



Patrick@worthnetwork.io // www.worthnetwork.io

Customers hate ads

US businesses spent \$140B on Digital advertising in 2019

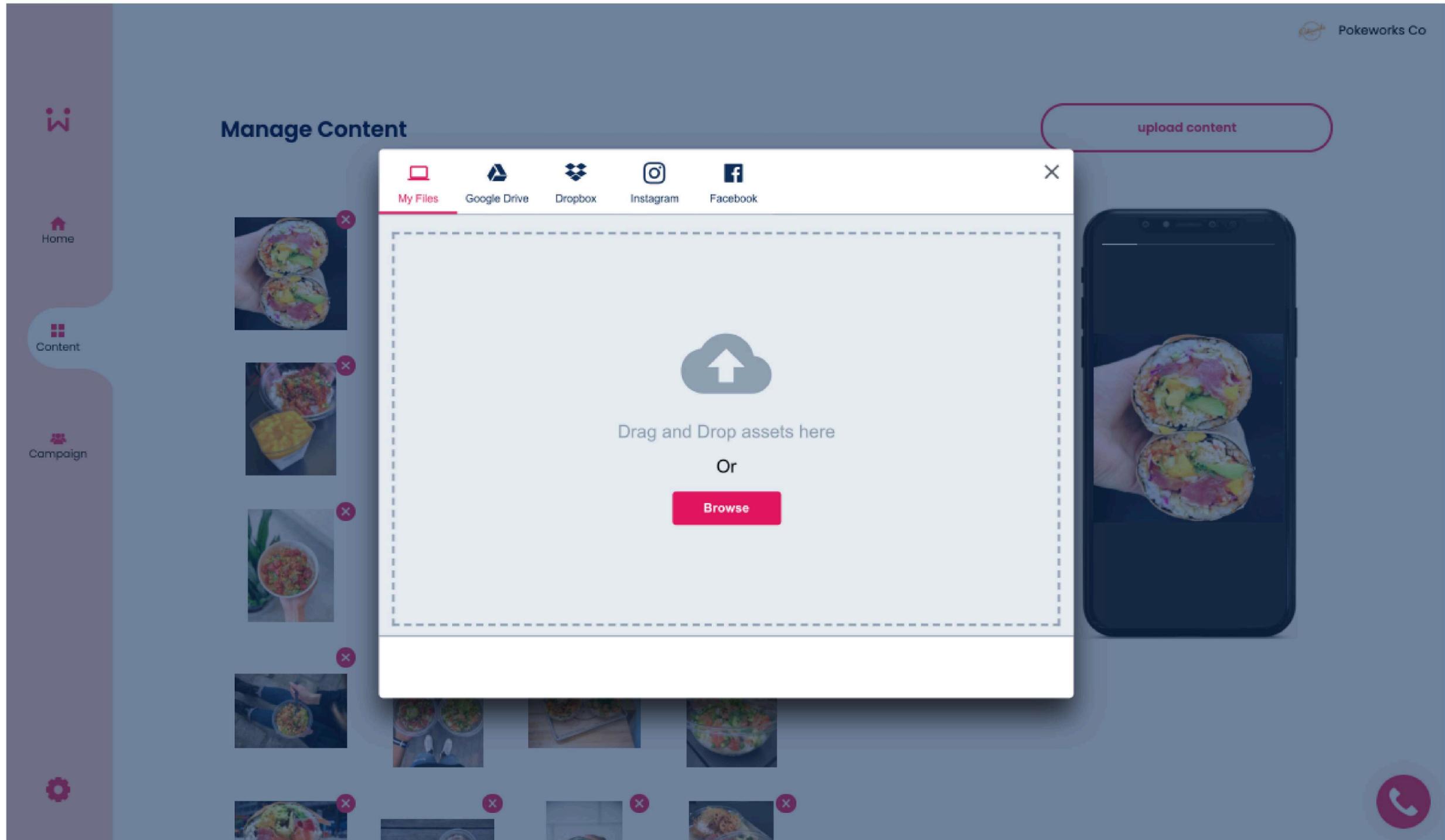


Worth uses customers to create recommendations not ads

“Imagine a 1000 customers posting IG stories every month for your brand.”

First crowdsourced marketing platform that uses word of mouth on social media to drive traffic.

