



**@gides**

**A Better Way to Share**



# Problem:

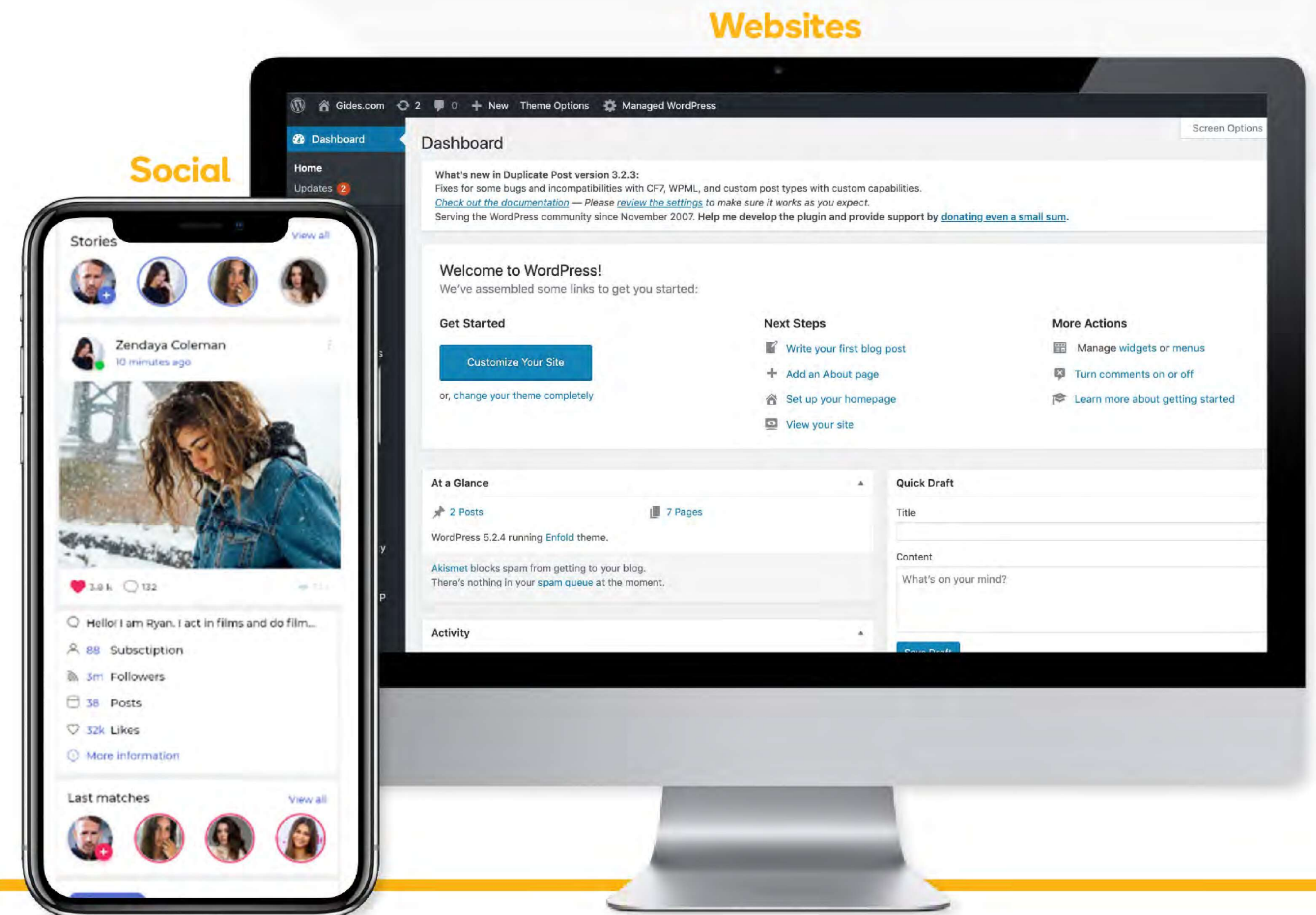
Most individuals and SMB's worldwide are unable to take full advantage of the internet's opportunities.

## Limitations of Social Media

- Restrict formatting, media, functionality, and income potential

## Limitations of Websites

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





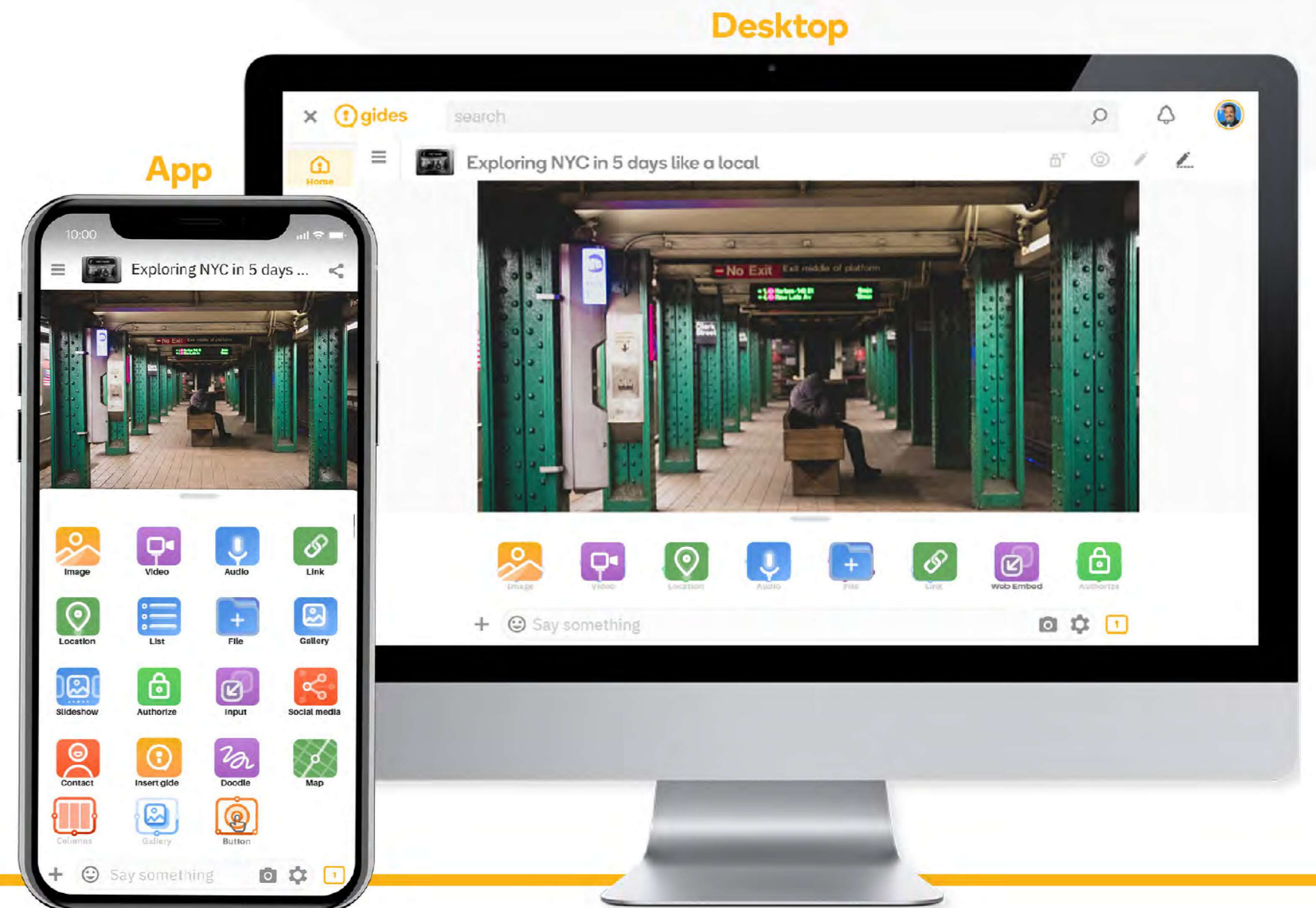
# Solution:

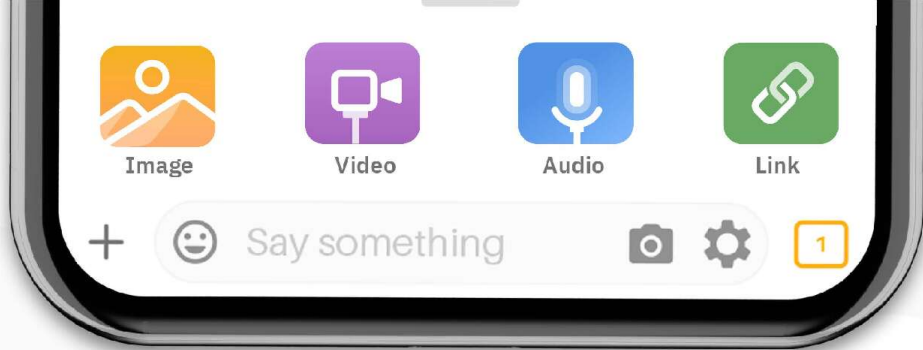
Create an easy-to-use social publishing platform that has the features of websites.



