



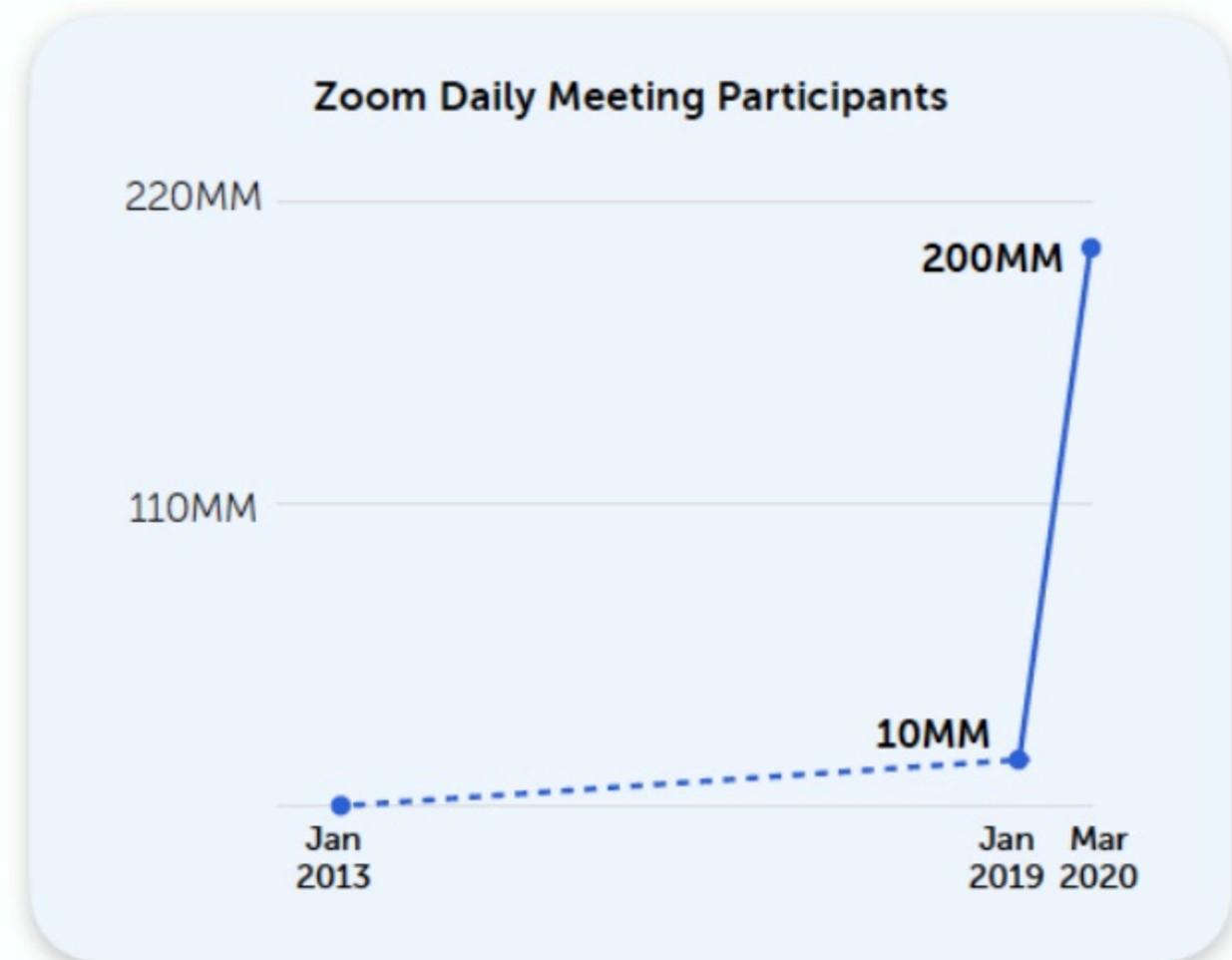
Upstream

The best way to grow your professional network

We live in a new world.

The "Future of Work" is now just work. In 2020, the workforce accelerated 5 years in 5 months.

