SPILL

real-time conversation at the speed of culture

Follow SPILL to be notified if they later decide to raise funding.

WATCH FOR UPDATES

spill.com Los Angeles, CA

Highlights

1. Raised over $5M from top early stage VCs (MaC VC, Kapor, Collide, Greylock, Bessemer)

2. Hit #1 in the Apple App Store within 3 weeks of beta launch with over 500,000 downloads to date

3. Early advertising customers include Paramount+, CBS, Showtime, Sony Pictures, Amazon Prime & more

4. Major press coverage includes CNN, Time, TechCrunch, Essence, AfroTech and Inc Mag Cover (Nov 2024)

5. Named Apple's App of the Day (Feb 2024) and one of Fast Company's Most Innovative Companies of 2024

6. Q4 2024 was strongest growth & revenue month since launch, pacing to cross $1M in revenue in 2025*

7. *Future projections are not guaranteed

Featured Investors

April Reign
Syndicate Lead

Follow

Invested $1,000

Creator of #OscarsSoWhite, media strategist, advocate for equity & inclusion in entertainment. Former lawyer turned culture change catalyst.
ReignOfApril.com

"As the creator of #OscarsSoWhite, I've dedicated my career to creating spaces where marginalized voices can be heard, valued, and amplified. My decision to step forward as Lead Investor for Spill on WeFunder directly aligns with this mission. Spill isn't just another social media platform – it's a deliberate response to the systemic inequities we've seen in digital spaces. Founded by Alphonzo Terrell and DeVaris Brown, Spill demonstrates what's possible when we build platforms that prioritize inclusion from the

ground up, rather than treating it as an afterthought. What draws me to invest in Spill is its authentic commitment to community ownership and cultural appreciation. In a digital landscape where Black creators and other creators of color frequently see their contributions appropriated without recognition or compensation, Spill has built a model that respects and rewards cultural capital. This investment represents more than a financial decision – it's an investment in a future where digital spaces reflect and respect the full diversity of their users. I've spent years advocating for systemic change in entertainment and media. Now, through Spill, we have the opportunity to reshape how social media serves and supports historically marginalized communities. As Lead Investor, I'm not just backing a platform; I'm supporting a vision of social media that aligns with the values of equity, representation, and authentic community engagement that I've championed throughout my career. I invite you to join me in supporting a platform that's setting a new standard for inclusive digital spaces."

Other investors include MaC Venture Capital, Kapor Center, Collide Capital

Our Team

Alphonzo Terrell Co-Founder and CEO

ex-Twitter, HBO, Sony Music

Nikki Blake Director of Engineering

ex-Google,

Kenya Parham Chief Growth Officer

2-time founder

Pitch

SPILL
Visual Conversation at the Speed of Culture
Bridge Investment Presentation

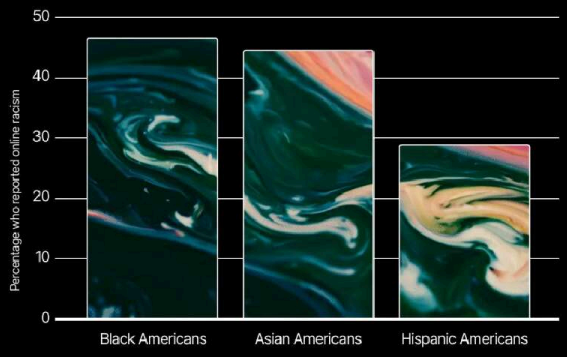
Waffen 2.0 @22ndSSPanzer · 3d
Nothing more repulsive than a jew.
81
236
2.4K
32K
John Vincent
@Peepeepbirdy
Happy Halloween from my nígğęř-free neighborhood!
Liz Churchill @liz.churchill10 · 7/23/24
"If you're a man...who votes for a woman for President...you're a Faggot..."
0:13
From Melonie Mac
ANTUNES @Antunes1 · 12h
The electoral map if niggers didn't vote
Democrats
Republicans
0
538
270 TO WIN
114
238
4.9K
184K
EugenePorknBeans @BbBumpkinz · 1d
Speak for yourself ñïggër!! My ancestors had a blast
AMERICA WAS NEVER GREAT
18
495

Platforms designed to
Recipients of Online Racism

"connect" us are actually alienating us in large part due to the rise in hate speech and harassment.

This disproportionally affects the fastest growing audiences in the U.S. (Black, Hispanic and Asian Americans).

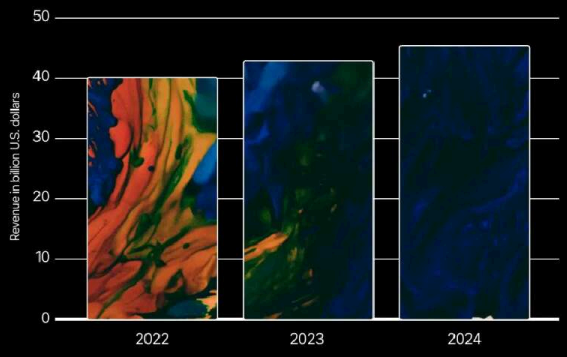
over the past 12 months



Source: Anti Defamation League, "Online Hate and Harassment 2024 Report"

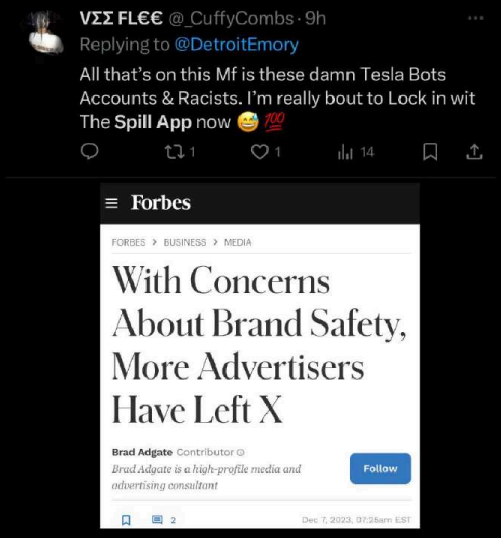
Advertisers spend more than $45B per year to reach these multicultural audiences.

Multicultural media advertising and marketing spending in the United States from 2022 to 2024



Source: Statista 2024

Due to these issues, users are seeking new ways to connect and brands are seeking new places to spend.



