

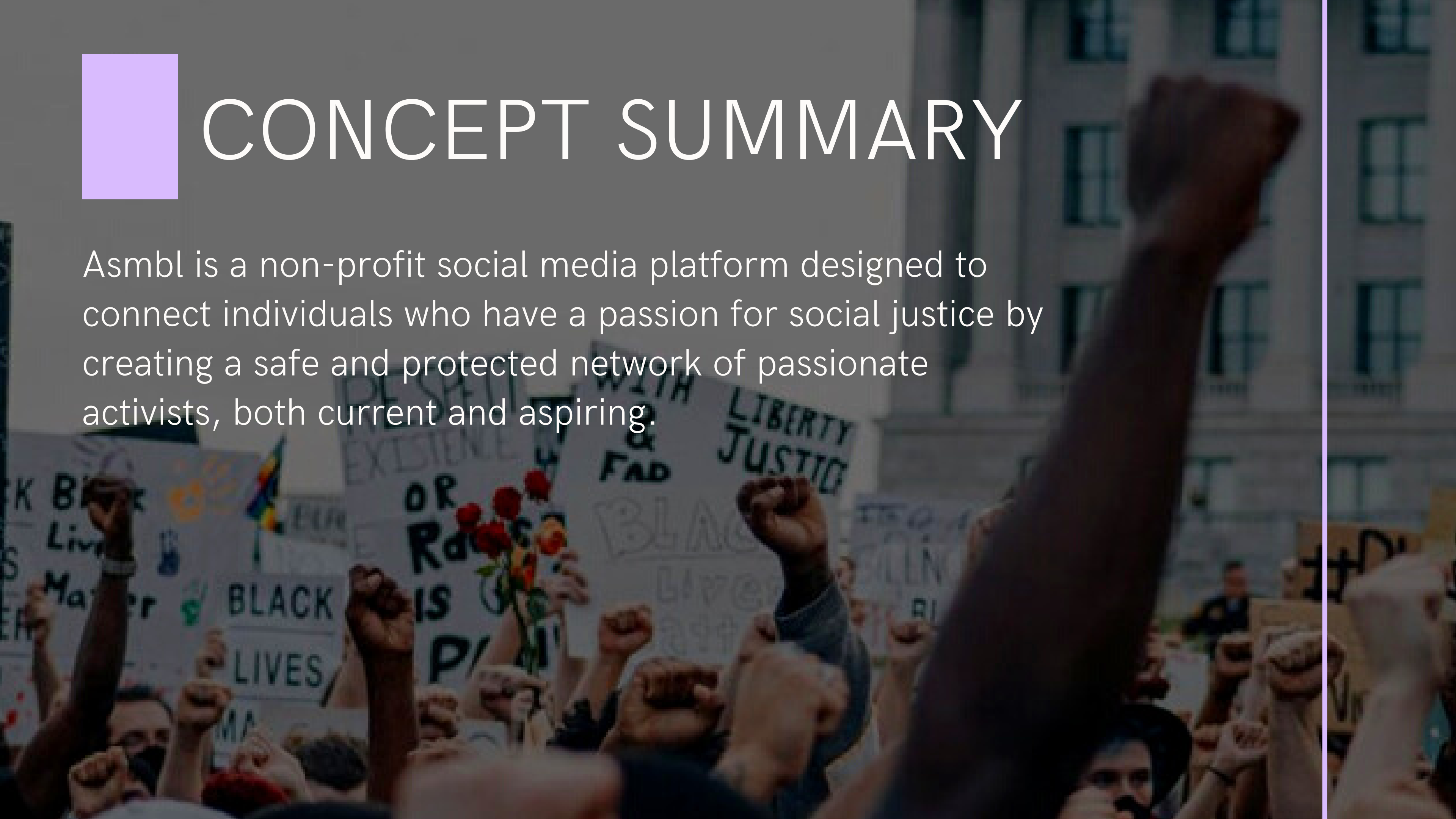


Like Facebook for Activists
(but not evil)



CONCEPT SUMMARY

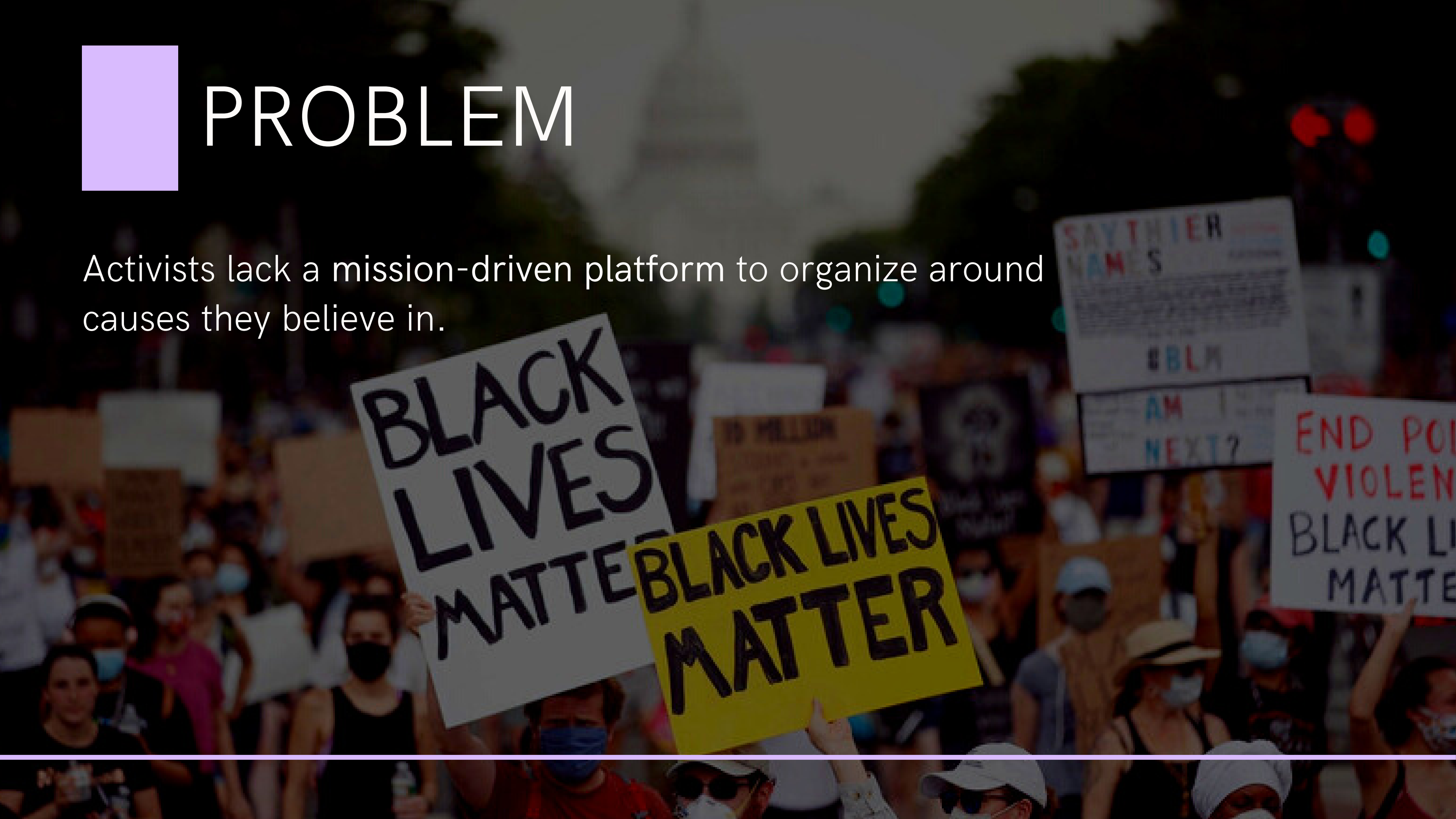
Asmbl is a non-profit social media platform designed to connect individuals who have a passion for social justice by creating a safe and protected network of passionate activists, both current and aspiring.

