

*Example Deck
&
Our Business Model*

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Let us tell your story through the **production** and **publication** of your startup's video documentary. Let's grow your brand and make you *proud*.



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Problem. Fast growing tech startups or communities need good quality video content that tells their story for increased visibility and recognition.

Usually, they don't have the internal resources for this and operate within a tight marketing budget that is mostly focused on direct conversion campaigns that can neglect brand building.

Solution. We will produce and publish a video documentary that profiles your organisation and gets your central message to a wider UK audience. All within a minimal budget and time commitment.

Why us? We are the only solution in the UK, that bundles **production** and **publishing** on our exponentially growing platforms, into a single, affordable service.

- In fact, just in the last 4 months, we have featured 15 of London's best startups such as Soldo, Elder, Seedlegals, Lavanda, ChargedUp, ForwardHealth, Increasingly, Perlego, Feast it & more.
- As of now, we reach **63.5K** people a month across startupsoflondon.com, our LinkedIn, Twitter, Youtube and Podcast Channels.

Direct impact. Other founders cited these 4 reasons the most often.

- 1. Increased awareness of your brand for users, customers, partners** (direct exposure to our audience of 60K+ and growing, followed by longtail discoverability on LinkedIn, Google, Youtube).
- 2. Increased visibility & credibility for investors** (once published we will share your episode with our followers and in our newsletter which includes investors).
- 3. Recruit better people faster** (building your brand directly correlates with the quality and quantity of applicants).
- 4. SEO value** (multiple rich-media content from multiple high domain authority sources pointing to your website).

What you get. The *full feature offer* includes the following.

- **Production** of your video documentary, a dedicated article and a podcast based on the founder interview.
- **Publication** and promotion of all of the above on our website, video and podcast channels as well as other social media.

Cost. For the full production and publishing package deal.

	<i>Please Enquire</i>	

How can we offer so much and still be affordable? We can, because our unique business model allows it. Every piece of content produced and published does not only benefit your brand, but also ours. In a way we are splitting the cost.

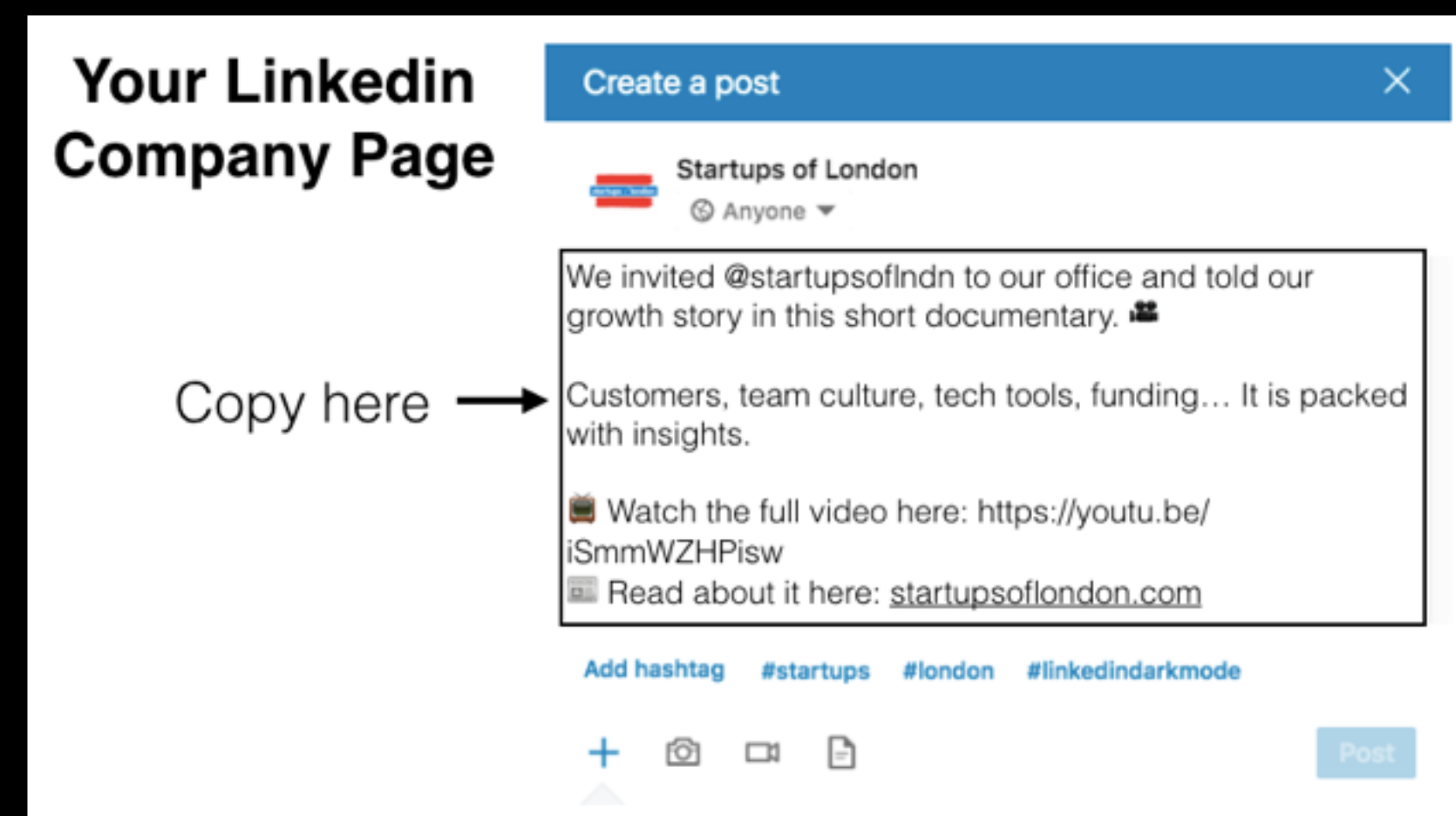
This is also a way for you to give back to community. By sharing your experiences, lessons and insights, you are helping other entrepreneurs and startups in London. You are participating in and helping the community.

