



Loop has over \$2,000,000 in sales and is backed by



Jason Calacanis



Gokul Rajaram

INVEST IN LOOP

We're Re-Uniting families by making memories easy to share & view. \$2M+ in sales

LEAD INVESTOR



Thomas Vorisek

I tend to invest in companies that are riding some technology wave for growth, and who have network effects for defensibility. The obvious wave Loop is riding is the trend towards privacy. The whole social market is getting disrupted and moving towards a privacy centric vision, creating a massive opportunity. I also like their focus. They are laser focused on family. But everyone has family! So the market is both narrow and huge. Lastly, this is photo sharing which has natural network effects. The team has proven they can execute, bringing a complex product to market and generating multi-million in revenue already.

Invested \$5,000 this round & \$10,000 previously

joinloop.com San Francisco CA

Highlights



- 1 📈 \$2M+ revenue to date.
- 2 📷 4 million photos and videos shared through the Loop app.
- 3 🦊 Backed by Silicon Valley's Elite: Jason Calacanis; former President of Pinterest; COO at Discord.
- 4 💰 Venture Backed: Resolute Ventures, Moai Capital, Wisdom, Launch Fund
- 5 🏆 CEO built a \$100M business at Maxim Integrated;
- 6 🧐 CTO was the engineering lead at Zynga's Words With Friends.

Our Team



Brian Gannon Founder & CEO

Built a \$100M business at Maxim Integrated. MBA from MIT. BS in Electrical Engineering, Stanford

I have young children and though I wanted to keep my family up to date with their lives, I didn't want to post pictures of them on Facebook and other social networks. We were relegated to using a text message chain which was OK, but there were some people on Android and some on iOS and most of the pictures got lost in the shuffle and some people were left 'out of the loop'. We studied the problem and discovered that it takes more than just an app to keep everyone in every age group connected. So we built Loop - a private photo sharing app and a magical digital frame that makes it super easy to share pictures and memories with your family safely and securely.



Sital Mistry Co-Founder

Prior to co-founding Loop, Sital was the software engineering lead for Zynga's hit product Words with Friends - one of the most popular mobile word game in history, leading iOS, Android and Web development teams. University of California Berkeley.

Pitch



Over \$2,000,000 in Lifetime Sales

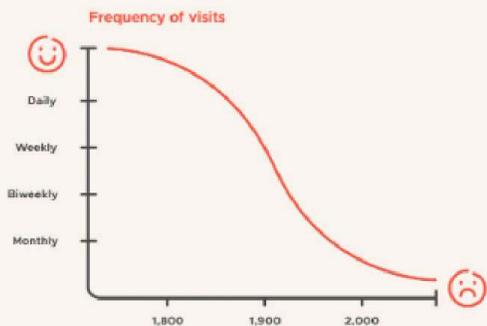
Backed by Silicon Valley's Elite with \$9,000,000+ in Funding

	 Jason Calacanis	
  Gokul Rajaram <small>Board member of Pinterest and Coinbase.</small>	  Liz Hamren <small>COO of Discord.</small>	  Steve Russell <small>Investor and board member of Ring Doorbell.</small>

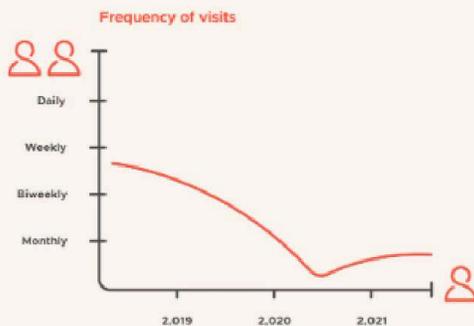
Americans Have Become More Isolated From Relatives



This trend has been happening since the start of the Industrial revolution and Modern era



Covid lockdowns have now accelerated this to many relatives never seeing each other



