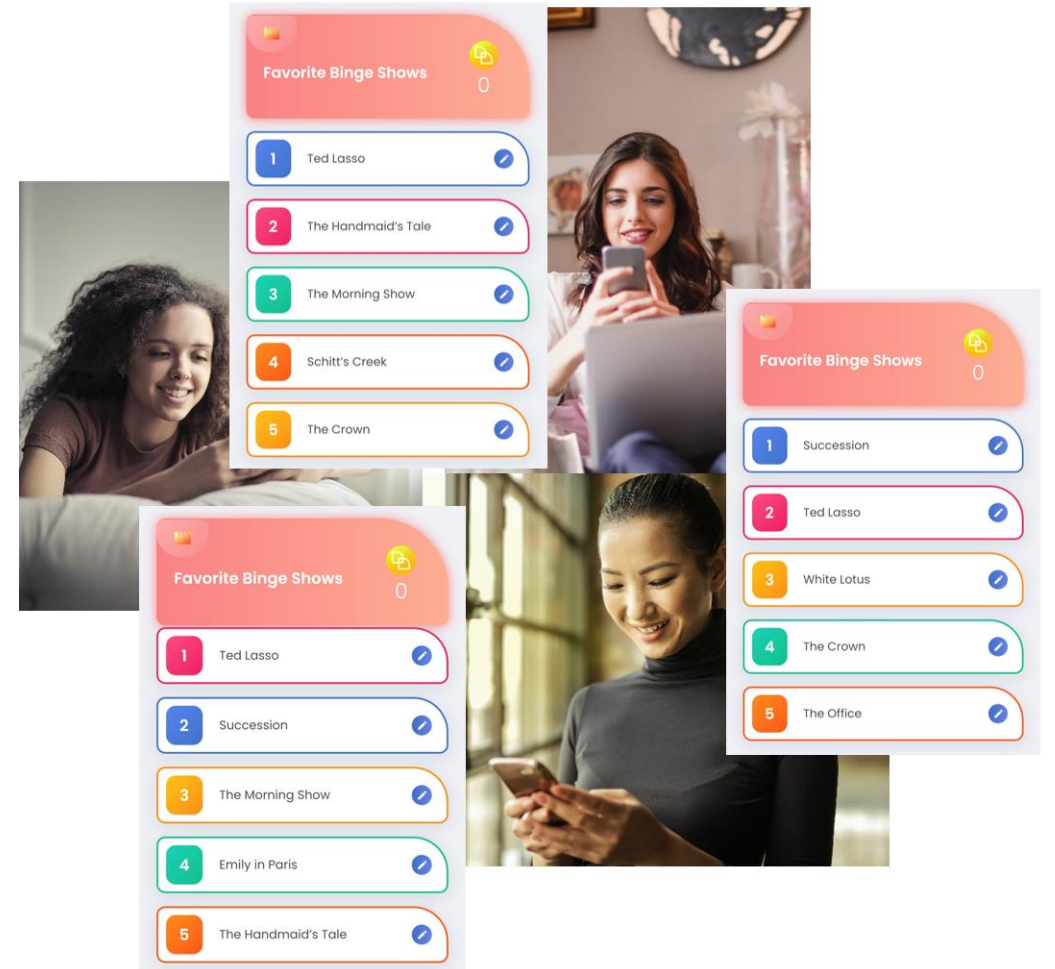


LikeStacks!

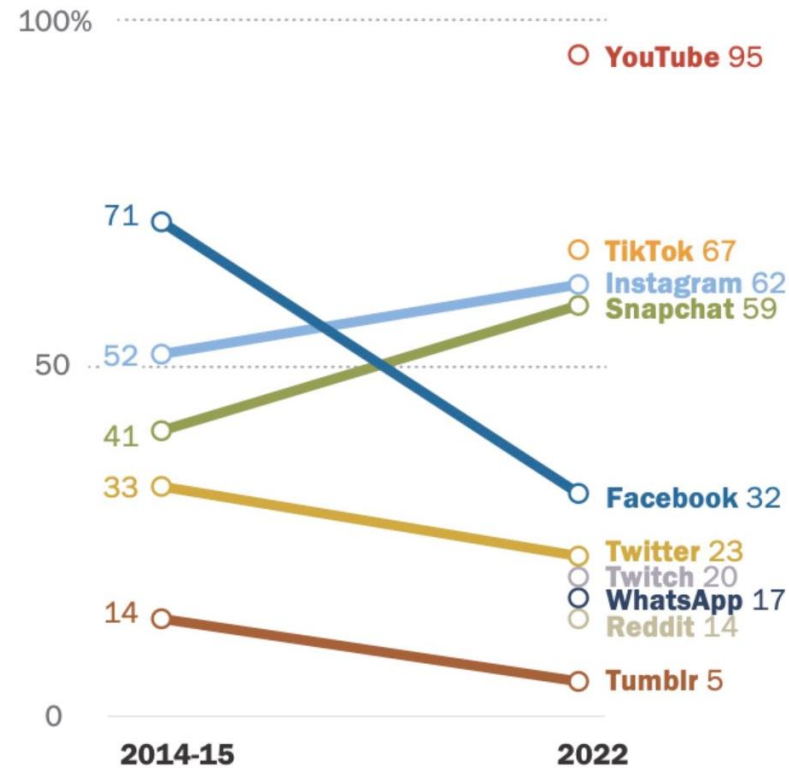
Rebuilding a positive online social experience,
one like at a time



