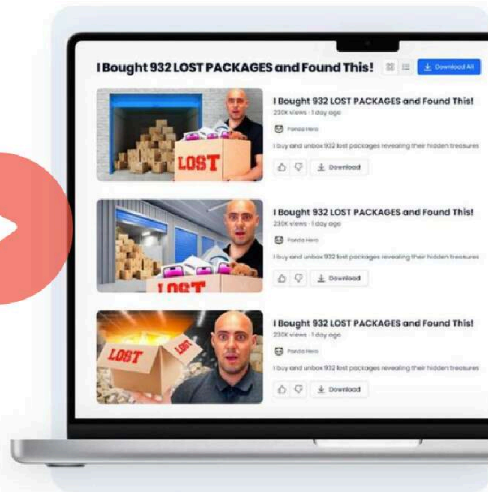
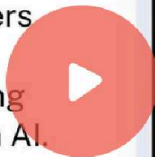


# Supercharging YouTuber's revenue with eye-catching generative AI



**Tokee** helps YouTubers supercharge revenue by generating eye-catching thumbnails and titles with AI.



[tokee.ai](https://tokee.ai) Wilmington DE

## LEAD INVESTOR



**Benjamin Manzi**

I was convinced by Tokee's rapid organic growth and the acquisition of 23,000 waitlisted subscribers in just 3 months without marketing spend. They validate the market fast and their solution was approved by top YouTube channels. With founders having expertise in consulting, content creation, software development, and artificial intelligence, they have a well-equipped team to execute its vision. In a world where content is king, and with the rise of the "creator economy", tools that can assist creators in producing quality content more efficiently and innovatively are in high demand.

**Invested \$7,550 this round**

## Highlights

- 1 🏆 23,000 subscribers waitlisted in 3 months
- 2 🌐 Organic acquisition of 23,000 subscribers. \$0 invested
- 3 ✅ Solution validated by a world TOP 10 Youtube channel (+59M subscribers)
- 4 💰 \$1B Total Market (YouTube channels with +10K subscribers)
- 5 ⚡ 40% annual growth in the number of YouTube channels since 2021
- 6 🤖 Innovation in the image editing software (No design skills needed)
- 7 📈 The creator economy is worth \$250 billion in 2023 and is expected to 2X in 2027 (Goldman Sachs)

## Our Team

# Our Team



**Jeff Henry** Co-founder & CEO

Former KPMG senior consultant who turned into the content writing space. 7 years of experience in improving processes. Translating complex concepts into engaging content. His mission is to help content creators streamline their creative process.



**Houssam Haned** Co-founder & CTO

With a remarkable start in web software development at age 15, his extensive expertise in SaaS and great understanding of AI make him the ideal CTO. His mission: driving AI innovation, delivering cutting-edge solutions to empower content creators.

# Pitch



Tokee - Product Explainer

Tokee Team

## Generate YouTube Titles and Thumbnails That Get You More Views

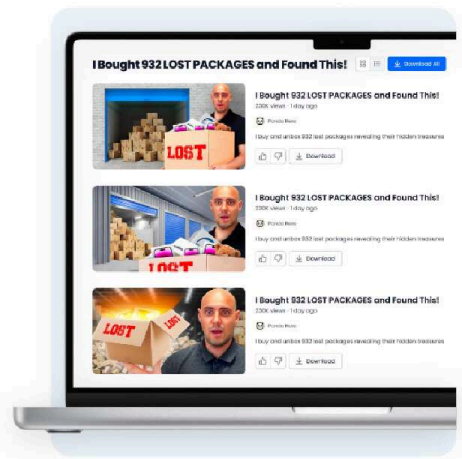


How I manage 4 JOBS in ONE DAY  
Panda Merge  
531K views 2 days ago



23K  
SUBSCRIBERS

Tokee helps YouTubers supercharge revenue by generating eye-catching thumbnails and titles with AI.



