



NARRATIVE

<https://www.narrative.org>

Mission

Create the first true content economy

Replace corporate middlemen with an organized, member-run network

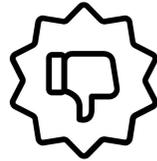


Today's Content Networks



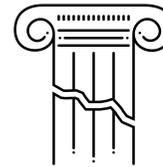
BROKEN TRUST

Privacy concerns,
fake news at all time high



NO QUALITY MEASUREMENT

No way to judge
the quality of content



NO STRUCTURE

Relevant content
can be hard to find



NO CONTROL

Algorithms dictate content;
No say in policies



MEAGER INCENTIVES AND REWARDS

Middlemen keep most of the revenue, treating producers and participants like cattle.



“A business that exploits its producers cannot be sustained, and that is precisely what is happening with Big Social.”

From the *Narrative Manifesto*



What Narrative Offers



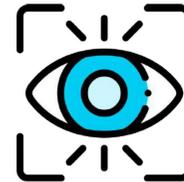
AUTONOMY

Respects privacy and free speech.



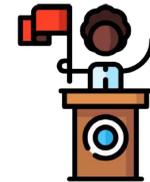
REPUTATION

Influence based on earned status.



TRANSPARENCY

Activities publicly logged, rewards managed on blockchain.



GOVERNANCE

Members rate/approve content, and elect leaders.



LOYALTY-INDUCING INCENTIVES AND REWARDS

85% of revenue is paid to the actual producers and participants in the content network. This aligns everyone's interests- the Company earns more only if the community as a whole does.



What is Narrative?

Narrative is **The World's Journal**, where all content is public, rated, organized, and easy to find.

Discover

Follow subjects (“niches”), people, and publications of interest to them.

Create

Post and promote content via journals, niches, and publications.

Reputation and Ratings

Members create consensus ratings to inform quality and age limits. Ratings and votes are weighted based on personal reputation.

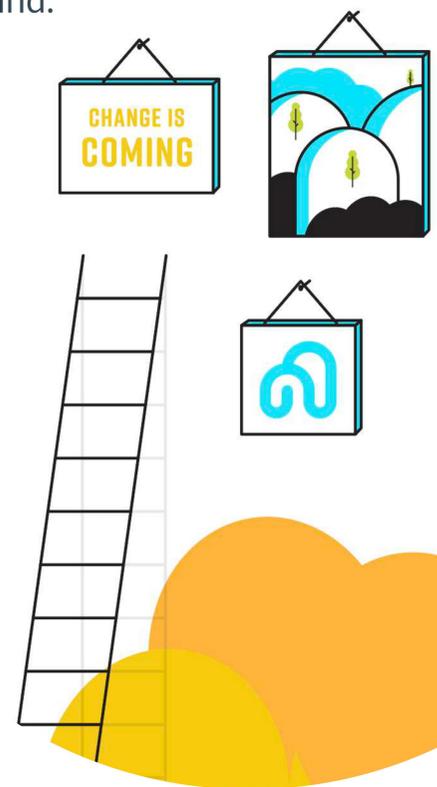
narrative.org

Earn

85% of revenue paid to members based on value they add to platform. Reward points redeemable in crypto (and, in future, USD).

Govern

Elected moderators, elected leaders.



Niches

Niches are unique subjects that serve as content funnels in the network.



Suggested and approved by the community.



Purchased via auction. Annual fees ensure that subjects have value.



Niche owners earn recurring rewards based on popularity of content.



The real estate of Narrative.
Owners incentivized to promote their subjects.
Content creators only earn rewards when they link posts to Niches.

