

Pitch Deck

NEW BUSINESS OPPORTUNITY

Henrietta Mitchell, Founder & CEO

Matt Zhang, Founder & CTO

13 September, 2023

Ingoude
Company 

Together, we can bridge
the gap in technology
access and opportunity.

AGENDA

- Our Mission
- The Team
- New Products and Services
- Competitive Analysis
- Competitors
- Size of Market
- Our Numbers
- Path to Integration

OUR MISSION

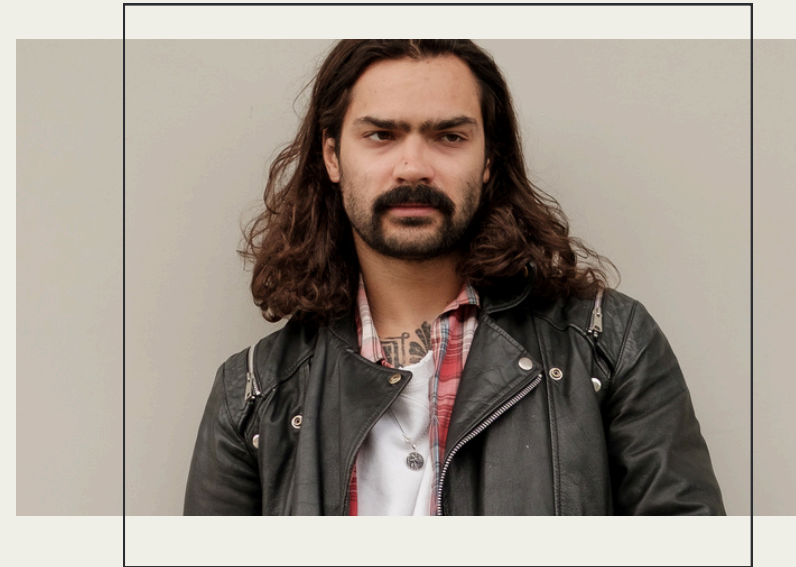
To revolutionise access to ideas and technology, enabling all individuals to realise their full creative potential. Through collaboration, innovation, and a commitment to inclusivity, we strive to create a more equitable and inspiring world.

MEET THE TEAM



Founder & CEO
Henrietta Mitchell

Henrietta has spent nearly 15 years working with incredible brands to transform their vision and bring products to market. With her keen eye for design and her talent for collaboration, she's helped redefine the way that companies approach creativity and product development.



Founder & CTO
Matt Zhang

With a track record of leadership in innovative technologies and finance, Matt is now leveraging his expertise to bring new ideas to the creative industries. As an industry leader, he's dedicated to driving growth and fostering innovation in a sector that is ripe for disruption.



Advisor
Rufus Stewart

As a seasoned business advisor, Rufus has helped countless startups launch and succeed in today's competitive landscape. With a deep understanding of the challenges facing new businesses, he's committed to providing the support and guidance needed to turn entrepreneurial visions into reality.



Chief Counsel
Claudia Alves

Claudia is a skilled lawyer with a focus on the creative industries. With years of experience navigating the legal landscape of this dynamic sector, she fully understands the concerns and challenges facing the business.

NEW PRODUCTS AND SERVICES

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NEW PRODUCTS AND SERVICES



Servicing **Creative Industries**

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Simplifying **Technology**

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Solving **Affordability**

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Innovating **Creative Finance**

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PRODUCT #1

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**Analytics-driven / User-friendly / Cloud-based
AI-powered / Scalable**



PRODUCT #2

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Data-driven / Dynamic / Secure / Connected



COMPETITIVE ANALYSIS

We took a step back to survey our industry's competitive landscape, in order to gain insights that would allow us to better serve our clients. We achieved that and also gained a deeper understanding of our place in the creative industry.

COMPETITIVE ANALYSIS

Wardiere Inc.

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12 million monthly active users

Tiered ad brackets

Primarily desktop platform

100 employees

Hanover and Tyke

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100 million monthly active users

Ad-supported platform

2.9 million podcast titles

7000 employees

Salford & Co.

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12 million monthly active users

Female content focus

Majority of users are ages 25-34

500 employees

SIZE OF MARKET

1.3B

488M

228M

TAM

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SAM

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SOM

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OUR NUMBERS

1 year
in operation

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180k
subscribers

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3 million
raised

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7
employees

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OUR NUMBERS

1 year
in operation

3 million
raised

180k
subscribers

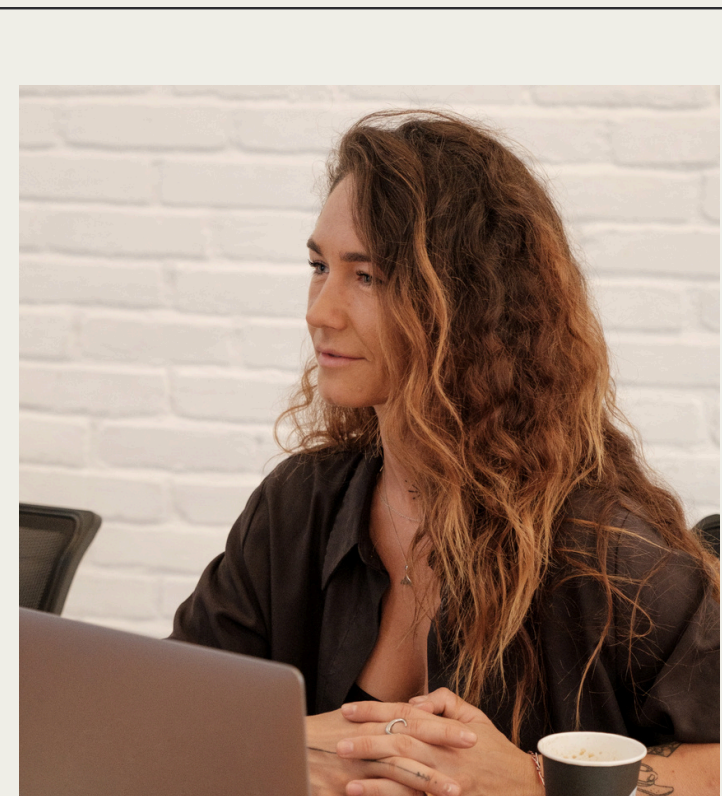
8
employees

54k
MAU

7%
churn rate

10.8k
DAU

44%
NPS



OUR NUMBERS

Our revenue projections over the next two years are very promising, with expected revenue tripling from year one to year two.

This growth is a testament to the strength of our product and the dedication of our team to driving success.



PATH TO INTEGRATION

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Adapt **Q1**

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Evaluate **Q2**

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Launch **Q3**

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Monitor **Q4**

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Iterate **Q1**

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Join us in revolutionising access to
ideas and emerging technologies.

Thank you!

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