



TYEDYESHEEP PRODUCTIONS BUILDS STORIES & COMMUNITIES WITH THE HELP OF FEDC TECHSTART



“TechSTART not only gives me a very affordable space, but it also comes with its own tech community.”

Sage Goodwin, Founder and President, TyeDyeSheep Productions

Sage Goodwin founded TyeDyeSheep Productions in late 2015 on the premise that images and words convey an intrinsic value. This was engrained in Sage at an early age when his parents bought a motor home and took their family of six on a road trip up and down the western U.S. that spanned about eight months. As he and his siblings were homeschooled, Sage and his brother took it upon themselves during the sojourn to learn video and photography as part of their learning curriculum—which eventually evolved to include podcasting and graphic design.

“We got a camcorder one Christmas and really got into it, making ‘fake’ commercials, cooking shows, skits, all types of different things,” Sage remembers. “When my dad was relocated for work to the Fremont County [Colorado] area in 2013, I became very interested in podcasting and did a bunch of research on the history of podcasting and how to produce them—all of the technologies and so forth.”

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LAUNCHING THE STAR WARS BATTLEFRONT PODCAST

Avid gamers—particularly of immersive video games—Sage and his brother played the initial Battlefront video game that was released in 2004 as young boys. When it was updated and released again in 2015, they conceived of and launched the Star Wars Battlefront Podcast. “The podcast combined our renewed interest in Battlefront with our interest in podcasting,” Sage relates.

More than four years later, they have produced and released 189 episodes and tout over 200,000 listeners. “We produce shows every week and cover any number of topics,” Sage comments. “Sometimes, we simply go through the news from the week related to the game or give tutorials on certain aspects. For other shows, we interview different guests such as those who wrote the music behind the game, other gamers, or some of the game developers. We also allow our audience to submit topics for consideration.”

Most shows average between 25 and 30 minutes and generate several thousand listens, though some shows produce higher numbers. “We had one show featuring five different guests with around 70,000 followers,” Sage notes. The time Sage puts into the podcast is profitable through listener support. “We have different types of listener support programs,” he continues. “For example, for a \$5 contribution, listeners have a chance to join us on an episode. For \$10, they get a shout out at the end of an episode.”

DOWNLOADS: 200,000+

TWITTER: 1,300 FOLLOWERS

YOUTUBE: 540 SUBS

LISTEN ON:





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Sage Goodwin, Founder and President, TyeDyeSheep Productions

MUCH MORE THAN PODCASTS

COMPANY HIGHLIGHTS

FOUNDED

LATE 2015

OFFERINGS

- VIDEO
- PODCASTS
- PHOTOGRAPHY
- GRAPHICS DESIGN

TECHSTART MEMBER

FEBRUARY 2020

WEBSITE

www.tyedyesheep.com

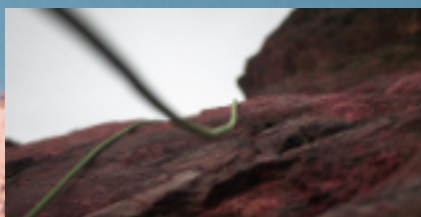
TyeDyeSheep Productions is more than just the Star Wars Battlefront Podcast—much more. When he founded the company, Sage rolled all of his interests into a consolidated set of services around video, photography, podcasting, and graphic design. "We have customers across all of these different marketing mediums," he says. "What's nice is that each of them complements the others."

With deep roots in video production and editing, TyeDyeSheep Productions works with clients to produce everything from standard company overview videos to a fashion video for one client in Denver. Photography is a keen interest and specialty of Sage's as well. A quick look at some of the photography on the TyeDyeSheep Productions website is proof, which features shots from a recent trip Sage made to Ireland, Scotland, and England.

With the success of the Star Wars Battlefront Podcast, the podcasting business for TyeDyeSheep Productions has taken off. And for anyone who has spoken to Sage, it certainly doesn't hurt that he has a radio broadcaster's voice. Some clients want a turnkey solution and outsource their entire podcast program to TyeDyeSheep Productions—setup, editorial, production, and promotion. Others want a more consultative approach where Sage works alongside them to design and build a program that the client then manages, while others simply need editing support.

