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PURPOSE

Our mission is to fuel a paradigm shift in civil discourse with fact-based news and analysis, diversity of thought and groundbreaking media and entertainment.
Problem

Hyper-polarization and rage-bait news are alienating viewers.
SOLUTION
WHY NOW

After announcing Subverse expansion on YouTube, the video received 167K views and resulted in 1,000+ pitches.
Digital News Subscriptions are a Potent Revenue Generator

<table>
<thead>
<tr>
<th>News Publisher</th>
<th>Subscribers</th>
<th>Monthly Subscription Cost (in $)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York Times</td>
<td>2.80m</td>
<td>8.66</td>
</tr>
<tr>
<td>Wall Street Journal</td>
<td>1.39m</td>
<td>36.99</td>
</tr>
<tr>
<td>Washington Post</td>
<td>1.00m</td>
<td>10.83</td>
</tr>
<tr>
<td>Financial Times</td>
<td>0.72m</td>
<td>3.60</td>
</tr>
<tr>
<td>Bild</td>
<td>0.39m</td>
<td>5.83</td>
</tr>
<tr>
<td>The Economist</td>
<td>0.35m</td>
<td>10.28</td>
</tr>
<tr>
<td>The Guardian</td>
<td>0.30m</td>
<td>6.70</td>
</tr>
<tr>
<td>Aftonbladet</td>
<td>0.25m</td>
<td>7.00</td>
</tr>
<tr>
<td>Times of London</td>
<td>0.22m</td>
<td>27.82</td>
</tr>
<tr>
<td>Le Monde</td>
<td>0.16m</td>
<td>9.72</td>
</tr>
</tbody>
</table>

INFLUENCER MARKETING GLOBAL SPEND

Ad Spend in Billions

- Higher Spend Forecast
- Lower Spend Forecast

- 2015: $500m
- 2016: $1.5B
- 2017: $2.4B
- 2018: $3.2B
- 2019: $4.2B
- 2020: $5B
- 2020: $10B
MARKET

Source MIT

Subverse, Inc.
30 million+ views per month
Subverse, Inc.

GROWTH

Lifetime (Jul 14, 2015 – May 17, 2019)

Note about data in this report
Views and Watch time (minutes): Data is incorrect for some dates. We're working to fix this.
Views and Watch time (minutes): Data is underreported for some dates (Dec 19).
"Viewer age" and "Viewer gender" experienced an error between October 2, 2018 and October 3, 2018. Data during this time period may not be accurate.

<table>
<thead>
<tr>
<th>WATCH TIME (MINUTES)</th>
<th>VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>16,039,089*</td>
<td>2,406,240*</td>
</tr>
</tbody>
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More metrics

<table>
<thead>
<tr>
<th>Viewer age</th>
<th>Video Geography</th>
</tr>
</thead>
<tbody>
<tr>
<td>13–17 years</td>
<td>Watch time (minutes)*: 0.5%</td>
</tr>
<tr>
<td>18–24 years</td>
<td>15%</td>
</tr>
<tr>
<td>25–34 years</td>
<td>29%</td>
</tr>
<tr>
<td>35–44 years</td>
<td>24%</td>
</tr>
<tr>
<td>45–54 years</td>
<td>13%</td>
</tr>
<tr>
<td>55–64 years</td>
<td>5.4%</td>
</tr>
<tr>
<td>65+ years</td>
<td>2.7%</td>
</tr>
</tbody>
</table>
Subverse is building an open-source media portal powered by the Minds infrastructure for video, crypto, payments and collaborative social networking.
The 1,000 seat Broadway Theater in NJ co-produced by Subverse is on track to sell-out after gathering popular influencers across the political spectrum.
Interviewing great minds across the spectrum

