

ssm

| content for tech players
and corporate innovators.



masterclass.

When it comes to deep audience engagement with users of the Startup Daily platform our data overwhelmingly shows us that audience is at its peak when the content either informs or educates.

Startup Daily partners with brands in the tech sector to produce masterclass content applicable to founders and entrepreneurs in the startup, scaleup and small business space. The content is of a premium nature and therefore requires users to register their details in order to gain access to the content - information which is shared with the brand partner supporting the masterclass.

In addition to sitting on Startup Daily the masterclass content also sits on our Silicon Paddock Community platform which is used by entrepreneurs and business owners across regional Australia to up skill themselves and their staff members with technical and soft skill focused snack-sized education.

Brands can partner with Startup Daily on two different streams of masterclass style content. Both streams are identical in nature for the most part except for the run time of the masterclasses / amount of content delivered.



options.

Masterclass 1 | \$15,000 + GST

- + five (5) lesson videos that run for two (2) minutes each / or of equal value
- + one (1) round of approvals prior to content release
- + three (3) month long campaign
- + promotion via our owned and partner media channels
- + video and accompanying materials co-produced with brand partner
- + registration required information given to brand for marketing activities
- + masterclass remains live in perpetuity
- + monthly reporting on campaign

Masterclass 2 | \$30,000 + GST

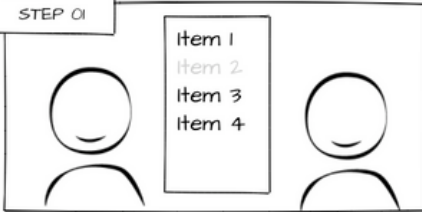
- + ten (10) lesson videos that run for two (2) minutes each / or of equal value
- + one (1) round of approvals prior to content release
- + three (3) month long campaign
- + promotion via our owned and partner media channels
- + video and accompanying materials co-produced with brand partner
- + registration required information given to brand for marketing activities
- + masterclass remains live in perpetuity
- + monthly reporting on campaign



creative process.



STEP 01




Item 1
Item 2
Item 3
Item 4

Masterclass Lesson/s planned out / created and signed off for approval

This step shows two stick figures flanking a vertical list of four items. The items are labeled "Item 1", "Item 2", "Item 3", and "Item 4". Below the diagram is a caption: "Masterclass Lesson/s planned out / created and signed off for approval".

STEP 02




BRAND

Welcome Video and Lessons filmed with organised expert talent

This step shows a stick figure next to a box labeled "BRAND". Below the diagram is a caption: "Welcome Video and Lessons filmed with organised expert talent".

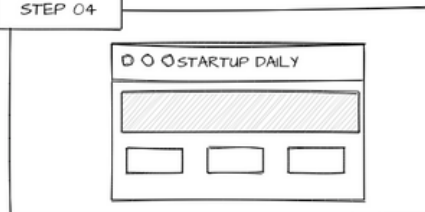
STEP 03



Content Edited and Produced / Sent for Approvals

This step shows a stick figure pointing at a computer monitor. Below the diagram is a caption: "Content Edited and Produced / Sent for Approvals".

STEP 04



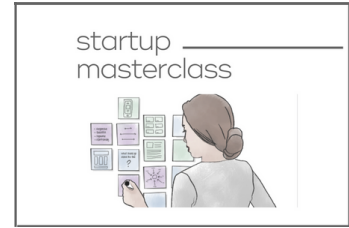
STARTUP DAILY

Masterclass released / promoted / marketing strategy

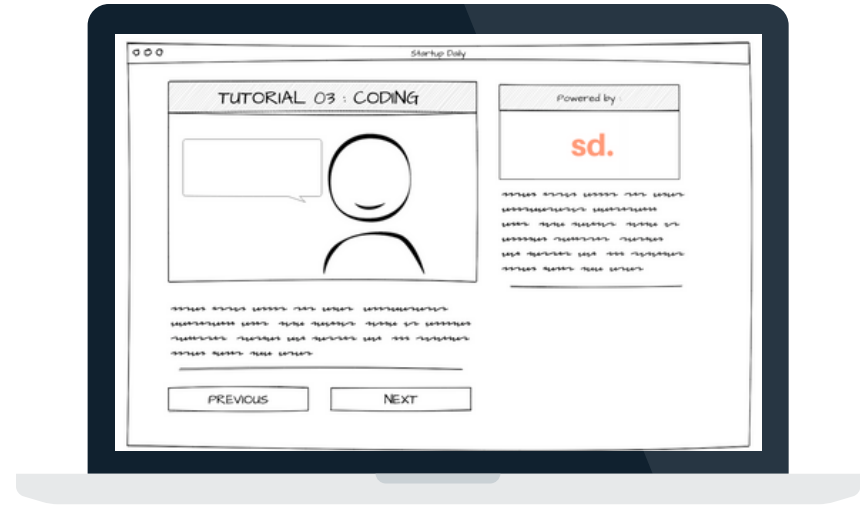
This step shows a stick figure pointing at a computer monitor displaying a website layout. The website has a header with "STARTUP DAILY" and three buttons below. Below the diagram is a caption: "Masterclass released / promoted / marketing strategy".



masterclass.



- + branded masterclass hub
- + call to action



- + seamless tutorial experience
- + downloadable materials feature