THE NETWORK OF ALUMNI NETWORKS

Better introductions and reviews from likeminded university grads

unicircles.com

one stop for things to do and places to go socially and professionally
PREMISE: Private Exclusive Facebook+LinkedIn

*People want Privacy and Exclusivity, and incumbent Social Networks do not offer this.*

*Within the privacy of their Circles, most people want to showcase what they like to recommend (the virtual bookcase).*

*There is no point in having vertical specialized networks: integrated offerings always win (and recommendations are better).*

Unicircles is connecting all Universities and all University alumni globally.
WHY: TRUST GAP ON SOCIAL NETWORKS

1. It is difficult to find credible recommendations and reviews from real people with similar taste

   “Toplists are great but want to see relevant ones”

2. Alumni do not easily find likeminded people to spend time with after University graduation

   “Reviews are not from my peers and I really don’t trust them”

3. Global sharing across Universities and Academic hubs is not enabled by the existing Alumni Networks

   “I don’t have the same taste as my friends”

AND 4: MORE USERS OF SOCIAL NETWORKS HAVE BIG CONCERNS ABOUT WHAT HAPPENS WITH THEIR PRIVATE DATA
AND: EXPONENTIAL GROWTH IN THINGS TO DO

The time available in a day remains constant.

1975

1975

2016

2016

We used to have a lot of time and nothing to do...

Rapid growth of: Things to Do – Content to Consume – Activities to Enjoy

Ever increasing gap between opportunity and available time...

THE TIME AVAILABLE IN A DAY REMAINS CONSTANT

TIME HAS BECOME THE RESOURCE CONSTRAINT

SO WHAT BEST TO DO WITH OUR PRECIOUS TIME ON THIS PLANET?
UNICIRCLES IS A NETWORK OF ALUMNI FROM TOP UNIVERSITIES, WITH TWO MAIN OBJECTIVES:

1. connect alumni who don’t yet know each other
2. recommend better quality things to do for this global community

USING TWO PROPRIETARY TECHNOLOGIES:

1. match engine for alumni preferences & characteristics
2. powerful cross-category recommendation algorithm
WHAT ARE THE UNICIRCLES USPs?

Connecting alumni across global top 500 universities
- Facilitate sharing, meetings, dating, mentoring, investing.
- Become the de-facto global alumni network
- Allow sub groups, such as the BCG Alumni Network

1. BETTER INTRODUCTIONS
   Targeted Intros & Match Engine

2. BETTER RECOMMENDATIONS
   Personalized & Shared Toplists

3. BETTER GLOBAL COVERAGE
   Global newsfeed and check-ins of traveling alumni

Stanford U: 218,882 alumni
⇒ Top 500 schools: ~50M

Global 1%
Up to 50% of all wealth (CS wealth report 2015)

AND 4: UNLIKE INCUMBENT SOCIAL NETWORKS, WE DO NOT SELL USER DATA TO AD AGENCIES, AND OUR SERVERS ARE BASED IN GERMANY FOR ADDITIONAL PRIVACY IN AN UNSECURE WORLD
FUNCTIONALITY DEDICATED TO ALUMNI

USPs
- ONE DEDICATED GLOBAL NETWORK FOR ALUMNI FROM TOP UNIVERSITIES
- WORK AND PLAY
- TOP PICKS FROM YOUR PEERS
- FIND A BETTER MATCH
- ONLINE AND OFFLINE

ONE STOP • MORE EXCLUSIVE • MORE PRIVATE

STARTING IN 2007 – THE UNICIRCLES TEAM DEVELOPED AND INTEGRATED FEATURES THAT REMAIN SEPARATE AT THESE INCUMBENT NETWORKS
FOUR RECOMMENDATION CATEGORIES

**MEDIA:**
- CINEMA
- LITERATURE
- TV & VIDEO
- MUSIC
- NEWS & OPINIONS

**UNICIRCLES PERSONALIZED RECOMMENDATION PLATFORM**

**PEOPLE:**
- ALUMNI GROUPS
- EXTEND YOUR ALUMNI NETWORK
- MENTORS
- FIND YOUR MATCH

**PLACES:**
- EVENTS
- PLACES TO STAY
- NIGHTLIFE
- ACTIVITIES
- CHECK INS

**INNOVATION:**
- STARTUPS
- COFOUNDEES
- INVESTORS
- RESEARCH
- JOBS

Example Event
PERSISTENT COLLABORATIVE TOP LISTS

12 sub categories with toplists to network and discover
LEVERAGING WEB SERVICES FROM...

