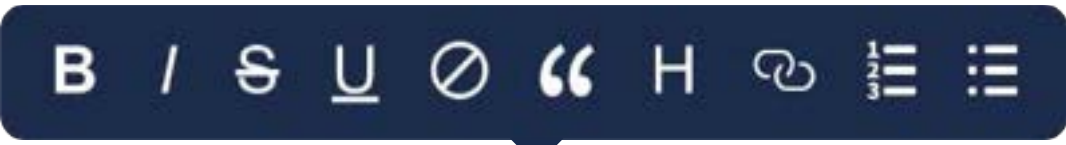
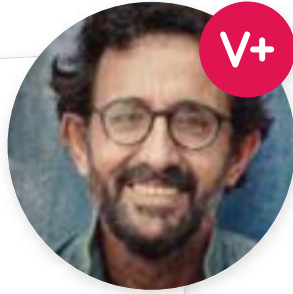


Reads

\$842.34

140,390 Reads



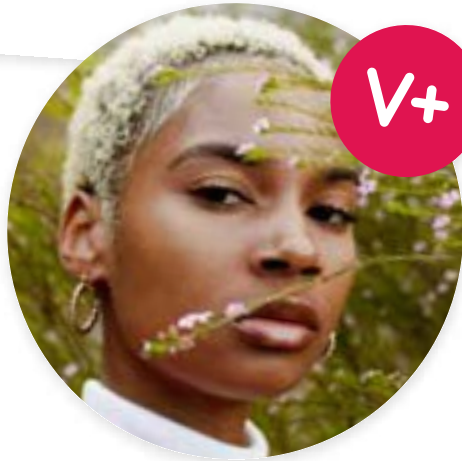
3M creators share, grow and earn on Vocal



Maya subscribed to you for \$2.99
2 hours ago



Third Place in Rewind Playlist Challenge



Sponsored by National Geographic



Isabella Torres Davilla
1 day ago

Thank you for sharing this story!!

Our Mission

To inspire and empower creators through the art of storytelling


 Justin Smith

2 hours ago

Confessions • 3 min read

Using Silence and Empathy to Find Strength

On Breaking Up With Perfectionism

 Ojo



9 days ago

Motivation • 4 min read

Breakup With A Perfect Ghost

On Breaking Up With Perfectionism

 sleepy drafts



8 hours ago

Interview • 8 min read

Losing An Uncle To The FARC In Bogota

A true story from a Colombian family...

 Scott Christenson




2 days ago

Photography • 3 min read

Photographing a Festival: What to Pack

Cameras, Lenses & Extras You Need...

 Sophia Carey



12 days ago

Pride • 1 min read

to the standoff outside the bus



Fiction • 3 min read

Kiss Me When the Skies Turn Orange

If you only had an hour to live before...

 CD Turner



1 month ago

Wander • 9 min read

Was I a Model in Japan?

On Breaking Up With Perfectionism

 Susanna Kiernan



2 months ago

Confessions • 3 min read

My Thoughts on a Warm Wednesday Evening

My mind is my devil

 Manisha Dhalani



2 days ago

Art • 3 min read

The Cholmondeley Ladies

In which 'How I train my Dragon'...

 Andy Potts



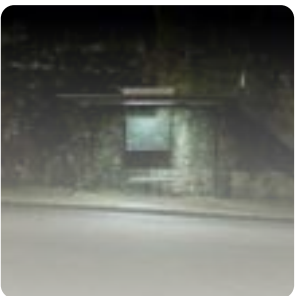
5 days ago

Journal • 5 min read

Why People Have Their Best Ideas In The Shower

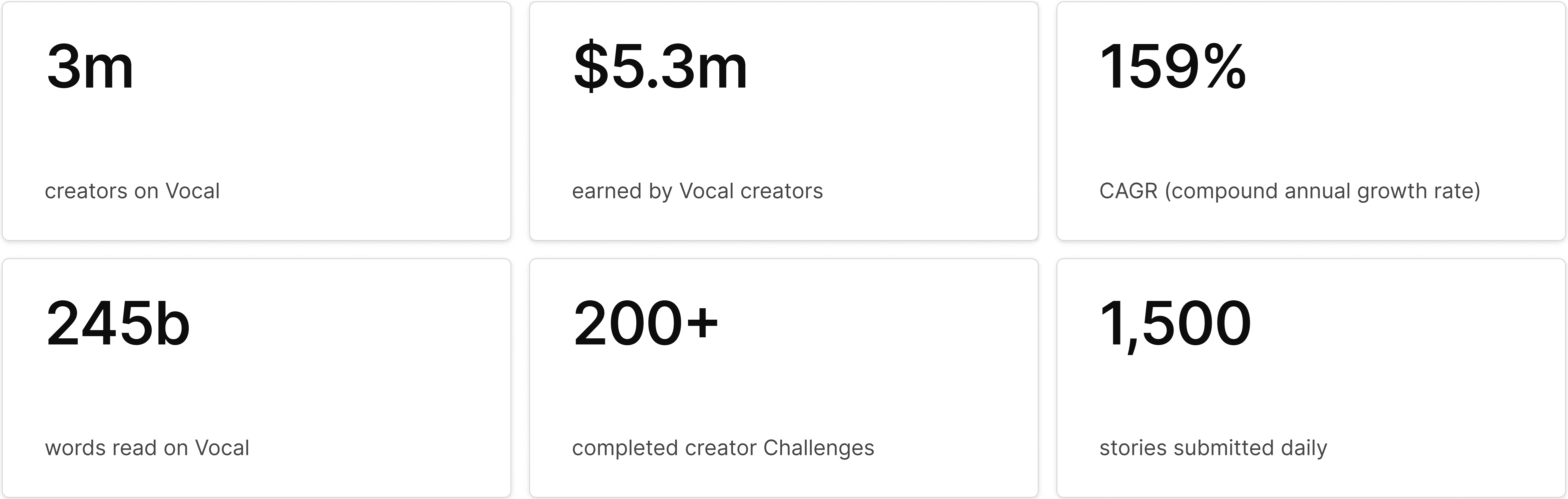
The Psychology and Physiology Of...

