

Podtown, USA

Podcast Production Provider



Presented by Mayor Sam Gallant-
for consideration in the Masters in
Business of Art and Design
Program: 2022 with Maryland
Institute College of Art

**Podtown, USA
helps our commercial
clients:**

- **Tell their story**
- **Diversify their
media**
- **Sell their products**
- **Show off and brag**
- **Have a good time**

Press Play!



Why Podcasts?

- In 2021, more Americans listened to podcasts every week than went to church.
- In 2020, 55% of Americans have listened to a podcast at least once.
- Of that 55%, 37% listen monthly and 24% listen weekly.
- It's 45% more likely for a podcast listener to have a college degree, and 68% more likely to have a post-graduate degree.
- The U.S. lags behind other countries in podcast consumption, but is starting to catch up.



This goes to show that podcasting is no longer a niche market.

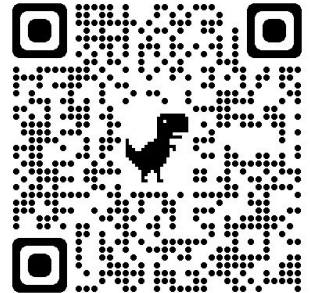
Marketplace:



After careful examination of the marketplace, it has been determined that there is room for an upscale podcast production provider to carve out a nice niche in new-media, with old-media charm. Especially in the mid-atlantic region.

We intend to price ourselves in the upper end of the middle Goldilocks tier for these services.

Around \$1,000 an episode.



Target Market:

Is it you?

We are looking for :

- **Small to mid-sized businesses that are active and aware of the importance of their media and social media, but they have not gotten into podcasting. Podvertising might be the next right step for them.**
- **Socially active non-profits that want to tell their story and build brand awareness and add a new media dimension to their fundraising. We offer services to non-profits at a reduced rate.**
- **Individual brands and influencers who want to diversify their media and expand their reach into podcasting.**



LISTEN!

Podtown, USA is already growing its population – one podcast at a time. We have helped these great people, organizations, and companies to make their dreams – a reality . . . as a podcast.
Some of our clients include:

- **“Treetop Studio Tours”** for Treetop Studios
- **“Caffeinated Conversations”** for Zeke’s Coffee
- **“Port of Call”** for Port City Brewing Company
- **“Opportunities for All”** for The League for People with Disabilities.
- **“Make plans this weekend!”** for Live Baltimore
- **“Many Shucks to Give”** for True Chesapeake Oyster Restoration

◀◀ ◼ ▶▶ || ▶▶ **But we also do video!**

In this day and age of Zoom- we can turn around video episodes for certain clients as well.

“My Friend’s Band” - made possible by ADAGE by Workbook



Operations:

As the mayor of Podtown, USA – Sam Gallant brings 20 years of radio production, administrating, and sales experience to our community.



As the sheriff of Podtown, USA – Donnie Carlo has worked on the front-lines of the recording industry as an engineer and has the ears to prove it.





Products & Services

Podtown, USA will offer our clients full scale podcast production services from concept development, all the way through streaming.

Full Service: \$1,000 per episode. Includes hosting, research, writing, production, etc

Recording Production & Editing only: \$300 per episode

Research & Writing only: \$150 per episode

Host Talent only: \$150 per episode

**prices based on remote work, fees not included for in person work*

**subscription service prices available upon request*

**inclusion in Podtown Radio*

Is an additional fee

Podtown, USA will record in person either in studio or in the field when it is an option and safe. Otherwise we use high-end remote recording for the majority of projects to protect the health of those involved.

What we do . . . differently.

- Hands-on partner
- Blend of new media technology and old media philosophy
- Offering multi-level services to fit any project
- Devising media plans for dissemination and other marketing strategies
- Hybrid remote and in-person recording options

And how much that will cost . . .

Surprisingly less than you might think.

- Salaries - \$75,000 annually
- Contracted services - \$10,000
- Subscriptions - \$1,000
- Technology - \$5,000
- Advertising & Marketing - \$9,000

**For the first
two years of
operations,
we would
need
\$200,000.**



To start:

To fund Podtown, USA's operations for the first two years we need:

- \$100,000 in investor capital. This initial round of funding will equate to 20% ownership, divided among the number of investors.
- \$50,000 personal loan from principal owners, Sam Gallant and Donnie Carlo
- \$50,000 bank loan guaranteed by Sam Gallant



To finish:

After three years Podtown, USA will have:

- 50 recurring clients and monthly billings of \$20,000
- have repaid the initial bank loan and personal loans
- will either be seeking a new round of funding for expansion - OR -
- fielded offers to sell Podtown, USA to a larger company

Partnerships:

(this is where you come in)

We are looking for eager and encouraging partners to help with ...

- Financial investment in Podtown, USA
- Guidance and stewardship through our board of directors
- Referrals

For more information and a complete business plan, please contact the mayor of Podtown, USA
- Sam Gallant

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410-245-4500

THANK YOU!

