

hello

COMMUNITY, CONTENT, CONNECTION FUELED BY PASSIONS.

THE PROBLEM.

what people need vs. what they are getting

- Millions of people strive to engage with their interests and connect with other people.
- Technology has shifted the human landscape, and people are searching online for community.
- The social media industry has focused on utility, leaving users deluged with irrelevant content and information.
- Current networks prioritize brands over users. People want to trust their network and be connected with brands in a way that is relevant and beneficial.
- Attempting to keep up with multiple single-interest sites is overwhelming, time consuming, and prevents deeper connections.
- The consensus is clear — current social products are contributing to high levels of unhappiness and are keeping people more divided and segregated.

THE MILLENNIAL CONUNDRUM.

For millennials, social media has become the “go to” tool used for making new personal connections

However, they don't establish connections that are meaningful and positive:

- **61% of Millennials** use social media and apps as a **primary way to make new “friendships”**; despite not considering these relationships meaningful.*
- **78% of Millennials** equate social media “**friendship**” to someone who regularly likes or comments on their posts even if the millennial has never liked, commented, or directly interacted (messaging or otherwise) with the friend.*
- **54% of Millennials** believe that people **regularly share fake or false information** across their Facebook, Twitter, Instagram, and/or SnapChat profiles.**
- **45% of Millennials** believe that social media has had a “**major impact**” on their **relationships**; yet that same group only noted **negative ways** like: jealousy over likes, embarrassment over posts, betrayal, or simply lack of attention.**

* Pew Institute — “How Millennials Use Digital Technology for Intimacy and Relationships” Feb 2016

** UCSD — “Social Media’s Impact on Personal Relationships” Mar 2015

THE SOLUTION.

hello fills the market gap

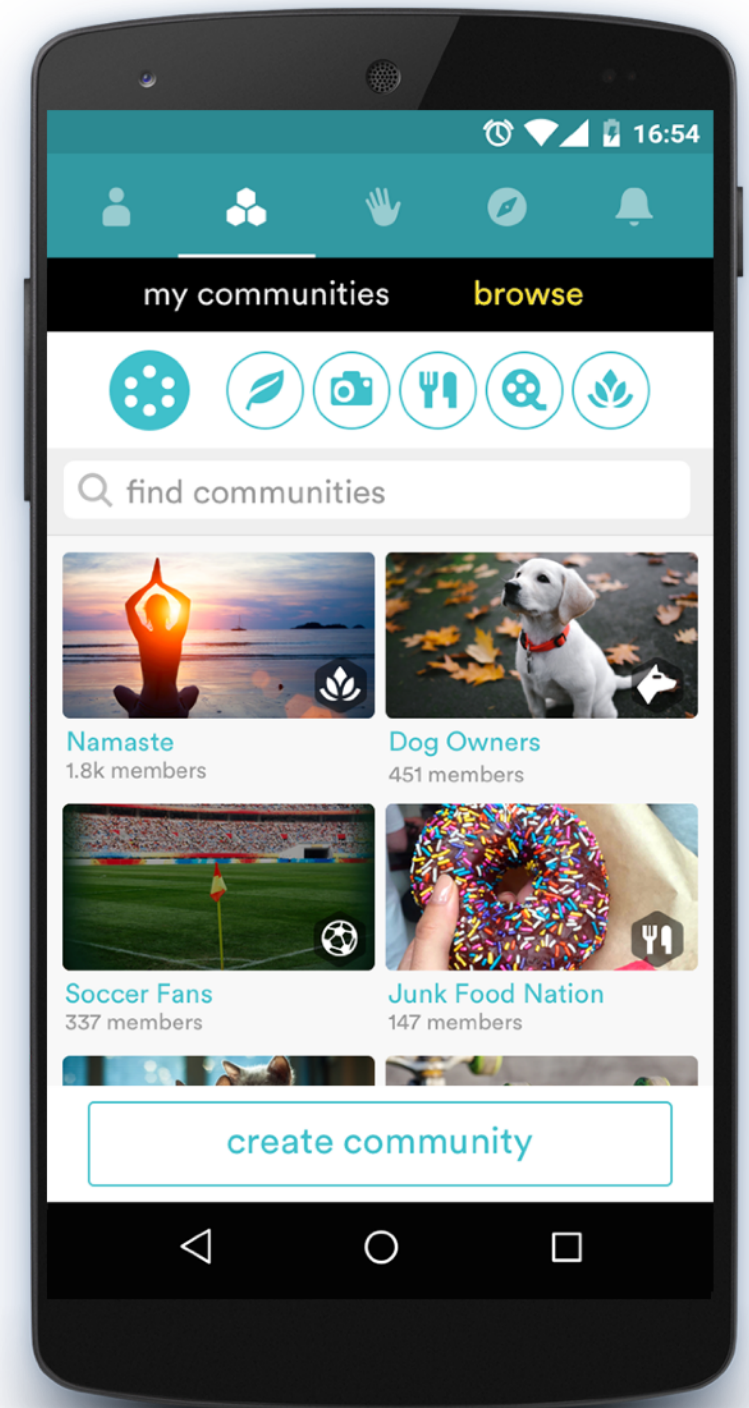
hello is an all-in-one interest-based social solution focused on establishing meaningful and positive connections between users around their passions.

