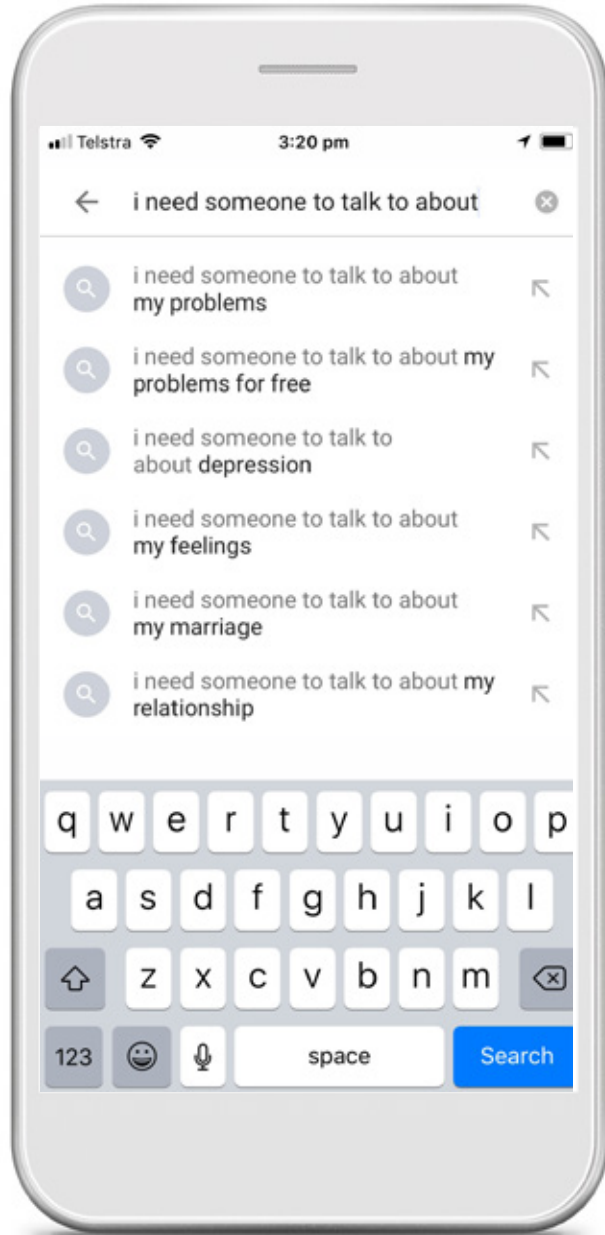


**GLOBAL VILLAGE** POWERED  
BY SHARING



because...  
no human should  
ever feel **alone**  
in their thoughts  
or situation.

# IN AUSTRALIA ALONE, 7 MILLION PEOPLE EXPERIENCE EMOTIONAL DISTRESS

A woman with dark hair tied in a bun, wearing a pink and white striped shirt, looking out a large window in a kitchen setting.

## **ANNA, 38**

Works in large  
corporate  
2 kids + Married

**Experiencing**  
Search for purpose  
Hormone issues  
Mental load

**Feeling**  
Loss of identity  
Stressed  
Anxious

A man with a beard, wearing a dark hoodie, sitting on a bench and looking out a large window at a body of water and distant hills.

## **JOSH, 46**

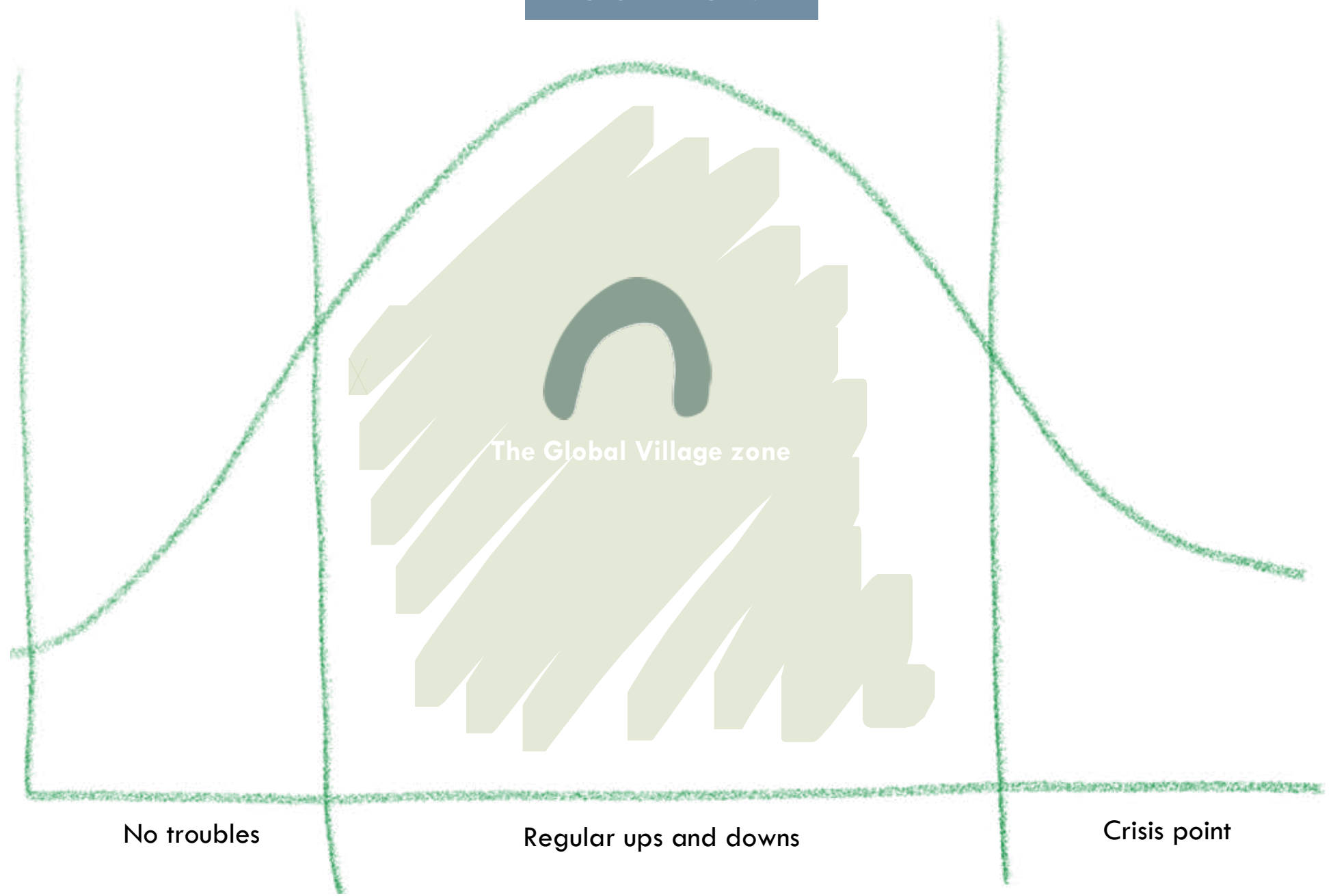
Manager in  
small business  
2 kids + Seperated

