A blurred background image of people cheering at a sports event, with arms raised and a general sense of excitement. This visual metaphor represents the positive social interaction and purpose behind the platform.

Social Media with a  
Positive Purpose.

# WeYouMe

[www.weyoume.io](http://www.weyoume.io)

# The Founders



## Lyndon Gasking

Co-Founder

Executive Director. Former AOL Managing Director for Asia/Pacific. Founder of GetLunched, BlockRank and Zoetic.ai.

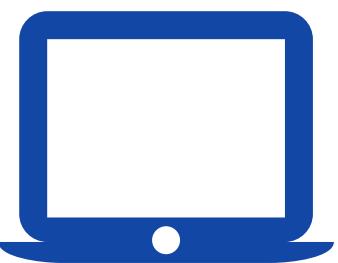


## Harrison Mclean

Co-Founder

Full Stack Developer and Product UX Designer. Cryptoeconomic and blockchain architecture professional.

# The Problem



## What do we see?

We need more control and choice over our content sorting.



## Who benefits?

Users need to earn more from the content they create.



### EDITORIALS

**Meet The New Censors: Facebook's Zuckerberg, Twitter's Dorsey And YouTube's Wojcicki**

# The Problem



## Data

We don't own or control the use of our data, or earn from it.

[Cambridge Analytica]



## Culture

Negative content and behaviors drive engagement, at the cost of social cohesion.

***Facebook and Cambridge Analytica: What You Need to Know as Fallout Widens***

By Kevin Granville

March 19, 2018

Leer en español

f t m r b

**Tayla Harris: How 'repulsive' social media comments sparked outrage in Australia**

By Aimee Lewis, CNN

Updated 7:19 AM ET, Thu March 21, 2019

m f t r

**nab**

# Our Innovation

We, You, and Me come first.



**User Experience:**  
Content Rewards + Comment Payments



**Revenue:**  
Advertising + Memberships



**Crowdsourced moderation:**  
Content Management System

# Our Advantages

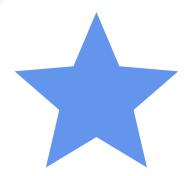
## Better Payment Systems



**Comment Payments:**  
Mitigate social negativity



**Simple Exchange:**  
Built in payment flows



**Premium Content:**  
Sell digital content directly

## Better User Control



**Secure Private Posting:**  
Share to selected accounts



**Profile or Persona:**  
Choose your identity level



**Merged Feeds:**  
Combine multiple content streams

# Great content, balanced between personality and community.

All the best parts of:



