

Introducing the first and only Free Speech Browser & Search Engine



The User-centric Browser & Search Engine

The Problem

No media equality on the Web

Current search engines decide what results you see

Search any issue and **one side dominates!**



The Solution

User-centric Browser & Search Engine

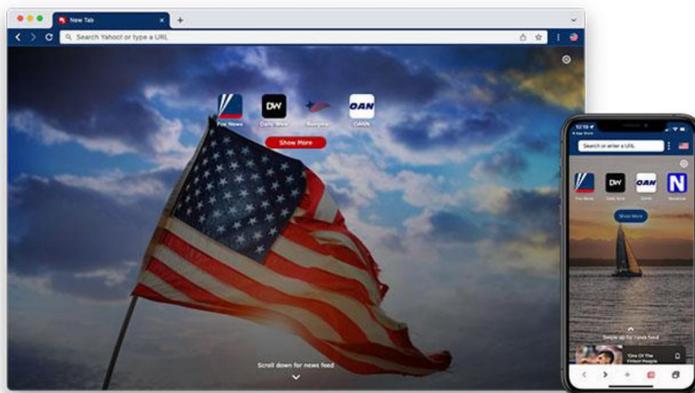
1. TUSK Browser

Available now

On mobile and desktop devices

Includes customizable news feed

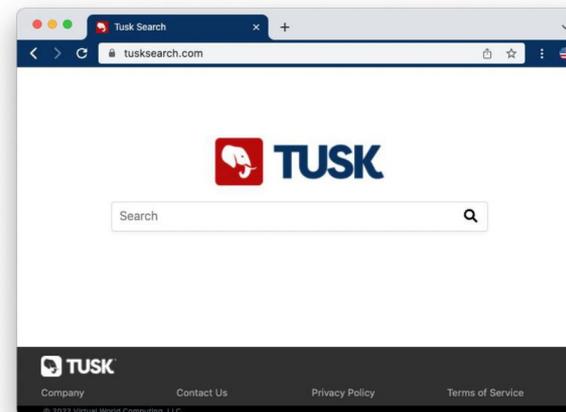
Easy links to media favorites



2. TUSK Search Engine

