



Do more, be more, live more.

The challenge...

Managing communities is complex:

- Organizations struggle to consolidate their fundraising efforts, to launch events and to mobilize people without access to huge budgets and management teams
- Facebook, Twitter, Eventbrite and Instagram don't offer an integrated platform for projects
- Structural and procedural inefficiencies in conventional project management systems lead to revenue, energy and momentum loss, along with missed opportunities

The solution...

Our platform enables organizations to easily create and coordinate engaging activities, fundraisers and events for their communities -- all in one place.

In the face of erratic engagement, uncoordinated campaigns and missed impact, DIEMlife delivers a platform that performs perfectly so teams, members and communities can reach their personal or professional best.

We offer intuitive integration, through a Quest®-centric model that takes our clients from concept to completion.

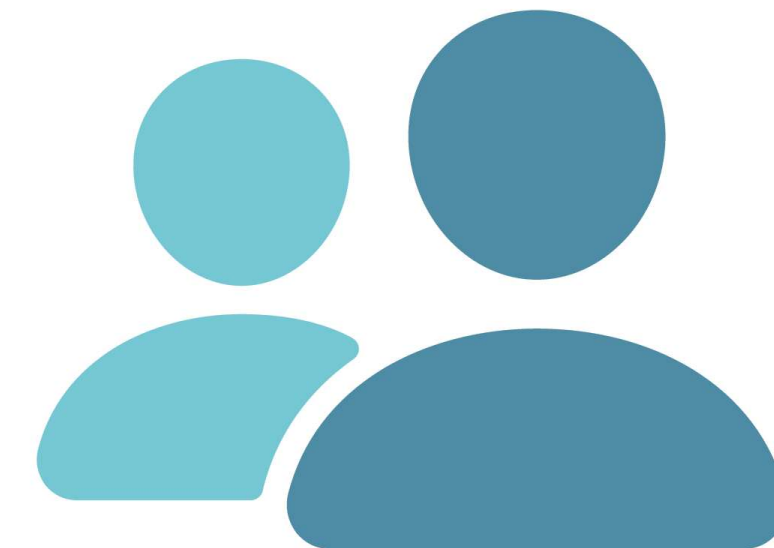
DIEMlife allows you to DIY your own:



