

Content Marketing Platform

The Industry's 1st "Content Plan to Production" Engine

The Problem

Companies need content marketing to stay relevant, but quality content is expensive and time-intensive to plan, create, and distribute.



The Solution

Easy and impactful content marketing with Content Launch's patent-pending platform.



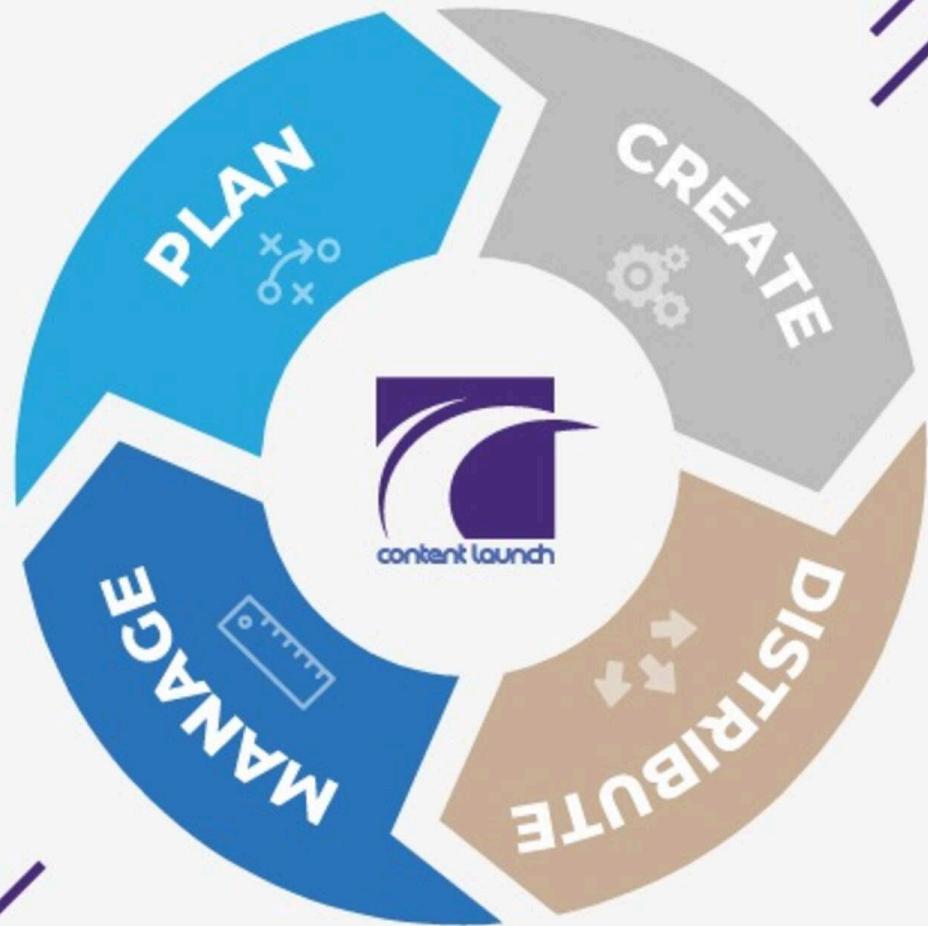


Currently, marketers:

- Don't know where to start
- Run out of ideas
- Don't know how to connect effectively with their audience
- Don't have access to great writers
- Waste time and money on manual content, planning & distribution