 Cody Dakota Wooten

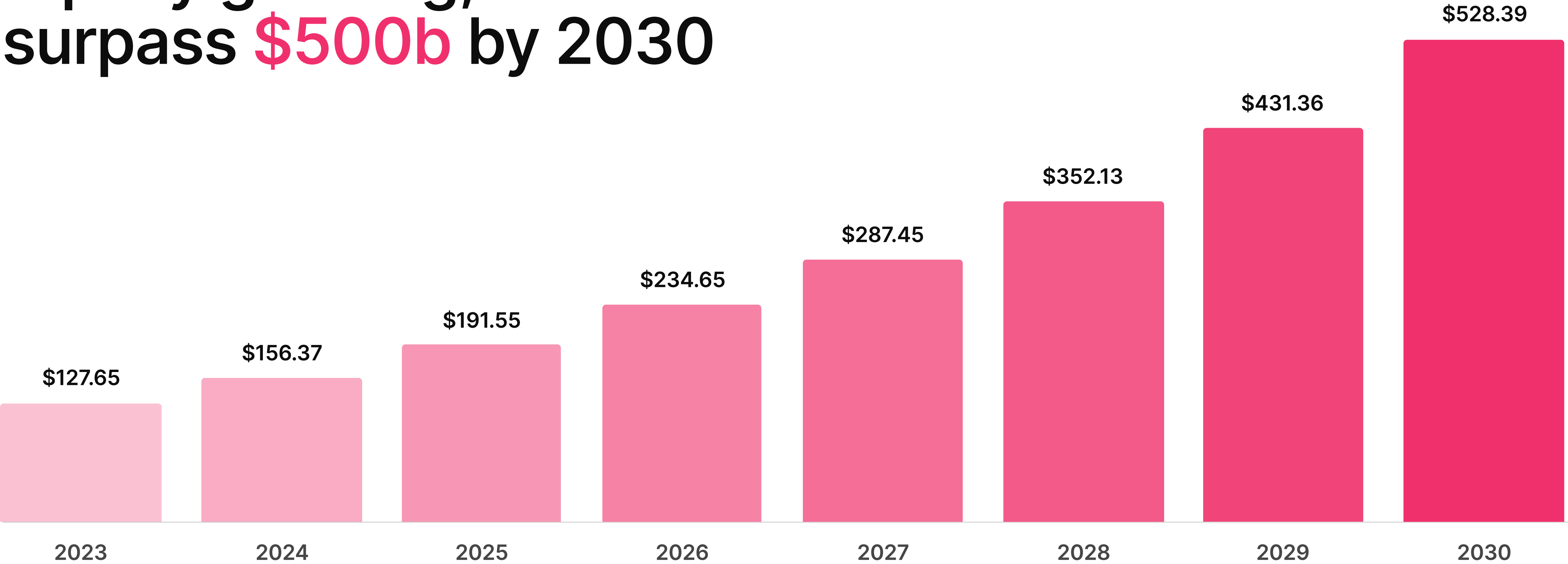


5 days ago

We've been championing creators since 2017



The creator economy is rapidly growing, set to surpass **\$500b** by 2030

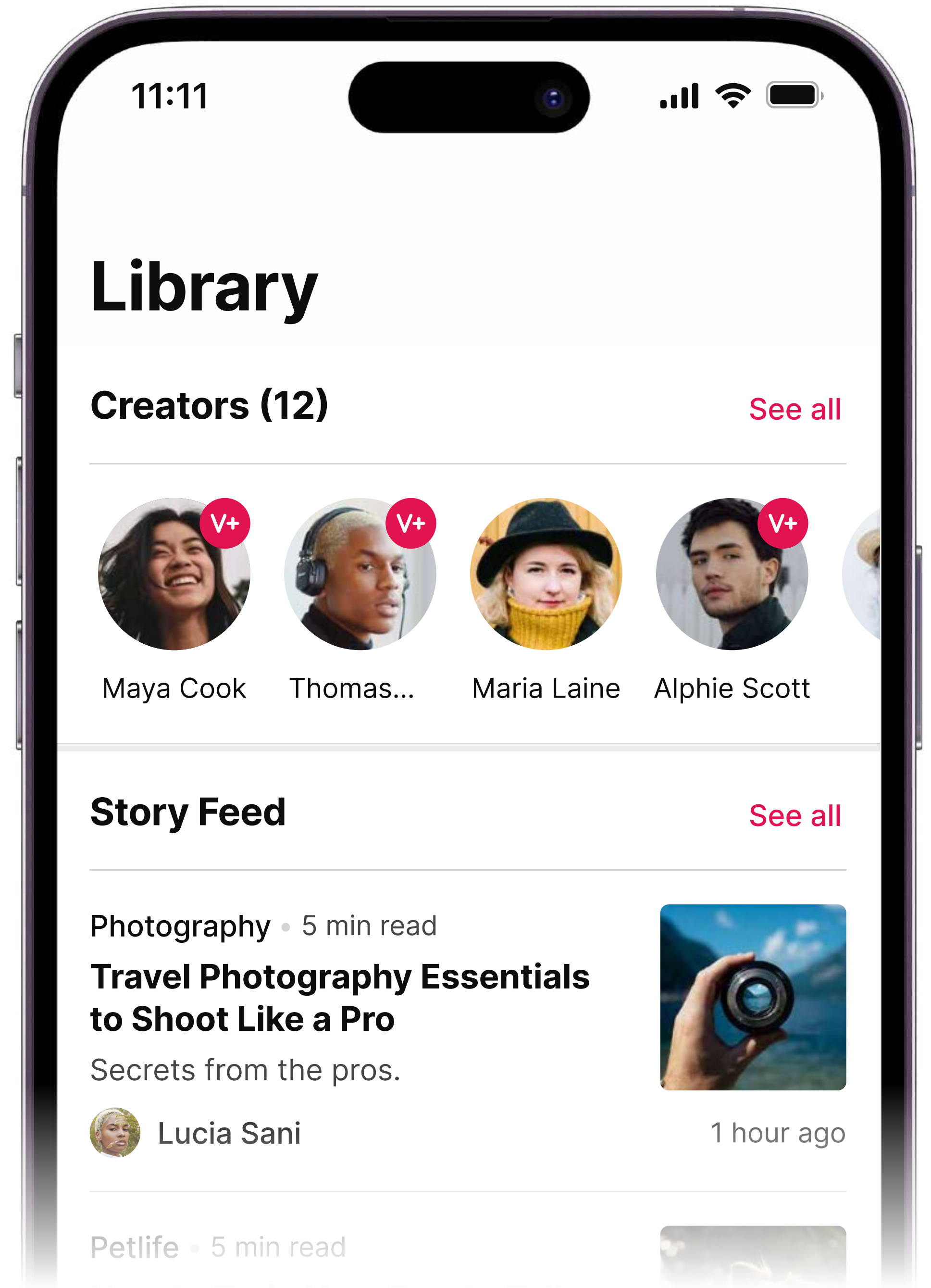


The background of the slide is a dark, textured surface. It is populated with numerous circular frames of varying sizes, each containing a portrait of a different person. These individuals represent a wide range of ages, ethnicities, and genders, emphasizing the global and diverse nature of the 'emerging creators' mentioned in the text. The circles are arranged in a somewhat scattered pattern, with some overlapping, creating a sense of a large, interconnected community.

Problem

Millions of **emerging creators**
struggle to grow their audience
and monetize their content

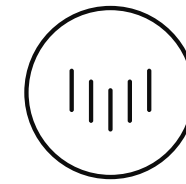
Vocal is a **community publishing platform** where anyone can share stories, grow their audience, and earn money



Create

Vocal makes it easy for anyone to **share** their stories and ideas

- ✓ Best-in-class WYSIWG editor
- ✓ Embed audio, videos, and more
- ✓ Unsplash integration
- ✓ Coming soon: AI enhanced editing



Vocal

Publish

I'm a photographer by profession, so people naturally assume that when I have any downtime, or time away from work, I'd want to leave the camera at home.

But, that's a strange sentiment to me.



Upload image

Embed link



Unsplash image

Select a file

For best results, upload PNG or JPG images of at least 1280×720 pixels. 5MB file-size limit.

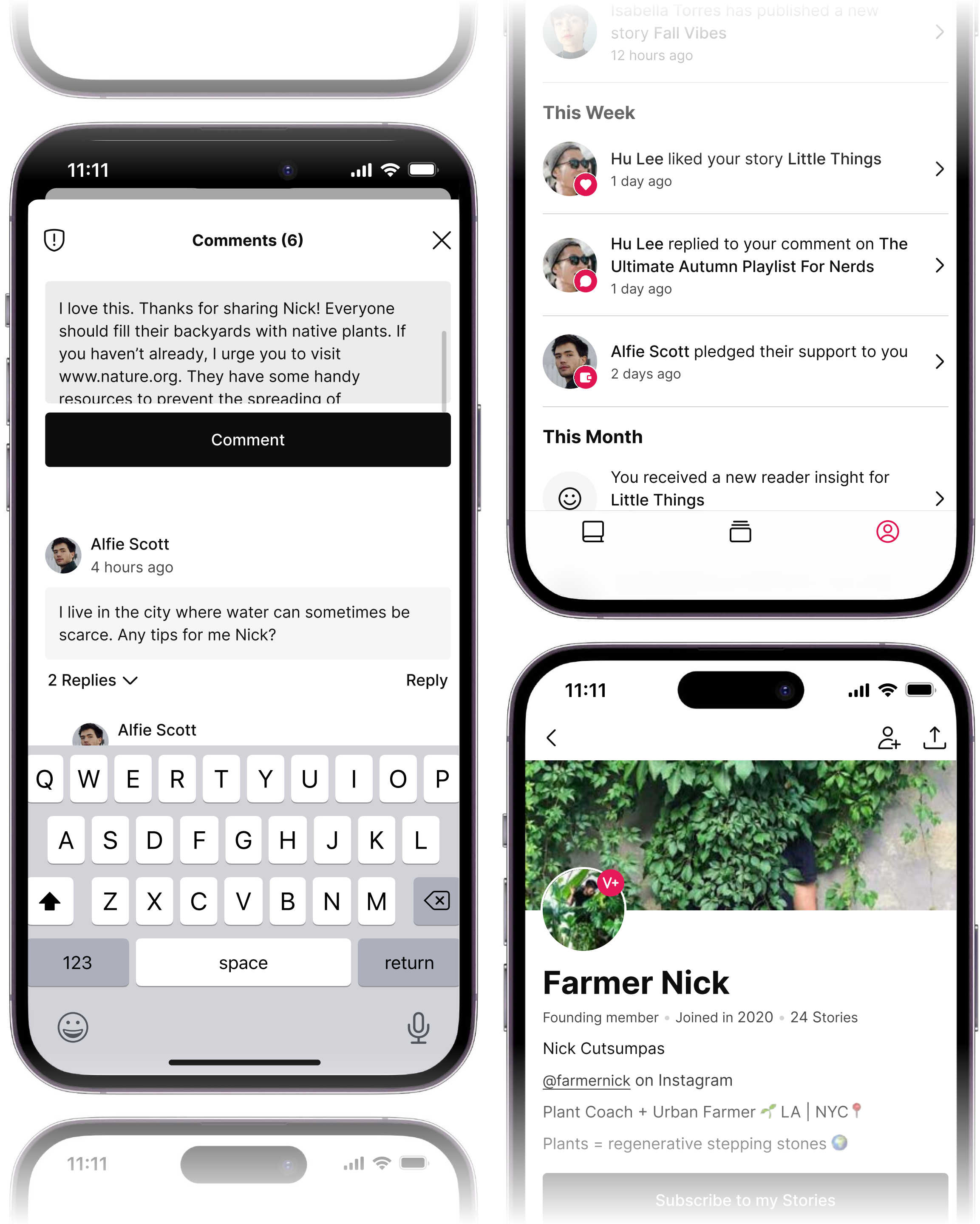


Words: 232

Share

Grow their audience through community & social interactions

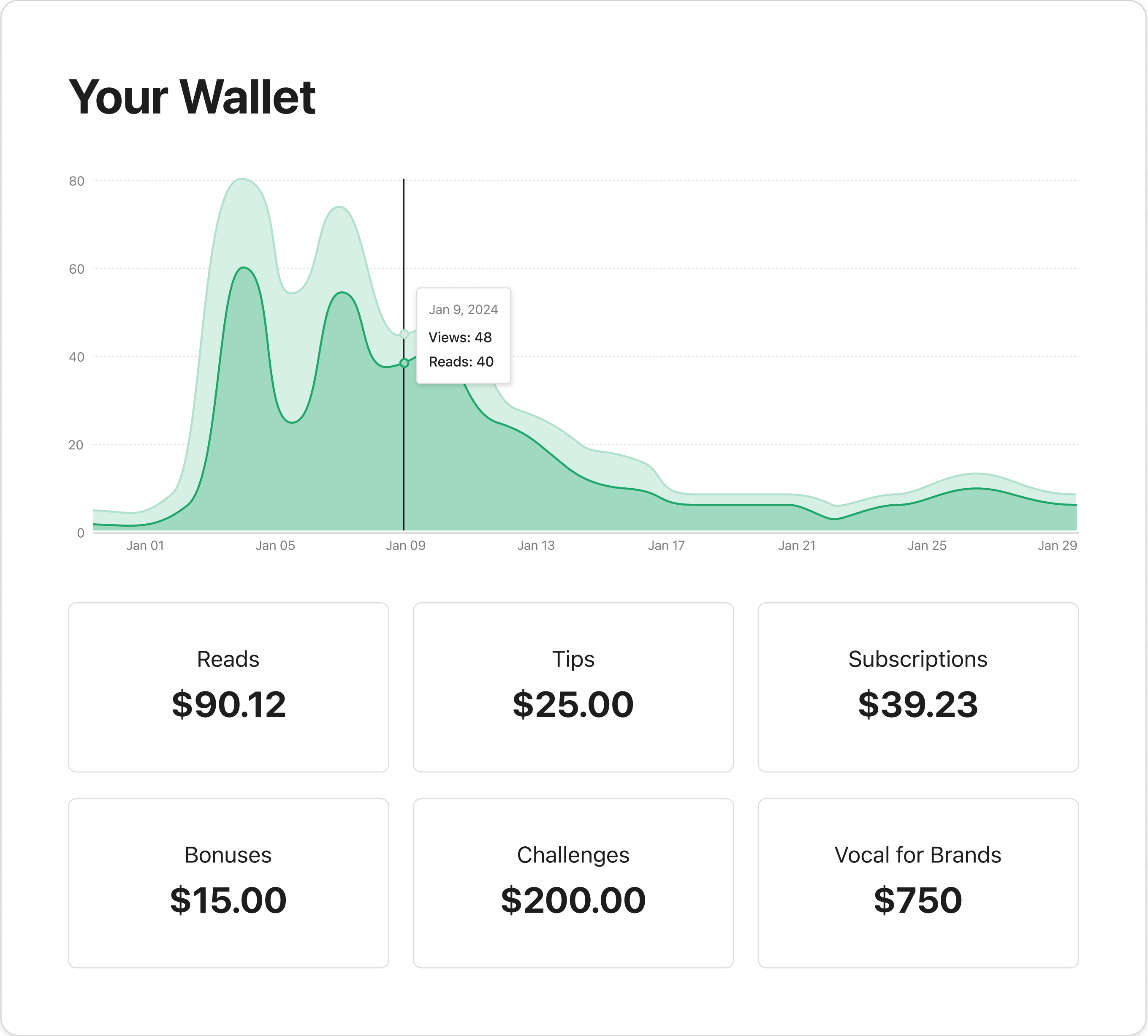
- ✓ Communities
- ✓ Comments
- ✓ Likes
- ✓ Reader Insights
- ✓ Activity Feed
- ✓ Subscriptions




