



INVEST IN LOOSID

The Sober Social Network.

LEAD INVESTOR



Sergey Guberman

While reflecting on my past experiences, I realized that helping others has always been second nature to me. I see investing in Loosid as the choice I can make to take another step in the direction of creating positive change.

It is less important to me that I financially benefit from this decision, and more important to me that Loosid helps real people make real changes in their lives.

I want to be a great example to my friends, my children, and all those who surround me and make my loved ones proud. I have spent many years working with companies and organizations that were established for the purposes of a greater good and I think my passion and my professional experiences will benefit potential investors.

Invested \$250,000 this round

loosidapp.com

Miami Florida



Technology

B2C

Mobile Apps

Entertainment

Subscription

Highlights

- 1 150,000+ installs * 325,000+ monthly sessions * 5,000 4 & 5 Star Reviews
 - 2 Fast Company Most Innovative Companies * Webby Award Finalist * PRNEWS Platinum PR Awards Finalist
 - 3 *Very Well Mind Best Sobriety/Recovery App
 - 4 2.2 million support and community messages * 2.7 million dating interactions
 - 5 Day 7 iOS retention is 15% vs. dating category average of 11.4%
 - 6 Global Dating app revenue grew by 306% from 2015-2021. Expected to grow to \$5 billion by 2025.
 - 7 The treatment industry is expected to grow from \$42 billion in 2020 to \$53 billion by 2025.
 - 8 300M people have an alcohol use disorder, 38% of adults battle an illicit drug use disorder.
-

Our Team



Mj Gottlieb Co-Founder & CEO

MJ is a lifelong entrepreneur, having owned and operated five businesses and one not-for profit foundation over the last 31 years. He is a leading recovery advocate and has been sober since March 21, 2012.



Zhanna Basina Co-Founder

Zhanna is Co-Founder of Loosid. She also founded a (now) 2,000+ employee, \$60M PE backed healthcare conglomerate with 8X EBITDA EXIT in the process of her second exit. Her personal struggle within her family was the catalyst for starting Loosid with MJ.



Nina Hendricks COO

Nina has been a leader in the the operational space for 15+ years, and a fierce recovery advocate to create impact and change in success outcomes for those struggling with addiction.



Gary O'Neil Creative Director



Gary is a leader who believes that great companies are built by great teams. From his 31 years of experience leading teams, he understands that ideas are great but execution is king & being customer-centric is the biggest key to success.



Brady Pejerrey Chief Technology Officer

Brady has been working in the computer programming field for 20+ years. Brady is on charge of the architectural design for Loosid, as well as overseeing implementation during the development and deployment cycles.



Rafael Palma Head of Development

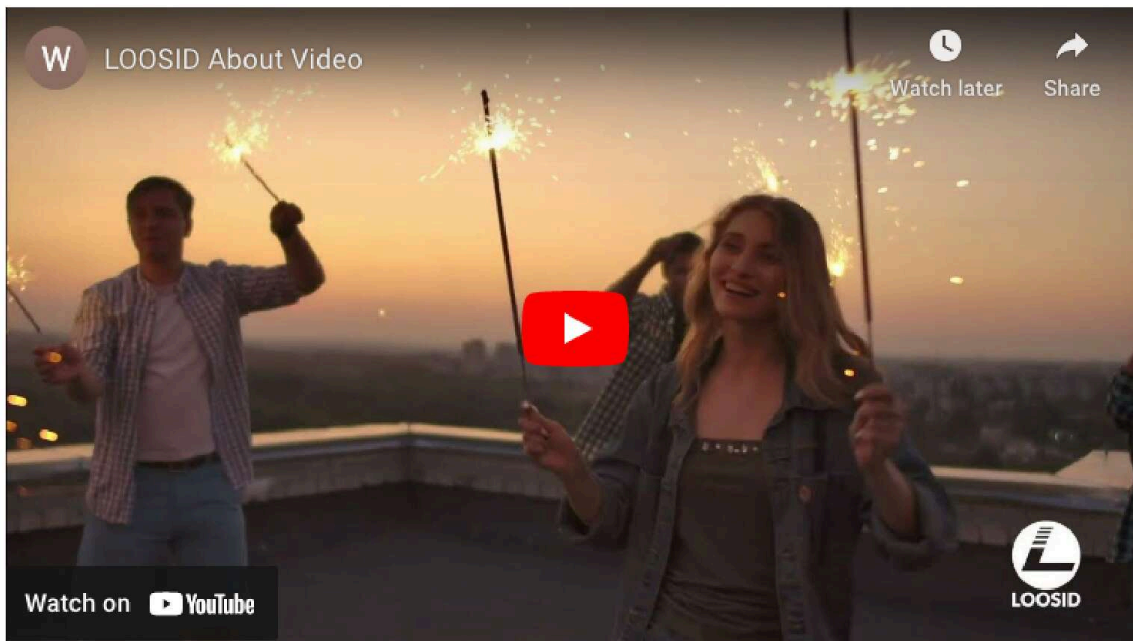
Rafael has been leading mobile based development teams for more than a decade. He brings high quality standards to lead a high quality team!



Steven Schilt Community Manager

Steve oversees the Loosid community and heads up the Loosid Ambassador Program. Everyone knows Steve!

The Loosid Story



My name's MJ Gottlieb, and I'm the Co-Founder of Loosid.

I have been sober since March 21, 2012 but began my first attempt at sobriety in the late 1990's. I was fortunate enough to have lost everything.

I crawled back into the recovery rooms and said the three words no addict wants to say, “I need help.”

