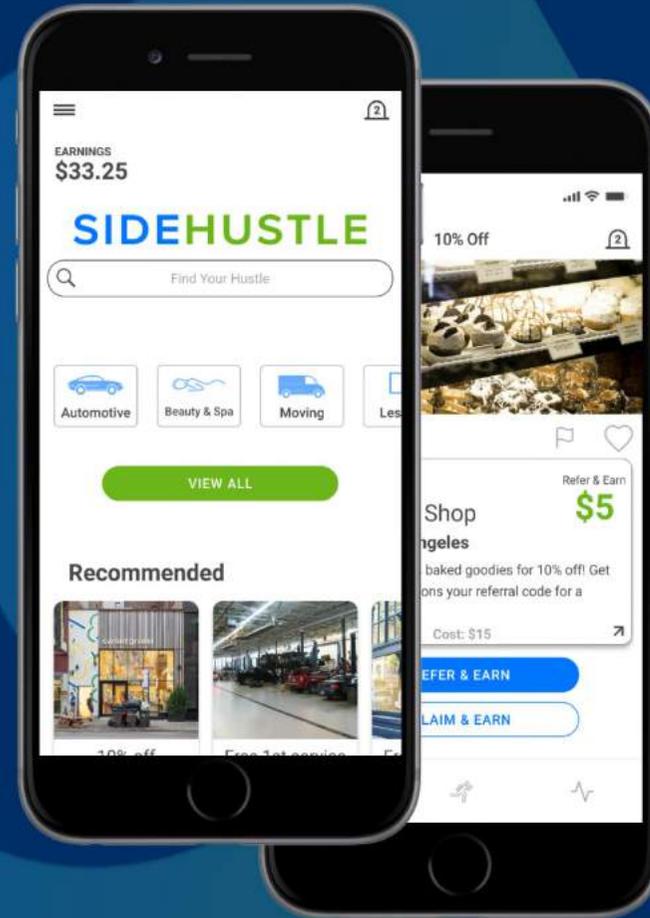




**SIDEHUSTLE**



**The Buy-Sell-Refer Marketplace**

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# WHY WAS SIDEHUSTLE APP CREATED?

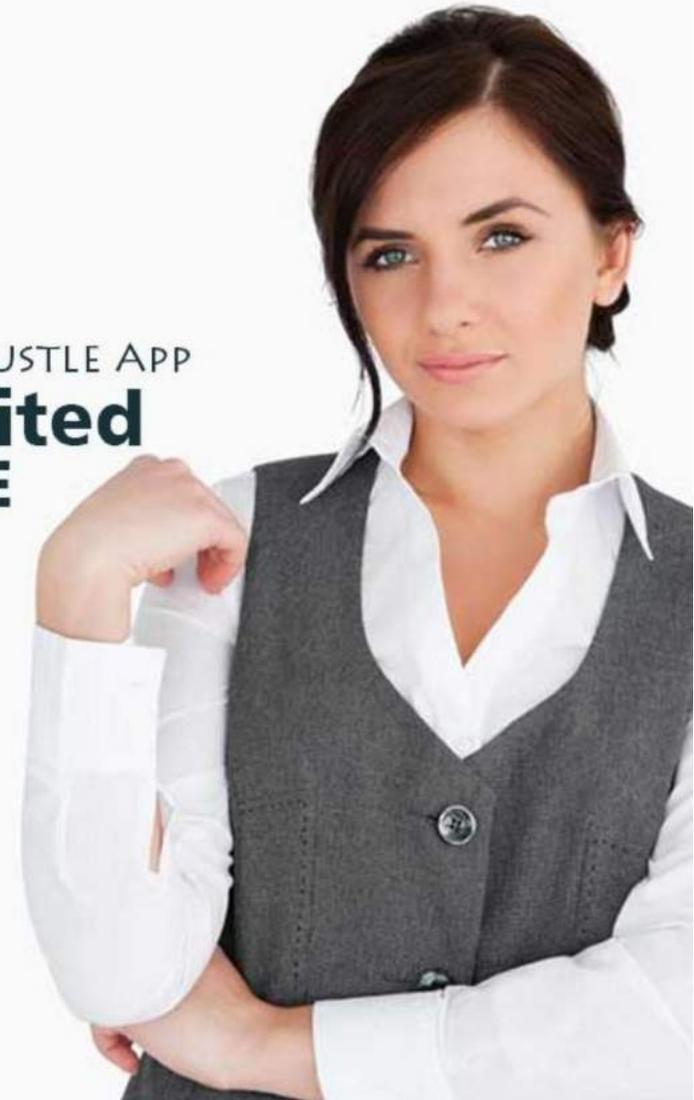
Buyers are not receiving a monetary reward for producing word-of-mouth leads – the best form of advertising.