# Our Predecessors

**Brave:** Privacy browser with tipping.

**Kin:** Crypto-powered Chat ecosystem.

**ONO:** EOS based social network.

**Steemit:** Social Blogging with rewards.

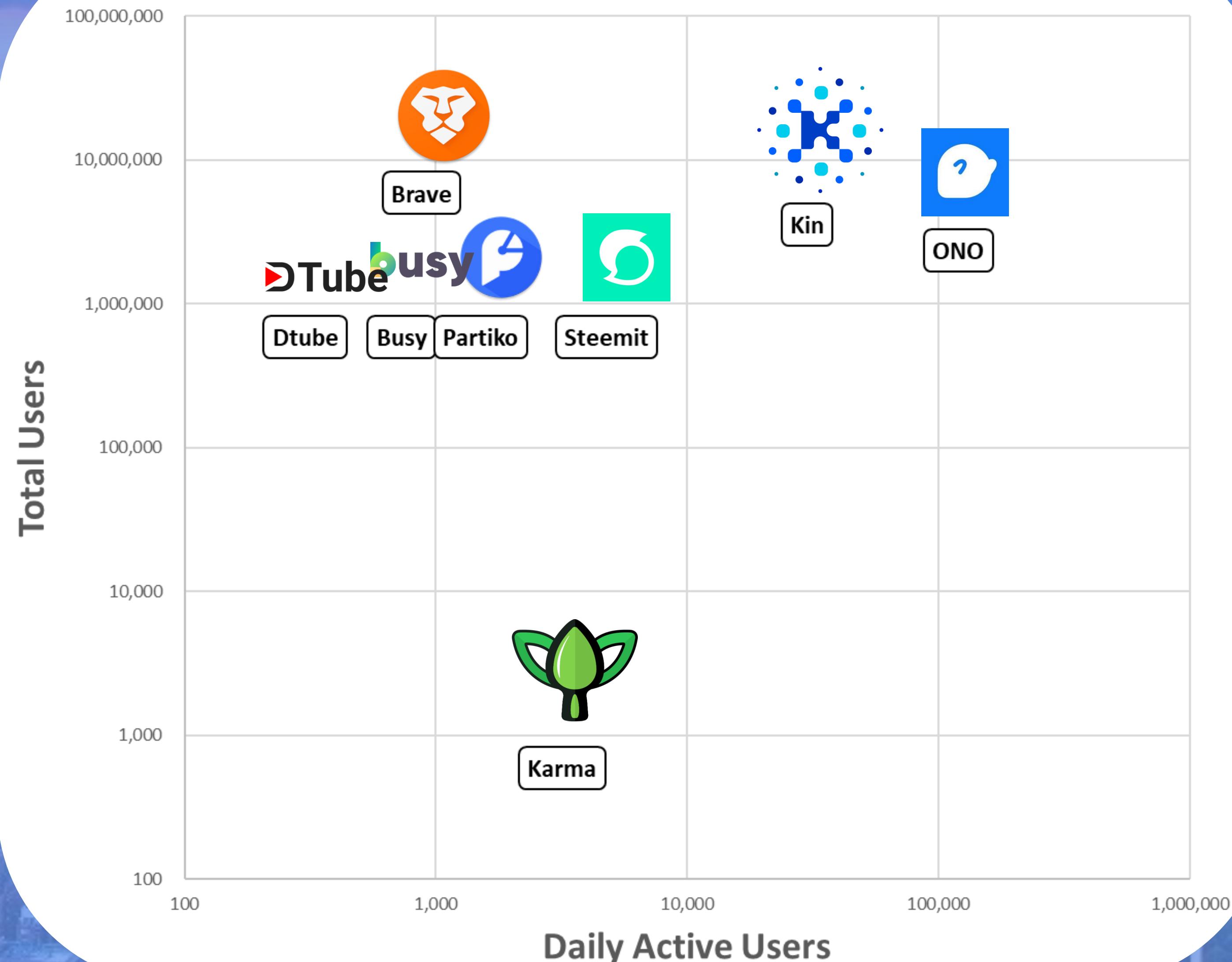
**Dtube:** Steem based video platform.

