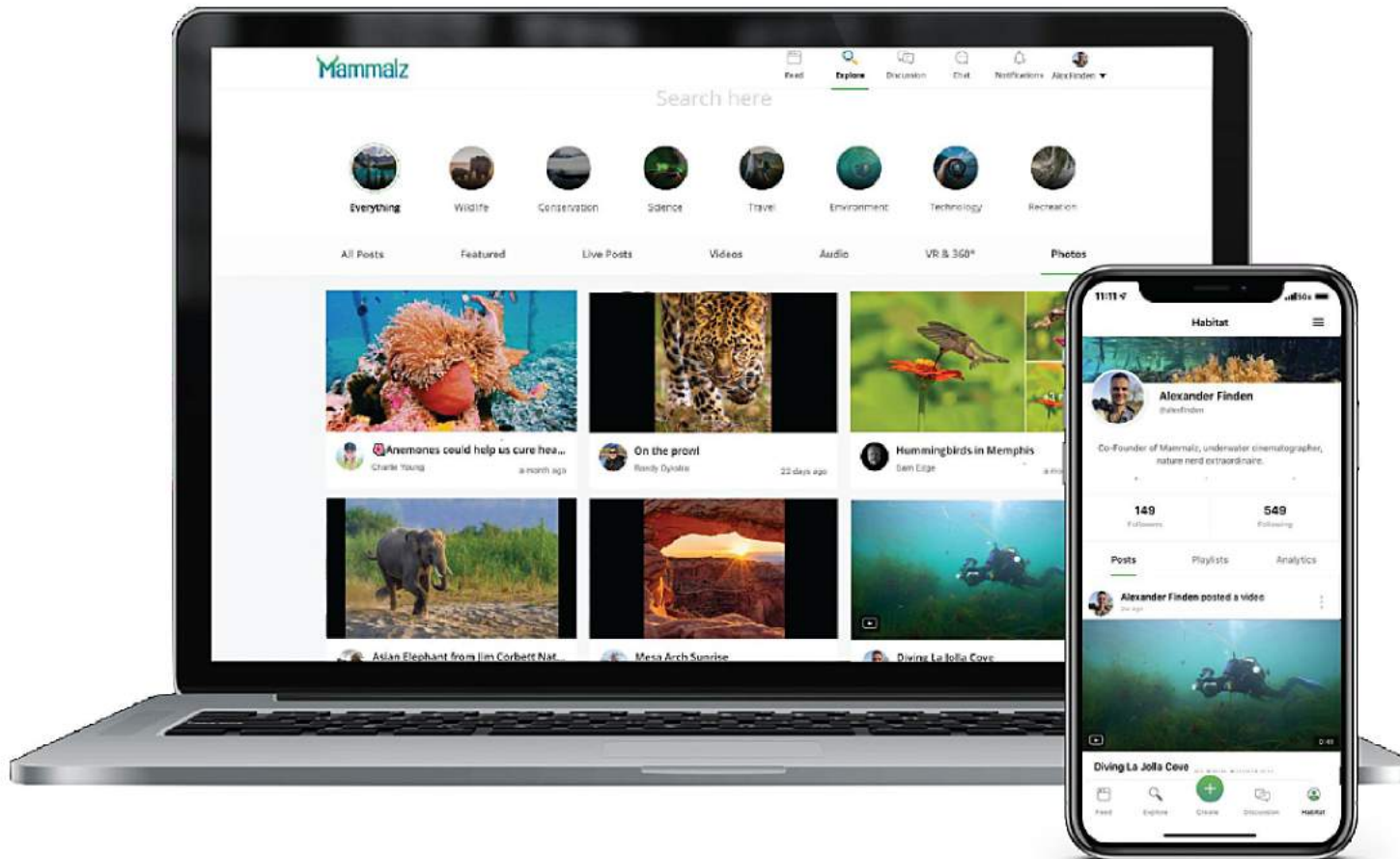




Mammalz

The new way to experience nature

The first community-driven content platform for all things nature.



Born from **Passion**



"Our founding team comes from the nature media world. We see how ineffective our industry has been in maintaining the human-nature connection. Now, the disconnect is real, and the health of the natural world - our source of inspiration, resources, and life - is declining rapidly.

