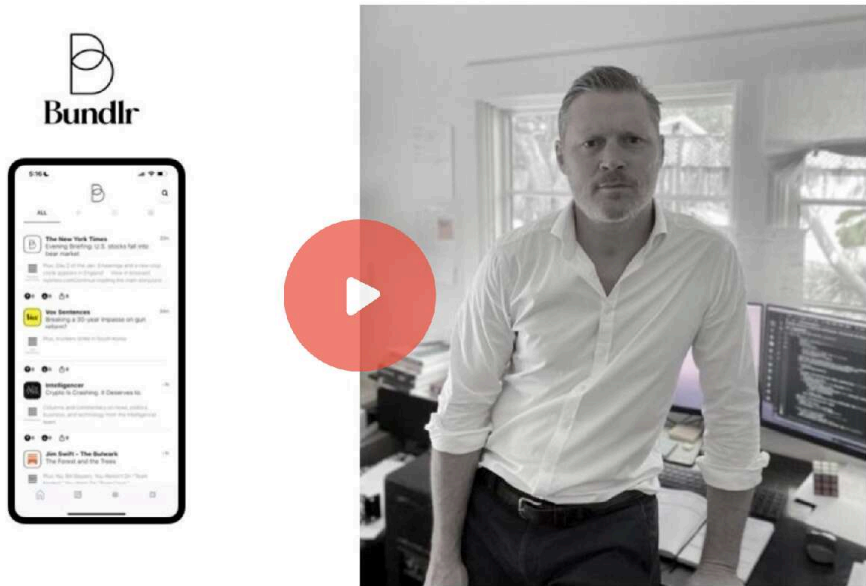


# The best discovery, curation & consumption platform for newsletters & podcasts



[bundlrco.com](http://bundlrco.com) San Francisco CA

Technology Software Media App Platform

LEAD INVESTOR

**Ben Robb**

I invested in Bundlr because of their ambitious mission to transform how we discover and consume news content in our near limitless content space. We need far better ways to navigate the high levels of noise in our public information spaces and Bundlr is building a new platform to meet this demand. I love the focus on newsletters & podcasts (which are both huge markets in the US and globally) and their first mover status on indexing all newsletters will position them very well for establishing a strong and sustainable foothold in this high growth content area. Bundlr is such a great concept, with enormous potential. Tom and his team will bring this potential to life. On behalf of all investors, I'm excited to be part of it.

Invested \$1,000 this round

## Highlights

- 1 🧠 Bundlr is a community & NLP driven curation & search platform for newsletters & podcasts
- 2 📁 We are a cross publisher platform w/ 4mm+ podcasts & 2000+ newsletters on our index
- 3 🕒 15+ years founder experience building technology & UX solutions
- 4 📰 Bundlr delivers a curated feed of your subscribed content right into your daily routines
- 5 💰 US TAM of 150mm & growing; Projected \$2mm ARR end of year two
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## Our Founder



**Thomas Benham** Founder & CEO at Bundlr

Thomas was previously a senior director at UBS, BoA & PwC, working in London, Zurich, New York & now settled in the Bay Area. He specializes in technology delivery & applied NLP.

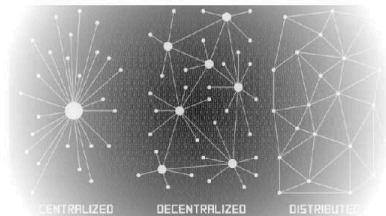
Right now there is a huge problem to solve & market to address, at the nexus of information, trust & community. Whoever gets this right can build a huge business & a stronger society + ...since I was very young I have always

We need a better way to discover & integrate the best & most entertaining thinkers into our daily lives.



A new platform for content  
Discovery & Immersion

Newsletters & Podcasts



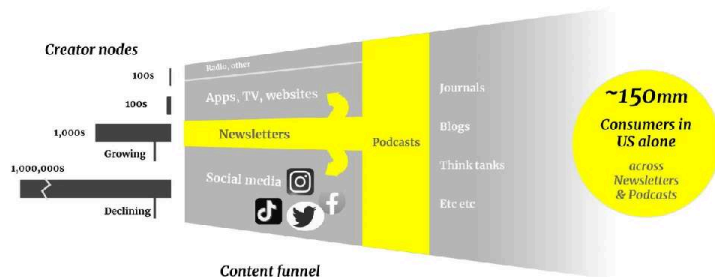
Bundlr



## Content is now Massively Distributed

With Newsletters & Podcasts as the growth nodes

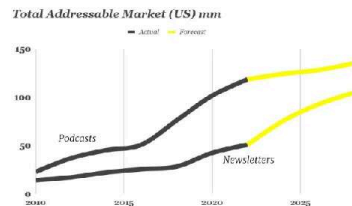
Newsletters & Podcasts increasingly the entry point to news cycle,  
as social media primacy wanes.



