

**KYRA**

the **home** of **creators**

# the **home** of **creators**

**empowering, growing**  
and **partnering** with  
brands on social

kyra is a new age media company made of up of next gen digital creators. we're on a mission to produce best-in-class social content geared for gen z, while enabling a world for creators to do the same.



**gen Z loyalty**

**10B+**

total views in 2021



**engaged fans**

**1B+**

engagements in 2021



**mass reach**

**100M+**

gen-z reach

founders with a  
***track record***

8 years experience in  
tech, creators & content



***DEV***

CEO &  
CO-FOUNDER  
LDN  
FORBES 30U30



***NICK***

COO &  
CO-FOUNDER  
LDN/NYC  
FORBES 30U30

the **kyra**  
creative **empire**

a content ecosystem  
that **engages gen z** and  
**inspires creators** at  
every touchpoint



**KYRA**  
originals

a collection of  
owned & operated  
tiktok publications



**KYRA**  
platform

transforming how  
brands & creators  
partner on tiktok



**KYRA**  
profile

globally recognized  
gen z creators,  
managed by kyra



**KYRA**  
studios

creative &  
production services  
fueled by gen z  
expertise

our ecosystem works in harmony to **supercharge** our gen z know-how

cross-pillar learnings & strategy



### *leading with tiktok*

Our Originals channels have captivated a generation on TikTok, so we know what it takes to stop scrolls.



### *creators at the heart*

Our creator partnerships have proven results, showing that Gen Z trusts a creator's voice above all else.



### *building creators' empires*

We've turned TikTok creators into business empires, so we know what it takes to build a creator business.



### *formats that engage*

We create everything from low-fi TikTok content to high-res YouTube productions, getting Gen Z thumbs to stop scrolling.

# the tech that's keeping us **on the pulse**



Kyra IQ is the most comprehensive creator and trend-based database in the world. Scrubbing info directly from TikTok, it tracks millions of creators and billions of data points 24/7 to keep our creative & partners informed.

