



# INFOGRAPHIC PRESENTATION

Studio Shodwe

Together, we can bridge  
the gap in technology  
access and opportunity.

# AGENDA

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- Our Mission
- The Team
- New Products and Services
- Competitive Analysis
- Competitors
- Size of Market
- Our Numbers
- Path to Integration

## OUR MISSION

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To revolutionise access to ideas and technology, enabling all individuals to realise their full creative potential. Through collaboration, innovation, and a commitment to inclusivity, we strive to create a more equitable and inspiring world.

# MEET THE TEAM

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*Founder & CEO*  
**Henrietta Mitchell**

Henrietta has spent nearly 15 years working with incredible brands to transform their vision and bring products to market. With her keen eye for design and her talent for collaboration, she's helped redefine the way that companies approach creativity and product development.



*Founder & CTO*  
**Matt Zhang**

With a track record of leadership in innovative technologies and finance, Matt is now leveraging his expertise to bring new ideas to the creative industries. As an industry leader, he's dedicated to driving growth and fostering innovation in a sector that is ripe for disruption.



*Advisor*  
**Rufus Stewart**

As a seasoned business advisor, Rufus has helped countless startups launch and succeed in today's competitive landscape. With a deep understanding of the challenges facing new businesses, he's committed to providing the support and guidance needed to turn entrepreneurial visions into reality.



*Chief Counsel*  
**Claudia Alves**

Claudia is a skilled lawyer with a focus on the creative industries. With years of experience navigating the legal landscape of this dynamic sector, she fully understands the concerns and challenges facing the business.

# NEW PRODUCTS AND SERVICES

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# NEW PRODUCTS AND SERVICES

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## *Servicing* **Creative Industries**

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## *Simplifying* **Technology**

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## *Solving* **Affordability**

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## *Innovating* **Creative Finance**

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# PRODUCT #1

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**Analytics-driven / User-friendly / Cloud-based  
AI-powered / Scalable**



## PRODUCT #2

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**Data-driven / Dynamic / Secure / Connected**



## COMPETITIVE ANALYSIS

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We took a step back to survey our industry's competitive landscape, in order to gain insights that would allow us to better serve our clients. We achieved that and also gained a deeper understanding of our place in the creative industry.

# COMPETITIVE ANALYSIS

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## Wardiere Inc.

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12 million monthly active users

Tiered ad brackets

Primarily desktop platform

100 employees

## Hanover and Tyke

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100 million monthly active users

Ad-supported platform

2.9 million podcast titles

7000 employees

## Salford & Co.

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12 million monthly active users

