

A woman with long blonde hair is looking down at a tablet device she is holding. The background is a dark, semi-transparent overlay with a white outline. The overall image is a collage of lifestyle photos: a person lifting weights, a tropical beach, and hands eating with chopsticks.

 **gides**

**A Better Way to Share**



# Problem:

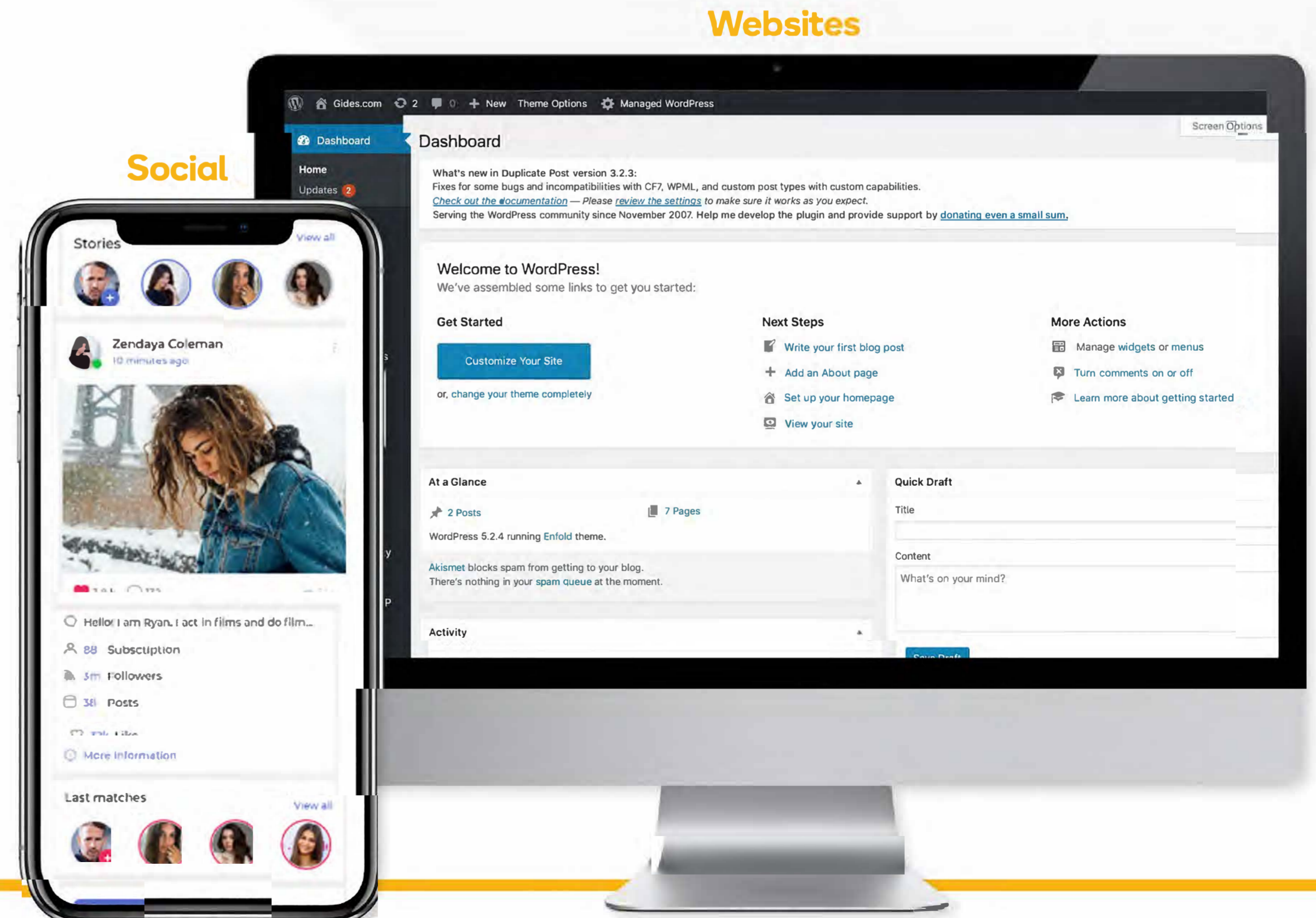
Most individuals and SMB's worldwide are unable to take full advantage of the internet's opportunities.

## Limitations of Social Media

- Restrict formatting, media, functionality, and income potential

## Limitations of Websites

- Complex, expensive, desktop-centric, not social (no following/notifications)





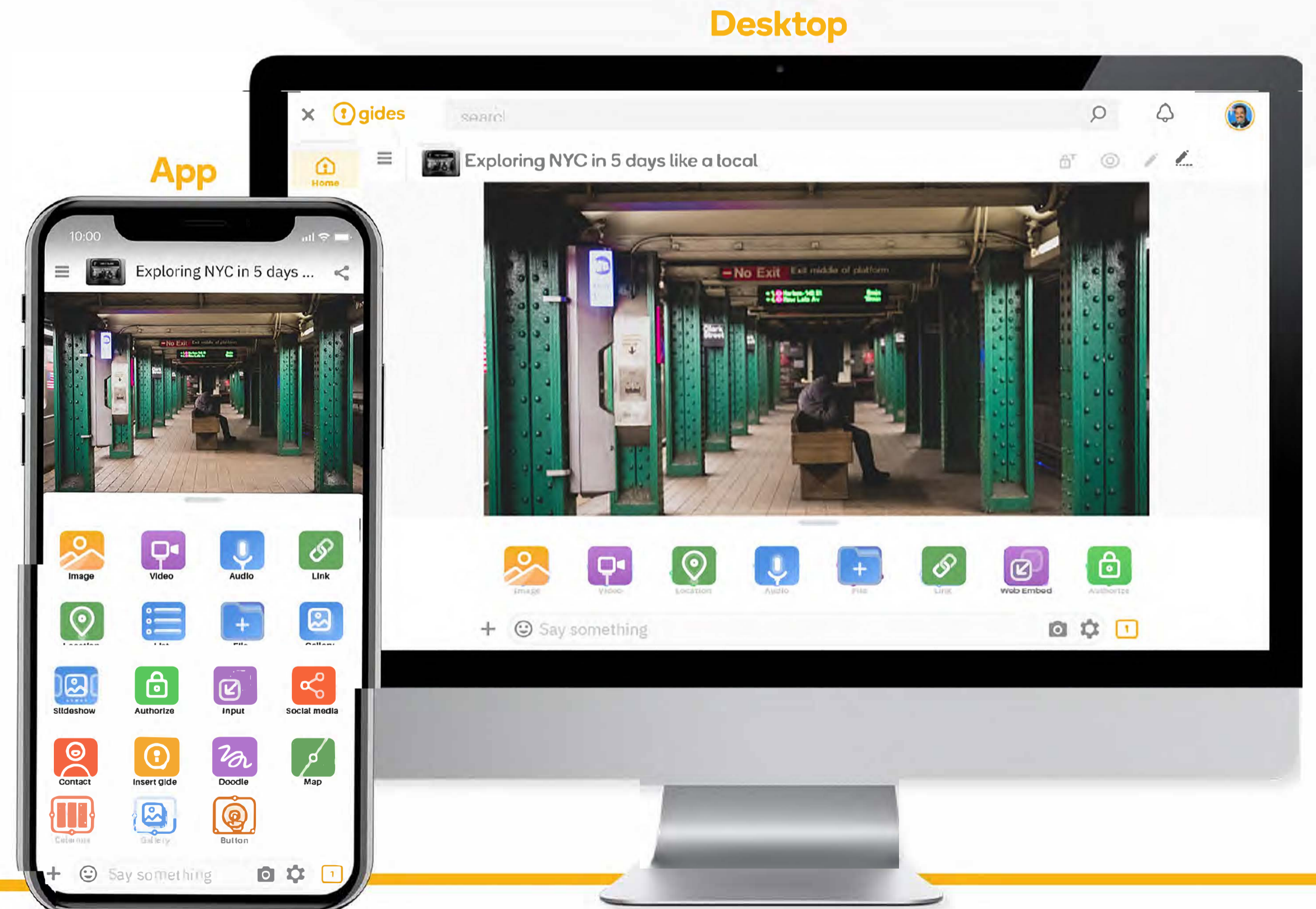
# Solution:

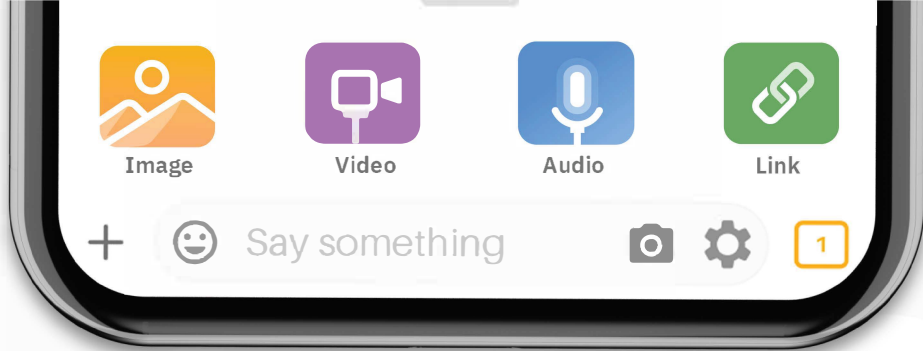
Create an easy-to-use social publishing platform that has the features of websites.



## Best Features

- **CHAT:** Easy mobile-friendly creation
- **SOCIAL:** Easy to post, Following, Notifications, Collaboration
- **WEBSITES:** Variable media and formatting, Income potential





## Easy mobile-friendly creation

Our groundbreaking creation process makes building website-quality content as easy as sending a text message.

