



Hangful

A reimagined social app for friends to
connect through **hangouts**.

The Problem

Gen Z is the loneliest generation, and social media apps make it worse.

- 79% of Gen Z report loneliness.
- Time with friends IRL down 45%.
- Half of US adults report experiencing loneliness.

USABLE KNOWLEDGE

What is Causing Our Epidemic of Loneliness and How Can We Fix It?

Researchers share what Americans have to say about social disconnection and potential solutions

Lacking social connection is as dangerous as smoking up to 15 cigarettes a day.

Humans are wired for social connection, but we've become more isolated over time

Social connection is as essential to our long-term survival as food and water. But today, loneliness is more widespread than other major health issues in the U.S. Our epidemic of loneliness and isolation is a major public health concern.

2008 - 2012

Social media apps were marketed to us as a way for staying in touch with our friends.

PRESENT

...now they're just competing for our attention for their own profit.

Everyday problem: Hanging out is hard, feels formal post-college, and not everyone has their sh*t together.

COLLEGE STUDENTS

What time are we hitting the beach for this weekend?

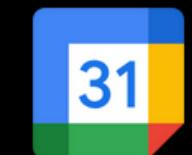
Uh... I'm not sure when I'm off work.

Wait what day are we doing again?

YOUNG ADULTS

When are you free for another coffee chat?

Let me check my calendar...



I can book us for a Tuesday morning next month?

This isn't a generational problem; it's an adulting problem.

The Answer

Not another events app.

Hangouts happen 10× more often than events; we own the everyday layer.



Hangful

The Answer

Making hanging out easier for everyone,
including those friends who don't have their sh*t together.



Hangful

Performative Club is all free to hangout Saturday!