**TEAM
FUNDRAISING**



**EVENT
TICKETING**

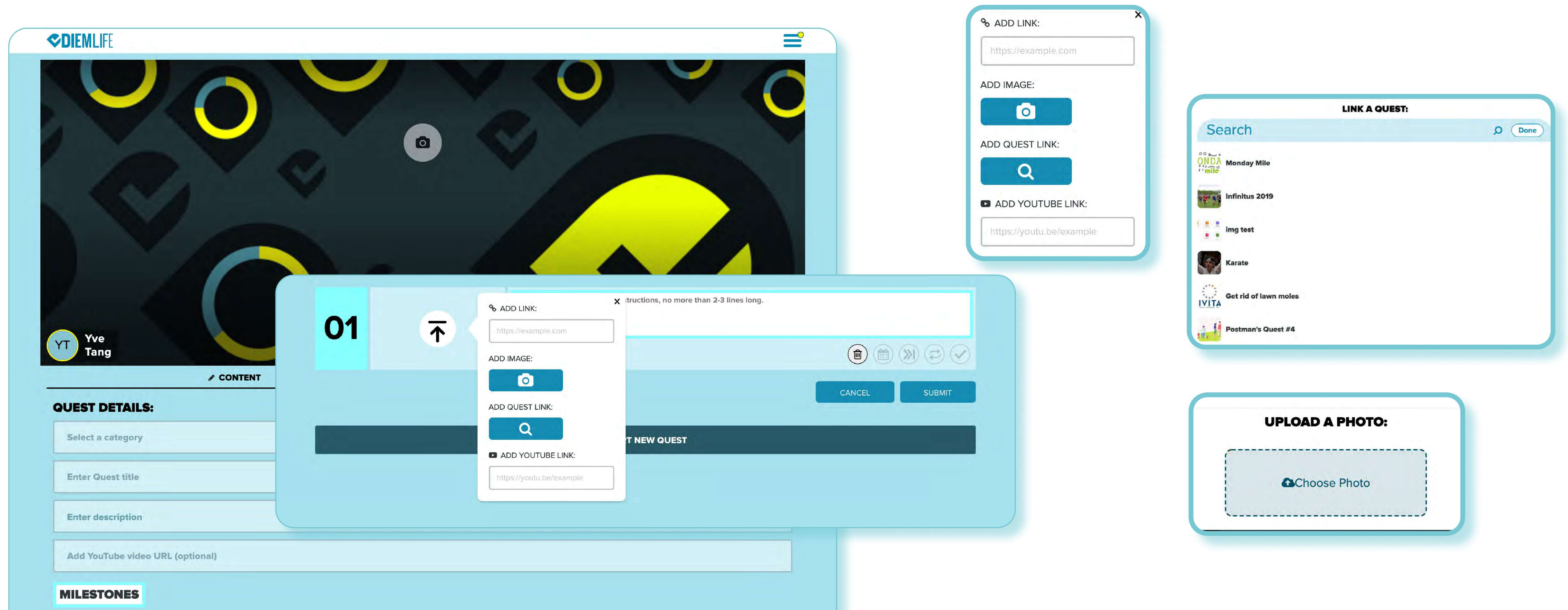


**COMMUNITY
MANAGEMENT**

How it works...

