

Story Pop

Investor One-Pager

The free vertical story network for 1-minute shows.

Original creator channels. Free to watch. Commercial-supported.

Drop your story. Start a channel. Watch it pop.

THE ASK

\$1.0M pre-seed SAFE

\$10M-\$12M cap target; final terms with counsel

WHY NOW

Audiences already watch in short mobile sessions. Advertisers are moving budget into digital video and creator-led media. The missing piece is a clean, free, ad-supported vertical network built around serialized creator shows - not random clips.

\$294.6B

U.S. internet ad revenue, 2025

\$72B

Projected U.S. digital video ad spend, 2025

\$37B

Projected U.S. creator ad spend, 2025

THE PROBLEM

Creators can get views, but monetization is weak. Viewers can scroll endlessly, but discovery is noisy. Advertisers can buy reach, but not a reliable story-first environment.

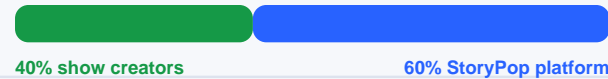
THE SOLUTION

StoryPop packages creator-led micro dramas into channels with episodes, followers, analytics, session-based ad breaks, and sponsor-ready inventory.

THE MODEL

Free for viewers. Commercial-supported. Creators launch original micro dramas, comedies, thrillers, docs, animation, and sci-fi as dedicated channels. StoryPop monetizes sessions, channels, genres, sponsorships, and creator tools.

Standard show ad revenue split



STORYPOP EARNS FROM

- 60% of standard show ad revenue
- 50% of network sponsorships
- Creator Pro subscriptions
- Featured campaign packages

Optional Creator Pro Tools

Free: upload + monetize **Pro \$9/mo:** analytics, thumbnails, scheduling
Studio \$29/mo: AI trailers, script breakdowns, audience testing
Network Partner: invite-only promotion, sponsor access, production help

INVESTOR STRUCTURE

Best practice: raise as a pre-seed round, not a profit-share. Investors receive equity upside through a SAFE; creators receive platform revenue share; advertisers buy campaigns.

USE OF FUNDS

- 40% Product + engineering
- 25% Creator acquisition + content seeding
- 20% Growth + distribution
- 15% Ad sales, legal, ops

12-MONTH PILOT MILESTONES

- 50 creator channels
- 500+ original 1-minute episodes
- 4+ episodes/session + first sponsor packages

Illustrative channel economics

1M episode views/month at \$8-\$14 CPM: **\$3.0K-\$5.3K gross ad revenue.** At 40/60 split: **\$1.2K-\$2.1K creators; \$1.8K-\$3.2K StoryPop** before tools, sponsorships, and licensing.

POSITIONING

Tubi-style free streaming economics adapted for vertical creator-led story channels.

Not clips. Channels. Not subscriptions. Commercial-supported. Not profit-share investors. Pre-seed equity upside.