**Experiencing**  
Career expectations  
Distant children  
Financial pressure

**Feeling**  
Trapped  
Lost  
Empty

OUR ZONE

Population volume



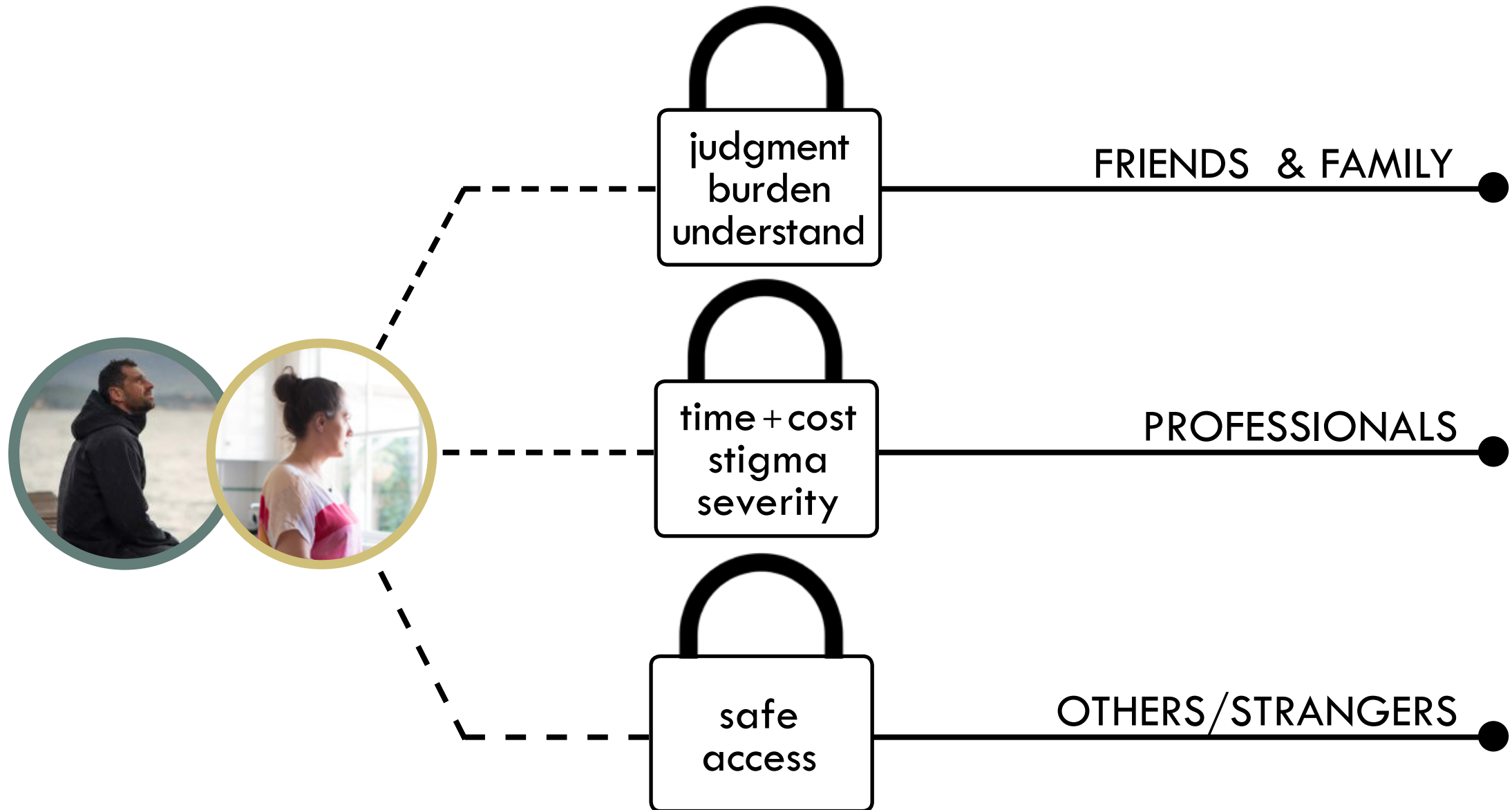
No troubles

Regular ups and downs

Crisis point

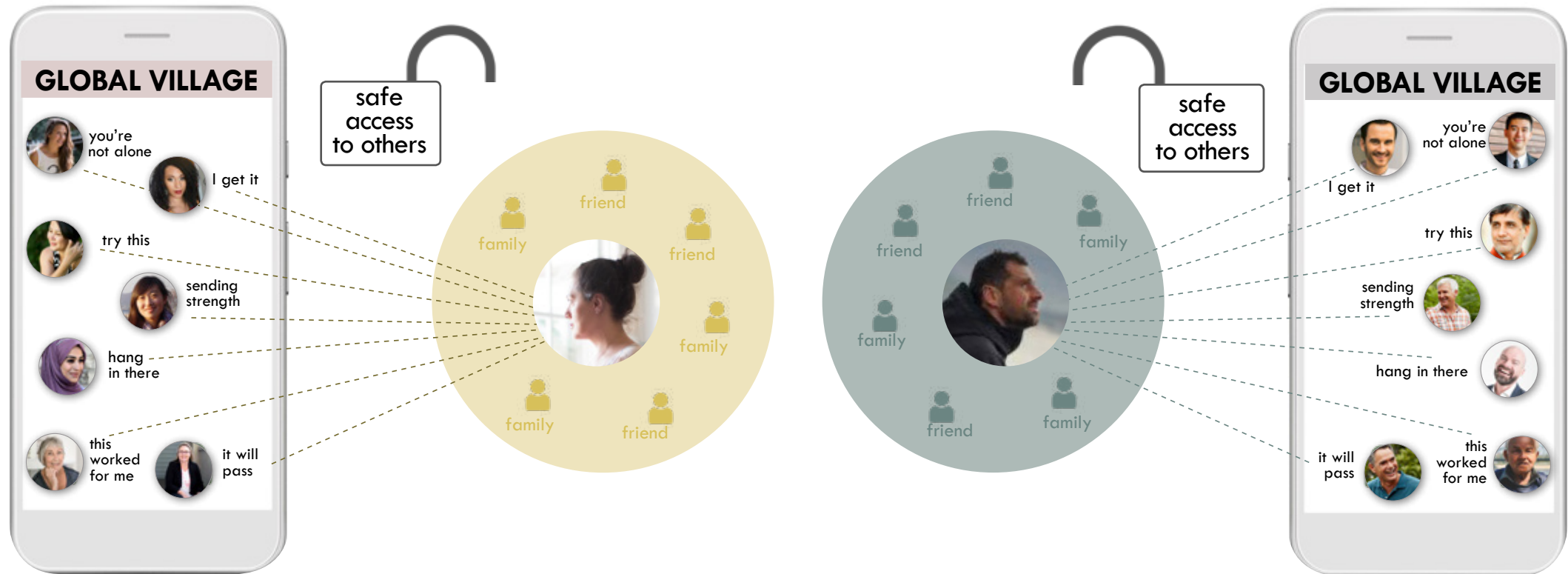
Emotional and Mental Wellbeing

# Too many barriers exist to receive emotional support



# A P2P marketplace for emotional support

where the exchange is empathy, knowledge, support, learnings, tips, advice  
where people feel heard, understood, useful

