

# our opportunity\_

Gen Z lacks a designated source of business news and education

**Gen Z**

**Millennial**

**Legacies**

?

 MORNING BREW

**cheddar  
news**

 BUSINESS  
INSIDER

**Forbes**

**WSJ**

 **CNBC**

01

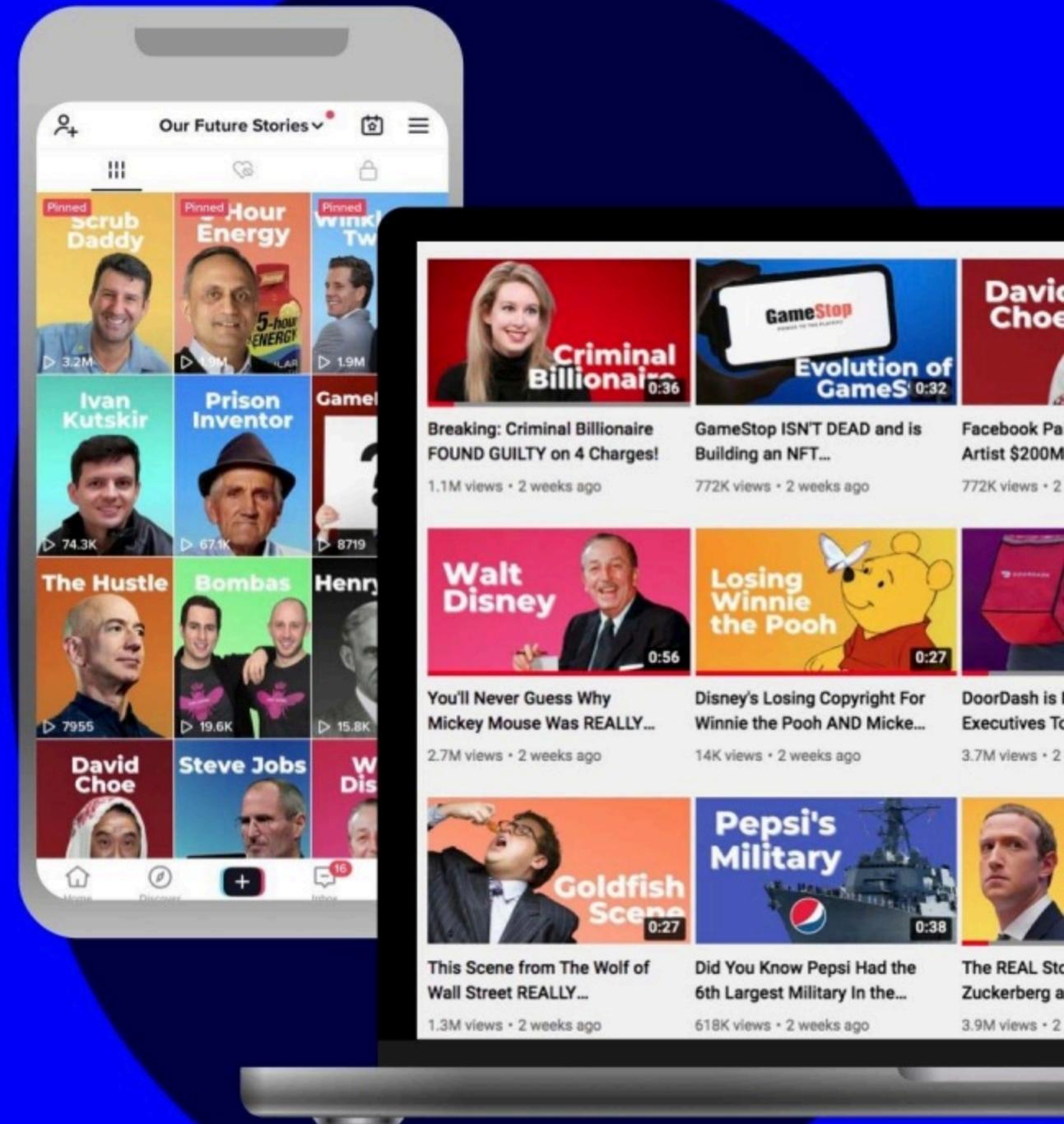
ourfuture\_

# ourfuture\_

## How the next generation learns about business

- Market leader in short-form video business content
- 500M Total Views (Oct '21 – March '22)
- 500K+ Cross-Platform Subscribers
- Advertisers include Hubspot, Start Engine, Morning Brew

