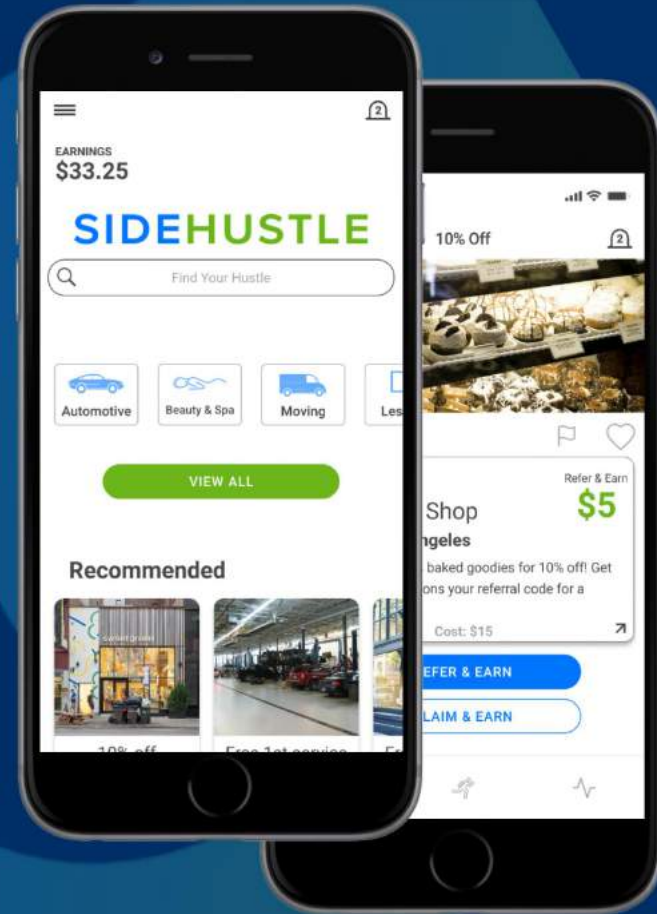




SIDEHUSTLE



The Buy-Sell-Refer Marketplace

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WHY WAS SIDEHUSTLE APP CREATED?

Buyers are not receiving a monetary reward for producing word-of-mouth leads – the best form of advertising.

Customary advertising channels have no level of certainty and have become too expensive.

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DOWNLOAD THE SIDEHUSTLE APP
AND GET **Unlimited
Leads for FREE**



COMPANY MISSION

To create a seamless marketplace where buyers can monetize their word of mouth referrals and where businesses reward buyers **AFTER** their **WORD OF MOUTH** results in a sale.

THE PROBLEM

Digital advertising has become too expensive and inefficient for local businesses

- Large companies with the deepest pockets shut out local businesses
- Companies cannot track ROI

GROUPON

Google

facebook.

amazon

bing

LinkedIn



Thumbtack

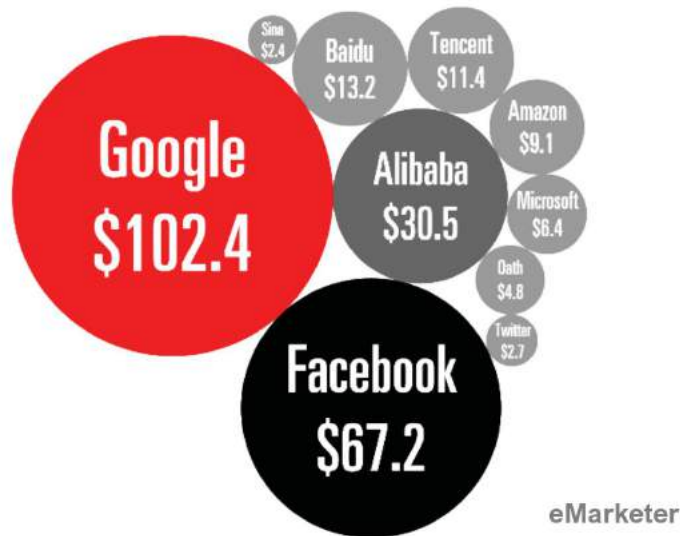
Angie's list.

indeed®

craigslist

THE OPPORTUNITY

Worldwide businesses already spend
\$333B/year on digital ads



60% served by
Google, Facebook and Alibaba

22M Americans already spend
\$58B/year for on-demand
products and services
46% have annual household
incomes < \$50,000