Tools have been created in an attempt to reconnect us



But families remain unable to effectively share memories



Privacy concerns around sharing

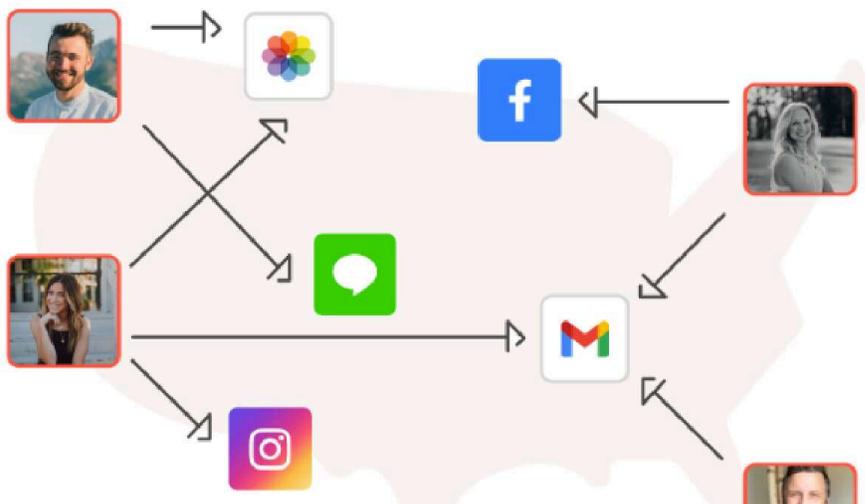


Not everyone in the family can easily use



Technology keeps changing

What most families end up with this





With A Lack of Privacy

The image shows a smartphone screen with three news headlines. The top headline reads 'Snapchat Says Third-Party Apps to Blame for Any Hack of User Photos' with a source of 'NBCNews'. The middle headline, which is the largest, reads '‘Every Parent’s Nightmare’: TikTok Is a Venue for Child Sexual Exploitation' with a source of 'The Wall Street Journal'. The bottom headline reads 'Your Instagram Photos Are Leaking' with a source of 'PCMag'. The phone's status bar at the top shows the time as 9:41 and signal strength indicators.

Our Mission to Reunite The American Family

We at Loop believe that shared memories are critical to reuniting the family

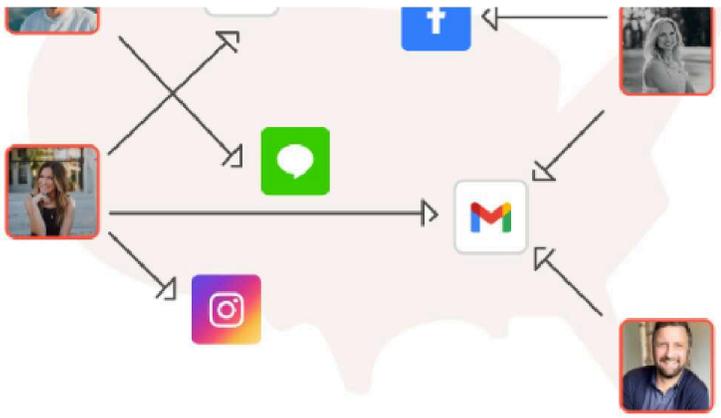
Our technology makes it easy to store and share memories with your family