Patent Filed by **Cooley**





# A **gide** is a social post – with a new style

## Creation without limitations

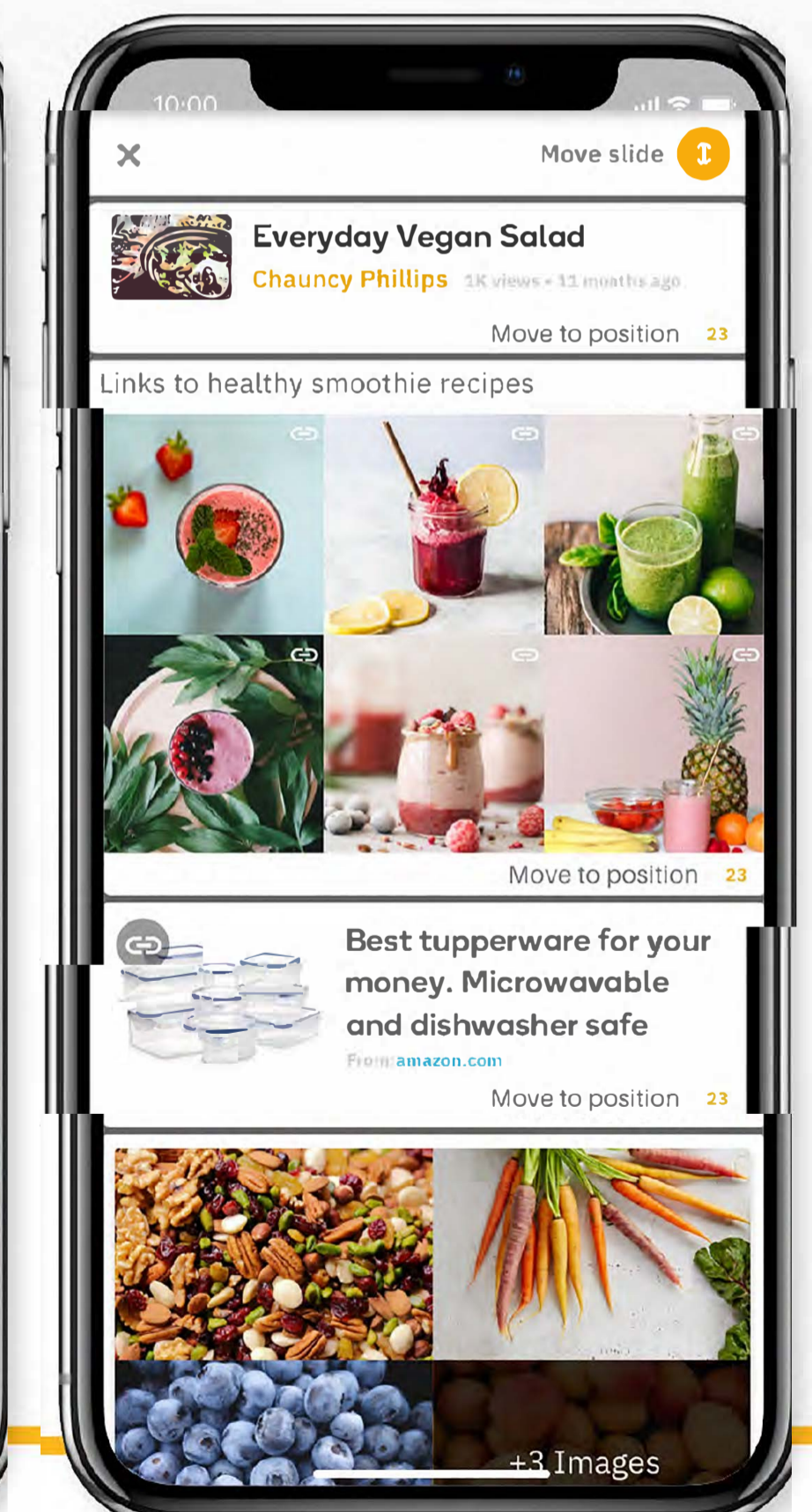
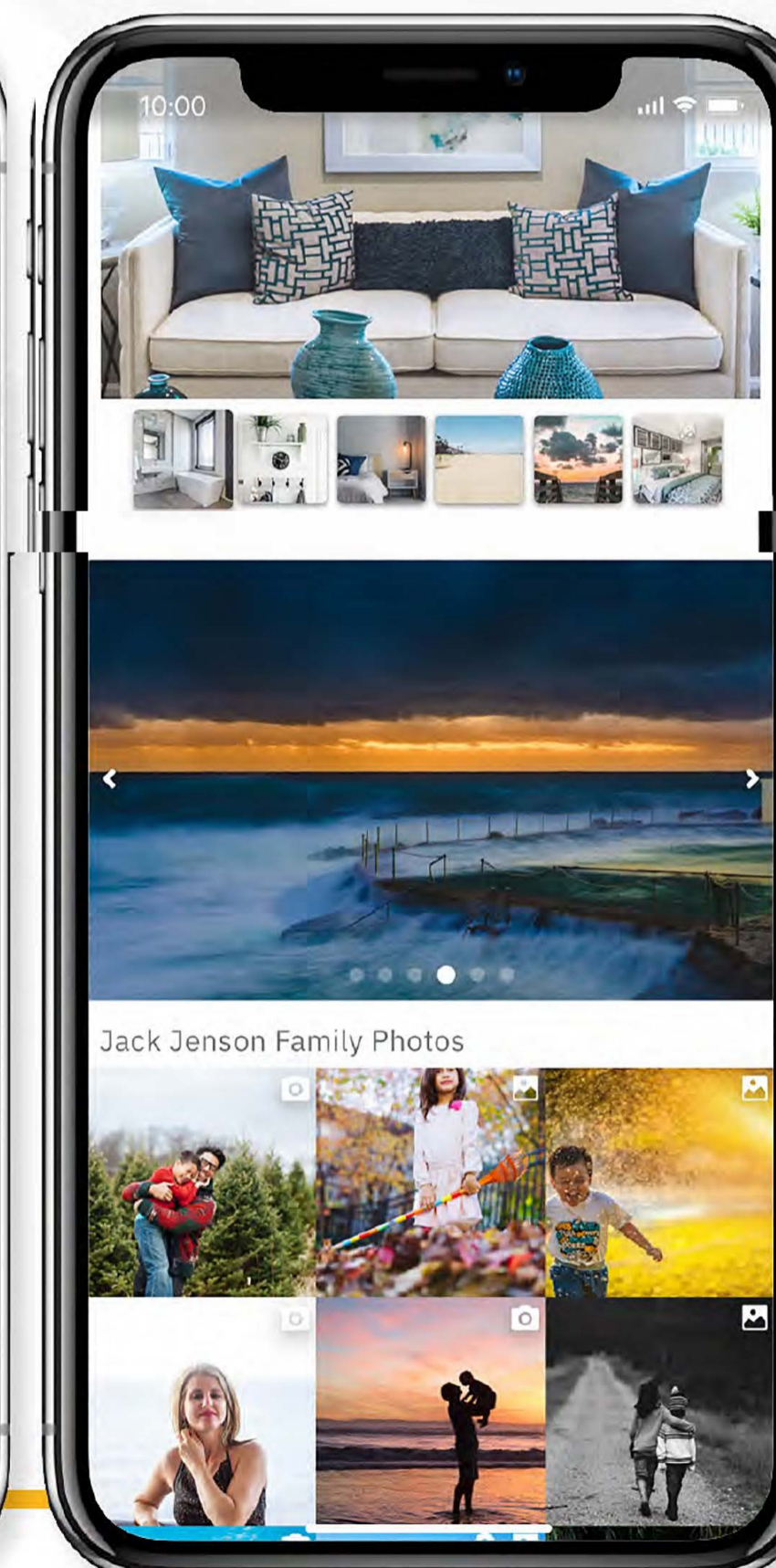
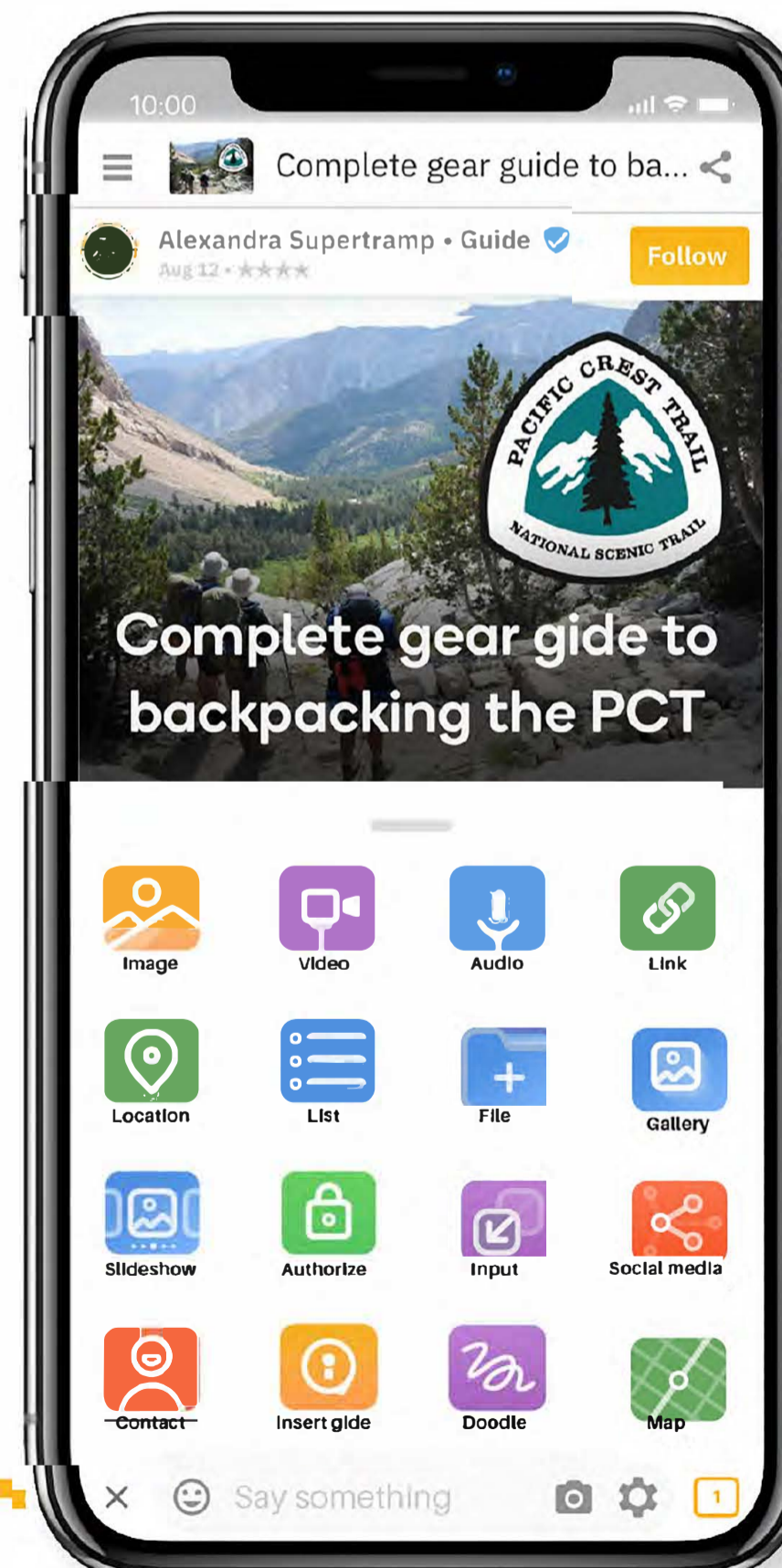
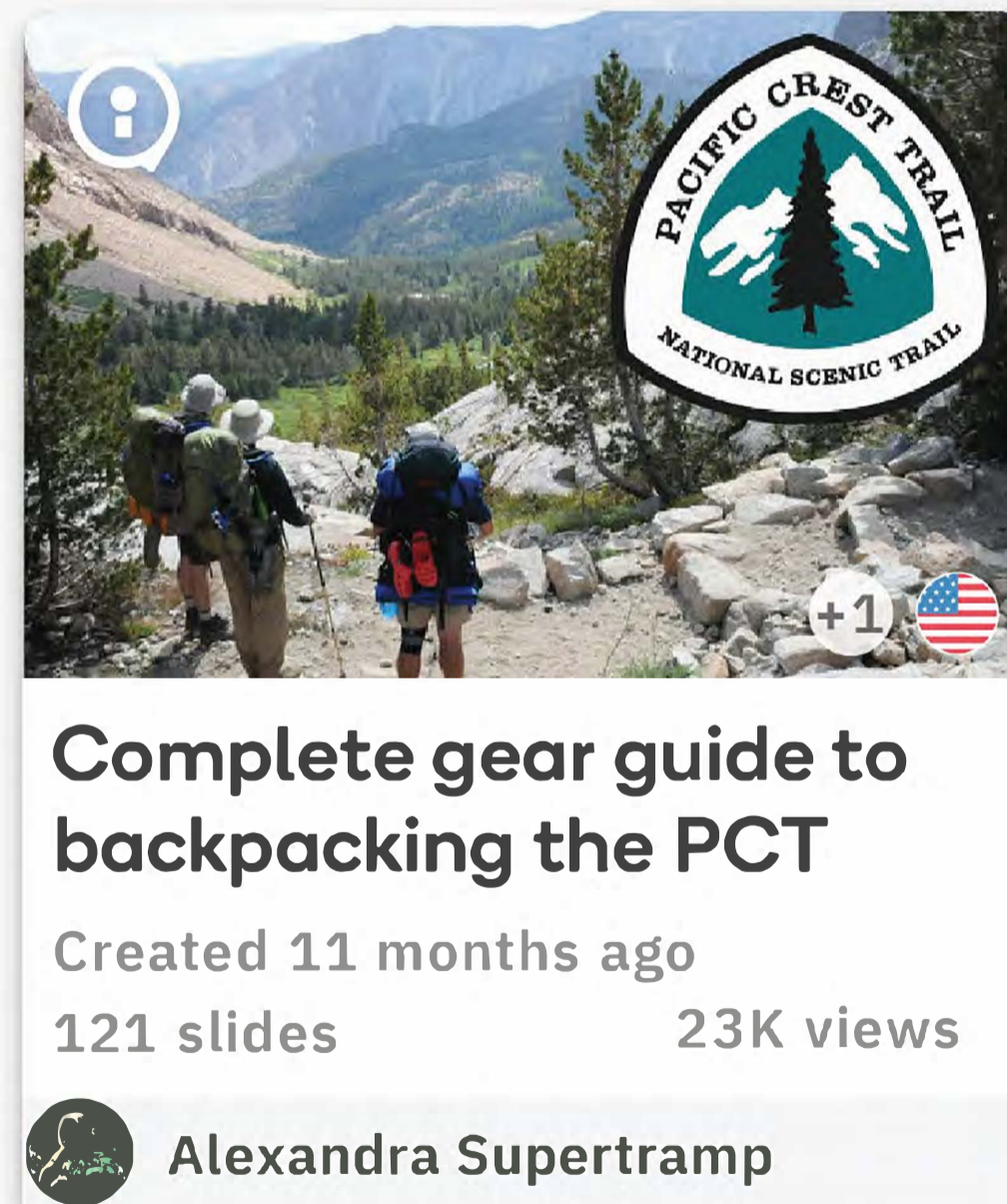
- Unrivaled flexibility
- Following
- Notifications