SPILL is visual conversation at the speed of culture

Raised $5.1M in pre-seed funds from top early stage firms

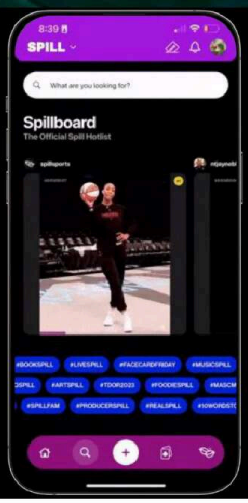
KAPOR CENTER · MaC VENTURE CAPITAL · COLLIDE CAPITAL · Bessemer Venture Partners · greylock

Reached **#1 in Apple App Store** with **over 500K downloads** during first 12 months in market

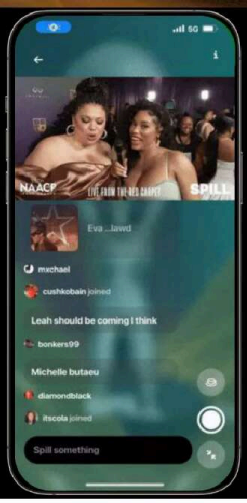
Chosen as Apple's **App of the Day** and one of Fast Company's **Most Innovative Companies in 2024**

SPILL vertically integrates culture, connection and commerce through a single interface

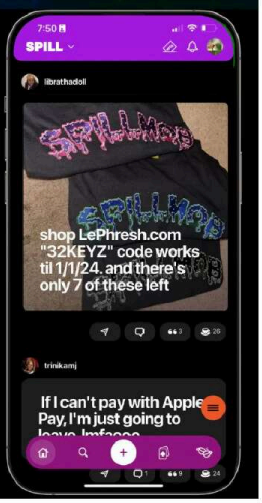
Culture
Stay current on the latest trends and topics



Connection
Engage with people and activities that interest you



Commerce
Earn rewards and monetize your network



Founders

Following Elon Musk's acquisition of Twitter, **Alphonzo Terrell** recruited former colleague **DeVaris Brown** to build something new.

Together they launched SPILL in mid-2023 to introduce a safer, more rewarding and more enjoyable way to connect people with shared backgrounds.

Despite only being in market for a year, SPILL has already become the largest mobile platform catering to multicultural audiences.

Forbes · FAST COMPANY · TIME · BET · TechCrunch · THE WALL STREET JOURNAL. · CNN · ESSENCE · Bloomberg · Washington Post

Team

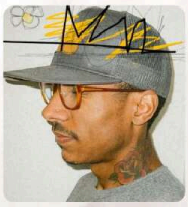
The **SPILL** team is a group of young, gifted technologists, creatives and media specialists with tier 1 domain expertise in their respective areas.

Nikki Blake
Director of Engineering
(Ex-Google)

Kenya Parham
VP of Partnerships
(2x Founder)

Chisom Obi-Okoye
Product Manager
(Ex-Meta, Pinterest, Twitter)

Eric Cheatham
Senior Backend Eng
(ex-Meroxa)



Justin Greene
Product Design Principal
(ex-Meta, Pinterest)

Edward Turner
Machine Learning/AI Lead
(ex-Nielsen)

RK Jackson
Editorial Lead
(ex-Twitter)

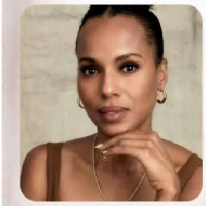
Key Investors & Advisors

SPILL is backed by some of the top early stage firms in venture, along with a team of accomplished advisors across relevant disciplines

Marlon Nichols
MaC Venture Capital

Aaron Samuels & Brian Hollins
Collide Capital
(Aaron is also a Blavity Co-Founder)

Mitch & Freada Kapor
Kapor Center



Kerry Washington
Emmy-Award Winning Actor, Producer

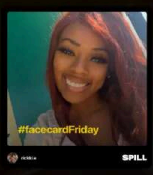
Questlove
Oscar & Grammy-Awarding Musician

Nick Caldwell
CPO, Peloton
(fmr. Twitter GM of Eng, Reddit, Microsoft)

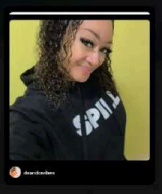
Dantley Davis
Chief Design Officer, Nike
(frm. CDO Twitter, Meta, Netflix)

April Reign
#OscarsSoWhite Creator

SPILL 's core audience consists of young, diverse, internet-savvy creators that have been leading indicators for scaled platforms like

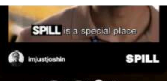


60%
Women

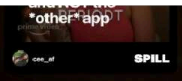


92%
US-based

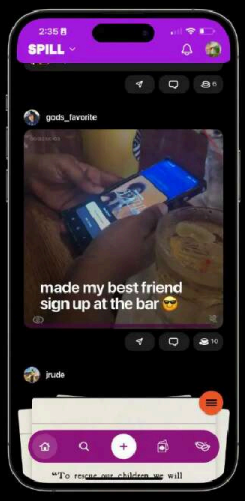
Twitter, Instagram and Snapchat.



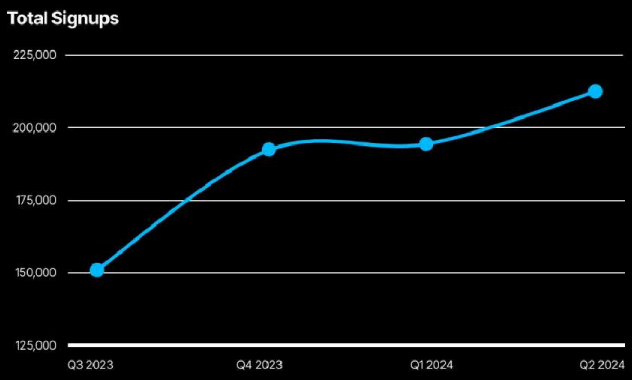
93%
Black / Hispanic / Asian American



25-30
Most Active Age Group

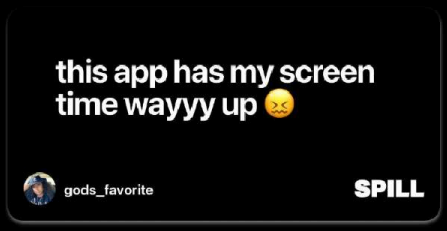


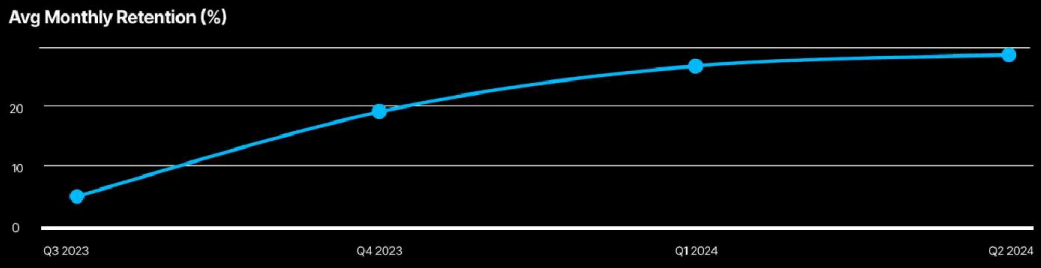
95% of growth to date has been driven by organic word-of-mouth and press.