A large crowd of people at a protest, with many individuals raising their fists in the air. In the background, several signs are visible, including one that says "BLACK LIVES MATTER" and another that says "LIBERTY JUSTICE". The scene is set in front of a building with many windows.



PROBLEM

Activists lack a mission-driven platform to organize around causes they believe in.



Cybersecurity Threats

Activists fear police surveillance on data-insecure platforms

Distractions

Targeted advertisements distract users from absorbing important news and advocacy-related content

Misinformation

For-profit corporations financially benefit from proliferating misinformation



SOLUTION



Asmbl is a social media platform designed to incite tangible societal change by safely connecting networks of changemakers.

Safe

A robust cybersecurity system complete with an end-to-end encrypted messaging hub

Mission-Driven

A platform that is not motivated by profit: we will never track or sell user-data to advertisement companies

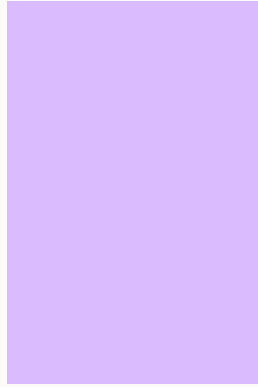
Dedicated to Objective Truth

A unique fact-checking algorithm that unequivocally combats misinformation and hate speech



PRODUCT

In a world where misinformation clogs virtually every media outlet, Asmbl restores integrity and truth to the sociopolitical stage.