Any media

Any format

Any order

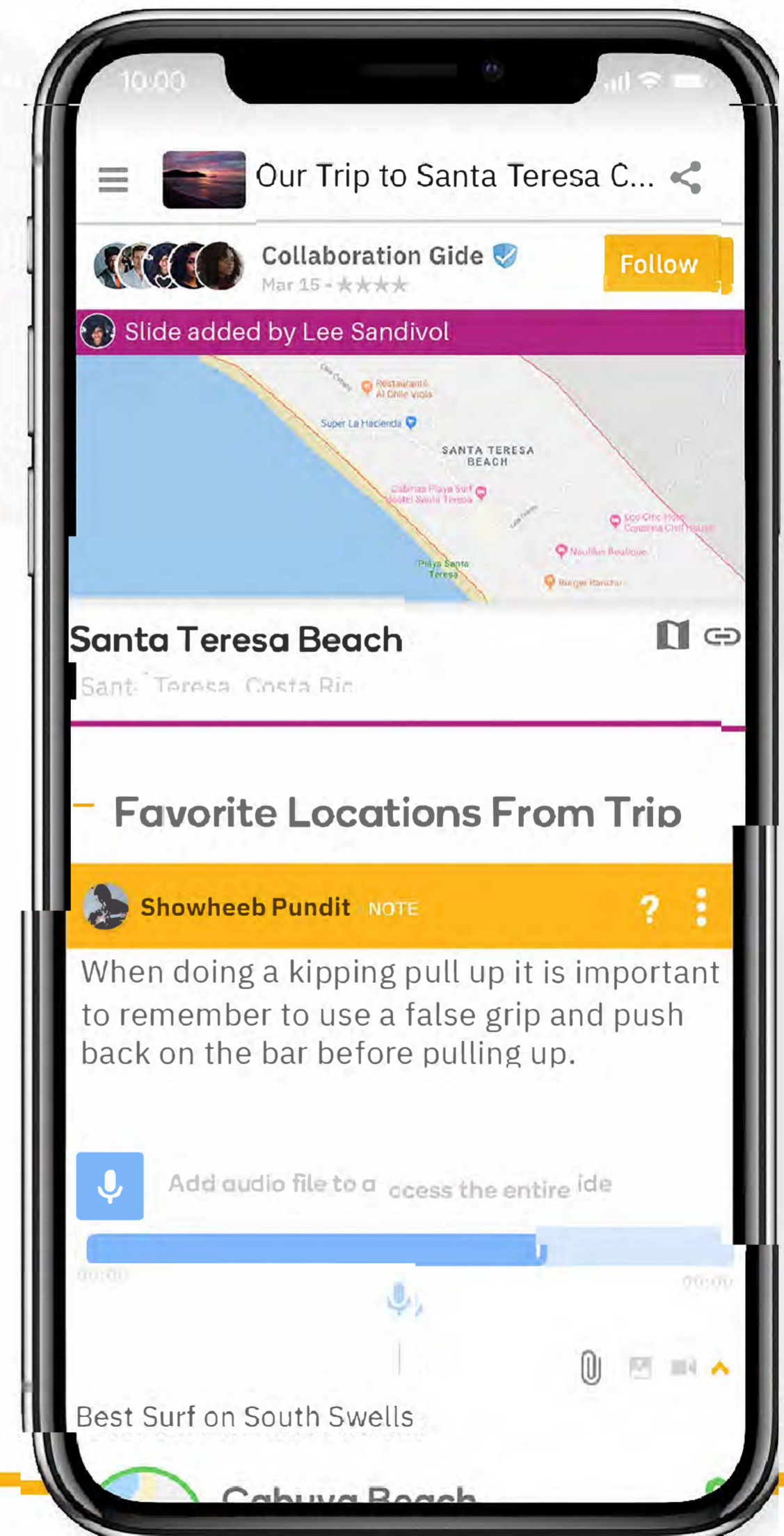




# Enhances collaboration

## Build posts together

- **Multiple Creators:** Give other users creation rights to your posts.
- **Embed:** Place other users' content in your posts.
- **Public Notes:** Readers can add their insights.
- **Input Slides:** Solicit specific content from others.





