

7th AVE

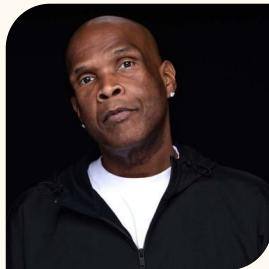


Together, we believe we can
create a world that celebrates
Blackness in all its forms



Investors

Backed by some of the best rooted in culture



+6 angel
investments

Problem

The digital experience for the Black community is broken

For centuries physical spaces have acted as a beacon for cultures and communities. For the Black community, we have always counted on these havens to truly lean into ourselves and our community.

Today - in the digital era, it's simply a reality that we live our lives more online than offline. But let's be real... those safe havens we have in person are not replicated in today's digital landscape, leaving the Black community underserved and without a place to make our own.

1.2B

Black Diaspora Population

48M

U.S Black Population

\$50B

Total Addressable Market¹

Communities and creators want better tools to connect with their audiences and make their own space.

1. Total addressable market was calculated by using figures from Deloitte's technology report for podcasting and radio markets (<https://www2.deloitte.com/us/en/insights/industry/technology/technology-media-and-telecom-predictions/2020/rise-of-audiobooks-podcast-industry.html>) plus passion economy market figures from Signal Fire (<https://www.signalfire.com/blog/creator-economy/>).

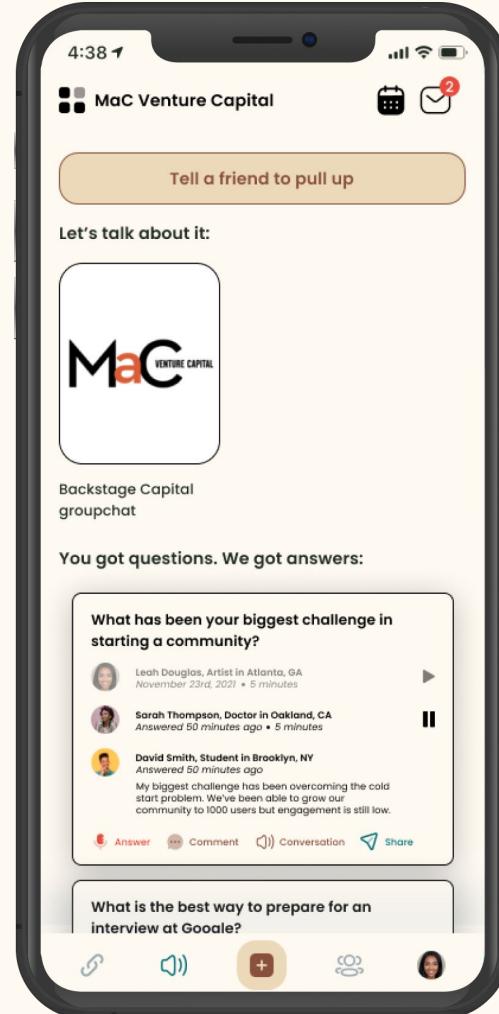
Solution

An emphasis on providing the building blocks

7th Ave is a community platform for Black professionals, students, and creators to come together and stay connected with their communities.

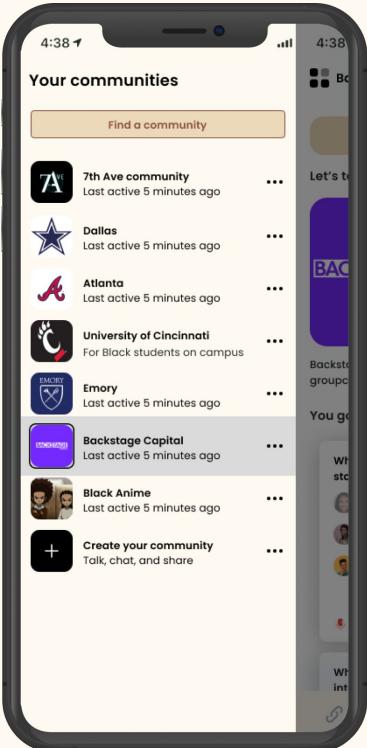
Our offering:

- Communities: create a space to make your own
- Audio rooms: hang out over audio with as many people as you'd like
- Chat rooms: full-featured text experience
- Q&A: soundbite audio advice and perspectives
- Feed: see what the community is sharing in one place
- Events: built-in calendar, it's easy to share info, gather RSVPs, and get reminders to hop on
- Community hub: easily see and connect with those in the community
- Data: exportable member list with email and profile information.