Mega-Trend in Motion



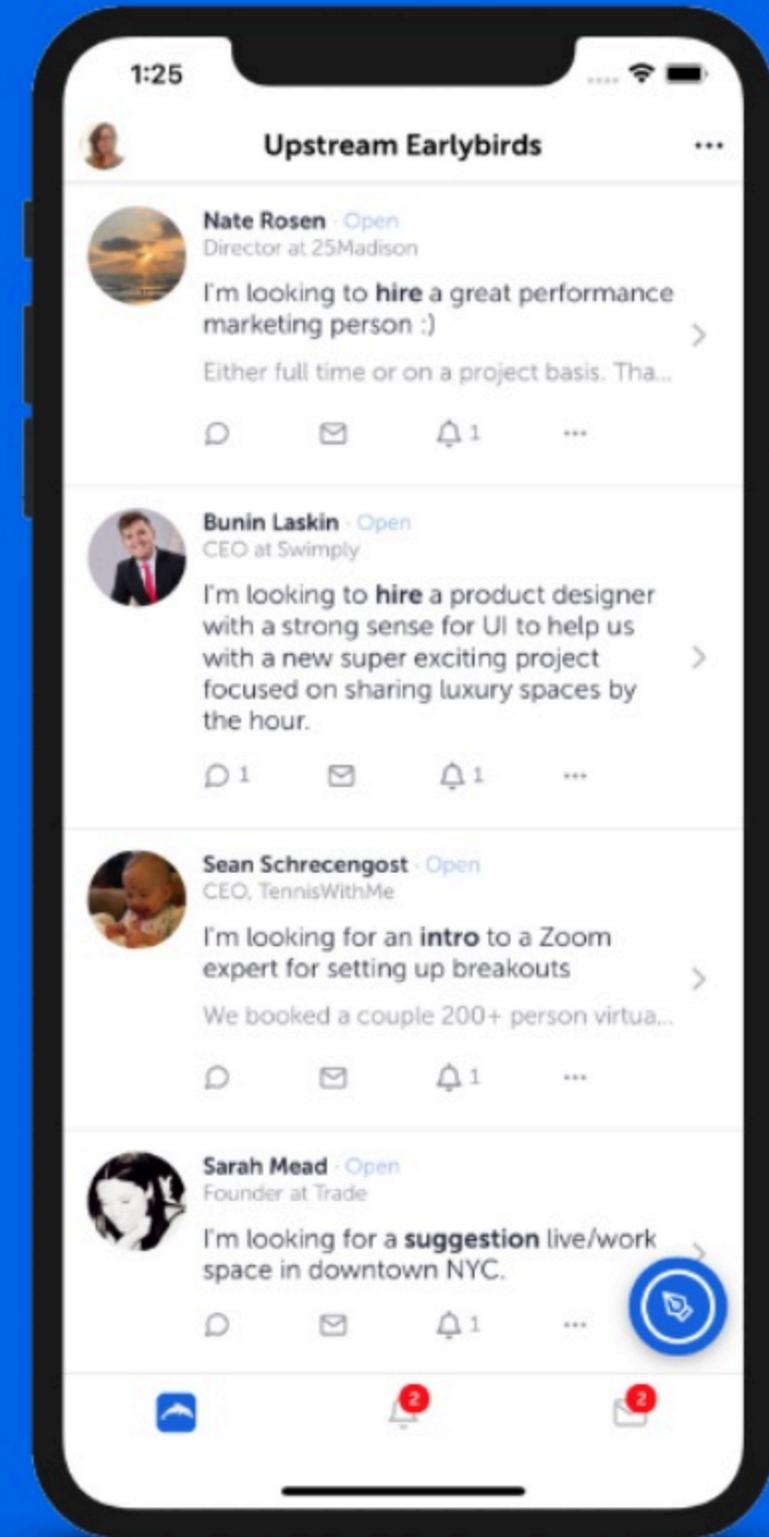
The new world requires new solutions for professionals to socialize and connect.

What is Upstream?

Upstream is the best way to grow your professional network.