# gides Social website-style posts

Individual posts with no collaboration

## Lesson Plan

Spanish 101: How to get ...  
 Lucia Kethalon • Teacher  
 Apr 30 • 5.00 ★★★★★



### Introductory Conversation

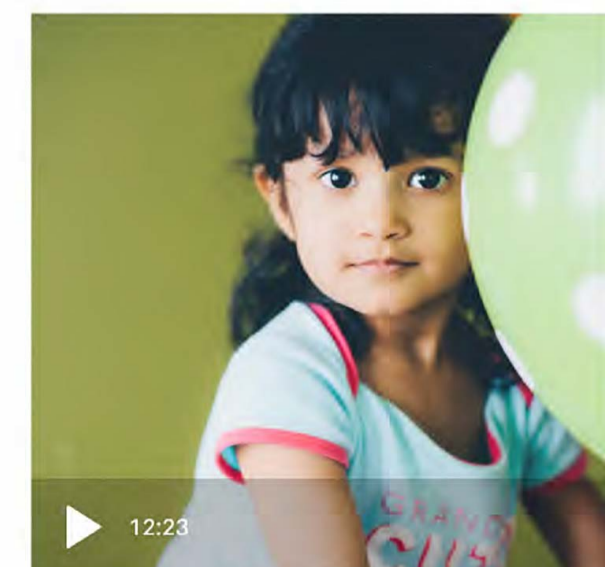
Hello = Hola

Goodbye = Adiós

Thank you = Gracias

Please = Por favor

### Beginner Nouns

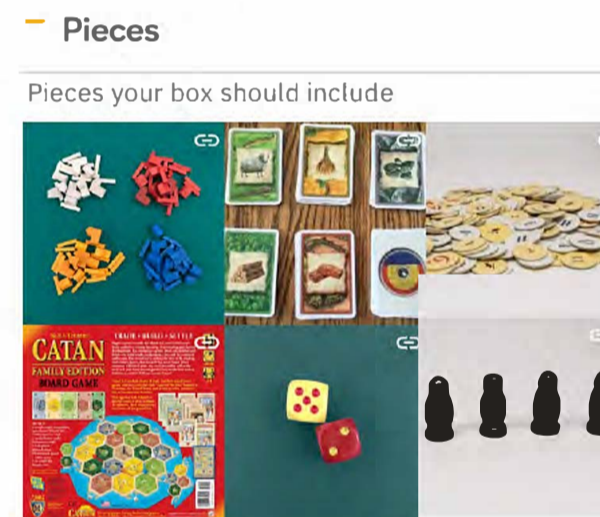


## Instructions

The official Gide to Settlin...  
 Kate Samford • CEO  
 Jul 19 • 5.00 ★★★★★



### Setting up the board



### Set up video



- + Setting up Ports
- + Development Cards
- + Building Instructions
- + Negotiating With Older Brothers



## Pet Sitter

Tooties dog sitting instruct...  
 Pauley Snores • Person  
 Aug 12 • 5.00 ★★★★★

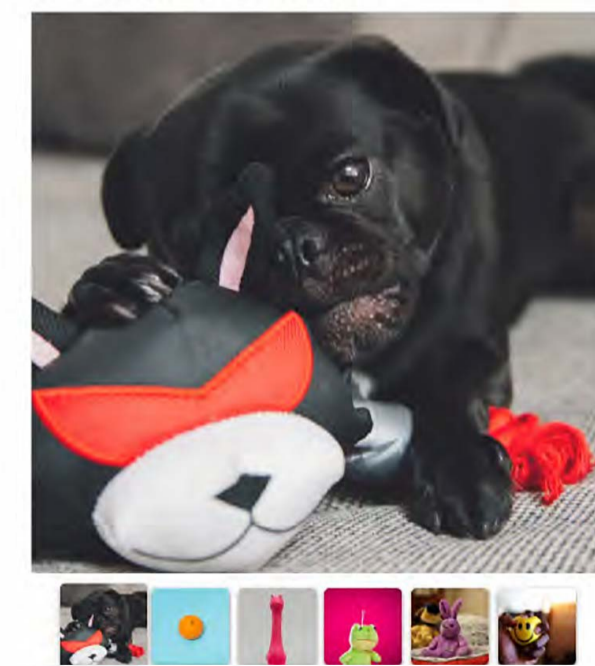


### House Rules

Thank you for taking care of Tootie for us while we are away. He can be a handful we know, and we truly appreciate you watching our little angle. Tootie has free range of the house and often likes to take naps on the sofa. The only rule we have is please make sure the closet door is shut. He often likes to make chew toys out of our shoes. With that said watch out for your own shoes if you take them off.

### Tootie's Toys

A few of Tootie's favorite toys



00:00 1:42

### Feeding Checklist

- » 1 scoop in the morning  Done!
- » 1 green stick after breakfast

## Workout Routine

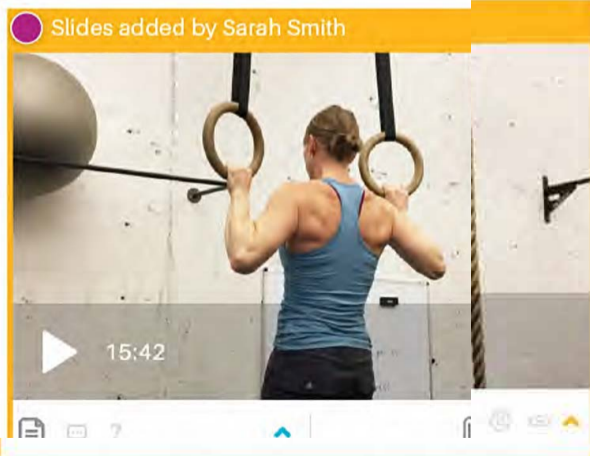
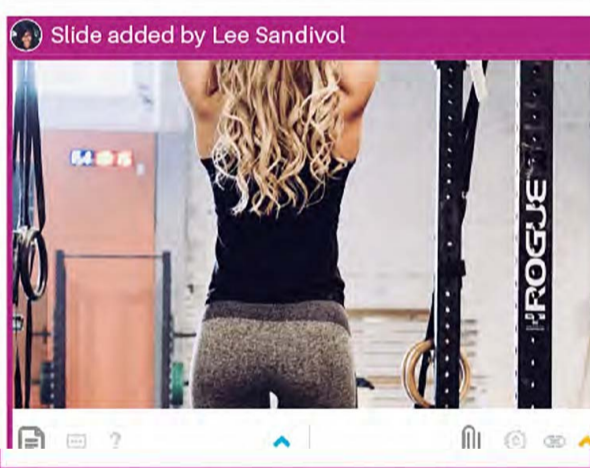
Workout Routines for a Str...  
 Collaboration Gide  
 Mar 15 • 5.00 ★★★★★



### Public Notes

When doing a kipping pull up it is important to remember to use a false grip and push back on the bar before pulling up.

