



Where creators get funded by superfans

Creator

What creators are producing for?

or

Demographic

What creators are producing for?

Content Category

E.g. Travel

or



Trending campaigns



Golden Rules Yoga



Red Experiments with Tea & Oolong



A little bit of green in a world of red



How to play 'Mistaken Love'



Unleash the power of your voice

Problem

Creators need funding, superfans need rewarding



CREATORS

BRAND DEALS

*77% of creators rely on brand deals to sustain their audience

LIQUIDITY

Creators struggle with liquidity, and often don't get paid on time



SUPERFANS

RECOGNITION

Superfans get no recognition and remain largely unseen

REWARDED

Superfans are not rewarded for their loyalty and following

Source

*Creator Earnings: Benchmark Report

Solution liquidity with love

Superjoi is the Pipe.com for Creators, Product Hunt for Superfans



UPVOTE

Content Ideas

Superfans can submit content ideas to creators and get creator feedback



FUND

Creators Content

Creators create funding campaigns for one and great product productions



SPLIT

Content Revenues

Creators and superfans split the revenue generated by 100% subject to the creator and superfan responsibilities

Note

See appendix p21 for why we're different 'liquidity with love'

Validation



**"Funding is literally the only barrier
for me and my friends to grow."**

TikTok Creator
2.5M+ subscribers



**"Having cash upfront without relying on ads would be
so valuable, and would allow me to do this full-time
and create more content."**

YouTube Creator
100K+ subscribers

**We're creating a new
asset class for Gen Z.**

Market size

Creator Economy is growing at 32% CAGR



CREATORS WORLDWIDE

Total Available Market

Professional & Amateur



ENGLISH SPEAKING

Serviceable Available Market

Professional & Amateur



FUNDED W/ SUPERJOB

Share of Market

30% of Serviceable Available Market

Why now

The creator economy is booming, and we're just at the start line

32%

MARKET GROWTH

Creator economy is growing
at 32% CAGR

~\$1.3Bn

VC INVESTMENTS

Into only 31 creator economy
startups since October 2020

~\$2.4Bn

CREATOR FUNDS

There's a attention/retention war
going on between platforms.
Superjo is well positioned to
capitalise on market dynamics



Adoption strategy

We're going to Launch House to scale faaaaaaaaaast

COLD

CREATORS

Direct Targeting 🎯

We have access to a Creator search engine of 5.5M global creators, which will form part of our cold outreach strategy

WARM

REFERRAL

Creator-Get-Creator 🤝

We'll run a creator referral program to incentivise and drive early adoption

HOT

PARTNERSHIPS

Talent Managers 🧑‍💼

We will leverage our network connections to form long-term talent partnerships with key talent as we scale



INCUBATE

Launch House

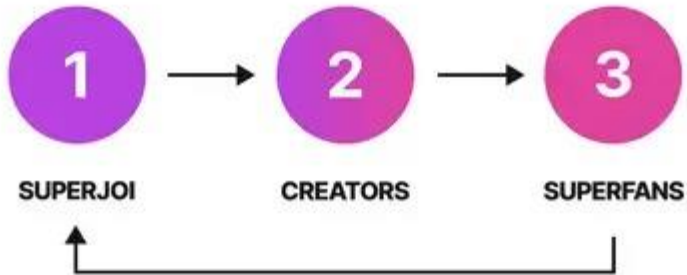
In November we'll be incubating and launching Superjet with some of the world's top Creators in Beverly Hills, Los Angeles. We'll be living with 20+ Creators for 30 days.

Note

1. We're exploring and experimenting several early adoption strategies
2. See Appendix for more info on [Launch House Creator Economy Residency](#)

Distribution Strategy

Acquire verified Creators, drive Superfans to Superjoi



Landscape

The only platform where Creators get liquidity with love, and co-create content

	FAN FUNDED	REVENUE SHARE	USP	CO-CREATE
 Superjoi	✓	✓	SuperFan Funded	✓
	✗	✗	VC Invests	✗
	✗	✗	VC Invests	✗
	✗	✗	Loan	✗
	✗	✗	Credit	✗
	✗	✗	Financial Tools	✗

Competitive advantages

🔥 1ST TO MARKET

Superfans funding and co-creating with Creators

💰 SUPERFAN ROI

Superfans can make money vs donating services

📺 DISTRIBUTION

Creators drive their Superfans to Superjoi

👉 CO-CREATE

Superfans can now co-create with Creators

🔍 DISCOVERY

Easily browse and search Creator stats on Superjoi

👤 DESIGN & BRAND

Win share of mind through memorable branding and name

Creator testimonials

[Click here](#) - for what Creators are saying about Superjoi (2MINS)



Profile (Click)



Profile (Click)



Profile (Click)



Profile (Click)

Appendix

Superjoi.com/waitlist

Contact

chris@superjoi.com


+46 (0) 734-219-854

Book a meeting via Calendly



Launch House

Why we're joining Launch House, 0-100 real quick with the worlds best



The **FOUNDER RESIDENCY** is a month-long program that takes top founders from 0 to 100 real quick.

Buckle up.



LEARN

Learn and connect with some of the worlds best tech and creative talent.

BE A SUCCESS STORY



"It fundamentally changed our trajectory."

Seed and Pre-seed Launch House with \$1 funding on days on how they would launch their product. They went on to get 200K users in 3 weeks after launch, and over \$1M.



"Show up!" connects with @LH, @showtime."

How Showtime connected to launch tonight. Showtime will share a more in line with their history is a successful social founder. We co-founded, and Kira what product launch house and they raised \$1M during 2016.



EXECUTE

Launch, Launch and Launch again

RAISE FROM INCREDIBLE INVESTORS



andrew horowitz



SEQUOIA



Cumberland



Paradigm



Paradigm, 3LAU Back \$1M raise for "NFT Social Network" Showtime



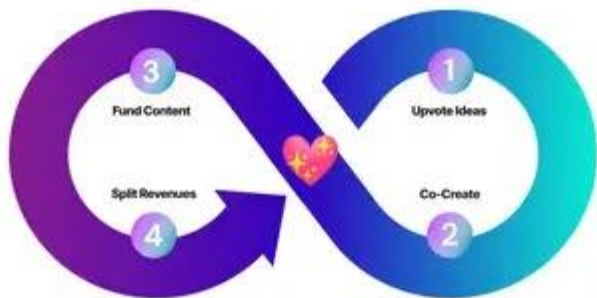
Catch takes hold of \$12M to provide benefits that aren't tied to employers



GROW

Mass Seed investment from the best investors

Liquidity with love



SUPERJOI

Infinite love