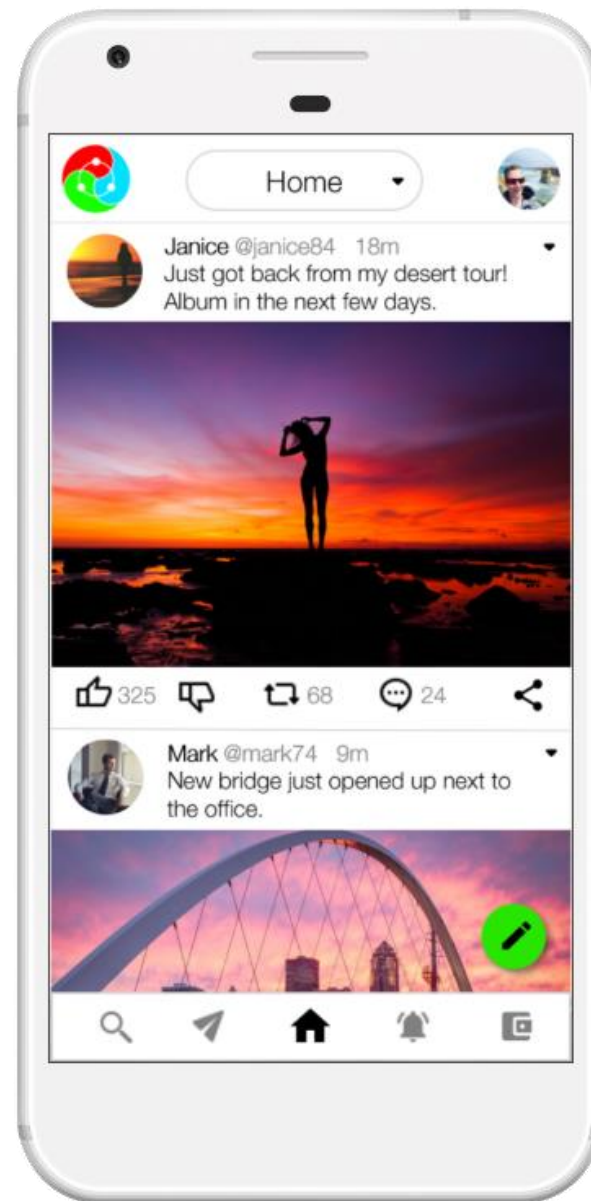




WeYouMe.io

Powered by We, You, and Me.



Social media should drive
Positive change + Individual freedom.
Powered by We.
Chosen by You.
Rewarded by Me.

Social Media platforms have too much control.

- Users don't earn for their content.
- Content discovery isn't easy enough.

Our Solution

A global social media protocol,
that puts users first.

Blockchain Social Media is positioning to be a massive market.

	DAU	Total Accounts / Downloads	Market Cap [\$USD]
ONO	120,000	4,000,000	10,000,000
Kin	30,000	6,000,000	22,000,000
Steemit	4,770	1,000,000	110,000,000
Karma	3,176	10,000	1,500,000
Partiko	1,507	1,000,000	110,000,000
Brave	876	10,000,000	200,000,000
Busy	730	1,000,000	110,000,000
Dtube	302	1,000,000	110,000,000
TOTAL	161,361	21,010,000	343,500,000

Brave: Privacy browser with integrated regular tipping. Enables adblocking.

Kin: Crypto-powered Chat ecosystem. Phone number required.

ONO: EOS based social network. Real identity required.

