



SOAR

UPLIFT HUMANITY



AI-ASSISTED CURATION + INSTANT RETRIEVAL
OF HUMAN KNOWLEDGE

**“What the world needs
more than ever before are those
educated, spiritual and wise
who can
sift, sort and prioritize”**

BYU PRES. JEFFREY R. HOLLAND (1988)

OUR VISION

Voice and Mobile Access to any item in the world's biggest repository of curated content*

*VISION, NOT YET REALITY

Enhancing Humans With Immediate Knowledge

Knowledge is power. Anything valuable that you have ever learned ought to be at the tip of your tongue—instantly retrievable with a word or two. And shareable with a simple voice command.

Imagine instant access from anywhere to valuable audio clips, playlists and channels on every important topic—drawn from the best books, talks, sermons, podcasts, articles, lectures, trainings, workshops & interviews of all time.

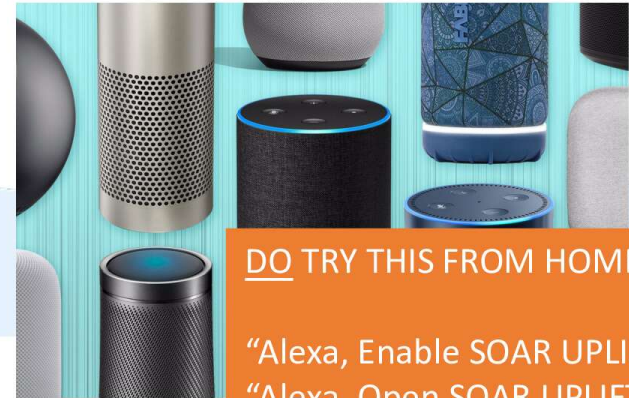


HOW IT WORKS

Smartspeakers and smartphones

Voice first

Designed for a **voice-first** future, SOAR provides simple 1-2 word Catch Phrases to instantly retrieve billions of items from the cloud. (Patent pending)



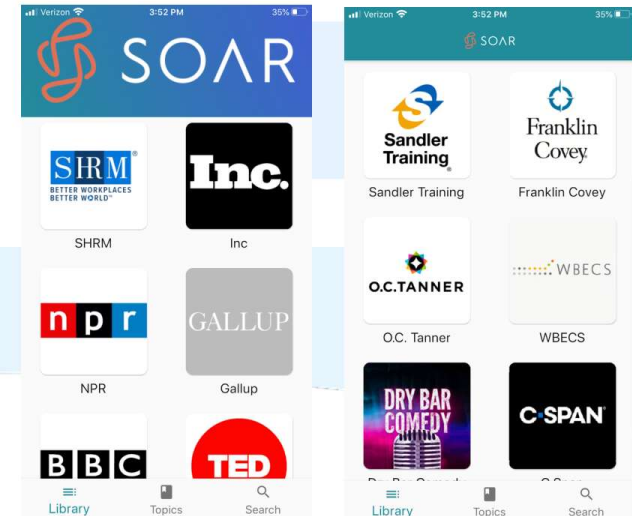
DO TRY THIS FROM HOME:

“Alexa, Enable SOAR UPLIFT”
 “Alexa, Open SOAR UPLIFT”
 “GET Voice Will Win”

Mobile companion app

SOAR offers a companion mobile app* which makes all content browsable, searchable, playable and shareable from any smartphone! It teaches you the Catch Phrase for any item you want to retrieve hands-free!

*Developed by the creator of the popular Scripture Citation Index app



OUR PRODUCT

SOAR: Leaping into a voice first future

Subscription Launches July 1, 2020*

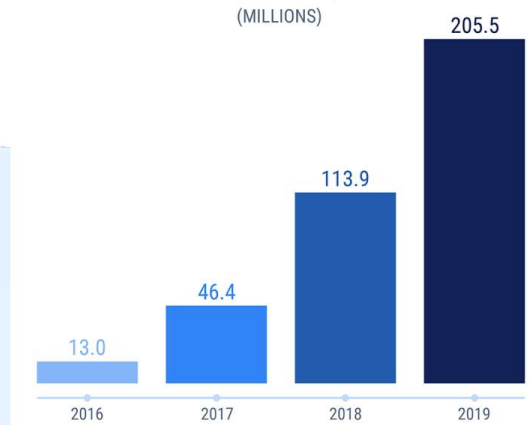
Voice & Mobile access to SOAR's growing repository of content from dozens of major partners, plus private access to personal, family & company channels