[Experience our content](#) 



# ourtraction\_

Category leading viewership & engagement



**500M+**  
Views Oct - Mar

**500K+**  
Combined Subs

**40.4%**  
Returning Viewers

Platform Viewership Breakdown: 67% YouTube, 30% TikTok, 3% Instagram

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# ourtraction\_ (YouTube)

We are YouTube's category leader in short business videos

Your channel got 409,025,939 views in the last 365 days



## Realtime

Updating live

251,604

Subscribers

SEE LIVE COUNT

3,009,582

Views · Last 48 hours



Top videos

-  Is Vladimir Putin Richer...
-  Mikhail Khodorkovsky ...
-  Here's How Sir Dave Br...



Our Future 2 weeks ago (edited)

WE ARE #6 TRENDING ON THE YOUTUBE HOMEPAGE TODAY!

In the video, Our Future creator Jackson Kessler reports on DoorDash's controversial policy to require all employees, including executives, to make one delivery per month...

Read more

#6 ON TRENDING

DoorDash is FORCING Their Executi

476,656 views · Jan 5, 2022



Our Future

126K subscribers

DoorDash is FORCING Their Executives

Video Host: Jackson Kessler

SHOW MORE

5.2K 170

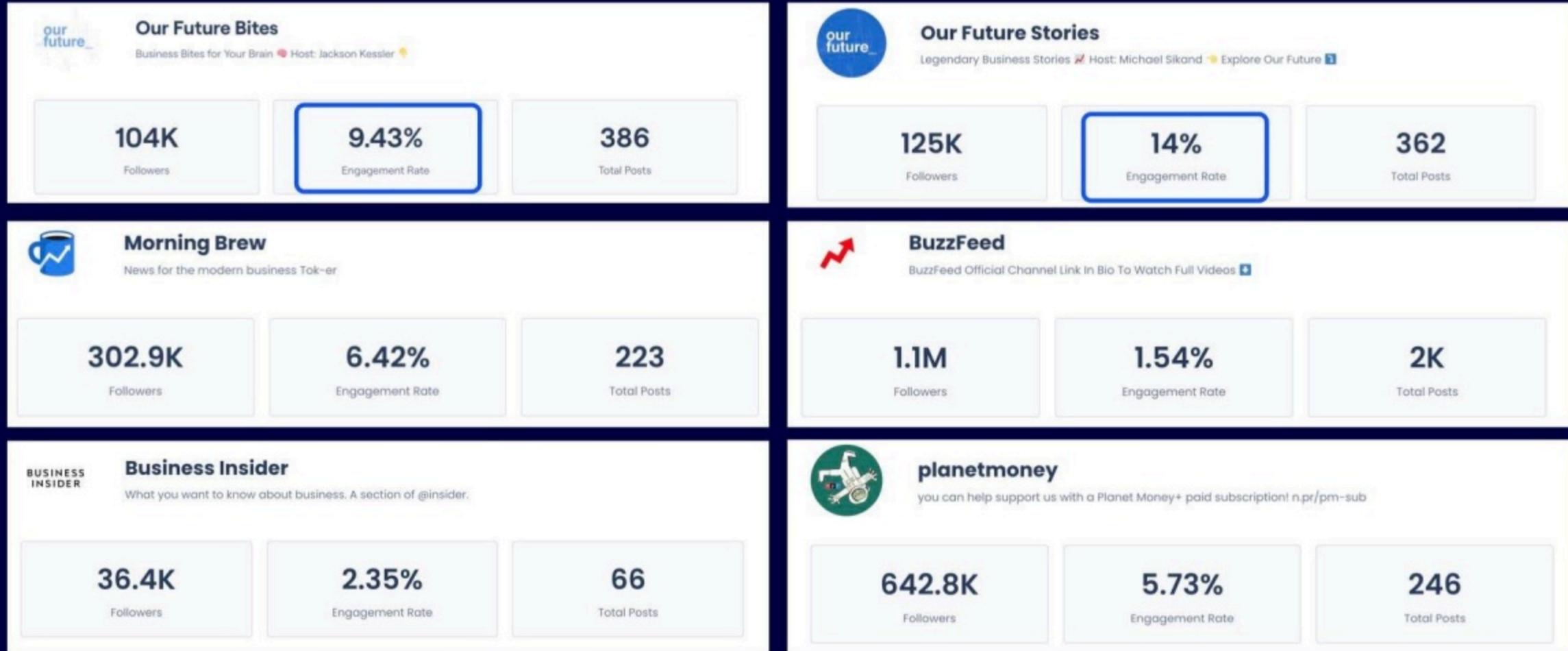
Two features on YouTube Explore

04

