

Favely

Favely

"One trend a day"

Social Media Is Here to Stay

2



Love it or hate it.

Social media is here to stay.

87% of Canadians use some form of it in 2022.

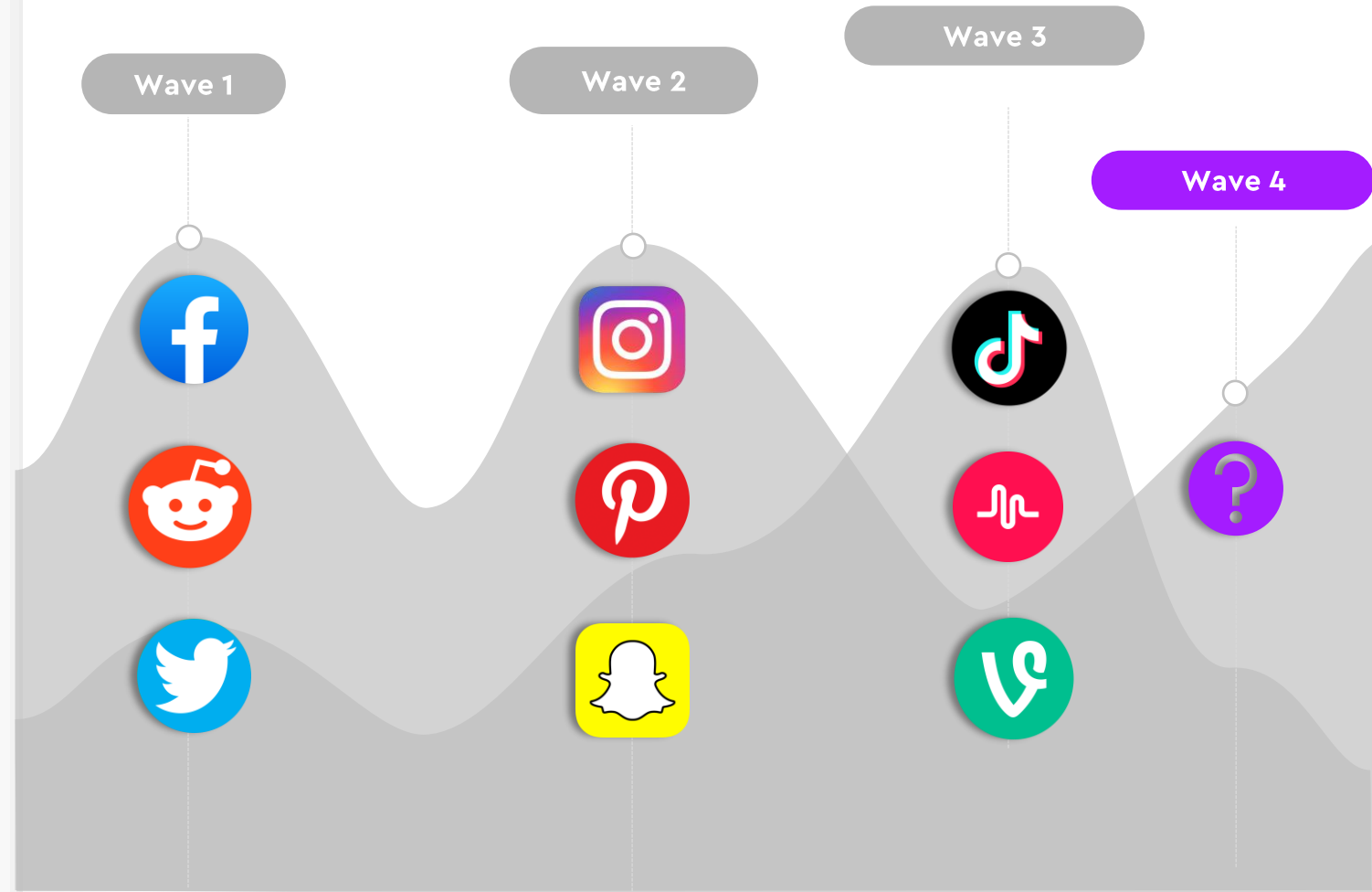
Picked up

On 2 important trends

Our team has a strong background in social media and analytics

*We've picked up on **two key trends** that point to a very interesting market opportunity*

