



rumble studio

Record and publish audio, fast.

Team



The University of Manchester



Carl Robinson, CEO

(49% equity)

Masters Data Science, Voice AI
Voice Tech Podcaster (3 yrs)
Startup Product Manager

linkedin.com/in/carlrobins0n



Joris Guerry, CTO

(49% equity)

PhD Machine Learning
Data Science Researcher
SaaS developer (15 yrs)

linkedin.com/in/jorisguerry/



Team



Nived Ravivarman,
Marketing Intern



Jowie El Hakim,
Marketing Intern



Ismaël Ousmane,
Developer Intern

Advisors / Investors



Phillip Chambers,
CEO at Peakon
(sold for \$700M)



Stefanie Hinten-
Reed; B2B digital
marketing expert



Entrepreneur First
(2% equity)

Ecosystem & Partners



Incubator: **Entrepreneur First, Paris**

Invested 90K€, coaching & network



Accompanied: **Cap Digital, Paris**

Fundraising assistance, network

Audio content creation is SLOW

The Problem



Today, **Audio** content is **exploding** in popularity

100 million Americans listened to podcasts last month



Audio builds **trust**, acquires **leads**, and closes **deals**

22% of US companies invested in podcast advertising in 2020



However, audio creation **tools** are too **slow & costly**

Only 2% of companies created any audio content themselves



Companies not creating audio **miss out on sales**

Rumble Studio is the solution

Asynchronous interviews are FAST

The Solution



- 1 - Choose your questions & invite your guest
- 2 - Rumble interviews the guest **automatically**
- 3 - Download & publish your audio!

- ✓ Avoids scheduling - **10X faster**
- ✓ Quick & easy - **no skills required**
- ✓ The Canva.com of audio

// Rumble Studio improves the return on investment (ROI) of audio.

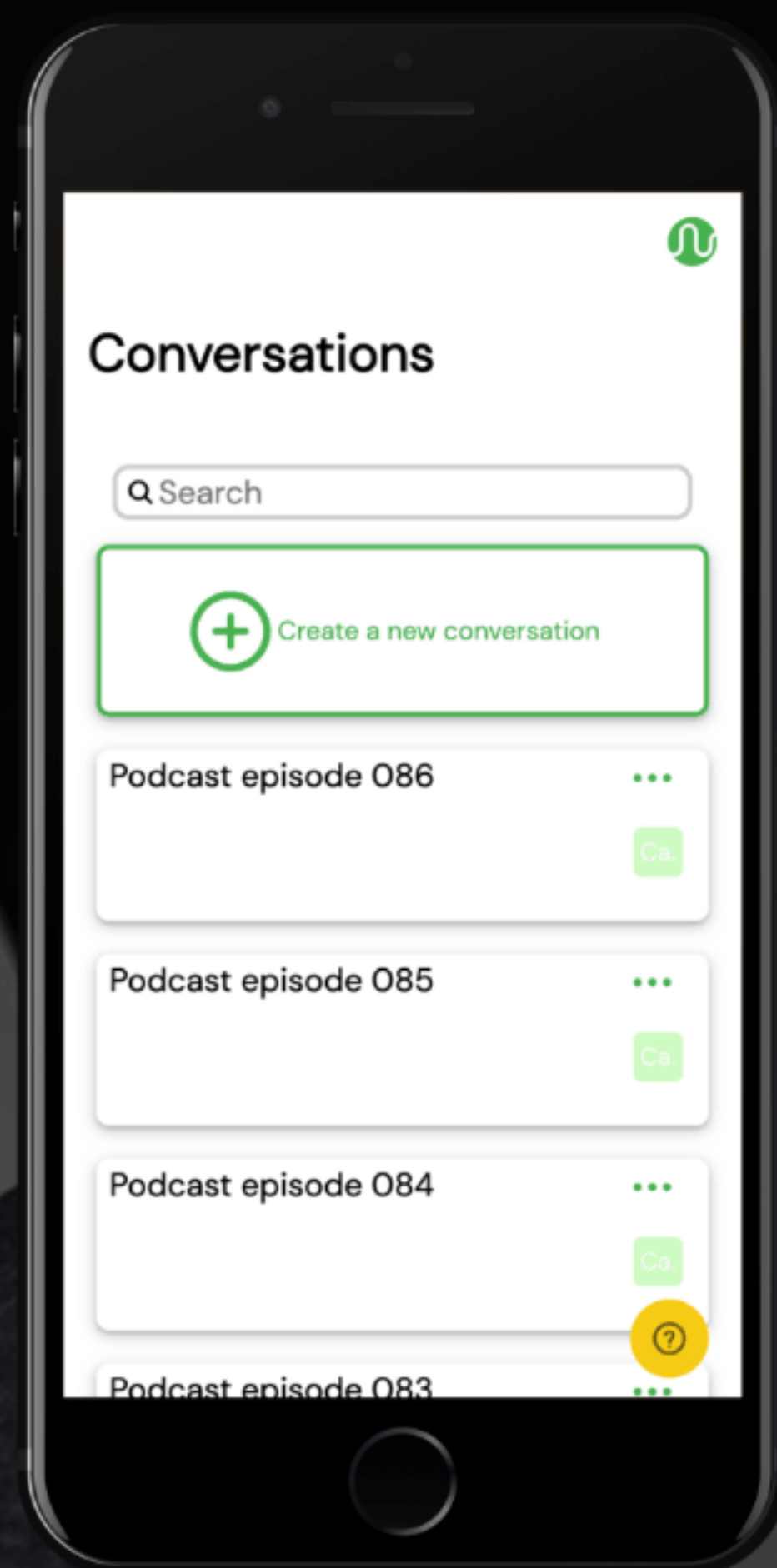
Now, companies **of all sizes** can *afford* to create audio for marketing

