

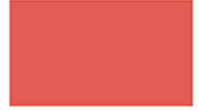


## Pre-Seed Deck

Empowering **creators** to tell their own stories.

Helping **buyers** find quality video content for their brand.

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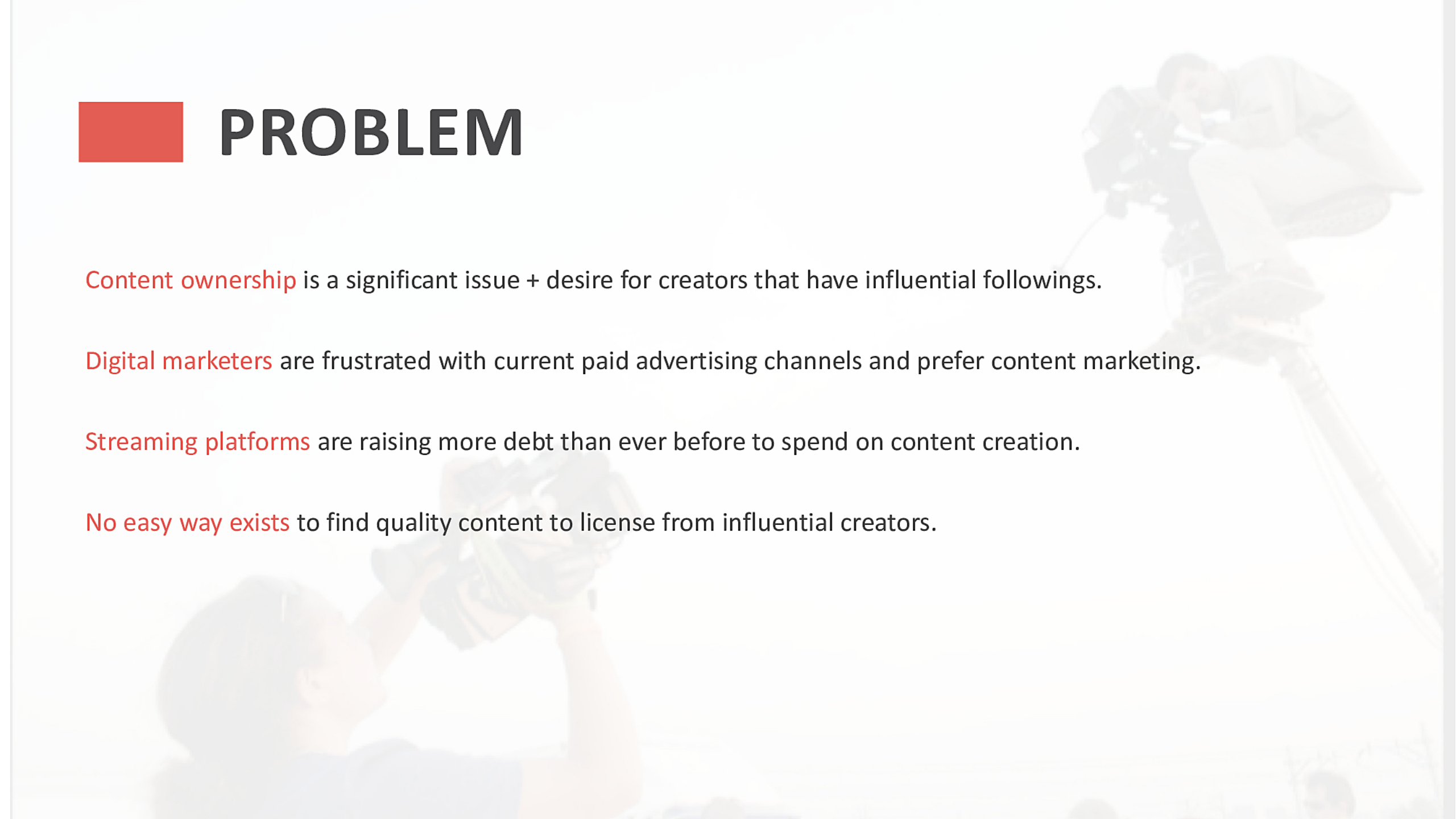
# PROBLEM

**Content ownership** is a significant issue + desire for creators that have influential followings.

**Digital marketers** are frustrated with current paid advertising channels and prefer content marketing.

**Streaming platforms** are raising more debt than ever before to spend on content creation.

**No easy way exists** to find quality content to license from influential creators.



# SOLUTION

An online marketplace where content creators upload video content for media buyers to license.