- Debra Soh
  @DrDebraSoh
  Sexual Science Researcher

- Geoffrey Miller
  @PrimalPoly
  Evolutionary Psychologist

- Diana Fleischman
  @sentientist
  Evolutionary Psychologist

- J Michael Waller
  @JMichaelWaller
  Propaganda Expert

- Andrew Boyle
  @JAndrewBoyle
  National Security and War Crimes Attorney

- Melissa Chen
  @MsMelChen
  Former Geneticist & Computational Biologist, Humanist, Counter-Extremist

- Mark J Perry
  @MarkJPerry
  Economist, American Enterprise Institute

- Bret Weinstein
  @BretWeinstein
  Evolutionary Psychologist

Subverse, Inc.
See Subverse video spreadsheet through 5-29
Diverse and sustainable streams to protect against censorship

- 3rd Party Ads
- Native Ads
- Subscriptions
- Licensing
- Events
Non-intrusive reads within videos

This new era of consumer awareness inspires viewers to support the advertisers who support the content they value. Spot reads within videos will draw attention to the companies that make our unique brand of news content possible.
LICENSING

Deals with major TV networks and productions

Raw footage provides various production and news companies the ability to create their own content for editorialization or entertainment. Subverse has already appeared on multiple major networks.

- Network news reports
- Documentaries
- Feature films
- Nurphoto, Getty, Shuttershock
- Launch wire licensing service
Bringing together global influencers

Subverse spans a broad network of academics, intellectuals, influencers, journalists, musicians, and more. Audiences will flock online or in real life (IRL) to hear their favorite personalities interact in various formats.

- Live-streamed and IRL panels and discussions
- Podcasts
- Interactive Q&As
- Debates
Tim Pool  
CEO and Co-founder
@Timcast

Tim has been an innovator and pioneer in media since 2011 where he was called “The Most innovative Journalist In the Street” by NYU Professor Jay Rosen. Pool was the founding member of VICE News, the fastest growing news organization in history. With Subverse he brings his experience and massive following to a new venture aiming to recreate and expand upon past success.

Bill Ottman  
CIO
@Ottman

Bill is an internet entrepreneur and digital rights advocate most recognized as Founder and CEO of Minds (https://minds.com), an open-source and decentralized social networking platform with over 1 million users. He has appeared in dozens of publications from the mainstream to the alternative including Joe Rogan Experience, Reuters, Wired, Techcrunch and the Wall Street Journal.

Emily Molli  
CCO and Co-founder
@MomasMolli

Emily is the queen of content, covering a wide range of domestic and international issues on-the-ground. Name a major news outlet and it has featured her footage or photojournalism. She writes articles and scripts, animates motion graphics, and single-handedly produces video reports and mini-documentaries. Emily’s expansive global network of journalists and producers provides unparalleled reach and speed in production.
**ROADMAP**

**Q2 2019**
**Expanding coverage**
Building off what works, addressing underserved markets, exploring partnerships with journalists and producers.

- Headcount: 3
- 122,000 Subs

**Q3 2019**
**Production Team, Live Events**
Hire 2-3 researchers, management, 1-2 in-house producers for higher content output. IRL events promote community engagement and bring in additional revenue.

- Headcount: 5-8
- 150,000 Subs

**Q4 2019**
**Building a Platform, Growth & Outreach**
Adding contributors, filling channel inventory and demand.

- Headcount: 8-10
- 200,000 Subs

**2021**
**Subverse Satellites**
Production spaces and venues by collaborative creators in Los Angeles and Chicago produce Subverse content, IRL events, and news articles.

- Headcount: 50+
- 1,000,000 Subs

**Q1 2019**
**Regular Content Launch**
Strategizing, scheduling, design, and promotion.
Note: Feb start date

- Headcount: 2
- Avg view count: 30k
- Top video: 266k

**2020**
**Profitability and Tour**
Established multiple reliable revenue streams and scaling sustainably. Launch tour with the news van around US surrounding 2020 elections.

- Headcount: 11-20
- 500,000 Subs

*Note: the future events shown on this roadmap are predictions and cannot be guaranteed.*
CONTACT

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