### Pull up for a stronger core



### Take a dip for crispy gains



## Diet Meal Plan

Simple Meal Prep for a Fa...  
 Collaboration Gide  
 Mar 15 • 5.00 ★★★★★

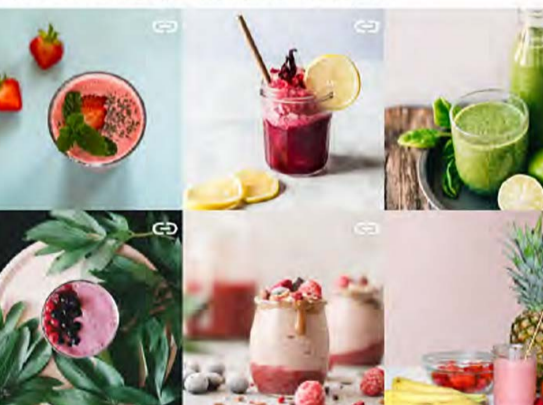


### Input slides



### Healthy Smoothie Recipes

Links to healthy smoothie recipes



### Fat Burning Snacks



Multiple Creators

Input slides

Public Notes

Other user's content



# gides Easy e-commerce

## digital products



### Retail POS Sales

Sealed package with product bar-code



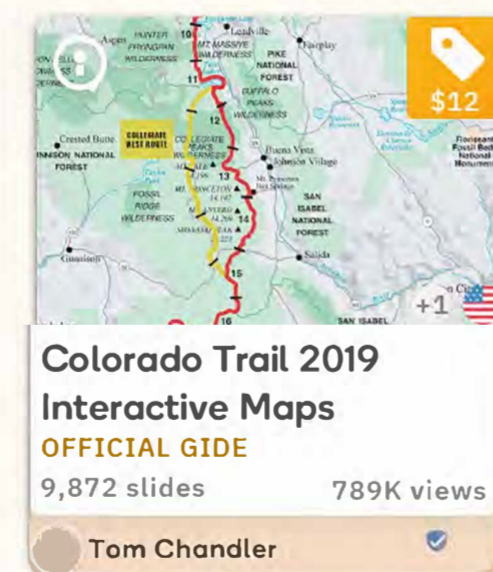
### Multimedia Guides

Replaces audio-guide devices at tourist attractions



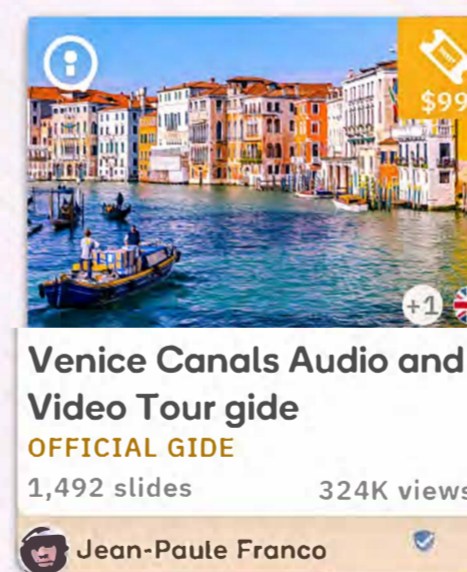
### GPS-Enabled Guides

Travel guides, hiking, scavenger hunts



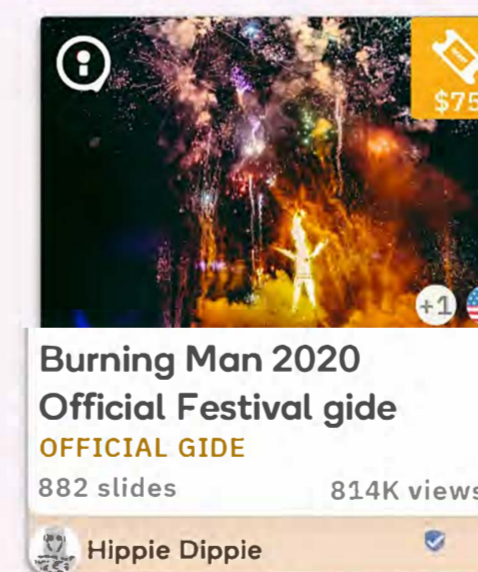
### Tours & Experiences

For use alone or with a personal tour guide



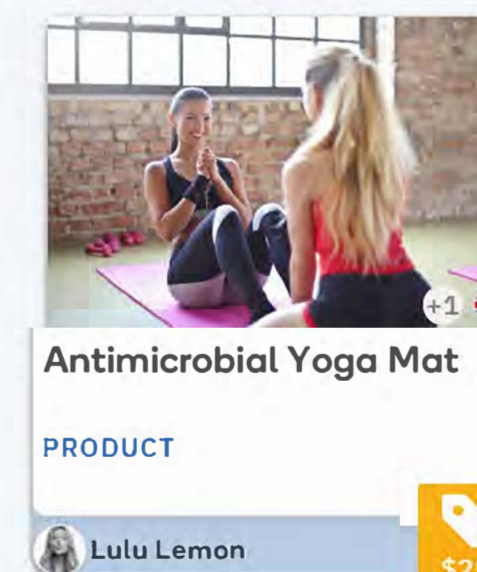
### Events & Conferences

Combines digital tickets w/ event info



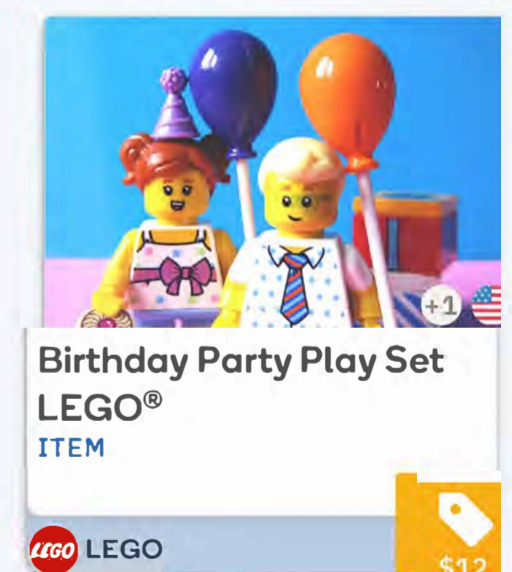
### Personal Sales

Item marketplace



### Product Sales

Online store





# gides “Social website” functionality (w/o the website)

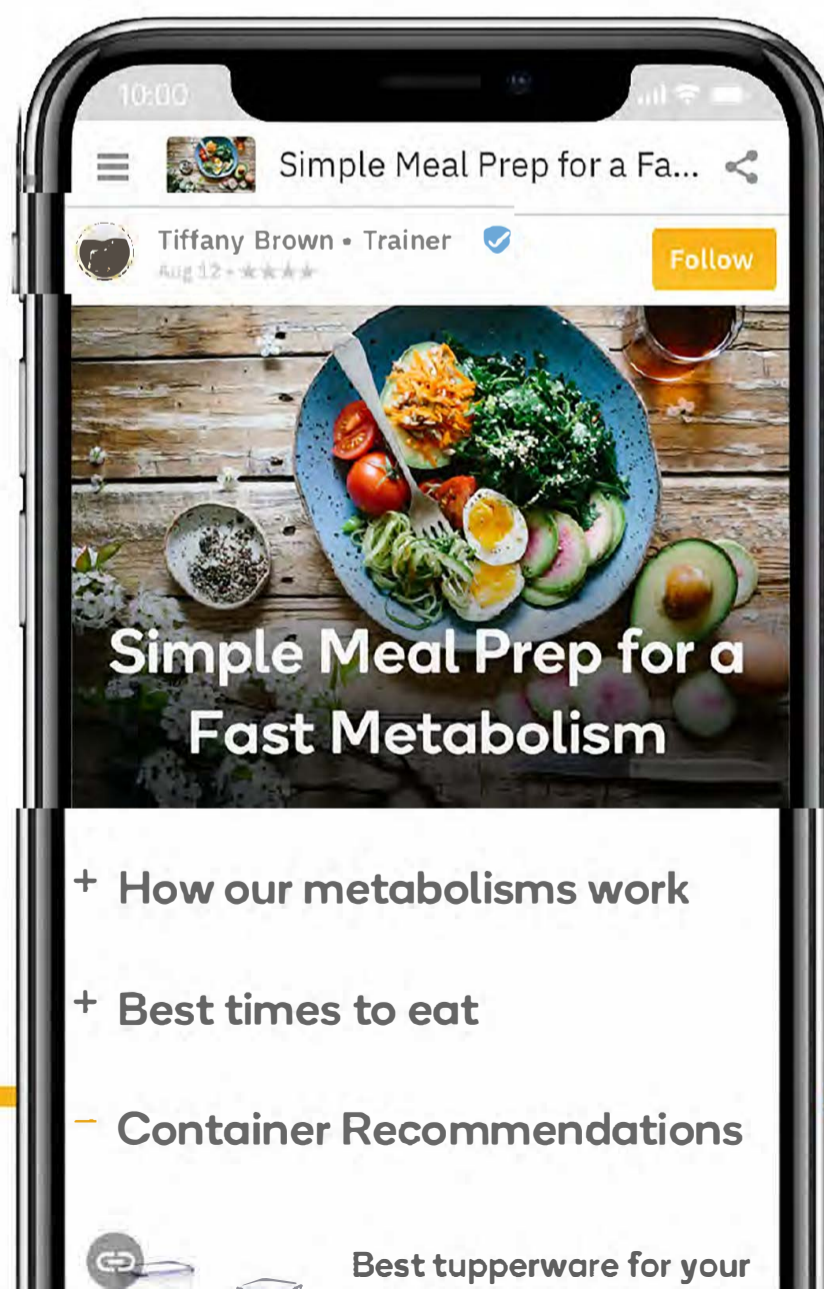
## Easy Mobile Creation

Using the chat interface, everyone with a smartphone can now create what used to require a website.



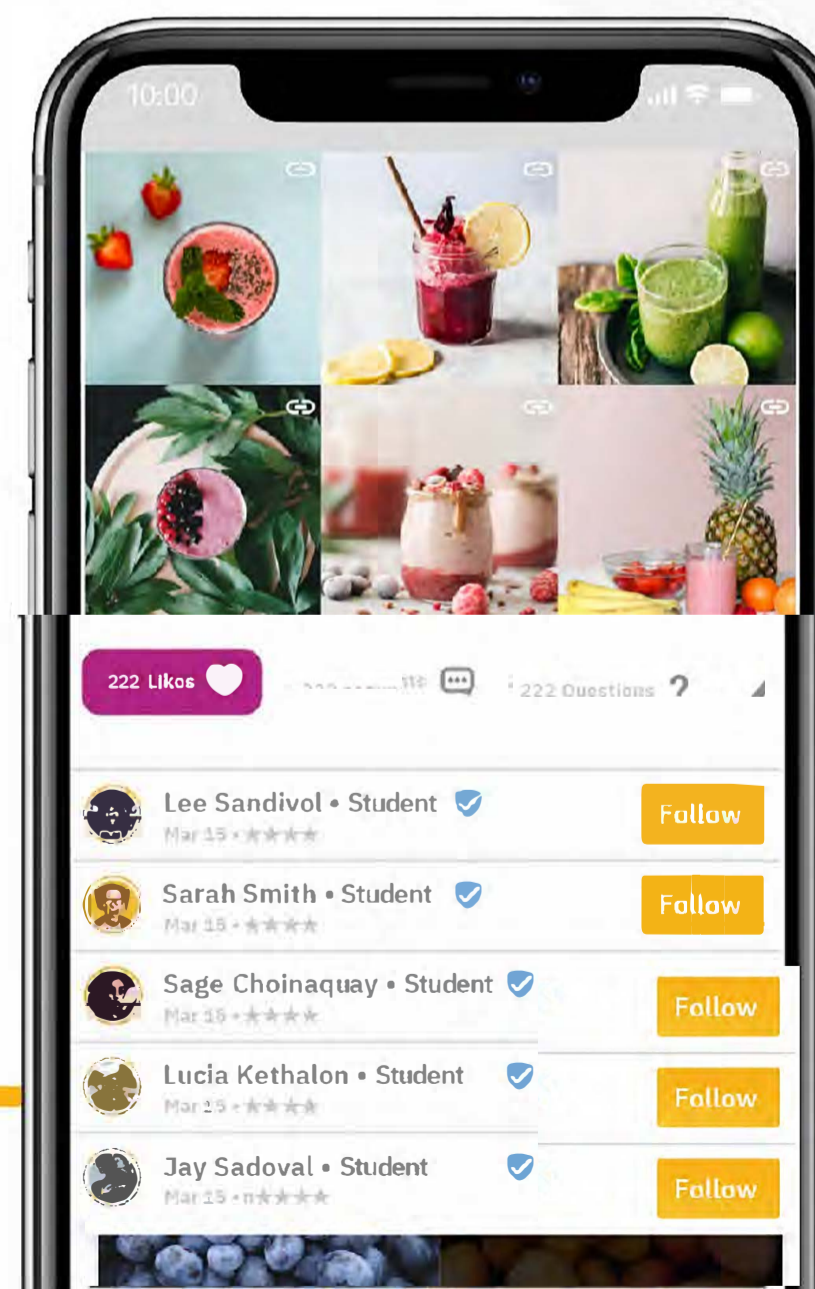
## Website-Style Flexible Posts

Our new post style allows users to express themselves flexibly – something other sites don't allow.



