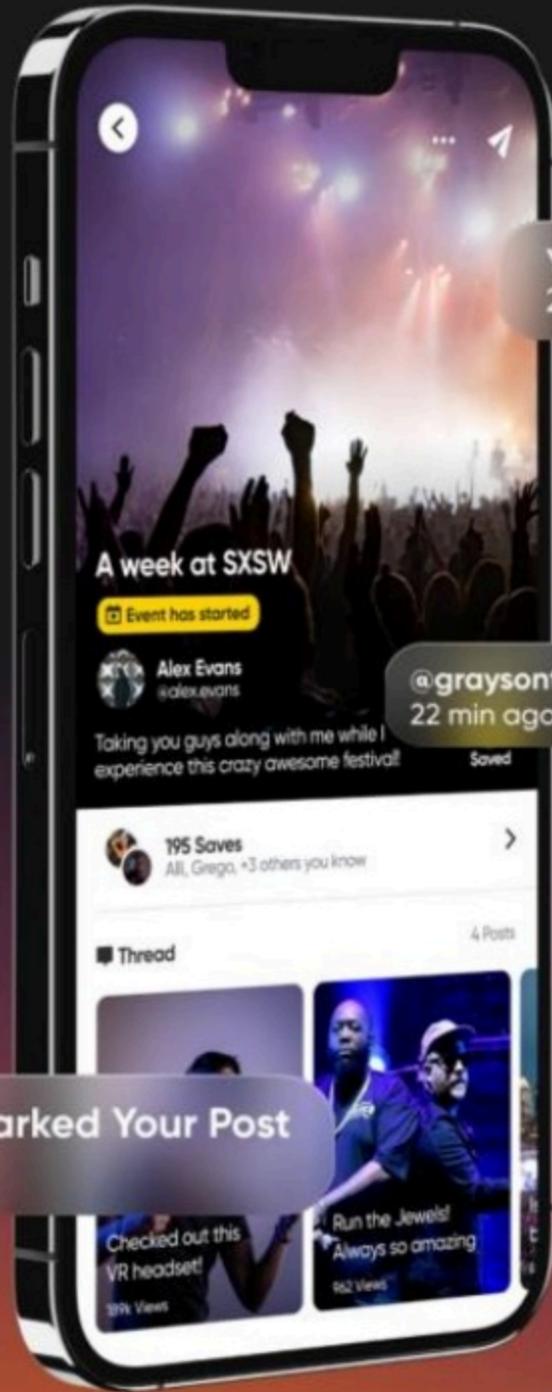


ibbble

Pitch deck: Series Seed

Raymond Kaminski
Co-Founder, CEO



Your Post is Trending! 🏆🏆🏆
2 hrs ago

@graysont Sparked Your Post
22 min ago

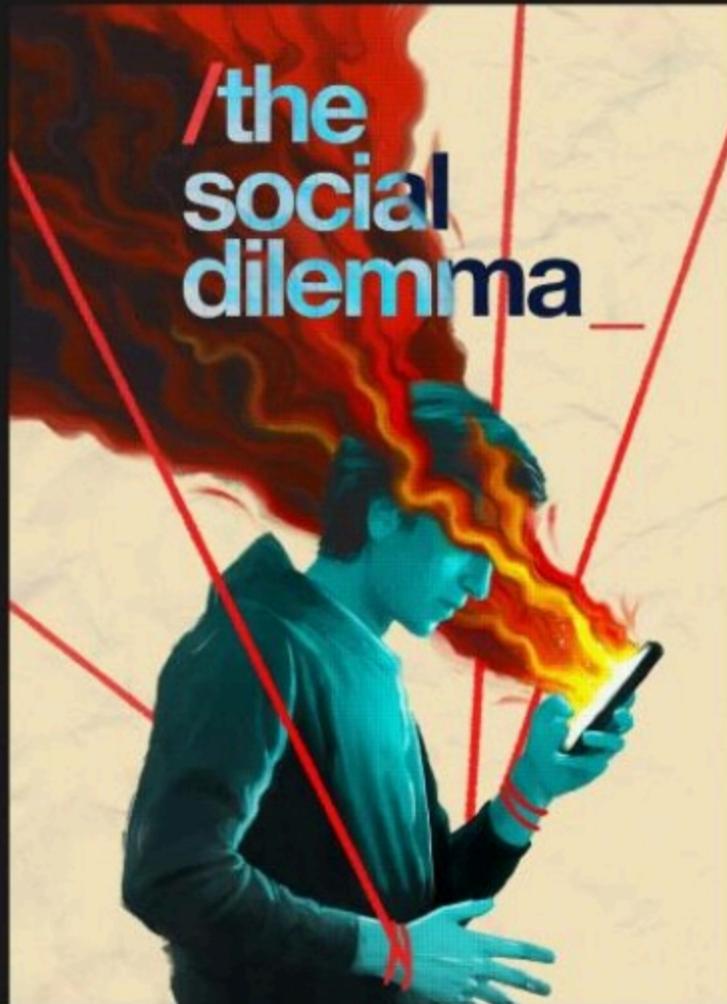
@juneatx Sparked Your Post
1 hr ago



ibble is social media, reinvented.

We empower people to spark
conversations and ignite new ideas
together.

The problem



People cannot be seen or heard as they truly are because social media is all about debate and declaration. There is no space to have genuine, vulnerable conversations.

Places that used to be considered safe havens for society are now creating isolation.*

*Research provided within the Background Slides

It affects a wide variety of personas

We use these different lenses to help address the issues of each group.

