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

RESOLUTE VENTURES

MOAI CAPITAL

WiSDOM

Jason Calacanis

Gokul Rajaram

INVEST IN **LOOP**

The easiest, most trusted way to connect families. 100% private family photo-sharing network

joinloop.com   San Francisco CA

Featured Investors

Investors include

Thomas Vorisek   Jason Calacanis   Resolute Ventures   Gokul Rajaram   Tim Kendall

Thomas Vorisek

Follow

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

Read More ⌄

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

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

RESOLUTE VENTURES

Jason Calacanis

MOAI CAPITAL

Pinterest

Gokul Rajaram
Board member of Pinterest and Coinbase.

Discord
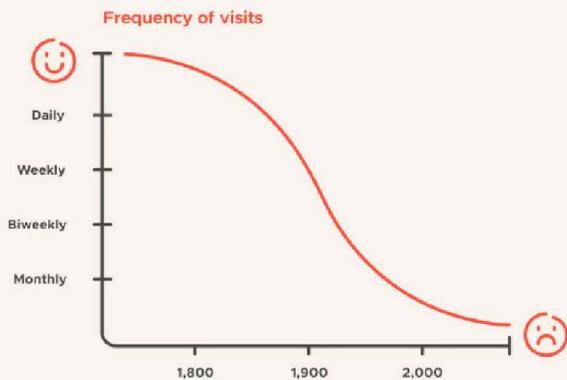
Liz Hamren
COO of Discord.

ring

Steve Russell
Investor and board member of Ring Doorbell.

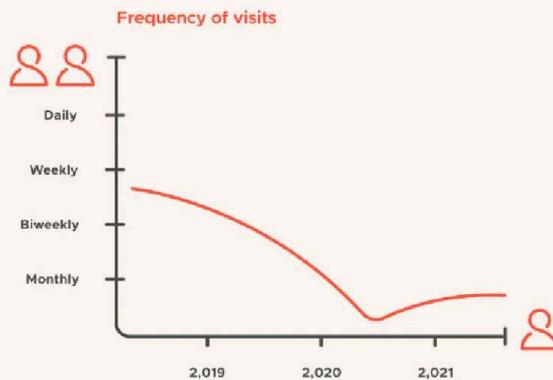## Americans Have Become More Isolated From Relatives

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

Frequency of visits

Daily
Weekly
Biweekly
Monthly

1,800   1,900   2,000

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

Frequency of visits

Daily
Weekly
Biweekly
Monthly

2,019   2,020   2,021

Tools have been created in an attempt to reconnect us

But families remain unable to effectively share memories
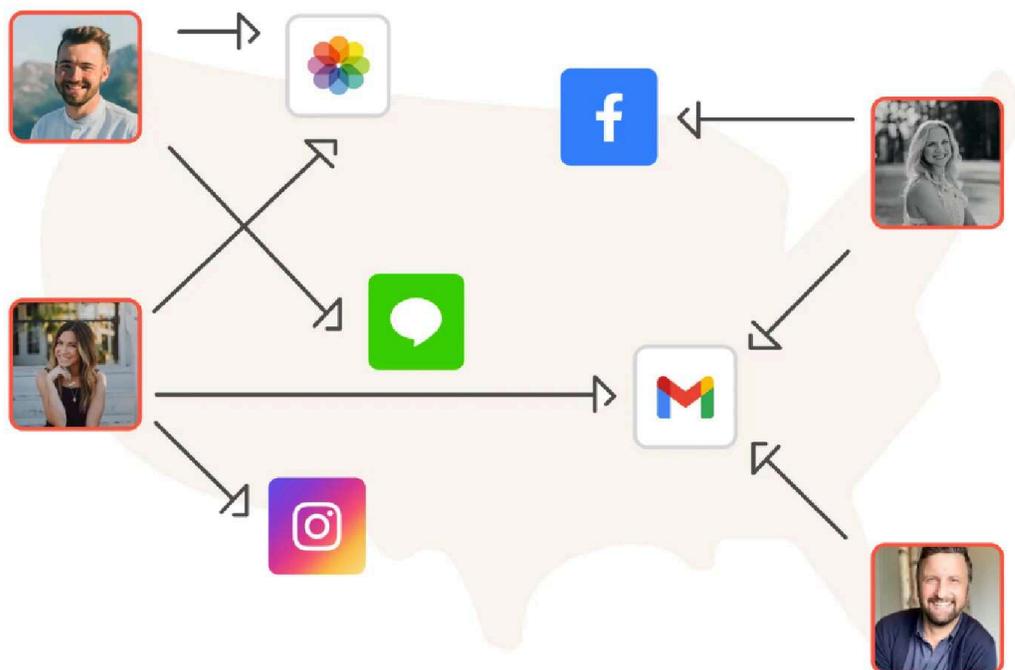
Privacy concerns around sharing

