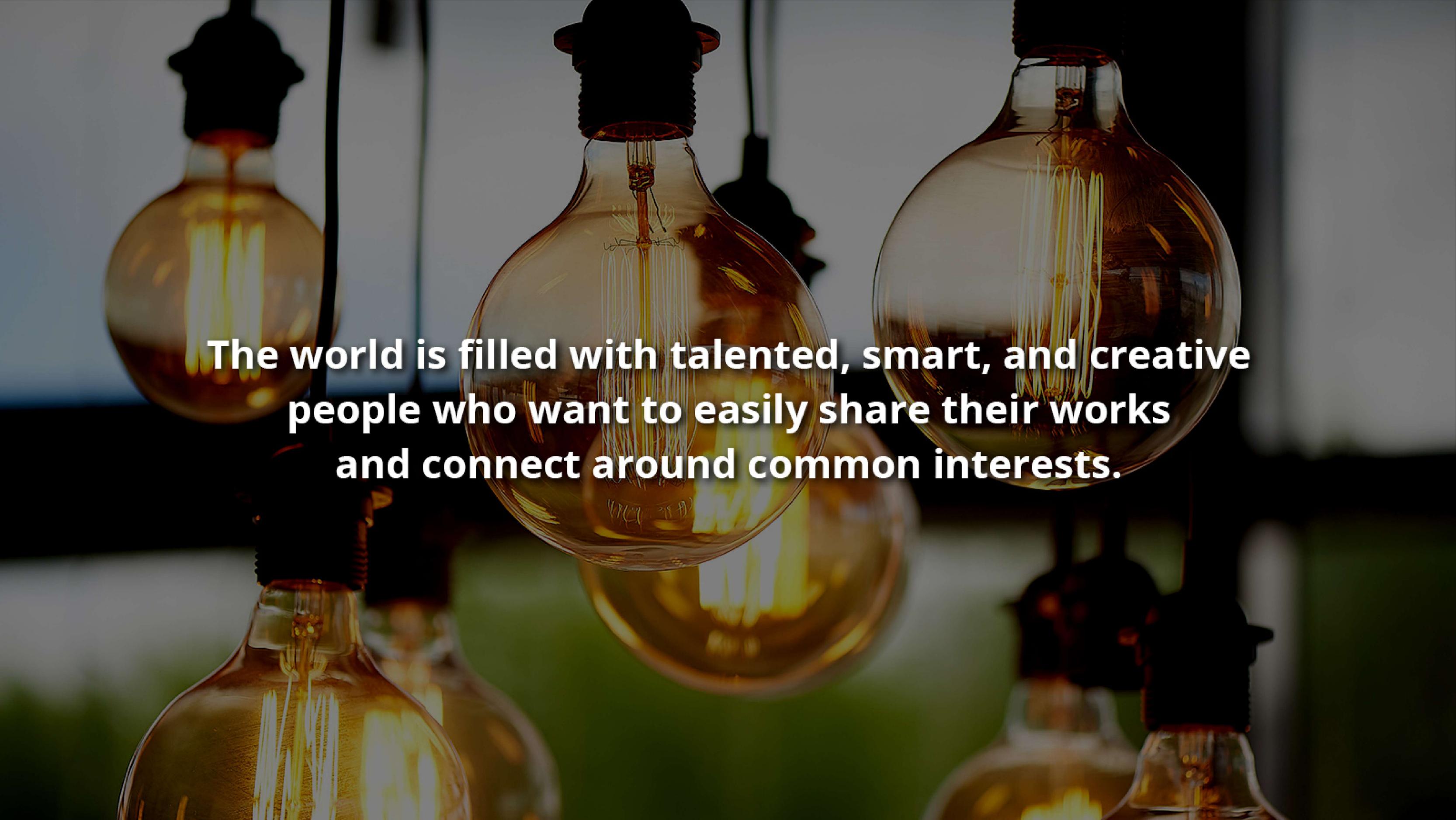


@eruditely

Unleash Your Knowledge and Creativity



A collection of glowing Edison-style light bulbs hanging from black cords against a blurred background. The bulbs are illuminated, casting a warm, golden glow. The central bulb is in sharp focus, while others are slightly out of focus in the foreground and background. The text is overlaid in the center of the image.

The world is filled with talented, smart, and creative people who want to easily share their works and connect around common interests.

A woman with dark hair, wearing a white turtleneck sweater and blue jeans, is sitting on a wooden bench by a window. She is looking down at a laptop computer that is open on her lap. The room is dimly lit, with light coming from the window behind her.

