



**SLATE**

# What is Slate?

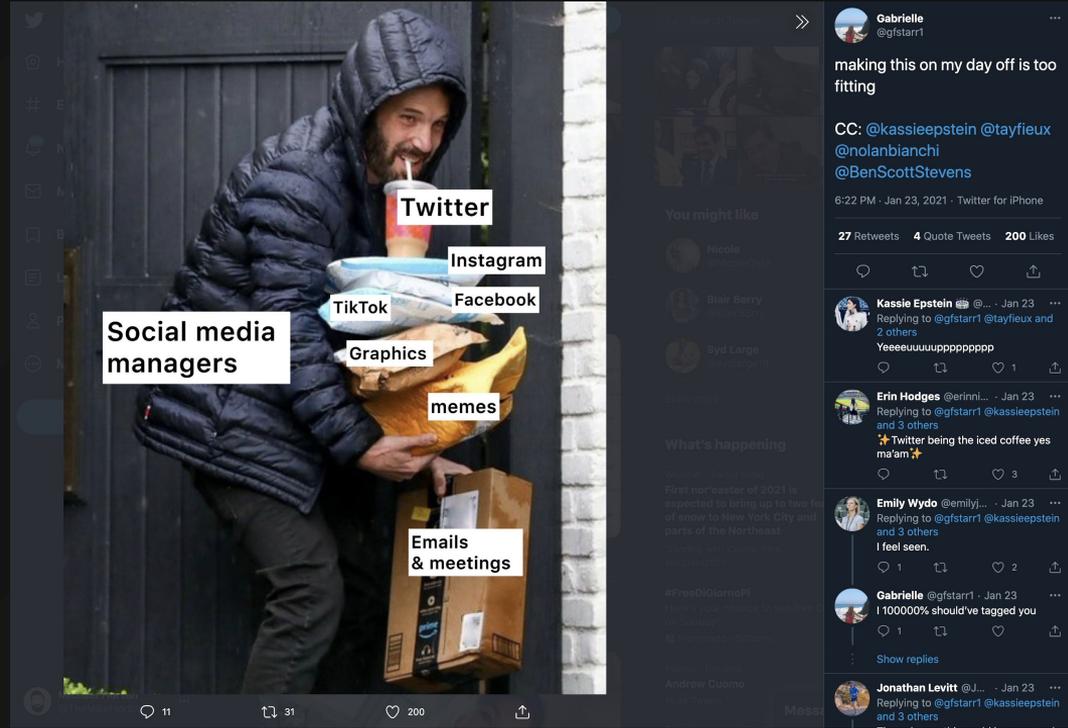


Slate is an asset management platform and a content creation tool that empowers **enterprise** organizations and their network of creators to quickly and easily create **on brand** content for social media.

# The Landscape

*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.