WE'RE EXHAUSTED!

Social media has become exhausting. We're tired of negativity, misinformation and doom-scrolling. But social media users aren't going away; they're looking for positive and aspirational alternatives to connect online.

We're seeing that in the sea-change of users bailing from legacy sites like Facebook and Twitter, and flocking to the simple fun of TikTok and Snapchat*.



*Teens 13-17 who say they have ever used these social media sites.
Source: Pew Research, 2022

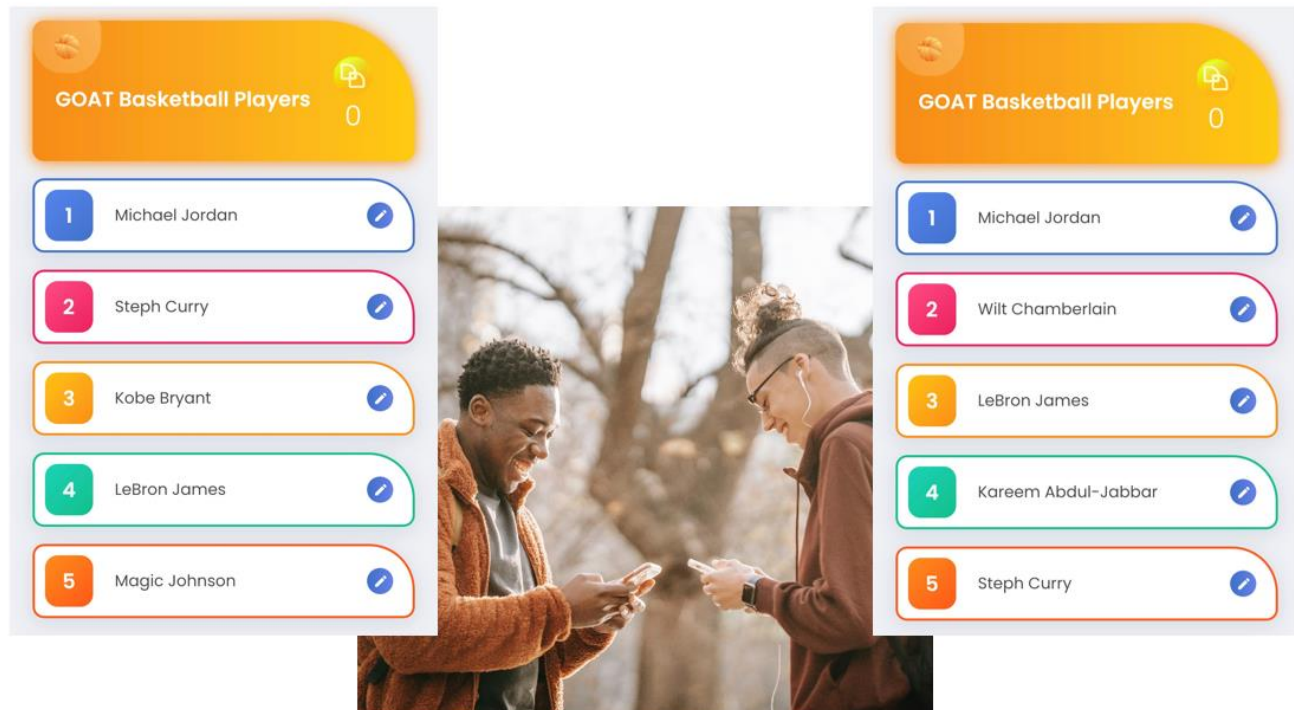


DELIGHT & UNITE

LikeStacks wants to be part of the solution to create more positive places online through our mission to delight & unite, rather than divide & incite. How?

