ALPHA STARTUP

websummit

LISBON, NOVEMBER 7-10, 2016

2Gather

Come together

Pitch Deck

November 2016

2Gather

2Gather is the ultimate place for people to organize, collaborate, and share experiences together in a fun, easy, and smart way.

2Gather

The Problem

Planning gatherings can be stressful and complicated!

Technology is great, but can sometimes disconnect us ☹

Let's gather together better.

2Gather

The Solution

A service for people to **go out and see each other**

Smart solutions to quickly tell about **availability or ETA**

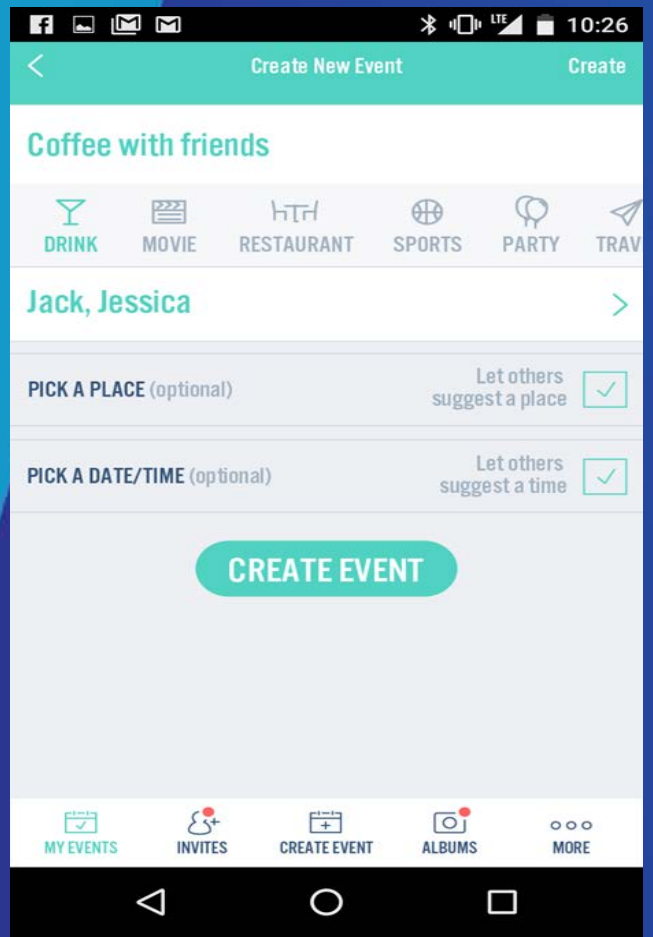
A fun and easy way to **plan events** with friends, family, teammates, co-workers and so on

