



Media Kit

2025-26





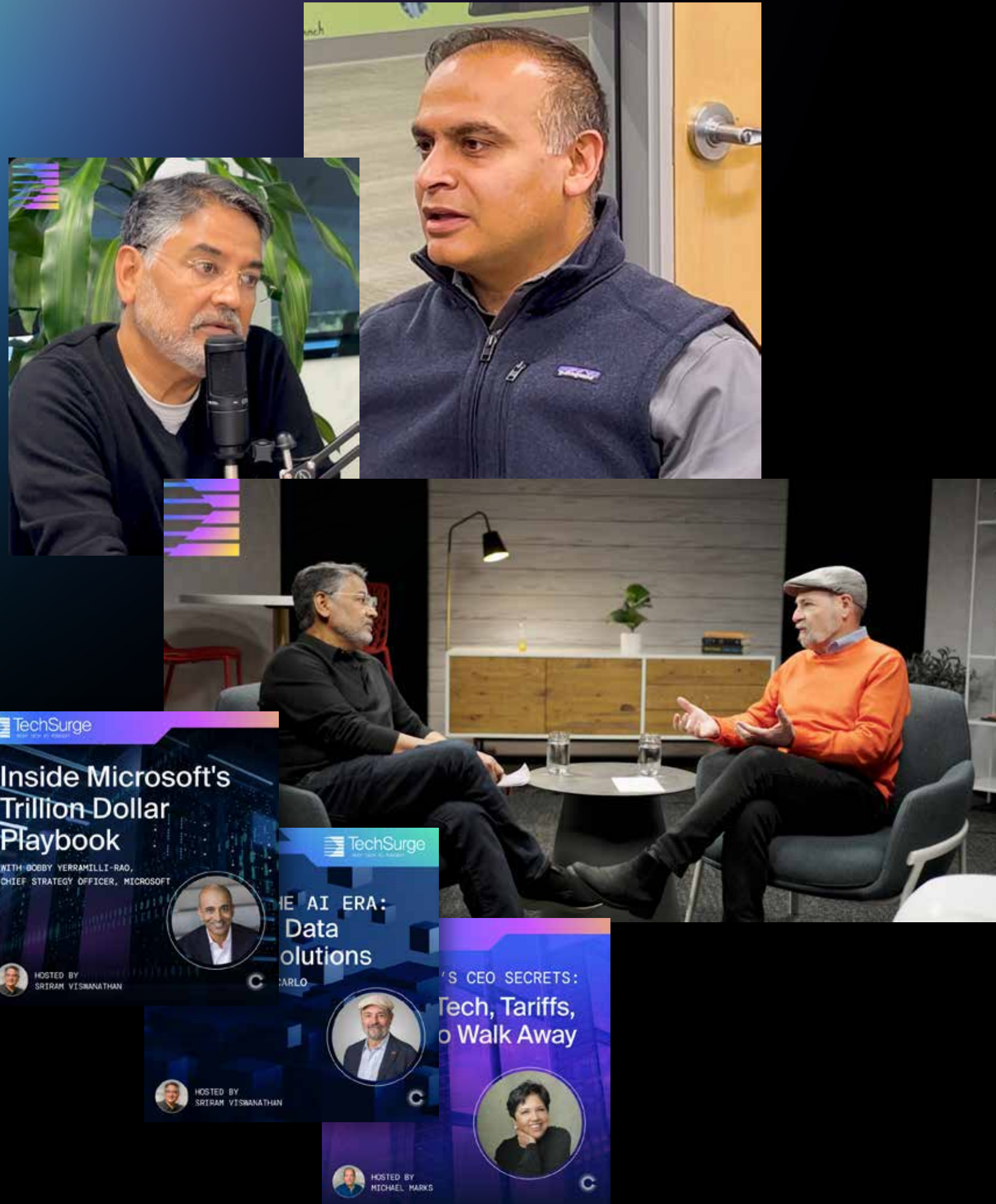
The TechSurge: Deep Tech VC Podcast explores the frontiers of emerging tech, venture capital, and business trends.

Each bi-weekly episode delves into the intersection of technology advancement, market dynamics, and the founder journey, with conversations tailored to entrepreneurs, technologists, and investment professionals. Topics include AI, data center transformation, blockchain, cyber security, healthcare innovation, VC investment trends, tips for first-time founders, and more.