Create your own Quest

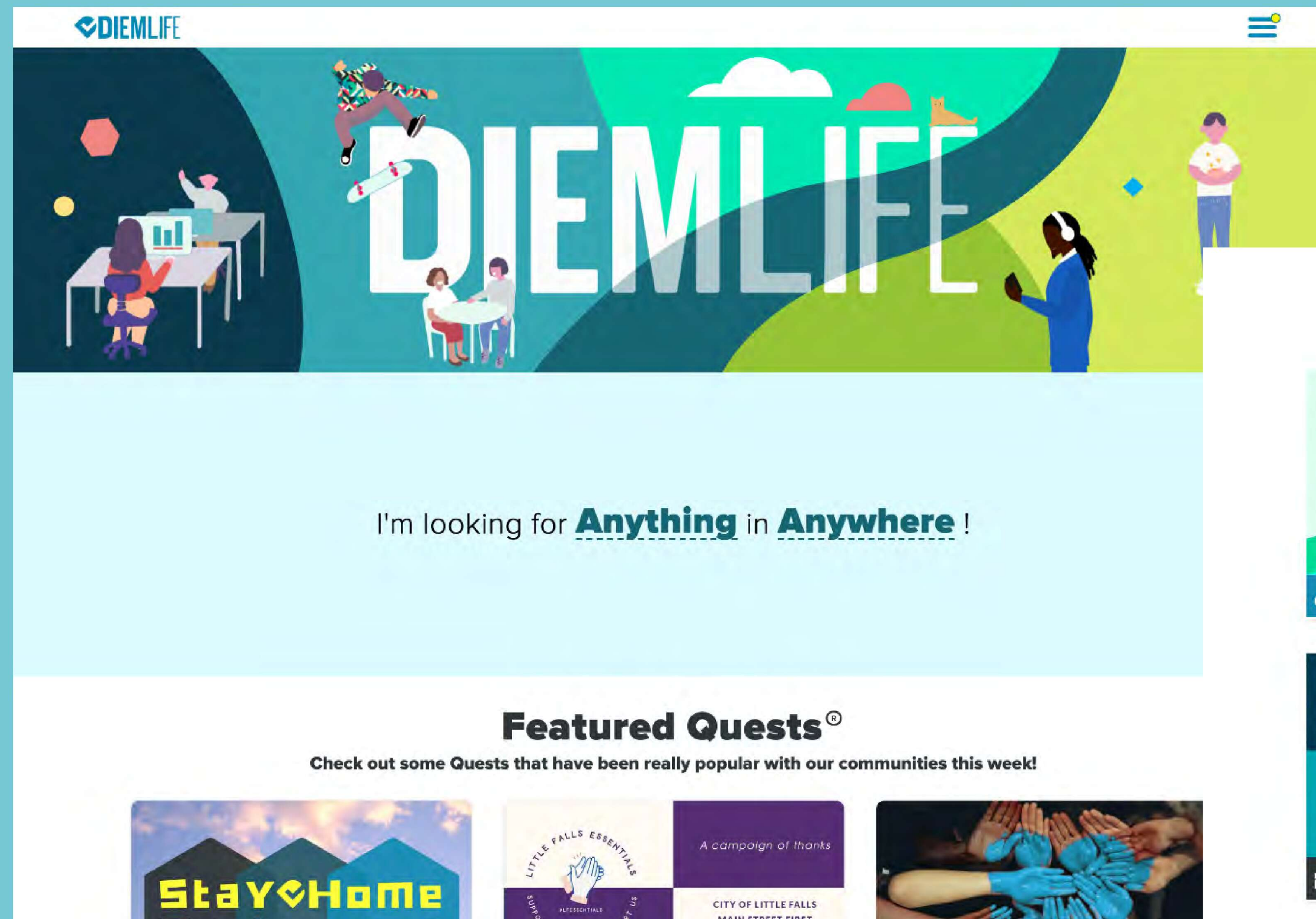
- ✓ Start with one-click
- ✓ Monetize as needed
- ✓ Connect channels



