

curastory

Pre-Seed Deck

First to market for video sponsorship for creators.



PROBLEM

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

Brand marketing executives are frustrated with current digital advertising and prefer content or influencer marketing.

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

SOLUTION

An online marketplace where content creators upload video content for brands to sponsor.



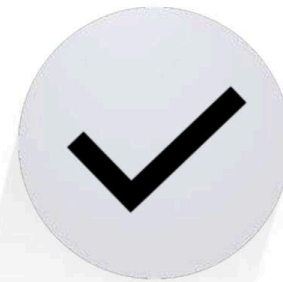
Own Content

Creators fully own their videos within the listings.



Content Marketing

Brand marketing executives have their brand awareness displayed throughout creator video content in exchange for attribution across channels.



Content Verification

Brand marketing executives verify if creators' videos are matched to their brand story and if their followings include micro-communities they are targeting.



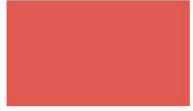
Connected

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



Market





MARKET SIZE

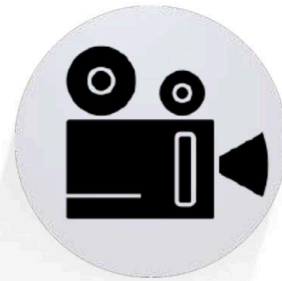
Total Addressable



\$1 Trillion

digital ad spending*

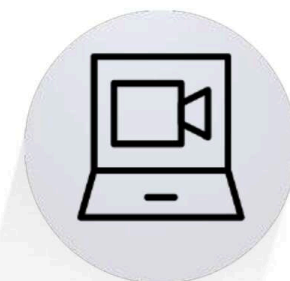
Serviceable Addressable



\$31 Billion

open platform digital ad spending*

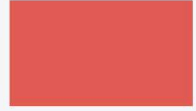
Serviceable Obtainable



\$782 Million

2.5% of open platform digital ad spending

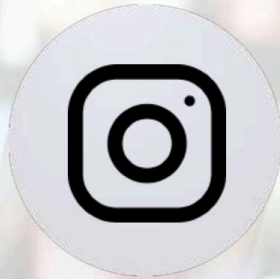
**Statista, PwC*



MARKET VALIDATION

Creators are trying to monetize on all open platforms that *include or do not include* content revenue share

Instagram



196,000

#ad or #sponsored tagged content over 3 months*

YouTube



68% of yearly revenue

paid out to creators from AdSense revenue

*CrowdTangle

MARKET ADOPTION



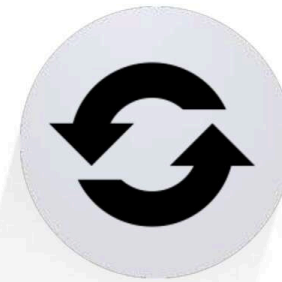
Referrals

Exclusively starting with professional athlete and NCAA student athlete digital creators that have existing social identities.



Sales Leads

Email the business accounts of all marketing executives within the health, wellness and fitness space.



Network Effects

Allow creators to also switch to content buyers in the marketplace to promote their own brands throughout other creators' videos.



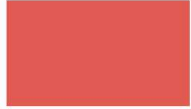
Content Marketing

Blog articles that compares our video sponsorship platform for creators, compares digital creators v. influencers and more, ranked in SEO.