MVP

Mutual Network of
activists



Canva API for convenient
poster design



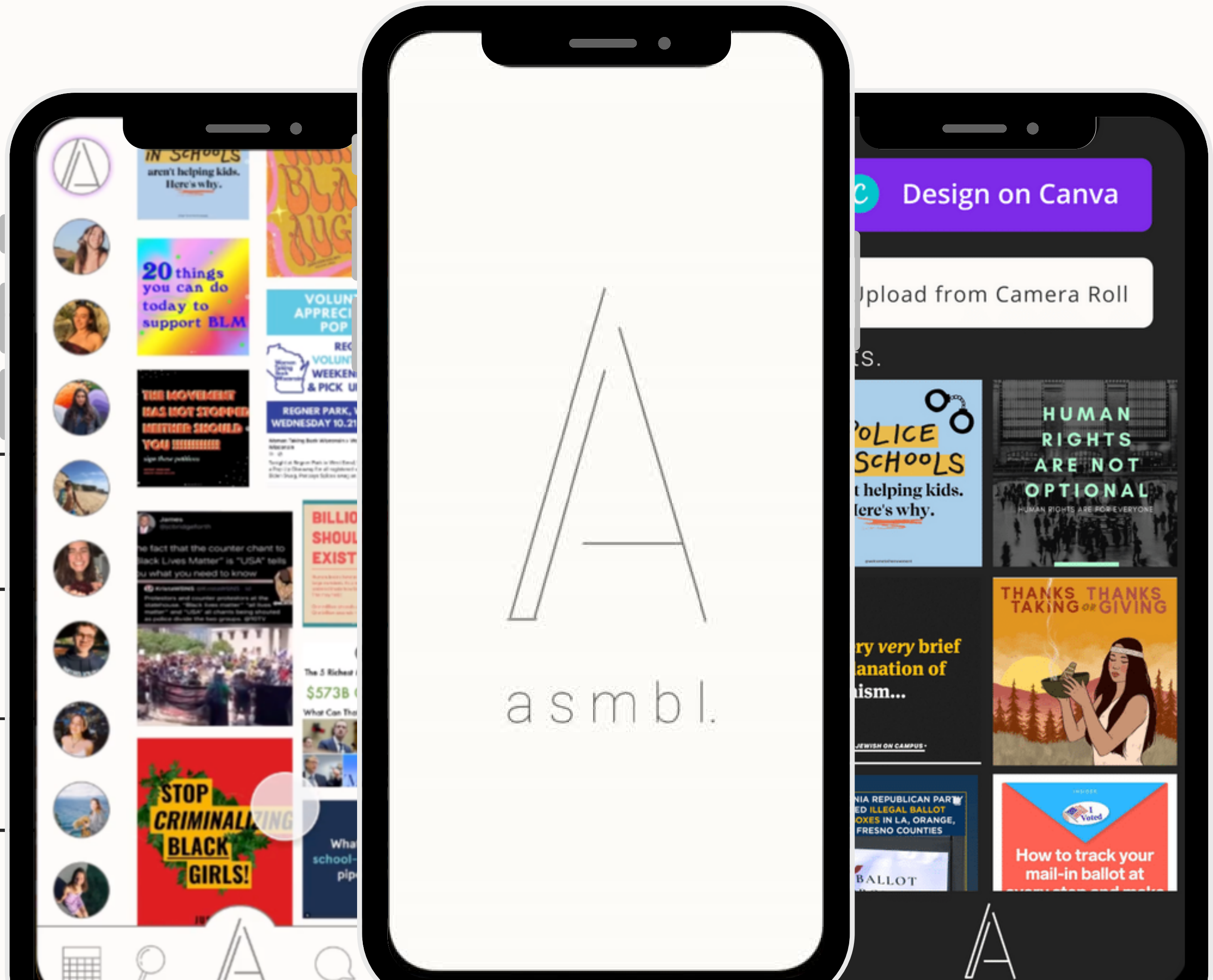
30-day temporary highlights



Embedded links



Zero validation-based features



Centralizes Best Tools for Activism



Motivated by Profit

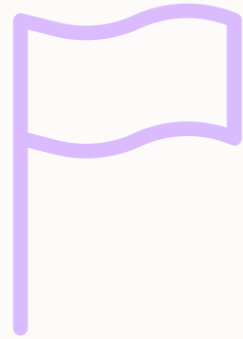
Mission-driven



Insufficient for the Needs of Activists

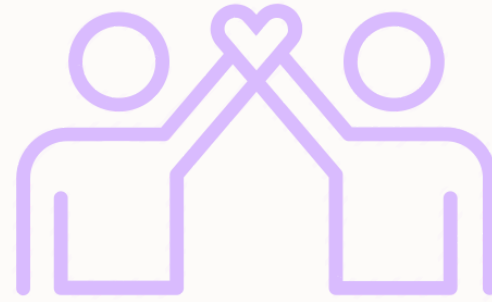


COMPETITIVE ADVANTAGE



First To Market

for activism-designated
social media networks



Meaningful Networks

users connect over shared
beliefs, passions and projects



Encrypted Messaging

prioritizing user safety and
data security



Not-for-profit Model

mission-driven and socially-
responsible social network



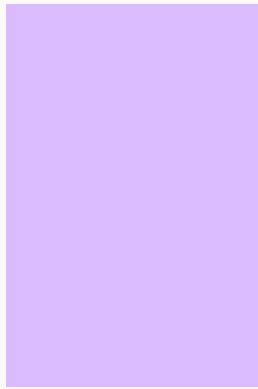
Design and Brand

sleek, user-friendly design
with a justice-focused brand



Fact-checked Verification

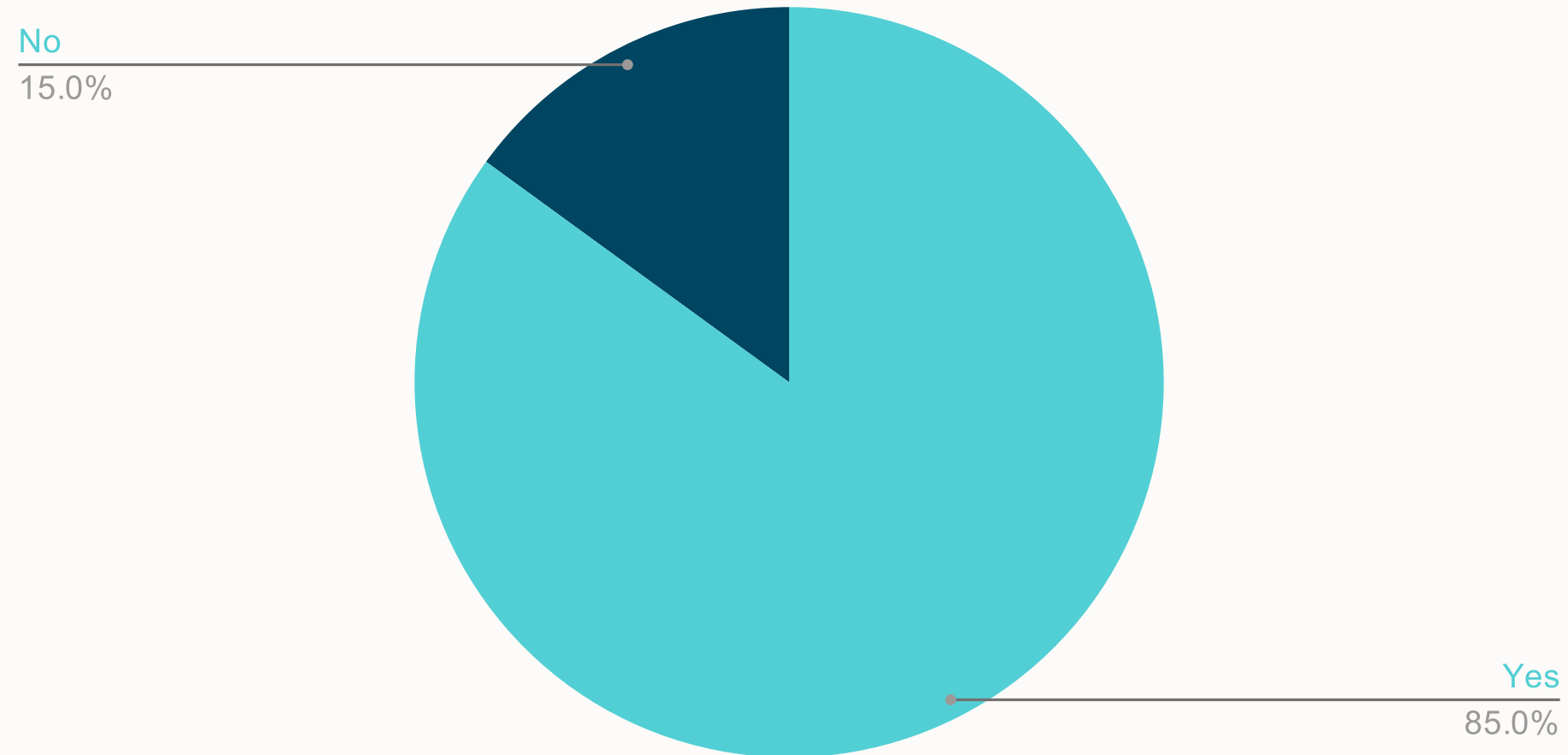
to combat misinformation and
hate speech