One single place to **view all discussions, photos, videos, trip details…**

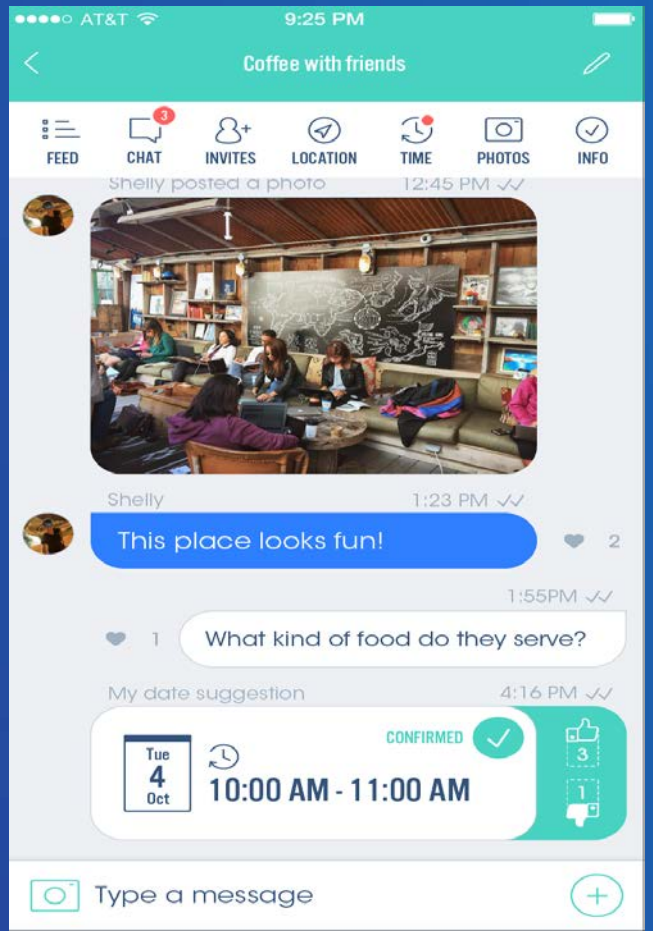
2Gather

Our App

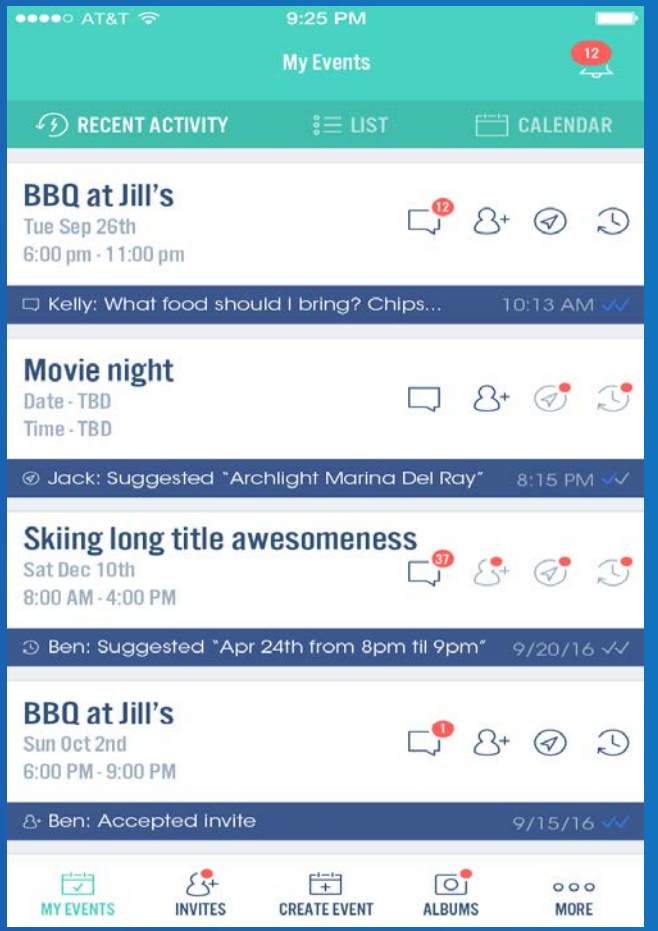
1 / Plan the Event



2 / Live The Event



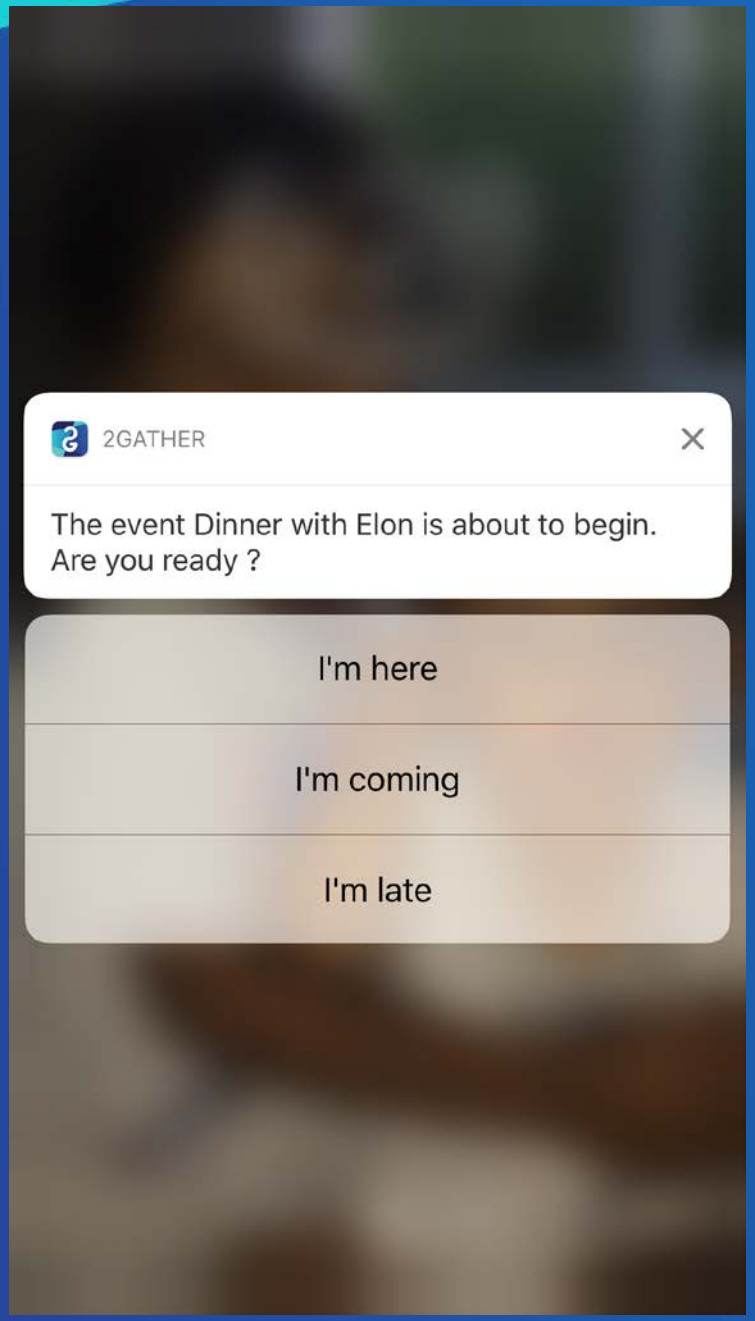
3/ Re-live The Event



3/ Re-live The Event

