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~~POSSESSION ECONOMY~~ EXPERIENCE ECONOMY

Our generation (millennials) prefers to spend money on experiences.



Social currency on
Instagram and Snapchat



Shown to be #1
influence on happiness

Lindsay

EXPERIENCE-SUPPORTING COMPANIES ARE BELOVED AND THRIVING



Airbnb



Uber/Lyft



Instagram



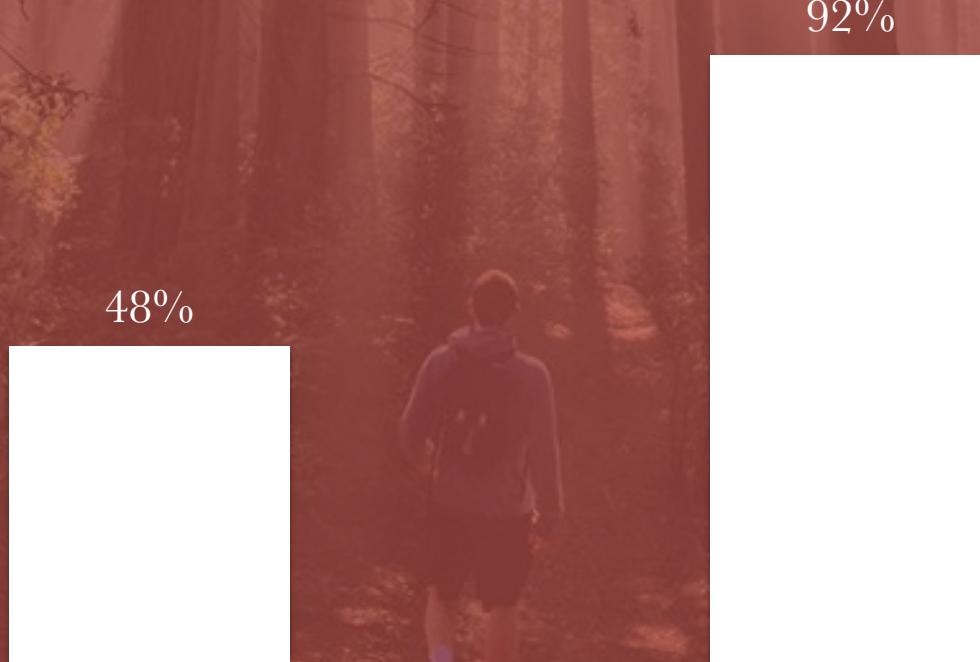
Eventbrite

Lindsay

A photograph of a person walking away from the camera through a dense forest. The person is wearing a dark jacket and shorts. The forest has tall, thin trees with some yellow and orange leaves on the ground.

DEMAND FOR EXPERIENCES IS NOT BEING MET

“I have fewer new experiences than I’d like to.”



1990

2016



CREATING EXPERIENCES IS STILL A PAINFUL PROCESS

81%

“Planning new
experiences is
too difficult”

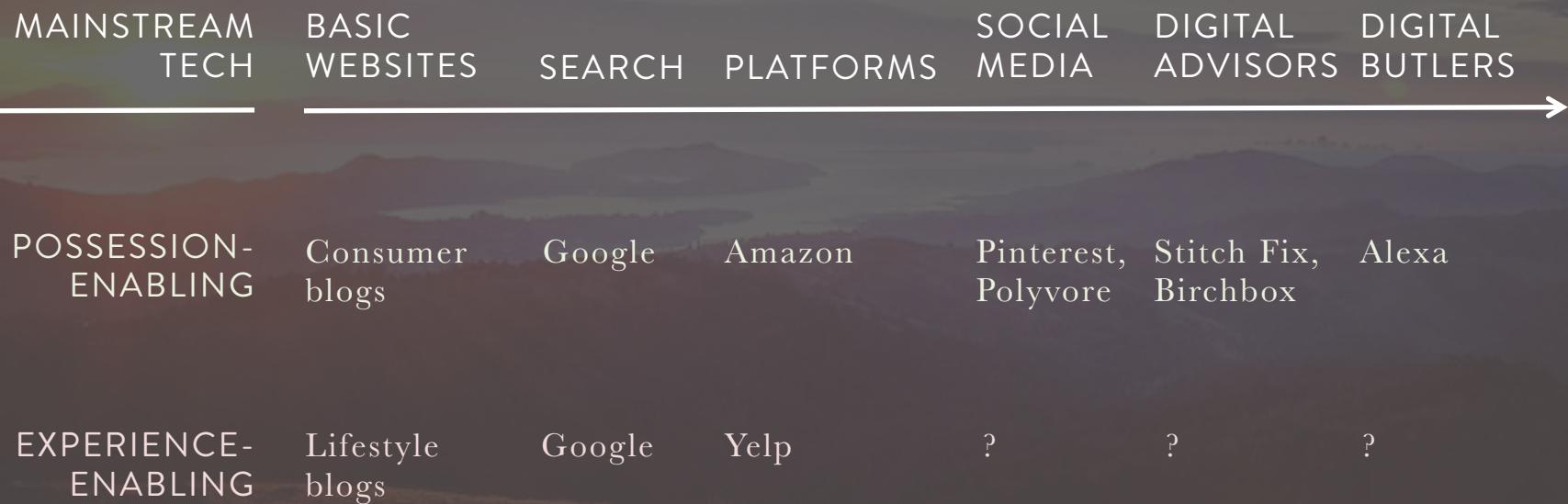
A woman with long brown hair is sitting on a bed, looking down at her smartphone. She is wearing a light-colored top. The background is slightly blurred, showing a window and some furniture.

