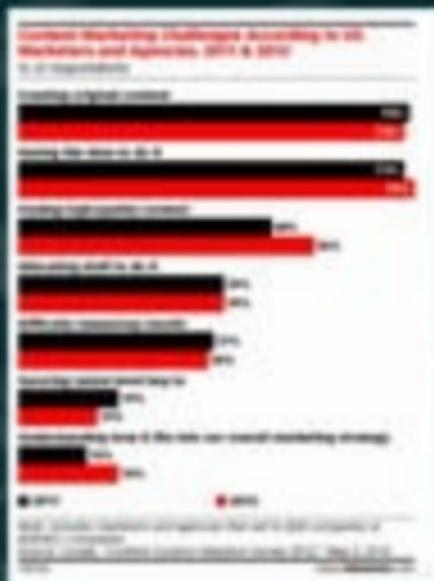


It's 2013.
**Content marketing
is the #1 digital
priority for brands.**

The 20% of brands that have dipped their toes into content marketing are spending \$44 billion on it. 80% of all brands are shifting dollars to content marketing next year.

Creating original content is brands' #1 challenge.



Brands need premium content to succeed, but they're not set up to be publishers.

“Contently is building the technological plumbing that could one day underlie all great brand publishing on the Web (and a lot of traditional publishing as well).”

-Forbes

Contently

Our Platform:

World's largest network of vetted, magazine-quality freelance journalists.



Cloud-based content creation software as a service.

"Contently is the best platform for high-end publishing." 



More than 20,000 journalists with data-rich profiles.



End-to-end content creation suite.



End-To-End Workflow In The
Cloud, Starting at \$3-20k/mo



September 2013



Visualizing The New York City Mayoral Election

Edit Assignment

Use: [User Selection]

Assignee: [User Selection]

Start Date: [Date Selection]

End Date: [Date Selection]

Priority: [Priority Selection]

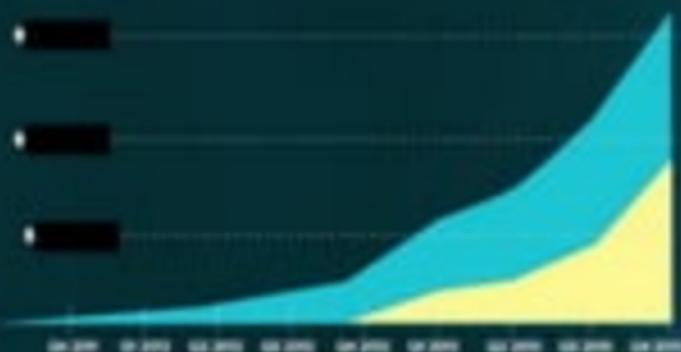
Assign To: [User Selection]

Gross Revenue

Ending 2013 on a \$ [redacted] run rate

SaaS

Added over \$ [redacted] MRR since Jan. Will add another \$ [redacted] in Q4. Currently \$ [redacted] in legal review.



Will end 2014 at \$ [redacted] m

revenue run rate, according to projections.

Annualized value of customers closing in Q4

(secret sales sauce)

1 Last Revenue
1 Marketplace Spend
5 ACV

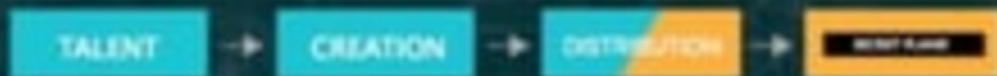
(logos of customers
in pipeline)

Our near-term opportunity:

Be the platform for brand content creation.

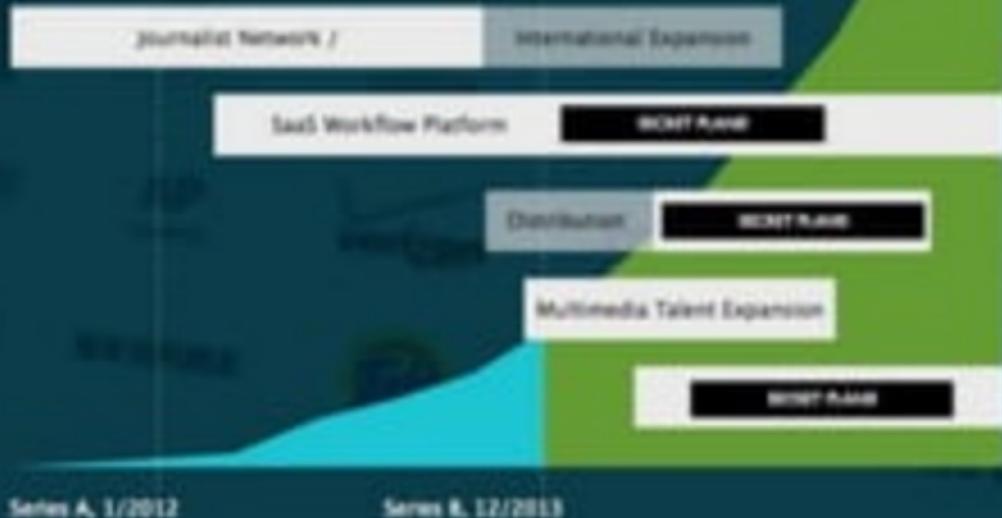
Our goal:

Own the entire value chain.



