

See the 14-page pitch deck Jukin Media vets used to raise \$4 million to disrupt travel media

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Mike Skogmo, Jonathan Skogmo, and Anton Reut, founders of Lost iN. Lost iN

- **Jukin Media leaders are launching travel media company Lost iN with \$4 million in seed funding.**
- **Lost iN says there's a market of professionals underserved by current travel media offerings.**
- **Lost iN plans to grow through M&A, travel creator partnerships, and multiple revenue streams.**

Three leaders of digital publisher Jukin Media, known for making videos like Pizza Rat go viral, have teamed up again, this time on a creator-driven travel media company called Lost iN.

The trio just raised \$4 million in seed funding led by MaC Venture Capital. Other advisors and investors include BDMI, Pitbull Ventures, Pocket.Watch founder Chris Williams, Fullscreen founder George Strompolos, Hawke Media founder Erik Huberman, Skybound founder David Alpert, Kevin Gould of Kombo Ventures, Richard Wolbert, and Matthew Rutler.

Brothers Jonathan and Mike Skogmo, and Anton Reut, built Jukin Media before it was sold in 2021 to Trusted Media Brands, parent of Reader's Digest.

Jonathan Skogmo, who will serve as CEO of Lost iN, said after selling Jukin and advising others, he realized he wanted to build a new company. He thought travel media had become fragmented, with traditional, ad-driven publishers like Condé Nast Traveler aimed at the high-end and niche publications focused on areas like camping, leaving a big market underserved.

"There's a middle market of working professionals who are being ignored," he said. "There's more opportunity here."

Skogmo acknowledged that his idea to start a media company raised some eyebrows. He flew to Croatia to pitch his brother on the idea, joking, "I had to meet him halfway around the world to convince my brother who lives down the street from me." Mike Skogmo, who was on a multi-country trip, knew firsthand how hard it is to find information when planning travel.

Lost iN acquired a city guidebook publisher by the same name and plans to build other products and services around it by partnering with creators and doing M&A. It's working with Rob Levy of Digital Media Capital Advisors to acquire other travel-related companies in areas like consumer products and media. In this way, Skogmo said he hopes to grow Lost iN to a \$500 million enterprise value in five years.

It's been a punishing time for media companies, with tough competition for ad revenue, subscriptions hard to come by, and digital platforms shrinking as a distribution channel. Skogmo said he was inspired by media companies like Epic Gardening and Betches that have built fandoms and make money in various ways.

Check out Lost iN's 14-page pitch deck for more details on how it plans to scale.

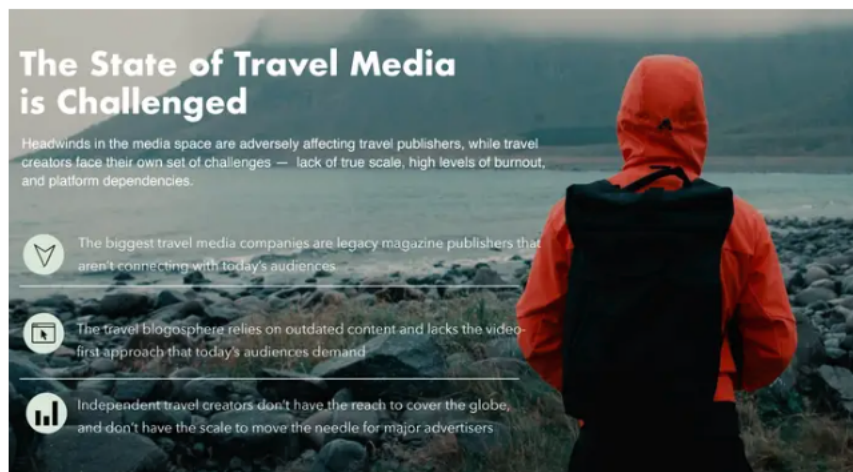
Lost iN wants to use creators to reach travel buffs.



Lost iN

The founders want to take a page from Jukin Media, which they built on user-generated content.

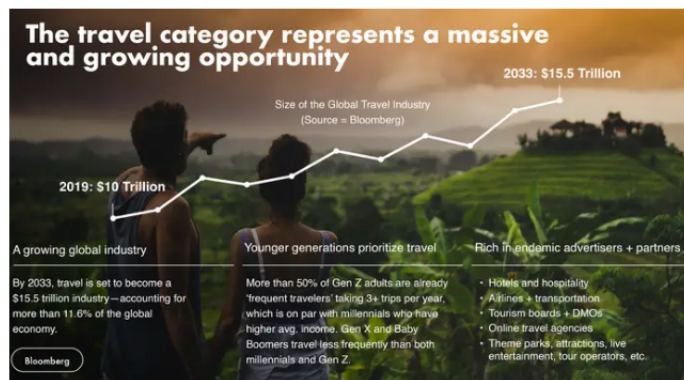
Lost iN says travel media is challenged.



