X/Y

Pitch Deck 2022

What is X/Y?

X/Y is an app that simply allows users to look to a celebrity or an artificial intelligence mediator to make a decision!

Quora + cameo = X/Y

Problem

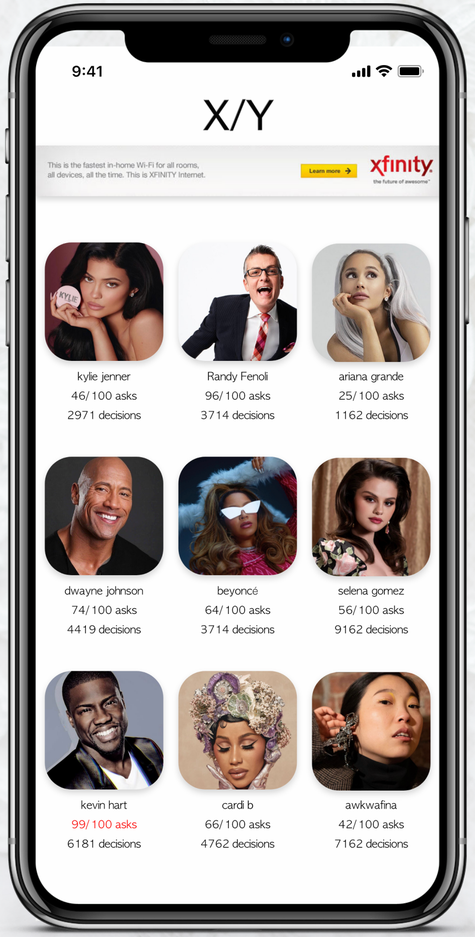
Scenario #1

Caroline, has a predicament. She has narrowed her choices down to two gowns, but has exhausted her resources for opinions.

Solution

Scenario #1

Caroline selects Randy Fenoli to make a decision.
Randy chooses dress Y and offers timely and personalized insight that influences her final decision!



Problem

Scenario #2

Caroline and her friend can't decide on where to eat lunch. They've narrowed it down to two choices.

X

Y

Solution

Scenario #2

Caroline and Rachel ask Guy Fieri to make a decision for them.
Guy chooses X and offers an expeditious, on-brand, humorous response!

Problem

Scenario #3

Elliot has a personal dilemma, but wants an artificial intelligence mediator instead of asking a friend, or a celebrity.

X

Y

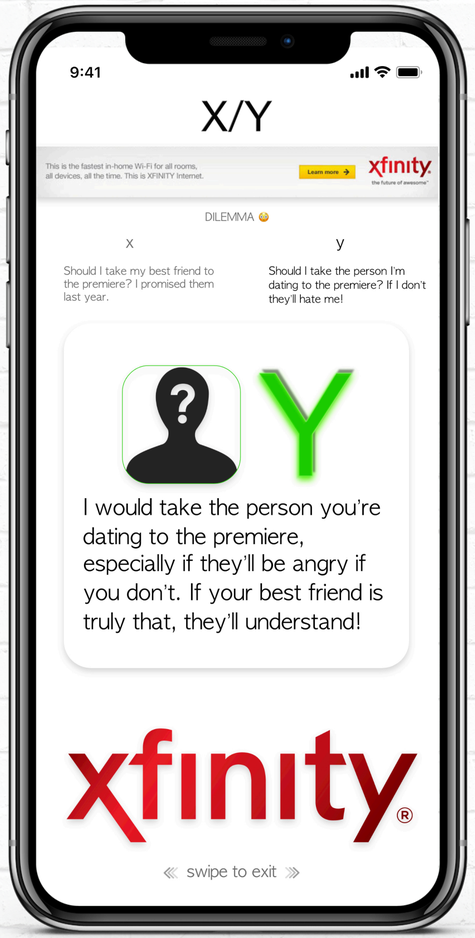
“Should I take my best friend to my premiere? I promised them last year.”

“Should I take the person I’m dating to my premiere? If I don’t they’ll hate me!”