*Likely price point, \$4.99 per month

Our repository will grow quickly, and our AI-powered recommendation engine will get smarter and smarter

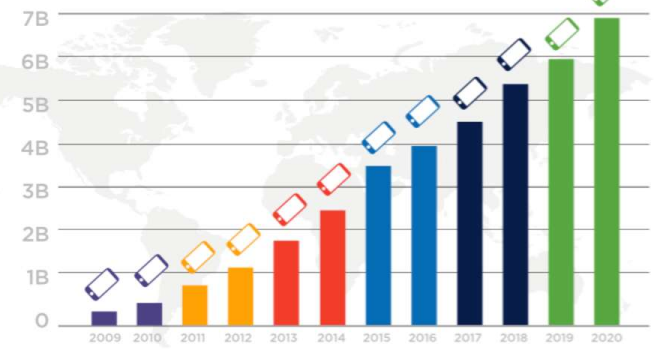
As you use this new personalized voice-first learning system, you will soon realize how antiquated our current education and workplace training system is.

Worldwide Smart Speaker Shipments 2016 -19



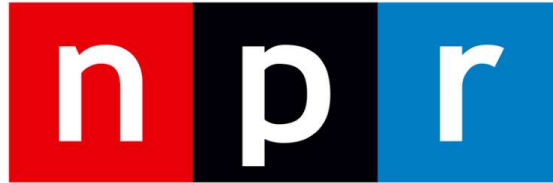
Source: SAR Insight

SMARTPHONE USERS: UP 800M



TUNE

SOAR Potential Launch Partners



THE KING CENTER
Since - 1968



Franklin
Covey



Sandler
Training®



OUR PARTNERS

Content and Distribution Partners

Content

Soar is working with major publishers, associations, universities, companies, archives and libraries and with individual creators and curators to build the world's most valuable curated library.

Distribution

Some partners have millions of customers they can introduce to SOAR. In addition to receiving royalties based on usage, our affiliate program will richly reward partners who bring new users to SOAR.