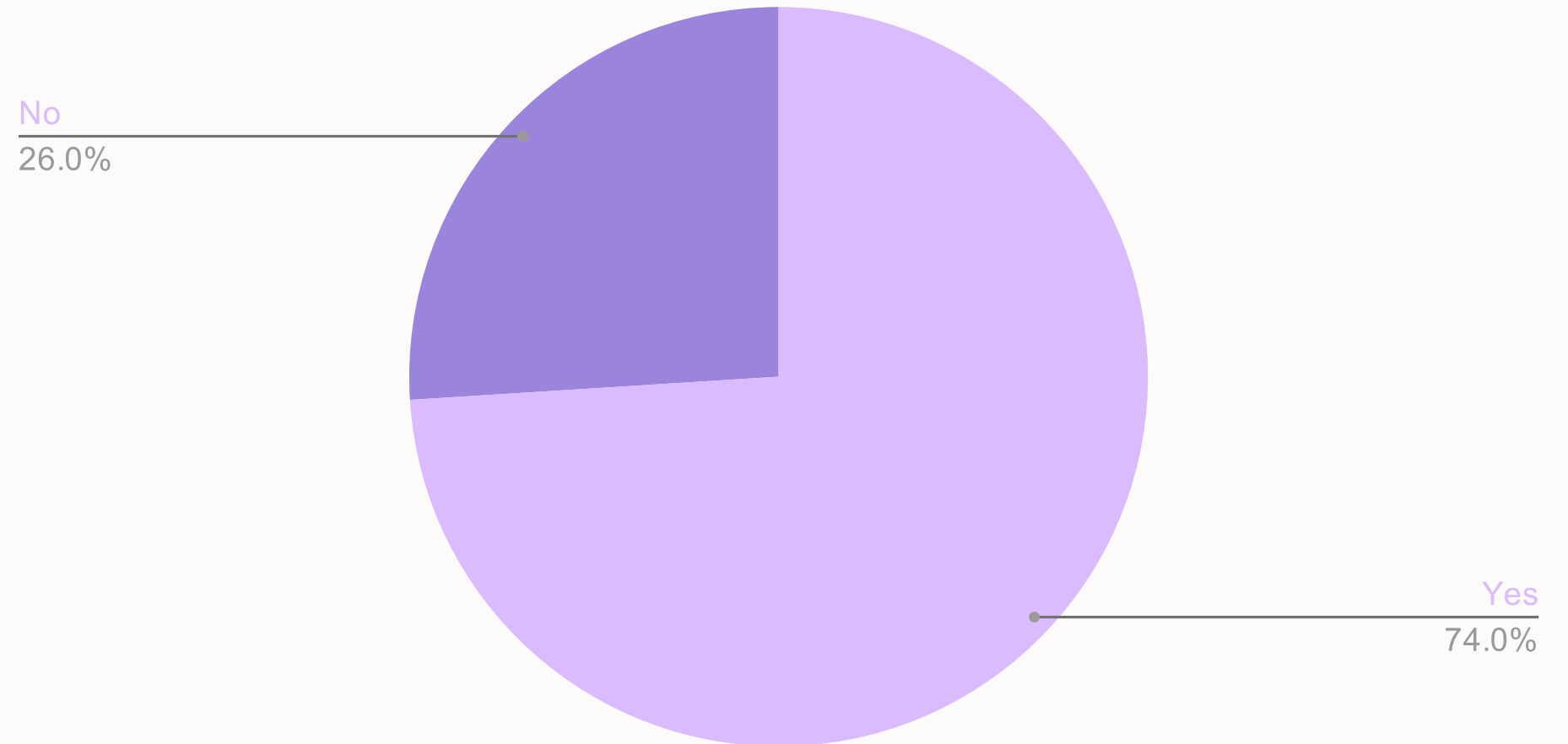
MARKET VALIDATION

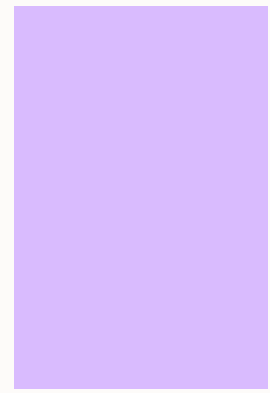
We surveyed 700 16-22 year-old students on how they engaged with activism online.

Since May, have you posted informational resources, graphics, or other social justice-related content to your IG story or feed?



If there were a social media platform exclusively for social organization and grassroots activism, would you use it?





MARKET SIZE

3.6
Billion

**Social Media Users
(Worldwide)***

Total Available Market

90%

**of 18-29 year-olds on
social media****

Serviceable Available
Market

53.7 million Americans

83%

**of 18-29 year-olds believe
they have the power to
change the country*****

Serviceable Obtainable
Market

45.6 million Americans

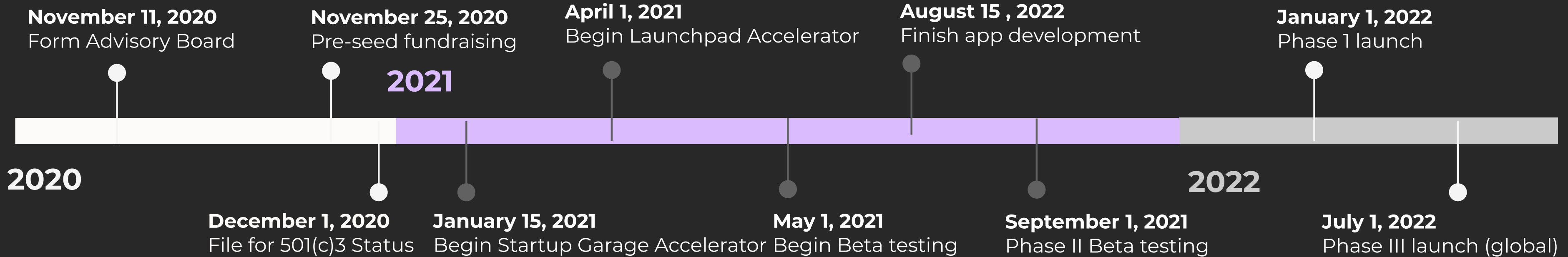
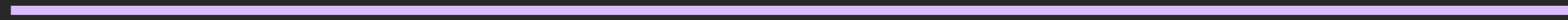
*2020 Statista Study

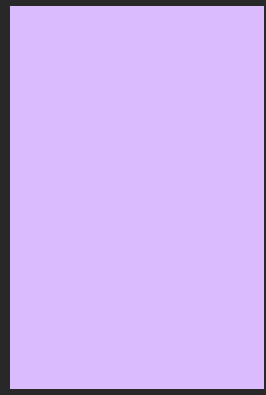
** 2019 PEW Study

*** Tufts Center for Information & Research on Civic Learning & Engagement



TIMELINE





LAUNCH PHASES

PHASE I **30,799**

Beta testing

Students enrolled at UC Berkeley in 2020,
test with 100 self-reported student activists