- Life is better when it revolves around things you are passionate about.
- People naturally and comfortably connect around their interests
- Centralizing all of the user's passion-communities in one place simplifies the user experience and leads to easy discovery of like-minded others.
- Multiple levels of content organization (broad to specific, global to local) creates an environment of high-relevance and gives the user control.
- In delivering a highly interconnected community driven by passions, **hello** amplifies and enhances the user's online and offline life.

SOCIAL DONE DIFFERENT.

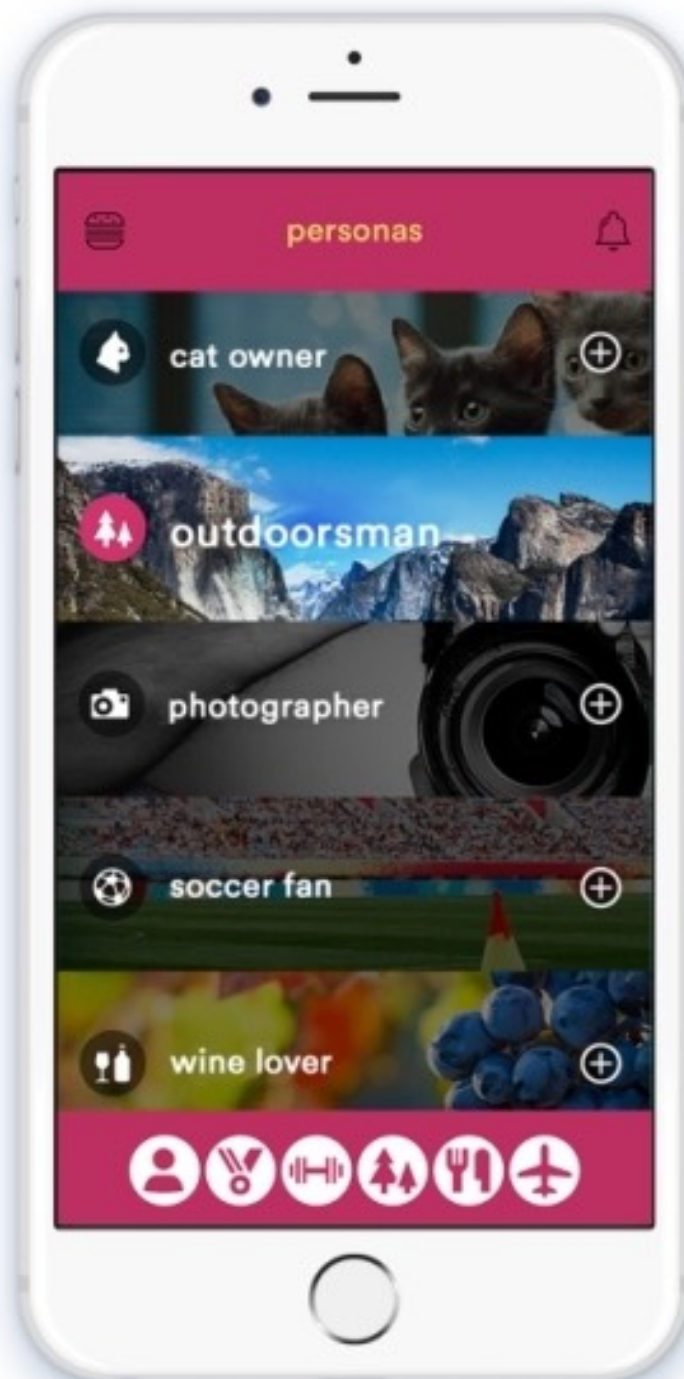
hello delivers a positive user-focused and intuitive product that creates engaged users who “feel” at home

