



Do more, be more, live more.

The challenge...

Managing communities is complex:

- Organizations struggle to consolidate their fundraising efforts, to launch events and to mobilize people without access to huge budgets and management teams
- Facebook, Twitter, Eventbrite and Instagram don't offer an integrated platform for projects
- Structural and procedural inefficiencies in conventional project management systems lead to revenue, energy and momentum loss, along with missed opportunities

The solution...

Our platform enables organizations to easily create and coordinate engaging activities, fundraisers and events for their communities -- all in one place.

In the face of erratic engagement, uncoordinated campaigns and missed impact, DIEMlife delivers a platform that performs perfectly so teams, members and communities can reach their personal or professional best.

We offer intuitive integration, through a Quest®-centric model that takes our clients from concept to completion.

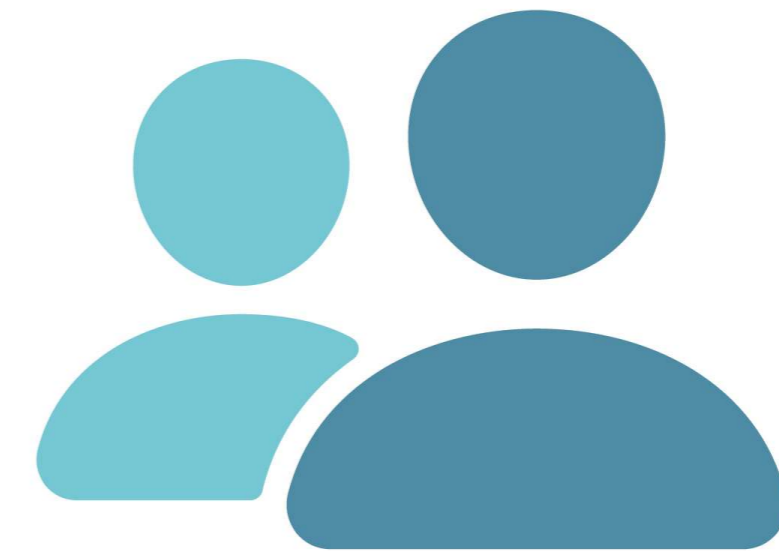
DIEMlife allows you to DIY your own:



**TEAM
FUNDRAISING**



**EVENT
TICKETING**



**COMMUNITY
MANAGEMENT**

How it works...

Create your own Quest

✓ Start with one-click

✓ Monetize as needed

✓ Connect channels

The screenshot shows the DIEMLIFE app interface. At the top left is the logo 'DIEMLIFE'. Below it is a large image area with a camera icon. On the left side, there is a profile section for 'YT Yve Tang'. Below the profile is a 'CONTENT' section with a 'QUEST DETAILS:' form. The form includes fields for 'Select a category', 'Enter Quest title', 'Enter description', and 'Add YouTube video URL (optional)'. At the bottom left, there is a 'MILESTONES' section. A large blue overlay with the number '01' and an upward arrow is positioned over the quest creation form.

The 'ADD LINK' dialog box contains the following elements:

- An 'ADD LINK:' label and a text input field with the placeholder 'https://example.com'.
- An 'ADD IMAGE:' label and a blue button with a camera icon.
- An 'ADD QUEST LINK:' label and a blue button with a magnifying glass icon.
- An 'ADD YOUTUBE LINK:' label and a text input field with the placeholder 'https://youtu.be/example'.

The 'LINK A QUEST' interface features a search bar at the top with a 'Done' button. Below the search bar is a list of quest items, each with a small thumbnail and text:

- Monday Mile
- Infinitus 2019
- img test
- Karate
- Get rid of lawn moles
- Postman's Quest #4

The 'UPLOAD A PHOTO' dialog box contains a large dashed-line box with a 'Choose Photo' button and a camera icon.

How it works...

Join a Quest

- ✓ Search by category
- ✓ Discover new goals
- ✓ Connect with friends or colleagues



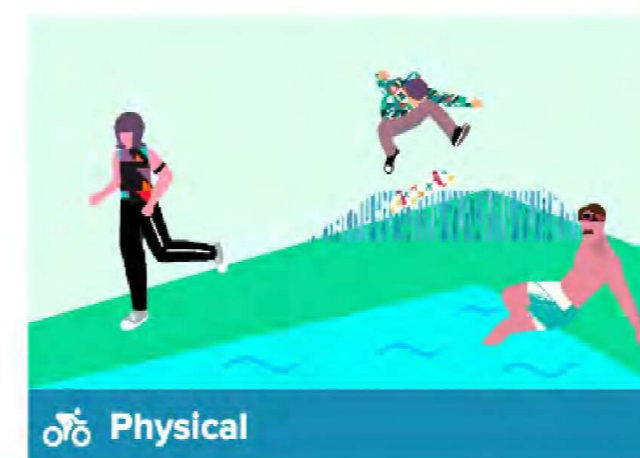
I'm looking for **Anything** in **Anywhere** !