2Gather

Smart Notifications



2Gather

Market Size

1.7 billion

Facebook

1 billion

WhatsApp

250 million

Event Apps

2Gather

Competition

2Gather

Business Model

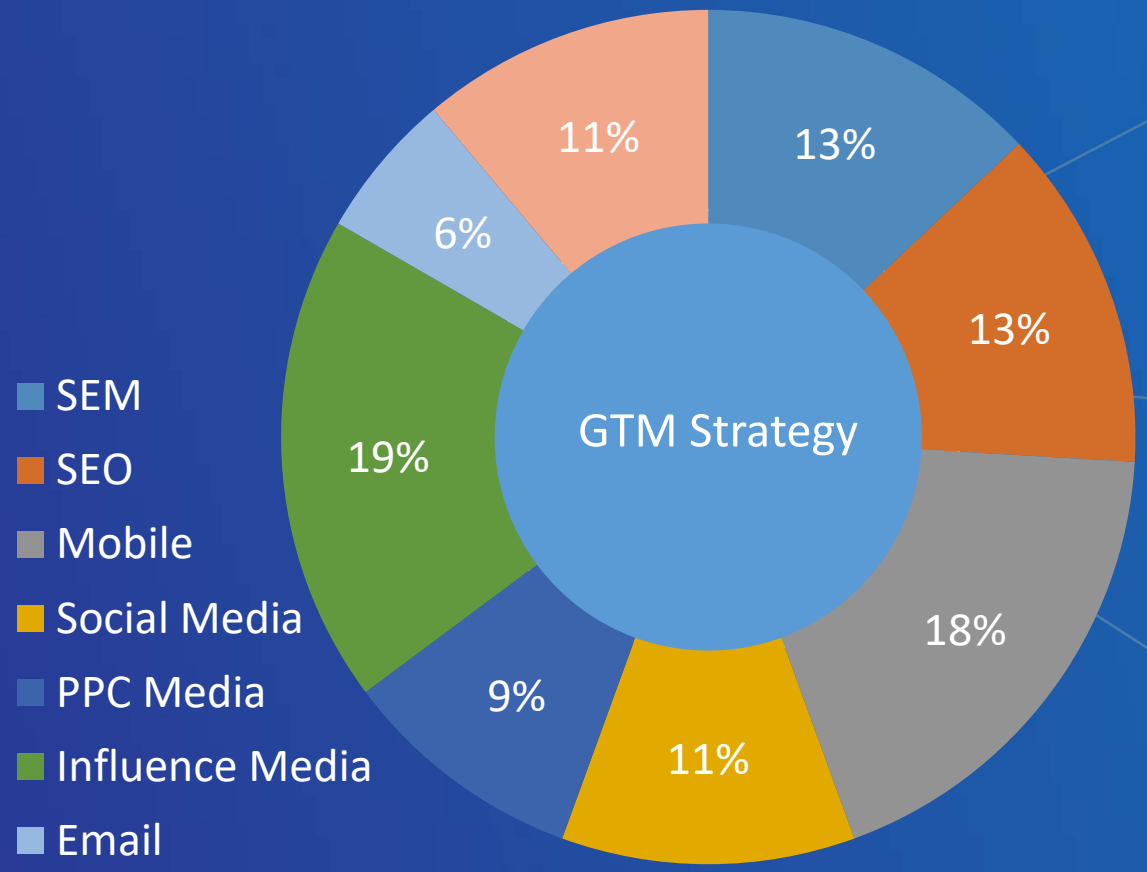
- Subscription Based
- Extra Planning Services
- Patient & Customer Management