Earn

While providing multiple ways to **earn**

- ✓ Reads: Earn every time story is read
- ✓ Tips: One-off micro-transacations
- ✓ Subscriptions: Monthly fan subscriptions
- ✓ Bonuses: Earn bonuses for milestones
- ✓ Challenges: Contest with cash prizes
- ✓ Vocal for Brands: Earn working with brands




You know subreddits... Meet Vocal **Communities**



PRIDE

QIA+ community, culture, and identity.

71 Stories 1,141 Creators



Poets

Evocative poetry from creative poets.


179,502 Stories 41,437 Creators

11:11

Communities

AllArtsBusinessEducationEntertain


All (48)
Over 153,000 stories and 56,000 creators to discover.




fiction

Imaginative stories from creative writers.

97,056 Stories 33,647 Creators



humans



Tech news, reviews

29,321 Stories

Challenges

200+ Challenges 500k submissions \$2m paid out

Themed storytelling contests to put your creativity to the test. Submit for a chance to win cash, prizes, experiences, donations, and more.

After the Parade

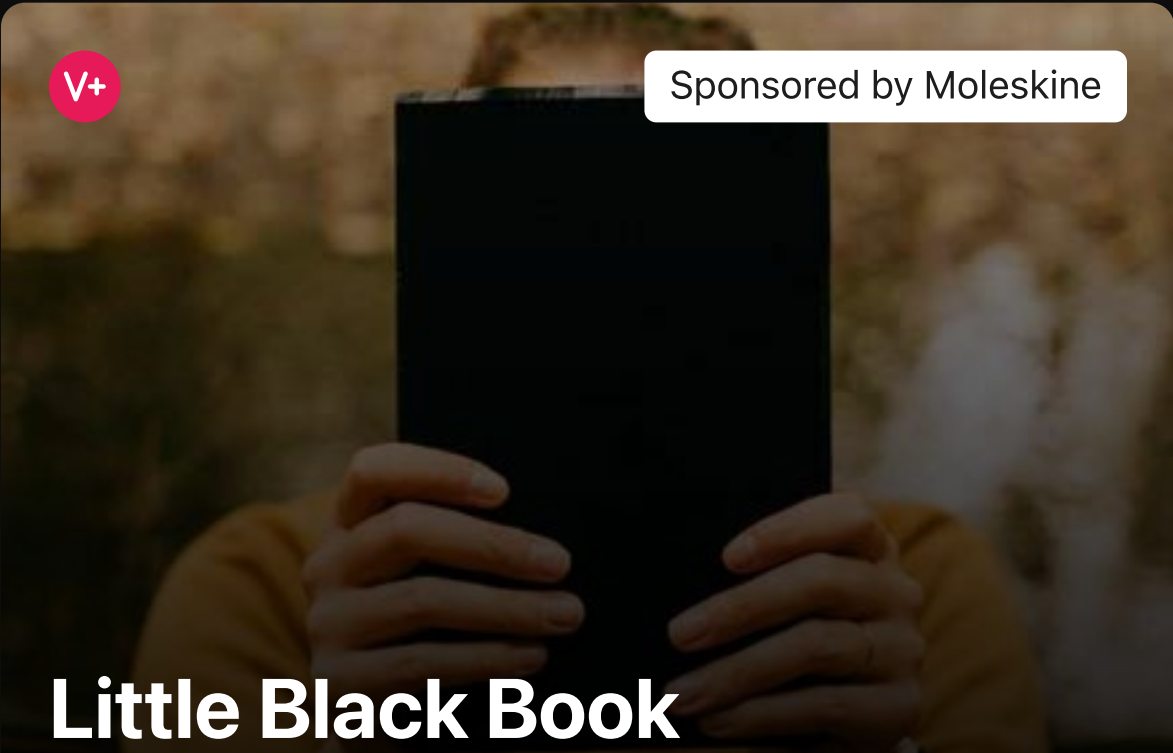
Write a poem reflecting on the world and your place in it.

🏆 \$5,000 Grand Prize

🕒 1 day left

V+

Sponsored by Moleskine



Little Black Book

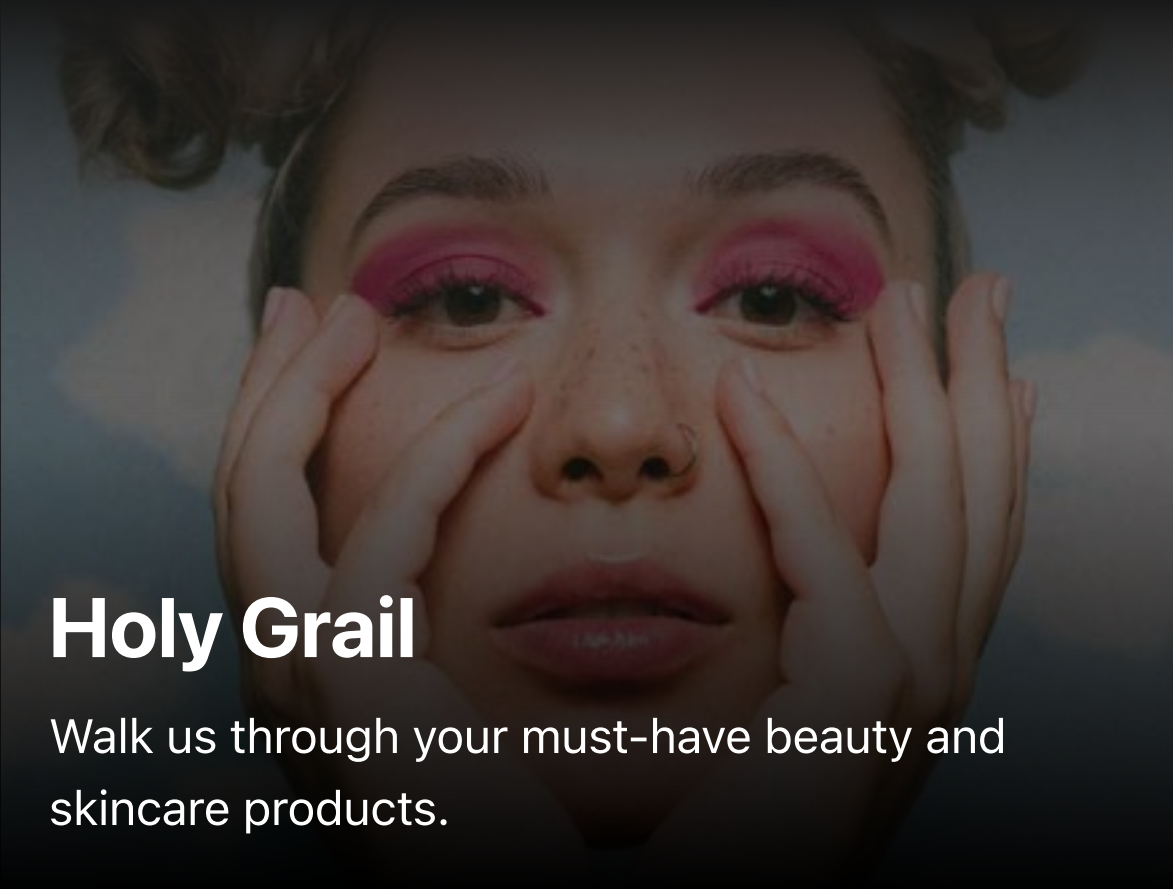
Create a fiction story about someone who unexpectedly comes into a large sum of money...

🏆 \$20,000 Grand Prize

🕒 13,785 Submissions

V+





Holy Grail

Walk us through your must-have beauty and skincare products.

🏆 \$1,000 Grand Prize

🕒 14 days left



Confession Corner

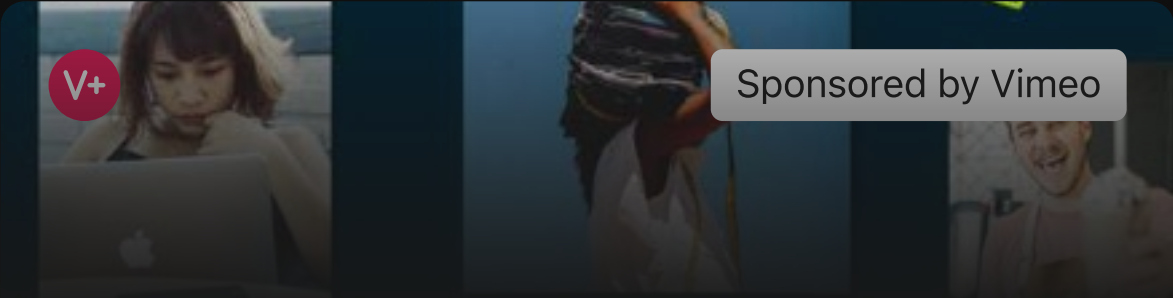
Reveal a secret you've been holding on to—perhaps for too long.

