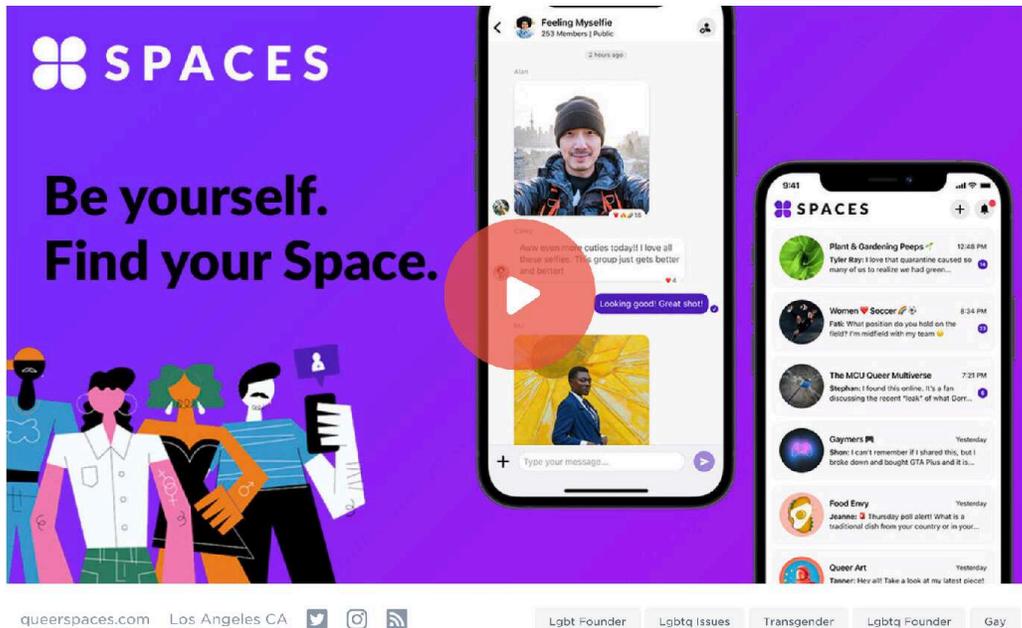


## Building the Queer Discord



### LEAD INVESTOR



**Tim Howes** Investor

Queer Spaces is a rare opportunity where market, team, and timing all come together. I look for three things in a great investment. Queer Spaces has all of them. 1. Great market at the right time. The LGBTQ+ community is big and growing and needs safe spaces. The timing has never been better. 2. Great team. Christof and his team have a successful track record with Hornet and other amazing companies. They know the space and are proven executors. 3. Great traction. Queer Spaces has remarkable traction and organic growth after a very short time. I can't wait to see where Queer Spaces goes from here.

Invested \$50,000 this round

## Highlights

- 1 The first queer app to span the entire spectrum of over 400 million LGBTQ+ people
- 2 Creating a digital safe space for queer people, 66% of whom have experienced online discrimination
- 3 Successful MVP launch on March 1
- 4 Growing 80-400% per month
- 5 Featured as "App of the Day" by Apple on June 26 (Pride Sunday)
- 5 Featured as "App of the Day" by Apple on June 26 (Pride Sunday)
- 6 Advice and investment by Sean Rad, Founder of Tinder, and other high-profile individuals
- 7 Team has already successfully built Hornet, a top queer social network with 2.5 million MAU globally
- 8 Here, queer people are celebrated for who they are, connecting in group chats over shared interests

## Our Team



**Christof Wittig** CEO and Founder

Serial Entrepreneur with multiple exits Founder and CEO at Hornet

Queer people need safe places. The heteronormative social networks like Facebook & Co cannot be trusted to keep our best interests in mind.



**Casey Crawford** Operations



**Stephan Horbelt** Talent

Two decades of experience in queer media



**Jeanne Fourie** Product



**Daniel Addice** Marketing



**Shon Washington** Talent



**Fatima Rouina** Talent



**Tori Lima** Content



**Louis Dresse** Growth



**Fiona Suherman** Design



**Abby Nurock** Talent



# Pitch

## Spaces Investment Opportunity

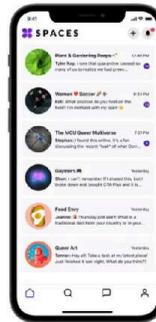
Aug 1, 2022

Contact us at [future@hornet.com](mailto:future@hornet.com)  
[queerspaces.com](http://queerspaces.com)



