

Part 1: "Elevator" Introduction

ZCast is a podcasting platform that allows people with no technical background to become podcasters and join the growing group of people who make \$100k-\$200k/yr from podcasting.

The podcasting market is growing dramatically with > 50% of US listening to podcasts every month (every 2nd person) and with listenership growing from 7B hrs/yr in 2014 to an estimated 14B hrs/yr by 2020.

The business market that ZCast is solving for is estimated at a potential annual revenue of more than \$100M/yr based on less than 2% market penetration using a subscription model, based on modest estimations.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why?

The US SMB market alone has a TAM of > \$11B/yr based on the 28M SMBs. Out of them we plan on reaching out to 1-2% which represents a subscription revenue of > \$100m/year within 3-5 years.

Is this market growing? How fast?

This market is just taking its first steps. The listenership of podcast has grown from 7B hrs/yr in 2014 to 10B hrs/yr in 2016 and is estimated to grow to 14B hrs/yr by 2020. Over the air radio (OTA) is estimated to move to digital streaming within the next 5-10 years, and marketing dollars of over \$1B/yr for talk radio is estimated to shift from Radio to on-demand streaming within these coming years

Who is in the market already? What is the nature of competition – direction, indirect, substitutes?

The Personal broadcasting market is growing, and Audio Only solutions are coming up as well. The main players are companies such as Anchor, UnMute and ZenCaster. They are all trying to solve different or partial parts of the problem, but none of them are solving the core problems that we are considering, including making it simpler and easier to become a podcaster. We are one of the only companies that do not try to challenge and/or change the format of Podcasts that is very successful, but rather enable more content creators to become podcasters without the need to be technically savvy. There are other lower level players and podcasting networks in this market that are not competing with us in any way like NPR, PRX, Radiolab etc.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you.

Our main customers are content creators, community managers and marketing agencies, as well as the crowd of hobby podcasters. We have launched our first version in Jan 2016 and followed with a major update in Aug 2016 that was based on feedback from our early adaptors. We are in constant communication with our users to learn what they need, and are working to improve the product in the areas identified by them as critical for them, such as adding a native Android version, migrating to HD audio, better moderator controls, editing features, and outbound phone-calls interviews, to name a few.

Describe how you win customers today. Describe your future customer acquisition strategy.

So far our users acquisition was 100% organic based on our huge network that led to our initial >50k users. Our future GTM plan is to invest in market analysis and targeting of community managers, content creators, marketing teams and partnerships. We will get to them via targeted campaigns, social media, brand building and conferences.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?

Our strategy is simple and straight forward: provide the easiest to use product in the most competitive price, with 100% focus on user satisfaction. We are also leveraging our unique and rare experience in the VoIP technology that sets us apart from many companies who do not have the knowledge that is required to build the needed infrastructure and back end that is required to support the complex needs of the Audio infrastructure required for podcast quality live streaming.

Part 4: Technical Product Description and Plan

Briefly describe your product or service.

ZCast is a platform that allows people to create, participate, share and consume podcast using their mobile devices or desktop with zero technical knowledge by making the creation of a live Podcast recording as simple as making a phone call, and even easier.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)

Our product was launched in Jan of 2016 and is already being used by thousands of users monthly. We are already working on our 2nd generation of the technology that is taking all the lessons learned from our initial releases, to create the solution that our users are expecting from us. We are currently the only technology that is available today to create a live global broadcast and recording of a podcast, without any technical knowledge requirement, and without the need for expensive equipment.

Describe the remaining product development risks and your plans to overcome them.

We are migrating our audio infrastructure to a lower-level VoIP technology that will allow us better control over audio quality, integration with classic VoIP services for call-outs to actual phone numbers, and the ability to scale listenership without obvious limits. The main risk is that the technology stacks we plan on using as our building blocks will not be good enough and we will need to go one level deeper in our technology stack, which might be more time consuming and more expensive to achieve both in terms of cost as well as time-to-market.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).

ZCast provide an all-in-one easy to use solution that is focused on the user first, and ensures that none of the complexities that are involved in producing a podcast are exposed to the users. For example, we allow you to invite anyone to your podcast, regardless of geographical location with near-zero latency, we auto-recorded your podcasts, and auto-publish them to podcast indexes such as iTunes and/or Google Play, as well as the ability to embed your recorded podcast on any social media as an embeddable widget. We also keep track of content usage, to be able to provide usage statistics including information that doesn't exist today about users' behavior such as interaction with the audio player (skip/rewind etc.)

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)

Due to the nature of our product, there is no patented technology now that is relevant to our application. We are using existing core open-source and other widely common technology stacks to build our solution. Our main advantage is coming from our usage of these technologies, from our "closed-source" code that is handling the overall user experience and from our access to data as early stage players in this industry.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.?

Our biggest advantage is our ability to take a complex problem and know how to make it feel easy to the average user, while not compromising on the overall quality of the product and the capabilities that it provides. This is a usually underestimated problem, that is hard to quantify, until you see the difference between products made by companies like Apple vs others. We believe we have the "Apple" factor in our ability to build simple, easy to use, yet powerful user-experience that makes the difference.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

We have managed to survive a couple of financial draughts over the short life of the company, and were able to maintain an aggressive release schedule and quality, despite a small distributed team.

Briefly list and describe your key team members.

The key team members are the co-founders: Raz (CEO/CTO) is responsible for the day to day execution including product development and architecture of the system. Hillel (CMO) is responsible for the marketing and growth part of the company as well as PR. The rest of the team helps us with the design, coding and community and brand management.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

Once we enter the revenue phase, we will need to add a sales lead role to help us close and convert leads into customers.

Briefly list and describe your key advisors, and their contributions to date.

We have multiple advisors on the business side including multiple partners and VC firms, as well as leading content creators in the podcasting industry that we are working with to better understand the market, its potential, and the players in it.