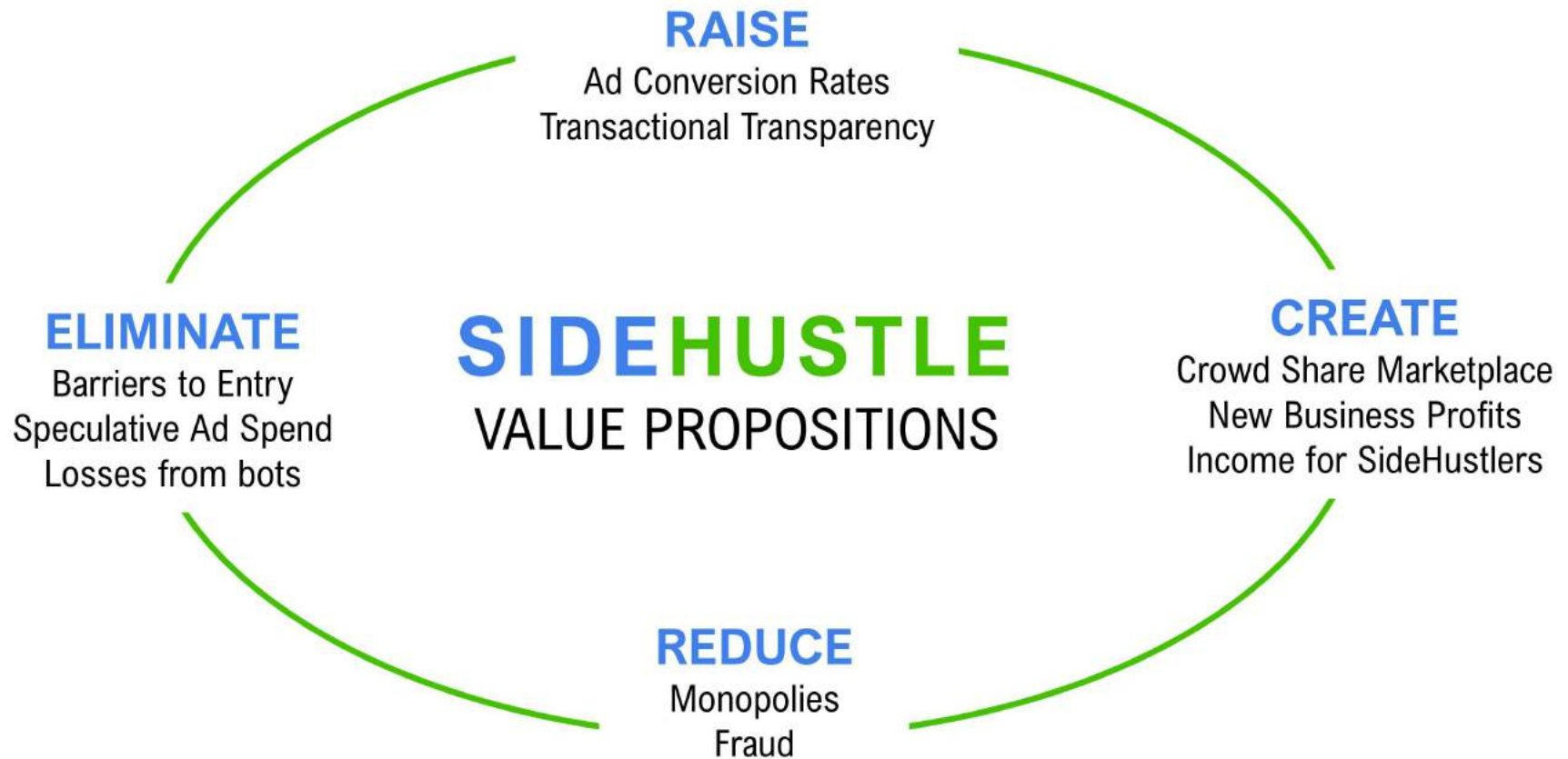
Medium

*Huge, disruptive opportunity for
advertising alternatives that connect
businesses to consumers with
reduced cost and risk*

SIDEHUSTLE USERS CAN:
LAUNCH A BUSINESS,
SCALE A BUSINESS,
AND GET TARGETED LEADS
WITH \$0 DIGITAL AD SPEND.

BUYERS MAKE ADDITIONAL INCOME AND IMPROVE QUALITY
OF LIFE BUYERS INCREASE SOCIAL WORTH

THE SOLUTION



HOW IS SIDEHUSTLE MONETIZED?

1. Fee charged for enhanced placements of deals within ad categories and app.
2. Affiliate marketing opportunity in Partner Offers section of the app.
3. SideHustle keeps a small % of the deal fee.

WHY SHOULD YOU INVEST IN SIDEHUSTLE

266K

downloads to date

Alpha rel. May 28, 2019

Beta rel. January 2020

Includes 23K businesses

55K

deals referred

30% user-to-user
engagement ratio

97%

organic installs

user invite-driven
acquisition

FINANCIALS

Gust Valuations

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SideHustle Cap Table

	Company Valuation			
	Total Value (\$)	Per Share (\$)	# of Shares	% of Total
Pre-Series A				
Valuation Cap	\$3,000,000	\$0.25	12,000,000	100.0%
New Equity Raised	\$0	\$0.00	-	0.0%
Post-Money Valuation	\$3,000,000	\$0.00	12,000,000	100.0%

	Company Ownership Cap Table			
	Capital (\$)	Common Shares	Total Shares	% Ownership
Shareholders				
Founders	\$225,000	10,000,000	10,000,000	83.3%
Employee's	\$0	100,000	100,000	0.8%
Not Issued	\$0	1,900,000	1,900,000	15.8%
[Investor Name]	\$0	-	-	0.0%
[Investor Name]	\$0	-	-	0.0%
[Investor Name]	\$0	-	-	0.0%
Total	\$225,000	12,000,000	12,000,000	100.0%