30

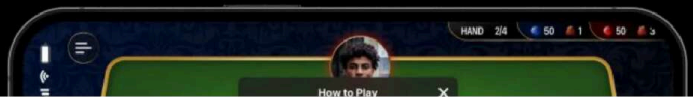
Day 30 retention has improved by 300% YoY, well above industry benchmarks of 3%*

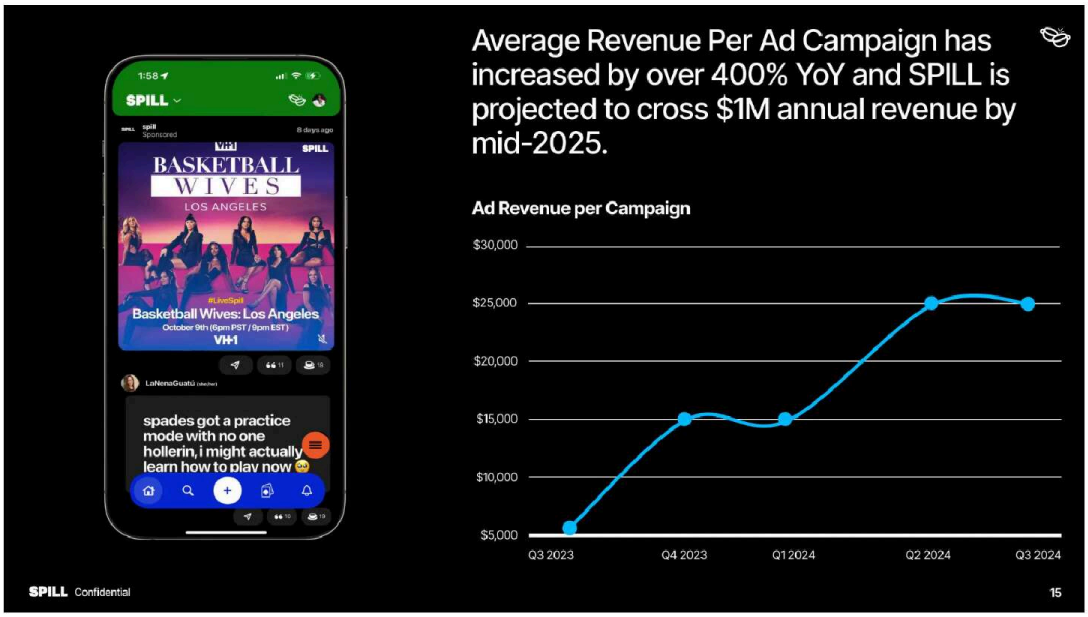




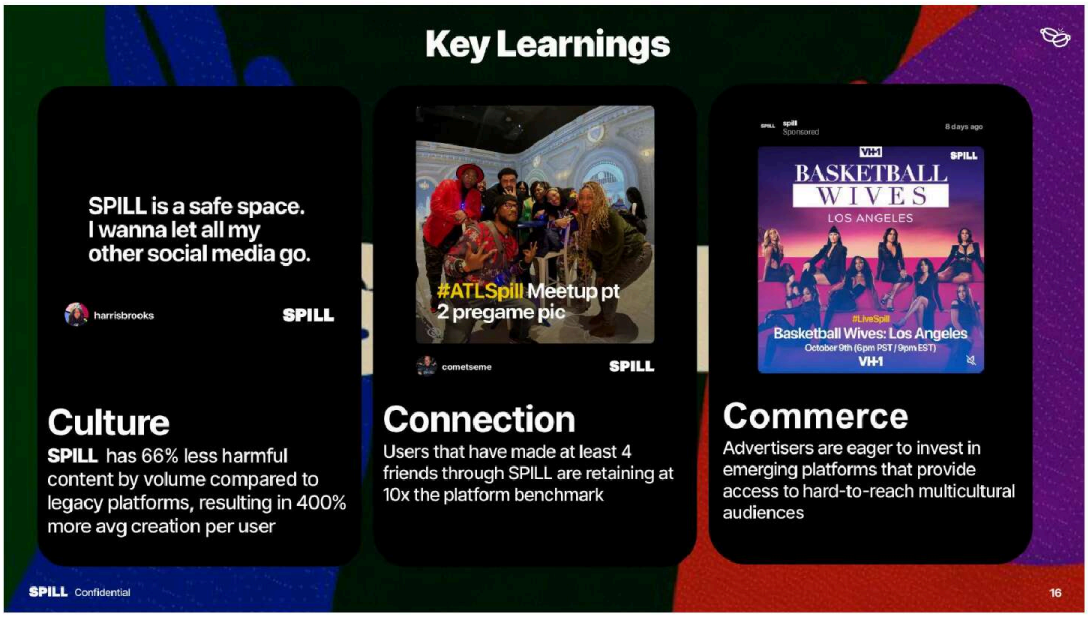
 Source: Statista 2024

For players of SPILL Spades, retention is even higher at **52% Day 30** and avg time spent per game is **30 minutes per user.**





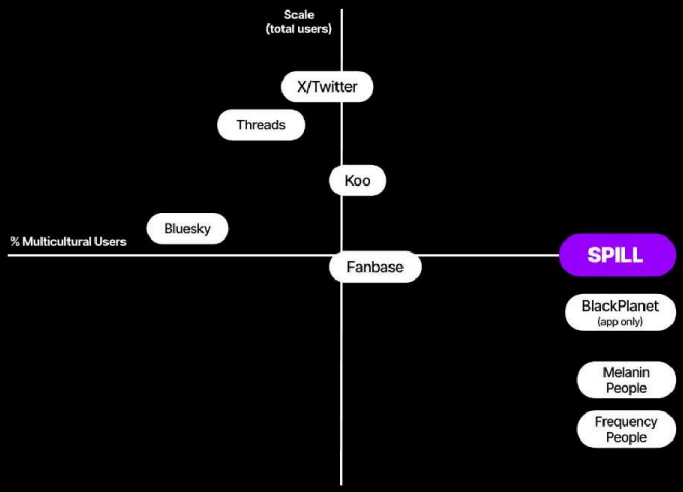
Forward-looking projections are not guaranteed.



brimming with energy, creativity, and the right consumers, even at this early stage."