**Busy:** Steem interface.

**Partiko:** Steem Interface.

**Karma:** EOS based social network.

Total users / Daily Active Users of social DApps



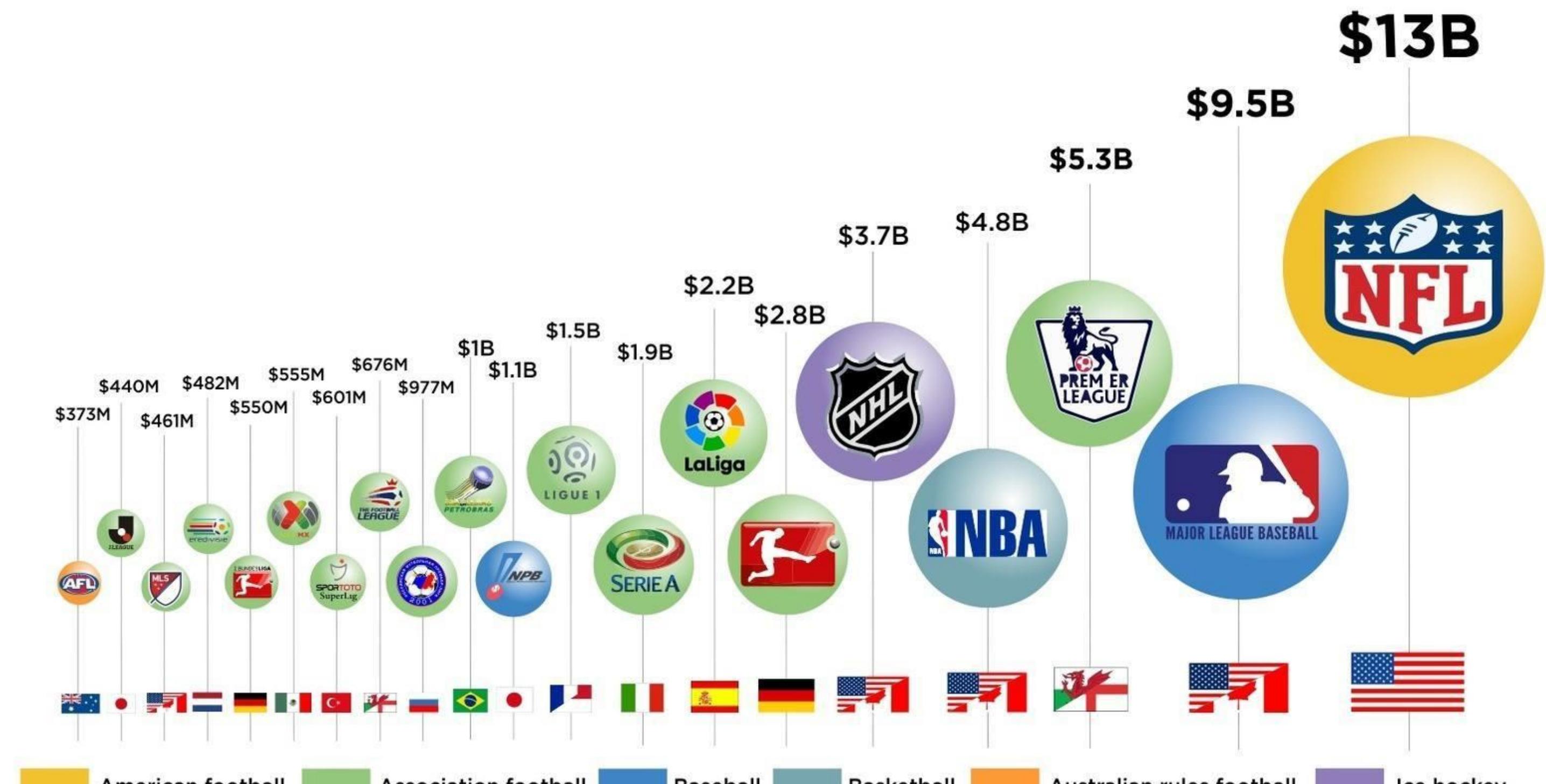
# Go to Market Strategy

Acquire Users with a partnership strategy.



1 Million + Members  
1 in 23 Australians are financial club members

## Top Professional Sports Leagues by Revenue



Source: <http://howmuch.net/articles/sports-leagues-by-revenue>

