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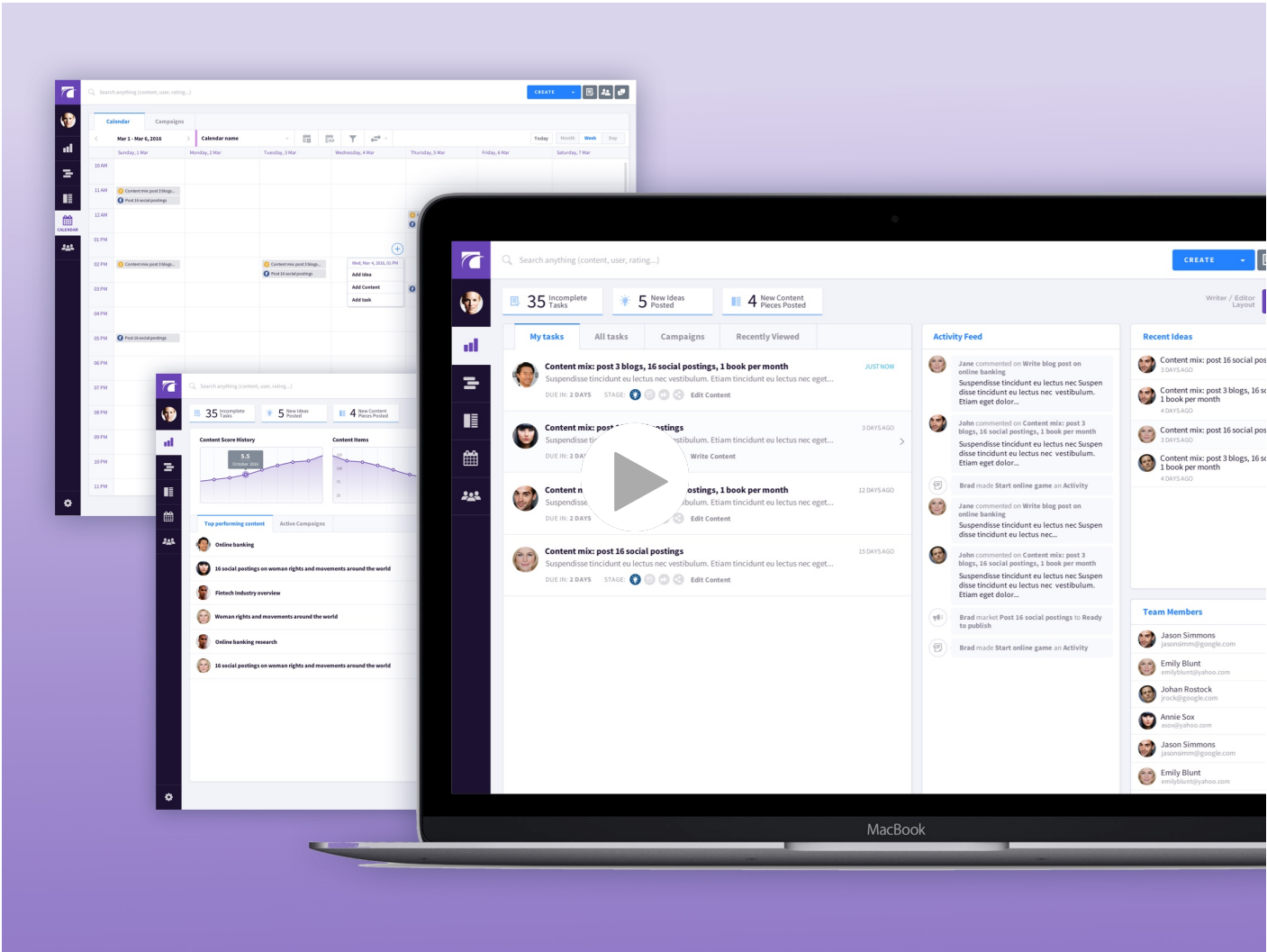
## Content Launch

Content Launch is the first complete content marketing software built for digital agencies & SMBs.

Amount Raised <sup>?</sup>

\$0

Days Left <sup>?</sup> 68 Investors 0



[www.contentlaunch.com](http://www.contentlaunch.com)

San Diego, CA

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# OVERVIEW

04:15



Content marketing is a revolution. It is now the standard way to successfully engage with prospects and customers. And it stands to reason: there is no better and more affordable way to market your products and services today.

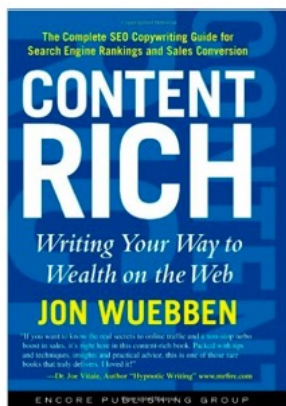
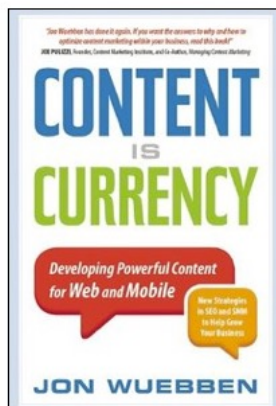
Many content marketing tools are expensive or don't do everything you need them to do. Content Launch is the first **complete** content marketing workflow, management and distribution application designed for ease of use. It's the perfect solution for agencies and SMB's looking for an effective, affordable content marketing application. And its the only *true freemium* tool in the industry.

