



Edenly[®] Business Plan

- I. [What is Edenly[®]?](#)
- II. [Our 10-year Vision: 800 MM Users](#)
- III. [Revenue Stream 1: Hangout GEO](#)
- IV. [Revenue Stream 2: AI Subscriptions](#)
- V. [Revenue Stream 2: Redeemed Ads](#)
- VI. [Foregone Revenue Stream: Church SaaS](#)
- VII. [You're Early in a \\$374 Billion Faith-Tech Giant](#)
- VIII. [\\$34 MM: Current Pre-Seed Valuation](#)
- IX. [YoY Chart to 11,000x](#)
- X. [Goal: 33% Category Leader](#)
- XI. [Isolated US Market](#)
- XII. [Corporate Governance & Share Price](#)
- XIII. [How We Will Use Funds](#)
- XIV. [The Next 12 Months](#)
- XV. [Near-Term Monetization Following Beta](#)
- XVI. [What Do We Need Most?](#)
- XVII. [AI & The Church Data](#)
- XVIII. [Business Leadership Team](#)
- XIX. [Tech Team](#)
- XX. [Executive Advisory Board](#)
- XXI. [Redeemed Ads Example](#)

All projections are estimates based on assumptions and are not guarantees of future performance. Actual results may vary materially.

I. What is Edenly®?

Edenly® is tackling two global crises: **The Loneliness Epidemic** and **Moral AI**. The solution is 3-pronged—and we are calling it the **AI Social Hub** for Christians:

- **AI** that's aligned with your church's unique doctrine through our trademarked Artificial Conscience® Layer.
- The first **Social Platform** for in-person connection with friends—and it's partnered with history's most powerful generator of community—the church.
- The **Hub** that finally combines all a church's discipleship & management technologies in one place—and it's free.

See a full product demo on our website here: edenly.ai

II. Our 10-year Vision → 800 MM Users

(1/3rd of Christians, 9.5% of the globe)

To get to >1 Billion Users (approximately our goal)...



Reddit took **20 years**



Facebook took **8 years**



ChatGPT is on track for **3 years**

At Reddit's start, 15% of people used the internet. Now it's 70%. Growth comes *a lot* faster.

Companies reach this level by solving universal basic behaviors, like communication & entertainment. We are the answer to 2 fundamental societal needs arising today:

Moral AI & The Loneliness Epidemic.

1 in 3 adults in America now say they feel lonely every week. 1 in 3 young people say they feel lonely nearly every day ([APA](#)). This is the ideal time to build this.

Expansion Insight:

- Facebook sling-shotted expansion through colleges initially (but eventually ran out).
- Edenly® will do the same in churches globally, with infinite acceleration nodes.

III. Revenue Stream 1: Hangout GEO

Core Idea

- Our AI will recommend where and when people should meet up. We take a cut each time believers gather, dine, or attend Edenly® paid events/restaurants we recommended by charging the companies for GEO prioritization (appearing first in the list of places Dovely® recommends—like with paying for SEO at Google).
- Users will have in-app discounts & receive social nudges like “3 friends are hanging out at Subway—join them?”.

Revenue Calculation

- **Christian Base**
 - USA: **206.5 MM Believers** (62% of USA—[Pew Research](#))
 - Worldwide: **2.6 B believers** (31.7% of globe—[Christianity.com](#))
- **Cadence**
 - Average person dines out **4.6x per month** ([US Food](#))
 - Studies show over 67% of consumers purchase from social media at least **once a month** ([2025 Study](#))
 - **57%** of consumers look to **social media to score deals**
 - We project **1 of those 5 outings per month** being coordinated through the platform for Edenly® users
- **Cost per outing (average)**
 - **Restaurants: \$25.44 per outing** ([US Food](#))
 - **Events & Experiences: \$35.13 per outing** ([Audience View](#))
- **Edenly® Cut of Revenue**
 - Edenly® Cut → % of Company Revenue for marketing ([HubSpot](#))
 - **Restaurants: 5.46% cut**
 - **Events & Experiences: 11.25% cut**
 - [Bureau of Labor Statistics](#) shows outing type as % of total household spending → adjust for outing cost differences → reveal split of outing types