It’s no coincidence that the three words no one wants to say is the same three words that will save their life.

Recovery is like a glass of water. If you come in with dirty water, there is no room for clean water to come in. The only thing to do is empty your cup.

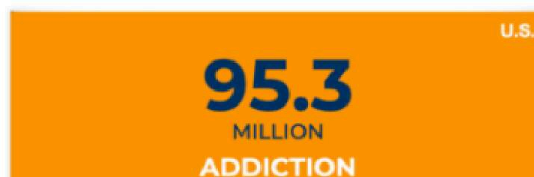


In 2017, my dear friend Zhanna (Basina), whose entire family has been ravaged by addiction, was looking at acquiring treatment centers & I was helping her in an advisory capacity.

Looking at the sheer volume of people struggling, I felt that even if we were to open up 1,000 treatment centers, we would be putting inch-long band aids on an ever-growing global wound.

With 300M+ suffering from alcohol use disorders worldwide and 95M+ suffering from substance use disorder (US alone) we needed to come up with a better solution to connect all those people struggling and provide the resources they need to get help.

Quite frankly, the statistics are STAGGERING.



10% of American Adults (23.5M) Report
Being in Recovery from Substance
Abuse or Addiction

-Partnership at drugfree.org, New York State Office of Alcoholism and
Substance Abuse Services (OASAS)

About 38% of adults. In 2017 battled an
illicit drug use disorder

-Key Substance Use Mental Health Indicators in the United States: Results
from the 2017 National Survey on Drug Use and Health

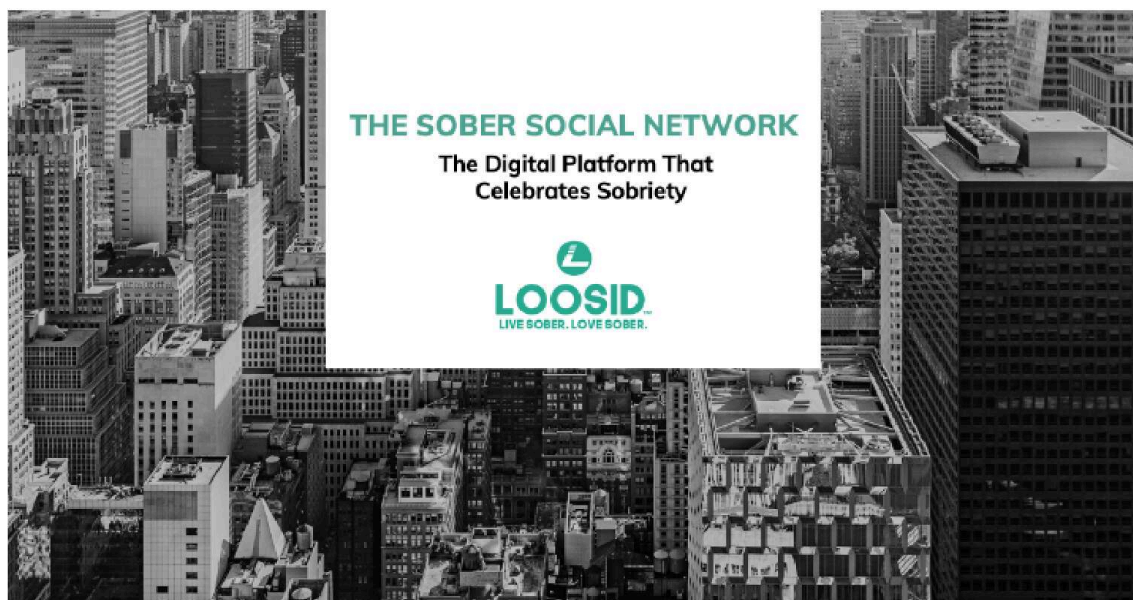
300 Worldwide
MILLION
ALCOHOL ABUSE
About 300 million people throughout
the world have an alcohol use disorder.

- 2021 Recovery Worldwide, LLC

75.9 U.S.
MILLION
SOBER
30% of American Adults don't
consume alcohol

National Epidemiologic Survey on Alcohol and
Related Conditions (NESARC)

We needed to dream bigger. What's more, we needed to connect with people through the one thing nearly everyone has... their phones. And hence Loosid was born.



What is Loosid?

Loosid is the most comprehensive sobriety app currently available in the market.

Loosid App is a self-funded startup providing a comprehensive, free application for anyone interested in living a sober life.

Loosid provides those struggling with sobriety the virtual help and support they need (community and professional). The vast majority of our 145,000+ members are in recovery or actively seeking help with treatment of their addiction. It's our duty to give those fighting addiction the opportunity to maintain their sobriety.

Purpose in Design

A SOCIAL GOOD APP

Every day people lose their battles with addiction, proving that we need the support of a strong sober community to succeed.



300 Million

People worldwide have an alcohol use disorder



95.3 Million

American adults battled an illicit drug use disorder

Loosid provides free tools to help those struggling with addiction. It's our obligation and duty to give those fighting to maintain their sobriety every chance they can get.

(1) Consumer-facing app:

LOOSID APP MAIN FEATURES

Loosid is a Social Network for the Sober community, welcoming anyone interested in living a sober life. Loosid provides its members with comprehensive features to navigate and maintain their sobriety.

Community
Connect and engage with other members, post photos, sobriety tips and more.

Boozeless Guides™
Access to 1000's of live and virtual events, sober travel options and restaurants that offer alcohol-free drink options.

Treatment Guides
Find Professional Help in our Treatment Center & Tele Help Guides.