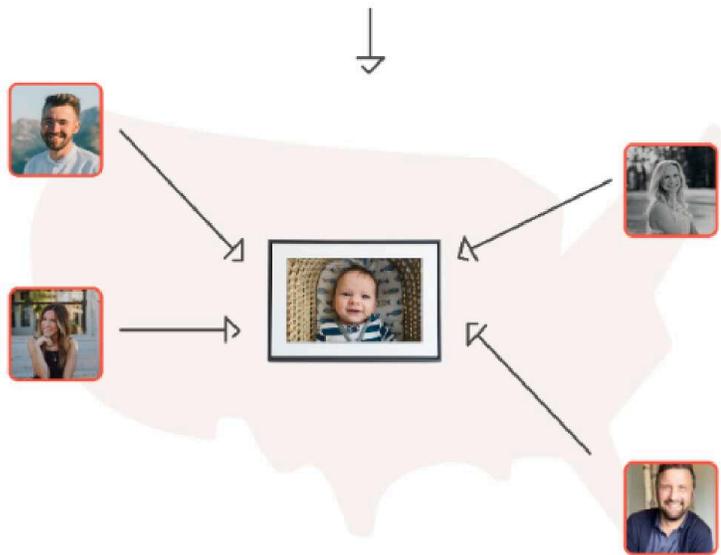
Turning your Family Memory Album

From This





To this totally private environment

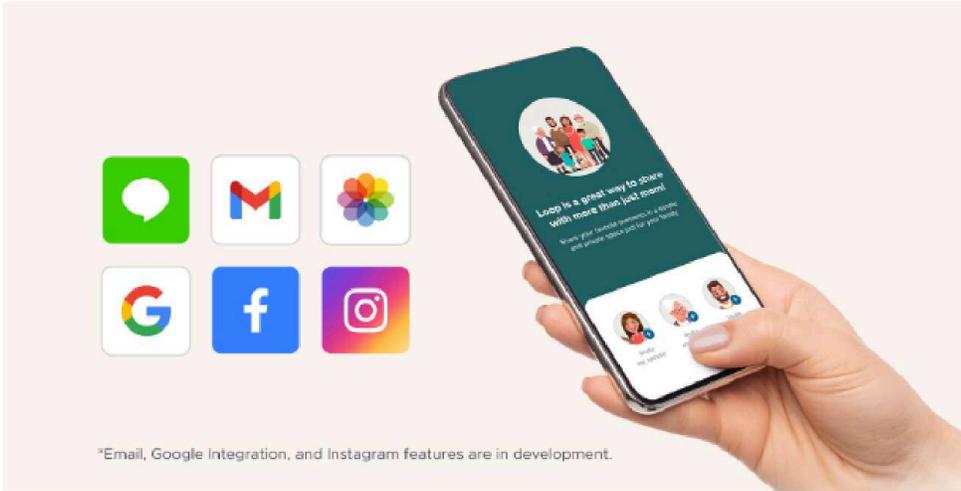


How it Works

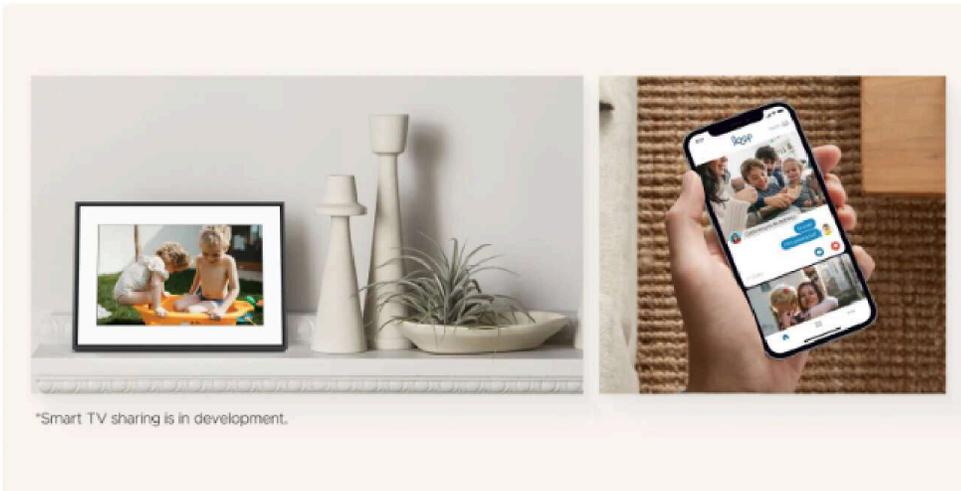
Step 1 Family members download app or install the loop frame.



Step 2 Family members beam photos, videos and other memories using their existing preferred method like texting.



Step 3 Photos and video memories appear across all family members digital frames, phones and other platforms like smart tv's*



TIME

- **Top 9 gadgets or CES**
- Loop is bringing modern tech to life in an old school way
- A gorgeous high-definition display, Loop connects to online photo services via Wi-Fi, streamlining your favorite pictures wherever you are.