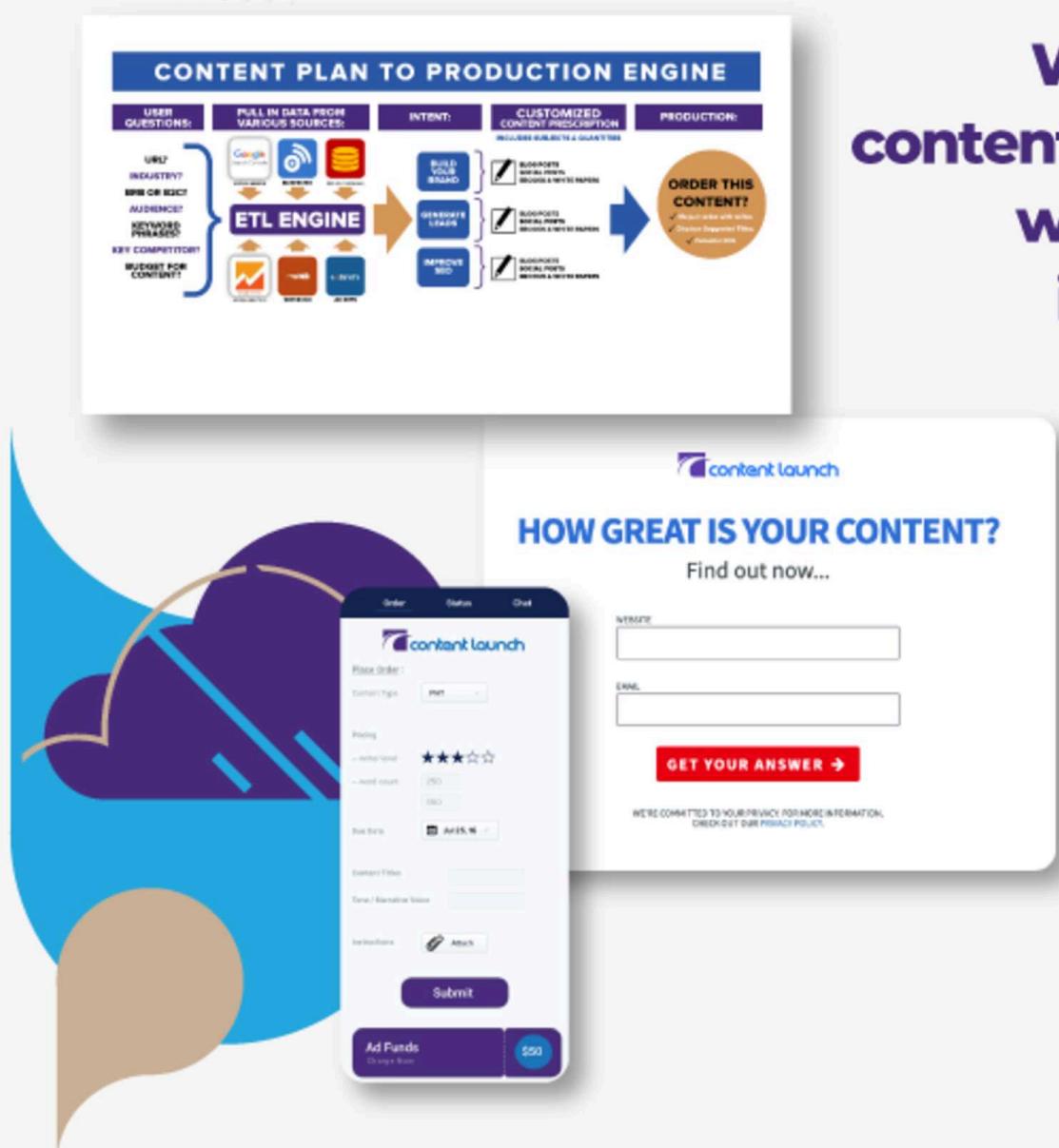
ONE PLATFORM, EVERY PROBLEM SOLVED

- Turnkey Content Topic & Ideation Tools
- Topic Curation & Generation System
- Proprietary Talent Marketplace
- Built-in integrations and automation
- Content Scoring Tool

