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

- AI-powered content “prescription” tool: provided 3K+ custom content plans
- Unique content ordering tool with partner channel
- Easy-to-understand content scoring tool

INVEST IN CONTENT LAUNCH

Content marketing platform to reach, engage and convert audiences

LEAD INVESTOR



Carl Dunlap Carl Dunlap, Principal & Officer at QMS, Inc.

Here are the three things that most influenced my investment in Content Launch: People, Business Use Case, and Technology. On the People side, I've known Jon for 30 years and his intelligence, determination, knowledge, and presence in his field of expertise are 2nd to none. Jon is passionate about Content and it shows in everything he does. On the Business Use Case, I've seen firsthand the need for Content and the ability for content to build connections with customers and prospects when done correctly. On the Technology Side, I've always been around the software. For the last 26 years, I've worked in enterprise software and I understand its power to help businesses gain efficiencies, standardize processes, and improve branding and position in their industry. The power of the SaaS model has been a game-changer for not only large enterprises but also for small and medium-size businesses. This has me excited about the large addressable market and growth opportunity that Content Launch has. The high margins on both the SaaS and related Services are desirable. Content Launch has built a platform that's efficient and affordable, and the Content Ordering and Content Score Modules have patents pending and show great promise.

Invested \$15,000 this round & \$290,000 previously

[Learn about Lead Investors](#)

OVERVIEW UPDATES WHAT PEOPLE SAY ASK QUESTION

Highlights

- 1  CEO is a 3-time author and marketing industry leader
- 2  Agency partners include MaxBurst, Empist, Beeby Clark & Meyler, DNA, and more
- 3  30K-50K monthly recurring revenue
- 4  100 active clients, 20 new accounts signed in January
- 5  3 new contracts worth \$400K+ in the pipeline
- 6  Bootstrapped with \$300K and \$544K raised
- 7  CEO's previously founded company had 1000 clients
- 8  Multiple revenue streams

Our Team



Jon Wuebben Founder & CEO

Content marketing industry expert, leader, speaker, and teacher. Founder of ContentLaunch and in 2004, Custom Copywriting, the original high-quality content writing agency serving 1K clients for 12 years. 3x published author.

Because we are very passionate about content marketing and have a keen understanding of where marketing is going over the next 10 years. Our Founder wrote 2 books on content marketing and another on the future of the marketing practice which reflects this strong passion.



Karl Hindle CMO

Founder of Wellspring Digital, a full-service digital agency. Co-founder of SailFish, a managed website and application hosting platform. Well-known for building digital teams and strategies to generate revenue and increase the bottom line.



Dominic Moruzzi Director of Sales

Former Enterprise Account Director at Aberdeen and National Sales Manager at BuyerZone. Seasoned and successful B2B SaaS Sales Leader.



Micah Potter CTO

15 year software development pro, former Infrastructure Engineer at Lowes.

Why Content Launch?

**Content Marketing's First
"Content Plan to Production"
Engine**



Content is king—and its reign endures. Companies of all sizes and sectors invest over 25% of their budget in quality content marketing to stand out in this digital age. Content Launch's proprietary Content Plan to Production Engine is the “easy button” for content marketing: enabling more brand awareness, lead generation, and profit for less time, work, and money.

Good Content is Costly & Complicated



Consumers (and businesses) are increasingly saying no to interruptive advertising and yes to engaging content marketing. Content can make or break a business, but existing tools are complicated and expensive, and without great content, companies - large and small - are at a major disadvantage.

“50% of companies polled outsource some of their content marketing and 32% of

B2B marketers don’t have a full-time person for content marketing”