The image displays four screenshots of the FlashFunders Content Launch interface, arranged in a 2x2 grid. Each screenshot has a blue callout box with white text indicating its function:

- Top Left:** "Plan - Content Trends" - Shows the "Create New Idea" section with "Content Trends" selected. It displays a grid of article ideas related to electric cars, such as "Google self-driving car is tested on California highways" and "Ford unveiled news super efficient charges for electric cars".
- Top Right:** "Collaborate" - Shows the "Search for Influencers" section. It lists 125 people found and displays profiles of influencers with their names, follower counts, and options to "Invite" or "Bookmark".
- Bottom Left:** "Create Your Own Content" - Shows the "Content editor" interface. It includes a title "Electric Car Sales", a content template, a rich text editor with placeholder text, and a sidebar with "Content Tasks" like "Assign Author", "Submit Content", "Review and Edit Content", and "Publish Content".
- Bottom Right:** "Get Content Written" - Shows the "Create Content" section. It offers options to "Write Content", "Get Content Written", "Import Content", or "Upload Content". Below these is a form to enter project details, including "Project Name", "Project Deadline", "Content Type", "Word Count", "Budget", and "Writer Level".

## OUR STORY

- 500+ Clients, 13 Years, \$2 Million in Revenue
- Content writing services



- Content strategy for Konica Minolta, Intuit & others



## THE PROBLEM WE'RE SOLVING

Companies/agencies using 9-10 tools to get their content marketing done



\$2-10K/month

Feature overload (give you way more than you need to be successful with content)

## THE PLATFORM

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## Content Launch Product Demo

from **Content Launch** PLUS

15:42

- 4 Modules: Plan, Crate, Collaborate, Calendar
- 300 Content writers built into the platform
- Offer content strategy help

## TRACTION - OUR BETA

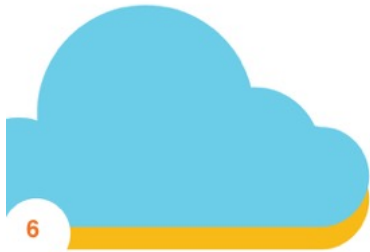
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## PRODUCT BENEFITS



- Get content done
- Brand consistency
- Content clarity
- Content relevance
- Improved workflow
- Increased output
- Increased collaboration
- Higher-quality content



**GET  
CONTENT**



## DIFFERENTIATORS

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SCORE CONTENT

300

CONTENT WRITERS



**AGENCY**  
**VERSION**

THE MARKET

- 20,000 digital marketing agencies
- 100,000 SMB's

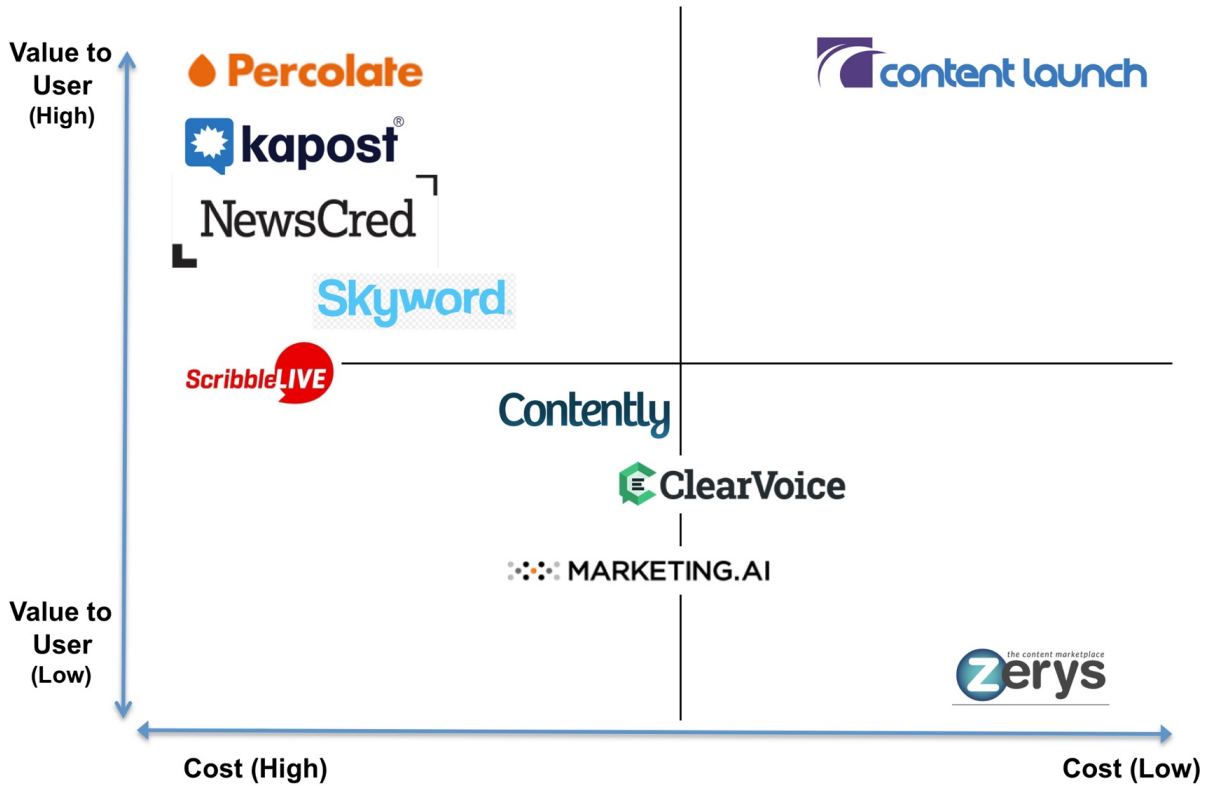
### A few of our agency clients...



