that too. Just drop a single line of code into your site's header to connect your domain.

The interface is clean, intuitive, and accessible to every team member, no training, no editing skills, no experience necessary.

Video requests can be sent by SMS, email, or link, and recipients can record their responses from any device, with no need to create accounts or log in. It works for everyone — employees, customers, board members, partners, volunteers, and more!

This is how you turn everyday insight into lasting impact: by removing every barrier to contribution and putting the power of storytelling in the hands of real people.

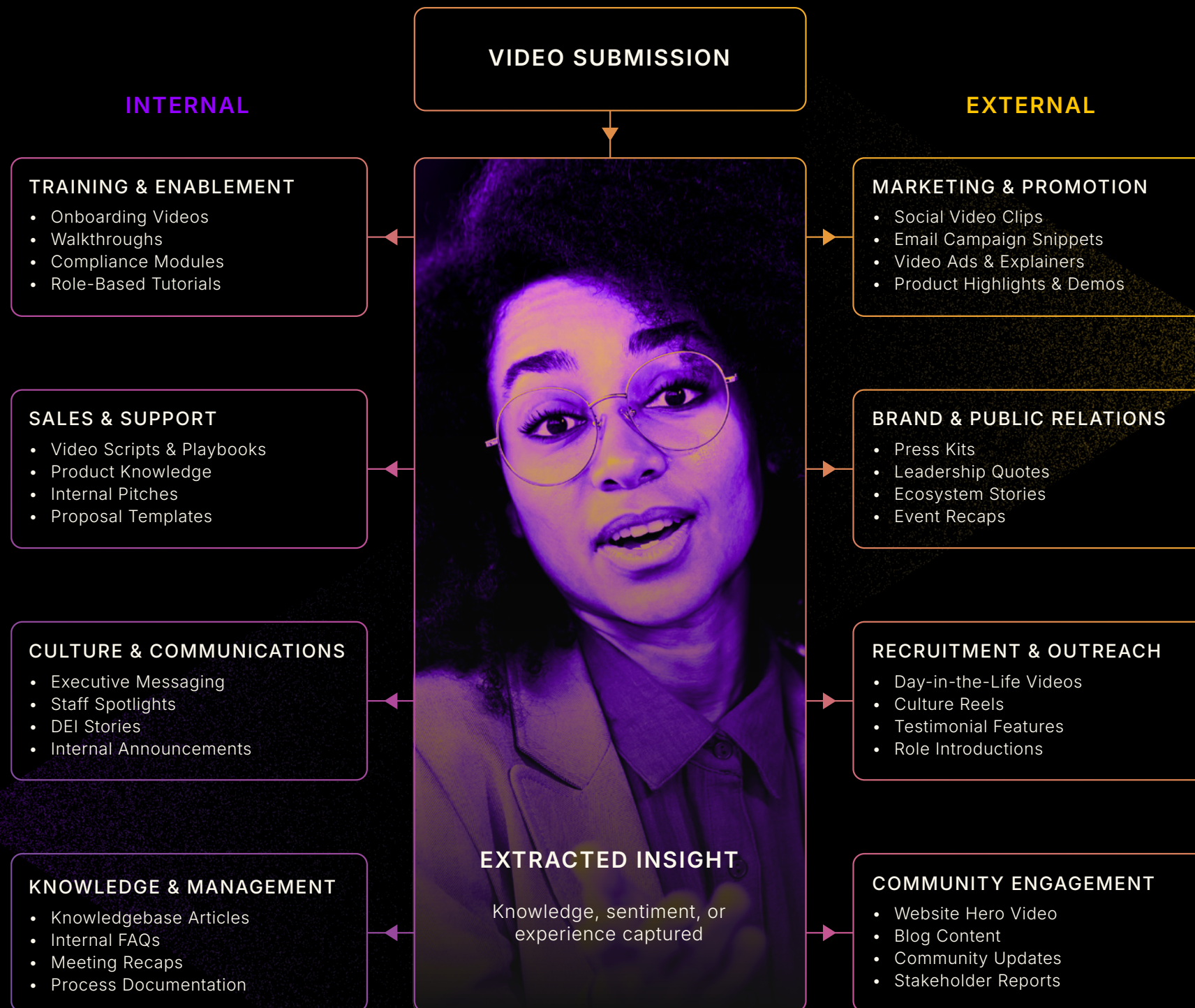
Every submission is secure, permission-based, and fully GDPR compliant. Unlike traditional social media platforms, Life Inside content is private by default, giving you full control over who contributes, who views it, and how it's used. No public feeds, no exposure to algorithm-driven visibility, and no risk of unapproved sharing.

