

La Libertad
CAFETERIA

La Libertad
CAFETERIA
Comida Latina

**WHERE
BY
US**



LIVE LIKE YOU LIVE HERE.

WWW.WHEREBY.US

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WHAT WE DO

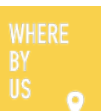
We're building a **platform for local engagement**, using digital media and data to cultivate **communities of local influencers** in cities.

Our product aims to solve the **future of local audience** with a network of media brands, powered by central technology. We've built a scalable model that can launch new cities for \$150,000, and hit profitability in 6 months*.

We're **operating in 2 cities**, have **10% of our target market** as subscribers in our first city, a **\$1m+ annual** revenue run rate, and we project we'll be in 3 more cities this year.

** In this case, profitability for one of our local brands means that the brand generates more in revenue than it costs to operate locally (staff, G&A, services, etc). This does not necessarily mean that WhereBy.Us is profitable as a company.*

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THE OPPORTUNITY

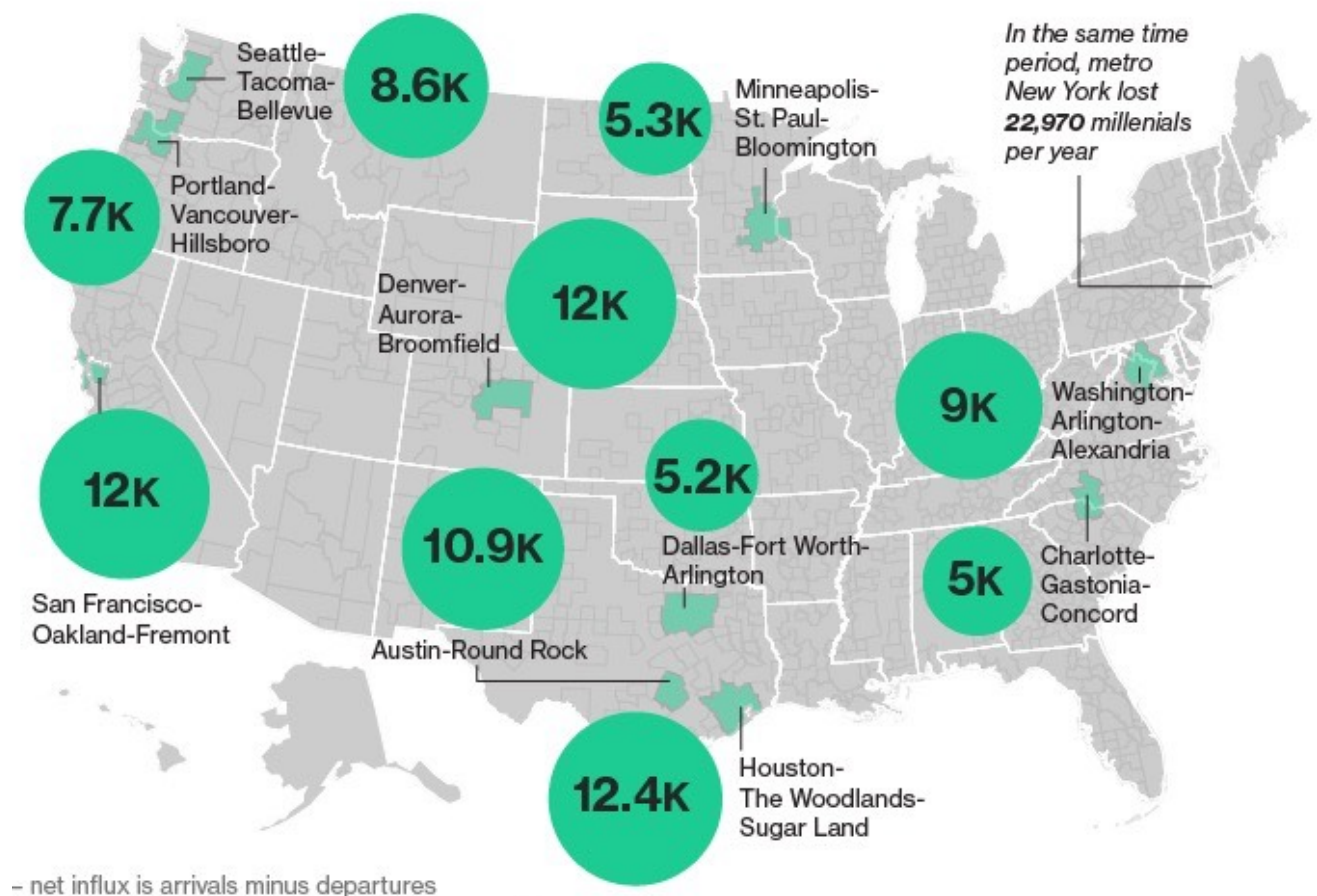
Cities across the country are growing, fast.