## 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 **glide** is a social post – with a new style

## Creation without limitations

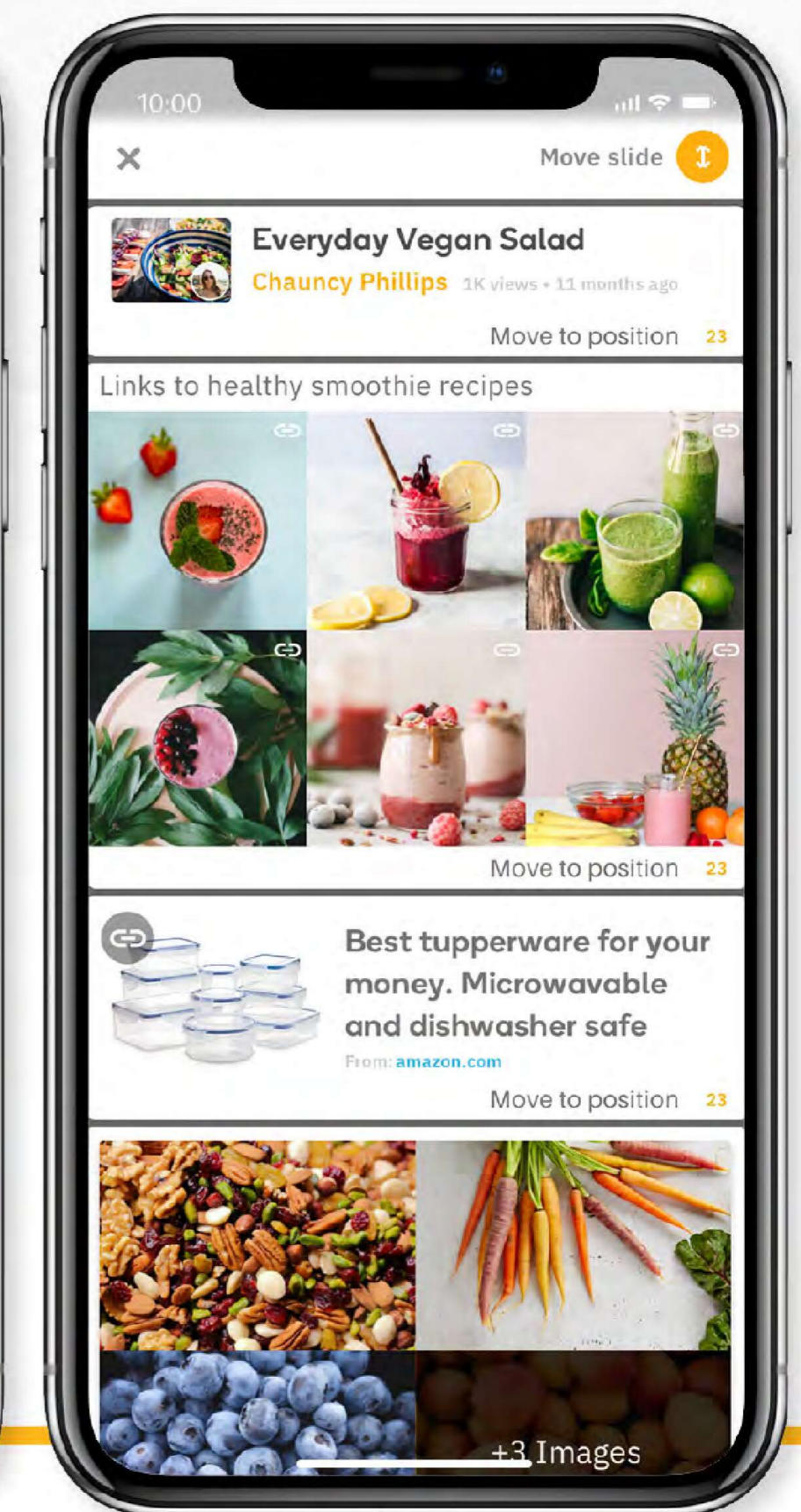