- Food away from home: 5.1% of HH; Events & Experiences: 4.7% of HH
- **Restaurants: 60% of outings**
- **Events & Experiences: 40% of outings**
- **Country (cost per user annually)**
 - $((\$25.44 \text{ per restaurant} \times 60\% \text{ of outings} \times 5.46\% \text{ cut}) + (\$35.13 \text{ per E\&E} \times 40\% \text{ of outings} \times 11.25\% \text{ cut})) \times 12 \text{ monthly outings} = \underline{\$28.97 \text{ annually per USA Edently}^\circ \text{ user}}$
 - $\$28.97 \times 0.62 \text{ PPP Christian global avg adjustment based on where Christians are} = \underline{\$17.96 \text{ annually per Global Edently}^\circ \text{ user}}$
- **USA Christian Adoption → Revenue**
 - **1 % → \$60 MM**
 - **10 % → \$598 MM**
 - **33 % → \$1.97 B**
- **Global Christian Adoption → Revenue**
 - **1 % → \$467 MM**
 - **10 % → \$4.67 B**
 - **33 % → \$15.4 B**

IV. Revenue Stream 2: AI Subscriptions

Core Idea

- Churches will guide their members to stop using ChatGPT/Gemini, and to use our Dovely[®] Agent (aligned to their church's unique doctrine). **1/3 of the world is Christian**, so we have a strong case to potentially lure in 1/3 of all AI subscriptions.
- Dovely[®] has 2 elements:
 - **Artificial Conscience**[®]: Believes what you believe from a moral perspective.
 - **Artificial Intelligence**: Pulls the best answer across the top models to respond (use each model's unique strengths to go beyond any single model).

- This is a core element that made [Manus AI](#) go from \$0 to \$100MM Revenue within 8 months. They didn't make a foundation model (they used others'). They beat the AI companies at the *application layer*.

Revenue Calculation

- **Christian Base**

- USA: 206.5 MM Believers (62% of USA—[Pew Research](#))
 - **114 MM** say Christianity is “very” important in their lives (55%—[Pew Research](#)). We only use this group for Dovely® AI projections.
- Worldwide: 2.6 B Believers (31.7% of globe—[Christianity.com](#))
 - **1.794 B** say Christianity is “very” important in their lives (69%—[Pew Research](#)). We only use this group for Dovely® AI projections.

- **Conversion (compare to the SaaS market curve)**

SaaS Stage	Conversion	AI Mirror Stage
Early (2005-2012)	2% - 5%	2020 - 2027
Growth (2013-2019)	5% - 15%	2028 - 2034
Mature (2020-today)	15% - 30%	2035+

- ChatGPT has a 4% conversion to paid globally 2026 (it's higher for USA)
- If Dovely® can win people in the free tier, it can win them in the paid tier.
- Years 1-2, Edenly® projects to have a **4% conversion rate** for Edenly® Users
- Year 10+, Edenly® projects to have a **15%+ conversion rate** for Edenly® Users

- **Cost**

- **\$20/month in the USA** is standard for this level of AI power
- **\$12.40/month is the average globally** once adjusted for PPP based on where the Christians are (x0.62)

- **Country (cost per user annually)**

- \$20/month × 12 months × 4% Conversion = **\$9.60 annually per USA Edenly® User in Years 1-2**

- $\$20/\text{month} \times 12 \text{ months} \times 15\% \text{ Conversion} = \underline{\$36.00 \text{ annually per USA Edenly}^\circ}$
User in Year 10+
- $\$12.40/\text{month} \times 12 \text{ months} \times 15\% \text{ Conversion} = \underline{\$22.32 \text{ annually per Global Edenly}^\circ}$
User in Year 10+
- **USA Christian Adoption → Revenue**
 - **1 % → \$ 41 MM**
 - **10 % → \$ 410 MM**
 - **33 % → \$ 1.35 B**
- **Global Christian Adoption → Revenue**
 - **1 % → \$ 400 MM**
 - **10 % → \$ 4 B**
 - **33 % → \$ 13.2 B**

V. Revenue Stream 3: Redeemed Ads

Core Idea

- The Social Media Ad Model—redeemed in a way that honors Christ and His people through our 7 Non-Negotiables.

The 7 Non-Negotiables

1. **No Ads on Sunday**
 - Only ads *solely* for convening for the Lord can run on Sunday (church service, small group, worship night, etc)
2. **Healthy Feature Screentime Limit = Limit of Daily Ads Shown in that feature**
3. **Artificial Conscience Powered Personalized Censorship**
4. **Only use 4 data sources**
 - ONLY Great Friend Quiz, basic demographics (age, gender...), prior hangouts, clicked ads
 - NEVER use AI chats, prayers, counseling notes, meeting recordings, etc
5. **Users can opt-out of letting Edenly[®] use each of their 4 data sources**
6. **“Make It Sacred” Switch**
 - A switch for your event or post where no ad can appear on the screen while your event/post is still on-screen
7. **Restricted Advertisers List (from Biblical Principles)**