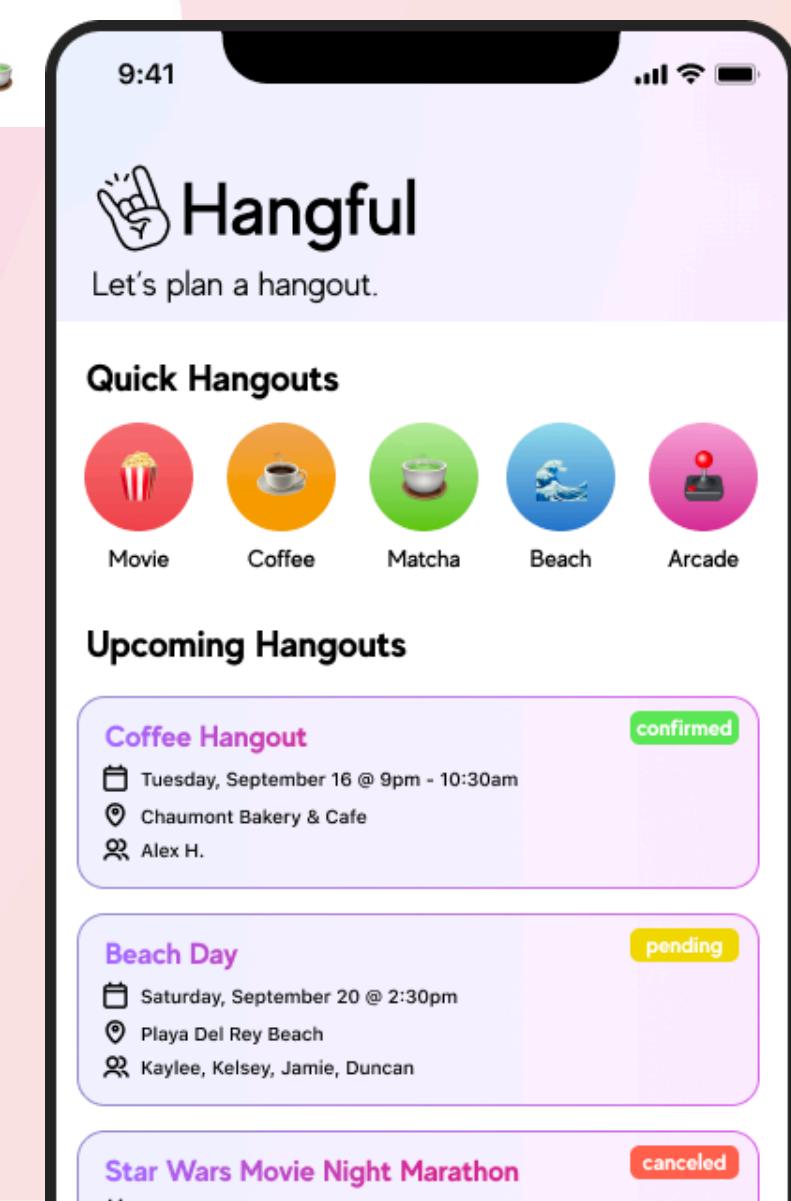
Hangful

Alex invited you to a Movie Night hangout!