**howmuch** net

# User Experience

## 1: Create post

WeYouMe Alpha

Title

Add title

Add link

Link Destination:

Post Privacy

Encrypted Private Post

Choose between posting publicly, or privately. Private posts use encryption to ensure only users on your connections list can read them.

Edit private post access list:

Add usernames here

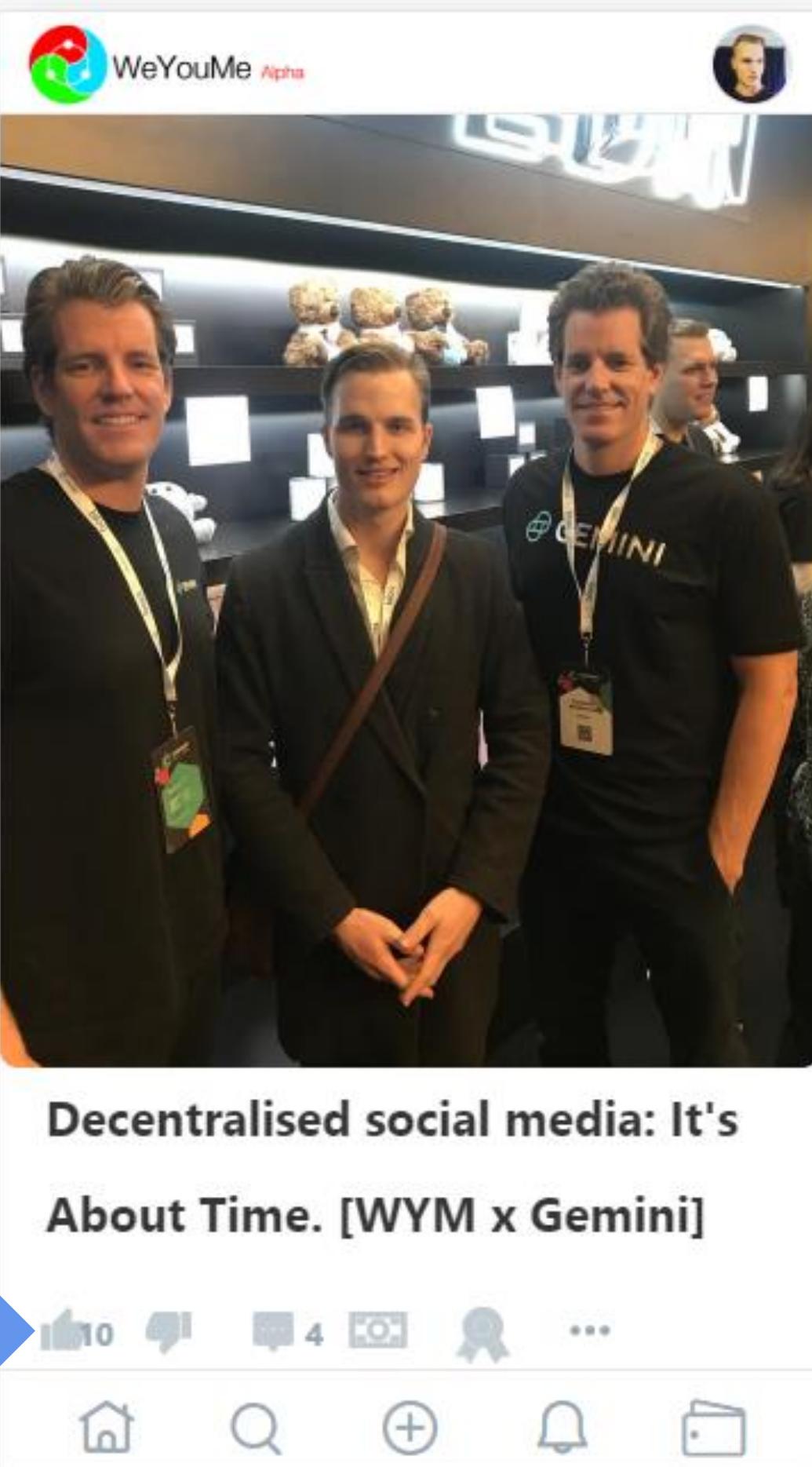
Separate usernames with spaces. Only lowercase letters, numbers and hyphen character is permitted.