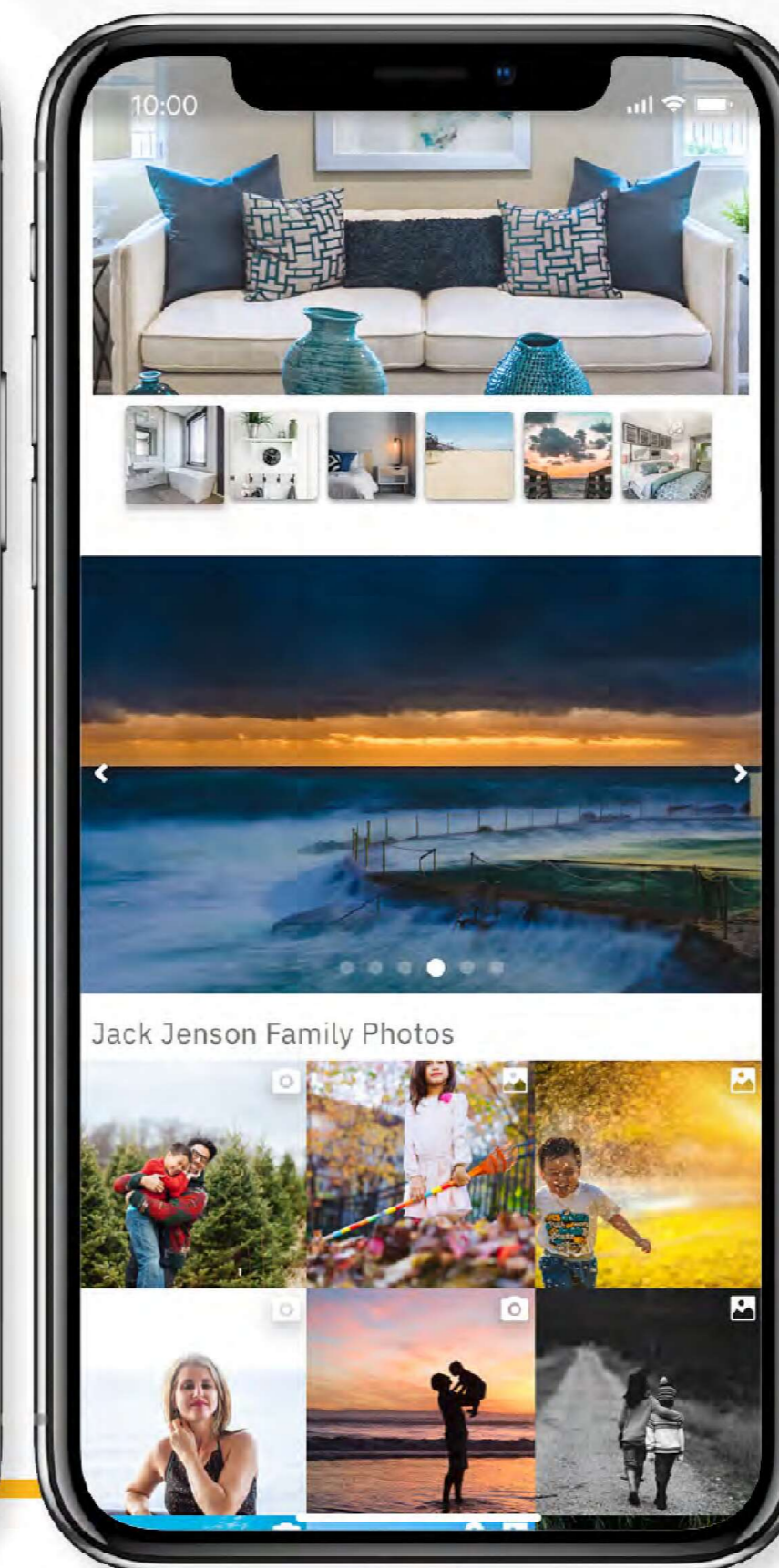
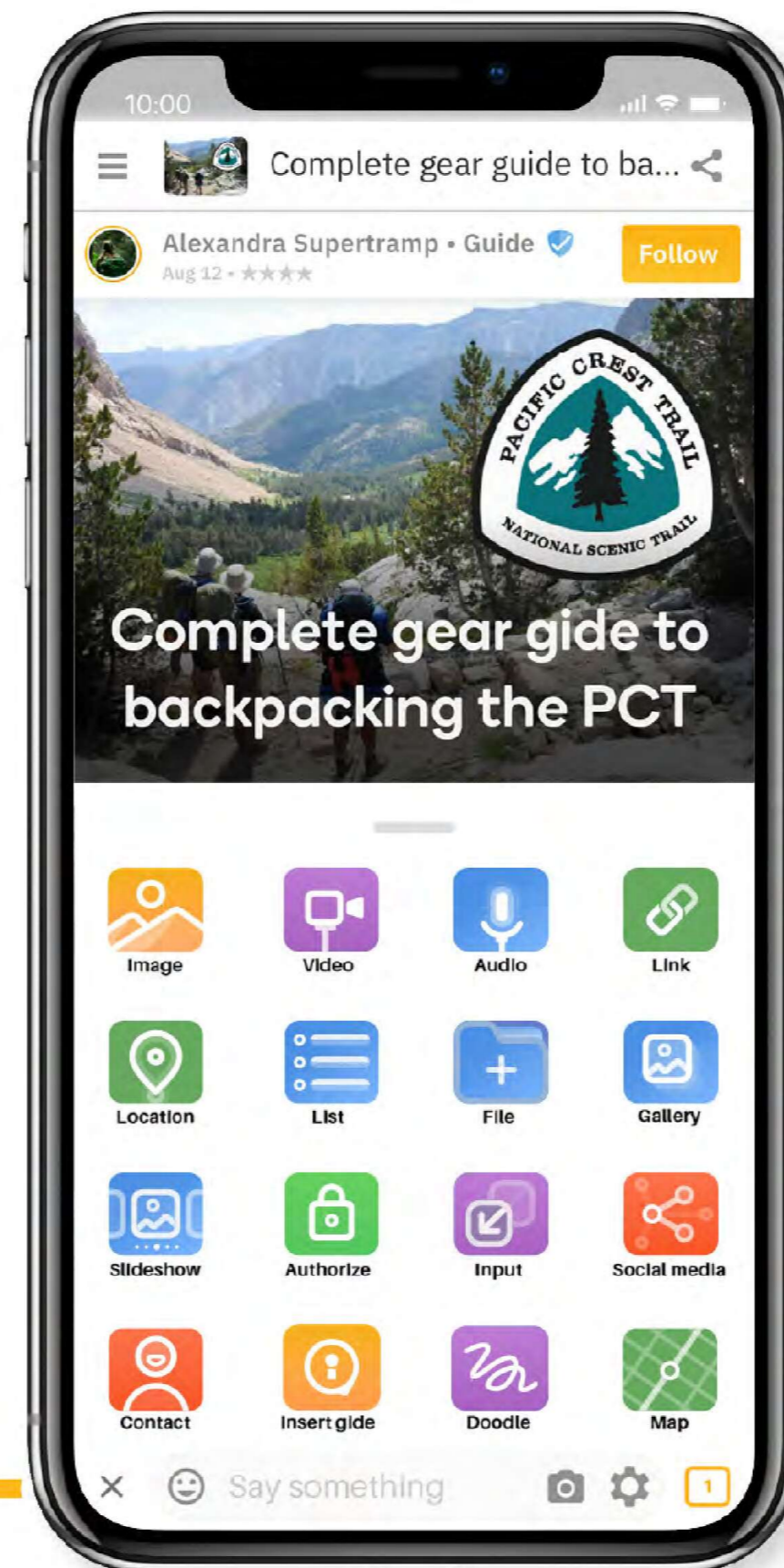
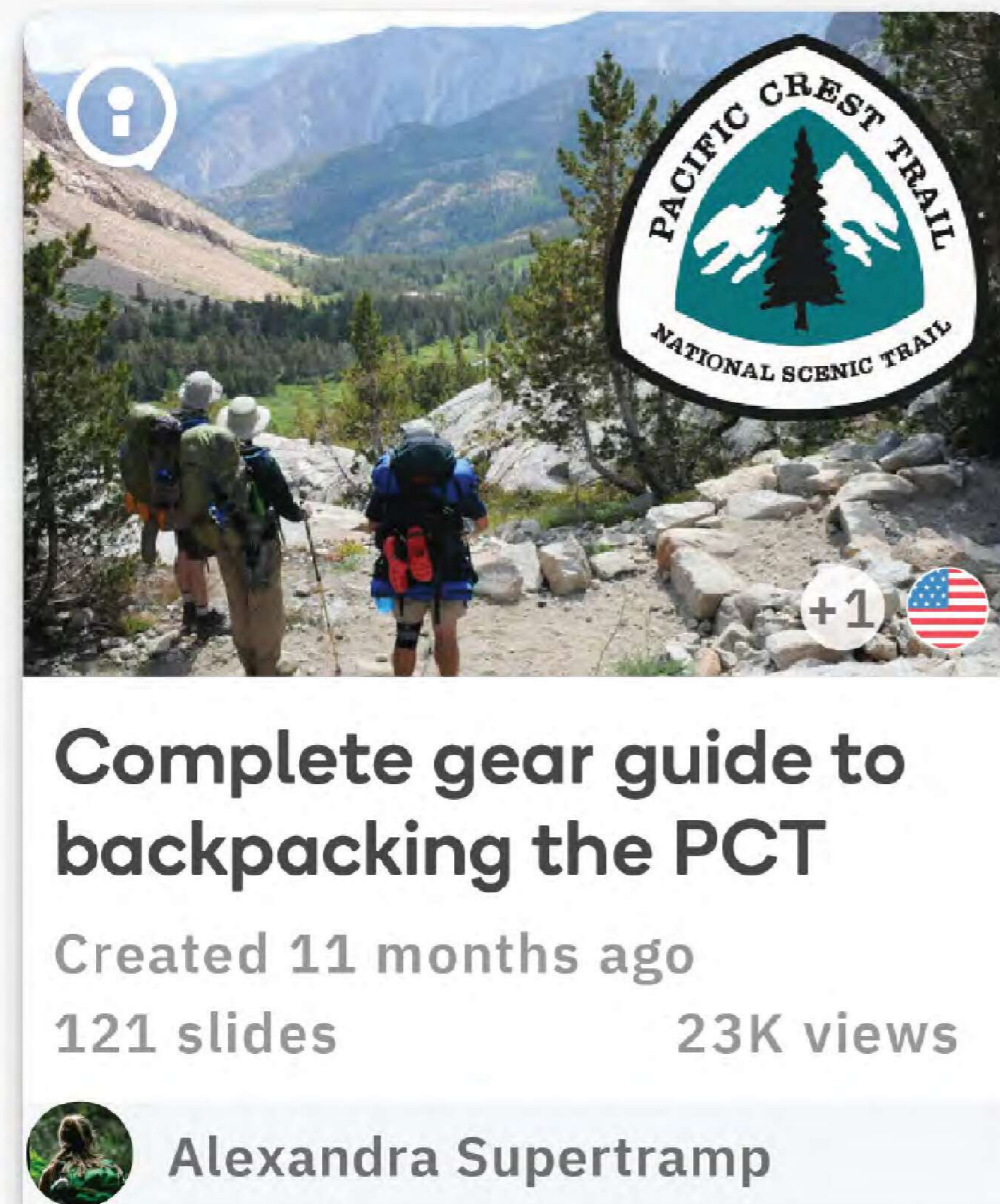
- Unrivaled flexibility
- Following
- Notifications