- Commission Based
- Artificial Intelligence
- More Lifestyle

2Gather

GTM STRATEGY

Media Budget



Internal

- Schedule
- Media Plan
- Bios
- SWOT Analysis
- Team Training

Media

- Marketing Materials
- Deck
- Video
- Press Releases
- Short/Long Pitches

External

- Incentive Program
- Key Messages
- Peer Review
- Trade Show Materials
- Social Media

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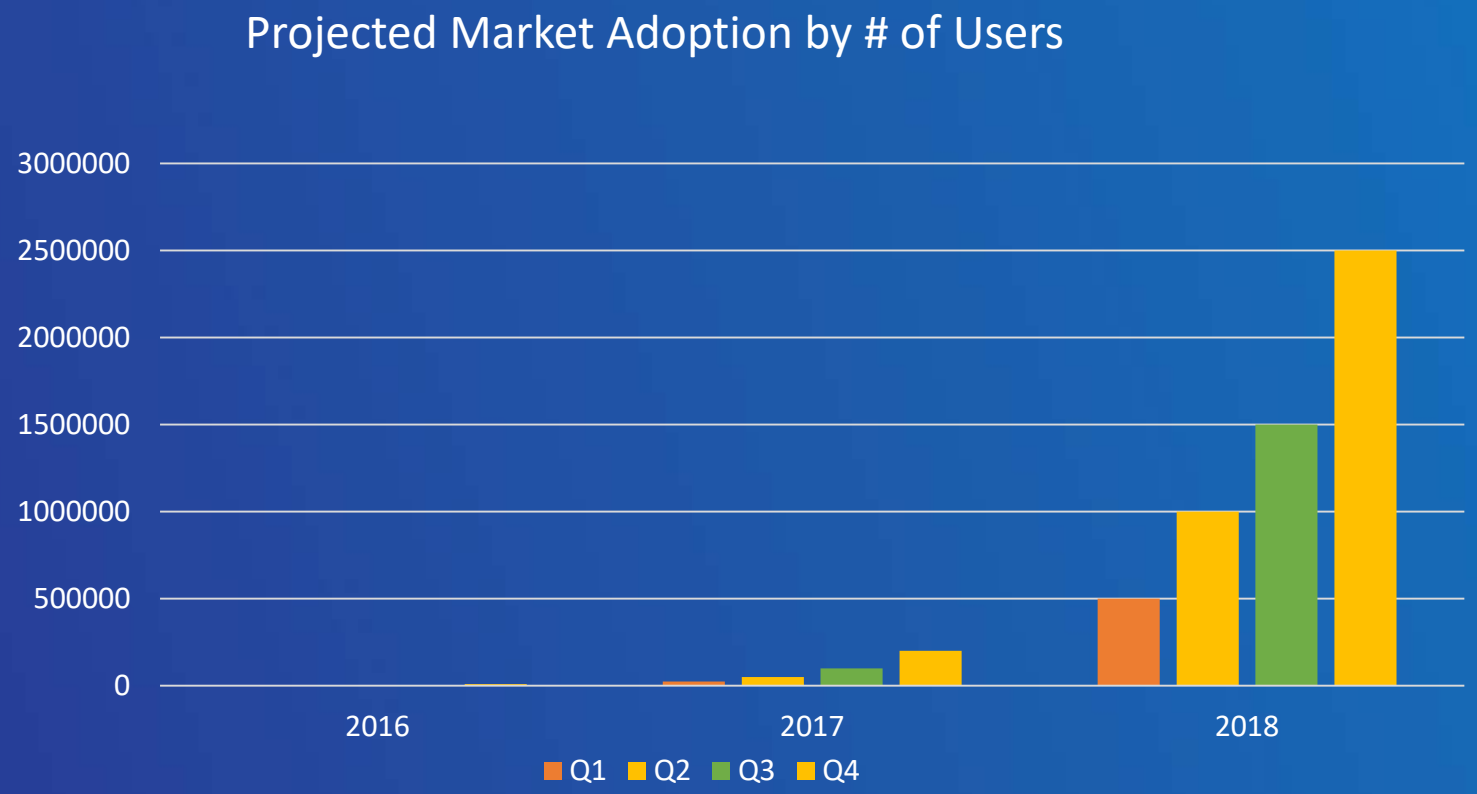
Traction