POTENTIAL LAUNCH PARTNERS

FINDING KNOWLEDGE IN INFORMATION

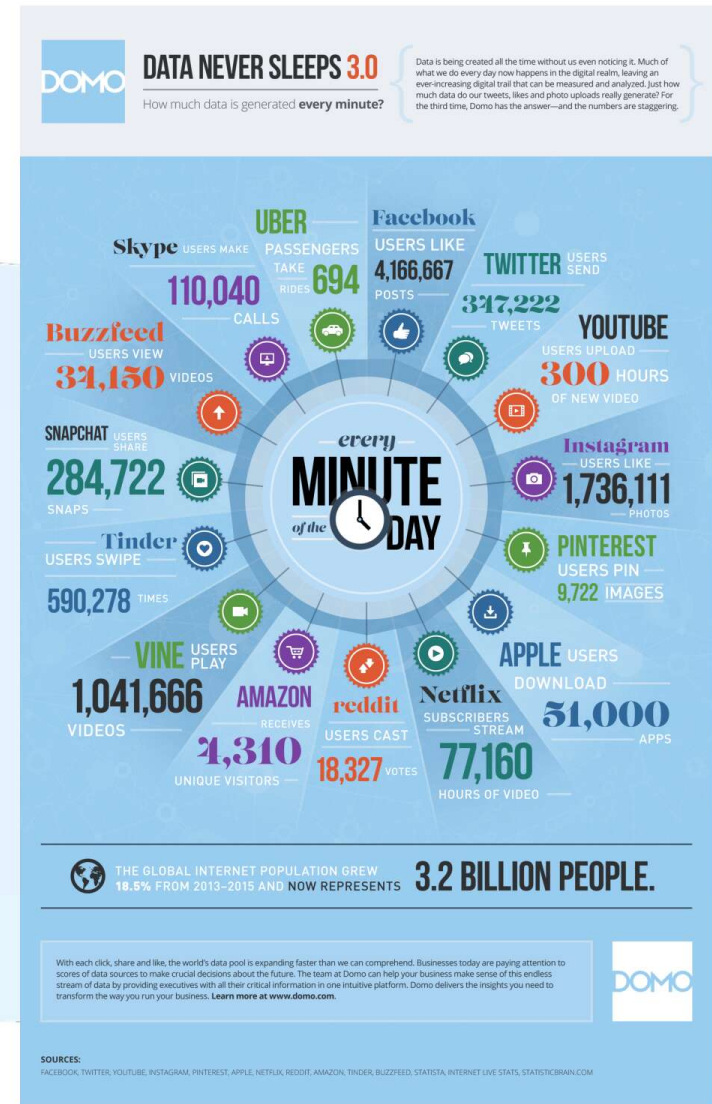
Creators and Curators

Creators

Buckminster Fuller estimated that until 1900 human knowledge doubled approximately every century. By 1945 it was doubling every 25 years, and by 1982 it was doubling every 12-13 months. IBM estimates that in 2020 human knowledge will be doubling every 12 hours.

Curators

Today it is nearly impossible to find the highest quality content on any subject. With crowdsourced curation and machine learning we hope to surface the best content for each person on any topic.



OUR PARTNERS

Podcasters

Content

900,000 podcasters have recorded more than 50 million episodes. By slicing content into small bits and using voting mechanisms and other signals, we can identify the highlights and gems.



Influence & Reach

Podcasters will give Soar both awesome content and massive audiences as well. Our platform business model rewards each podcaster with **content royalties** and **affiliate commissions** for new users.



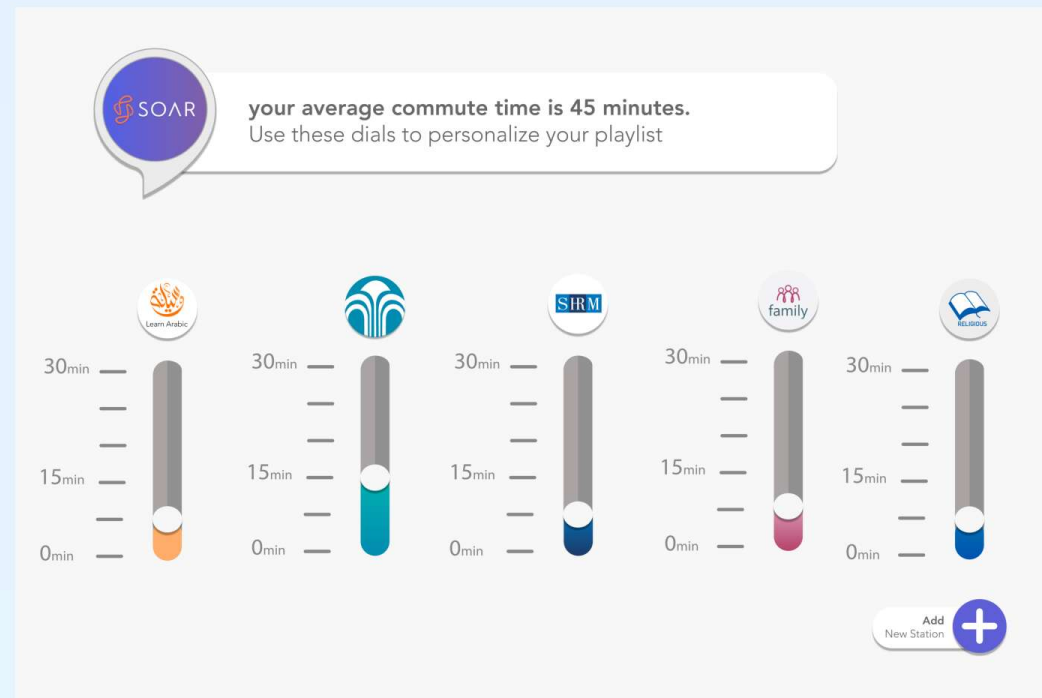
BILLIONS OF HOURS ARE SPENT IN AUTOMOBILES

SOAR is perfect for commuters

My Daily Commute: 45 minutes

I can program my commute to include:

- 5 minutes from my faith channel,
- 5 minutes of family stories
- 20 minutes of professional development (I want to earn that certification!)
- 5 minutes of clean comedy, and
- 10 minutes from "My Company" channel to prep me for the day