- Content Marketing Institute



Content Launch Solves Many Content Marketing Problems

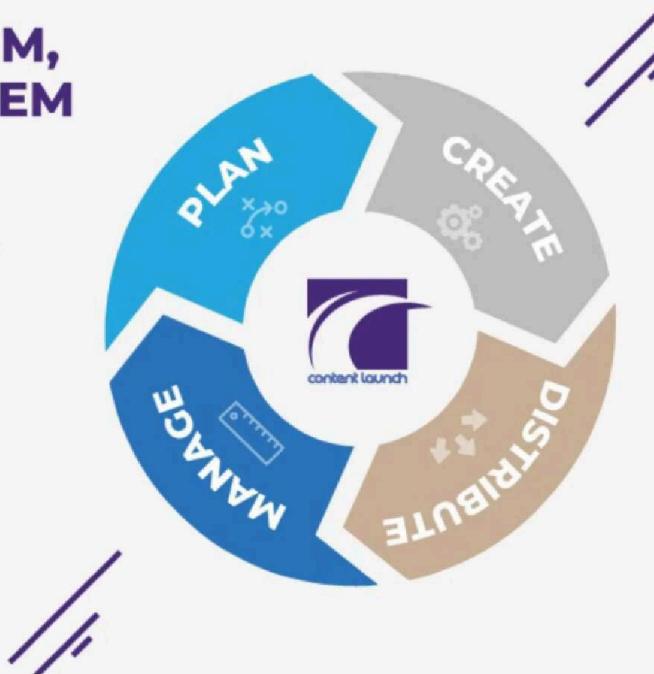


Our patent-pending “Content Plan to Production Engine” lets agencies and

SMBs plan customized content topics, order that content, and analyze current content—in just minutes. Our clients save time, money, and sanity by letting us do it all the only way we know how: expertly, affordably, and guaranteed to elevate your brand.

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



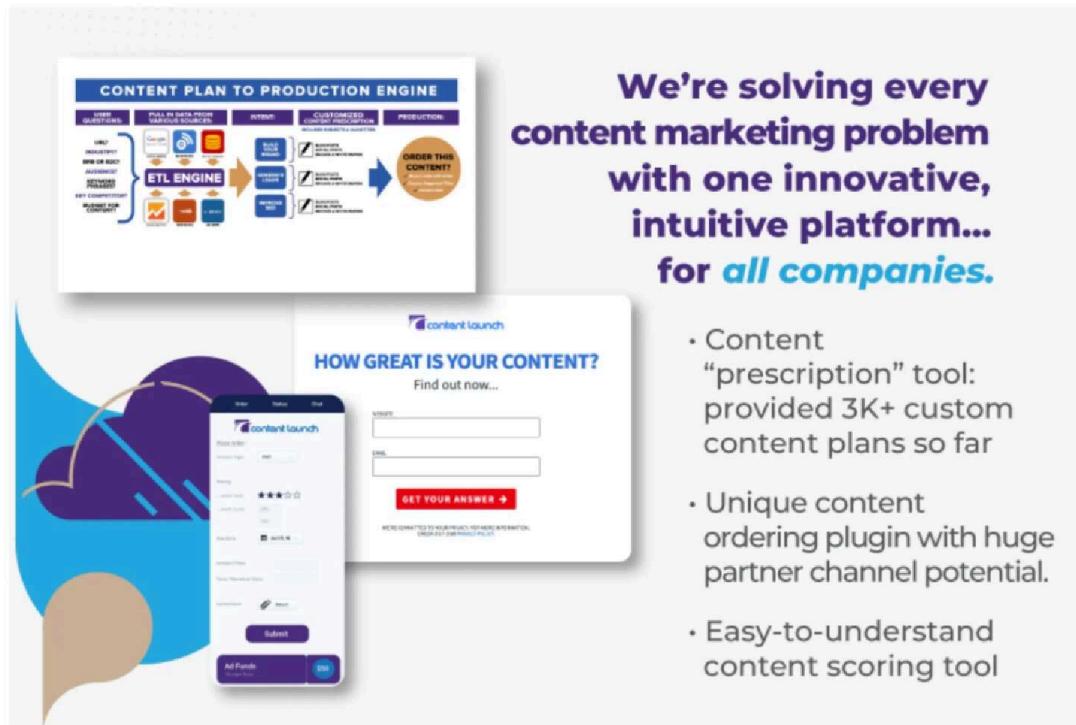
AI-Powered One-Stop-Shop for Quality Content



Other content marketing tools just focus on the content. But what about the planning of that content? They assume the user is a great writer with extensive knowledge of SEO, industry trends, and marketing strategies. Our team understands that this is not the reality for most smaller companies (and

marketing agencies).

Of course, thought leadership, brand building, and lead generation is an important part of content strategy – so we built that into our product too.



CONTENT PLAN TO PRODUCTION ENGINE

USER QUESTIONS → ETL ENGINE → SOURCE → CUSTOMIZED CONTENT PRODUCTION → PRODUCTION

ORDER THIS CONTENT!

HOW GREAT IS YOUR CONTENT?

Find out now...

content launch

GET YOUR ANSWER →

OUR COMMITMENT TO YOUR SUCCESS: YOUR INFORMATION IS SECURE & CONFIDENTIAL.