Social Apps Come in Waves

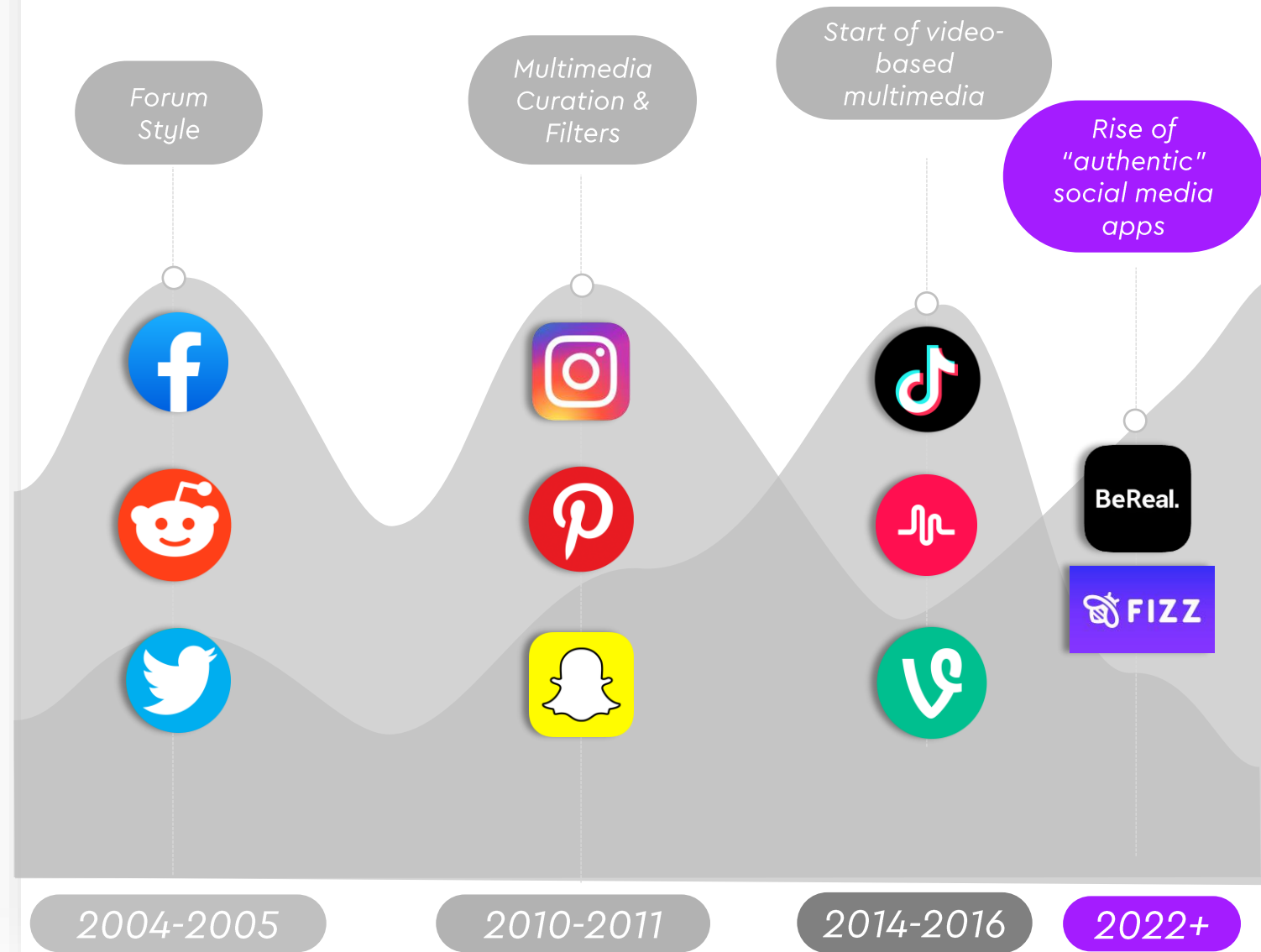


The Trends

are the following:

1. Every wave of social media has an **overarching theme**
2. Each wave seems to occur roughly **once every 4-6 years**

What is the opportunity?