Advertisers provide the content





Customers create stories using the content

Our average business does **600 stories a month**

The screenshot shows a social media analytics dashboard for a business named 'Urban Plates'. The interface includes a sidebar with navigation options: Home, Content, Campaign, and a settings gear. The main content area features a 'Start Campaign' button, a filter menu (All Time, Weekly, Monthly, 3 Month, 6 Month), and a carousel of user avatars with their respective story counts. Below this, there are several data cards: 'REACH (FRIENDS & FAMILY VIEW)' showing 746,475; 'IMPRESSIONS' showing 803,104; 'REPLIES' showing 9,470; 'DOUBLE VIEWS' showing 25,357; 'PROMOTED STORIES' showing 3,184; 'AUDIENCE' showing 53.9% Male and 46.1% Female; 'Location' showing Orange County; and 'COST PER ENGAGEMENTS (FRIENDS AND FAMILY)' showing 2.1¢. An 'EXPORT REPORT' button is also visible.

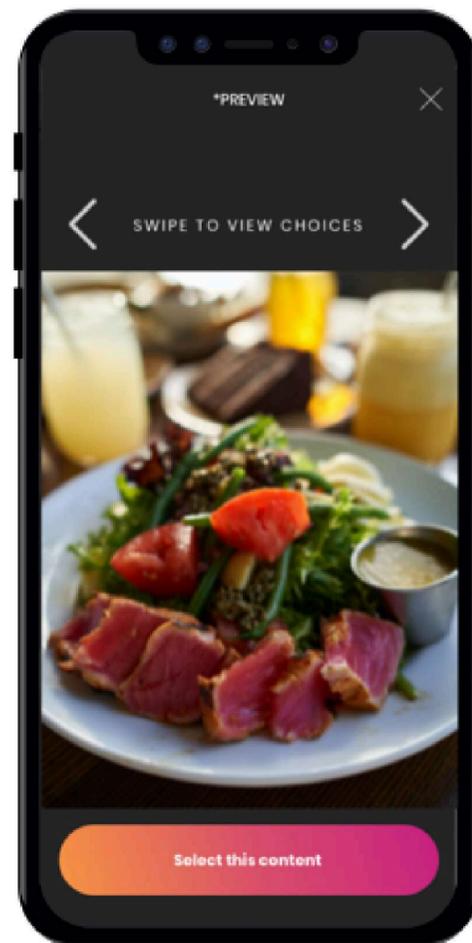
Metric	Value
REACH (FRIENDS & FAMILY VIEW)	746,475
IMPRESSIONS	803,104
REPLIES	9,470
DOUBLE VIEWS	25,357
PROMOTED STORIES	3,184
AUDIENCE (Gender)	53.9% Male, 46.1% Female
Location	Orange County
COST PER ENGAGEMENTS (FRIENDS AND FAMILY)	2.1¢