Humanity doesn't feel like they have a safe space to explore different perspectives and expand upon them.

Celebs and Influencers don't have a place to be seen as a person, not a personality, and connect with fans at a deeper level.

Brands don't have a place to build trust and inspire action beyond just gaining "followers." They want to enhance customer, partner, and employee experiences.

Most consumers under 30 don't do traditional research. They want to learn from someone they trust to distill information in short-form video.

Why should you care?

ibbble can enable the growth and development of global Collective Wisdom. This is not only social good; this is the direction of the next wave of Social Media, and we are ahead of the curve about to break out of beta!

Video Content

25,000+

Videos recorded on-app during Beta!

Engagement

21+ minutes

Average daily active engagement

Sharing

10%+

Month after Month Organic Sharing Growth

Search

70%+

Month after Month Organic Web Search Growth

Our solution



We create a space to spark curiosity through public or private conversations based on the latest **trends, events, or news.**

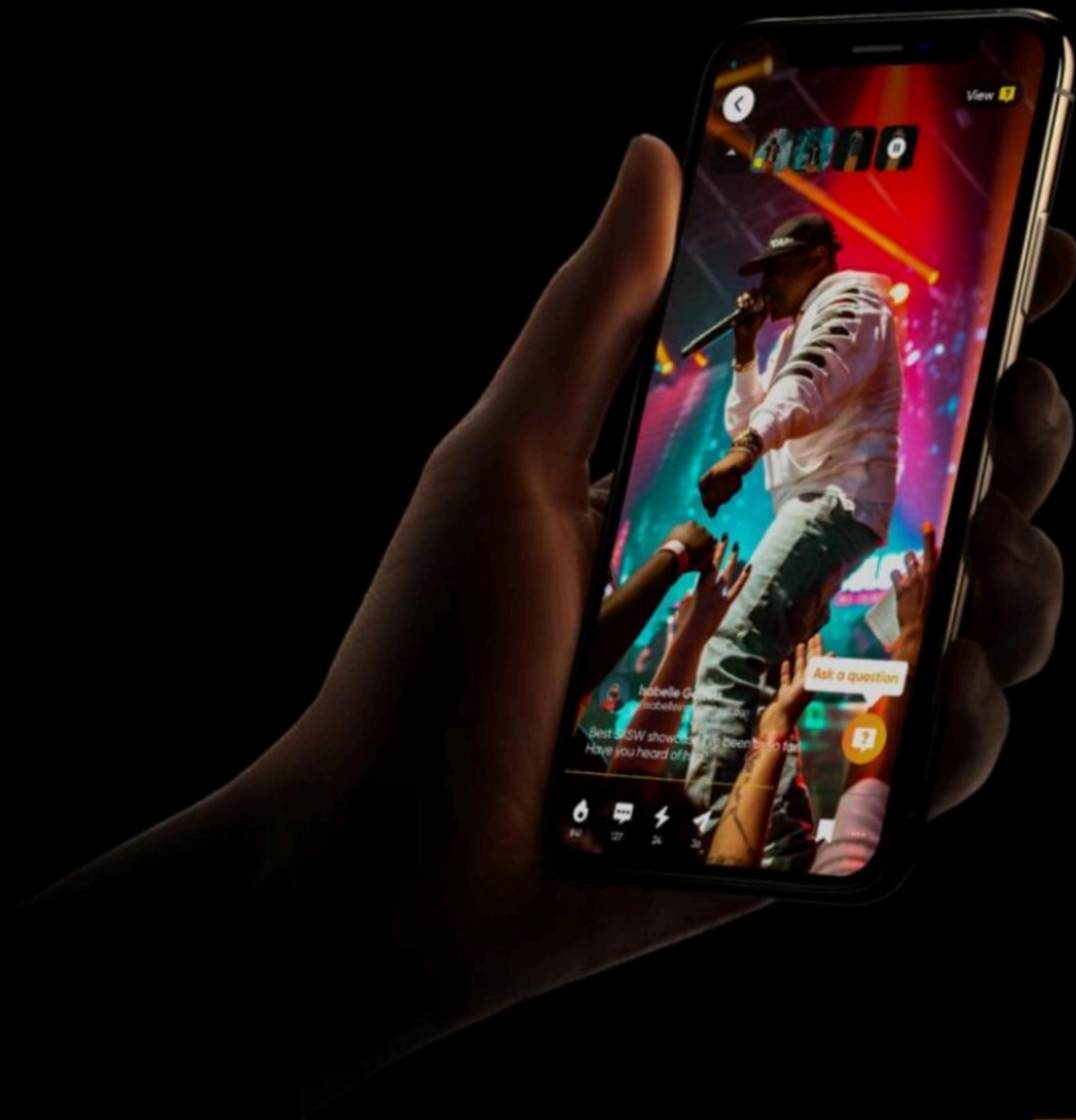
- Creators upload their videos to ibble. ibble takes care of serving their content to countless engaged viewers ready to join the conversation.
- Users connect and guide each other through asynchronous conversation. Participants respond on their own time.
- Anyone inspired by any piece of the conversation can spark new ideas privately or publicly across our global community, which exposes a new audience to a fresh perspective and thus creating a web of linked multi-dimensional conversations.