Customizable search engine with results that are free of bias

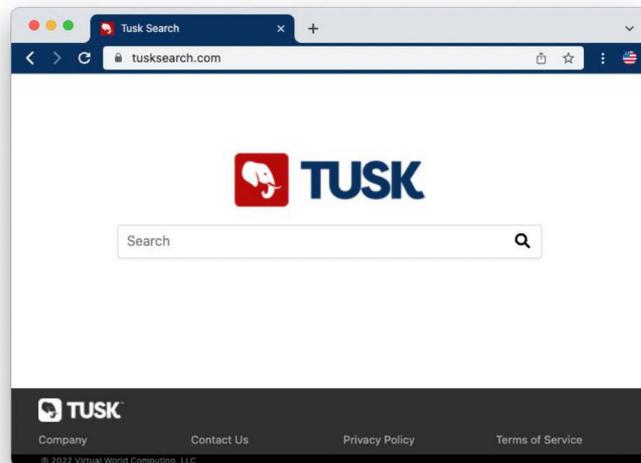
Prototype in development



TUSK Search Engine

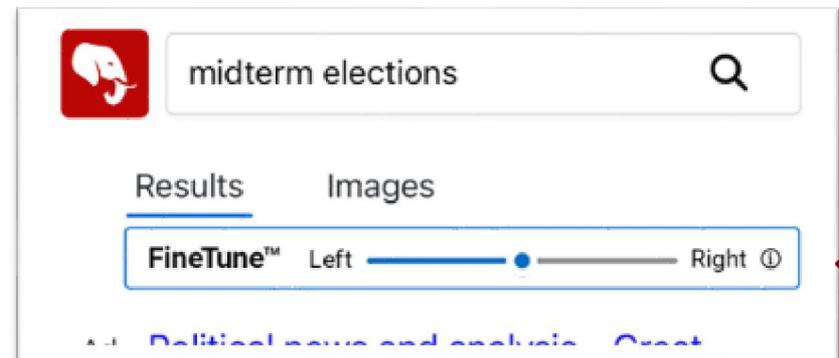
TUSK Search 1.0

Partnership with Yahoo/Bing
Monetized: 70% revenue split
Now available

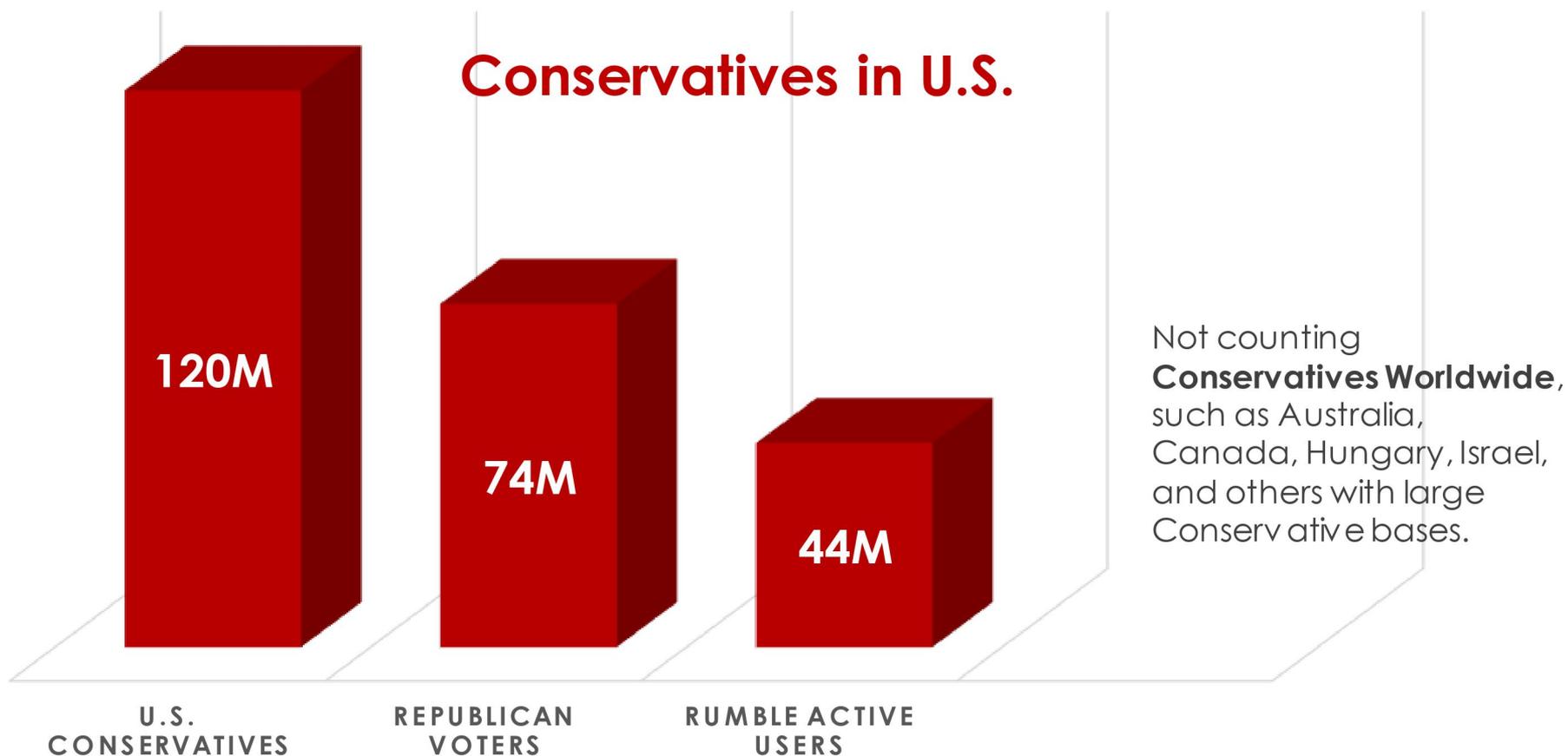


TUSK Search 2.0

Built from the ground up with independent index & algorithm to ensure unbiased results
Customizable for Conservatives, Moderates and all ideologies (prototype in development)



Market Size: 120M+ People in U.S.