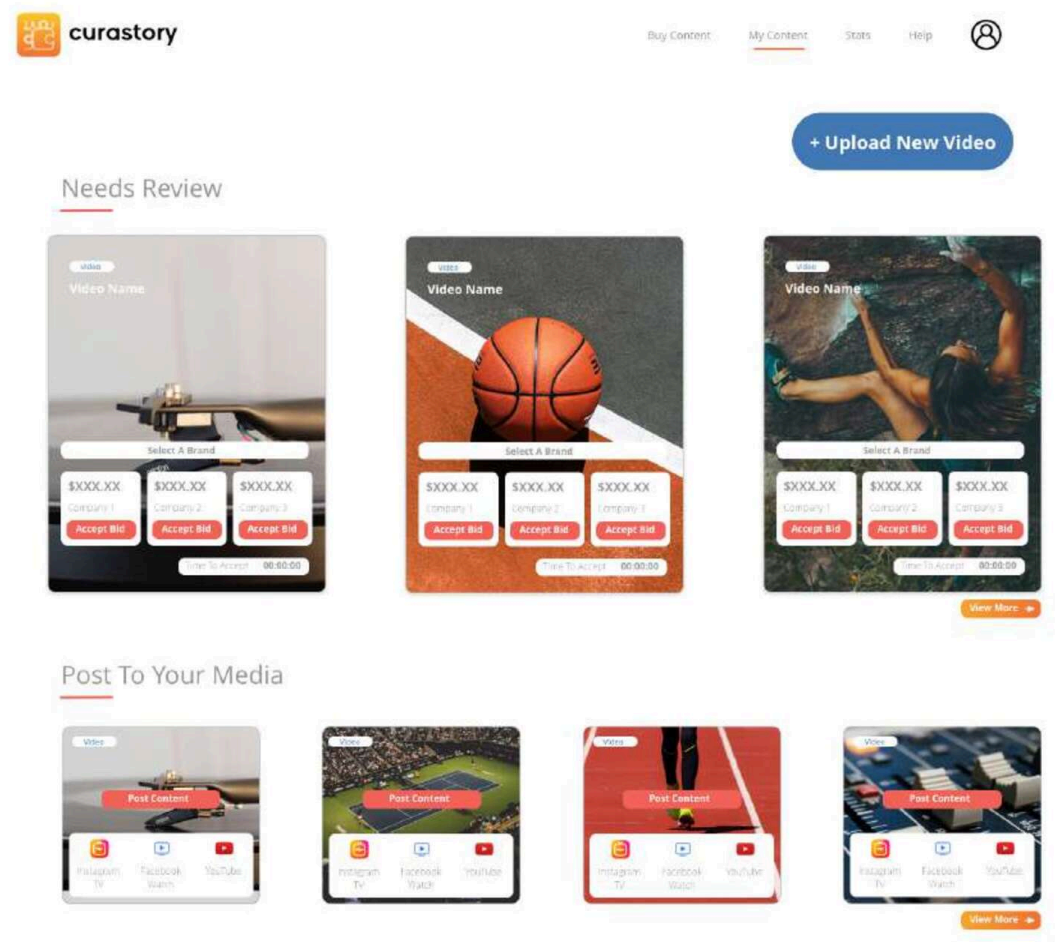
Product

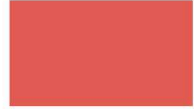




Video listing upload

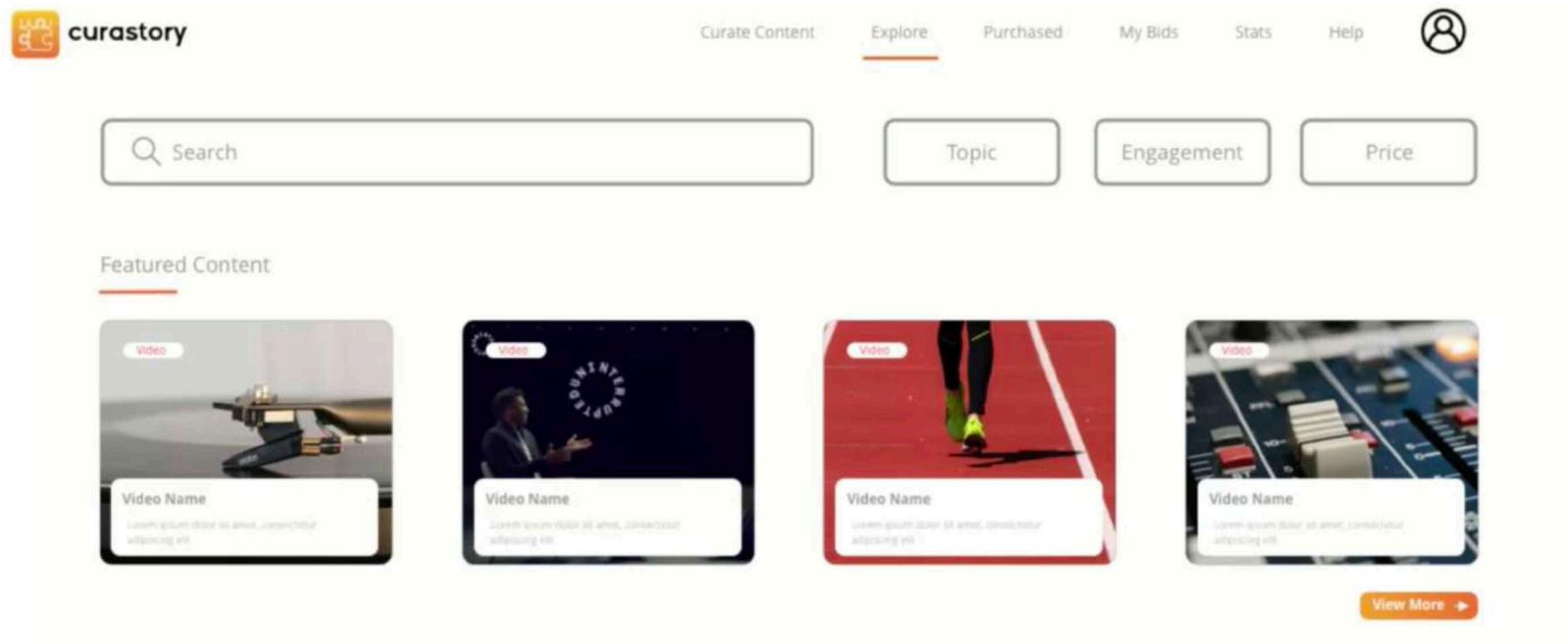
A creator uploads video content for a listing.

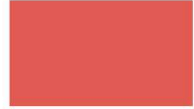




Buyer browses video listings


A brand marketing executive browses appropriately tagged video content listings.






Buyer bids on a video listing


A brand marketing executive bids on a video content listing.

 **curastory**


[Curate Content](#) [Explore](#) [Purchased](#) [My Bids](#) [Stats](#) [Help](#) 

[< Back](#)

Emmitt Smith's legacy is about more than football



Pro football superstar and Dallas Cowboys legend Emmitt Smith got together with Mav Carter to talk money, life after football, and so much more. Hear Emmitt talk about his first real estate investment, how he made money as a kid to help support his mother, and how he became #MoreThanAnAthlete after his playing days were over.


 **UNINTERRUPTED**


Posted by **UNINTERRUPTED | KNEADING DOUGH**
Joined Sept 2019



Collaborative movement creating everything from short form content to feature length films to interactive experiences. And we're looking to join athletes, brands and creators in generating more empowerment. More storytelling. More inspiration.

Tags: [Financial Literacy](#) [Sports](#) [Investing](#) [Life After Sports](#)

Time left to Bid: 05d:29h:45m

 Instagram TV

 Facebook Watch

 YouTube 

Total Amount **\$9,375**

PLACE A BID

Buyer awareness ingested

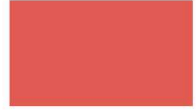
Our platform gives video sponsorship details of the bid-winning brand to the creator to ingest.



Content intro / outro



During content

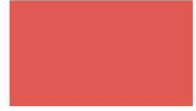


Creator posts to their channels

Posted to YouTube, Instagram TV, and / or Facebook Watch with integrated tracking technology.