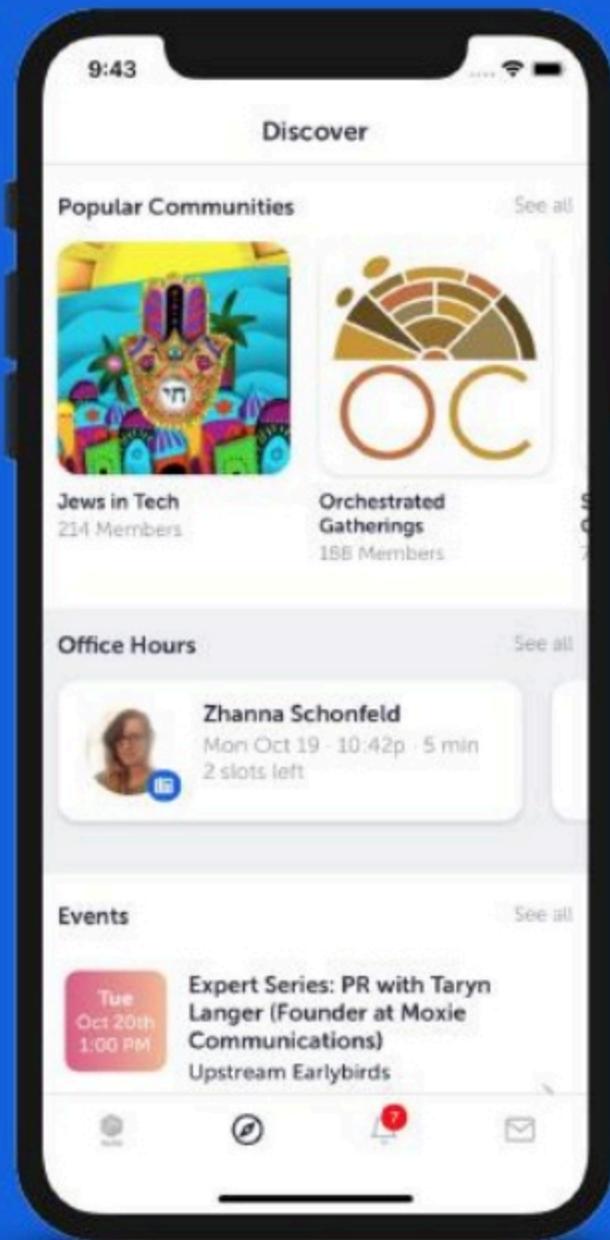
Join communities, give and get help, attend events to meet other professionals, and spend meaningful time together.

Upstream is what LinkedIn Groups would be if it was started today.