ibble is reinventing social media and perfecting digital conversations to make **Collective Wisdom** accessible, retainable, and actionable to accelerate human evolution.

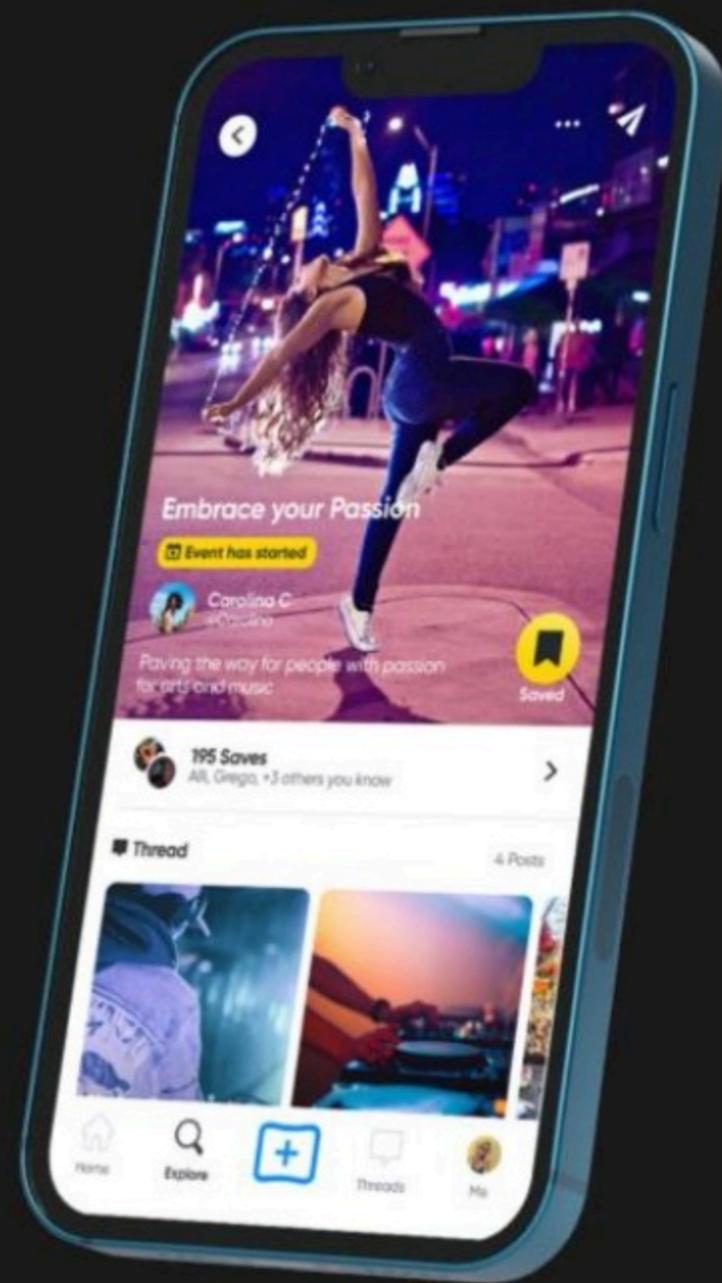
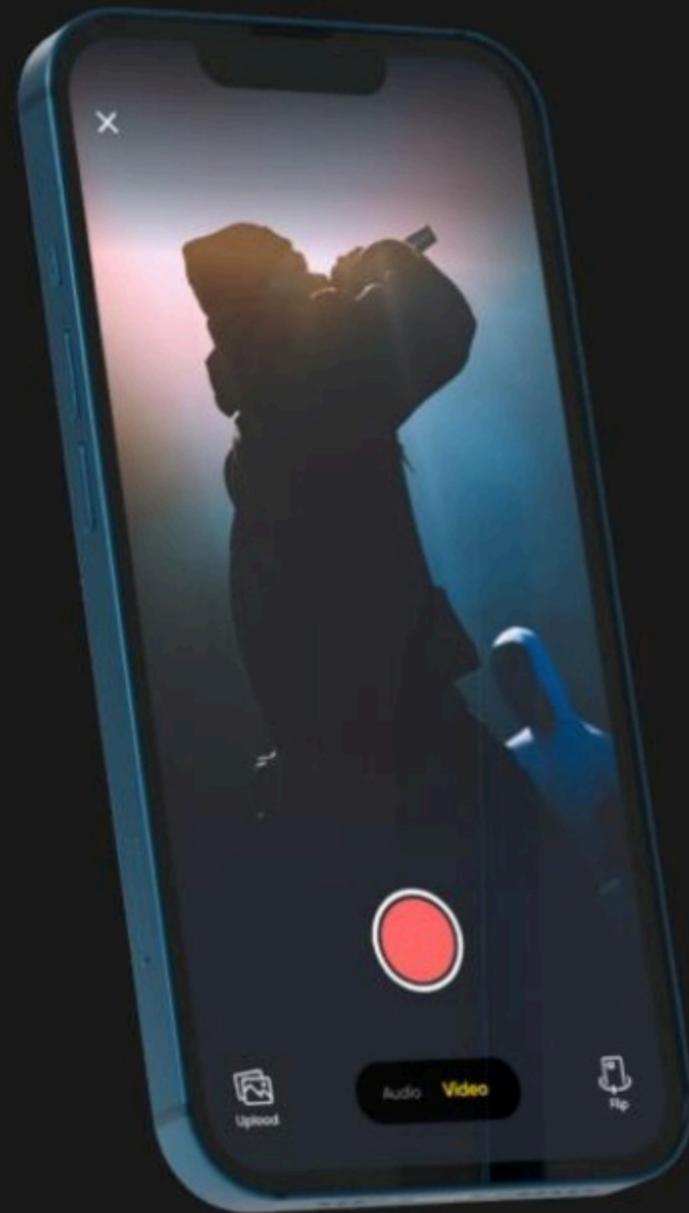
Watch more about ibble