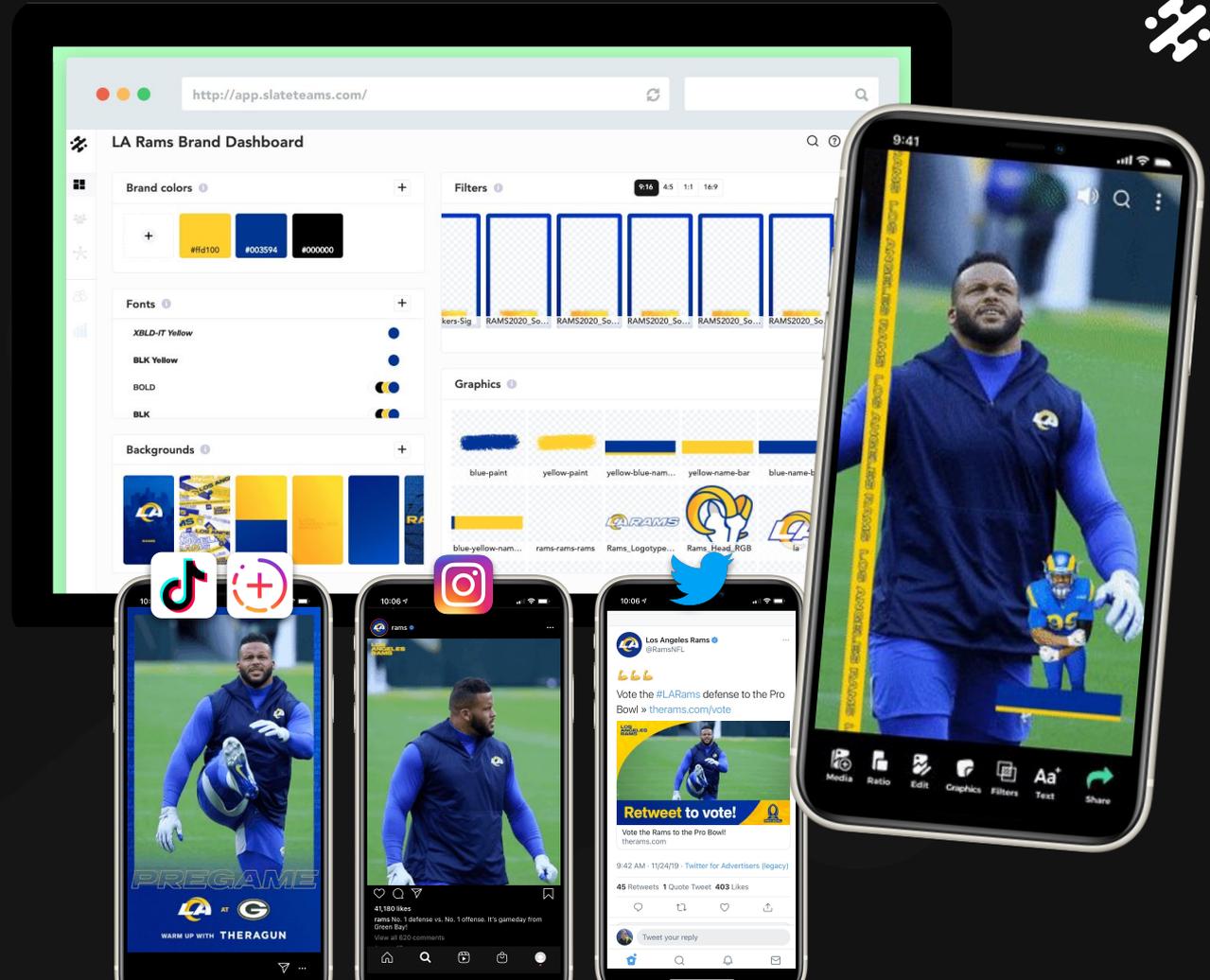


This forces organizations to abandon brand consistency when posting to social channels and ultimately miss out on opportunities to own some of their most valuable moments in real time.



# 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



FANDUEL



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

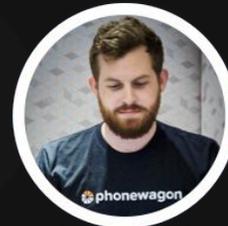
x-CTO of mobile product  
studio EmperorLab.  
x-Lead iOS of font startup  
LetterMe



**Will Brooke**

Co-Founder, CGO

x-CEO/Founder at font  
startup LetterMe.  
x-Biz Dev at mobile  
agencies Fueled and  
SWARM