Not everyone in the family can easily use

Technology keeps changing

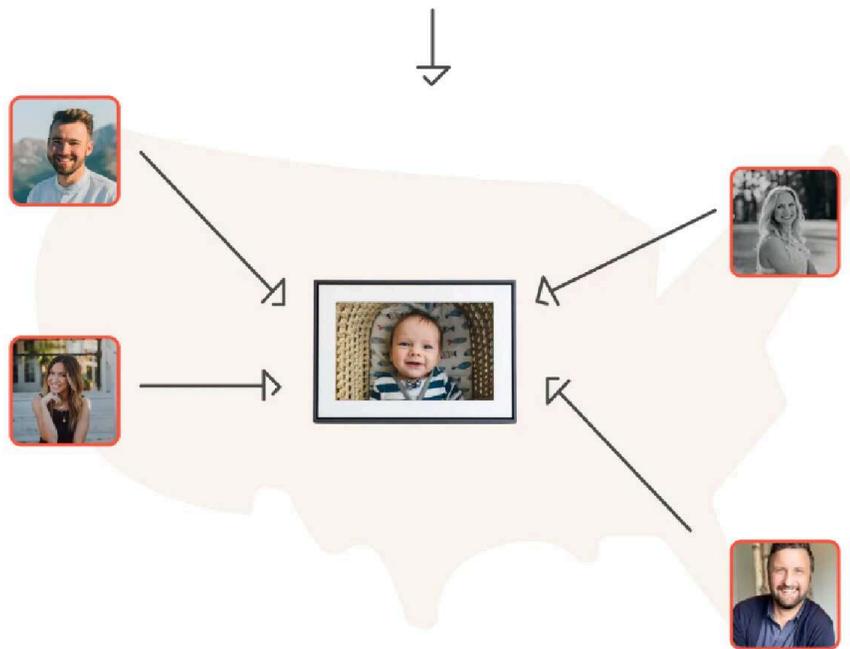# What most families end up with this

With A Lack of Privacy

THE WALL STREET JOURNAL

Snapchat Says Third-Party Apps to Blame for Any Hack of User

'Every Parent's Nightmare': TikTok Is a Venue for Child

Your Instagram Photos Are

Photos
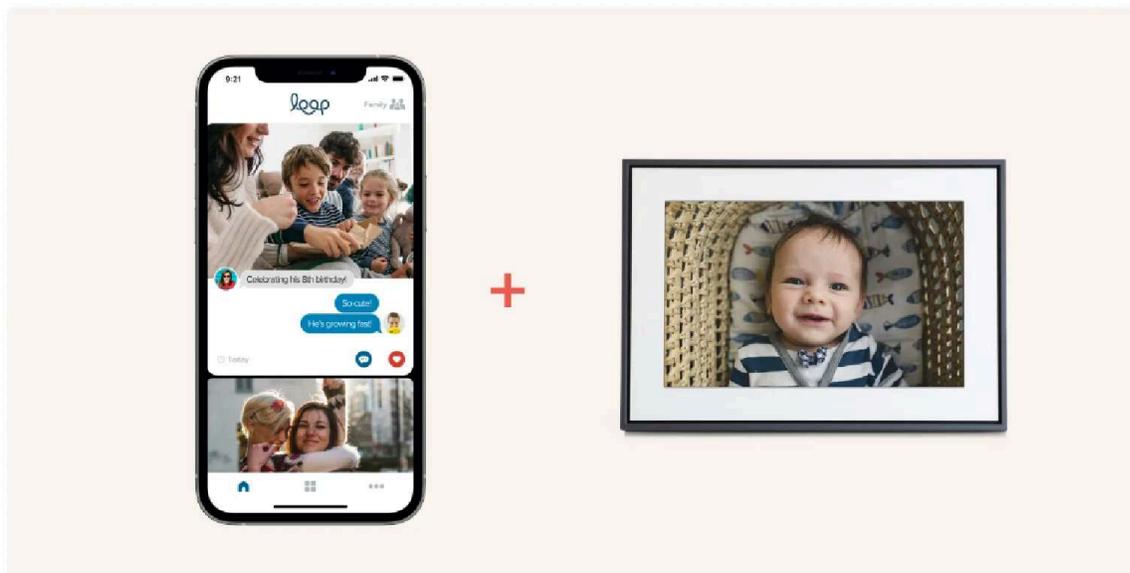
Source: NBCnews

Sexual Exploitation

Source: The Wall Street Journal

Leaking

Source: PCMag