## Own Content

Creators fully own their content within the listings.



## Content Marketing

Digital marketing buyers have their brand logos / awareness ingested within creator video content in exchange for attribution across channels.



## Save Money

Streaming platform buyers save more of their content budget with licensed shows from creators instead of original programming due to decentralization.



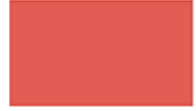
## Connected

All problem touchpoints are alleviated through the ease of a connected content marketplace.



# Market Research





# MARKET SIZE

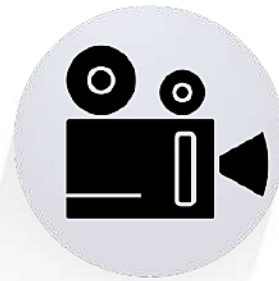
## Total Addressable



**\$1 Trillion**

mass media\*  
+  
digital ad spending\*

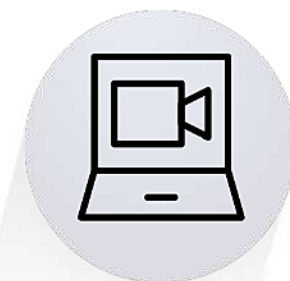
## Serviceable Addressable



**\$31 Billion**

streaming content\*  
+  
open platform digital ad spending\*

## Serviceable Obtainable



**\$782 Million**

2.5% of licensed streaming content  
+  
2.5% of open platform digital ad spending

*\*Statista, PwC*



# MARKET VALIDATION

Instagram



196,000

#ad or #sponsored tagged content over 3 months\*

Netflix



70%

licensed programming in 2018

*\*CrowdTangle*

# MARKET ADOPTION



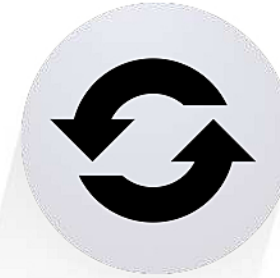
## Strategic Partnerships

Exclusively starting with athletes, comedians, and musicians that have brand managers for content creation.



## Digital Leads

Email the business accounts of all creator posted content tagged as #ad or #sponsored content to apply to be a Curastory curator.



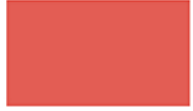
## Network Effects

Allow creators to also be buyers in the marketplace to promote their own content marketing campaigns within other creators' content.



# Product





# Content listing upload

A creator uploads video content for a listing.

[Buy Content](#)[Explore](#)[My Content](#)[Stats](#)[Help](#)

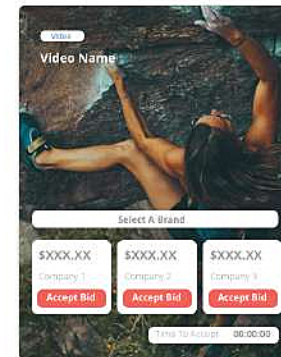
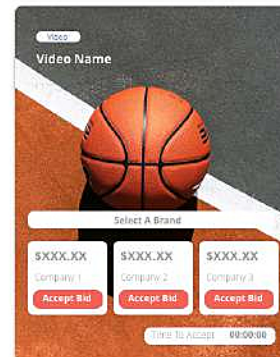
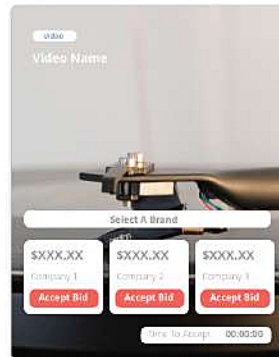
Upload Content



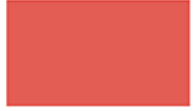
Drag & Drop Your Files

Or Choose Files

Needs Review



[View More](#)

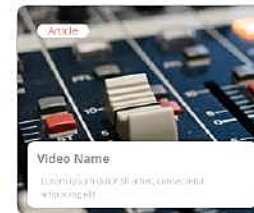
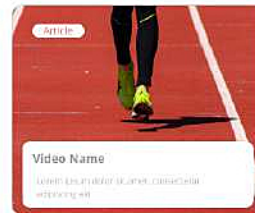
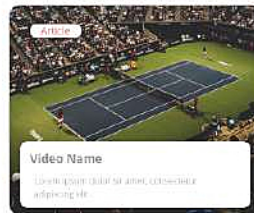
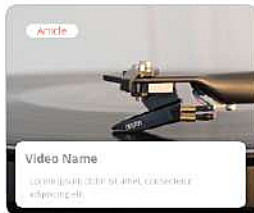


