

**mesh**

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



data.

privacy.

safety.

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

content.

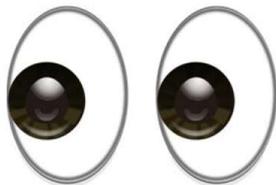
relationships.

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**



Pinterest

**\$1.4B in ads**



Facebook  
(& Instagram)

**\$86B  
in ads**

*76% of FB ad revenue comes from small businesses.*

## Who's NOT getting rich.

**330,000,000**

Twitter users

**459,000,000**

Pinterest users

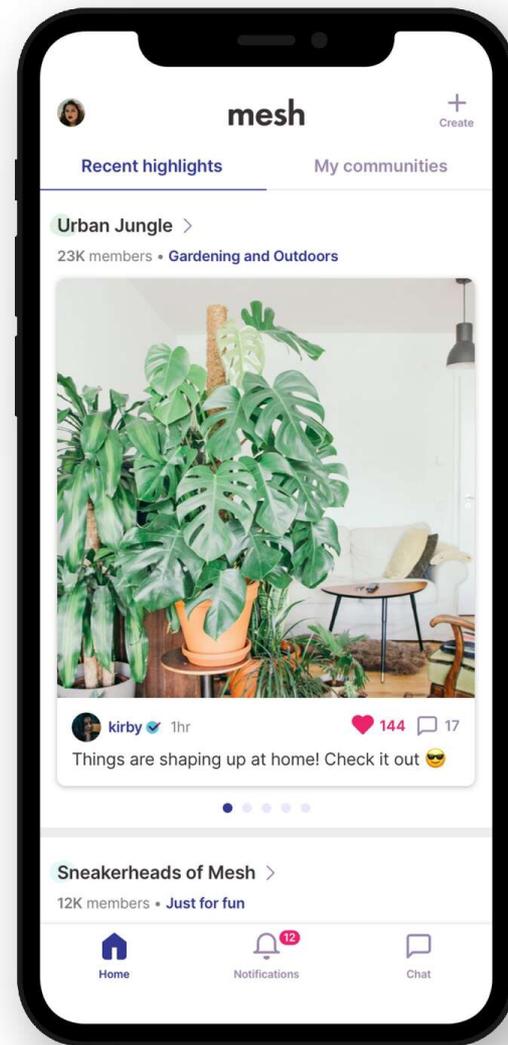
**2,790,000,000**

Facebook/Instagram users



# Introducing Mesh

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





Solution

# A New Kind of Social



**People**

Transparency



**Creators**

Ownership



**Brands**

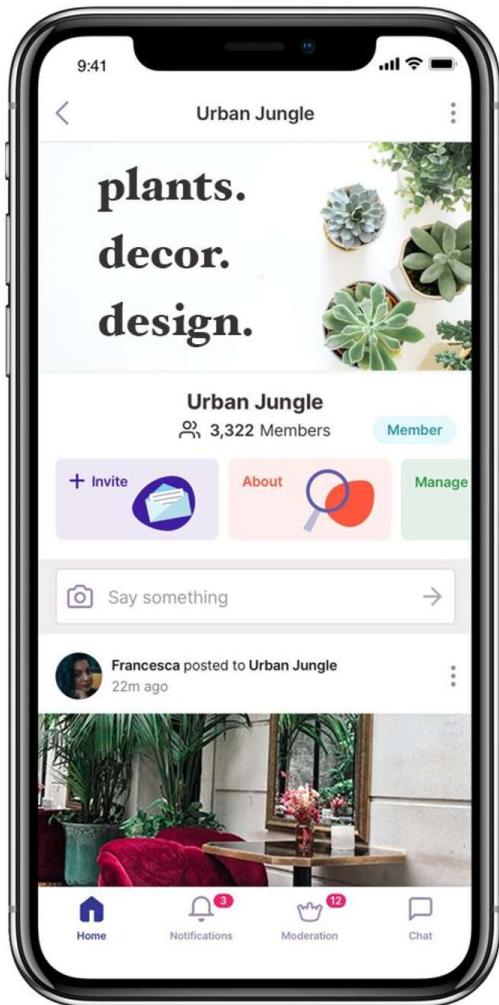
Ethical Advertising

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



App



## It's Your Community

### Connect

Photos

Videos

Chat

Subgroups

### Monetize

Ads

Member dues

Contributions

### Moderate

Set a code of conduct.

Create a member application.

Moderate with a robust suite of tools.



