

The free vertical story network

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

A commercial-supported network where creators launch 1-minute original shows and viewers discover new voices.

Free to watch

Creator channels

Ad-supported

Micro Drama

1:00
show

StoryPop

For You New Genres

FIRST
DAY



Comedy

1:00
show

Thriller

1:00
show

Romance

1:00
show

★ The market already moved vertical

Audiences watch in short sessions. Advertisers are following mobile video and creator-led content.

\$294.6B

U.S. internet ad revenue in 2025

IAB / PwC 2025

\$72B

**projected U.S. digital video ad spend
in 2025**

IAB Digital Video 2025

\$37B

**projected U.S. creator ad spend in
2025**

IAB Creator Economy 2025

StoryPop sits at the intersection of free streaming, short-form viewing, and creator channels.

The gap: no clean, ad-supported vertical network built specifically for serialized original story channels.

★ Short video pays like clips - not like a network

Creators can get views, but monetization is fragmented. Advertisers can buy reach, but not a clean story environment.

1 Creators

- Weak, unpredictable payouts
- No owned channel economics
- Hard to package stories into shows

2 Viewers

- Feeds are noisy and random
- Discovery is algorithm-only
- No consistent vertical story destination

3 Advertisers

- Inventory is fragmented
- Brand safety is inconsistent
- Hard to buy genre-led creator shows

Opportunity: turn short-form attention into structured channels, clear ad products, and better creator economics.

StoryPop: a free vertical story network

A platform where creators launch original shows and viewers discover 1-minute episodes in a network built for stories.

Creators launch shows

Upload scripts, pilots, finished episodes, or AI-assisted vertical stories.

StoryPop distributes

Package channels, recommend shows, sell ads, report earnings.

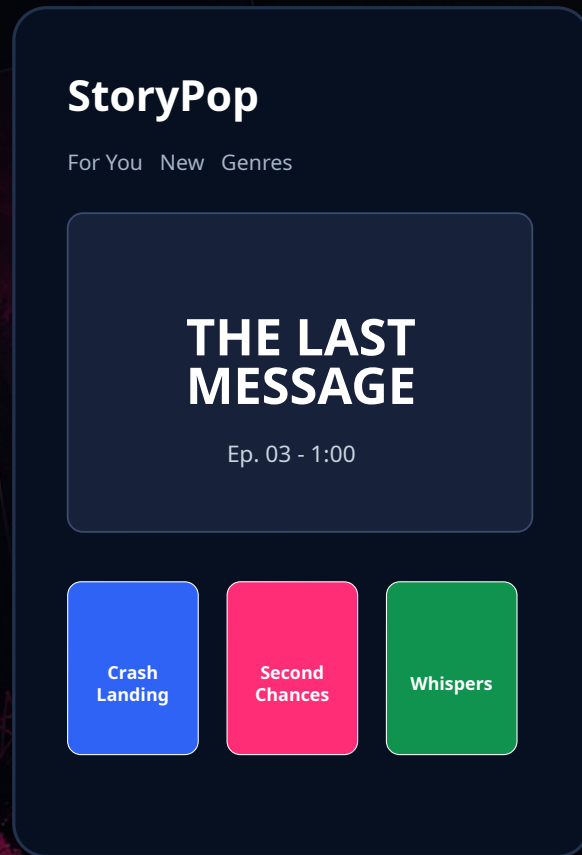
Viewers watch free

Watch original shows in short sessions with clean ad breaks.

Core promise: Tubi made streaming free. StoryPop makes vertical original stories free.

The product feels like a network - not a folder of clips

Channels, episodes, genres, follow loops, and clean commercial breaks create a repeatable viewing habit.



Creator channels

Each show gets a home: trailer, episodes, seasons, followers, analytics.



Session-based ad breaks

No ad after every minute. Ads run after viewing momentum is established.



Genre discovery

Romance, horror, sci-fi, comedy, drama, docs, fantasy, mystery.