PHASE II **21.9 million**

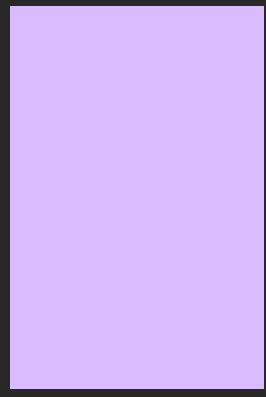
Beta testing

Students enrolled in higher education in 2019,
test with 200-500

PHASE III **174 million**

Public Launch

Of U.S. adults reported they engaged in
activism on social media in 2018



GROWTH PLAN

PHASE I

Berkley Campus Beta Testing

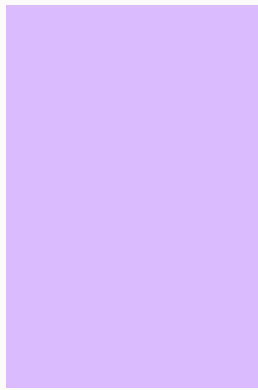
PHASE II

Nation Wide Campus Testing

PHASE III

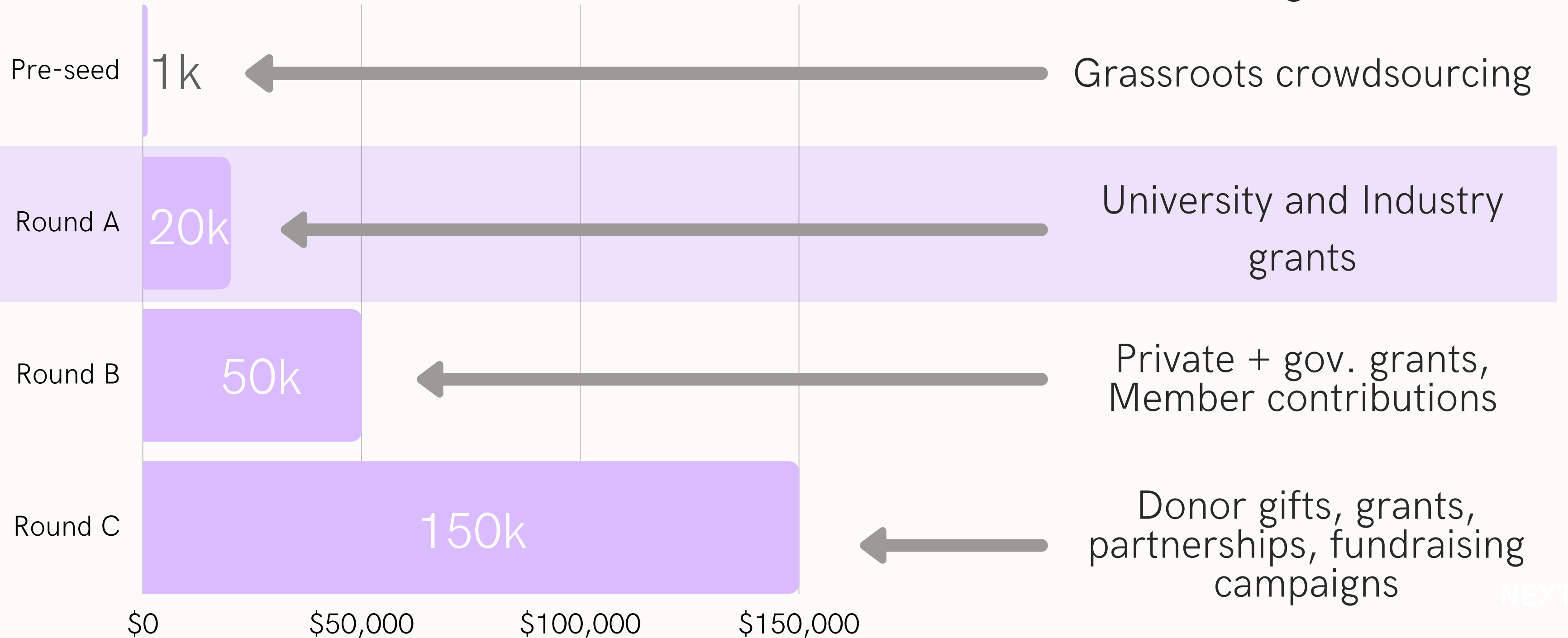
Public Launch

- referral incentives
- ethical exclusivity of engaging on a mission-driven platform
- promotions by active Instagram Influencers/ Tik Tok stars