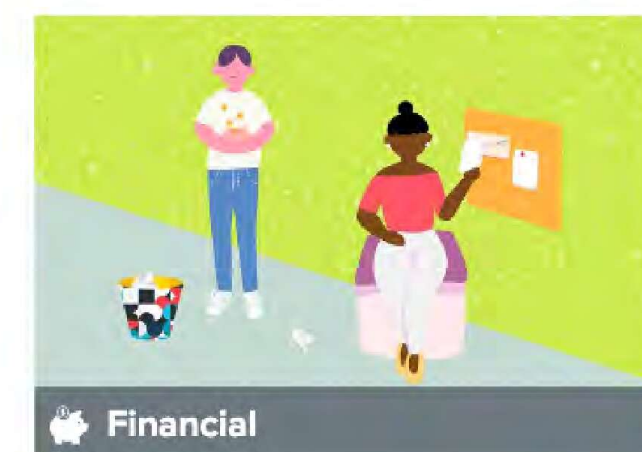
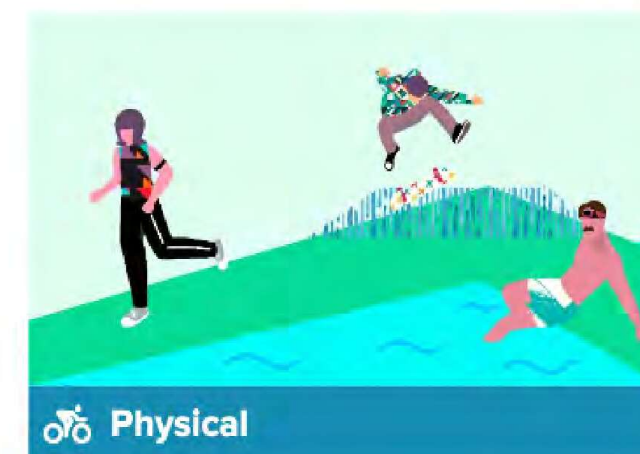
How it works...

Join a Quest

- ✓ Search by category
- ✓ Discover new goals
- ✓ Connect with friends or colleagues



Try Quests in these Pillars!







How it works...


