



Organically Grow

by Repurposing Content at Scale



Problem

Organically growing an audience is hard.



Creators struggle to **reach** new audiences and **grow consistently**



Repurposing content into social media clips is **time intensive**



It's **difficult** to gauge which clips will **perform the best** on all platforms



Solution



Automatically
generate clips using
machine learning



Predict which clips will
perform the best on
different platforms



Optimize content
distribution with our
Smart-Calendar



Business Model



Software-as-a-Service



Multi-tiered subscription model



Market Size



Assumptions:

- 32.5 Million SMBs in USA
- 9.1 Million C-Corps and S-Corps
- 82% of companies employ content marketing (Hubspot)
- \$50/month subscription

CAGR: 16.37%, Podcasting CAGR: 31%



Competition Matrix



	Clips AI	vidyo.ai	Qlip	Editors
Automated Clipping	✓	✓	✓	
Performance Prediction	✓			
Smart Scheduling	✓			
Affordability	✓	✓	✓	
Editing Software	✓	✓	✓	✓



Go-to Market Strategy



Content Marketing

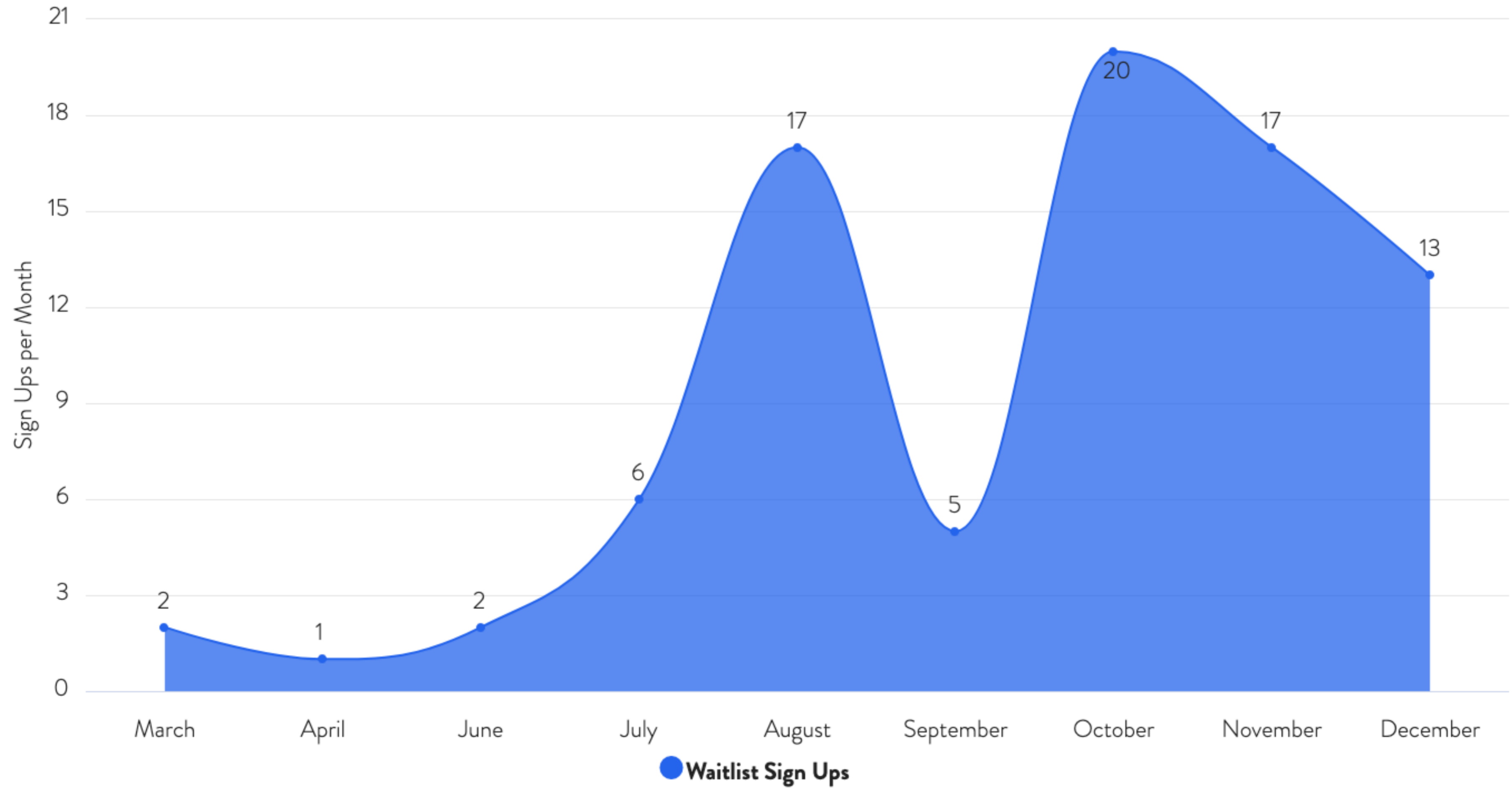
1. Enhanced SEO through blogs
2. Brand building through podcasts and social media