“At this point, figuring out what to do on the weekend is harder than doing my taxes”

Maya Krupa, SF millennial

Lindsay

EXPERIENCE TOOLS ARE STUCK IN THE GOOGLE/YELP ERA



Lindsay

THIS IS HOW EXPERIENCES ARE CREATED

Companies keep focusing here

Take the initiative

Find ideas

Make a decision

Research and create a plan

Invite friends

Book/pay

Lindsay

THIS IS HOW EXPERIENCES ARE CREATED

This is the most important part

Take the initiative

Find ideas

Make a decision

Research and create a plan

Invite friends

Book/pay

Lindsay

THIS IS HOW EXPERIENCES ARE CREATED

What if something could do everything for us?

Take the initiative

Find ideas

Make a decision

Research and create a plan

Invite friends

Book/pay

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A photograph of an open notebook with handwritten notes and a glass of beer on a wooden deck. The background is a dense green hedge.

IT ALREADY EXISTS

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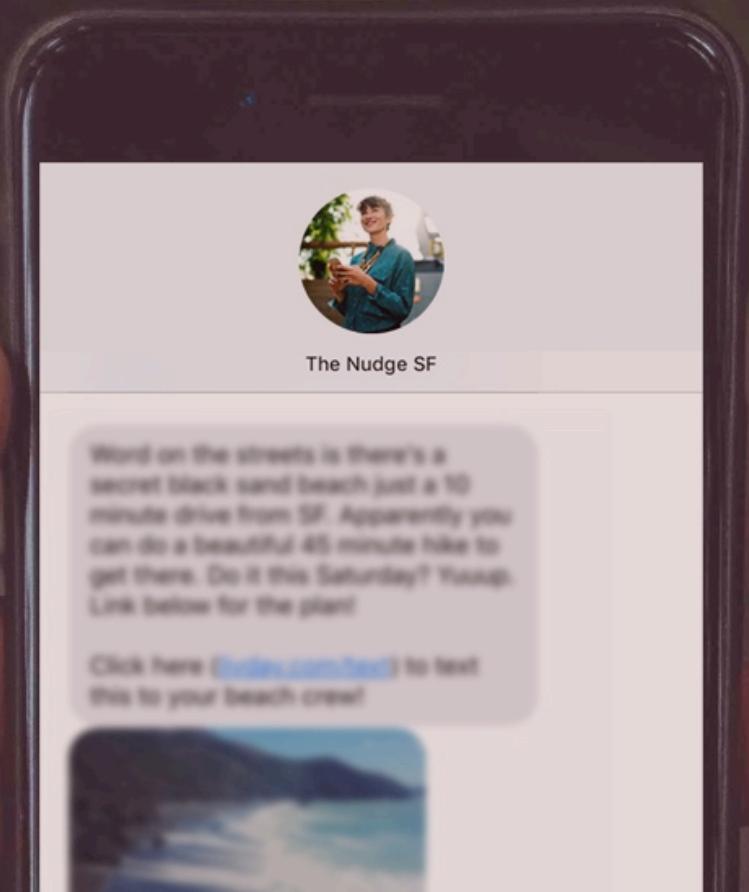


THAT “PLANNER” FRIEND
WHO INVITES US TO NEW EXPERIENCES
AND TAKES CARE OF EVERYTHING

Lindsay

MEET YOUR DIGITAL LIFESTYLE ADVISOR: THE NUDGE

Multiple days per week, our subscribers get a personal text from their digital advisor



Lindsay

A LIFE-CHANGING EXPERIENCE

A human voice

Happy Sunday Sarah. Good news:
It's gonna rain this week!

