


Series B Financing Deck – Confidential

# Contently

Powering The Brand Publishing Cloud

(logos of clients)

(logos of clients)

The logo for Contently, featuring the word "Contently" in white text on a teal rectangular background.

Contently

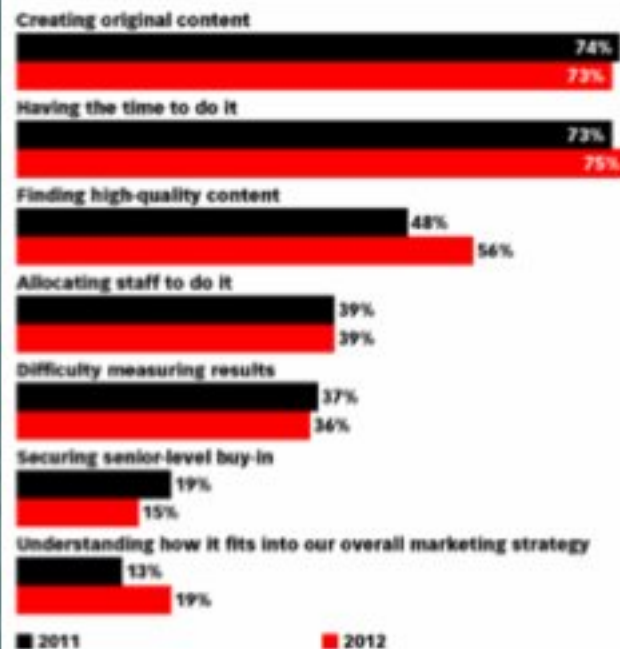
It's 2013.  
**Content marketing  
is the #1 digital  
priority for brands.**

The 25% of brands that have dipped their toes into content marketing are spending \$44 billion on it. 80% of all brands are shifting dollars to content marketing next year.

# Creating original content is brands' #1 challenge.

## Content Marketing Challenges According to US Marketers and Agencies, 2011 & 2012

% of respondents



Note: includes marketers and agencies that sell to B2B companies or B2B/B2C companies

Source: Curata, "Content Curation Adoption Survey 2012," May 2, 2012

140102

www.vMarketer.com

Brands need premium content to succeed, but they're not set up to be publishers.

Contently

**“Contently is building the technological plumbing that could one day underlie all great brand publishing on the Web (and a lot of traditional publishing as well).”**

-Forbes

Contently

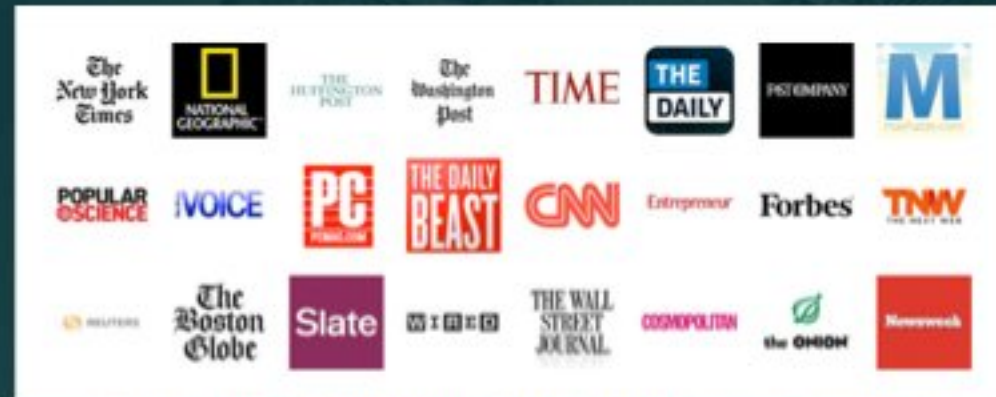
# Our Platform:

World's largest network of vetted, magazine-quality freelance journalists.