FINANCIAL

Funding Source

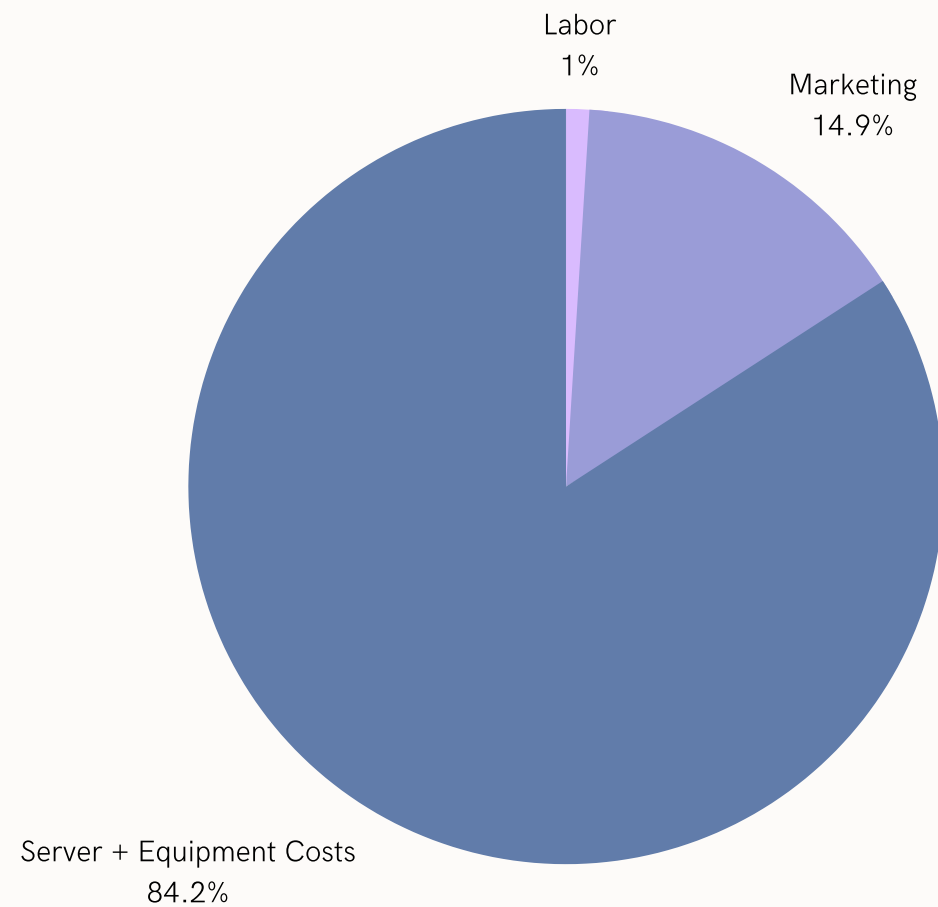


NEXT

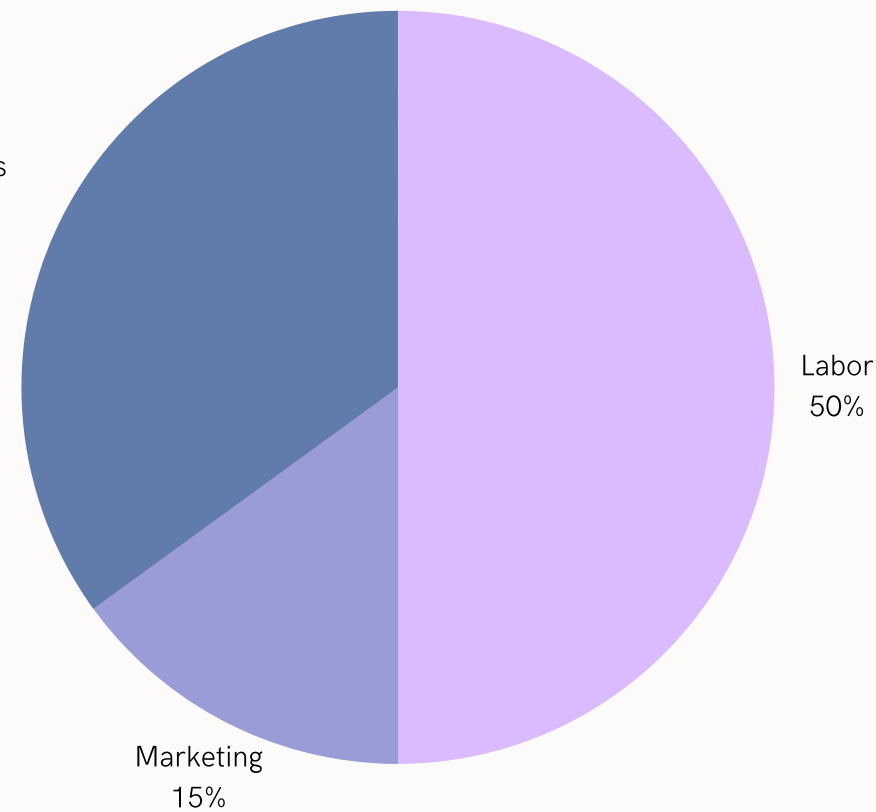


EXPENSES

Pre-Seed
Round



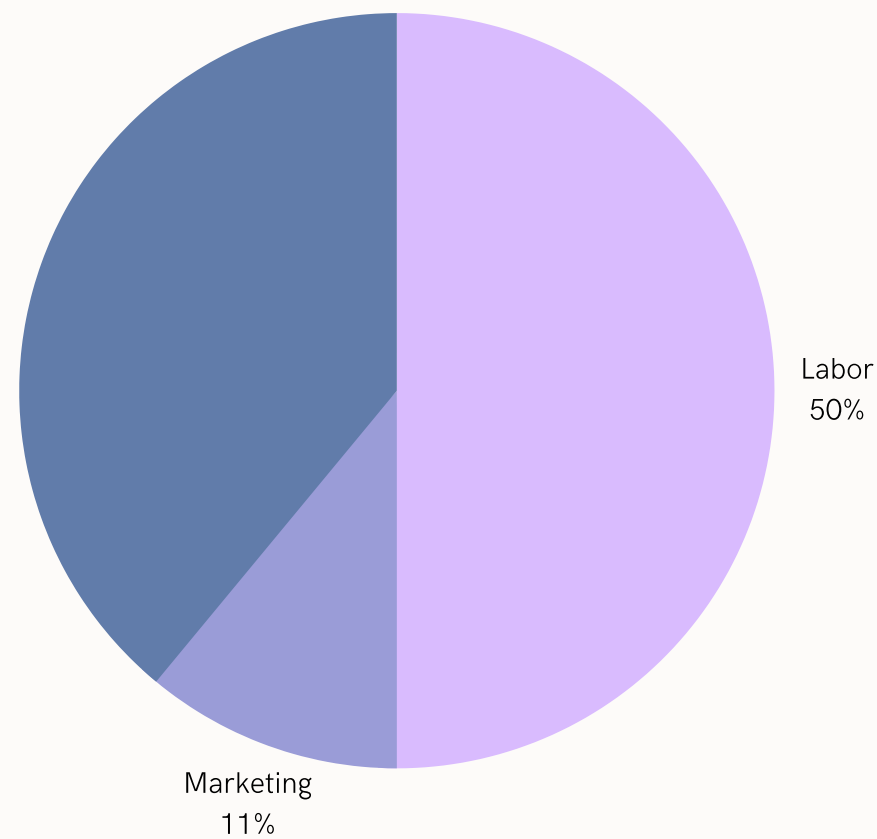
Server + Equipment Costs
35%



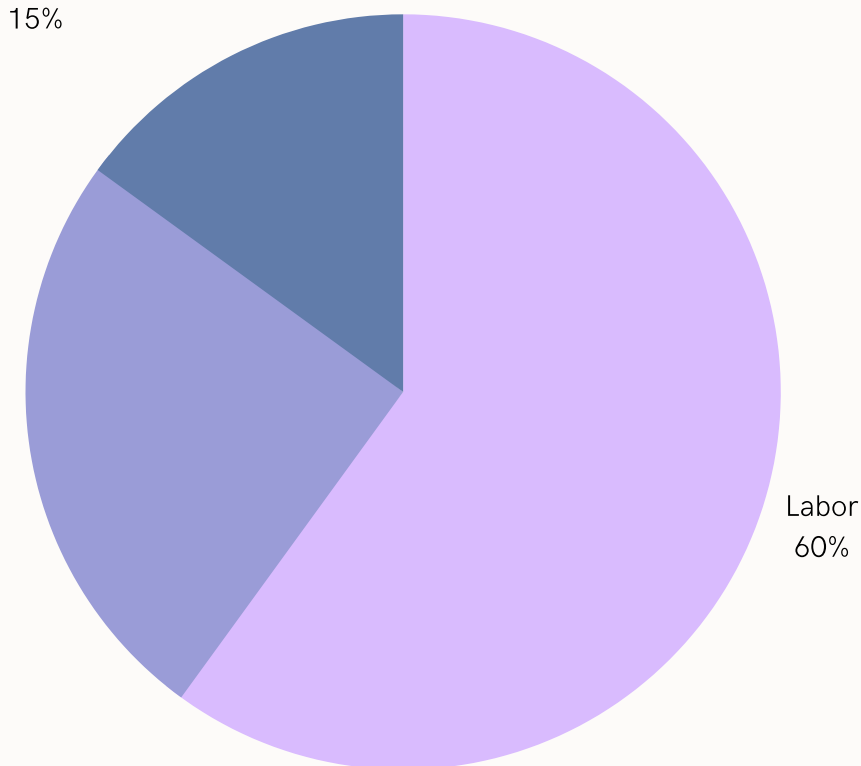
Round A

Round B

Server + Equipment Costs
39%



Server + Equipment Costs
15%



Round C



THE TEAM



Alma Andino-Frydman
CEO

Brings a high-level vision and the ambition to fight for it



Grant Bishko
CTO