Solution

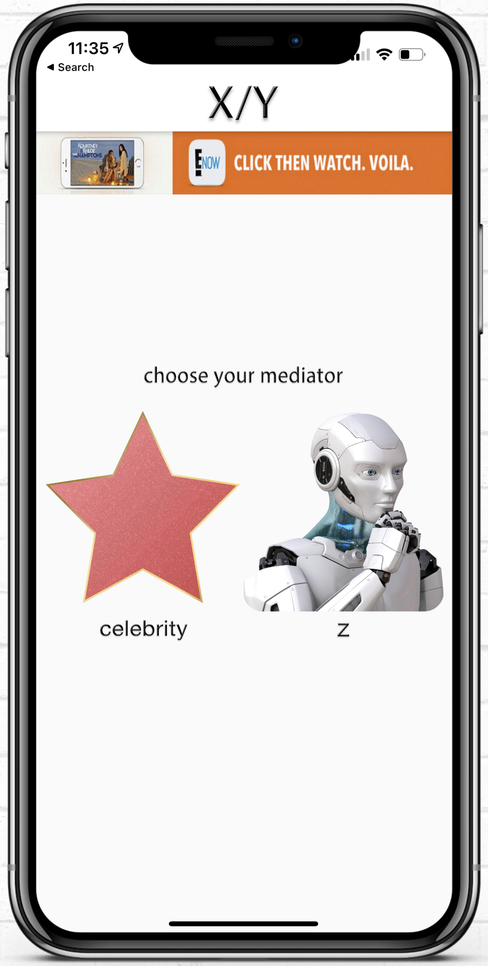
Scenario #3

Elliot gets an almost instant decision while remaining anonymous!

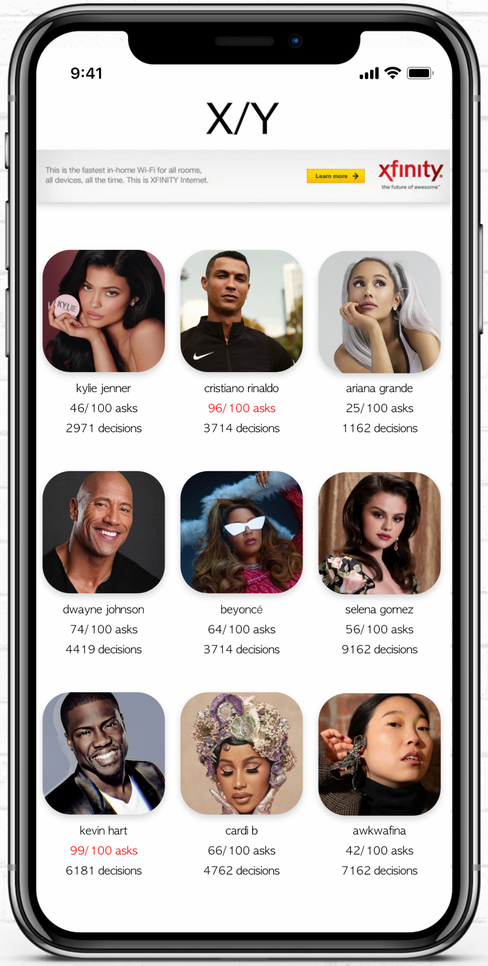


How it Works

X/Y landing page.



User selects a mediator.

