

A personal superfeed app that gives you customizable and sharable feeds of the news and information you want



PROBLEM

At the beginning of 2018, Facebook and Google sent 75% of the online news industry's referral traffic, effectively controlling the news that people saw online. In January 2018, however, Facebook announced that it would be greatly reducing news content visibility on their platform, effectively exiting a business they had come to dominate.

When Facebook made this announcement, they acknowledged that users loved seeing public content like news, and that user engagement would likely drop. Online publishers saw dramatic drops in traffic overnight, and a gaping void opened in the social news universe, with a need for a **simpler, better way for people to get the information they value.**

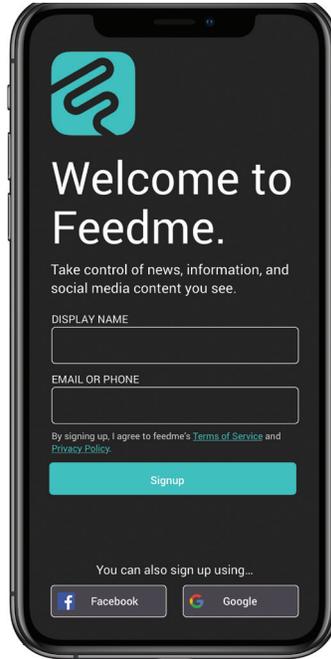


SOLUTION

Feedme is a simpler, better way to get the public content you care about—from trending publishers, to top brands, to the favorite pages you already follow on social networks—and Feedme aggregates it all into one personal superfeed. No more time wasted checking various apps for the content you know you already want. You only need one app now.

Feedme also puts you totally in control of what you see, with advanced controls available to help you create the perfect feed. No other platform respects you enough to let you control your own algorithm. Whatever you think is most important is what you see in Feedme, not what everyone else thinks.

And with Feedme, you can create minifeeds on topics of interest, and share them for other people to follow. This means you can look at specific topics, or groups of sources, when you want to see it, and you can get a sneak peek into what's informing others, like your friends, or famous influencers. This revolutionizes a tired industry where your every interest is crammed into one feed, regardless of your mood.



OPPORTUNITY

After major Facebook algorithm changes reduced a majority of news and public content in users' feeds, an estimated 15 million U.S. users left the platform in just one year.

These changes also caused continuing users to decrease the time they spent on the platform, which meant that Facebook left millions of dollars of ad revenue on the table.

Because online publishers have seen significant drops in referral traffic, they are looking for ways to reach their audiences and platforms they can invest in with confidence.

At the same time, 72% of American users don't trust social media companies to deliver them content free from manipulation or filtering. Feedme provides those users with a place they can trust, because they build their own algorithm.



BUSINESS MODEL

Following a track record of successful digital ad companies built by its leaders, Feedme is positioned to become an in-demand platform for reaching audiences, with a projection of \$31 million in annual advertising revenue and \$1.7 million in premium subscriber fees by year three, as well as the capacity for potential rapid growth.



DIFFERENTIATORS

1. Streamlines all your feeds into one.
2. Gives you total control over what you want to see in your feed.
3. Minifeeds let you focus on specific topics or sources, then lets you share it with others.



FINANCIALS

Investment

Personal investment to date -
\$1.5 Million



TEAM

Patrick Brown - President
Founder and CEO of Lifiable Media Inc, a top-100 US digital media company, and owner of *The Western Journal*.

David Torres - CEO
CTO of Lifiable Media Inc, former head of data and advanced analytics for a joint venture between Microsoft and Accenture, with over 30,000 employees and over \$2 billion in annual revenue.

Erin Brownback - CMO
Vice President, Marketing of Lifiable Media Inc. Former strategic communications specialist for startup, tech, non-profit, political and legal clients.

Ford Jordan - CFO/CRO
As CFO of Lifiable Media Inc, oversees advertising revenue operations at two top-100 U.S. sites. Former CPA and Big 4 accountant at KPMG.