Responsive web app is live

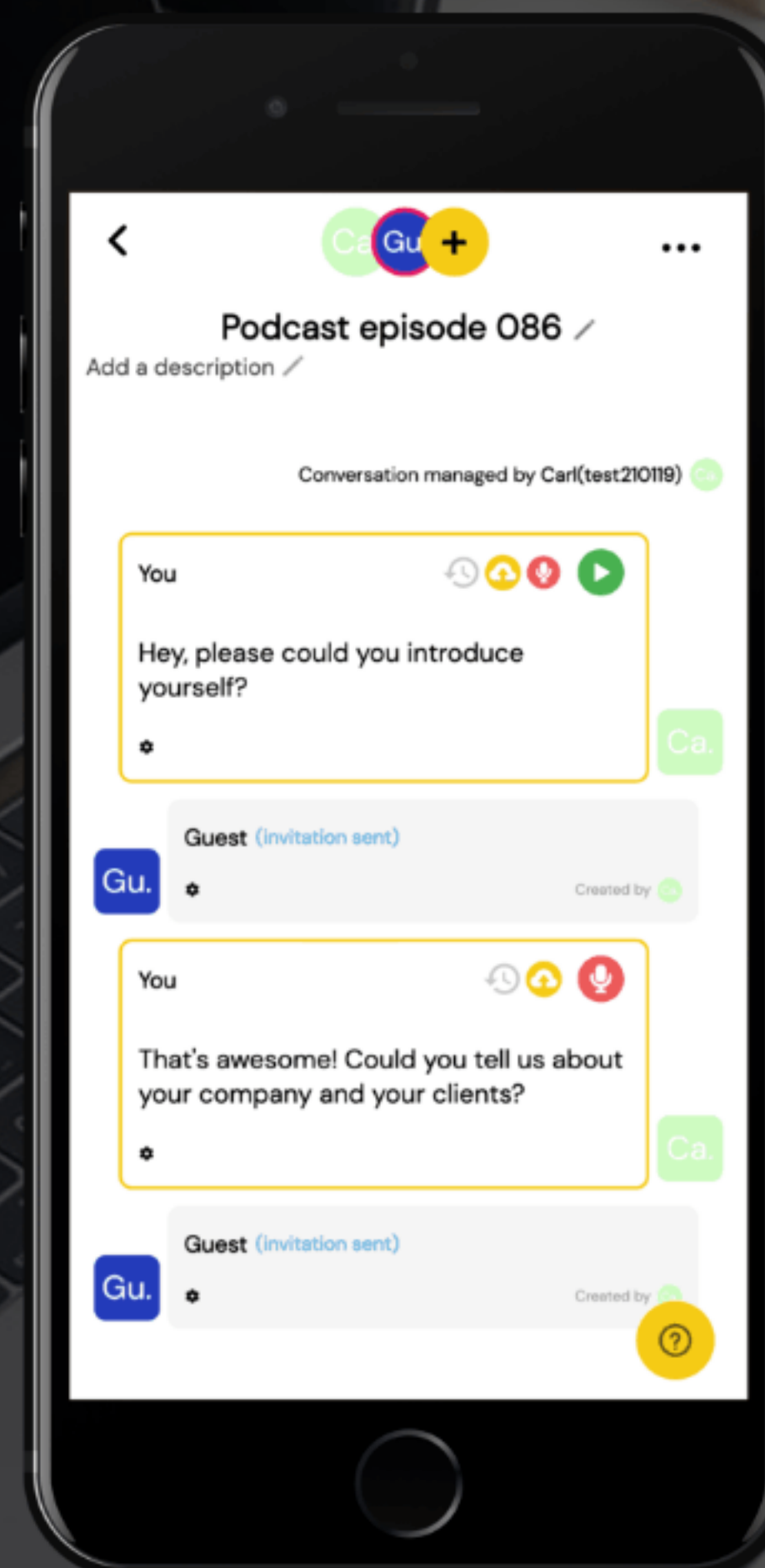
“ Try it now:
rumble.studio



PLAN
& INVITE



Invite guests to
asynchronous conversations



Record and export audio
e.g. podcasts



RECORD
& EXPORT

Defensibility & IP Protection

Defensibility

- **Technical difficulty**
 - Conversational AI is hard to replicate
- **Network effects**
 - User generated content improves our solution over time, making it harder to compete with (audio library, question library, AI model)
 - Inherent referral mechanism (hosts invite guests to interview, which we convert to hosts)
- **Switching costs**
 - Moving hosted audio / RSS a deterrent to churn
- **Founder-problem fit**
 - Domain experience and technical ability of founders is uniquely suited to this problem

IP Protection

- **Original code & open-source**
 - We only leverage open-source tools and frameworks, to ensure we own all the IP of our code
- **Patents**
 - In discussion with Marks & Clerk to patent our asynchronous conversation model