Lost iN

As the founders see it, legacy publishers are struggling, travel blogs lack the video that audiences crave, and independent creators don't have the broad reach that advertisers require.

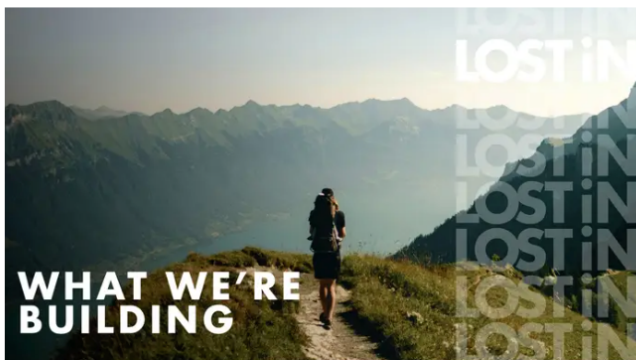
Lost iN wants to capitalize on growth in travel.



Lost iN

It wants to reach young adults who are prioritizing travel more than older generations.

Lost iN wants to be a single source for travelers.



Lost iN

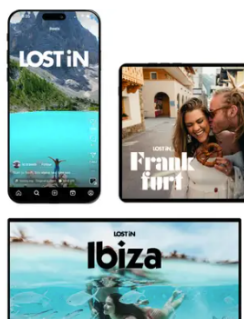
Its founders have a track record reaching huge audiences at Jukin.

The founders lay out their video-focused media plan.

Video-Centric Media Company That Engages Our Community Across Every Screen

Engaging travel video content on web, social, and streaming TV, along with complementary editorial content. Long, short, and mid-form video content, including series, repeatable formats, and more, distributed across all platforms.

We'll work to establish distribution on platforms such as:



Lost iN

They plan to produce everything from short-form video for social platforms to unscripted series for big streaming platforms.

Creators are a cornerstone of the strategy.

Original Content Production and Professional Creator Partnerships

We'll produce original travel-focused content for social media, streaming TV, the web, and emerging platforms. We'll partner with professional travel video creators on a range of initiatives including content creation, sponsorship activation, promotions, and more.

Professional creators offer:

- Ready-made content libraries
- Influence with niche audiences within travel
- On- and off-camera experience making travel content
- Innate understanding of social media trends and best practices



Lost iN

It plans to start with a handful of creators, which it hasn't named, making original content with some of them. The idea is to experiment with different revenue-sharing models.

It's aiming for people with money to spend.



Targeting the "Premium Economy" Traveler

Premium economy is the fastest growing segment of air travel, with 84% more commercial aircraft offering premium economy in 2022 vs 2017. Our content is geared toward these 'premium economy' travelers — those that will pay extra for comfort or exclusivity. They'll go a little farther for a more unique, more authentic travel experience.

- M-F, age 25-55, with \$200k+ household income
- Will pay a premium for extra comfort or exclusivity
- Prioritize travel as a part of their lifestyle
- Young professionals who are active on social media

Lost iN

The target audience is young professionals who are willing to pay more for extra comfort or exclusivity — the so-called premium economy customer.

Lost iN wants to make money in lots of ways.

Diversified Revenue Model with Multiple Income Streams



Images are for illustration purposes only; we claim no business relationship with Patagonia or Netflix

Advertising Sales

Across web, social media, streaming TV, and physical media. A robust first-party dataset underpins this premium ad inventory.

Branded Content

Content creation on behalf of brands (video, editorial, audio, or other) packaged as branded content or white-labeled for a brand's own usage.

DTC commerce

Direct-to-consumer commerce opportunities down-funnel of our engaged social and streaming audience. Books, travel-related services, and more.

Third-party production

Third-party TV & film production for streamers, broadcasters, cable TV networks, and other multimedia platforms, both in US and abroad.

Lost iN

Like many media companies today, Lost iN is aiming for diversified revenue streams. It plans to make money through advertising, branded content, books and other products and experiences, and sales of video content to distributors.

Rollups are a big part of the growth plan.



Lost iN

Lost iN acquired a city guidebook publisher of the same name and plans to build up other travel-related products and services around it.