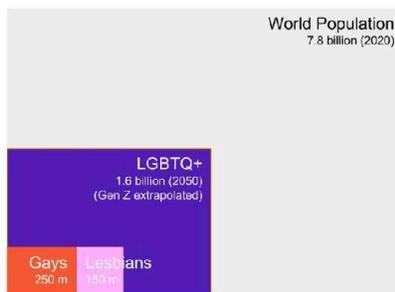
## Spaces Investment Highlights

- Hornet is building **Spaces**, the queer Discord
- Highly committed team on mission to build authentic communities through technology at scale
- **Spaces** is the only platform that creates safe spaces for all of the poorly understood audience of more than 400 million LGBTQ+ people, among whom 64% in the US report they feel unsafe on heteronormative social networks, let alone those in 70+ countries which still criminalize LGBTQ+
- **Spaces** allows users to discover and chat with other LGBTQ+ people authentically over shared interests
- Since launch in Feb 2022, **Spaces** is growing 80%/month through word of mouth, a strong focus on community builders, and fueled by network effects driving magic moments in hot spaces
- **Spaces** users are engaged, retained, and actively inviting their friends, with 70%+ from the US
- The Hornet platform has over 2.5 million MAU, making it the largest LGBTQ+ app in countries covering 1/8th of the world's population, including France, Thailand, Brazil, Russia, and Indonesia
- Hornet is now spinning out and raising funds to scale **Spaces** to 10 million DAU by end of 2023
- This is an opportunity to invest in an emerging and unchallenged category leader, serving a fast growing market with high purchasing power



2

## The Market: Queer people are the future.



- Some 400 million humans identify as LGBTQ+ today
- By 2050, this number is expected to rise to up to 1.6 billion
- 20.8% of Gen Z in US identify as LGBTQ+, up 100% in 4 years

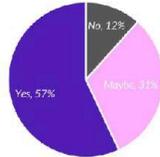
Source: "LGBT Identification in U.S. Ticks Up to 7.1%", Gallup Feb 2022



3

## The Problem: Queer people need safe spaces.

- Heteronormative social networks are unsafe for LGBTQ+ people, even in the US – and getting worse, not better
- As a result, queer people crave safe spaces to connect with their community and pursue their interests



If it were possible, would you prefer to pursue your interests with mostly gay men?

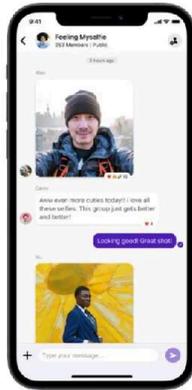
4 Source: GLAAD Social Media Safety Index, May 2021

Source: Hornet Audience Research, March 2021



## The Solution

A technology platform that helps queer people build and join safe, authentic online communities.

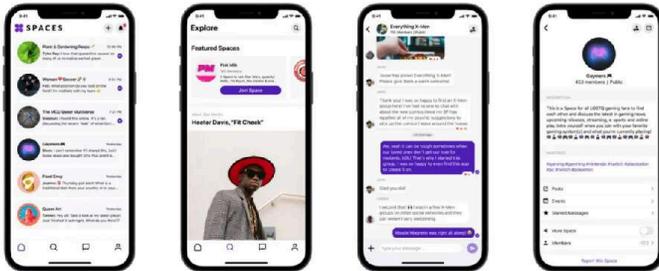


Check it out at [spaces.hornet.com/reel](https://spaces.hornet.com/reel)

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## Spaces allows users to discover and chat with other LGBTQ+ people authentically over shared interests



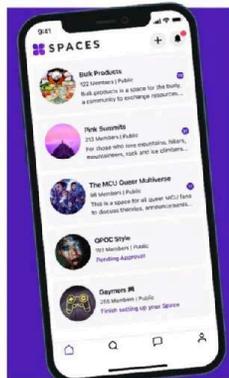
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### Spaces Value Proposition

### Why SPACES?

- Discoverability**
  - LGBTQ audience
  - Simple to invite members
  - Easy discoverability for new members
  - Location-based discovery
- Safety & Authenticity**
  - A 'no troll' space
  - Hosts moderate their own Spaces
  - LGBTQ-aligned standards
- Easy to Use**
  - Clean, simple design
  - Just a few clicks to get started
  - Responsive support for Hosts 24/7



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## Competitive Landscape

|           | Safe for Queers | LGBTQ Discoverability | Groupchat | Feed | Events | Ease of Use |
|-----------|-----------------|-----------------------|-----------|------|--------|-------------|
| Facebook  | X               | o                     | o         | ✓    | o      | o           |
| Whatsapp  | o               | X                     | ✓         | X    | X      | ✓           |
| Instagram | X               | o                     | X         | ✓    | X      | o           |
| TikTok    | X               | o                     | X         | ✓    | X      | o           |
| Discord   | X               | X                     | ✓         | X    | o      | o           |
| Tinder    | o               | o                     | X         | X    | X      | o           |
| Grindr    | o               | ♂                     | X         | X    | X      | o           |
| Hornet    | ✓               | ♂                     | X         | ✓    | X      | o           |
| Spaces    | ✓               | ✓                     | ✓         | o    | ✓      | ✓           |