Celesta Capital is a global deep tech venture firm enabling visionary founders at the forefront of scientific and engineering breakthroughs.

Headquartered in Silicon Valley, Celesta's team of seasoned executives and technologists deeply understands the entrepreneurial journey. We partner closely with Celesta's portfolio of 100+ early-stage deep tech companies to help them grow into global companies of consequence.



Growing Platform

90 mil

Americans listen to podcasts weekly. 55% of Americans listen to podcasts monthly.

Highly Engaged

11.2hrs

Of listening hours per week for the average podcast consumer. 40% of U.S weekly listeners prefer video podcasts.

Sought-After Audiences

56%

Of U.S. podcast listeners have an annual income above the national average. 66% of podcast listeners possess a college degree.

Effective Brand Medium

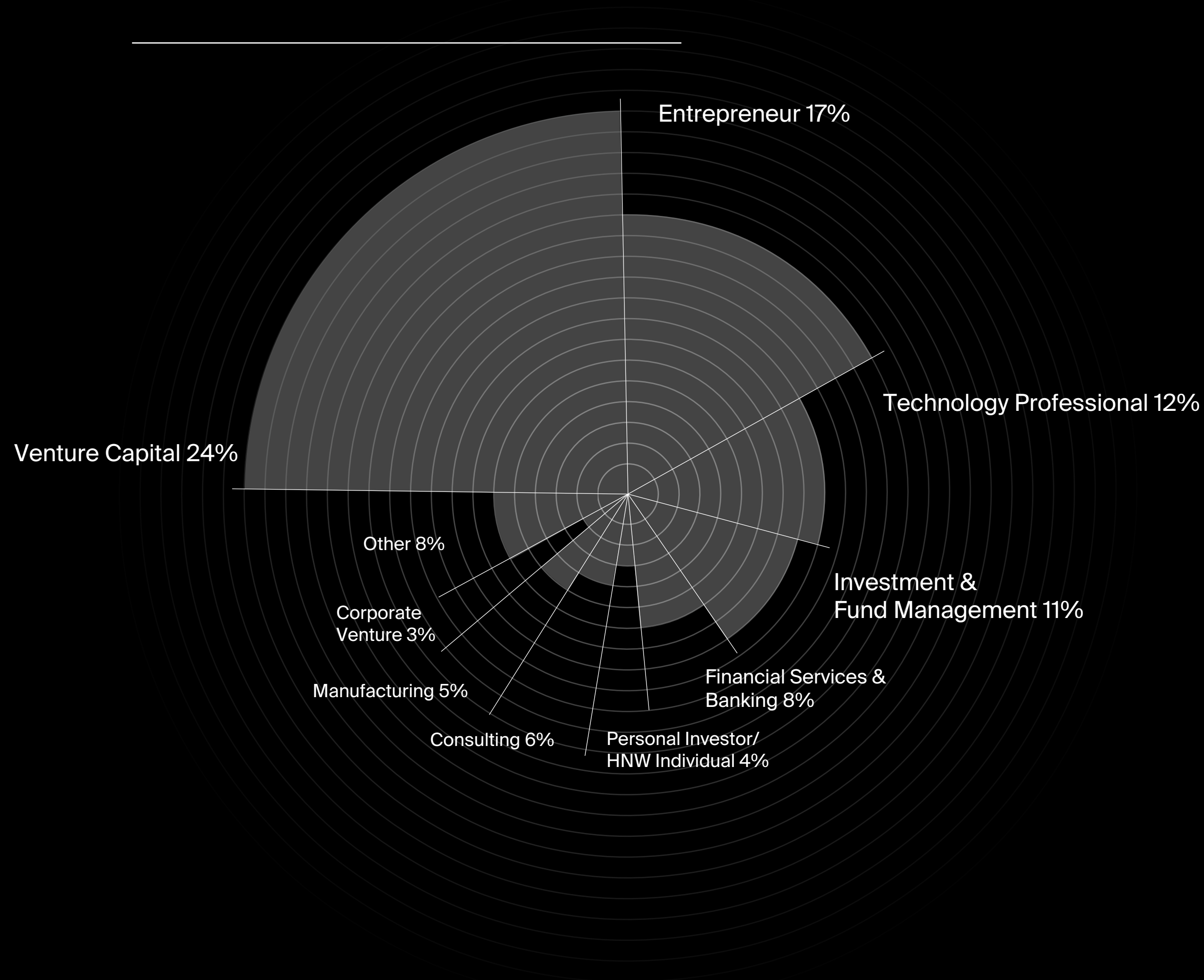
72%

Of podcast listeners have purchased a product or service after hearing it advertised on a podcast. Many believe ads detract from the podcast experience.