### Market Opportunity

- \$30 billion spent on content every year
- Marketers spend 25% of marketing budget on content marketing. (B2B Marketing Insider)
- 94% of B2B SMB's use content marketing (Content Marketing Institute)
- 66% plan to increase content marketing spend in next 12 months (Content Marketing Institute)
- 62% of companies today outsource their content marketing - up 7% from last year (Mashable)
- 2 million SMB's (5-99 employees)
- No one serves this market with a customized content marketing software solution
- Digital Agencies: Need a content platform to manage, distribute and measure clients content

## COMPETITIVE POSITIONING



## BUSINESS MODEL

- SaaS
- Agencies: White Label-Resell Platform
- Get to big companies through agencies
- Subscription + content writing revenue

Free	Pro Great for small business	Agency
\$0	\$99/USER	\$99/AGENCY CLIENT

Revenue: \$300/mo  
**Agency** → **\$1500/mo\***  
**Client 1**  
**Client 2**  
**Client 3**

\* \$500 content writing/client  
Agency LTV: \$86K



## FORECAST

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<b>Revenue</b>	<b>Yr 1</b>	<b>Yr 2</b>	<b>Yr 3</b>
Subscriptions	\$330K	\$600K	\$1.7M
Content Writing	\$1.6M	\$3.6M	\$9.3M
<b>Total Revenue</b>	<b>\$1.9M</b>	<b>\$4.2M</b>	<b>\$11M</b>
# of Agency Clients	55	116	306

550 AGENCIES = \$20M REVENUE

#### Marketing and Growth Strategy

- 15K existing contacts in company database
- Use Nimble and Hubspot for sales-marketing automation
- Join sales/marketing programs with Hubspot & Act-on
- Using content marketing for inbound leads
  - Blogging, Lead generation eBooks, SEO
- Exhibited at Content Marketing World & Hubspot's Inbound Conference, secured 500 qualified leads
- CEO Jon Wuebben written 2 books and speaks at all major industry conferences, new book coming 8/16, will be co-promoted with app
- Paid Search Ads (PPC)
- Social media marketing
- Partnerships with integration partners, industry players and influencers.

#### Freemium Users - Upgrade Plan

- In-app dynamic messages
- Email drip campaigns
- Measure & increasing customer engagement
- Bringing on sales team for inside sales

# ASK

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**Invested in Product**

\$600K

**Previous Investments**

Angel Investors: \$475K

Founders: \$300K

**Our Ask**

Seeking \$500K

- 18 months of runway
- Series A: \$3-4M (Fall 2017)
- Sales/marketing: 300K
  - Content Marketing
  - Trade shows
  - Paid Search Ads (PPC)
  - Social media marketing
  - Partnerships (integration partners/influencers)
- Product development: 200K

