



Elwood Studio

Simplify Content Creation, Amplify Revenue

founders@elwood.studio • August 2024

Problem

Challenges in Podcast Monetization and Management

- **Revenue Generation Struggles** - Podcasters face significant hurdles in monetizing their content, with limited options beyond basic ads and sponsorships. Many creators struggle to make a sustainable income, despite having a dedicated audience.
- **Complex Video Podcast Management** - Managing subscriptions for video podcasts is cumbersome, with multiple platforms offering inconsistent user experiences. Creators often lack the tools to efficiently distribute, market, and monetize their video content.
- **Fractured Analytics with Limited Insights** - Analytics are scattered across platforms, making it difficult for creators to understand their audience and optimize their content based on real data.
- **Fragmented Audience Reach** - Podcasts are scattered across various platforms, making it difficult for creators to grow and engage their audience effectively.
- **Lack of Integrated Solutions** - Existing platforms don't offer a comprehensive, user-friendly solution for both audio and video podcast management, leading to lost revenue opportunities and a fragmented creator experience.

Solution

Unified Platform for Podcast Monetization and Video Management

- **Streamlined Revenue Generation** - Our platform offers multiple monetization options, including subscription models, premium content, and integrated ad placements, empowering podcasters to maximize their earnings.
- **Comprehensive Video Podcast Management** - A single platform to manage, distribute, and monetize both audio and video podcasts seamlessly, ensuring a consistent and professional user experience.
- **AI-powered Analytics & Insights** - analytics & insights system combines data and an understanding of the content to provide creators with actionable insights to optimize their content strategy, understand audience behavior, and drive growth.
- **Audience Growth and Engagement Tools** - Advanced analytics and marketing tools help creators understand their audience better, optimize content, and drive higher engagement and subscriptions.
- **Integrated, User-Friendly Solution** - A unified platform that combines audio and video podcast management, simplifying the creator workflow and unlocking new revenue streams through innovative subscription models and personalized content offerings.
- **Open Source** - Your audience & content is never locked into a walled garden

Opportunity

Content creators need more monetization opportunities

- **Subscriptions** - 84% of podcast listens are not paid for by the listener¹
- **Video Podcasts** - Only 17% of podcasts offer a video version of episodes², while nearly half of listeners would prefer to consume video³
- **Global Podcast Market** - Expected to reach \$102.00 billion by 2030, growing at a 27.6% CAGR from 2023 to 2030⁴.
- **US Podcast Ad Revenue** - Surpassed \$2 billion in 2023, expected to hit \$4 billion by 2025⁵.
- **Listener Growth** - The number of monthly podcast listeners world wide is projected to exceed 500 million by 2025⁶.

Product

Key Features

- **Video and Audio Integration** - A fully integrated platform that allows creators to manage, distribute, and monetize both video and audio content, ensuring consistency and maximizing revenue potential.
- **AI Assisted Content Creation** - AI powered assistant that help users edit and generate new media based on existing content library.
- **User Engagement and Retention** - Tools to increase user engagement, such as personalized content suggestions, exclusive content access, and interactive features, all aimed at boosting subscriber retention and lifetime value.
- **AI Analytics & Insights** - Combines multiple streams of analytics data and an AI knowledge system trained on user content, to provide creators with actionable insights to optimize their content strategy, understand audience behavior, and drive growth.
- **Enhanced Monetization Tools** - Creators can easily implement subscription tiers, offer premium content, and leverage targeted ads, all within the same platform, to maximize their revenue.
- **Unified Hosting & Subscription Management** - A single platform where users can subscribe to both audio and video podcasts, offering a seamless experience and eliminating the hassle of managing multiple platforms.

Business Model

Revenue Streams

- **Revenue from Subscriptions** - Earn a percentage of subscription fees or a per-subscription fee based on creators choice, aligning incentives for platform growth.
- **Ad Revenue** - Generate revenue through targeted advertising across both audio and video content, shared with creators to incentivize quality content production.
- **Marketplace Dynamics** - Foster a vibrant ecosystem where creators are motivated to produce top-tier content, and consumers are driven to subscribe, ensuring a sustainable revenue model for all parties.
- **Additional Revenue Streams** - Explore additional revenue streams such as premium content, live events, and creator merchandise, providing creators with multiple income sources

Team

Travis Kuhl travis@elwood.studio

- Former Director of Technology for Team Coco, Conan O'Brien's digital media company
- More than 15 years of experience building technology in the Media & Entertainment space.
- 2x Emmy Award winner for "Outstanding Creative Achievement In Interactive Media Within An Unscripted Program" (2018) & "Outstanding Creative Achievement In Interactive Media" (2012). Nominations in 2019, 2016 & 2013 for "Outstanding Interactive Program"

Thank You!

founders@elwood.studio