Featured Quests[®]

Check out some Quests that have been really popular with our communities this week!



Try Quests in these Pillars!



Physical



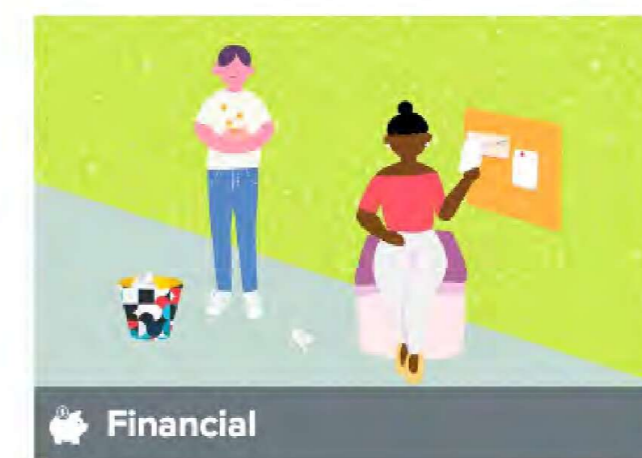
Mental



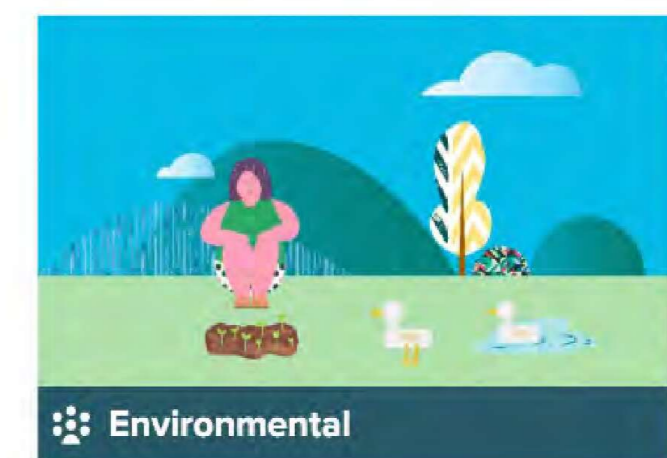
Social



Occupational



Financial



Environmental

How it works...





Track Progress

✓ Set goals

✓ Break down milestones

✓ Share activity

FESTIVAL LINE UP

01		FRI @ 12:20 PM // Doors open
02		FRI @ 12:30 PM // Kick-off party with Coaches Brendan & Kyle of Sweat from Home and sweat towel
03		FRI @ 12:55 PM // Musical Theatre Classics with Nicole // Music show // Need only your choice.
		FRI @ 1:10 PM // Classical Pilates Mat with Kelly // Workout // Need just a mat for



DIEMLIFE

SHARE

OPTIONS

60 MEMBERS

55% COMPLETED

STAY@HOME PALOOZA!

Created 2 months ago

DETAILS NEWSFEED

DIEMlife Quests

DiEMlife is thrilled to announce our upcoming Stay@Home Palooza – our first digital festival of movement, music and more to keep you and your loved ones healthy and happy while staying in your homes. This fundraising event will kick-off Friday May 1 with workouts, concerts, cooking shows, storytelling and more from our awesome group of talented friends and family sharing what they love as they work their hardest to stay afloat financially.

Stay@Home Palooza is a family friendly festival that will allow you to release endorphins, ease your mind, relieve stress, and connect with a community

How it works...

Fundraise

✓ Manage team fundraising







✓ Engage supporters

✓ Export reports

The screenshot displays a fundraising campaign interface. At the top, the DIEMLIFE logo is visible. The main image shows hands in blue gloves, with a 'SHARE' button on the left and an 'OPTIONS' button on the right. A progress bar indicates that \$34,370 has been raised out of a \$25,000 goal, with 'Backed 91 times' noted below. The campaign title is 'FEED THE FIRST RESPONDERS - COVID-19', categorized as 'FINANCIAL' with 9815 views, and it was created 3 months ago. Below the title are 'DETAILS' and 'NEWSFEED' tabs. A list of 90 members is shown, each with a profile picture and a contribution amount, such as \$5,000.00 and \$1,000.00. A 'GALLERY' section features three photos of medical staff and food preparation, with a link to '57 photos'. The DIEMLIFE logo and 'DIEMlife Quests' branding are at the bottom.