🏆 \$1,000 Grand Prize

🕒 Completed

V+

Sponsored by Vimeo



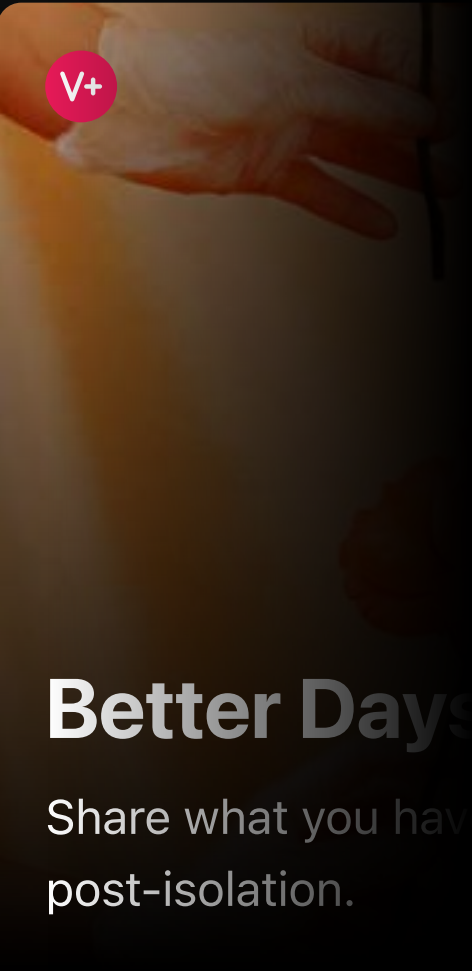
Upbeat

Share an upbeat playlist

🏆 \$2,500 Grand Prize

🕒 23 days left

V+



Better Days

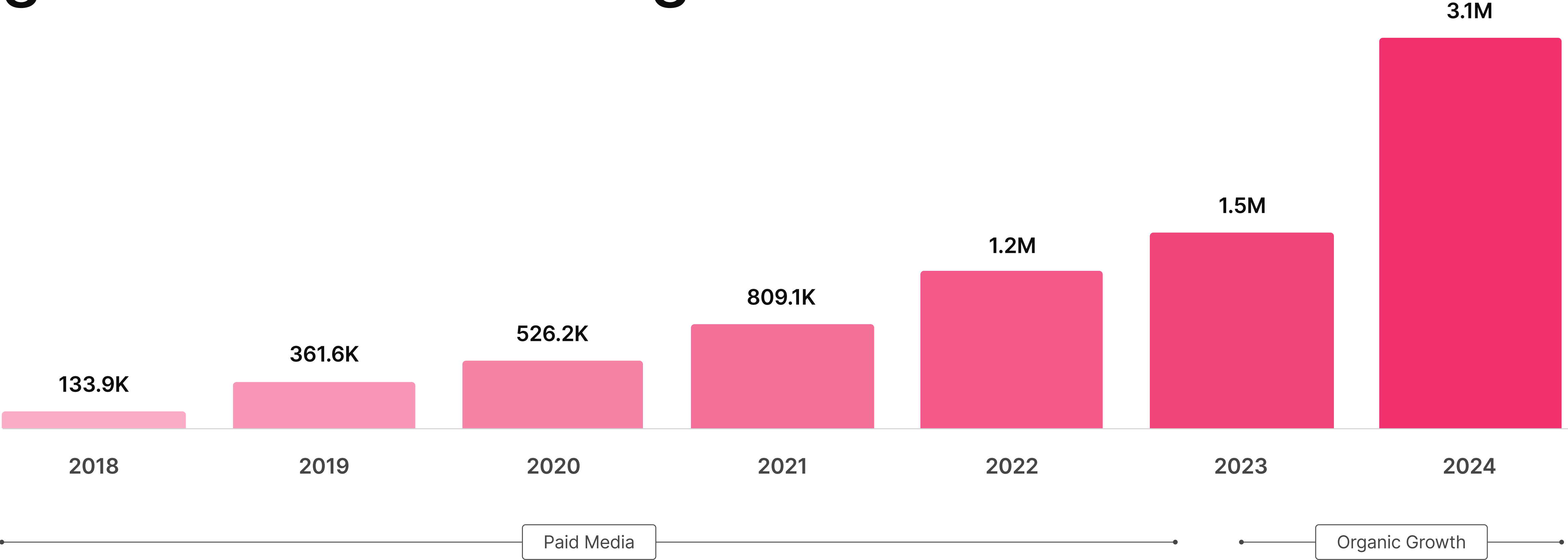
Share what you have experienced post-isolation.

🏆 \$20,000 Grand Prize

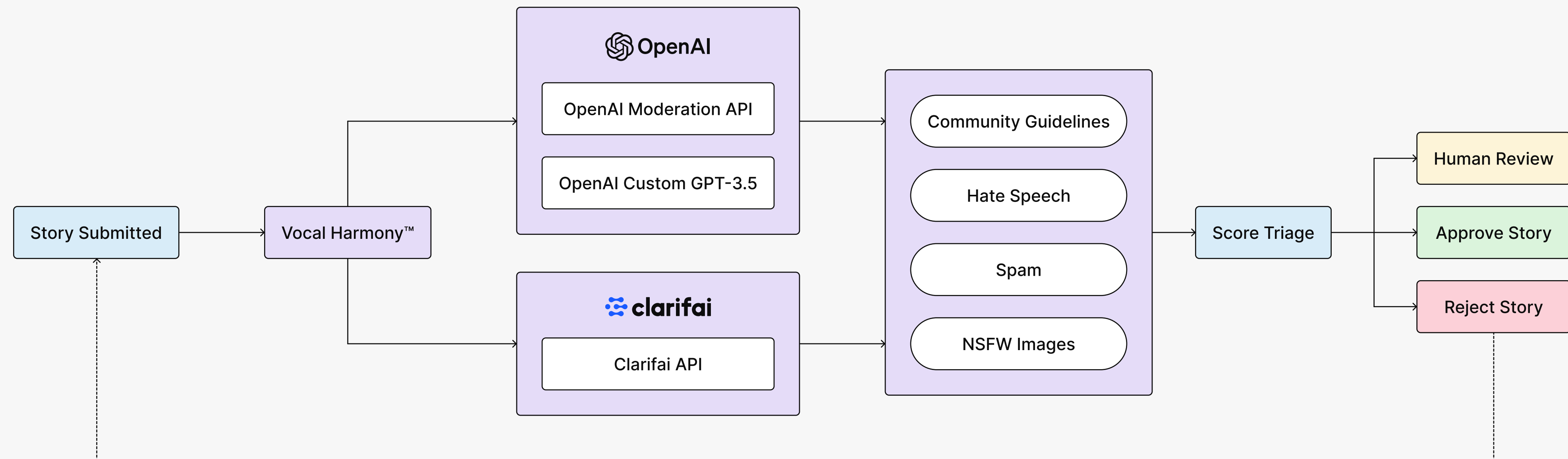
🕒 13,785 Submissions



159% CAGR freemium user growth since launching



Scaling operations with Vocal **Harmony™** A.I.



Ready-to-scale revenue streams with proven success

Vocal+ Subscriptions

Creators pay a premium for enhanced features, increased visibility, and potentially higher earnings on the Vocal platform.

Vocal for Brands

Brands pay to collaborate with creators on Vocal for sponsored content, leveraging the platform's network and first-party data.

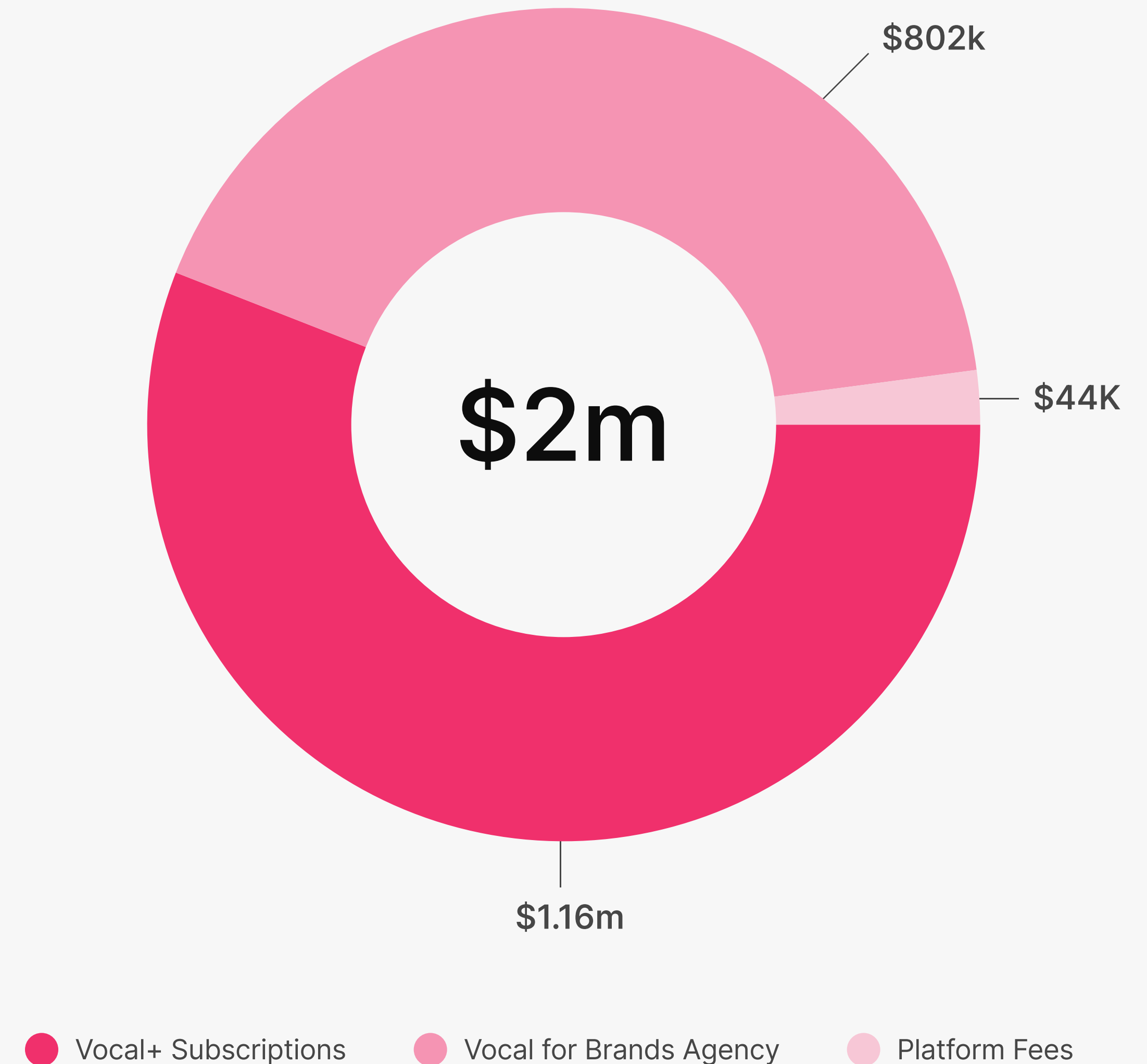
Platform Fees (new)

Earned by charging creators a percentage of their earnings or transactions made on the platform.