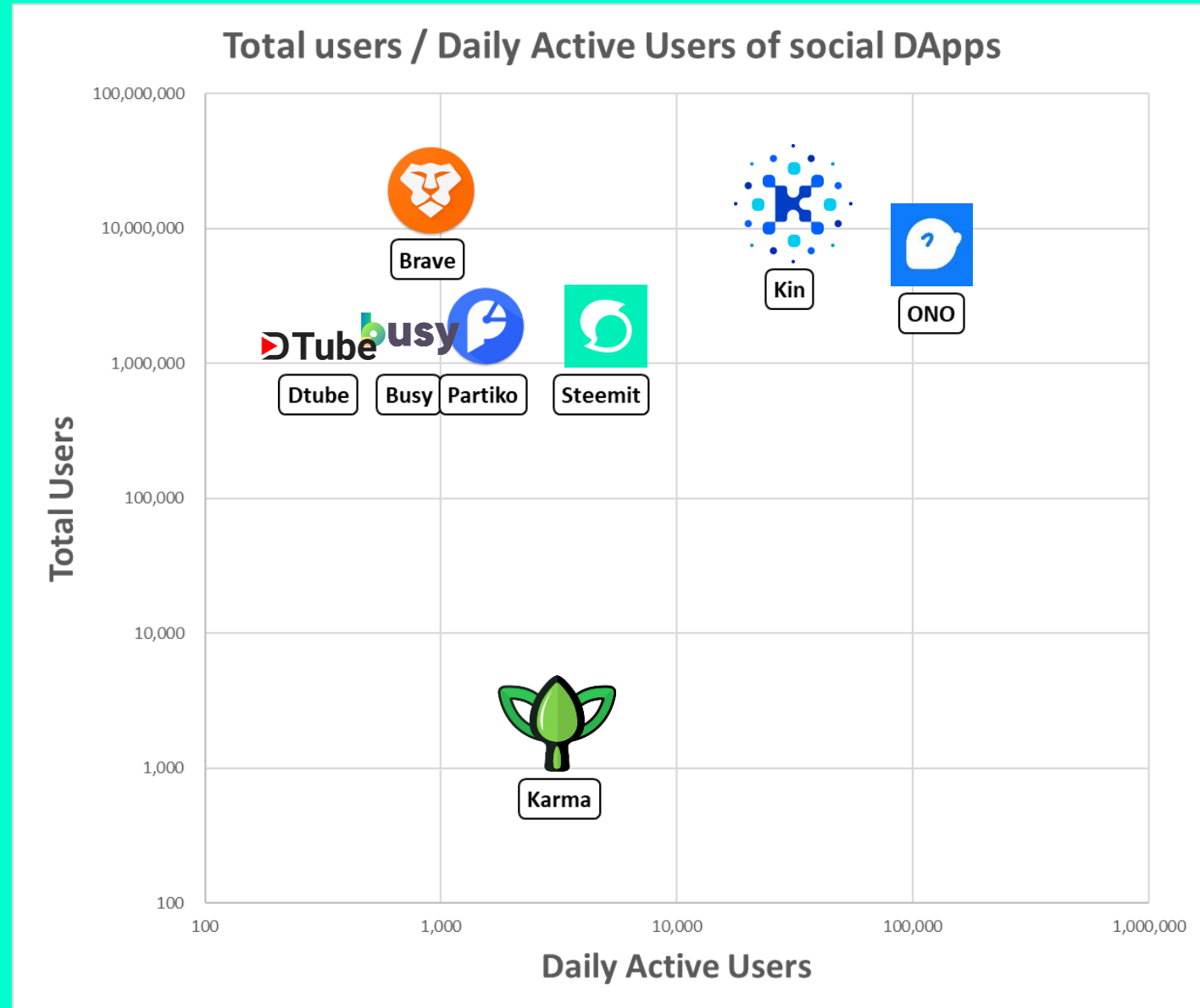
Steemit: Primary Steem interface for blogging with rewards.

Dtube: Steem based video platform. Uses IPFS storage.

Busy: Steem interface. Adds notifications

Partiko: Steem Interface. Adds referral system.

Karma: EOS based social network. Specialises in social impact.



Our Innovation

Optimal privacy + user control, while protecting brand safety.

