

# Growth Vision + Strategy



Patreon's Growth organization

**brings more valuable creators on** to Patreon, and  
**helps them realize their full earnings potential** with  
Membership.



MISSION STATEMENT

Patreon welcomes and guides you through **every step** of your creative journey—from your first consideration of membership through the long-term success of your business. So that you can build a membership **that lasts.**



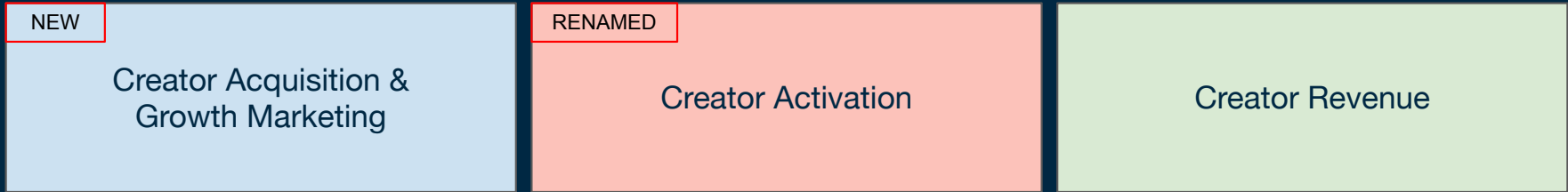
CREATOR: BELEAF IN FATHERHOOD



So that you can build a membership  
**that lasts.**



CREATOR: BELEAF IN FATHERHOOD



**+\$XM in Year 3 TMV**

**+\$YM in Year 3 TMV**

**+\$ZM in Year 3 TMV**

**FIND**

**CONVINCE**

**BUILD**

**LAUNCH**

**GROW**

**SCALE**

NEW

Creator Acquisition &  
Growth Marketing

RENAMED

Creator Activation

Creator Revenue

**+\$XM in Year 3 Gross Profit**

NEW

Monetization



# Our vision



## Find

“I first heard of Patreon a long time ago, from a Youtuber, but I don’t remember who it was” - Lina Mayorga

“I first heard of Patreon 1 or 2 years ago from a blog in the same miles space that I had seen had a Patreon account.” - Dan Miller

“I first heard of Patreon when I started cosplaying. A lot of my friends started using Patreon.” - Lexi Rae Valdez

“I just saw that some of my colleagues were using it and I thought that it’s something that I could look into” - Tommi Velasquez





# Find

Seeing is believing.

Our greatest source of new creators is seeing other creators who you admire that are successful.

First step: realizing that a fellow creator I respect is using Patreon for their podcast.



The screenshot shows the Patreon page for the podcast 'Rabbit Hole'. At the top, there is a header with the podcast title 'Rabbit Hole' and the subtitle 'A TRUE CRIME PODCAST'. Below the header is a promotional image featuring a white rabbit character. The main content area displays the podcast title 'Rabbit Hole' and a description: 'A podcast that investigates cold cases and the impact on their communities.' Below this, the statistics are shown: '14,502 PATRONS' and '\$89,276 PER MONTH'. A section titled 'MEMBERSHIP' is visible, with the 'White Rabbit' tier highlighted. This tier is priced at '\$5 per month' and is marked as 'FEATURED BY CREATOR'. The description for this tier states: 'INCLUDES Twice monthly private episodes, where we dive deeper and interview local residents and journalists. Private Discord community for all of the mysterious chatter.' A 'Join tier' button is located at the bottom of the tier description.

**Rabbit Hole**  
A podcast that investigates cold cases and the impact on their communities.

**14,502** PATRONS      **\$89,276** PER MONTH

**MEMBERSHIP**

**White Rabbit**  
\$5 per month

★ FEATURED BY CREATOR

**INCLUDES**  
Twice monthly private episodes, where we dive deeper and interview local residents and journalists. Private Discord community for all of the mysterious chatter.

Join tier

# Find

But how much can I make with Membership?

## Calculate what you could earn



### SIZE OF FOLLOWING

Based on following of connected Instagram account for [@peakies](#)

Connect another



### TRAFFIC TO PAGE

How many unique fans you expect to go to your page each month.

11,000



### TYPE OF CONTENT

Certain types of content tend to have fans with similar feelings about support.

