



#EQUALITHON

MASK OFF

WHAT'S IT LIKE?

To experience a platform where people can connect to form genuine relationships with others initially solely based on their gifts, skills, talents and interests

***BASED ON ANONYMOUS
MANUAL MATCHING WITHIN
TEAM**

"Felt like I'd known the person forever!"

"In times during COVID, was a great way to form meaningful connections."

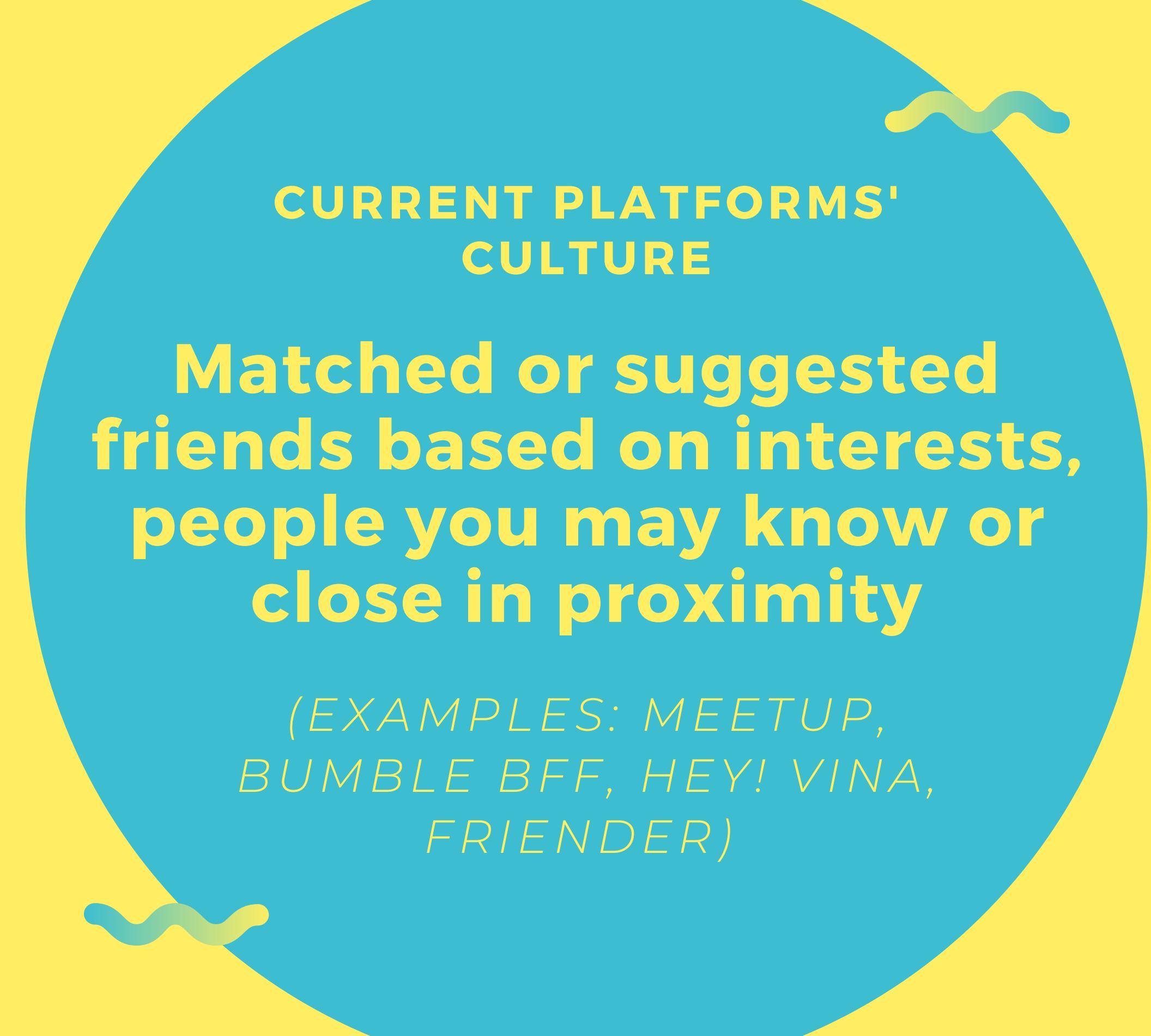
"Felt like all guards were down and found myself laughing at responses...was surprised at who I matched with...cool to know there are other connections IRL"

WHAT HAPPENED?