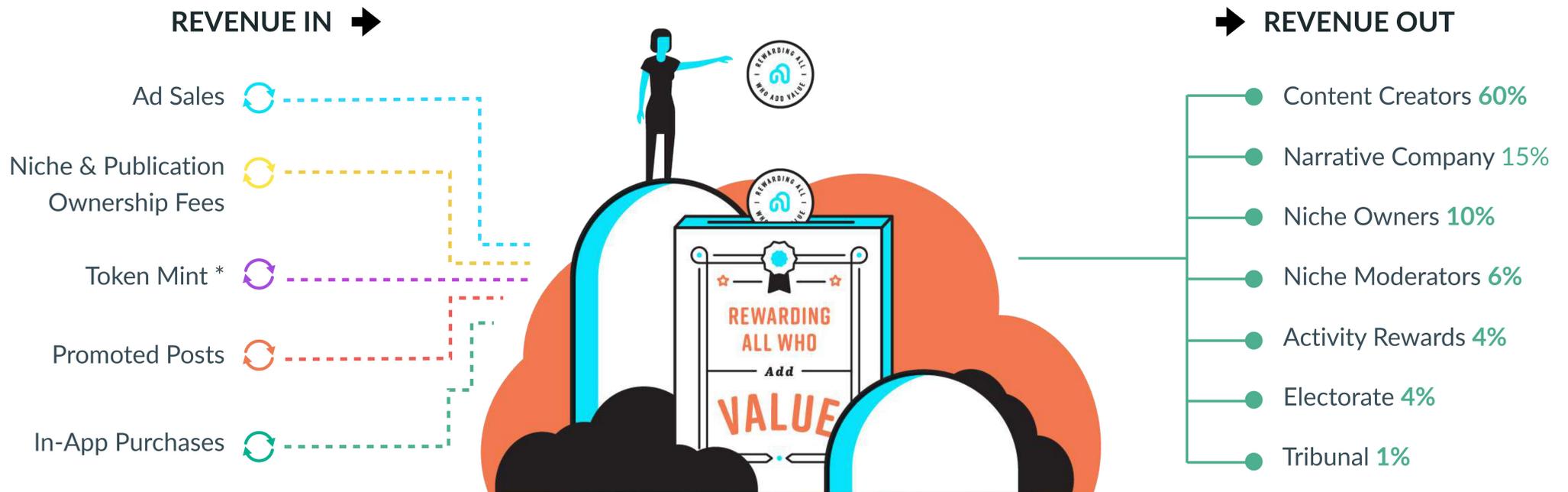


Comparing Current Models vs Narrative

	CURRENT MODEL	
Who sets content standards?	Middleman	People
How is content discovered?	Algorithms Push	People Follow
Who is the actual customer?	Advertisers	People
Who profits most?	Middleman	People

Business Model

Narrative creates a content economy, where all participants are rewarded for their contributions.

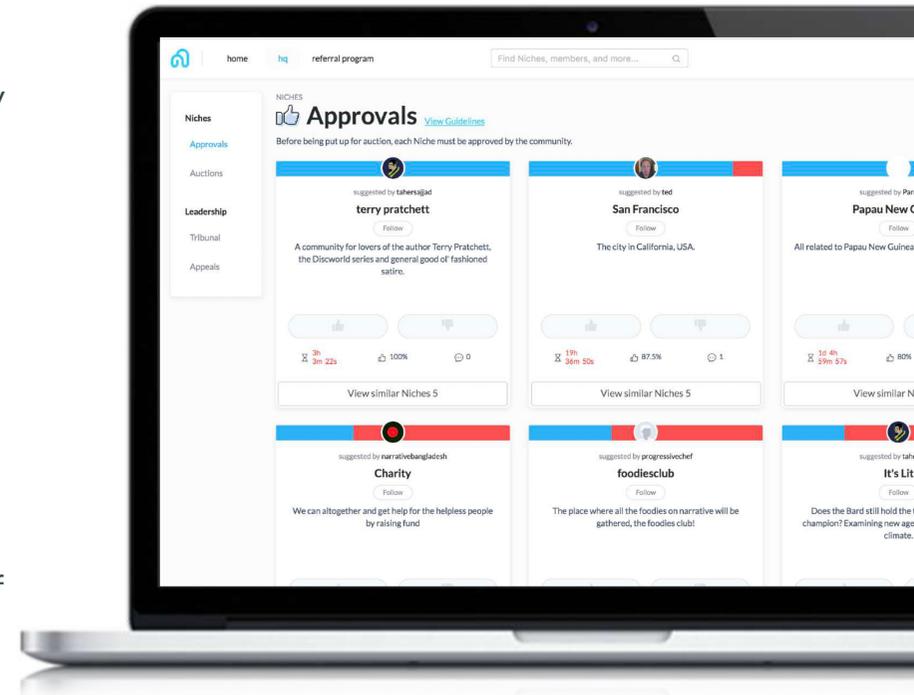


* Supplement rewards in first 15 years with token minting



Narrative Differentiators

- Self-governed and transparent; Tribunal has final say on appeals
- Monetization from day one (niche sales), with more revenue sources on the way (publications, ads, premium content)
- Leverages blockchain and crypto, yet completely accessible to non-crypto audience
- Content and age-appropriate ratings set by the community
- Elegant user interface; user experience priority
- Niche taxonomy drives discovery
- Built in brand ambassadors - participants incentivized to promote platform
- Reputation system increases impact of proven members and minimizes impact of bad actors.
- Rewards system pays out 85% of all revenue to members