Part of the new ecosystem of Free Speech Apps

Popular Apps

New Free Speech Apps

 YouTube



 **rumble**

 DuckDuckGo,



 **TUSK™**

Marketing Strategy & Endorsements

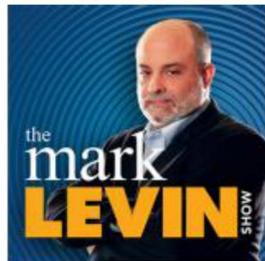
To capture the attention of Conservative groups:

Influencers, podcasts & press

Digital **ad campaigns** on social networks

Outreach to Lawmakers

Existing Endorsements and Press:



Mark Levin



Howie Carr



Tyrus



FOX News

Digital
Marketing



Roadmap

Completed:

Browser App

Custom News Feed

TUSK Search 1.0

Future Development:

Display Ads & VPN

Marketing

TUSK Search 2.0

Roadmap for TUSK

Browser App

★ Build app for mobile and desktop



News Feed

★ Build Customizable News Feed



TUSK Search 1.0

★ Partner with Yahoo! for remunerative revenue



We are here

Revenue Platform

★ DISPLAY ADS monetization
★ VPN option



Marketing

★ Go-to-market strategy includes ads, PR, social content and influencers



TUSK Search 2.0

★ Build independent search index & algorithm with add'l privacy features



Our Leadership with Startup Experience



Jeffrey C Bermant CEO & Co-Founder

With over 12 years' experience in software privacy, security, and VPN development, Jeff is building on a successful career in tech and real estate and investment with many successful exits and a combined investment of \$700M.

With the belief in free speech and individual liberty for all, we are on a mission to protect a free and open internet, starting with a web browser, news feed and search.



David Amaral Chief Technical Officer

David is acting product manager and with over 20 years in tech, has worked with Fortune 500 companies and launched a successful software development company.



Kevin B Chief Digital Officer

With more than 14 years of experience in direct online marketing, Kevin excels in providing KPI insights for Advertiser, Publisher, Agency, and Networks.



Larry Speck Director of Marketing

For over 26 years, Larry has a record of successful marketing campaigns, sales strategies, and brand development, with 12 years in global markets (China) and a startup background with a successful exit.

Strategic Advisors



Matt Schlapp

8 years as Chairman of the Conservative Political Action Coalition (CPAC)

Served as White House Political Director in the George W. Bush Administration



Mercedes Schlapp

Senior Fellow at the American Conservative Union Foundation and regularly hosts the online show *America UnCanceled* on CPAC NOW

Worked in The White House for two different presidential administrations in senior level positions



Scott W. Reed

Politico Magazine's top 50 operatives with "Ideas Changing Politics"

Campaign manager for Bob Dole's 1996 Presidential campaign



Alex Hinson

White House Liaison to the U.S Treasury Department and White House Liaison and Senior Advisor at the Export-Import Bank of the United States

Director of Corporate Sponsorship and Deputy Director of National Development for the Conservative Political Action Conference (CPAC)



Stanton Anderson

Held key senior positions in Republican Administrations

Served as chief legal officer of the US Chamber of Commerce



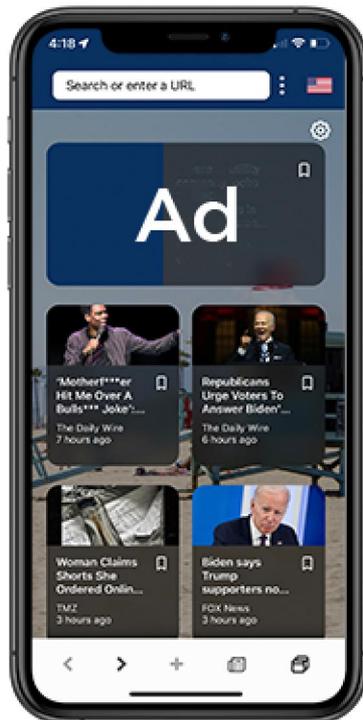
Ryan McGowan

Since 2016, holds top finance position at the American Conservative Union (ACU/CPAC)