- System-defined set of passion categories that give immediate context and foster a friendly and welcoming environment.
- Proprietary topology that uses passions, location, reputation, and personality to create a new type of social-interest graph.
- Human-focused design which delivers happier, more meaningful and fun interactions and engagement around content.
- Over time people change (and their interests change). **hello** changes seamlessly around them to keep the experience relevant and helpful.



SOCIAL DONE POSITIVE.

hello's unique passions-driven ecosystem delivers a different type of social experience:

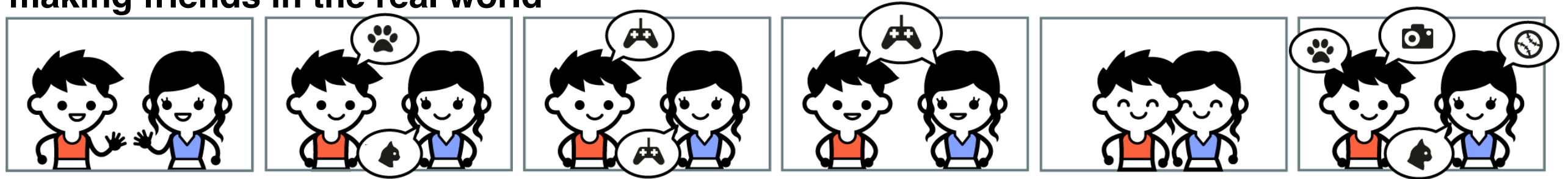


- Feed and recommendations based on user interests, not just what is trending in their social circle or global headlines.
- “Karmic reputation” system encourages and rewards users for positive and nurturing interactions rather than emphasizing vanity metrics
- Interface and features that mirror real life interactions to make initial connections light, easy and fun with expressions, ice breakers, and micro-interactions.
- Fully-public posts, profiles, and communities opens up echo chambers, reduces behind-the-back bullying, and discourages fake accounts.

CONNECTIONS THAT MATTER.

hello models real-life patterns and leads to real people talking about real things that really matter to them

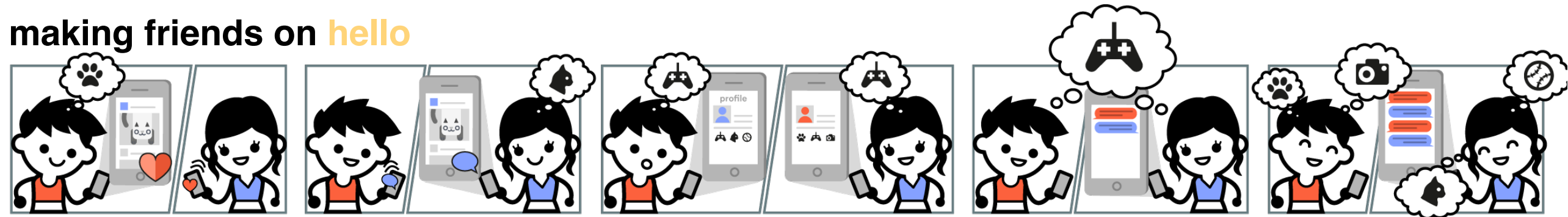
making friends in the real world



In the real world, friendships spark through initial discovery of shared interests and multiple touch points over time to broaden and deepen the connection.



making friends on **hello**



hello provides feed and introductions to spark discovery and lets connections deepen using commenting, community discussions, deep profiles, and direct 1:1 messaging.

OUR USERS BY THE NUMBERS.

hello speaks to the emerging Millennial user because it does what other social media offerings do not — it actually increases their “Happiness Quotient” (H.Q.)

hello Key User Statistics*

- **53% Male | 47% Female**
- **62% of users are Millennials** (20 to 36); the largest user demo group across the network
- **33% of users are Gen X** (37 to 52); the second largest user demo group across the network
- **69% of users report that **hello** has had a positive impact on their daily life — 78% among key Millennial users**

* hello Network annual internal survey and data analysis Dec. 2017



TESTIMONIALS.

hello isn't just another social media experience — it's not just one more profile you have to fill out. It is different because you actually get to meet new people based upon common interests and not typical social conventions.