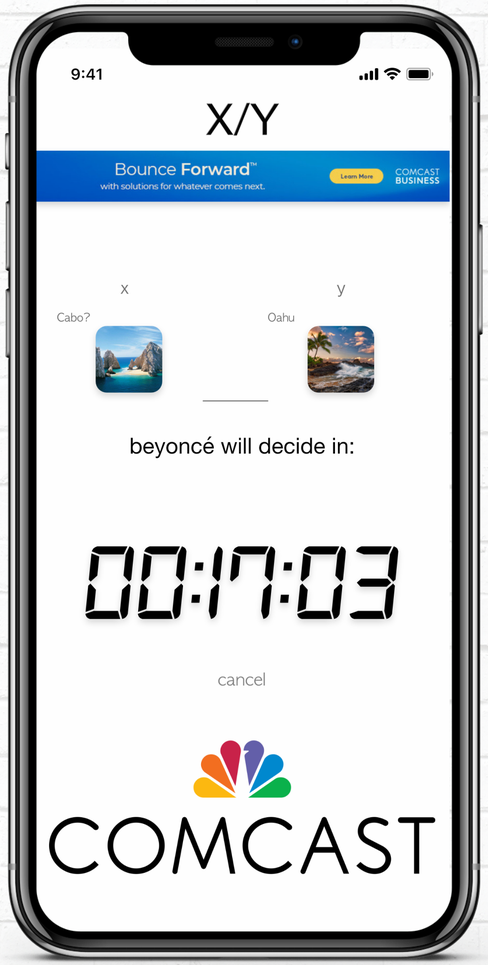


User selects a celebrity.

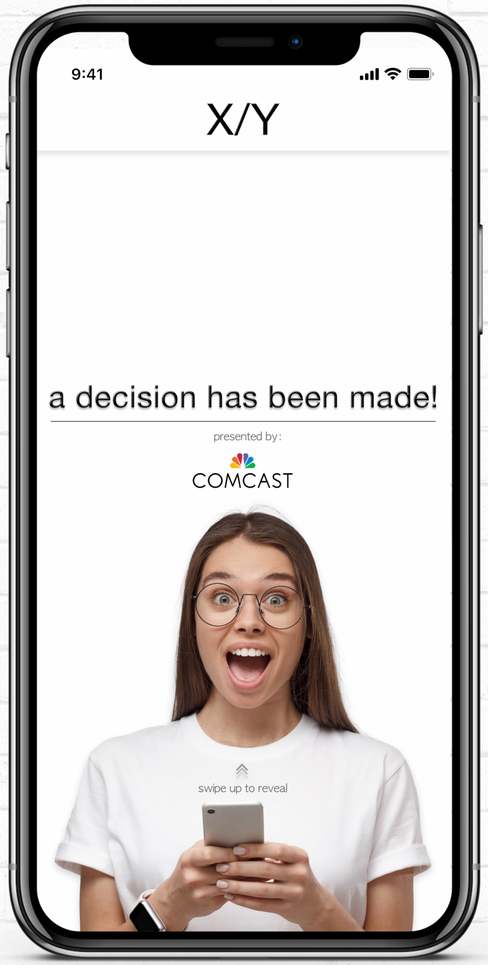
User enters input for X

How it Works

User enters input for Y and submits.



User is notified that a mediator will be making a decision.



User is alerted that a decision has been made.