**Michael Horton**

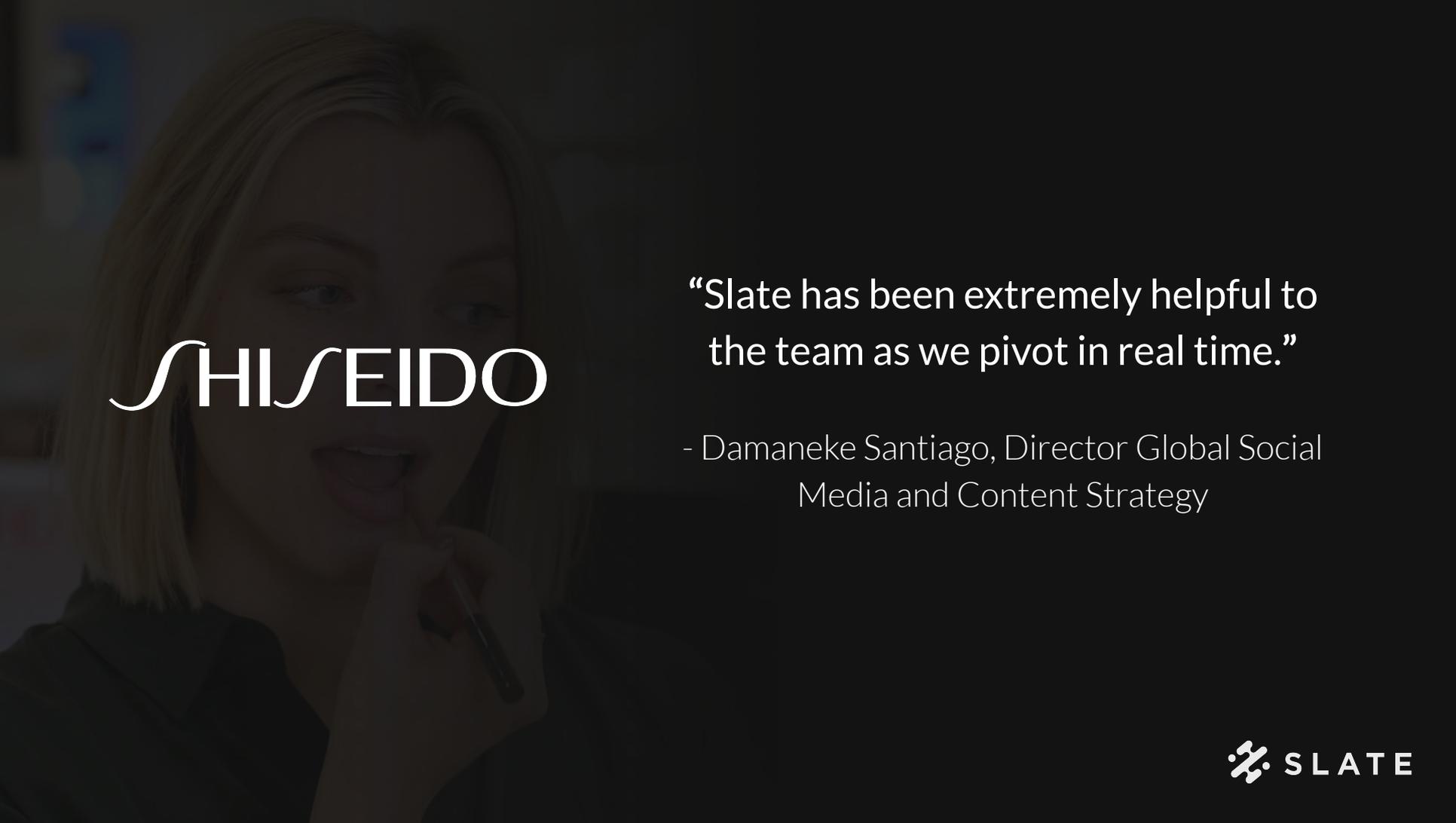
Co-Founder, CEO

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.”