How we help...

Our full-circle features boost engagement exponentially.

						
Community Posts	✓	✓	✓	✓	✓	
Maps + Geo Tracking	✓	✓		✓	✓	
Team Fundraising	✓	✓	✓			
Competition Leaderboards	✓		✓			
Activity Tracking	✓					
Event Ticketing	✓					✓

The value we bring...

Organizations value our support in integrating their planning, processes and project completion.

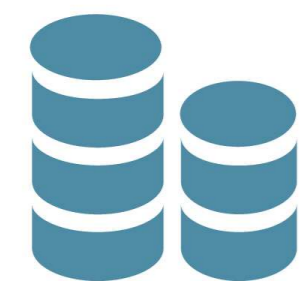
Today, we have four universities on annual subscriptions, and we have a growing arsenal of compelling use cases from nonprofits, companies, and individuals.



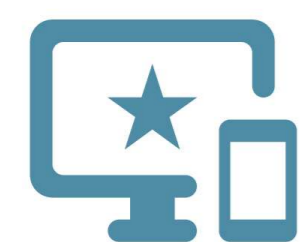
For crisis relief

Organizations and individuals use our fundraising and event ticketing features to connect their resources and raise money.

In 30 days, DIEMlife helped raise over \$100k for Covid-19 specific causes.



Revenue sources:
platform fees,
event registration fees



Key features:
team fundraising, event ticketing,
reporting, activity feed



Quest links: diem.life/covidnyc, diem.life/covidcuse

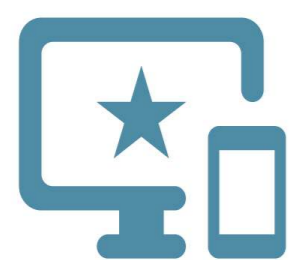
For business improvement districts

City organizations use our community building features to unify their members and support local businesses.

In less than 24 hours, Think Local Little Falls launched and exceeded their fundraising goal to support their community members.