2Gather

Team

Benjamin Bellity (34)
CTO
Tech entrepreneur (10 yrs)
& HP BI Analyst (6 yrs)
Tech fan, UX maniac, Bug Hater, Data & Travel Lover

Michael Bensemhoun (48)
CTO
Entrepreneur (30 yrs)
Early Adopter, Globe Trotter, Company Builder, Art & Car Lover

FRANCE TEAM

Arnaud Verrier
Head of Dev, Cloud, iOS
Zakaria Zhouri
Android Dev
Norman
FR Community Manager

US TEAM

Jeff Donnelley
Marketing manager
Vietca Do
Marketing Assistant
Karen Murphy
UX Designer
Shelly Rollandson
UI Designer

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Appendix

Pitch Deck
November 2016

FAQs

1. What is your app?

- 2gather is a smart social planning application that helps anyone wanting to organize events of any size. Easily collaborate and plan everyday events and gatherings for family, friends, and associates.

2. Why should I use your app?

- 2gather is a truly integrated planning solution which equates to better, more efficient event and social planning. Why use multiple programs to plan time together when you can use just one? 2Gather is the one-stop shop for your planning needs.

3. How is your app different from the other apps on the market?

- 2gather allows you to group chat privately, collaborate on decisions like times, dates, and locations, and you can share information like ETAs, photos, and rich media from the event. We are a best-in-class solution and a completely integrated app for all your daily and event and planning needs.

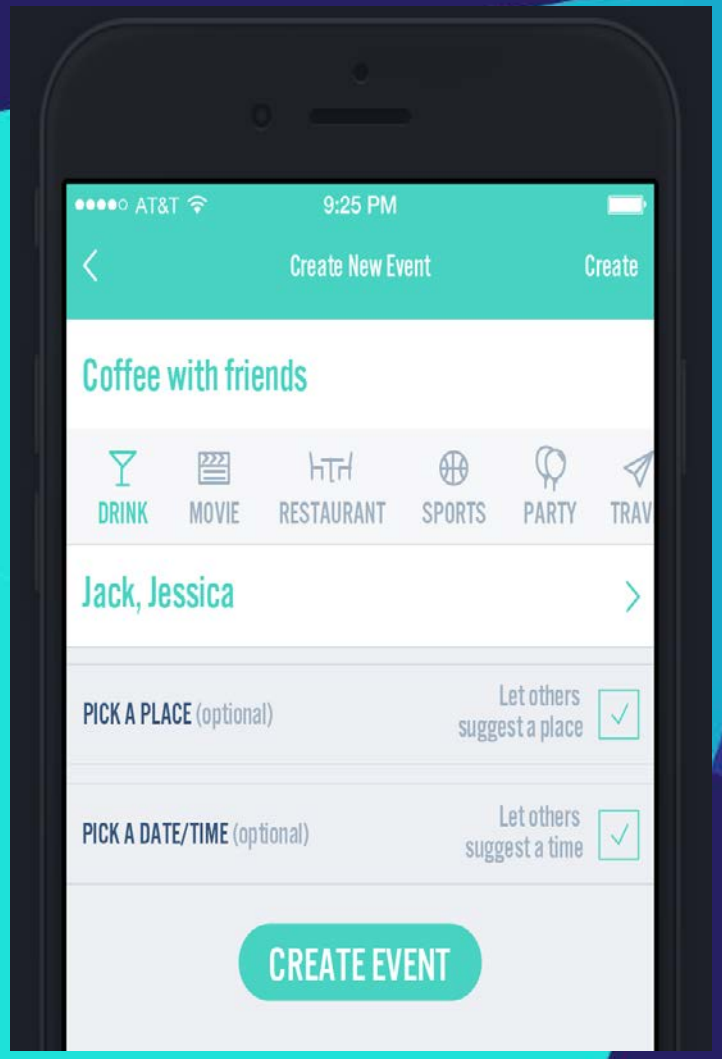
4. Can I still include my friends in the planning process even if they don't have the app?