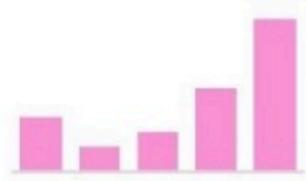
## # trends



Trending Hashtags



Trending Conversations



Trending Audio



\* **Billions** of Trending Topics

● Deep Competitive Analyses

\* Weekly Trend Reports

## ★ creators



@jessiemaalonzo  
Jessie



@lilcallo  
Callum



@tegaalexander  
Tega



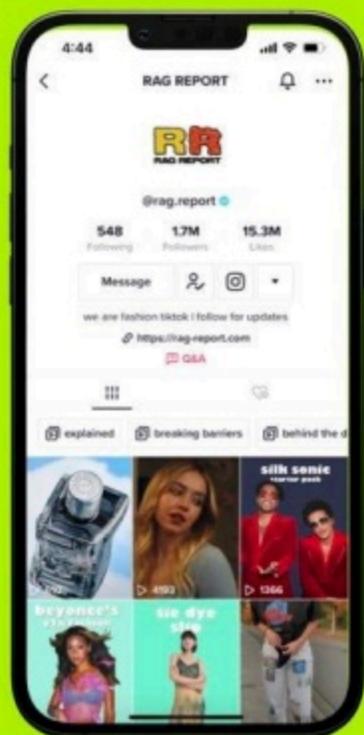
\* **285M+** creators tracked

\* Discover New Talent

● Find Lookalike Talent



our product suite **authentically connects** your brand to a digital generation



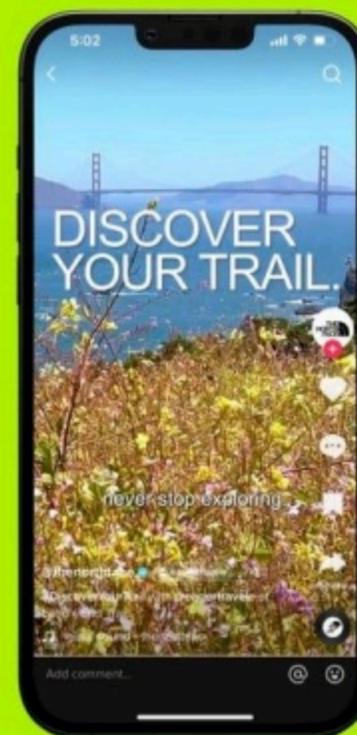
**content integrations**

Integrate into one of our premium TikTok first publications



**creator campaigns**

Building a cohesive campaign across creator's social channels



**social production**

Producing innovative content for your social channels



**channel management**

Give us the reins to your TikTok channel and we'll make it thrive

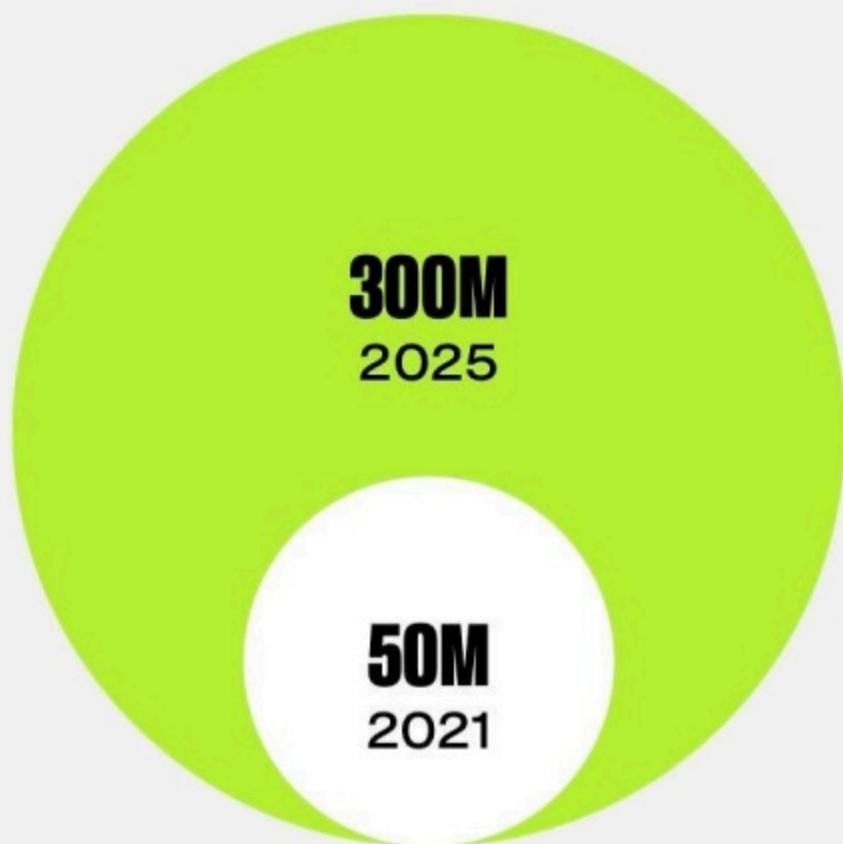
we are building  
***the home for  
creators***

a place to ***make money, get paid,  
grow audience*** and ***build network***

the **creator** economy is seeing explosive growth



*no of creators globally*



*brand spending on creators globally*



generating consistent income is a **difficult process** for creators

- \* finding partnerships
- \* growing their audience
- \* pricing content
- \* legal contracts
- \* communicating with brand
- \* getting paid
- \* lack of community



the solution will  
**drive value**  
**immediately**

- \* global brand campaigns
- \* trending & growth tools
- \* data led pricing
- \* standardized legals
- \* streamline brand communication
- \* immediate payment
- \* part of community



kyra has paid out  
**\$5M in 12**  
**months** to creators

*monthly creator payouts*



kyra has built trust with the **most renowned brands** in the world

Calvin Klein

CONVERSE

crocs

ebay

LUXOTICA



prime video



SENNHEISER

FARFETCH



Levi's

LinkedIn

STEVE MADDEN



Walmart

yahoo!

proprietary  
technology that  
**powers**  
creators & brands



**kyra IQ**

*the most comprehensive creator and  
trend-based database in the world*



**RICOCHET**

*AI growth & optimisation tool*

no one is successfully servicing  
**both sides of the marketplace**

*management services/MCN*

*influencer management platforms*

*focused on the creator*



*available to all creators*



*global brand relationships*



*tech enabled*