Podcast



### AVERAGE PLEDGE PER PATRON

The price of your plan that you expect most patrons to support. [Learn more](#)

\$7

### EXPECTED MONTHLY EARNINGS

**\$3,500-4,500**




# Find

...and how does it work again?



**Patreon**  
about 10 months ago



**DOWNLOAD THE GUIDE**

**2019 Report: Podcasting trends to help grow your business**  
What trends could help you grow your podcast and which should be left behind?  
PATREON.COM [Download](#)

139 9 16



**@patreon**  
Everything podcasters need to know to launch and grow a membership business.  
Learn More --> [bit.ly/2upuA1L](https://bit.ly/2upuA1L)



**The Podcasters Guide to Membership**  
patreon.com

13 39 544

Promoted



# Convince

I have been thinking about using Membership for my podcast. But where would I start?

The screenshot shows a website interface for finding membership templates. At the top right, there is a search icon, "Log in", and a "Sign up" button. The main heading is "Find your membership template" with a subtext: "Browse through proven templates used by thousands of creators to power their creative businesses." On the left, there is a sidebar with a search bar "Start typing...", a "Category" section with a dropdown arrow, and a "Filter by..." section with a dropdown arrow. The "Category" section includes: Popular templates (checked), Comics, Cosplay, Games and Mods, Illustrations and Animations, Music, Physical goods, Podcasts, Software, Video, Writing, and Other. The "Filter by..." section includes: Automatic fulfillment, Bonus content, Early access, Community, Downloads, Live events, and Patron-only exclusives. The main content area displays four template cards: 1. "Podcasters" with an image of a woman wearing headphones, including "TEAM ACCOUNTS" and "FULL SERVICE MERCHANDISE", with a "Start with this template" button and a "Learn more" link. 2. "Lifestyle Vloggers" with an image of a man holding a camera, including "UNLIMITED ATTACHMENTS" and "DISCORD INTEGRATION", with a "Start with this template" button and a "Learn more" link. 3. "How-to and Education" with an image of a person in a kitchen, including "UNLIMITED ATTACHMENTS" and "DISCORD INTEGRATION", with a "Start with this template" button. 4. "Cosplay" with an image of a person in a blue cat-eared costume, including "TEAM ACCOUNTS" and "FULL SERVICE MERCHANDISE", with a "Start with this template" button.



## Convince

Build your confidence by hearing directly from fans about your membership tiers.



 **Francesca Molinari** @Molinariff 4h ▾  
Hey fellow #twinpeaks fans, we've gotten @peakies recording underway, but I want to hear from you! Which support style do you prefer?

[Free + ad supported](#)

[Direct membership w/Patreon](#)

1,387 votes • 5 days left

8 30 17



# Build

Based on the template I've chosen, which includes analytics and app integrations, I'm placed on the Professional path.

The image shows a comparison of three Patreon membership plans. The Pro plan is highlighted as the 'RECOMMENDED PLAN' with a red border. Each plan includes a 'Get started' button and a 'Learn more' link.

Lite	Pro (Recommended Plan)	Premium
Simple tools to set up recurring support from your fans.	Everything you need to build a thriving membership business that provides meaningful income for you and a rewarding experience for your biggest fans.	Dedicated coaching and support for established creators and creative businesses, plus premium features that save time and reward your patrons.
5% of the monthly income you earn on Patreon	8% of the monthly income you earn on Patreon	12% of the monthly income you earn on Patreon
Plus payment processing	Plus payment processing	Plus payment processing
<ul style="list-style-type: none"><li>✓ Hosted creator page</li><li>✓ Patron communication tools</li><li>✓ Patreon workshops</li></ul>	<ul style="list-style-type: none"><li>✓ Everything in Lite, and...</li><li>✓ Membership tiers</li><li>✓ Analytics and insights</li><li>✓ Special Offers promo tool</li><li>✓ Creator-led workshops</li><li>✓ Unlimited app integrations</li><li>✓ Priority customer support</li></ul>	<ul style="list-style-type: none"><li>✓ Everything in Pro, and...</li><li>✓ Dedicated Partner Manager</li><li>✓ Merch for Membership</li><li>✓ Team Accounts</li></ul>
Get started	Get started	Get started
Learn more	Learn more	Learn more



# Build

“My experience (impression) is that it’s a lot of work, and it gives me kind of cold feet.” Lexy Rae Valdez

“I found it to be a little overwhelming to figure out what things to offer. What the right tiers were and setting that up. “ - Dan Miller

“I was surprised by how much work is involved. I want to stand out.” - Sophia (Cosplay)

6. Which areas could we help you the most? Please rank the following options in order from most helpful to least helpful.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Help determining what benefits to offer.	1		562	106
Help with pricing my benefits.	2		536	105
I need advice on what content to offer to fans.	3		475	101



# Build

Addressing the biggest issue creators face: what to offer.