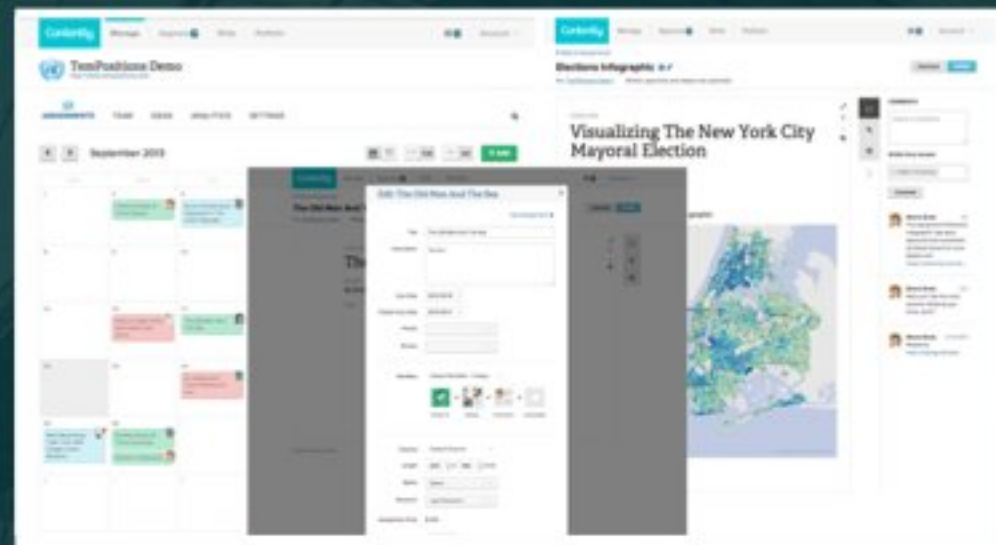
+

Cloud-based content creation software as a service.

"Contently is the best platform for high-end publishing," says



More than 20,000 journalists with data-rich profiles.



End-to-end content creation suite.

20,000+ journalists in a Github-like Community

Journalist Profile

Bio & Awards

Publications

Stats

The screenshot shows a user interface for a journalist profile on Contently. At the top, there are navigation tabs: 'Contently', 'Manage', 'Approve', 'Write', and 'Portfolio'. The profile is for 'CHRISTOPHER MASON'. It includes a profile picture, a bio, a list of publications with logos for A.C.A., FT, and CMAJ, and a statistics table.

Clips	36
Words	12K
Followers	1.4K
Shares	150K

The 'Journalist's "Clips"' section displays a grid of article thumbnails with titles and snippets:

- 6 Native Nations, and None Have a Word for 'Suburbia'** (The New York Times)
- After Deadly Week, Canada Debates Role in Afghanistan** (The New York Times)
- A proposal to make Quebec a nation 'within Canada' - Americas - International Herald Tribune** (International Herald Tribune)
- Are MFDA advisors missing out on ETFs? | Advisor.ca** (Advisor.ca)
- Canada's Policy on Immigrants Brings Backlog** (The New York Times)
- Camps, cholera and cattle raids** (CMAJ)
- Canada's Professional Schools Special: Where the jobs are ...** (The New York Times)

Journalist's "Clips" (past work, from which we extract data)

## End-To-End Workflow In The Cloud, Starting at \$3-20k/mo

736  
ASSIGNMENTS

TEAM

IDEAS

ANALYTICS

SETTINGS



September 2013



DUE PUB

WK MO

+ Add

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 The Contently Show volume 1	4 Q&A: Beretunde Thurston	5 State of Content Marketing - Finance Industry (ebook)	6 Key Steps to Differentiating Your	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

### Edit Assignment

[View Assignment](#)

Title: State of Content Marketing - Finance Industry (ebook)

Description: who's doing it, how much are they doing it, what's working, where are they planning to invest.

Due Date: 2013-09-03

Publish Due Date: 2013-09-05

Workflow: Default Workflow - 3 Steps



Contently Manage Approve Write Portfolio

4 Back to Assignments

### Elections Infographic

For [San Francisco State](#) Written, approved, and ready to be published

**Visualizing The New York City Mayoral Election**

By Share Show

Now is a brief introduction. Below is the graphic:

Poverty in New York City

Comments: [Add comment]

Workflow: [Add step]

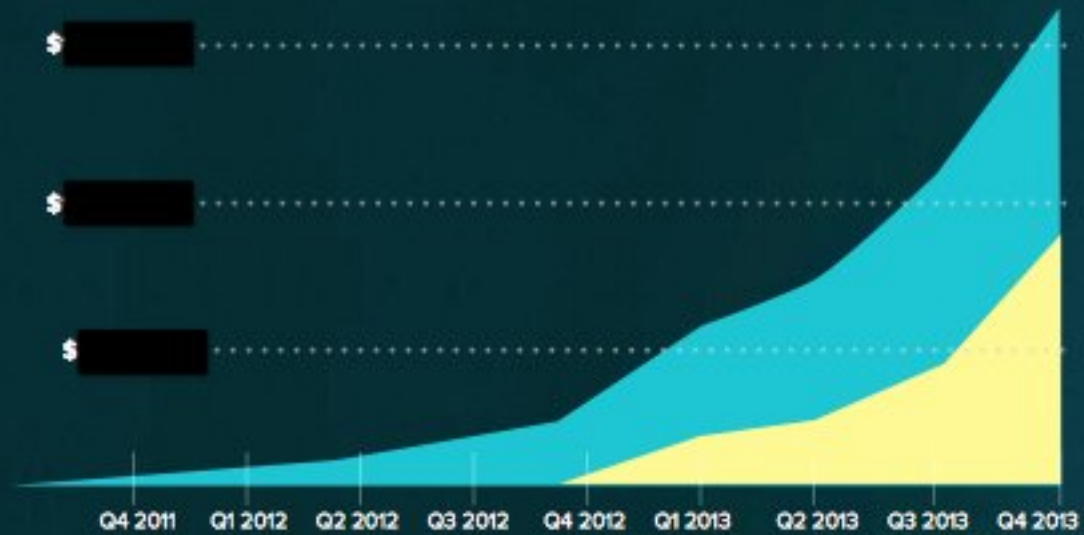
Assigned to: [Assign]