**Writers have stories to tell and important ideas to express,
while photographers capture the world through their
cameras and inspire us with new perspectives.**





**Artists and musicians are all around us,
looking for ways to gain exposure for their creative work
while also earning a living.**



Educators are working hard to open our minds and help us reach our full potential, while professionals in all walks of life have innovations to share and bring to market.

Individually all of these people, including you and me, are the world's greatest natural resource, and yet, we have no single place that is specifically designed to share and earn a living from our creative and intellectual property.

That is, until now...

Share What You Know

Choose the Format for Your Knowledge

Eruditely is the world's first publishing and social media platform that makes it possible to share your creative and intellectual property while simultaneously earning a living.

Not for Reproduction

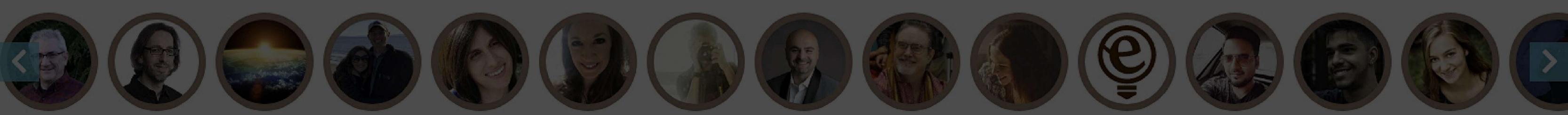
It has been designed from the ground up to help anyone to publish anything, and then put that into the hands of the person most interested!

Emerald Sea by Michael Samson

From the Album "Rapture"

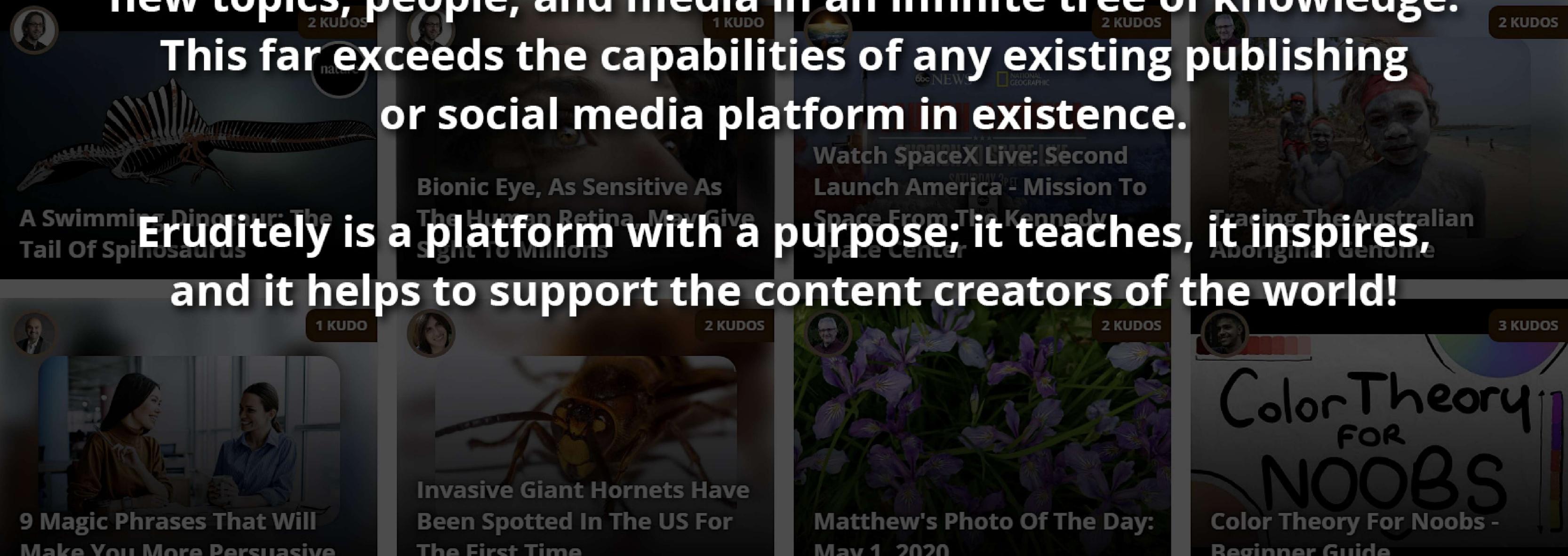
By Michael Samson





As you explore Eruditely it intelligently presents you with new topics, people, and media in an infinite tree of knowledge. This far exceeds the capabilities of any existing publishing or social media platform in existence.

