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

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

2016

Ever increasing gap between opportunity and available time...

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

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

Target Audience
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

<table>
<thead>
<tr>
<th>EXCLUSIVE NETWORKING</th>
<th>PROFESSIONAL CONNECTIONS</th>
<th>SOCIAL INTERACTIONS</th>
<th>FIND YOUR MATCH</th>
<th>PERSISTENT TOPLISTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASmallWorld</td>
<td>LinkedIn</td>
<td>Facebook</td>
<td>match.com</td>
<td>Pinterest</td>
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</tbody>
</table>

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

1. MEDIA:
   • CINEMA
   • LITERATURE
   • TV & VIDEO
   • MUSIC
   • NEWS & OPINIONS

2. UNICIRCLES PERSONALIZED RECOMMENDATION PLATFORM
   • ALUMNI GROUPS
   • EXTEND YOUR ALUMNI NETWORK
   • MENTORS
   • FIND YOUR MATCH

3. PLACES:
   • EVENTS
   • PLACES TO STAY
   • NIGHTLIFE
   • ACTIVITIES
   • CHECK INS

4. 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...

Unicircles reviews augmenting partner content:

- LinkedIn and Facebook:
  - Invitations
  - Sharing

- Unicircles Personalized Recommendation Platform:
  - Content for movies, music, books, TV shows
  - AWS Storage

- Amazon:
  - Content for movies, music, books, TV shows

- Google:
  - Places API
  - YouTube videos
  - Sign up / Contact email addresses

- Metacritic / IMDB:
  - Media reviews from top critics

- Unicircles reviews augmenting partner content:
  - Promethean (2012):
    - This film is set in 2032 and takes place in the same universe as the first movie. A group of explorers, including some archaeologists, are on an... Rating: 50%
  - Lake Megaguro:
    - Rating: 60%
  - Taj Mahal:
    - Rating: 85%
  - Hotel Canaveral:
    - Rating: 100%
## 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>
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<td>🌟</td>
</tr>
<tr>
<td>Introductions &amp; Taste Match</td>
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<tr>
<td>Exclusive Focus University Alumni</td>
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<tr>
<td>Privacy Guaranteed &amp; No Ads</td>
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<td>Combining Social &amp; Professional</td>
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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©

Media
Events
Dates
Investments
Places
Opinions
Jobs
Mentors

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
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
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

PERSONALIZED RECOMMENDATIONS

User’s Top Rated Critics
User’s Ratings & Reviews
User’s Demographics
User’s Friend’s Ratings
Cross Category Correlations
Ratings by Similar Users

unicircles
OUR CORE COMPETENCIES

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

- 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
STEP CHANGE COMPETITIVE ADVANTAGES

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

Proprietary matching and recommendation AI
One stop for things to do and places to go socially and professionally
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

$1B opportunity by mid 2019

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

2017

Media Commissions

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

2017

Event Commissions

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

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

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)

2017
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?
WOULD YOU LIKE TO...

... find book and movie recommendations from people more like yourself?

use case #2
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?

use case #5
## 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>
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<td>10</td>
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<td>5,000</td>
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<tr>
<td>2017</td>
<td>50</td>
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<td>750,000</td>
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<tr>
<td>2019</td>
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<tr>
<td>2020</td>
<td>1000</td>
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<td>10%</td>
<td>7,500,000</td>
<td>300,000,000</td>
<td>37,500,000</td>
<td>18,750,000</td>
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<table>
<thead>
<tr>
<th>YEAR</th>
<th>Premium</th>
<th>Media</th>
<th>Tickets</th>
<th>Places</th>
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<tr>
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<tr>
<td>2019</td>
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<td>$ 281</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>

### Dates / Jobs
1 per 10 users

### Purchases
4 per user

### Tickets
1 per 2 users

### Hotel Bookings
1 per 4 users

### Margin Per
- Premium: $100.00
- Purchases: $2.00
- Tickets: $10.00
- Hotel Bookings: $30.00