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## Since launch in Feb 2022: Rapidly increasing and wide range of vibrant "Hot Spaces"

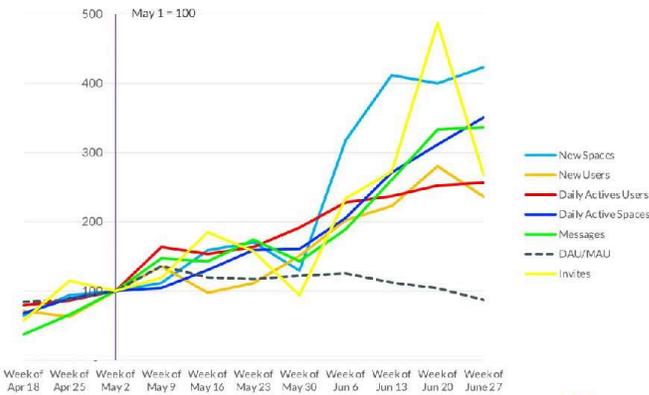


- Bear with Me
- Gay's B
- The MCU, Queer Multiverse
- Frisco: An Oral History of Queer Sex
- Feeling Mysidic
- Gaymers
- Question of the Gay
- Urns of Oms
- Frisco: After Dark
- LGBTQTV
- Bapocalypse
- Queer Memo Vault
- Pk & Mlc: Talking Star Wars, Queerly
- the brainforest cafe
- Two BI Gays
- Bulk Products
- MovieBitches
- Queer Art
- EVERYTHING IS A-OK!!
- Hooops Horror Stories
- Cat's Cakes Cafe
- Mable/Mc/Mc/Mc
- Janet & Relationships
- Plant & Gardening Poles
- Sun of Us Lesbians
- Asexuality, Gendersexuality spectrum
- A Vinyl a Day
- Queer Women Soccer
- Waii Nait
- Women on Decks
- DYKE TV
- Gym and Fitness
- X-Men
- The Radical Left
- A Little Spicy
- The Talks
- For Horror Lovers Only
- Hangover Hours
- Spider-Man

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## Spaces is growing fast on all key metrics



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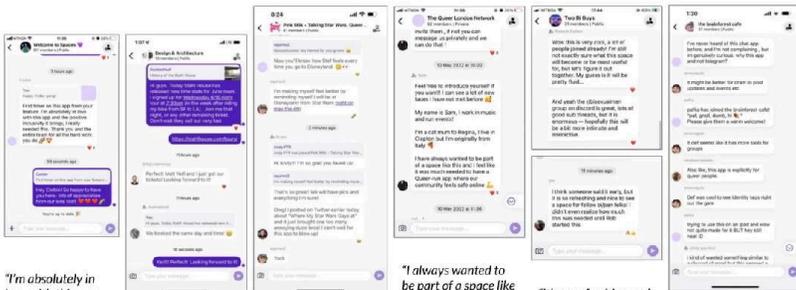


## Spaces users span the entire LGBTQ+ spectrum

Over 70% of users in the US



### User testimonials confirm the need of queer people for safe spaces



"I'm absolutely in love with this app and the positive inclusivity it brings. I really needed this."

"we booked [the tickets] the same day and time"

"on Twitter...one too many annoying dude bros! I can't wait for this app to blow up!"

"I always wanted to be part of a space like this and I feel like it was much needed to have a Queer-run app where our community feels safe online"

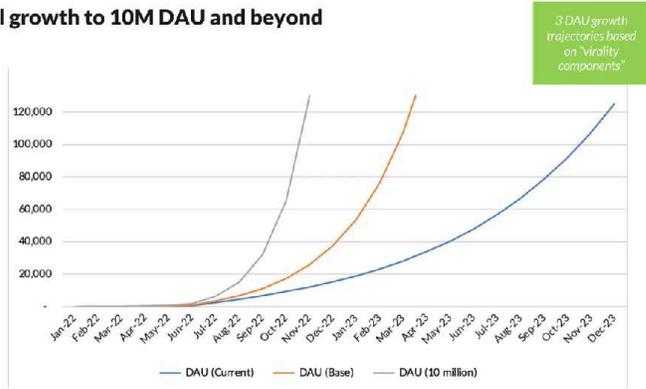
"It's so refreshing and nice to see a space for fellow bi/pan folks"