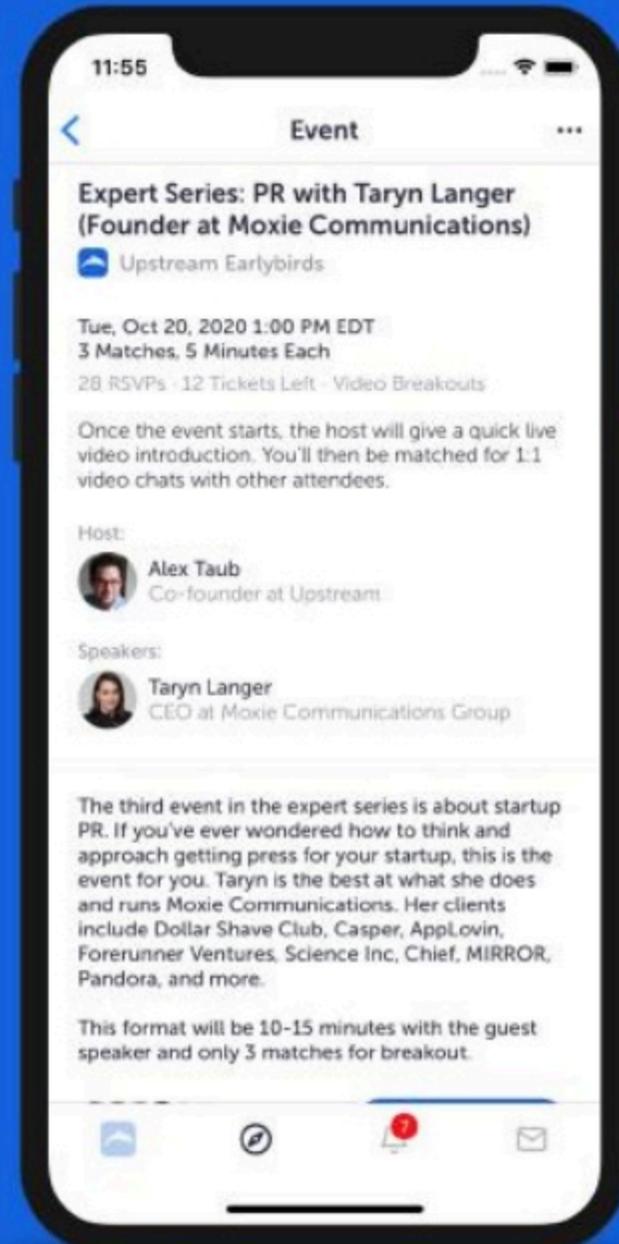


How it works

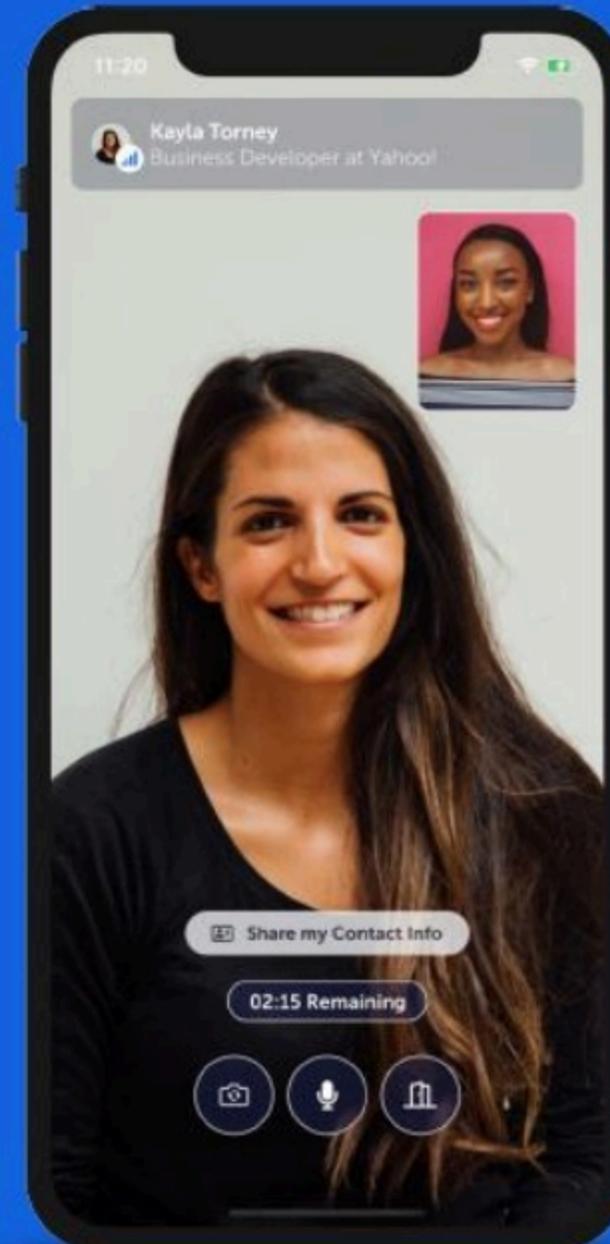
Make meaningful long-term relationships.