Whether you're collecting content for internal use or planning to publish a campaign to social media, you control the destination. Content can remain private, be shared selectively, or distributed publicly across channels — all from a single platform.

This makes Life Inside especially valuable for organizations with compliance requirements, internal communication needs, or data governance policies, without adding technical overhead or legal risk.

At its core, simplicity isn't just a feature — it's a strategic advantage. By eliminating friction at every step, **Life Inside helps you unlock participation, speed up execution, and scale authentic content without the usual barriers.**

Showcase The Life Inside Your Organization



Your People Already Have the Knowledge. Now You Can Share It.

Organizations already have the content they need — it just hasn't been captured yet. Rather than chasing trends or mimicking competitors, Life Inside helps you extract what's uniquely yours: institutional knowledge, real experiences, strategic insights, and the nuances that make your organization different.

It replaces sameness with specificity. It replaces manufactured messaging with real voices. Life Inside captures stories that AI can't generate and competitors can't replicate.

More than marketing, this is a platform for:

- Showcasing culture and values
- Capturing moments that matter
- Supporting leadership communication
- Retaining and sharing knowledge, insight, and lived experience
- Informing external messaging with internal truth

Whether it's for a new campaign, a change initiative, a recruitment push, or a training rollout, **Life Inside gives you a frictionless way to create real content that works.** And because it's designed with repurposing in mind, you can turn every clip into multiple deliverables without draining creative resources.

How Life Inside Curates Content

A streamlined, flexible process that's built for real people and real use.

Life Inside gives you a clear, repeatable structure for turning individual videos into guided experiences. Whether you're collecting content or programming an interactive flow, the platform makes it easy to curate, publish, and scale — without complexity or compromise.

It's designed for flexibility at every stage. Start small or launch at scale. Build one-to-one content or create broad campaigns. Whatever your goals, Life Inside adapts to how your organization communicates and gives you the tools to do it better.

1

COLLECT CONTENT

Start by requesting video submissions from anyone — employees, leadership, partners, or customers — via SMS, email, or a direct link. Or, upload existing footage from your camera roll, archives, or production library. Whether it's captured in the moment or curated in advance, Life Inside gives you full control over how content enters the platform.

2

REVIEW & PUBLISH

Each video arrives in your secure dashboard, ready for review. You decide what goes live. Approve and publish clips as standalone pieces or prepare them for a larger interactive experience. There's no required editing or post-production.

3

CURATE INTERACTION

This is where the magic happens. Combine individual videos into guided, clickable stories, letting viewers choose their path through the content. It's a personalized, self-directed experience that feels more like a conversation than a broadcast. Perfect for site navigation, intros, walkthroughs, recruitment flows, product or service demos, and more.

4

SHARE ANYWHERE

Your videos and interactive funnels can be embedded directly on your website or published to a securely hosted Life Inside page, with no developer support needed. Further, you can distribute through campaign workflows, social channels, landing pages, or email to drive engagement where it matters most.

5

MONITOR PERFORMANCE

Track performance over time with built-in analytics and leverage AB testing to assess which videos get the most views, how long people are watching, and which story funnels generate the most engagement. Use these insights to refine what you share — and how you share it.

What It Looks Like In Action

Let's say you want to help someone better understand your organization, without sending them through a cold homepage.

With Life Inside, you can build a personalized video journey that starts with a real person asking:

How Can I Help?

From there, the viewer chooses their own path:

How Does It Work?

- A short walkthrough video explains your service in real terms

Book A Demo

- A built-in form appears to schedule a meeting, right within the experience

Meet The Team

- Quick clips introduce key team members — authentic, unscripted, and human

Contact Us

- Opens a form for questions, feedback, or direct follow-up

Each moment feels personal. The entire journey is mobile-first, interactive, fully brand-controlled, and delivered through a clean, responsive video interface.



But that's just one way to use it. You can apply this same approach to create focused video experiences for:

- Internal playbooks and training sequences
- Leadership updates and all-hands briefings
- Stakeholder stories and video testimonials
- Insight-based blog content and campaigns
- Culture spotlights and DEI initiatives
- New hire onboarding or orientation series

Each can follow the same "choose your path" structure, letting your audience navigate the experience in a way that feels relevant, human, and direct. This is how you move beyond static pages and scripted videos.

With Life Inside, you don't just create content — you define human experiences.

Why Life Inside Matters: The Data Behind Human Video

People don't just want video — they want the right kind of video, with a real human experience.