# Community Driven Ad Model

## Brand partnerships



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

## Creator approval

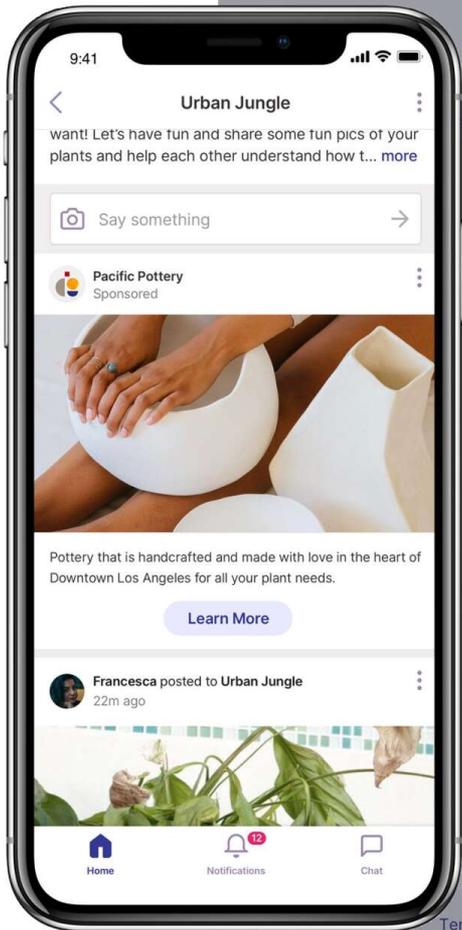


Creators approve brands to advertise to their community based on shared values.

## Community sponsorship



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



## Select Community Partner

Should you select multiple partners, your budget will be dist

Women-owned Eco-friendly Outdoors

120 Results

- Houseplant Hobbyists**  
96% Match | 9,330 members
- Portlanders**  
93% Match | 4,542 members
- LGBTQ+ and Nature**  
92% Match | 2,643 members
- Plants of the Jungle**  
89% Match | 15,453 members
- Peace on Earth**  
85% Match | 5,756 members

## Urban Jungle



## Urban Jungle

96% Match

### Community Details

Member since January 26, 2021	Trust and Safety 98% positive	Members 11,330
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### About

Urban Jungle is a community of plant hobbyists and interior design enthusiasts. We share inspiration, tips, how-tos, and resources to create beautiful, sustainable homes.

We have over 10,000 contributing members passionate about home goods, design tools, plants, and education. Our moderation team is

### Keywords

- Plants ✓
- Nature ✓
- Vegetables ✓
- Outdoors
- Gardening
- Sustainability
- Vegan

### Impact Tags

- Women-owned ✓
- Eco-friendly ✓

Sponsor this Community



## Business Model

### Subscriptions

**\$20/mo**

per community for premium features\*

### Service Fees

**5%**

when money changes hands in a community\*\*

### Ad Fees

**40%**

communities keep 60%

\*free communities have basic features. Paid communities participate in the Ad Marketplace.

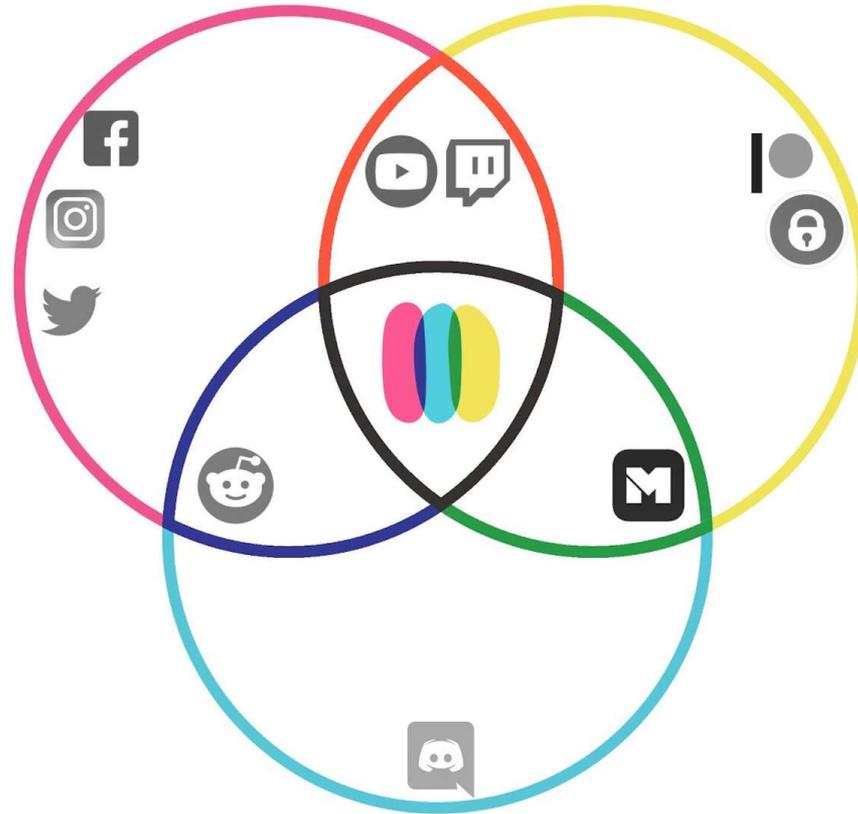
\*\*represents an average fee.