There's a **new generation of locals** powering that growth. They want to connect where they live, explore their cities, and be part of their future.

We call them curious locals, and they're a huge, largely untapped market.

Millennial Influx

Ten metropolitan areas with largest average annual net influx¹ of 25–34 year-olds, 2010–2013



Source: *The Brookings Institution*

THE OPPORTUNITY

National brands and small/medium businesses are both looking for **new ways to engage** with the valuable curious local audience.

National brands with local needs (eg finance, auto, food/drink/nightlife, real estate, location services) have to work through disjointed local firms, or with national agencies that don't understand the local market.

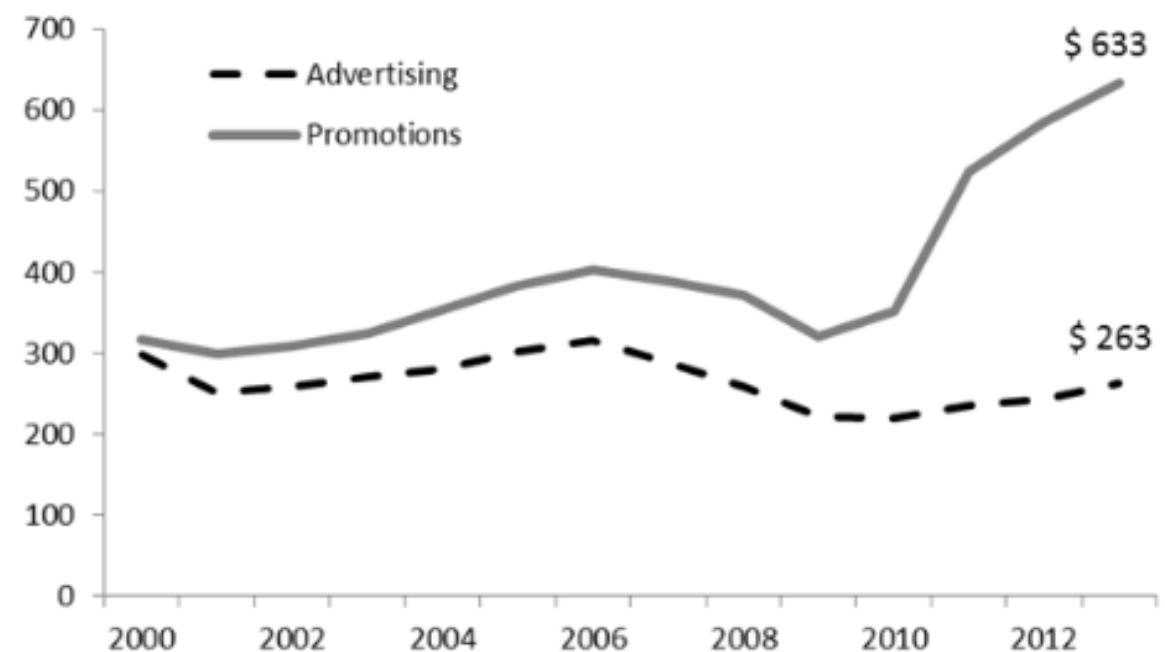
Small and medium businesses are moving away from traditional advertising, but new platforms and advanced social marketing remain difficult for most.

THE OPPORTUNITY

Brands of all sizes are **spending less on ads** at the local level, and **more on promotional work.**

Where most media is still playing for ad dollars, our platform is focused on capturing that promotion spending to **deliver efficient local results.**

Exhibit 6 – Total advertising and promotion spending by American firms



Source: Compiled with data from Borrell and Associates.

Source: The Rising Cost of Consumer Attention

MOMENTUM

We're up and running in two of the country's fastest-growing cities—Miami and Seattle—with three more on the way this year.