SideHustle Capitalization-Table. E&OE

MEET THE TEAM



Alex Kabir
CEO & Founder

- Entrepreneur, executive
- Previously CEO at:
- Omni Integration
- Premier Insurance Svcs (Successful Exit)



Shawn Usmani
CTO & Co-Founder

- FinTech expert
- System architect
- Mobile/cloud integration
- Transaction security
- Blockchain



Tom Seidel
Dir. Marketing &
Co-Founder

- Market strategy
- Social media ads
- Content creation
- Online campaigns
- App analytics



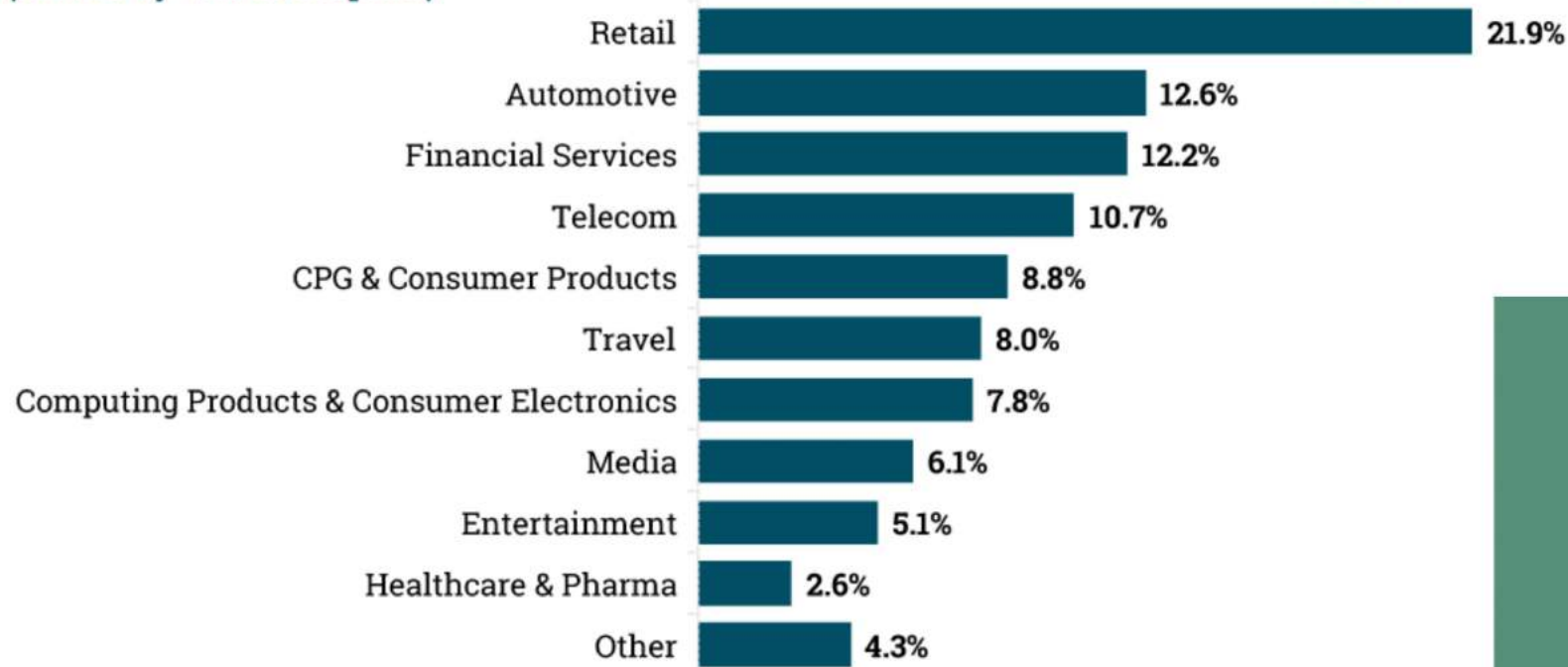
Ms. Jamila Arapovic
Advisor & Co-Founder

- Financial Executive
- Morgan Stanley
- Citigroup
- CFO/President
- House Of Transport

2018 US Digital Ad Spend: \$112B

Top US Digital Ad-Spending Industries in 2018

(ranked by % of total spend)



*Which of your
portfolio
companies
can we help?*

Published on MarketingCharts.com in July 2018 | Data Source: eMarketer

Includes advertising on all digital and internet-connected devices

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THANK YOU



Alex Kabir – CEO

INTELLECTUAL PROPERTY

- Non-provisional utility patent pending in the U.S.Ref.#16/111,625 dated 8/24/2018
- Non-provisional blockchain patenting-pending U.S.Ref.#16,243,087 dated 1/9/2019
- Patent Cooperation Treaty (PCT) for 150 countries pending U.S.Ref.# PCT/IB2018/057809 dated 10/9/2018
- United States Trademark Serial File # 88254834 dated 1/11/19
- California LLC formed 6/11/2018
- Delaware C Corp formed 5-20-2019
- 11-09-2019 SideHustle trademark in India issued

USE OF FUNDS RAISED