Brand Safety

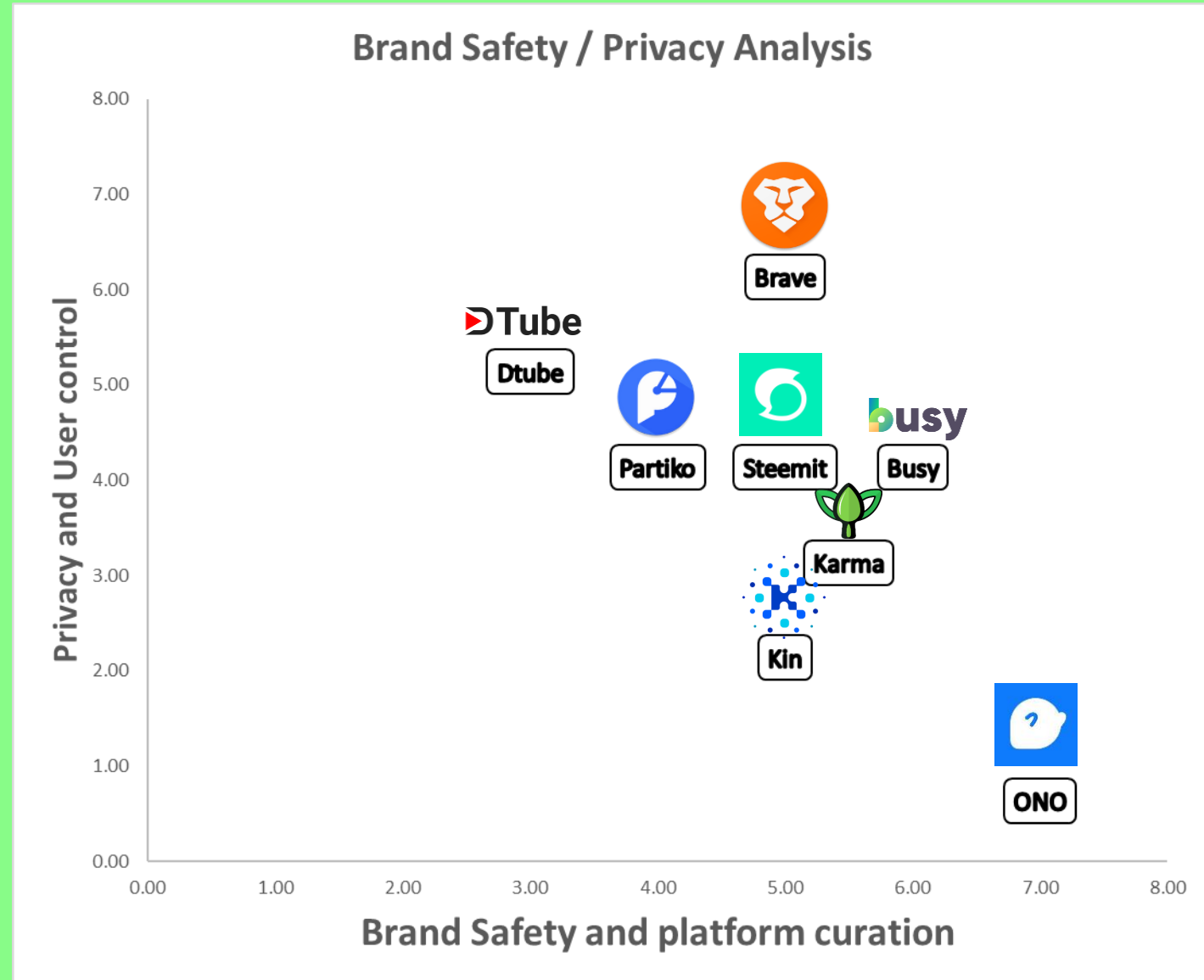
Mitigate Off-platform consequences of on-platform activity

Crowdsourced moderation

Provides filtering services

Targeting opportunities

Public social and financial data



The Team



Harrison Mclean
Chief Executive Officer

Lead developer.
Cryptoeconomic design
and blockchain architecture
professional.



Lyndon Gasking
Chief Marketing Officer

Marketing and business development
professional. Former AOL managing
director for Asia/Pacific. Founder of
GetLunched, The Blockchain Agency
and Zoetic.ai.

Our Challenges and Approaches

What kind of challenges do we foresee? How do we plan to overcome them?



















- **User Experience:** Easier signup + faster rewards
- **Adoption:** Referral system + Subgrouping
- **Moderation:** Governance acc's + Board moderators
- **Revenue:** Promoted posts + Memberships

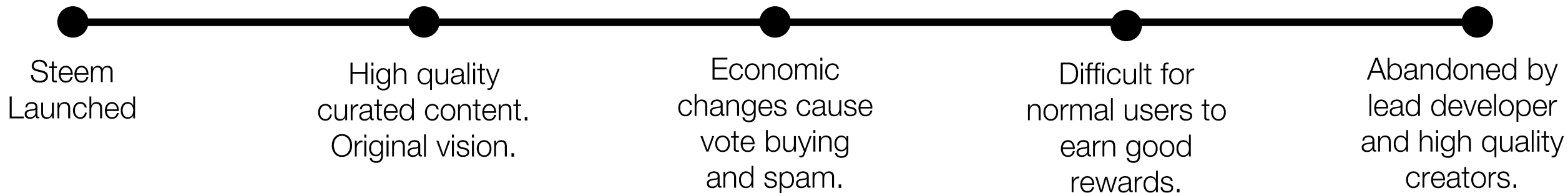
Simply great content, with a balance between individual personalities and community ranking for discovery.

The Story of Steem

The highest rating
DApp in the world.
Fantastic concept that
was engaging when
voting was organic.

Now votes need to be bought,
and large rewards are not
possible for normal users.

1	 Steemit Social blogging platform	Steem	Social	4,770 -1.57%	0 STEEM 0 USD -	382 -55.58%	
2	 DrugWars DrugWars - Get Paid to Rule your World!	Steem	Games	5,230 -6.36%	24,301 STEEM 9,611 USD -72.12%	107 +723.08%	
3	 Basic Attention Token Digital advertising	Ethereum	Wallet	876 -51.79%	0 ETH 0 USD -	982 -31.42%	
4	 MakerDAO Where you can interact with the Dai Credit System	Ethereum	Finance	646 +5.04%	28,213 ETH 3,695,098 USD -36.07%	824 -23.70%	
5	 Steem Monsters Collectible trading card game	Steem	Games	1,757 -3.78%	45,982 STEEM 18,186 USD +22.39%	-	
6	 Partiko Social network for the internet of value	Steem	Social	1,507 -2.46%	0 STEEM 0 USD -	-	
7	 My Crypto Heroes Hero worker-placement RPG.	Ethereum	Games	1,719 +2.02%	1,596 ETH 209,066 USD +42.32%	-	
8	 eSteem Blog, vote, share pictures and get paid	Steem	Media	389 -2.51%	0 STEEM 0 USD -	1,608 -54.23%	
9 ▲2	 Busy Next generation social and communication platform	Steem	Social	730 -0.27%	0 STEEM 0 USD -	173 -37.32%	