And now for something completely different

A Classic Clayton Christensen Disruption

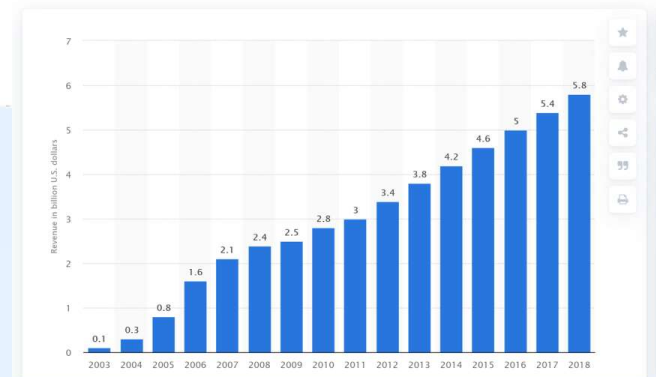
People love satellite radio, podcasting and audio books. Each generate billions of dollars. They are all growing at a rapid rate. People may not be looking for something different.

But when early adopters start paying \$9.99 per month for voice & mobile accessible repository with:

- major brand content
- unlimited channels
- personal, family & company content
- personalized playlists
- interactivity and shareability

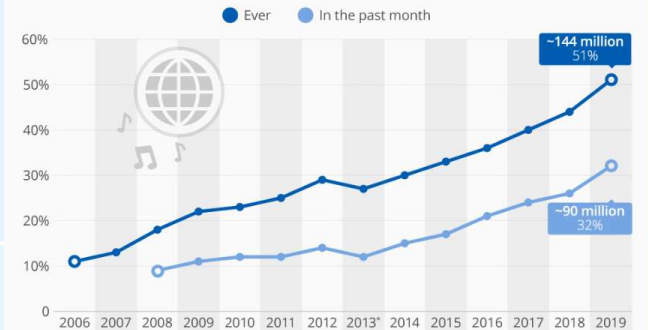
Disruption will occur when AI starts turning their listening experience into personal success.

Satellite radio services revenue worldwide from 2003 to 2018
(in billion U.S. dollars)



The Steady Rise of Podcasts

Percentage of Americans (12+) who have listened to a podcast in the past



* in 2013, the source changed the definition of what qualifies as a podcast
Sources: Edison Research, Triton Digital

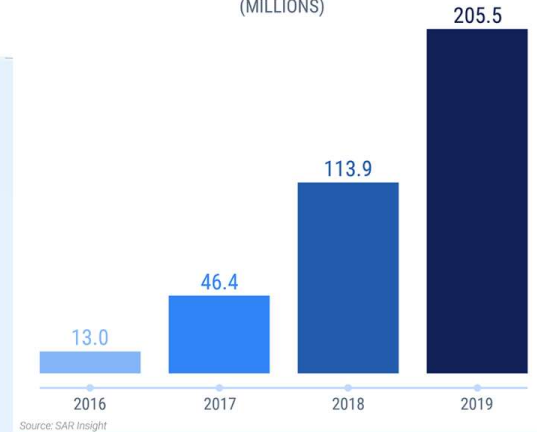
HOW SOAR AIMS TO UPLIFT HUMANITY

Our business model is designed to promote human well-being

Shouldn't AI improve your life?

You should be able to harness the power of AI to find the most valuable content you haven't learned yet, to help **you**, based on your strengths, your roles and your goals, to thrive at work and live your best possible life.

Worldwide Smart Speaker Shipments 2016 -19
(MILLIONS)



Shouldn't companies help you thrive?

Some companies (tobacco, social media, most TV) make more money by harming you. Facebook & Google use your data to get your attention so they can serve their customers—advertisers—and capture your dollars. SOAR is different. Our mission is to maximize your success and happiness. You pay us to ensure that you only receive content that will lead to personal success and happiness. **You can also be an owner of Soar.***

www.wefunder.com/soar

Soar Library

- ✓ Trillions of pieces of content can be stored in the cloud -- all accessible with short Catch Phrases – usually 1-2 words (patent pending)
- ✓ SOAR can be accessed on smart phones & smart speakers.
- ✓ Upload your own personal & family content and create your own playlists or channels.
- ✓ Brands can create external channels (for marketing) and internal channels for company employees
- ✓ Machine learning will personalize playlists based on your strengths, roles, and goals
- ✓ 60% of Soar revenue in 2019 came from this tech. Multi-million dollar pipeline in 2020.
- ✓ Soar voice developers recognized as global Alexa champion and Bixby Premier Developers



TOGETHER WE SOAR

Our Team



Paul Allen, CEO

Ancestry.com Founder & original CEO -- pioneered content aggregation and subscription business model and launched internet marketing channels which led to billions in revenue.