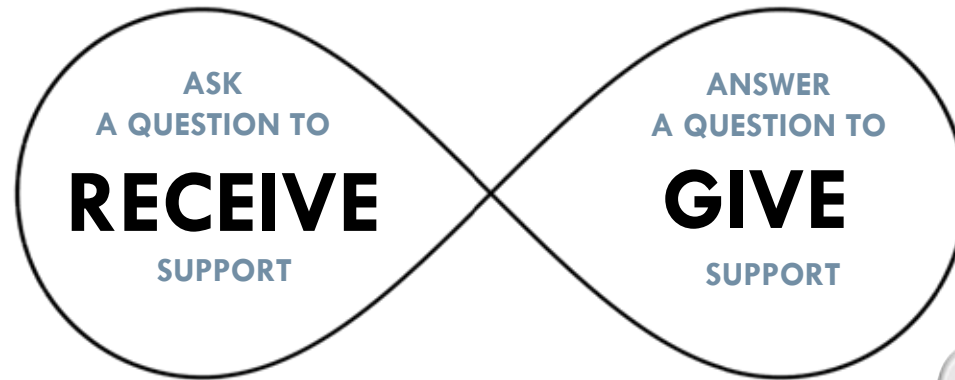
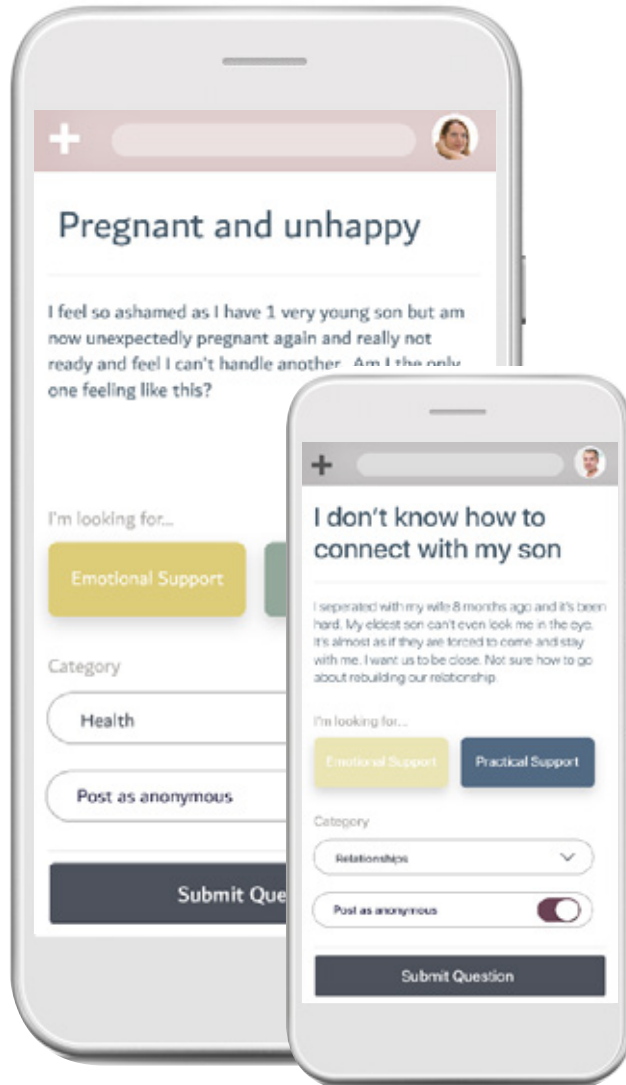