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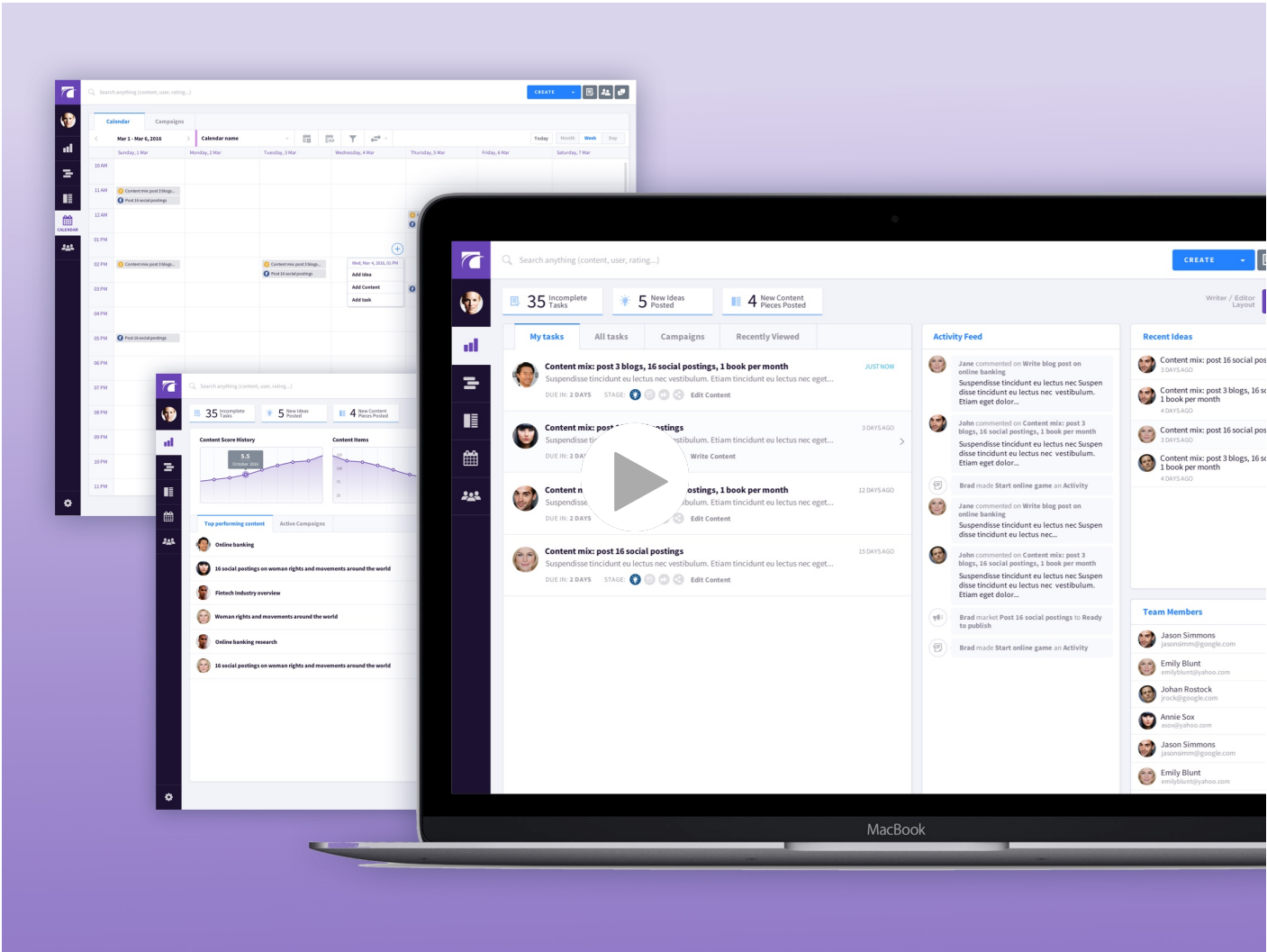
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# THE FOUNDING TEAM



## Jon Wuebben

Founder & CEO

Jon Wuebben is the CEO of Content Launch, which offers the first content marketing software built for small and medium sized businesses (SMB's) and digital agencies. Content Launch also provides content writing and content strategy services for hundreds of companies and digital agencies. His book, "Content is Currency: Developing Powerful Content for Web & Mobile", helps businesses learn how to plan, create,...

[Expand Bio >](#)



**Sean Ganser**

CTO

Sean has been a Software Engineer, Co-founder and entrepreneur for over 15 years. He specializes in building out complete systems, from the back-end/cloud infrastructure to UI/UX, he does it all. Sean was Co-founder at inMoment, Co-creator of MeetingPulse and Senior Engineer at LaundryLocker.com. Earlier in his career, he was Co-founder at Super Dark Mysteries and Co-founder at InfiniteScan.

---

**Micah Potter**

## Senior Software Engineer

Micah has been a Software Engineer for over 10 years who's number one talent is resourcefulness. He has been a Software Engineer for Lowe's Companies, Inc. and ME imagination Web Design. Always eager to seek out and learn new technologies to further the success of our team, he enjoys providing team members with an education on new technologies and best practices.

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**Dave Watkins**

Software Consultant



Dave is 20 year software and technology veteran, having served as Co-Founder of Tranzlogic, a disruptor in the payments processing industry. Dave successfully managed the Content Launch software build and will continue to serve in this role. Dave is the Founder of Periapt Consulting and was Managing Director at Paradigm Global Investments, LTD. He is also the former VP and Director of IT for Safeco.

## INVESTORS & ADVISORS

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## Carl Dunlap

Investor & Board Member

Carl Dunlap is a Principal Owner & Platinum SAP QM & SAP QIM Consultant at Quality Management Solutions, Inc. (QMS). Carl has 21 years of experience with Enterprise Applications, including 20 years of SAP QM experience. Carl previously served as President of Cohesion, Inc and VP of Professional Services at Ki Solutions (Idhasoft).



in

## Mike Krug

Investor & Board Member

Mike Krug is a Principal Owner & Platinum SAP QM & SAP QIM Consultant at Quality Management Solutions, Inc. (QMS). Mike has 15+ years of experience with Enterprise Applications, including 20 years of SAP QM experience.

