

# Create content. Build community. Get paid.



[meshcommunities.us](https://meshcommunities.us)
Los Angeles CA
Technology
Main Street
Software
Marketplace
Fertile Founder

[OVERVIEW](#)
[UPDATES](#)
[WHAT PEOPLE SAY](#)
[ASK A QUESTION](#)

## Highlights

- 1 Ethical business model that provides ownership to people, creators, communities, and brands.
- 2 Incentivizes trust and safety to reduce hate, violence, and disinformation.
- 3 Founder/CRO negotiated first upfront ad deal with Facebook for a Fortune 50 brand.
- 4 Digital advertising market expected to grow to \$626 Billion by 2026.
- 5 COO is the former VP of Engineering at Agile and helped take them from startup to IPO.
- 6 Actually diverse: woman and Black founded with diverse team of operators and stakeholders.
- 7 Right time: people are desperate for an alternative after the events of the last few months.

## Our Team



**Jess Wise** Founder & Chief Executive Officer  
Expert connector, film producer, marketing consultant.

The role of social media in spreading disinformation and hate leads to real world violence, including an attack on the US Capitol. The root of this problem isn't bad actors; it's the structure and incentives of the platform. By changing the model, we can reduce disinformation and hate, close the wealth gap, and support ethical journalism.

**\$0**  
of a \$0 goal

**INVEST**   
min \$100

**INVEST**

♡ **WATCH FOR UPDATES**

**INVESTMENT TERMS**  
Terms will be decided later

**LEAD INVESTOR**

**Tristen J. Winger** Actor

I said yes to Mesh because I believe in people, not corporations, owning their community. Whether it's a neighborhood or a virtual meeting place we should be able to gather in a safe space influenced and supported by its community. The current social media model exploits community users with advertisers purchasing our attention via clicks and impressions. Those ads generate hundreds of billions of dollars with a small percentage of the revenue (about 2%) going to creators and communities. Jess and the team at Mesh Communities are shifting this imbalance by embracing community ownership. Mesh community creators decide which ads show up next to their content, empowering them to support businesses that share their values, and keep 60% of ad revenue. Mesh takes a radically new approach to digital world building that benefits everyone from brands to people while keeping us safe too. The digital world is polluted with misinformation and hate speech that social platforms benefit from. We've seen the results. No one should be profiting from fear and violence. With curated content, ethical advertising and human moderation, Mesh prioritizes trust and safety. I spend a good amount of time everyday on the internet from email to message boards and whether I'm reading an entertainment article or watching cats argue via a funny voiceover video, I don't want to have to think about receiving false information and, potentially, my safety. Mesh has built a community where members can create and share content while earning money ethically. A digital world I hope to see mimicked IRL.

**Invested \$1,000 this round**



**Cliff Arkinson** Founder & Chief Revenue Officer

SVP Executive Director Digital Media @ RPA. 20+ years in advertising: Saatchi & Saatchi, Deutsch N.Y. and L.A., Grey NY.



**Dorothy Wise** Chief Operating Officer

Employee #16 & Executive VP Development at Agile Software, where she helped the company to an IPO. Formerly Borland & Novell.



**Kevin Samy** Head of Policy

Former Obama advisor, Sr Roles at the Pentagon, EPA, White House. Comms at Riot Games, Disney. Forbes 30 under 30



**Diandra Bremond** Outreach & Education

Lifelong community organizer and activist. Brotherhood Crusade, Chairperson Cannabis Appeals Control Panel, Board Equality California, and adjunct lecturer at USC.



**Caldwell Clarke** Chief of Staff

Former founder in the gaming community space with 5 years experience across sales, operations, engineering, and web development.



**Nevelle Wright** Advisor

15+ years in sales and media. Currently Lead Client Partner at Vice. Formerly Tuneln, Shazam and Bleacher Report.



**Ot Bremond**

## Pitch



Mesh Communities Inc. is a public benefit corporation proudly based in Los Angeles.



data.  
privacy.  
safety.

**It's your community. Own it.**

content.  
relationships.  
trust.

## People Are Fed Up

### Harmful Algorithms



Increase engagement.

### Invasion of Privacy



Track us on and off app.

### Hate for Profit



Increase ad revenue.

## Who's getting rich?

Twitter  
**\$3.2B in ads**



330,000,000  
Twitter users

Pinterest  
**\$1.4B in ads**



## Who's NOT getting rich.

459,000,000  
Pinterest users

Facebook  
(& Instagram)

**\$86B in ads**

76% of FB ad revenue comes from small businesses.

2,790,000,000  
Facebook/Instagram users

## Introducing Mesh

A social media platform that gives power to communities by reimagining the business model of digital advertising.