THE NEW
TROPIC
LIVE LIKE YOU LIVE HERE

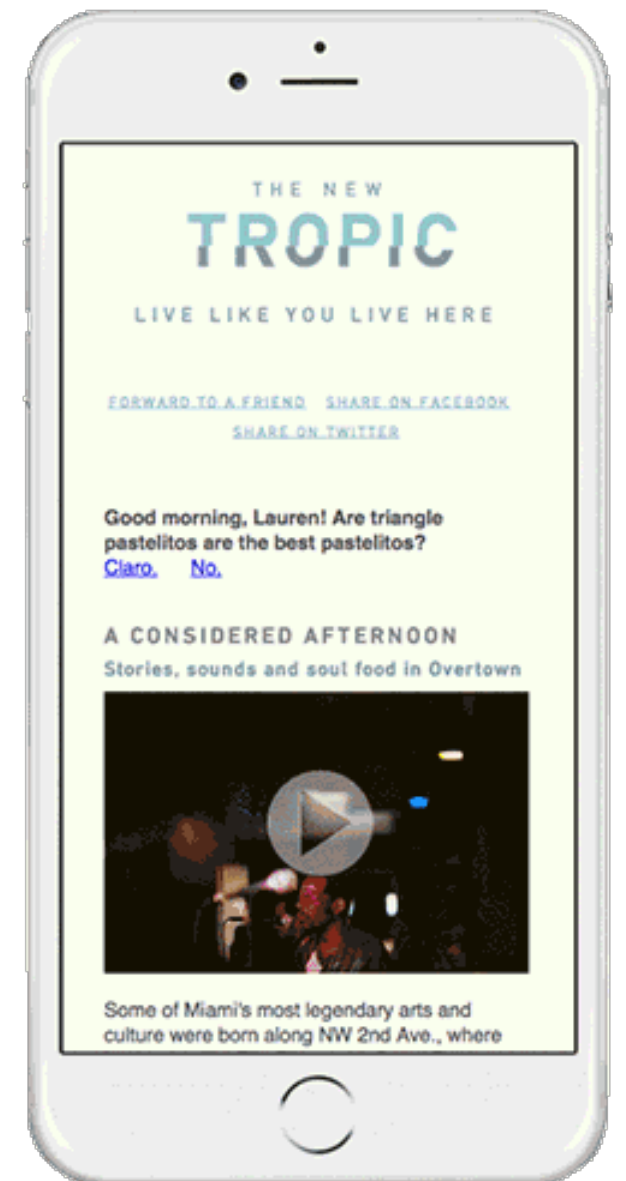
MIAMI | LAUNCHED JAN 2015
WWW.THENEWTROPIC.COM

THE
EVERGREY

SEATTLE | LAUNCHED NOV 2016
WWW.THEEVERGREY.COM

The New Tropic has captured **10% readership** in our target demo (25-45, college educated, living or working near the urban core; The Evergrey's on its way), and both brands are profitable*.

** In this case, profitability for one of our local brands means that the brand generates more in revenue than it costs to operate locally (staff, G&A, services, etc). This does not necessarily mean that WhereBy.Us is profitable as a company.*