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# ourtraction\_ (TikTok)

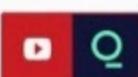
Our TikTok content stands out from the competition



\*TikTok Engagement Rate (ER): TikTok Engagement Rate is calculated as the sum of likes, comments, shares and divided by the number of views.

# ourengagement\_

Our videos boast industry leading engagement metrics and keep viewers coming back

PROFILE	COMMUNITY SIZE	POSTS	TOTAL INTERACTIONS	ENGAGEMENT RATE (ER)
 <b>Our Future</b> @ourfuture	166,000 Subscribers	60	5,929,837	59.54%
 <b>Vox</b> @vox	10,200,000 Subscribers	24	799,424	0.33%
 <b>Business Insider</b> @UCcyq283he07B7_KUX07mmtA	5,870,000 Subscribers	50	902,994	0.31%
 <b>Bloomberg Quicktake</b> @bloombergnews	2,990,000 Subscribers	37	168,537	0.15%
 <b>VICE</b> @vice	15,200,000 Subscribers	60	714,647	0.08%

Returning viewers 🕒 <b>18.9M</b>	Unique viewers 🕒 <b>46.7M</b>	Subscribers <b>+164.4K</b> ↑ 129%
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\***YouTube Engagement Rate (ER)**: the total engagement (likes, comments, and dislikes) divided by the number of videos the profile published. The result is then divided by the number of subscribers, and all multiplied by 100.

# ouraudience\_

Who is paying attention?

