



Intro Deck

GMDC

NOVEMBER 2022

PROBLEM

MARKET GAP

Students are competing with adults for jobs in the virtual and in-person workplace.

No solution has been created exclusively for this demographic.

ECONOMY

Loss of sales is leading to a loss of jobs. Add in high inflation and unemployment will rise.

EXPERIENCE

Students lack work experience

UNDERUTILIZATION

Underutilization of a workforce puts strain on a company. Revenues are down, stores close earlier, customers are less satisfied and tax revenues drop.

MENTAL HEALTH

Approximately 1 in 20 American teens is currently experiencing a bout of major depression. Limited job opportunities and increasing number of youth in the workplace.

SECURITY

Added protection required due to the fact they are minors

SOLUTION



CLOSE THE GAP

Introduce students to the Gig economy and also provide educational resources that teach them new skills.

REDISTRIBUTION

Pivot students to remote. Involve the parents with a subscription they can monitor.

TARGET AUDIENCE

(15-19 years old)

High Schools

Student programs

EASY TO USE

A simple interface that provides buyers the resources they need to complete unfinished work due to understaffing issues.

PRODUCT OVERVIEW



UNIQUE

Only "Gig" platform specifically dedicated to the teen market



FIRST TO MARKET

Meeting students where they are with a sleek mobile interface



TESTED

Conducting trials with buyers and sellers in a predefined local market



AUTHENTIC

Designed with the help and input of the end users

BUSINESS MODEL



Student's Main Assets

- Time
- Gaming
- Desire to make money
- Texting
- Social Media

Prospects

- Realtors
- Pet owners
- Parents
- Entertainers
- Authors
- Sports Fans
- Hotels
- Business owners

Types of Projects

- Game Testing
- Product promotion
(TikTok, influencers)
- Tutoring
- Reading books targeted toward teens
- Social media updates
- Creating NFT's

COMPETITIVE LANDSCAPE

- Currently there is not a two-sided platform exclusively for teens. There are social media outlets (YOUTUBE, FACEBOOK/META TIKTOK) where influencers attract viewers and generate income.
- Competition can come from new start-ups or any of the existing platforms
- The GIG economy has proven to be a successful and sustainable concept.



COMPANY	ANNUAL REVENUE
DOORDASH	\$5 BILLION
FIVERR	\$300 MILLION
FREELANCER	\$25 MILLION
LYFT	\$3.2 BILLION
TALROO	\$29 MILLION
THUMBTACK	\$4 MILLION
TURO	\$330 MILLION

PRODUCT BENEFITS



All remote-based work

Daily pay (instant gratification)

Satisfying work

Artists and non-technical can participate

Low \$60 year subscription fee

PLAN FOR PRODUCT LAUNCH

- Quantify start-up costs and breakeven analysis
- Develop the Platform (secure website domain)
- Pricing the service and determining fee scale
- Catalogue of Projects that students can complete (create inventory of one-off projects)
- Leverage human connections
- Functionality of the platform
- Attract students and companies to the platform

PLANNING	MARKETING	DESIGN	STRATEGY	LAUNCH
Meet with Sounding Board and focus groups	Focus on local relationship	Create a user friendly and standarized experience	Incorporate artificial intelligence to improve decision making	Deploy a pilot program Most Viable Product (MVP)