Brings extensive UI/UX experience and attention-to-detail to our design process



Chloe Shrager
COO

Our organizational machine: ensures consistent, transparent communication



Anastasia
CMO

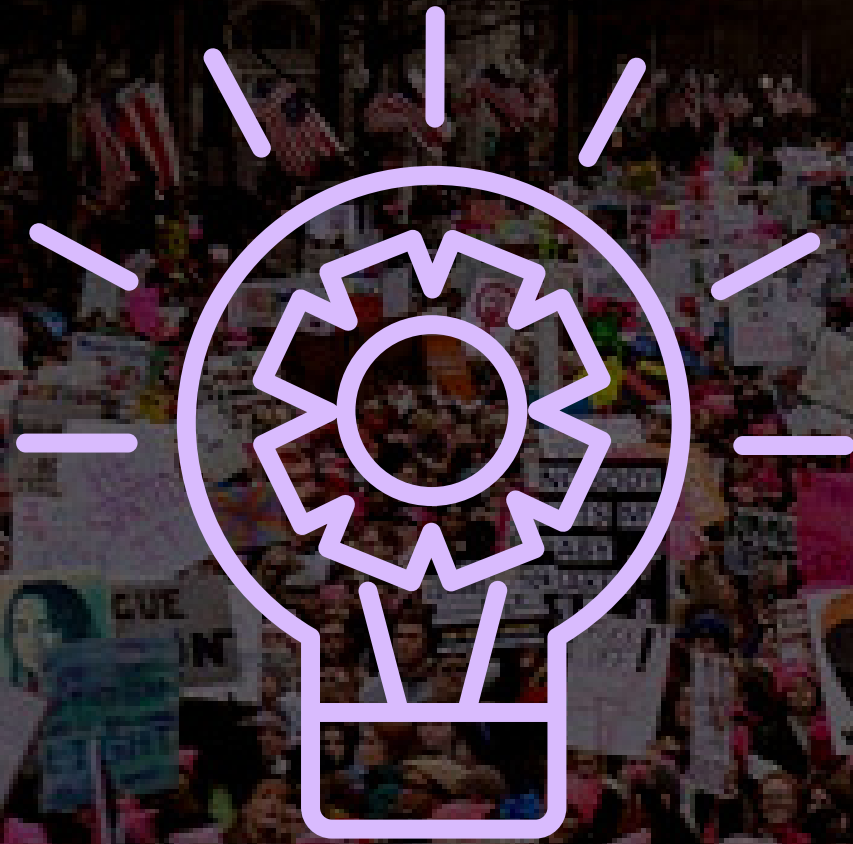
A prestigious journalism award winner, she understands what motivates people



James Chao
CFO

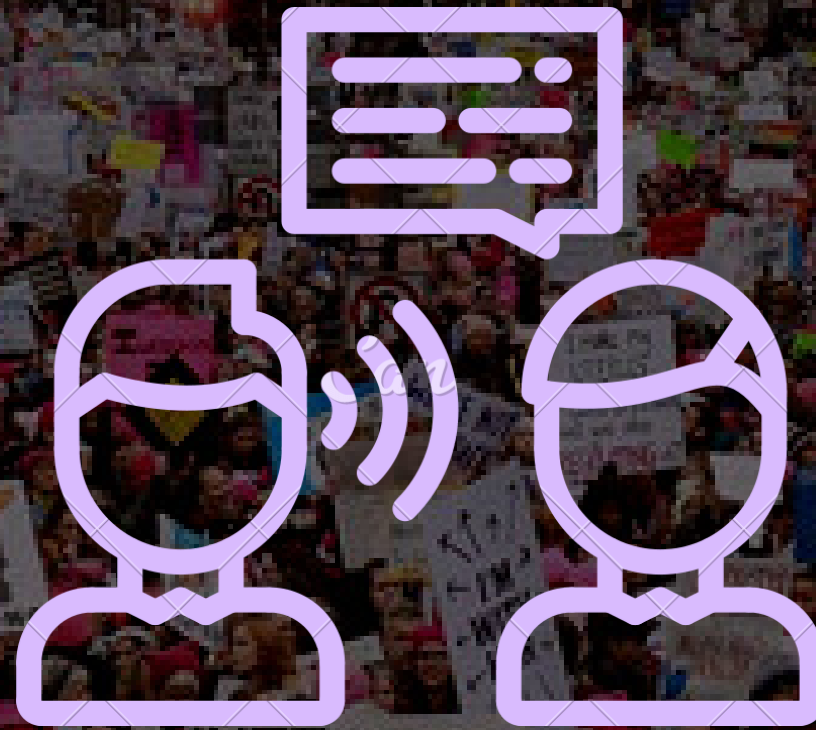
Brings comprehensive financial and computational background (mastered Python, C++, C, Keras, Julia, and MATLAB)