## The Market - Growth & Drivers

And other signals

Newsletter & Podcasts audience double in last 5  
years...with newsletters picking up pace



Drivers - Necessity as much as defection

Trust

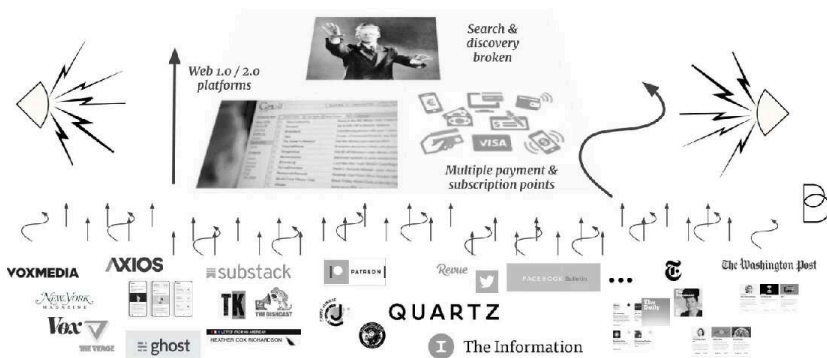
Community

Moore's law<sup>2</sup> convergence



## The Problem - Search & Integration

Quality content is not the problem. Finding & managing it is



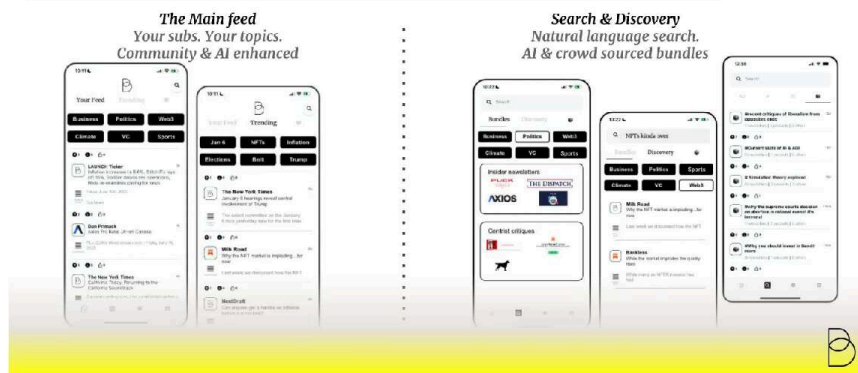
## The Solution – Not Your Parents Future

*The future of news and journalism is integrated and curated*



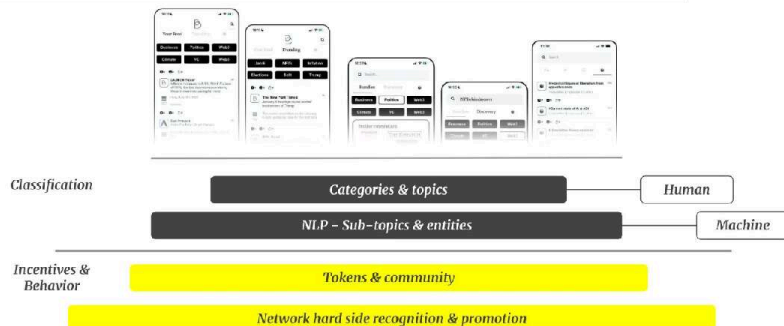
## The Experience – A personal ecosystem

*Built on community & domain specific AI*



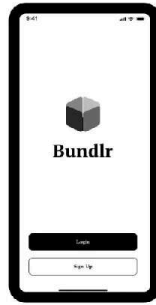
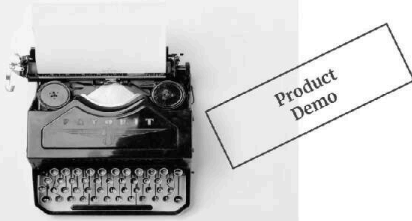
## How It Scales – Data Structure & Incentives

*Superior AI & clean content categorization enables UX at scale*



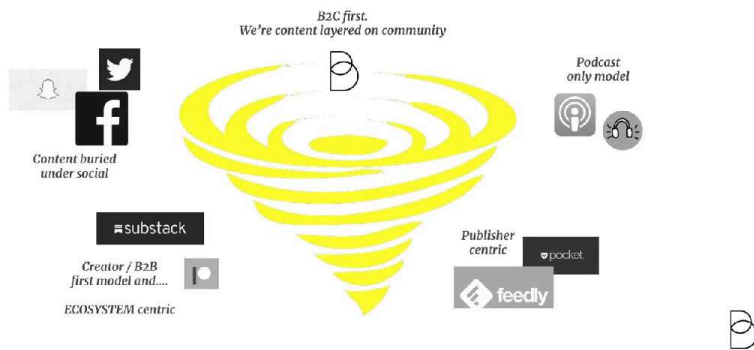
The solution...

starts here.