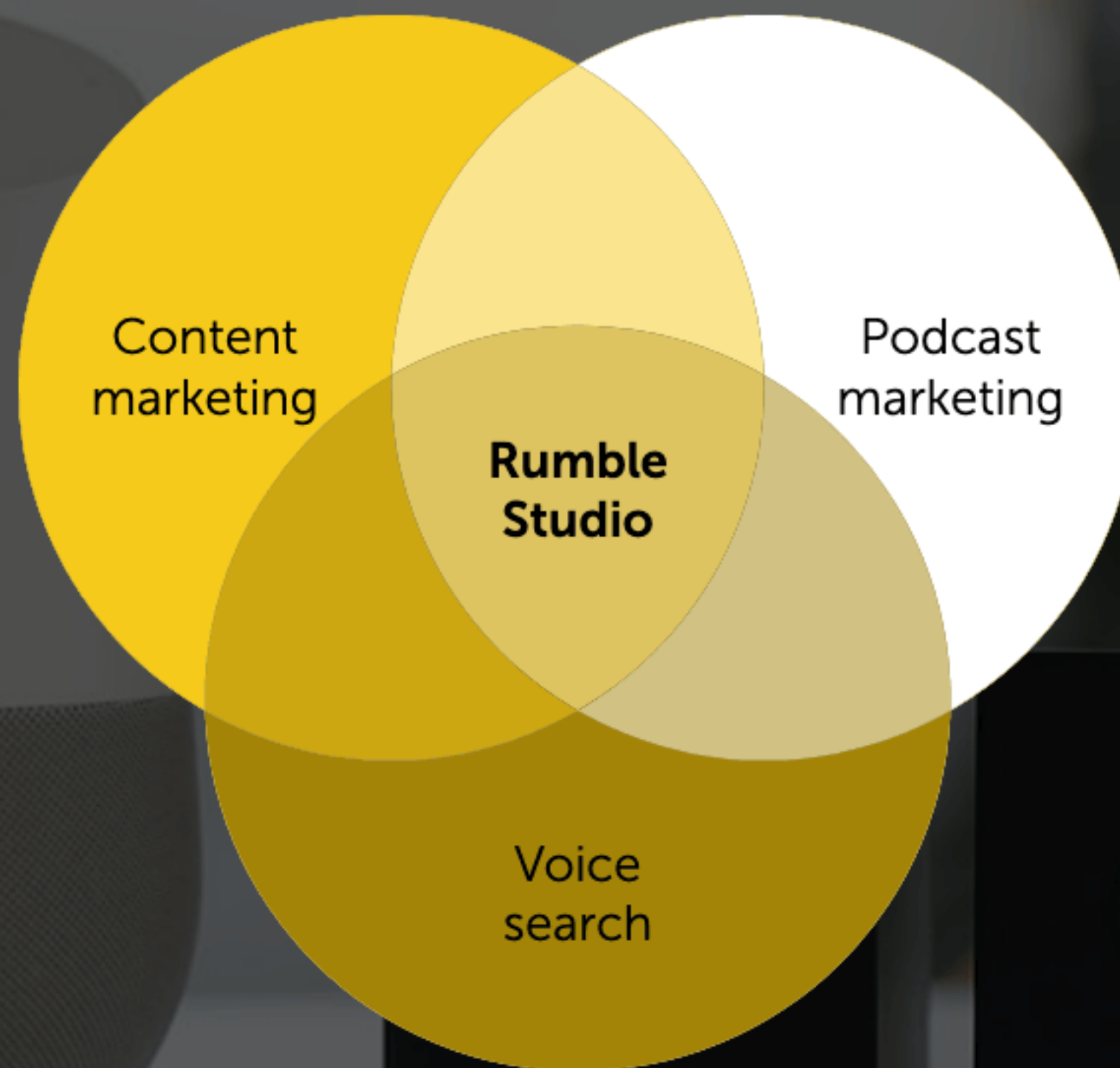
Rising demand for audio content creation

Why now

\$139B

Content creation spend 2021

17% CAGR



\$1B+

Podcast marketing spend 2021

30% CAGR

“ Smart speakers are the fastest-adopted device in history

Deloitte

Rumble Studio unlocks a new market

Target market



Small to Medium-sized
businesses
10-250 employees



Selling complex,
high-value products
e.g. B2B SaaS



2025 Target Market
850,000 SMBs @ €6000 ARPU



In audio-friendly
geographies e.g.
US, EUR, AUS



With millennial
buyers who favour
independent research

Competition



Positioning in podcasting value chain

Phases 1 and 2



Which phase of the Podcasting Value Chain offers the most profitable business opportunities?

You can see how people vote. [Learn more](#)

Content Creation	38%
Hosting & Distribution	24%
Listener Platforms	24%
Advertising	14%

21 votes • Poll closed

LinkedIn Poll, April 2021

Extended markets

Internal communications

Company-wide updates

Team member status updates

Crowdsourced audio capture

Ask-me-anything / Quora

Soundbytes for journalism

Targeted interviews

Account-based marketing (ABM)

Recruitment interviews

Website audio

Client testimonials

Audio FAQs

Segments: Podcasters & B2B SaaS startups

Go-to-market plan

Beachhead segment
already creating audio

Podcasters

B2B SaaS startups
in audio & voice tech

Easy wins

Smaller, homogenous community
Convinced about value of audio
Suffering 'Hair on fire' problems

Adjacent segments
not yet creating audio

B2B SaaS

Digital agencies, Finance,
Real Estate

Scale and profit

Large, diverse group of marketers
Early majority require convincing
More stable and feature-rich product

SaaS Subscription + Usage Revenue Model

- Freemium + Tiered Subscription
- Strong **Usage-based** component
- Pro plan: €1200 ARPU
- Enterprise: €6000 ARPU
- 95%+ gross margin



€0/month
Free plan



€50/month + usage
Creator plan (Self-service)



€500/month + usage
Enterprise plan

Sales & Marketing plan

NOW:

Promote: Self-service Creator Plan
Use: Inbound content marketing
Channels: Podcasts, Blog, Social
Support: Email & Chat
Budget: <\$500/month

AFTER FUNDRAISE:

Enterprise Plan
Performance marketing (SEM/SMM)
Inbound sales & Partners
Customer success
~\$5000/month

CURRENT METRICS:

SOCIAL: **4** channels, 1500+ followers
PODCAST: **5** episodes published, 2000+ listeners
BLOG: **10** articles published, 2000+ readers

Users and revenue

Traction

SAMSUNG

Bixby Developers
Podcast



Agriculture Podcast



400+
Free Users

Creating audio
with our app

4

Paid Users

\$100/month each
Sales cycle: <30 days



SoundHound

B2B SaaS \$1B+
\$100/month

 CourseMaker

B2B SaaS Startup
\$100/month

Voxpow

B2B SaaS Startup
\$100/month

Made with Rumble Studio



Listen: <https://bit.ly/rumble001>

“It's easy to use, and makes dropping episodes super-fast.

Sheelagh Caygill,
Podmotion



Listen: <https://bit.ly/rumble002>

“It's truly a different way of creating audio content like podcasts.

Roger Kibbe,
Samsung Bixby



Listen: <https://bit.ly/rumble003>

“If you weren't building this, I would be.

Michael Greenberg,
Call for Content

Summary of finances and workforce

		AMOUNTS IN THOUSANDS OF EUROS			
		2020	2021 (current year)	2022	2023
Total turnover (excl. VAT) (CA)		2	45	510	4,800
Self-financing capacity (CAF)		- 27	- 223	- 821	2,078
Financing		90	660	1,430	200

		NUMBER OF EMPLOYEES			
- Technical / R&D		1	4	9	14
- Sales & Marketing		-	3	4	8
- Operations & Support		1	1	4	12
Total Employees		2	8	17	34

Pre-seed raise

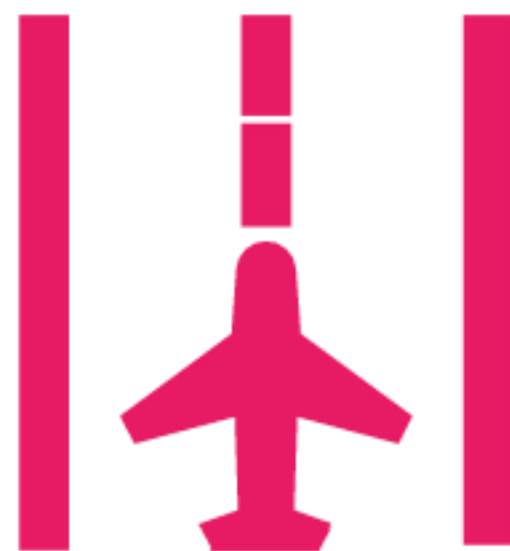
~€700K, closing in May



Angel funding
250K EUR

BSA AIR (convertible equity)