SIMPLE TO USE

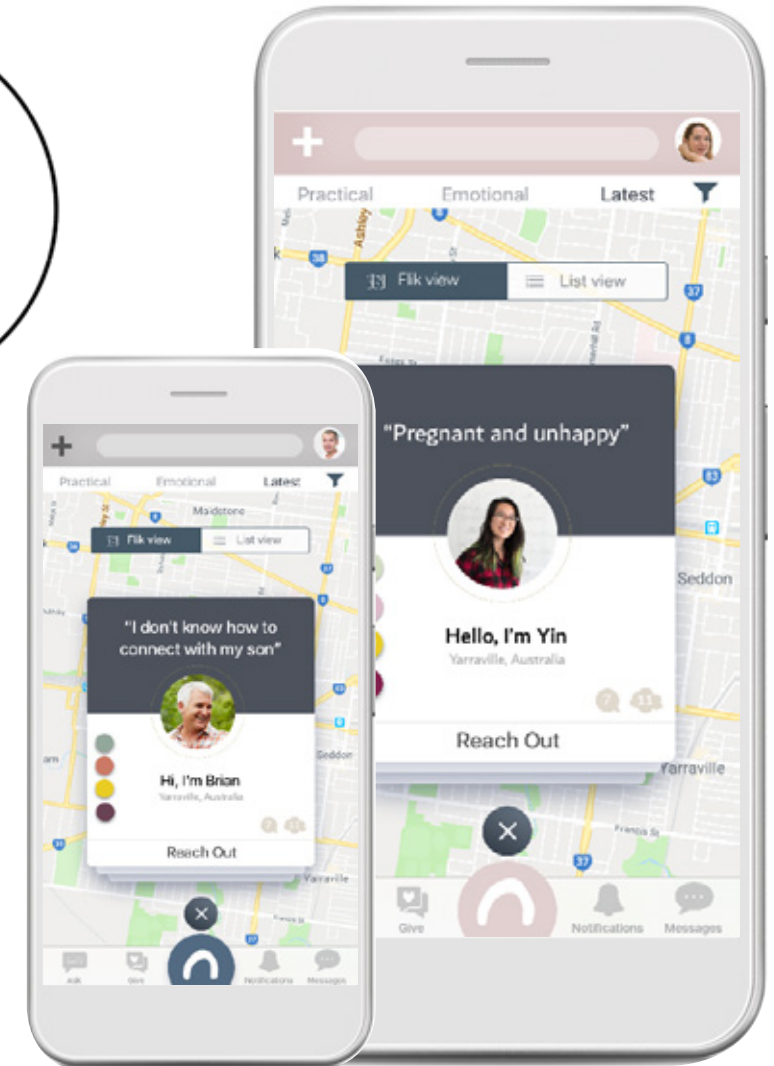
PRODUCT

YET POWERFUL

ASK



ANSWER



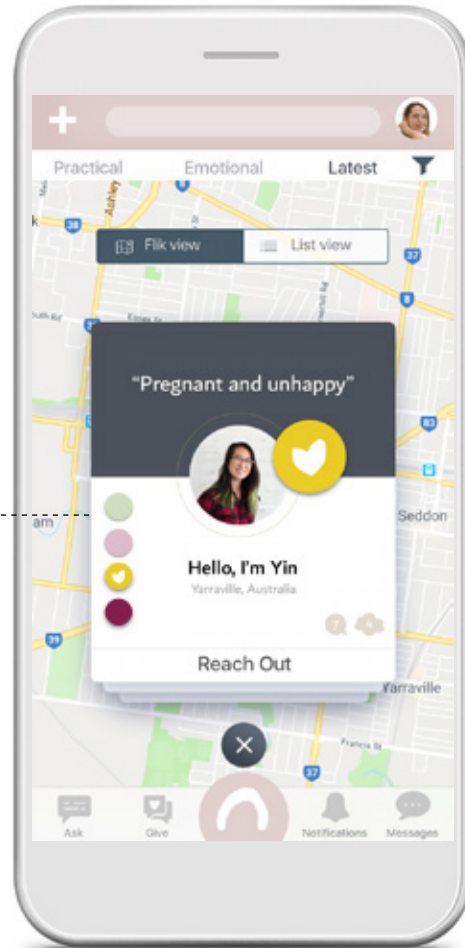
A NEW WAY

PRODUCT

TO HELP OTHERS

**TAP**

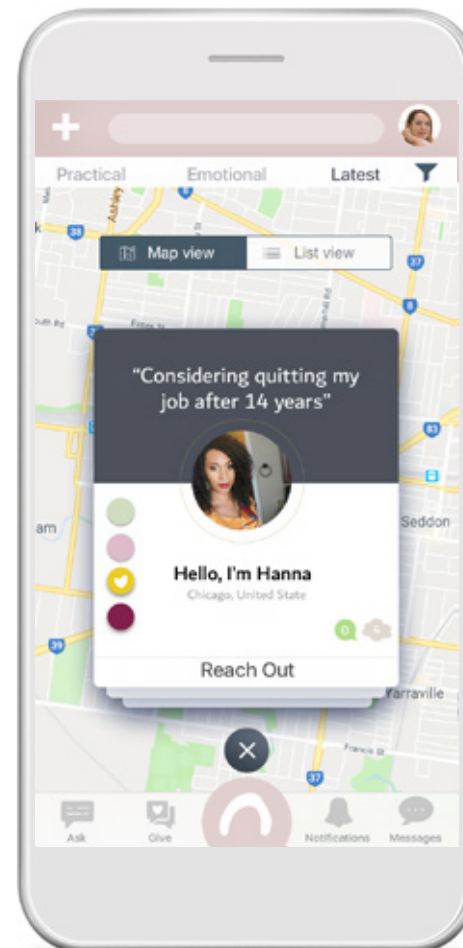
GIVE QUICK SUPPORT



sending strength  
here for you  
love  
I get it

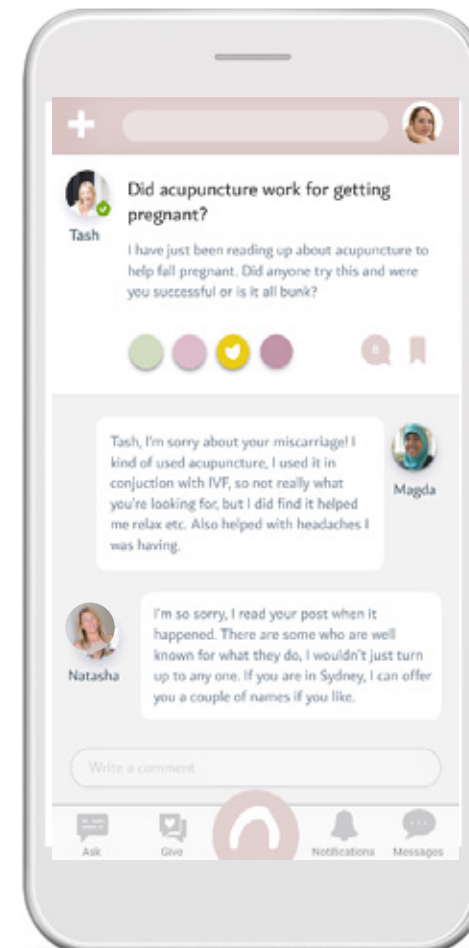
**BOOKMARK**

FOR LATER



**RESPOND**

ANSWER IN DETAIL

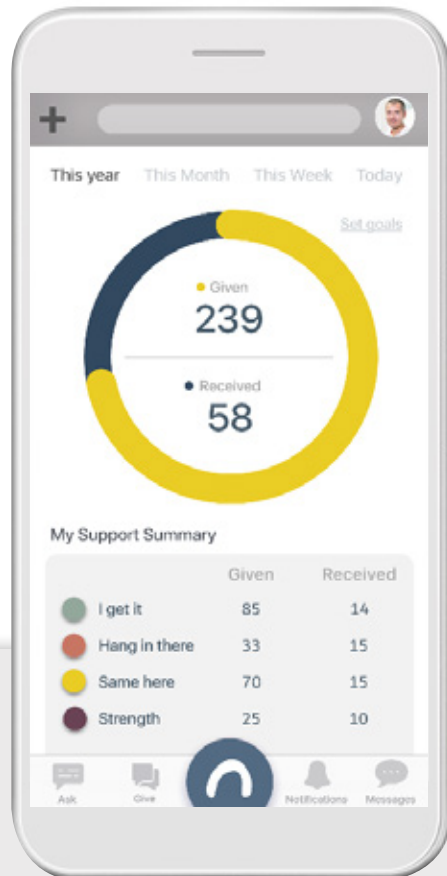


“

So easy! On my way to work instead of browsing through Facebook, I can now tap & help someone.

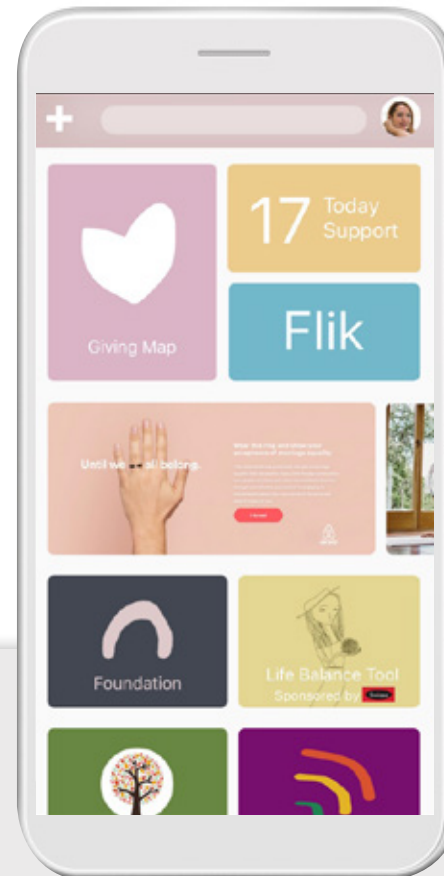
Natasha, Elwood.