Shooting day. Set aside 1 hour for the founder interview, and plan for us being in your office for 2 hours collecting footage. **That's it.**

We usually have pre-fixed available dates every month. Please refer to our very detailed [What to Expect Guide](#) for more.

Bonus. We are here to help you grow your brand. That's why we will also be sharing with you...

- > 1 minute promo video, which you can use it in your website's 'about' pages for a more professional look, build on it as advertisement content and put media spent behind it for lead generation, embed it in job adverts or sales/investor decks.
- > Ready to copy-paste Social Media Content Deck to save your team valuable time.



Examples. Links to content of organisations previously featured.

Video Documentary. Feast It 🖱️ youtube.com/startupsoflondon

Podcast. Wild Code School, London 🖱️ [Apple Podcasts](#) / [Google Podcasts](#)

Editorial Article. Increasingly.ai 🖱️ startupsoflondon.com/increasingly

1 Minute Promo. iProov 🖱️ [Private Link](#)



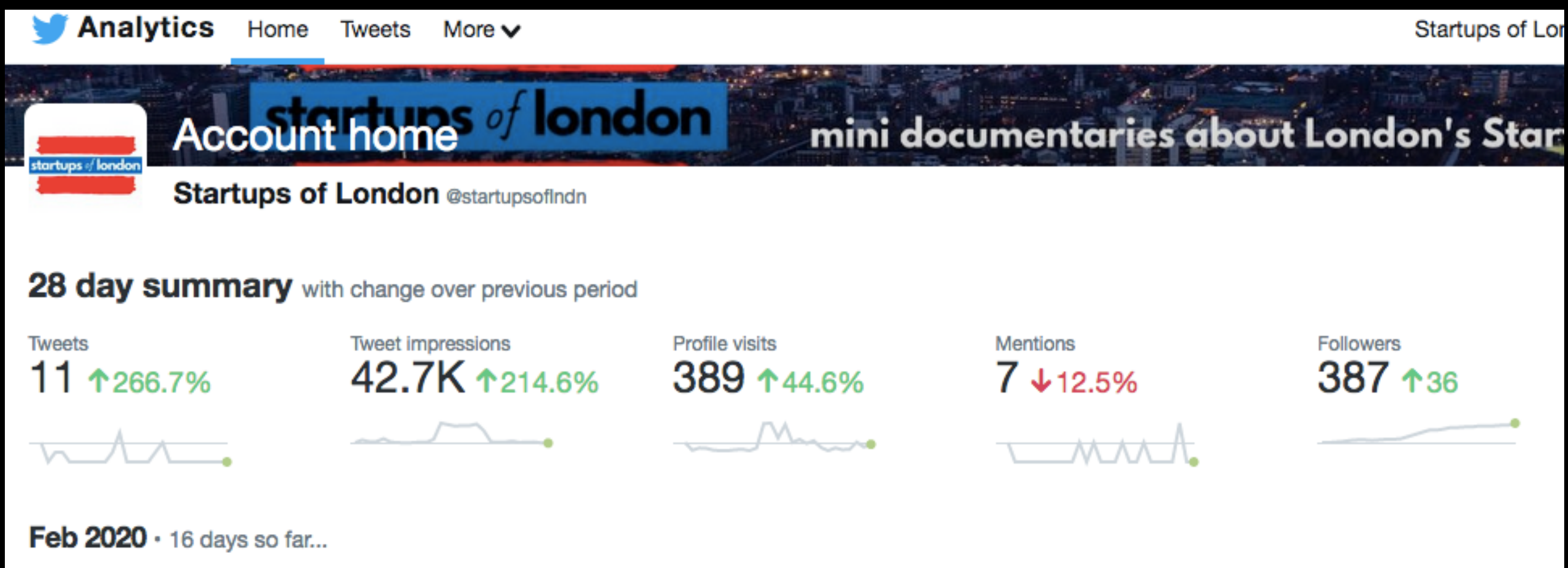
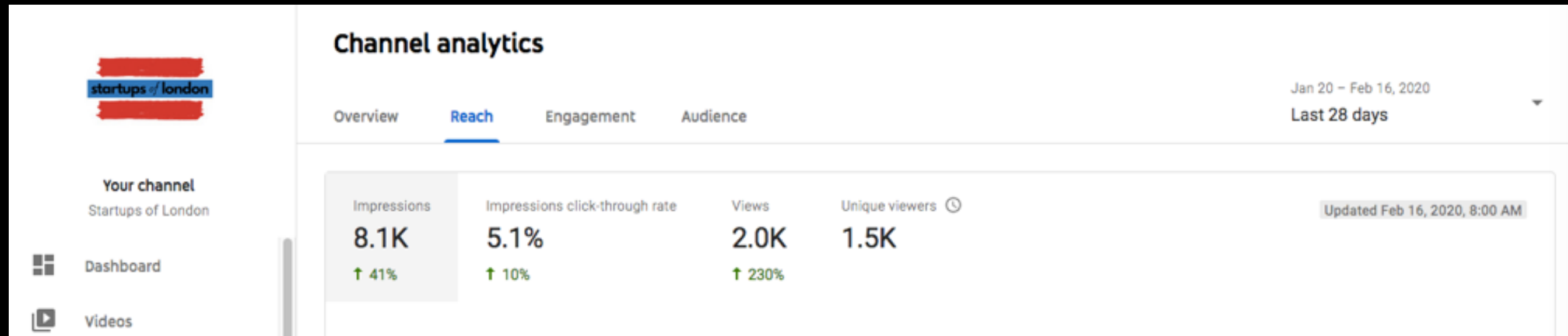
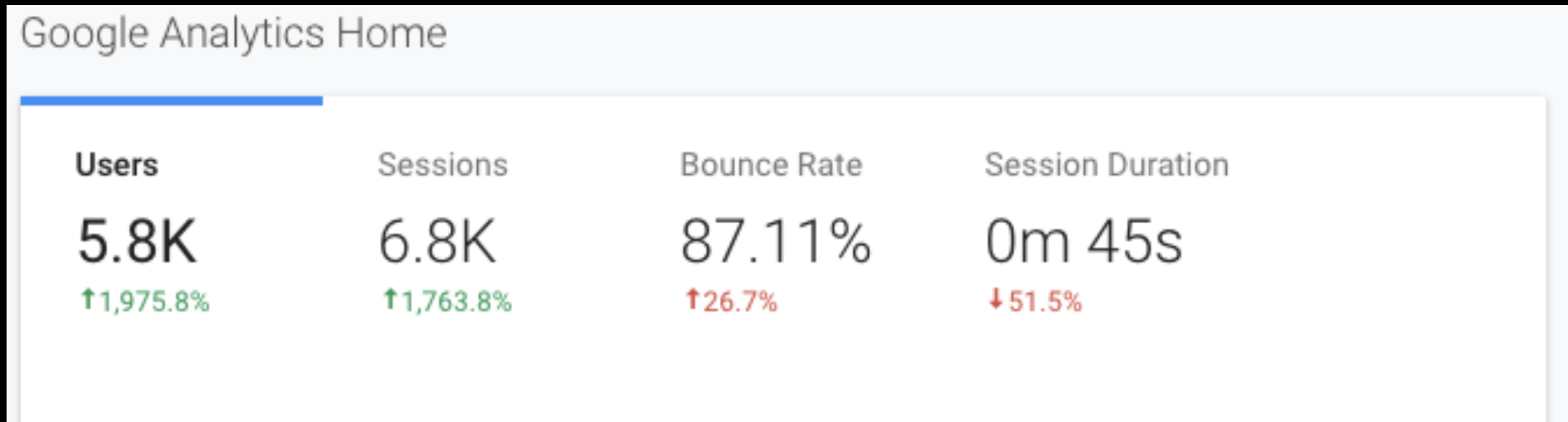
<https://startupsoflondon.com>

<https://linkedin.com/company/startupsoflondon>

<https://twitter.com/startupsoflondon>

<https://youtube.com/c/startupsoflondon>

Reach. Here are some of our numbers in terms of monthly reach (that are exponentially increasing).



Twitter Profile: Startups of London

Media Production · London, Greater London · 252 followers

We tell the stories of London based Startups. Founder interviews. Office tours. Company Culture.

[+ Follow](#) [Visit website](#)

Analytics

Last 30 day activity

92	▲ 84%
Unique visitors	
58	▲ 114%
New followers	
6.5K	▲ 770%
Post impressions	
11	▼ 47%
Custom button clicks	

Updates

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The long awaited - intensively research "London Startup Ecosystem 2020"