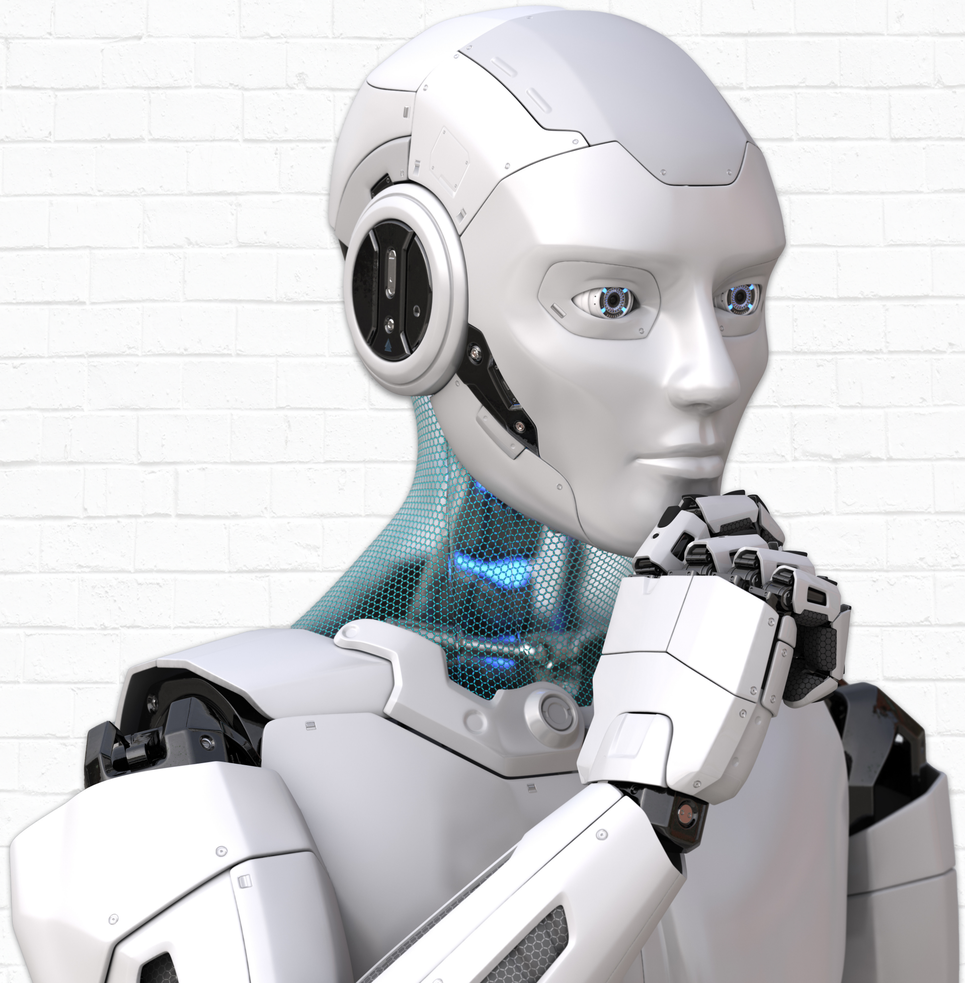
The user receives their decision!

Mediators

Our mediation braintrust will be comprised of 2 core sources:
Celebrity, Ranging from micro-influencers to A-Listers. And Artificial Intelligence. An IBM Watson-powered logic-bot named Z.

Celebrity

Artificial Intelligence



Market Rollout

Phase I

Brand Ambassadors

We will build a core team of influencers to serve as brand ambassadors **pre-launch**. Their responsibility will be to promote X/Y on their socials, guest mediate, and distribute invites.

Charli D'amelio

Addison Rae

Dolan Twins

Lily Maymac

Liza Koshy

Rickey Thompson

Phase II

Corporate Partnerships

We will create partnerships with brands to feature on our celebrity page e.g., Netflix releases an original series and the cast serves as mediators. Netflix would feature in all ads during that campaign.

Disney+

Netflix

Hulu

Paramount+

Prime Video

HBO Max

Phase III

Launch

At launch our brand ambassadors blitz their socials about the launch of the app. Sponsored giveaways e.g. Starbucks Gift Cards, movie tickets will be awarded to early invitees and guest mediators.

Starbucks

Dunkin'

Chipoltle

Lush

AMC Theaters

Sephora

Competition

Although these apps have similarities, X/Y offers a unique experience. Free.
We're not competing with Google, we offer a service you can't just *google*.

Quora

Free, but no response guarantee. No private mode, publicly crowd-sourced.

Clubhouse

Free, but ultra public. No anonymity or privacy. No response guarantee.

cameo

$50 average use. No response guarantee.

whisper

Location tracking required. Additional request for sex, age, and location info. No response guarantee.

just answer®

Expensive, no incognito, unbiased response. Older targeted demographic.