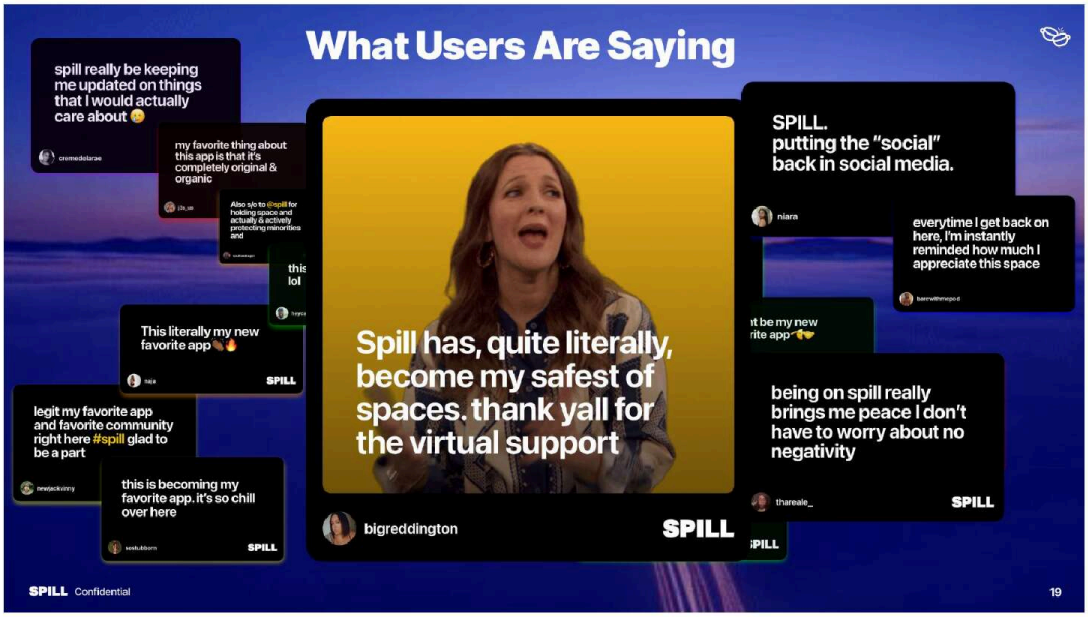
-Dani Otero, SVP of Global Paid Media & Analytics, Lionsgate

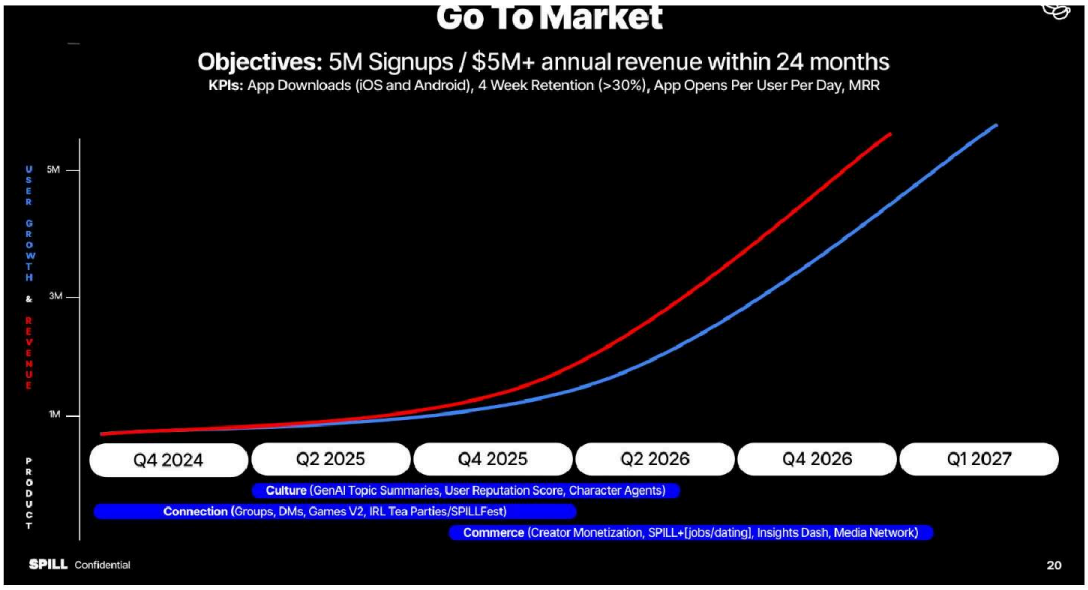
Competitive Analysis



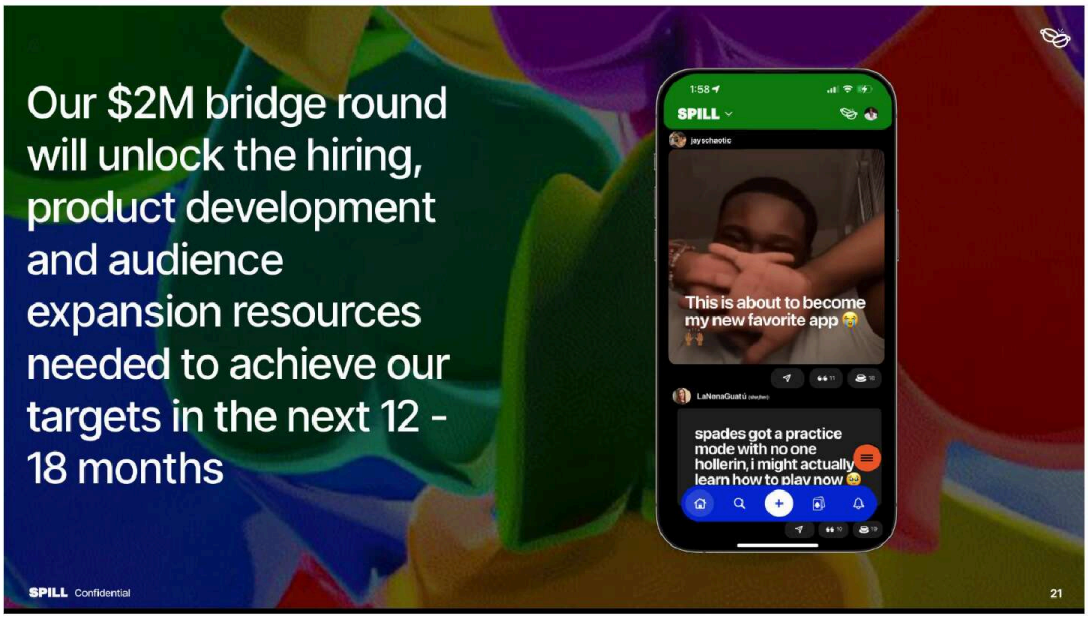
SPILL 's position as the **largest mobile platform focused on multicultural audiences** sets it apart from the industry, making it the de facto choice for users and advertisers