Planned improvements over other platforms



Private posting: Share to connected accounts



Better content sorting: Customizable algorithm



Comment payments: Rewards conversation generators



Simple Fiat exchange: Integrated onboarding solution



Premium content: Unlocks post upon payment

Demand

How do we know that people want this service or product? What feedback backs up our theory?

Large userbase of Steem based Dapps:

Highest ranking Dapp in the world, infrastructure is ready for adoption.

Pushback against the demonetization policies of other platforms:

Demand for quality independent content is high, and our product is designed to incentivize its creation.

Privacy is becoming increasingly important to users:

Our private posts are the continuation of the trend towards privacy and ensure that users own their own data.

Increasing disputes arising over how to police content online:

Our solution enables a user driven approach to moderating content without needing one size to fit all.



Our users

Who are our initial customers? What are their needs?

Young adults, 15-25.

- Existing social media users
- Want to build an audience from doing what they love.
- Photographers
- University Students
- Independent Content creators
- Prefer images and text
- Technology driven

Our Indicators What are the indicators and benchmarks of viability?

Daily Active Users: Should be $> 2,000$ 3 months after launch.

Daily Active Users: Should be $> 20,000$ 12 months after launch.

7 Day retention: Should be $> 50\%$

Average Posts per user per week: Should be above 1.

Ave. Time to first post: Should be less than 1 day.

Ave. Time to 10 connections: Should be less than 7 days.

We can leverage our networked relationships to onboard early users and creators.

- **Studio 71:** 7 Billion monthly video views.
- **Huffington Post:** 130 Million monthly pageviews
- **Twitter:** Over 300 Million monthly active users.
- **Snapchat:** Over 180 Million daily active users.

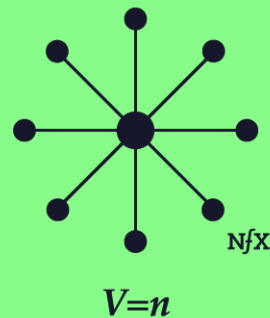
Social media is built to be viral.

Boards and subgroups for collaboration.

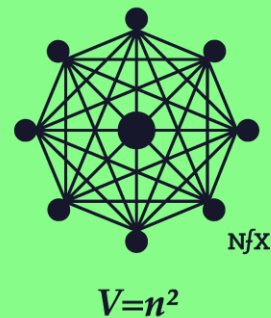
Sharing monetizable content across the web.

Referral system that encourages content sharing.