LinkedIn and Facebook:
- Invitations
- Sharing

Unicircles Personalized Recommendation Platform
- Content for Movies, Music, Books, TV Shows
- AWS Storage

Google:
- Places API
- YouTube Videos
- Sign Up / Contact Email Addresses

MetaCritic / IMDB:
Media Reviews from Top Critics

Unicircles reviews augmenting partner content:
# SELLING POINTS VS. Facebook / LinkedIn?

<table>
<thead>
<tr>
<th>USP</th>
<th>Unicircles</th>
<th>Facebook</th>
<th>LinkedIn</th>
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<tbody>
<tr>
<td>Recommendations &amp; Toplists</td>
<td>⬤</td>
<td>⬤</td>
<td></td>
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<tr>
<td>Introductions &amp; Taste Match</td>
<td>⬤</td>
<td>⬤</td>
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<tr>
<td>Exclusive Focus University Alumni</td>
<td>⬤</td>
<td>⬤</td>
<td></td>
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<tr>
<td>Privacy Guaranteed &amp; No Ads</td>
<td>⬤</td>
<td>⬤</td>
<td></td>
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<tr>
<td>Combining Social &amp; Professional</td>
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</table>
SUBSTANTIAL MONETIZATION OPPORTUNITY

TARGET SEGMENT: UNIVERSITY ALUMNI

50M best educated globally …
with unique preferences for media content and activities …
and interest in intellectual dialogue …
controlling a substantial share of all global household wealth

Up to $100T in global wealth

OPTIMIZE YOUR SOCIAL AND PROFESSIONAL LIFE

Unicircles Social Recommendations

AI ENGINE
TasteMatch©

Ecosystem Partners
1. Content owners
2. Recruiters
3. Event Venues
4. Investors
5. Startups
6. Places to stay
7. Places to eat
8. Places to enjoy
9. News agencies
10. Others TBD

Commission Based Business Models

unicircles
TWO APPLICATIONS LIVE SINCE Q1 2016

Mobile App (small form factor – full functionality)
Since mid May 2016

Full screen Web / iPad Application
Since March 2016

IN THE CLOUD – SERVERS IN GERMANY
LANDING PAGE WITH DEDICATED NEWSFEEDS

Your personalized newsfeed

 Invite friends to Unicircles

Kevin Male
Invite
Mohan Lal Singla
Invite
Manohar
Invite
Patricia Salabi
Invite
Henk Buiting - Email
Invite

You may know

Menno Dobber
Invite
Awaits Qasim
Invite
Aman Midha
Invite
Naseem Haider
Invite
Sarrazz Ahmad
Invite

Fan (2016)

In a world of labels it's easy to forget who made sportsmen, pop singers and matinee Ids...

Rating
17%
Ranking
203
Ratings
3

SRK acted in this movie after a long time. Good movie must watch, from my side its 4 star movie!

Reviewed by
Reviewed by

Kathputti / puppet show (2016)

Kathputti is a string puppet theatre, native to Rajasthan. India, and is the most popul...

Rating
83%
Ranking
2
Ratings
1

A fit funny that puppet show was one of means of entertainment for Maharaja of Jaipur, Rajasthan. Swet Mani Sringh along with her queen used to watch this show in their leisure...

Rated 5 stars by
Review by

Marie Antoinette (2006)

"All eyes will be on you," says the Austrian Empress, Maria Theresa to her youngest dau...

Rating
65%
Ranking
423
Ratings
1

This film won't move you - it has no emotional pull or important message - but its artistry might just delight you. Revel in the costumes, sets, and cinematography, and learn a...
Join your University Chapter

Stanford University
- Ranking: 1
- Members: 2

Massachusetts Institute of Technology
- Ranking: 1
- Members: 0

California Institute of Technology
- Ranking: 1
- Members: 0

Harvard University
- Ranking: 1
- Members: 1

Undergraduate Programs

Stanford University
- Ranking: 1
- Members: 1

Social Sciences (Graduate)

Physical Sciences (Graduate)

Recommended
Jurg Maier

I have a passion for IT and technical Gadgets. I work as a Global Account Manager for a Software Company.

Jurg joined University Circles in 2016, speaks German and English, has 3 alumni in his network, rated 21 items, and has achieved Unicircles Critic status.