Track Progress


- ✓ Set goals
- ✓ Break down milestones
- ✓ Share activity

FESTIVAL LINE UP


01		FRI @ 12:20 PM // Doors open
02		FRI @ 12:30 PM // Kick-off party with Coaches Brendan & Kyle of Sweat from Home and sweat towel
03		FRI @ 12:55 PM // Musical Theatre Classics with Nicole // Music show // Need only your choice.
		FRI @ 1:10 PM // Classical Pilates Mat with Kelly // Workout // Need just a mat for

DIEMLife


SHARE 

OPTIONS 

60 MEMBERS




Stay@Home Palooza

SOCIAL +  1507

STAY@HOME PALOOZA!

Created 2 months ago

DETAILS NEWSFEED



DIEMLife Quests

DIEMLife is thrilled to announce our upcoming Stay@Home Palooza – our first digital festival of movement, music and more to keep you and your loved ones healthy and happy while staying in your homes. This fundraising event will kick-off Friday May 1 with workouts, concerts, cooking shows, storytelling and more from our awesome group of talented friends and family sharing what they love as they work their hardest to stay afloat financially.

Stay@Home Palooza is a family friendly festival that will allow you to release endorphins, ease your mind, relieve stress, and connect with a community

55% COMPLETED

How it works...

Fundraise

✓ Manage team fundraising

✓ Engage supporters

✓ Export reports

The screenshot displays the DIEMLife fundraising interface. At the top, the DIEMLife logo is visible. The main header features a large image of hands with blue paint, overlaid with 'SHARE' and 'OPTIONS' buttons. A 'FUNDRAISING' section shows a progress bar for '\$34370 raised of \$25000' and a 'Backed 91 times' indicator. Below the main image, the title 'FEED THE FIRST RESPONDERS - COVID-19' is displayed, along with 'FINANCIAL • 9815' and 'Created 3 months ago'. A 'DETAILS' tab is active. On the right, a '90 MEMBERS' list shows individual donor profiles with their names and contribution amounts. Below this is a 'GALLERY' section with three photos of medical professionals and volunteers, and a link to '57 photos'.

FUNDRAISING
\$34370 raised of \$25000
Backed 91 times

FEED THE FIRST RESPONDERS - COVID-19
FINANCIAL • 9815
Created 3 months ago

90 MEMBERS +1 interested







Profile	Amount
✓	\$5,000.00
A	\$5,000.00
A	\$5,000.00
EF	\$1,500.00
S	\$1,000.00
EE	\$1,000.00
TE	\$1,000.00
FF	\$1,000.00
LF	\$1,000.00
MR	\$1,000.00
DW	\$1,000.00
JL	\$1,000.00
CS	\$1,000.00
+79	

GALLERY

57 photos →

How we help...

Our full-circle features boost engagement exponentially.

						
Community Posts	✓	✓	✓	✓	✓	
Maps + Geo Tracking	✓	✓		✓	✓	
Team Fundraising	✓	✓	✓			
Competition Leaderboards	✓		✓			
Activity Tracking	✓					
Event Ticketing	✓					✓

The value we bring...

Organizations value our support in integrating their planning, processes and project completion.

Today, we have four universities on annual subscriptions, and we have a growing arsenal of compelling use cases from nonprofits, companies, and individuals.



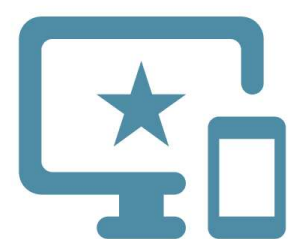
For crisis relief

Organizations and individuals use our fundraising and event ticketing features to connect their resources and raise money.

In 30 days, DIEMlife helped raise over \$100k for Covid-19 specific causes.



Revenue sources:
platform fees,
event registration fees



Key features:
team fundraising, event ticketing,
reporting, activity feed



Quest links: diem.life/covidnyc, diem.life/covidcuse

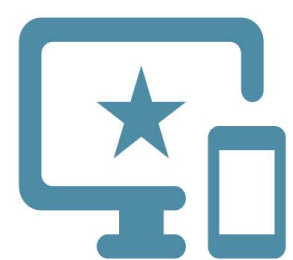
For business improvement districts

City organizations use our community building features to unify their members and support local businesses.