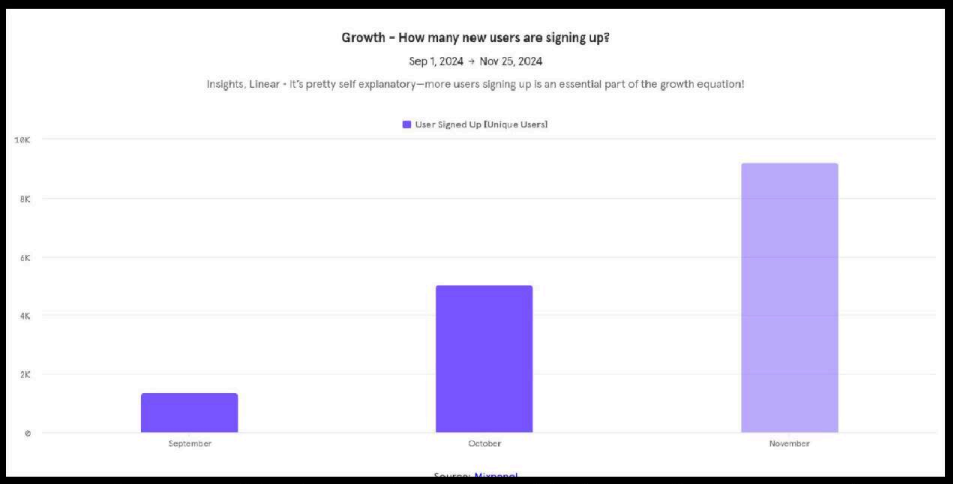
What Users Are Saying



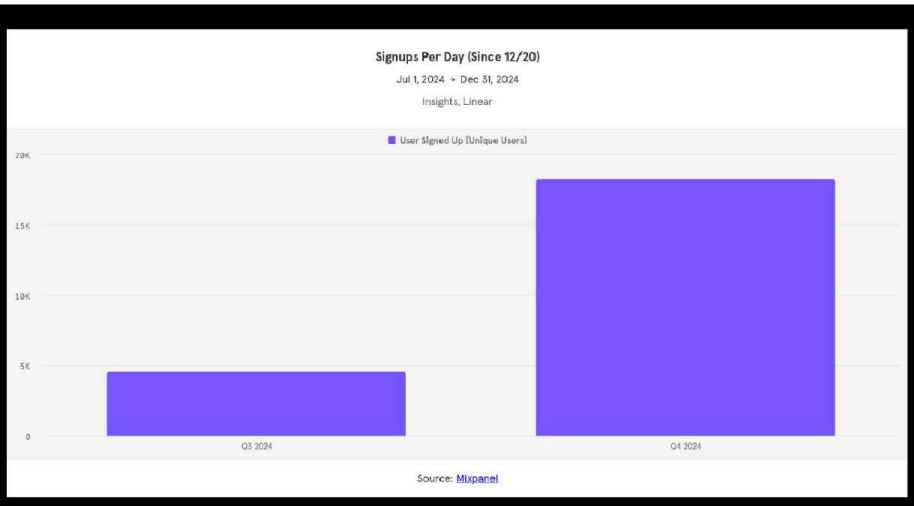


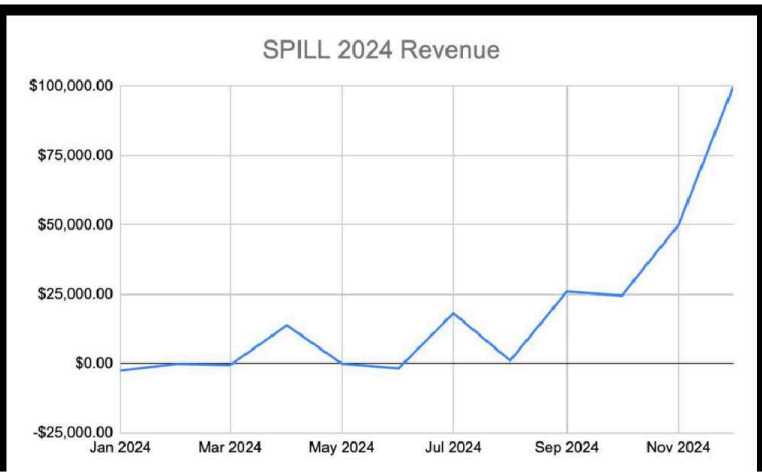
Forward-looking projections are not guaranteed.



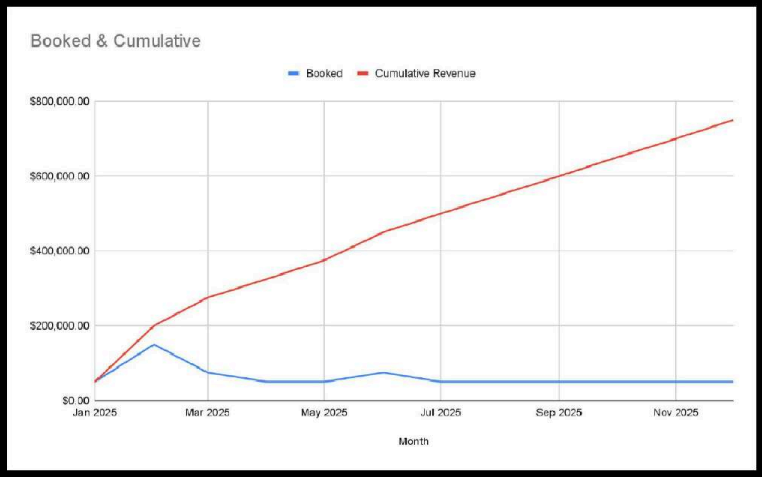


Signup growth has increased an average of 80% or more for three consecutive months heading into Q4.