Wait ... why is that good? Cuz a rainy week is the perfect excuse to grab a long overdue drink with an old partner in crime! And we've got just the plan:

The Interval is the best SF bar you never heard of. Nonprofit, hidden in Fort Mason, and feels like a futuristic version of Professor McGonagall's classroom.

Click here (goo.gl/cCnFDq) to text this plan and get this on the books!



My Favorite Secret Bar
livday.app.link

A complete plan

Seamlessly viral

Linday

OUR SUBSCRIBERS LOVE AND SHARE THEIR TEXTS

Read

98%



Nudge text

Click-through

41%



Avg. marketing
email

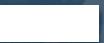
Share

15%



Avg. marketing
email

3%



Avg. marketing
email

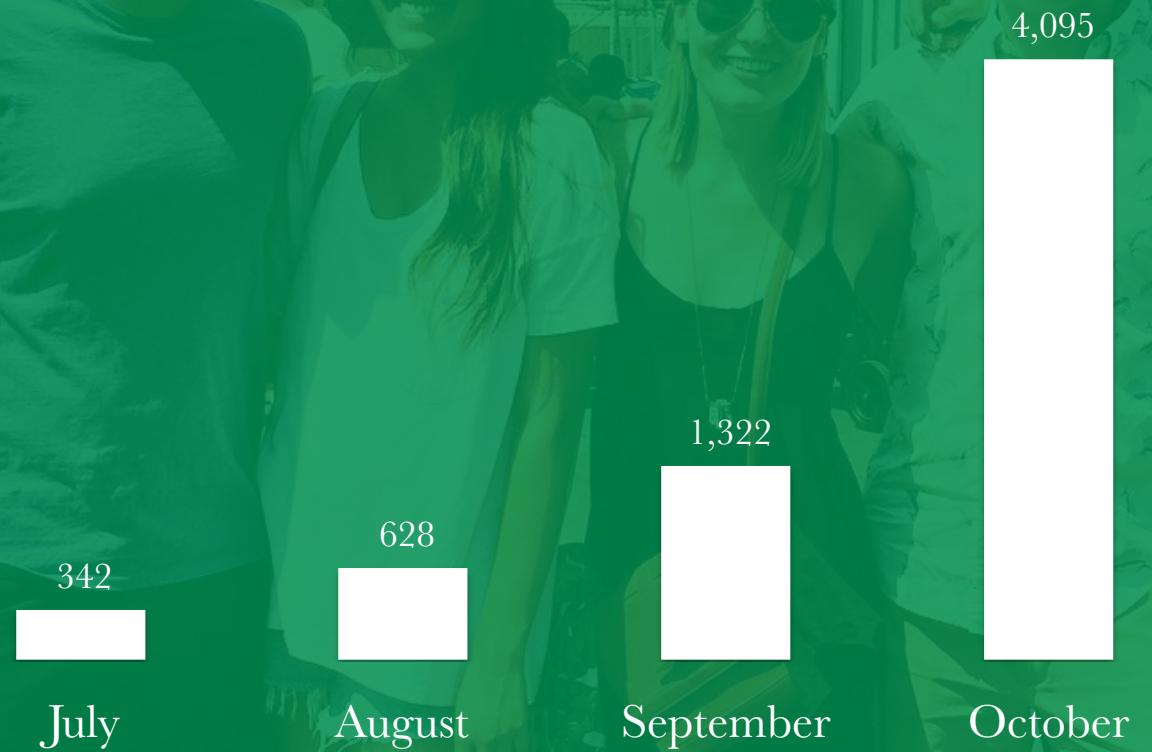
0.02%

Linday

Averages for online communities from MailChimp

THIS INHERENTLY VIRAL EXPERIENCE FUELS OUR GROWTH

San Francisco subscribers to The Nudge



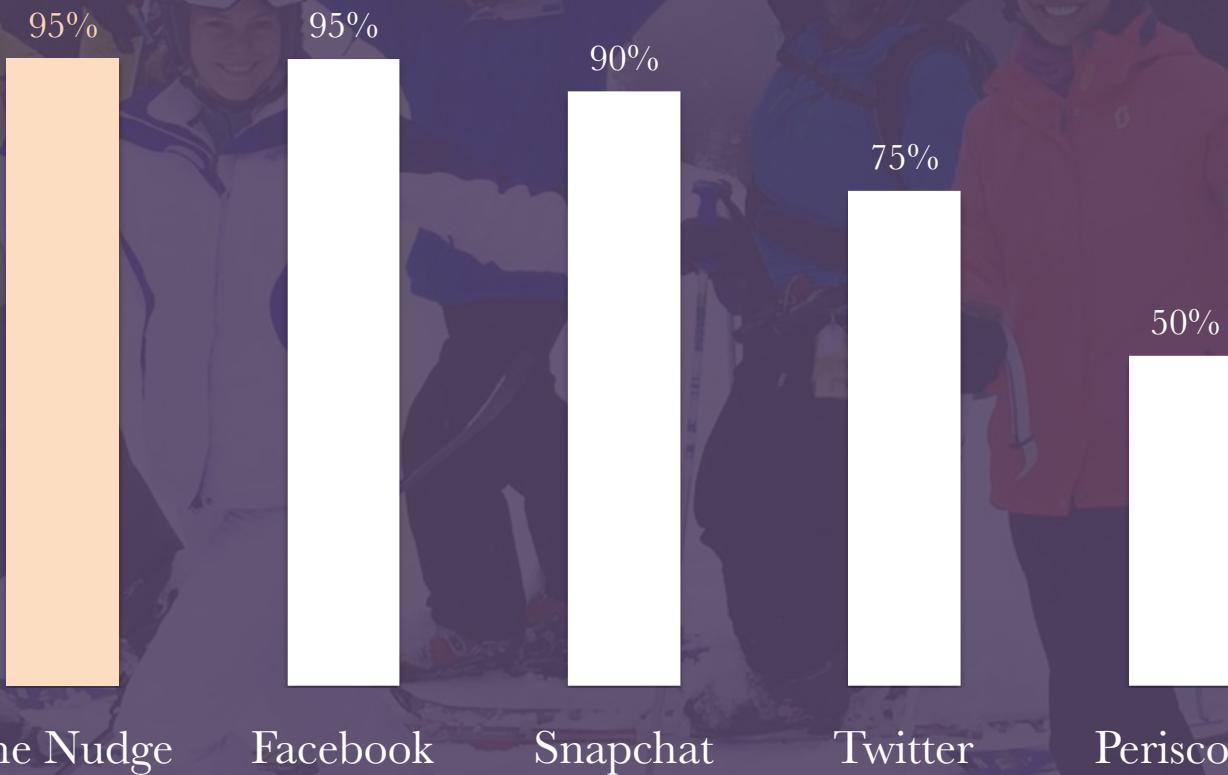
2%

of SF millennials

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WE RETAIN 95% OF OUR WEEKLY ACTIVE USERS

Weekly active user retention (SurveyMonkey Intelligence)



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IN 5 YEARS WE'LL HAVE 10% OF US MILLENNIALS SUBSCRIBING FOR \$7 PER MONTH