Licensing / Syndication (in development)

Licensing creators' stories for adaptation into media assets, including film/TV, books, or podcasts.

2023 FY Revenues Breakdown



Freemium to Premium Subscriptions

Free

\$0

Free forever

Get access to:

- ✔ Publish stories into communities
- ✔ Bookmark your favorite stories
- ✔ Send likes and leave comments
- ✔ Subscribe to creators
- ✔ Earn \$3.80 per 1,000 reads
- ✔ 7% platform processing fee
- ✔ \$35 minimum withdrawal balance

Vocal+

\$49 -59%

first year, \$99 billed annually after or \$9.99 / month

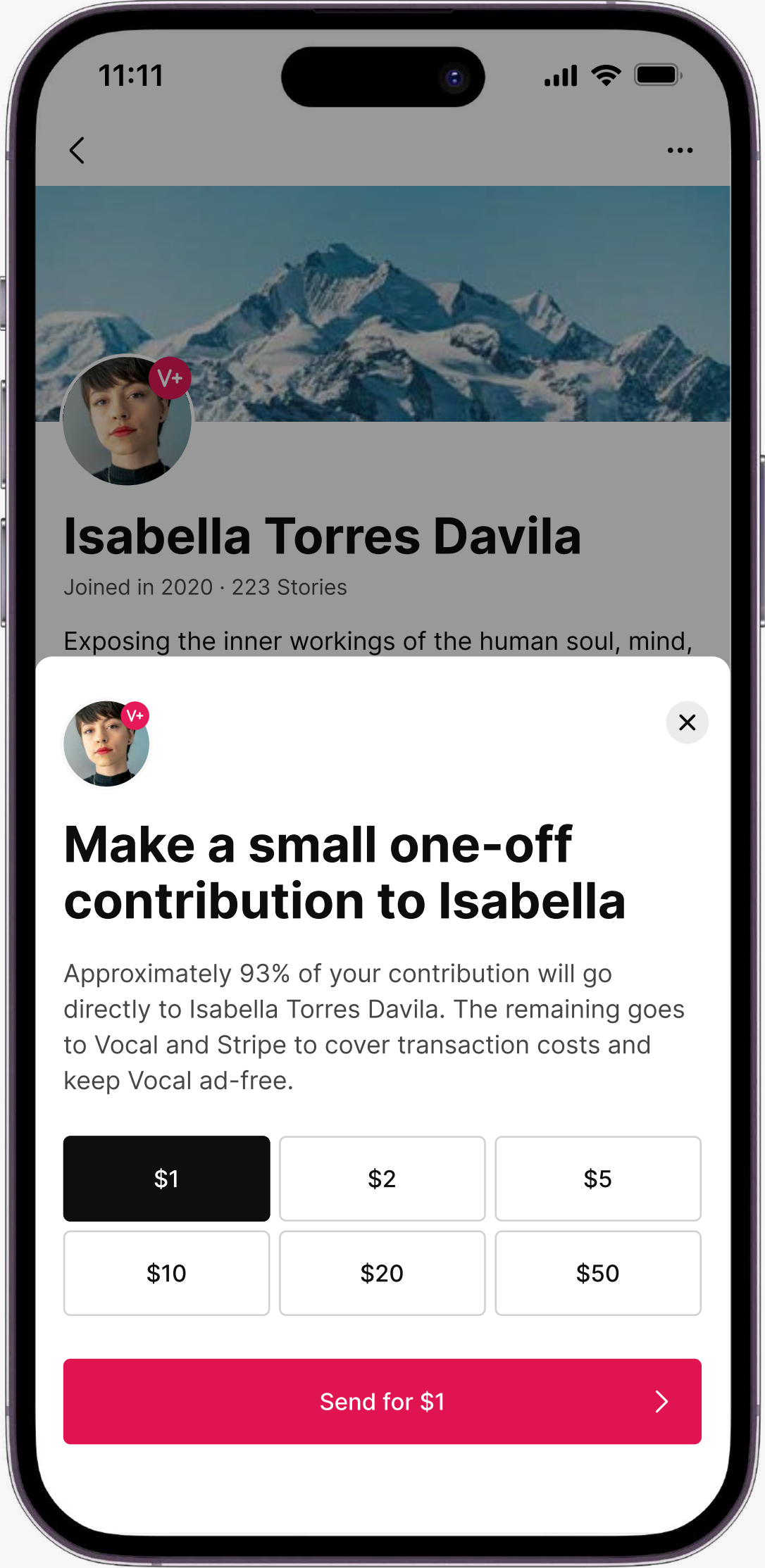
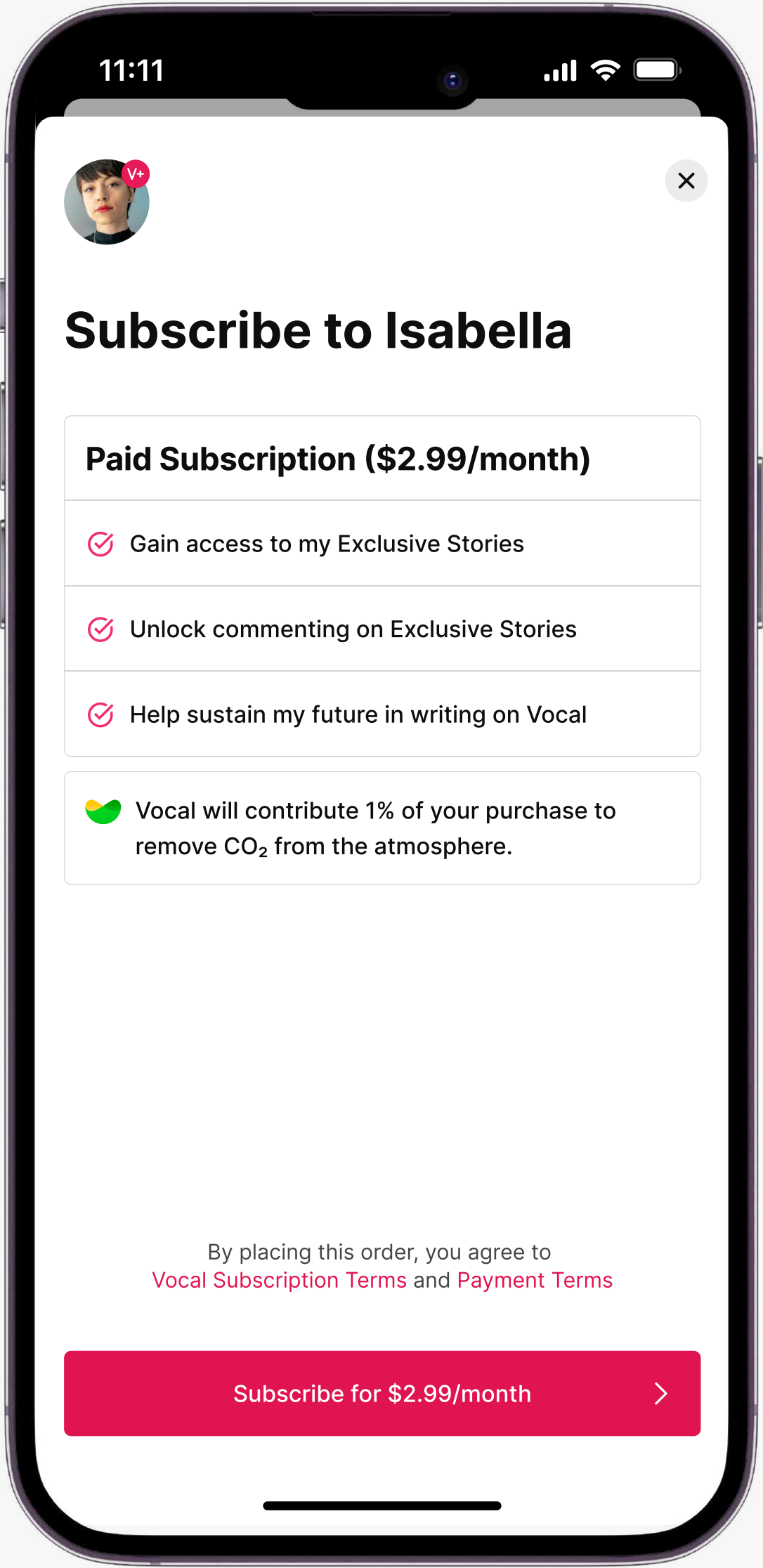
Everything in free, plus:

- ✔ Access to Vocal+ Exclusive Challenges
- ✔ Accept paid subscriptions from your readers
- ✔ Earn \$6 per 1,000 reads
- ✔ 2.9% platform processing fee
- ✔ \$20 minimum withdrawal balance
- ✔ Quick edit published stories
- ✔ Vocal+ Badge

Platform Fees

Vocal charges a platform processing fee on all transactions:

- ✔ Subscriptions: 10% fee
- ✔ Tips (Freemium): 7%
- ✔ Tips (Vocal+): 2.9%

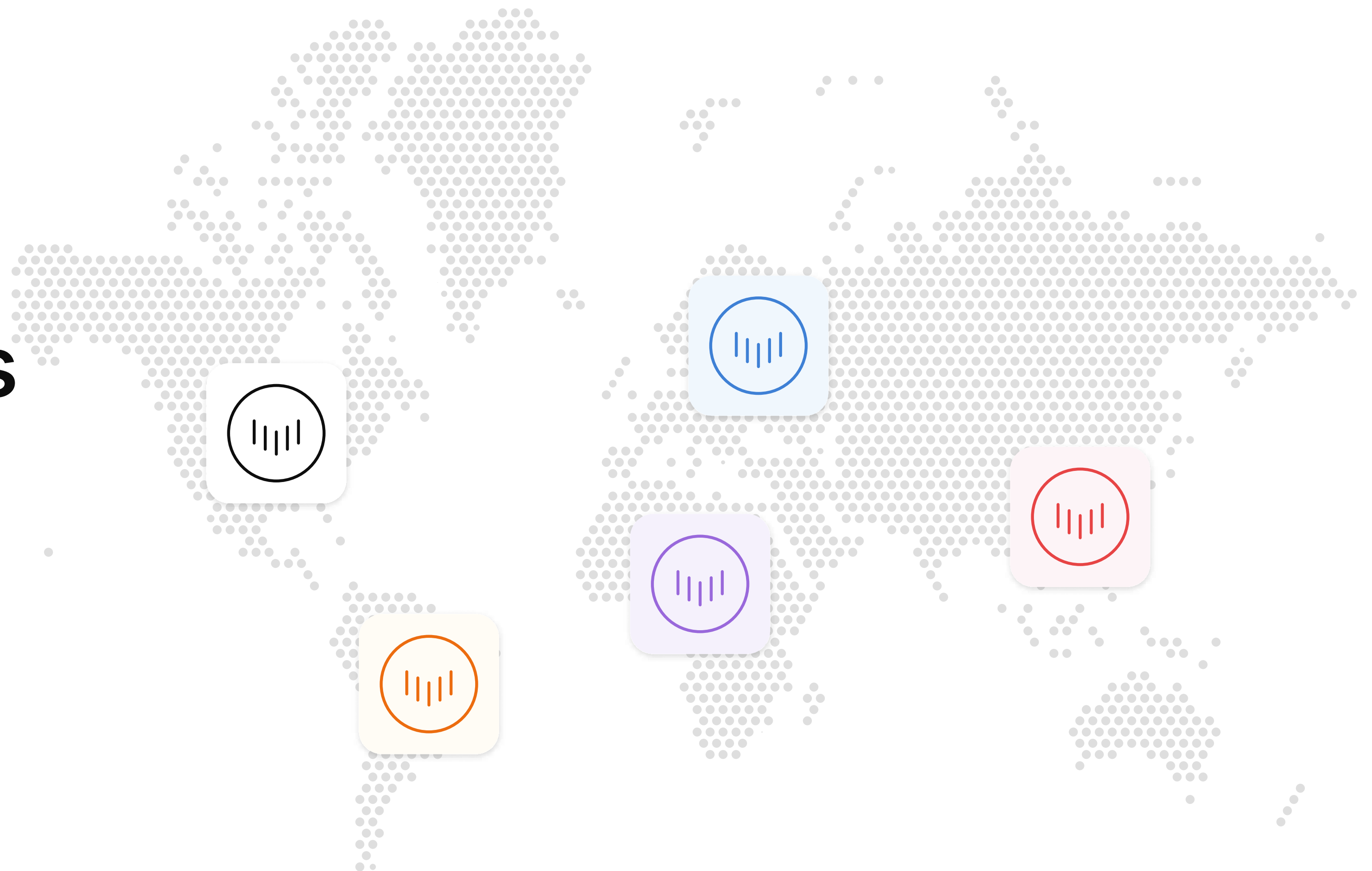


Global Licensing

In-Development

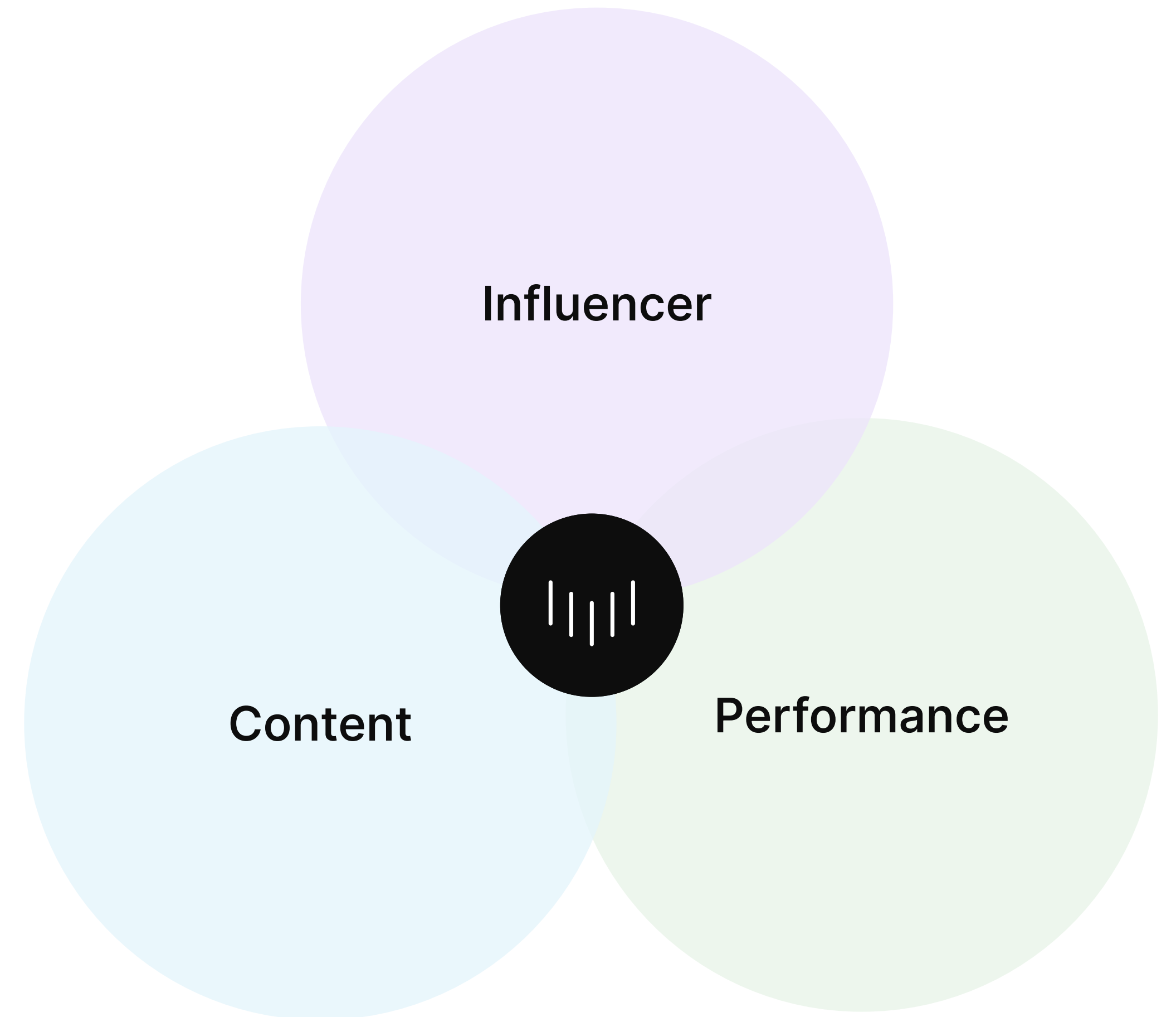
Licensing for Geo-Communities

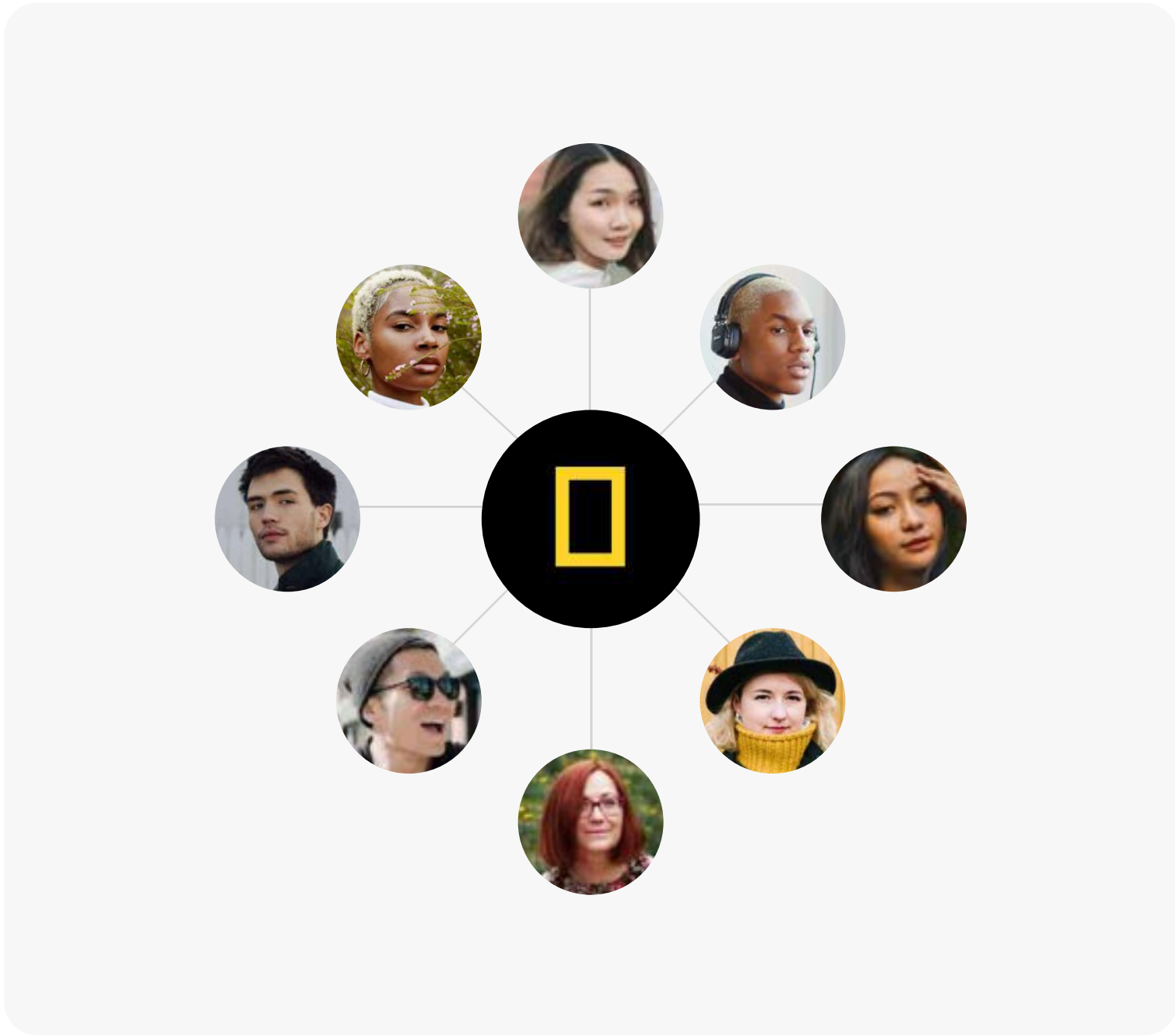
Expand Vocal into new markets with AI-powered localization, ensuring seamless adaptation to local regulations and cultural nuances for efficient, region-specific launches.