"this app is explicitly for queer people"

### The Growth Roadmap



### We seek viral growth to 10M DAU and beyond



### Viral growth is dependent on these virality components which we improve through growth hacking

|                                  | 10 million DAU case | Current |
|----------------------------------|---------------------|---------|
| Space creation rate              | 5.0%                | 5.2%    |
| Host's average reach             | 20                  | 3       |
| Members' sharing rate            | 25.0%               | 12.5%   |
| Members' invitation success rate | 50.0%               | 14.0%   |
| 1st month retention rate         | 30.0%               | 30.0%   |
| Nth month retention rate (N>1)   | 70.0%               | 70.0%   |

**Stickiness (DAU/MAU)**

Paid User Acquisition  
Brand power

25.0%  
\$250K/yr  
40.0%

20.0%  
\$250K/yr  
56.7%



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**Spaces Product Roadmap**

|                   | Q2 22  | Q3 22   | Q4 22   | Q1 23   |
|-------------------|--|---|---|---|
| <b>Theme</b>      | <b>Builders</b>  | <b>Virality</b>   | <b>Escape Velocity</b>  | <b>Bowling Alley</b>  |
| <b>User Story</b> | Super-serve community builders   | Build the flywheel                                      | Prime the Pump through atomic networks  | Grow in more markets  |
| <b>UX</b>         | <b>iOS</b><br>Spaces Host super powers<br>Spaces chat love<br>Notifications redesign | <b>iOS</b><br>Spaces Virality<br>Spaces Discoverability | <b>iOS</b><br>Spaces Host toolbox<br>Spaces Virality<br>Algos                 | Spaces language versions<br>Surface Spaces in Hornet<br>Algos |
|                   | <b>Web</b><br>Build out React foundation   | <b>Android</b><br>Basic Android Version                 | <b>Android</b><br>Full Android Version<br>Algos                               |   |
| <b>Revenue</b>    |  | <b>Web</b><br>Spaces Host super powers framework        | <b>Web</b><br>Spaces Host super powers<br>Implement Hornet Web shop in Spaces |   |
|                   |  |   | Spaces Monetization   |   |

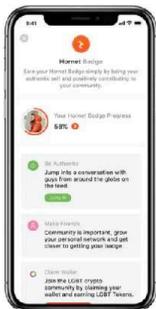


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Spaces has been built by Hornet, the world's queer social network

# 2,500,000 Monthly Active Users

**Hornet is the only company built around LGBTQ safety.**



- Safety from hate, harassment and misinformation
- Safety from abusive moderation policies
- Safety from fraud and malicious actors
- Safety from threats to our physical and mental well-being
- Safety from data breaches and a lack of data transparency
- Safety from exploitative technology
- Safety from any entities, including state actors, that do not have our community's best interests at heart



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Source: "Hornet's 10-Point Pledge to Promote LGBTQ+ Safety", Jun 2022

## Mission and Vision

To build a world where queer people can find a safe space to be themselves

Hornet is the place where queer life happens - anytime, anywhere.

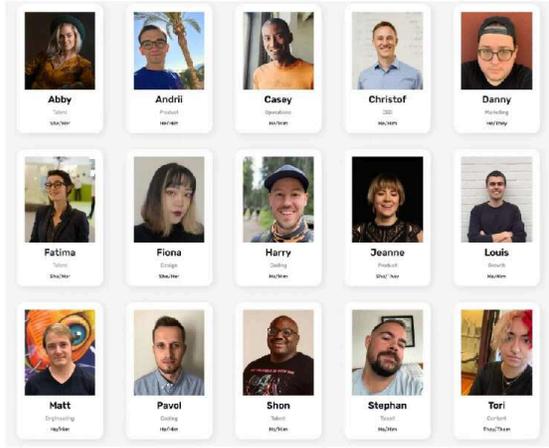
Hornet enables the LGBTQ+ community connect in all its diversity, by organizing around interests, places and events to create safe, authentic conversation and expression.

Here, every queer person feels comfortable sharing their experiences, and connecting with a community that understands and validates their life.

[Category leader] x [More queer people] x [High purchasing power] = [Enterprise value]



## Meet the Spaces Team



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## Confirmed SAFE Investors



## Advisors



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## We plan to raise \$2 million to accelerate the growth of Spaces

- SAFE Note issued by Queer Spaces, Inc.
- \$8 million pre-money cap



Contact us at [future@hornet.com](mailto:future@hornet.com)  
[queerspaces.com](http://queerspaces.com)