JOINING & BENEFITTING FROM THE TECHSTART COMMUNITY

Until last year, Sage was unaware of other tech businesses in the Cañon City area. This changed one day when he met Brad Rowland, the program director for TechSTART, at the Cañon City public library where Sage works in the Makerspace. "I live outside of town in the mountains, and I was thinking about getting an office and building a studio in Cañon City," Sage relates. But doing so would have been expensive, plus I would have remained isolated from other like-minded entrepreneurs. Sage continues, "TechSTART not only gives me a very affordable space, but it also comes with its own tech community."



Sage retains an affinity for the outdoors and has remained a resident of Fremont County, Colorado since his parents and family relocated there back in 2013. "While I enjoy big urban centers like Denver, I also have a deep appreciation for the outdoors," he says. "There is nothing like being able to take a hike in the mountains after a long day at work."

Overall, Sage estimates that a permanent office space in town would have cost more than twice as much as TechSTART. "I also don't need to worry about utilities, high-speed internet, and other services that are bundled at TechSTART," he quips. "They are all included." And as TechSTART has professional meeting rooms that come with presentation and collaboration tools, Sage can impress prospective clients right out of the gate. "It beats the local coffee shop hands down," he says.

One of the things that is most exciting to Sage about TechSTART is the chance to interact and collaborate with other businesses in it. Sage explains that, "If I encounter a question or problem that I cannot answer or solve, I can simply walk down the hall and find someone who can," which he notes is hard to put a value on.

Right after TyeDyeSheep Productions moved into TechSTART in February, Sage went on a vacation to Europe. "I returned to COVID-19 and shelter in place," he says. And while he hasn't been able to go into his new office at TechSTART, he has gotten previously unforeseen value. "TechSTART normally meets every Wednesday evening where members are able to get new ideas and network," Sage conveys. "These weekly meetings have continued after COVID-19, but virtually over Zoom. These are really trying times, and the ability to collaborate with other rural small businesses in these sessions has been very helpful."

BUILDING NEW COMMUNITIES AND PROGRAMS

STAR WARS WAYFINDER

CREATOR NETWORK
WITH 700,000+ TOTAL
SUBSCRIBERS OVER
ALL PARTNERS

Building on the success of the Star Wars Battlefront Podcast, Sage and some other online creators launched Wayfinder—the first Star Wars creator network. The purpose of the network brings together high-quality and consistent creators specializing in video, photography, podcasting, and graphic design. Currently available on Twitter, YouTube, and Instagram, the combined count on all three sites and partners tallies over 700,000.

“Our focus is bringing awesome creators and sponsors together in one brand experience so that content creators can interact with and pose questions to each other as well as the sponsorship community,” Sage explains. “We’re still in the content creation side of things and will eventually add a website to go with our social channels.”



When the Fremont Economic Development Corporation (FEDC) decided to launch its own podcast—called Version 2—for TechSTART, it didn’t look very far. TyeDyeSheep Productions will be producing a new podcast targeted at not only the local community in and around Cañon City but for other tech businesses in rural communities.

“FEDC TechSTART has been a huge success, and we believe that the same model can be used to rejuvenate and vitalize rural communities across this country,” says Brad Rowland, program director for FEDC TechSTART. “The new podcast program will enable us to help empower thousands of rural businesses and communities across the country by sharing our insights and lessons learned. We are thrilled to have Sage and TyeDyeSheep Productions producing and managing the program—and as part of TechSTART.”

Fremont Economic Development Corporation is a 501(c)6 professional economic development organization focused directly on business attraction, retention and expansion in Fremont County, Colorado. With an established and growing network of business, academic and governmental partners, we directly assist companies with competitive location or expansion projects by connecting them with the right people, the appropriate resources and the most meaningful and relevant information. FEDC’s TechSTART program is an award-winning tech sector co-working community, creating an innovation catalyst for rural Colorado.

FEDC TechSTART is a proud supporter of the Upper Arkansas Technology Sector Partnership, the second tech sector partnership in the state of Colorado.