wespline

A Business Network
For the Innovation ecosystem

By building a
Community of Users,
we aim to foster Business
and the development and spread
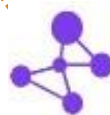of Innovation
across the globe

Startups / Innovative Companies
Pre-Companies
innovation developers

Enterprises
innovation adopters

Investors
VC Funds,
Private Equity Funds,
Banks,
Crowdfunding Platforms,
Angel Investor Institutions

Service Providers
Law Firms,
Accountants, Auditors,
Consultants, Advisors,
Media Companies, etc.

Hubs
Incubators, Accelerators,
Universities,
Research Parks,
Government Agencies,
etc.

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WeSpline has a **unique** structure...
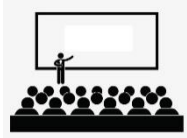
Conferences/Meetups "App"

Missions/Delegations "App"

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Social Network + Search Engine

AI Recommendations "App"

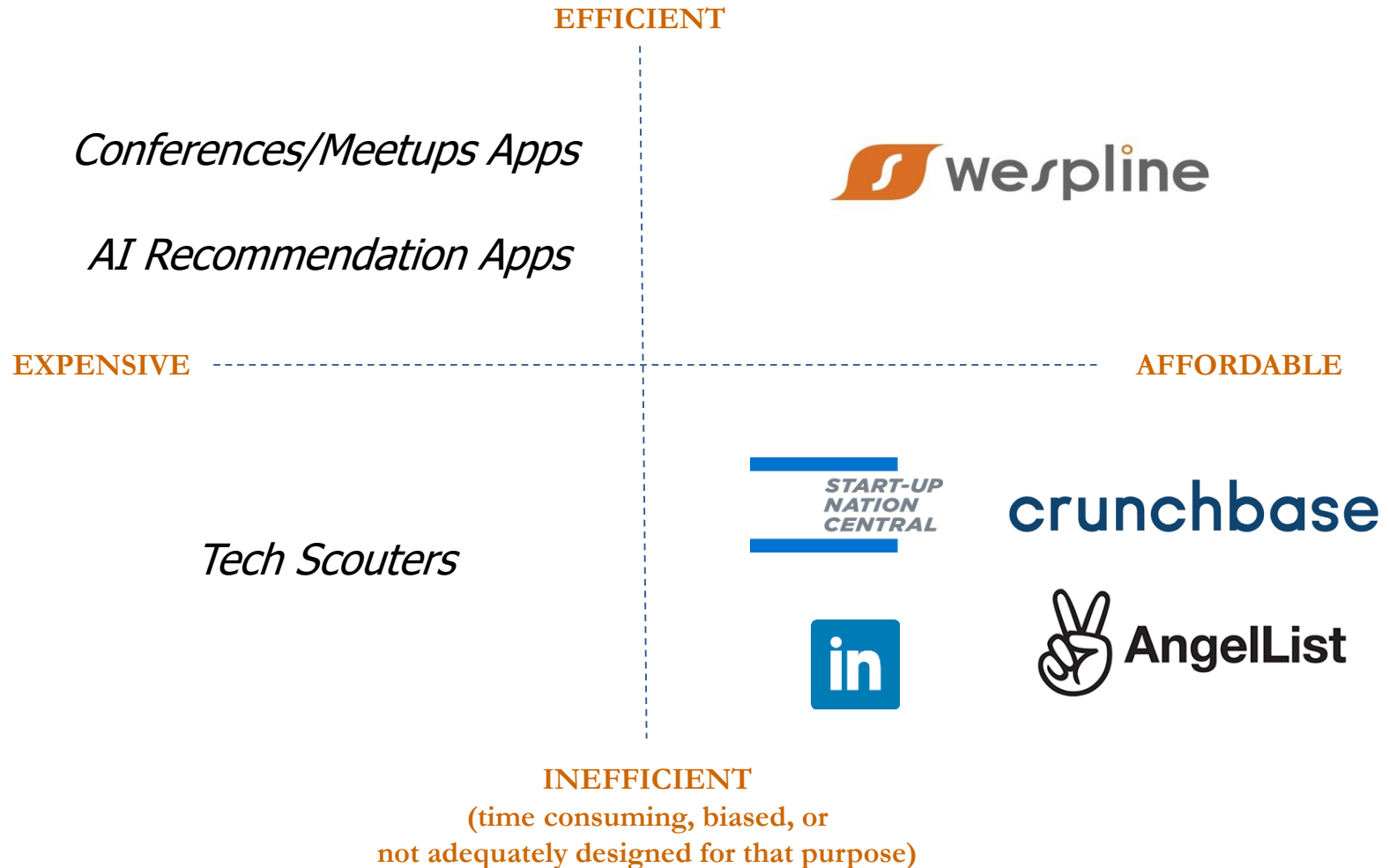*And More...*

WeSpline is a business network with powerful search capabilities

Users can:
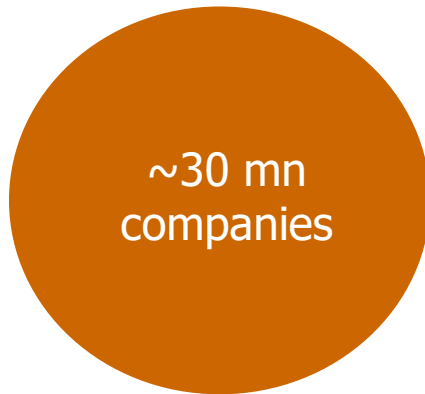
- ✓ Find technologies, clients, investors, and more using specific filters and tags;
- ✓ Build a confidential portfolio of selected companies;
- ✓ Send invitations to connect and messages within the platform;
- ✓ Check newsfeed posts;
- ✓ And enjoy free "app-like" features such as our Conferences/Meetups "app", AI Recommendations "app", among others

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Competitors: "Half Solutions"

EFFICIENT

Conferences/Meetups Apps

AI Recommendation Apps

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EXPENSIVE — — — — — — — — — — — AFFORDABLE

Tech Scouters

START-UP NATION CENTRAL

crunchbase

in

AngelList

INEFFICIENT
(time consuming, biased, or
not adequately designed for that purpose)

Addressable Market...

Global Market Size For Companies:

~30 mn
companies

~70 K
companies

Large + SMEs (142 Selected Countries)