CLINT CARLOS
HEAD OF VOICE/AI
DIVISION



PETER HAWS
VP SALES/MARKETING



JUDY DIAZ
SENIOR ADVISOR



BRANDON DICKSON
DIRECTOR OF FINANCE



AMIRA EL-GAWLY
STRATEGY AND
CULTURE (ADVISOR)



MARK TUCKER
CHIEF VOICE
ARCHITECT



RICHARD STAUFFER
CHIEF ARCHITECT
1ST ANCESTRY ENGINEER



DEBRA YOUNG-SNOWDALE
CHIEF FINANCIAL
OFFICER (PART TIME)

MAKING STRIDES

Our Traction

May 4, 2018

Bought Soar.com

July 2018

Launched initial website for coaches



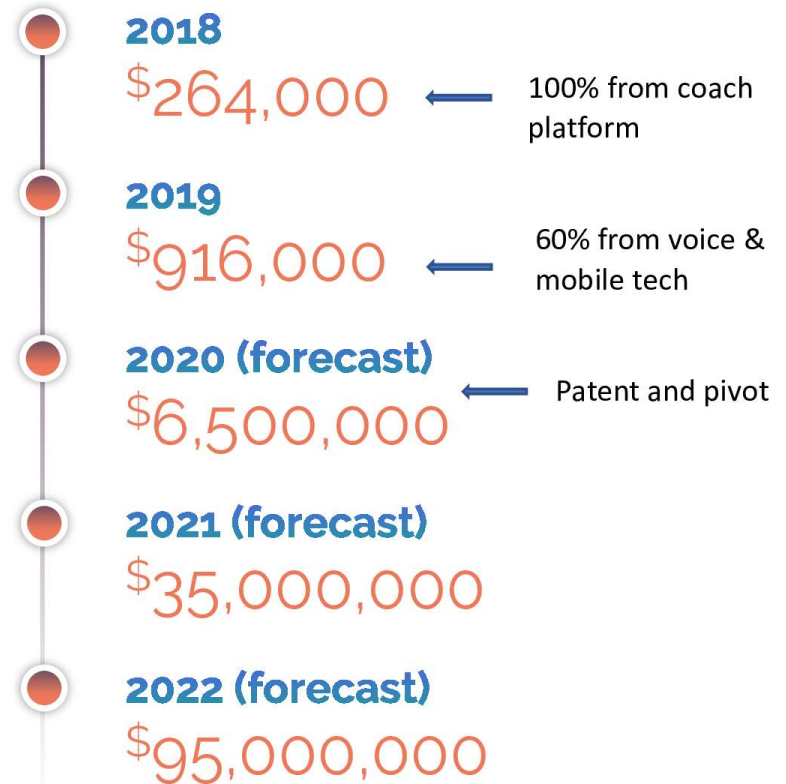
May 2019

Sandler deal (\$500k)

April 2020

Mobile & voice platform ready for Soar subscriptions and enterprise/partner channels

SALES / BOOKINGS *



*Forward looking projections can't be guaranteed

TOGETHER WE SOAR

Our Early Investors

**Graham Weston**

Former Chairman Rackspace
(\$4.2 billion exit)

**Brian Heywood**

CEO Taiyo Pacific Partners
(\$2.4 billion fund)

**Jacki Zehner**

Humanitarian, former
Goldman Sachs partner

**Monica Messer**

Industry expert in database
marketing; angel investor

**Tony Annino**

\$10 billion fund manager
in New Hampshire

**Dave Mattson**

CEO Sandler, world's largest sales
training company

**Joe Ritchie**

Chicago billionaire and
humanitarian

**Nick Greer**

CEO Skipio, BuiltBar, angel
investor

**Allison Stoloff**

Facebook Platform support,
angel investor

**Martin Frey**

Former Cisco Exec, angel investor

TOGETHER WE SOAR

2020 Investors (WeFunder)



Brandt Redd

EdTech strategist, formerly
Gates Foundation Sr. Officer



Scott McKinley

AWS Training & Certification:
AWS Academy Global Lead



Donnie Bedney

Chief of Staff at Press
Ganey; formerly w/Gallup



Carrie Skowronski

Founder and coach at
Leadology (NYC)



