

Retell.

Turn your stories into audio by using AI

retell.cc

We have come for the Fast Track to the SBER ecosystem

The problem

- **Text media lose users** due to lack of time
- **Users can't spend more time** to read articles
- **Media reach** traffic and monetization **limits**

38%

Don't read
the article clicked on

5%

Finish reading an
article clicked on

30s

AVG time spent on
a news website

Rete|| is the automated audio-production tool for content publishers

- we grow audience engagement and loyalty for publishers' existing content
- we create a new advertising product for each content publisher

The screenshot shows the sports.ru website interface. At the top, there is a navigation bar with categories like home, Football, Hockey, Basketball, Auto, Tennis, Boxing / MMA / UFC, Bets, Figure skating, Biathlon, Health, Style, Skiing, and Athletics. Below this is a secondary navigation bar with options like Match Center, news, Youtube channels, Blogs, Podcasts, Statuses, Bookmakers Rating, Fantasy, and cybersport. The main content area features a news article titled "Agent Safonov: 'There are rumors that Spartak is considering Lutsenko'". The article includes a video player with a play button and a progress bar showing 00:01. Below the video, there are tags for Spartak, Premier League Russia, Evgeny Lutsenko, Arsenal Tula, Alexey Safonov, Shamil Gazizov, agents, Daniel Fomin, Ionut Nedelcharu, Alexander Sobolev, Domenico Tedesco, and Football. To the right of the article, there is a photo of a man and a woman with the caption "Love story of Navka and Peskov: a politician left his wife for the sake of a skater ..." and a red "-603" indicating a negative sentiment score. Below the photo is another image of a man and a woman kissing.

sports.ru home Football Hockey Basketball Auto Tennis Boxing / MMA / UFC Bets Figure skating Biathlon Health Style Skiing Athletics ...

Match Center news Youtube channels Blogs Podcasts Statuses Bookmakers Rating Fantasy cybersport + check in entrance

"Rostov" with the RPL: "The club is not quite right, they are driven by emotions. Was RPL and Pryadkin easy? "

11:54 Suarez o Messi: "If Leo is happy at Barca, then you need to stay. If he wants change, he will understand what to do. "

11:41 Guardiola on canceling the ban: "I'm extremely happy for the team. Players are the reason we got to the Champions League " 🔥 6

11:29 Alaba wants to get 20+ million euros per year. His priority is Barcelona and Real Madrid; he does not want to be in City, Chelsea and PSG 🔥 49

11:15 Arteta said that top players want

Agent Safonov: "There are rumors that Spartak is considering Lutsenko"

Tags Spartak | Premier League Russia | Evgeny Lutsenko | Arsenal Tula | Alexey Safonov | Shamil Gazizov | agents | Daniel Fomin | Ionut Nedelcharu | Alexander Sobolev | Domenico Tedesco | Football

Agent Safonov: "There are rumors that ...
00:01
Powered by Rete||

Football agent Alexei Safonov said that Spartak could invite Tula Arsenal forward Yevgeny Lutsenko .

Love story of Navka and Peskov: a politician left his wife for the sake of a skater ...
-603

Consumer consumption model

1. Sign up
2. Add Retell's player to the site
3. Select a subscription plan and purchase it

This easy 3-steps way allows for getting full-stack automated audio recording for the publisher.

After 1st payment Retell generates podcasts based on the publisher's existing text content, and broadcast it through the embedded player.

We charge a \$68 AVG fee monthly.

\$400M TAM Opportunity



264M articles
from 493K
publishers
a year

- 493K online publishers in the World
- +264M articles each year
- \$68 AVG fee for a customer

Retell's short term target is 3% of the Market by 2022.
We aim to capture 10% of the Market with \$40M ARR
from 50K customers by 2024.

Customer Profile

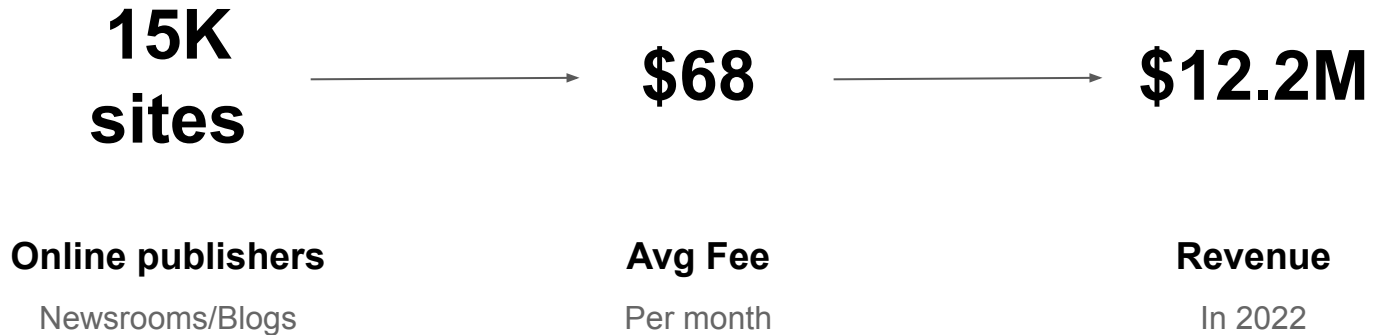
Online publishers, who publish text articles on their websites or apps.