content launch

Submit

Ad Funds

content launch

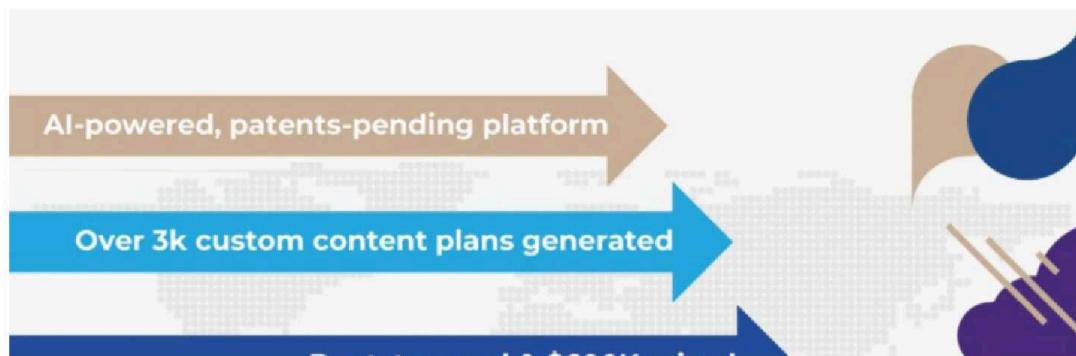
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- Content “prescription” tool: provided 3K+ custom content plans so far
- Unique content ordering plugin with huge partner channel potential.
- Easy-to-understand content scoring tool

Our Groundbreaking Platform's Got Traction



With a fast-growing pipeline and plans to acquire a competitor, we're on track to become the leader in content marketing for the lower half of the industry (SMBs).



AI-powered, patents-pending platform

Over 3k custom content plans generated

content launch

Bootstrapped & \$600K raised

\$30-50K monthly recurring revenue

In talks to acquire a competitor

Scaling Fast With Our Proven Business Model



As demand for great content skyrockets, so does the demand for our services.

With 3-tier subscription options ranging from \$99 to \$299 per month with an a

la carte content ordering service available, we have something to offer for

every company. And with \$30-50K Monthly Recurring Revenue, our business

model speaks for itself.

A Winning Strategy and Business Plan

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

Leveraging a Wide Range of Agency Partners



We're the preferred content marketing solution for leading agencies like Midwest Family Digital. And before Content Launch, our company was "Custom Copywriting": a major player in the Hubspot ecosystem as the content producer for 50 Hubspot agency partners—connections we continue to leverage as we scale up Content Launch.

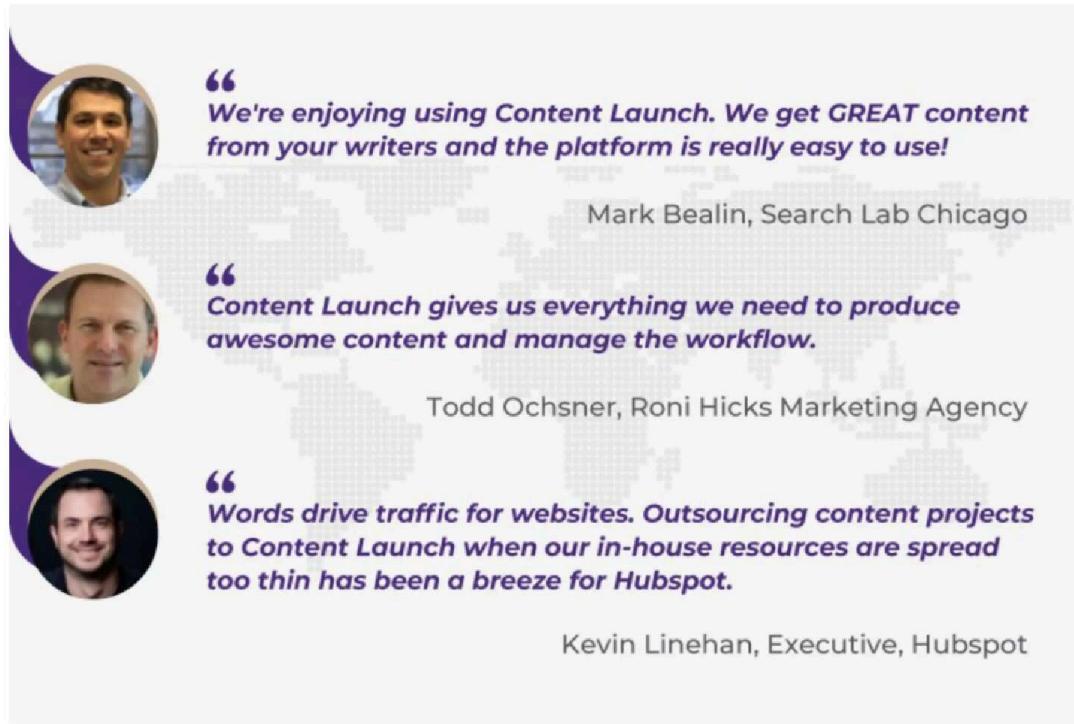


Users Love Our Platform



The Content Launch platform gets rave reviews. Our clients love the easy, intuitive interface almost as much as they love the exceptional custom content delivered by our expert writers. (And our industry-leading content planning

tools)



“
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

The Content Market is Massive



In a \$412 billion market growing at 16% CAGR, Content Launch has made a name as the only service to offer start-to-finish custom content planning, creation, SEO optimization, strategy, and more. Powered by AI and polished by years of human content marketing expertise, Content Launch is in a league of its own.