Revenue Calculation

- **Christian Base**
 - USA: **206.5 MM Believers** (62% of USA—[Pew Research](#))
 - Worldwide: **2.6 B believers** (31.7% of globe—[Christianity.com](#))
- **CPM (Avg from top 5 platforms: [2025 Study](#))**
 - **USA Average: \$23 CPM**
 - Target: \$30 CPM for Christian organizations in Y1 (high alignment)
 - **Global Average: \$6.59 CPM**
- **Cadence of Ads**
 - **Edenly® Target: 10 Ads/hour**
 - YouTube: 20/h, Facebook: 18/h, Instagram: 15/h, X: 14/h, TikTok: 12/h, Reddit: 10/h
- **Cadence of Screentime**
 - **Edenly® Target: 30 minutes/day**
 - Facebook: 75m, TikTok: 78m, Pinterest: 50m, Instagram: 82m, LinkedIn: 45m, X: 40m
- **Country (cost per user annually)**
 - $(\$30 \text{ CPM} / 1000 \text{ impressions}) * (10 \text{ ads} * 0.5\text{h}) * (365 \text{ days} - 52 \text{ days to honor sabbath}) =$ **\$46.95 annually per USA Edenly® User in Year 1-2**
 - $(\$23 \text{ CPM} / 1000 \text{ impressions}) * (10 \text{ ads} * 0.5\text{h}) * (365 \text{ days} - 52 \text{ days to honor sabbath}) =$ **\$36.00 annually per USA Edenly® User in Year 10+**
 - $(\$6.59 \text{ CPM} / 1000 \text{ impressions}) * (10 \text{ ads} * 0.5\text{h}) * (365 \text{ days} - 52 \text{ days to honor sabbath}) =$ **\$10.31 annually per Global Edenly® User in Year 10+**
- **USA Christian Adoption → Revenue**
 - **1 % → \$ 74 MM**
 - **10 % → \$ 743 MM**
 - **33 % → \$ 2.45 B**

- **Global Christian Adoption → Revenue**

- **1 % → \$ 268 MM**
- **10 % → \$ 2.68 B**
- **33 % → \$ 8.85 B**

VI. Foregone Revenue Stream (100% Free): Churches paying directly for SaaS

Core Idea

- Replace multiple legacy church tools (ACS, Planning Center) with one platform.

Christian Base

- ~2.6 B Christians → ~910 M active church members (≈ 35%).
- Churches pay \$0.50/member monthly (100 member church = \$50/month).
- Global ARPU Pricing: \$0.31/member monthly → \$3.72/member annually.
- **Global Christian Adoption → Revenue**
 - **1 % → \$ 33.8 MM**
 - **10 % → \$ 338.5 MM**
 - **33 % → \$ 1.12 B**

Our model actually works *better* with the SaaS free. So, we are disrupting the entire Church SaaS market. But it is necessary—for none can compete with Meta, Tesla, and other giants without a business model powerful enough to support the billions it takes to train great AI. Christ needs a representative for Him at the highest levels of AI.

So, a mission of Edenly® is to provide the *best* technology in the world for the global church...100% Free. Zero barriers to global access.

VII. You're Early in a \$374 Billion Faith-Tech Giant

\$15.4 B Hangout GEO + **\$13.2 B** AI Subscriptions + **\$8.8 B** Redeemed Ads =