Based in San Francisco
Also frequents San Francisco

Jurg is ambassador of:
San Francisco United States
St Gallen Business schools (Graduate Program)

Universities Attended

- Bern University Of Applied Science
  Undergraduate Programs
- University Of St Gallen
  Business Schools (Graduate Program)

Similarity: 67%

- Literature
  - Business (69%)
  - Science & Nature (15%)
  - History (8%)
  - Food & Drink (8%)

85% MONEY Master the Game: 7 Simple Steps to Financial Freedom (2014)
- Business
  Tony Robbins has coached and

85% Head Strong: The Bulletproof Plan to Activate Untapped Brain Energy to Work Smarter and Think Faster—in Just Two Weeks (2017)
- Book
  From the creator of Bulletproof Coffee and author of the bestselling The Bulletproof Diet

70% Human + Machine: Reimagining Work in the Age of AI (2018)
- Business
  AI is radically transforming business. Are you ready? Look around you. Artificial Intel...
GROUPS PAGE AND CATEGORY SELECTOR

Join your Alumni Organization

Business Association of Stanford Entrepreneurial Students
Latest Chapter Members

Community of European Management Schools and International Companies
Latest Chapter Members

SAMBAPlus
Latest Chapter Members

Delftsh Studenten Corps
Latest Chapter Members

Goldman Sachs

McKinsey & Company

BCG

Oxford and Cambridge Society of India

INSEAD Alumni Association Brazil
Album ratings by everyone

Frozen Paradise (2013)
Rating: 60%
Ranking: 48
Ratings: 1
Last thumbs up by: Imdad
New Delhi, India

To Be Loved (2013)
To Be Loved is Michael Bublé's 7th studio album, featuring 4 original songs and classic...
Rating: 94%
Ranking: 171
Ratings: 1
Last thumbs up by: Ralf
Berlin, Germany

American Life (2003)
Rating: 60%
Ranking: 70
Ratings: 1
Last thumbs up by: Imdad
New Delhi, India

True Blue (1986)
Rating: 60%
Ranking: 82
Ratings: 1
Last thumbs up by: Imdad
New Delhi, India

Dangerously In Love (2003)
Rating: 60%
Ranking: 120
Ratings: 1
Last thumbs up by: Imdad
New Delhi, India

Turning Point
UNIQUE PROPRIETARY PLATFORM

Sharing all-time top picks and new release reviews across all global metro, academic, corporate hubs

Intuitive user experience on all devices based on latest UIX research

Privacy guaranteed through no-ad business model and server location in Germany

Step change improvement in recommendations through self-learning AI
OUR CORE COMPETENCIES

✗ Social recommendation sites are unstructured; just offering a newsfeed
✗ Mainstream advice not by ‘people like yourself’, and collaborative algorithms on existing social sites suffer from garbage in – out
✗ Incumbent sites suffer from first mover disadvantage
✗ Existing social sites abuse user privacy through targeted ads

1. **More structure:** category specific top-lists by group, metro, university, field, age, segment, etc...

2. **More intelligence:** algorithms and machine learning powering real-time personalized recommendations

3. **More agility:** new use cases are frequently released on the platform: e.g. swap mixtapes & targeted newsfeeds

4. **More trust:** users know that their private information will not be sold to big companies or released to the NSA
STEP CHANGE COMPETITIVE ADVANTAGES

Proprietary matching and recommendation AI

One stop for things to do and places to go socially and professionally

USPs
1. Recommendations
2. Multi-category
3. Privacy (no ads)
4. Exclusivity
5. Ease of use
COMPELLING MARKET AND BUSINESS MODEL

TARGET SEGMENT: UNIVERSITY ALUMNI

50M best educated globally
... with unique preferences for media content and activities
... and interest in intellectual dialogue
... controlling a substantial share of all global household wealth

Launch: 2016

Premium Subscription

50M x 10% premium x $100 /year = $500M
Allows contacting anyone on the network for recruiting, dating, research, job search, entrepreneurship, other

Media Commissions

50M x 1 purchase / 3 months x $2 = $250M
One click purchases on Amazon and iTunes are already enabled. Other providers planned.

Event Commissions

50M x 1 purchase / 2 years x $10 = $250M
Sponsoring music and movie festivals, cinema, and events organized by Unicircles members

$1B opportunity by mid 2019

NEXT: UNICIRCLES PLACES (TRAVEL – FOOD – REAL ESTATE)
NEXT STEP: LAUNCH MARKETING STRATEGY

2016

I. Launch at Universities around San Francisco, Zurich, Berlin
   • Recruit Unicircles Ambassadors (equity for 1000+ new members)
   • Members get complimentary Premium Status for each accepted friend invitation

2017

II. Partner with smaller scale incumbent networks
   • University alumni associations (Stanford, ETH, CEMS, SAMBA)
   • Corporate alumni organizations (BCG, McKinsey)