## MY STATS



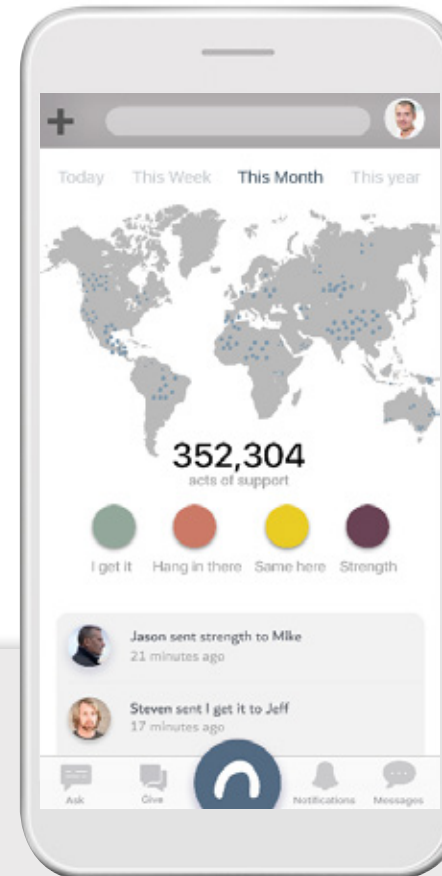
MY WELLNESS

## HOME



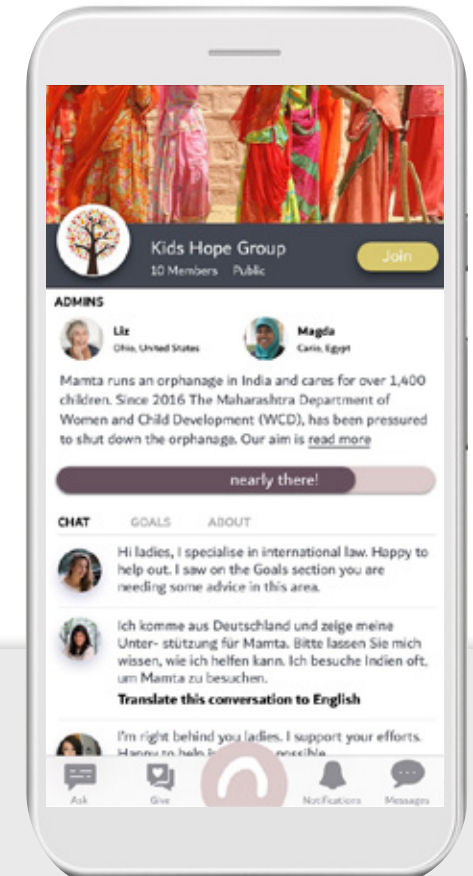
VILLAGE SQUARE

## GLOBAL VIEW



BELONGING

## GROUPS



COLLECTIVE PUBLIC WILL

THE OPPORTUNITY

# A NEW DIALOGUE FOR WELLNESS



**Our vision is for  
the act of giving  
to become a simple,  
daily wellness ritual.**

Research shows a multitude of health benefits in giving:



Physical Benefits



Emotional Benefits



Longevity



Addictive



Contagious



Brings fulfillment

# WHERE CAN I GO TO GIVE?

## NON-MONETARY GIVING



HIGH EFFORT

LOW EFFORT



## MONETARY GIVING



## MARKET SIZE



\*65% of 7million. 65% of those we surveyed said they were “likely” or “highly likely” to use Global Village, 2018 Online Survey, N: 111  
35% (7million) of Australian adults experienced mild to severe emotional distress in a survey by Australian Psychological Society, 2015