Any media

Any format

Any order

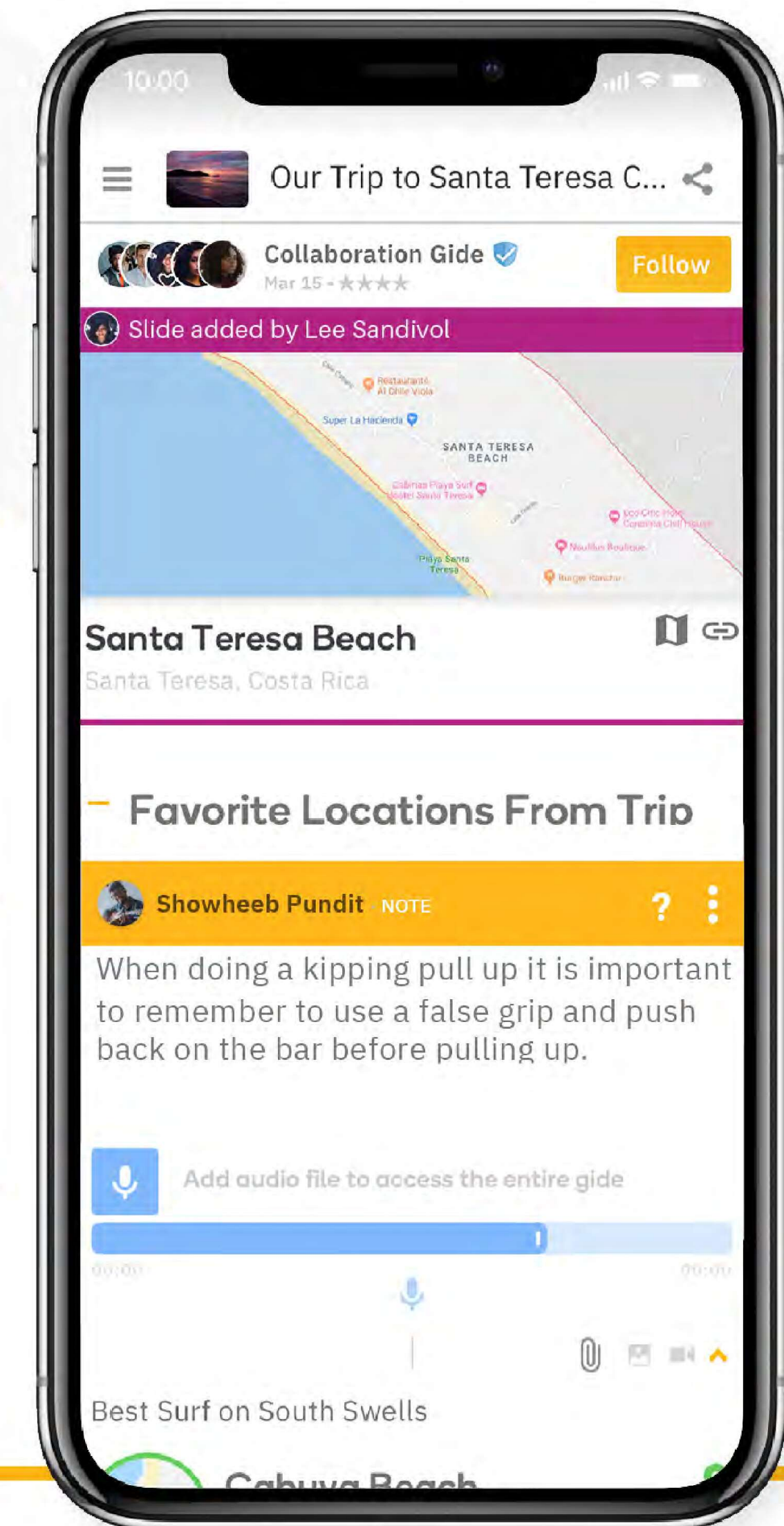




# Enhances collaboration

## 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 • ★★★★★

**Follow**



Spanish 101: Beginner Vocabulary

Introductory Conversation

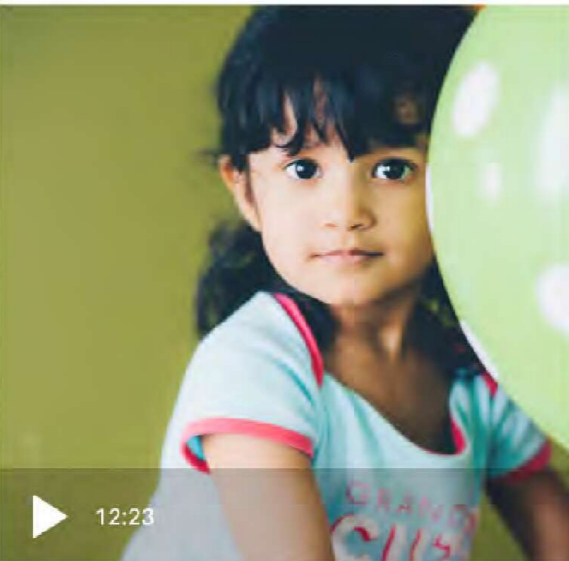
Hello = Hola

Goodbye = Adiós

Thank you = Gracias

Please = Por favor

Beginner Nouns




### Instructions

The official Gide to Settlin...

Kate Samford • CEO  
Jul 19 • ★★★★★

**Follow**




The official Gide to Settling Catan


Setting up the board

Pieces

Pieces your box should include



Set up video



Video by: Kate Samford

Setting up Ports

Development Cards

Building Instructions


Negotiating With Older Brothers

### Pet Sitter

Tooties dog sitting instruct...

Pauley Snores • Person  
Aug 12 • ★★★★★

**Follow**



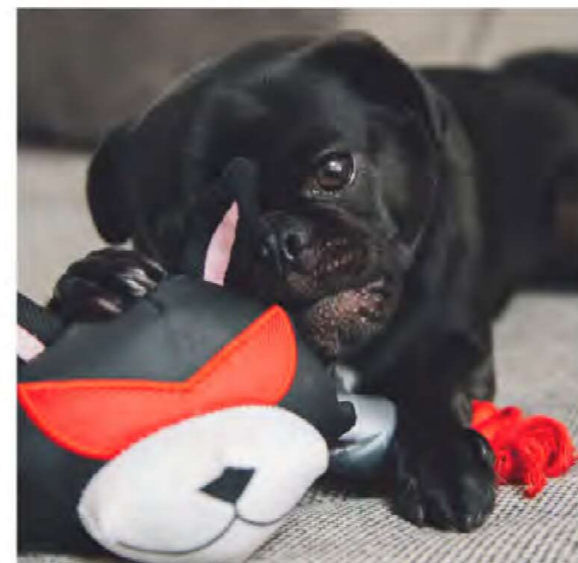
Tooties dog sitting instructions

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



Feeding Checklist

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

Public Notes


Other user's content

### Workout Routine

Workout Routines for a Str...

Collaboration Gide  
Mar 15 • ★★★★★

**Follow**



Workout Routines for a Stronger Core

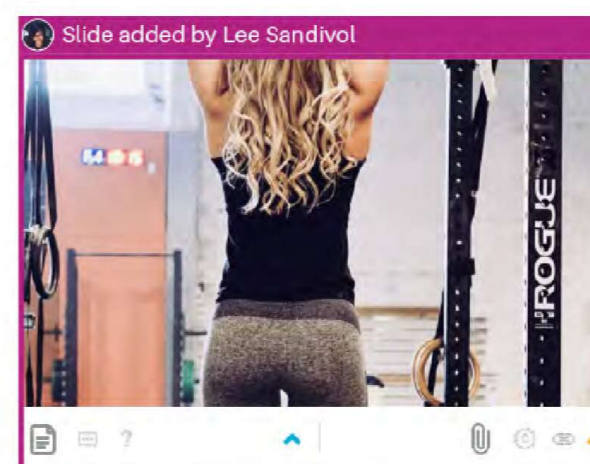
223 Likes • 131 comments • 2 Notes

Showheeb Pundit • 07:32

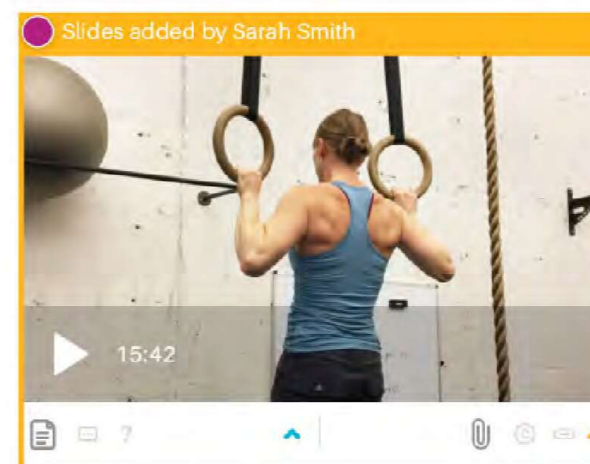
When doing a kipping pull up it is important to remember to use a false grip and push back on the bar before nulling un.

Pull up for a stronger core

Slide added by Lee Sandivol




Slides added by Sarah Smith



Take a dip for crispy gains

Pull up Bar Dip Routine




### Diet Meal Plan

Simple Meal Prep for a Fa...