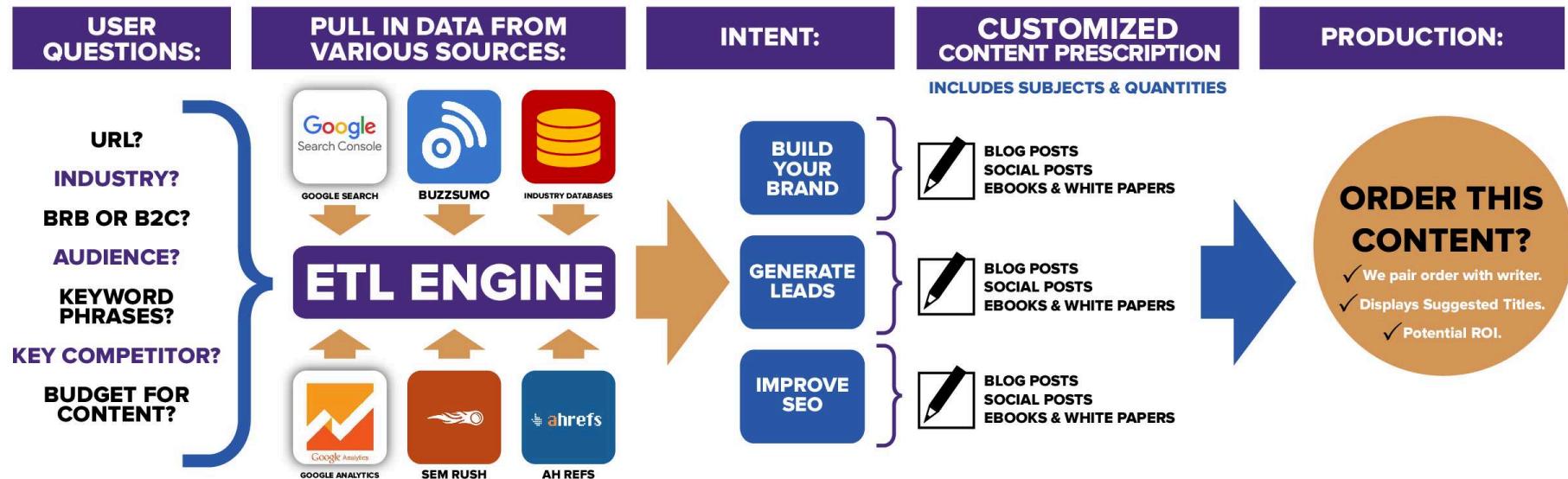


We're solving every content marketing problem with one innovative, intuitive platform... for *all companies*.

- Content “prescription” tool: provided 3K+ custom content plans so far
- Unique content ordering plugin with huge partner channel potential.
- Easy-to-understand content scoring tool



CONTENT PLAN TO PRODUCTION ENGINE



AI-powered, patents-pending platform

Over 3k custom content plans generated

Bootstrapped & \$600K raised

\$30-50K monthly recurring revenue

In talks to acquire a competitor

A Winning Strategy and Business Plan

- 3 tier subscription
- \$650/user/month average (in content orders)
- 50 active clients
- 15 new accounts signed in November
- 3 new contracts worth over \$400K in the pipeline



ConnectionModel



SOCIALLYPRESENT
BUILDING BRANDS • TELLING STORIES





“

We're enjoying using Content Launch. We get GREAT content from your writers and the platform is really easy to use!

Mark Bealin, Search Lab Chicago



“

Content Launch gives us everything we need to produce awesome content and manage the workflow.