Briana Brownell

AI expert, founder/CEO of
PureStrategy.ai, futurist



Joe Toppe

Former CTO, Institute for
Integrative Nutrition



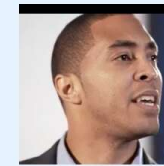
Eric Denna, PhD

Former CIO BYU, Univ. of
Maryland, Church of Jesus Christ
of Latter-Day Saints



Rian Lanigan

Partners with Sandler franchisees
on events/revenue



Torin Perez

Inspiring keynote speaker,
diversity & inclusion influencer




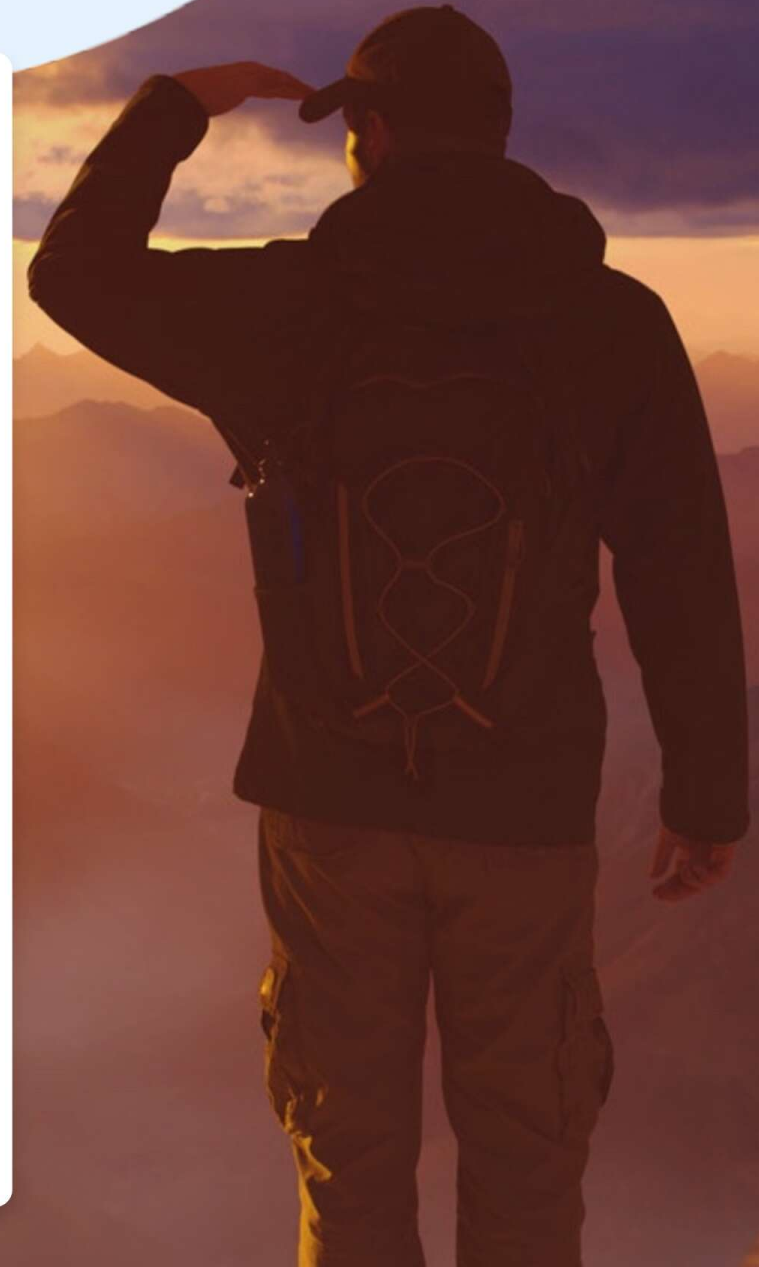
Jennifer H. Selke, PhD

Psychologist, Retired UC Berkeley
Faculty member, youth/veteran expert

USE OF FUNDS

\$5M series A

- 
- Hire head of licensing from major tech company; Hire original Ancestry data engineer
 - Sign 2 dozen major content partners, upload & index millions of curated clips
 - Launch Soar subscription in mid 2020
 - Create Bixby capsule for SOAR; work with Samsung to bundle SOAR on 1 billion Samsung devices
 - Engage Harmon Brothers to advertise SOAR to hundreds of millions