Source: World Bank, 2014

Technology-Driven Startups

Source: Nasscom Report 2016

Global Market Size For Individuals Interested in Innovation???

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Business Model...

Basic Services (FREE): include company/user profiles, finder, basic search, newsfeed, messages, and basic features in our free "apps".

Premium Services (subscription): business analytics and some "fancy" features in our free "apps".

Revenue from Ads:

- **Text Ads**: ads will show for a given target audience on the right-hand side of their pages.
- **Sponsored Newsfeed Content**: companies can **boost** their Newsfeed publications, Challenge posts, Special Programs posts, and Job Ads.
- **Sponsored In-Mail**: companies can do in-mail targeted campaigns.
- **Sponsored Finder Results**: Companies can pay to appear at the top of the search result list (sponsored results). Other useful (non-paid) results will typically follow below.

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Selected Features for Users...

I. Conferences/Meetups "App"

A **Conference that never ends**... WeSpline's Conferences/Meetups feature allows users to **interact before, during, and after** an event.

Users can:
- **Create** an event or **Register** to an event
- Use **Hyperlinks** to Visit the Profiles of Hosts, Speakers, Panelists, Sponsors, and Attendees
- Send Invitations to **Connect** and **Messages** to participants
- Follow **Newsfeed** posts on the event page and comment

... Also, users can **Find** events that happened in the past (memory) or current events open for registration using filters (date, location, industry, etc.) and tags.

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Selected Features for Users...

II. AI Recommendations "App"

WeSpline's **AI Recommendations Algorithm** generates **unbiased** (no regional bias) and **meaningful** recommendations of companies to users.