Board

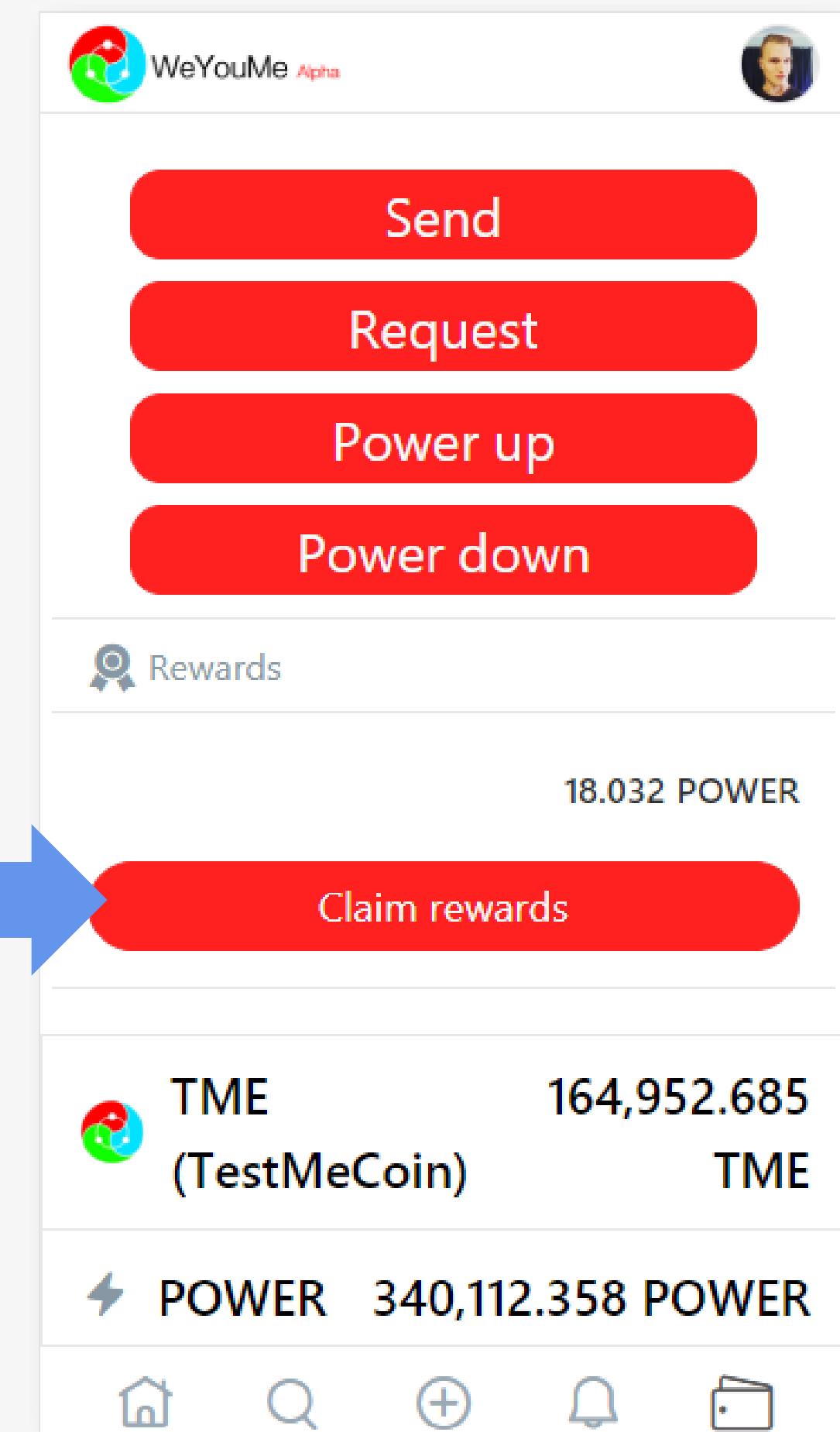
Pictures

Home Search Plus Bell Folder

## 2: Earn Likes



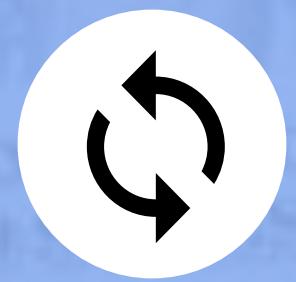
## 3: Claim Rewards



# Revenue Strategy



Advertising



Exchange Trading fees



White Label Product

# Modelling Assumptions

~50,000,000  
users over 5  
years.

~15% of Reddit monthly active users.  
~0.25% of Facebook MAU.

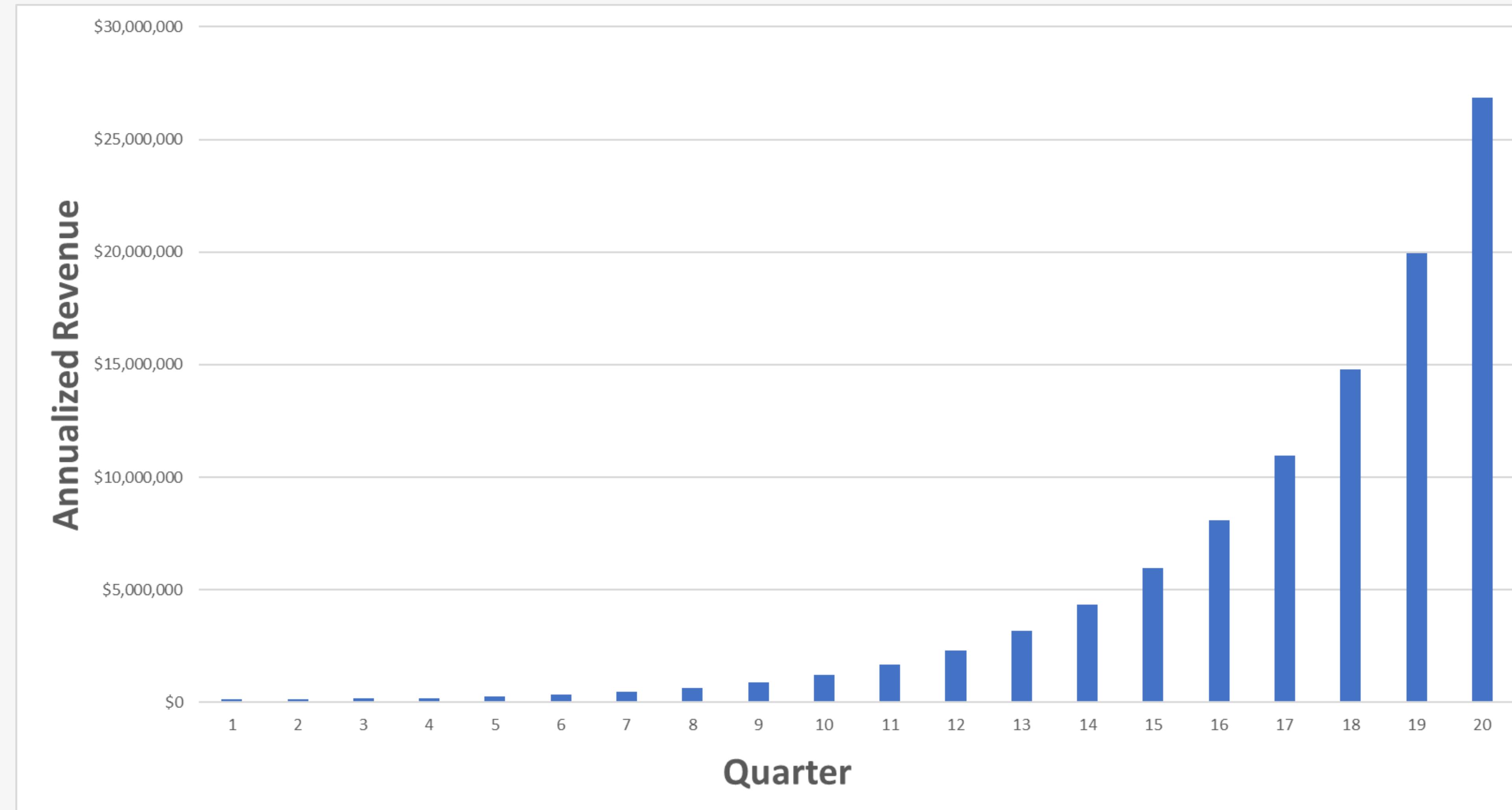
5% of users will  
trade on the  
exchange:  
Average of \$100  
volume per month.