Recovery Voices
Recovery Voices features in depth and compelling conversations with subject matter experts in the field of addiction.

Daily Sober Tips
Daily Sober Tips sent directly to your phone to keep your recovery on track.

Sober Dating
Sober & Single? Tap on Dating and get ready to mingle!

SAM™
Your solution for post-care and alumni tracking. Changing the relationship between the patient and treatment centers one day at a time.

Daily Gratitude
Start your day on a positive note sharing with the Loosid community what you are grateful for.

Sobriety Tracker
Track your days & celebrate milestones with Loosid's Sobriety Day Counter.

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(2) B2B SaaS product for Treatment Centers:

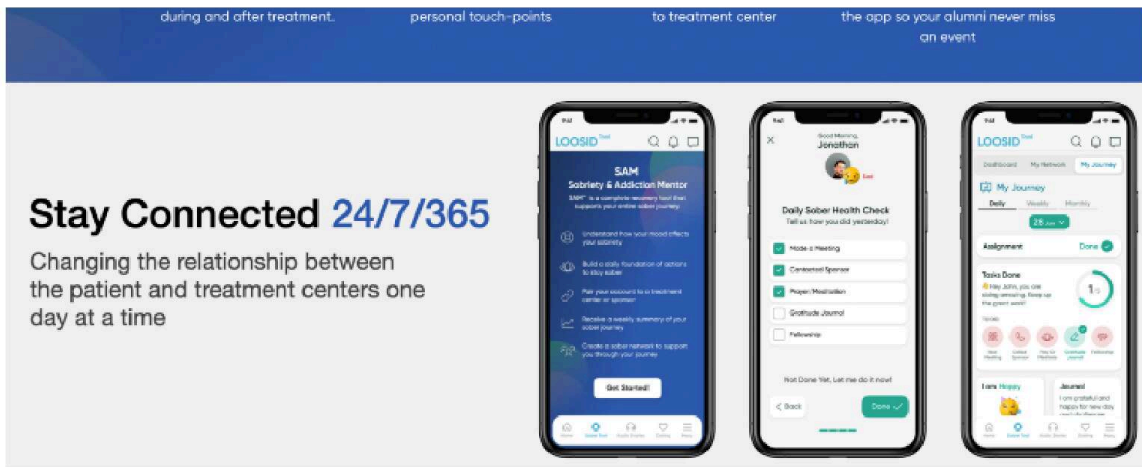
SAM – Sobriety & Addiction Mentor™

Track Sobriety
Real time measures of patient

Recognition
Emotional recognition through

Branding
Custom branding and connection

Alumni Events
Information front and center in



Loosid’s newest technology, **SAM - Sobriety & Addiction Mentor™**, creates a seamless experience once leaving treatment.

Through emotional recognition and programmatic touchpoints, SAM’s™ interactive 365+ day journey provides treatment facilities full, measurable visibility by integrating a comprehensive backend admin control panel for daily post-care and alumni tracking.

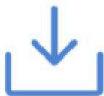
Additionally, users can create a network of alumni, staff and important contacts on their personalized dashboard, encouraging engagement and retention. Loosid is committed to saving lives by providing ever evolving sober support.

Getting buzz without being buzzed

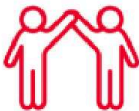
We have great early traction.