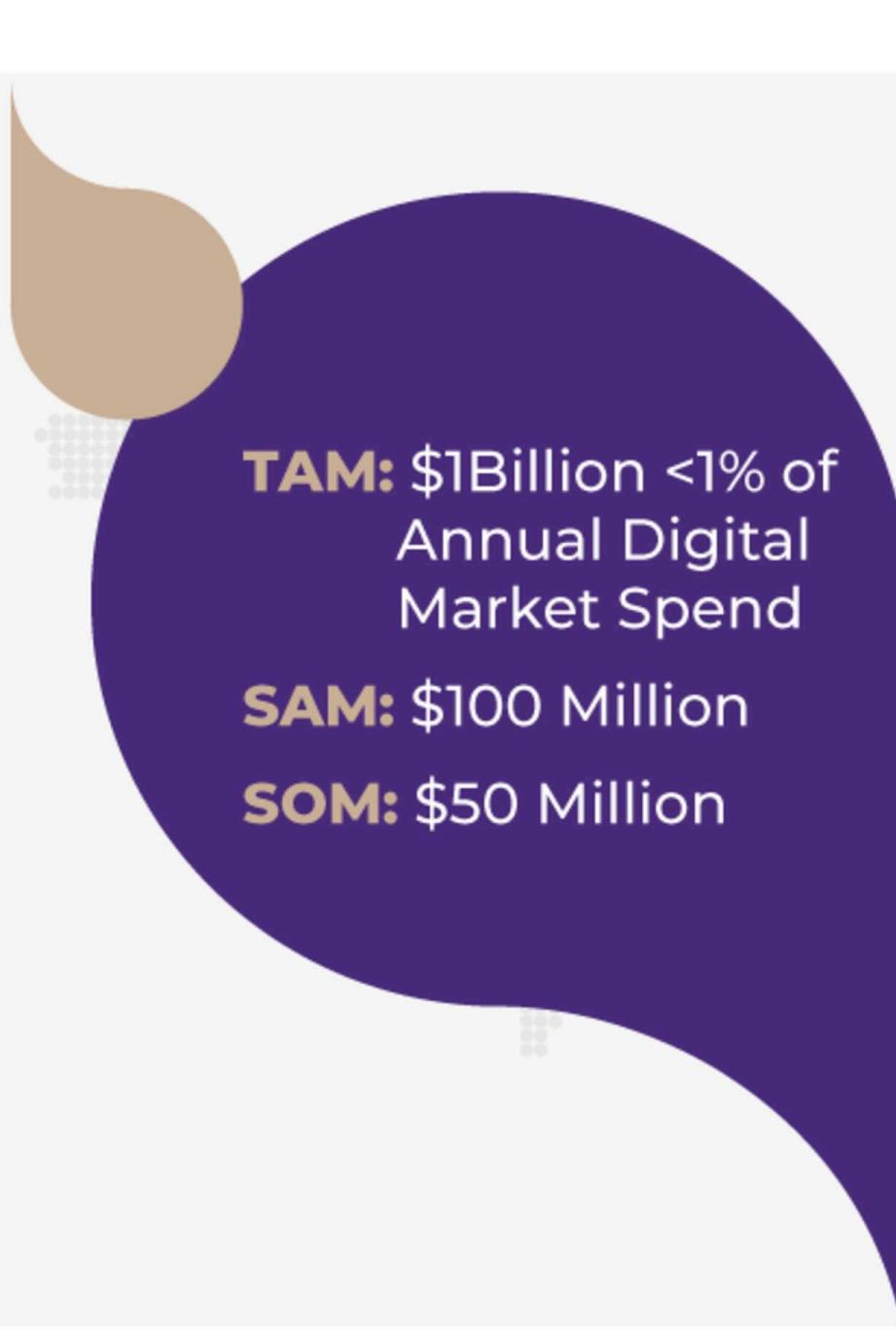
Todd Ochsner, Roni Hicks Marketing Agency



“

Words drive traffic for websites. Outsourcing content projects to Content Launch when our in-house resources are spread too thin has been a breeze for Hubspot.