Collaboration Gide  
Mar 15 • ★★★★★

**Follow**

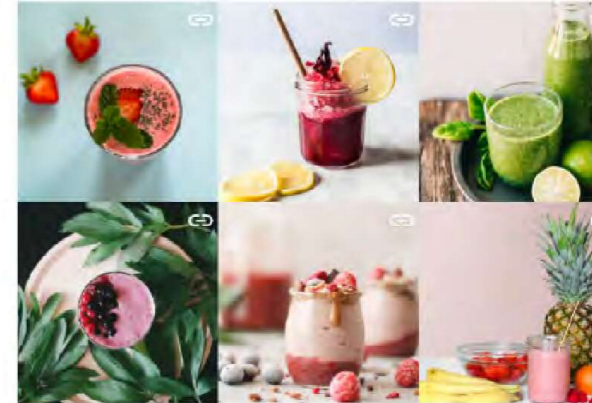


Simple Meal Prep for a Fast Metabolism


Share a Photo Recieve 10% Off Coupon

Healthy Smoothie Recipes

Links to healthy smoothie recipes



Fat Burning Snacks



Multiple Creators

Input slides



# gides Easy e-commerce

## digital products



### Retail POS Sales

Sealed package with product bar-code



### Multimedia Guides

Replaces audio-guide devices at tourist attractions



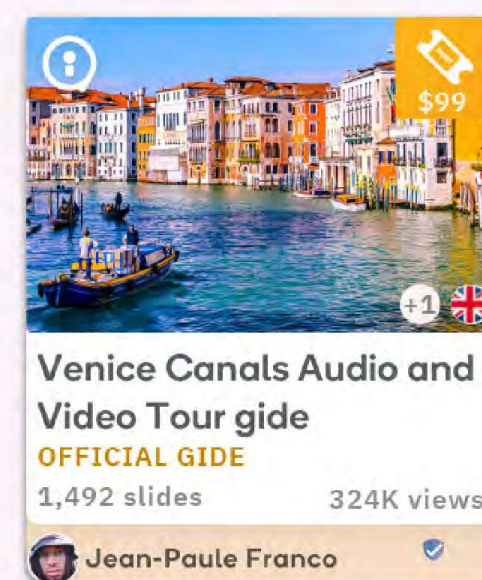
### GPS-Enabled Guides

Travel guides, hiking, scavenger hunts