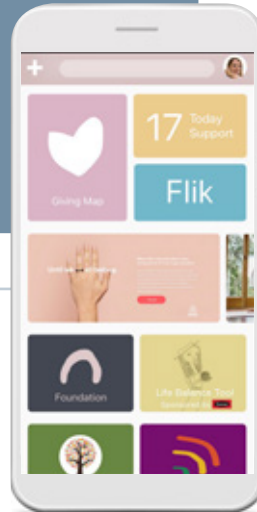
## B2B

- > Advertising
- > Content
- > Sponsorship
- > Data insights

+

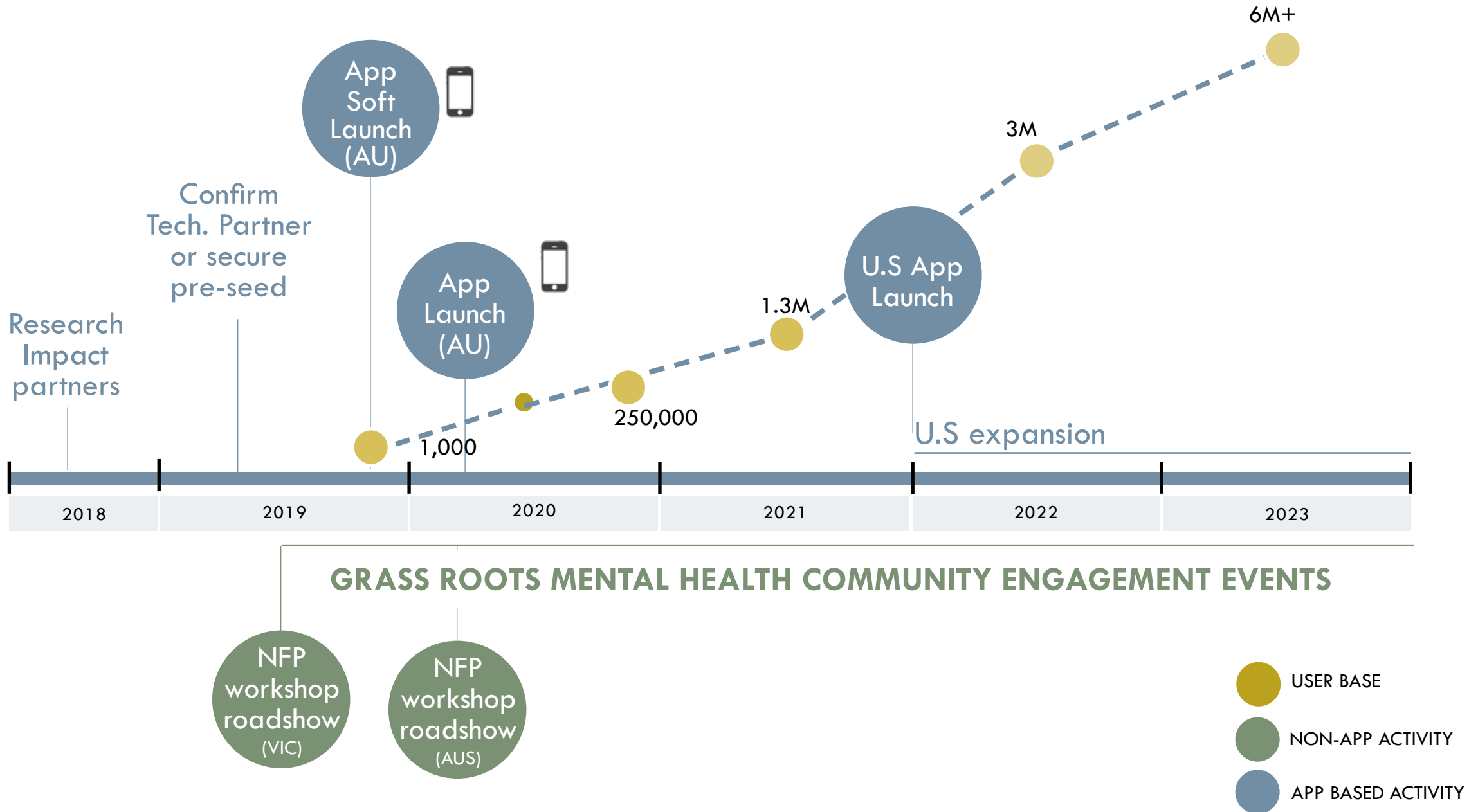
## B2C

**Freemium**  
Wellness workshops,  
tools and courses.  
Content curated from  
existing products.



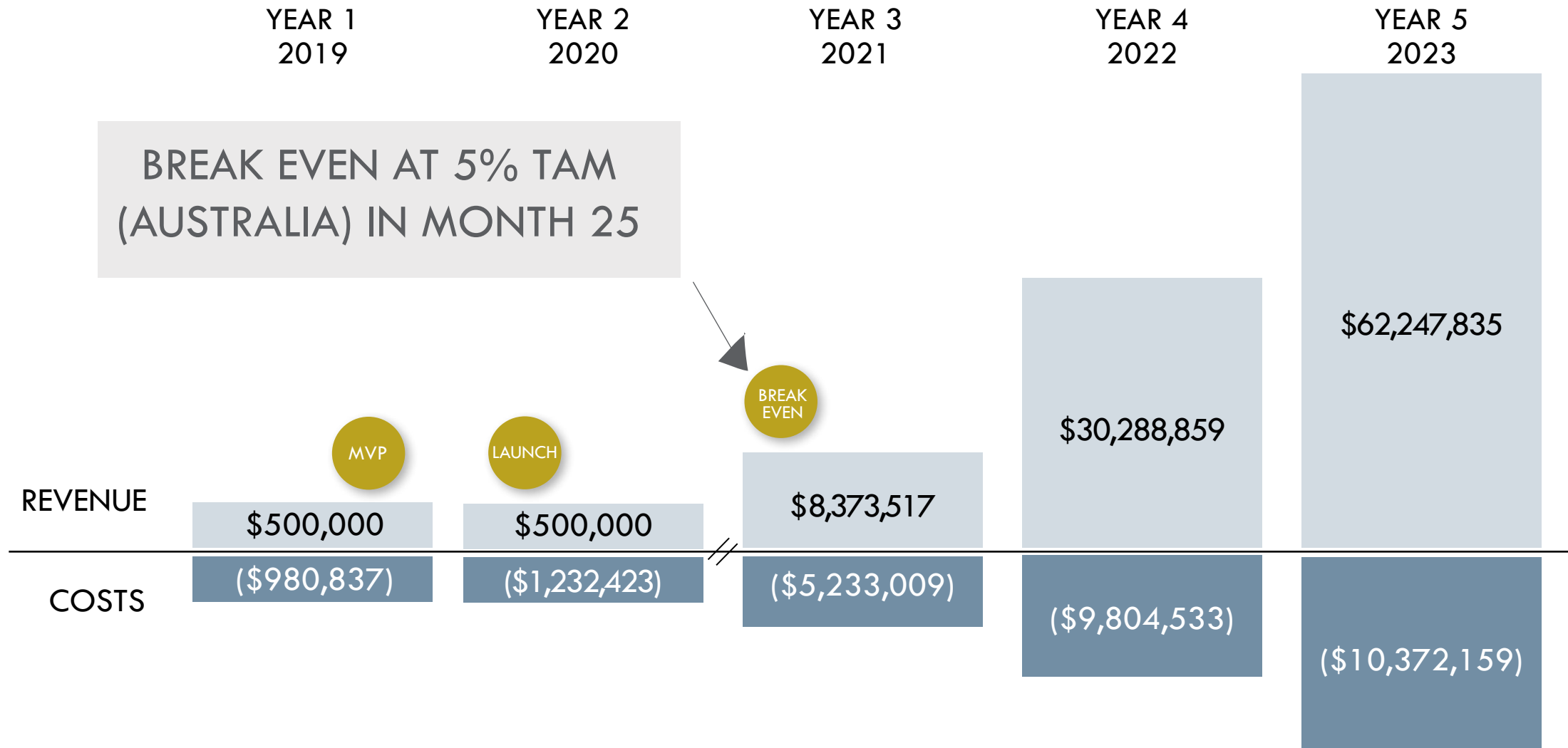
	95%		5%	
	ALL	TIER 1	TIER 2	
Cost	FREE	\$15 pa	\$75pa	
P2P Village	✓	✓	✓	
Ad control	✓	✓	✓	
Training: Essential	✓	✓	✓	
Training: Essential+		✓	✓	
Ad volume	100%	50%	Your choice	
Groups	3 max	5 max	Unlimited	
Training: Premium			✓	
Partner Value Add			✓	
4 x TIER 1 memberships to gift			✓	