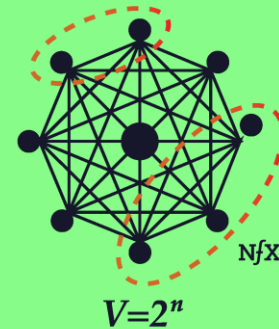
Sarnoff's Law



Metcalf's Law



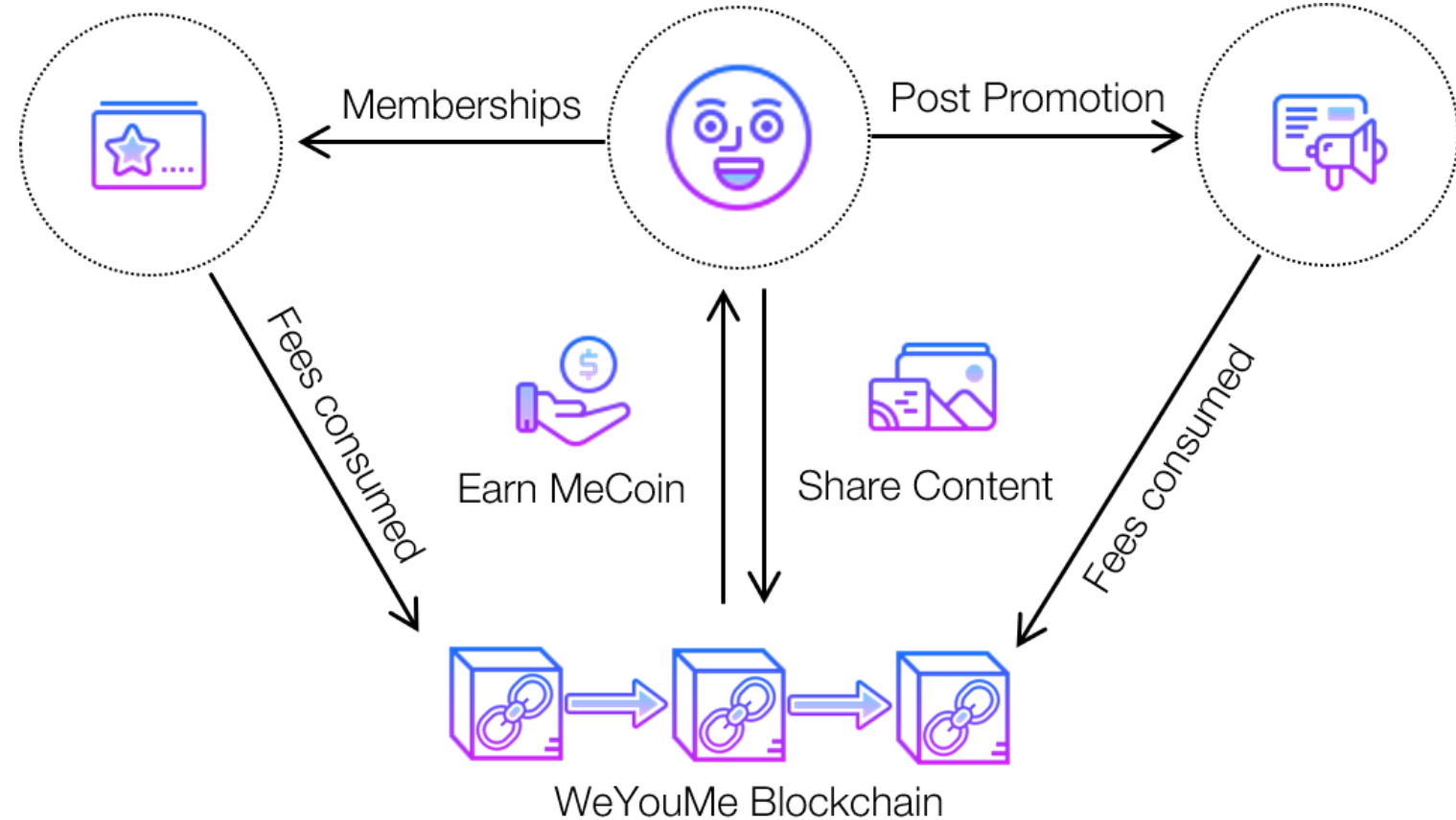
Reed's Law



NFX Guide: Network value varies with connections between users, and grows exponentially when subgrouping is possible.

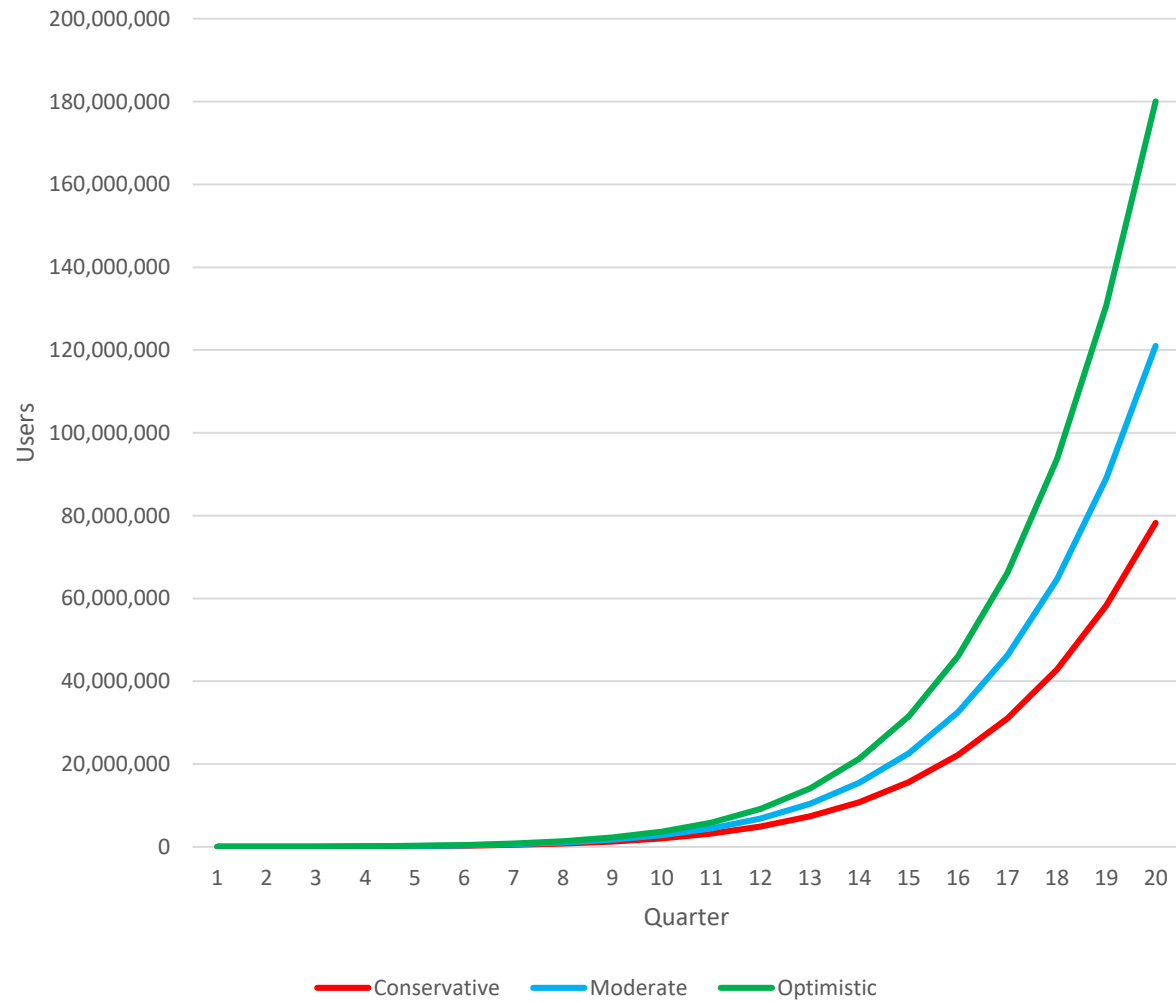
How will we generate revenue?