Forbes

- **Loop makes a new argument for the connected home display**
- The Loop is bigger, more connected and does a lot more
- Loop looks like it was born in the right era

PCMAG.COM

- **This retro-looking personal display has a few modern surprises**
- The Loop is a softy, hi-def smart frame with a surprising amount of useful features, and it's easy to load up photos and video
- It's easy to send a photo to the Loop with a phone

TC TechCrunch

- **Loop is a bit like a hyper-personal social network aimed at keeping your parents and grandparents in the Loop**



M MOTHERLY

- **My parents miss their grandkids so much-so**



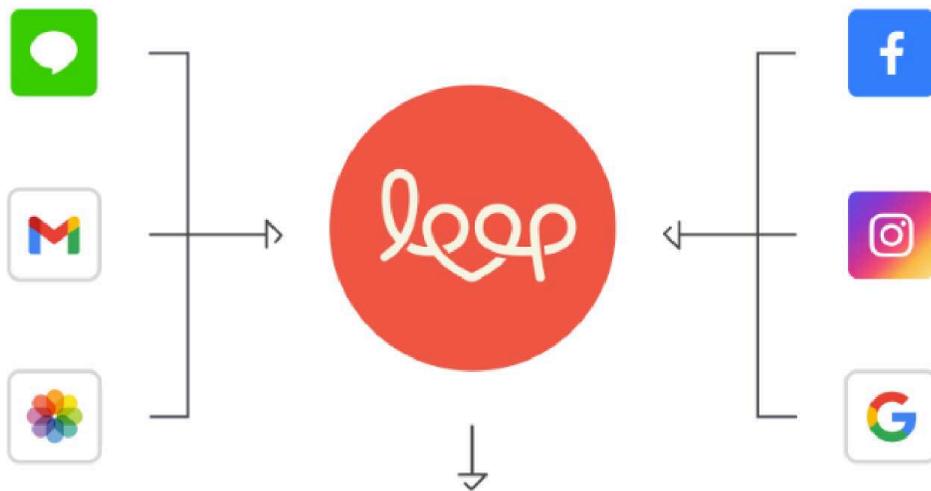
we gave social media a run for its money.
I knew it was right for our family.
* Those in-between moments that I might not want to share on social media?

Step 4 Photos and comments remain “in the family” and are guaranteed always 100% private or your money back.



Our Technology

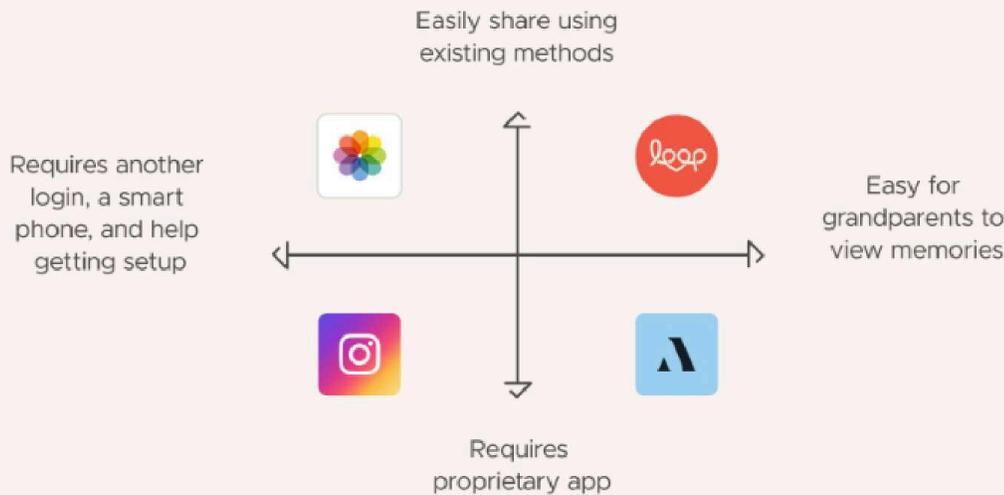
We've developed the easiest method for sharing memories privately by developing a platform that is able to accept photos and videos from multiple easy to use sources then display it across phones and devices.





It's the only solution that enables families to both share and view memories how they want to

A look at Loop in comparison to other services.



We're in the Memories Business

We sell digital frames to display memories and a subscription for storing memories.

DTC
50% GM

We sell the Loop frame for \$159 online "Direct to Consumer"

Subscription
90% GM

We offer customers \$3/month or \$30/year for online backup and to unlock features

We have over 35,000 Users



"Fantastic way to keep in touch"

"Absolutely fantastic way to keep in touch with family, especially grandkids, who live many miles away."

- Nanie & Papa



"Soooo easy!"

"This frame is ridiculously easy to set up and use, for the whole family!"

- Monika S.