MOMENTUM

1.2m+

digital reach/month across our 2 cities

54,000+

daily audience

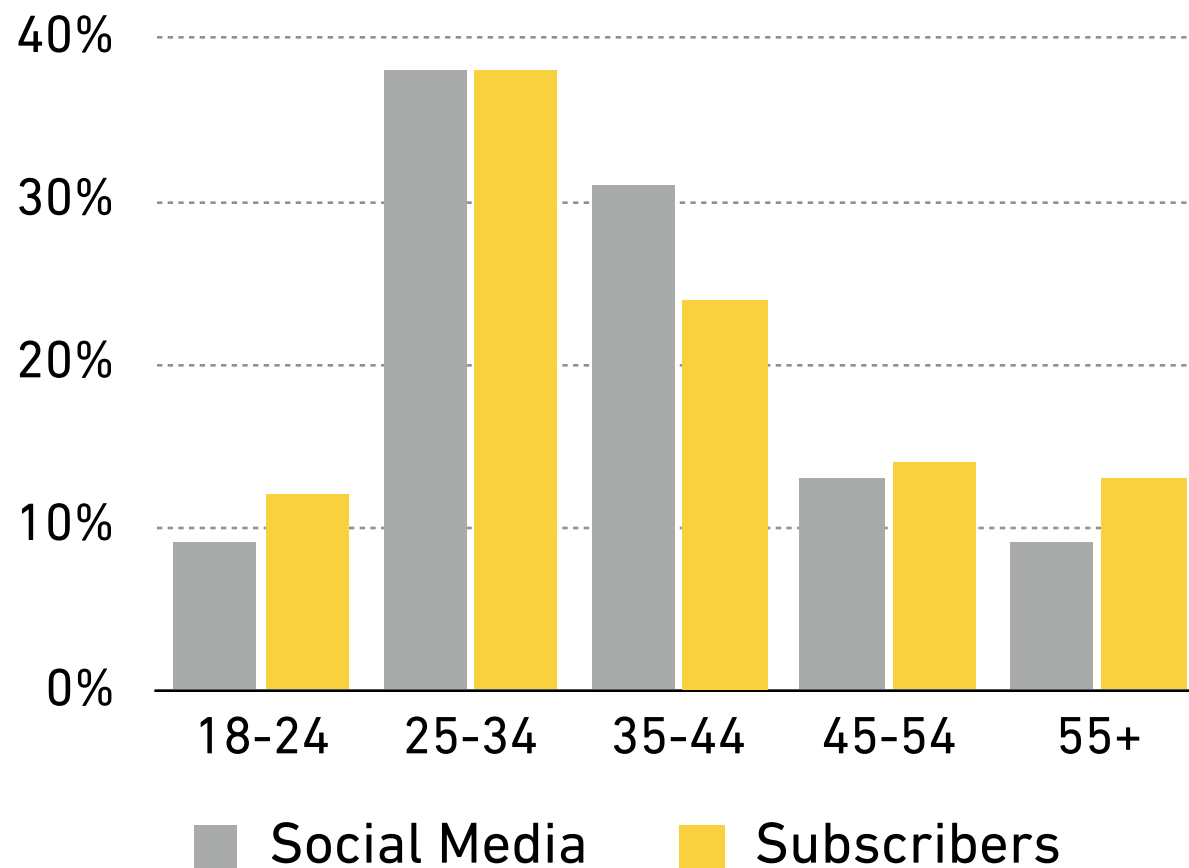
64%

of users between ages of 25-45
most are college educated, living in
the urban core