Our goal is to **facilitate/foster** business and help users – startups, corporations, investors, etc. – **seize opportunities** they would have otherwise missed.
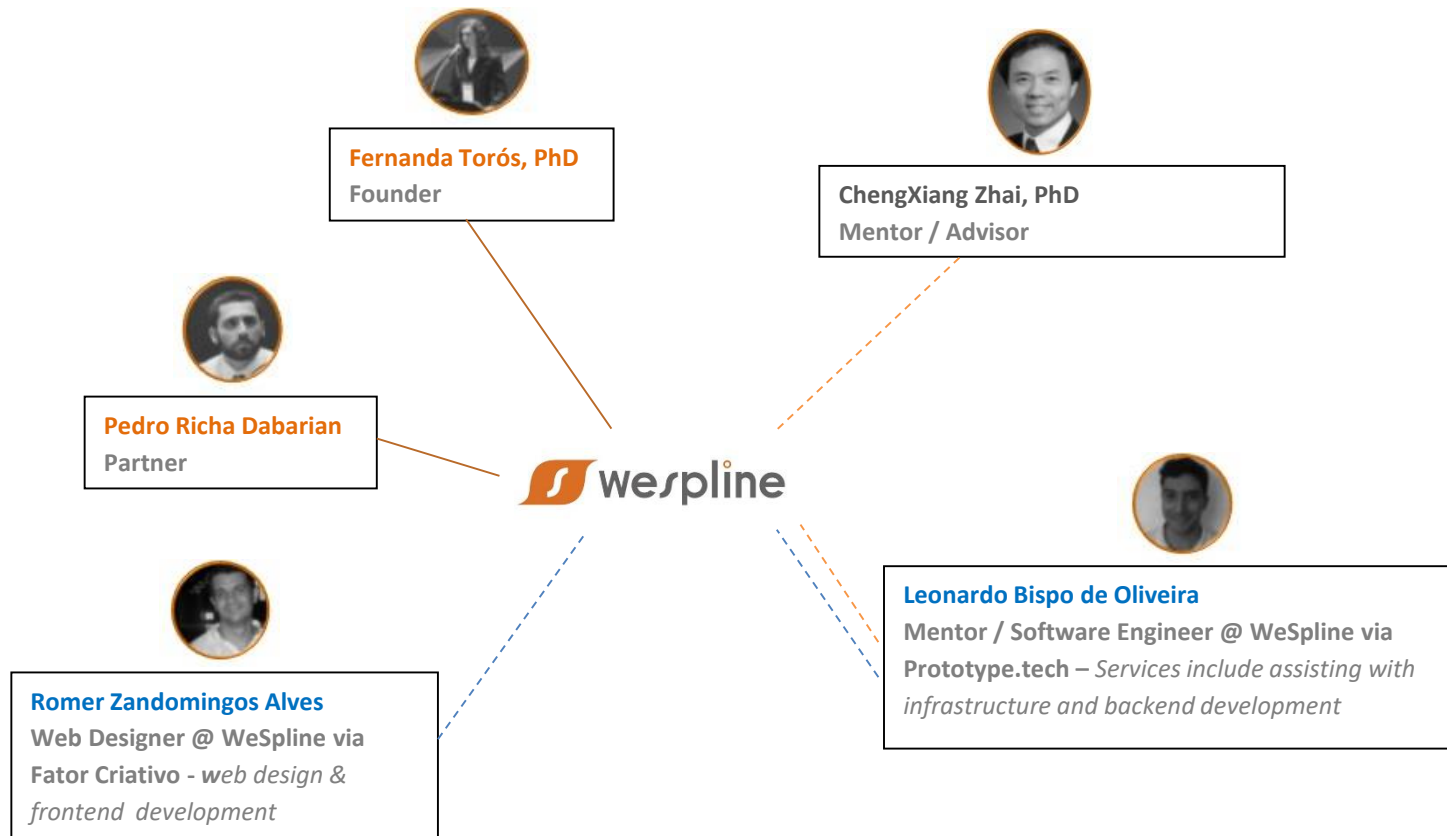
We **do not charge fees for introducing ideas and companies** to users.

For More Features for Users, please see accompanying "Features for Users" Presentation

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Distribution Strategy...

- We **phased in** distribution according to **Features** (released "core" features first) & **Countries** (launched WeSpline in the US, Israel, and Brazil first, which greater focus on Brazil).

- For **scale & traction**, we are offering **free "apps"** as part of our "growth hacking" strategy to get/engage users. By offering useful "apps" to small groups (especially Hubs such as accelerators, incubators, entrepreneurship groups, among others), we can start building a high-quality critical mass of active users.

Team Members...

Fernanda Torós, PhD
Founder

ChengXiang Zhai, PhD
Mentor / Advisor

Pedro Richa Dabarian
Partner

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Leonardo Bispo de Oliveira
Mentor / Software Engineer @ WeSpline via
Prototype.tech – *Services include assisting with*
infrastructure and backend development

Romer Zandomingos Alves
Web Designer @ WeSpline via
Fator Criativo - *web design &*
frontend development

For more info about Team Members, please visit our IR website:
https://www.ir-wespline.com/team

Funding…

We need to raise funds to accelerate WeSpline's distribution in 2019-20

US$ 250 K
(USD)

R$ 1 mn
(BRL)

Bootstrap
(from Founder 2016-18)

Seed round
(to be raised 2019)

Use of Proceeds: mainly for Sales & Marketing

Suggested Structure: convertible note, with discount to next round's valuation

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Features for Users (Slide Show):
https://youtu.be/GxnrM8hygWg

Social Network:
www.wespline.com

Investor Relations:
www.ir-wespline.com

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