



storyboard

Audio as the Next Channel for Enterprise

TryStoryboard.com

Trusted by 1700+ Organizations Globally



What is Storyboard?

Storyboard is a collaborative platform for Enterprises to share secure audio messages for employees.

Using our platform, companies today host:

- Virtual Town Halls
- Employee Trainings
- Team Communications & Interviews
- Updates on Company and Culture



Storyboard is evolving into a multi-channel vehicle for collaboration



Internal Podcasts

Type of Content:

Typically planned and produced.
Interviews, Training, Exec Updates

Frequency and Audience:

May publish weekly, biweekly, or monthly cadence

Audience: Large
(i.e. Full Company, Business Unit)

1:many

Share within Your Team
or Workgroup

Share with the Company
or Business Unit



Audio Messages

Type of Content:

Capture a key message or moment
Take a photo and share. Transcribed.

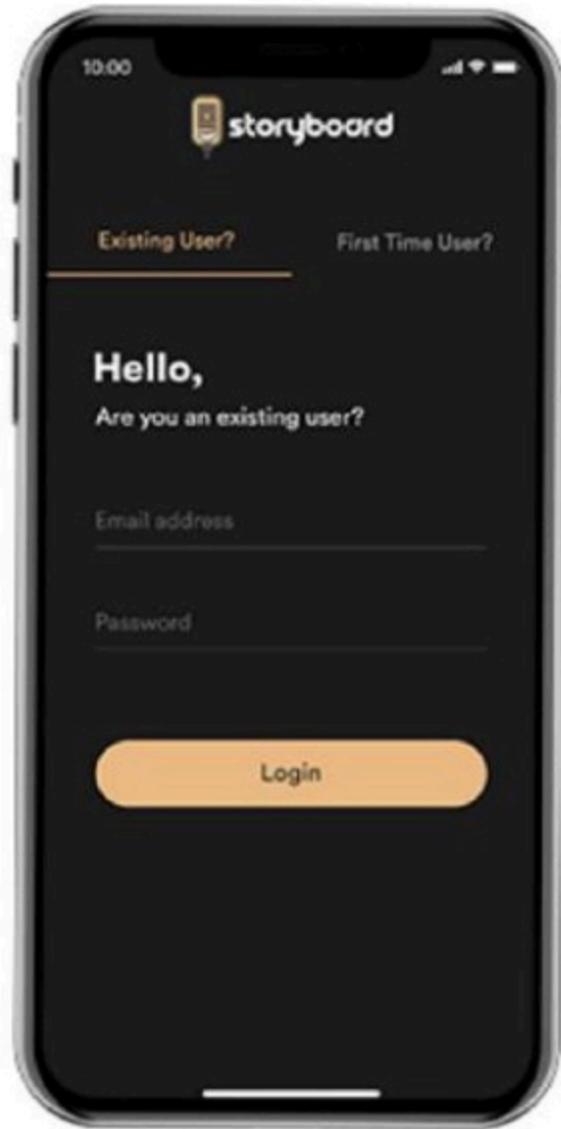
Frequency and Audience:

Record short, in-the-moment audio and
share into colleagues' feeds

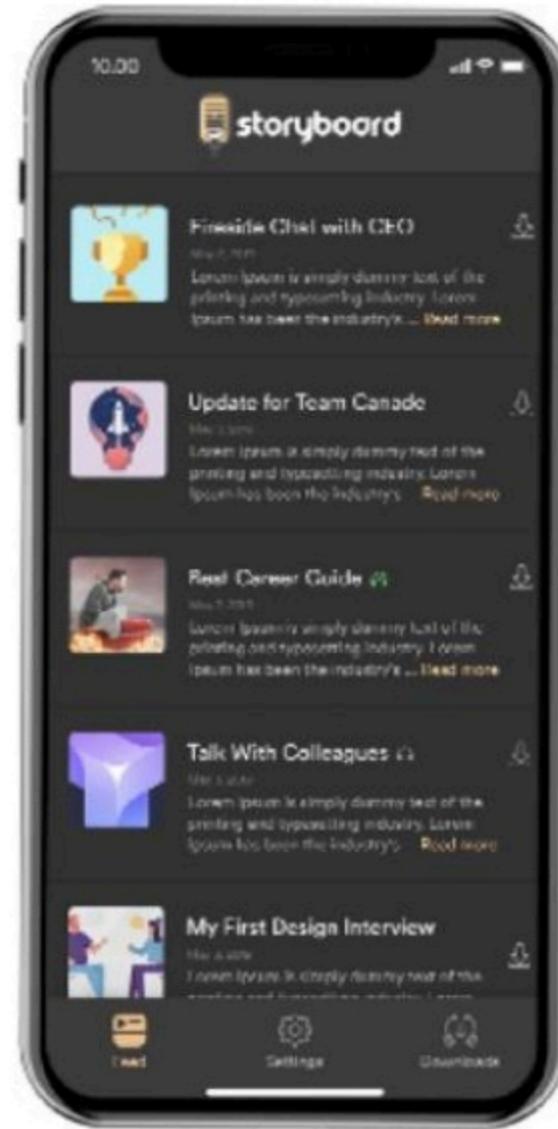
Audience: Small
(i.e. Attendees, Small Team)

1:1 and 1:few

How It Works: Intuitive Audio Experience with Enterprise Security



User downloads Storyboard on iPhone/Android or logs in through web
User is prompted to sign in