With structured benefits and templates, we can guide creators to a higher converting, higher value membership.

The screenshot shows a web interface for creating a podcast membership tier. At the top, it says "Podcast Template: Fan Club" with a subtitle "Benefits and tier package focused on a younger, growing podcast with a fan-club vibe." There are three tier options: "Economy tier" (\$3/month), "Value tier" (\$9/month, highlighted with a red border and a "FEATURED BY CREATOR" badge), and "Superfan tier" (\$24/month). Each tier lists its included benefits and has a "Join tier" button. Below the tiers is a "Browse benefits" section with a search bar and filters for "Value to patrons" (All, \$\$\$, \$\$, \$) and "Effort to deliver" (All, LLL, LL, L). The "Browse benefits" section lists various benefits like "Private episodes", "Polling", "Early access to live show tickets", "Private Discord community", "Stickers", "Live Q&A", "Access to full archive", and "Reddit flair", each with a plus icon to add it to the tier. At the bottom, there are links for "Back to templates" and a red "Continue to About" button.

**Podcast Template: Fan Club**  
Benefits and tier package focused on a younger, growing podcast with a fan-club vibe.

**Economy tier**  
\$3 per month

**INCLUDES**

- All public episodes
- Once monthly private episodes
- Handwritten postcard after three months of patronage

Join tier

**Value tier**  
\$9 per month

★ FEATURED BY CREATOR

**INCLUDES**

- Everything in Economy tier, plus
- Twice monthly private episodes
- Private Discord community

Join tier

**Superfan tier**  
\$24 per month

**INCLUDES**

- Everything in Economy tier and Value tier, plus
- Early access to live show tickets
- 15% shop discount

Join tier

**Browse benefits**  
Find proven and popular benefits, or create your own

- Private episodes** (checked): Deliver episodes for patrons only, which patrons can access via web or app.
- Stickers**: Automatic delivery of your stickers after three months of patronage (+)
- Polling** (+): Offer polling to patrons to get feedback from dedicated fans.
- Live Q&A** (+): Once monthly live session to chat with patrons.
- Early access to live show tickets** (checked): Offer polling to patrons to get feedback from dedicated fans.
- Access to full archive** (+): Open up the back catalog for patrons who want to go back all the way.
- Private Discord community** (checked): Automatic invitations to your private Discord community.
- Reddit flair** (+): Enable a badge for your Reddit community, just for patrons.

Get started with a guided template. You can change and edit now and later before you launch. [Back to templates](#) [Continue to About](#)



## Build

Addressing the biggest issue creators face: what to offer.

With structured benefits and templates, we can guide creators to a higher converting, higher value membership.

### Stickers



Automatic delivery of your stickers after three months of patronage



### Access to full archive



Open up the back catalog for patrons who want to go back all the way.



### Private Discord community



Automatic invitations to your private Discord community.



### Private episodes



Deliver episodes for patrons only, which patrons can access via web or app.



There is no time like launch  
to affect a creator's  
trajectory.



CREATOR: SHITTY ROBOTS



# Launch

Launch more confidently by sharing your page before going public, even accepting early signups so you can launch with social proof.

## Send early invites to superfans

Invite by email, instagram, or twitter

### SUGGESTED



Malik Aalih  
@maliiiiik

Send invite



Andrew Yeun  
@ayeunphoto

Invite sent



Mel Woods  
@melaniewoods

Invite sent



Francesca Molinari  
@sanfrancesca

Send invite



# Launch

Approaching and post-launch, providing a checklist to help keep creators organized

### Launch checklist 75% COMPLETE

**UP NEXT**

- Launch post**  
Schedule a post to announce your launch [Schedule](#)
- Instagram Stories announcement**  
Connect with Instagram to format and schedule a story [Connect](#)
- Write your patron thank you**  
Finish writing the email your patrons will receive when they pledge [Write](#)

**RECENTLY COMPLETED**

- Twitter patron auto-shoutout**  
Connect with Twitter and format your shoutout tweet



# Launch

Reinforcing the feeling of early patronage, and integrating that experience to drive more awareness. The more creators talk about and share their Patreon, the more fans (and creators) that will enter the funnel.