# Gross Revenue

Ending 2013 on a \$ [redacted] run rate

# SaaS

Added over \$ [redacted] MRR since Jan. Will add another \$ [redacted] in Q4. Currently \$ [redacted] in legal review.



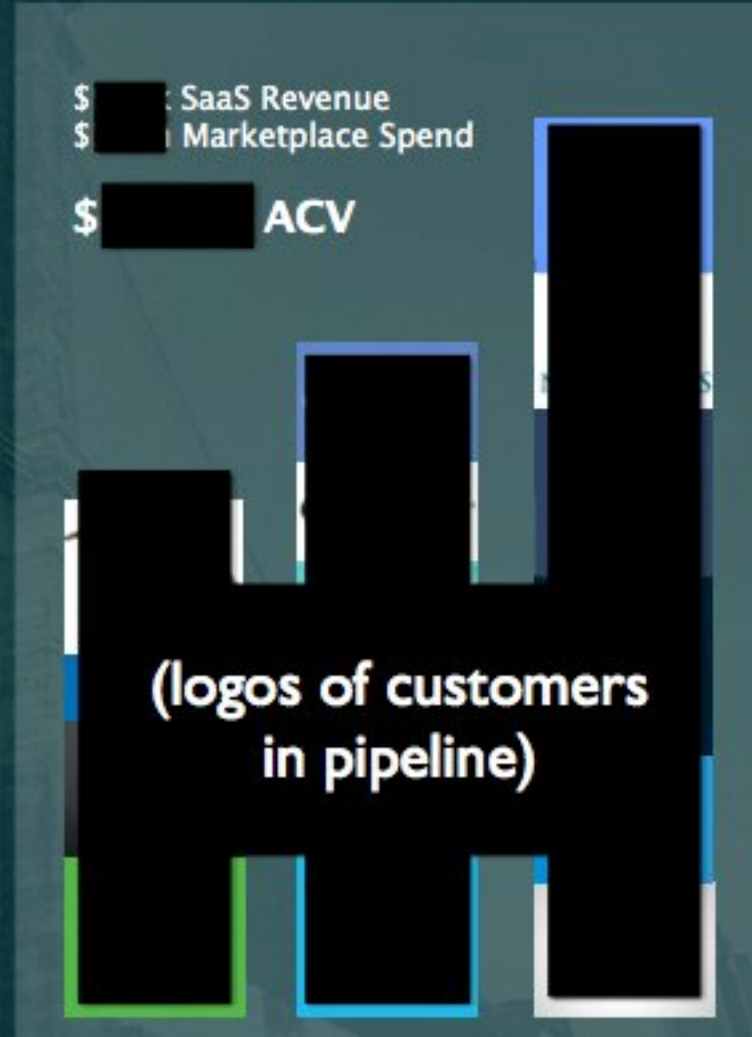
# Will end 2014 at \$ [redacted] m

revenue run rate, according to projections.



# Annualized value of customers closing in Q4

(secret sales sauce)



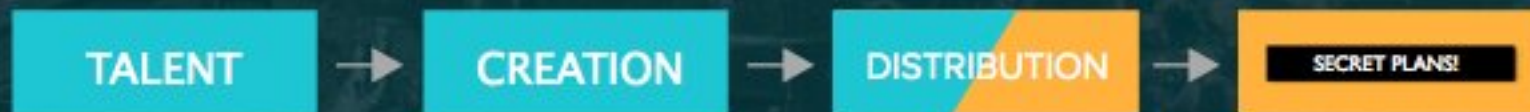
Contently

Our near-term opportunity:

Be the platform for brand content creation.