Over \$600M in annual revenue

75M

10%

2% in SF after 4 months

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WE'RE GOING TO VERTICALLY INTEGRATE THE EXPERIENCE ECONOMY

Supplemental revenue opportunities

BOOKING AND PURCHASING

[Click here](#) to prepay and book this experience (Rich Table res | SF symphony tickets).

CONCIERGE

What should I do with my mom this weekend?

LYFT & UBER

[Click here](#) to pre-book a Lyft for this experience for 10% off.

DATING

[Here's](#) your weekly Nudge match. Do you want to chat with Ryan?

Lindsay

WE'RE A TEAM OF MILLENNIAL SIBLINGS



JOHN PETERSON
CEO

Full stack developer who built our plan-sharing platform and SMS subscription systems



SARAH PETERSON
CMO

Apple marketer who designed the user experience of our SMS membership

Lindsay

WE'RE RAISING A 500K SEED ROUND TO SUPPORT US THROUGH 2018



INVESTORS WITH

Long-term commitment and vision to building a ubiquitous company

Audacity to challenge companies like Facebook

Passion for experiences and meaningful human connection

USE OF FUNDS + GOALS

3 full-time employees
5 part-time employees
Marketing
Overhead

10% of SF millennials by Q2 2018
Expansion to 4 new cities
1% of US millennials by end of 2018

Linday