The screenshot shows a mobile phone interface with a Twitter thread and a Patreon notification overlay. The notification is titled "New patron alert!" and features a profile picture of Manny Flores. Below the name, it says "Manny Flores", "Bewick's Wren tier", and "\$6 per month". Underneath, it states "They will receive two benefits automatically:" followed by two items: "Private episodes" (with a microphone icon) and "Twitter shoutout" (with a Twitter bird icon). The background shows a Twitter thread from @peakies, with a tweet from 12h ago saying "Thanks to @mannyflores, we just hit 25 patrons! We really appreciate all the support, Peakies wouldn't exist without you! 🌟🌟🌟". Below that is another tweet from 12h ago about a "top kid very s... ward button! 🌟🌟🌟" with a cartoon image of a police officer. At the bottom, a tweet from @BLFC... from 17h ago discusses Patreon tiers and retention, mentioning "This isn't my opinion. This is Patreon's data. They mention this during every livecast." with 17 replies, 817 retweets, and 1,486 likes.

# Grow

## Entice fans at key conversion points

- Annual pricing
- Structured benefits
- Pre-Sales
- Back catalog
- Live events
- Merch + Special Offers

### Exclusive sticker

Special Offer • 10 days left

A custom drawn Coop, just for patrons and only printing once! Join or stay in the Special Agents or above tiers to receive after three months.



### Access to full content catalog

\$99 one-time payment

Get access to two years' worth of patron-only episodes, including interviews with Dana Ashbrook and Peggy Lipton.






### Special Agents

\$6 per month / \$66 per year

★ FEATURED BY CREATOR

#### INCLUDES

-  Handwritten postcard after three months of patronage
-  Twice monthly private episodes
-  Private Discord community

#### Live event access

Special Offer • 14 days left

Join or upgrade to receive early access to live event ticketing.



Join tier



# Grow

And do the easy things for pledge conversion

- Featured posts to highlight creator work
- In-page support for learning about memberships and Patreon

The screenshot shows the Patreon profile for 'Peakies'. At the top is a green header with the word 'PEAKIES' in white. Below this, the title 'Peakies' is displayed, followed by the subtitle 'A podcast for investigating the mysteries of Twin Peaks'. The page shows 712 patrons and \$4,215 per month. A 'MEMBERSHIP' section features a 'Live event near you' for an upcoming show at The Fox in Oakland, CA on June 30th, with 'Get tickets' and 'Become a patron' buttons. Below this is a featured membership for 'Bewick's Wren' at \$6 per month / \$66 per year, marked as 'FEATURED BY CREATOR'. It lists inclusions: 'All public episodes' and 'Handwritten postcard after three'.

The screenshot shows a pinned post titled 'Being a Peakies patron explained' dated Mar 22, 2018 at 8:30pm. The post features a video thumbnail with a woman in a red top and the text 'What does it all mean? Our 2-minute rundown of being a patron'. Below the video, the text reads: 'FBI Special Agent Dale Cooper is called in to investigate. Cooper's initial examination of Laura's body reveals a tiny typed letter "R" inserted under her fingernail. Cooper informs the communit... [Continue reading](#)'. A 'See more posts >' link is provided. Below the post is an 'FAQ FOR MEMBERSHIP' section with a 'What is Patreon?' entry. At the bottom, a green 'Become a patron' button is visible.



# Grow

Continue to see personalized growth recommendations, such as a plateau breakthrough guide that includes plan-specific features.



### Tiers

Total patrons ▼ 582 current patrons

582

Tier	Percentage
\$1	52%
\$5	34%
\$10	18%
\$20	1%

**Bronze**  
\$1 per month

Total patrons	318
New patrons (Last 30 days)	16
Pledges	\$318
Deleted pledges	-\$12

**Silver**  
\$5 per month

**Reconsider \$1 tiers** ✕


Most successful creators don't have \$1 tiers, which are great for getting patrons in the door, but consider upping your lowest level tier to \$2 for new patrons.