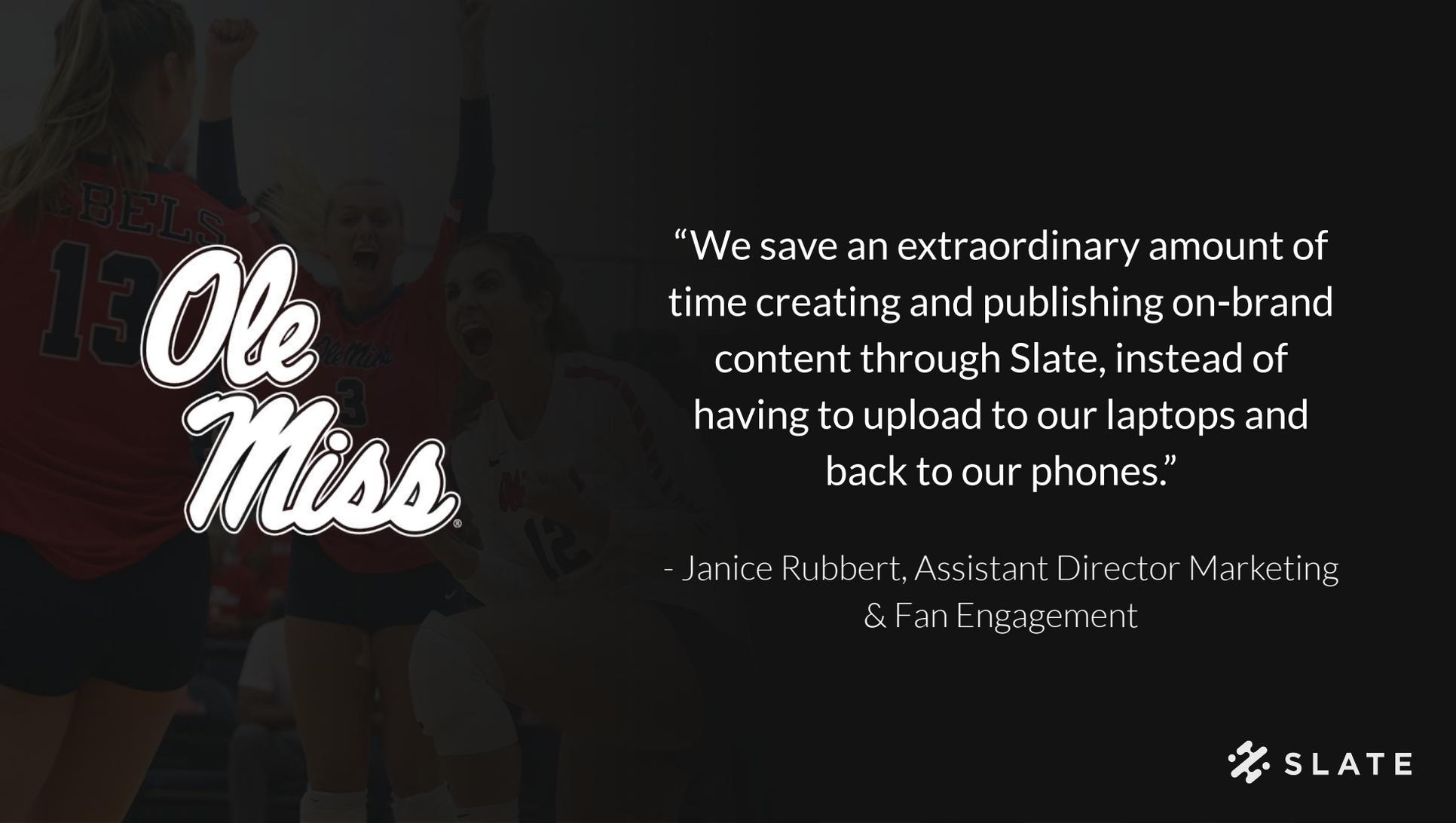
- Caroline Deisley, Denver Broncos Social Media



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“Slate has been extremely helpful to the team as we pivot in real time.”