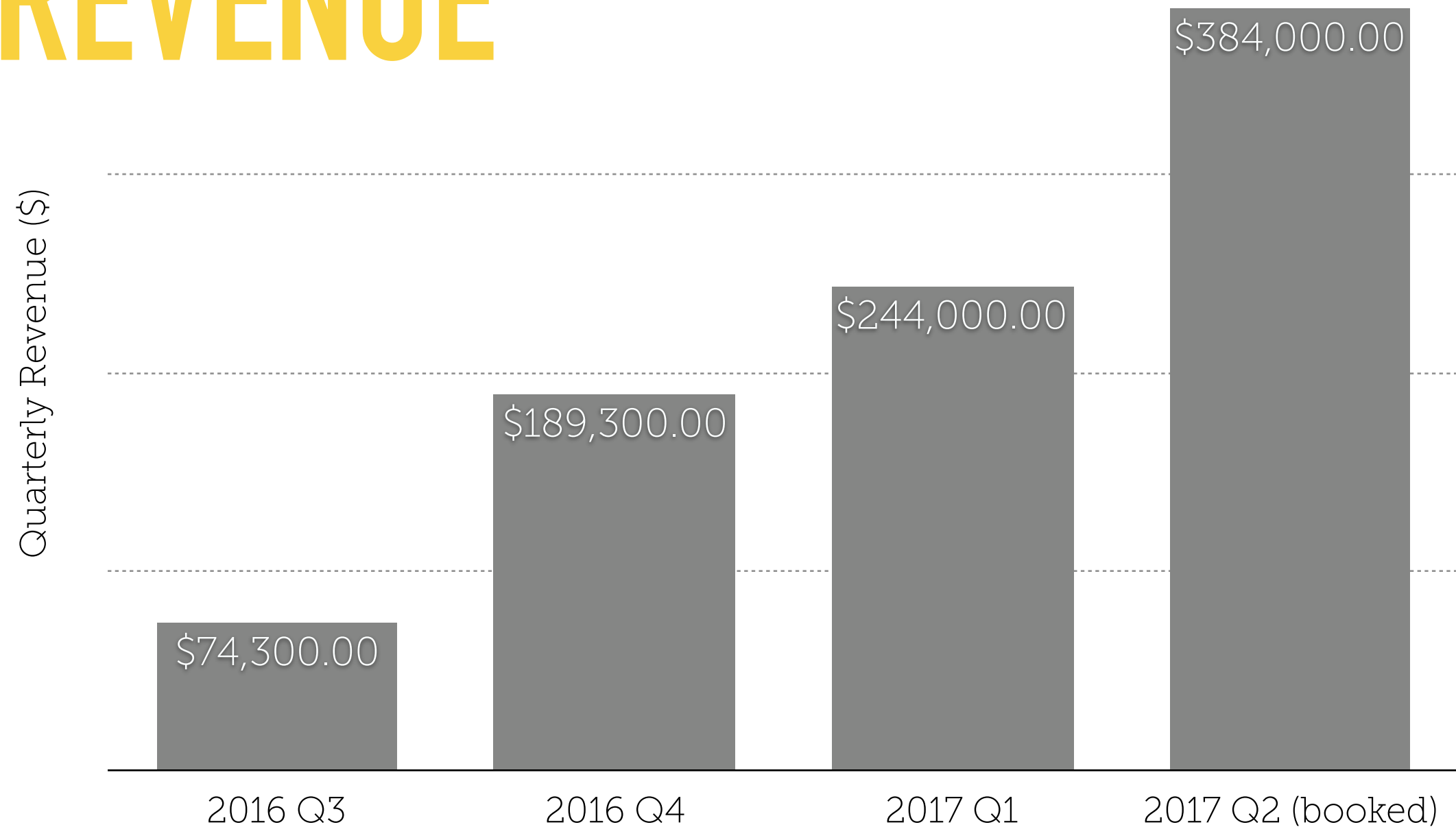
5,000+

annual event attendees

Users by Age



REVENUE



These statements represent management opinions. They do not represent guarantees of future results, levels of activity, performance, or achievements.

TEAM

(some of it)



Christopher Sopher

CEO, Co-founder

Entrepreneur/product designer,
previously at Knight Foundation



Bruce Pinchbeck

VP/Creative, Co-founder

Designer/producer, previously at New
World Symphony & Comcast



Rebekah Monson

VP/Product, Co-founder

Developer/product manager, previously at
South Florida Sun Sentinel



Chris Adamo

Director, Business & Growth

Sales and growth professional with a
decade at Fortune 500s and startups



Ernie Hsiung

Director, Technology

Engineer and product manager
with 20 years of experience at
Rackspace, Ning, and Yahoo.



Ariel Zirulnick

Editor, Miami

Journalist, previously editor at
Christian Science Monitor



Monica Guzman

Editor, Seattle

Engagement expert with 10 years
of experience at Geekwire, Seattle
Times, and Daily Beast.



Anika Anand

Community, Seattle

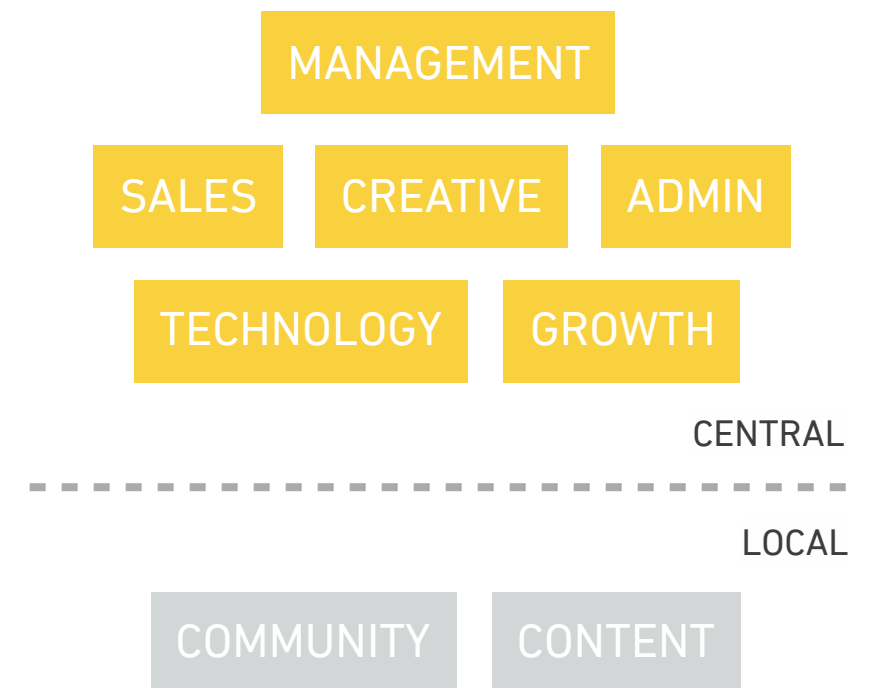
Product designer and
journalist previously at Seattle
Times and Chalkbeat.