CONNECTING IN MEANING



"Individuals may find interactions easier with others who are similar in [values], thus facilitating further interactions and the subsequent development and maintenance of a friendship."



CURRENT PLATFORMS' CULTURE

**Matched or suggested
friends based on interests,
people you may know or
close in proximity**

*(EXAMPLES: MEETUP,
BUMBLE BFF, HEY! VINA,
FRIENDER)*



45%

OF ADULTS FIND IT DIFFICULT TO MAKE
NEW FRIENDS, WITH

42%

CITING INTROVERSION OR SHYNESS AS
THE REASON FOR THEIR STRUGGLE

WHAT'S CURRENTLY IN A PROFILE?

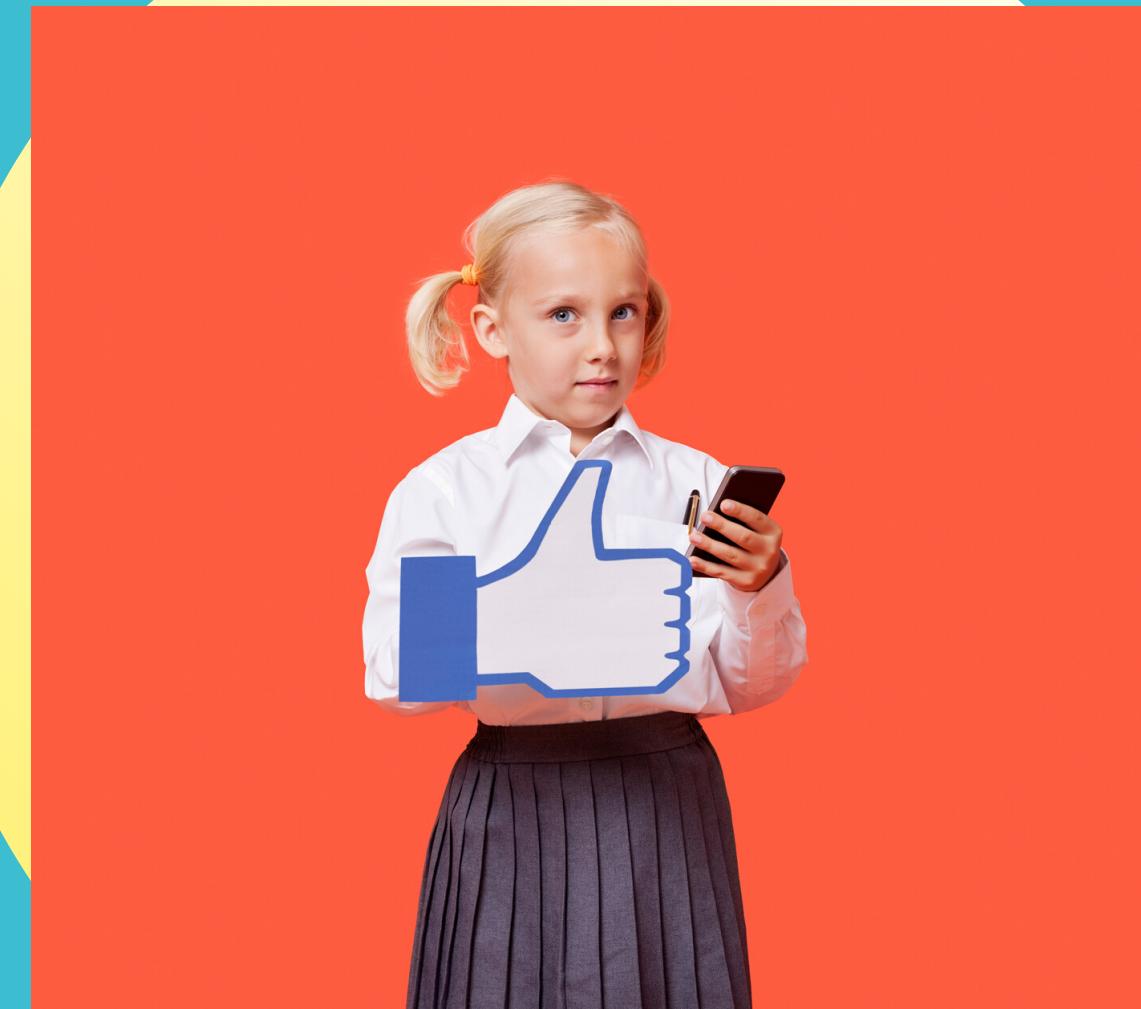
BIASES ARE ACTIVATED AS
YOU'RE DECIDING WHETHER
OR NOT TO CONNECT WITH
SOMEONE BASED ON THEIR
PROFILE