With a game-like interface, LikeStacks lets you build virtual stacks of your top rankings & recommendations in a constantly growing variety of topics, and then share, compare & connect with friends, family, and even your favorite celebrities, athletes & brands.

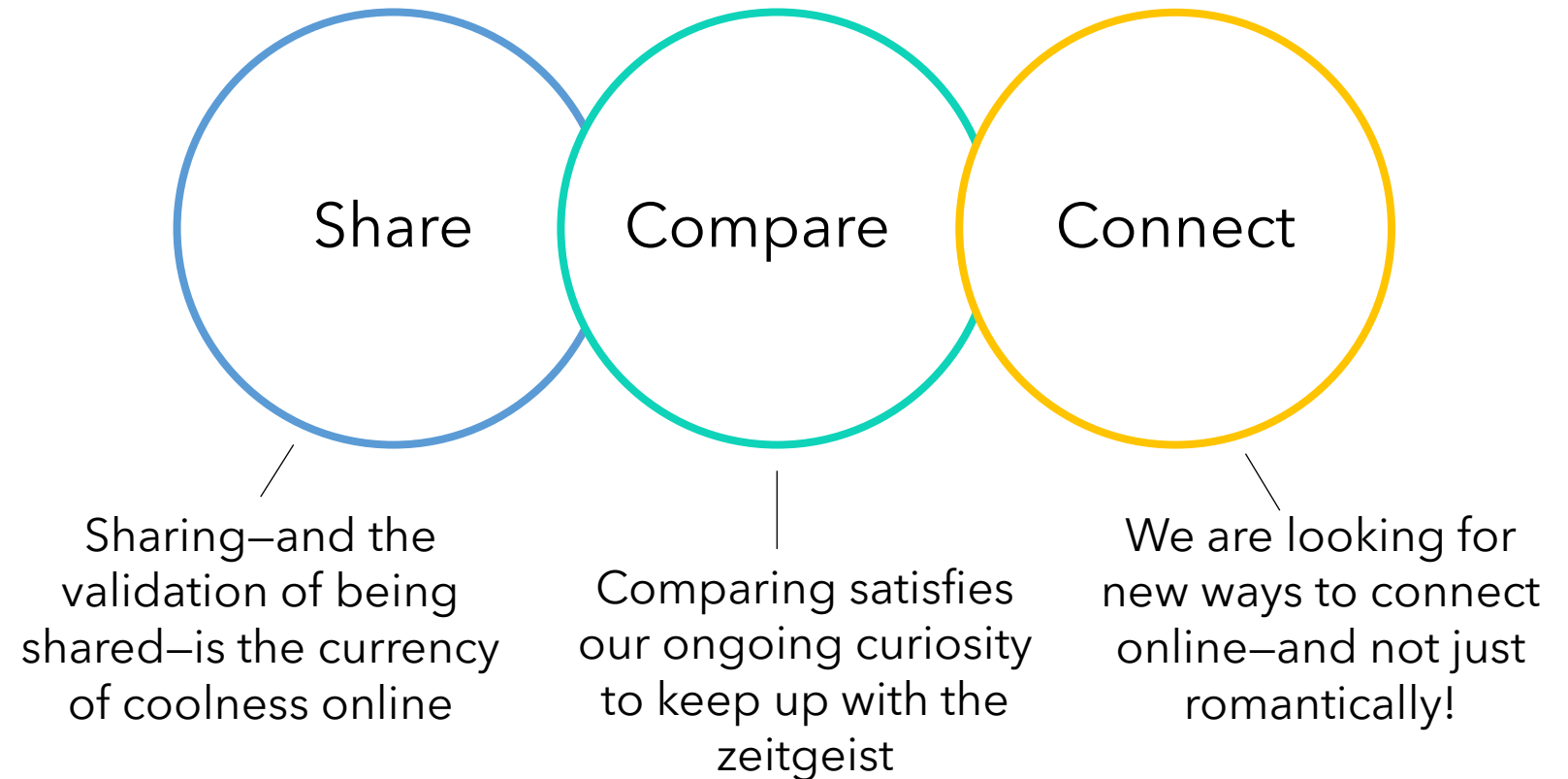
All in a simple, fun, authentic environment.