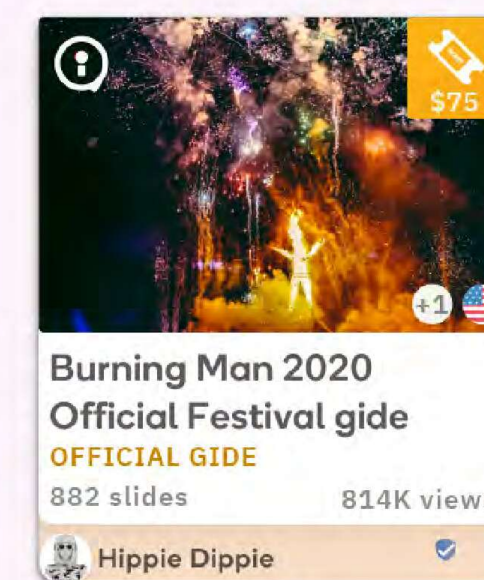
### Tours & Experiences

For use alone or with a personal tour guide



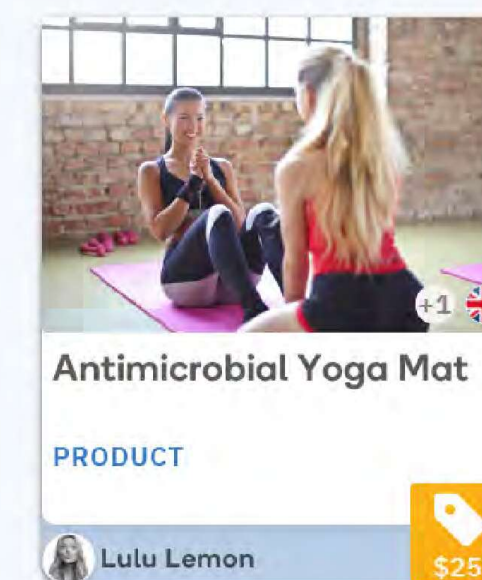
### Events & Conferences

Combines digital tickets w/ event info



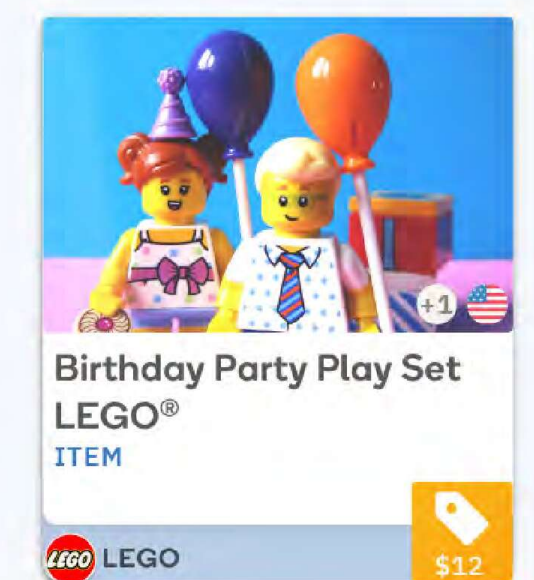
### Personal Sales

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

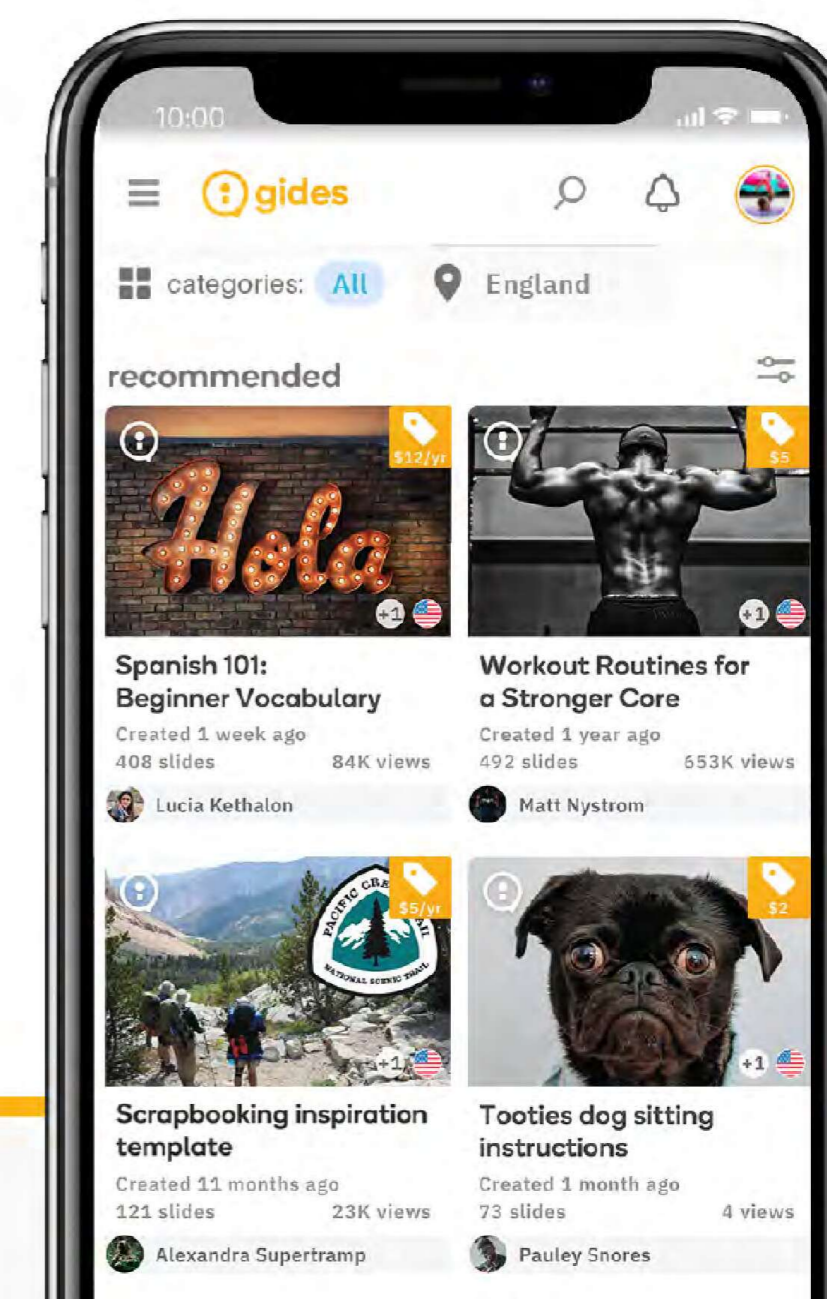
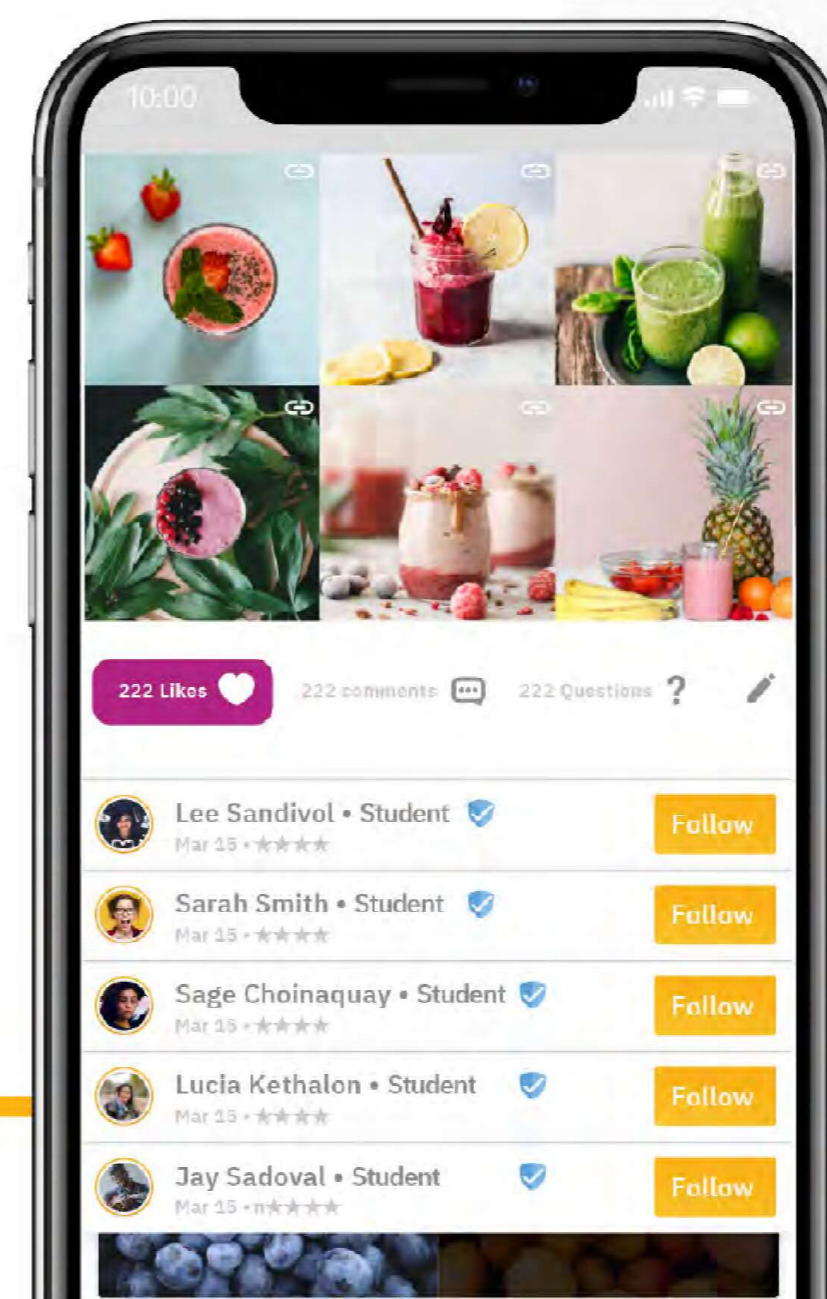
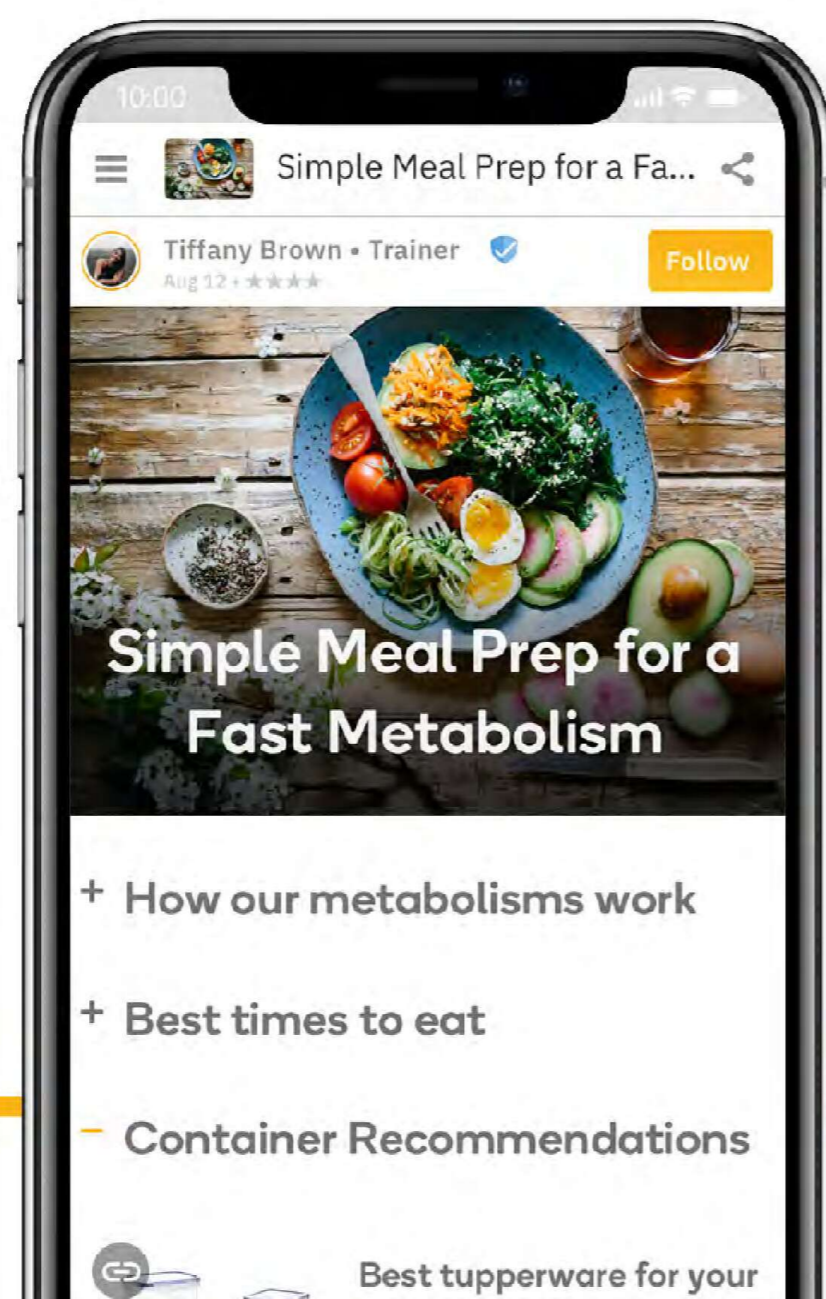
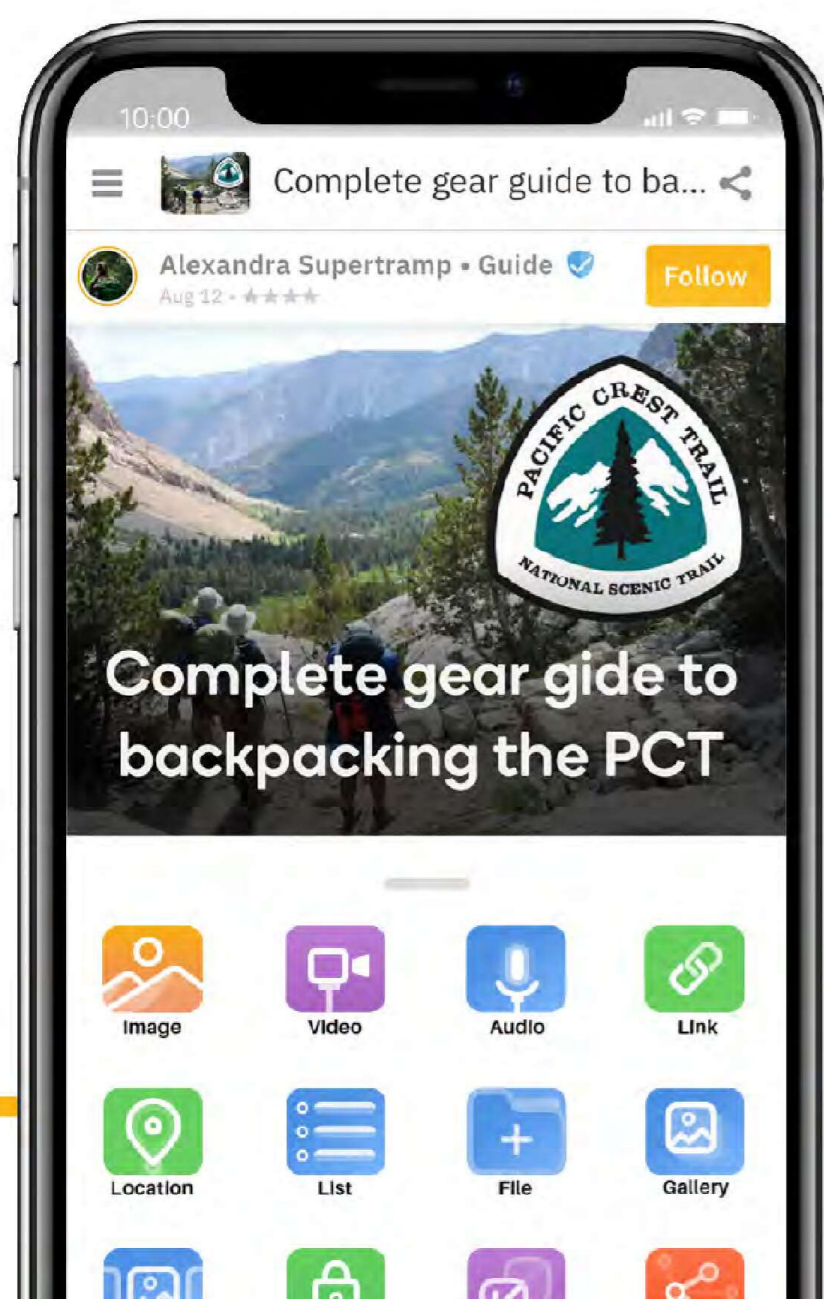
Our new post style allows users to express themselves flexibly – something other sites don't allow.