Eruditely is a platform with a purpose; it teaches, it inspires, and it helps to support the content creators of the world!



Eruditely Marketplace

The Eruditely Marketplace is a revolutionary tool that empowers publishers by connecting them with their audience while simultaneously driving sales.

An innovative invite system makes audience building easy while helping to exponentially grow the platform!



Eruditely Marketplace

Unleash Your Knowledge & Creativity

1. PUBLISH

Publish your intellectual and creative content and enter it into the marketplace



2. INVITE

Invite your personal and professional networks to support your content

3. CONNECT

Invited members are connected with your content to start exploring

4. SUPPORT

Invited members can show their support by purchasing your content



Business Model

In order to generate revenue Eruditely will leverage a subscriptions and credit packs system that has proven successful on other media publishing platforms (ex. stock photo, video, and audio sites).

In our case, we're simply applying this model to many other content formats such as articles, ideas, images, galleries, videos, audio, and collections of content (ex. educational video series).



Business Model

Here's How it Works:

- 1** When publishing content members have the choice to make it freely available, or to enter it into our Marketplace program.
- 2** To qualify for the Marketplace the member must own all intellectual property rights to the works being published, and they must maintain at least a 30% ratio of free content within their account.
- 3** When browsing Eruditely both free and Marketplace content is displayed side by side. Members may view all free content without restriction, but to view or download Marketplace content they must either maintain a subscription or purchase a single-use credit pack.
- 4** Credit packs are sold as both monthly subscriptions (ex. 200 credits per/month), or as single-use packs for use at any time. This provides the greatest flexibility to members based on their usage and media needs.
- 5** When viewing Marketplace content, the member is asked to approve the credits use, after which the appropriate number of credits is automatically deducted from their account.
- 6** All publishers on the platform are able to view their Marketplace sales and earnings from within their accounts. They may then deduct against that balance at any time.

Business Model

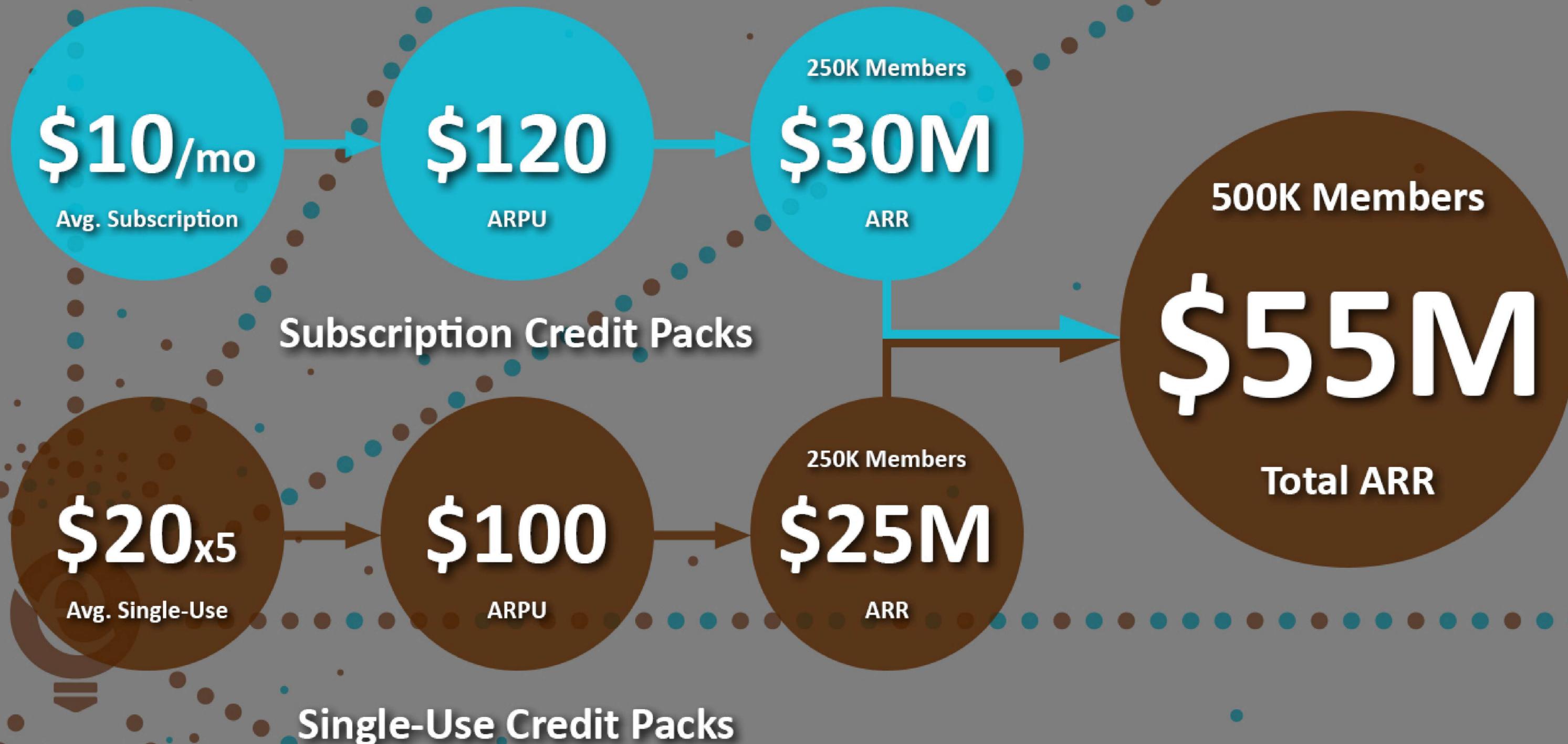
Here's Why it Works:

The strength of this business model is that it is well balanced on all sides of the transaction. Buyers have ultimate flexibility to purchase as much or as little as they need, saving money through subscriptions, or being more conservative through single-use credit packs. The use of credits to view content is extremely democratic, allowing members to financially support the publishers they value most.

By using credits, we are able to assign appropriate values to different types of content. For example, an article may be worth 5 credits, while a photo is 2 credits, and a collection of content (ex. educational video series) is 20 credits. Combined with a wide variety of credit packs and subscriptions we can then generate enough revenue to support publishers while remaining highly profitable.

Business Model

Making Money with Credit Packs



The figures above are projections based on one year of revenue and with a goal to reach within four years

Business Model

Revenue Share Use Cases

Publisher



1 Month Sales

- 14 Articles
- 10 Ideas
- 3 Galleries
- 8 Videos
- 12 Collections

Gross Revenue

- \$42 @ \$3 ea
- \$10 @ \$1 ea
- \$15 @ \$5 ea
- \$24 @ \$3 ea
- \$180 @ \$15 ea

Publisher Share

\$162.60

60% Revenue Share

Eruditely Share

\$108.40

40% Revenue Share



- 26 Images
- 15 Galleries
- 10 Videos
- 9 Collections

- \$52 @ \$2 ea
- \$75 @ \$5 ea
- \$30 @ \$3 ea
- \$135 @ \$15 ea

\$175.20

60% Revenue Share

\$116.80

40% Revenue Share



- 17 Videos
- 24 Audio
- 5 Collections

- \$51 @ \$3 ea
- \$72 @ \$3 ea
- \$75 @ \$15 ea

\$118.80

60% Revenue Share

\$79.20

40% Revenue Share

The figures above are hypothetical examples to demonstrate the revenue share and do not represent actual sales

Competitive Advantage

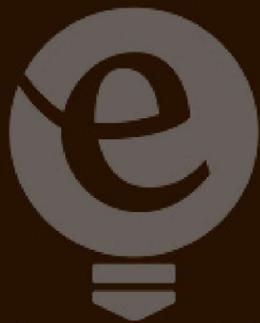
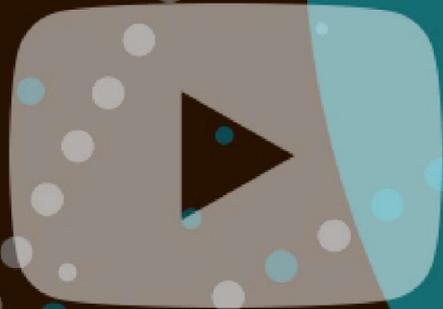
Eruditely is the first platform to combine publishing, social media, and an intellectual property marketplace.

Simply put, this is an entirely new form of social media which gives Eruditely a unique competitive advantage!



Competitive Advantage

Only One Platform Does it All!