“The Global Content Marketing Market is expected to grow by \$ 417.85 billion during 2021-2025, progressing at a CAGR of almost 16% during the forecast period.” – Report Linker



Content Launch niche:
Small to midsize marketing

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

SAM: \$100 Million

SOM: \$50 Million

agencies & SMBs

“Global content marketing software market: 18.4% growth rate through 2023. It should surge to \$9 billion by 2023”

- ReportLinker

Founded by Content Marketing Experts



Content Launch's founder wrote the book on content marketing...literally. (2 of them, actually! And another on the Future of Marketing) With 12 years as a leading content production firm for the Hubspot ecosystem, our team's collective expertise spans decades and includes deep content marketing, software engineering, and SaaS expertise.

TEAM



Jon Wuebben
Founder & CEO



Karl Hindle
CMO



Dominic Moruzzi
Director of Sales



Micah Potter
CTO



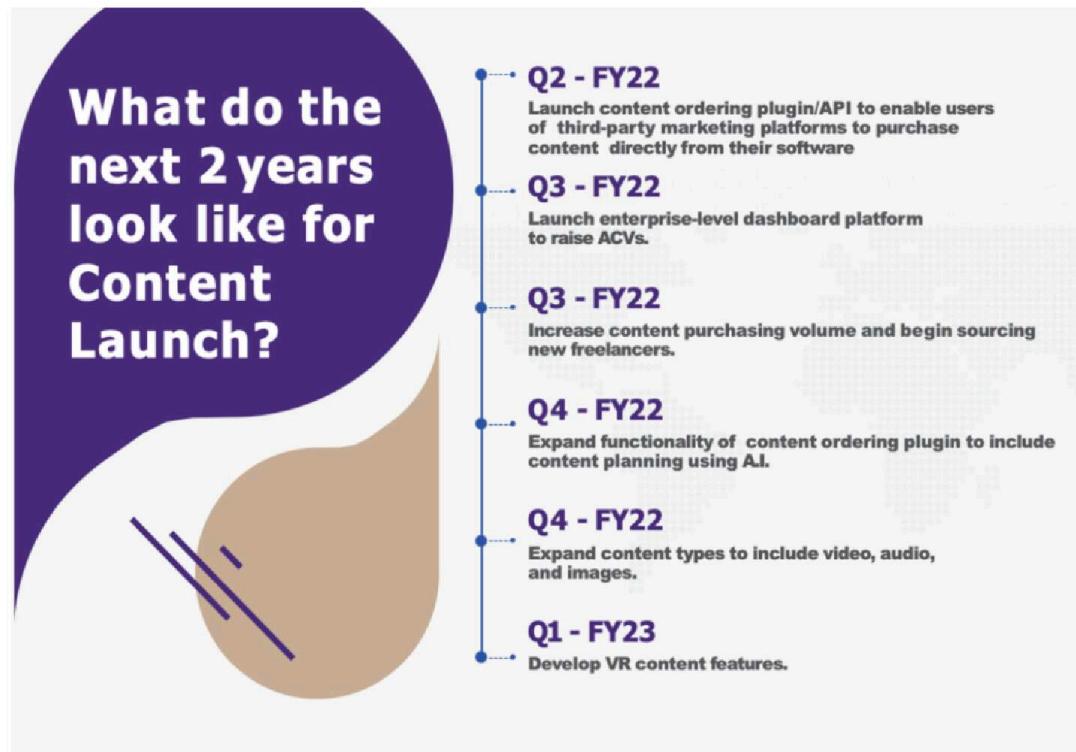
Powerhouse of deep content marketing, software engineering & SaaS expertise.

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

Building a Steady & Sustainable Client Pipeline



We're establishing Content Launch as the leading content marketing platform by promoting our forthcoming "Content Plan to Production Engine", driving new signups with our free Content Scoring tool, and bringing additional partners and resellers onboard with our content ordering plugin.



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

Secure Your Seat at the King's Table



Content marketing, powered by AI and machine learning, IS the future, and there's never been a better time to get onboard with a company poised to be the leader of this massive, fast-growing market for SMBs and marketing agencies globally. We won't stop until we hold the crown. Are you with us?

Revenue Projections

*Forward-looking projections
cannot be guaranteed*

2022
\$1.8M

2023
\$4M

2024
\$8M

 **Invest in
content launch**

The Industry's 1st Content Plan to Production Engine



Downloads

[Content Launch Investor Deck.pdf](#)