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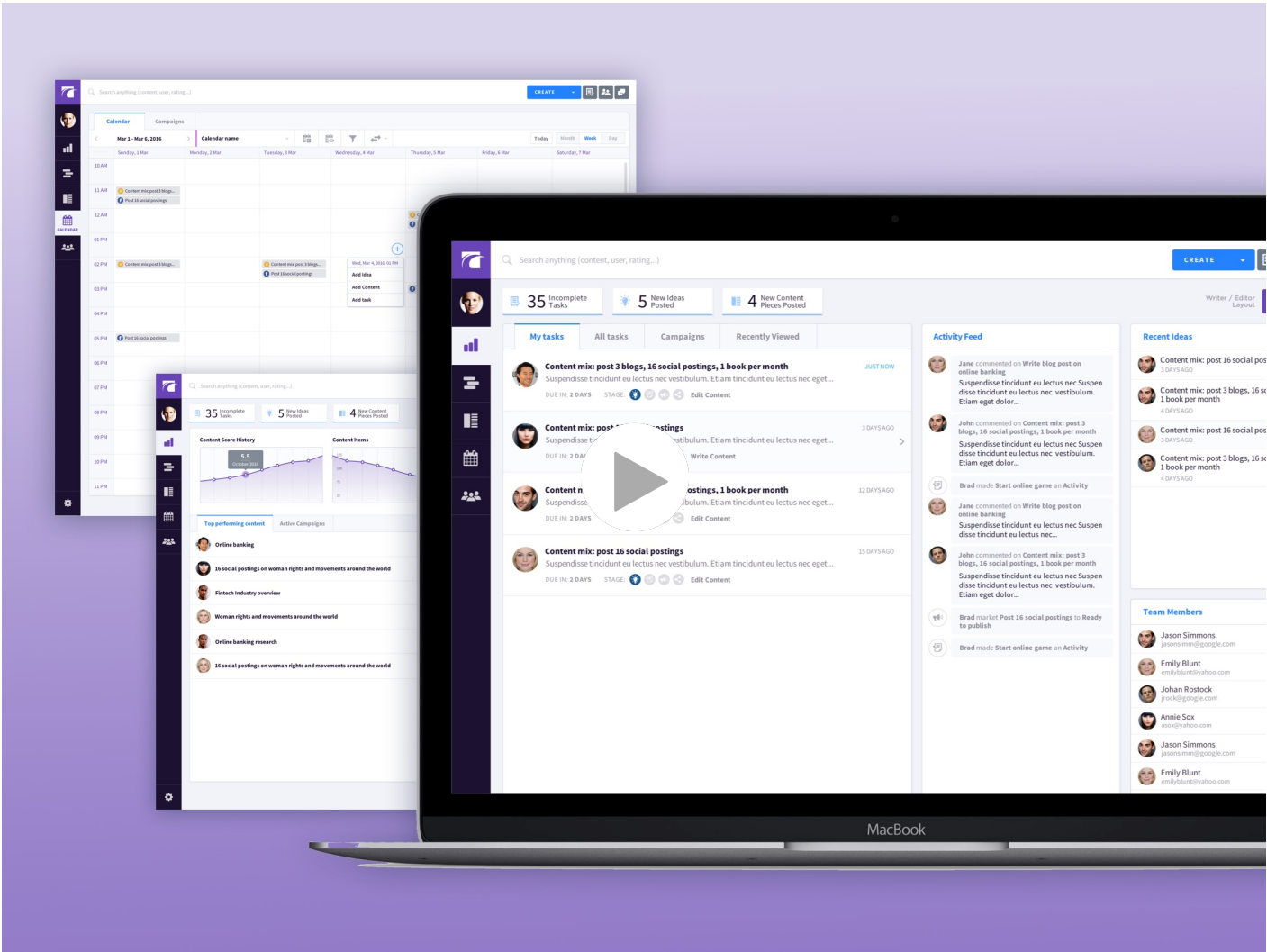
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# DILIGENCE DOCUMENTS

Investor Pitch Deck - Content Launch

View

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Investor Acknowledgement

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Flash CF Preferred Stock Subscription Agreement

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Investors' Rights Agreement

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## REG D DOCUMENTS <sup>?</sup>

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Term Sheet

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Investor Acknowledgement

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FlashSeed Preferred Stock Subscription Agreement

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## Investors' Rights Agreement

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## Amended and Restated Certificate of Incorporation