01

# YouTubers Spend **One Month's Work** or **\$4,000** Each Year On **Thumbnails** Alone



02

## Streamline Thumbnail & Title Creative Process

- Craft catchy titles **effortlessly**
- Skip** lengthy designer meetings
- No more** thumbnail **design skills**

03

## Generate Attention-Grabbing Creatives in Minutes

**GO**

**ANSWER SIMPLE PROMPTS ON YOUR AUDIENCE AND VIDEO**

**Audience**

Gender:  Age:

Male  18-24

Country:

Website:

**PICK YOUR FAVORITE AUTO-GENERATED TITLE**

Favorites

How I manage 4 JOBS in ONE DAY

Generated Titles

I need to improve your productivity

**ADD OR GENERATE AN IMAGE TO PLACE IN THE THUMBNAIL**

How I manage 4 JOBS in ONE DAY

04

## Market Validation

The **biggest YouTubers-** and **20,000+** others are eagerly waiting for access



DUDE PERFECT  
+59M SUBSCRIBERS



PRESTONGOES  
+220K SUBSCRIBERS



MARCOVE  
+60K SUBSCRIBERS

TOP CHANNELS IN OUR PANEL

# 05

PROBLEM SOLUTION MARKET FINANCE

## Market Size

\$902.8 Million

\$99.5 Million

\$1 Million

### Our Market

Global channels with more than 10,000 subscribers account for 85% of all YouTube views. # YouTubers is 3.4M.

### Our Ideal Customer Profile

US (16.4%) and categories are people, gaming, education, entertainment (67.2%). # YouTubers is 374.7K.

### A Fraction of Our Initial Ideal Customer Profile

Our AI model primarily serves the entertainment channels (9.1%). We estimate 5% of market penetration. # YouTubers is 2.5K.

# 06

PROBLEM SOLUTION MARKET FINANCE

## Why now?

The number of YouTube channels is growing 40% YoY since 2021.

# 07

PROBLEM SOLUTION MARKET FINANCE

## Competitive landscape

Our Winning Formula

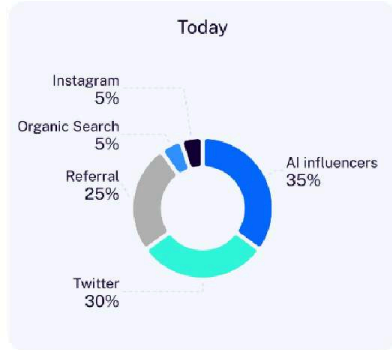
	Easy Learning Curve	Design Freedom	Streamlined Creative Process	AI Generative Image	Title Generation	YouTube Integration
	✓	✓	✓	✓	✓	✓
	✓			✓		
	✓				✓	✓
		✓		✓		



# 08

## Go-to-Market strategy

Fueling customer conversations & revenue



What will we focus on post-launch?

### Building brand awareness

Drive traffic through AI influencers

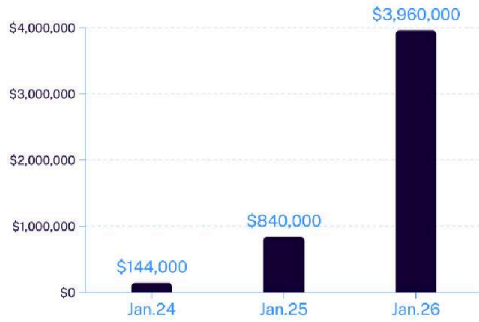
### Increasing subscription revenue

Expand the community team and acquire and engage users via our mainstream channels

# 09

## Annual recurring revenue

Forecast

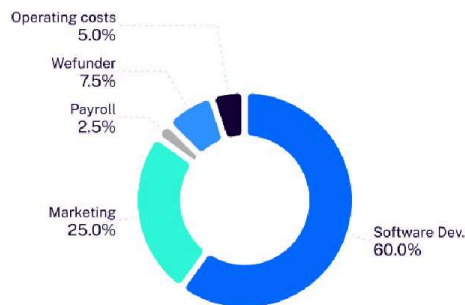


Forward-looking projections are not guaranteed.

# 10

## Fundraising

We are raising \$300k to bring our product to market.



## Business model

Subscription model allowing us to serve content creators of all scales

Basic plan

**\$19.99**

PER MONTH

Pro Plan

**\$39.99**

PER MONTH

## Milestones

### Achievements

- Market validation
- 23K subscribers

### Looking for \$300K

to work on

- Product development
- Early marketing
  - 🕒 \$144K ARR
  - 🕒 650 Users
- Traction

### Early 2024

- Seed Fundraising
- Staff hiring