Publishers use Retell:

- to getting audio versions for their articles
- to increase audience engagement and loyalty by 5X and more
- to scale an audience coverage through podcast distribution
- to create and sell new advertising product based on audio

Business Model

We take \$68 AVG fee per month



Extra revenue streams are available for Retell as an audio advertising platform.




Competition

Direct competitors:

<https://speechkit.io> (UK), <https://trinityaudio.ai> (IL), <https://play.ht> (UAE),
<https://buildbubbles.com> (US), <https://narro.co> (US)

Competitive advantages:

Retell is the only one who supports:

-  Yandex Turbo pages
-  Google AMP pages
-  Mobile app integration

Retell includes:

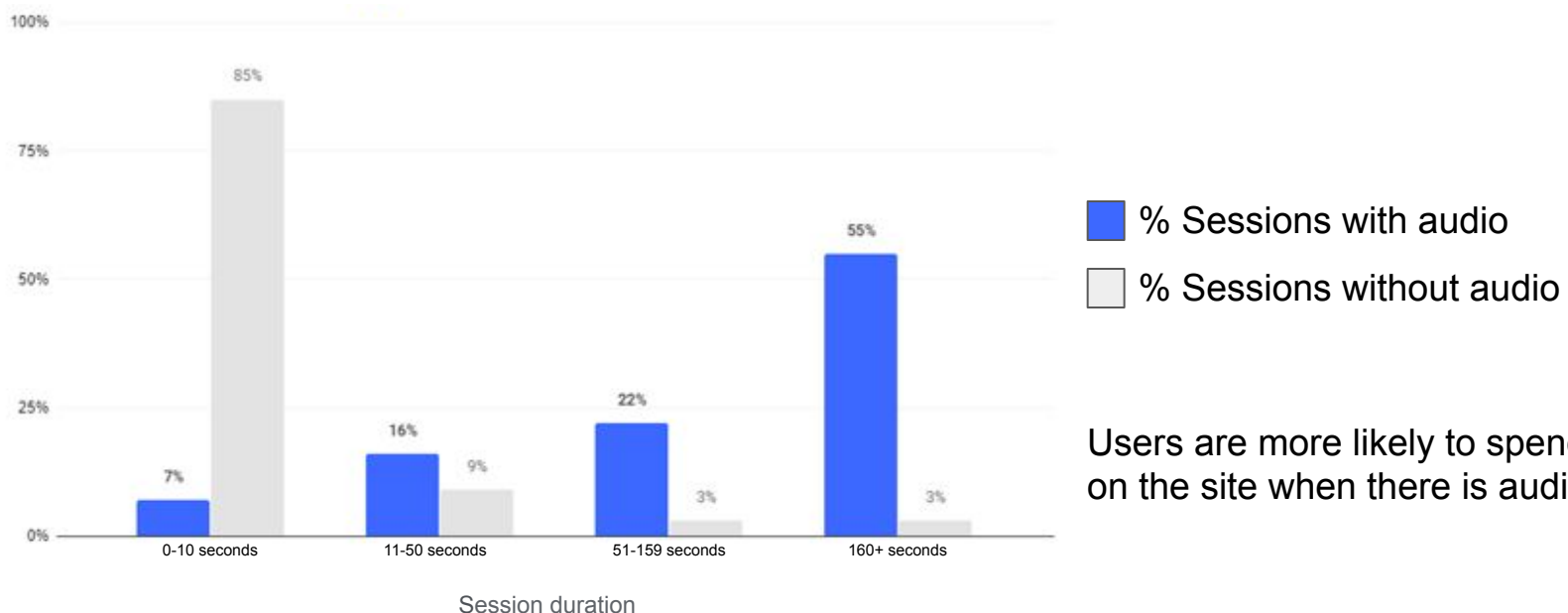
- Advance embedded analytics
- Ads integrations
- Visual editor for a speech synthesis
- Theme and individual dictionaries

Also, Retell is:

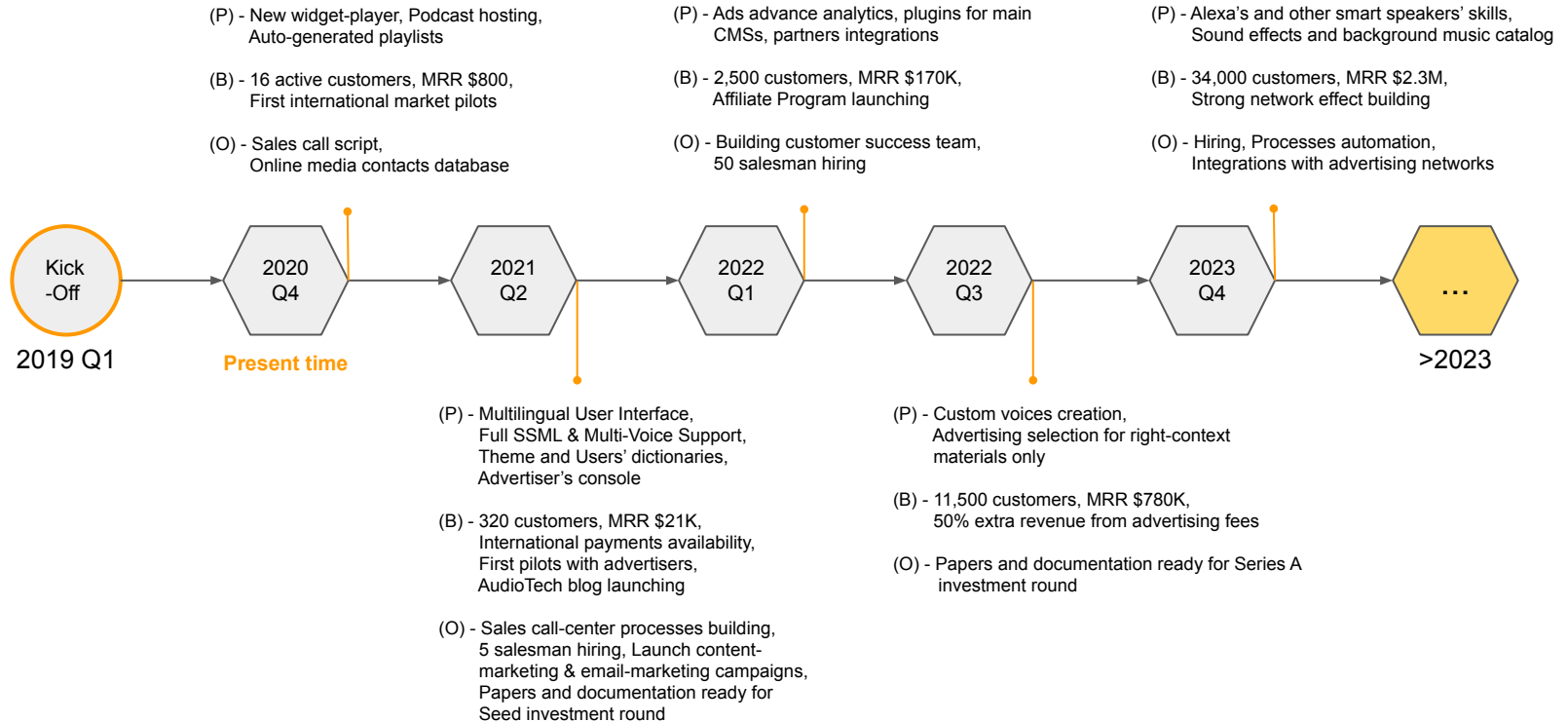
- The highest quality of AI-narrated audio thanks to the self-learning system for pre-synthesis text preparation
- The full automated audio production process
- Auto-generated playlists and podcasts selections

Key Metrics

- 16 active customers
- MRR \$800
- 9830 recorded articles per month
- 550K plays per month



Roadmap



* Insert all three types of milestones – (P)product, (B)usiness and (O)perational

The Team Builds This Awesome Tool



Sergey, CPO
UX/Product/Marketing

Entrepreneur.
PhD in Computer Science.
Ex-CEO of KVARK.
Software created for Walmart,
Kroger, GRC (Stellar Solvers),
Solis Mammography, UGUR.



Dima, CEO
Management/Strategy

Entrepreneur, researcher.
PhD in Computer Science.
Ex-CTO of KVARK - Software
developing company.
Built processes, created Projects
Architecture. Worked with
roadmap.



Alex, Lead Dev
Technology

Created Walmart App
constructor to simplify
mobile APP creation.
Built a lot of Apps for
KVARK's clients. UX-expert



Pasha, CTO
Technology/Architecture

Created GRC.now to
Simplify Complex IT GRC
Problem. Built a lot of Apps
for KVARK's clients. Has a
programming talent award
by UMNİK.

The team have built 18 complex online services for enterprises and >150 websites for the past 5 years. So we have domain expertise and know how to work with enterprises.

Customers Love It



452 users

178 sites

27 consumers

Our Contacts

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We have come for the Fast Track to the SBER ecosystem.

Show this deck to executive teams of Rambler Group, sberbusiness.live, sber.pro, dasreda.ru, business-class.pro, blog.domclick.ru, sbergraduate.ru and others.