

# Colorado Video Startup Changes Name To Bolt

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Just two years into the launch of Colorado video startup, Vizoodeo, the company has opted to streamline and simplify its name by changing it to Bolt.



The company's founder and CEO, Jeff Hatten, says that there are two main reasons for the name change. "For one, we found that people often times had a difficult time pronouncing Vizoodeo (a mash up of the words Video and Zoo). And, we realized that if people had a hard time pronouncing the name, they would inevitably have a harder time remembering it."



According to Hatten, the other main reason for the re-branding effort centers around the company's core messaging and growth trajectory. "We have developed an extremely affordable, flexible, and fast video production service for businesses of all sizes, across all industries. We wanted to make sure we had a new brand name that showcased our simplicity and our speed, which is why businesses choose us to have video content created for their training initiatives (internal training or customer training) or for customer marketing purposes (website, social media, email marketing). We are able to get high quality videos produced for businesses for as low as \$50 and turned back to them within 3 days. We feel that the Bolt brand does a good job of telling that story."

Bolt is currently available for businesses in the Colorado Springs and Denver markets, but Hatten says the company is eyeing "smart expansion". "My background is in the software industry, where the goal is to create a product that can potentially scale worldwide. That's our goal with Bolt as well. We've created a solid foundation and now we plan to further leverage and develop technology to help us take it to the next level."

Interested parties can learn more about Bolt on the company's website <https://www.bolt.video>

## About Bolt

Bolt's Colorado Springs video production service was the first to launch in 2016. Businesses across the Colorado Springs area such as ACE Hardware, Pikes Peak Brewing Company, and the Colorado Springs Switchbacks use Bolt to get affordable video content created with frequency and consistency.

Bolt's Denver video production service was launched in early 2018. Businesses in the Denver metro market such as Vivax Pros, Green Door Fitness, and Navajo Express are using Bolt to get quality video content created at a highly affordable rate.

For more information, visit <https://www.bolt.video>, email [info@bolt.video](mailto:info@bolt.video), or call 1-833-BIZ-VIDS.