**51%**

**U.S. Based**

UK, Canada, and India also represent significant traffic

**87%**

**Male**

Our audience skews primarily male

**40%**

**18-25 yrs. old**

Our primary audience are Gen Z's

**31%**

**25-34 yrs. old**

Our tertiary audience are millennials

# ourvision\_

**We want to replicate our success across every category to dominate business media**

## **Our Future Stories**

General Business



Currently Hosted By  
**Michael Sikand**

## **Our Future Bites**

General Business & News



Currently Hosted By  
**Jackson Kessler**

## **Our Future Crypto**

Gen Z's Web3 Hub



## **Our Future Markets**

Gen Z's Bloomberg



## **Our Future Marketing**

Gen Z's Adweek



## **Our Future Startups**

Gen Z's TechCrunch



## **Our Future Real Estate**

Gen Z's RE Hub



## **Our Future Entertainment**

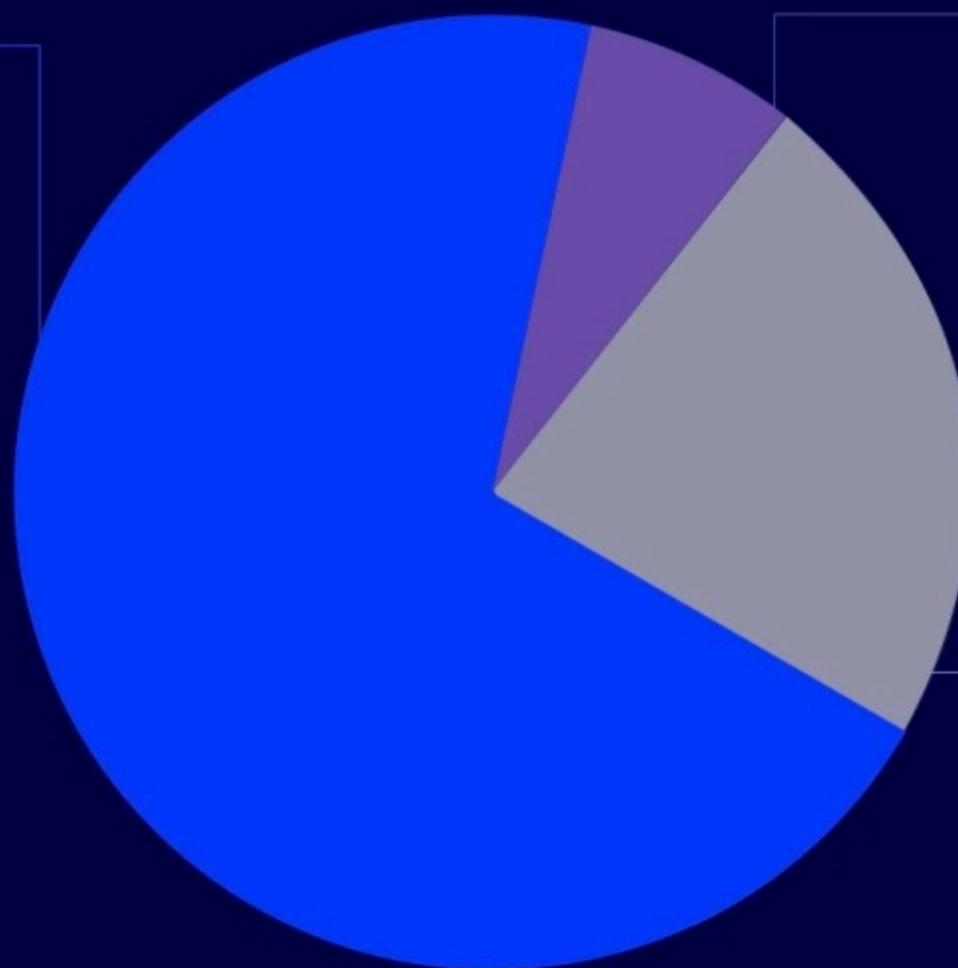
Gen Z's Variety



# ourbusiness\_

## 70% Advertising & Brand Sponsorships

If you want to reach Gen Z, you have to go through Our Future



## 10% Subscription / Events

Integrate exclusive, paywalled content & experiences through paid monthly subscriptions

## 20% Licensing Deals

Co-branded content - partnerships, podcasts, newsletters, events, and original content

HubSpot

MORNING BREW

the HUSTLE

Index Ventures

public.com

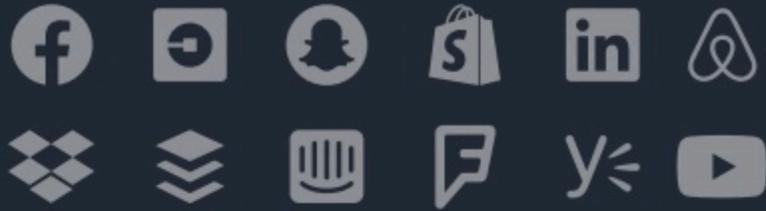
WONDR GAMING

start engine

faves

ourfuture\_

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