The Facts Speak For Themselves

LOOSID BY THE NUMBERS



145K+



100K+



2.2Mill+

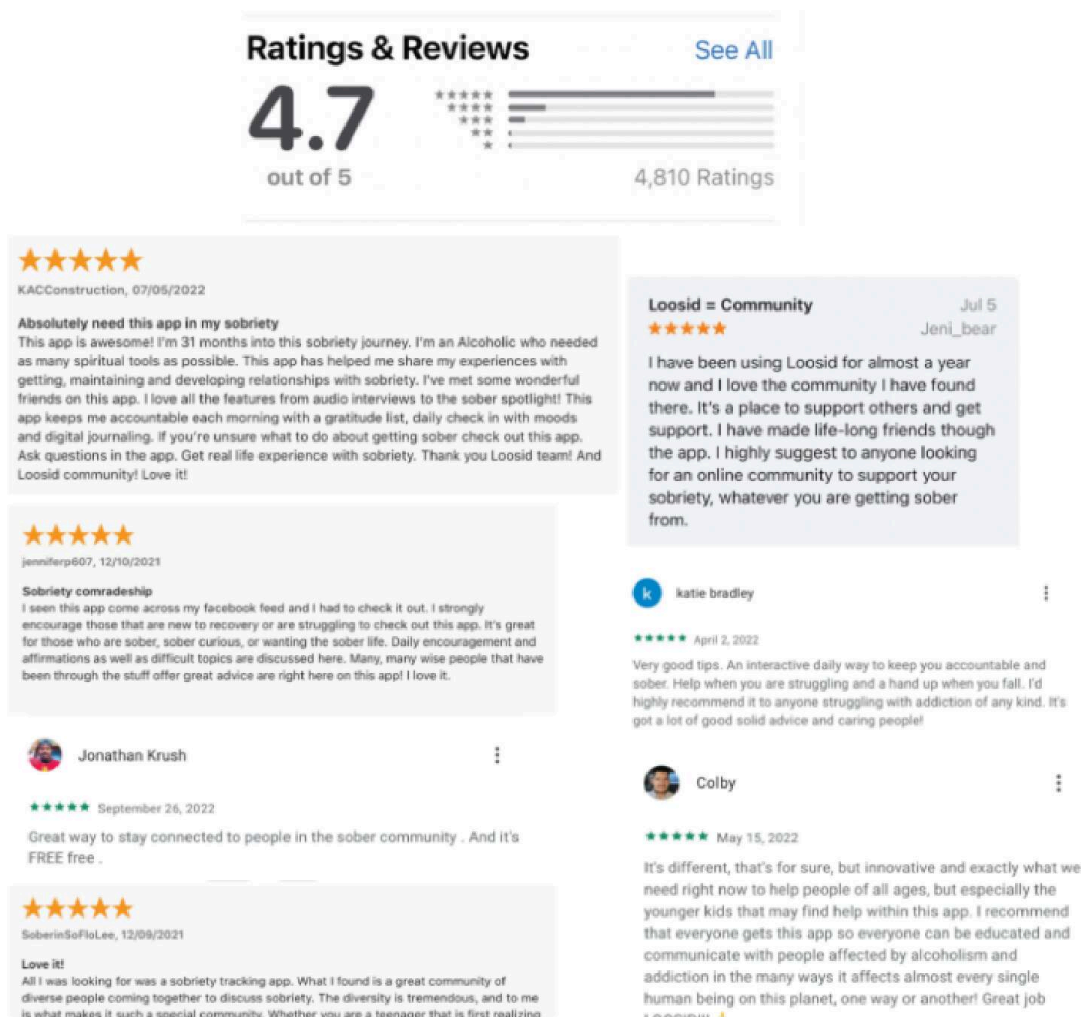
145K+
Installs To Date

100K+
Friendships Initiated

2.2Mill+
Support and
Community Messages

After developing our initial MVP, we think the most important thing we did is LISTEN TO OUR MEMBERS, as reflected in our customer reviews.

We are strong believers that we should never build a product that we like or want. We need to build a product that our customers want.



145K+
Installs To Date

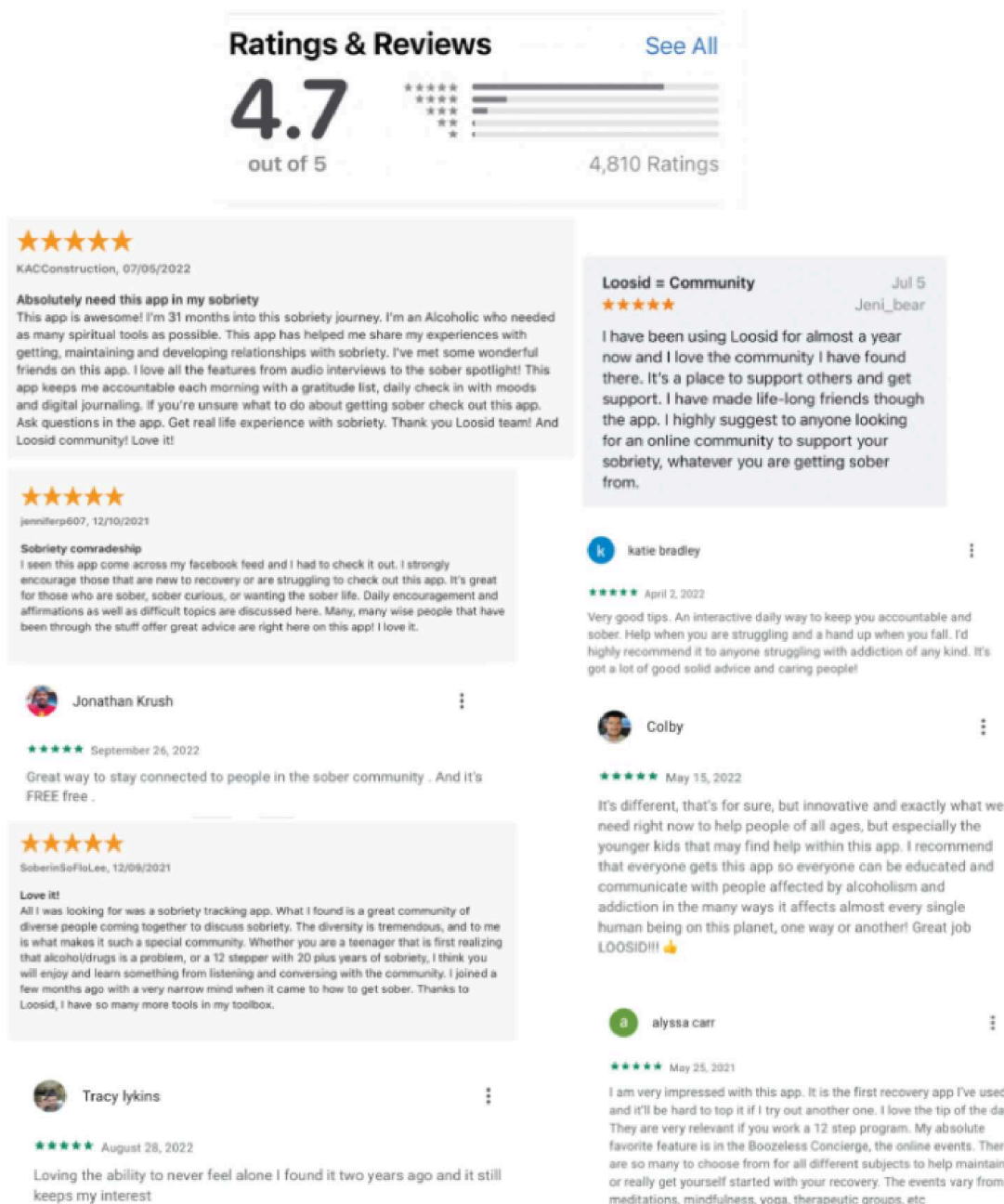
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Support and
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After developing our initial MVP, we think the most important thing we did is LISTEN TO OUR MEMBERS, as reflected in our customer reviews.