# Grow

Continue to see personalized growth recommendations, such as a plateau breakthrough guide that includes plan-specific features.

From: tips@patreon.com  
Subject: How to update your pricing (and 3 more price tips)




### Moving away from \$1 tiers

We spoke with hundreds of creators and organized the top 5 “to dos” when retiring a \$1 tier. And the best part? You should earn more patrons, more money, and keep your patrons longer! Sounds crazy right?

[See how much I could earn](#)

[Read about retiring \\$1 tiers](#)

From: tips@patreon.com  
Subject: 1-year check in and growth tips



### Use Special Offers to spark growth

Creators have been using Special Offers as part of their Professional Plan to turn more fans into Patrons. You can read about [how Charlotte Eriksson used a Special Offer](#) last summer to see 36% jump in total patrons!

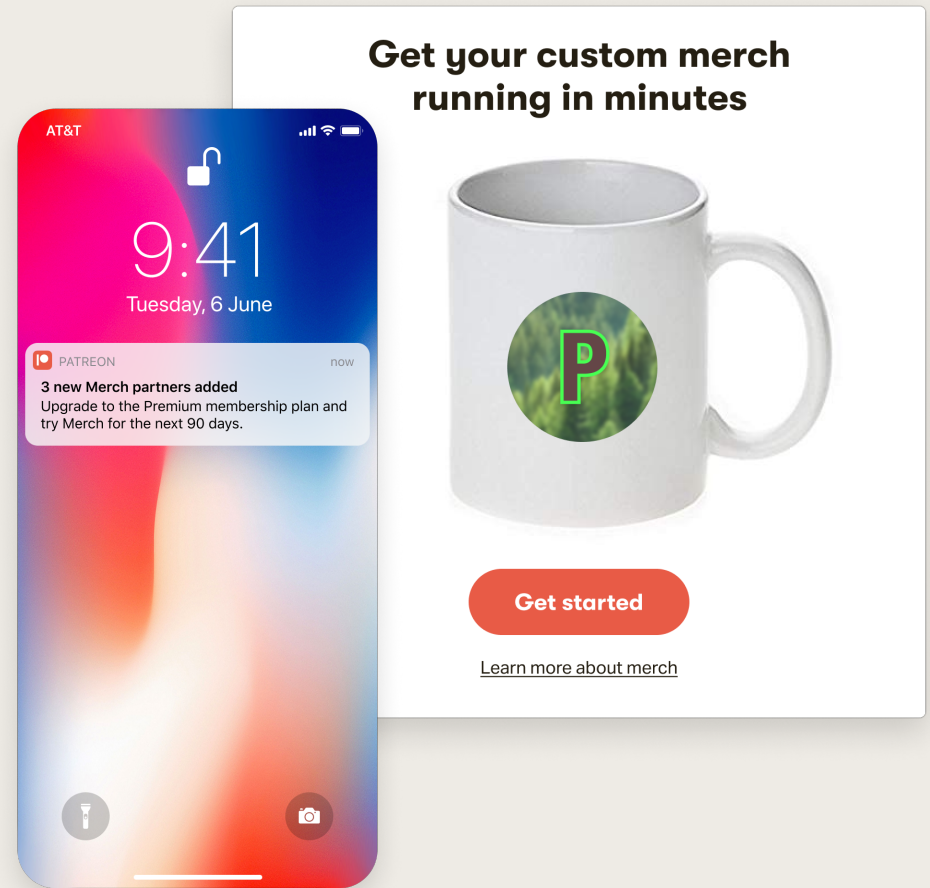
[Set up my Special Offer](#)

[Learn more](#)



# Scale

As you scale, Patreon scales with you.



The image features a smartphone lock screen on the left and a promotional card on the right. The smartphone screen displays the time 9:41, the date Tuesday, 6 June, and a notification from PATREON: "3 new Merch partners added. Upgrade to the Premium membership plan and try Merch for the next 90 days." The promotional card has the headline "Get your custom merch running in minutes", an image of a white mug with a green circular logo containing a white letter 'P', a red "Get started" button, and a link "Learn more about merch".