By selling post promotion and account memberships. We also earn trading fees from our integrated exchange platform for moving funds in and out.

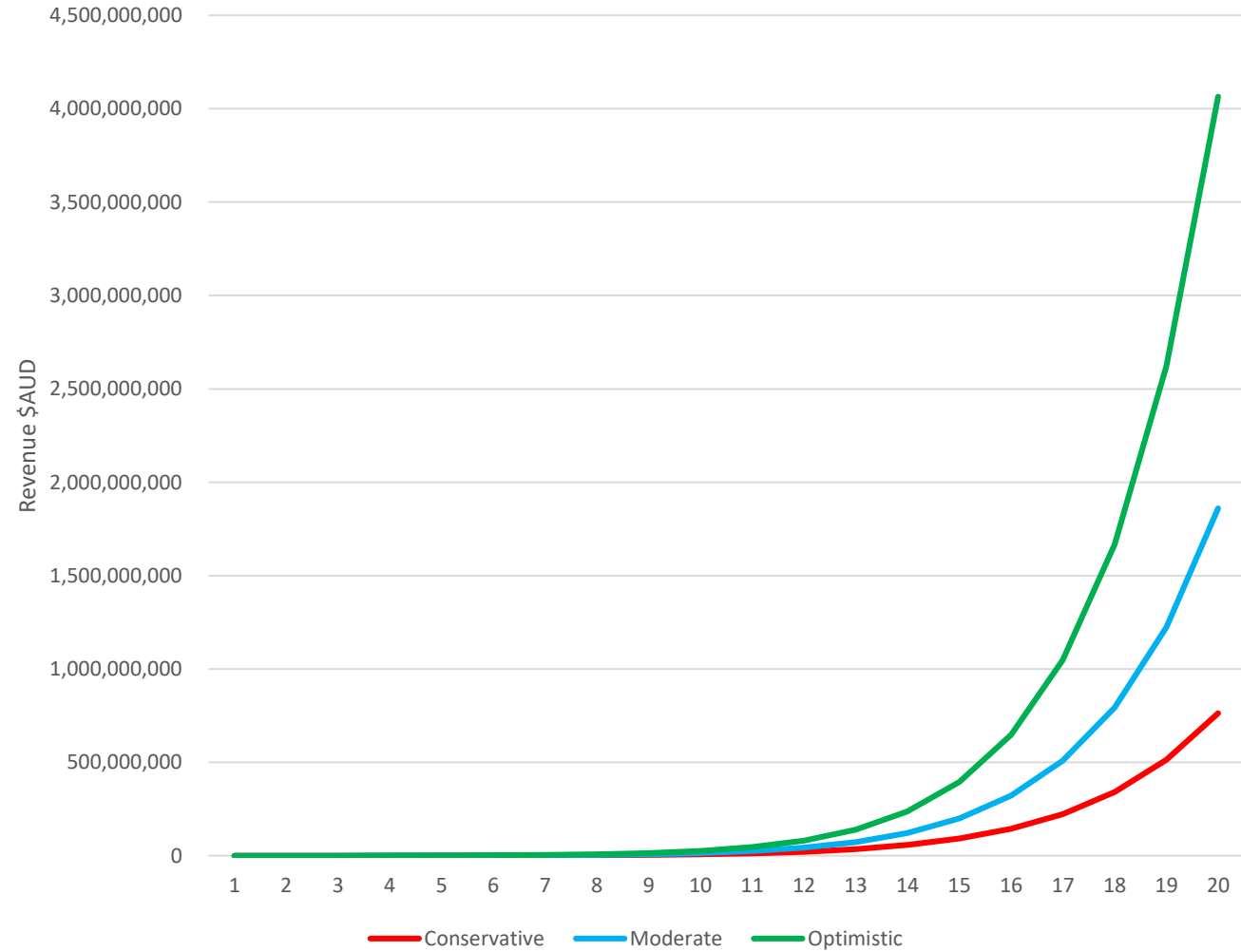


Projections

Total Users



Quarterly Protocol Revenue



WYM (WeYouMe) is a security token, earns an income, and offers voting rights.

- Limited supply of 10 million.
- Active accounts earn a weekly reward.