Customary advertising channels have no level of certainty and have become too expensive.

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DOWNLOAD THE SIDEHUSTLE APP  
AND GET **Unlimited  
Leads for FREE**



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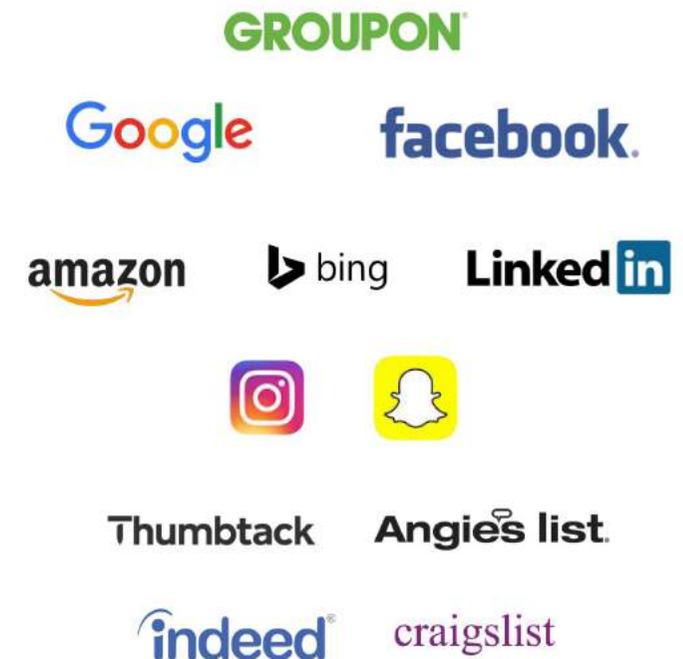
# COMPANY MISSION

To create a seamless marketplace where buyers can monetize their word of mouth referrals and where businesses reward buyers **AFTER** their **WORD OF MOUTH** results in a sale.

# THE PROBLEM

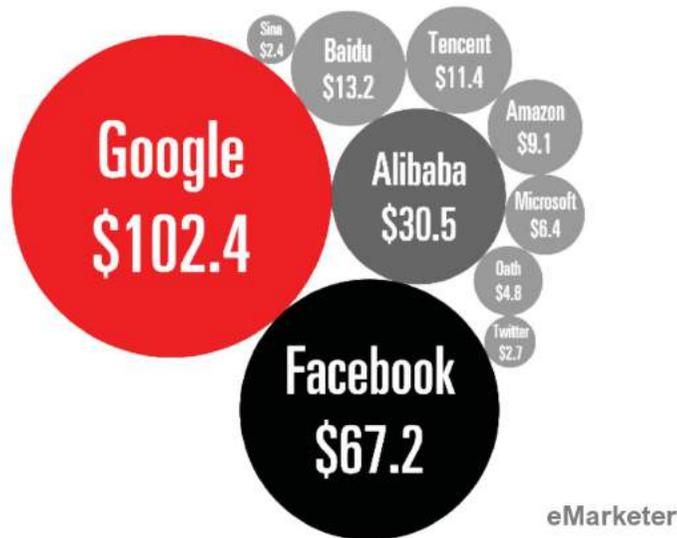
## Digital advertising has become too expensive and inefficient for local businesses