III. Recruit Big Recruiters at Leading Campuses
   • Recruit student and alumni job applicants to Uncircles
   • Emphasize both campus and industry hires to recruiters
   • Undercut LinkedIn pricing model

IV. Press Campaign
   • Blogosphere, University Magazines, Entrepreneurial Magazines
   • Academic celebrity support (proponents of international collaboration)
   • Support charitable giving (partner Room to Read)
   • Promote Big Music & Movie Festivals (partner Ticketmaster, Airbnb)
UPSIDE REVENUE PROJECTION

YOUTOO INC. UNICIRCLES REVENUE ($M)

2018
$250

2019
$281
$188
$300
$375

Premium Media Tickets Places
FUNDING NEEDS

Structure: Youtoo, Inc. Delaware Corp.

Total raised: $300k (seed round)

Series seed: $50k for beta launch (100% committed)

Series-A: $5M for global launch ($20M valuation)
VERY EXPERIENCED TEAM

CEO
• Former BCG and Deutsche
• 12 years Strategic Sales
• Stanford & Delft

VP of Engineering
• Expert in RoR and UIX
• 10+ years experience

Head of Business Development & Sales
• Various Candidates in SF / Zurich

Angel Investors & Advisors
• Founder $10B AUM hedge fund
• Mathematics Professor
• Associate Professor OR

CONTACT: ir@unicircles.com
WOULD YOU LIKE TO...

... meet someone interesting from a leading university on your next business trip?

use case #1
WOULD **YOU** LIKE TO...

... find book and movie recommendations from people more like yourself?
WOULD YOU LIKE TO...

... instantly exchange your top books, movies, startups, etc.
while meeting a friend?

use case #3
WOULD YOU LIKE TO...

... have more control of your to watch – read – listen lists, without privacy concerns?

use case #4
WOULD YOU LIKE TO...

... connect with other alumni from leading global schools to discuss global news, research, entrepreneurship, or just have fun?
## ASSUMPTIONS

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Univ's</th>
<th>Users per</th>
<th>Users</th>
<th>%</th>
<th>Prem Users</th>
<th>Media</th>
<th>Events</th>
<th>Places</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>10</td>
<td>5000</td>
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<td>10%</td>
<td>5,000</td>
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</tr>
<tr>
<td>2017</td>
<td>50</td>
<td>10000</td>
<td>500,000</td>
<td>10%</td>
<td>50,000</td>
<td>2,000,000</td>
<td>250,000</td>
<td>125,000</td>
</tr>
<tr>
<td>2018</td>
<td>150</td>
<td>50000</td>
<td>7,500,000</td>
<td>10%</td>
<td>750,000</td>
<td>30,000,000</td>
<td>3,750,000</td>
<td>1,875,000</td>
</tr>
<tr>
<td>2019</td>
<td>500</td>
<td>75000</td>
<td>37,500,000</td>
<td>10%</td>
<td>3,750,000</td>
<td>150,000,000</td>
<td>18,750,000</td>
<td>9,375,000</td>
</tr>
<tr>
<td>2020</td>
<td>1000</td>
<td>75000</td>
<td>75,000,000</td>
<td>10%</td>
<td>7,500,000</td>
<td>300,000,000</td>
<td>37,500,000</td>
<td>18,750,000</td>
</tr>
</tbody>
</table>

### Dates / Jobs
- Premium: 1 per 10 users
- Purchases: 4 per user
- Tickets: 1 per 2 users
- Hotel Bookings: 1 per 4 users

<table>
<thead>
<tr>
<th>YEAR</th>
<th>Premium</th>
<th>Media</th>
<th>Tickets</th>
<th>Places</th>
<th>REV ($M)</th>
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<tbody>
<tr>
<td>2016</td>
<td>$0.5</td>
<td>$0.4</td>
<td>$0.9</td>
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<td>2017</td>
<td>$5</td>
<td>$4</td>
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<tr>
<td>2018</td>
<td>$75</td>
<td>$60</td>
<td>$38</td>
<td>$56</td>
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<tr>
<td>2019</td>
<td>$375</td>
<td>$300</td>
<td>$188</td>
<td>$281</td>
<td>$1,144</td>
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<tr>
<td>2020</td>
<td>$750</td>
<td>$600</td>
<td>$375</td>
<td>$563</td>
<td>$2,288</td>
</tr>
</tbody>
</table>

### MARGIN PER
- Dates / Jobs: $100.00
- Purchases: $2.00
- Tickets: $10.00
- Hotel Bookings: $30.00