(Our pilot last month brought in \$ [redacted] in distribution spend between 3 clients.)

Here's how we're going to power the brand publishing cloud.



We already lead in market penetration because:

**Everyone needs talent, and
*we have the talent network.***

Our unfair advantage:

**The value chain starts with
creation.**

Founders



Joe Coleman, CEO
Entrepreneur + Shark Tank Investor



Dave Goldberg, CTO
Entrepreneur, LinkedIn, and Facebook, Inc.



Shane Snow, CCO
Entrepreneur, Entrepreneur, and Entrepreneur

Investors



Lightbank



Founder Collective



Contour Ventures
IVC
+ Angels

Financials

3.15MM Revenue in 2014

Key Employees

Total 10



**Paul Frederick, VP
Product**
Paycom, Inc.



Maxine Friedman, VP BD
Entrepreneur, Entrepreneur



Sanjay Chak, VP Tech
Entrepreneur

Advisors



Scott Behay
Advisor



Dharmesh Shah
Advisor

Technology

Ruby on Rails

postgres

Series B Financing Deck - Confidential

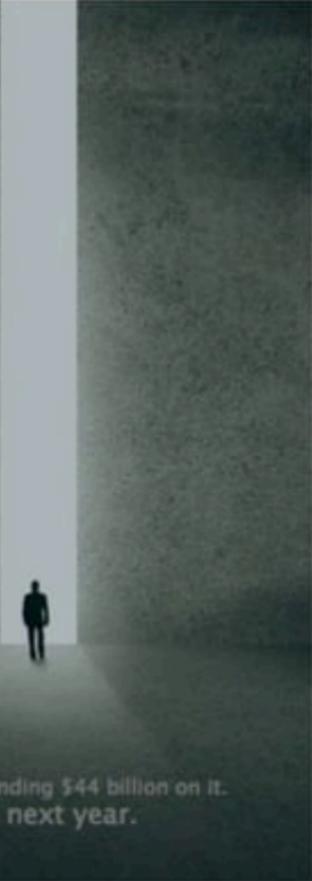
Contently

Powering The Brand Publishing Cloud

(logos of clients)

(logos of clients)

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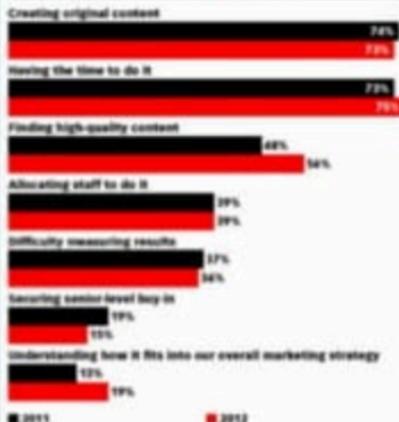
A silhouette of a person stands in a narrow, vertical beam of light that illuminates the floor around them. The rest of the scene is dark and textured, suggesting a large, empty room or a tunnel.

The 25% of brands that have dipped their toes into content marketing are spending \$44 billion on it. 80% of all brands are shifting dollars to content marketing next year.

Creating original content is brands' #1 challenge.

Content Marketing Challenges According to US Marketers and Agencies, 2011 & 2012

% of respondents



Note: includes marketers and agencies that sell to B2B companies or B2B/B2C companies

Source: Contently, "Content Creation Adoption Survey 2012," May 2, 2012

©2012

www.marketing.com

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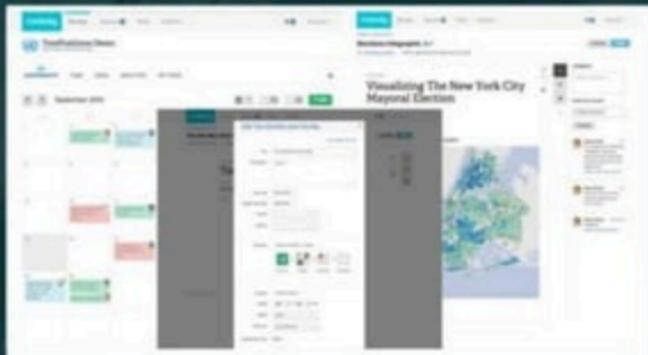


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Contently

20,000+ Journalists in a
Github-like Community

Journalist Profile

Contently Message Account Write Publish

CHRISTOPHER MASON



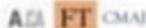
Toronto, Canada
@christophermason



Bio & Awards

Journalist & media leader. Formerly of the Times and Financial Times. Works in Canada & Nigeria. News editing. North American focus for Australia's Business Spectator in Toronto.