- Large companies with the deepest pockets shut out local businesses
- Companies cannot track ROI



# THE OPPORTUNITY

Worldwide businesses already spend  
\$333B/year on digital ads



60% served by  
Google, Facebook and Alibaba

**22M** Americans already spend  
**\$58B/year** for on-demand  
products and services  
**46%** have annual household  
incomes < \$50,000

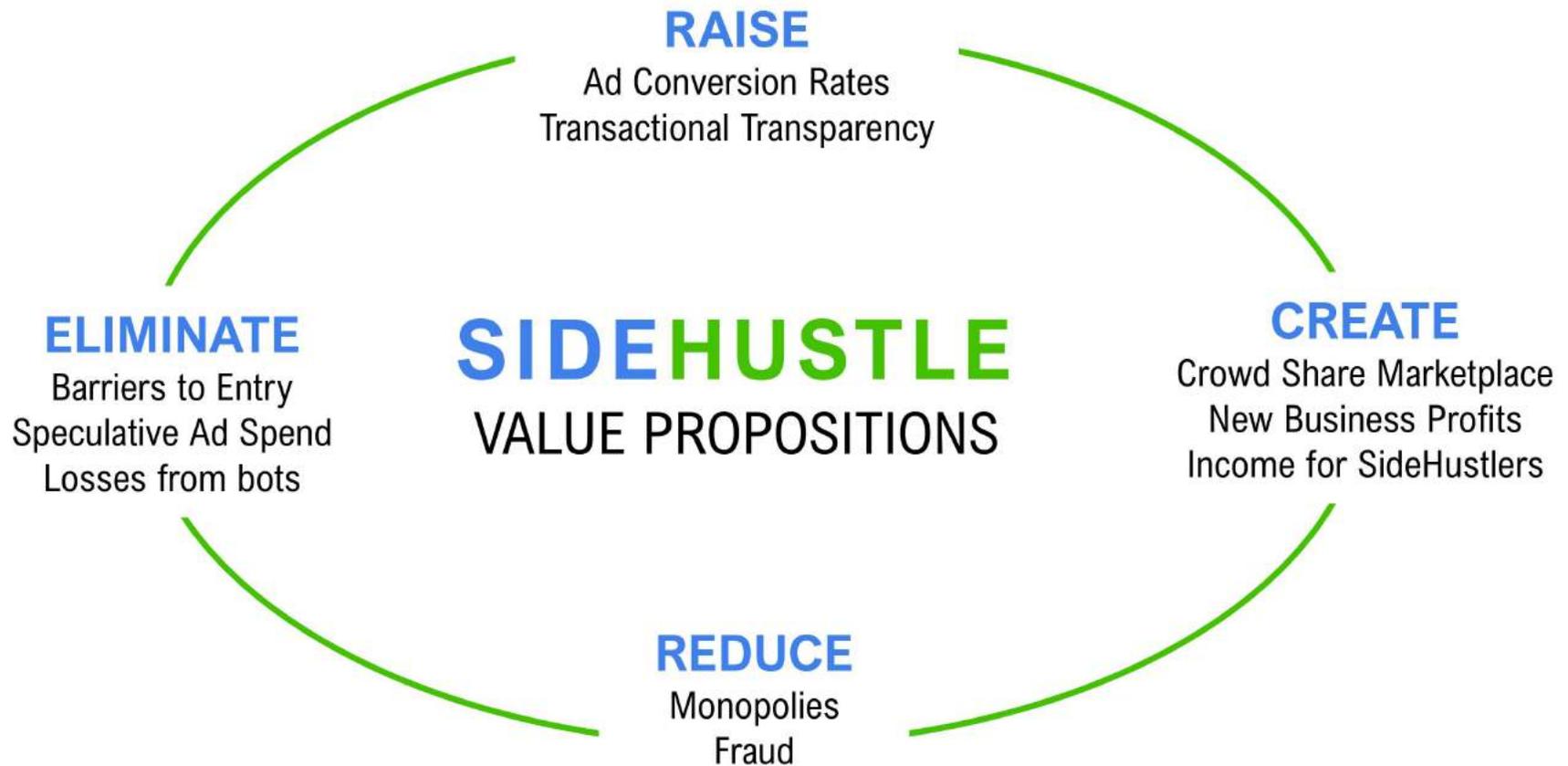
Medium

*Huge, disruptive opportunity for  
advertising alternatives that connect  
businesses to consumers with  
reduced cost and risk*