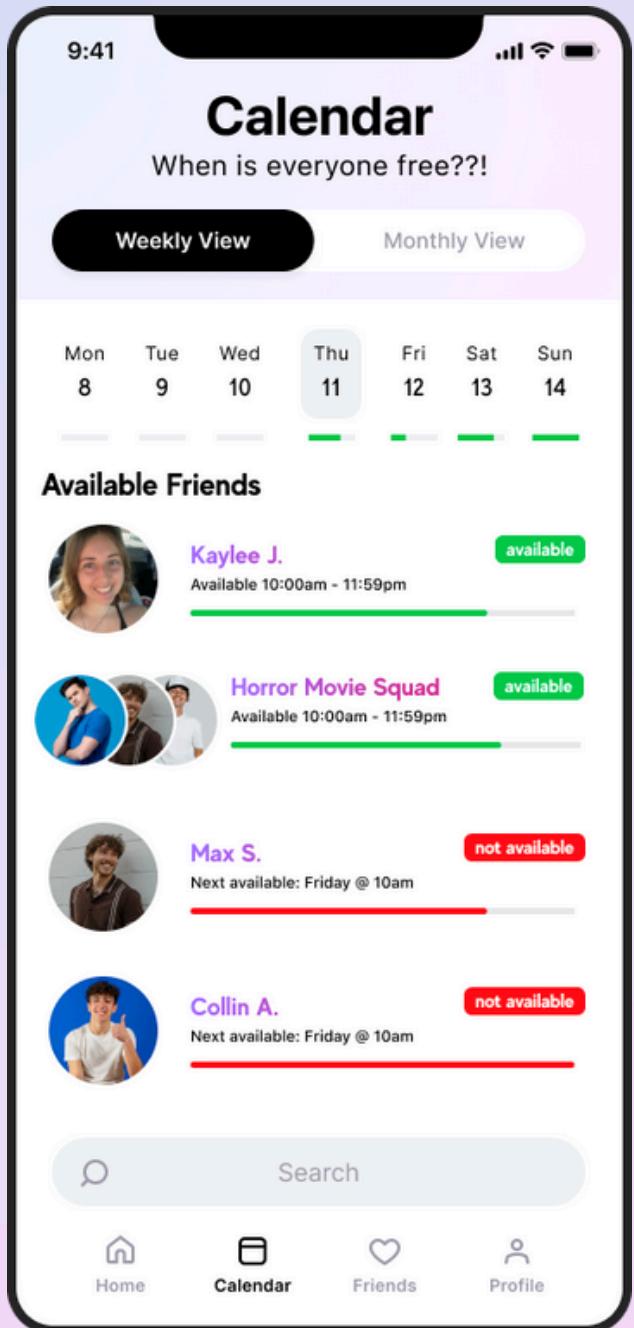
Hangful

Kaylee wants to get Matcha tomorrow! ☕

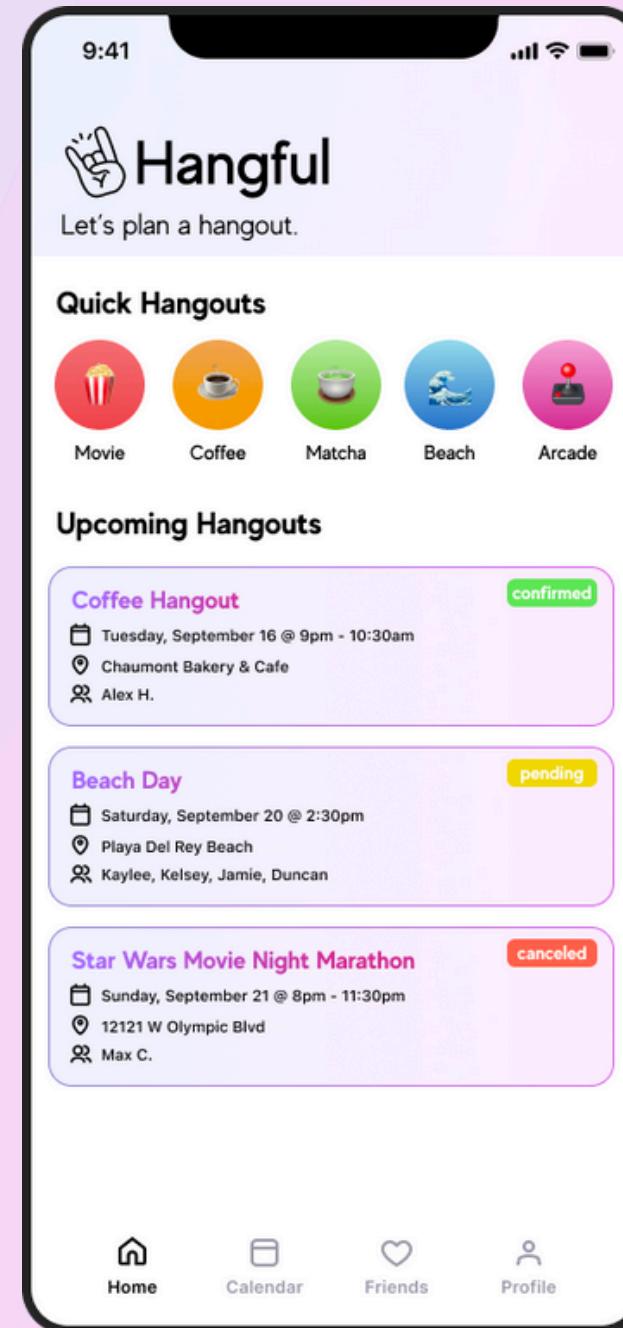
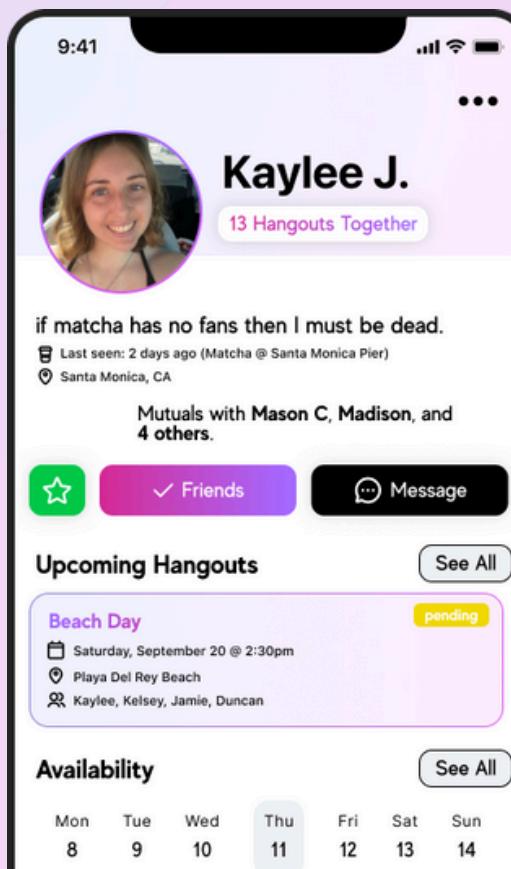