OUR MODEL

Each local brand uses newsletters, interactive content, social video, and partner events to engage and understand local influencers.

We **centralize** technology, sales, creative, growth, and administration to support each brand efficiently.

This lets our **2-person local teams** focus on building users and engagement, with a tested model and platform we provide. We can **launch in new cities for less than \$150k.**



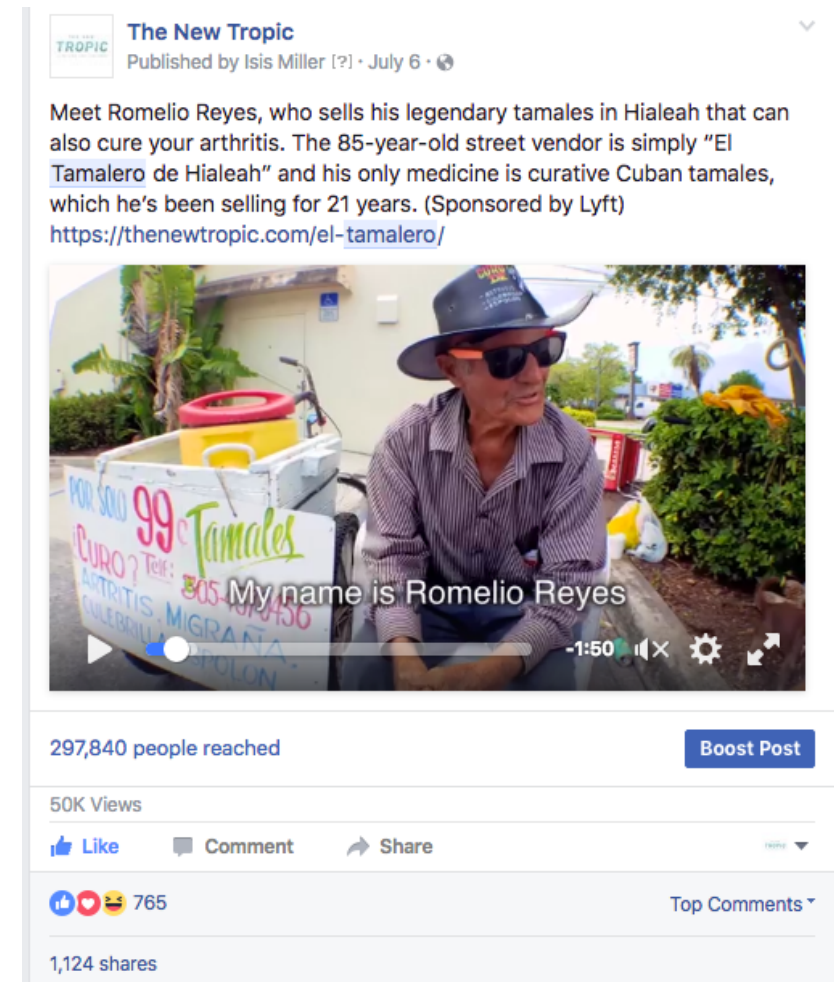
OUR MODEL

Our model joins shareable, wide-reaching content with engagement strategies that **build lasting relationships** with valuable local users.

Our technology lets us tap the power of engagement in a scalable way with:

- **Behavioral data** for deep understanding, segmentation, and targeting of our users
- **Targeted automated advertising** for local SMBs
- A **local “creator” program** that brings in contributed content and events from our users

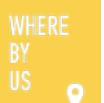
Disclaimer: The following individuals were not compensated in exchange for their testimonials. In addition, their testimonials should not be construed as and/or considered investment advice



"It's the first thing I read when I wake up in the morning."

"You won't find any cheesy ads here."

"It's brought me a whole new sense of belonging."