OUR VALUE PROPOSITION

What delights & unites us?

LikeStacks brings the most engaging aspects of social media together in a single, positive online experience.

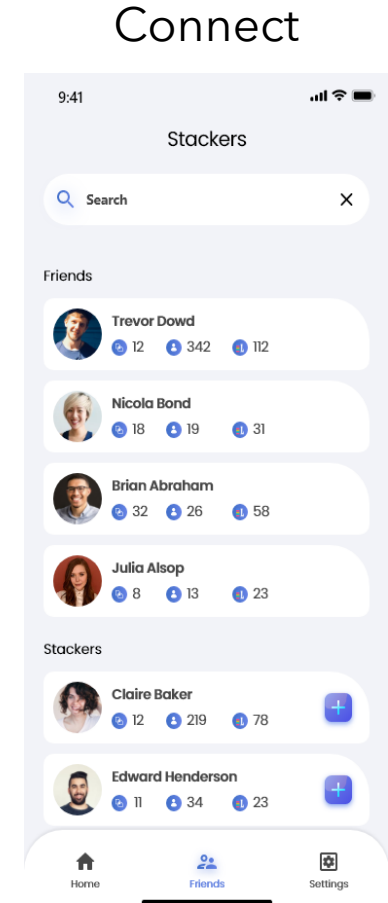
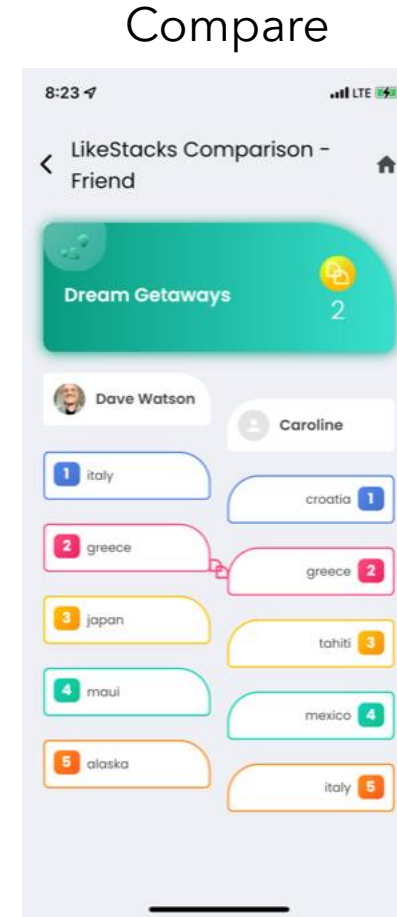
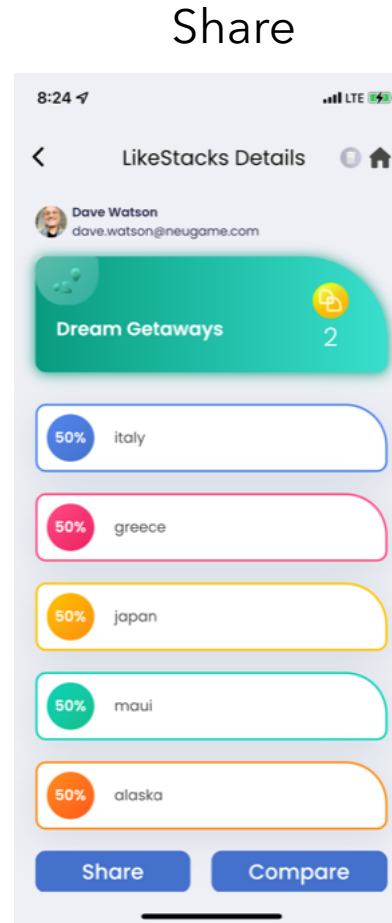
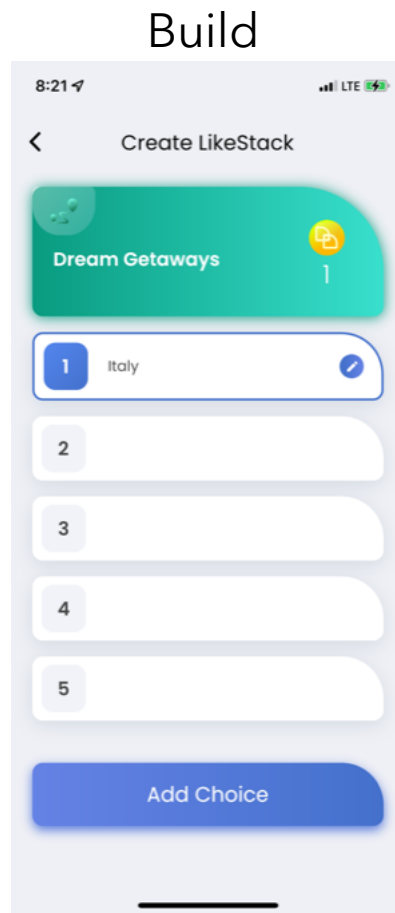