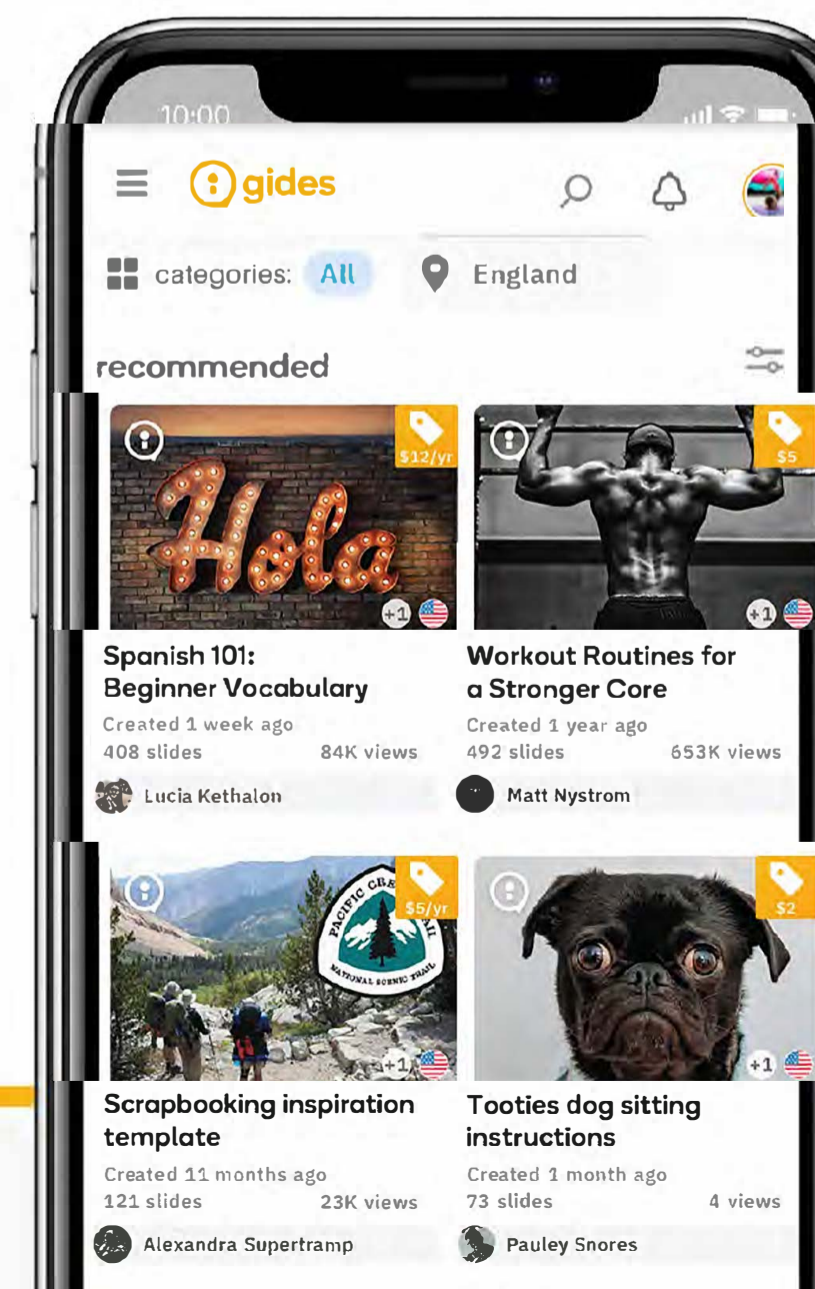
## Enhanced Collaboration

We move beyond comments and replies, making it possible to collaboratively build content with other users.



## E-Commerce Features

Integrated marketplace tools make it easy for everyone to monetize content, sell products, or host events.







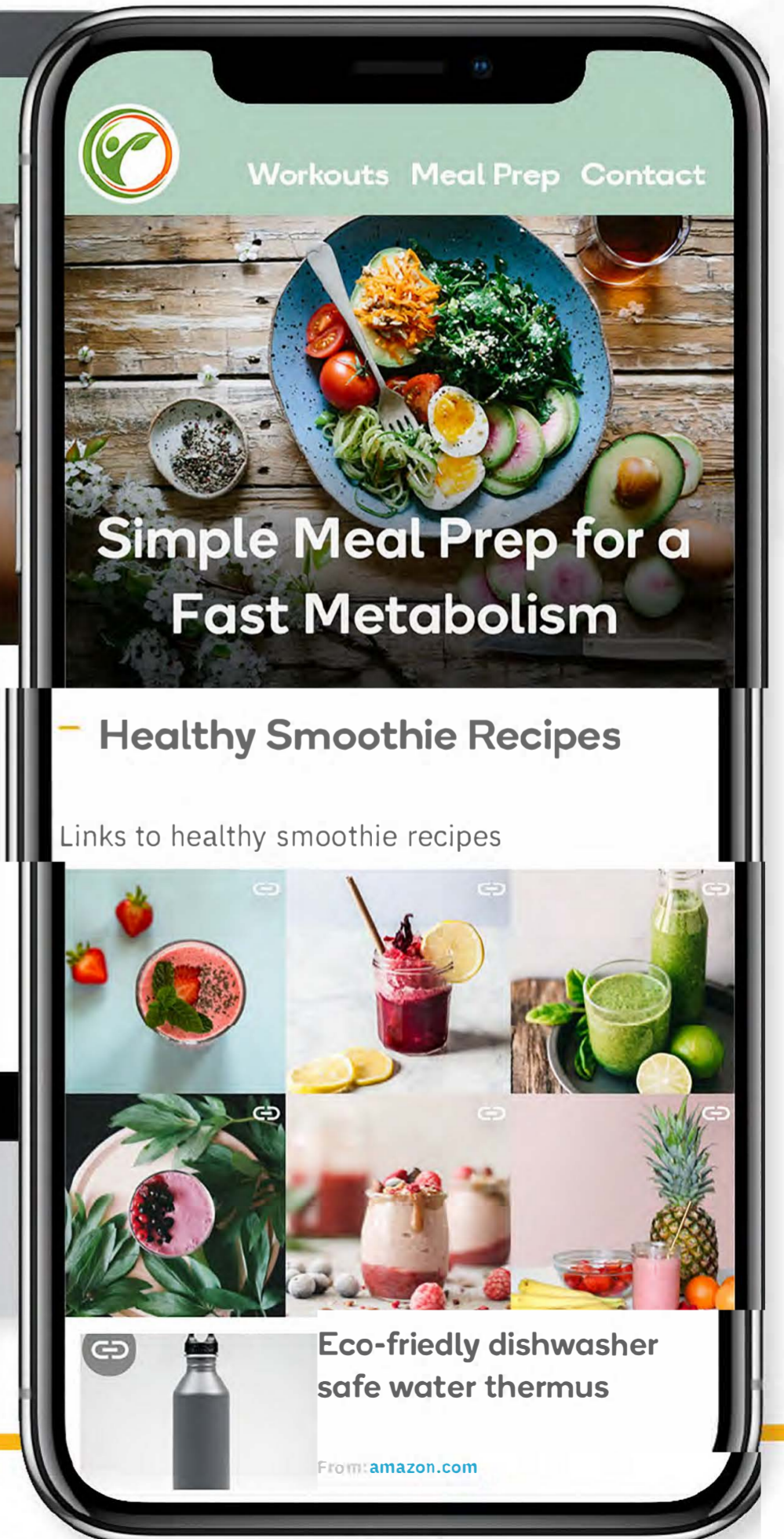
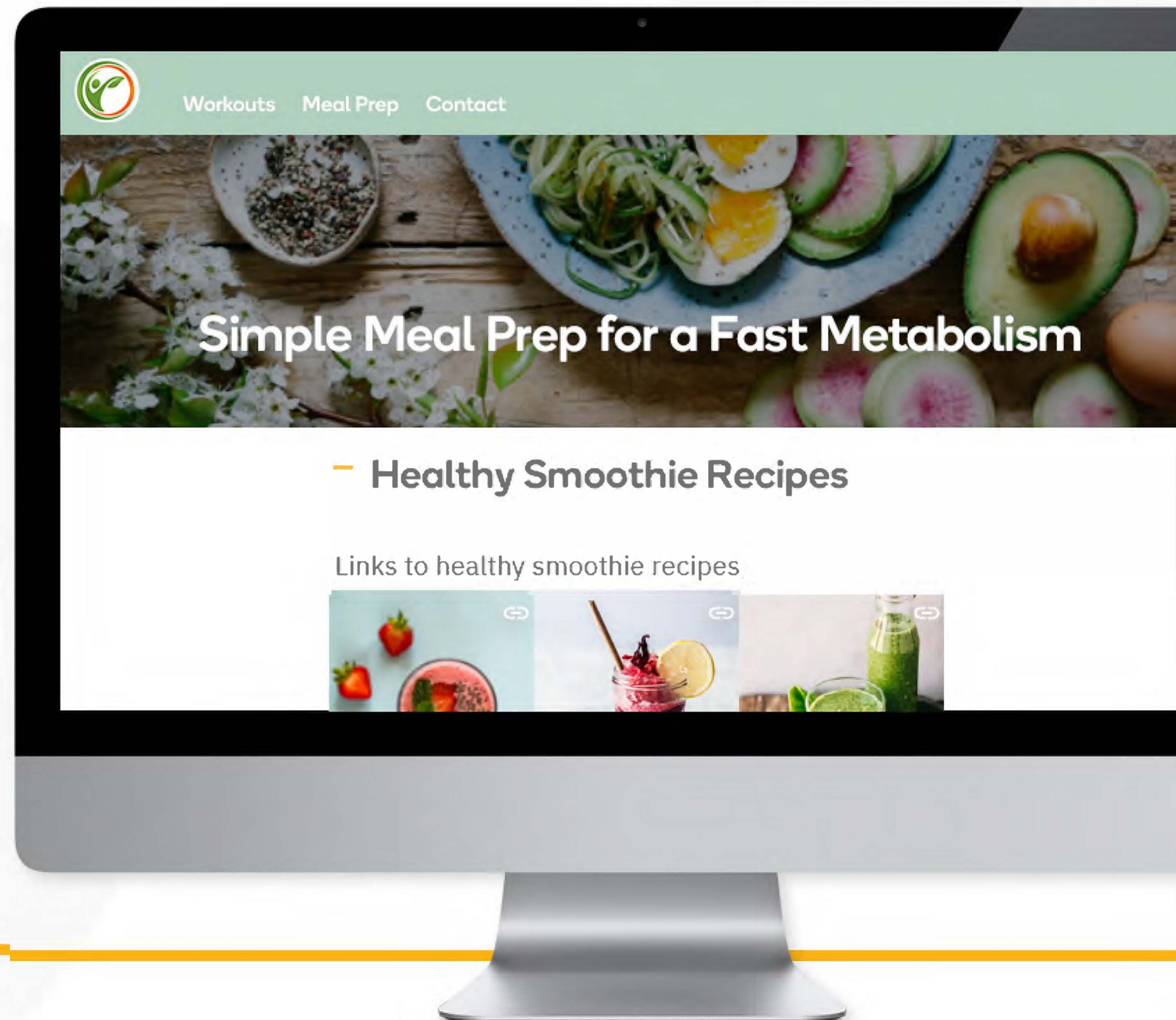
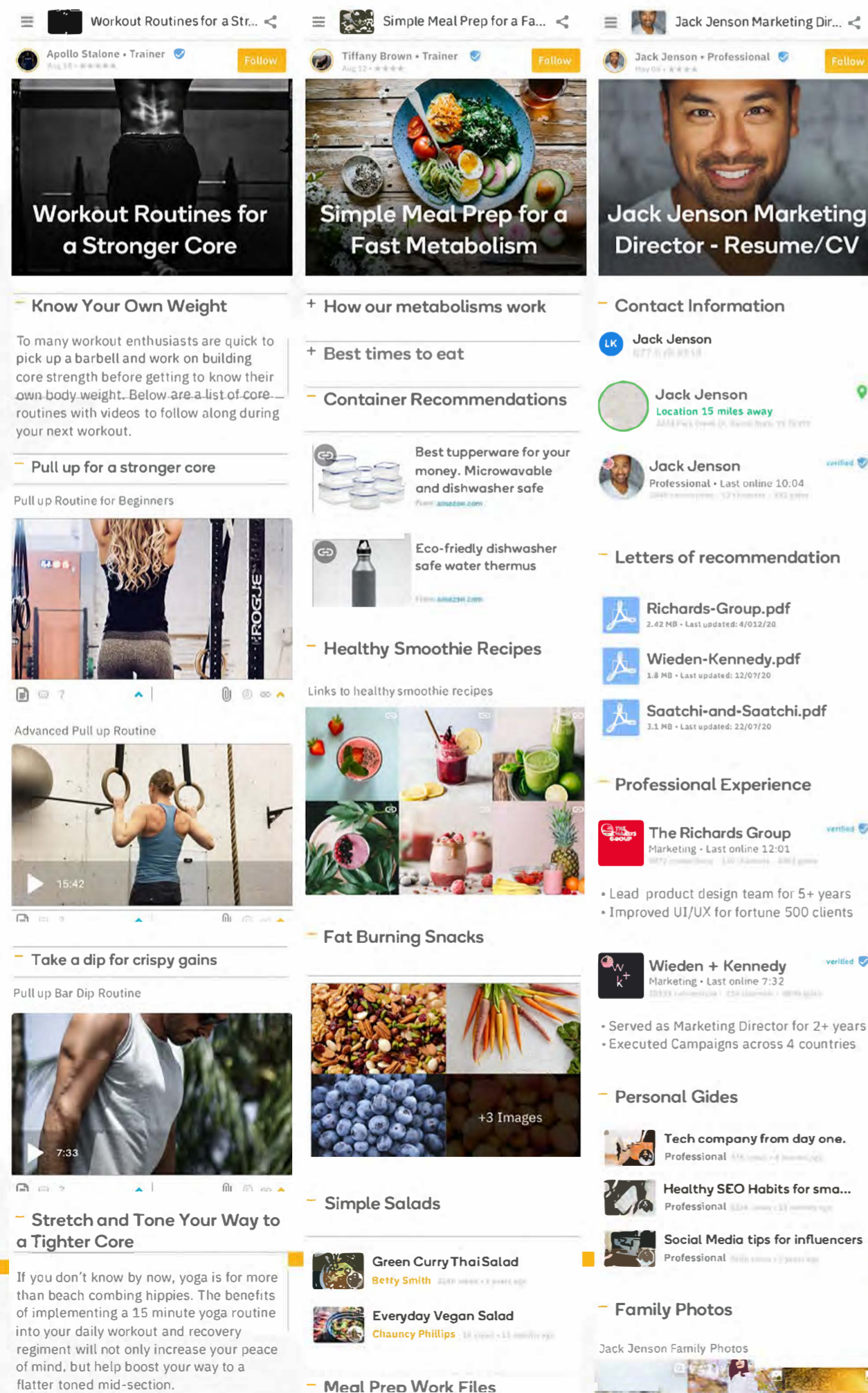
# Create websites from your posts

