



# You've never taken a trip like this

Location-based audio stories for road trips.

# Opportunity

America is filled with fascinating stories and travelers eager to hear them.



How many times have you driven past a small town and **wanted to know more?**



Any **journey can be enhanced** with fascinating stories about the places you're driving through.



60% of Americans plan to travel more in 2021 than 2019.





# The Solution



Entertaining audio stories based on your **GPS location**



**Comprehensive coverage** with 8500+ stories across the US



Reveal your **hidden surroundings**

# Why now?

## Road Trips

“  
*The great American road trip is more popular than ever.*

**Forbes**

## Audio Popularity

“  
*Consumers are spending 30% more time listening to spoken word audio.*

**Venture  
Beat**

## RV Industry is Booming

“  
*46 million Americans plan to take an RV trip in the next 12 months.*

**RV INDUSTRY  
ASSOCIATION**

## Younger Generations

“  
*Gen X and Y are going full Clark Griswold on the roadways of America.*

**THRILLIST**

# Market Size

TAM = 227M Drivers Licensing in US x \$50  
Annual Subscription

SAM = 100M Vacationing Adults in US x \$50  
Annual Subscription

Projected Revenue  
**\$120M** in 2025



SAM  
**\$5B** (USA)

TAM  
**\$11B** (USA)



# HearHere is a location-based audio app for road trips.

Take your journey to the next level with 8500+ stories across the US.

- Automatically plays nearby stories - it's a whole new dimension for road trips.
- Narrated by some of your favorite voices like Kevin Costner, Phil Jackson, Chuck Leavell, John Lithgow, & more.
- Wide variety of content types like Colorful Characters, Natural Wonders, Sports, & Music.

# Team



**Woody  
Sears**

Co-Founder, CEO

iStoryTime Founder  
(acquired by Cupcake Digital)  
18 years in mobile software



**Bill  
Werlin**

Co-Founder, Content

Ex-President @ The North Face  
Ex-GM @ Patagonia Japan  
Ex-GM @ Burton Japan



**Kevin  
Costner**

Co-Founder

Academy & Emmy Award Winning Actor/  
Director  
Producer & Musician



**Sean  
O'Brien**

CMO/CTO

Inc. 5000 CMO  
Stanford/Wharton



**Bryce  
Shawcross**

Art Director

Ex-Tesla, Faraday Future, & Canoo  
Art Center College of Design



Faraday Future



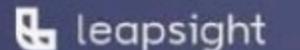
ArtCenter



**Frank  
Travieso**

Senior iOS Developer

Ex-Mammoth Media, Leapsight, & Disney



# Business Model

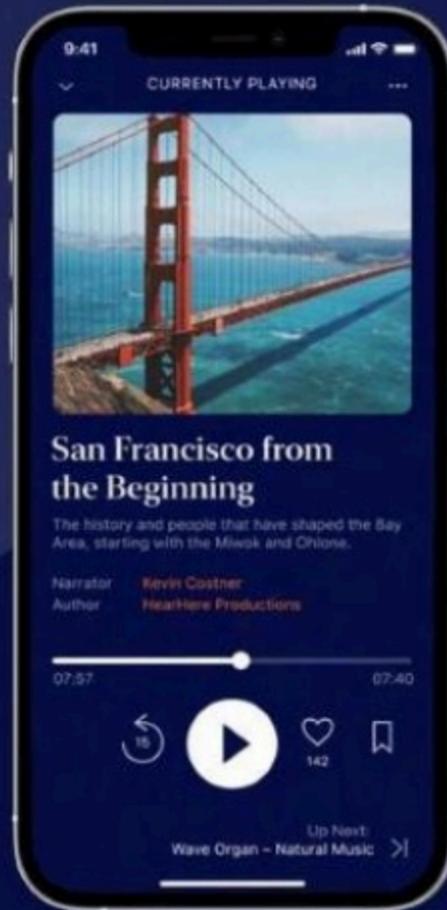
## Create



### Content Team

22 researchers, writers, editors, and narrators

## Experience



## Amplify



## Monetize

**30 Day — \$29.99**

One-time Payment

**1 Year — \$35.99**

Annual Subscription

**3 Year — \$69.99**

One-time Payment

# Press

“The two ventures are the latest additions to one of the hottest sectors in entertainment, audio, and podcasts.

**Forbes**

“Want to take a road trip with Kevin Costner? Investors are betting you will.

**TC TechCrunch**

“... will broaden your road trip horizons significantly.

**URBANDADDY**

**Southern Living**

**TRAVEL+  
LEISURE**

**iHeart  
RADIO**

**Sunset**

**msn**

**MENTAL FLOSS**

**BUSINESS  
INSIDER**

**goop**

**Outside**

**HAGERTY**

**NBC**

# Competitive Advantage

"HearHere could be the biggest thing I've ever been a part of."

— Kevin Costner



Strategic Partnerships



First Nationwide Platform



8500+ Stories & Growing



Original IP

# Investment

## Institutions

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Cooley



Yellow Accelerator  
by Snap Inc.

CAMPING  
WORLD



AIRWING VENTURES

## Angels

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### **Matt Rutler**

EVP @ Masterclass  
Early investor in MC &  
Cameo

### **John Glanville**

CEO @ Maps.com  
Tech Coast Angels  
Pasadena Angels

### **Kevin Norris**

Ex-AMEX Customer  
Experience

### **Nathan T. Chiaverini**

SVP, Portfolio Manager @  
PIMCO

### **Razvan Romanescu**

CEO @ 10pmCurfew  
Co-Founder @ Memes.com

### **Sean O'Brien**

Inc 5000 CMO  
Partner @ NextGen Venture  
Partners

### **Andrew Weber**

CEO @ Grayl

### **Stan Isayev**

CFO @ Bloomberg

### **Eric Ritvo**

Partner @ NextGen  
Venture Partners

### **Tina Fitch**

Lightspeed Ventures Scout  
Kamanu Ventures

# Strategic Advisors



Jon  
Bassett

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Managing Partner @ NextGen Venture Partners



Jackie  
Kapur

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Ignition Capital

Former Division CFO @ Bloomberg



Kevin  
Norris

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Partner @ Spark Digital

Ex-AMEX Digital & Customer Experience



Sean  
O'Brien

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CMO @ Modloft (Inc 5000)

Partner @ NextGen Venture Partners



Thomas  
Meyer

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Ex-Sonos Global PR Director



Travis  
Brodeen

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3x CTO

Founder @ Newchip Accelerator

# Appendix

# In The News



# Ad Creative



# Our Inspiration

Humans are moved by stories.

Stories that make us laugh and cry. That move us to come together and do amazing things. Since the dawn of time, stories have been the way in which values and knowledge are passed from one generation to the next – each adding their wisdom and experience along the way.

It's time to connect with the sum of our experience, to enrich our lives with the stories of today, and to inspire the great storytellers yet to come.