## 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

Workout Routines for a Stronger Core

Simple Meal Prep for a Fast Metabolism

Jack Jenson Marketing Director - Resume/CV

Know Your Own Weight

How our metabolisms work

Best times to eat

Container Recommendations

Best tupperware for your money. Microwavable and dishwasher safe

Eco-friedly dishwasher safe water thermus

Healthy Smoothie Recipes

Links to healthy smoothie recipes

Advanced Pull up Routine

Take a dip for crispy gains

Stretch and Tone Your Way to a Tighter Core

Green Curry Thai Salad

Everyday Vegan Salad

Meal Prep Work Files

Workouts Meal Prep Contact

# Simple Meal Prep for a Fast Metabolism

Healthy Smoothie Recipes

Links to healthy smoothie recipes

Professional Experience

The Richards Group Marketing

Wieden + Kennedy Marketing

Personal Gides

Tech company from day one.

Healthy SEO Habits for sma...

Social Media tips for influencers

Family Photos

Jack Jenson Family Photos

Workouts Meal Prep Contact

# Simple Meal Prep for a Fast Metabolism

Healthy Smoothie Recipes

Links to healthy smoothie recipes

Eco-friedly dishwasher safe water thermus

From: amazon.com





# gides Market Analysis

## Web Building & Creation



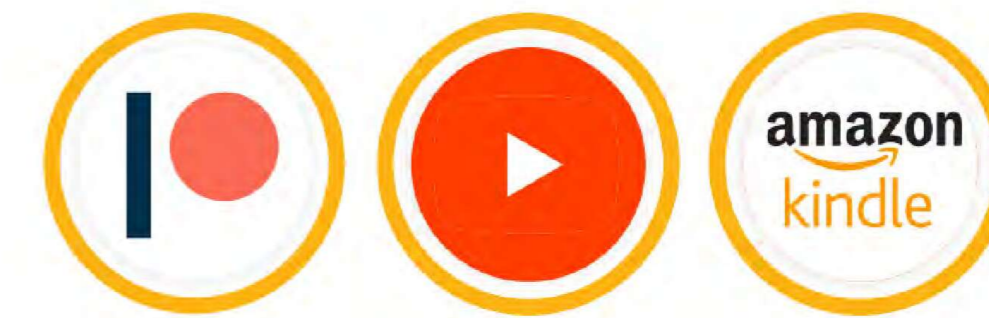
market size \$5B

## Social Platforms



market size \$82B

## Digital Content Monetization



market size \$42.2B

## Education



market size \$4.3B

CAGR 2019-2026

## eCommerce



market size \$111B

## Events, Experiences, & Tours



market size \$340M



# gides Customer segments

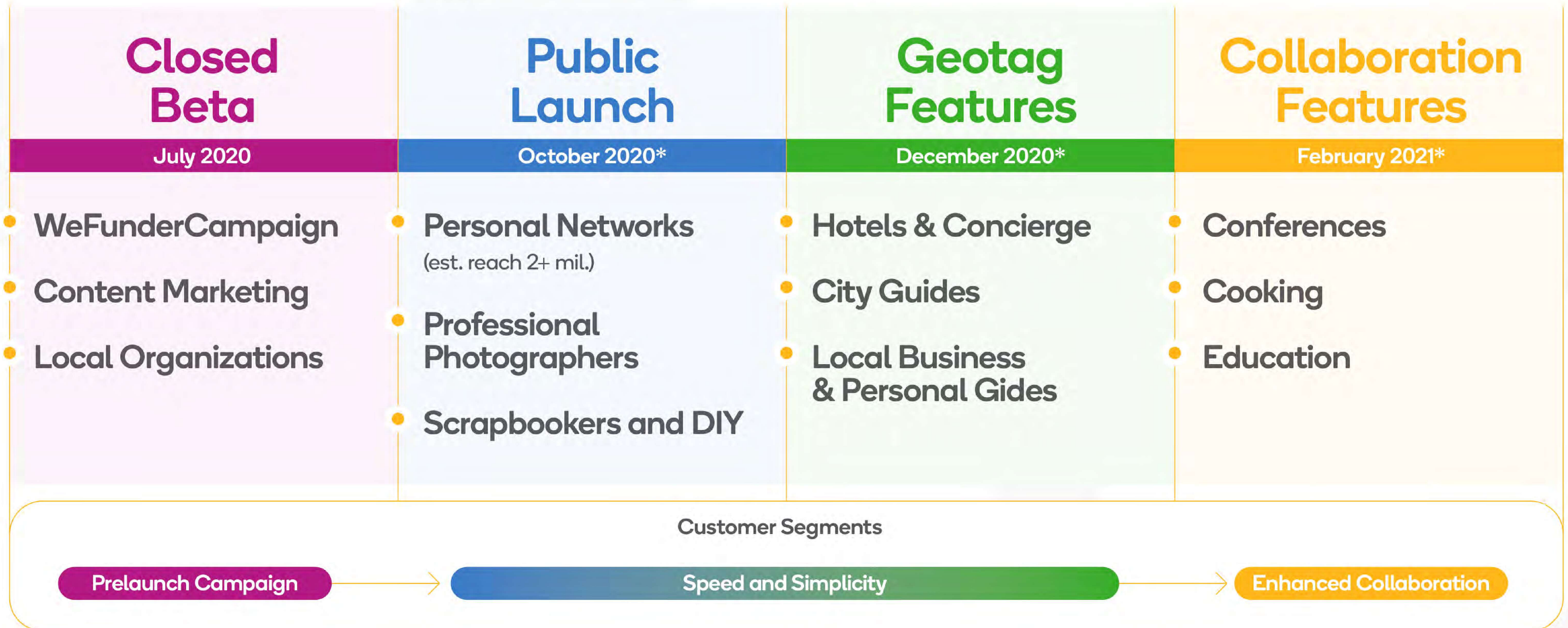
<b>Flexibility &amp; Simplicity</b>	<b>Enhanced Collaboration</b>	<b>Income Potential</b>	<b>Cost/Complexity Reduction</b>
<b>B2C</b>	<b>B2C, B2B</b>	<b>B2B, B2C</b>	<b>B2B</b>
<p>Users attracted to the speed and simplicity Gides gives them to make flexible, variable, updatable posts.</p> <p><i>I can 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>





# **Qigides** Growth strategy

Building a foundation for global participation.



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



## Experience that Counts

- > 30 websites to market and sell digital content/events
- > 1 million unique viewers
- > \$17 million combined revenue

Their experience in using websites to market, educate, provide information, monetize digital content, and sell events and products has given them the unique insight necessary to create and market a platform that gives these tools to everyone — regardless of skill level.