LISTEN TO OUR MEMBERS, AS REFLECTED IN OUR CUSTOMER REVIEWS.

We are strong believers that we should never build a product that we like or want. We need to build a product that our customers want.



As a result of our growth and our impact, we've received significant accolades, and attention in the press.

We've been featured in the *Wall Street Journal*, *the New York Times*, *Forbes*, *Good Morning America*, *Reuters*, *Mashable*, *Fast Company* and many more publications

and media outlets.

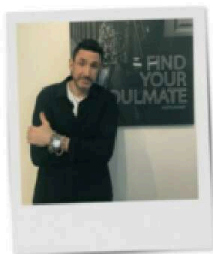
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GEAR & GADGETS

Looking for Love Post-Lockdown? Niche Dating Apps Are the Next Big Thing

Designed to pair up pet owners, runners, vegetarians, gamers and even astrology zealots, super-specific dating apps are helping singles find common ground quickly now that we're no longer confined



Loosid co-founder MJ Gottlieb.
PHOTO: GETTY IMAGES (POLAROID)

seen a roughly 3,500% increase in messages among its 120,000 users. The platform has five different sections including a Tinder-like dating portion where you can accept or reject a potential match by hitting an X or a check; a Facebook-like wall where people post milestones about their sobriety and lives; and a "sober hotline" where users "can very clearly see if somebody needs help and can respond right away," Mr. Gottlieb said. Loosid also offers resources like a directory of over 17,500 addiction treatment centers and tele-help centers, plus a social calendar of booze-free events happening across the country and online.

For the Substance-Free

After six years of sobriety, MJ Gottlieb knew he needed to find a better way to date. "Nine out of 10 times the woman would say, 'Oh, my God, You don't drink? How are we going to have any fun?'" he said of prospective partners, explaining that "it is a huge trigger when the person on the other end of the table is slinging drinks."

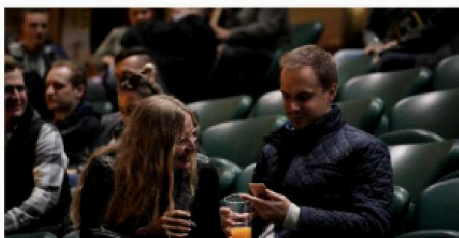
In 2018, Mr. Gottlieb co-founded Loosid, a free dating and friendship app for those committed to sobriety. "When you're dealing with alcoholism or addiction, it is a life or death situation and we wanted to create a safe place for people to connect and engage in the dating space," he said. Post-lockdown, the free app has

Forbes

SOCIAL MEDIA

Social Media App Loosid Sees An Uptick In Sober Dating Numbers

In the Covid-19 era when reports suggest more Americans subjected to lockdowns are struggling with excessive alcohol consumption, one social media app is welcoming users looking to date in a world of sobriety.



Our Mission. Your money.



This is not just a cute shirt 🙌 Our mission is to be backed by the sober

community and all who choose to support us.

You will not find a startup team that is more passionate about, and dedicated to, our mission -- of helping millions of people to get sober and stay sober.

As a result, our team at Loosid is 100% committed to keeping the community section of Loosid free for our users... FOREVER.



Over the coming months and years, we will monetize through three primary strategies:

- (1) Loosid Dating
- (2) Loosid B2B platform for Treatment Centers - Meet SAM™!
- (3) (Tasteful!) Advertising

(1) Loosid Dating

Despite only a small percentage of our focus being on dating up until this point, Loosid dating activity shows the incredible need to expand our dating growth model NOW.

In the past 60-days, Loosid retained market leader Moburst Mobile, to provide an independent audit of Loosid's sober dating business model. A full analysis was done of what it would take in order to generate enough revenue to reach cash flow positive.

The full report is available [here](#).

The market for online dating has been exploding over the last few years, industry analysts have forecast the market to grow to \$5 billion by 2025.

The popularity of “targeted” dating apps like Christian Mingle, Farmers Only, Glimmer, Jdate and Muzz demonstrate the huge potential in our sobriety-focused community and approach.

S o b e r D a t i n g

FINDING LOVE IN ALL THE RIGHT PLACES

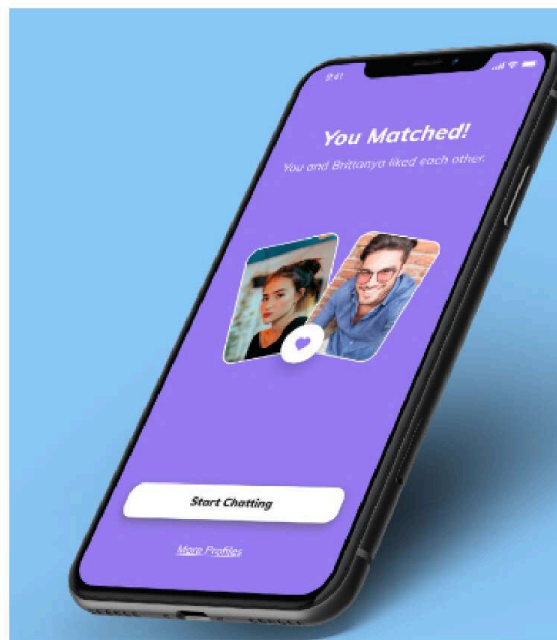
Online dating revenue

3.08 Billion (2020)

5.05 Billion (2024) Projected

Loosid provides a safe and supportive dating environment where alcohol isn't part of the equation.