Financials

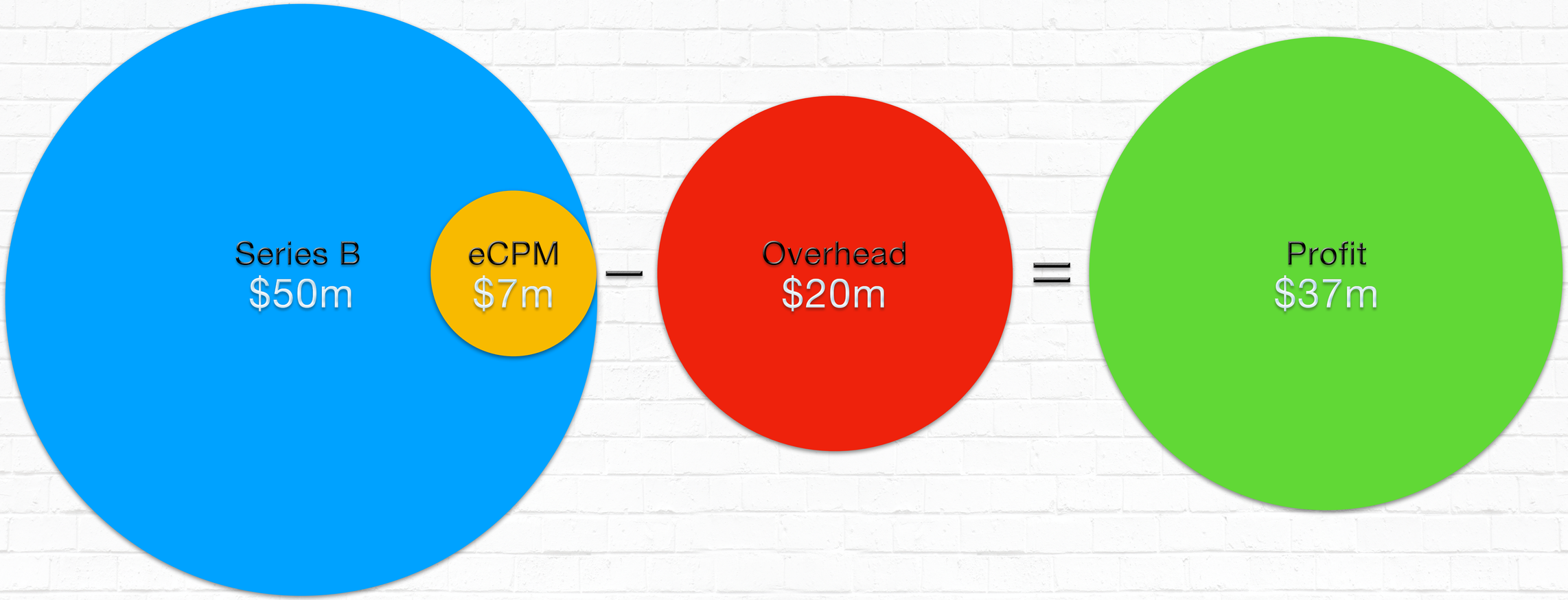
These are our projections for what we believe to command after an Angel infusion of **750k.** Similar apps for comparison.

X/Y	Q1 2022 Seed **$3m**	Q4 2022 Series A **$10m**	Q1 2023 Series B **$50m**	Valuation **$1b**
cameo	Q1 2018 Seed **$3.2m**	Q4 2018 Series A **$15.2m**	Q2 2019 Series B **$50m**	Valuation **$1b**
Quora	Seed -	Q1 2010 Series A **$11m**	Q2 2012 Series B **$15.2m**	Valuation **$2b**
👋Clubhouse	Seed -	Q2 2020 Series A **$10m**	Q1 2021 Series B **$110m**	Valuation **$1b**

Business Model

Ads are our primary source of revenue.
X/Y has formulated a way for users to voluntarily watch two curated 15-second videos before seeing their decision.

Our seed goal is a #1 debut on the App Store Charts.
5,000 daily unique users. Pre-Series A is **50,000** daily unique users. Pre-Series B is **100,000** daily unique users.



The Ask

As of today our total cap table is at a full 100%, **10,000,000** shares.
We are excited to offer **10%** (1,000,000 shares) of X/Y in exchange for **$100,000** during this Pre-Seed Round!