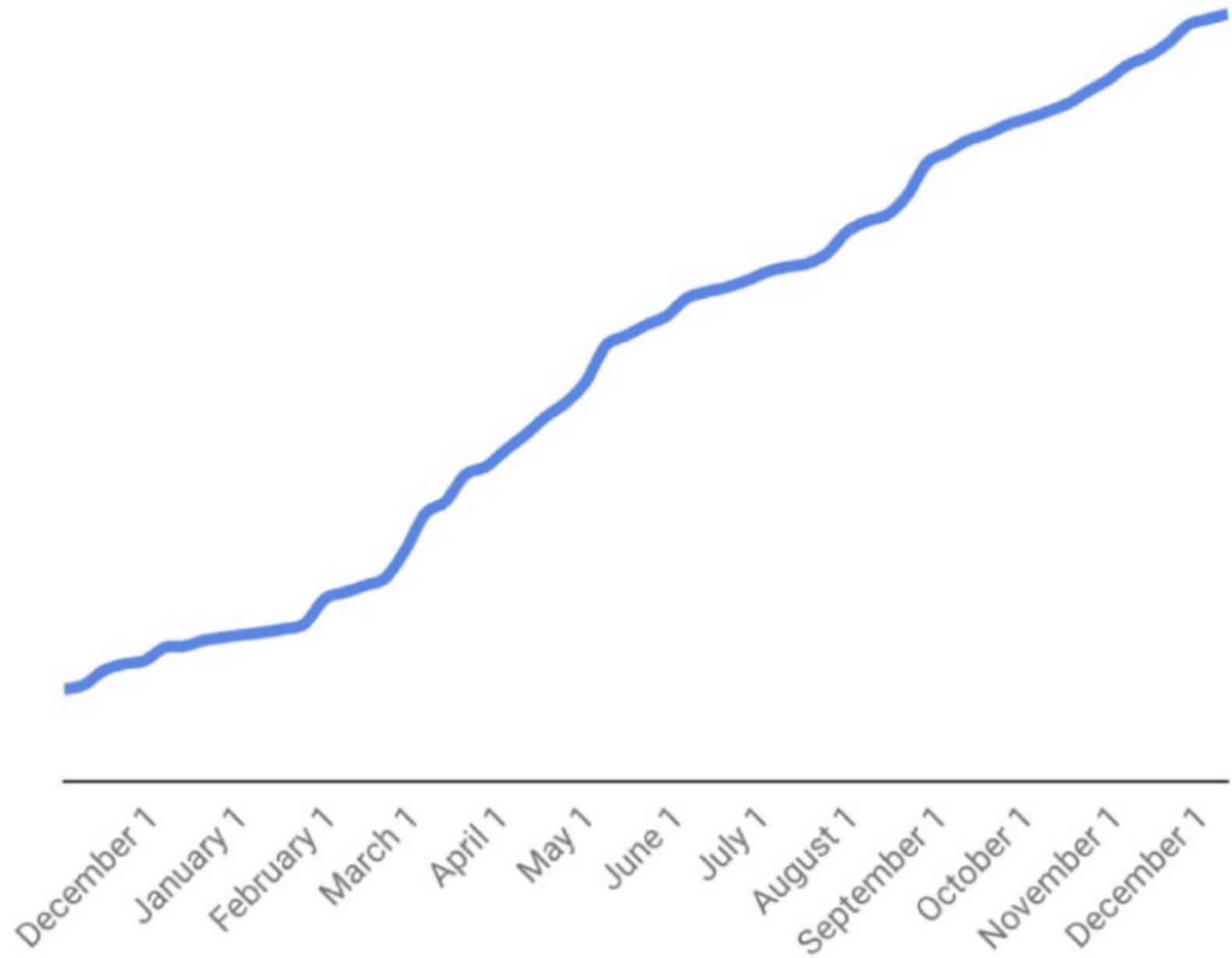


User receives a curated main feed just for their organization. No cumbersome discovery step.



User can open an episode and start playing. Media encrypted audio can be streamed or played offline. Linkable and shareable internally.

Storyboard's Growth: Net Paid User "Seats" Over Time



Storyboard has grown its audience of "paid seats" in two ways:

1. Net new account growth where new customers purchase seats
1. Strong expansion of existing customers within six months of launching SB

How Storyboard is being used today: Core Use Cases

Internal Comms

- Company Updates, Town Halls, Executive Messaging, Culture, etc

Training and Onboarding

- Enablement for all employees and new hires to consume anywhere and any time

Team Specific Comms

- Replace team meetings (Product updates, Competitive landscapes, Sales Wins of the Week, etc)

Deskless Workers

- Easily stay in touch with employees in the field

The demand for internal audio channels is quickly taking shape



Patrick McKenzie

@patio11

If senior executives aren't doing an internal podcast or something with a similar form-factor but video, you sort of have to wonder what would be the marginal thing worth pushing that 30 minutes every week / two weeks off the schedule.

10:46 PM · May 6, 2020 · [Twitter Web App](#)



Kyle Russell

@kylebrussell

Slack should clone Discord Voice Channels.
Just give me Clubhouse with my work team
(We're using Discord for this)

12:13 PM · May 18, 2020 · [Twitter for iPad](#)

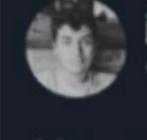


Sonal Chokshi

@smc90

you would be amazed at how many big companies and others have asked me about how to do *internal podcasts* (for their internal comms)

[an underrated and underdiscussed trend!] -->



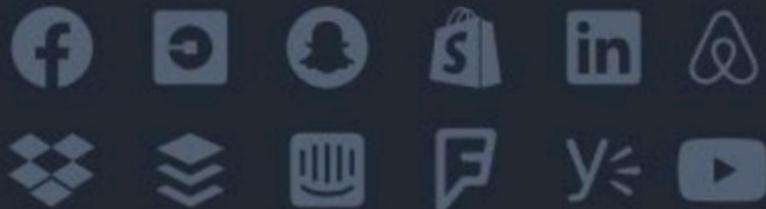
jpa

@josephpalbanese

About to record my first internal podcast for the @stir team! @kushalbyatnal is my first guest and I won't be asking softballs.

A small audience will allow me to go deeper with less pressure. Using @Storyboard_fm to distribute. Has anyone tried this?

8:37 PM · Dec 13, 2020 · [Twitter Web App](#)



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