Over 2.7 Million Dating Interactions on Loosid App to date

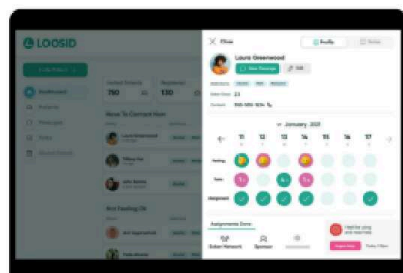


(2) Loosid B2B platform for Treatment Centers - Meet SAM™!

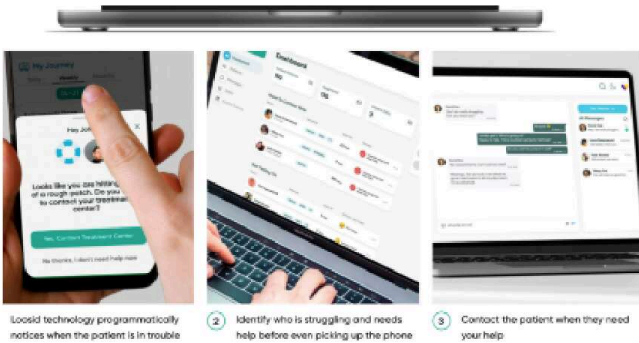
The global treatment industry is expected to grow by more than \$10 billion by 2025. If Loosid community membership and usage can improve treatment outcomes by even a tiny percentage, this is hugely valuable for treatment centers...

...And also, employers.

SAM provides treatment centers with the solution for post-care alumni tracking.



Meet **SAM** – Your
solution for post-care



and alumni tracking.

Changing the relationship between the treatment center & patient one day at a time

(3) (Tasteful!) Advertising

We have only just recently begun to dip our toes into the advertising waters. We see advertising as a significant future revenue stream for Loosid.

That being said, everything we do must not only not disrupt the user experience but add value to it.

Such as our most recent brand activation with Soberlink the most reputable alcoholic monitoring device company in the world.

LOOSID

Meaningful AND Tasteful PARTNERSHIPS

6:25
LOOSID Feed
Are you Struggling?
Tap here to get answers to your questions
Loosid Videos View All
Laura Crossett
A Tool For Rebuilding Trust in Recovery
65
29
Trending Popular
J Jason
3 years!
Did anyone else have an issue with isolating? I am
7 NEW 9

6:37
Loosid Video View All
A Tool For Rebuilding Trust in Recovery
32 29
SOBERLINK Website
Experts in Remote Alcohol Monitoring™
About SOBERLINK
Replies
Steve S 11 days
So glad to see Loosid having a chat with people who have so much impact in recovery.
3 Reply

6:35
Close soberlink.com
SOBERLINK
Soberlink: Rebuilding Trust in Recovery
Stay accountable and share your sobriety with a Treatment Professional, family, friends, employer, and anyone else important to you.
LOOSID
Meaningful Partnerships
Soberlink is proud to work with people like our very own Laura Crossett, CADC II, Jay Avery, Founder of Stone Bridge Recovery and MJ Gottlieb, CEO of Loosid App, all of who are in recovery and committed to helping others in recovery.

Loosid believes a major part of its success will come from its relationships with local businesses. In creating a valuable and relevant experience for our members, our objective is to connect them with businesses that align with our core tenet - SOBER FUN!

With sobriety becoming an emerging lifestyle choice, Alcohol Free beverages, like mocktails, have seen an unprecedented rise in popularity.

Ditch Alcohol

It's happening.

- Online searches for the word "mocktail" are up 42% over the past year.⁶
- Global searches for the phrase "non-alcoholic" are up 81% according to Google Trends.⁶
- Non-alcoholic beer is predicted to be a \$7 billion worldwide market in about 5 years.⁷
- Sales growth of 00 beer has outpaced alcoholic beer 5 to 1 over the past six years.⁸
- "Non-Alc has the potential to be the most exciting category within drinks." ~ Distill Ventures⁹



The Numbers Don't Lie

- One-third of U.S. adults are non-drinkers.¹
- 52% of Americans are trying to drink less alcohol - particularly among consumers in their 20's and 30's.²
- 67% of people in the 25-34yr range are trying to reduce their alcohol intake.²
- Most frequent consumers of low and no-alcohol drinks are 21 - 44 years old.³
- Queries on Pinterest for sober living are up +746%.⁴
- 30% of people drink on special occasions, or once every couple weeks.⁵
- 40% of global consumers desire to decrease alcohol consumption for health reasons.³
- The non-alcoholic beverage market size was 154 billion in 2015 expected to reach 2020 Billion by 2021. ⁶
- The market for low to zero-alcohol beverages is expected to increase 32% between 2018 and 2022. ⁷
- American alcohol consumption has declined for 3 years in a row. ⁸



Further advertising opportunities, include an array of **Boozeless Guides**, including non-alcoholic drinks, restaurant guides and sober events!

We have big dreams. Today, we have 146,000 users. Tomorrow, we want 146 million.