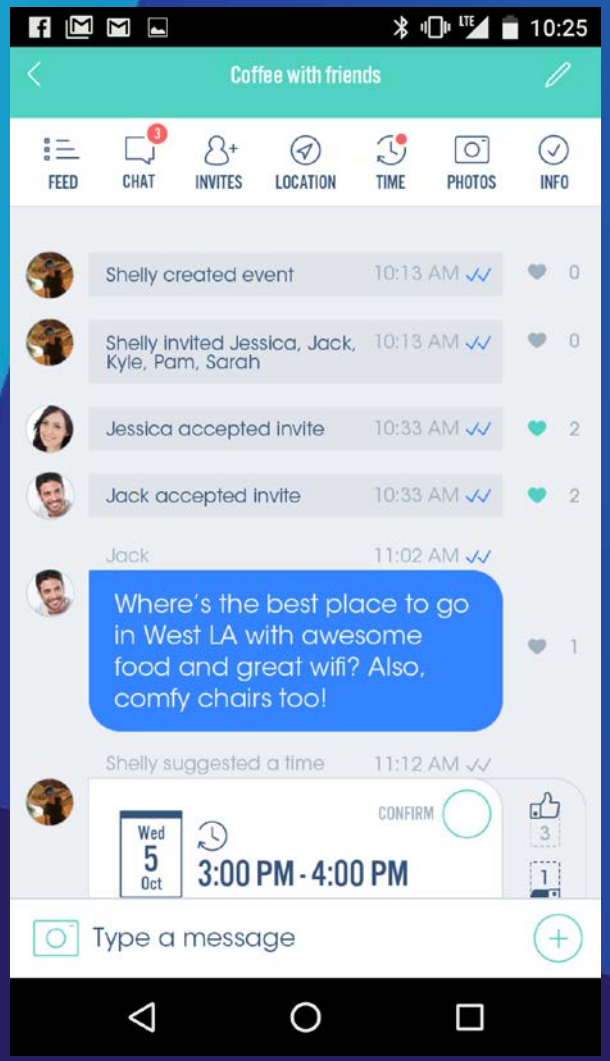
- Yes, they can! 2gather will send them any group text messages via SMS; however, to take full advantage of features like polls and media sharing, they must use the app. After they see what a great experience you had using the app, they'll come around eventually!

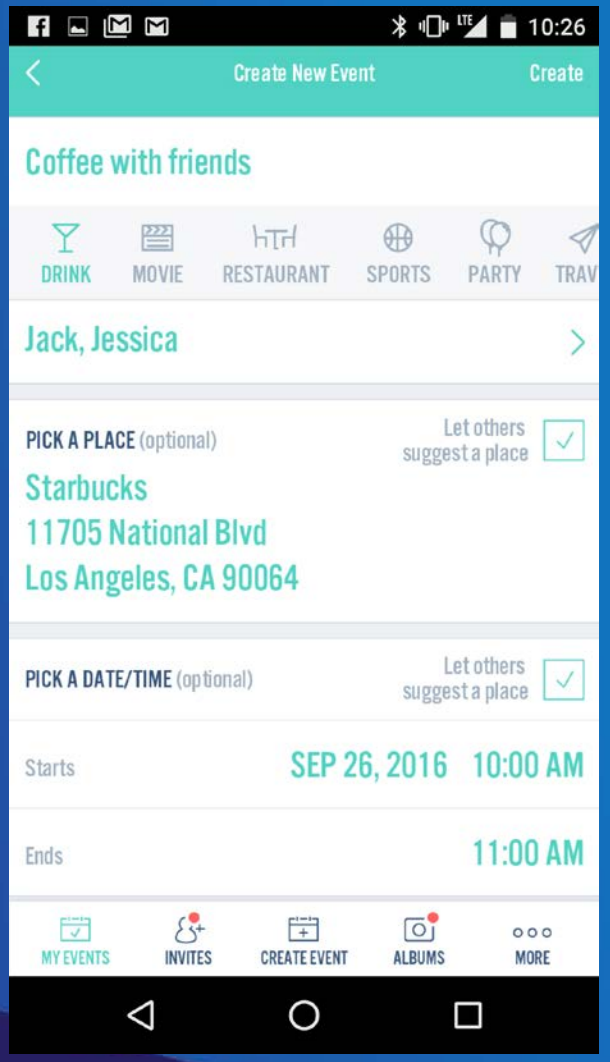
5. How much does it cost to use your app?