## Posts in the platform

www.gides.com/notunhealthyliving

## The same posts used to build your website

www.notunhealthyliving.com





# gides Market Analysis

## Web Building & Creation



market size \$5B

## Social Platforms



market size \$82B

## Digital Content Monetization



market size \$42.2B

## Education



market size \$4.3B

## eCommerce



market size \$111B

## Events, Experiences, & Tours



market size \$340M

CAGR 2019-2026



# gides Customer segments

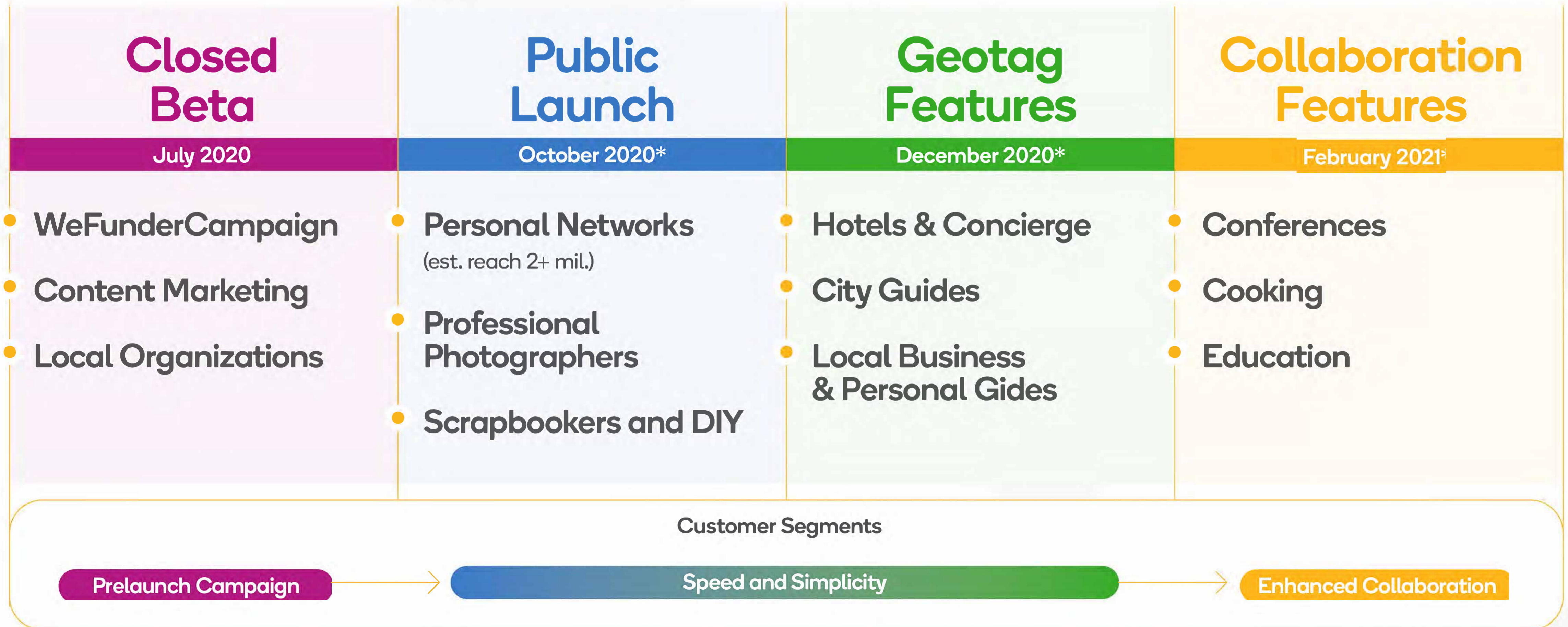
<b>Flexibility &amp; Simplicity</b>	<b>Enhanced Collaboration</b>	<b>Income Potential</b>	<b>Cost/Complexity Reduction</b>
B2C	B2C, B2B	B2B, B2C	B2B
<p>Users attracted to the speed and simplicity Gides gives them to make flexible, variable, updatable posts.</p> <p><i>I can make website-style content without needing a website.</i></p>	<p>Users who benefit from posts that allow public or private notes, viewer participation, or group creation.</p> <p><i>I can make posts with others, take notes, and share what I know.</i></p>	<p>Users who want an easy, fast way to monetize digital content, sell products, host experiences, or sell event tickets.</p> <p><i>I want to make money without the hassle of a website.</i></p>	<p>Users who want to set up full-featured websites using Gides as their backend.</p> <p><i>A website I can make and update from my phone? Yes!</i></p>





# **igides** Growth strategy

Building a foundation for global participation.