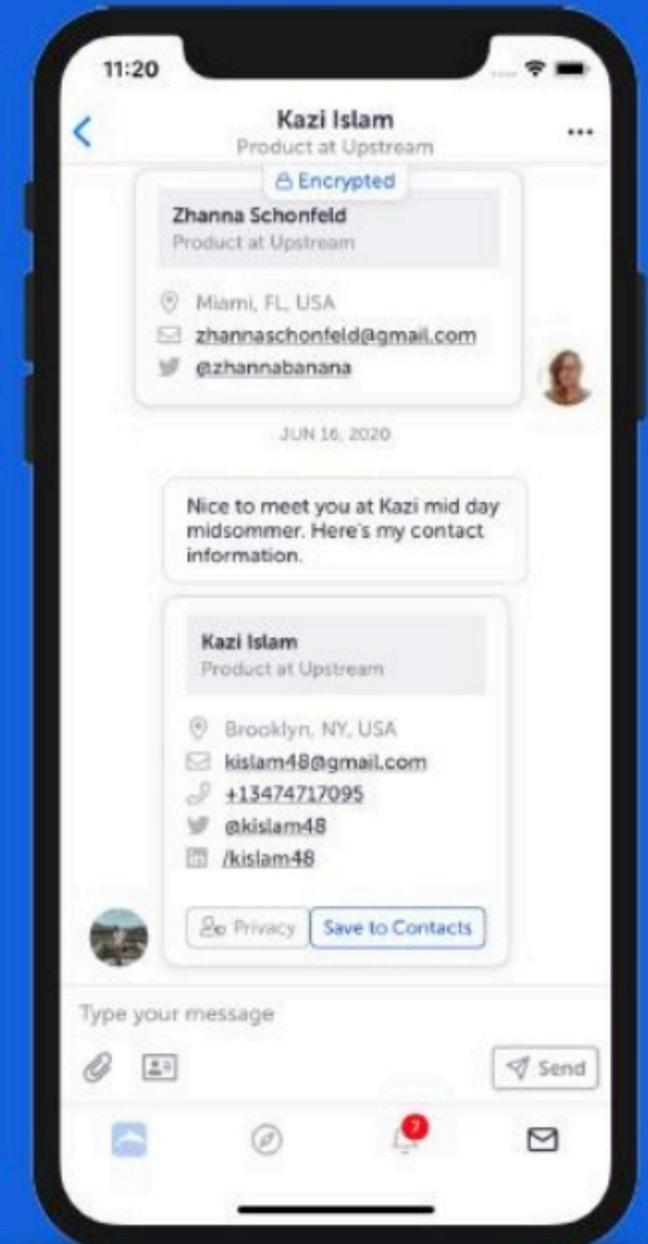
Join



Attend



Socialize



Connect



Omer met
and closed
investors for
his startup

Sarah got gift suggestions



Sarah Wood
Analyst at Goldman Sachs
New York, NY, USA

I'm looking for a **suggestion** for unique/thoughtful gifts to send speakers as a thank you in the \$100 range

Open to anything!

Asked Oct 8th, 2020 · 7:39pm

🗨 Open 32 📌 Upstream Earlybirds

Melissa got a job



Melissa Taub
Marketing Designer at Gett
Tel Aviv, Israel

I'm looking for a **job** as a junior UX Designer in Israel.

I recently finished a UX boot camp and looking for a job as a junior UX/UI designer at a tech company or design agency. Not freelance or remote. I live in Jerusalem but can travel to Tel Aviv. I'd appreciate any leads!