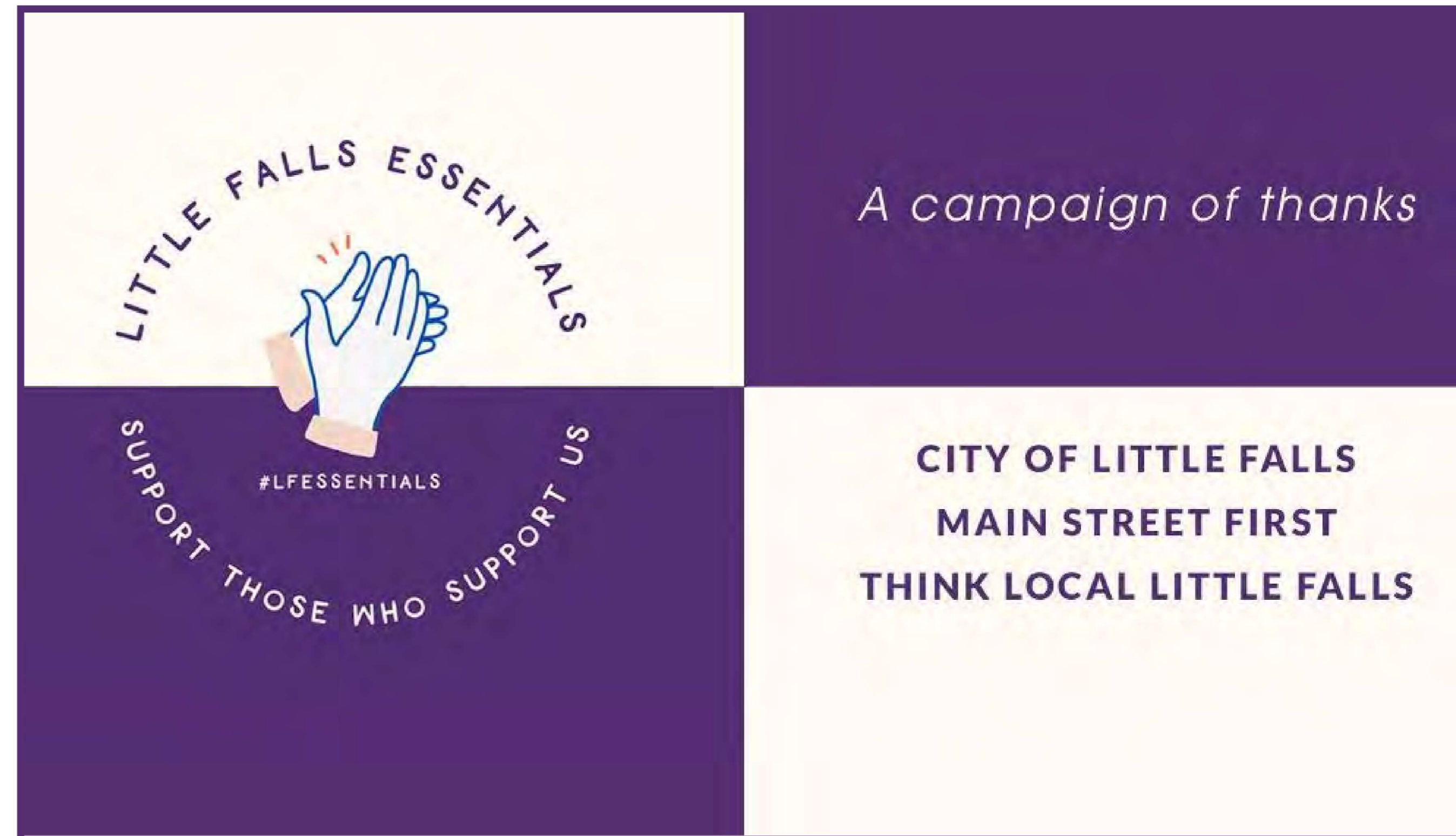


Revenue sources:
startup subscription,
platform fees



Key features:
fundraising, progress tracking,
activity feed, gallery

Quest links: diem.life/lfessentials



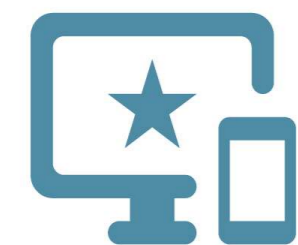
For wellness initiatives

Universities and colleges use our Quest building features to create and launch public health campaigns.

After a successful pilot launch, Syracuse University will take their Monday Mile Quest nationwide this year.



Revenue sources:
pro subscription,
event registration fees
platform fees



Key features:
prompts, notifications
messaging, leaderboards,
activity feed

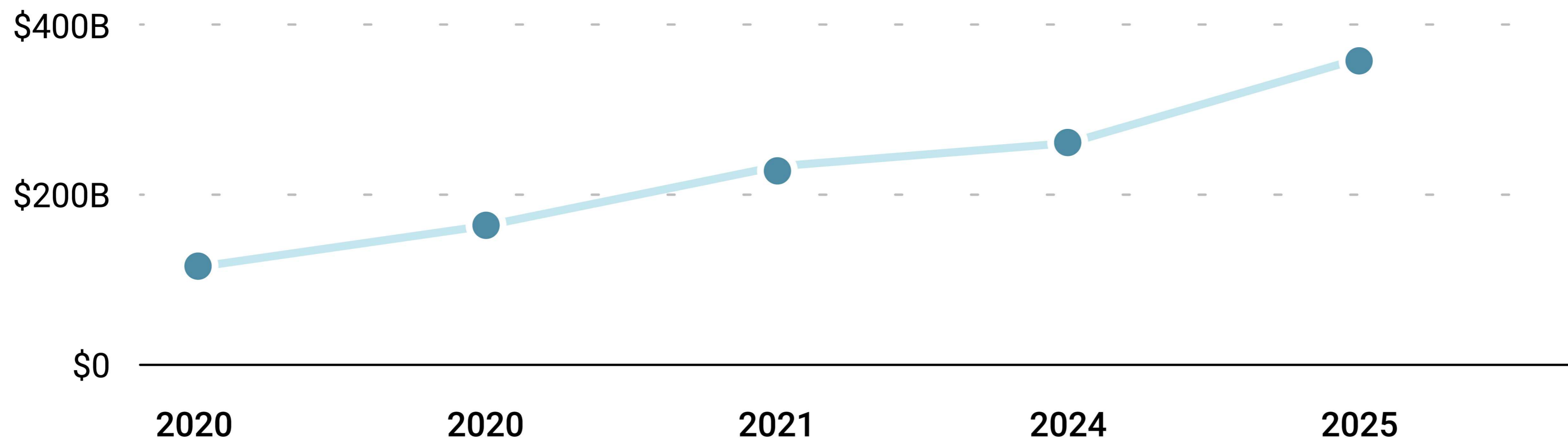


Quest links: diem.life/mondaymile

What we're investing in...