Referral System

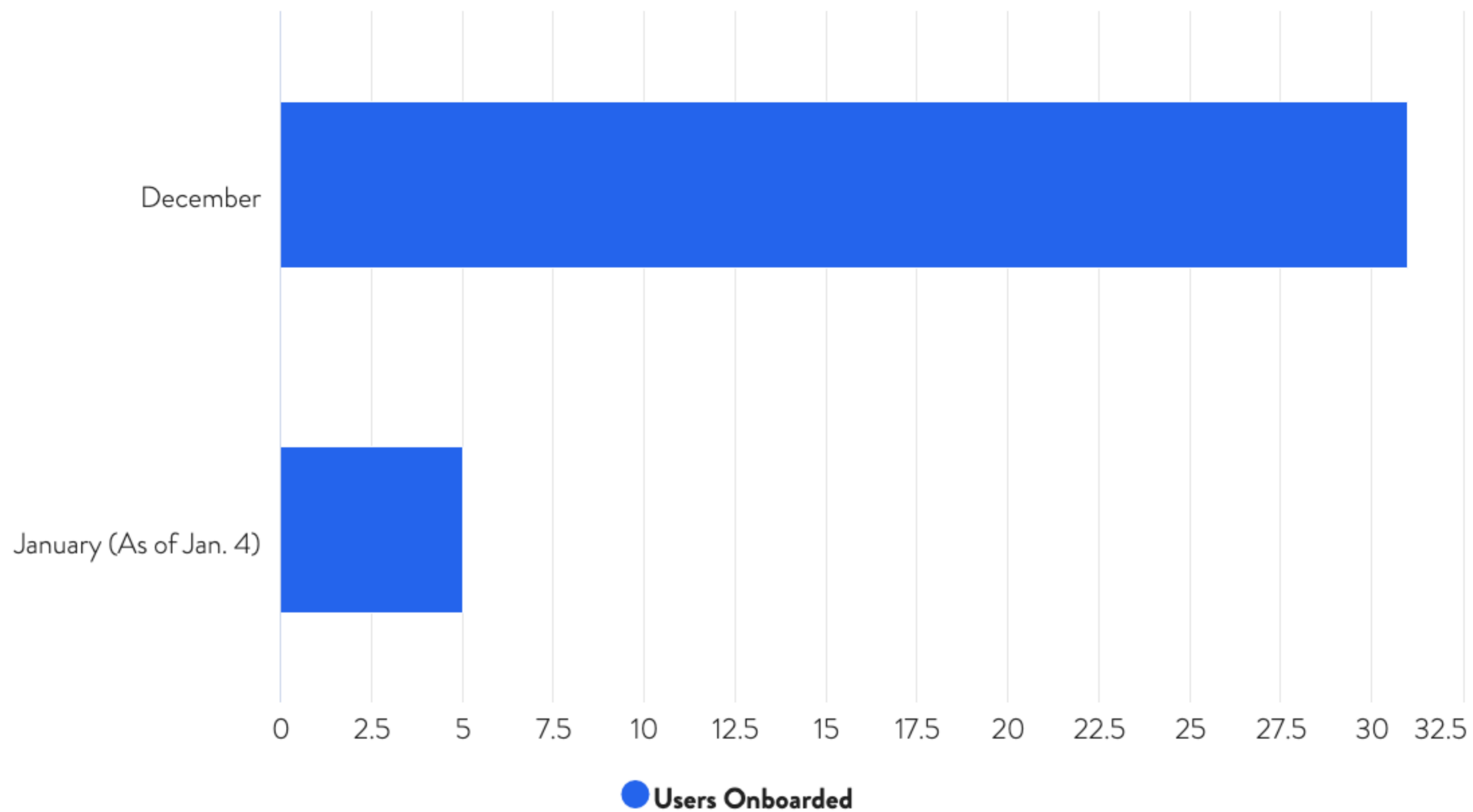
1. Aggressive discounts for users that refer other people
2. Watermarks on clips generated for free plan

