

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.

The background features a light gray field with a fine dot pattern. On the left, there are three stylized clouds: a large blue one in the foreground, a smaller dark purple one behind it, and a white one with a brown outline at the bottom. Two brown pencil lines are also visible on the left side.

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*.



HOW GREAT IS YOUR CONTENT?

Find out now...

The mobile app interface shows a 'Place Order' screen. It includes a 'Content type' dropdown set to 'PMT', a 'Pricing' section with a star rating and a 'Send count' of 250, a 'Due date' of 'April 15, 16', and a 'Submit' button. At the bottom, there's a 'Ad Funds' section with a 'Change value' link and a '\$50' button.

Website

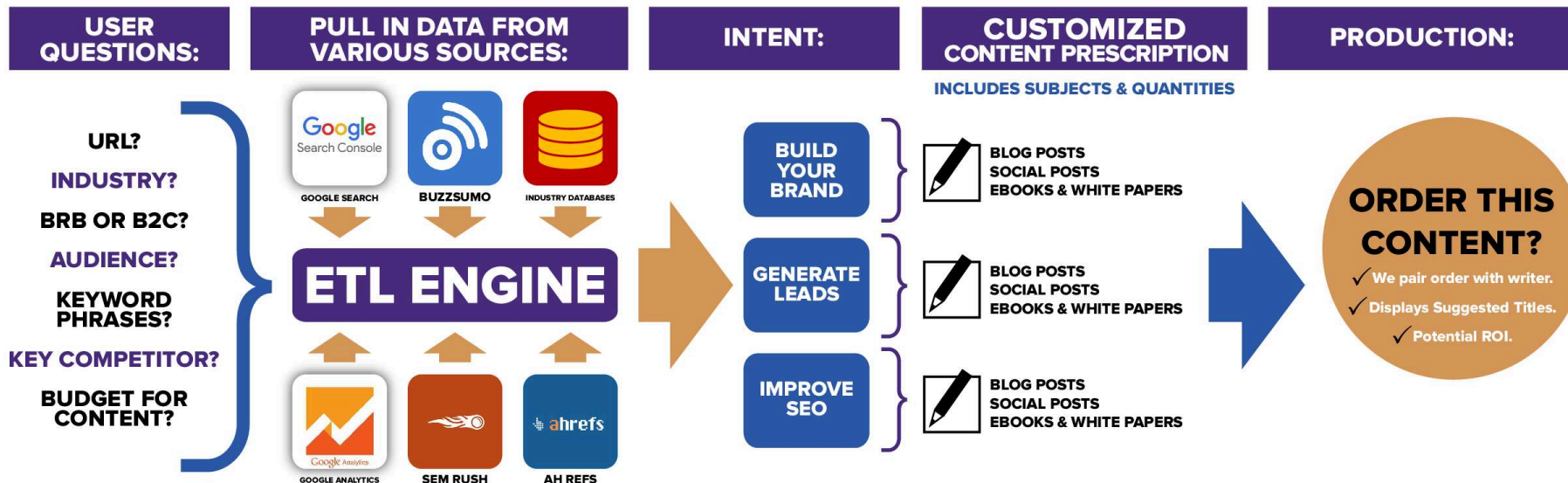
Email

GET YOUR ANSWER →

WE'RE COMMITTED TO YOUR PRIVACY FOR MORE INFORMATION, CHECK OUT OUR [PRIVACY POLICY](#).

- 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

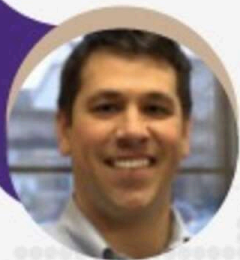


BEEBY CLARK+MEYLER



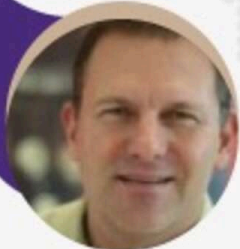
ConnectionModel





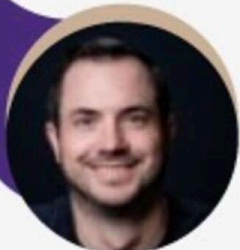
**“
We're enjoying using Content Launch. We get GREAT content from your writers and the platform is really easy to use!**

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: \$1Billion <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.*

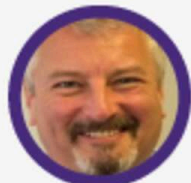
*“It should surge
to \$9 billion by 2023”*

- ReportLinker

TEAM



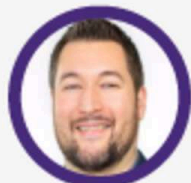
Jon Wuebben
Founder & CEO



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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