- Voting power for block producers and content sorting.

MeCoin is generated in every block, and rewards network contributors.

- Network consumes MeCoin Fees as revenue.
- 1 billion issued annually.
- Rewards are paid to WYM stakeholders, content creators, data storage providers, and Interface operators.

Our Offer and Return on Investment

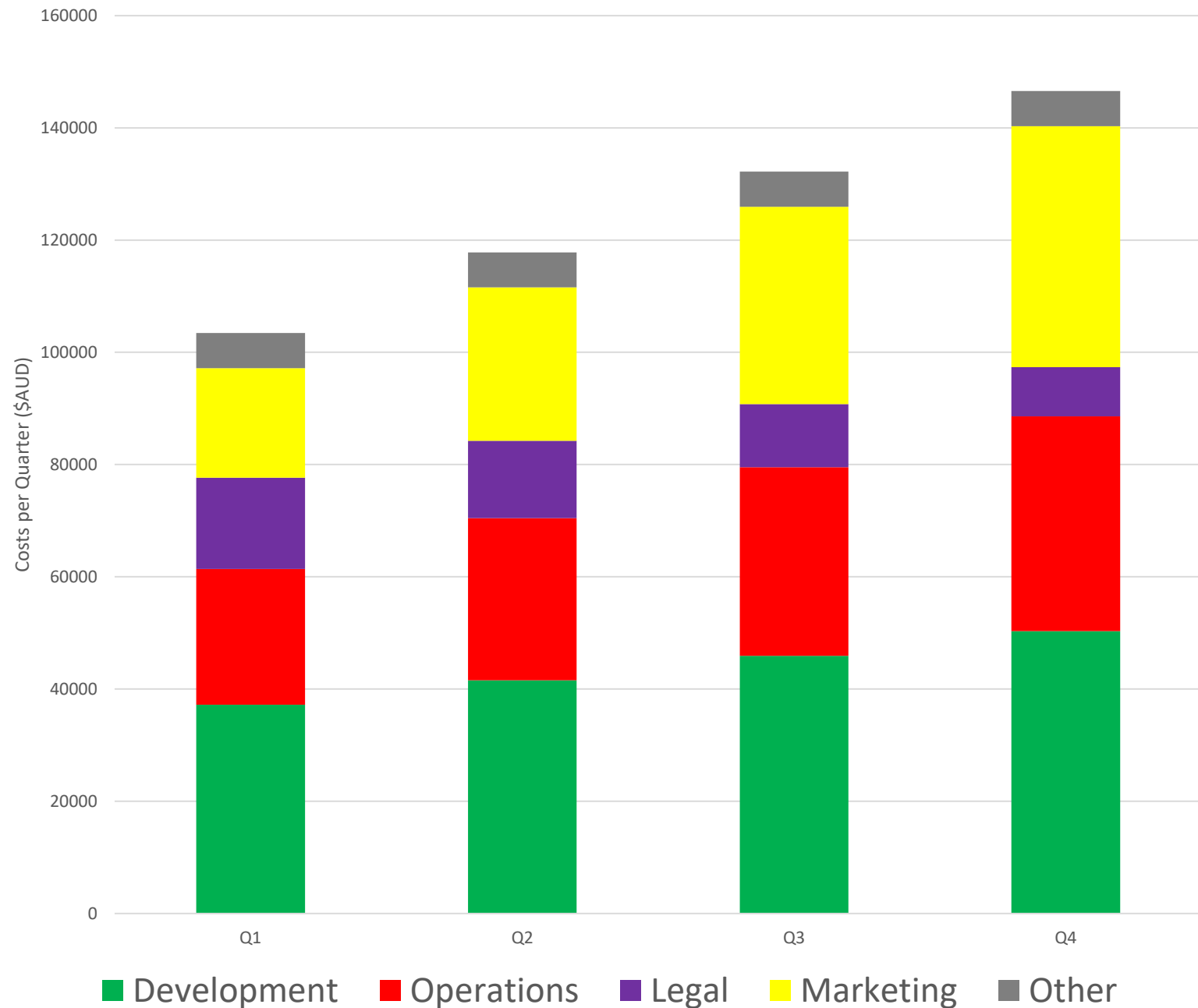
We are raising \$500,000 in our Pre-Seed round.