Riding the Wave

We think BeReal did almost everything right but missed the mark on two important things, thus creating a market opportunity.



Photo Only

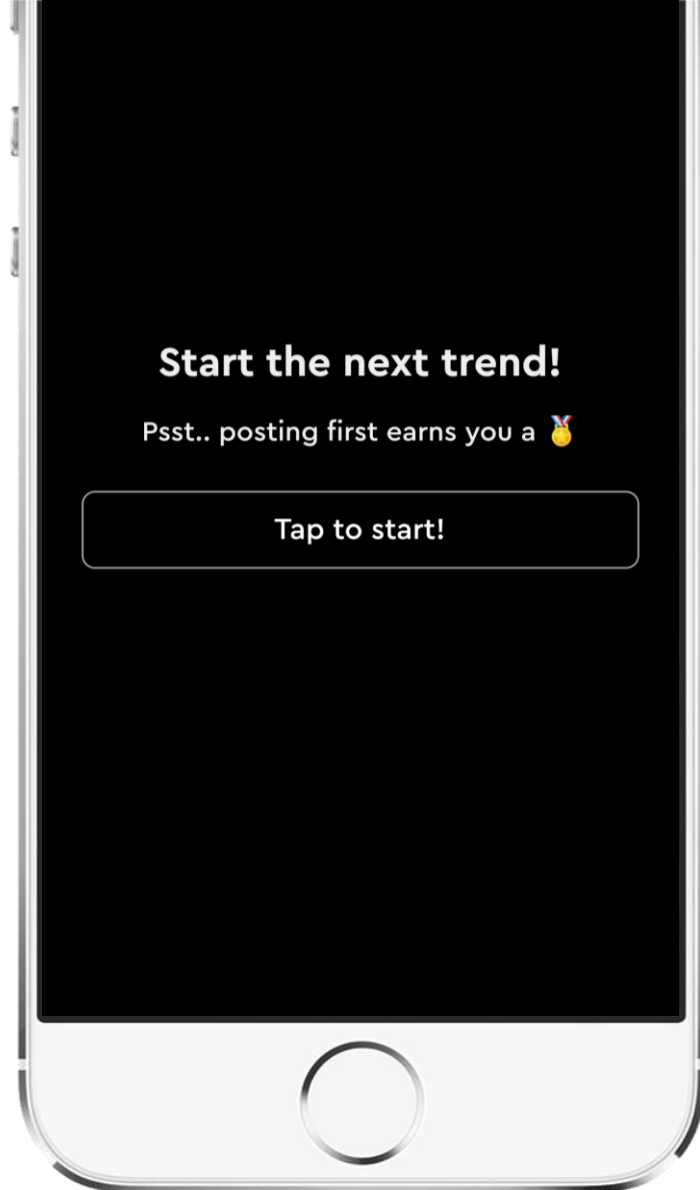
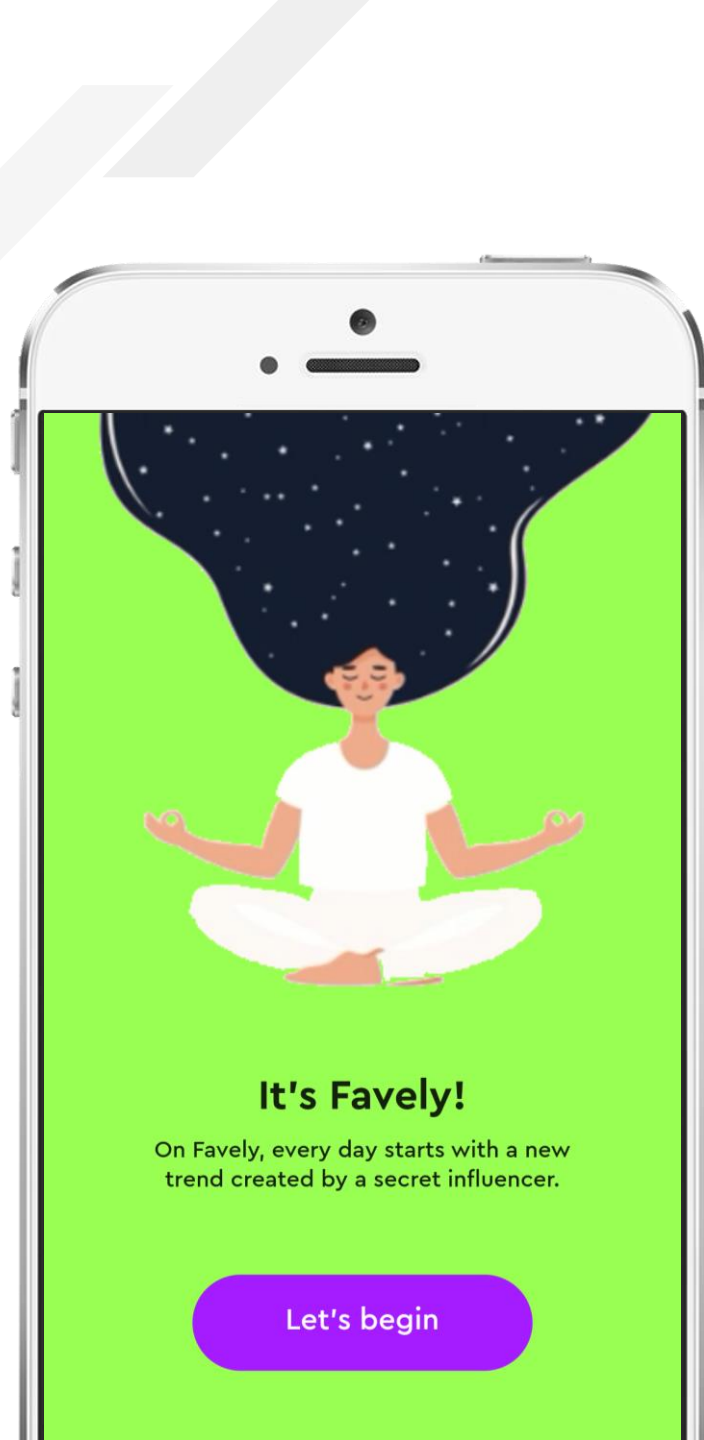
Studies show that gen-z's preferred medium is video. Photos have passed for them, hence TikTok's popularity.