The disconnect ends now. Welcome to Mammalz."

Rob Whitehair, Co-founder / CEO, US Navy veteran

Problem: Our Industry is Unaligned



There currently is no way for aspiring content creators to make a living in the nature media industry.



For nature content, there is no community-based platform featuring the interactive tools that younger generations prefer.

Opportunity: Viewing Trends are Shifting

>40% decline
in TV viewing hours
since 2011



Value influencers
over **celebrities**



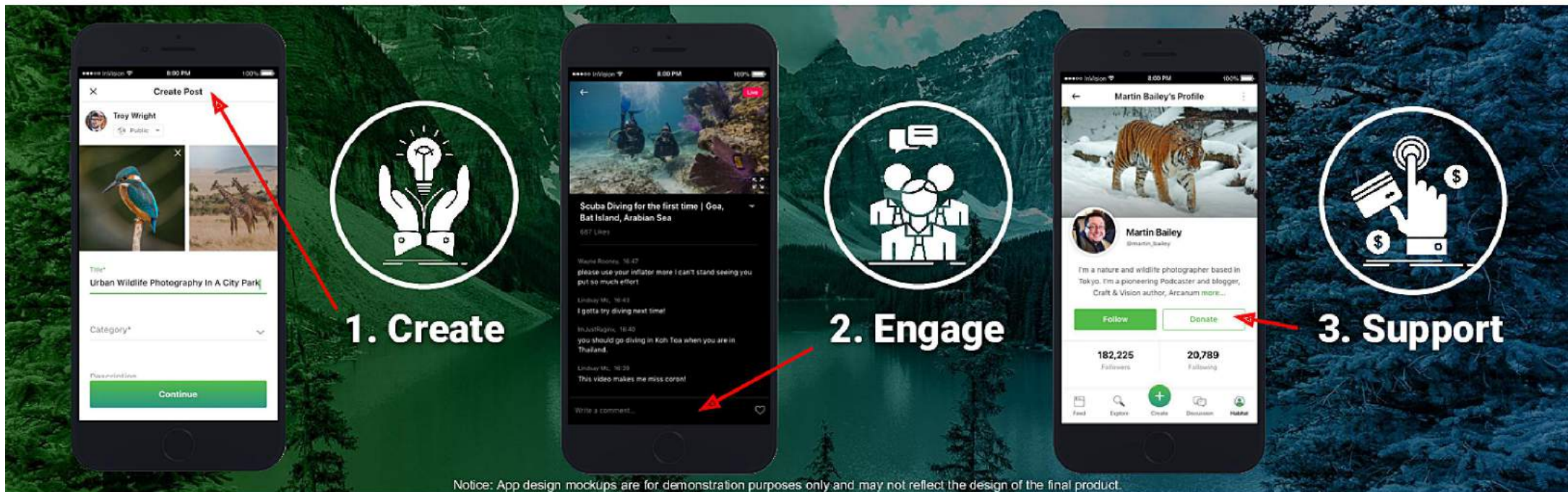
Most-viewed platform
is **YouTube**



Prefer interactivity
over **passivity**



Our Solution: Mammalz



This is where the storytelling begins.

Anyone, anywhere can create a free Mammalz account and upload nature content of any type - from photos to live-streams to 360°/VR.

Engagement is what makes us unique.

With live-streaming and premieres, global audiences can have shared experiences of the natural world in real time and chat directly with content creators.

We're democratizing our industry using our community-tipping model.

Anyone can give tips or subscribe to any other user, allowing our community of nature-lovers to support each other and fund endless content creation.

Business Model: Twitch-Inspired

Recurring



25%

Audience Tipping



50%

Channel Subscriptions

Advertising



Social Advertising

Media Streaming Advertising

Sponsored Content

Audience Tipping tools enable the trading of a Mammalz currency called “seeds”. Mammalz charges a 25% fee on all seed purchases. 100 seeds = \$1 for recipient, \$1.25 for purchaser.

Channel Subscriptions allow users to support specific content creators on a recurring basis. Creators split the \$5 monthly fee 50/50 with Mammalz. In return, subscribers get ad-free viewing of the creator’s content and exclusive items such as name badges.