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

loop

Turning your Family Memory Album

From This

To this totally private environment
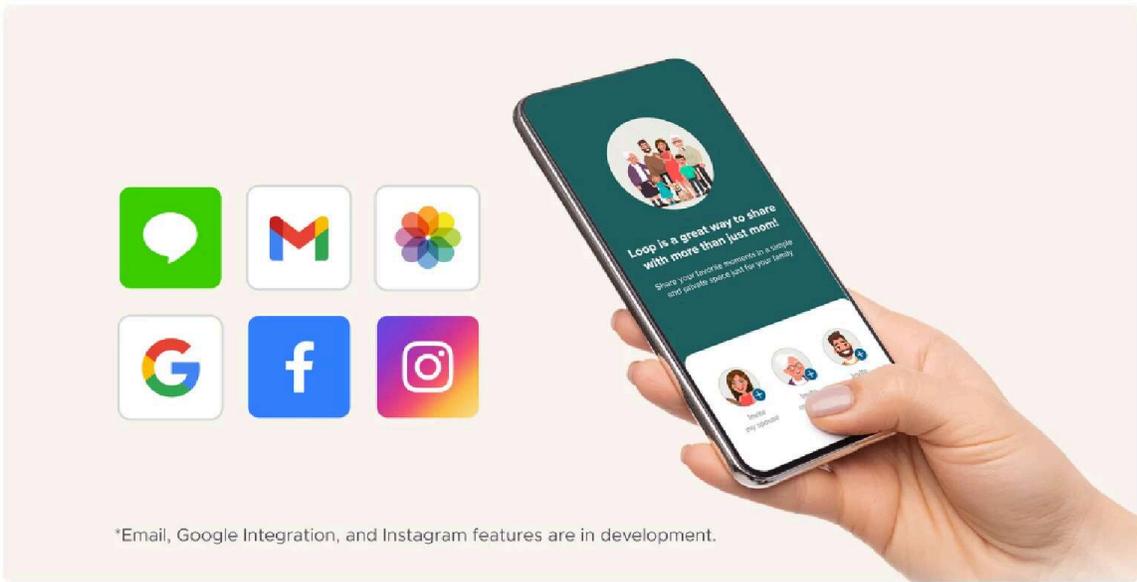

How it Works

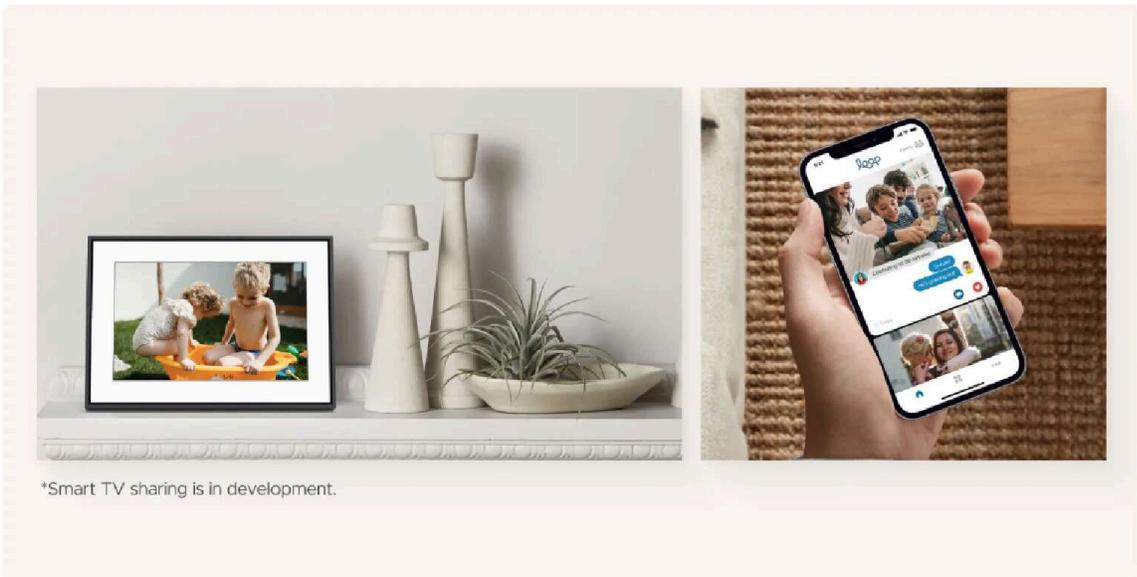**Step 1** Family members download app or install the loop frame.

Step 2 Family members beam photos, videos and other memories using their existing preferred method like texting.
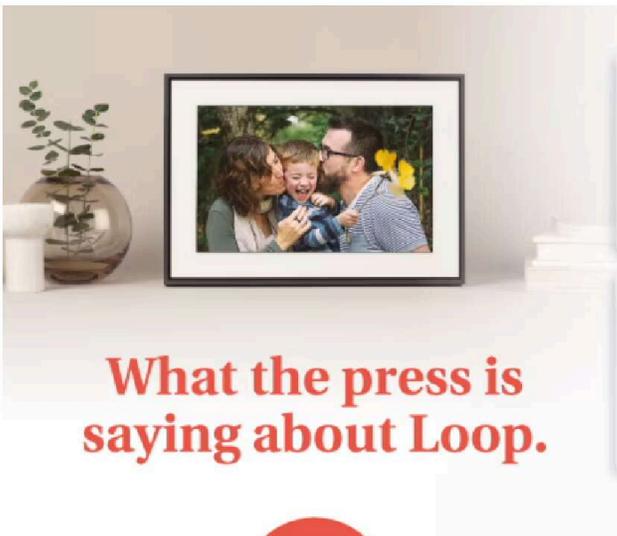
*Email, Google Integration, and Instagram features are in development.