Why Hangful

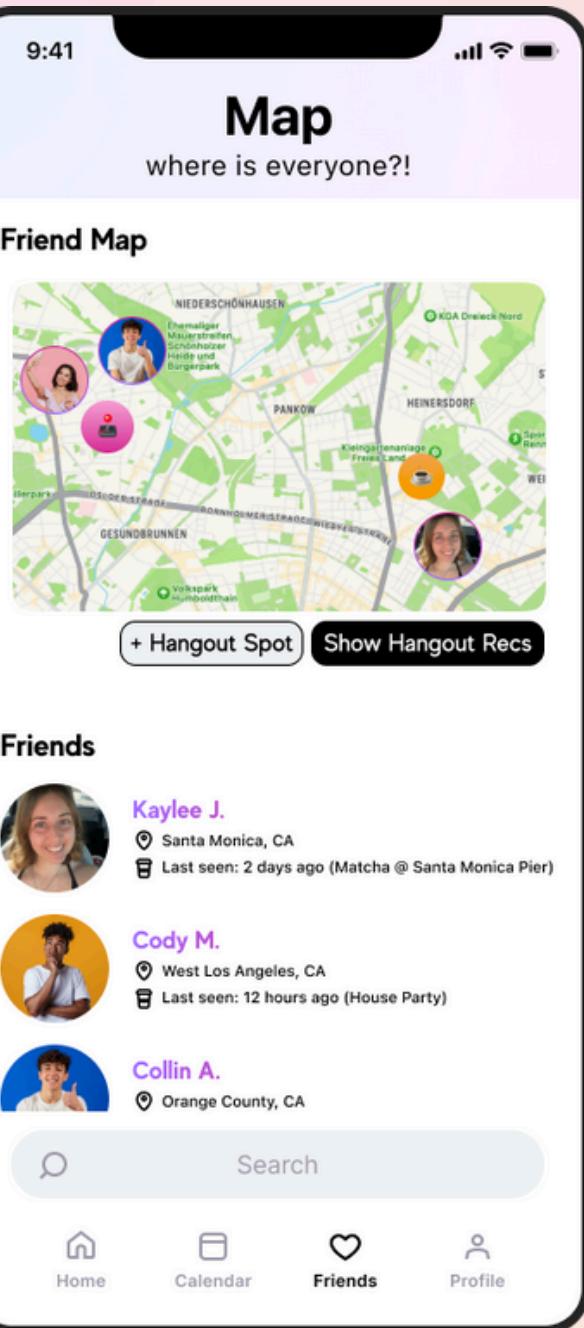
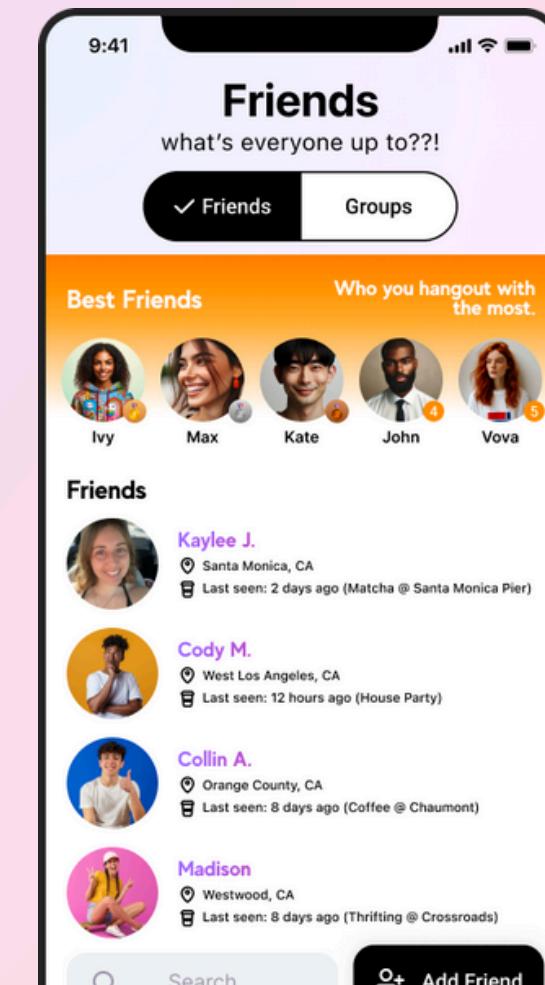
We make it simple for friends to hangout.



When are
my friends free?