<https://youtu.be/NORAnNKHV5o>

<https://youtu.be/hAfurTudt-A>

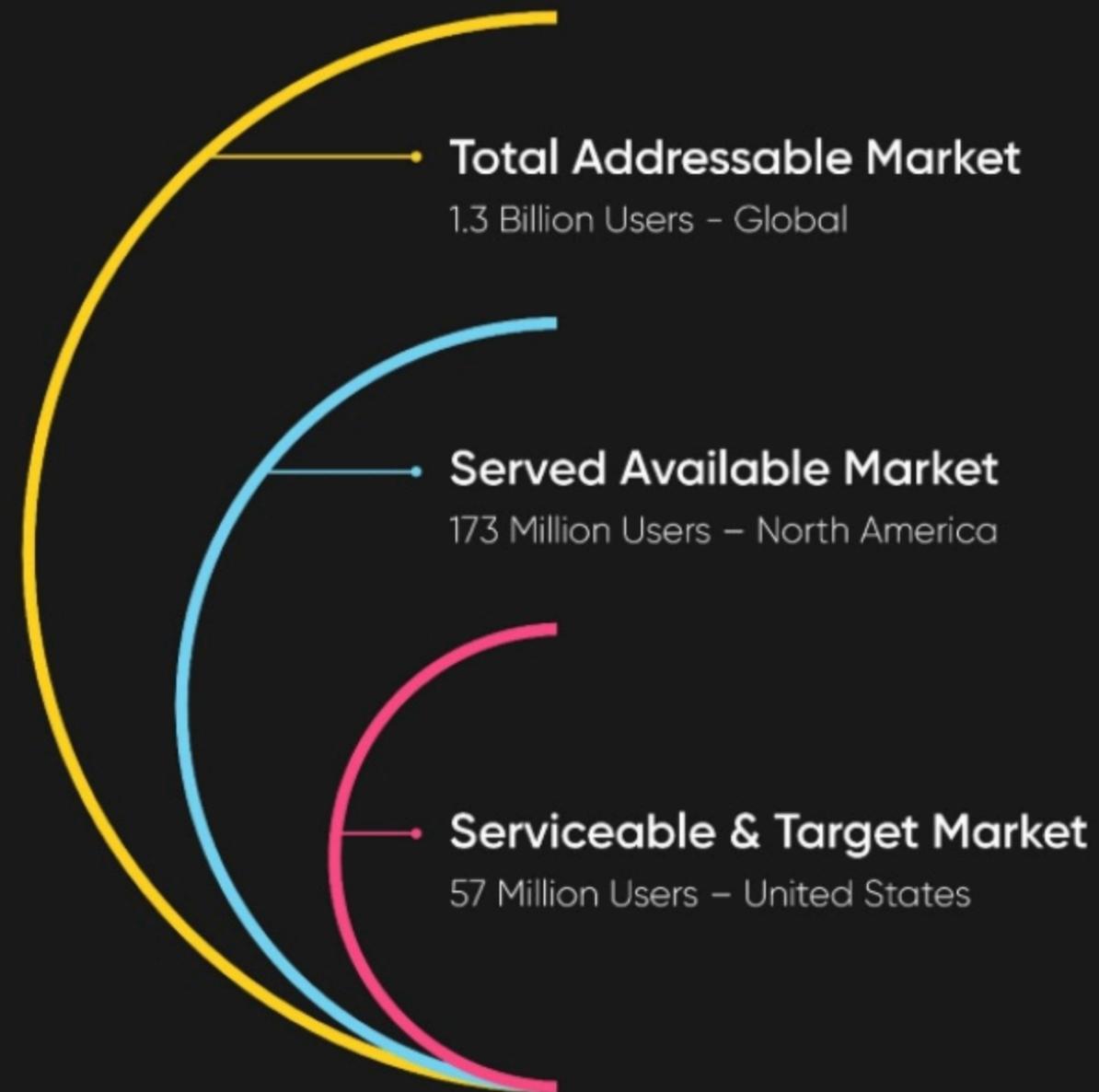


The data



Market Size

Our **first reach** will capture heavy mobile users (50% to 70% of the younger U.S population), ranging from **ages 18 to 40 years old**.



User Personas

"Danielle" (Initial User) – Mindful thinkers, lifelong learners.

"Jason" (Catalyst User) – Curious and seeking a safe haven to collaborate.

Why now?

ibble has a dedicated focus on the fastest growing vertices in the mobile industry.

The need for human connection has never been greater.

We are creating a highly interactive way for people to talk with each other that is more than just dance videos or lip syncing. Humanity is about to enter the golden age of virtual conversations, and nothing is fully optimized to support it.

Content creators (celebrities) are searching for a way to REALLY connect.

They want to be seen as a person and talk WITH their fans, not AT their fans. They want to engage and inspire their fans to create more impact as a community and build trust and love at a deeper level.

Advertisers need a way to inspire action, not gain views.

We are creating a new way for advertisers to connect, build trust, and inspire their customers' actions. We have built the ability to hyper-target people's interests through our platform and encourage exciting conversation.