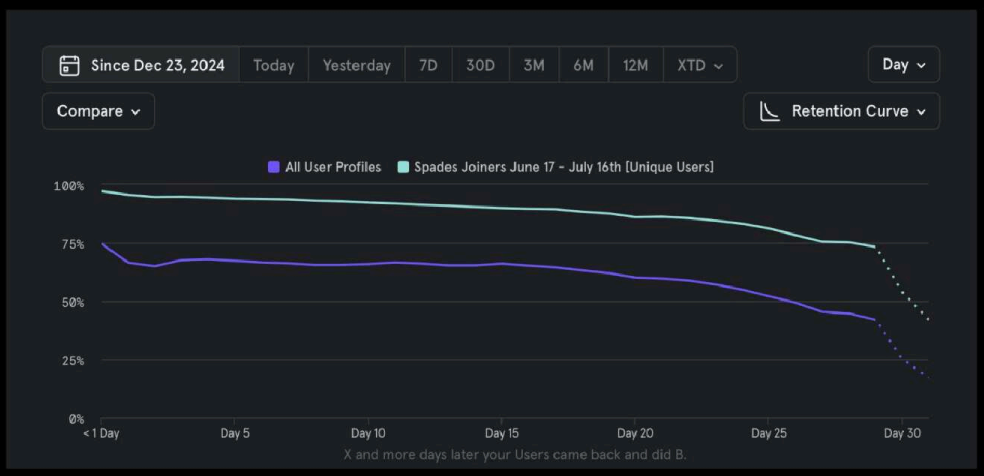


In addition, we've also seen a sustained uptick in gross revenue primarily from recurring advertising deals (Gilead, Showtime, CBS, Paramount+, etc.)

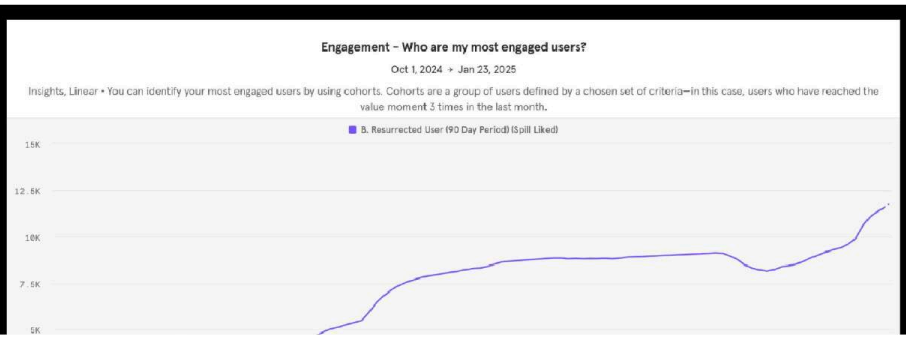


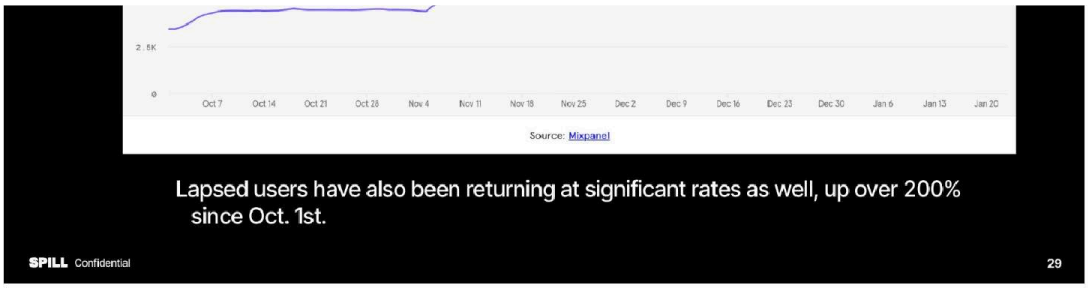
Revenue projections for 2025 are even better, with more than $750,000 already booked. Using 2024 as a baseline, we can conservatively project at least $1M+ in annualized revenue being booked in 2025.

Forward-looking projections are not guaranteed.