~5% of Binance volume per user.

0.05% of accounts  
purchase  
advertising:  
Average spend of  
\$100 per month.

~15% of Facebook User:Advertiser  
ratio, and ~15% of average spend.

# WeYouMe Projected Revenue over 5 years



# Seed round

We are raising up to \$2,500,000.

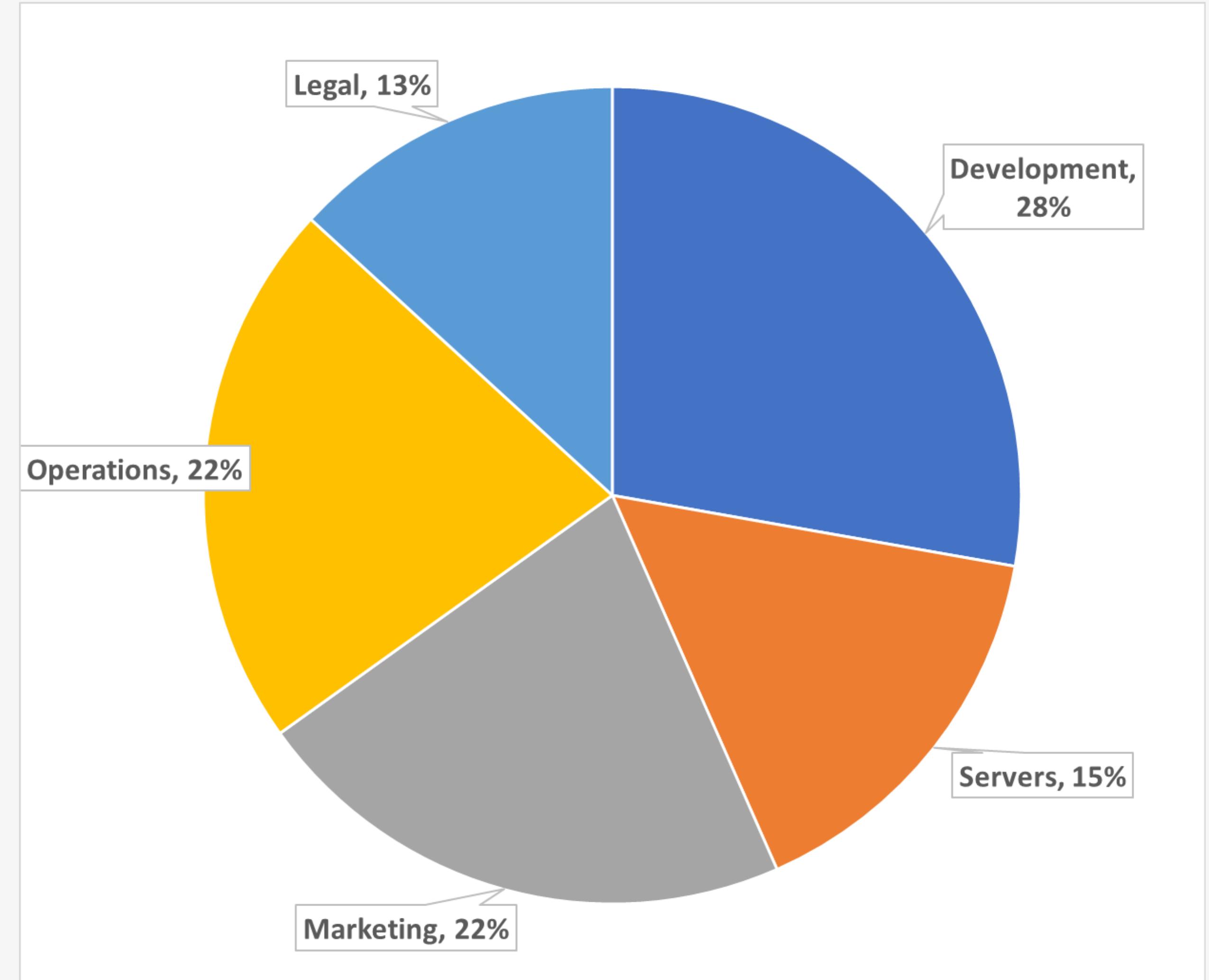
- \$50,000 minimum investment.
- Via SAFE or Convertible note.
- Contact [team@weyoume.io](mailto:team@weyoume.io) for more info.