Below are the limited equity compensation packages:

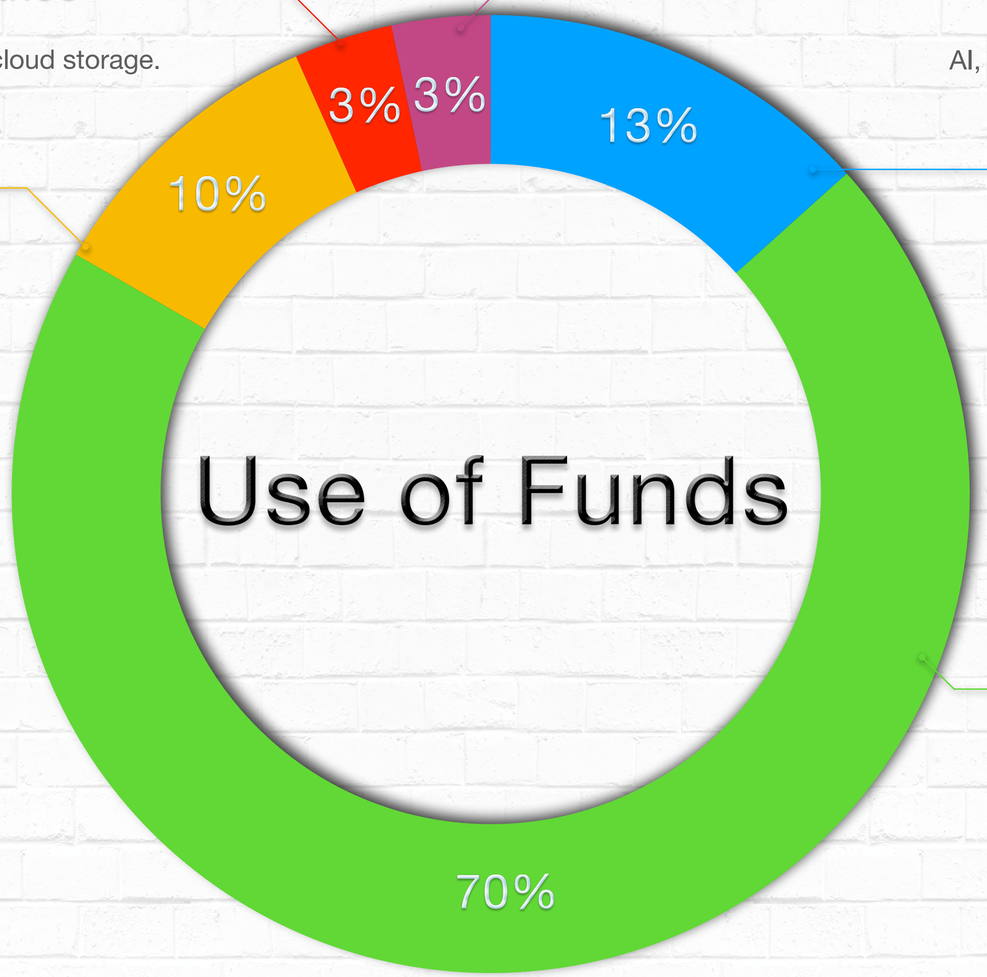
10% = $100,000
1% = $10,000
.5% = $5,000
.25% = $2,500
.10% = $1000

Funds will be allocated to initiate the Angel, Pre-Seed and Seed Rounds with
John Benemerito of **Benemerito Attorneys at Law** Q1 2022.

Some of their noted clients are: **ACCERN**, **KINETIC**, **ELEMENTS FITNESS**, **BLOCKQUAKE**, **INVESTACURE** and **VELO**.

The Ask

*We are looking for $1m USD in exchange for 1m shares of X/Y in preparation for a Series A round 1 year from an infusion of funds.



Maintenance
25k
Servers, IT, security, cloud storage.

Research & Development
25k
AI, UI/UX, Saas.

Founder
75k
Annual salary.