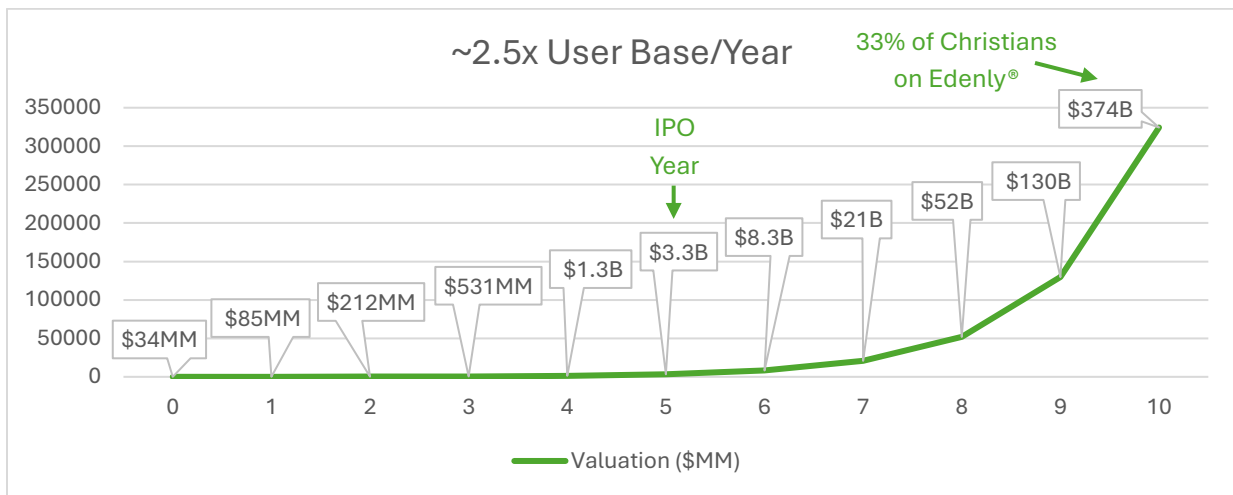
\$37.4 Billion per Year in Revenue

- Valuation Multiple (10x revenue) ≈ **\$374 B Valuation**

VIII. \$34 MM → Current Pre-Seed Valuation

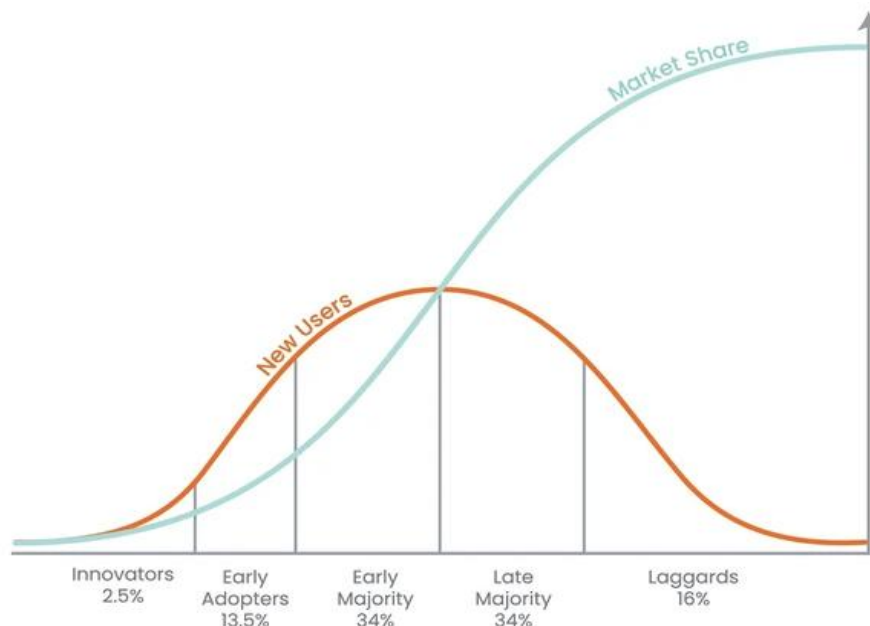
- **0.33% Adoption — 110x your investment** (\$100,000 invested → \$11 Million)
 - Note: 0.33% Adoption is ~8.6 Million Users
- **3.3% Adoption — 1,100x your investment** (\$100,000 invested → \$110 Million)
- **33% Adoption — 11,000x your investment** (\$100,000 invested → \$1.1 Billion)

IX. YoY Chart to 11,000x → ~2.5x/year for 10 Years



X. Goal: 33% Category Leader Share in Christian Market

(Scaling in line with the broader market’s “Innovation Adoption Curve”)



We are creating *multiple* (highly needed) Blue Ocean spaces:

- The first peer-to-peer *prayer* system
- The first peer-to-peer *giving* system
- The first local *church aligned AI* (with a trademark on Artificial Conscience®)
- The first-of-its-kind *crisis & early intervention system* for the church
- The first social platform for *in-person connection with friends*
 - We have Tinder for only dating
 - We have Meetup for only meeting NEW people (helping only with the first small sliver hangouts in the full lifespan of a friendship)
 - We have Instagram/TikTok for only connecting digitally at a distance (trapping you behind a screen—not optimized for engaging in person)

The church provides *boots on the ground*—accelerating the tech adoption (top-down):

- **Innovators (2.5%)**
 - Years 0-2
 - Example Dividends (\$100k invested now): \$11,223/year
 - (\$21MM Revenue, 60% profit margin, 30% profit paid in dividends)
 - Your Stock Value: \$600k
 - Gatekeepers That Accelerate Us:
 - Individual Pastors (Especially Mega-Church Pastors)
 - Pastoral Conference Organizers
- **Early Adopters (13.5%)**
 - Years 3-4
 - Example Dividends (\$100k invested now): \$70,412/year
 - (\$133MM Revenue, 60% profit margin, 30% profit paid in dividends)
 - Your Stock Value: \$3.9MM
 - Gatekeepers That Accelerate Us:
 - Christian Influencers/Media (D2C pathway opens more easily)
- **Early Majority (34%)**
 - Years 5-7 (*conducting IPO here—so shares can be sold on the open market*)
 - Example Dividends (\$100k invested now): \$1.1 MM/year
 - (\$2.1B Revenue, 60% profit margin, 30% profit paid in dividends)
 - Your Stock Value: \$62 MM
 - Gatekeepers That Accelerate Us:
 - Protestant Christian Conferences
 - Protestant Christian Denominational Boards
- **Late Majority (34%)**