# Investment Return Roadmap

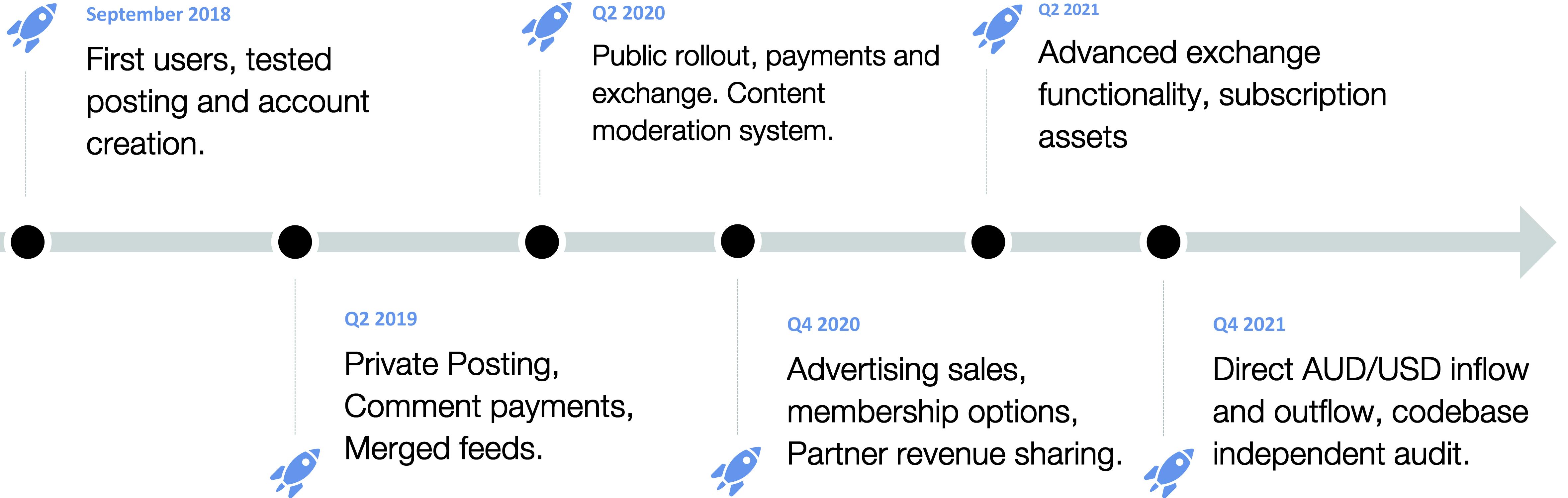
- 1 **Seed Round:** Australian Company shares via SAFE or Convertible Note.
- 2 **Security Token Offering:** Crypto investment – Seed investors have the option to convert at a bonus or divest.
- 3 **Network Launch:** All Crypto holders earn 20% share of network revenue in advertising, trading fees and subscriptions.

# Expenses

- 23% Development costs.
- 26% Server costs.
- 29% Marketing costs.
- 15% Operational costs.
- 7% Legal costs.



# Roadmap



# Thanks for reading

We'd love to have you on board our journey to build the next great social platform with a positive purpose.