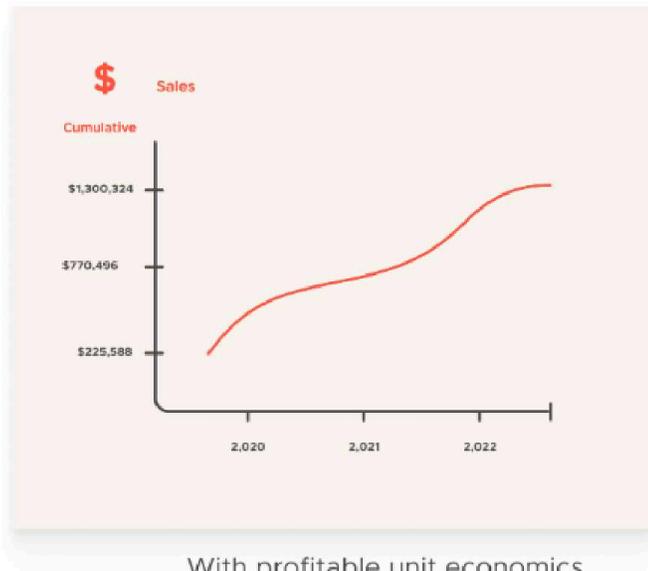


"We Love It!"

"We love the Loop for ourselves and for our parents."

- Dharma N.

Over \$2,000,000 in Lifetime Sales and Growing



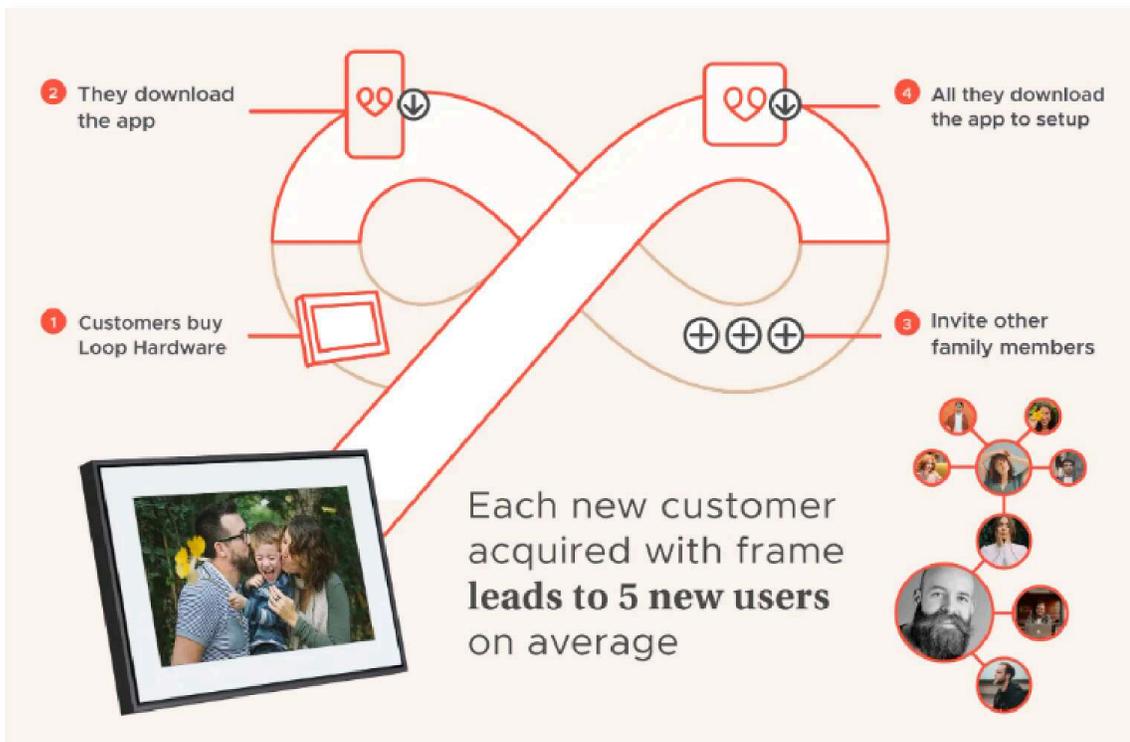
We generate \$5 in revenue for every \$1 spent