Large appetite for short-form content.

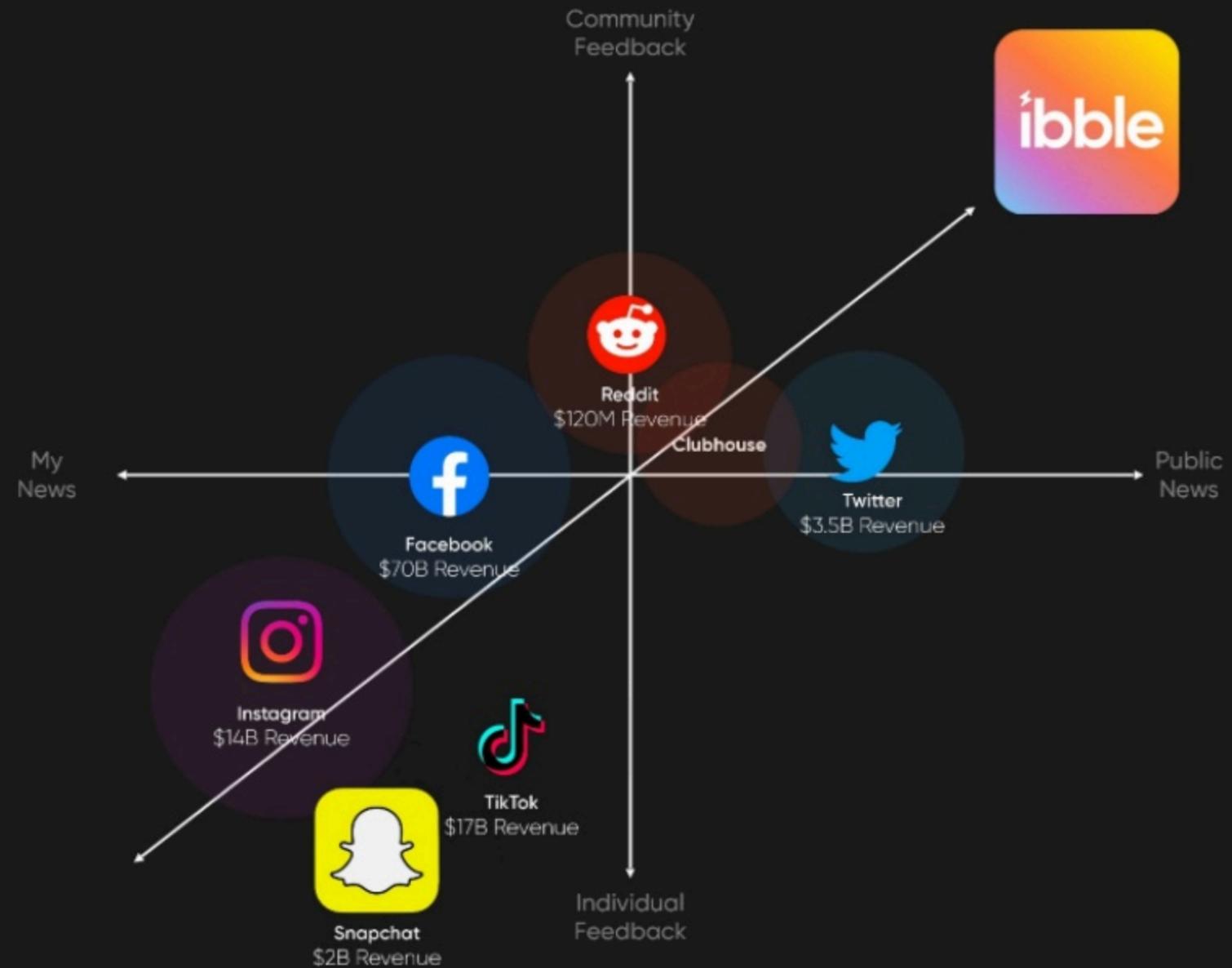
Our target demographic is conditioned to interact with products the way that ibble is built – short, summarized, swipe-able, mobile, and interactive.

Competition

Most social media companies are shifting to create deeper connection with their users, which leads to more on-app time.

Facebook said, "Groups" is their big bet in the future.

TikTok and Snapchat proved that short-form media is the future and how people want to consume content. They have also begun exploring "Community" features.