# Scale

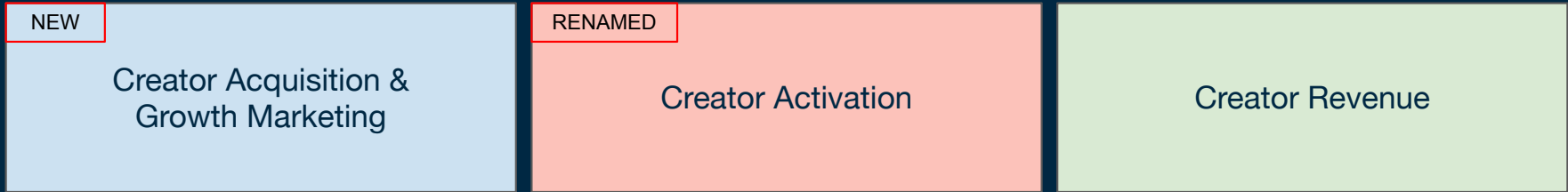
Offer plan discounts, trials, and immediate merch at live events to convert passion into patronage.

The screenshot displays the Ticketfly website interface for an event. At the top, a navigation bar includes the 'TICKETFLY' logo and a search bar. A 'Live event near you' pop-up is positioned over the top right, featuring a cartoon character and text: 'Live event near you. New and existing Peakers™ will get early access for the upcoming show at The Fox in Oakland, CA, and get merch IN PERSON!' with 'Get tickets' and 'Become a patron' buttons. To the right, another pop-up titled 'Become an annual patron and receive your merch' includes a QR code and a 'Send to my phone' button. The main event listing for 'Peakies' by Rosaria Tomaso at The Fox Theatre (599 Broadway, Oakland, CA, 94609) is shown, with 'THU MAY 30' and 'Doors 7:00 PM'. Below the listing is a photo of a woman in a red jacket. A '\$20 Tickets' button is visible, along with social sharing options for Facebook, Twitter, and Google+.



**How do we make this  
happen**





## Growth Marketing + Creator Acquisition

North star

Qualified lead generation

- Logged Out Website (aka Marketing Site and Blog)
- Lead Generation tools (ex: earnings calculator, template voting, webinar lead capture)
- Sales and Marketing technology (ex: CMS, A/B testing, SFDC, Drift/ Intercom)
- Growth Marketing lead generation channels such as paid acquisition, SEO, and referral

## Creator Activation

North star

\$1k launches

- End-to-end onboarding, including initial tier & benefit construction
- Launch experience, including initial patron acquisition
- Creator signup
- Pricing plan recommendation

## Creator Revenue

North star

Post-launch earnings expansion

- Growth tools, e.g. Special Offers, live events, annual plans, pre-sales, trials & discounts
- Prospective patron creator page and purchase experience
- Ongoing tier maintenance and fulfillment
- Customer success technology

## Monetization

North star

Membership Solutions margins

- Pricing plan optimization
- Plan upsell
- Plan price discounting, free trial experience
- Pricing plan infrastructure maintenance and internal tooling
- Upgrade/ downgrade experience

FIND

CONVINCE

# Growth Marketing & Creator Acquisition



**Maximize valuable creator lead  
generation that is cost-effective and  
scalable.**





## Growth Marketing & Acquisition | Forecasted Impact

### NORTH STAR: Lead generation engine delivering \$XXm in TMV over 3 years

	YEAR 1	YEAR 2	YEAR 3
TMV Contribution	\$XXX	\$YYY	\$ZZZ
Investment	1 PM 1 Consultant	1 PM 1 Paid Marketer	1 PM 1 Paid Marketer
Acquired LTV	\$XXX	\$YYY	\$ZZZ
Total Operating Exp	(\$XXX)	(\$YYY)	(\$ZZZ)
LTV/CAC	X	Y	Z

Overall LTV:CAC

**X**

Avg Payback Period

**Y years**

Metrics this team will move

- # of PQLs
- # of \$1k Creators
- Acquired New TMV



## Growth Marketing & Acquisition | Roadmap

### Q3 2019

- Setup capability for re-targeting ads across major social channels (FB, Twitter, Instagram)
- Introduce retargeting ads across a single channel
- Implement FE testing tool
- Build the Creator-led Workshops experience

### Q4 2019

- Implement CMS for page publishing and lead capture templates
- Introduce email automation for lead capture
- Introduce Lookalike Audiences
- Implement Sales Enablement Tool (i.e. Drift or Intercom)

### Q1 2020

- Implement lead capture tools (earnings calculator, template tester, etc.)
- Build and launch additional category pages and micro-community pages (ex: Mukbang, EDM music, Sex Education)

### Q2 2020

- Future roadmap TBD

Exact sequencing TBD



BUILD

LAUNCH

# Creator Activation



## Creator Activation | Mission

Build a world class onboarding and launch experience that is **smart, inspiring, and guided**, so we launch **more \$1k creators** than we ever thought possible.