## A New Kind of Social



**People**

Transparency



**Creators**

Ownership



**Brands**

Ethical Advertising

**Built on a foundation of trust and safety.**



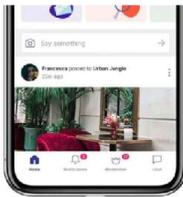
## It's Your Community

### Connect

Photos  
Videos  
Chat

### Monetize

Ads  
Member dues  
Contributions



Subgroups

**Moderate**

- Set a code of conduct.
- Create a member application.
- Moderate with a robust suite of tools.

**How It Works**

**Community Driven Ad Model**

**Brand partnerships**



Our model is built on direct relationships between brands and the content they fund.

**Creator approval**



Creators approve brands to advertise to their community based on shared values.

**Community sponsorship**



Brands invest directly in the creators and communities trusted by their consumers.

**How Mesh Makes Money**

**Business Model**

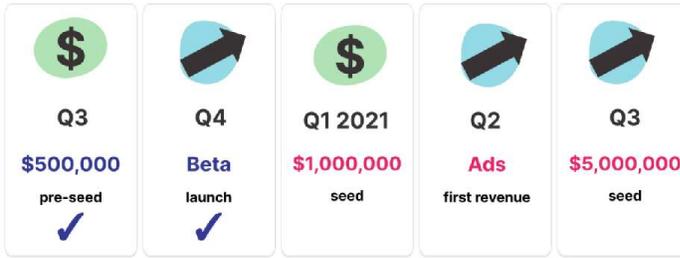
<p><b>Subscriptions</b></p> <p><b>\$20/mo</b></p> <p>per community for premium features*</p>	<p><b>Service Fees</b></p> <p><b>5%</b></p> <p>when money changes hands in a community**</p>	<p><b>Ad Fees</b></p> <p><b>40%</b></p> <p>communities keep 60%</p>
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\*free communities have basic features. Paid communities participate in the Ad Marketplace.  
\*\*represents an average fee.

**Competition**



## Timeline



\*These are forward-looking projections and are not guaranteed.

## Founders



**Jess Zakira Wise**  
Chief Executive Officer

Jess is the visionary behind Mesh. She has an uncanny talent to meet and corral the brightest and most motivated from across a breadth of industries and cultures — and piecing together Mesh's all-star team is a testament to that. She has worked as an independent film producer, community builder, small business marketing consultant, and progressive activist. She advocates for the next generation social media platform to promote equity, impact, and corporate responsibility.



**Cliff Atkinson**  
Chief Revenue Officer

Cliff has decided where billions of dollars have been spent on digital platforms over his 20+ year career as a digital advertising executive. He negotiated one of the first upfront advertising deals with Facebook for a Fortune 50 company. His account experience includes Toyota, Procter & Gamble, Coors Light, United Healthcare, Sony Consumer Electronics, and Starwood Hotels, and he has done business with all of the major social platforms of the past decade.

### Community

*we understand people*



**Jess Zakira Wise**  
Founder & CEO



**Kevin Samy // Policy Advisor**  
Former Obama advisor. Sr. Roles at the Pentagon, EPA, White House, Comms at Riot Games, Disney, Forbes 30 under 30.



**Dr. Diandra Bromond // Outreach**  
Youth educator Brotherhood Crusade, board member Equality California, Chairperson Cannabis Control Appeals Panel, adjunct professor at USC.



**Felicia Carbejal // Impact Advisor**  
Founder Soci: Impact Center, Latinx & LGBTQ+ activist. The Advocate 40 under 40.

### Brands

*we understand advertising*



**Cliff Atkinson**  
Founder & CRO



**Neville Wright // Advisor**  
15+ years in sales and media. Currently Lead Client Partner at Vice. Formerly Tumblr, Shazam and Bleacher Report.



**Dorothy O. Wise // COO / CFO**  
20+ years in tech. Exec VP Dev at Agile Software, Novell, Borland.



**Caldwell Clarke // C of S**  
5+ years experience across sales, operations, engineering, and web development.

Ideaware / Engineering Team

## Don't Take Our Word For It

[Why Facebook Can't Fix Itself](#)

[The Social Dilemma](#)

["Mark Changed The Rules": How Facebook Went Easy On Alex Jones](#)

[And Other Right-Wing Figures](#)

[Facebook Employee Warned It Used "Deeply Wrong" Ad Metrics to](#)

[Boost Revenue](#)

[The Internet Needs a New Architecture that Puts Users First](#)

[Social Media Giants Support Racial Justice. Their Products Undermine It.](#)

[Facebook Groups Are Destroying America](#)

[Weeks After PTSD Settlement, Facebook Moderators Ordered to](#)

[Spend More Time Viewing Online Child Abuse](#)

[Facebook is a Doomsday Machine](#)

[It's Time for Tech Platforms to Stop Tolerating the Intolerable](#)

The New Yorker

Netflix / Center for Humane Technology

Buzzfeed News

The Verge

Wired

New York Times

Wired

The Intercept

The Atlantic

Fast Company

## Downloads

[Mesh Wefunder Deck Final.pdf](#)

