What is Slate?

Slate is an asset management platform and a content creation tool that empowers enterprise organizations and their network of creators to quickly and easily create on brand content for social media.
Brands today need to create more content, in more places, more frequently than ever before.

These growing demands of social media have overwhelmed brands because their content creation workflows and tools have not evolved at the same pace as social media.
The Problem

Enterprise options, like Adobe Photoshop or Premiere, are slower, often require a laptop, and advanced training.

Native experiences, within social platforms like Instagram, are fast but have limited customization and are filled with stock assets.

This forces organizations to abandon brand consistency when posting to social channels and ultimately miss out on opportunities to own some of their most valuable moments in real time.
The Solution

We provide organizations with a platform that is fully customized for their brand. This includes the fonts, graphics, logos, stickers, gifs, filters, and overlays they need to create unique, on-brand, monetizable content in seconds, optimized for any social platform.
Traction

70+ Customers

65,000+ 2020 Content Created

> $1m Current ARR
Trusted By

And many more
The Founding Team

Eric Stark
Co-Founder, COO
X-Director, International Marketing & Content Strategy at NFL
x-Digital & social at 49ers

Yury Shubin
Co-Founder, CTO
x-CTO of mobile product studio EmperorLab.
x-Lead iOS of font startup LetterMe

Will Brooke
Co-Founder, CGO
x-CEO/Founder at font startup LetterMe.
x-Biz Dev at mobile agencies Fueled and SWARM

Michael Horton
Co-Founder, CEO
x-VP of Product at Phonewagon.
x-Product at mobile agency SWARM.
x-Digital media at 49ers
“Slate is the equivalent of having another person on staff for me.”

- Caroline Deisley, Denver Broncos Social Media
“Slate has been extremely helpful to the team as we pivot in real time.”

- Damaneke Santiago, Director Global Social Media and Content Strategy
“We save an extraordinary amount of time creating and publishing on-brand content through Slate, instead of having to upload to our laptops and back to our phones.”

- Janice Rubbert, Assistant Director Marketing & Fan Engagement