Contribution on average order

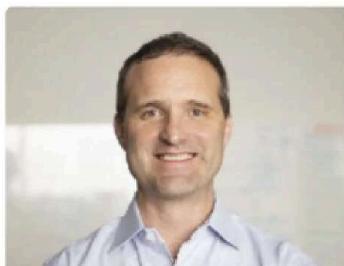
	Current	Long Term (+12mo)
Ave Order Value	\$221	300

Units/Order	1.4	2.0
Cost/Order	\$115	124
Gross Profit	\$106	176
CAC	\$45	40
Contribution Margin	\$61	136

**And the growth is naturally viral because
Loop is better with the whole family**



**Our passion for uniting families is because
We Created Loop for Our Families First**



Brian Gannon

CEO/Head of Business

Prior to co-founding Loop, Brian was



Sital Mistry

CTO/Head of Software Development

Prior to co-founding Loop, Sital was the

the General Manager of a \$100M product line at Maxim Integrated that developed advanced video processing technology. Brian holds an electrical Engineering BSEE degree and an MBA from Massachusetts Institute of Technology (MIT) Sloan. Trained in management consulting at the Boston Consulting Group.

software engineering lead for Zynga's hit product Words with Friends - one of the most popular mobile word game in history, leading iOS, Android and Web development teams. University of California Berkeley.

Our Mission To Reunite The American Family Has Inspired Some of the World's Most Elite Investors



Gokul Rajaram

Board of Director of Pinterest and Coinbase.

Gokul Rajaram is part of the Board of Directors and a member of its Nominating and Corporate Governance Committee of Pinterest. Gokul currently serves on the executive team at DoorDash, where he leads Cavalr, a premium food ordering service.



Liz Hamren

COO of Discord, Formerly CVP Xbox.

Liz Hamren joined Discord in 2021. She was Corporate Vice President, Xbox Product and Engineering at Microsoft, and Head of Global Marketing and Sales at Oculus VR.



Steve Russell

Early investor and board member of Ring Doorbell.

Steve is CEO and Founder of Prism Skylabs, the global leader in visually understanding and optimizing offline commerce. Prior to Prism Skylabs, Steve served as the CEO and Chairman of 3VR, the world's leading video intelligence company.



Tim Kendall

Former President of Pinterest.

Kendall is the former President of Pinterest, Facebook's former Director of Monetization, and is currently the CEO of an app called Moment, which helps people limit their screen time.



Paul Daugherty

CTO of Accenture.

Besides his CTO role, Paul is responsible for Accenture's technology strategy, and R&D in Accenture Labs and leveraging emerging technologies. Paul also served as chairman of the board of Avanade, the leading provider of Microsoft technology services.



Jason Calacanis

Angel investor, author, podcaster, and blogger who has made millions of dollars investing in groundbreaking startups.



Resolute is focused on finding extraordinary entrepreneurs and helping them succeed over the course of their career. Founders: Michael Hirshland & Raanan Bar-Cohen.



Moai Capital is a Silicon Valley seed capital firm, founded and managed by Brian Jacobs. We focus on entrepreneurs who are maniacally driven by a business opportunity.



Wisdom invest alongside their Limited Partners. They ensure their companies getting the best advice and counsel from mentors who already succeeded in building, operating, selling and acquiring companies. Their average venture fund underperforms the S&P 500 index.

This is just the beginning of our uniting families by making memories easy to share and view



Loop Devices

- Frame



Loop View Methods

- Mobile iPhone



Loop Services

- Memory Backup

- Smart TV
- Computer
- 3D Party Digital Frames
- In Car

- Physical Scrapbok By AI
- AI Photo Enhancement
- Physical Photo Albums
- Holiday and Special Ocassion Cards

Our 10-10-10 Plan

\$10/Month Per User

10 Million Users

Out of 123 million households in the US alone

10 Years From Now

Over \$1,000,000,000/year in Revenue



Join US and Other Elite Investors In Our Mission to Unite the American Family Once Again



Loop disclosure in compliance with Section 17-B of the Securities Act

Benzinga has been compensated by Loop. The rate paid by the issuer for this

content through Benzinga costs \$7,500 for Lead Generation Content.