## Creator Activation | Forecasted Impact

**NORTH STAR: Increased number of \$1k launches adding \$XXXm in additional TMV over 3 years**

	YEAR 1	YEAR 2	YEAR 3
Incremental TMV	\$XXX	\$YYY	\$ZZZ
Investment	1 PM .5 EM 1 Design 4 Engineers .5 Data Science	1 PM .5 EM 1 Design 4 Engineers .5 Data Science	1 PM .5 EM 1 Design 4 Engineers .5 Data Science
Gross Profit	\$XXX	\$YYY	\$ZZZ
Operating Exp	(\$XXX)	(\$YYY)	(\$ZZZ)
Net income	(\$XXX)	(\$YYY)	\$ZZZ

ROI Aggregate

**XXX%**

Payback Period

**Y years**

Metrics this team will move

- Top of Funnel Signup CVR
- Signup Completion → Campaign Edit CVR
- Campaign Edit → Launch CVR
- Avg Acquisition value of a \$1k creator
- GBB Pro/Premium adoption



# Creator Activation | Roadmap

## Q3 2019

- Membership Templates
- New Intake Flow
- Benefit taxonomy (data structure)
- Sign up + Social OAuth improvements

### Key Results

Edit-->Launch reaches 50% by EOQ  
View-->Signup CVR increases by 10% (lift)  
Signed up-> Edit CVR increases by 10% (lift)  
GBB Pro/Prem selection remains above 50%

## Q4 2019

- Browse Membership experience (pre-signup)
- Launch Planner
- Experiments & refinement
- Sign up + Social OAuth improvements

### Key Results

Edit-->Launch reaches 60% by EOQ  
Sign up conversion increases by 10%  
GBB Pro/Prem selection remains above 50%

## Q1 2020

- Refine Membership Template recommendations based on data from Q4
- Refine Browse & Share Membership experience based on data from Q4
- Pre-fill creator pages with social content

### Key Results

Edit-->Launch doesn't drop below 60%  
Sign up conversion increases by 10%  
GBB Pro/Prem selection remains above 50%

## Q2 2020

- Goal-driven membership models
- Recommended launch activities
- PQL definition refinements (based on data from Q4 2019-Q1 2020)

### Key Results

Edit-->Launch reaches 70%  
Sign up conversion remains steady  
GBB Pro/Prem selection remains above 50%



GROW

SCALE

# Creator Revenue



Creator Revenue | Mission

Give creators a raise by empowering and supporting their product **offering, pricing, and promotion.**





## Creator Revenue | Forecasted Impact

**NORTH STAR: Drive \$XXXM of expansion over the next 3 years**

	YEAR 1	YEAR 2	YEAR 3
Incremental TMV	\$XXX	\$YYY	\$ZZZ
Investment	1 PM .5 EM 1 Design 5 Engineers .5 Data Science	1 PM .5 EM 1 Design 6 Engineers .5 Data Science	1 PM .5 EM 1 Design 7 Engineers .5 Data Science
Gross Profit	\$XXX	\$YYY	\$ZZZ
Total Operating Exp	(\$XXX)	(\$YYY)	(\$ZZZ)
Net income	(\$XXX)	\$YYY	\$ZZZ

ROI Aggregate

**XXX%**

Payback Period

**X years**

Metrics this team will move

- Pledge Conversion
- Pledge Value Retention
- Average Pledge Value



# Creator Revenue | Roadmap

## Q3 2019

- Non-patron Creator Page
- Faster loading times for Creator Page
- CUF v2

### Key Results

6 Creator Page reference customers  
1% lift in Creator Page conversion

## Q4 2019

- Annual payments
- Structured benefit management

### Key Results

10 Annual Payment alpha opt-ins

## Q1 2020

- Time-to-earn benefits
- Integration of annual payments and time-to-earn with Special Offers
- Pre-sale feature

### Key Results

\$3M TMV from Pre-sales (special offers with annual payments)

## Q2 2020

- Seamless mobile web sign-up
- Live event activation

### Key Results

1.5% conversion rate on Creator Page



SCALE

# Creator Monetization



Continuously guide creators to the  
**optimal pricing plan for their stage and  
potential.**



## Creator Monetization | Forecasted Impact

**NORTH STAR: Increased adoption of Pro and Premium delivers \$XXXm in gross profit over 3 years** (assuming current TMV projections).