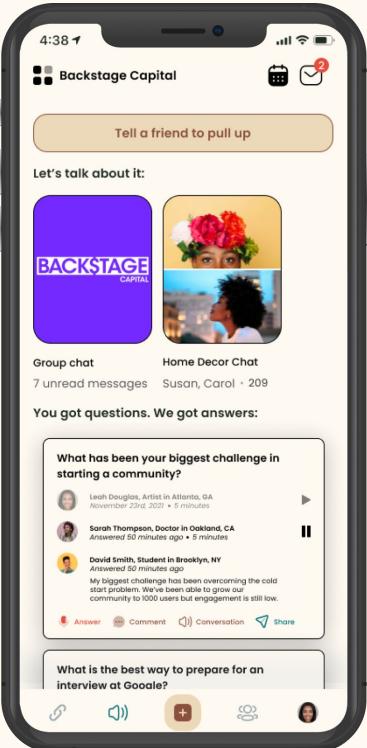


Product Experience

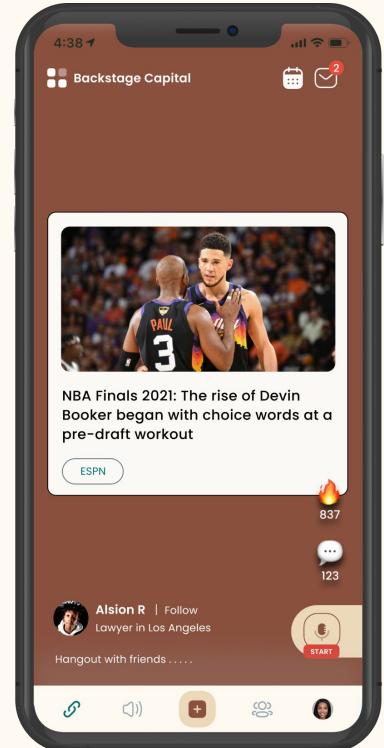
More organized than Groupme, more user friendly than Discord, and more interactive than Clubhouse.



Easily find, create, and manage your communities.



More ways to talk with your community.



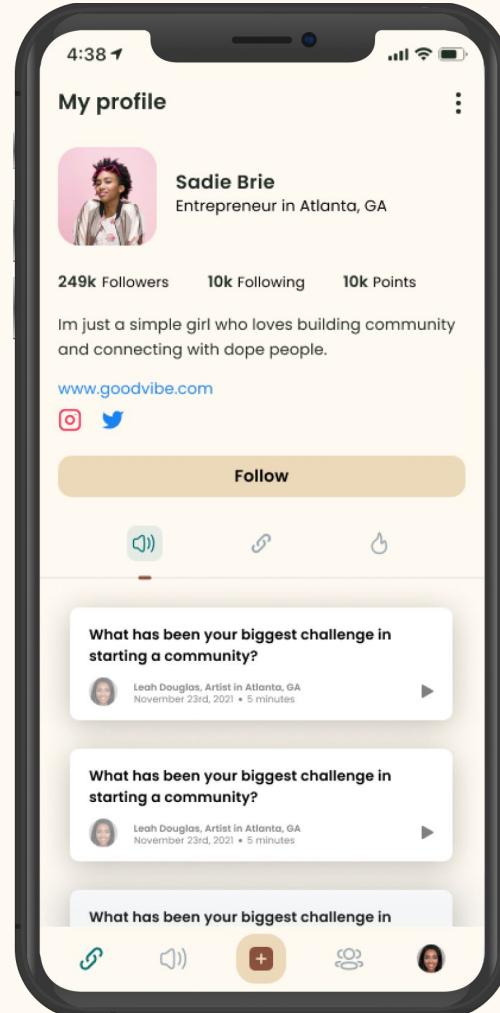
A for you page – made by your community.

Progress

Raised seed in 2021 to build something people want

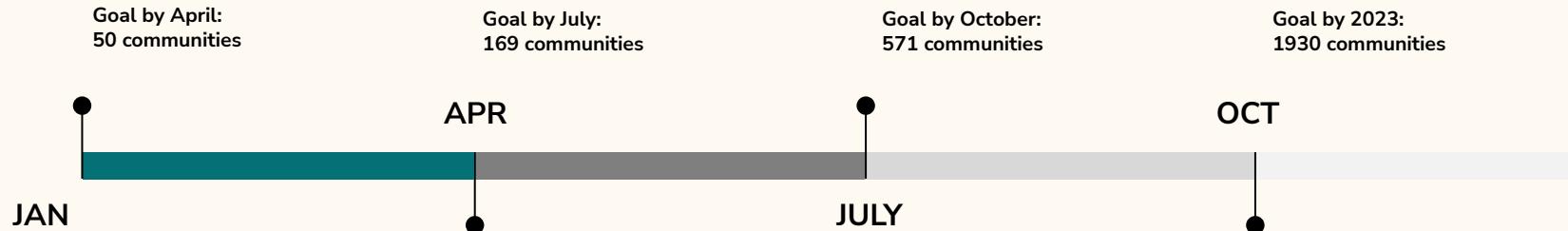
Here is the proof from public beta since launch in October 2021:

- 226% growth in 90 days growing from 500 users in October to 1631 today
- Growing 6% WoW, 14% of total user base actively creates or engages with content on platform weekly
- 43% retention rate with users opening app 10 times/week and spending 16 minutes/week
- Growing 12% WoW, 10% of user base have listened to audio answers a total of 1397 times since feature launch in December
- In last 90 days, social + newsletter content reached 73.5k number of people
 - IG reaching 57.7K accounts and growing by 10.5% in last 90 days
 - 42% open rate (6,560 reads) on our newsletters WoW
- Activated 257 accounts across 3 in person events



2022 Roadmap

Growing the number of communities on the Ave



We will be launching our community feature in February. Our focus for the year will be targeting specific groups and clubs that have the need to build a digital home to gather, share, & connect online.