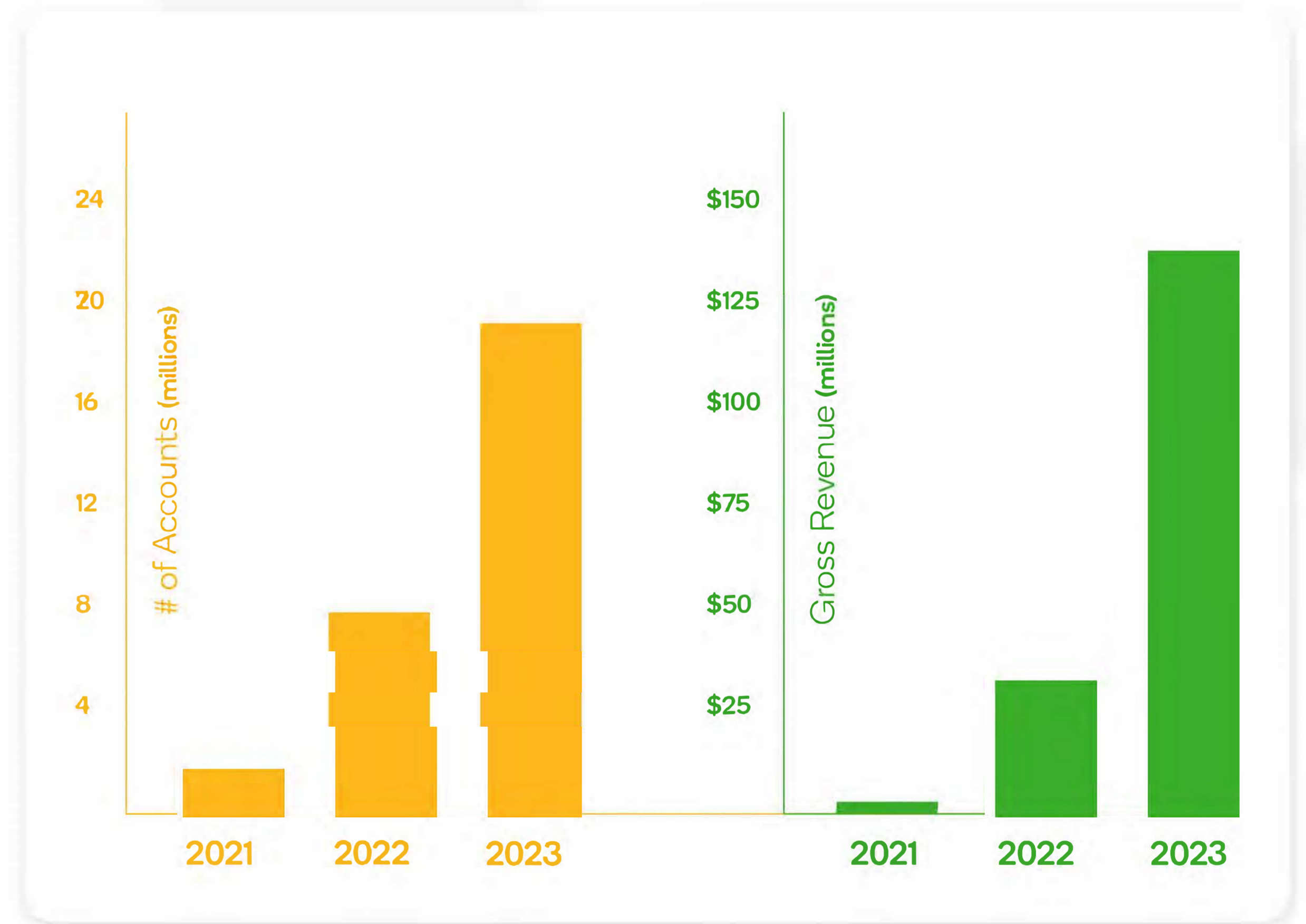
\*Projected growth phase dates are contingent upon hitting developmental milestones



# gides Business model

## Revenue Model

- **Subscriptions:** Subscription revenue for extra features from power users, influencers, and businesses.
- **Percentage of Sales:** Gides retains between 10 and 30% of all sales.
- **Advertising:** Advertising shown to viewers.
- **Enterprise:** White Label versions of the platform



\* These are forward looking figures and cannot be guaranteed





# Revenue from subscription tiers

	Free Users	Power User	Biz Lite	Business	Elite
	<b>FREE</b>	<b>\$6 mo / \$49yr</b>	<b>\$99yr.</b>	<b>\$299yr</b>	<b>\$599yr</b>
Targeted To	Social media users	Freq. Users, Influencers	Influencers, SMB	SMB, Wordpress users	SMB, Vimeo users
Storage Limit	2GB Total uploads	10GB Total uploads	25GB Total uploads	250GB Storage space	3TB Storage space
Additional Data	\$3/1 GB <b>PAYG*</b>	\$25/10GB <b>PAYG*</b>	\$50/25GB <b>PAYG*</b>	\$100 for 250 more GB	\$100 for 1 more TB
Earn Affiliate Revenue	No	Yes	Yes	Yes	Yes
Download Offline	No	Yes	Yes	Yes	Yes
Sell Gides	Yes, after verification	Yes	Yes	Yes	Yes
Sell Events/Experiences	No	No	No	Yes	Yes
Fee Structure (Gides/user)	70/30	70/30	75/25, (90/10 donations) <sup>†</sup>	80/20, (90/10 donations) <sup>†</sup>	85/15, (90/10 donations) <sup>†</sup>
Advertise in platform	No	Yes	Yes	Yes	Yes
Website Channels	No	1 (gides subdomain)	1 (custom domain)	1 (custom domain)	2 custom domains and unlimited subdomains

**Planned for Enterprise Tier.** This allows users to white label a clean

Instance of the platform for their own internal or external use. Price TBD



\* PAYG = Pay as you go for additional upload data † Applies to optional patron-style donations



# gides Milestones and Roadmap\*

## Past Milestones

● Accepted by SC Launch as Client Company

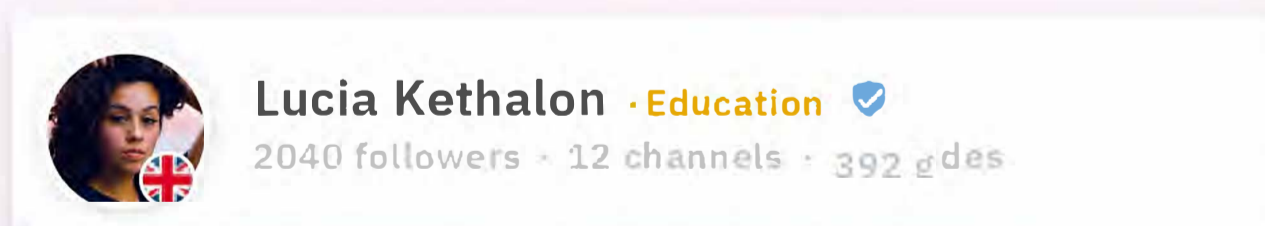
● Recipient of \$50K Grant

● Achieved Closed Beta

### 2020

Social Growth

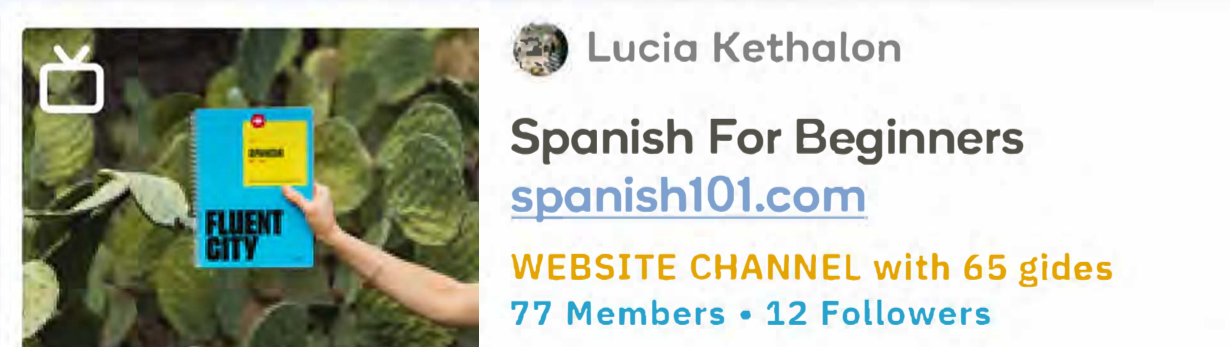
- read only
- basic create
- location & slideshows
- collaboration



### 2021

Digital Revenue

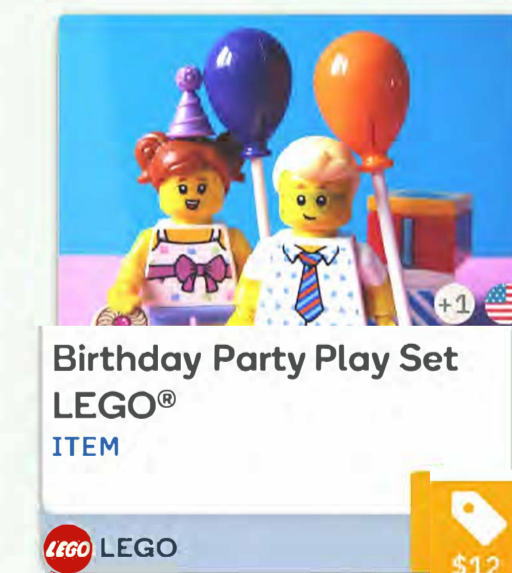
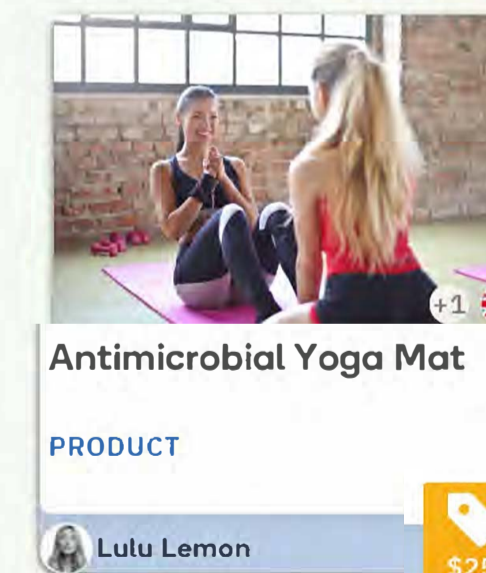
- membership
- website hosting
- digital content sales
- tours experiences & events



### 2022

Ecommerce & Advertising

- ecommerce
- advertising
- enterprise



\*Projected roadmap is contingent upon hitting developmental milestones



# **gides** Opportunity for everyone

**We designed Gides unencumbered from the perspective of the way things are.**

**We asked:**

"How could we design online tools to enhance opportunity for everyone?"



## **Your Opportunity**

- Goal: \$1 million from WeFunder
  - SAFE \$10 million cap
  - 15% discount
- Use of funds
  - Launch publicly
  - Grow user base
  - Continued platform development







## Gides democratizes online opportunity

Our worldwide mission is to give everyone with a phone the same opportunities as a web professional with a desktop.





 **gides**

**The only thing missing is 'U'**