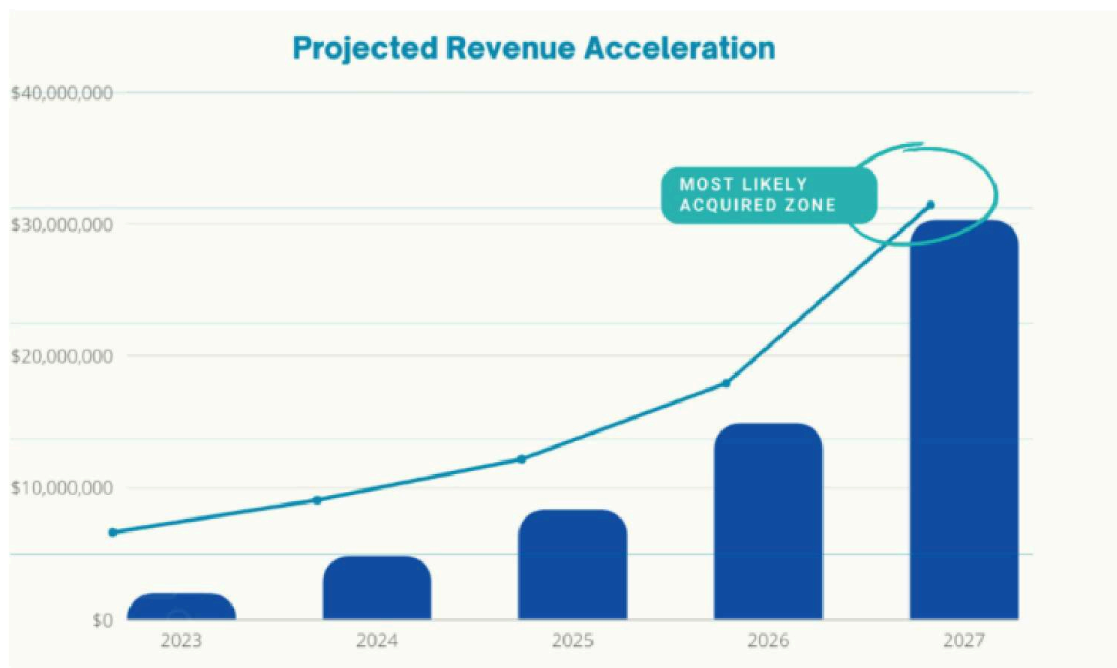
We want to put a dent in addiction. Globally.

And we believe that the best way to do this is to build a big business.

We're committed to always putting our users at the center of everything we do. And so, we're opening up this opportunity to invest in Loosid to all of you.

Investing in startups is always risky, and you should never invest more than you can afford to lose.

But if you would like to become an owner of Loosid, we would be honored for you to become an investor.



21X ROI UPON EXIT BASED ON YEAR 5 EXIT (380M)

VALUATION BASED ON 12.6 REVENUE MULTIPLE

The projections above are forward-looking and cannot be guaranteed.

The "Links" to the future...

- A full breakdown of the investment can be found in the [Loosid Investment Deck](#).
- 5 year pro-formas can be found [here](#).
- Valuations and EXIT plan can be found [here](#).

(The valuations above are forward-looking and cannot be guaranteed.)

- Use of proceeds can be found [here](#).

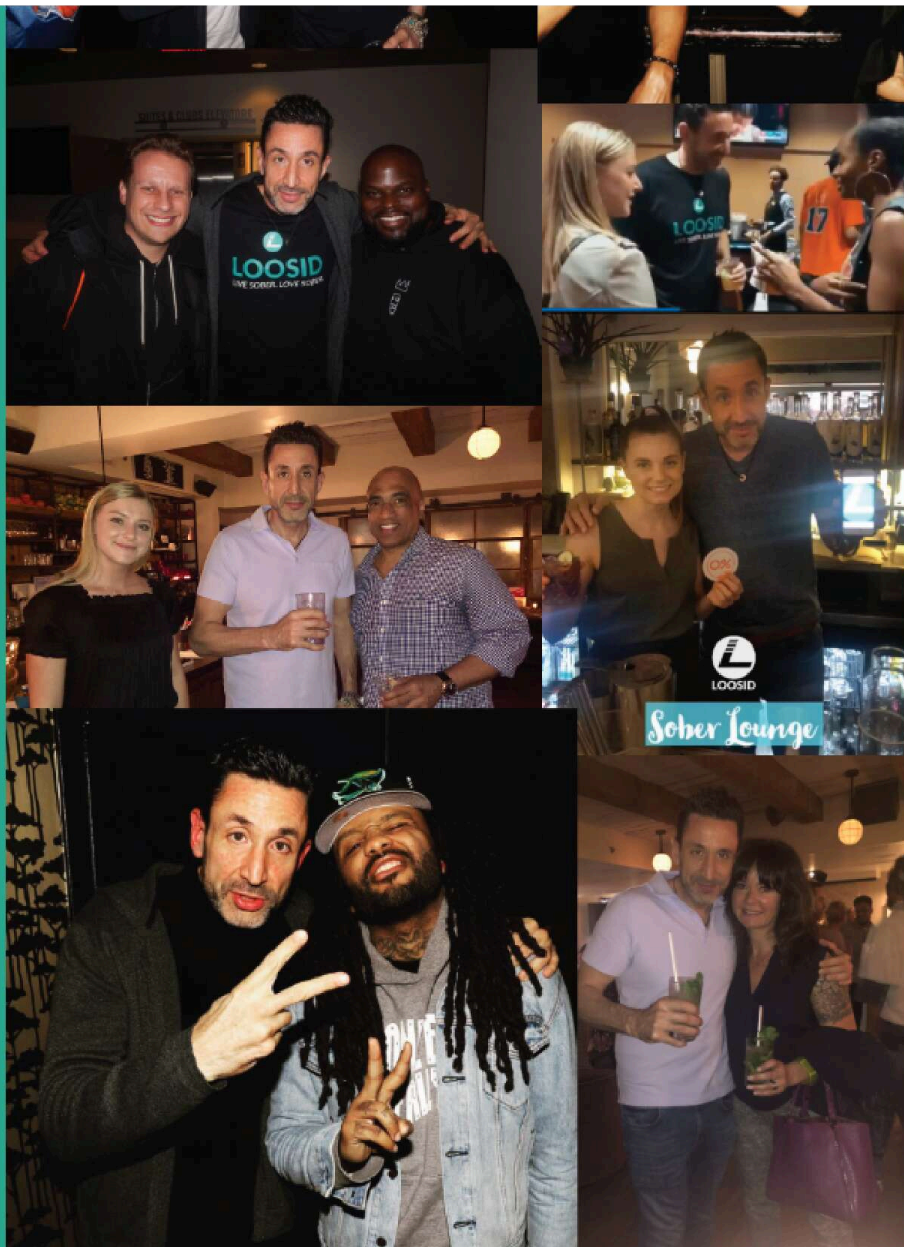
Since You Scrolled this far...