Vocal for Brands

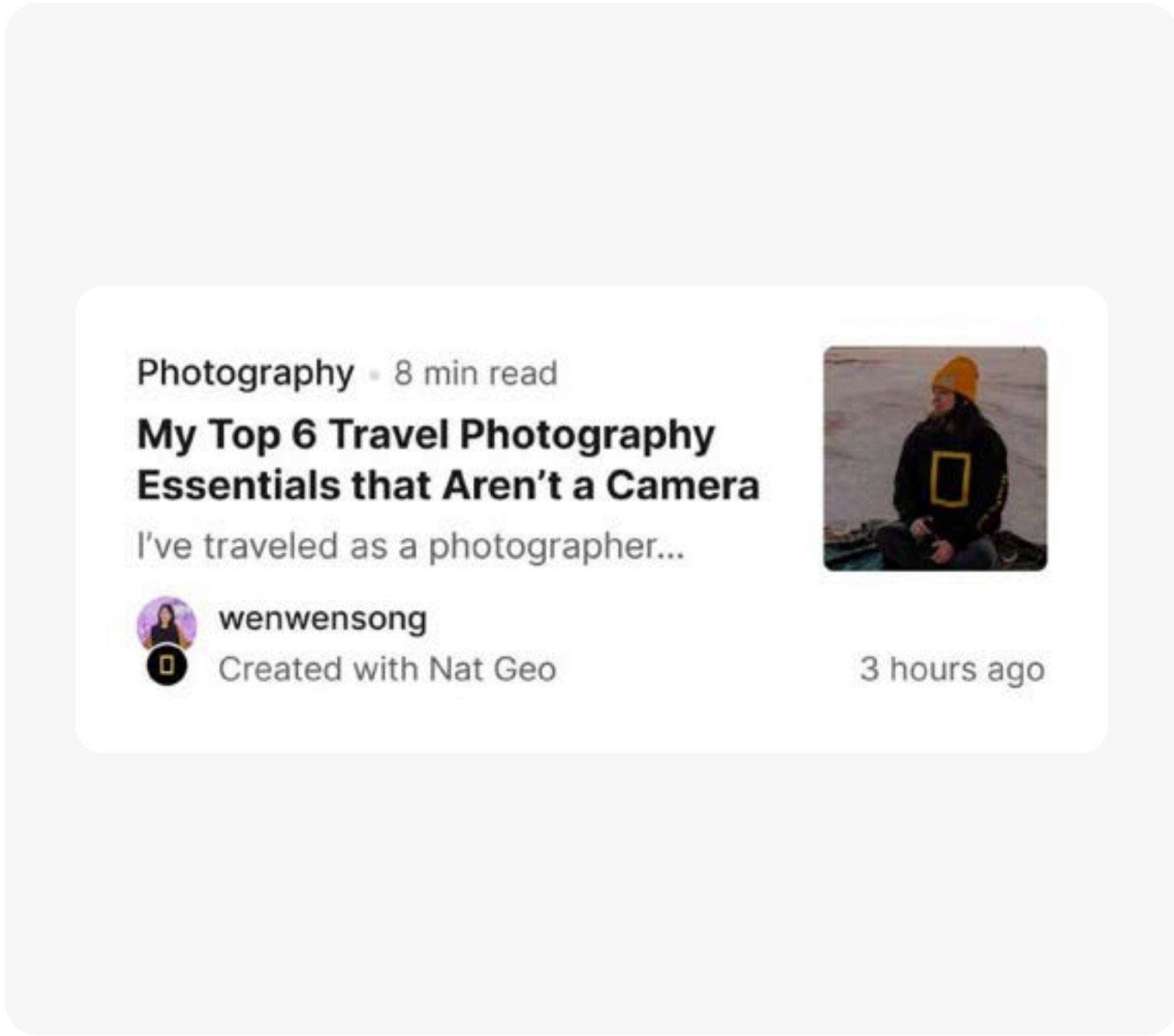
Vocal for Brands unites
influencer, content, and
performance marketing
powered by our **first-
party data**





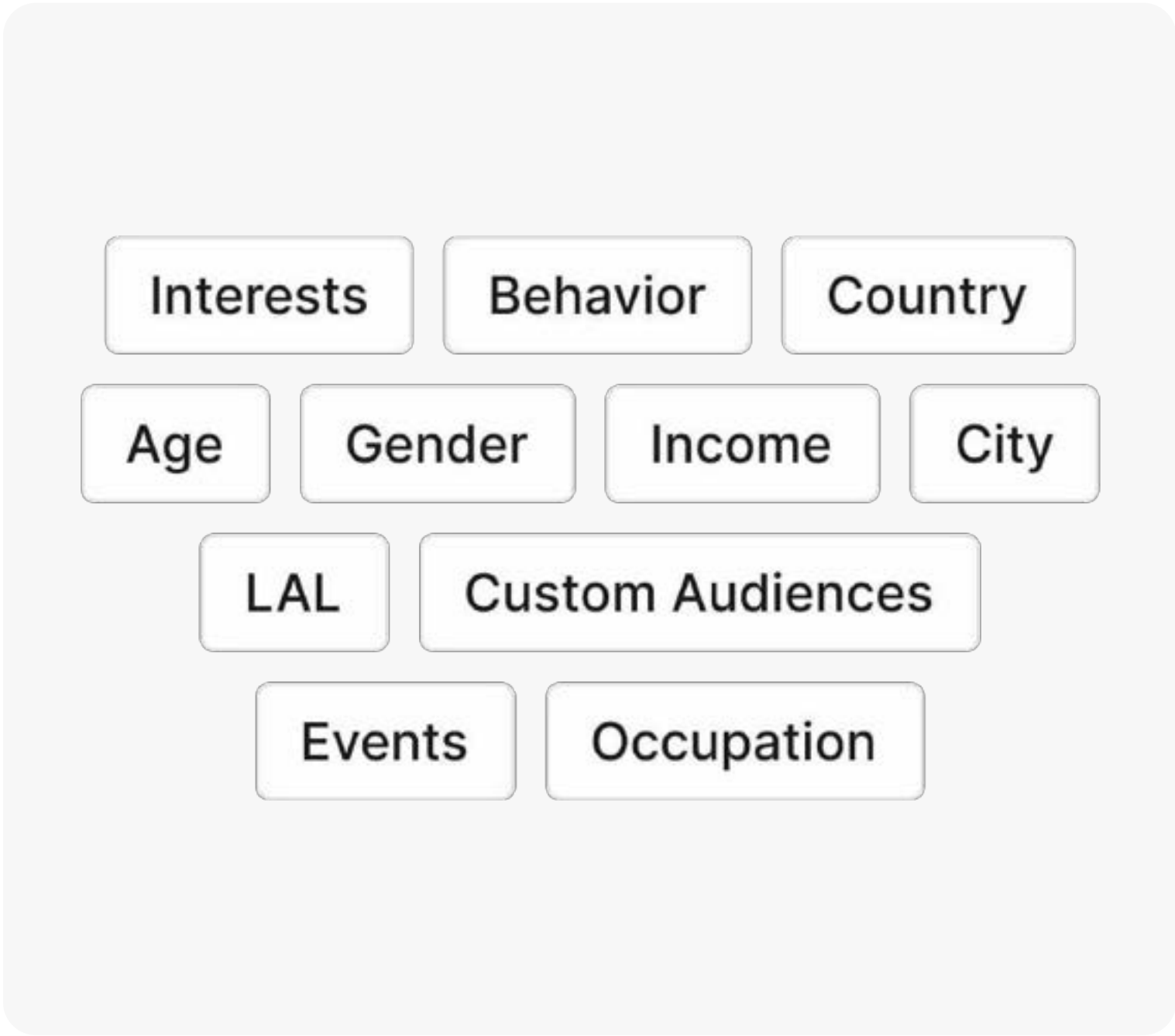
Influencer

Clients are matched with ideal creators from a diverse network across platforms like Vocal, Instagram, YouTube, and TikTok.



Content

Data-driven marketing strategies with authentic content and optimized social assets are developed through collaboration with creators and brands.



Performance

Data-driven campaigns are executed using Vocal's first-party audience data to achieve the best ROAS and drive growth for our brand partners.

