

10 February 2025

**Blackbird plc**  
(the "Company")

[elevate.io](#) launches **Creator payment plan**

Blackbird plc (AIM: BIRD), the technology licensor/developer and seller of market-leading cloud native video editing platform, Blackbird, and developer of the online collaborative video editing and content creation platform, elevate.io, provides an investor update (via video):

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In the video Ian McDonough, the Company's Chief Executive Officer, Sumit Rai, the Company's Chief Product Officer and Nick Lisher, a Non-Executive Director of the Company and consultant, provide updates on the progress of elevate.io:

**Launch of payment plan**

- elevate.io's first payment plan, "Creator", is launching on 11 February 2025 at a price of £15, 15, €15 per month

**Product update**

- elevate.io is **uniquely** placed to bring professional video editing to a large audience ranging from YouTubers creating a ten-minute travel blog to corporate communications
- The use of cloud infrastructure means that elevate.io is accessible from a browser with no downloads and no requirements for high end hardware
- users are able to pick up elevate.io without prior editing knowledge
- elevate.io users can collaborate with their teammates, just like Google docs or Figma
- elevate.io is already a powerful tool to create videos, and the Company is working at pace to bring more features such as: folders and content management; comments for approval; support for vertical video and broader file formats; improved colour science; and filters
- All of this has been made possible by Blackbird's proven core patented technology which used in events all around the world

**Go to market**

- elevate.io is designed to be a 'Pro video editor that anyone can use'
- The Creator payment plan offers 500 gigabytes of high speed storage, unlimited projects to work on and two seats to collaborate with teammates
- Additional storage and seats can be purchased as add-ons
- There is an early bird offer of a 50% lifetime discount on the Creator payment plan subscription, at a price of £7.5, 7.5, €7.5, to anyone who subscribes in the first 30 days
- The Creator payment plan has been launched whilst elevate.io is still feature light, so that the Company can get feedback from paying customers and understand their requirements. Data is key to elevate.io's product led growth strategy

**Key investor takeaways**

- The Creator payment plan presents the first opportunity for elevate.io to generate revenue
- The Company continues to believe that there is a huge total addressable market in the creator economy and within corporates
- The launch of the Creator payment plan is key to learning about buying behaviour and honing our data driven approach

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**About Blackbird plc**

Blackbird plc operates in the fast-growing SaaS, Media and Entertainment and content creation markets. Blackbird plc's patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud and it has two products.

Blackbird® a market leading suite of cloud-native computing applications, is used by rights holders, broadcasters, sports and news video specialists, live events and content owners, post production houses, other mass market digital video channels and corporations.

elevate.io is the company's new online collaborative content creation platform currently in general release. [elevate.io](#) is built using Blackbird's core technology and is aimed at professional teams and the fast growing Creator Economy.

Blackbird plc also licences its core video technology, under its 'Powered by Blackbird' licensing model, enabling video companies to accelerate their path to true cloud business models.

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[www.elevate.io](https://www.elevate.io)

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