Traction





Traction





Why Now



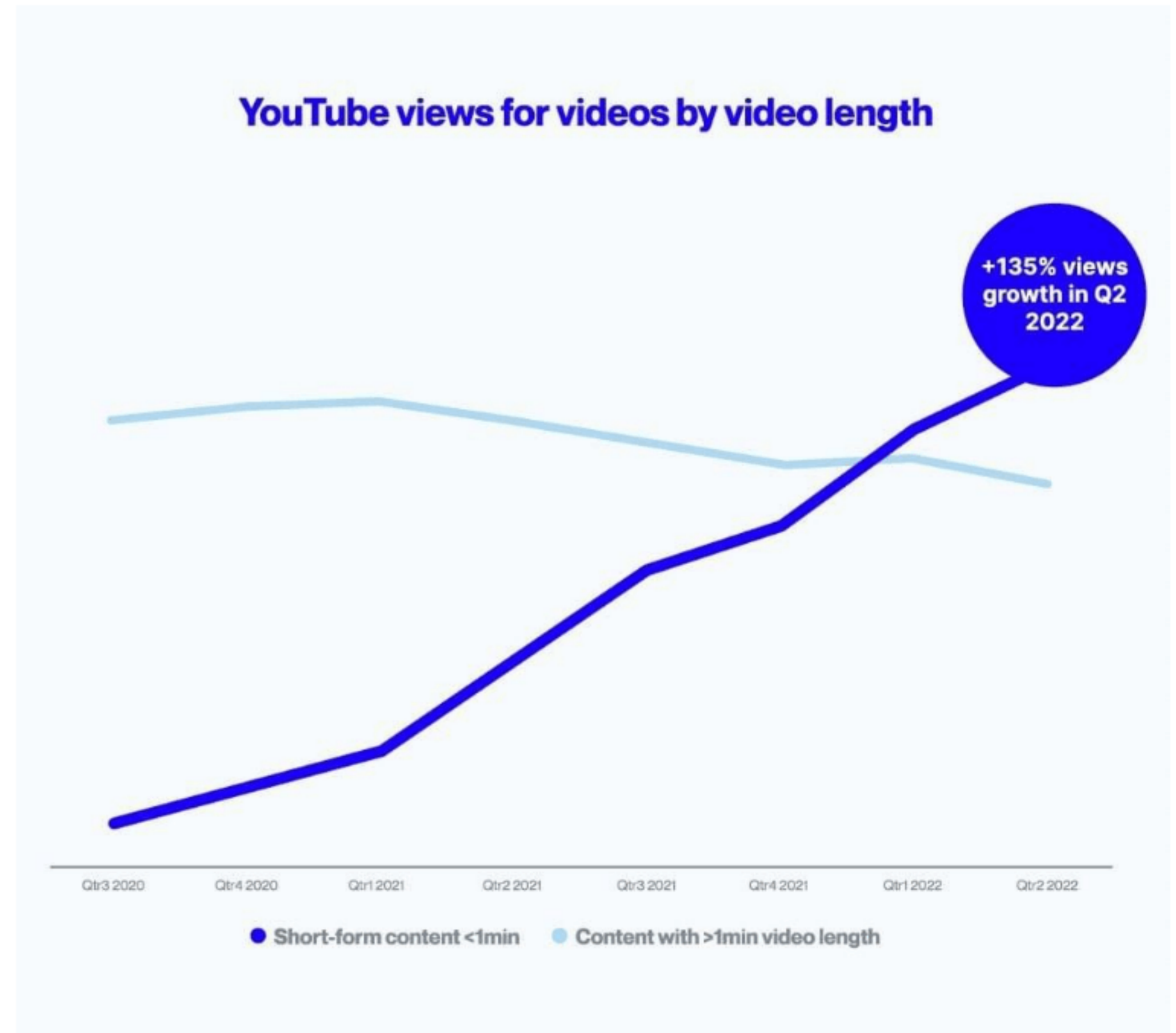
OpenAI



Meta AI



AssemblyAI





Investment in Short Form Creators



 **Meta** **\$1B**

Meta (formerly Facebook) has announced that they intend to invest over **\$1B** in programs that give creators new ways to earn money for the content they create on Facebook and Instagram.



\$1M
Per day to top creators

Snapchat launched a **\$1M daily pool** from which it pays out to top creators in its platform.



\$200M
For creators in the US

TikTok launched its Creator Fund program in 2020, with plans to distribute over **\$200M** to eligible creators on its platform.