LikeStacks Beta in Progress

Summer 2022

Validating core functionality:

- Building stacks
- Sharing on social media
- Comparing with friends
- Searching for and connecting with others



The more stacks you build, the more unique your profile becomes...

&

... the more significant your matches with others become...

&

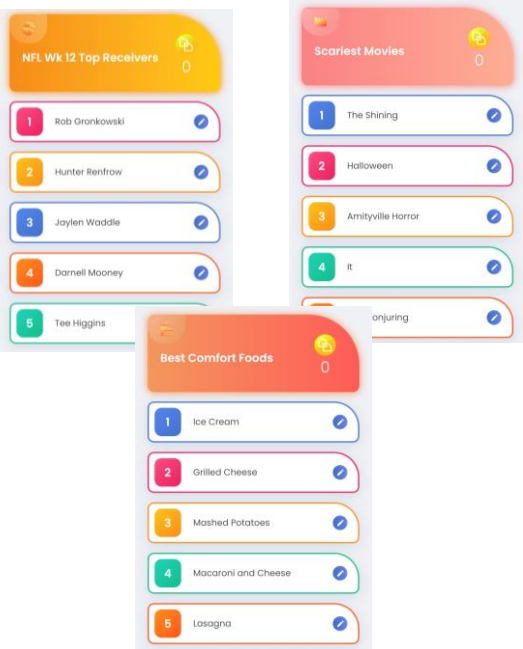
... it may not be with who you think!



LikeStacks Roadmap: Create Community

2023-2024

CURATE a personal library



DISCOVER unique connections



NEW! UNIQUE CONNECTION 2 people in the **Georgia Tech Community** share:

- 3 of your favorite Binge Shows
- 2 of your Scariest Movies
- 1 of your favorite Dream Rides

NEW! UNIQUE CONNECTION 12 people in the **U.S. Community** share:

- 2 of your favorite Comfort Foods
- 2 of your favorite GOAT: Basketball Players
- 1 of your favorite Dream Rides

CHAT in-app

STP was definitely the best concert I ever attended!

Absolutely in my top 5, but don't you also think Widespread Panic should be on everyone's list?