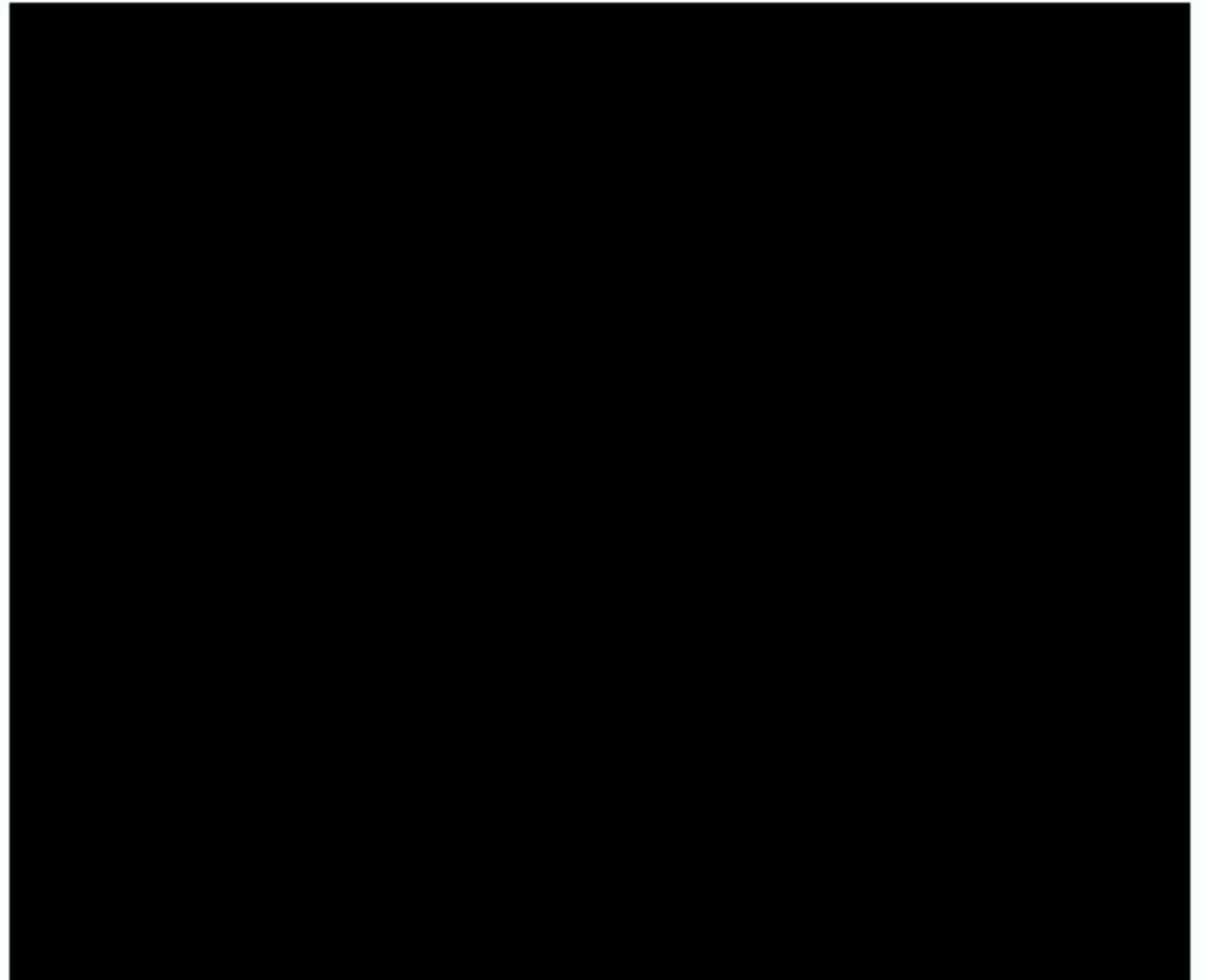
Asked Sep 3rd, 2019 · 9:03am



Joe met new
customers for
his nonprofit

Companies and Organizations Using Upstream

Companies and Organizations are using Upstream communities for internal networking, alumni events, and connecting.



What we've done

- Shipped Upstream on iOS and Android
- [REDACTED]
- Shipped Upstream Asks
- Shipped Upstream Events
- **72% of Upstream members that have come to one event, attend a second one**
- Average user attends an event a week
- Over 100,000 Members across 100+ communities on waiting list to join

Team

Experienced team in social, technology, and professional networks.



Alex Taub
CEO/Co-founder

Co-founder at SocialRank
Head of BD & Partnerships at Dwolla
Lead BD & Partnerships at Aviary



Michael Schonfeld
CTO/Co-founder

Co-founder at SocialRank
Developer Evangelist at Dwolla
Full Stack Engineer at Nerve



Zhanna Schonfeld
Product Design

Product Design at SocialRank
UI/UX Designer at DigitalOcean
UI Designer at Quirky



Kazi Islam
Product

Director of Sales at SocialRank
Account Executive at Apploi
Client Relationships at Paycom



Market Size



640 million

Business professionals
in the world



Over 2 billion

Active users monthly
in group products



\$26.2 billion

LinkedIn acquisition
price paid by
Microsoft



\$52.7 billion

Market size of social
networking measured
by revenue

Competition

GROUP PRODUCTS

LinkedIn
GROUPS



Facebook Groups



Telegram

YAHOO!
Groups



Google Groups

slack

PROFESSIONAL+ EVENT PRODUCTS

Icebreaker



mighty networks

Lunch
club

hopin

fishbowl



glimpse



Run The World

meetup



zoom

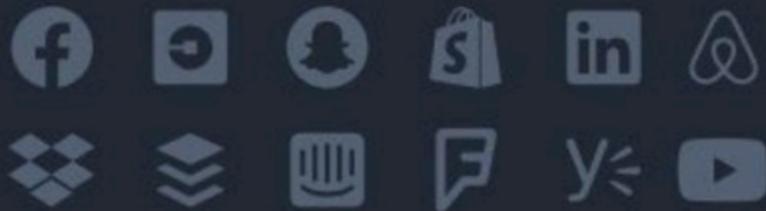


Vision

Upstream becomes the place for your professional relationships.

What we're going to do

- Hire 6 people - engineer / community heavy
- Ship Upstream for Web
- Ship new community tabs
- [REDACTED]
- [REDACTED]
- Ship monetization products for community organizers
- Ship Upstream Platform API
- Expand and scale Corporate Community Product



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