OUR BUSINESS

Creative Studio

- Our **replicable service model** delivers market research, customer insights, creative strategy, and custom content to clients, helping them **build local engagement**.
- This product is built to grow with our company; as we launch in new markets, we extend our relationships to **multi market campaigns** and get economies of scale.
- 55% of projected 2017 revenue

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Miami's made a fast ascension to the top of the national charts in startup activity. From startup accelerators to university departments to investment funds to community groups, Miamians are building new endeavors to help create an entrepreneurial ecosystem. While momentum has grown quickly, that mission faces significant challenges, too.

We built this guide, in partnership with Knight Foundation, to document the ideas, projects, and people driving the future of Miami's startup scene. The most frequent questions we hear are about how to plug in and connect with a growing community. This guide is designed to help answer those questions. It's a work in progress that we want to grow with you. Let us know what you're seeing, who we should talk to,

OUR BUSINESS

Automated advertising

- Our **proprietary technology** delivers newsletter advertising targeted at clients with budgets from \$250 to \$2,500 a month, fulfilled through an automated system that handles orders, ad design, placement, tracking, and reporting.
- This product gives **early revenue** in every market, with inventory value that covers 100% of local costs.
- 30% of projected 2017 revenue

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The screenshot displays the 'THE NEW TROPIC' website. At the top, there's a teal header with the logo and a 'Sign In' link. Below the header, a large teal section titled 'Advertise with us!' contains a welcome message, a description of the platform's reach, and a 'Get started' button. To the right of this text is a smartphone displaying a newsletter preview. Below the teal section is a light purple section titled 'Packages'. It includes a disclaimer about discounts and a link to 'advertising works'. At the bottom, three white boxes list advertising packages: 'Reach' (\$1,280.00), 'Event' (\$765.00), and 'Campaign' (\$2,250.00). Each box lists specific ad types and quantities. At the very bottom, there's a footer with 'Terms and Conditions' and '© 2017 WhereByUs'.

THE NEW TROPIC Sign In

Advertise with us!

Welcome to our advertising platform, where you can reach tens of thousands of influential curious locals through customized ads in our daily e-mail newsletters.

Want deeper local impact? Our [WhereByUs Creative Studio](#) designs market research, creative strategy, custom storytelling, and events.

[Get started](#)

Packages

Below you'll find our current packages, with discounts up to 20% from standard prices. Select the package you'd like to get started—or see how [advertising works](#) for more info.

We also offer customized packages to fit your goals, and nonprofit discounts. For those things, you'll need to talk to a friendly human on our [business team](#).

Reach	Event	Campaign
\$1,280.00	\$765.00	\$2,250.00
10 standard promotions ⓘ 2 topline sponsorships ⓘ	3 topline sponsorships ⓘ 1 event promotion ⓘ	15 standard promotions ⓘ 3 topline sponsorships ⓘ 3 event promotions ⓘ

[Terms and Conditions](#) © 2017 WhereByUs

OUR BUSINESS

Membership

- Readers become annual members, giving access to special content, giveaways and events; and giving us rich data.
- 10% of projected 2017 revenue

E-Commerce & Events

- Merchandise and event tickets, created by our users through our Community Creators program, sold directly to our community.
- 5% of projected 2017 revenue



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CASE STUDY



We help Lyft **build brand position** in Miami, create relationships, and **achieve market objectives**.

We started with a \$6,000 project to promote a community event. On that success, we built a \$108,000 contract that includes interactive neighborhood guides, influencer marketing, and creative strategy.

We deliver 500,000+ local digital engagements each month for Lyft.

ADVANTAGE

Traditional content businesses don't scale well.
We're building a platform that does, using our
model for understanding local behavior.

Our approach lets us collect user data, segment our local audiences, and efficiently build community with influencers.

This approach generates **high annual revenue per user** based on strong return engagement from qualified users.



ADVANTAGE

We collect data about user interactions with us to build deep, actionable models of what engages local influencers.