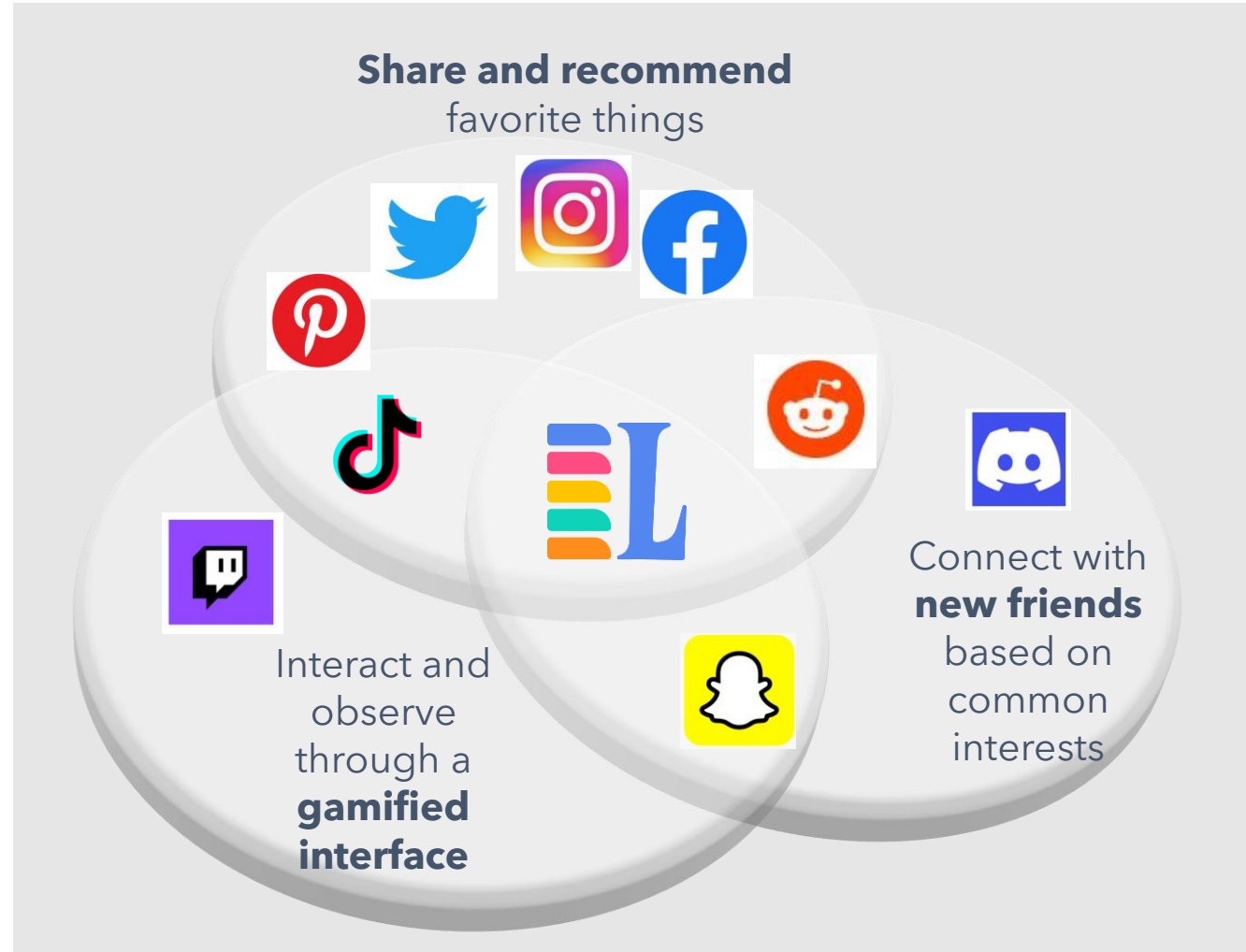
JOIN interest groups

JOIN	COLLEGE FOOTBALL
JOIN	CLASSIC MOVIES
JOIN	ATLANTA RESTAURANTS
JOIN	VACATION RECS



UNIQUE AMONG OUR COMPETITION

LikeStacks brings the most popular social “pulls” from top social media apps together in a single experience



REVENUE MODEL

For advertisers, marketers and retailers, LikeStacks will provide a trove of real-time consumer data and a hyper-targeted way to reach consumers

ADVERTISING

- Display Advertising
- Sponsored/Promoted Stacks

PARTNERSHIPS

- “Click-to-Buy” Affiliate Links
- Retail Wish List/Registry Feature

DATA

- Real-Time Consumer Data Insights
- Trend Reports

BETTING

- “Light” Wagering
- Tokens/Badges

Market Potential (Display Ad Example)

TAM



36 Ads Per Day

\$7.56 CPM

.25% Reach Example



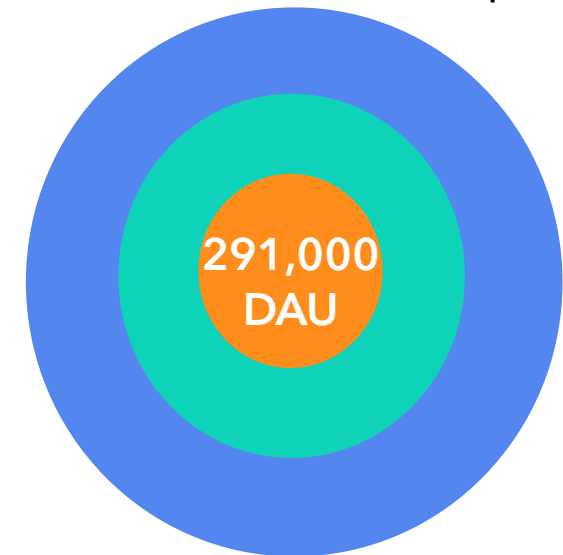
36 Ads Per Day

\$7.56 CPM

\$158,700/day

\$57.9 million/yr

.12% Reach /
½ Ad & ½ CPM Example



18 Ads Per Day

\$3.78 CPM

\$19,800/day

\$7.2 million/yr



TEAM



Dave Watson
Co-Founder
Head of Stacks



Caroline Schmidt
Co-Founder
Head of Likes

For more information, contact:
Team@LikeStacks.com