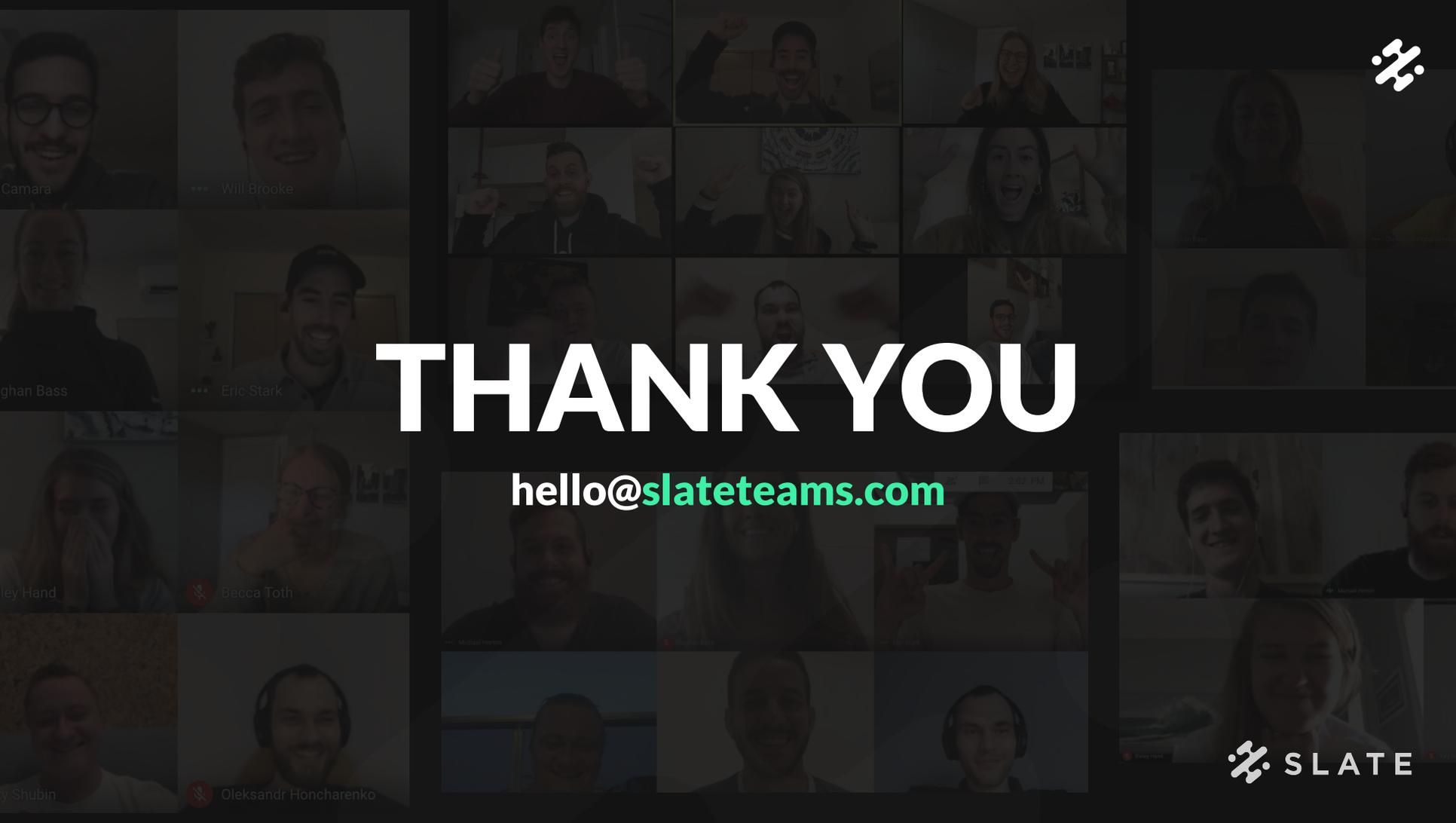
- Damaneke Santiago, Director Global Social Media and Content Strategy

A group of cheerleaders in red and white uniforms, some with 'BELLS' and '13' on their shirts, are cheering with their arms raised. The background is dark and slightly blurred.

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Miss

“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



# THANK YOU

hello@[slateteams.com](mailto:hello@slateteams.com)