Those models drive our content and our client work, allowing us to **scale impact and revenue without growing content production costs.**

The Architects

LEGACY, CAUSES, CONNECTING

The Voyagers

ADVENTURE, DISCOVERY

The Regulars

BELONGING, PERSONAL EXPERIENCES

The Passengers

CAMARADERIE, COMFORT

ACTIVE

HABITS

NEW EXPERIENCES

PASSIVE

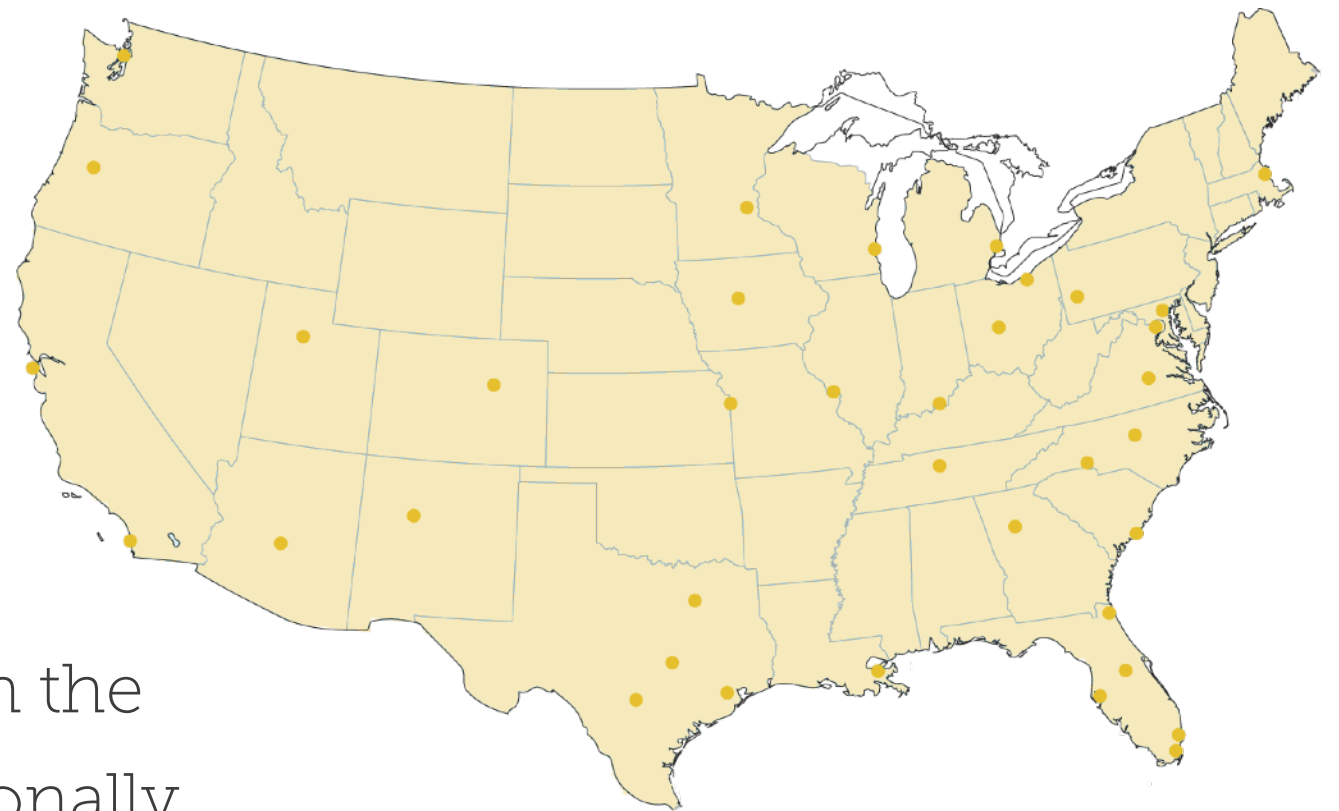
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VISION

A global platform for local engagement.

There are **25 target markets** in the US, and dozens more internationally.

We're building to be in all of them, and use our platform to develop a network of engaged locals on which we can design new products and scale opportunities.

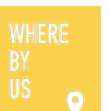


PROJECTIONS

	2015	2016	2017	2018	2019
MARKETS BY YEAR-END	1	2	5	12	25
REVENUE	\$215,000	\$482,000	\$2,010,000	\$8,680,000	\$16,988,000
EXPENSES	\$394,602	\$940,000	\$2,046,000	\$5,910,000	\$8,790,000

Each market achieves a **\$1m annual run rate** within 18 months of launch. As we operate in 10+ markets, we project annual revenue per market grows as we scale and bring on multi market clients.

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FUNDRAISING

We're raising funds to support our expansion to new markets and the continued development of our tech stack.

INVESTORS INCLUDE

Quixotic Ventures



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THANK YOU!

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