GROWTH STRATEGY

How we'll scale in the future

MONTH
1

Roll out product to local market
in the region to help establish
the product

MONTH
5

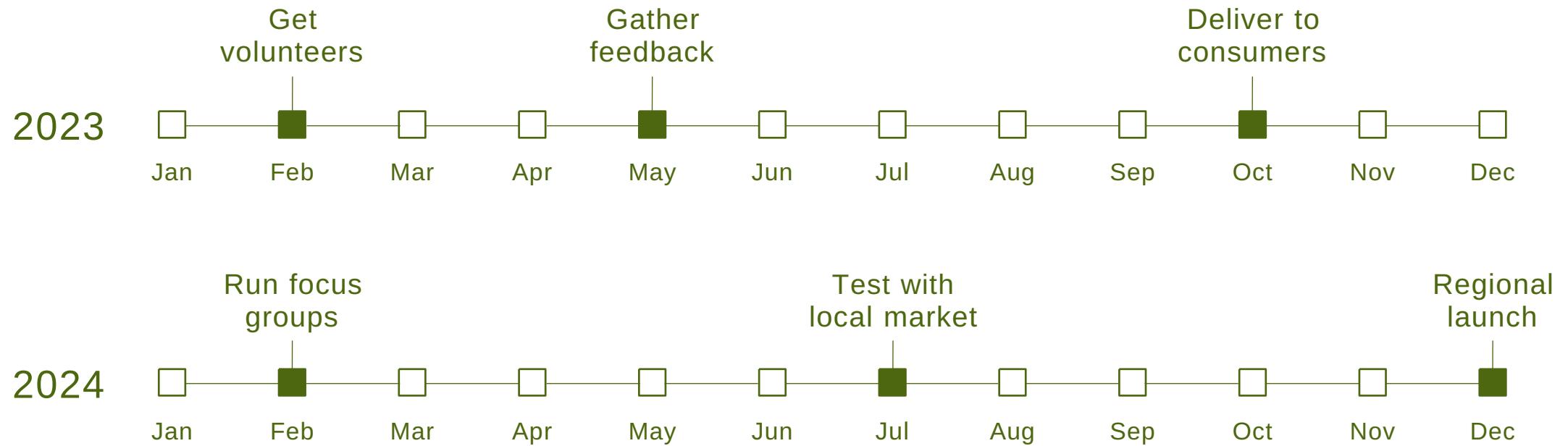
Release the product to the
general public and monitor
press and regional market
trends

MONTH
8

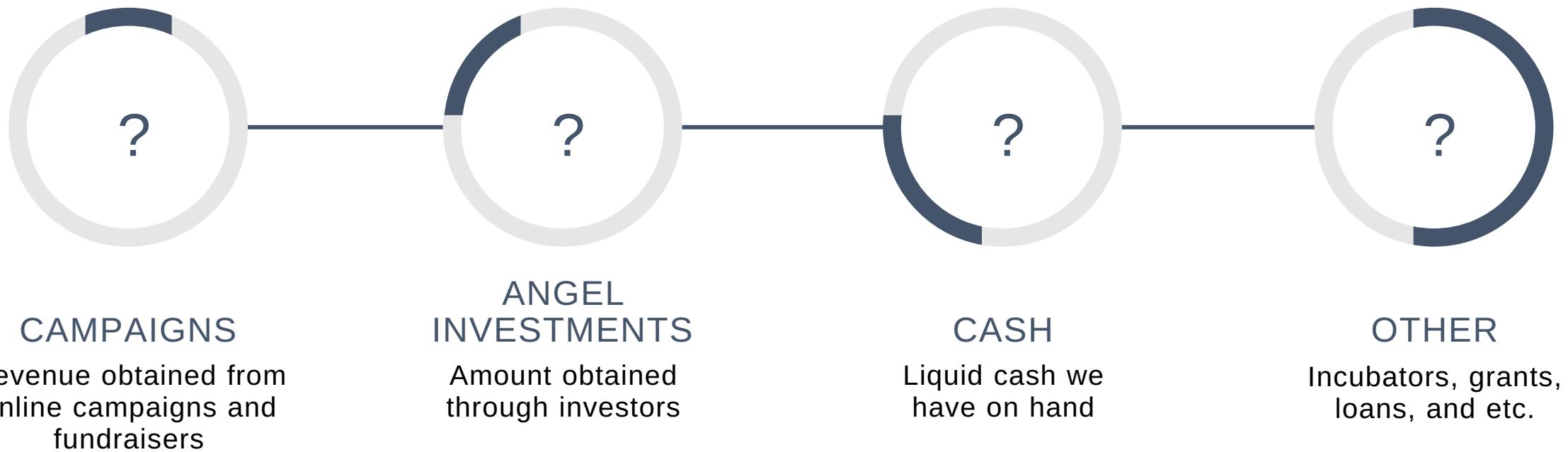
Gather feedback from the
community to expand
availability of the product



2-YEAR ACTION PLAN



FUNDING



**Thank
You!**

At GMDC, we value your time and feedback. If there is an area of expertise you feel you can develop please contact me directly.