- Years 8-9
- Example Dividends (\$100k invested now): \$6.9MM /year
 - (\$13B Revenue, 60% profit margin, 30% profit paid in dividends)
 - Your Stock Value: \$382 MM
- Gatekeepers That Accelerate Us:
 - Catholic Christian Conferences
 - Catholic Christian Denominational Boards
- **Laggards (16%)**
 - Year 10+
 - Example Dividends (\$100k invested now): \$19.8MM/year
 - (\$37.4B Revenue, 60% profit margin, 30% profit paid in dividends)
 - Your Stock Value: \$1.1 Billion

XI. Isolate US Market: 10Y Potential—\$60B Valuation

- **2.5% USA Adoption — 100x your investment** (\$100,000 invested → \$10 Million)
 - Note: 2.5% USA Adoption is ~8.6 Million Users
- **33% USA Adoption — 1,764x your investment** (\$100,000 invested → \$176 MM)

But only focusing on USA Christians would leave 92.5% of the world's Christians lacking the healthiest social technologies in the world.

XII. Corporate Governance & Share Price

Investors receive:

- **1:1 economic ownership—Preferred shares** with standard protections (liquidation preference, etc.)
- Total Class A Investor Shares Issued: 100,000
- Price Per Share: \$27.20
- Total # Shares (A Investor Shares + B Founder Shares + Employee Stock): 1,250,000

Founder Control for Long-Term Stability

- Founders retain **20x voting power (Class B shares)** to ensure mission alignment and prevent destabilizing influence.

- Designed to protect the company from:
 - Overreach by **ideologically driven stakeholders** (e.g., niche religious agendas skewing direction)
 - Overreach by **purely profit-driven investors** prioritizing short-term gain
- This structure ultimately protects **all shareholders** by maintaining strategic consistency.

We raise pre-seed capital using a SAFE (Simple Agreement for Future Equity)

- Copied from the template standardized by [Y Combinator](#)

We are structured as a Public Benefit Corporation:

- All companies are essentially legally obligated to “maximize profit for shareholders”
- But our Corporate Documents legally state “A purpose of the corporation is to pursue a public benefit of maximizing biblical love in all its expressions—turning hearts to love God above all and to love their neighbors as themselves—through redemptive, Christ-centered technology.”
- Our mission is not optional—it is **embedded into fiduciary duty**. Leadership is protected (legally) when making decisions that prioritize **people, not just profit**. The company avoids the long-term drift seen in traditional corporations

XIII. \$2.72 MM—How We Will Use Funds

The goal is becoming 100% self-sustaining for growth (raise a 2-3 year runway)

- **Edenly® 1.0 Full Product Engineering – \$500k (18%)**
 - \$500k to build the *full* Edenly® ecosystem (5 Engineer Team—Full AI Social Hub, GrapeVine, Gatherings, Dovely®, Admin Assistance, Prayer, Counseling, etc).
- **Growth & Distribution – \$1.0MM (37%)**
 - Marketing + pastoral ambassador network + incentive program + events + team for onboarding churches + success managers for 50–250 accounts
- **Advanced AI Development, Research & Artificial Conscience Layer – \$300k (11%)**
 - The next tier of our cross-denominational theological compliance framework

- **Legal & Compliance Infrastructure– \$200k (7%)**
 - Patent filings, PBC Compliance Documents, & data/privacy audits
- **Working Capital & Contingency – \$720k (26%)**

XIV. The Next 12 Months

Two-Customer Strategy: Edenly® Serves...

- Pastors & Church Leaders (First)
- Church Members (Second)

We win pastors first—they unlock entire communities.

- Pastors act as gatekeepers of trust, doctrine, and distribution.
- Member adoption scales only after pastoral buy-in.

Product Focus by Customer

Pastors & Leaders (Gatekeepers & Ground Level Implementors)

- Edenly’s Goal: Become a force multiplier for leadership
 - Ultra-simple **Admin** Interface
 - **AI** that reduces burden (insights, care visibility)
 - Doctrinal alignment (**Artificial Conscience**®)

Members (Drives Engagement & Retention)

- Edenly’s Goal: Solve loneliness through real world connection
 - **Hangouts** (real-world connection)
 - **Prayer** (core relational/spiritual experience)

Win the pastor to unlock the church. Win members through connection to sustain it.