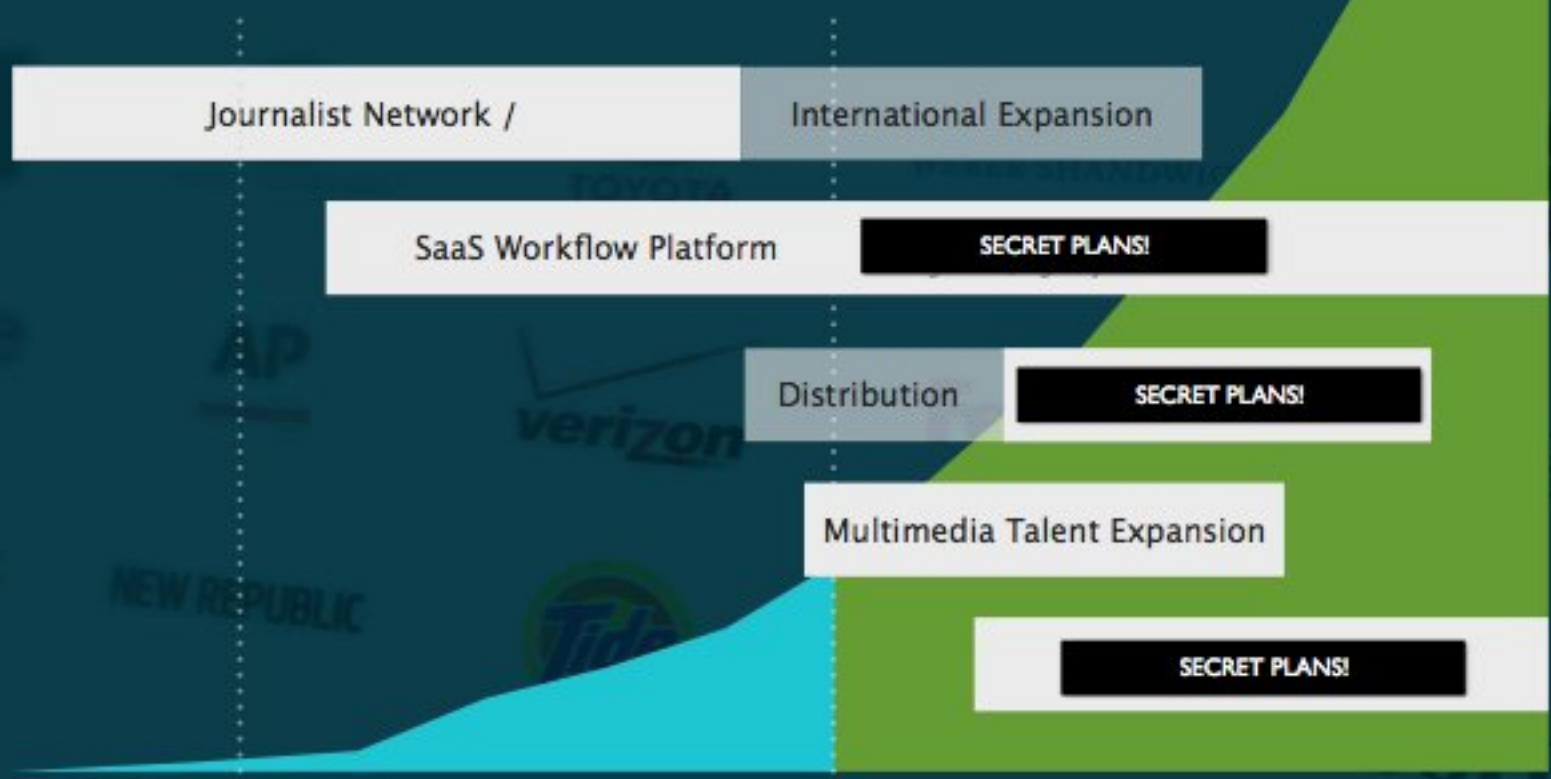
Our goal:

*Own the entire value chain.*



(Our pilot last month brought in \$ [REDACTED] in distribution spend between 3 clients.)

# Here's how we're going to power the brand publishing cloud.



Series A, 1/2012

Series B, 12/2013

We already lead in market penetration because:

**Everyone needs talent, and  
*we have the talent network.***

Our unfair advantage:

**The value chain starts with  
creation.**

## Founders

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**Joe Coleman, CEO**  
(CashCrate > 3mm members)



**Dave Goldberg, CTO**  
(Duke, UPenn, J.D./Business/C.S.)



**Shane Snow, CCO**  
(Columbia Journalism, Wired Magazine)

## Investors

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Lightbank

3.35MM Raised to date



Founder Collective



Contour Ventures  
fVC  
+ Angels

## Key Employees

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Total: 21



**Paul Frederick, VP Product**  
(PayPal, Zong)



**Maxine Friedman, VP BD**  
(Clickable, Syncapse)



**Sanjay Ginde, VP Tech**  
(RoundArch)

## Advisors

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**Scott Belsky**  
(Behance)



**Dharmesh Shah**  
(Hubspot)

## Technology

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Ruby on Rails

postgreSQL

**Contently**  
Tell Great Stories