06 How it works (creators)

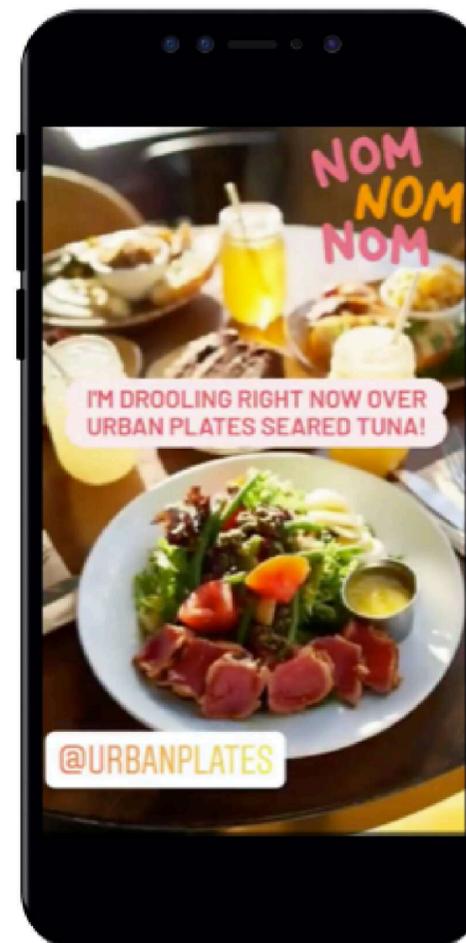


Customers connect their instagram to Worth

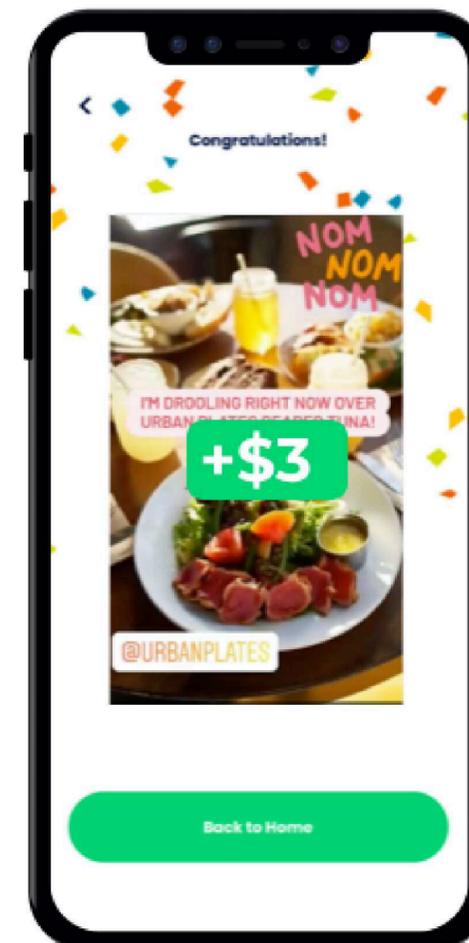
Select a photo



Customize on IG

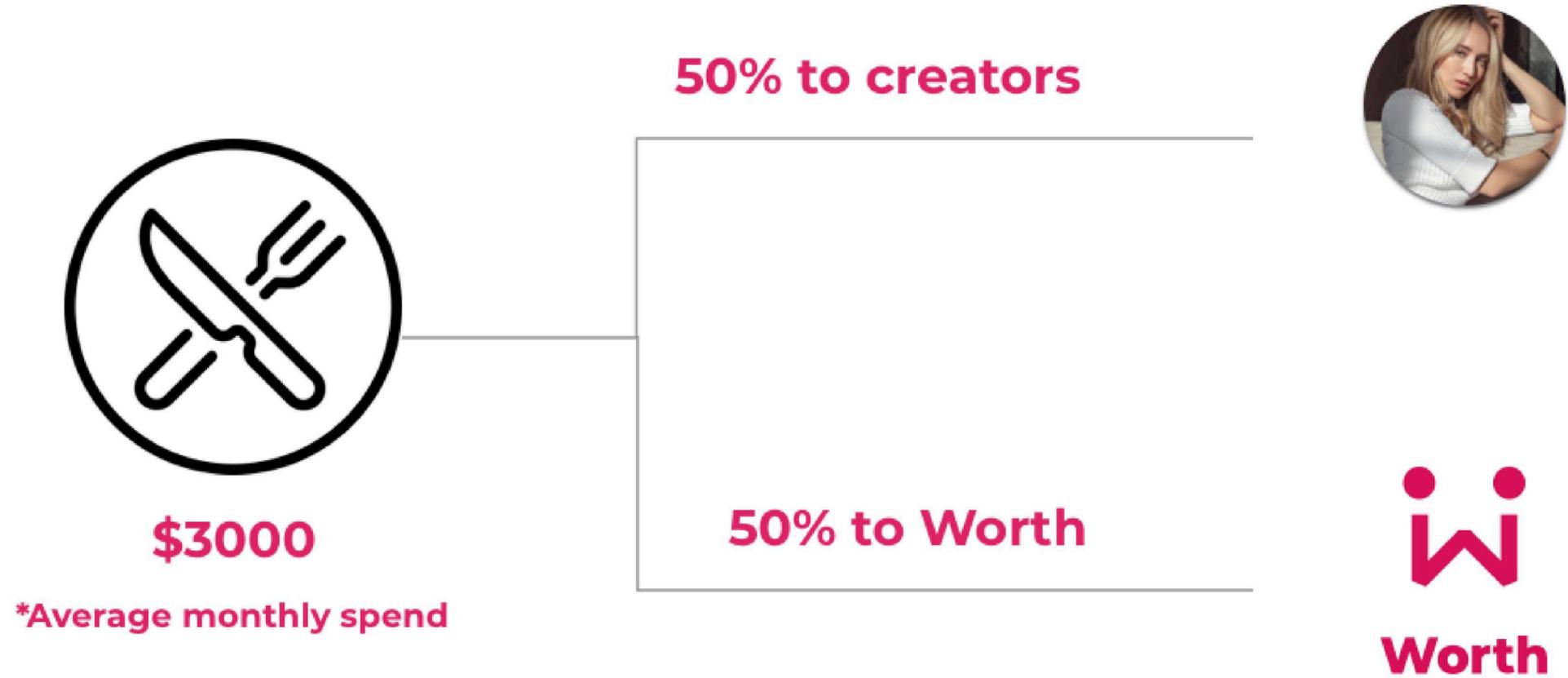


Get Rewards



07 Business Model

Worth makes 50% of all advertiser spend



08 Notable clients and Partners

URBAN PLATES

19 locations



50+ locations



14 locations



500+ locations



11 locations



7 locations



7 locations



Agency Partnership

Technology Partners



09 Traction

July 1st- December 1 (5 months)