- Adoption = Top-down (pastors)
- Retention = Bottom-up (relationships)

XV. Near-Term Monetization Following Beta

- We have **raised \$314,000** from investors including from:
 - 2 Bishops of 15,000 & 20,000 member congregations

- A businessman worth \$70+ Million
- The CEO of an 80-year-old, multimillion dollar company
- Edenly® Beta encompasses **50,000 In-Person Members & 2 Million Digital Disciples** (YouTube subscribers)

Beta → Prove Monetization Strategy:

- At current calculations, this 50,000 user group = a potential **\$4.1MM/year in revenue.**
 - \$1.45MM Hangout GEO + \$264k AI Subscriptions + \$2.35MM Redeemed Ads
 - Our beta test is set up to quickly show the metrics that test our model:
 - # of daily screentime minutes
 - % of users that convert to the paid AI tier
 - # of hangouts that are sparked through Edenly®
 - Take demand data to event centers & restaurants. Have them join.
- The current 2 Million Digital Disciple Beta group = a potential **\$164MM/year in revenue.**

XVI. What Do We Need Most?

- ✓ We have the **right idea** (the powerful answer to a problem worth hundreds-of-billions)
- ✓ We have the **right team** (14 executors: 3 Yale MBAs, big pastors, ML Masters/PhDs, etc)
- ✓ We have the **right advisory board** (Emory’s Associate Dean, Google’s Head of AI Strategy/Operations, Bishop of 20k members, The White House’s \$10B Tech Hub Lead)
- ✓ We have the **right distribution network** (50,000 beta users ready in the pipeline)
- ✓ We have the **right business model** to be profitable early and make it big in the long run
- ⚠ **All we need is CAPITAL** to handle the momentum we see coming.