SOAR

UPLIFT HUMANITY

Email questions or comments to paul@soar.com

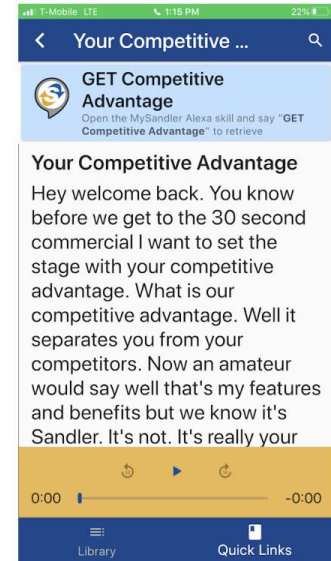
Visit www.wefunder.com/soar to invest as little as \$500

ADDITIONAL DETAILS ABOUT

Soar Technology

What makes this so cool?

- ✓ Every audio item you add to the Soar library is transcribed, indexed, and becomes browsable, searchable and playable directly from your smart phone
- ✓ Every item is immediately accessible on your smart speaker with your chosen Catch Phrase
- ✓ We've invented VOICETAGs to make sure every item in the library can be represented visually and shared individually (this will be very viral!)
- ✓ A VOICETAG consists of an INFINITY symbol (like the Soar logo) followed by the Catch Phrase, eg ∞King Dream or ∞Trust or ∞Goal
- ✓ VOICETAGS can be printed on signs, in books, on billboards or stickers and posted anywhere
- ✓ We invented a SHARE command (e.g. "SHARE THIS with my family" "SHARE THIS with my team") that you can use during or after listening to any audio clip
- ✓ SHARE sends a hyperlink (via email, Messenger, SMS, etc) to each person in the group. When they click they go to a URL such as play.soar.com/goal where the content auto-plays in the browser



More cool features

- ✓ Soar is designed to work on all voice platforms but not be dependent on any one.
- ✓ Every piece of content in the library has a unique URL, which auto plays the content, and a transcription of the content which can be indexed by search engines
- ✓ SOAR will soon have millions of unique web pages indexed by Google and other search engines where all visitors can sign up for a free account (great for marketing!)
- ✓ SEARCH feature lets you search for content by topic, author, or any keyword, in case you don't know the exact Catch Phrase
- ✓ While listening to a short audio clip, such as a highlight from a talk, and you want to play the whole recording, use the UNPACK command
- ✓ Use the SKIP or NEXT command while listening to any playlist or channels to quickly cycle to audio content you wan
- ✓ Our "Brief Mode" for advanced users has fewer instructions; Our "Remind Me Mode" will retrieve content you already love; Our "Teach Me Mode" will introduce you content that is new to you



Is this even possible?

- ✓ Soar envisions a world where all humans have instant accessible to great knowledge, the wisdom of the ages, with curation by AI and the wisdom of the crowds. But we believe that human talent and strengths develop best with the help of other human beings.
- ✓ As the SOAR mobile & voice library gets millions of users, we envision a "CONNECT ME" command so SOAR can connect you to a coach/expert on the topic you are learning about.
- ✓ Example: You are walking down the street listening to the COVEY LEADERSHIP playlist on your Alexa earbuds, as Stephen M.R. Covey teaches about trust. You say:

"Alexa, connect me to a coach."

"A FranklinCovey trained coach?"

"Yes"

"Now? Or schedule a call?"

"Now"

"Here you go. Dialing Janet now."



- ✓ By connecting our learning platform to our coaching platform (2,400 registered coaches) SOAR users can be assisted by the world's best coaches and experts just in the moment of need. ICF certified coaches, 7 Habits Facilitators, Gallup Strengths Coaches, IIN trained health & wellness coaches, WBECS trained executive coaches, Sandler Trained sales consultants, therapists, counselors, and more.