**Explore Unlimited Topics
Find People Knowledgeable in Subjects**

**Publish Articles, Ideas, Images, Galleries,
Videos, Audio, Links, and Questions**

@eruditely

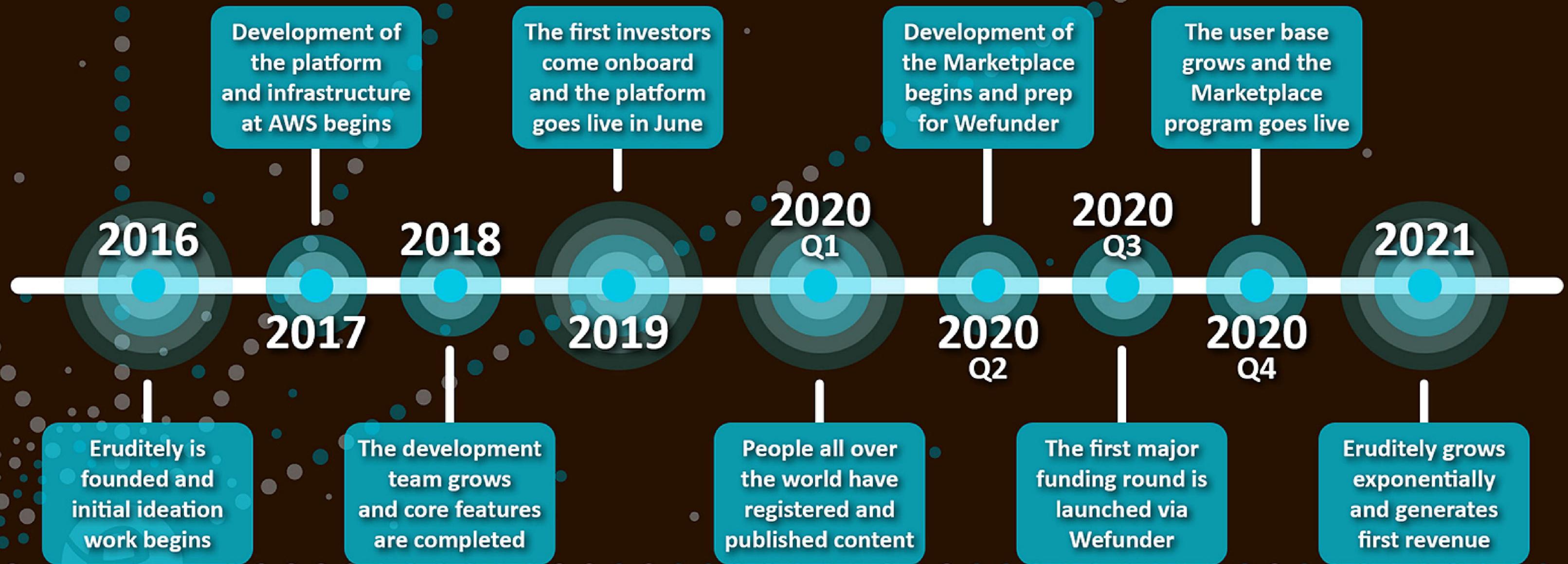
**Support Writers, Photographers, Artists,
Musicians, Educators, Students, and Professionals**

**Earn Money from Your Creative Content
Help People Learn and Grow**



Strategic Timeline

Our Milestones and Next Steps



The future milestones and next steps above are projections with no implied guarantees

Our Team

Making a Smarter World



Michael Samson

Founder & CEO

Over 23 years of experience creating, engineering, and building on the internet. Successful launch and sale of two prior internet ventures. Composer of three solo piano albums. Proudly obsessed with making the impossible possible!



Mandy Samson

Co-Founder

The strategic "compass" at Eruditely, keeping the project on course and true to its ethos. Partner in two prior internet ventures with Michael Samson. Creator of brilliant taglines and a proud mother!

Our Team

Making a Smarter World



Chandan Chaudhary

Engineering Director

Over a decade of experience in back-end web applications development and architecture.

Capable of coding anything we can think of and making it infinitely better.



Houman Adabi

Advisor

20+ years of experience in leveraging technology to solve business challenges. Currently the SVP and General Manager in charge of three software products as part of a 45M private equity portfolio leading sales, product development, and services.



Matt Strieby

Advisor

Trusted advisor at Eruditely and Michael Samson's longtime friend and consultant.

Good listener. Artist, designer, and obsessively curious student of the natural world.

Our Investors

Thank You for Your Support



Admiral Flunder



Alexandra Norton



Chris Jorgensen



Emma Emch



Eran Amir



Harley Darocha



Houman Adabi



Lance Kawesch



Matt Strieby



Matthew Norton



Michael Eisenwasser



Michael Wanaka



Patrick Young



Tanya Mendes



Torrey Tayenaka

THANK YOU

Please support our efforts to make the world a smarter place!

Corporate@Eruditely.com eruditely.com

Eruditely, Inc. Washington C-Corp