Kevin Linehan, Executive, Hubspot



TAM: \$1 Billion <1% of
Annual Digital
Market Spend

SAM: \$100 Million

SOM: \$50 Million

Content Launch niche:
Small to midsize marketing
agencies & SMBs

*“Global content
marketing software
market: 18.4% growth
rate through 2023.”*

*“It should surge
to \$9 billion by 2023”*

- ReportLinker

TEAM



Jon Wuebben
Founder & CEO



Karl Hindle
CMO



Dominic Moruzzi
Director of Sales



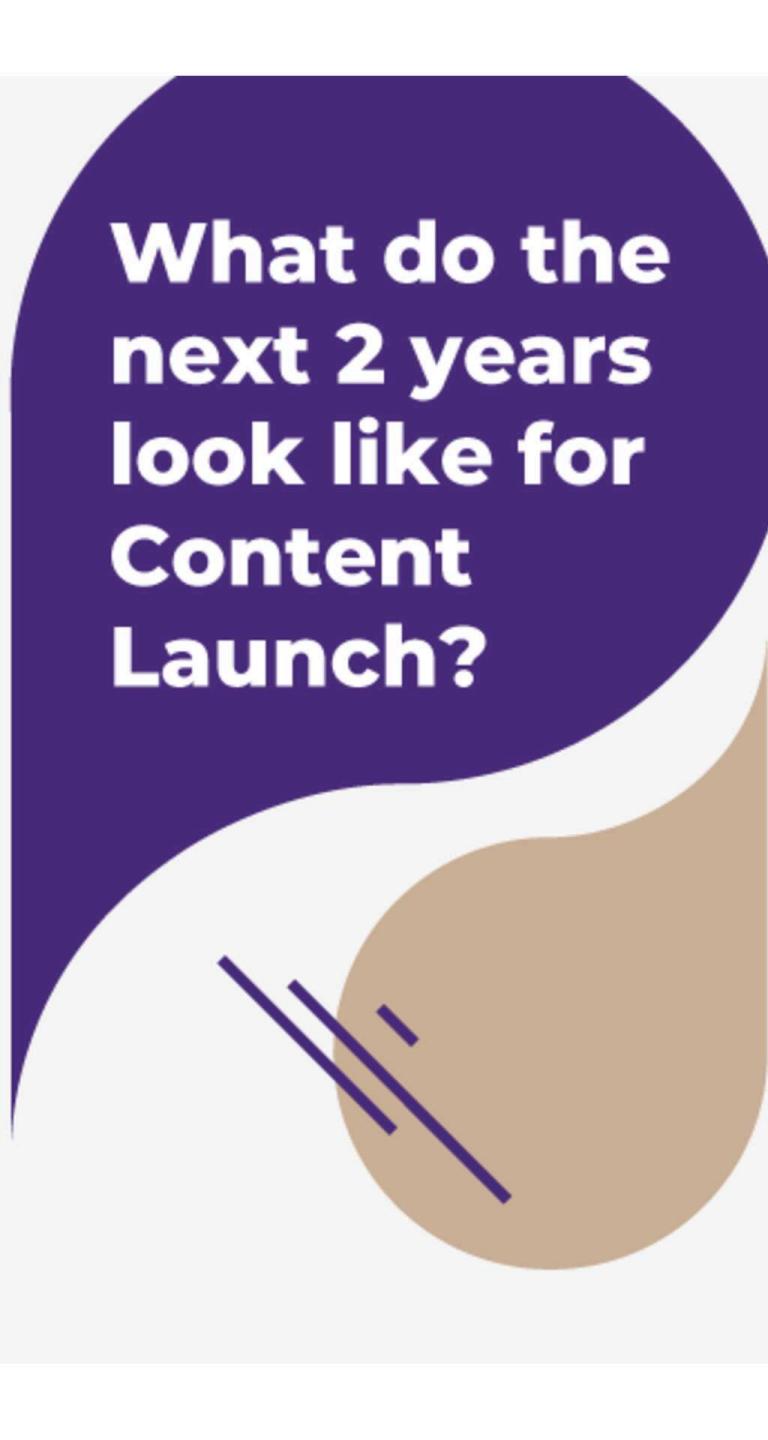
Dominic Holt
CTO



Powerhouse of deep content marketing,
software engineering & SaaS expertise.

CEO Jon Wuebben is marketing
industry leader (author & conference speaker).

What do the next 2 years look like for Content Launch?



- **Q4 - FY21**
Launch content ordering plugin/API to enable users of third-party marketing platforms to purchase content directly from their software
- **Q1 - FY22**
Launch enterprise-level dashboard platform to raise ACVs.
- **Q2 - FY22**
Increase content purchasing volume and begin sourcing new freelancers.
- **Q2 - FY22**
Expand functionality of content ordering plugin to include content planning using A.I.
- **Q4 - FY22**
Expand content types to include video, audio, and images.
- **Q1 - FY23**
Develop VR content features.

Revenue Projections

*Forward-looking projections
cannot be guaranteed*

**2022
\$1.8M**

**2023
\$4M**

**2024
\$8M**

Funding

SEEKING \$1M SEED

Previous:

Bootstrapped & raised \$600K
From angels for 20% (\$3m valuation)

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