

Demo Recording Script

[Intro]

A big hello from everyone here at Sober Grid. My name is Ruben, and I'll be leading you through a quick product demonstration of our geospatial app that is helping people in recovery connect with each other on a global scale.

Upon opening the app, you'll be greeted by two mainstay features - you can select the Grid which allows you to find sober friends or you can check out the newsfeed and immerse yourself in the conversation.

First, let's check out the Grid.

The Grid

What's really unique about Sober Grid is the way we enable you to connect with users. The Grid presents various user profiles, denoting the distance between you and a particular person. For example, we have Nick F who is approximately x feet away from us.

That's pretty cool, huh.

[The Profile]

If we go ahead and click on his image, we're brought to Nick's profile. Here, users have the freedom to input any piece of information they want to display. For example, Nick wrote "trudging the road to happy destiny" in his About Me section. A Bostonian of few words - I like it.

Below location we have a supporting badge. This we'll be reviewing later on, but as you can see we have three representative icons.

The rest of the page is quite straightforward. You can select your gender, describe what you're looking to get out of the Sober Grid experience (awesome times, right on), whether you're available to meet with others or give people rides, relationship status, and so on.

[Favorites]

Well, Nick seems like a really cool guy, and he's available to meet up. I'm going to favorite him and this just brings his profile to my favorites list so I have an easier time finding him.

We can shoot him a quick message here by clicking on chat. But let's say I was simply going through profiles and favoriting people I might be interested in talking to later. Going back to the Grid I notice an icon at the top left of my screen. This will bring up a number of accessible tabs.

Let's go down to favorites. Ah, there's Nick. We'll bring up his profile again and message him to see if he's free to attend a meeting.

[Chat - Hey Nick, are you free for a meeting in Back Bay at 8pm tonight? We can grab coffee beforehand if you'd like.]

Awesome, we'll see what he says.

And it goes without saying that if you happen to come across another user who you simply don't get along with, you have the option of blocking that user.

But obviously we won't do that to Nick.

[The Grid]

Let's return to the Grid where we'll find other cool features.

Imagine you were travelling for work, and you're assigned to New York but you don't really know anyone in the area. You'll be leaving your support network back home, so you might feel a bit worried.

Sober Grid is immensely helpful in this respect because if you are travelling, you can search any city – in this case, New York – and BOOM, you're able to scroll through all the profiles and make some connections prior to heading down or while you're in the city. Regardless of where you are, you should never feel alone in your sobriety journey.

To facilitate making sober connections, we implemented search capabilities via filters. You can see all the options here. For example, you can view online users with photos who are looking to make new friends in a particular age group.

And there we have it.

We want to give users the ability to connect with whomever they want to.

[Pro, Burning Desire and Need a Ride]

Before we move onto the newsfeed, it's important we talk about the three icons at the bottom of the screen. At the far left we have 'Pro' which enables users to sign up for a premium account,

granting them greater functionalities on the app such as additional profile editing tools, anonymous navigation, and photo galleries, just to name a few.

Selecting Burning Desire will highlight your profile on the Grid as red. It will alert the sober community that you're going through a difficult time and relapse might be a possibility. This will prompt users to reach out and offer any help they can. Need a Ride simply lets others know that you're looking for a ride, which is especially useful when it comes to carpooling for meetings.

Newsfeed

Up next we have the newsfeed, and this is where the global community is most visible to users. People can easily communicate and engage with others by liking statuses and leaving comments on posts.

If I want to make my own post, I simply click on status, and I like including photos in my posts, and I think this one is just right.

Hope everyone is enjoying their sober evening!

I like including photos in my posts, and I think this one is just right.

Upload Cat Photo

You can post videos the same way using the media button.

[Filter Newsfeed]

So you can also filter the newsfeed according to what you've posted and/or posts you've commented on, which makes it easier to find particular posts.

As you'll see the newsfeed also includes suggested pages, which provides advertisers a platform for promoting their content to the user base.

[Notifications]

Beside the filter icon, you'll see the notification box highlighted in red. Accessing your notifications will show you all relevant interactions - for example, profile visits, post likings and comments, and private messages.

[Badges]

Also, remember the support badges I mentioned earlier? This tab brings us to a page where badges are available for purchase. Proceeds will go directly to the organizations. Here is Facing Addiction, an independent coalition of national, state, and local non-profit organizations that hopes to raise awareness and reduce the human and social costs of addiction.

Young People in Recovery, a national organization, creates and cultivates local community-led chapters to support young people in or seeking recovery. You can also support the sober community by purchasing a self-supporting badge.

[Alumni Group]

Another exciting addition to Sober Grid is the alumni group portal. Treatment centers that are onboarded onto the Sober Grid platform are provided with an exclusive digital space tailored to their organization and alumni. Alums are able stay in touch and communicate with staff and other individuals that have gone through treatment programs.

In order to join a particular group, you simply go to your profile, click on edit, followed by alumni group and search for the facility's name. After requesting access, a group administrator will review your status as an alumnus.

The portal is another way we value relationships. We maintain the bridge between alumni and people who have helped restore lives.

[Sobriety Calculator]

And lastly, any recovery app must include a sobriety calculator. An essential reminder of the progress you should be proud of.

It was a pleasure walking you through our product demonstration, and thanks so much for listening. Hope to see you on the Grid soon!