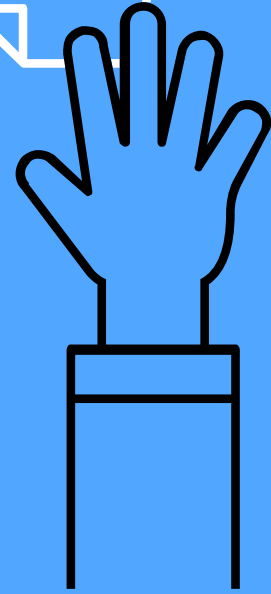
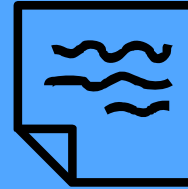
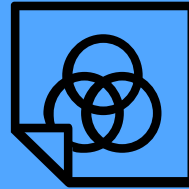


# PODMO SHPERE

Mass-sponsoring for  
brands through all  
sized podcasts



# THE TEAM



## Varga Moshtagh

CEO, Founder - Former journalist, news editor, tv-reporter and team leader



## Annevo

Joel Roxell (Currently employed by Annevo and works for podmosphere. Will be directly employed by podmosphere after the round of capital is raised) - Full stack dev

Daniel Shai - UX

Sebastian Karlsson - Back-end developer



## Venelin Kraev

Sales manager with sales experience in start-ups.

Part time: Elias Johansson - podcast recruiter, also studies at university.

# The problem today

## Small ain't no good

Sponsors don't want to waste the time to sponsor small podcasts one by one, so 97% of the podcasts don't get sponsorships

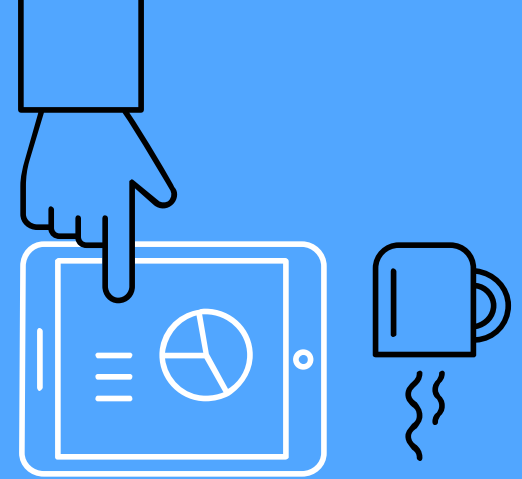
## Baked-in

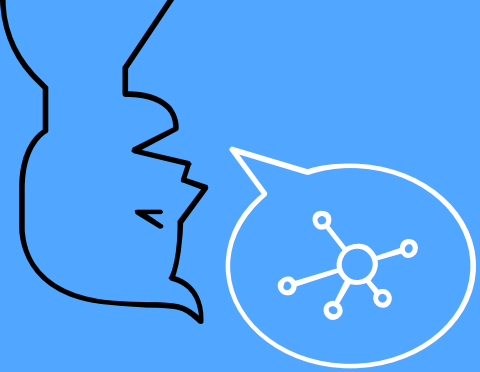
Sponsors want to use baked in ads - but get offered dynamical ads more and more.

## Solidarity!

Podcasts with less than 50.000 listeners/m have a hard time getting sponsors.

But with mass-sponsor ships, the masses create value!





“

*There is a need for a solution for podcasts ads just like google adsence for online banners since the market is growing extremely fast and is stuck in radio thinking.*

*With mass-sponsorships to podcasts, brands reach listeners that have a high trustability to their hosts and become the solution.*



# THE SOLUTION: PODMOSPHERE

With just a few clicks on Podmosphere brands can now buy ads in many podcasts at once with just a few clicks. They don't have to waste time finding podcasts once by one, negotiate prices, validate their amount of listeners and so on.

Sponsors can buy baked-in ads in a mass-scale instead of buying podcasts ads that are dynamical if they want to reach many at once.