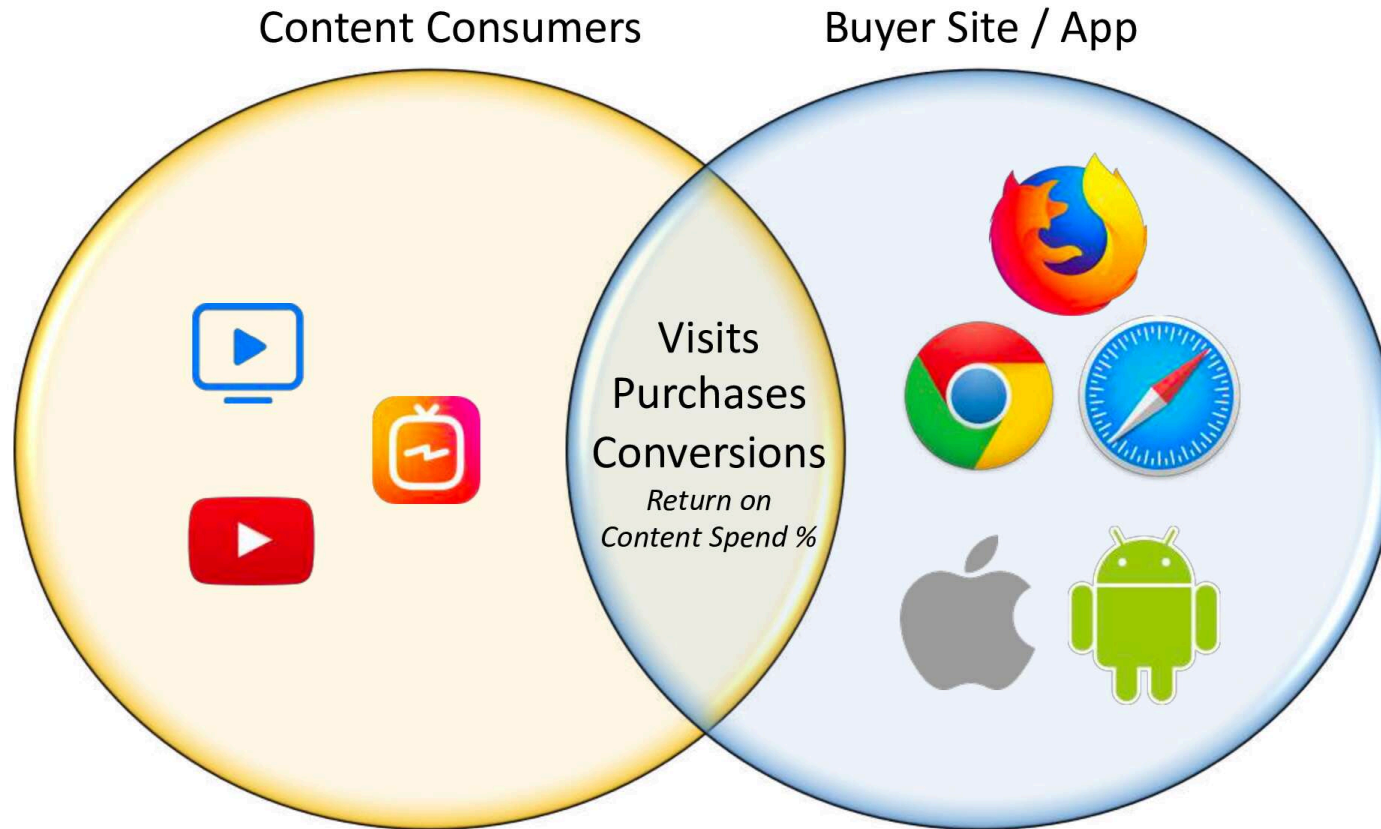


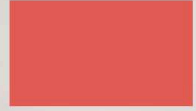
What the user consumes on social media



Curastory tracks attribution

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





BUSINESS MODEL

we take 18% commission on each marketplace transaction

**\$782
Million**

Content Listings with Curastory

2.5% of Available Market

**\$405
Average
Fee**

\$2,250 / listing

for 1 video purchased with 1M+ proj.
engagements (\$30 CPM)

Packaged video pricing for:
2-5 videos \$25 CPM
6-10 videos \$17 CPM
10+ videos \$9 CPM

**\$39
Million**

Net Revenue

Projected by Feb 2023*

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

FOUNDING TEAM



Tiffany Kelly
Founder & CEO
Former ESPN, NBA



Shane Austrie
CTO
*Former Reddit, Yelp
Y Comb SUS Top 1% Grant*



Austin Schiffer
Lead UX Researcher
Former USOC



D'Bria Bradshaw, Esq.
Head of Public Policy
Former NCAA



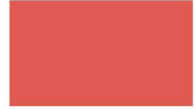
Frankie Kastenbaum
UI / UX Designer
Former Finery