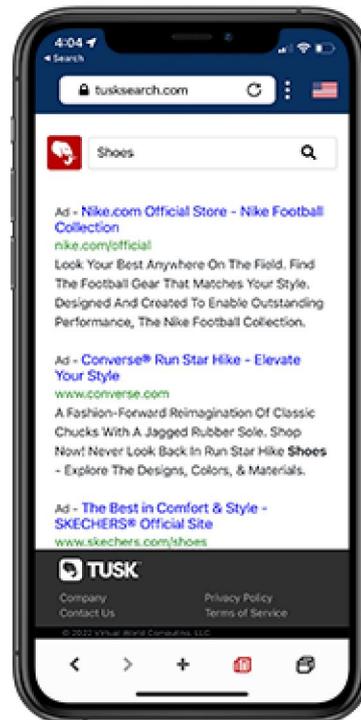
Experience in accounting and management consulting in the areas of IPO readiness, mergers and acquisitions, revenue recognition, and audit/attestation

Monetization Strategy

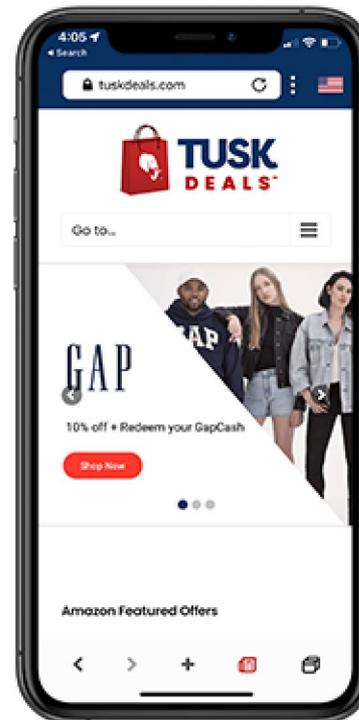
Display Ads



Search Ads



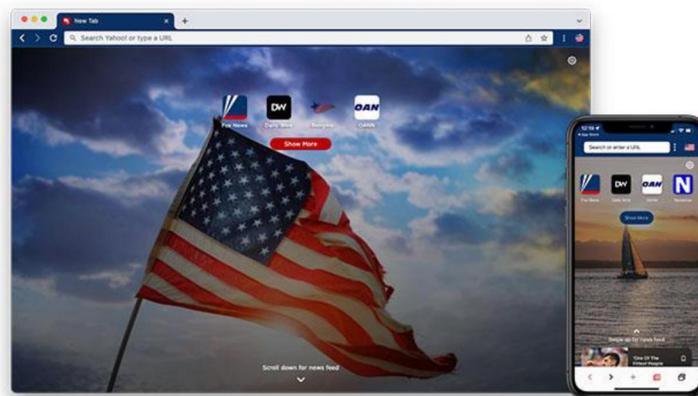
Affiliate Store



VPN



Built by Americans, for Americans



Invest in TUSK Now & Invest in Your Freedom!

Appendix

- ▶ Competition
- ▶ Traction
- ▶ Is Google too big to compete with?

TUSK Competition



	TUSK	Chrome	Safari	Firefox	Duck Duck Go	Brave	Freespoke
Search Engine	TUSK Search (User-centric)	Google (Left)	Google (Left)	Google (Left)	Duck Duck Go / Bing (Left)	Brave (Left)	Freespoke (censors part of Web) (Right)
News Feed	TUSK News Feed (User-centric)	Google News (Left)	None, Separate App (Left)	Pocket (Left)	None	Brave News Feed (Left)	Freespoke News Feed (Both sides)
Company Politics	Right	Left	Left	Left	Unknown	Unknown	Right

Traction

Since Launch in April

45,000+ installs* (thru Nov 2022)