**Jeff Medford**

**Founder/CEO**

- LSU – Psychology
- Founded and sold online training & events business
- Experience in 44 countries
- 30 years in IT

**MZed**

EDUCATION FOR CREATIVES



**Doug Leigh**

- Harvard – Engineering  
Berkeley – Law
- Pillsbury – emerging growth company counsel
- GC \$600 MM/yr div. at GIC
- 3 exits

 musicmatch

**HURLBUT ACADEMY**

BETTER YOUR FILMMAKING

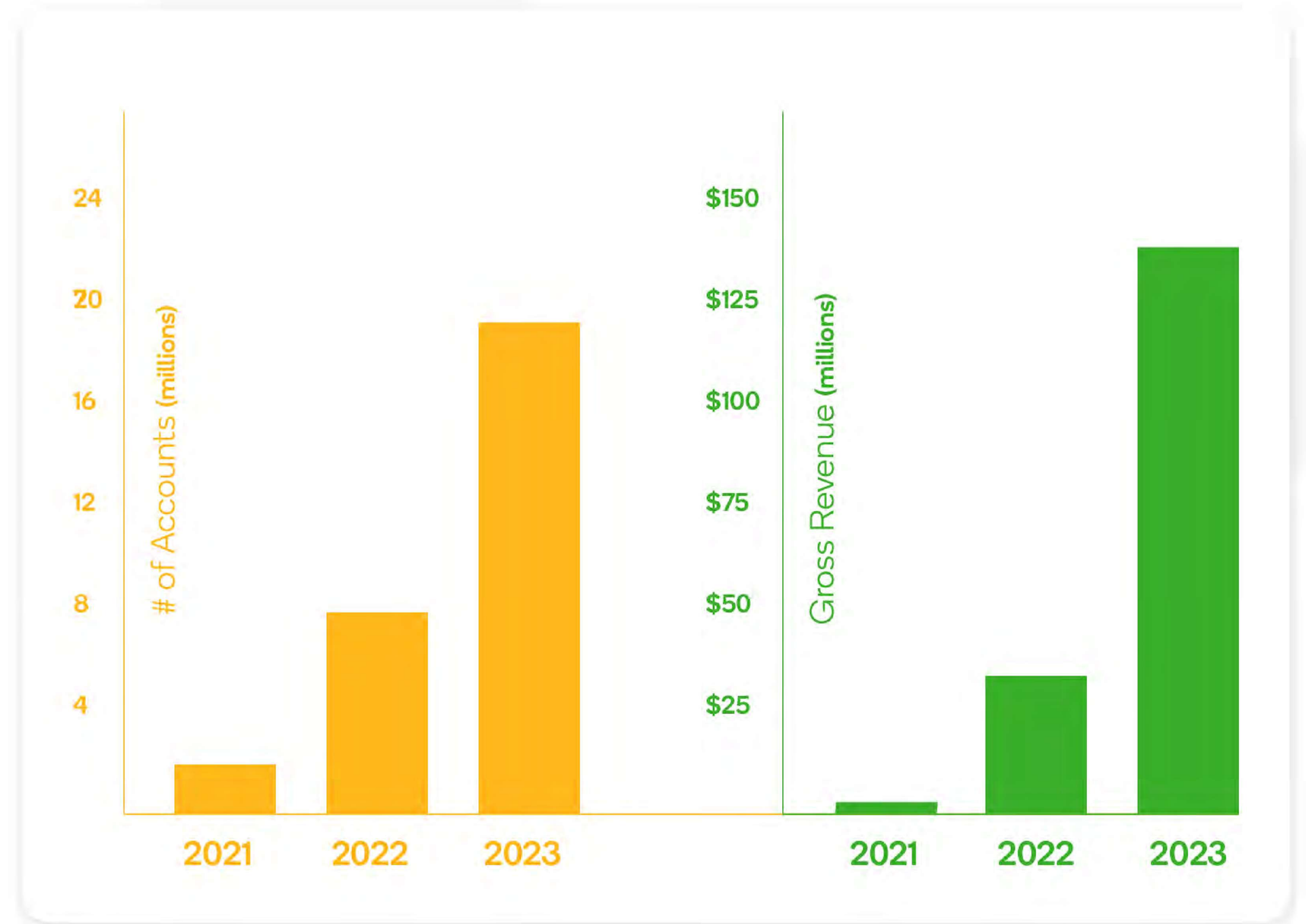




# gides Business model

## 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





# gides Milestones and Roadmap\*

## Past Milestones

● Accepted by SC Launch as Client Company

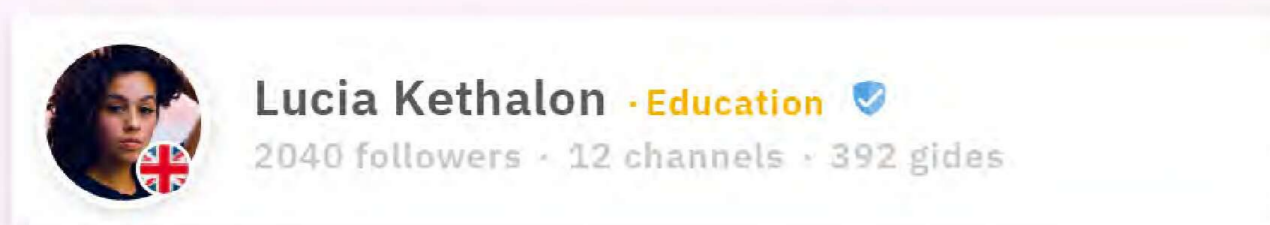
● Recipient of \$50K Grant

● Achieved Closed Beta

### 2020

Social Growth

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

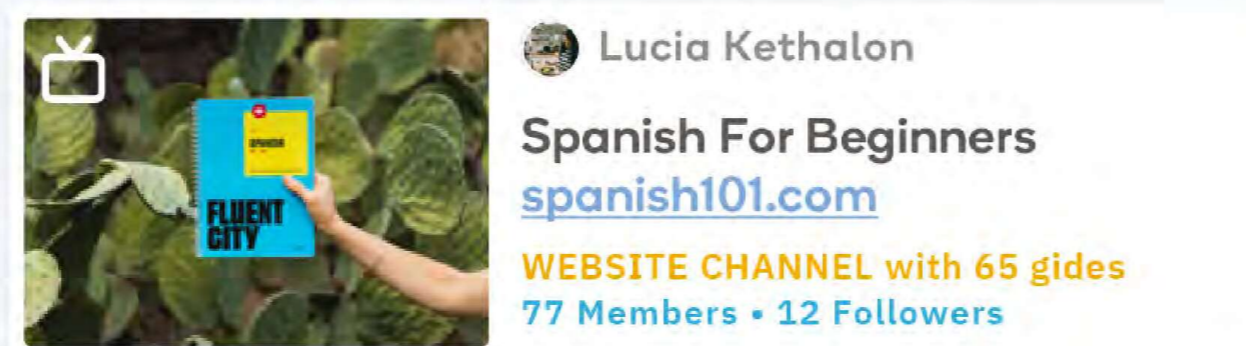


Lucia Kethalon · Education ✓  
2040 followers · 12 channels · 392 gides

### 2021

Digital Revenue

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

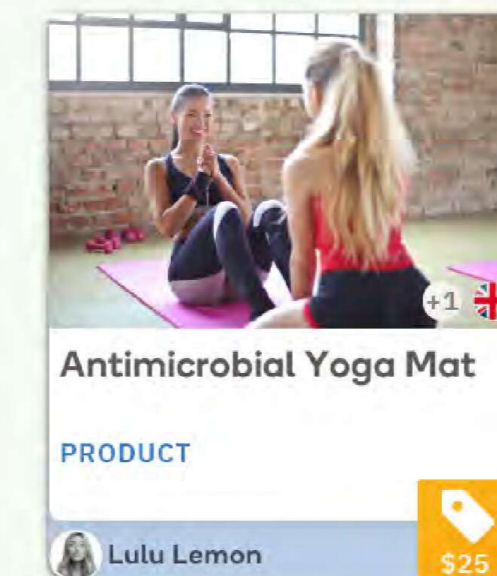


Lucia Kethalon  
Spanish For Beginners  
[spanish101.com](http://spanish101.com)  
WEBSITE CHANNEL with 65 gides  
77 Members · 12 Followers

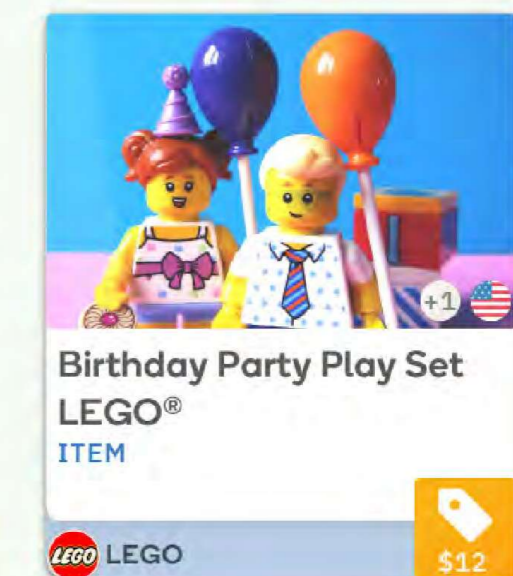
### 2022

Ecommerce & Advertising

- ecommerce
- advertising
- enterprise



Antimicrobial Yoga Mat  
PRODUCT  
Lulu Lemon \$25



Birthday Party Play Set  
LEGO® ITEM  
LEGO \$12

\*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'