## Competition

### Social

Ability to discover and engage with new content, creators, and communities.



### Ownership

Creators monetize from

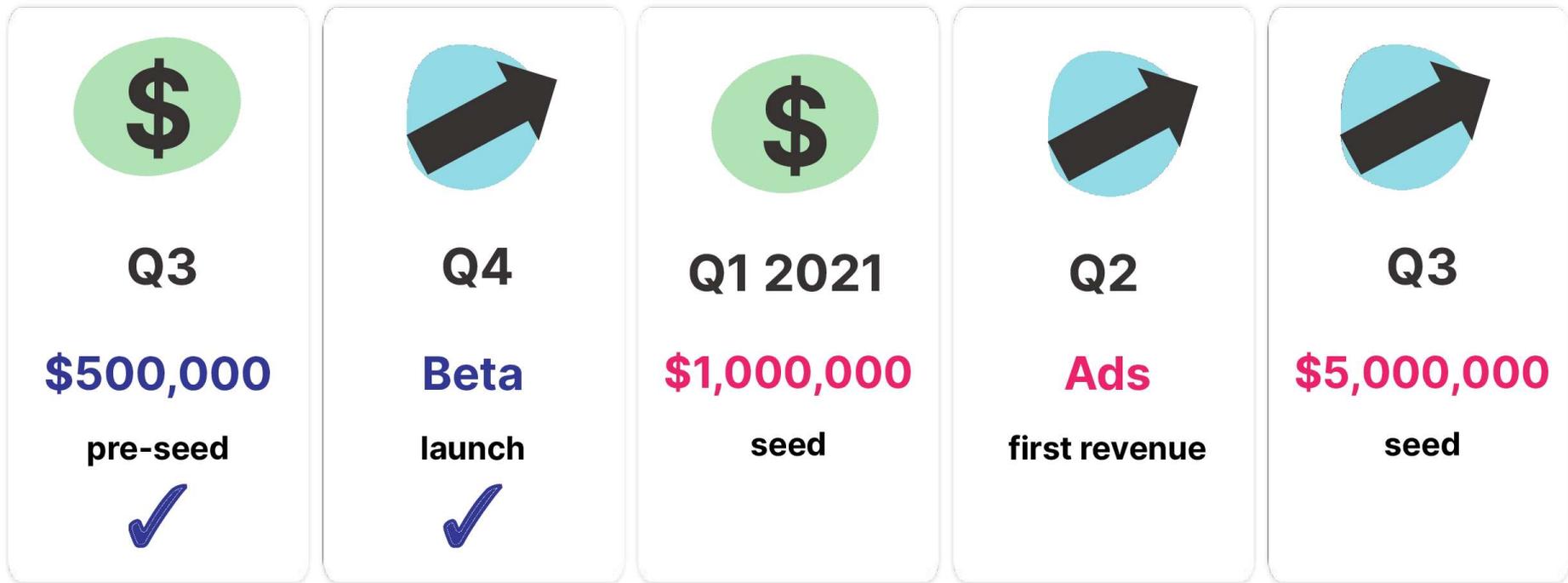
Ads / Sponsors  
Subscriptions  
Donations

### Trust & Safety

Strong moderation  
Incentives to reduce harmful content  
Platform enforcement



# Timeline



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



## Team



**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 a 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.

## Founders



**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.



## Team

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



**Felicia Carbajal // Impact Advisor**  
Founder Social Impact Center, Latinx & LGBTQ+ activist. *The Advocate* 40 under 40.

### Brands

*we understand advertising*



**Cliff Atkinson**  
**Founder & CRO**



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



### Technology

*we can build it*

**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**