8000+

**Creators
(users)**

15,000+

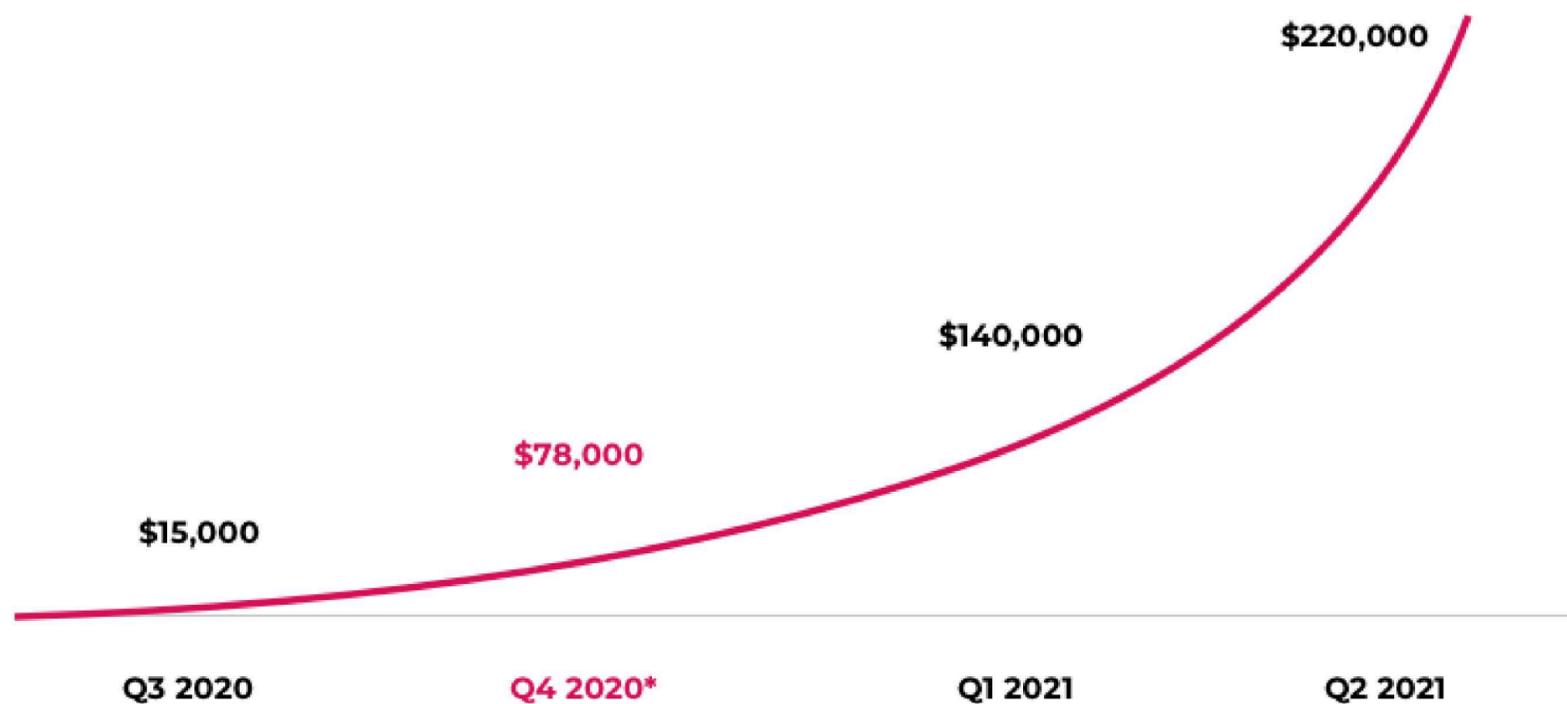
**Instagram posts
(Stories)**

3.7 Million+

**Friends & Familys
(Views)**

Monthly Recurring Revenue

500% M-o-M Revenue Growth



10 Roadmap

	Pre-Seed	Seed	Series A
Product	Stories integration Coupon Integration Search Engine	Worth API for 3rd party apps Affiliate link integration	Personal link in bio integration Industry Agnostic Products
Milestones	\$25,000 MRR 12 Brands 6000+ users	\$250,000 MRR 100 Brands 50,000+ users	>\$1,000,000 MRR 300 Brands >200,000+ users
Financing	Raised \$400,000 from VC (TheVentures Korea) and Angels	Raising \$1,000,000 \$275,000 committed	Proposed Raise \$5M-\$10M

11 Exit Opportunities

Agency & Media Companies

Acquires clients & technology integrations



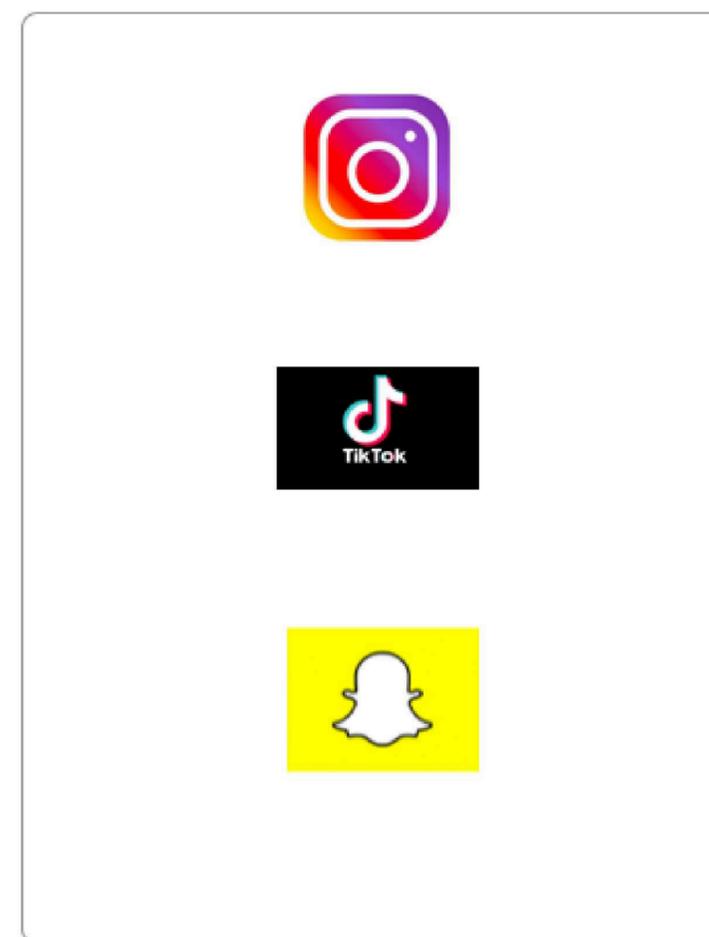
Food & Restaurant Tech

Ad product + Users



Social Media Technology

Ad product integration



12 Our Team



Patrick Kim

Founder

MIT/ RISD

MIT Media Lab
Mobile Experience Lab



Aditya Mitra

Co Founder

NMIMS Mumbai

Analyst at Lead Angels
Network



Eric Oliver

Co Founder

University of Michigan

Sales Lead at Toast POS
systems



Yash Agarwal

CTO

Mtech IIT Bombay

Logicquid Senior Software
Engineer

4 Engineers in India
6 onboarding specialists



Michael Jacobs

Strategic Advisor

CEO of Home Team Kitchens
Founder of **Ordermark**



Brendan Rogers

Strategic Advisor

Co Founder of **Wag**
Founder at 2AM Talent
Founder at 2AM Ventures



Ethan Logan

First Investor/Advisor

Co-founder of White
Label MFG



Charles Hung

Strategic Advisor

Founder of Ethos Society
Co- Founder of EMC
Angel



The Ventures

Pre-seed Investor

Venture Capital Fund
Seoul, Korea
Viki Founders
(Acquired by Rakuten)



Thank You!

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