Potential biases present: race,
gender, age, ethnicity

WHAT DOES THIS DO?

- PUTS PHYSICAL FEATURES AT THE FOREFRONT
- FORMING RELATIONSHIPS BECOMES A COMPETITION (FOR LIKES, COMMENTS, ADDS)
- PERPETUATES INEQUALITIES

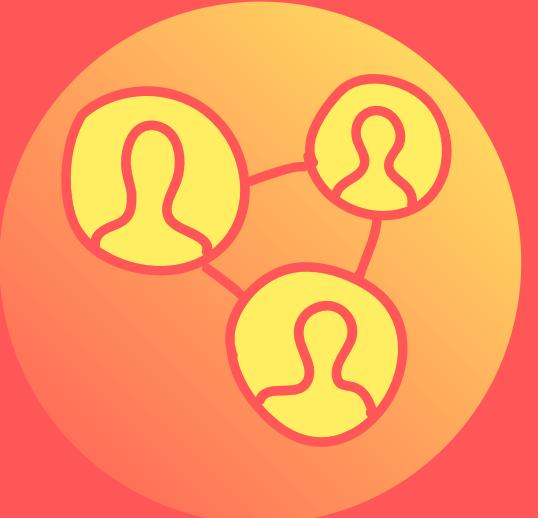




WHAT'S DESIRED WHEN FORMING RELATIONSHIPS?

DEEPER CONNECTIONS
WITH OTHERS BASED ON
INNER SELF

FREEDOM TO BE





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EQUALIZING SOCIAL NETWORKING



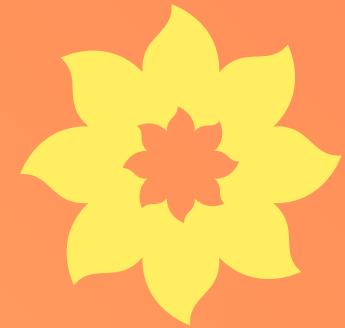
App for those who identify as women
to connect with others based on what
matters to her - not what she looks like.

FEATURES

MASK OFF IN EFFECT



Anonymous
Profile



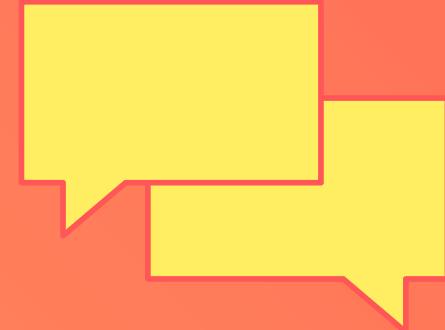
Safe Space
with 2-Factor
Authentication



Randomized
Convo Starters



Values Based
Matching



Text-Based
Initial Contact



USER EXPERIENCE

ANONYMOUS PROFILE SETUP

Removed and lowered attributes that may form biases before someone decides to connect

REDUCED OVERWHELM

Limited number of matches are presented
- no sifting through dozens of profiles!