— Sam T.

hello gets me! It is a place where I know I will only see what's relevant to me and every time I login, I find something or someone new to connect with.

— Yulia R.



hello is whimsical.
hello is relevant.
hello is real.

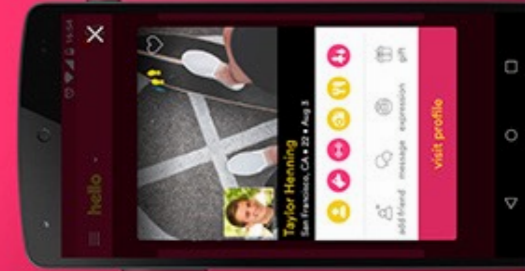
It is my digital home away from home. My “Cheers” — my place where everybody knows my name.

— Cody M.

A GAME CHANGING NETWORK.

*The **hello** passion-based ecosystem validates that genuine connection leads to high levels of engagement*

hello application total downloads = **1+ Million**



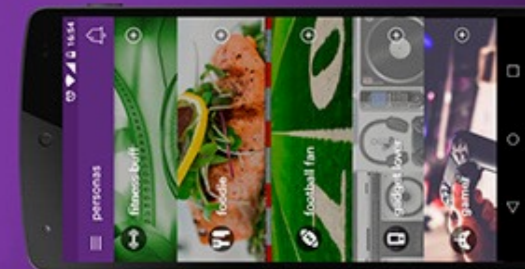
hello original content = **5.2+ Million**



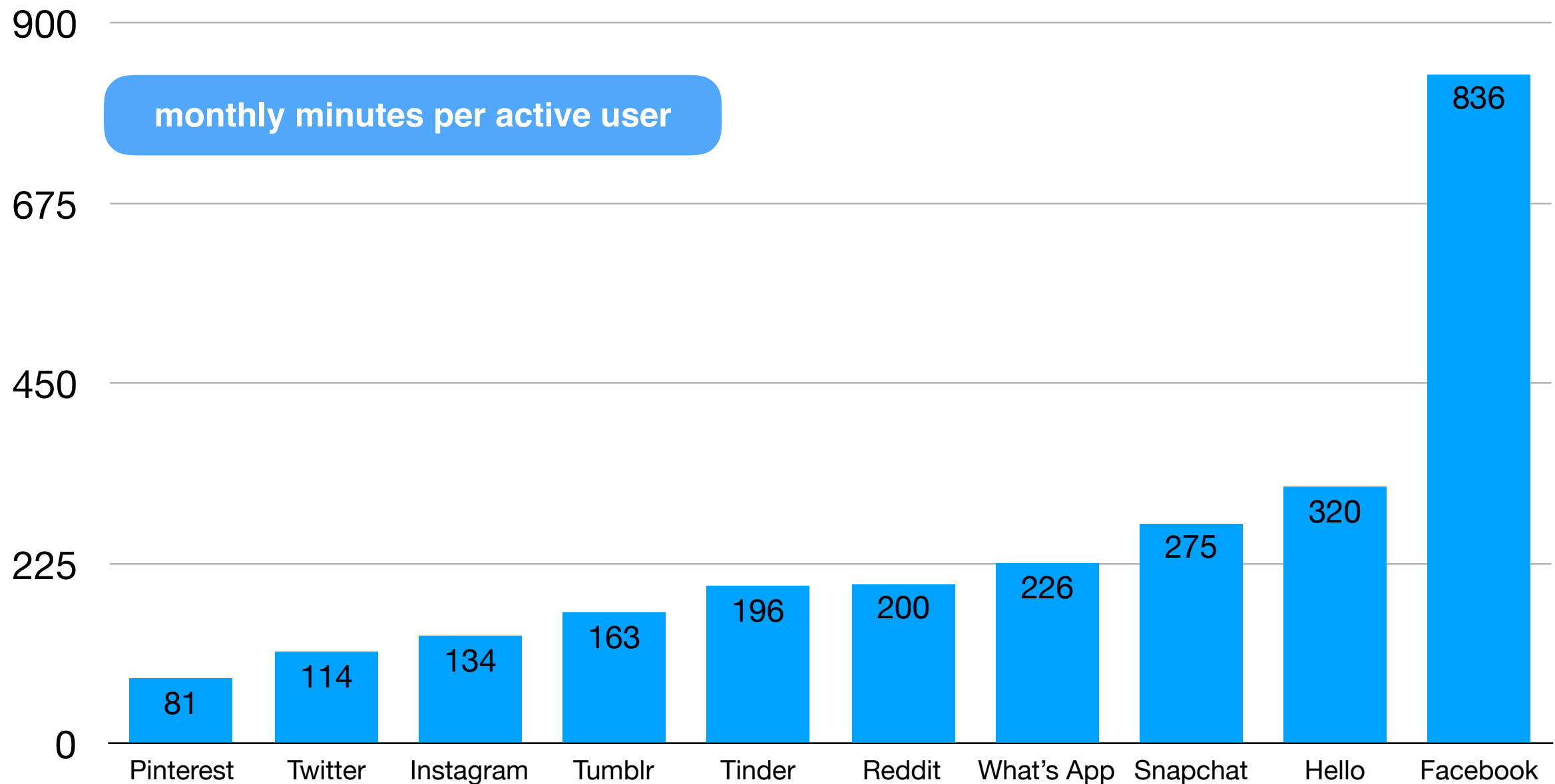
hello passions “powered” connections = **9.5+ Million**