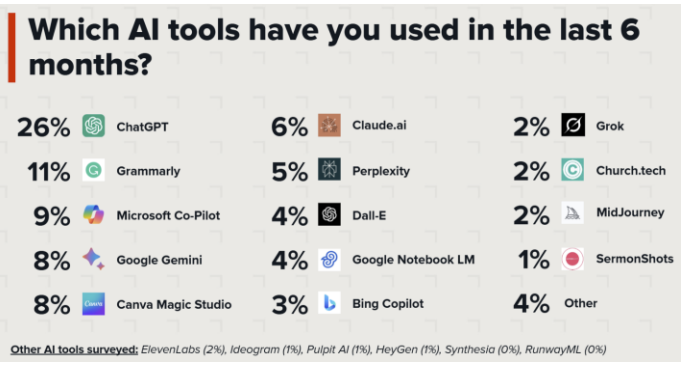
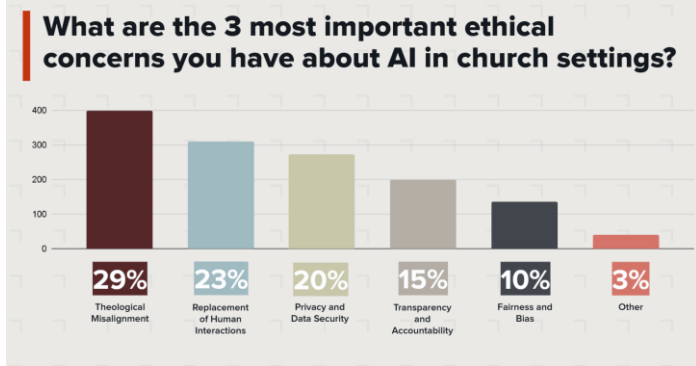
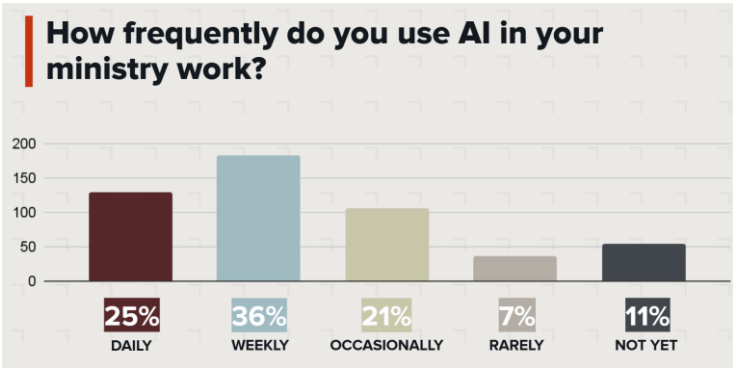
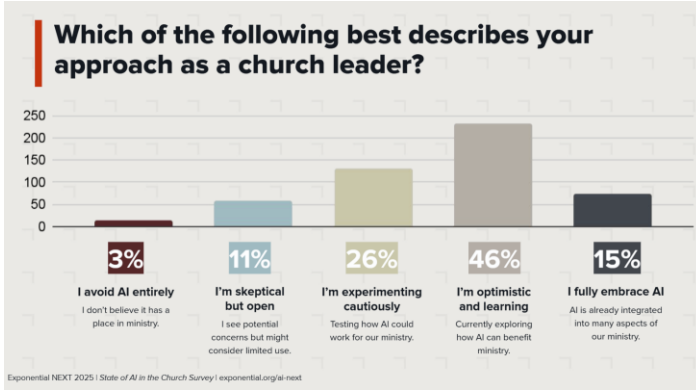
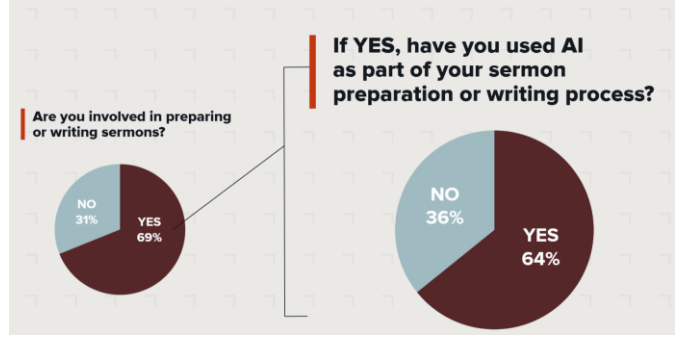
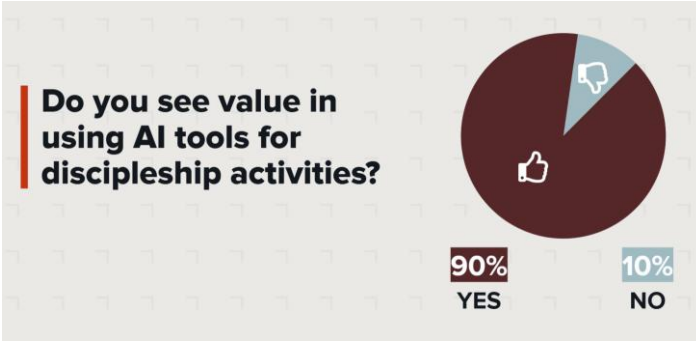
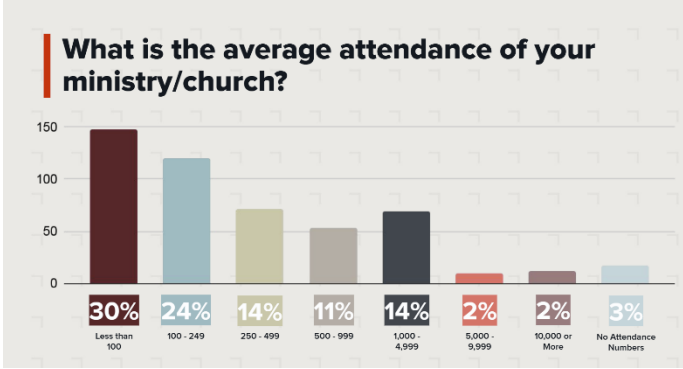
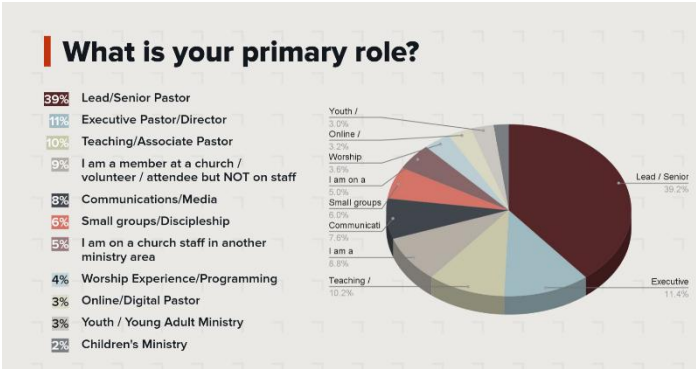
This is the best time to invest. Once Beta Test results are in, our valuation will increase accordingly—rewarding the earliest investors.