Lost iN lays out its M&A strategy.

Reverse-Engineering a Dynamic Media Company via M&A

We're targeting and acquiring various travel-related assets that we're bringing together and unifying under one banner to form a multi-faceted media company


- Assets that generate cash
- Leaders with deep domain expertise
- Large/engaged user base
- Extensive client roster



Lost iN

Skogmo said Lost iN has already looked at 100 potential acquisitions, working with Rob Levy of Digital Media Capital Advisors.

Lost iN lays out the case for acquiring a guidebook company.



First Acquisition: LOST iN

Our namesake, LOST iN has been selling beautifully designed city guidebooks since 2014

Why We Like It	How It Fits In
Extremely strong brand to build around: name, logo, art direction, visuals	We'll adopt LOST iN for our primary consumer-facing brand, then proceed to build up the brand's digital/ social community with a video-first strategy.
Small but highly supportive base of DTC/ retail customers	We'll pause production of the physical guidebook, refine the product and GTM in conjunction with our overall digital strategy, then relaunch the physical product at a later date, when we've built a stronger organic promotional footprint.
Strong leadership and established network of photographers, writers, etc.	

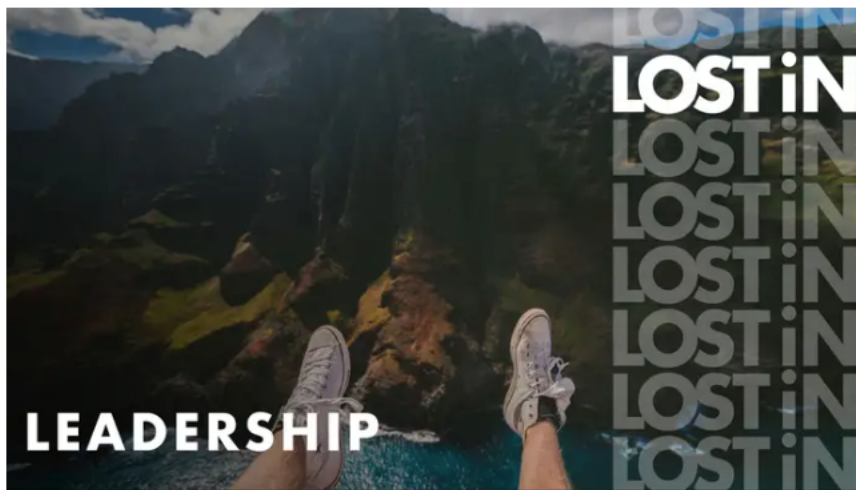
Lost iN

It liked Lost iN for its strong logo and visuals, small but loyal customer base, and established network of contributors.

It plans to build up a following for the guidebooks on social media and pause publishing the physical books until it has a stronger digital presence.

Advant Beiten in Munich and Sklar Kirsh in Los Angeles advised the buyers in the transaction, while Flick Gocke Schaumberg represented the seller. Digital Media Capital Advisors served as advisor.

Lost iN's founders helped build Jukin Media.



Lost iN

The viral video company made money by acquiring and distributing or licensing user-generated content.

Lost iN positions its leaders as startup vets and media and entertainment experts.

Leadership team fresh off a massive win

The executive team that achieved a reported nine-figure exit with profitable digital media & streaming TV startup Jukin Media after raising just \$6M in funding.



Jonathan Skogmo
Founder/ CEO

Former Founder & CEO of
Jukin Media | Investor |
Executive Producer



Anton Reut
Cofounder/ COO

Former COO of Jukin Media |
Career Technology Leader &
Startup Veteran



Mike Skogmo
Cofounder/ CMO

Former Marketing & Comms
Chief of Jukin Media |
Published Writer | Startup
Consultant



Lee Essner
Advisor & Board Director

Former Jukin Media Co-CEO |
Startup Advisor | 3x Exited
Entrepreneur | Investor

—— Startup veterans. Media + entertainment experts. Lifelong travel enthusiasts.

Lost iN

Founded in 2009, Jukin raised a relatively small \$6 million in funding. It was sold in 2021 in a deal that valued it at \$100 million, [Forbes](#) reported.

Lost iN raised \$4 million in seed funding.



Q2 2024

Lost iN

MaC Venture Capital, which led the round, is known for backing tech startups including Pipe, a financing company; Stoke, a reusable rocket company; and Zigazoo, a social network for kids. The majority Black-owned firm is based in LA and Silicon Valley.