

• PODCAST PRODUCTION & DISTRIBUTION SYSTEM

THE CLIPFOX PODCAST

The podcast content distribution system for AI, Tech & VCs.

You record. We build the rest.



■ THE PROBLEM

A PODCAST SHOULDN'T END WHEN THE RECORDING STOPS.

Most podcasts put enormous effort into the conversation, and very little into everything that comes before and after it. The recording is only one part of the system.

BEFORE

Who should we invite?

What should we talk about?

What will actually resonate?

How should the episode flow?

What content opportunities are hidden inside the conversation?

REC

AFTER

Who edits the episode?

Which moments become clips?

How many pieces of content can this become?

Where does everything get published?

Who handles distribution, and keeps the engine running?

TCP TAKES OWNERSHIP OF **EVERYTHING** AROUND THE RECORDING.

■ THE BIG IDEA

ONE RECORDING. AN ENTIRE CONTENT ENGINE.

- ONE PODCAST RECORDING

- 1 Finished Episode

- 3–5 Flagship Short-Form Clips

- 6–10 Distribution Clips

- ✦ Platform-Native Content

- ✦ Multiple Distribution Channels

- ✦ Compounding Audience + Brand Reach

Every conversation becomes more than an episode. It becomes a library of content designed to travel.

■ THE COMPLETE SYSTEM

EVERYTHING AROUND THE RECORDING.



YOU RECORD.
WE HANDLE EVERYTHING AROUND IT.

■ PRE-PRODUCTION

BEFORE YOU HIT RECORD, WE'VE ALREADY STARTED.

Great podcasts are designed before the conversation begins. TCP doesn't wait for raw footage to arrive, we build the intellectual foundation behind every episode.

■ Topic & Market Research

We identify conversations, trends and subjects that matter to the audience right now.

■ Episode Ideation

Episode concepts with a clear reason to exist, not just another generic interview.

■ Talking Points

Questions and discussion angles built for stronger conversations and content moments.

■ Guest Research

Guests selected on relevance, authority, audience overlap, expertise and content value.

■ Episode Flow

Structured so the conversation moves: context → insight → tension → story → takeaway.

■ Content Opportunities

Before recording, we already map what moments could become clips, hooks and posts.

THE GOAL

**A BETTER CONVERSATION → BETTER CONTENT → BETTER
DISTRIBUTION**

■ THE RECORDING

YOUR ONLY JOB: HAVE THE CONVERSATION.

YOU

Record the podcast using your existing setup.

**TCP**

Receives the recording and takes over.

RAW RECORDING**TCP CONTENT ENGINE**

No need to change your recording setup.

No need to build an internal editing team.

No need to manage multiple freelancers.

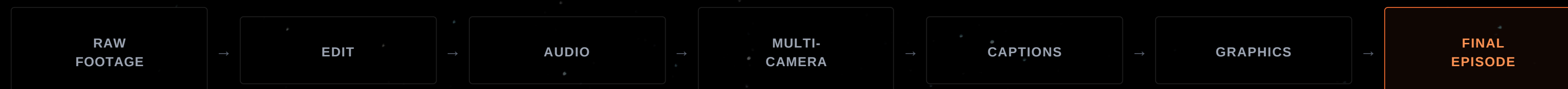
**YOU DON'T NEED ANOTHER PRODUCTION WORKFLOW.
YOU NEED ONE SYSTEM THAT OWNS THE OUTCOME.**



■ PRODUCTION

FROM RAW RECORDING TO PUBLISH-READY EPISODE.

We turn the conversation into a polished long-form show built for watch time.



- Long-form video editing
- Multi-camera editing
- Captions
- Episode packaging
- Audio cleanup & mastering
- Pacing & retention
- Motion graphics & visual polish
- YouTube & audio-ready output

OUTPUT

1 finished podcast episode

Delivered ready to publish.

WE TAKE OWNERSHIP OF THE ENTIRE **PRODUCTION LAYER.**

■ REPURPOSING

ONE EPISODE. DOZENS OF CONTENT OPPORTUNITIES.

**3–5****FLAGSHIP CLIPS**

High-quality, highly edited pieces designed to represent the podcast and perform on social.

6–10**DISTRIBUTION CLIPS**

Shorter, native cuts built for testing, reach and distribution.

Typical episode output, depending on the conversation and package.

WHAT WE LOOK FOR INSIDE EVERY CONVERSATION

Strong opinions

Surprising insights

Founder stories

Contrarian takes

Data points

Tactical advice

Memorable quotes

Predictions

Industry commentary

**WE DON'T JUST CUT THE EPISODE. WE FIND THE
CONTENT INSIDE IT.**

■ DISTRIBUTION

MAKING CONTENT ISN'T ENOUGH. IT HAS TO TRAVEL.

Most podcast production ends when the files are delivered. TCP continues—every piece is adapted for the environment where it will live, not simply copy-pasted.

PODCAST
EPISODE

YouTube

Instagram

LinkedIn

X

Short-form & additional accounts

- PLATFORM-NATIVE, NOT COPY-PASTED

ONE CONVERSATION.
MULTIPLE DISTRIBUTION SURFACES.

■ THE DISTRIBUTION ENGINE

YOUR PODCAST BECOMES A DISTRIBUTION ENGINE.

Better Guests

Better Topics

Better Hooks

More Content



More Distribution

More Reach

Stronger Brand

More Inbound

Every episode gives us more information about what your audience responds to,
which makes the next episode smarter.

■ WHAT YOU GET

WHAT HAPPENS TO ONE EPISODE?



THE RECORDING IS THE INPUT.
THE CONTENT ECOSYSTEM IS THE OUTPUT.

■ WHY TCP

NOT A PODCAST EDITOR. YOUR PODCAST CONTENT TEAM.

TYPICAL PODCAST SETUP

GUESTS	Find your own guests
TOPICS	Decide what to talk about
STRUCTURE	Figure out episode structure
EDITING	Hire an editor
CLIPS	Ask someone for clips
PUBLISHING	Post manually
TEAM	Manage multiple freelancers
MOMENTUM	Start from zero every episode

TCP

Guest research & strategy
Episode ideation
Episode flow & talking points
Dedicated production
Strategic repurposing
Distribution & publishing
One system
Continuous content engine

ONE TEAM. ONE SYSTEM. ONE OUTCOME.

More from every recording.

BUILT ON REAL CONTENT.

300+

10,000+

30M+

SELECTED WORK

Charlie Hills

PersonalBrand · AI · Marketing, London, UK

Keeping a 250K+ LinkedIn audience fed meant more short-form than one person could cut. We turned his ideas into a steady stream of ready-to-post video.

252,518
Followers

LinkedIn
Platform

Ananta Chhajer

Podcast · Education · Careers

The career advice students needed most was buried inside long episodes. We reshaped each one into short, clear clips that land in the feed.

190K
Subscribers

481
Videos

Make Calcutta Relevant Again

Podcast · Culture · Content

Long conversations about Calcutta rarely travelled past the people already watching. We cut every episode into short-form built to reach further.

8.41K
Subscribers

457
Videos

YOU RECORD. WE BUILD THE REST.

Strategy. Production. Repurposing. Distribution.
Everything around the recording, handled by one team.

BUILD YOUR PODCAST ENGINE

THE CLIPFOX PODCAST
clipfox.cc/podcast