XVII. AI & The Church Data

[Barna Group 2025 Study: “Christians view AI as a gift—and a threat”](#)

“Across every measure of AI’s potential upside, practicing Christians outpace the general population. Nearly two-thirds (62%) say AI is making the world a better place, compared to 53 percent of U.S. adults overall. Sixty-six percent of practicing Christians say AI is improving their own lives—13 points higher than the national norm. But the level of concern correlates to the level of optimism: 57 percent of practicing Christians say AI is a threat.”

Exponential NEXT 2025 | State of AI in the Church Survey



Business Leadership Team



Joseph Bronner—Founder & CEO

- Founder of the Yale SOM AI Association
- Yale MBA (the youngest ever) / Georgia Tech Alum
- Former Senior Brand Manager @ Procter & Gamble (Historically the world's largest advertiser. Owned \$240MM/year business program)
- Ordained Minister



Stefan Youngblood—Cofounder & Director

- Founder National AI Literacy Center
- Founder of the Black AI Think Tank
 - The premier diversity networking ecosystem in AI
 - 250 AI professionals meeting biweekly
 - Global Digital Missions VR, AR, AI



John Wright—Sales Director

- 8+ years of sales experience
- 3 years of sales/recruitment coaching
- Writer & Future Author on Communication
- Life Coach



Adam Zellner—Sales Director

- 14+ years of sales experience
- Scaled a company from \$2M to \$20MM (+900%)
- Earned Inc. 5000 list for fastest growing companies
- Managed \$1MM+ in annual marketing budget



Justin Lester—Cofounder & Director

- Pastor of 1,000+ Member Congregation
- Doctor of Ministry, Boston University
- Master of Divinity, Vanderbilt University
- Founder of Theox Tech



Abraham Delshad—Cofounder & Director


- Field Engineer at UL solutions
- Serial Entrepreneur—founded and scaled ventures in Healthcare, Real Estate, & Mineral Explorations
- Double Major: Mechanical/Manufacturing Engineering
- Masters from University of Kentucky



Kevin Christopher—Legal Counsel (Outside) & Investor

- Has managed cases ranging from \$1B trademark cases to ones for Nobel Prize Laureates
- Yale Executive MBA
- Founder, Rockridge Law — a mission-driven benefit corporation law firm (“Lawyers for Good”)

Tech Team

All leaders from  which filters to the top 3% of talent

 Newsweek Ranks Toptal [#1 Most Reliable Professional Services Company in America.](#)



Andy Leverenz—Head of Design

- 10+ years of Design experience, ranging from working for Fortune 500s to fast growing startups
- Design/Coding YouTube channel (32,000 subscribers)
- Design publication on Medium (100,000 views/month)



Pedro Henrique Rocha Moy—Head of AI

- 13+ years of AI/ML experience building production grade AI systems, RAG pipelines, ML Systems, & data science projects
- Masters in Machine Learning from top 10 ranked University (GT—#6 above Cornell/Princeton in US News)



Amir Moghadam—Senior AI Engineer

- 12+ years of experience building production-grade AI and ML systems
- PhD in Machine Learning; Masters in Computer Science & Computational Modeling



Curcio Sobrinho—Head of Engineering

- 24+ years of experience in mobile development
- Built 50+ apps spanning social media, AI, & more; has managed 30+ engineers as VP of Engineering
- Masters in Applied Computation
- Former Professor for Mobile Development

+2

2 Psychology PhDs

- 2 Christians with Psychology PhDs to develop our friendship compatibility matching survey

Executive Advisory Board



Wayne Kimball Jr.

- Global Head of Business Intelligence Growth Strategy & Market Acceleration @Google
 - Promoted from Head of AI Strategy & Operations



Bishop Dale C. Bronner

- Founder and Senior Pastor of the 20,000 member, non-denominational church—Word of Faith Family Worship Cathedral.
- Steward over assets worth \$100+ MM



Dr. Ifeoma Ajunwa

- Associate Dean & Professor of Law @Emory University
- Founding Director of Emory’s “AI and the Future of Work” Program



Randolph Wiggins

- Built \$10B worth of Tech Hubs @The White House
 - Former USA National Economic Council Member
- Chief Investment Officer & Executive Director @The New York Global Technology & Innovation Center
- Executive Co-Lead @Princeton Alumni Angels

All advisory board members participate in an individual capacity (as advisors, NOT as employees). Any affiliations listed are for identification purposes only. Such affiliations do not imply endorsement by, or representation of, their respective employers or organizations.

XXI. Redeemed Ads Example

For the Redeemed Ads, they won't be the "disruptive screen take-over" type of ads. They'll be the type where you say "wow, I didn't even realize they were there". This is the way X, Instagram, LinkedIn, and Facebook do their ads. You should almost see them as just normal content in the feed. Below depicts an ad concept for Chick-Fil-A in the Gather tab.