Social Advertising is similar to how Facebook advertises, including video, image, collection, carousel, and canvas ads.

Media Streaming Advertising compares to YouTube’s advertising, including in-viewer, in-stream, pre-roll, and bumper ads.

Sponsored Content will be made using three-way partnerships between Mammalz, featured content creators, and the sponsor.

Market Potential: 400 Million and Growing



Young people are moving outdoors. Studies show that Millennials and Gen-Zers spend more time outside than previous generations.⁴ These younger generations also view their experience in the outdoors differently than older generations: they value connection over conquer, community over going solo, and experience over possessions.⁵ Nearly half of all people over 16 participate in wildlife related activities, spending \$150 billion annually.⁶

Passionate niches will lead to super users. Within the realm of nature, we're accessing some of the most passionate communities. In the US alone, there are 60 million birders spending \$40 billion annually.⁷ Worldwide, there are over 20 million snorkelers and divers⁸ and 4 million wolf lovers, two examples of groups that are highly active on social media platforms and online discussion forums.

Timeline: Beta to Exit

Sep 2019

Launch Beta, prove hypothesis
Prepare to launch on App Store
1,000 users



Seed, \$3M



Sep 2020

Official launch on App Store (Apr)
Prove recurring monetization models
175,000 users

Sep 2021

Scale user base to attract Ads
Prove advertising models
2M users



Series A, \$15M

Series B, \$55M



Sep 2022

User retention and gamification
Become profitable at crit. mass
10M users

Mar 2023

Exit to strategic partner for
user base retention and
engagement value



Disclaimer: these are projections and are NOT guaranteed.

Projections: Financial

	2020	2021	2022	2023
Operations	\$2.1M	\$17.2M	\$65M	\$250M
Cost / Goods Sold	\$2.8M	\$28.2M	\$150M	\$600M
Revenue	\$275K	\$31.2M	\$215M	900M
Net Income	(\$4.6M)	(\$14.2M)	0	50M
Total Users	360K	3.5M	14M	50M

Note: Ad revenue begins 2021 at 500K users. Net profitability begins at ~10 million users.

Disclaimer: these are projections and are NOT guaranteed.

Exit: Two Strategies

Community Value

The Disney logo in its signature script font, set against a white background.

NATIONAL
GEOGRAPHIC



Niche Platform Value

The Facebook logo, the word 'facebook' in white lowercase letters on a blue background.The Alphabet logo, the word 'Alphabet' in red sans-serif font on a white background.The Amazon logo, the word 'amazon' in black lowercase letters with an orange arrow underneath, on a white background.

Team: Founders



Rob Whitehair, Co-Founder and CEO

Rob is an award-winning filmmaker and US Navy veteran with over 20 years experience in the nature media industry. For 13 years, he was the co-founder and president of Tree & Sky Media Arts. Rob is known throughout the industry for his innovation, leadership, and ability to take improbable ideas and turn them into reality.



Alexander Finden, Co-Founder and COO

Inspired by the underwater world, Alex is an award-winning filmmaker, divemaster, YouTube and Twitch content editor, and operational guru known for staying calm in the storm. Alex has his finger directly on the pulse of the Millennial and Gen-Z generations.

Team: Business and Marketing



Pam Voth, Head of Marketing Strategy

Pam Voth is an award-winning film producer, a photo safari guide, and a networking superstar. Prior to co-founding a media arts company in 2006, she spent 15 years as a client relations executive managing brand communications for Fortune 100 companies.



Benjamin Rohn, Head of Business Dev.

Raised in Africa and Latin America, Ben served as a Marine Corps officer, studied 5 languages, was awarded an MBA from the University of North Carolina, and has worked in startup and Fortune 500 business development for over a decade.



Stephen Cobb, Growth Strategist

Stephen spent the last eight years traveling the world as a chef, social media strategist, and web data analyst. At Mammalz, he optimizes and analyzes all marketing initiatives, SEO, and beta user activity.



Sabrina Rodriguez, Growth Strategist

Sabrina is a recent graduate from UC San Diego in Cognitive Science. She heads all social media initiatives at Mammalz and uses her knowledge of UI/UX to improve Mammalz's user retention and brand recognition.