INTRO VIA TEXT

Initial contact is done through text bypassing potential language barriers and timezones differences

BENEFITS

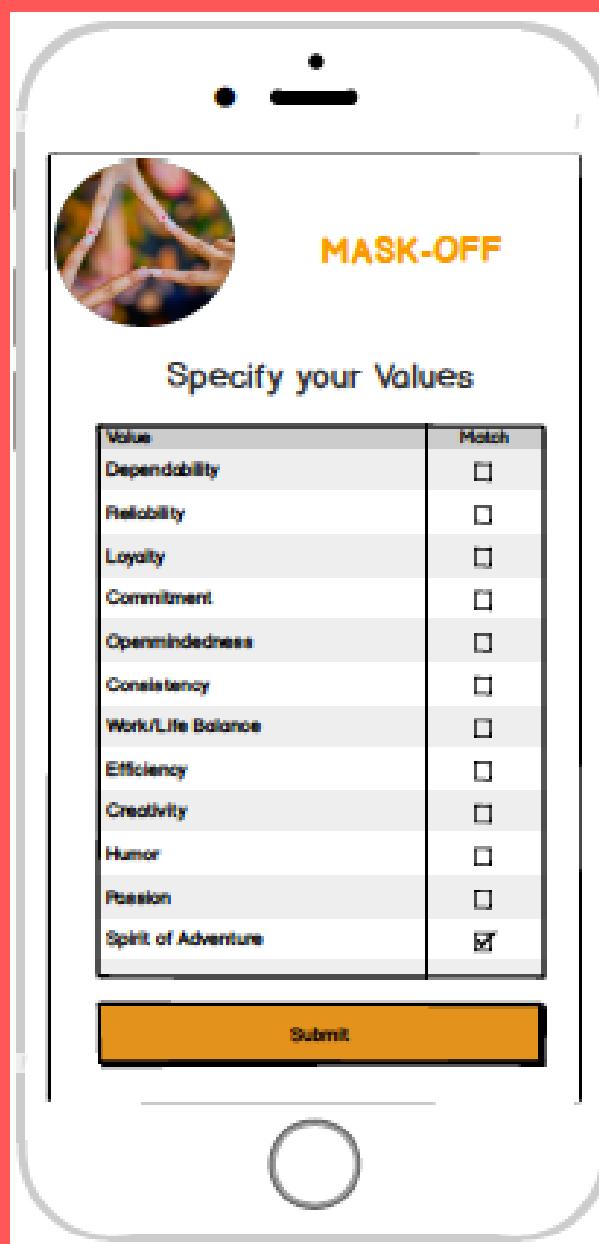
WHY VALUES BASED MATCHING?



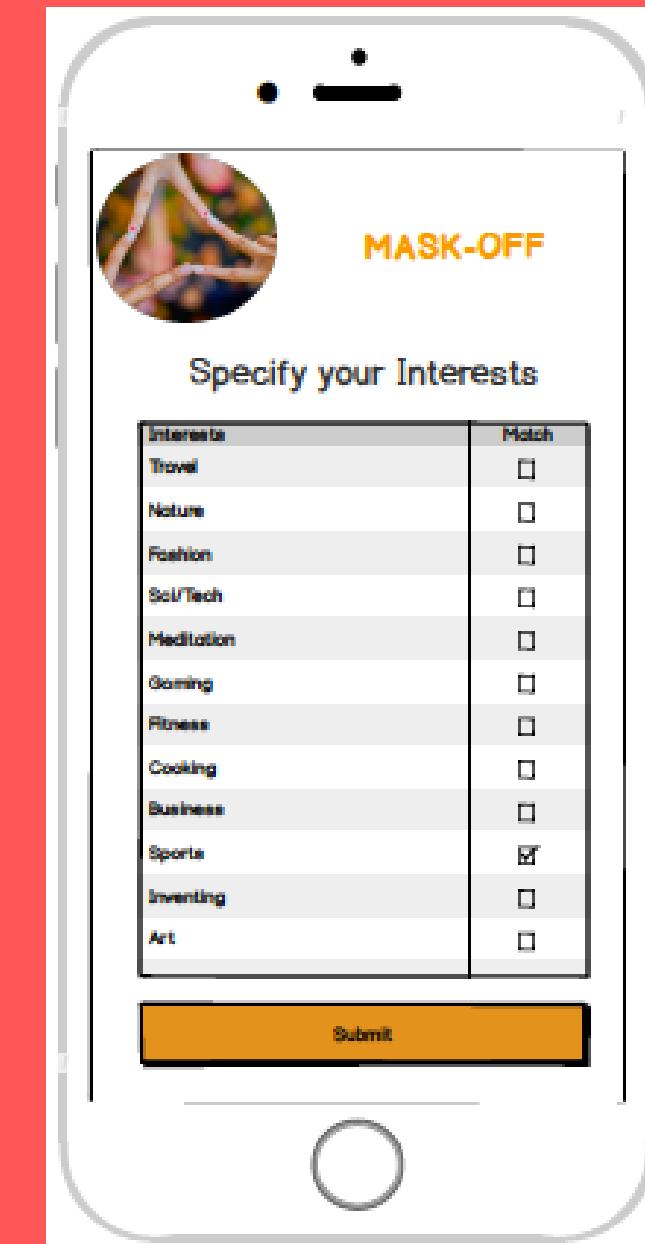
- Complementary values can enhance a relationship
- When introduced based on values, limit the "try to change them" factor