- 25% of equity
- Pre-money valuation at \$2,000,000
- \$50,000 minimum investment.

Cost Budgeting

\$500,000: one year of expenses.

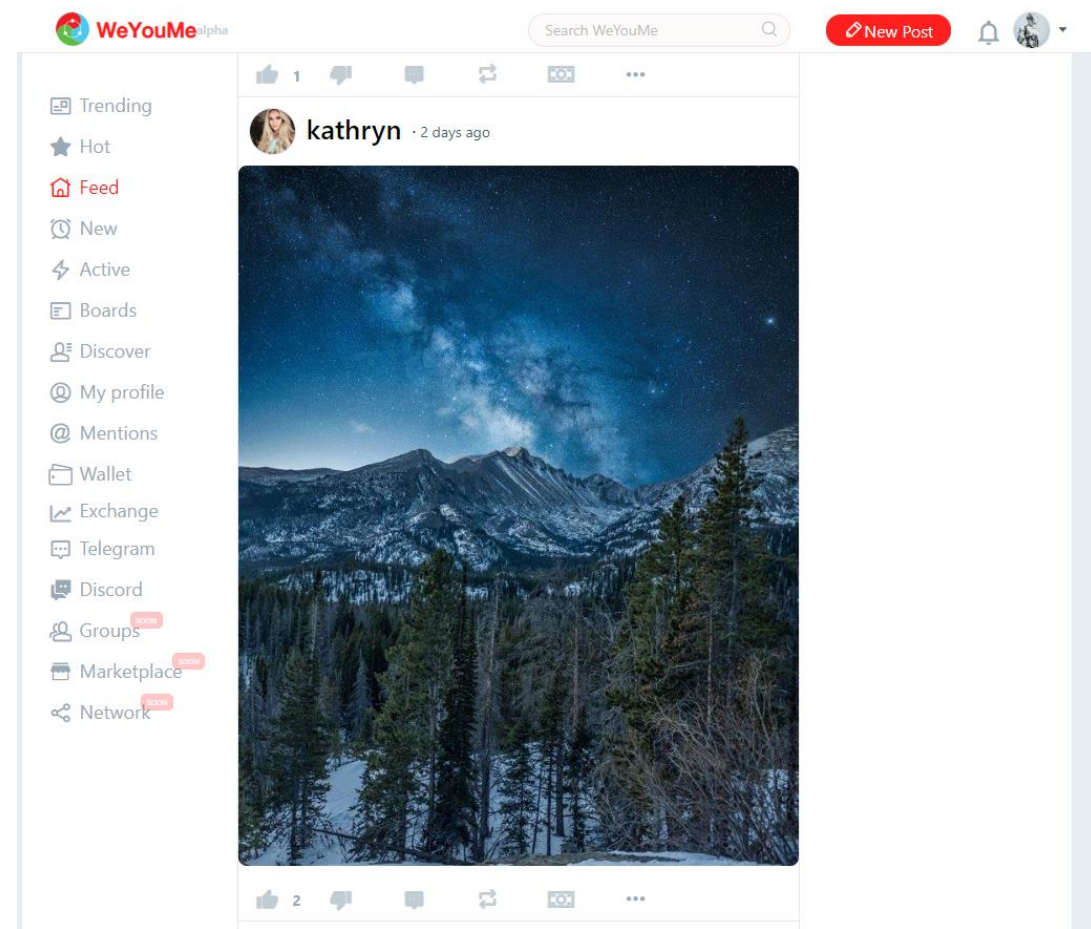
- 35% Development costs.
- 25% Marketing costs.
- 25% Operational costs.



Progress and Roadmap

Our testnet is live.

- Early platform functionality.
- 3 months ahead of schedule.
- In Fourth version, with lessons learned for the mainnet. Many technical issues resolved.



Q2 2019

Q4 2019

Q2 2020

Q4 2020

Q2 2021

Persona Accounts.
Free payments.
Content management.
DEX.

Private posts.
Boards and groups.
Comment
Micropayments.

Revenue Streams.
Memberships.
Promoted Posts.

Advanced Exchange.
Product Marketplace.

Fiat Exchange.
Point of sale solutions.