LOOKUP LIVE'S SUPPORT



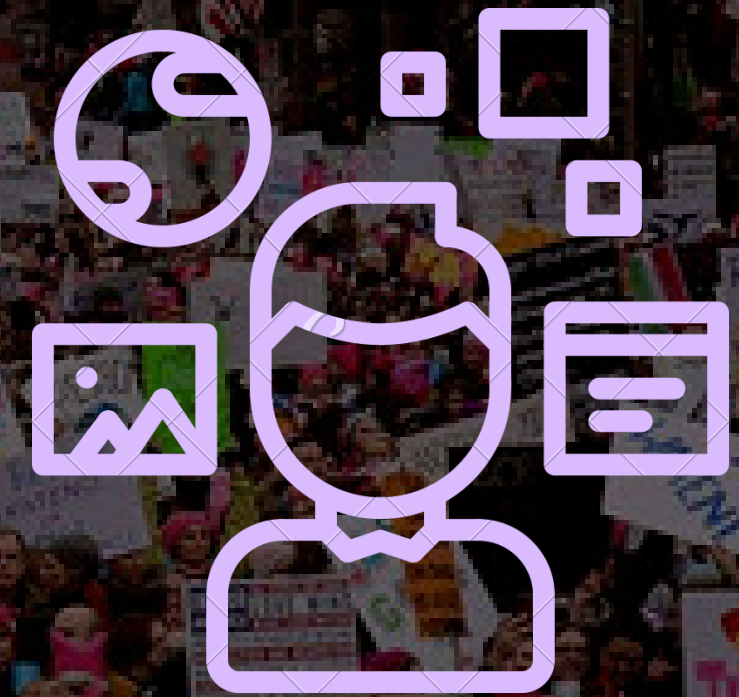
Technical Skillbuilding:

The educational resources LookUp Live can provide alongside the inspiration we will gain from being a part of a community of young entrepreneurs will be invaluable.



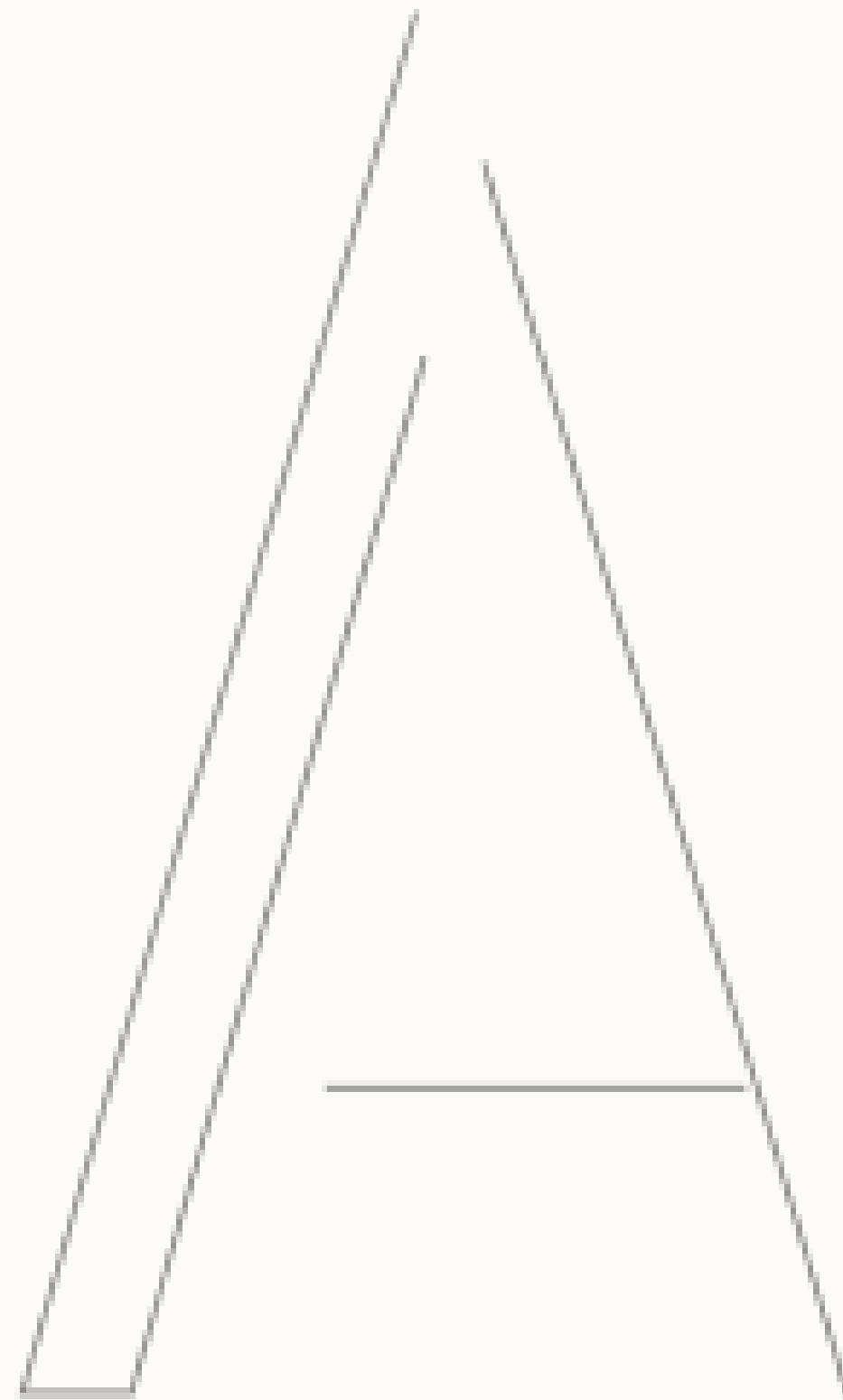
Professional Guidance:

Our team is attempting to tackle a monolithic issue: building ethical tech. We believe in our idea, but our team is young. The wisdom of a LookUp Live Executive Mentor will prove to be essential to the progress of Asmbl.



Network Connections:

The LookUp Live Community's connections to the world of changemaking will open doors for our team we could never open on our own.



a s m b l.



PROGRESS TO DATE

- developed comprehensive UI prototype + first MVP design
- begun filing process for 501(c)3 status to be eligible for funding
- asmb-app.org_reserved and published
- gathered market data and conducted needs-finding interviews
- formed preliminary advisory board
- initialized outreach to partner advocacy groups and organizations

FIGHT TODAY

FOR A BETTER

TOMORROW