In less than 24 hours, Think Local Little Falls launched and exceeded their fundraising goal to support their community members.

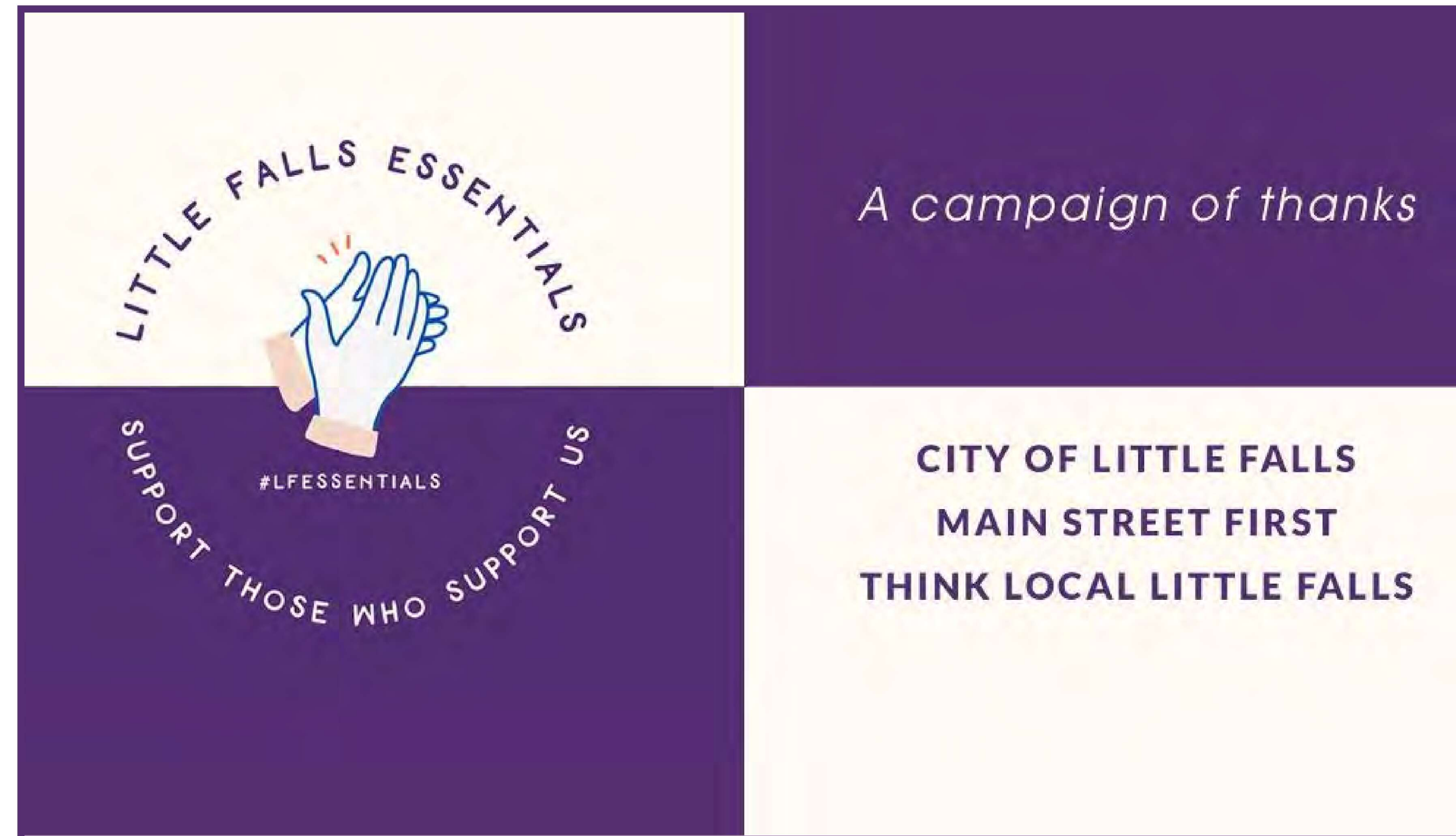


Revenue sources:
startup subscription,
platform fees



Key features:
fundraising, progress tracking,
activity feed, gallery

Quest links: diem.life/lfessentials



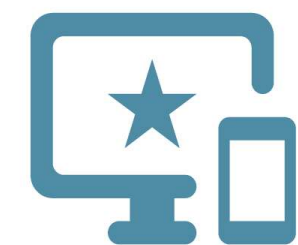
For wellness initiatives

Universities and colleges use our Quest building features to create and launch public health campaigns.

After a successful pilot launch, Syracuse University will take their Monday Mile Quest nationwide this year.



Revenue sources:
pro subscription,
event registration fees
platform fees



Key features:
prompts, notifications
messaging, leaderboards,
activity feed

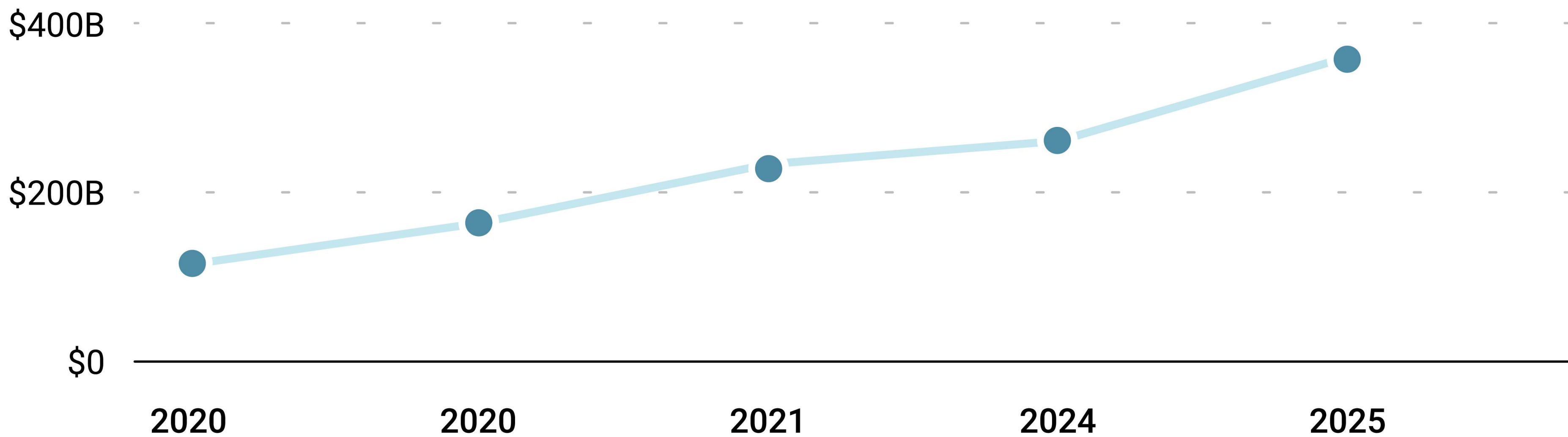


Quest links: diem.life/mondaymile

What we're investing in...