Team Aquisition
100k

Marketing
525k
ASO, SEO, brand partnerships, ambassador campaigns, online promotion (TikTok, Instagram, Snapchat)

*This is an example of the allocation of funds post Pre-Seed round

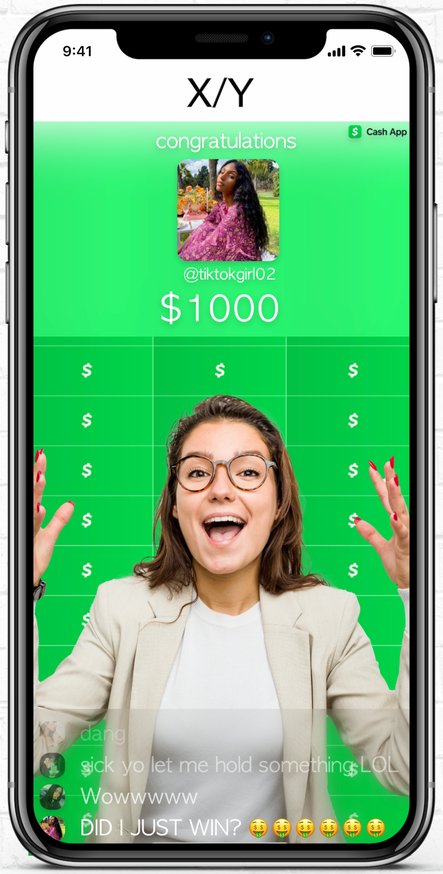
Evolution

Once we reach our milestone of 1,000,000 decisions in a day we will evolve into an hourly news/lottery platform.
At the top of every hour, for 5 minutes a host will update users on the hottest pop culture news and giveaway 1k.

User watches the news updates given by the host.

User watches the 15 second ad afterwards.

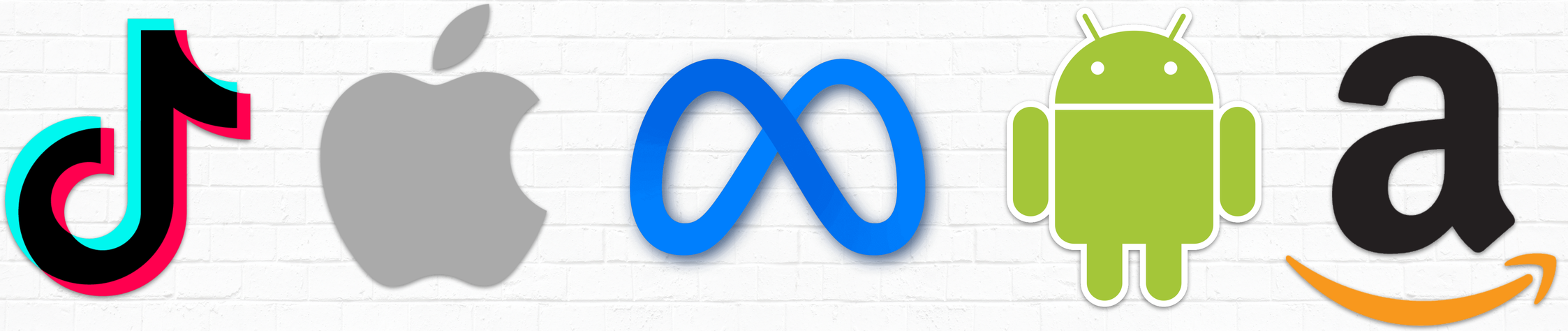
User answers questions related to ad to enter lottery.



Random user wins $1000 for participating

Exit Strategy

There are multiple realistic exit opportunities that will result in a high ROI



Our Mission

Italian or Indian? Pfizer or Moderna? Bitcoin or Etherium? Mermaid or Ball Gown?
X/Y helps as a mediator when you're trying to make that split decision or get insight from your favorite celebrity.

We're not competing with Google, or trying to change the world.

We're simply offering expeditious mediation in a world of indecisiveness, with a personal touch.

Team

Bo Peabody

Consultant

Orlando Goodman

Founder

John Benemerito

Consultant