And that's exactly where Life Inside leads.

In 2025, scroll & swipe short-form video continues to outperform every other content format. It's not just marketers who say so, it's the audiences they're trying to reach. According to HubSpot, short-form video now delivers the highest ROI of all content types¹.

But reach alone isn't the win — relevance is. Research shows that **72% of consumers prefer personalized short-form videos** over generic ones, and **70% say they form stronger connections to brands** that use this kind of content. That emotional connection leads to real action: **55% of those consumers are more likely to buy**².

That's the foundation of Life Inside: personalized, real-person, short-form video that's effortless to create and powerful to share.

Unlike scripted media or AI-generated content, Life Inside amplifies what organizations already have — real voices, real knowledge, and real stories. That's exactly what audiences want: **87% of viewers prefer watching real people** over animations or avatars, and **83% say video is their preferred format for consuming information**³.

And it's not just a preference, it's a habit. **66% of people watch educational or informational videos at least weekly**³, often several times per week. When you lower the barriers to contribution and deliver real stories from real people, the appetite is there and growing.

Personalization, too, drives measurable results: **96% of marketers report that personalized experiences increase sales**¹. And with Life Inside, personalization isn't a complicated workflow, it's built in. Every video is unique. Every voice is real. Every experience is authentic.

Even the format matters. **83% of marketers agree that short-form video is most effective at under 60 seconds**⁴, making Life Inside's structure — simple, mobile-first, and purpose-built — exactly aligned with what the audience is primed to watch, share, and act on.

This isn't a trend. This is a shift. From static to interactive. From generic to personal. From scripted to human.

Life Inside is how you meet that shift — and lead it.

What Happens When You Share Your Life Inside

Life Inside helps organizations extract, scale, and showcase the content that already exists inside their teams. It brings forward the voices that matter and makes them available in the moments that count.

In a world overwhelmed with templated websites, AI-generated messaging, and off-the-shelf branding, what audiences are looking for is a human connection. Creativity. Personality. Truth.

Life Inside makes it easy to:

- Humanize your communications
- Create truly personal experiences
- Unlock the value of mobile-first content creation
- Break away from brand sameness and messaging fatigue
- Empower your people to be your best advocates

It's time to show the world your life inside.

BOOK A DEMO

Click here to schedule time with us and see how it really works.

START YOUR FREE TRIAL

Click here to kick off your trial — explore first, decide later.

TALK TO OUR TEAM

Click here to ask questions, get answers, or explore what's possible.

VISIT LIFE INSIDE

Click here to head to the official Life Inside website for more details.



About Life Inside

At Life Inside, we believe brands and organizations deserve more than passive clicks and shallow impressions. That's why we built a platform that transforms video into meaningful, interactive experiences where customers, candidates, fans, and citizens can engage, explore, and take action.

Our story began with a simple insight: the way people connect online is changing. Static content no longer captures attention, or hearts. Whether you're buying a home, applying for a job, cheering for your favorite team, or discovering a new product, you want to feel something real. That's where Life Inside comes in.

Today, Life Inside is used by brands across all industries, from real estate and sports to public sector, e-commerce, and beyond to create interactive video experiences that drive engagement, build trust, and deliver results.

Whether it's a product demo, a career story, or a fan reaction from the stands, our platform helps you collect, publish, and activate clickable video content at scale — instantly and without code. And with the addition of conversational avatars and smart lead capture, we're helping organizations bring their digital journeys to life like never before.

We're here to make video actionable and personal. And to help you turn every digital touchpoint into a moment that moves people.

Let's create something people feel.



About Renderbloom

As the authorized managing partner representing Life Inside in North America, Renderbloom demystifies the complexities of integrating digital solutions with your existing resources, ensuring your people, processes, and technology work in harmony. The reason we founded Renderbloom is simple: we saw too many organizations struggling to navigate the digital landscape without the comprehensive support they needed. While plenty of digital agencies offer piecemeal solutions, few are prepared to tackle the full spectrum of challenges that come with enterprise-wide digital transformation.

What sets us apart isn't just our services — it's our approach. We're about clear, actionable strategies that bring your digital vision to life, not just in the short term, but with an eye towards future challenges and opportunities. Our strategy circumvents the common "bolt-on" methods with a holistic management mindset. By leveraging our governance framework, we ensure a deep integration with your operations, covering every factor and implication without the crutch of temporary fixes.

Together, we'll navigate the complexities of the digital age, ensuring your organization emerges more agile, more innovative, and more aligned with your mission than ever before.

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