hello community “interactions” = **38.5+ Million**



TIME SPENT WELL.



* statista - mobile social apps as of Nov'17

This engagement level will increase with the Q2'18 release of new functionality allowing users to share/check-out links to web-content related to their passions.

THE TEAM.

passionate people fueling a passions-based product

orkut

founder + CEO



11 year Google veteran with a PhD in Computer Science from Stanford University. Created Club Nexus, inCircle, and orkut.com (300M worldwide members) social networks. 18 years experience across social media and solutions and mobile technologies that lead to large scale adoption and digital communities.

john

founder + CTO



12 year Google veteran with PhD in Robotics from Carnegie Mellon University. Co-founded startup (systems modeling and business intelligence software) acquired by Google. Core member of NASA-funded team for development of lunar-exploration technologies (companion to JPL's Mars Rover program).

product, design + community



brandon



julia



taylor



chris

engineering + development



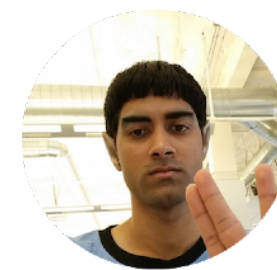
vinay



tim



yusuf



div

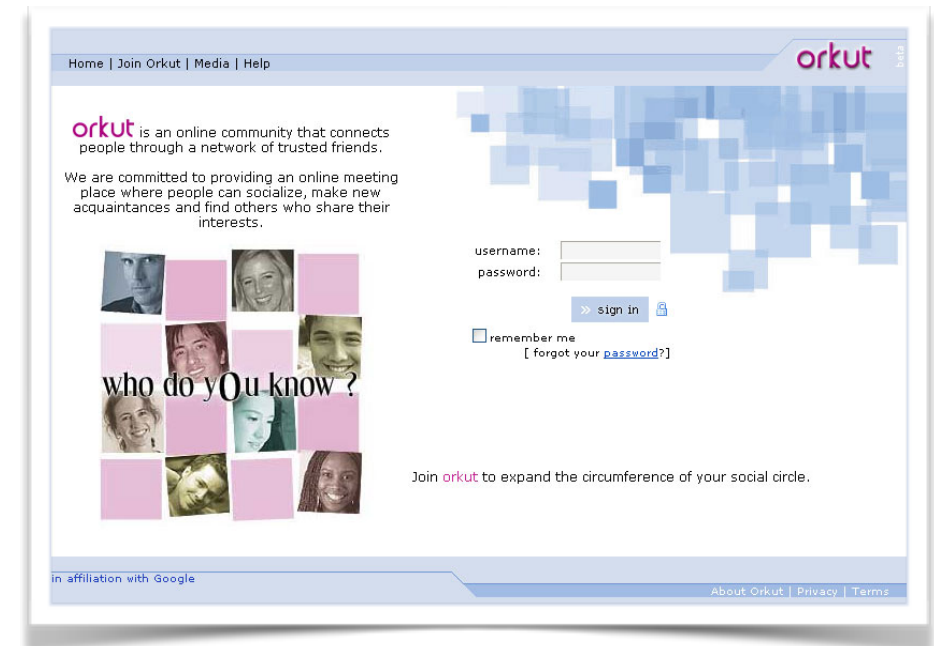
A “SECRET” ADVANTAGE.

capitalizing on prior success

We are using a “rebooted” version of the model that co-founder Orkut Buyukkokten created with Google’s Orkut.com which grew to 300M users worldwide and at one time provided 50% of Google’s page views.