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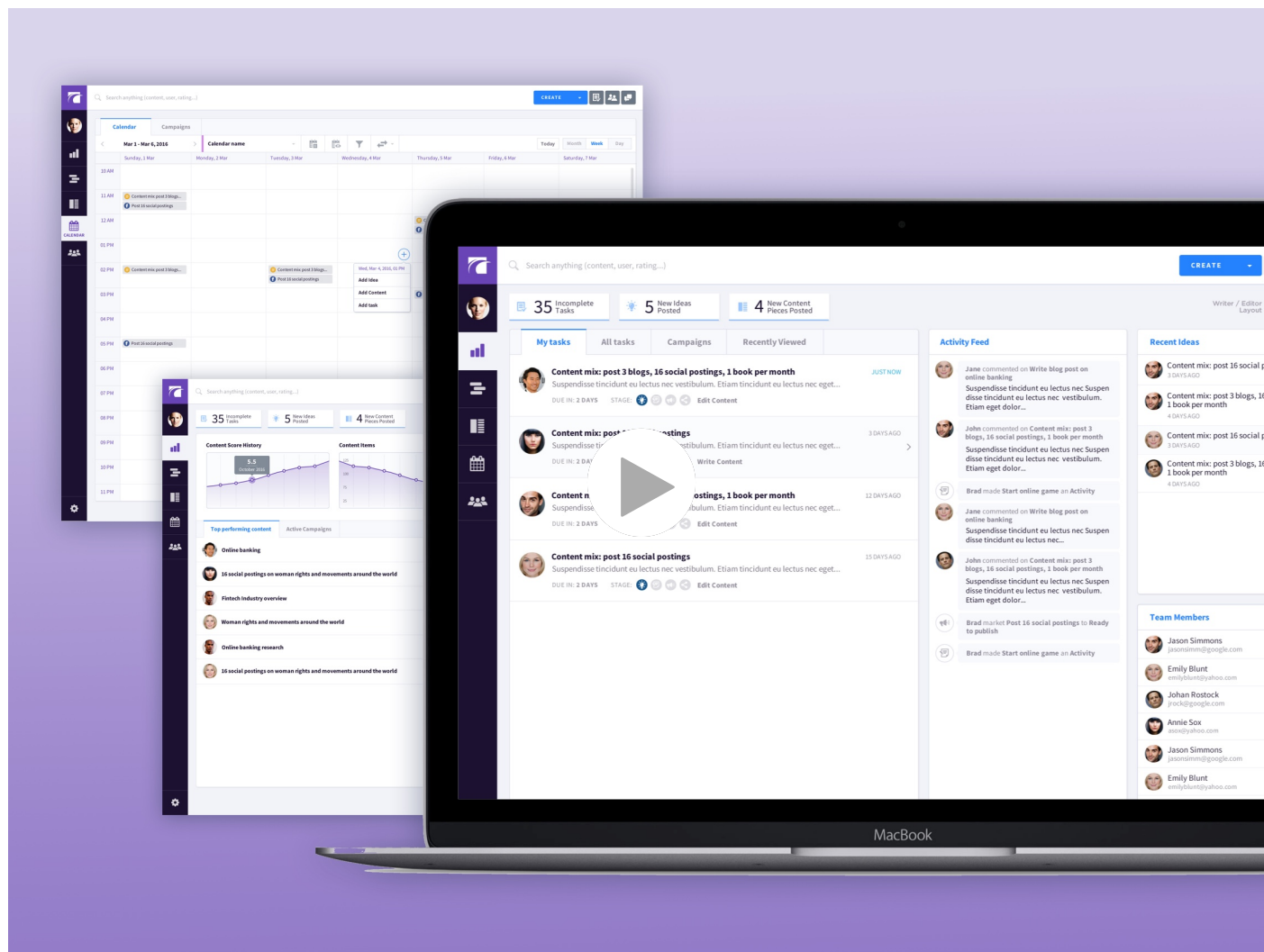
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## COMMONLY ASKED QUESTIONS

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**Problem:** What pressing and important problem are you solving or what

## opportunity are you addressing?

Content marketing is the new way that companies market their products and services today; the ROI on custom content outperforms traditional advertising by a wide margin. But creating and managing an effective content marketing program can be very difficult; most companies use multiple tools including Excel, Word, Basecamp, Dropbox, Hootsuite, etc. And then they have to separately manage many distribution channels (Vimeo, Slideshare, Wordpress, etc). Plus, they need to find content writers that can produce the quality content they need and that can be challenging as well. Progressive companies that have embraced content marketing have turned to Kapost, DivvyHQ, Percolate, Skyword, Newscred and others, but they can be complicated to use and expensive. (\$2-8K+/month) Currently, many large enterprises are using a content marketing platform. But many of them are seeking a simpler to use, more affordable solution. And now, small and medium sized businesses are getting on board too. And they cannot afford \$2-8K+/month. Plus, they need content strategy and content consultation. The existing providers do not offer this. If they do, they call it "training" and charge another \$2-8K to the user. In addition, digital marketing agencies are seeking a comprehensive content marketing solution to manage their clients content programs. They require a tool to help automate processes and leverage their time and staff. They aren't willing to pay Kapost, Newscred or Percolate \$3-10K+/mo for a subscription fee and deal with the steep learning curve of these other applications. They also want a content tool to white label and upsell.



## Solution: How are you solving this problem or tapping this opportunity?

Content Launch offers a feature rich, affordable content marketing solution to help companies conceptualize, create, distribute, track and measure all of their online content in one place. We designed it to have all of the important workflow and content connection features that competitive products offer, with a more affordable subscription fee. In addition, we added "Plan" and "Collaborate" modules to assist SMB's that are just getting started with their content marketing program. We also provide complimentary content tools and technologies, like Outbrain, built in, so they can enhance their efforts. Our dedicated team of content marketing experts assist with strategy, challenges and education as it relates to our users content marketing programs. Finally, we offer an intuitive and user friendly interface that utilizes icons, color coding and logical workflow to make the experience simple.



## Business model: Who are your customers and how will you make money?

- Forward thinking SMB's that need a content management/marketing platform • Digital marketing agencies

//

## Underlying magic: What makes your company special?

1. Only tool that features a proprietary content score developed by PhD data scientists, putting content performance front and center
2. Only tool that provides certified content marketing experts to help with your content marketing program
3. Only tool utilizing Google Hangouts for Video conference consulting
4. Provides the highest quality, most affordable content writers and journalists of any industry tool (all writers are certified and U.S. based)
5. Only tool that fully integrates with BOTH of the most popular marketing automation providers for small business, Hubspot and Act-on (no other content marketing software integrates with Act-on) and soon, SharpSpring (marketing automation platform for agencies...we will be the first to do this)
6. Only tool that offers influencer marketing provider, BuzzSumo, for free with a monthly subscription (no add on fee)
7. Only tool to fully integrate with LinkedIn, so you can distribute content to your individual feed as well as to your LinkedIn Groups all with the click of a button. You can also connect with your LinkedIn network right inside Content Launch and utilize LinkedIn's content score technology.
8. Offers the largest library of content marketing resources in the world, larger than any other company, association or industry group (and not just for SMB's)
9. The most user friendly, intuitive content marketing software tool in the industry featuring color coding, simple icons and easy workflow
10. Only content marketing software that offers its full application with all activated modules for less than \$100/month/user
11. Our Content "Prescription" technology