No Advertising

Due to BeReal's nature, they will struggle to monetize without abandoning their core identity. Every social media platform profits from ad revenue ran by businesses.





Enter Favelly

Android & iOS

A high participation, high entertainment social community that fills the market gap!!



Video Only

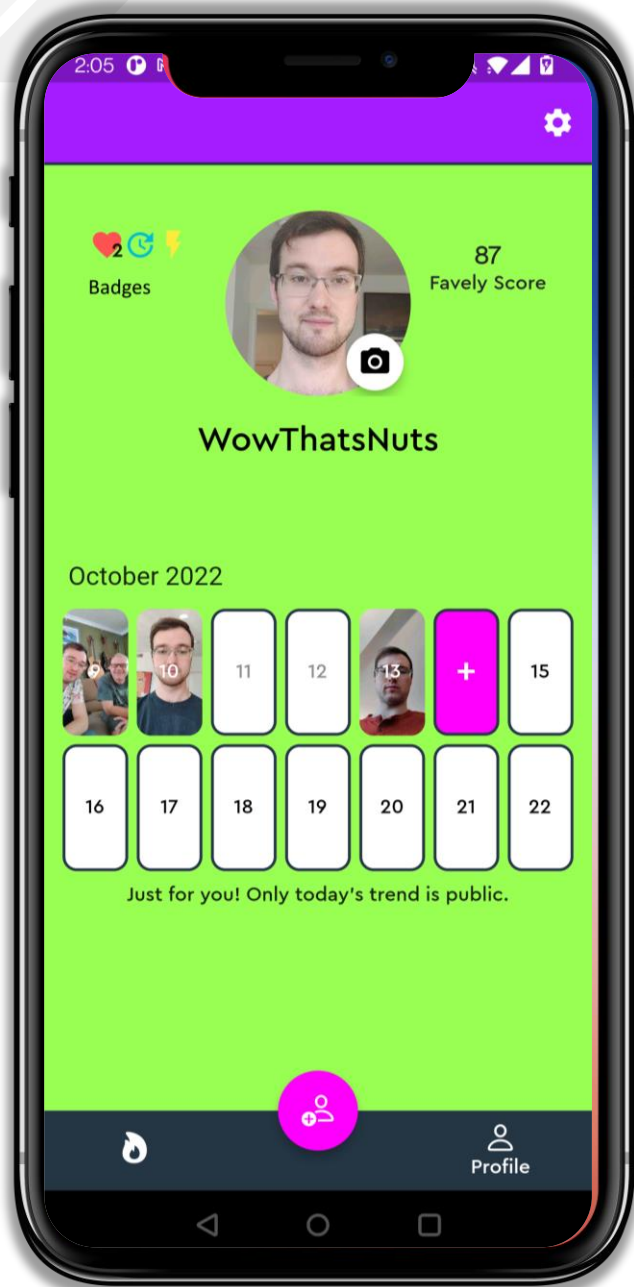
Learning from TikTok and countless studies from Gen-z, video is the right medium.