	YEAR 1	YEAR 2	YEAR 3
Investment	1 PM 2 Eng	1 PM 2 Eng 1 Design	1 PM 2 Eng 1 Design 1 DS
Gross Profit	\$XXX	\$YYY	\$ZZZ
Operating Exp	(\$XXX)	(\$YYY)	(\$ZZZ)
Net income	(\$XXX)	\$YYY	\$ZZZ

ROI Aggregate

**X%**

Payback Period

**X years**

Metrics this team will move

- Patreon Membership Solutions Margin
- Gross Profit on our TMV
- Pro adoption rate
- Premium adoption rate



## Creator Monetization | Roadmap

### Q3 2019 (Team TBD)

- Discovery on Plan adoption
- Enhancements to Internal tooling for supporting plan infrastructure

### Q4 2019

- Introduce new Premium onboarding experience
- Productize Dedicated Partner Management onboarding
- Free-trial functionality for Pro and Premium package features

### Q1 2020

- Add up-sell experience throughout the Pro product
- Improve up-sell experience throughout the Lite product
- Build up-sell for Legacy creators

### Q2 2020

- Improve up-sell experience throughout the Pro product
- Add tier discounts tied to long-term commitment (Patreon's own annual plans)

Exact sequencing TBD



# Growth Organization 2020



# View of the Growth Organization by end of 2020

## Growth Marketing + Creator Acquisition

### North star

Qualified lead generation

### Team Structure

2 Eng  
1 Designer  
1 Head of Growth Marketing  
1 IC Growth Marketer

### Cost

~\$X/yr (spend+ppl)

### Output (yr 3)

\$XM gross profit / yr

## Creator Activation

### North star

\$1k launches

### Team Structure (no change)

1 PM  
.5 EM  
4 Eng  
1 Designer  
.5 Data Science

### Cost

~\$YM/yr (ppl)

### Output (yr 3)

\$YM gross profit / yr

## Creator Revenue

### North star

Post-launch earnings expansion

### Team Structure (no change)

1 PM  
7 Eng  
1 Designer

### Cost

~\$ZM/yr (ppl)

### Output (yr 3)

\$ZM gross profit / yr

## Monetization

### North star

Membership Solutions margins

### Team Structure (no change)

1 PM  
2 Eng  
1 Designer  
1 DS

### Cost

~\$XM/yr (ppl)

### Output (yr 3)

\$XM gross profit / yr



### Q3 2019

#### Growth Marketing

IC Growth Marketer  
+ \$X spend  
+ External Contractor

#### Creator Acquisition

+1 Sr FTE Eng (hire)  
+1 FTE Eng (converted)

#### Creator Activation

(Current)  
1 PM, 4 Eng, 1 Design

#### Creator Revenue

(Current)  
1 PM, 5 Eng, 1 Design

#### Monetization

+PM  
+2 Eng

### Q4 2019

#### Growth Marketing

IC Growth Marketer  
+ \$Y spend  
+ Head of Growth Marketing

#### Creator Acquisition

2 Eng  
+ PM  
+1 Design

#### Creator Activation

No change

#### Creator Revenue

1 PM, 5 Eng, 1 Design  
+1 Eng

#### Monetization

PM & 2 Eng

### 1H 2020

#### Growth Marketing

+ \$Z spend  
Head of Growth Marketing  
IC Growth Marketer

#### Creator Acquisition

1PM, 2 Eng, 1 Design

#### Creator Activation

No change

#### Creator Revenue

1 PM, 6 Eng, 1 Design  
+1 Eng

#### Monetization

PM, 2 Eng  
+ 1 DS

### 2H 2020

#### Growth Marketing (2)

No change

#### Creator Acquisition

No change

#### Creator Activation

No change

#### Creator Revenue (9)

No change

#### Monetization (5)

PM, 2 Eng, 1 DS  
+ 1 Design

End