Oh Wow... You scrolled all the way down here. Very Cool. Here's some last goodies to give you an idea of how we roll...



**WE KNOW HOW TO HAVE A BLAST...
WITHOUT GETTING BLASTED**

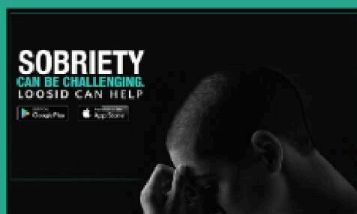




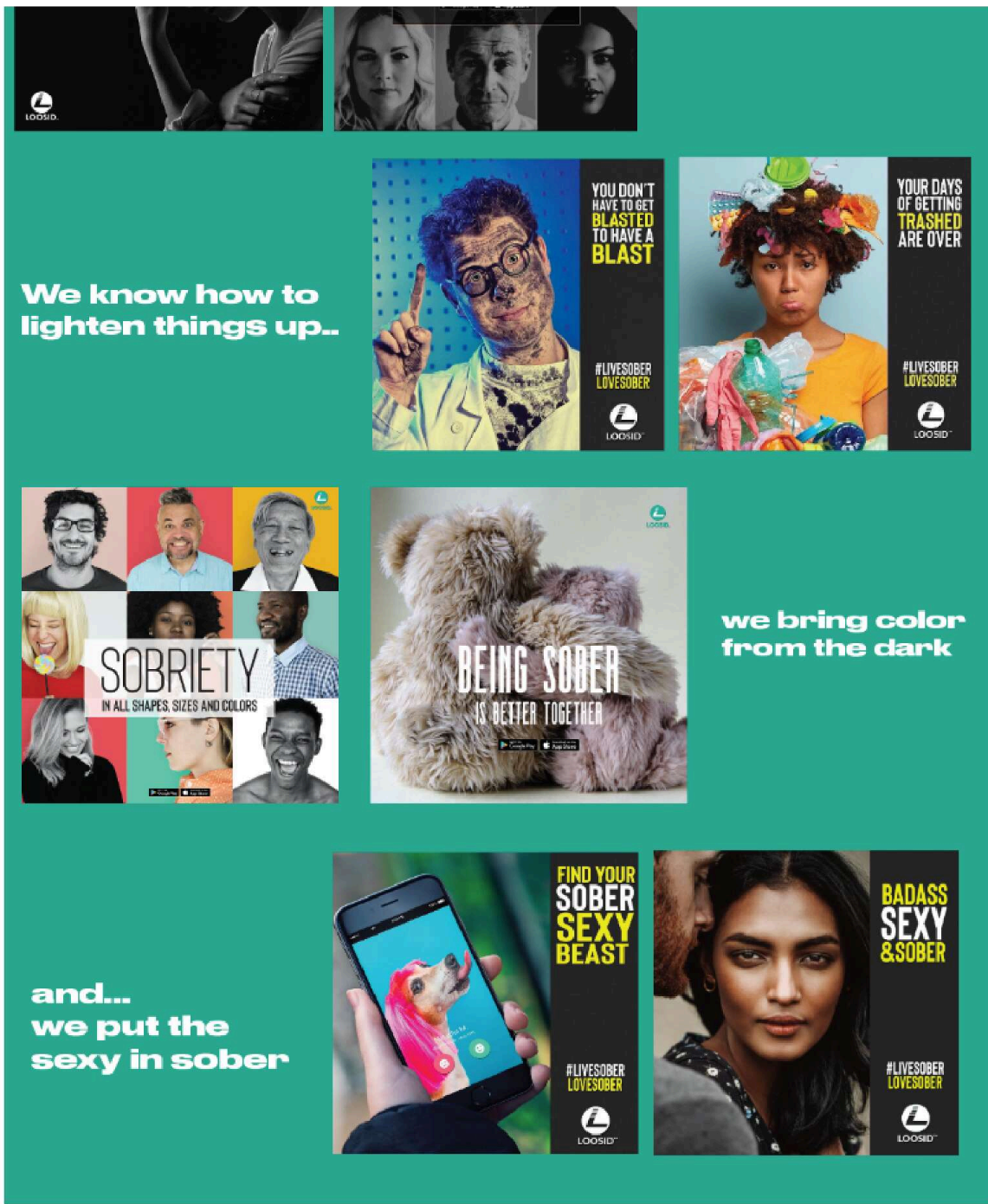
We. Know. Branding.



We get really creative about sobriety!



We understand the struggle



That is all!!!

With Love,

Team Loosid



Downloads

[Loosid Press Kit 2022 \(optimized for web\).pdf](#)