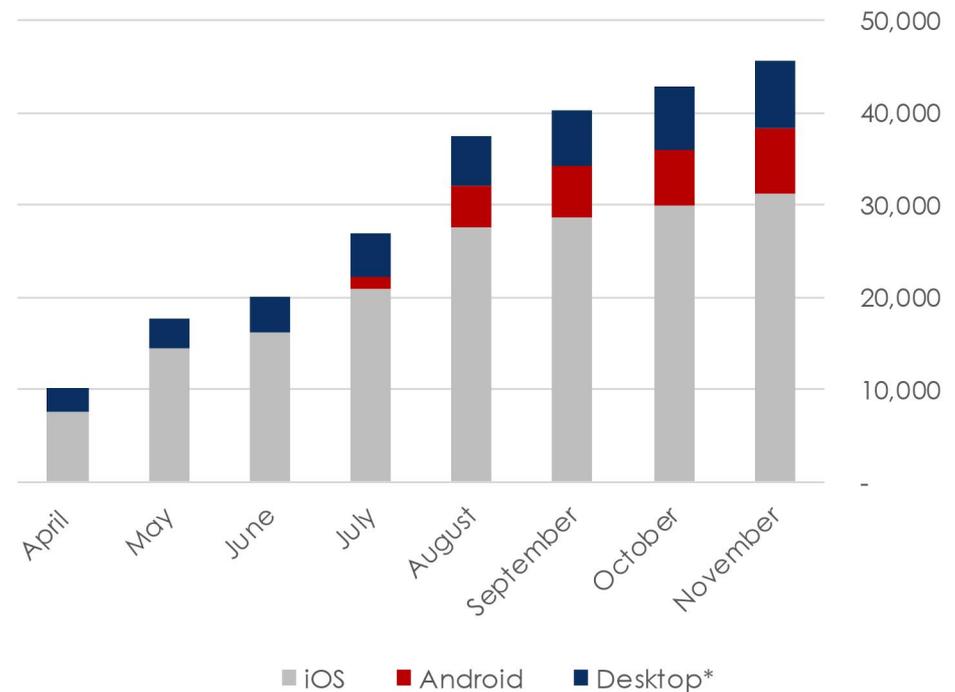
20% conversion rate
in App Store

28,877 MAU* (Nov 2022)

Engagement: 16.3 sessions
per user per day! (Nov 2022)

\$2.35 CAC
(Customer Acquisition Cost)

Total Installs by Platform in 2022



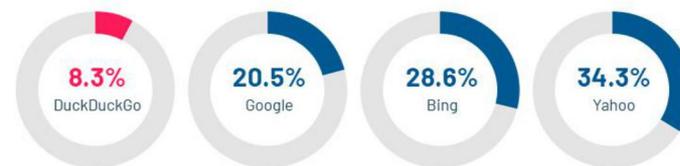
Is Google too big to compete with?

Case: DuckDuckGo

Roughly 80 million people use DuckDuckGo

DuckDuckGo holds 2.44% of the search market in the US, just behind Yahoo! at 3.02%

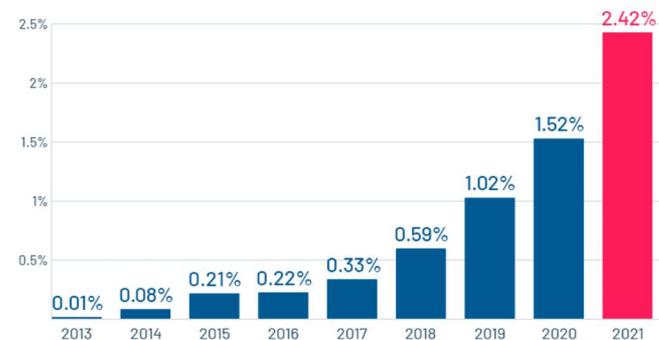
DuckDuckGo's Bounce Rate Compared to Other Search Engines



99 FIRMS.COM

Source: Alexa

DuckDuckGo's Mobile Market Share in the US Over a 9-Year Period



99 FIRMS.COM

Source: Backlinko