TECHSURGE LISTENERS: SOUGHT-AFTER TECH VC LISTENER BASE

DATA BASED ON Q2 2025 SURVEY

Listener Industries



Sample Identified Listener Organizations

HSBC 

Berkeley
UNIVERSITY OF CALIFORNIA

andreessen
horowitz

NOKIA

 **peak xv**

Stanford
University

Deloitte.

 **Bessemer**
Venture
Partners

 **STEPSTONE**

Google

Goldman
Sachs

intel
capital

Accel

 **Northwestern**
Mutual

SONY

rackspace
technology

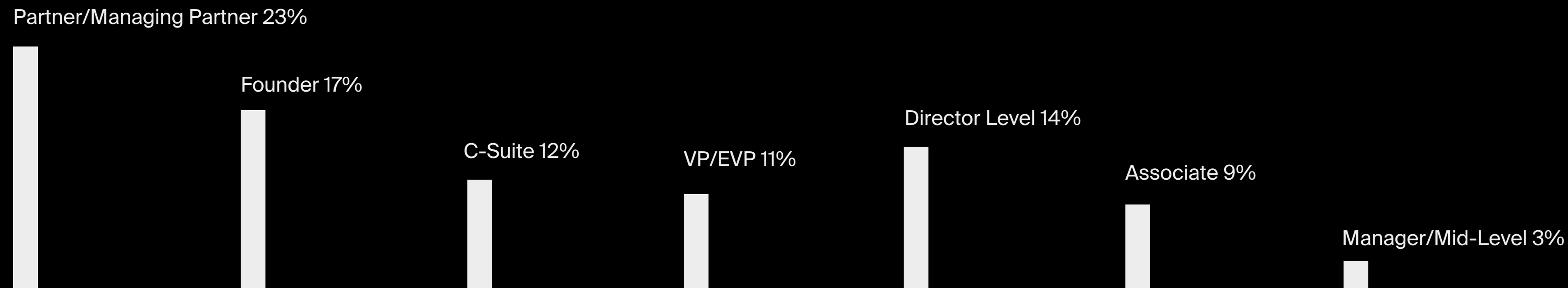
QUALCOMM

micron

TECHSURGE LISTENERS: SOUGHT-AFTER TECH VC LISTENER BASE

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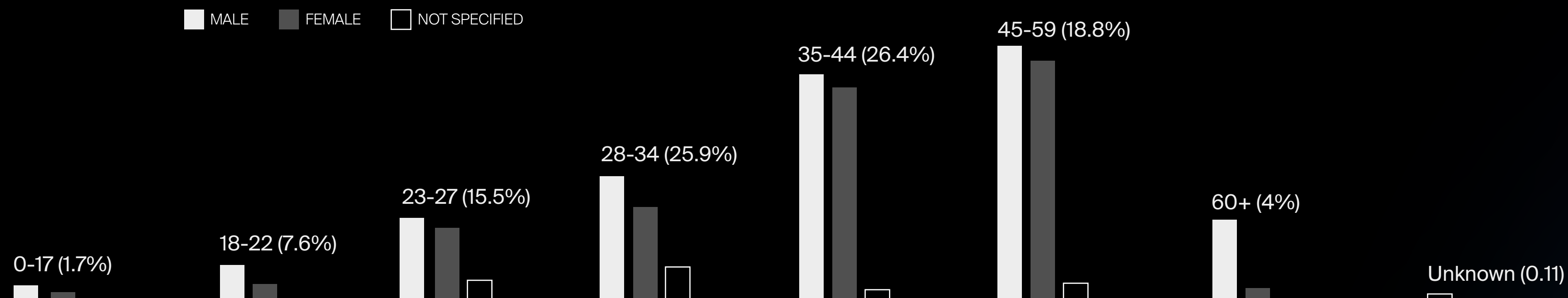
Listener Professional Titles