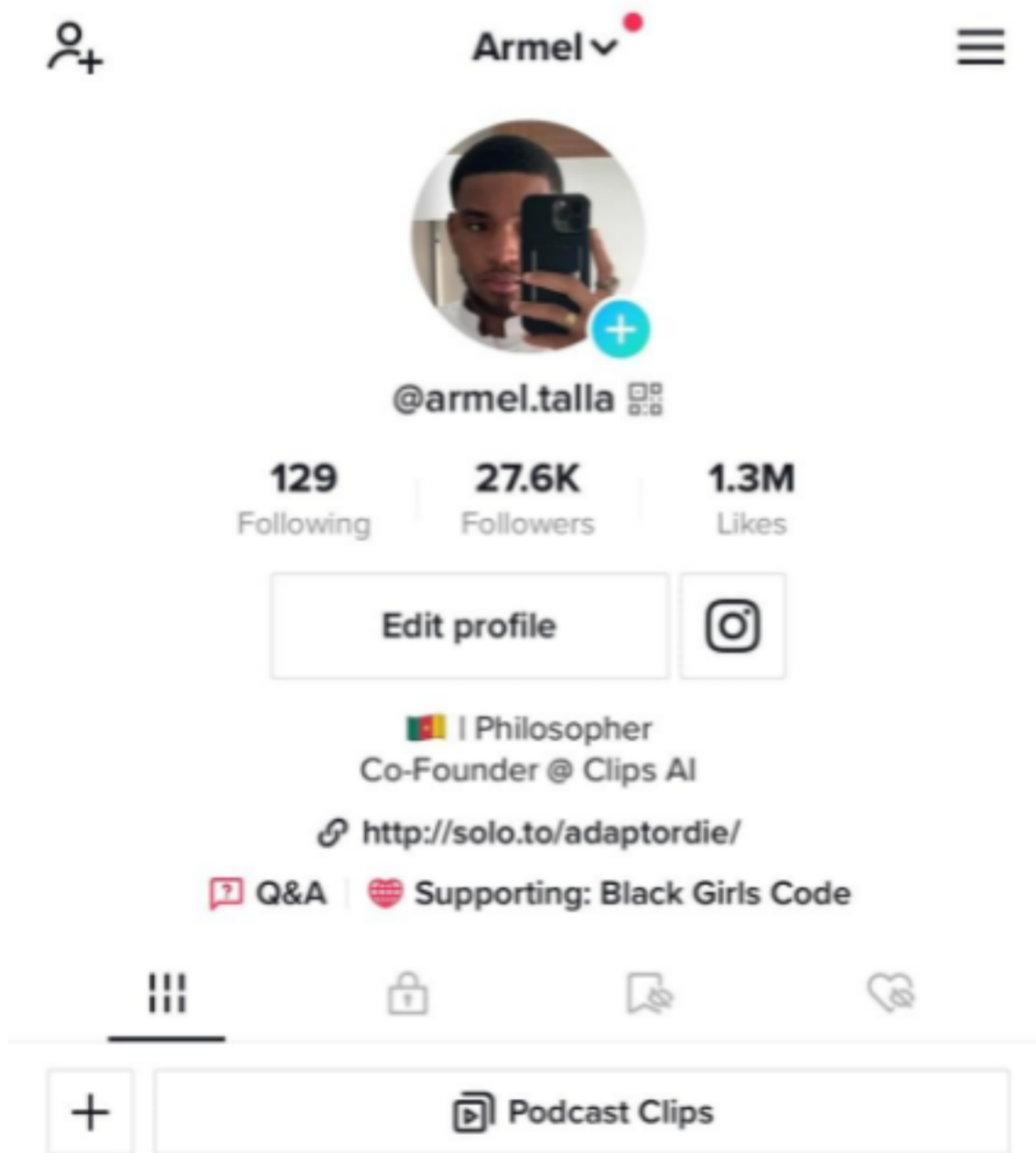


\$100M

YouTube will pay creators up to \$10,000 per month for making videos on its short video offering - YouTube Shorts. The company plans to invest **\$100M** into creators through this fund.



Founder Market-Fit



Armel ✓

@armel.talla

129 Following | 27.6K Followers | 1.3M Likes

Edit profile

🇳🇬 | Philosopher
Co-Founder @ Clips AI

<http://solo.to/adaptordie/>

Q&A | Supporting: Black Girls Code

Podcast Clips



CLIPS AI

Creator's Cut



For Creators.
By Creators.





Team



Armel Talla

Co-Founder, CEO

Junior @ UT Austin

CS & Math

SWE @ Google



Benjamin Smidt

Co-Founder, CTO

Junior @ UT Austin

ECE & Math

TIW Electronics Lead



Vedant Nair

Co-Founder, COO

Junior @ UT Austin

MIS & CS

Consulting @ Bain & Co.



Use of Funds

\$5k

Funding Allocation

These funds will allow us to support data storage, machine learning model training, and third-party apps.



CLIPS AI