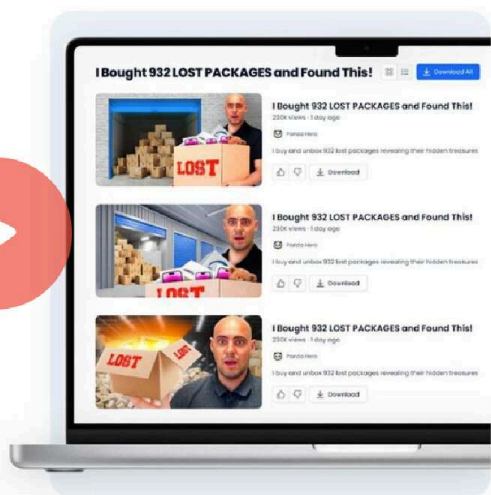


# Supercharging YouTuber's revenue with eye-catching generative AI



**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



**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

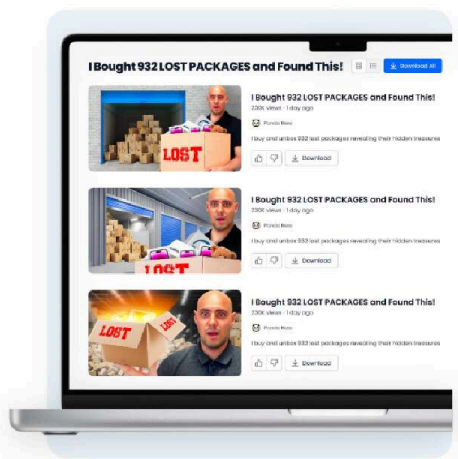
Tokee Team

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



23K  
SUBSCRIBERS

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



01

PROBLEM SOLUTION MARKET FINANCE

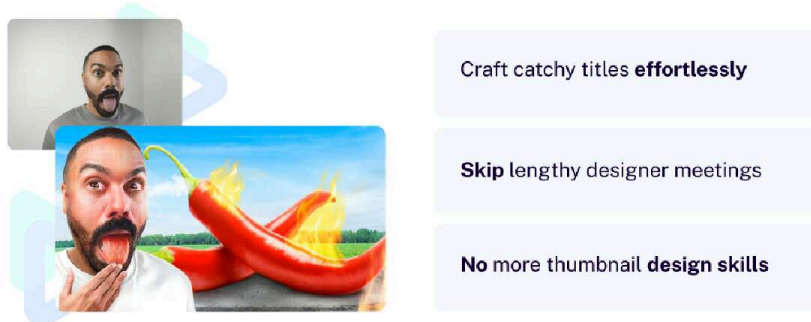
## YouTubers Spend **One Month's Work** or **\$4,000** Each Year On **Thumbnails** Alone



02

PROBLEM SOLUTION MARKET FINANCE

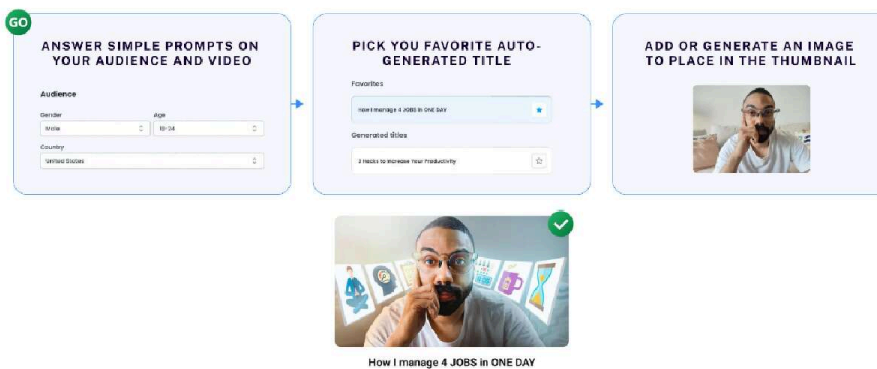
## Streamline Thumbnail & Title Creative Process



03

PROBLEM SOLUTION MARKET FINANCE

## Generate Attention-Grabbing Creatives in Minutes



04

PROBLEM SOLUTION MARKET FINANCE

## 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

## Market Size

PROBLEM SOLUTION MARKET FINANCE

\$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

## Why now?

PROBLEM SOLUTION MARKET FINANCE

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

07

## Competitive landscape

Our **Winning** Formula

PROBLEM SOLUTION MARKET FINANCE

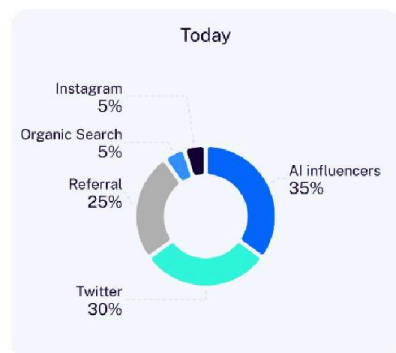
	Easy Learning Curve	Design Freedom	Streamlined Creative Process	AI Generative Image	Title Generation	YouTube Integration
Tookee	✓	✓	✓	✓	✓	✓
Canva	✓			✓		
1b	✓				✓	✓
Arloha		✓		✓		

# 08

PROBLEM SOLUTION MARKET FINANCE

## 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

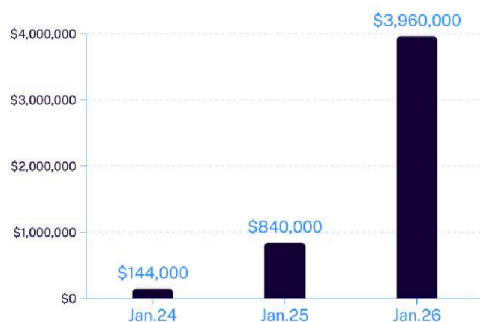
Expand the community team and acquire and engage users via our mainstream channels

# 09

PROBLEM SOLUTION MARKET FINANCE

## Annual recurring revenue

Forecast



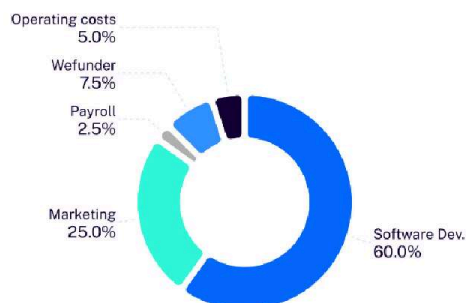
Forward-looking projections are not guaranteed.

# 10

PROBLEM SOLUTION MARKET FINANCE

## 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