

# EXECUTIVE SUMMARY

## WHAT & WHY



No one should feel alone in their thoughts or situation. So...

**WE'RE BUILDING** an online P2P platform for emotional support.

**BECAUSE** too many barriers exist for people to receive emotional support.

**OUR MISSION** is to become the world's most trusted destination for people to feel supported and less alone in their thoughts or situation.

**OUR VISION** is for the act of giving to become a simple daily ritual.

## FACTS



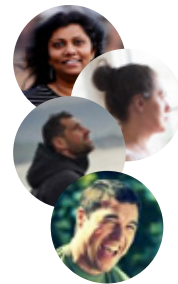
1. By 2030 the largest health risk on earth will be depression.
2. In Australia alone, 7 million adults experience emotional distress, ranging from mild to severe.
3. Giving has a profound impact on health and **wellbeing** - for the giver.

## PRODUCT



1. **ASK** questions. Publicly or anonymously.
2. **GIVE** support by answering.
3. **STATS** see activity fitness app style. Set giving goals.

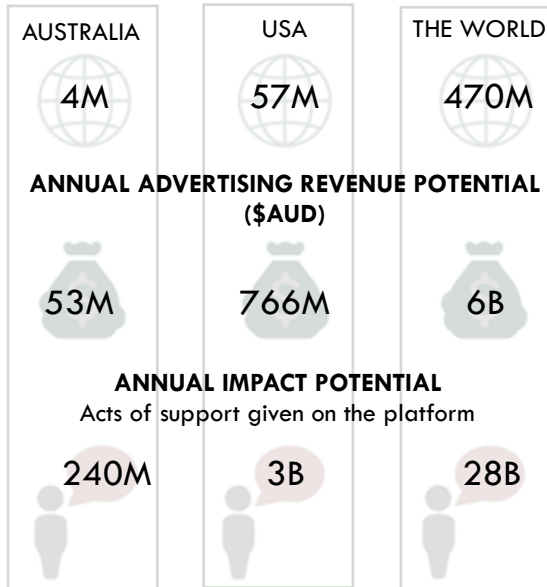
## TARGET MARKET



35-65yo adults who come into the app as someone who needs to receive support. Or someone who wants to give back and provide support.

## MARKET & IMPACT POTENTIAL (TAM)

### ACTIVE USER POTENTIAL (5+ YEARS)



### ANNUAL ADVERTISING REVENUE POTENTIAL (\$AUD)

### ANNUAL IMPACT POTENTIAL

Acts of support given on the platform

## KEY STATS

ARPU/YEAR  
\$13.44

LTV  
\$133

CAC  
\$1.24

## BRAND BUILDING

MAGAZINE



THOUGHT LEADERSHIP



EVENTS



## COMPETITIVE ADVANTAGES



1. World's most easiest platform to give (non-monetary).
2. Best user moderation on the market - the safest most trusted destination to receive support and share advice.
3. Difficult to replicate brand and integrity.

## TRACTION

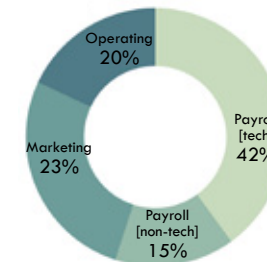
1. Invision prototype live for user testing.
2. Growing pre-launch database.
3. Pending research partnerships with Stanford, Harvard and Swinburne university.
4. Growing list of influencers who are ready to promote Global Village once we are live.
5. Pro-bono client of world leading creative agency Clemenger BBDO and Sydney based PR agency Tide.pr.

## SEEKING

Tech partner

or,

\$350,000 AUD  
pre-seed investment



# GLOBAL VILLAGE

POWERED BY SHARING



**Natalie Mogford** - Co-Founder and CEO

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+61 403 229 812

- Passionate community & mental health ambassador
- Co-founded two successful businesses
- 20 years business experience



**Olivia Brown** - Co-Founder and COO

olivia@globalvillageco.com

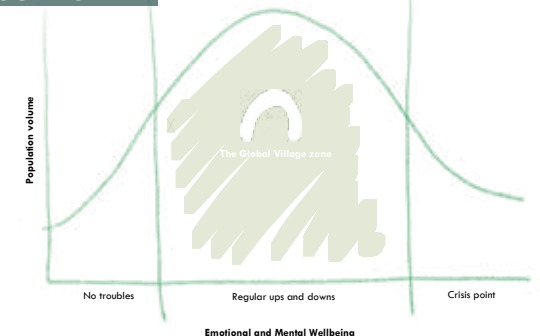
+ 61 409 394 784

- 18 years in corporate
- Quit senior role at Mercedes-Benz for Global Village

## ADVISORS

- Ex Deputy CEO World Vision and advocacy expert
- Dual qualified attorney - AU and USA (UK & NZ in progress)
- Ex Swisse Wellness CFO and private equity expert
- AI and Digital Marketing expert
- IBM Watson, Cloud and Technology expert
- *PENDING* - Behavioral expert
- *PENDING* - Mental Health expert

## OUR ZONE



**JOIN US AS WE REINVENT HOW TO GIVE, BELONG AND BE WELL.**

TAM = Total Available Market @ 100% market share. ARPU = Average Revenue Per User. LTV = Lifetime value (10 years).

Revenue based on \$10CPM (Cost per thousand impressions) CAC = Customer Acquisition Cost.