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

*Smart TV sharing is in development.

What the press is saying about Loop.

TIME

- **Top 9 gadgets ar 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, streaming 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 spiffy, 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**
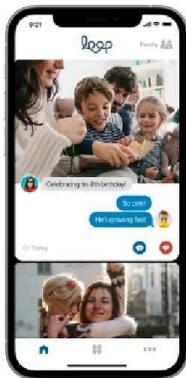
M MOTHERLY

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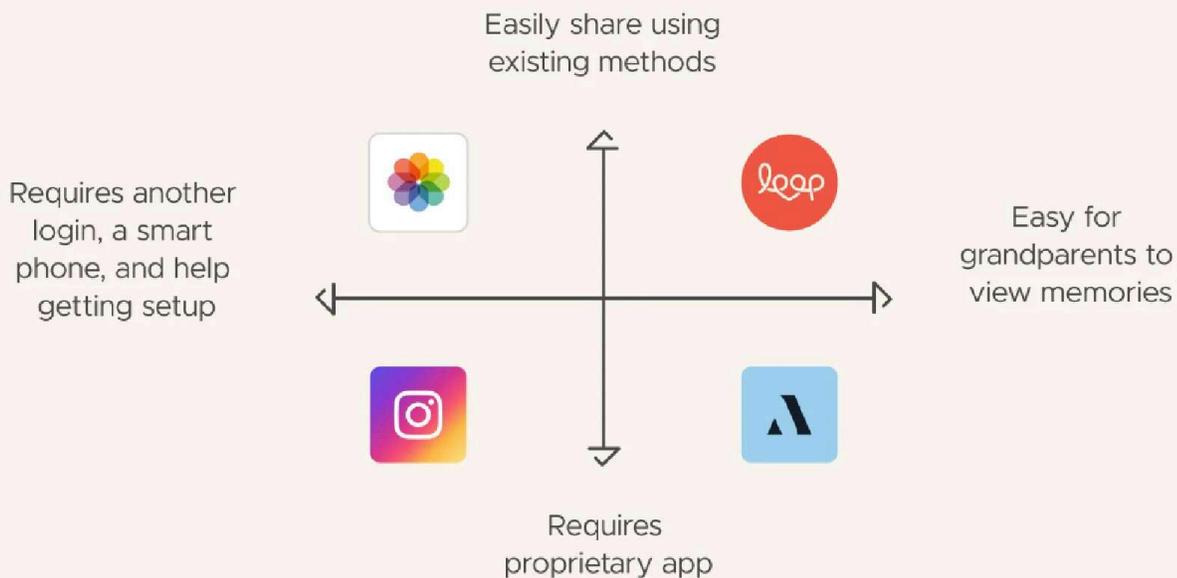