# Buyer browses listings

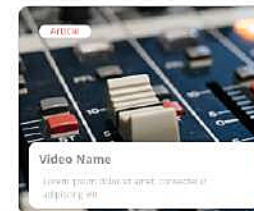
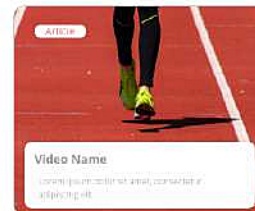
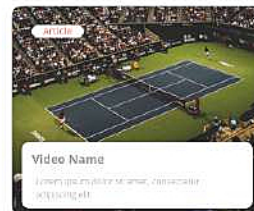
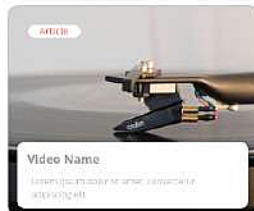
A content marketing or streaming platform buyer browses appropriately tagged video content listings.

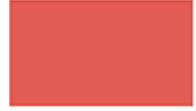
[Curator](#)[Explore](#)[Purchased](#)[My Bids](#)[Stats](#)[Calendar](#)[Help](#)[Length](#)[Engagement](#)[Price](#)

## Featured Content

[View More](#)


## Content Closing Soon


[View More](#)




# Buyer bids on a listing


A content marketing or streaming platform buyer bids on a video content listing.\*





















CuratorExplorePurchasedMy BidsStatsCalendarHelp




Video Name



Time left to Bid  
1 Day 10 Hours 00:00:00





YouTube

@haddle

Engagement

**SELECT** Price: \$\$\$

Total Amount \$0

PLACE A BID

Video Name

Posted by Curator Name  
Joined Sept 2019

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

ComentarySocial ImpactLorumLorumLorum

\*Content marketing buyer example

# What is Content Marketing?

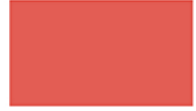
An example of She Is Media content monetized by content marketing buyer IF/THEN.