## What Makes Us Different

*Bundlr – The eye of the information storm*



## What Makes Us Confident

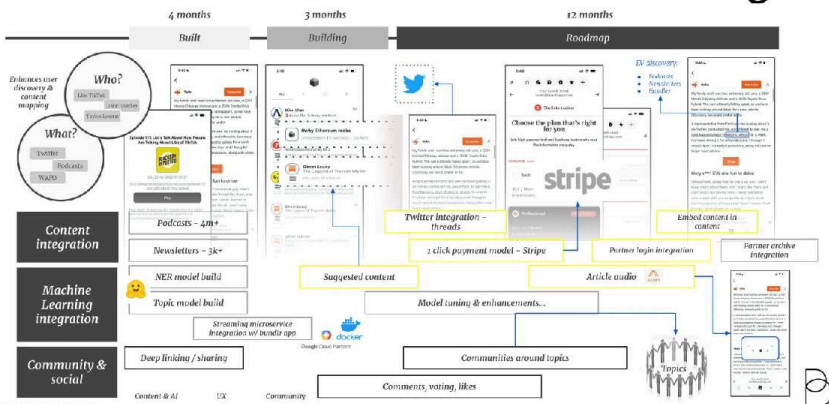
*Strong signals & precedent*

Growth of long form & alternate search & discovery models

Curation unearths latent value



## The Product – Where we've Been & Going



# Our Business Model – Subscription Based

A valuation hypothesis – \$1B+ in 5 years

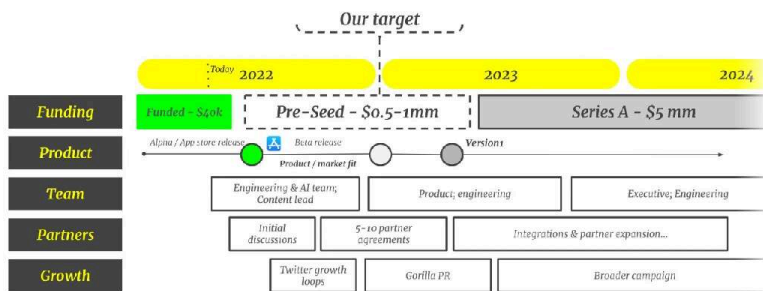
A membership & subscription business				Notes / Assumptions			
				'22 - '23	'23 - '24	'24 - '25	
				Aug-Jul	Aug-Jul	Aug-Jul	
Subscribers (End of Period)	\$1	115	201	4,483	\$9,152	\$13,369	At: Mid user growth by year: 50/25/15, 18 month lifecycle / 50% annual churn (implies 11,000 growth = 10%)
ARR (End of Period)*	\$4	\$10	\$17	\$89	\$5,449	\$44,804	
Revenue*	\$0	\$1	\$1	\$116	\$2,312	\$22,485	1.6x - Direct sub
Revenue Growth %					189.5%	87.0%	1.8x, 15 revenue growth year 2, 3
Cost of Goods Sold**	\$0	\$0	\$0	\$34	\$161	\$577	largely infra / cloud costs
Gross Profit*	\$0	\$1	\$1	\$82	\$2,150	\$21,909	LTVCAC of 0.8, 11, 40 for each year
Gross Margin %				70%	92%	97%	
Operating Expenses*	\$88	\$108	\$110	\$1,465	\$3,388	\$6,992	CAC - \$2.75, 2, 1.5
EBITDA*	-\$88	-\$108	-\$109	-\$1,384	-\$1,237	\$14,816	HC - 33% yr 1, 45% yr 2/3
EBITDA Margin %				-119.5%	-54%	66%	Making 30%, then ~25% yr 2/3
Headcount	5	7	7	10	19	27	
Avg. New / Employee (Direct sub)*				\$12	\$122	\$133	
Investment & Financing*	\$1,500	\$0	\$0	\$1,500	\$1,500	\$0	
Cash* (End of Period)	\$1,432	\$1,325	\$1,216	\$149	\$562	\$16,501	

B

This slide contains forward-looking projections that cannot be guaranteed.

## Capital Needs & Path

What we need to execute



U

Only \$250,000 is being solicited in this Wefunder raise. Forward-looking projections cannot be guaranteed.

## Our Team

The New York Times

amazon

Founder / ML Development

Tom Bernham

Management Consulting - AI/NLP Strategy & engineering

Engineering

LaunchPeer incubator / Symon Dziak

Incubator Full stack engineer

Product & Partnership Advisory

GTM & revenue: TBD

Product: Laimie Cresproye (ex Amazon, New York Times, Pinterest - Senior Product Manager)