We have already
raised €130K of
this target



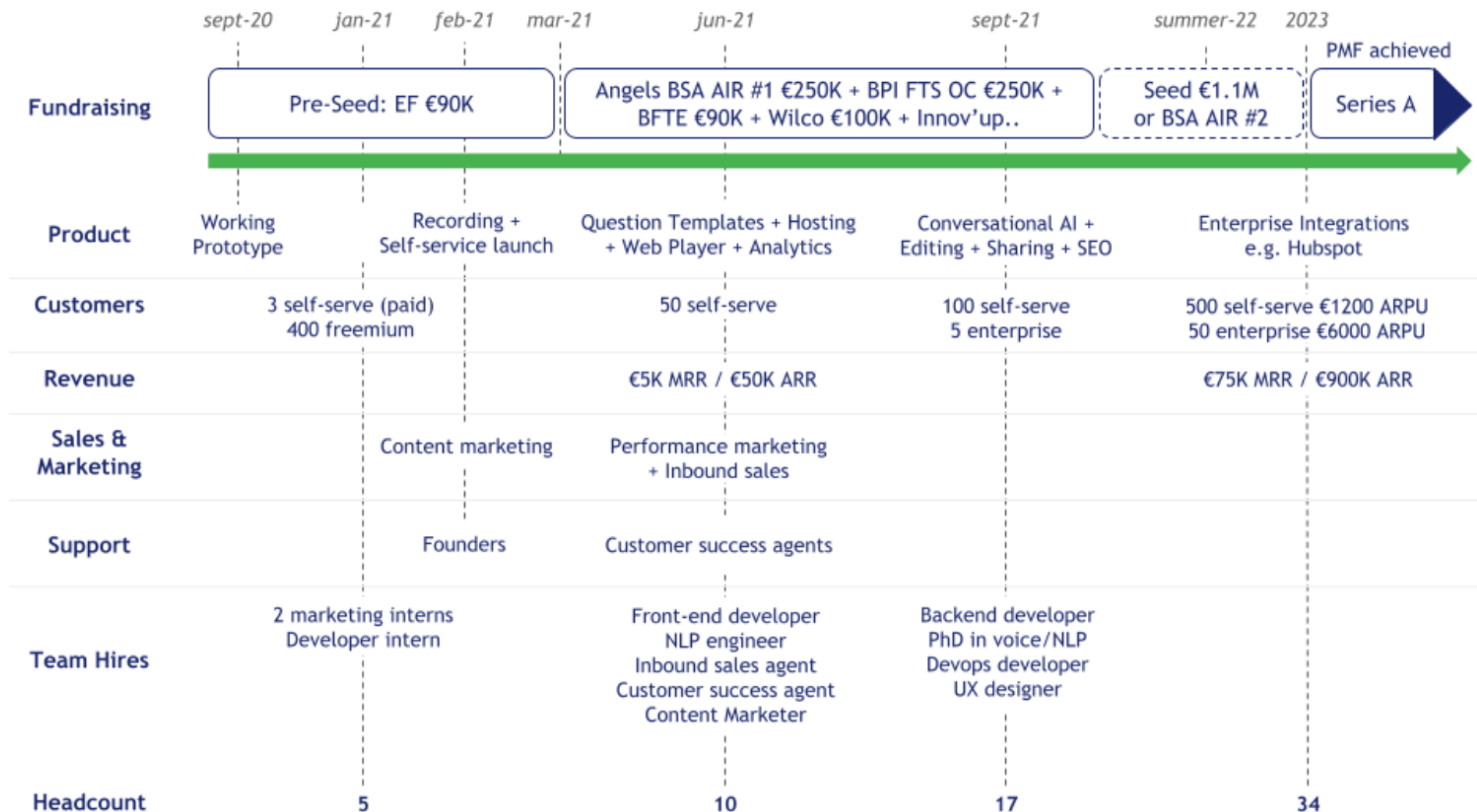
Runway
18 months



Non-dilutive funding
440K EUR

BPI FTS OC €250K
+ BFTE €90K
+ Wilco €100K
+ Innov'up..

Roadmap & Fundraising to Series A



Rumble Studio changes the audio landscape

Vision



Democratise audio creation

- Double the number of active podcasts
- Reduce attrition rates & "pod fade"
- Promote niches & diversity



Supply content for voice search

- Discovery on audio channels
- Audio SEO via voice interfaces



Normalise talking with computers

- Attract more talent to voice tech
- Advance the art & science of HCI



“ Book a call

carl@rumble.studio

“ Try the product

<https://rumble.studio>

Appendix: Recent audio startup valuations

Acquisitions

Company	Type	Event	Year	Amount (\$M)
Anchor	SaaS	Acquisition	2019	140
Gimlet	Production	Acquisition	2019	200
Megaphone	Production	Acquisition	2020	235
Wondery	Production	Acquisition	2020	300
Stitcher	Production	Acquisition	2020	325
Breaker	SaaS	Acquisition	2021	undisclosed

Raises

Company	Type	Event	Year	Amount (\$M)
Audioburst	SaaS	Raise	2019	10
Descript	SaaS	Raise	2021	30
Clubhouse	SaaS	Raise	2021	100
Capsule	SaaS	Raise	2021	2
Podchaser	SaaS	Raise	2021	4
Casted	Production	Raise	2021	7
Epidemic Sound	SaaS	Raise	2021	450