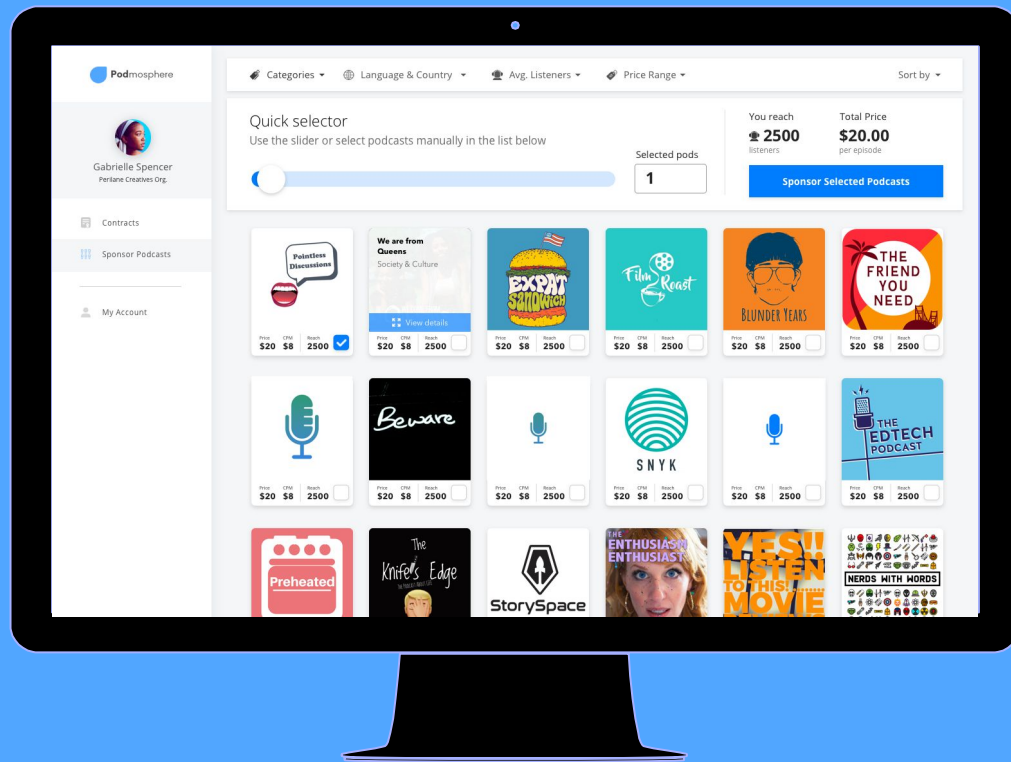
The top podcasts get  
**all the sponsorships,**  
**Until meow.**

 Podmosphere

The advertisement features a man in a suit and glasses holding a large, fluffy white cat. To the right, there is a group of several small, colorful kittens. The background is white, and the text is in a clean, sans-serif font.

# HELLO WORLD

Sponsors find the  
perfect podcasts  
for them!



# The product is simple!



Podcasts sign up

Sponsor send out a sponsor request

The podcast confirms the add or declines it.

If the ad is confirmed. The podcast follows the terms in the sponsor request and when the ad spots are aired, podmosphere releases the funds and keeps 25% in transaction costs.

1

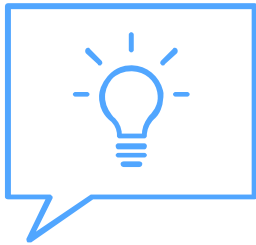
2

3

4

# TRACTION

Since launch in  
February until  
today(05/11)



# 700+

Podcast-accounts, where 120 +/- have been verified by us, with a total reach of 800.000+ listeners/week

# #Podmosphere

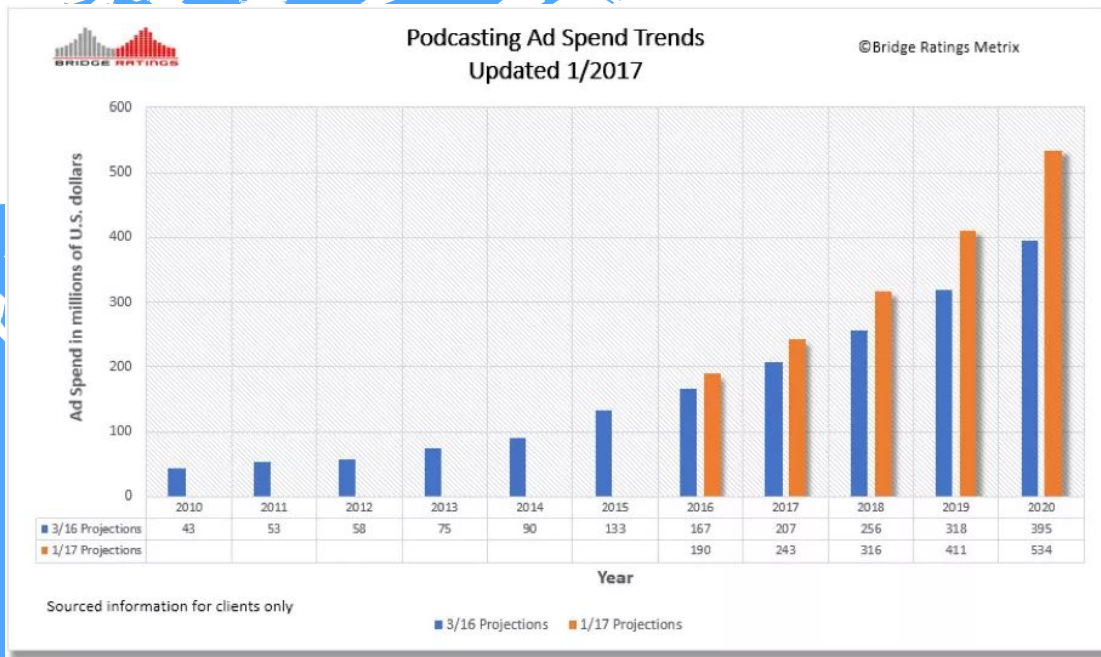
Is being used at least once every hour 24/7.