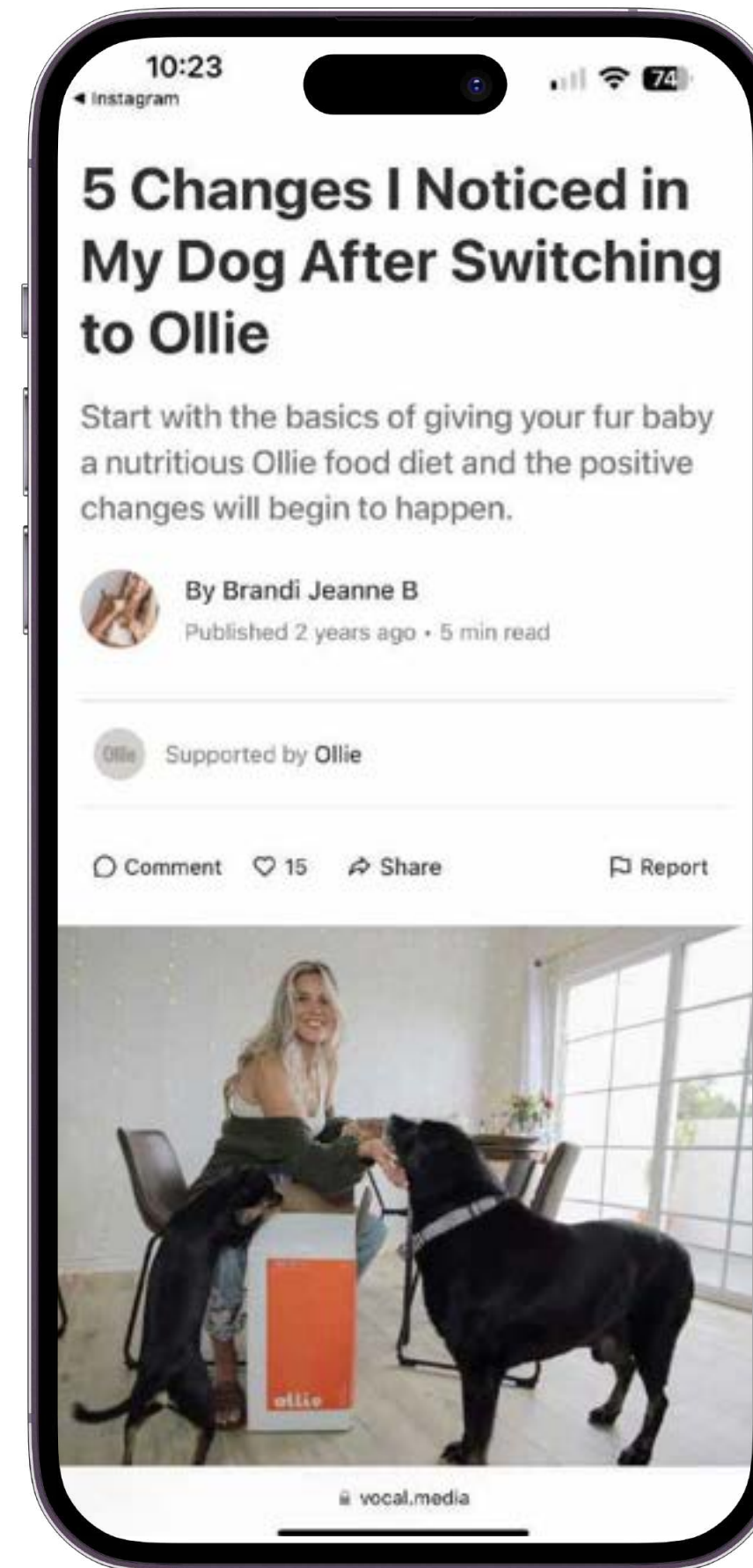
Driving LTV:CAC for Ollie through storytelling

- ✓ 40M+ Impressions
- ✓ 11M+ Unique People Reached
- ✓ 30%+ Decrease in CPA
- ✓ 50+ UGC Stories Published
- ✓ 17% CTR to Ollie's Website
- ✓ 4M+ Ad Unit Engagements

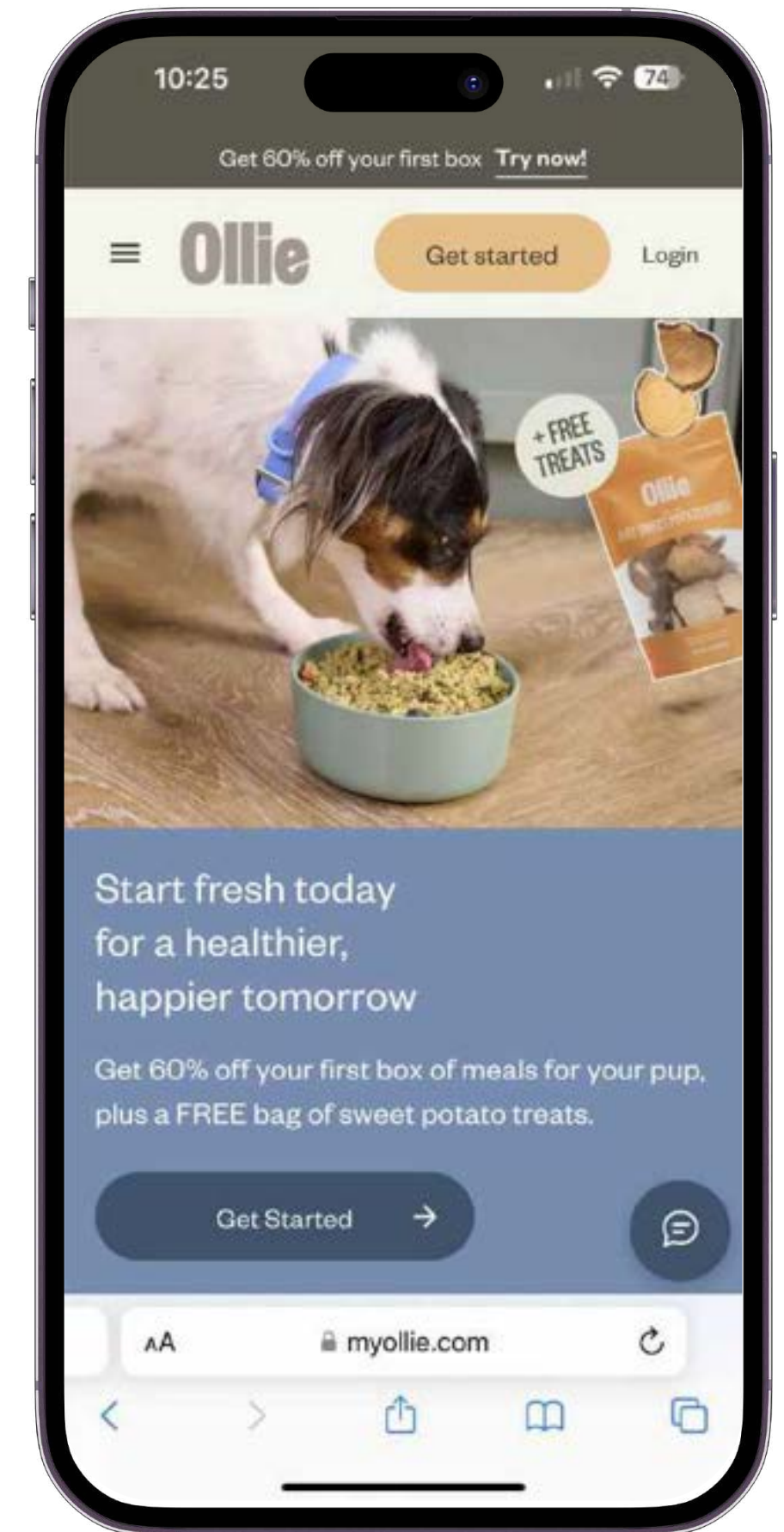
Awareness



Consideration



Purchase



Vocal is at an inflection point and we're raising to **accelerate growth**

4.8x

24-month ROAS with 20% annual churn

\$40

Vocal+ CAC (customer acquisition cost)

7

avg. days to upgrade from freemium to Vocal+

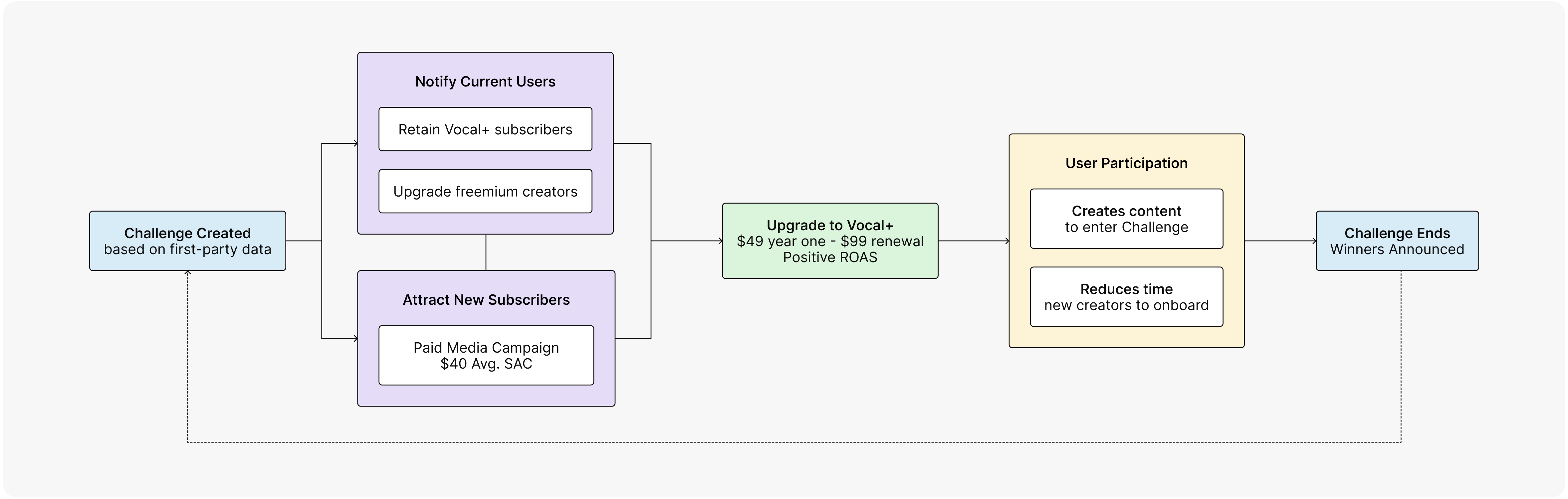
<2%

monthly Vocal+ churn

70%

organic traffic

Challenges are a powerful engine for Vocal+ subscriber growth



Growth drivers for accelerating Vocal's expansion

Challenges and Paid Media

Drive growth in Vocal+ subscriptions by launching more creative challenges and utilizing targeted paid media campaigns.

Technology and AI Integrations

Continuous improvements to Vocal's platform and the integration of advanced AI will enhance user experience and content discovery.

Expanding Vocal for Brands Sales

Scaling up the Vocal for Brands initiative will boost revenues by securing more brand partnerships and delivering effective, data-driven marketing solutions.

Scaling Creator Subscriptions

Expanding creator-paid subscription models will create additional revenue streams and strengthen creator-to-fan engagement on the platform.

Contact

For inquiries, please contact
investors@vocal.media