Top Geographies

- United States
- India
- United Kingdom
- Canada
- APAC (Singapore, Taiwan, Philippines)

Listener Age & Gender





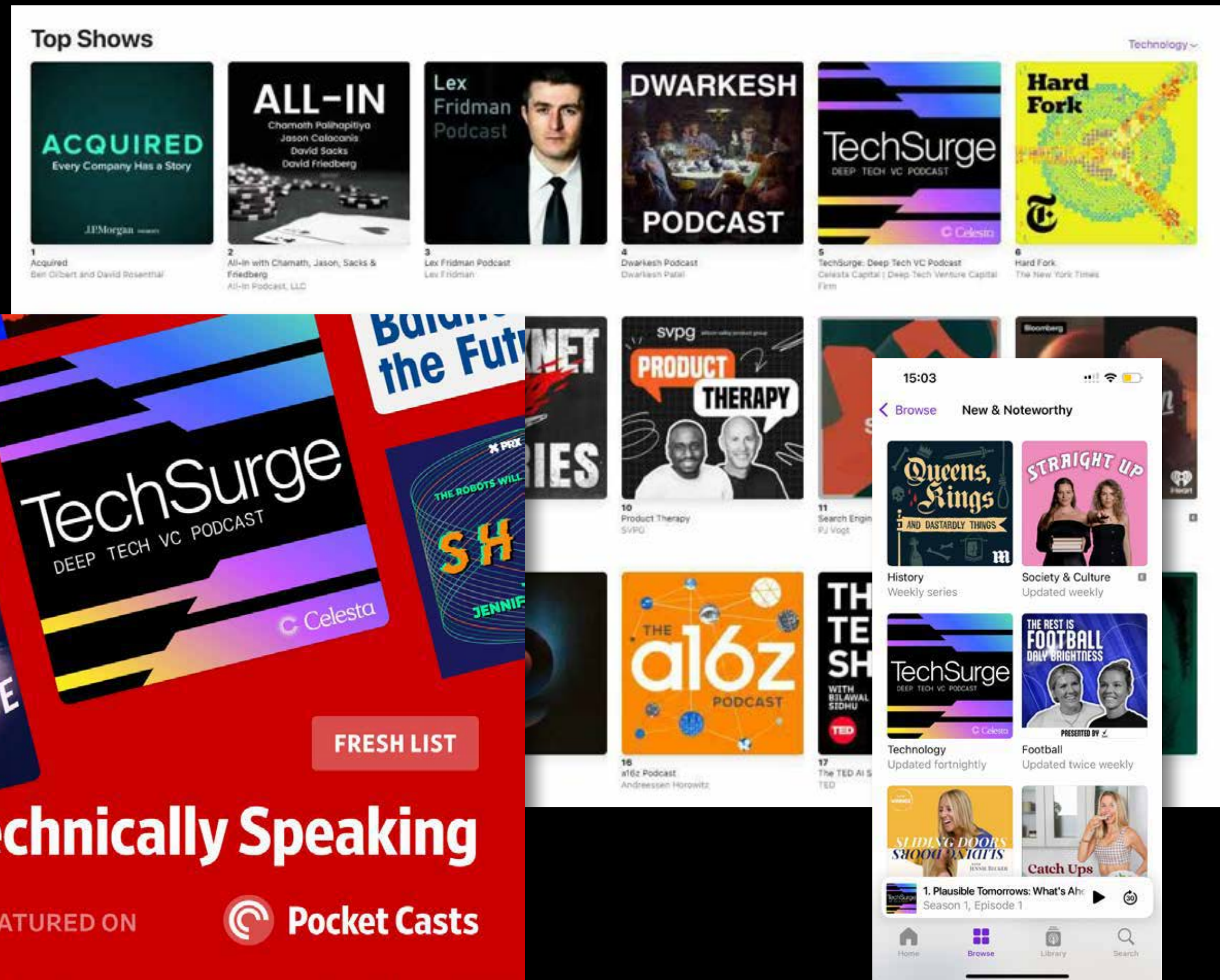
ENGAGED & RAPIDLY GROWING AUDIENCE



- Reached Top 10 Technology Podcast
- Featured New & Noteworthy Podcast



- Featured Fresh Tech Podcast



ENGAGED & RAPIDLY GROWING AUDIENCE

July
2024

Launched Podcast

SEASON 1

15K Plays/
Downloads

Per Episode
(Within First 30 Days)