*Content intro / outro*

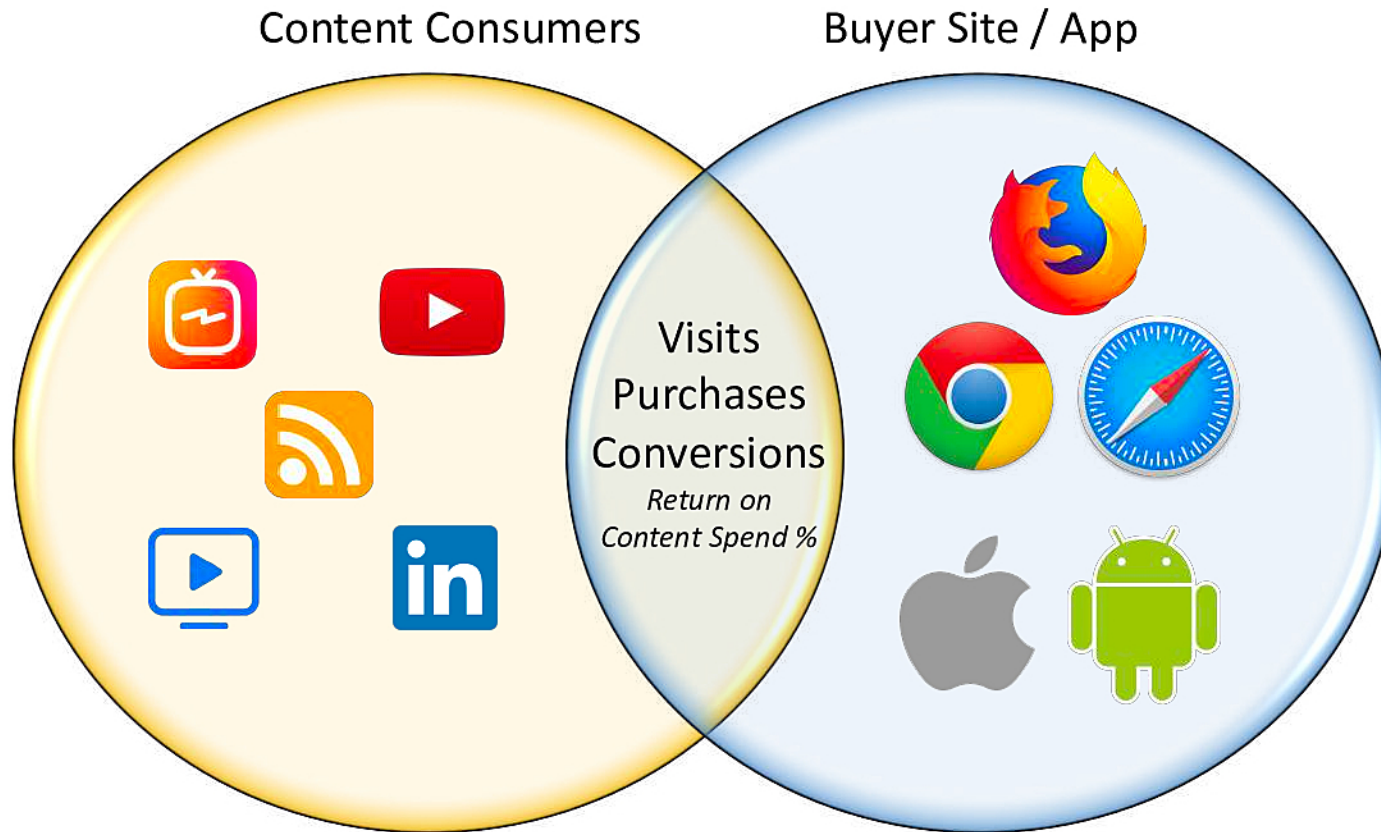


*During content*

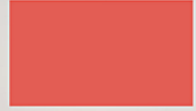


# Content Attribution

Content marketing buyers stress less about calculating attribution of video content campaigns.



*Content engagement through RSS feeds are tracked for attribution for the first 30 days from the content posting*



# BUSINESS MODEL

we take a 10% commission on each marketplace transaction

**\$782  
Million**

**Content Listings with Curastory**

5% of Available Market

**\$900  
Average  
Fee**

**\$9,000/listing**

for creator with 1M+ proj. engagements  
(avg. \$25-30 / 1000 engagements)

**\$270  
Million**

**Revenue**

Projected by 2024\*

*\*All values are modeled, financial projections and not guaranteed \* -- request for 1 → 3 year projections*

# TEAM, ADVISORS, + STRATEGICS



**Tiffany Kelly**  
**Founder & CEO**  
*Former ESPN, NBA*



**Austin Schiffer**  
**Lead UX Designer**  
*Former USOC*



**Astasia Williams**  
**Content Lead**  
*Former NFL, MLS*



**D'Bria Bradshaw**  
**Legal Affairs Lead**  
*Former NCAA*



**Jamie Lund**  
**Advisor**  
*Polyphonic & Co*



**Maisha Leek**  
**Advisor**  
*Human Ventures*



**Strategic 1**



**Strategic 2**



**Tacklebox**  
**Accelerator**



**Wefunder**  
**Crowdfunding**

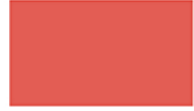
**Only 4 Strategic seats at the table for our Pre-Seed Raise**

# Key Customers



**“It is really difficult getting our content to and in front of people who want it. We have to make sure there is no disconnect between our content and our audience.”**

- NFL Player



# CONTENT CURATORS

A curator scorecard will be used to evaluate if a creator is a fit for the Curastory content marketplace.

SCORE	CLASSIFICATION	CURATOR NETWORK Weight - 15%	RELEVANCE Weight - 30%	CREATIVITY Weight - 20%	AUTHENTICITY Weight - 20%	TALENT Weight - 15%
5	Strong match	Curator has strong industry relationships to supplement the content brainstorm process and further amplify content.  Score 5 to 1	Curator has a large following and high engagement ratio across multiple platforms.  Score 5 to 1	Curator possesses the ability to create compelling content.  Score 5 to 1	Curator creates content authentic to their personal brand story.  Score 5 to 1	Curator possesses talent with the ability to create content and compel audiences.  Score 5 to 1
4	Good match					
3	Potential match					
2	Fair match					
1	Poor match					

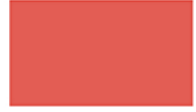
**Accepted** → 25 – 16, > 3.5 weight

**Waitlisted** → 15 – 10, > 2.5 weight

**Declined** → < 10, < 2.0 weight

**“Insights that we want are not aggregated across platforms. We need a platform that builds these analytics through user consideration and aggregation.”**

- Blavity Marketing Executive



# CURATOR SEGMENTATION

After scorecard calculation, we then segment acceptance of curators into the platform by 3 groups.