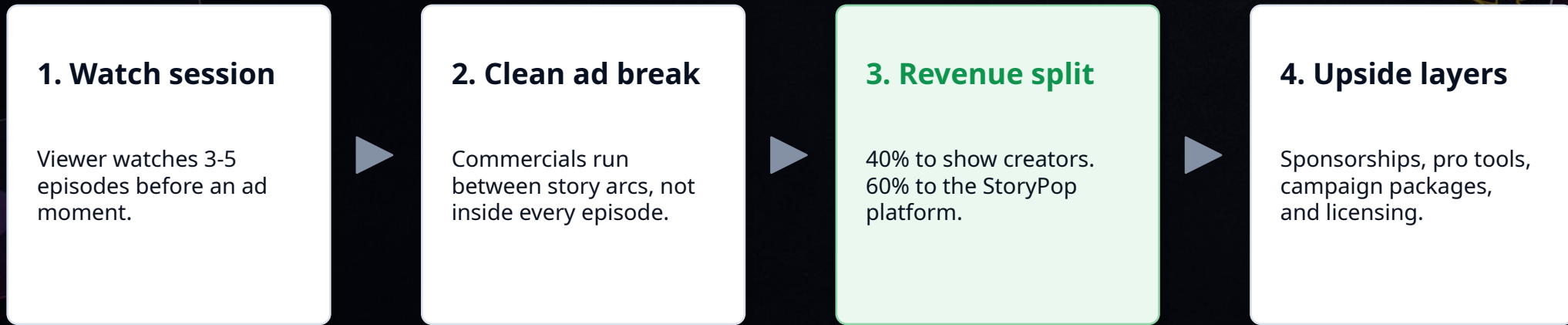


Brand-safe inventory

Advertisers buy genres, channels, campaigns, and sponsored story packages.

Best model: monetize the session, not every episode

A 1-minute episode is too short to overload with ads. StoryPop sells sessions, channels, genres, and sponsorships.



40% Creators

Standard creator-channel ad revenue

60% StoryPop Platform

Platform covers network distribution, ad sales, product, payments, reporting, support, and growth.

★ Optional creator tools add early revenue

Ad revenue scales with audience. Creator tools create recurring revenue before the network reaches massive volume.

Free \$0 Upload shows and monetize	Creator Pro \$9/mo Analytics, thumbnails, scheduling, better channel tools	Studio \$29/mo AI trailer tools, script breakdowns, audience testing	Network Partner Invite only Higher promotion, sponsor access, production help
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StoryPop earns from:

60% ad revenue

50% network sponsors

Creator Pro subs

Featured packages

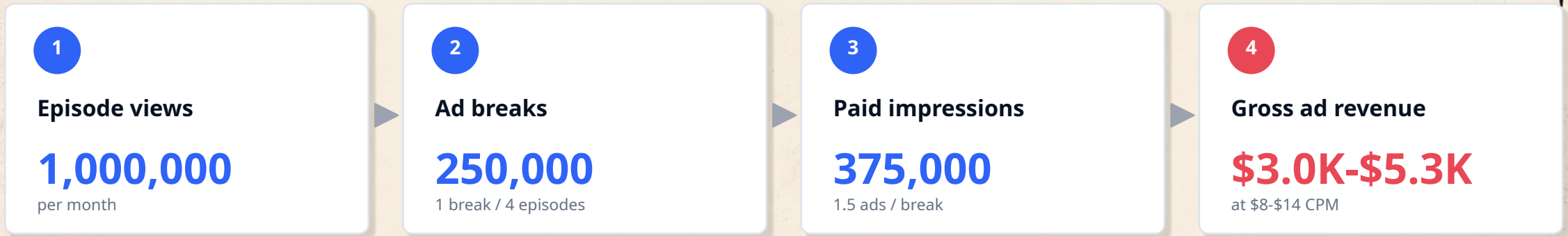
Top-show licensing

Multiple revenue paths: audience monetization, brand spend, creator SaaS, campaign packages, and future IP licensing.

★ Example channel economics

Illustrative monthly economics for one show/channel generating 1,000,000 episode views.

Assumptions: 4 episodes/session - 1 ad break every 4 episodes - 1.5 paid ads/break - \$8-\$14 blended gross CPM



Show creators receive
40%
\$1.2K-\$2.1K

StoryPop platform receives 60%
\$1.8K-\$3.2K

★ Network upside comes from bundled demand

Ad revenue grows with scale, while sponsorships and creator tools improve margin before massive volume.

Monthly views	Gross ad rev.	Creator share 40%	StoryPop share 60%	Notes
25M	\$75K-\$131K	\$30K-\$53K	\$45K-\$79K	pilot network + early sponsors
100M	\$300K-\$525K	\$120K-\$210K	\$180K-\$315K	repeatable channel portfolio
500M	\$1.5M-\$2.6M	\$600K-\$1.1M	\$900K-\$1.6M	scaled network + national buys

Adds on top of ad share:

Genre sponsorships

Creator Pro tools

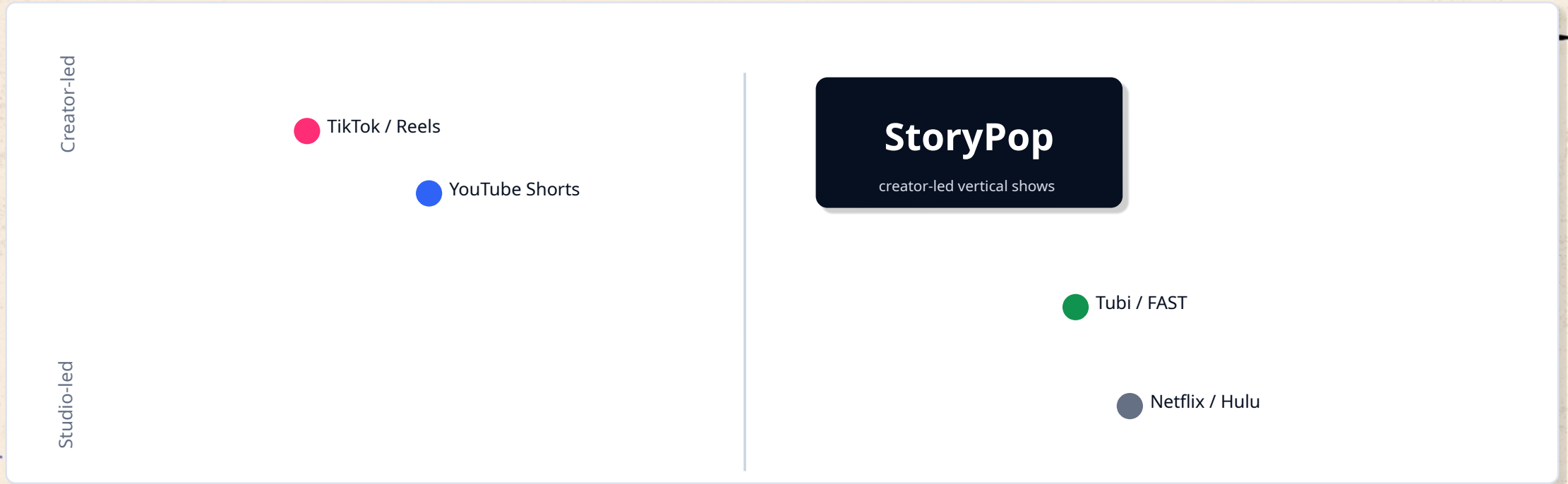
Featured launches

Brand integrations

Top-show licensing

★ Positioning: between feeds and studios

StoryPop takes low-friction feed behavior and adds network economics, structure, and advertiser packaging.



Random clips

Networked shows

More structured than social feeds

More open than studio streaming

More brand-safe than random clips

Go-to-market: seed channels first, then sell the network

Launch with enough original shows to make the feed feel alive before scaling ads.

Phase 1

Creator beta

25-50 pilot channels, 3-10 episodes each, focus on high-retention genres.

30 days

Phase 2

Audience loop

Daily drops, social clipping, referral follows, watchlists, genre pages.

60 days

Phase 3

Brand packages

Launch sponsors, genre takeovers, direct episode sponsorships.

90 days

Phase 4

Scale supply

Creator Pro tools, production partners, top-channel licensing and originals.

180 days

First measurable goal: prove retention by genre before chasing generic viral reach.

★ The ask: \$1M pre-seed to launch the pilot network

Recommended structure: post-money SAFE with a valuation cap, aligned with current pre-seed market practice.

\$1M

pre-seed SAFE

Target cap: \$10M-\$12M
Minimum check: \$25K
Pilot runway: 12-18 months

40%

Product & engineering

creator upload, channels, feed, analytics, ad/payment infrastructure

25%

Creator acquisition

50 pilot channels, 500+ one-minute episodes across high-retention genres

20%

Growth & distribution

TikTok, Instagram, launch campaigns, referral loops, social clipping

10%

Ad sales & partnerships

launch sponsors, genre packages, brand-safe inventory

5%

Legal & operations

creator terms, rights, accounting, compliance

What proves StoryPop works

The pilot wins when episodes create sessions, sessions create ad breaks, and channels create repeat viewing.

Completion rate

target >70%

Episodes/session

target 4+

Follow conversion

target 5-10%

Ad fill + CPM

optimize by genre

Creator retention

active channels

Sponsor renewal

repeat buyers

Drop your story. Watch it pop.

Sources used

- IAB/PwC Internet Advertising Revenue Report 2025
- IAB Digital Video Ad Spend & Strategy Report 2025
- IAB Creator Economy Ad Spend & Strategy Report 2025
- Carta State of Pre-Seed 2025
- YC SAFE financing documents

StoryPop is building the free vertical network for creator-led original shows.