Go-To-Market

We are pattern matching others success to launch, but also testing other ideas so that we can execute/fail quickly.

Engaging Content Creators as Brand Ambassadors.

We have spent the last few months gaining hundreds of top content creators that frequently post within ibble. Most have 100k+ followings on IG and TikTok, ready to activate their audience at launch. We tested this activation with excellent results.

SEO (Organic Growth).

All videos (25,000+ and growing) are indexed across Google search to drives organic lead generation to our application; we have collected an extensive mailing list for users waiting on the conversation feature.

Celebrity Partnerships.

We are using co-branded content through YouTube, Podcasts, and other social media platforms so our partners can activate their fans at launch.

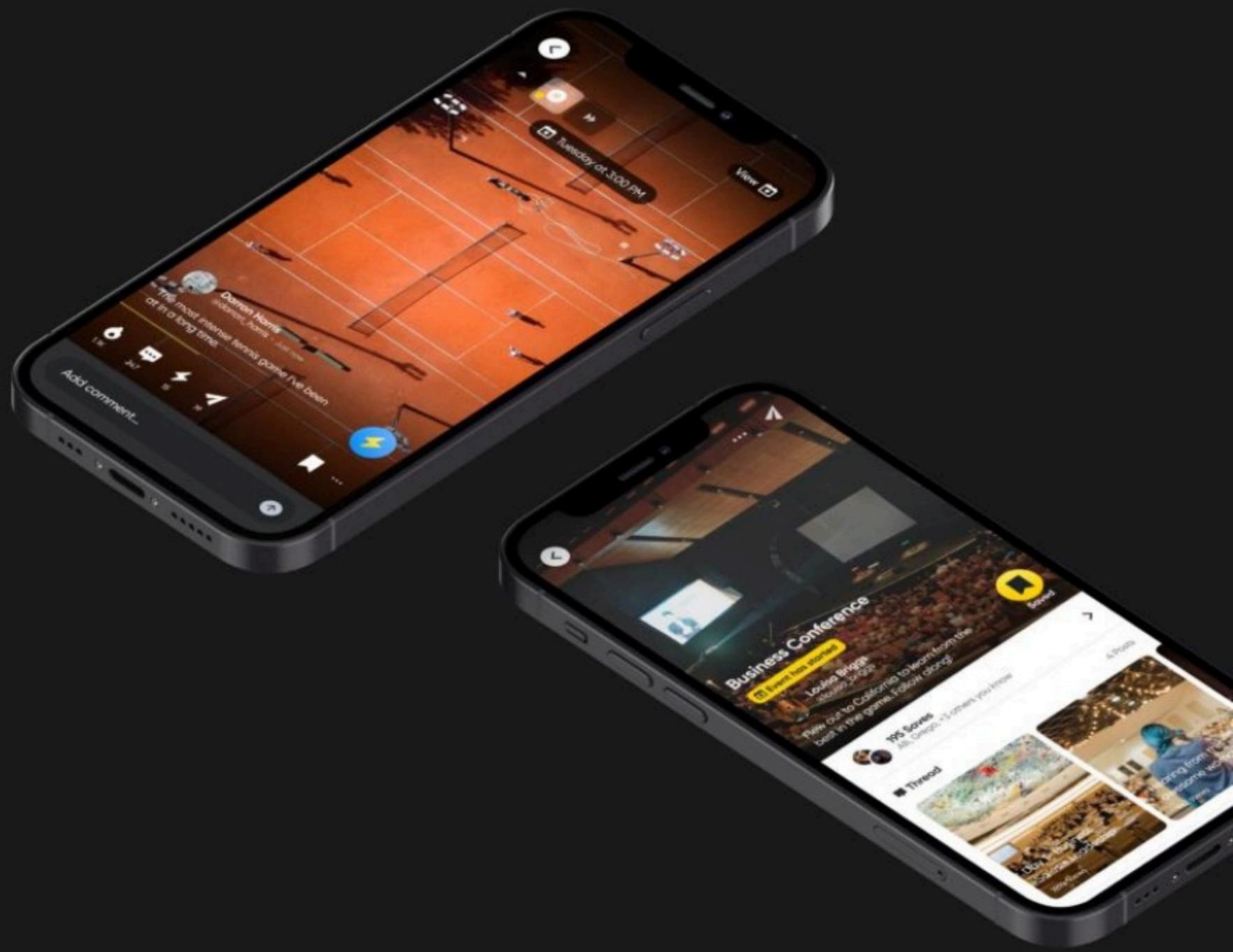
PR.