## Year 1

### First Gen Curators

- ❖ Athletes, Musicians, Comedians
- ❖ Educational Creatives
- ❖ On-Camera Personalities

## Years 2 – 3

### Second Gen Curators

- ❖ Macro, Micro, Nano
- ❖ Social Media Influencers

## Years 3 – Exit

### Third Gen Curators

- ❖ Actors
- ❖ Filmmakers
- ❖ Screenwriters
- ❖ General Public Storytellers

**“If someone ever tries to pitch us a content idea, we always have to say, ‘I can’t listen to your idea, I’m sorry.’”**

- Netflix Content Data Executive

# Competition



User-Generated Content (UGC)



Offline Content Transaction

Online Content Transaction



Brand-Customized UGC

# COMPETITIVE ADVANTAGE



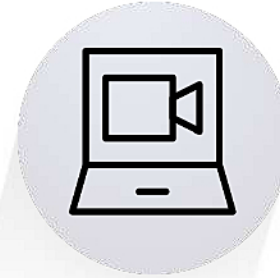
## First to Market

for transaction-based  
content monetization



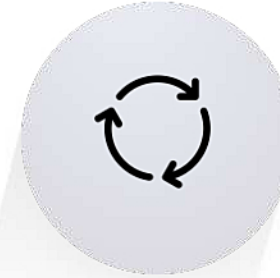
## Ease of Use

search by content,  
engagements, and price



## Quality Content

closed ecosystem of  
accepted content curators



## Buyer Verification

account verification of buyers  
to ensure brand identity



## Authenticity

stories curators want to  
tell instead of inflated  
branded content



## Listings

the art of bidding for content  
through negotiations done  
with 3-clicks



## Curator Incentive

they can make money on  
top of platforms like  
[YouTube.com](https://www.youtube.com)



## Attribution

unique identifiers assigned  
to content consumers that  
visit brand websites

# Why Fund Us?



# TRACTION

We have had over 100 user sign ups from...



Agents, Talent + Players



Players



Players



WASSERMAN

Agents + Players



excelsports  
MANAGEMENT

Agents + Players



Marketing Executives



Content Data  
Executives



Content Data  
Executives



Marketing Executives

...and we are talking to more users everyday to build quickly.

# WHY NOW?



The biggest names in entertainment have abandoned publishers for their own media networks, such as Tom Brady, Odell Beckham Jr., Alex Morgan, Will Smith, and many more.



Over 100+ digital streaming services have been created for content ranging from podcasts, articles, movies, and series since 2017.



Streaming platforms increased their content budget by \$11.5 billion since 2017.



By 2021, NCAA student athletes can now monetize their name, image, + likeness through their content for the first time in history.



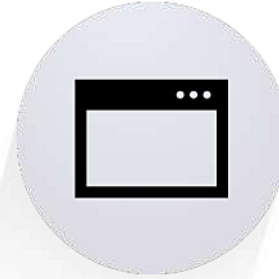
The future of content is connected – 52% of podcasts are found through *video* and 46% through *social media* with Gen Z and millennial audiences.

# USE OF FUNDING



**\$300,000  
Needed**

*% breakdown included*



**Web App, 35%**

fully functional site



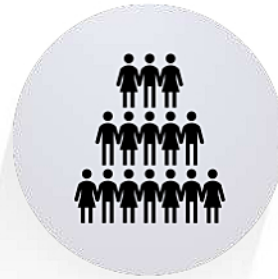
**Full-Time Builders, 50%**

developer, data  
scientist, and designer



**Launch, 15%**

by Quarter 1 2020



**500 Curators**

from Segment 1  
by end of Year 1



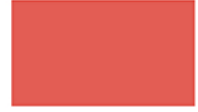
**1,500 Listings**

uploaded from curators  
by end of Year 1



**\$1,200,000 GMV**

by end of Year 1



# MEDIA COVERAGE



*Tell your own story.  
Find quality video content.*