40.2K+
Subscribers

Across Platforms

SEASON 2

21K Plays/
Downloads

Per Episode
(Within First 30 Days)

47.7K
Subscribers

Across Platforms

650,000+
Total Plays/Downloads

To Date

LISTENER REVIEWS



4.9 ★

“

A podcast for smart listeners

who are craving thoughtful analysis from the technologists shaping the future. I always learn something new when I listen to TechSurge.

“

Reliable info from leaders in tech

Each episode is easily digestible and straight to the point. I was pleasantly surprised by the quality of this podcast's guests and hosts.

“

Wow, blown away by the info

Very informative show with a strong structure, good host and compelling content. Excited for more episodes.

“

Top-notch convos

on emerging tech, VC and business trends. Nic, Michael, and Sriram bring on big names and deep insights into everything from AI to healthcare innovation. Perfect for founders, techies, and investors looking to stay ahead of the curve!

“

Insightful

A lot of quite interesting discussions about a wide variety of technology topics. The pedigree and range of the guests brought on is impressive.

“

Innovation meets inspiration

This podcast delivers powerful insights and cutting-edge conversations. Always learning something new with each episode.

PRESTIGIOUS GUESTS, VITAL DISCUSSIONS

TechSurge's episode library features some of the most important names in tech, venture, and business.



VINOD KHOSLA
FOUNDER, KHOSLA VENTURES



INDRA NOOYI
FORMER CEO OF PEPSICO.



SANJAY MEHROTRA
PRESIDENT AND CEO, MICRON



BOB STERNFELS
GLOBAL MANAGING PARTNER,
MCKINSEY & CO.



JOHN CHAMBERS
FORMER CEO OF CISCO



RONNIE CHATTERJI
CHIEF ECONOMIST, OPENAI



EVENT TIE-IN OPPORTUNITIES

An exclusive audience with technology senior decision makers, investors, and entrepreneurs.



PODCAST SPONSORSHIP | PLACEMENT OPPORTUNITIES

15 Episode Title Sponsorship <i>(One Slot Available)</i>	15 Episode Featured Sponsorship	Five Episode Sponsorship	Single Episode Sponsorship
15 Episodes \$30,000	15 Episodes \$20,000	5 Episodes \$7,500	1 Episode \$2,500
Two :30-60 Host-Read Ads per Audio Episode (Exclusive Pre-Roll + Mid-Roll Placement)	Two :30 Host-Read Ads per Audio Episode (Mid-Roll + End-Roll)	Two :30 Ads per Audio Episode (Mid-Roll + End-Roll)	Two :30 Ads per Audio Episode (Mid-Roll + End-Roll)
Two :30 Ads per Video Episode (Exclusive Pre-Roll + Mid-Roll)	One :30 Ad per Video Episode (Mid-Roll)	Sponsor Ads/Link in Show Notes	Sponsor Ads/Link in Show Notes
Sponsor Ads/Link in Show Notes	Sponsor Ads/Link in Show Notes	Sponsor Logo/Link on Website, Substack	Sponsor Logo/Link on Website, Substack
Sponsor Logo/Link on Website	Sponsor Logo/Link on Website, Substack	Estimated Media Impressions: 200-300K+	Estimated Media Impressions: 40-50K+
Dedicated Substack Newsletter Feature	Sponsor-Nominated Guest for In-Person Conference Panel		
Sponsor-Nominated Guest for Presenting Sponsor Segment	Estimated Media Impressions: 600K+		
Sponsor-Nominated Guest for In-Person Conference Panel			
*Estimated Media Impressions: 1MM+			

*Calculated through estimate of downloads, audience growth rates, ad placement, completion rates, and expected brand impressions across digital channels.

For more information:

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TechSurge
DEEP TECH VC PODCAST