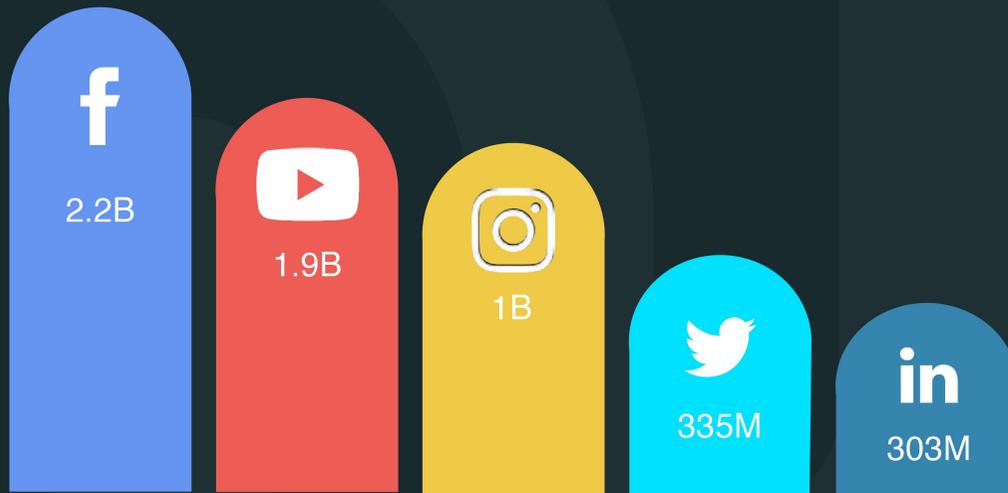


Market Validation

Strong demand for online content

“Big Social” Combined Monthly Average Users

5.7 Billion



Monthly active users

Adjacent Online Content Platform Usage/Adoption

Medium

1.4 billion minutes spent reading content on Medium

steemit

Market cap of \$257 million, 1 million users



WORDPRESS

76.5 million WordPress blogs

reddit

1 million+ Subreddits



Huge Market Opportunity

3.2B

Projected Social Media Users
Worldwide in 2021

\$8.6B

Digital Publishing
Revenue US 2021

\$393B

Digital Ad Spending
Worldwide In 2021



What Others Are Saying

“ Another example of how blockchain is reinventing business and changing the world. - **The Huffington Post**

“ Users see more positive, accurate content, and less negative, "bad egg" content by keeping these at the bottom of the feed. - **Inc.**

“ Narrative hopes to solve the challenge that social networks are currently struggling with: blocking harmful content while still allowing for user input and user freedom. - **Hypepotamus**



Malcolm
Niche Owner

“ It's incredibly exciting to have a stake in the early days of such a promising, needed project.

Niches owned: Non-Profit, Politics, Spirituality, US Politics, Vegetarian, Vegan, Gluten-Free Recipes



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Erik
Niche Owner

“ I don't often leap headfirst into new ideas. Early adoption into something designed to benefit everyone involved just felt right.

Niches owned: Vanlife and Portland



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Bryan
Niche Owner

“ This must be what it feels like to be in on the ground floor of a big idea before history catches up and recognizes just how big.

Niches owned: New Parish, RPG



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Emily
Niche Owner

“ I love the idea of being on a platform that actually rewards people financially for their efforts.

Niches owned: Content Entrepreneur, Equality, Photography Lessons, The Interview, Vintage Style



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Market Adoption

TARGET: 500,000 Users Within Three Years of Launch

3 Acquisition Channels

Built in Viral Loop



Organic
40%

Built in ambassadors, shareable content
Focus on SEO, owned, and earned media
Blog importing for seamless onboarding



Referrals
30%

Member-get-member program
Early Success: 42% of signups at 10 cents CPA

Paid Marketing
30%

Digital Advertising, Influencer Marketing, Guerrilla Marketing,
Industry and Community Events
Early Success: Digital Advertising drove 24% of signups
at \$7 CPA (70% lower than media industry ave. of \$24.)