\$371 BILLION DIGITAL HEALTH
MARKET OPPORTUNITY BY 2025

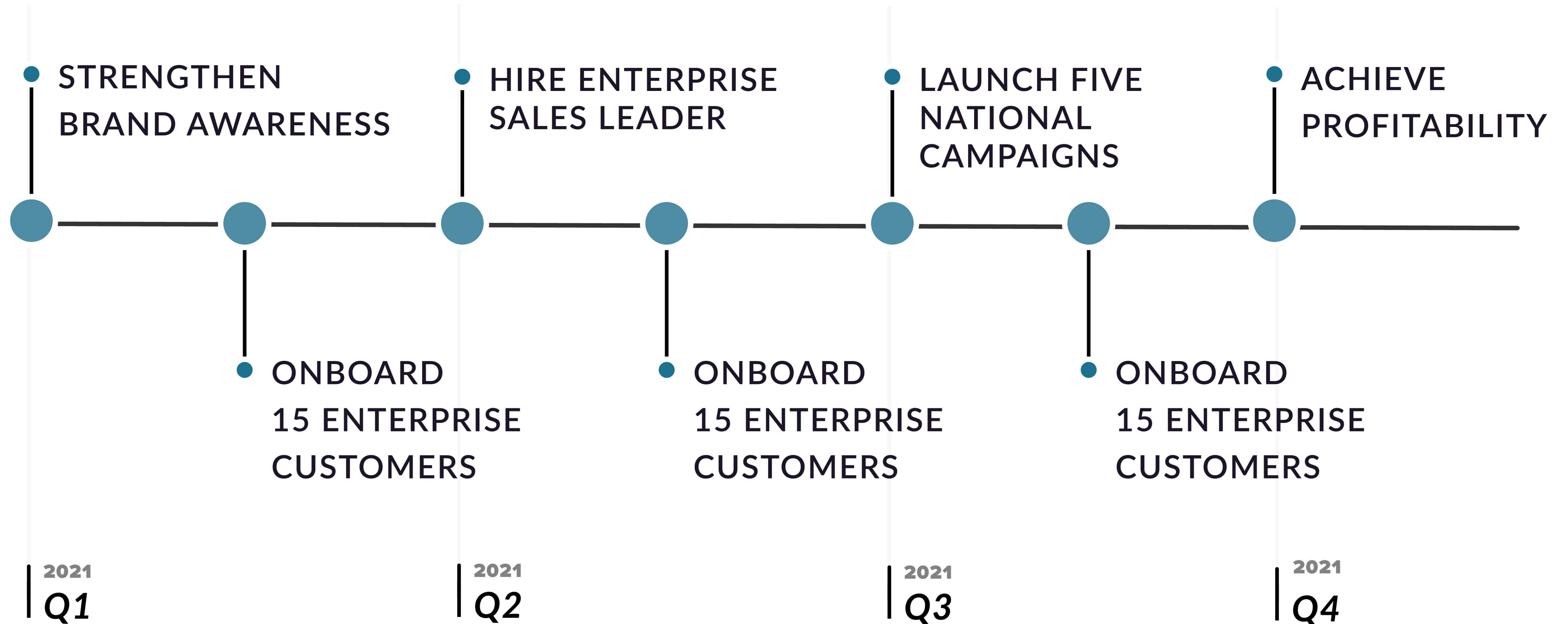
GROWING AT A BLISTERING
28.5% CAGR (2020-2025)*



*Projections not guaranteed, Research based on Global Market Insights Digital Health Market Share Trends 2020-2026 Growth Report

Where we're headed...

In 2021 we aim to:



*Projections not guaranteed

How we will use funds...

Raising \$1m seed round

Use	Amount
Sales & Marketing	\$250k
Development	\$300k
Partnerships	\$250k
Admin, Legal, Ops	\$200k
TOTAL	\$1m

Provides 18 months of runway

Who we are...



Timothy Midgley
Co-Founder & CEO

20 years of tech startup and corporate experience.
Previously at AMEX, Jact Media, AXA.

Ultra endurance enthusiast
-- has completed some of the world's toughest races.



Yoo-Sun Park
Co-Founder & CLO

Juilliard-trained performer.
Coach experienced in fitness and personal development.

"Elevating the Alum" creator and event producer.



David Tuttle
VP of Engineering

Passionate software developer for both end-user applications and internet scale scale backend systems.

B.A., computer science from Harvard University.



DIEMlife translates effort into outcomes, searches into success stories, and makes teams triumphant.

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Timothy Midgley
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