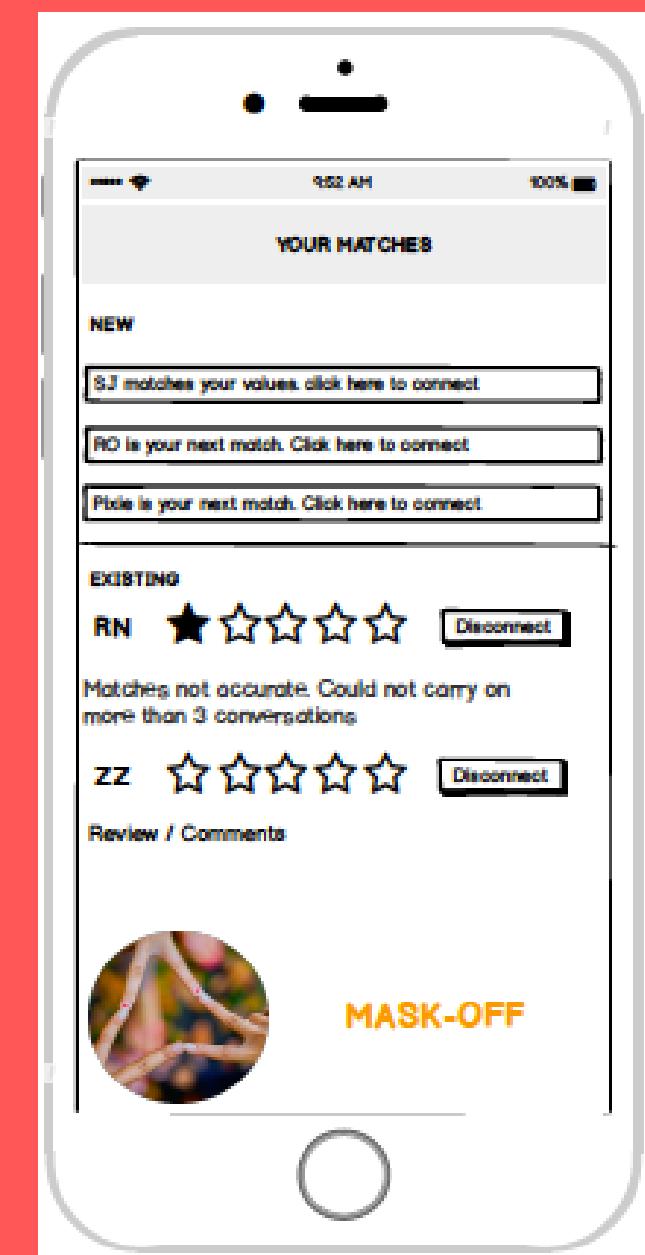
JOURNEY TO YOUR MATCHES



SELECT TOP 10
VALUES



ENHANCE
CONNECTION WITH
TOP 15 INTERESTS



3 MATCHES
PRESENTED

FUTURE FEATURES

ENHANCED SECURITY

Add Blockchain authentication to improve safety

TRANSLATOR

Incorporate voice translator for when decide to use voice vs. text

MATCHES FILTER

Ability to filter to continue convos with existing matches and to see any new ones presented