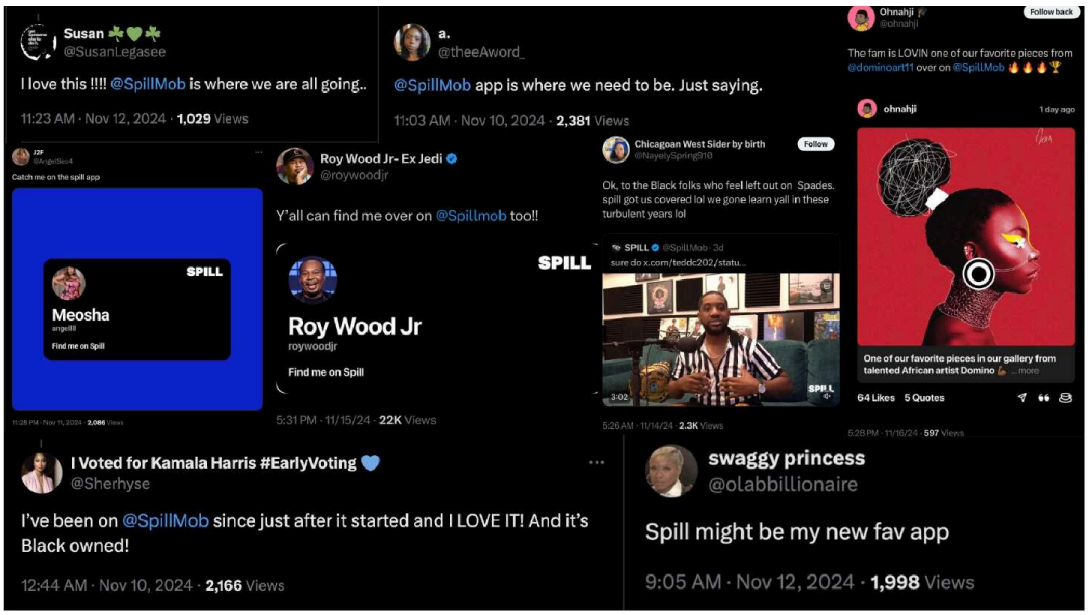


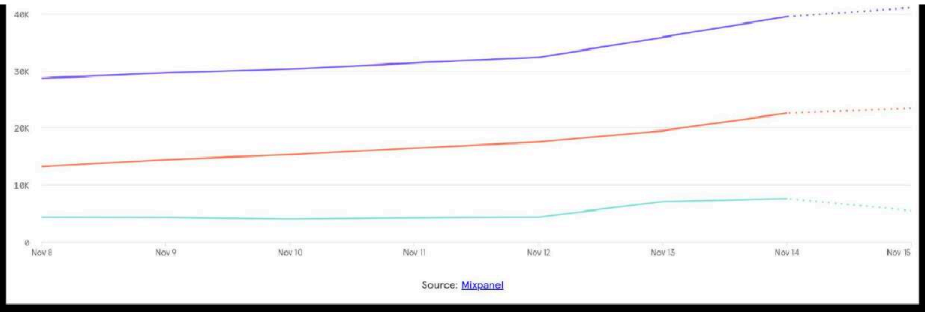
Overall platform D30 retention continues to improve, sitting at between 30% - 40%, with Spades players retaining at 60% - 75% Day 30.



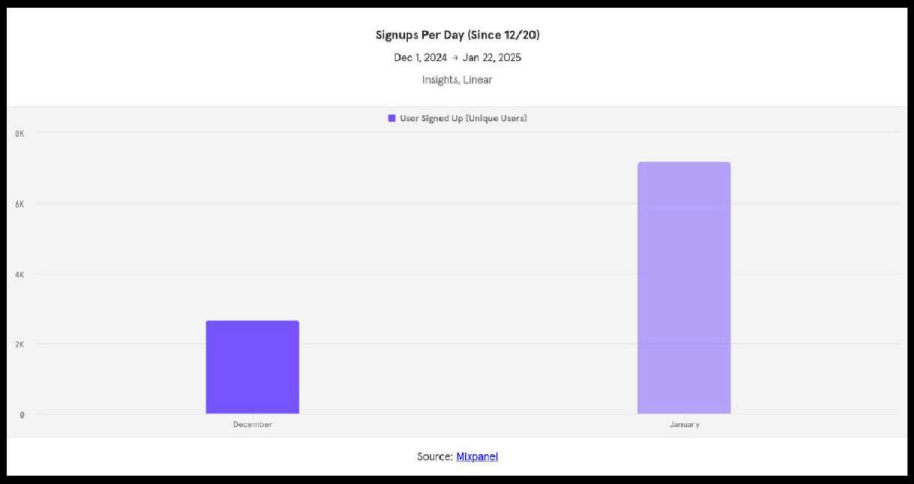


Lapsed users have also been returning at significant rates as well, up over 200% since Oct. 1st.



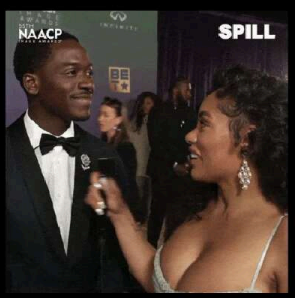


Average MAU / WAU / DAU over the past week is approximately 35K / 18K / 5.5K, trending upwards.



More recently, we've a more than 200% increase in signups MoM from Dec - Jan

Breakthrough Moments



NAACP Image Awards

SPILL partnered with the NAACP to livestream the red carpet of the 2024 Image Awards, resulting in 1.3M total views on and off platform

They Not Like Us

A user-generated Tea Party during the Kendrick Lamar #PopOut concert on Juneteenth peaked with more than 5,000 posts per hour

#SPILLTheVote

SPILL partnered with Kerry Washington to host a live Tea Party for 2024 #NationalVoterRegistrationDay, driving thousands of users to check their registration status via the app

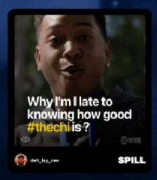
SPILL and **Paramount+** launched a multi-phase campaign in support of The Chi Season 6.

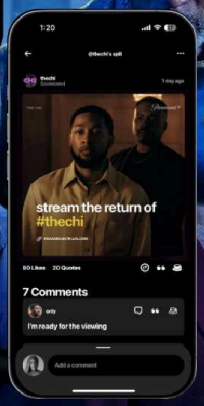
The initial phase in early May was so successful that Paramount extended the campaign for an additional two week flight, resulting in over 150K total impressions and an 800% increase in conversation.

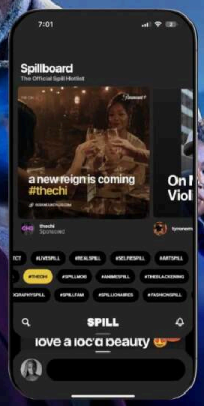
SPILL

THE CHI

Paid Campaign Case Study







Go To Market Strategy

Objectives: 5M Signups / $5M+ annual revenue within 24 months

KPIs: App Downloads (iOS and Android), 4 Week Retention (>30%), App Opens Per User Per Day, MRR

Growth Audiences

Winning high-usage early adopters sets table for mass adoption

Early adopter: Black, Hispanic, AAPI students at PWIs (6MM)

Broad Core: Black / Hispanic / AAPI 17 - 54 (80M)

Int'l Expansion Markets: Brazil, Nigeria, South Africa, Ghana, Western Europe

Value Props

Highlighting the sense of belonging + FOMO

-New connections amongst those with shared backgrounds
-Timely, relatable and often hilarious content
-Unique interaction features (Tea Parties, Games)
-Safety from hate speech

Channels

Holistic approach across earned and owned channels

-Social & Search (organic + paid)
-App Stores (Apple + Google)
-Mobile carriers (domestic + international)
-Tech + consumer comms
-Peer-to-peer referrals

Actions

Leveraging culture and connections to jump-start viral loops

-Gamified friend finder + invite mechanics
-Celeb / creator collabs + drops
-Media partnerships around cultural moments (i.e. award shows, sports, homecomings)
-IRL + URL experiential (i.e. Game Nights)

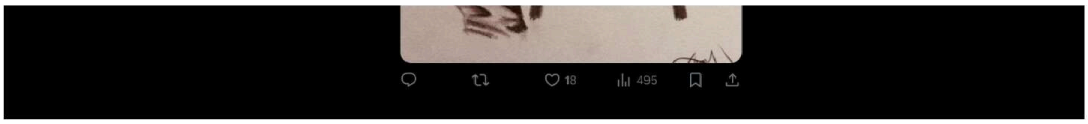
The following may be upsetting and uncomfortable to view, yet it illustrates the reality of the problems our customers face.

