



Executive Summary

October 2014

Overview

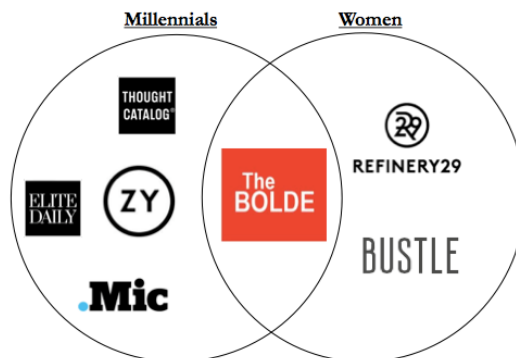
TheBolde is a new lifestyle-oriented content startup targeting millennial women aged 21-34, an underserved yet highly sought-after segment. The site launched in mid-September, finished its first month with 250,000 uniques, and continues to exceed growth on a daily and weekly basis. We are raising a \$250-500K convertible note to help us reach 1,000,000 monthly uniques within 6 months (break even point) and 3,000,000 monthly uniques within 12 months. Properly executed content business models have the potential to scale rapidly and become lucrative, and we believe TheBolde is positioned to become the next breakout company in the space. We are based in Soho, New York.

Addressable target market is massive

There are 84 million millennials in the United States. Their buying power currently exceeds \$600 billion and will increase sharply as they move into their peak earning years. Forty percent larger than Gen X (those currently 35-49 years old), millennials are expected to spend over \$1.4 trillion by 2020, surpassing Baby Boomers (those currently 50-68 years old) as early as 2018. Marketers recognize that millennials are quickly becoming their core demographic and are already aggressively targeting them with big advertising dollars.

Wide open opportunity to build the leading brand in the space

Because women account for 85% of all consumer purchases, the heart of the millennial demographic is millennial women. Although advertisers are hungry to connect with this audience, they have few opportunities to do so: there are currently only a handful of sites specifically positioned for millennials, none of which are exclusively female-focused. For female-oriented content, millennial women currently have no option other than to visit sites that target either women generally, or all millennials.



In spite of failing to hit the sweet spot, the sites in the diagram have quickly become big businesses:

- Ozy, a news site targeting millennials, launched in late 2013 and currently has 3 million monthly uniques. Ozy recently raised \$20 million at a \$120 million valuation. *We anticipate hitting 3 million uniques within one year.*

- Mic, also a news site targeting millennials, launched in 2011 and currently has 16 million monthly uniques. Mic has raised \$15 million.
- Elite Daily, a lifestyle site targeting millennials, has 52 million monthly uniques and recently raised \$1.5 million. Founded in 2012, EliteDaily was profitable by the end of their first year and waited until a few months ago to take outside capital.
- Thought Catalog, a lifestyle site for millennials that launched in 2011, has grown to 40 million monthly uniques in 3 years without raising outside capital.
- Bustle, a fashion/beauty site for women, launched in 2013 and currently has 18 million monthly uniques. Bustle has raised \$11 million to date.
- Refinery29, a fashion/beauty site targeting women, currently has 10 million monthly uniques and has raised \$30 million to date.

TheBolde hits the sweet spot

While sites like Refinery29 and Bustle cover topics in the same artificial voice that has defined glossy magazines for decades, TheBolde is differentiated by:

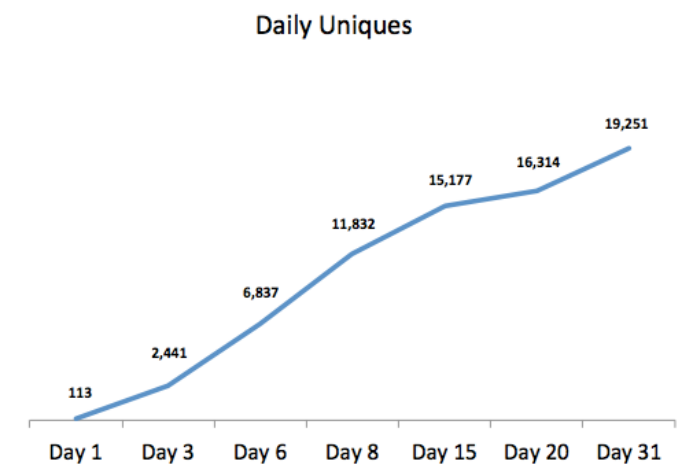
- A targeted and exclusive focus on millennial women
- A raw, irreverent, and unedited voice specifically designed to appeal to millennial women
- Highly addictive content optimized for sharing across social channels

In other words, we are seizing the opportunity left on the table: we offer content designed to appeal to the taste and sensibility of millennial women while other sites only incidentally deliver content to this key demographic.

TheBolde currently features content about dating/relationships only. Upon securing financing, we will expand topic areas to cover happiness, career, health, fashion/beauty, and entertainment. All content will be infused with the TheBolde's unique voice and topics will be treated with an uncensored and personal quality unavailable on other sites. As we secure our position as a leading provider of text content, we envision our business model scaling to include adjacent content types such as interactive and video content, areas in which the founder has extensive experience.

Traffic has been explosive

In its first month, TheBolde published only 25 articles yet still achieved 250,000 uniques, 94% of which were U.S.-based millennial women. The site is currently on pace to log 400,000 uniques in its second month, and we anticipate hitting 1,000,000 monthly uniques within 6 months and 3,000,000 uniques within 1 year.



Revenue model

TheBolde's revenue strategy is a mix of:

- **Inline display ads** on both desktop and mobile versions of the site.
- **Sponsored content** units which have performed at high click-through rates during our test period.
- **Native advertising.** As TheBolde approaches 750,000 monthly uniques, we will begin offering brands custom content solutions proven to increase purchase intent and achieve meaningful brand lift.
- **Editorial-driven e-commerce.** TheBolde has an innovative plan to monetize content through product sales.

Team

The team is led by Harleen Kahlon, a digital media executive with extensive experience building and managing editorial teams and driving rapid growth and monetization at multimedia content companies. She was most recently Senior Vice President of Digital at Oxygen Media, the female millennial-focused cable network of NBC Universal, where she managed a large team and led the network's video, social, and interactive efforts. Prior to her role at NBCU, she was EVP of Business Development, Marketing and Content Strategy at Bundle, a venture-backed startup ultimately acquired by Capital One. She also served as General Manager at *The New York Observer* and TheStreet. She began her career as a lawyer focused on entertainment and media transactions, and is a graduate of UC Berkeley and Yale Law School.

The team required to achieve rapid growth and profitability within one year is lean and focused. In addition to the founder, the team requires: 1 Editor, 1 Editor/Writer, 2 Writers, a small stable of freelancers, and a technical lead. We have multiple high-quality candidates for each of these positions vetted and ready to be hired.

Capital Requirements

We're seeking to raise a \$250-500K convertible note to:

- Solidify our team, including building a network of freelance contributors
- Expand content areas and significantly increase content production
- Secure distribution partnerships
- Optimize the mobile site for better discovery and monetization
- Support paid marketing activities

We believe that \$500K is sufficient to enable TheBolde to reach 1,000,000 monthly uniques within six months and achieve monthly break-even.

Contact

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