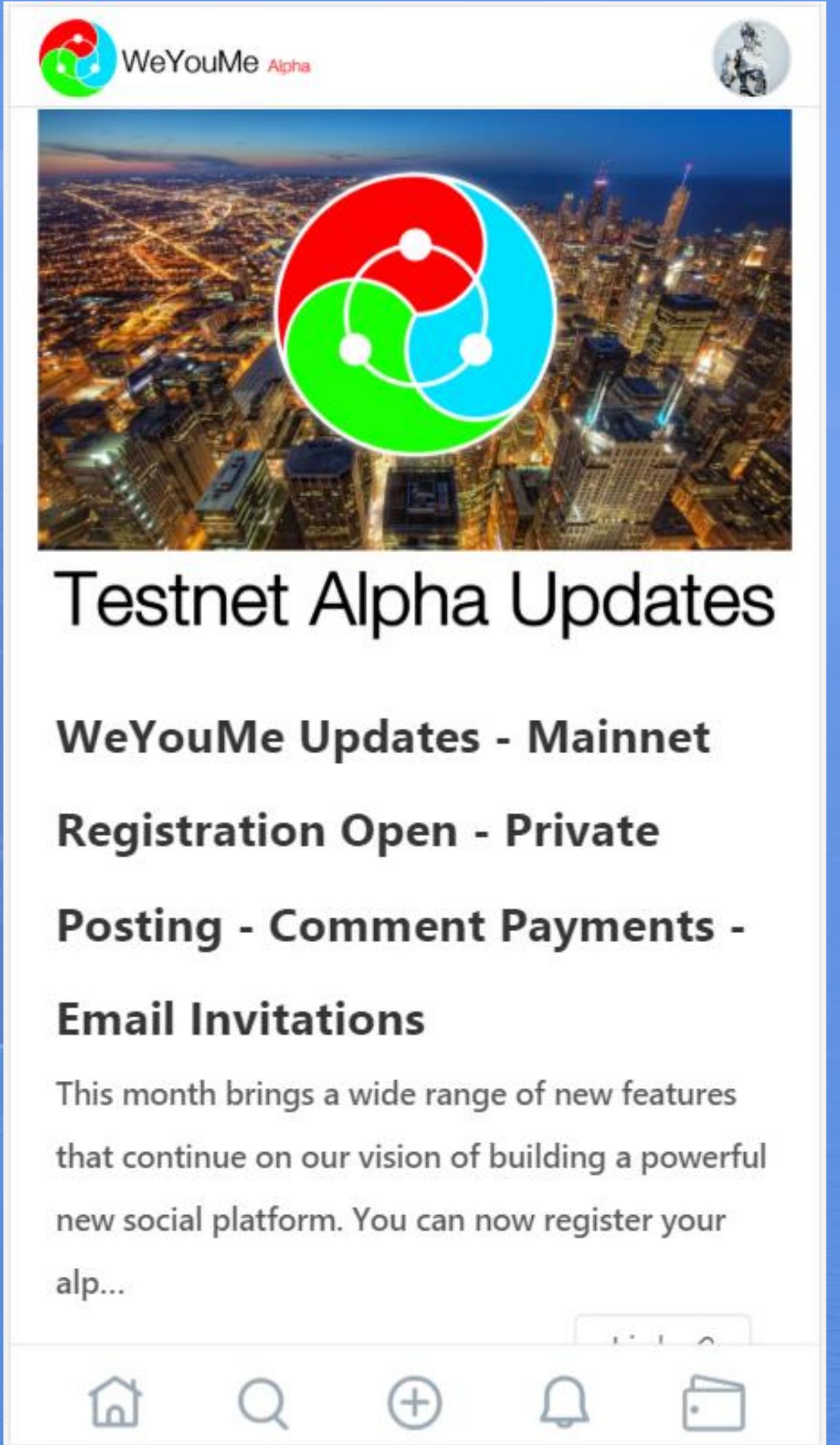
To take part in our one time only SAFE offering before our round closes:

## Contact

 Harrison Mclean – harrison@weyome.io

 Lyndon Gasking – lyndon@weyoume.io

You can Join our Alpha at:  
<https://alpha.weyoume.io>



The image shows a screenshot of a social media post from the WeYouMe Alpha testnet. The post features a large circular logo in the center, divided into three segments: red, green, and blue, with white dots at the intersections. The background of the post is a night-time aerial view of a city skyline. At the top left is the WeYouMe logo and the word "Alpha". At the top right is a small profile picture. Below the logo, the text "Testnet Alpha Updates" is displayed. Underneath, there are several bolded links: "WeYouMe Updates - Mainnet", "Registration Open - Private", "Posting - Comment Payments -", and "Email Invitations". A detailed description follows these links, mentioning new features and the ability to register for the alpha. At the bottom of the post are standard social media navigation icons for home, search, plus, notifications, and wallet.