Everything you are about to see has been sourced within the last 30 days and has been seen by millions of people online.

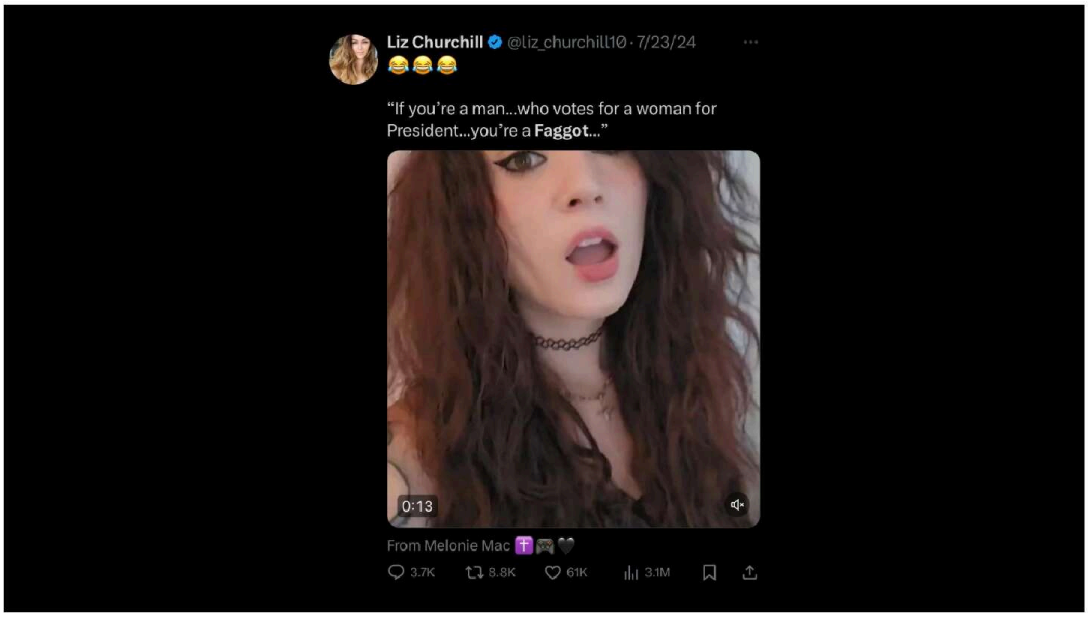
✠ John Vincent ✝
@Peepeepbirdy
Follow
Happy Halloween from my níğğęř-free neighborhood! 👻

Waffen 2.0 @22ndSSPanzer · 3d
Nothing more repulsive than a jew.
81
236
2.4K
32K

EugenePorknBeans @BbBumpkinz · 1d
Speak for yourself ñïggër!! My ancestors had a blast
AMERICA WAS NEVER GREAT


18
495

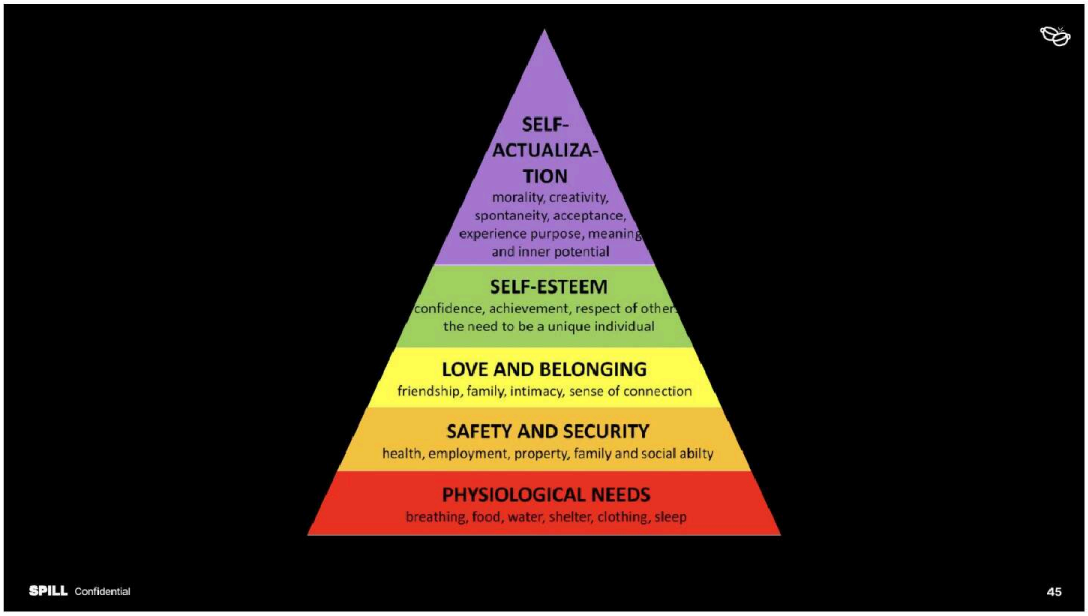
ANTUNES @Antunes1 · 12h
The electoral map if niggers didn't vote
Democrats
Republicans
0
538
270
114
238
4.9K
184K


Liz Churchill @liz_churchill10 · 7/23/24
"If you're a man...who votes for a woman for President...you're a Faggot..."
0:13
From Melonie Mac
3.7K
8.8K
61K
3.1M

karma @karma44921039 · 20h
How illegal immigrants are getting registered to vote.
@RealAlexJones
This needs a 100 million views. Congress needs to hold emergency hearings NOW!
Alex Jones @RealAlexJones · 22h
BREAKING: Investigators Have Found The Source of How Illegals Are Getting Registered To Vote

WAR ROOM
CITIZEN
25
578
674
4.1K

Ben B@dejo @BenTelAviv · 10/10/24
Before I started speaking up more about Israel on Twitter after 10/7, I had never been called "nigger" on this platform. Now it happens as much as five to ten times a day. To the antisemites out there: you are degenerates, the whole lot of you. Dregs of society, truly.
1.4K
2.5K
20K
355K


SELF-ACTUALIZA-TION
morality, creativity, spontaneity, acceptance, experience purpose, meaning and inner potential
SELF-ESTEEM
confidence, achievement, respect of other
the need to be a unique individual
LOVE AND BELONGING
friendship, family, intimacy, sense of connection
SAFETY AND SECURITY
health, employment, property, family and social abilty
PHYSIOLOGICAL NEEDS
breathing, food, water, shelter, clothing, sleep
SPILL Confidential
45