REPORTING

Matching feedback to improve algorithm
Block or report a user

PERSONALIZED CONVO STARTERS

Customize the convo starter questions by embedding the matched values and/or interests in the questions

ENGAGEMENT WITH GAMIFICATION

Earn Coins to Redeem for Tools for Personal Development



USE

Engaging with current and new matches in text-versations



SURVEYS

Answering questions to discover future features or requests



INVITE

Growing user base by inviting others to join

COIN REDEMPTION

FOR PERSONAL DEVELOPMENT



DISCOUNTS AND SUBSCRIPTIONS

Access subscriptions and tools by partners,
such as Audible, HeadSpace

Business Model



IN-APP PURCHASES

Affiliate and referral marketing with partners



FREEMIUM

Pay to unlock features and access to more matches; otherwise, limited to 3 matches per two weeks



AD-FREE VERSION

Modest ad placement on select screens

EXPANDED USE FOR NON-PROFITS

TRAINING STAFF

Opportunity for staff to explore potential personal biases

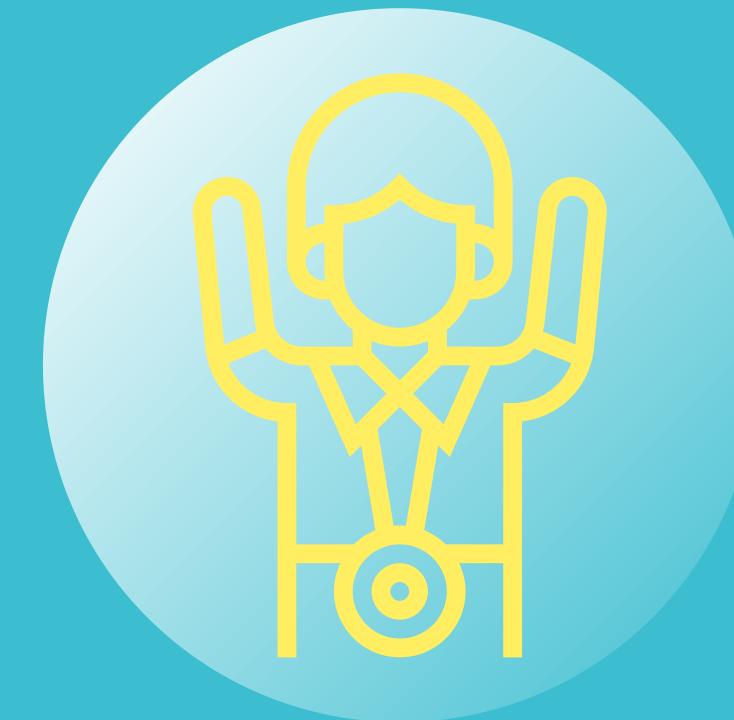
IMPROVING HIRING PRACTICES

Equalizes choosing from applicant pool to advance in hiring process

LICENSING

Potential to license use for their mission of equality for their clients/customers to use





Challenge Accepted

How do we provide a platform where people can connect to form genuine relationships with others initially solely based on their gifts, skills, talents and interests?



MASK OFF APP



ANONYMOUS

Reducing potential biases

EQUALIZING SOCIAL BUILDING



VALUES BASED MATCHING

Connecting meaningfully

SPECIAL SAUCE: MASK OFF TEAM



DE'NICEA HILTON
CEO and Founder



PRIYA KRISHNA
Machine Learning and
Solutions Architect



SARAH ZAPORTA
App Development



OYIDIYA OJI
Data Scientist and
Researcher



JUDY GIBSON
C++ and Windows
Developer

MENTORS

Thank you for your tremendous help!

NEHA MISRA

ALICIA EVANGELISTA

KOMAL SINGH

KELLY ANLAS



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WHAT'S NEXT?

Development and Release of MVP

Market Validation and Feedback

Beta Release

YOU'RE INVITED!

#TAKEMYMASKOFF



JOIN OR SUPPORT TEAM

hellothere@deniceahilton.com



BE A USER! JOIN WAITING LIST

hellothere@deniceahilton.com

"Some define it as a matter of similarity; they say that we love those who are like ourselves."

- Aristotle