Target audience (why?)

1. **Students** - Students are still relying on groupme & group chats to connect as a community. Students do not find platforms like Slack and Discord to be user friendly, leaving the community underserved.
2. **Professionals & Creators** - Creators are building communities on platforms where the ways to engage are limited and they do not own their audience.

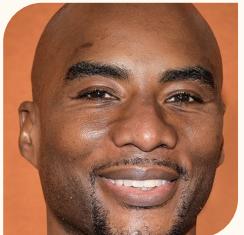
GTM Efforts

Omnichannel approach to attracting community builders

| COMMUNITY GROWTH INITIATIVES | OUTCOMES |
|------------------------------|--|
| Cultural Architect Program | To seed and reach creator/professionals we are partnering with voices across the culture. We will be where the community already is & build with the community leaders. |
| College Ambassador Program | To seed and reach students we are building a team of ambassadors across campuses to attract student clubs/groups during Spring and Fall. |
| Events | To reach creators and professionals we will be feet on the ground building community across LA + ATL. We will host 3 events/month for each city. People fall in love with us when they experience us. So we need to bring 7th Ave to them. |
| NFTs | A \$1.5M revenue opportunity, to reach the rapidly growing crypto community we are launching our own NFT project and driving them to the app instead of Discord. We will create buzz and value through providing utility and access to an exclusive community through our NFT's. |
| Target community list | To reach students, professionals, and creators we will launch a sales initiative to target, hunt, and close on high valued groups. We will provide a whiteglove experience to help provide immediate value. |
| Community content | To reach students, professionals, and creators we will provide direct value to the community through 1st party content. 7th Ave will become synonymous with education. |

Cultural Advisor Program

Combined social reach of 5.58M people across folks in program



Charlagmane

American radio host, television personality, and author
4M followers



Karen Civil

Cultural mogul
930k followers



Kam Mack

Director of Original Content,
Westbrook
31.4k followers



Sherelle Dorsey*

Founder and CEO, [The Plug](#)
9.5 followers



Devan Anderson

Fashion Influencer
468k followers



Bri Thompson*

Founder of [spikedspin](#)
15.9k followers



Enitan Bereola*

Award-winning, Bestselling Author
at The Bereolaesque Group
41.7k followers



Warren Jones

[Toasted Life](#) Co-Founder, Former
Apple & Airbnb
22.6k followers



Tiwa Williams*

President, [Atlanta Greek Picnic](#)
77.9k followers

College Ambassador Program

Combined reach of 17.7k Black students across 7 schools



Mia Morales

University of Cincinnati



Nan Yebuah

University of Cincinnati



Abdoul Sow

University of Cincinnati



Khadijah Guisse

Marian University



Raven Lucas

George Washington University



Oshala Washington

Texas Southern University



Ashley Morel

Emory University



Christopher White

Ball State University



Chase Iseghohi

Indiana University

Fundraising

Through a mixture of institutional, angel, and crowdfunding

RAISING
—
**\$550K seed
extension**

PROJECTED CLOSE DATE
—
FEB 2022

VEHICLE
—
**SAFE
\$6M CAP**

Burn Rate

Our objective is to scale the number of communities on the Ave within next 18 months

We'll be leveraging capital to:

1. Support GTM plan for attracting and growing the number of communities on platform
2. Continue to enhance product and building tools for community leaders
3. Continue to support team

ACTUAL BURN RATE

125k/month

PROJECTED 2022 SPEND

1.5 million

The Team



Brylan Donaldson

Cofounder, CEO
Affirm and Blavity



Arthur Bernier

Head of Engineering
General Assembly and Blavity



Minh Vo

Head of Growth
Robinhood and Deloitte



Dominic Cobb

Software Engineer
General Assembly



Khoury Smith

Software Engineer
General Assembly



Diaundra Jones

Cofounder, Head of Marketing
Microsoft



Jamie Coleman

Head of Community
Google



Kam McCullough

Partnerships Lead
Dusse Palooza



Jadrian Thomas

Social Media Marketing
Kanye Anderson Rudnick

+8 part time
engineers

Advisory Board



John Imah

Head of Entertainment & Games
Partnerships, Snapchat



Lisel Welden

Former Nike, Lyft & Bleacher
Report



Julian Mitchell

Former Complex, Forbes,
Quantasy



Erica Joy Baker

Director of Engineering GitHub

Thank You



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