# ROADMAP



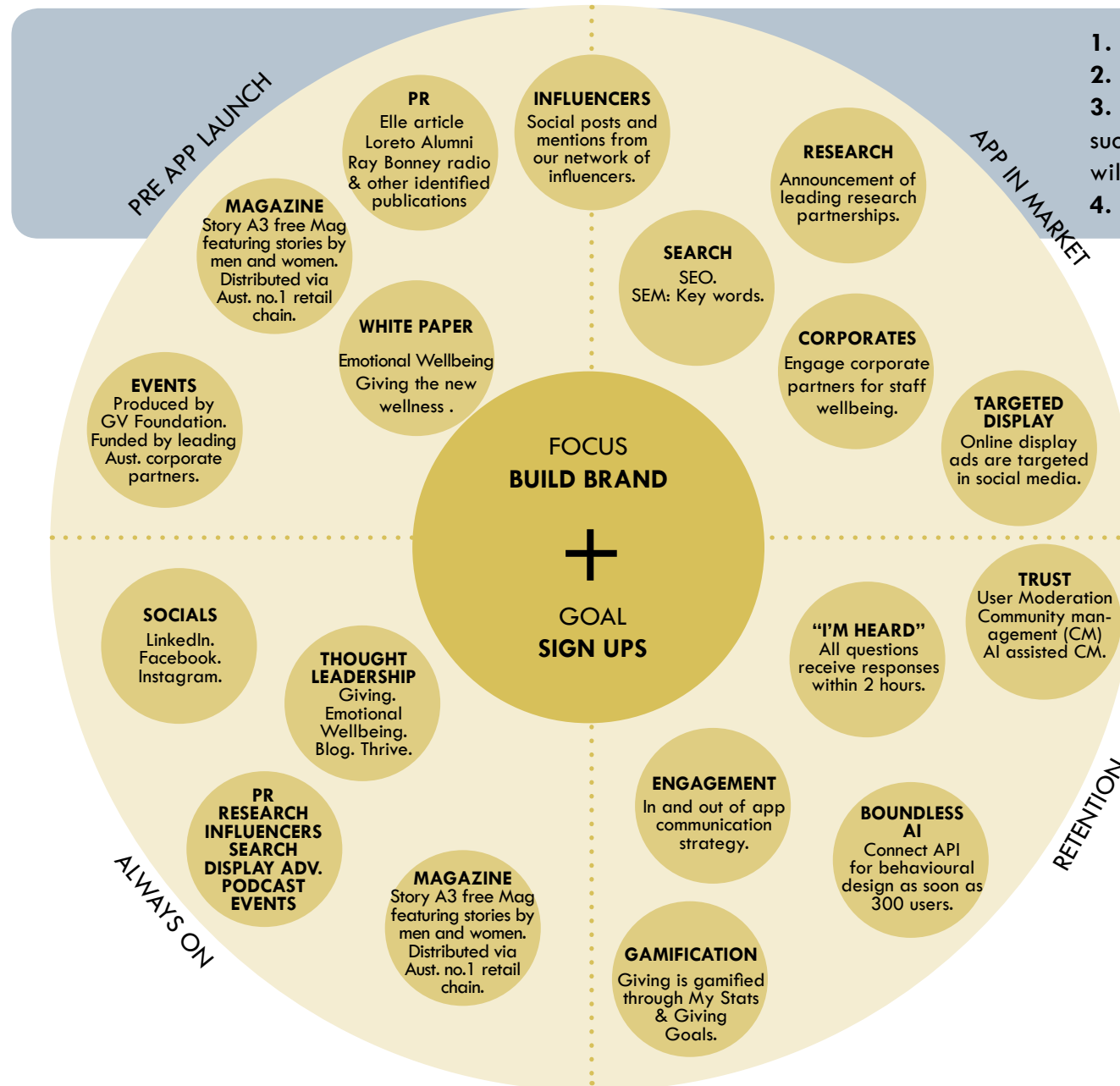
# PROJECTIONS

## BASE SCENARIO



TAM = Total Available Market. COSTS IN \$AUD and are operating costs before tax. Revenue based on active users seeing 4 x ads per day.  
 Graph not to scale. Revenue in 2019, 2020 based on assumption of 5 founding brand partners @ \$100k per year.

# ACQUISITION STRATEGY



1. Build awareness, credibility and trust in our **brand** pre product (app) launch.
2. Soft launch the app to market then **test and learn** before full market launch.
3. Full market launch will utilise earned media and **organic** (free) marketing such as our network of influencers and PR. **Targetted online** paid marketing will compliment this approach.
4. **Retention** will form the bedrock of focus once live.

## THOUGHT LEADER

We will partner with leading researchers from world renowned Universities to position Global Village as a thought leader as a new solution to good health and emotional wellbeing and including Giving in the wellness dialogue. TidePR support us Pro-bono.

## ETHOS

Our approach to building our brand story and following is INTEGRITY.

That means quality over quantity.

Sticking to our values and making decisions that align with our intention. Giving something before receiving.

## ULTIMATE SUCCESS MEANS

Stickiness - active retention of app users.

Referral - promotion of GV by users to others.

Impact - our app has real life benefits for users

A detailed Acquisition Strategy is located in our Data Room:

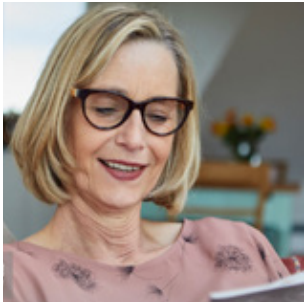
[www.globalvillageco.com/investors](http://www.globalvillageco.com/investors)

# NOT JUST AN APP

MULTI-DIMENSIONAL TOUCH POINTS FOR A BRAND  
AND AN INTENT THAT IS DIFFICULT TO REPLICATE



**Magazine**



“It’s not just me!”



**Podcast**



“I am heard & understood”



**Events**



“The coming together”

# HARNESSING THE POWER OF NEUROSCIENCE TO ENGAGE

## TRACK STATS & SET GOALS

This year This Month This Week Today



**Fitness app style:**  
Goal-setting and self-monitoring supports the development of motivation in humans.

## INDIVIDUALIZED IN-APP USER ENGAGEMENT



**BoundlessMind AI:**  
“Neuroscience has shown us that habits are programmable. Data shows each person requires their own unique program.”

## ‘GIVING’ AS A WELLNESS BEHAVIOR



**Dopamine, Serotonin & Oxytocin:**  
“Neuroscience has demonstrated that giving is a powerful pathway for wellbeing”. Eva Ritvo M.D.

## OTHER REASONS TO COME BACK

- > **Micro-communities** (Groups)
- > **Sense of Belonging** (World view)
- > **Personalization** (Village Square)

# GAINING ATTENTION OF WORLD-CLASS INDIVIDUALS



“  
Global Village  
is awesome  
and critically  
important.”

**Elizabeth Gore**

President - Alice  
EIR - Dell / RE - UN Foundation



“  
Global Village  
is showing  
us that our  
research, can  
be applied in  
the real world  
with great  
impact.”

**Mario Luis Small**

Professor of Sociology  
Harvard University



“  
This Village  
must be built,  
it's absolutely  
necessary  
people have  
access to this.”

**Sheri Salata**

Co-Founder - Story Salata Hala  
Co-President - Oprah Winfrey Network



“  
Global Village  
is not some  
altruistic idea,  
it's absolutely  
real and  
powerful.”

**Jeffrey Cole**

Director & CEO  
Center for the Digital Future



“  
We'll help in  
any way we  
can. The world  
needs more  
movements like  
Global Village.”

**Nick Garrett**

CEO - Clemenger BBDO



“  
I'm a fan  
because it will  
allow people to  
thrive and brands  
to be a part of  
that tapestry of  
emotional  
connection.”

**Jac Phillips**

Head of Marketing  
Visa ANZ



“  
Global Village  
is smart and  
will amplify  
diverse women's  
voices around  
the world.  
I'm at your side.”

**Joanna Hayter**

AO, Former CEO - IWDA



“  
Global Village  
is set to reinvent  
how humans can  
support each  
other. I'm excited  
and will help in  
any way possible.”