Our Technology

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.

Easily share using
existing methods

Requires another
login, a smart
phone, and help
getting setup

Easy for
grandparents to
view memories

Requires
proprietary app

We're in the Memories Business

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

subscription for storing memories.

DTC	Subscription
50% GM	**90% GM**
We sell the Loop frame for $159 online "Direct to Consumer"	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!"

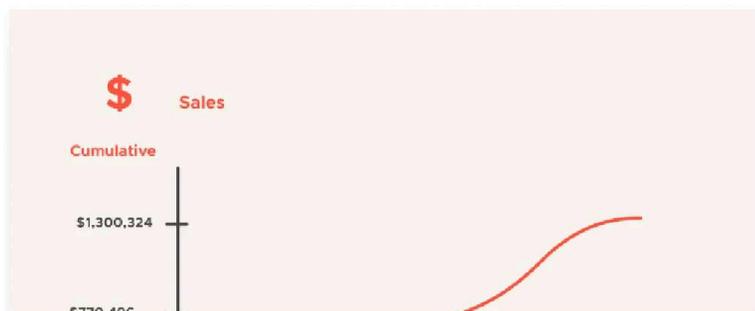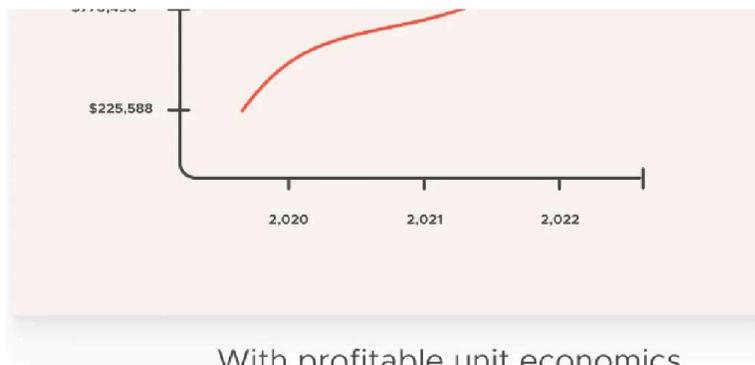"This frame is ridiculously easy to set up and use, for the whole family!

- 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

$ Sales

Cumulative

$1,300,324

$770,496

With profitable unit economics

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

2. They download the app

4. All they download the app to setup

1. Customers buy Loop Hardware

3. Invite other family members

Each new customer acquired with frame **leads to 5 new users** on average

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 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.

Sital Mistry

CTO/Head of Software Development

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.

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

 Pinterest

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

 Discord

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

 ring

Steve Russell
Early investor and board member of Ring Doorbell.

Steve is CEO and Founder of Prism Skylabs,

and Corporate Governance Committee of Pinterest. Gokul currently serves on the executive team at DoorDash, where he leads Caviar, a premium food ordering service.

Product and Engineering at Microsoft, and Head of Global Marketing and Sales at Oculus VR.

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.

Pinterest

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.

accenture

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 VENTURES

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

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.
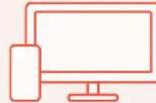
WISDOM

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

Loop Services

- Memory Backup
- Physical Scrapbok By AI
- AI Photo Enhacement
- Physical Photo Albums
- Holiday and Special Ocassion Cards

Our 10-10-10 Plan

$10/Month Per User

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