- 2gather is free to use for everyone! All standard features are available at no cost to the consumer, but we do offer premium features that are meant for businesses and large scale events. Let me know if you're interested in learning more about that option.

Screen Shots







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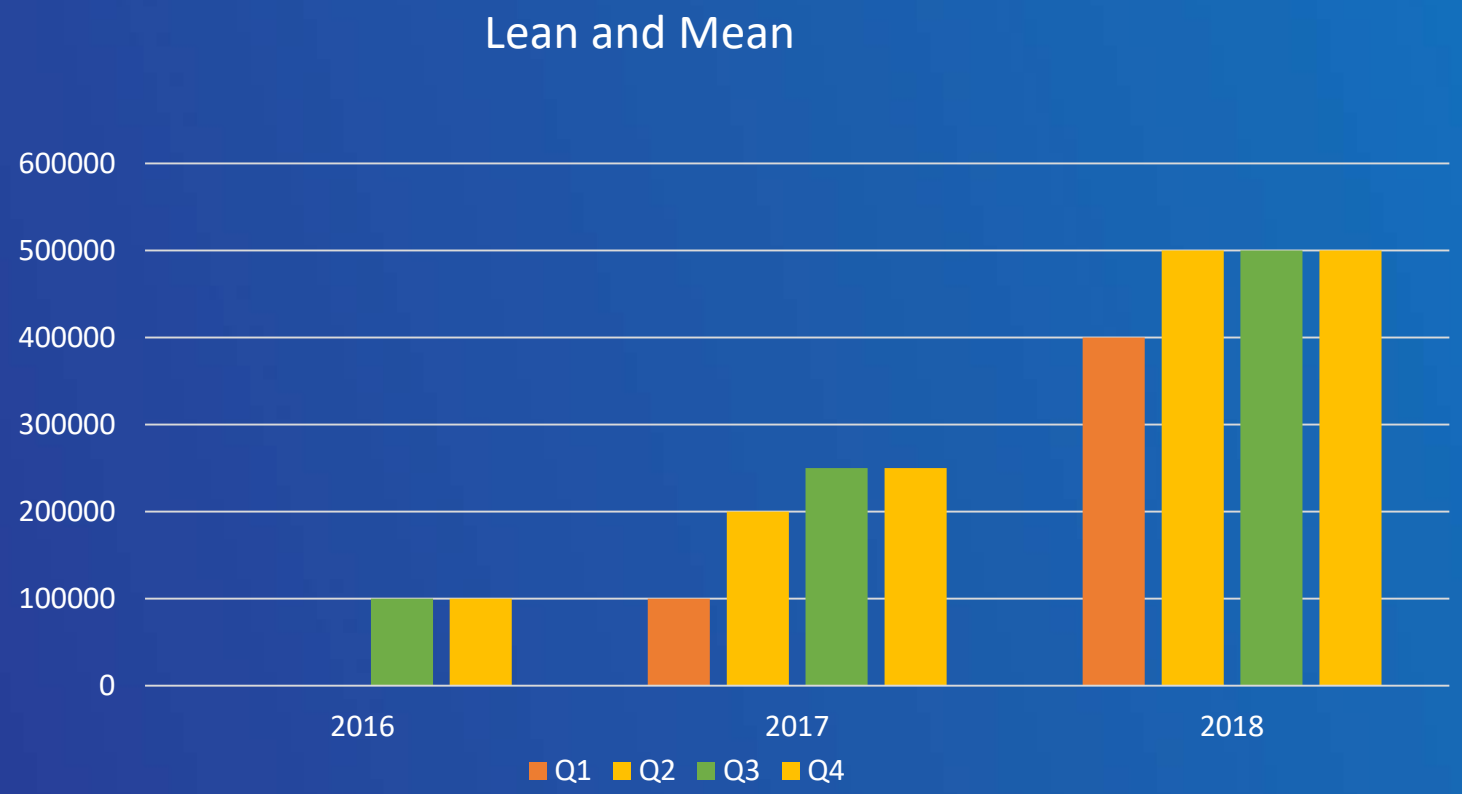
Cash Burn Rate