**Alex Christou**

MD - Thrive Global Australia

## TEAM

### **Natalie Mogford** **Co-Founder, CEO**

Successful founder x 2  
20+ years in business  
Mental health community projects  
Dream job = creating real world impact

*"Purpose is embedded in the DNA of our business. Without it we would not exist."*



### **Olivia Brown** **Co-Founder, COO**

Corporate refugee  
Senior Marketer  
Loves data  
Dream job = people + tech + purpose

*"You're only as good as your mind allows you to be."*

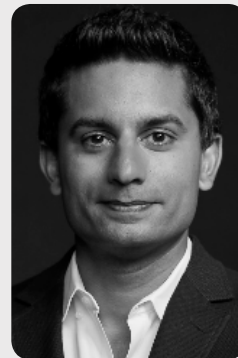
## ADVISORS



**Melanie Gow**  
Community Impact



**Lucio Ribeiro**  
AI & Digital



**Michael Da Gama Pinto**  
Commercial

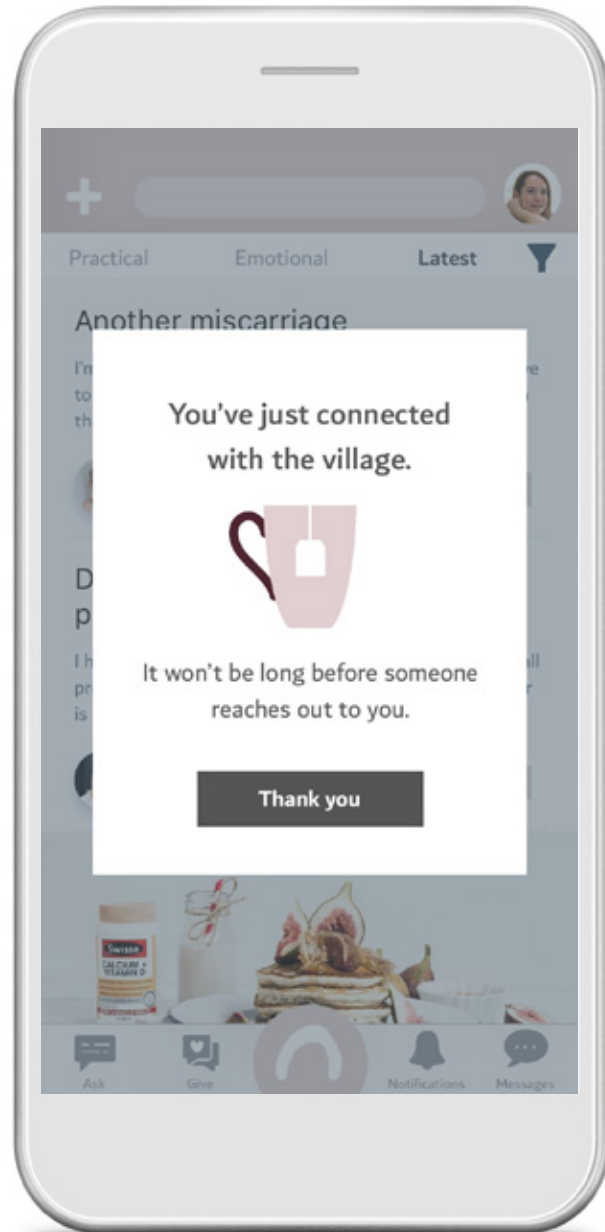


**Craig Murphy**  
Technology



**Naomi Seddon**  
Legal & Employee

SEEKING



**Tech Partner or**  
**Pre-Seed investment: \$350k**

**JOIN US**  
**AS WE REINVENT**  
**THE WELLNESS DIALOGUE.**

# INVESTMENT

## 2019

**350k / Tech Partner**  
Build MVP - 3 Dev staff -  
operating costs - soft launch

## 2020

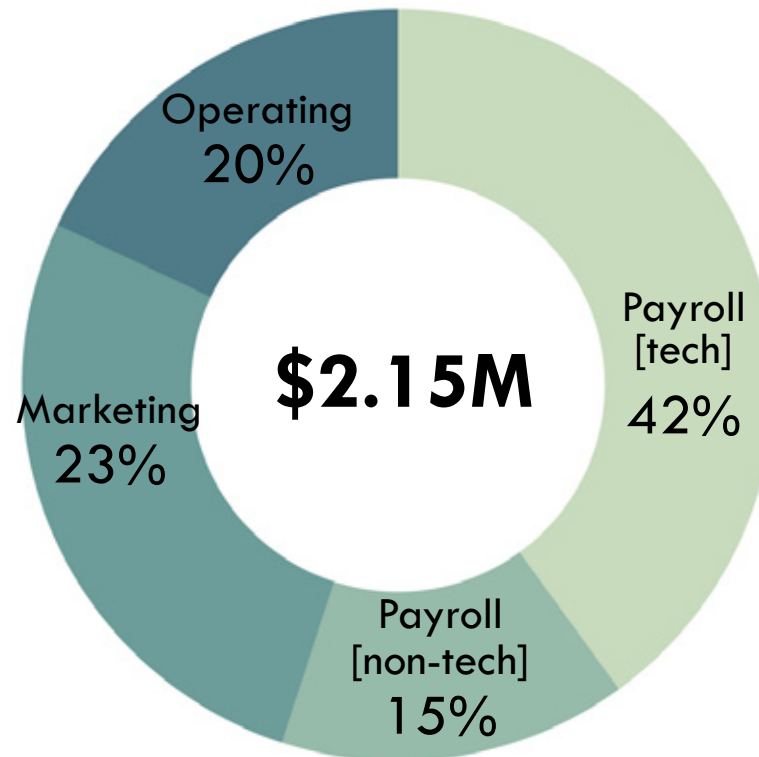
**1.15m**  
Market Launch - dev ops - operating costs

**1m**  
Corporate sponsorship 200k x 5 (2 year term)

## 2021

### To us, MVP means:

- Strict set of features that will appear to balance intended user experience with simplicity for our first shippable product.
- Progressive Web App built in a language deemed most fitting by our tech consultant.
- Features that will be included are outlined and prioritised on our [Trello](#) board:
  - > Sign up and profile
  - > Ask a question
  - > Answer a question - flik and list view
  - > Basic search
  - > Basic Village Square: Incl World Map, My Stats, Control Centre
  - > Notifications and Messages
  - > Basic algorithm for matching questions to users
  - > Question filters



# THE NEED IS REAL

**We have the solution  
and with your help,  
we can build Global Village  
& leave a positive legacy.**

Natalie Mogford | Co-founder | CEO  
natalie@globalvillageco.com  
+61 403 229 812

Olivia Brown | Co-founder | COO  
olivia@globalvillageco.com  
+61 409 394 784

[www.globalvillageco.com](http://www.globalvillageco.com)