Female content focus

Majority of users are ages 25-34

500 employees

# SIZE OF MARKET

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**1.3B**

**488M**

**228M**

## TAM

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## SAM

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## SOM

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# OUR NUMBERS

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**1 year**  
*in operation*

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**180k**  
*subscribers*

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**3 million**  
*raised*

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**7**  
*employees*

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# OUR NUMBERS

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**1 year**  
*in operation*

**3 million**  
*raised*

**180k**  
*subscribers*

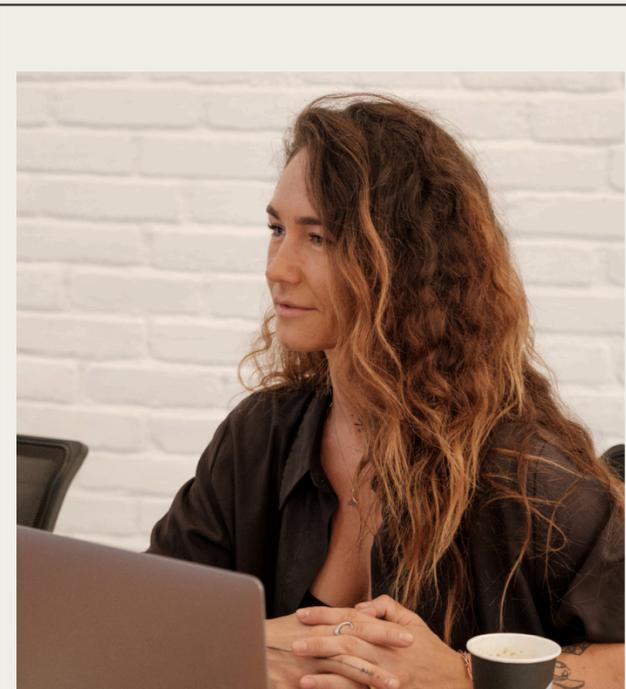
**8**  
*employees*

**54k**  
*MAU*

**7%**  
*churn rate*

**10.8k**  
*DAU*

**44%**  
*NPS*

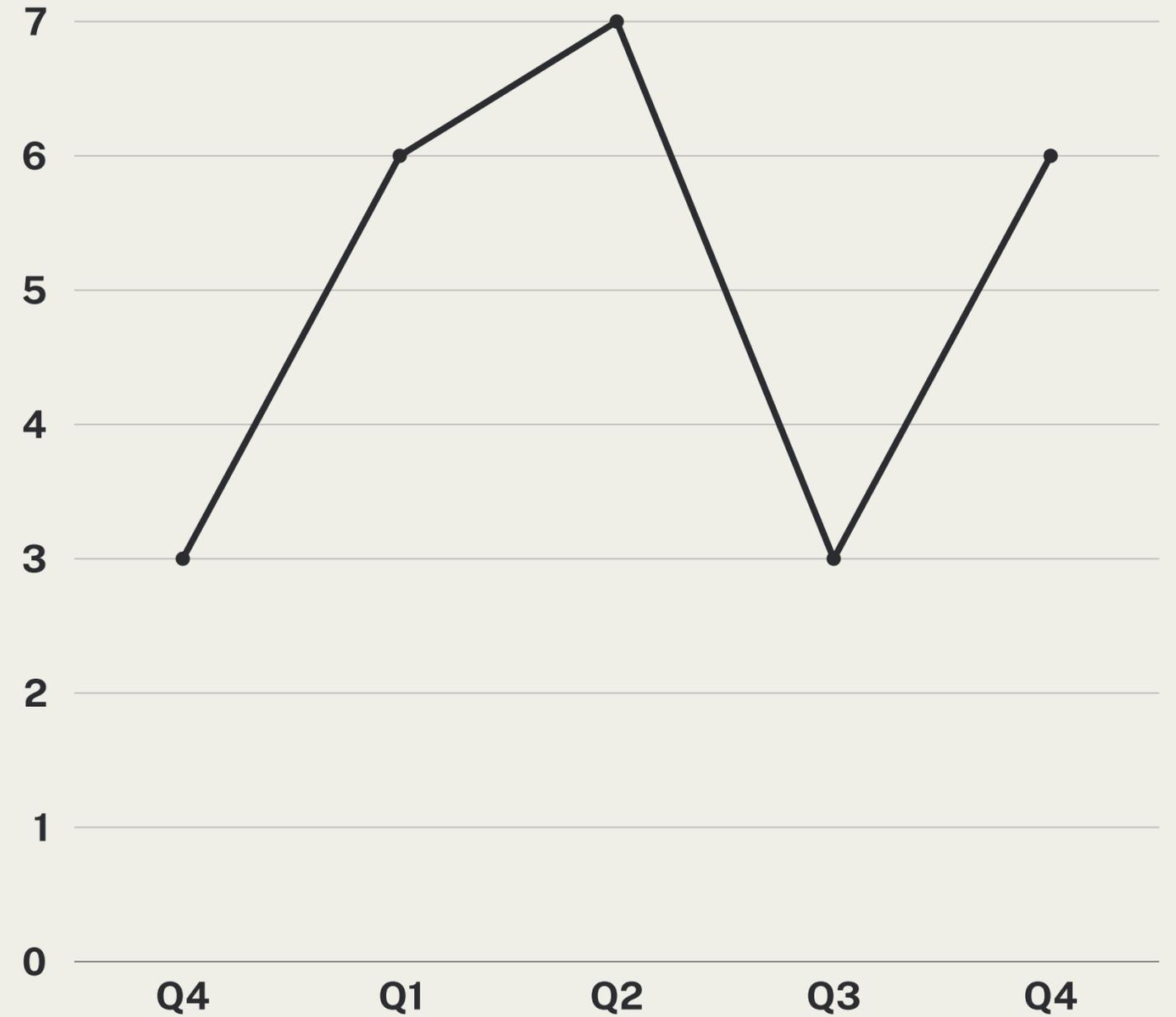


# OUR NUMBERS

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Our revenue projections over the next two years are very promising, with expected revenue tripling from year one to year two.

This growth is a testament to the strength of our product and the dedication of our team to driving success.



# PATH TO INTEGRATION

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## *Adapt* **Q1**

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## *Evaluate* **Q2**

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## *Launch* **Q3**

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## *Monitor* **Q4**

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## *Iterate* **Q1**

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Join us in revolutionising access to ideas and emerging technologies.

# Thank you!

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**NEW BUSINESS OPPORTUNITY**

Henrietta Mitchell, Founder & CEO

Matt Zhang, Founder & CTO

13 September, 2023

Ingoude  
Company 