# 50+ Demos booked

With brands that we want to offer to sponsor with our service. Mainly US companies.



# THE MARKET



# 25%

## Transaction cost

We expect our first big sell in may/june (First goal was to start selling in september and get the first big sell in january 2019. But with our fast growth we have started with sales earlier)

# COMPETITORS

## **Acast**

Closed platform for sponsors.  
Dynamical.

## **Spotify**

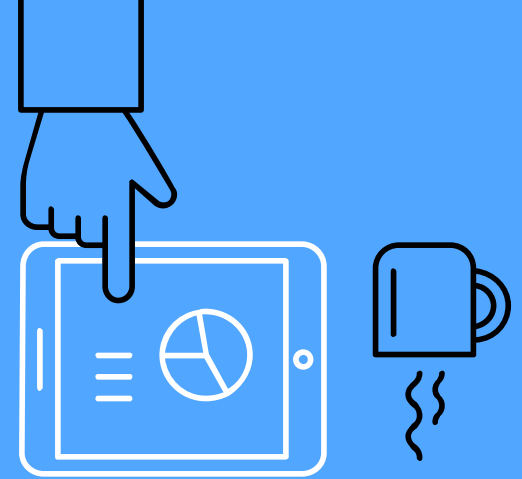
Dynamical ads.

## **Blubrry**

Closed platform.  
Hosting platform primarily, with sales people.

## **Advertisecast**

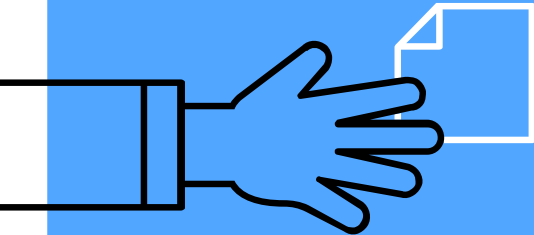
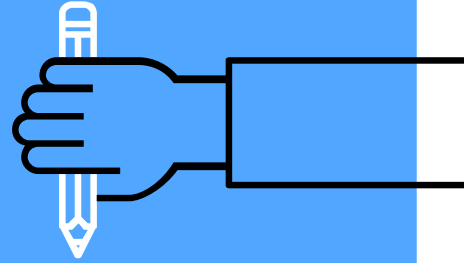
Open platform (Not with the prices in most cases) With baked-in ads one by one.



# GOALS OF INVESTMENT

525.000 EURO

Development, marketing  
and sales.



# Budget, runway 24m(SEK)

## Marketing (1,75m)

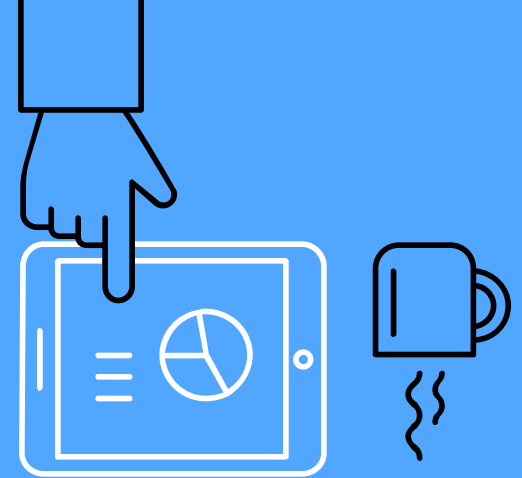
- ▶ Hire
- ▶ Digital ads
- ▶ Podcast ads

## Tech dev (2,5m)

- ▶ Fullstack dev
- ▶ Transcription function
- ▶ Premium service for podcasts
- ▶ Statistics page with Pre-fix URL for RSS-feeds
- ▶ Maintenance

## Sälj (1m)

- ▶ One more full time seller



THANK YOU!



Contact info

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