Team: Advisors

Business



Scott Holmen
CEO, Agency73



Keenan McCollom
VC Consultant, NOW CFO



Lory Hefele
Operations Manager, Intel



Community



Ami Vitale
Photojournalist, Nat Geo



Allie MacPherson
Content Partner, Twitch/YouTube



Media



Neil Nightingale
Former Head, BBC Natural History



Nate Dappen, PhD
Science Media Filmmaker



Mason Geyser
Manager, Twitch Partner



Science



Diana Six, PhD
Chair, Env. and Cons. Sciences @ UM



Shane Campbell-Staton, PhD
Asst. Professor of Biology @ UCLA



Scott Mills, PhD
VP of Research @ UM

Technology



Stryder Thompkins
CTO, Agency73



Gurvinder Batra
CTO, KiwiTech



KiwiTech



Andrew Currah
Edu. Dev. Executive, Apple



Growth Strategy: Community-First



1. Acquire Users

Targeted Social Marketing
Influencer Partnerships
Corporate Partnerships
Exclusive Content Projects



2. Retain Users

Seed Rewards
Gamification
Creator Sponsorships



3. Monetize

Early Advertiser Program
Super Fan Targeting
New Features
Sponsored Events

We're taking a creator-first approach to community building by targeting existing talent, partnering with influential companies and organizations, and launching Mammalz-exclusive projects like Adventure Streamers: a live POV exploration of the natural world.

To accelerate community growth and activity, we will offer the Mammalz currency "seeds" as reward for referrals and exclusive name badges for participation in streams, donations, and other interactive features. We will also offer in-house and third-party sponsorships for content production to reward creators.

In our early stages, we will offer exclusive ad deals to founding company partners. As our community grows, we will help advertisers target super fans, implement new monetizable features like channel subscriptions, and introduce sponsored events like "Save the World", a monthly NGO-targeting donation event.

Growth Strategy: Strategic Partners

Acquisition and Retention



SONY®



VIRAL
NATION



Discovery
EDUCATION™



The Cornell Lab
of Ornithology

Safety and Data Security



am audible
magic™



Kount®



Triden Group
Where Security Protects Innovation



twohat
SECURITY

Traction: Successes to Date



\$300,000

In Investments Secured



KiwiTech



Launched Beta

September 1, 2019



1,000+

Monthly Active Users
(MAUs)

In January of 2019, Mammalz officially closed its first round of funding for development costs.

Development of iOS and Web apps is now fully funded through beta test until end of January, 2020.

After an 8-month development period, we have officially launched the web and iOS Mammalz apps into beta.

As of Nov 1, we have fixed all known critical bugs and are prepared to scale.

Without any paid marketing campaigns or paid beta testers, we have over 1,000 MAUs from the nature community and the nature media industry on the Mammalz beta.

20% of those MAUs are active daily.

Engagement: 9x Above Competitors

Mammalz

32% Ave. Post Engagement

6.8% MAUs post daily

6.0 media posts per MAU per month

Instagram

0.9% Ave. Post Engagement

Data not available

0.4 media posts per MAU per month

Twitch

3.7% Ave. Post Engagement

1.4% MAUs post daily

Data not available

Feedback: From the Community

“This level of communication about my content is such a **nice change from YouTube**. I sincerely appreciate it.”

-Ben Zino, The Wild Report

“If you want **100% nature and 0% drama**, Mammalz is the social media app for you.”

-Mallory Lindsay, Ms. Mallory Adventures

“I can’t support a platform that encourages hate speech and bad behavior, so I’m **leaving Facebook for Mammalz**.”

-Ami Vitale, National Geographic Photographer

Ask: Seed Round



- Influencer/social marketing
- Paid marketing campaigns
- Industry events
- Adventure Streamers

- Data storage and delivery
- Creator resources/user incentives
- Hiring internal tech team
- Payroll and professional fees
- API licensing
- Rent, office supplies, utilities
- Legal and insurance

- KiwiTech pro. Fees
- Android Development
- UI/UX improvements and Feature development from Beta feedback
- Monetization tools and ext. Live cam feature development



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