//

## Competition: Whom do you compete with? What can you do that they cannot? What can they do that you cannot?

- Current solutions: Kapost, Compendium(Acquired by Oracle 10/13), Skyword, NewsCred, DivvyHQ, Percolate, ScribbleLive, ClearVoice
- All targeting large enterprise companies for the most part
- Subscriptions start at \$1K/month up to \$10K/month
- Most charge up to \$2K for training & setup
- No provider is effectively targeting small to medium sized digital agencies, which need a platform like ours to manage their clients content programs
- No provider is



targeting the 2 million SMB's that need content marketing help the most • Existing firms have integration with Eloqua & Marketo (which serve large enterprise clients), very few integrated with Hubspot and no one is partnered with Act-On (which serve SMB's)

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### **Status and timeline: Where are you now? What are the major and immediate milestones?**

• 200+ Beta users • Key partnerships with marketing automation platforms, Hubspot & Act-on • Additional partnerships with 15 content technology providers • Exhibited at Content Marketing World & Hubspot's Inbound Conference secured 500 new qualified leads • 60 Current customers (content writing services) • Current Content Services business: est 2016: \$450K • Content Launch was included in two important industry lists: the 2016 ChiefMarTec "Marketing Technology Landscape" and the 2015 Curata "Content Marketing Tools Ultimate List" • Content Launch profiled in Inc. Magazine as a key marketing platform for small business • Content Launch named a "Top content technology vendor" and "Top content marketing agency by Content Marketing Institute"

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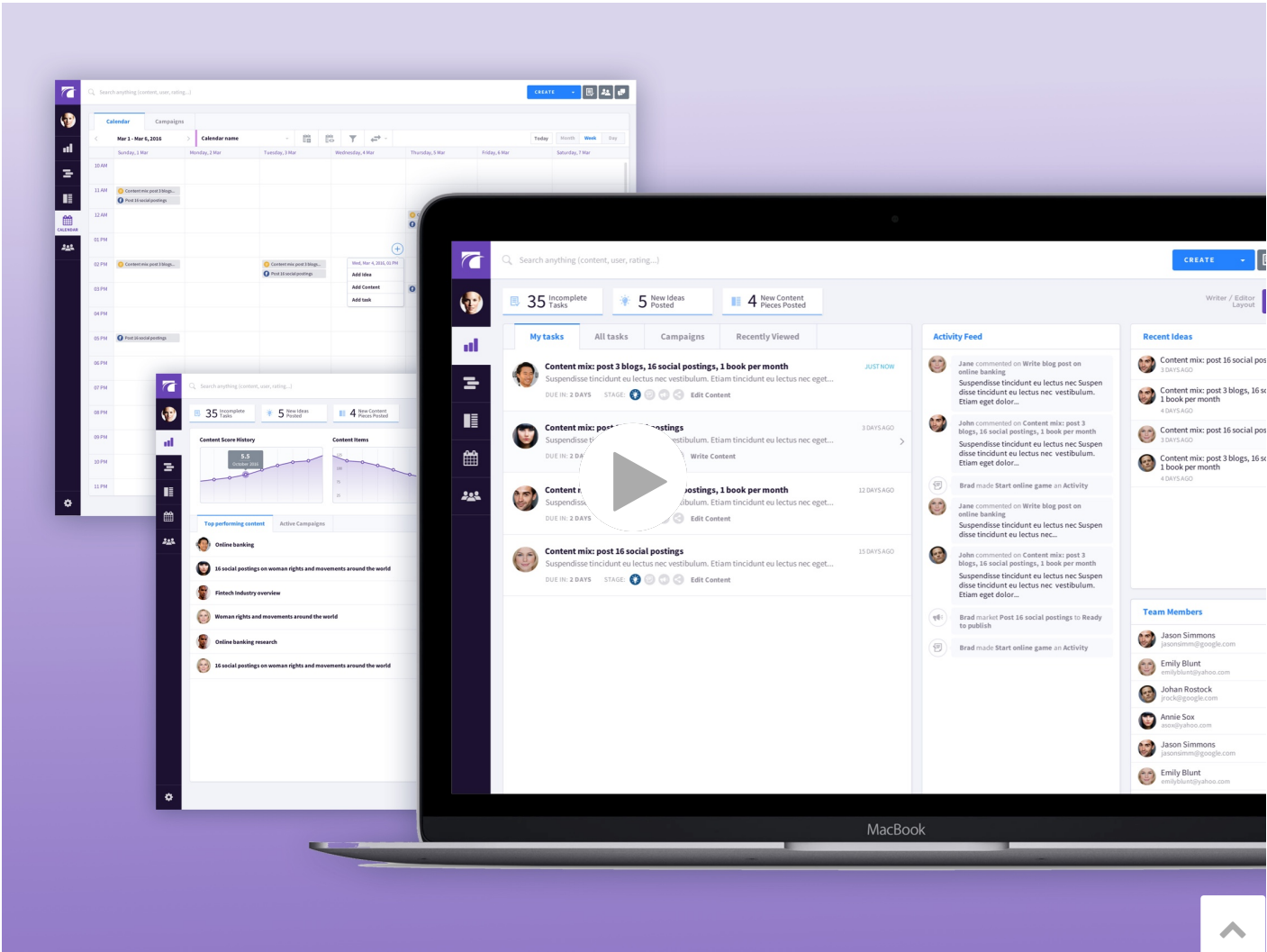
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# FUNDRAISING DETAILS