Publications



Stats

Clips	36
Works	136
Followers	1,046
Views	100K

Journalist's "Clips"
(past work, from which we extract data)



End-To-End Workflow In The
Cloud, Starting at \$3-20k/mo



September 2013



Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 The Contently Show volume 1	4 State of Content Marketing - Finance	5 State of Content Marketing - Finance	6 Key Steps to Differentiating Your	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Contently Manage Approve Write Portfolio Account

Elections Infographic 1/1

Visualizing The New York City Mayoral Election

By Steve Cook

Work on this! (1) (2) (3) (4) (5) (6) (7) (8) (9) (10) (11) (12) (13) (14) (15) (16) (17) (18) (19) (20) (21) (22) (23) (24) (25) (26) (27) (28) (29) (30) (31)

Priority in New York City

Edit Assignment ✕

[View Assignment](#)

Title State of Content Marketing - Finance Industry Islands

Description who's doing it, how much are they doing it, what's working, where are they planning to invest.

Due Date 2013-09-05

Planned Due Date 2013-09-05

Workflow Default Workflow - 3 Steps

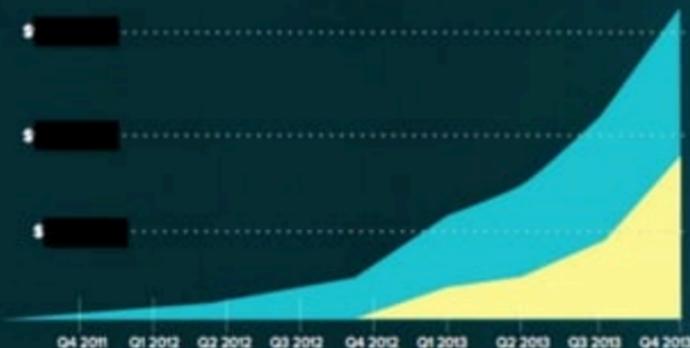
100%
 2 Steps
 3 Steps
 4 Steps

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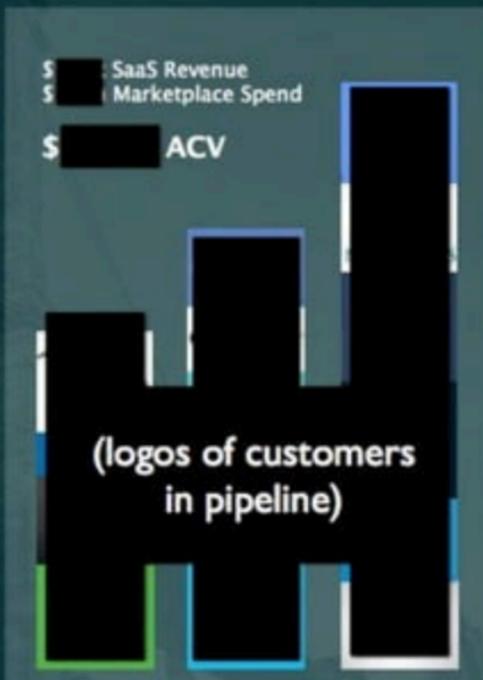


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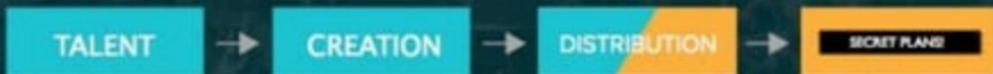


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Joe Coleman, CEO
(CashCrate > 3m members)



Dave Goldberg, CTO
(Duke, UPenn, J.D./Business/C.S.)



Shane Snow, CCO
(Columbia Journalism, Wired Magazine)

Investors



Lightbank



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3.35MM Raised to date

Key Employees

Total: 21



Paul Frederick, VP Product
(PayPal, Zong)



Maxine Friedman, VP BD
(Clickable, Synapse)



Sanjay Ginde, VP Tech
(RoundArch)

Advisors



Scott Belsky
(Behance)



Dharmesh Shah
(HubSpot)

Technology

Ruby on Rails

postgreSQL

Contently
Tell Great Stories