THERE ARE COUNTLESS COMPETITION SHOWS ON TV, BUT...

...FOR GEN Z, THERE'S NO COMPETITION PLATFORM ON THEIR MEDIUM OF CHOICE: MOBILE.
WE’VE GOT THAT COVERED!!!
THE ONLY HEAD-TO-HEAD VIDEO COMPETITION PLATFORM ON THE MARKET.

INITIAL FOCUS:
DANCE

FUTURE CONTENT:
SKATEBOARDING
SINGING
LIP-SYNCHING
GUITAR SOLOS
BBALL TRICK SHOTS
RAP
COMEDY
SKILLS/TALENT
ACTION SPORTS
CHEERLEADING
GYMNASTICS

PATENT PENDING
Our mission is to create the **safest**, most **inclusive** and **inspiring** community for young people on the planet.

**LIVING INSPIRED**
We want to create an inspiring environment where creativity and expression can thrive without fear!

**INCLUSIVITY**
We aim to create and grow a community where ALL people feel safe and empowered to fully express themselves.

**BOLDNESS**
We encourage taking healthy risks and walking through fears. Courage should always be rewarded.

**AUTHENTICITY**
We strive to drop the masks we wear on a daily basis and be as real and present as possible.

**ALWAYS FUN**
Life is short. Let’s enjoy our time here together!
YOU'VE BEEN CHALLENGED TO A... DANCEFIGHT!

HOW IT WORKS

HEAD TO HEAD DANCE-OFFS
Choose from millions of songs

VOTE FOR YOUR FAVORITES
Drag "VS" to vote and help crown the winners

RISE UP THE LEADERBOARD
Dance your way to the top

BE YOU BOLDLY
Create the next viral dance challenge
**DANCEFIGHT FEATURED!**

Boom! Just days after launch, the App Store Editors hand-picked DanceFight for their coveted “Apps We Love Right Now” carousel.
HOW WE’RE DIFFERENT

WE ARE A COMPETITION PLATFORM

• We combine a social experience with the gaming/e-sports experience that Gen-Z loves
• We engage the 90+% of users who are normally totally passive
• “Viewers” are upgraded to “Voters” and “Fans”

OUR CONTENT CREATORS ARE PROMOTERS

• Challenges are sent on and off platform (on average, three challenges are sent for every video recorded), elevating creators into promoters
• Voters are also naturally recruited, amplifying the more virality even more
CORE BEHAVIORS, SERIOUS FUN

1. **Users visit 5x daily**
   Our Users love us! They open DanceFight 5 times/day, voting for their favorites & dancing it out.

2. **1 -> 3 challenge ratio**
   When our Creators record a dance, they send challenges to three other people. They do the marketing for us!

3. **81% are voters**
   Our Voters determine game play outcomes, going way beyond “passive” viewer behavior on TikTok.

4. **90% register**
   90% of IG and TikTok users who download DanceFight fully register as Users.
REVENUE MODEL

PLANNED REVENUE SOURCES
(VALIDATED ON OTHER PLATFORMS)

- **IN-APP PURCHASES**
  - Digital Token Gifting
  - Tournament Entry Fees
  - Content Creator Subscriptions
  - Premium Features

- **SHOPPABLE VIDEO**
  - Tap and purchase merch in videos

- **ADS & SPONSORS**
  - Direct Sale & Programmatic
LEADERSHIP TEAM

RICH SLOAN
Company creator and early stage leader with a proven track record of creating significant shareholder value resulting in $180MM in liquidity events. Direct relationships and expertise in the music biz & mobile apps.

RYAN JORDAN
Entrepreneur focused on social impact. Created online fundraising platform Give Planet; acquired in 2010. Served as executive director of Amala Foundation for 7 years, a humanitarian organization focused on leadership development for youth.

BECCA LAWSON
Former VP Brand Marketing at Lyft and Pandora prior to that. Known for her zeal in building and scaling purpose-driven brands in fresh, bold and, in her words, fame-making ways.

NORMA VENTURA
Winner of Shorty Award for “Best Online Community” for Target while at Khoros. She is driven by a passion for human-centered design and the possibilities of connection, community, sustainability and impactful storytelling.

BLAKE GARDNER
Winner of Shorty Award for “Best Online Community” for Target while at Khoros. She is driven by a passion for human-centered design and the possibilities of connection, community, sustainability and impactful storytelling.

BEN ROSE
15+ Years of growth marketing management and hands-on success including heading up growth marketing for Pandora and Art.com.
BY EOU
BODLLY