

# EXECUTIVE SUMMARY

## FINANCIAL INFO

Company Stage: Development

Fundraising: Seed

## FOUNDERS

*Jennifer Cosco*

Young, driven entrepreneur. Successful business owner within the fitness industry. Previously spent 7 years as a headhunter helping corporations build their infrastructure in finance, accounting, pharmaceuticals and medical devices.

*Christopher Nebel*

Seasoned Digital and Brand Strategist. Responsible for creating breakthrough social and digital content and solutions for brands like Sony, Land Rover, Nike, W Hotels, Mattel, Kraft, ESPN, Herman Miller.

## ADVISORS

*Andrew Ballaster, GoFundMe.com*

*Norm Zvail, Brand Architect*

*Angela C. Wilcox, Trademark Patent*

*Vanek, Vickers & Masini, PC*

*Jason Kent, Legal*

*Cooley, LLP*

## WHO WE ARE

Envy is made up of experienced individuals from the financial, branding and technology industries. Our team is small but powerful, with a mix and knowledge base of Millennial and Gen-X digital trends and habits. What this means, is that we live and breathe the product we are developing. Having seen and experienced first hand the pitfalls of a flat — and at times an overly-complex — social media landscape, we are committed to making it more dynamic and powerful for consumers and businesses.

## WHAT WE DO

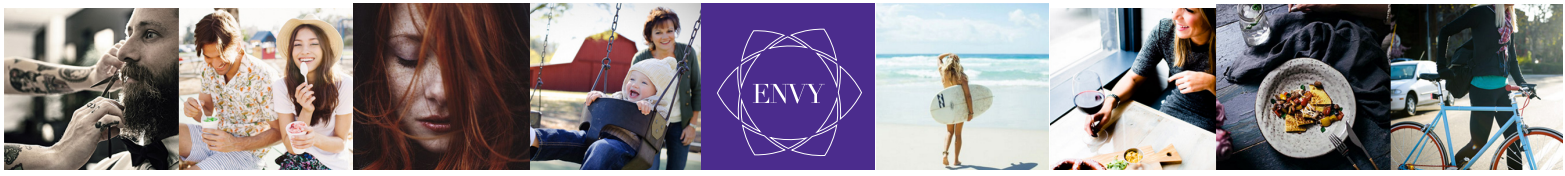
We are currently in development of a mobile application called Envy. Envy is a web based platform in which consumers select their service and find what they want by swiping through images. Right if they love it. Left if they don't. Users also have the option to view the respective website, map, phone or booking info directly. All within one application. Let's see Yelp or Instagram do that.

Imagine a social platform that combines Yelp's depth of content with Instagram's visual ease. Now add in the simple swipe functionality of Tinder. This is what Envy will offer the world — the first visual search and review platform.

Currently, Instagram handles 80 million images daily. In just two days, Instagram has more photos uploaded than total Yelp reviews since it launched in 2004. As an example, do a simple search for "French Toast" on Instagram. What do you get? Sure, you get images of French Toast, but you also get images of the ocean, maybe a couch, a surf board and more... things other than French Toast. There's no location specification. Now search in Yelp for "French Toast" and read through countless reviews of restaurants serving "brunch", not necessarily French Toast. A disconnect that covers almost every area between all social and search like platforms. Envy changes that.

For Businesses, Envy will bring to the forefront a new platform for Real Time Advertising. Allowing businesses to change their ads as quickly as they can post a picture on social media, but to an audience searching for their product or service, in that specific area. Their ideal, core target market.

View the Envy Launch Video: <https://vimeo.com/184543027/947e9dabfb>



# *EXECUTIVE SUMMARY (continued)*

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## WHAT PROBLEM ARE WE SOLVING

Gone are the days of lengthy reviews, sometimes completely irrelevant to the product or service at hand. Where the word “search” actually means “research”. Analyzing, reviewing and reading paragraphs of text. Envy allows the work and content to speak for itself. Where pictures tell the story. By the users you know and trust.

Currently so many platforms focus and specialize in one specific industry — Tinder (dating), Keep Shop (Shopping) Trip Advisor (Travel), Instagram (Social Media), and so on. Envy does it all... and better. Having the ability to know user’s search habits, will enable us to better guide our user faster, more efficiently and with satisfaction to the things they Envy.

56% of Americans have a social media profile. The desire to share personal information, thoughts and experiences resonates with so many. What if social media had more of a meaning? It’s no longer a selfie considered “bragging” about how good YOU look with a new haircut, but how amazing your “HAIRCUT” is, along with who did it and how to contact them. Envy gives users the ability to follow or be followed by those they want to inspire or be inspired by. The ability to not only form trusting relationships through images, but allow users to express themselves in a way they haven’t yet been able to. Envy is the first social media platform with a purpose.

## BUSINESS MODEL

Mobile applications gain value from their user base. Even some of the most successful platforms have gone years growing their user base before even thinking of monetizing. Envy will build an extensive user base through multiple marketing channels, including it’s Ambassador program, and event planning. Envy will monetize the moment it launches. What sets Envy apart is it’s broad revenue stream. It will generate revenue not only from advertising within the app, but through referral fees, sales transaction fees, delivery fees and more.

Envy is here to revolutionize the way people search for their products and services. To simplify even the most difficult transactions by bringing it visual.

Rethink the way you find the things you love.

***That was then. This is Envy.***