## Reg CF Offering Summary

Amount Raised

\$0.00

Investors

0

Security Type

Flash CF Preferred Stock

Shares Offered

238,834

Offering Min <sup>?</sup>

\$50,000

Offering Max <sup>?</sup>

\$100,000

## Reg D Offering Summary

Amount Raised

\$0.00

Investors

0

Security Type

FlashSeed Preferred

Shares Offered

2,388,344

Offering Min <sup>?</sup>

N/A

Offering Max <sup>?</sup>

\$1,000,000



## Additional Details

Pre-Money Valuation

\$5,000,000

Max Equity Offered <sup>?</sup>

18.03%

Price Per Share

\$0.42

Option Pool <sup>?</sup>

N/A

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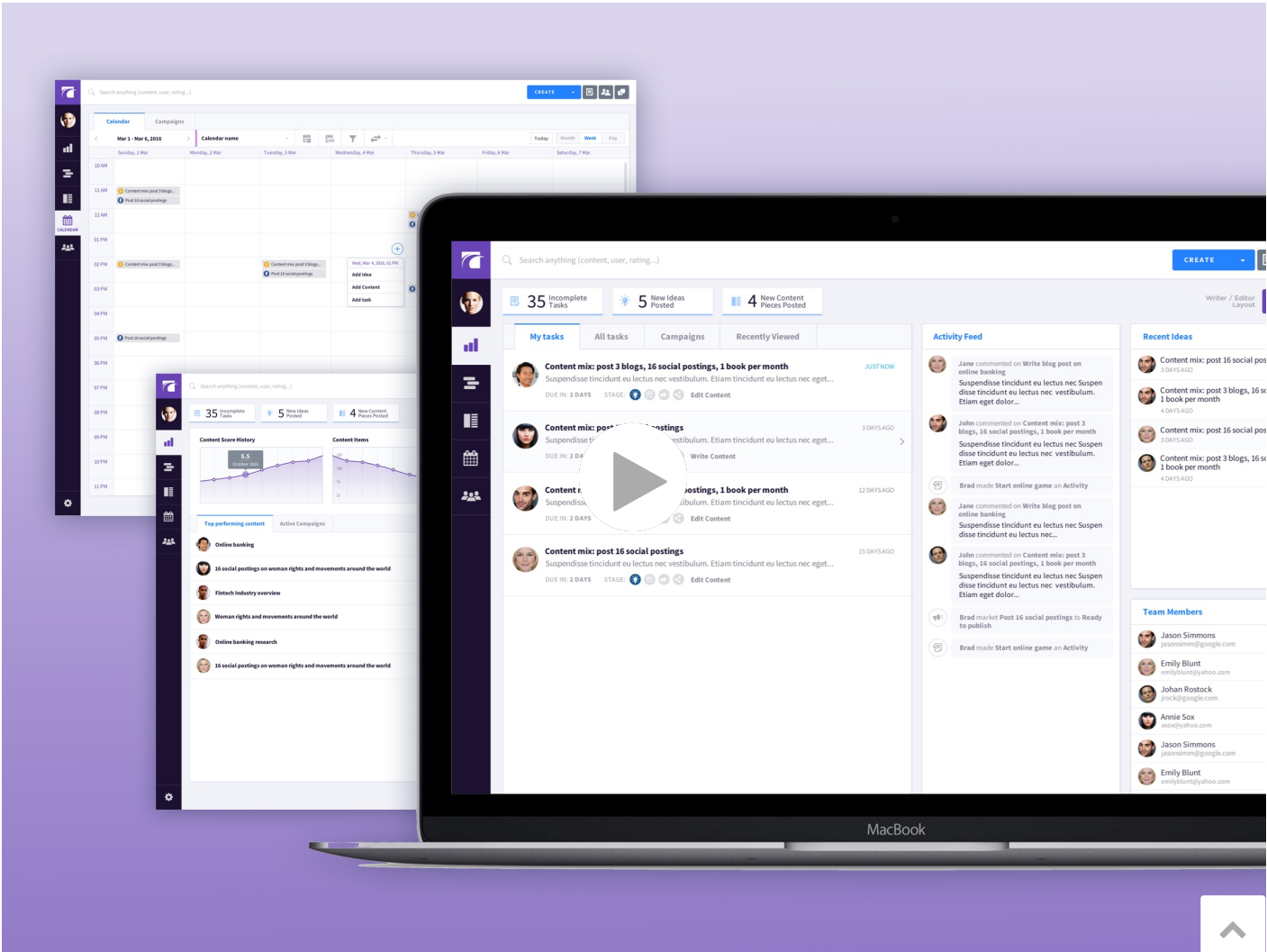
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