Thomas Bekman
Data Scientist
*Former Maxar
Technologies*



Addie Hermstad
Intern
NCAA Student Athlete



ADVISORS + STRATEGICS



Jamie Lund
Advisor
Polyphonic & Co



Maisha Leek
Advisor
Human Ventures



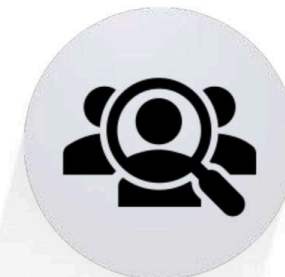
Wefunder
Crowdfunding



IF / THEN AAAS
STEM Grant



Strategic 2



Strategic 1

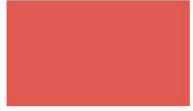
Only 4 Strategic seats at the table for our Pre-Seed Raise

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 video marketplace.

SCORE	CLASSIFICATION	CURATOR NETWORK Weight - 15%	COMMUNITY 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 high engagement ratio across multiple channels with their unique micro-community audience. 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					

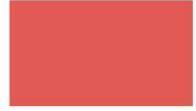
Accepted → 25 – 16, > 3.5 weight

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

- ❖ Professional Athletes
- ❖ NCAA Student Athletes

Years 2 – 3

Second Gen Curators

- ❖ Educational Creatives
- ❖ Personalities / YouTubers
- ❖ Macro, Micro, Nano Social Media Influencers

Years 3 – Exit

Third Gen Curators

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

Competition



User-Generated Content (UGC)

curastory

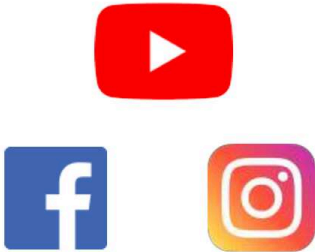
(videos)



(podcasts)

Open
Marketing
Platform

Closed
Marketing
Platform



(since we are starting with
athlete digital creators)

Brand-Customized UGC

COMPETITIVE ADVANTAGE



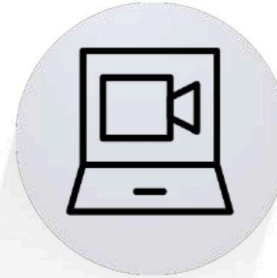
First to Market

for transaction-based
video sponsorship



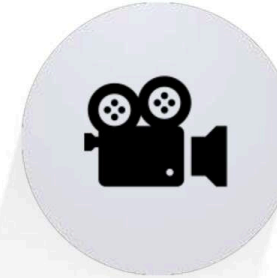
Ease of Use

search by topic, micro-
communities, and price



Quality Content

closed ecosystem of
accepted content curators



Free Video Tools

a suite of creation, editing, and
hosting tools free for the creator



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 video consumers that
visit brand websites

Why Fund Us?



TRACTION

Currently, 100% of our leads comes from our referral acquisition channel

Supply



Agents, Talent + Players



Players



Agents + Players



Players

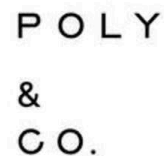


Agents + Players

Demand



Agency



Agency



Agency



Agency

WHY NOW?



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



On YouTube alone, there are over 50 million video creators and growing daily with 95% of the world population tuned in and $\frac{2}{3}$ of their income coming from sponsorship.



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



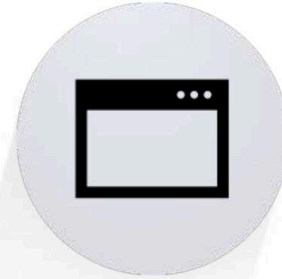
The future of content is connected – 52% of podcasts are found through *video* and 46% through *social media* with Gen Z and millennial audiences.

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%

with pro athletes &
NCAA student athletes



~ 6,000 Curators

athletes retained
by end of Year 1



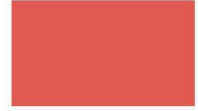
~ 260,000 Videos

uploaded from athletes
by end of Year 1



\$2.3 million GMV

by end of Year 1



MEDIA COVERAGE



**The new standard
in video sponsorship.**