Advertisement Opportunity

Our platform will welcome companies to advertise but with our twist, keeping the platform authentic to consumers.

6



How Favely Works

"One trend a day!"

1

Community Trend

Everyday a new and fun trend is chosen by our secret community!

2

Everyone participates

You can't see other videos until you post yourself.

3

Win points/badges

Points/badges based on participation. Increase the chance of being selected as a secret influencer.

Monetizing Favely

8



A shirt company wants to advertise with us

What if a company wants to pay us to advertise their shirt. How would that happen on a platform like Favely?



In-feed ads, story ads, explore ads



In-feed ads, top-view ads, branded effects



Brand takeovers: fun ads as unique trends, community rewards, branded badges and skins.

**We've grown a dating
app before and will use
similar tactics**

Brand Ambassador Program

10



Connecting with influential students

We designed an exciting brand ambassador program with students for our former app, Autum. It creates connections, pays fairly and establishes a branding foothold within university campuses.



21

Brand
Ambassadors



08

Ambassador
Referrals



440

Installs
Generated



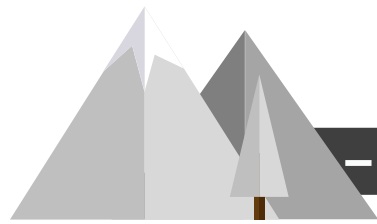
166%

More Installs than expected



87%

Our Target Audience (18-24)



Feb 2023, Marketing Go

Brand Ambassador program and tapping into existing network from former dating app

Dec 2022, Test

Small closed group test of 50 people to test concept.

Jan 2023, Refine

Refine the app from the feedback and release it publicly.

Ongoing, Develop

Develop an MVP for both iOS & Android. Test for bugs

Nov 2022, Pre-Sign Up

Put up landing page and spread the word to generate a list of early adopters.

Sept 2022, Validate

Validate market by speaking to gen-z students.

Timeline

(Next 2-3 months)



Meet Our Great Team

13



**Basil
Eleftheriades**

CEO



**Cleo
Tellier**

CMO



**Jason
Rivers**

CTO

Meet Our Great Team



**Basil
Eleftheriades**

- *Electrical Engineering*
- *Former founder of company worth 2M*
- *PhD student @ UofT with connections to body of students*
- *Coordinates company execution*
- *- Recipient of many academic scholarships*



**Cleo
Tellier**

- *Director/Actress/Marketing Expert*
- *Over 40 wins and 35 nominations on IMBD*
- *Verified on Social Media*
- *Short Film has over 50M views on YouTube*
- *7Y+ of Marketing Experience*
- *Responsible for growing billion-dollar social media accounts e.g., McDonalds*



**Jason
Rivers**

- *Computer Science*
- *Former founder of company worth 2M*
- *Built all the code for previous startup worth 2M*
- *7Y+ experience with developing scalable apps*