We have partnered with a PR Agency pitching ibble as the evolution of Twitter or TikTok and how we are reinventing conversations and social media.

Paid Ads.

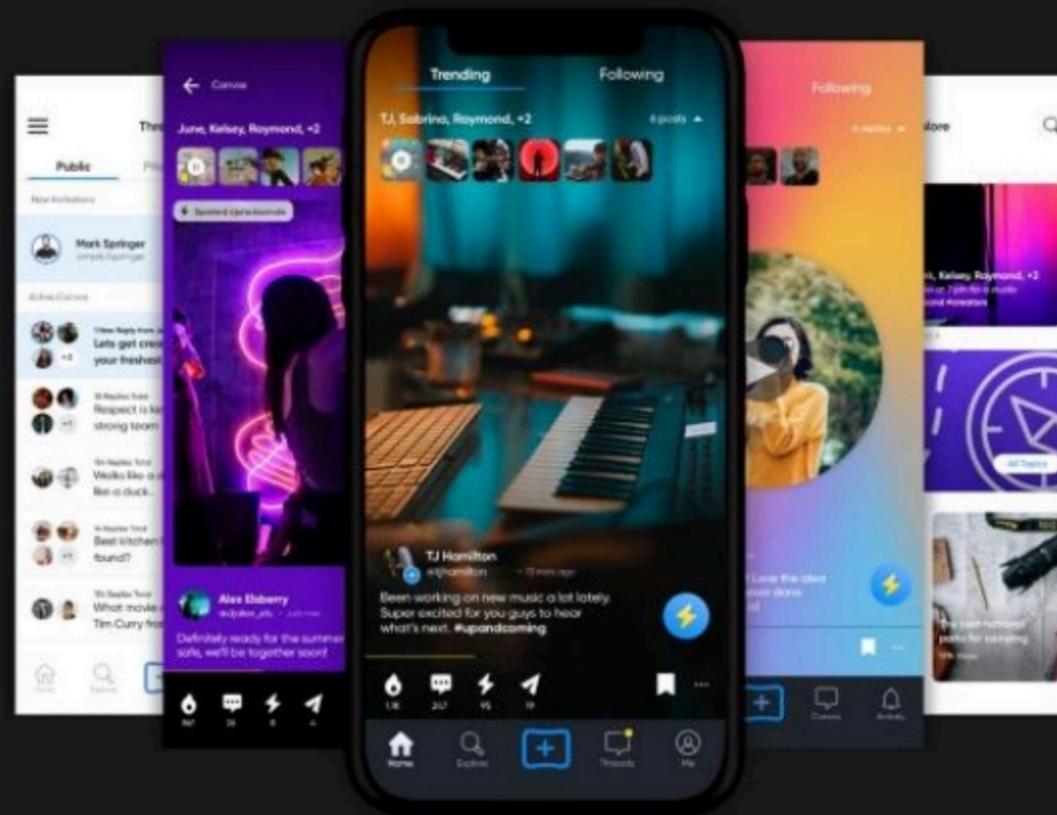
We have set up an integrated strategy with AppsFlyer to target all ad networks for "Reach" based on anyone who recently heard about ibble.

The business



Product Foundation

ibble started as a video and mobile-first platform; by taking the more challenging route early on, we built an incredibly robust foundational layer to release new features quickly.



- Platform built and ready to scale—mobile, web, iOS, and Android.
- Full ML system for video, audio, and news validation in real time!
- Multiple International Utility and Design Patents.
- A proprietary way to stream low latency mobile video!
- In-house Studio content pipeline.

Financials

Raising new Capital:

Use of Proceeds to Scale and Monetize:

- ✓ Marketing – Driving user growth and virality.
- ✓ Enhancements to support enterprise customers.
- ✓ Proof of Monetization.
- ✓ Initial Media and Brand Partnerships.
- ✓ Operational overhead and scaling of team.

Previous \$2.3MM raised by Angel and VC investors in 2019:

- Scaled team and deployed ibble's core functionality.
- Initial capital provided 12+ months of runway.
- Received \$100k non-equity grant from Google at SXSW 2019 for "Media & Content" innovation.
- Generated multiple international IP (utility and design patents).