SIDEHUSTLE USERS CAN:  
LAUNCH A BUSINESS,  
SCALE A BUSINESS,  
AND GET TARGETED LEADS  
WITH \$0 DIGITAL AD SPEND.

BUYERS MAKE ADDITIONAL INCOME AND IMPROVE QUALITY  
OF LIFE BUYERS INCREASE SOCIAL WORTH

# THE SOLUTION



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# HOW IS SIDEHUSTLE MONETIZED?

1. Fee charged for enhanced placements of deals within ad categories and app.
2. Affiliate marketing opportunity in Partner Offers section of the app.
3. SideHustle keeps a small % of the deal fee.

# WHY SHOULD YOU INVEST IN SIDEHUSTLE

**266K**

**downloads to date**

Alpha rel. May 28, 2019

Beta rel. January 2020

**Includes 23K businesses**

**55K**

**deals referred**

30% user-to-user  
engagement ratio

**97%**

**organic installs**

user invite-driven  
acquisition

# FINANCIALS

Gust Valuations

## SideHustle Cap Table

	Company Valuation			
	Total Value (\$)	Per Share (\$)	# of Shares	% of Total
<b>Pre-Series A</b>				
Valuation Cap	\$3,000,000	\$0.25	12,000,000	100.0%
New Equity Raised	\$0	\$0.00	-	0.0%
<b>Post-Money Valuation</b>	<b>\$3,000,000</b>	<b>\$0.00</b>	<b>12,000,000</b>	<b>100.0%</b>

	Company Ownership Cap Table			
	Capital (\$)	Common Shares	Total Shares	% Ownership
<b>Shareholders</b>				
Founders	\$225,000	10,000,000	10,000,000	83.3%
Employee's	\$0	100,000	100,000	0.8%
Not Issued	\$0	1,900,000	1,900,000	15.8%
[Investor Name]	\$0	-	-	0.0%
[Investor Name]	\$0	-	-	0.0%
[Investor Name]	\$0	-	-	0.0%
<b>Total</b>	<b>\$225,000</b>	<b>12,000,000</b>	<b>12,000,000</b>	<b>100.0%</b>

SideHustle Capitalization-Table. E&OE

# MEET THE TEAM



**Alex Kabir**  
CEO & Founder

- Entrepreneur, executive
- Previously CEO at:
  - Omni Integration
  - Premier Insurance Svcs (Successful Exit)



**Shawn Usmani**  
CTO & Co-Founder

- FinTech expert
- System architect
- Mobile/cloud integration
- Transaction security
- Blockchain



**Tom Seidel**  
Dir. Marketing &  
Co-Founder

- Market strategy
- Social media ads
- Content creation
- Online campaigns
- App analytics