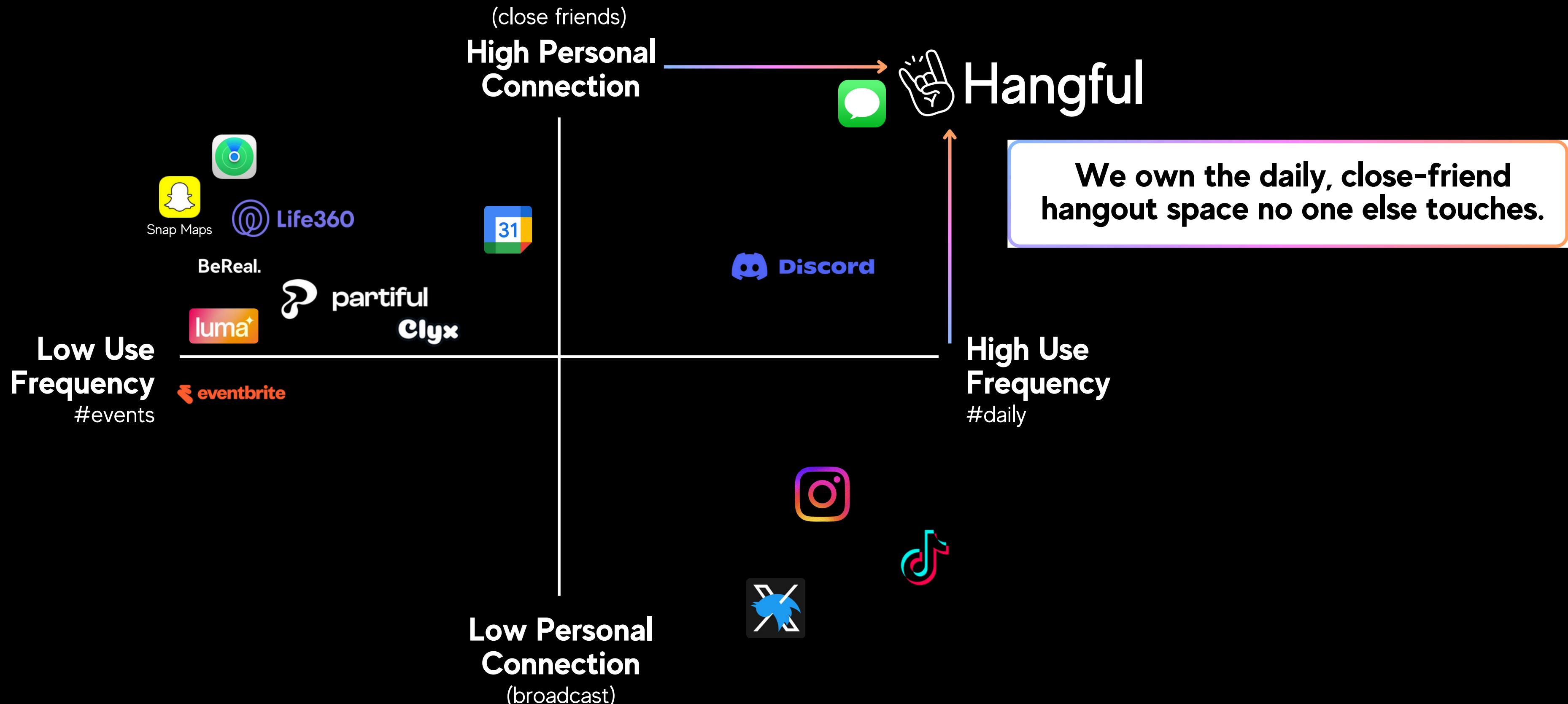


Where should
we hang?



Where are
my friends at?

Only Hangful = Daily + Close Friends + Plans



Why Hangful

People love seeing what their friends are up to.

- Creating Life360 Groups just to see where their friends are going.
- Best friend status = sharing locations.
- Partiful = too focused on events, no social functionality, downloaded to be used 1-2 times per month.



Why Now?

Hangful is needed more than ever.

- Social media ≠ social connection.
- Loneliness an epidemic.
- Feeds commoditized. Government calls
- Gen Z too lazy for Google Calendar.
- Gen Z ready for a utility-first social tool.



Opinion X Corp

Elon Musk's Twitter is dying a slow and tedious death

The social media platform is becoming much less interesting

Hangful Connection (Monetization)

A new way for brands to connect with users.

Hangful launches and becomes the anti-media social app amongst gen z.

Hangful launches “The Hangout Fund” to sponsor hangouts \$\$\$ on the app.

Hangful partners with brands (ie. Uber Eats, DoorDash, Domino's) to offer credits/free coupons at casual hangouts (C2C events).