Early Traction

Since Beta soft-launch in April 2019*



8,600 Registered Members

Without paid marketing



11,000 Posts

59% average monthly growth



1,000 Niches Purchased at Auction

Minimum annual fee: \$75

We've had no budget for paid marketing during the Beta. Funding will help us implement our marketing strategy.

*As of August 2019



Seasoned Management Team



TED O'NEILL

CEO (Products)

Pioneer in UI design and development, originator of BBCode, viral marketing innovator. Founder of Social Strata, responsible for development of a series of category-leading community platforms since 1998.



ROSEMARY O'NEILL

CEO (Marketing, Biz Dev)

Co-Founder of Social Strata, 20+ years of leadership in the online community space as an entrepreneur, writer, and speaker. Recognized as an innovator and a woman to watch in crypto.



BRIAN LENZ

CTO

Proven software engineer and architect with 17+ years of experience overseeing all aspects of SaaS technology provisioning. Developer for the City of Zion.



MOLLY O'NEILL

COO

Award-winning tech executive with 25 years experience. Recognized writer and presenter for print, radio and online media. Regulatory expert testifying multiple times before US Congress. Former CIO of the EPA.



Roadmap

Fall 2019

- Publications (paid channels in Narrative)
- Niche Moderator Elections
- Notification Enhancements
- Support For Member-to-Member Tipping

Winter 2020

- Launch Paid Marketing Campaigns
- Referral Program
- Tribunal Elections

Spring/ Summer 2020

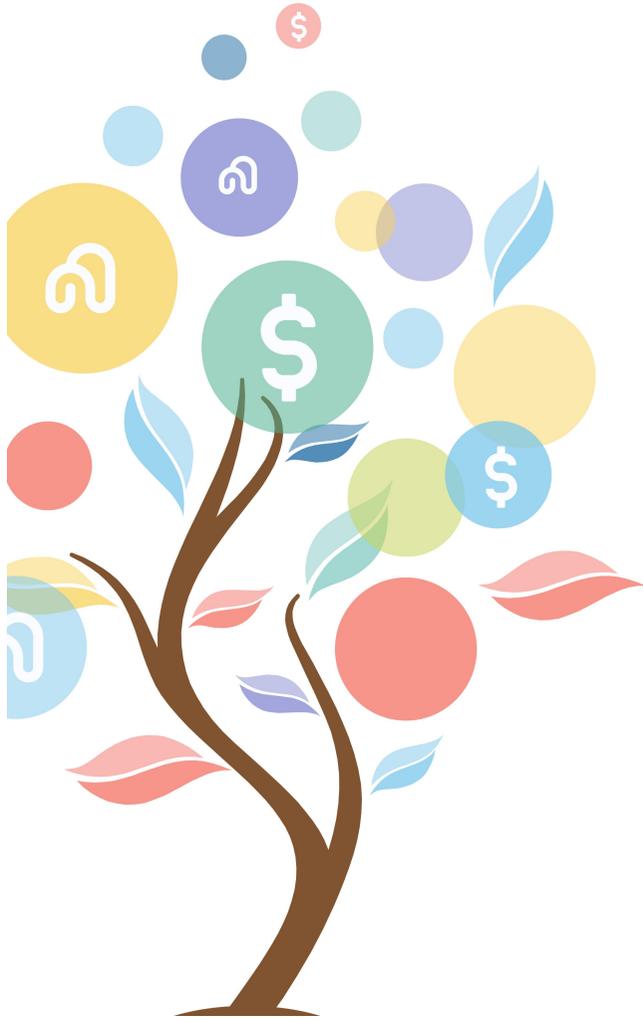
- AUP Review Queue
- Mobile Apps
- Support For Premium Content For Publications

Fall/Winter 2020-2021

- Launch Advertising



Financial



COMMITMENT

\$1 million



PURPOSE

Fund marketing efforts and overall operations for the next year.



WHY NARRATIVE?

Innovative plan for reshaping the online content market.

Proven leadership team.

Product in market and under active development.

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