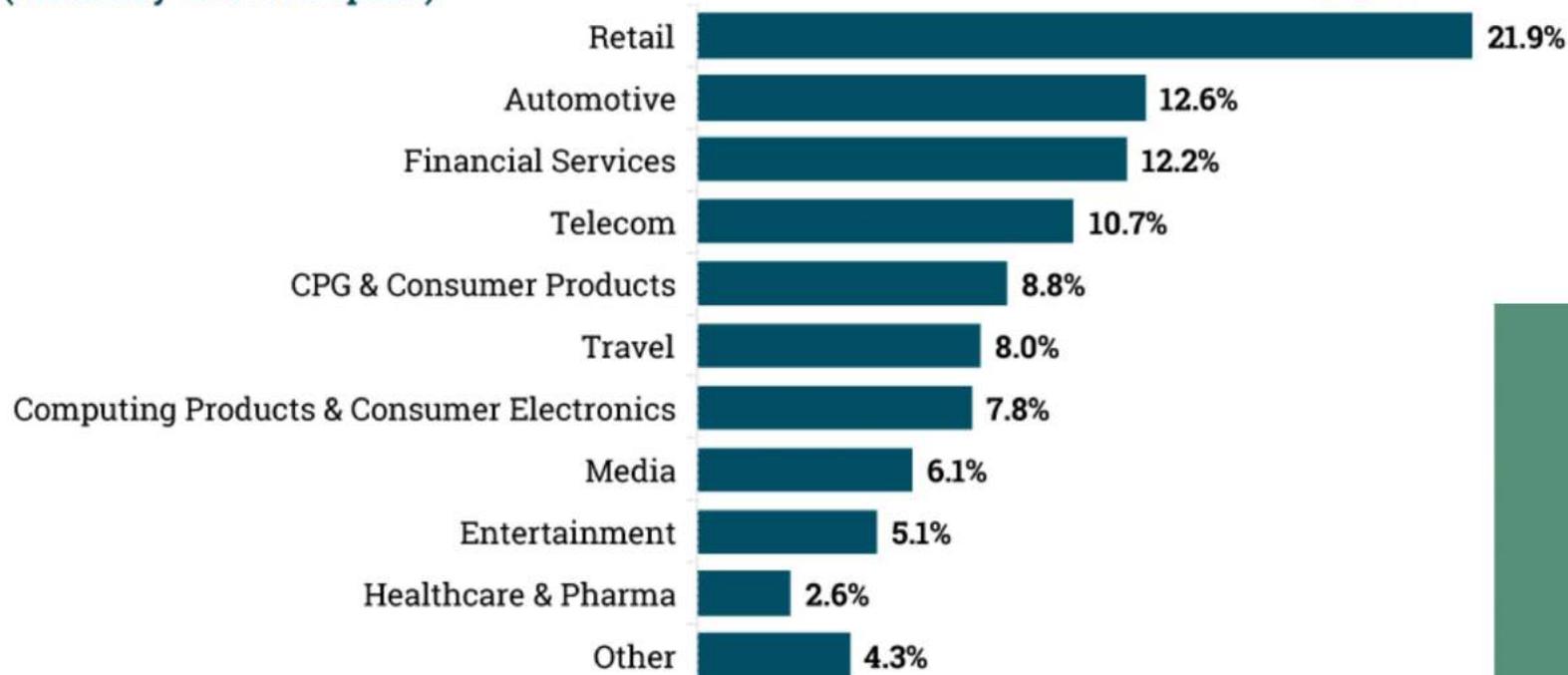
**Ms. Jamila Arapovic**  
Advisor & Co-Founder

- Financial Executive
- Morgan Stanley
- Citigroup
- CFO/President
- House Of Transport

# 2018 US Digital Ad Spend: \$112B

## Top US Digital Ad-Spending Industries in 2018

(ranked by % of total spend)



*Which of your  
portfolio  
companies  
can we help?*

Published on MarketingCharts.com in July 2018 | Data Source: eMarketer

*Includes advertising on all digital and internet-connected devices*

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# THANK YOU

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Alex Kabir – CEO



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# INTELLECTUAL PROPERTY

- Non-provisional utility patent pending in the U.S. Ref.#16/111,625 dated 8/24/2018
- Non-provisional blockchain patenting-pending U.S. Ref.#16,243,087 dated 1/9/2019
- Patent Cooperation Treaty (PCT) for 150 countries pending U.S. Ref.# PCT/IB2018/057809 dated 10/9/2018
- United States Trademark Serial File # 88254834 dated 1/11/19
- California LLC formed 6/11/2018
- Delaware C Corp formed 5-20-2019
- 11-09-2019 SideHustle trademark in India issued

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# USE OF FUNDS RAISED