Leveraging the gap left by Orkut.com is allowing hello to solve two critical early challenges:

- **Cheap Marketing:** hello has been able to capture the attention of media to promote the hello brand (especially in Brazil and India) with minimal spending
- **Bootstrapping:** hello has been able to acquire early adopter users very cheaply who are excited to help build the network and who have generated great ‘seed content’.



Orkut.com Quick Facts:

- *#1 social network in India with 80M users*
- *#1 social network in Brazil with 40M users*
- *beloved for it's interest-based communities*
- *shuttered in 2014 without a true alternative*

PRESS AND MEDIA.

San Francisco
Chronicle



VentureBeat



THE AMERICAN
BAZAAR



<re/code>



TECHBOOK



techtudo



THE ECONOMIC TIMES



KEY GROWTH OPPORTUNITY.

hello is positioned to quickly explode in India

- Strong connection in India to orkut.com brand and product offering.
- Less penetration by established social media platforms
- Very social culture across all ages, high willingness to try new networks
- People respond strongly to celebrity and influencers

Planned JetSynthesys partnership:

- 6 month India MAU promise/goal: 1.5M
- 12 month India MAU promise/goal: 5M
- 24 month India MAU promise/goal: 20M



Jet is committed to spend \$2M in India on driving user acquisition via influencers and existing product network, and to provide marketing & community support.

MONETIZATION + REVENUE.

hello will monetize two key opportunities

Virtual currency/commerce:

- Users pay to obtain more features, save time, and achieve special status
- **hello** coins are earned through app usage or purchased by users
- Coins spent on digital objects, special features (e.g. anon posts), or limited content
- Coins can tie into 3rdParty apps/block-chains for cross-platform rewards/incentives

Advertising/sponsorship + premium features:

- Lets brands align with users around the things they are most passionate about.
- Users opt-in to their interests so targeted ads are less 'creepy' and more relevant.
- High-value interest based e-commerce (Amazon affiliates)
- Monthly subscription for brands or celebrities/influencers to manage communities
- Paid user access to premium features (dating profile/matching or celebrity access)

NEXT STEPS.

Fill-out key management and setup team for global launch

- Recruit/hire key executive roles to fill out leadership team including:
 - **CEO:** A business and operations focused executive to oversee the greater business needs of hello and allow co-founder Orkut to focus on product and user experience.
 - **CMO:** A customer-first marketing executive that can weave a strategy across content, community, and customer acquisition serving as growth catalyzer, brand steward, marketing communicator, and talent incubator.
 - **Business Development/Sales:** A monetization focused leader with a proven track record of developing strategic partnerships and monetization funnels utilizing both user funnels and content opportunities.
- Form advisory board to augment exec experience/skills
- Add local teams in India and Brazil for localized development, community outreach and support.

NEXT STEPS.

Continue product iteration and technology improvements

PRODUCT ROADMAP

- Streamline UI to eliminate dead-ends and focus user flow
- Web-version to increase audience and allow sharing of hello content on web
- Simplify gamification (missions not milestones) and tune monetization funnel

TECHNOLOGY UPDATES

- Transition to full cloud-native tech stack (e.g. spanner vs mysql)
- ML algorithms for content distribution and user/community recommendations
- Support for user-led curation and moderation (like Wikipedia)

THE INVESTMENT ASK.

hello is seeking investment and strategic partnerships

Use of funds include:

- Recruit/hire key team roles for growth and business advancement
- Launch full-scale monetization focus — be profitable in 15 months.
- Partnership and related growth/monetization development
- Marketing and advertising across key channels and partners
- International market growth including India and Brazil (and then U.S, Europe)
- Follow-through on next-steps for key hires, and product roadmap



Thank You.

Orkut Buyukkokten
orkut@hello.com

John Murphy
john@hello.com