\$371 BILLION DIGITAL HEALTH MARKET OPPORTUNITY BY 2025

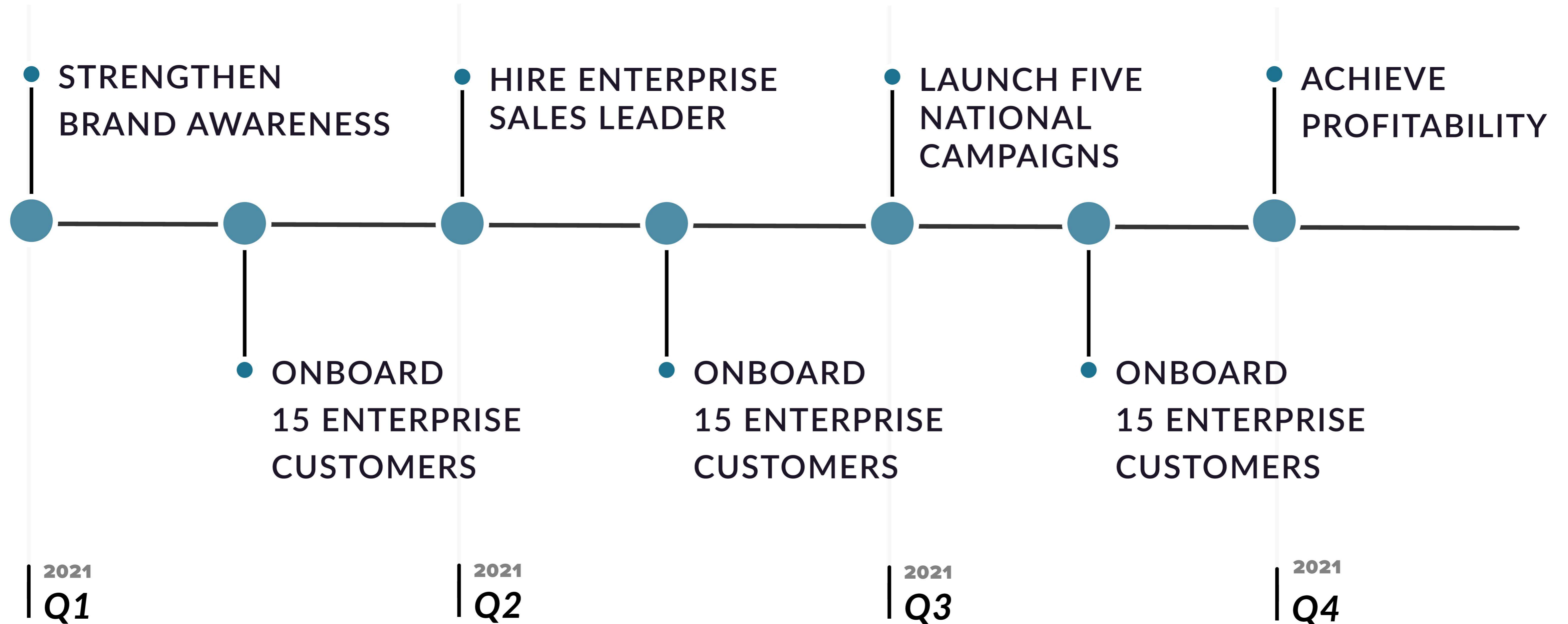
GROWING AT A BLISTERING **28.5%** CAGR (2020-2025)*



*Projections not guaranteed, Research based on Global Market Insights Digital Health Market Share Trends 2020-2026 Growth Report

Where we're headed...

In 2021 we aim to:



*Projections not guaranteed

How we will use funds...

Raising \$1m seed round

Use	Amount
Sales & Marketing	\$250k
Development	\$300k
Partnerships	\$250k
Admin, Legal, Ops	\$200k
TOTAL	\$1m

Provides 18 months of runway

Who we are...



Timothy Midgley
Co-Founder & CEO

20 years of tech startup and corporate experience.
Previously at AMEX, Jact Media, AXA.

Ultra endurance enthusiast -- has completed some of the world's toughest races.



Yoo-Sun Park
Co-Founder & CLO

Juilliard-trained performer.
Coach experienced in fitness and personal development.

"Elevating the Alum" creator and event producer.



David Tuttle
VP of Engineering

Passionate software developer for both end-user applications and internet scale scale backend systems.

B.A., computer science from Harvard University.



DIEMlife translates effort into outcomes, searches into success stories, and makes teams triumphant.

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Timothy Midgley
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