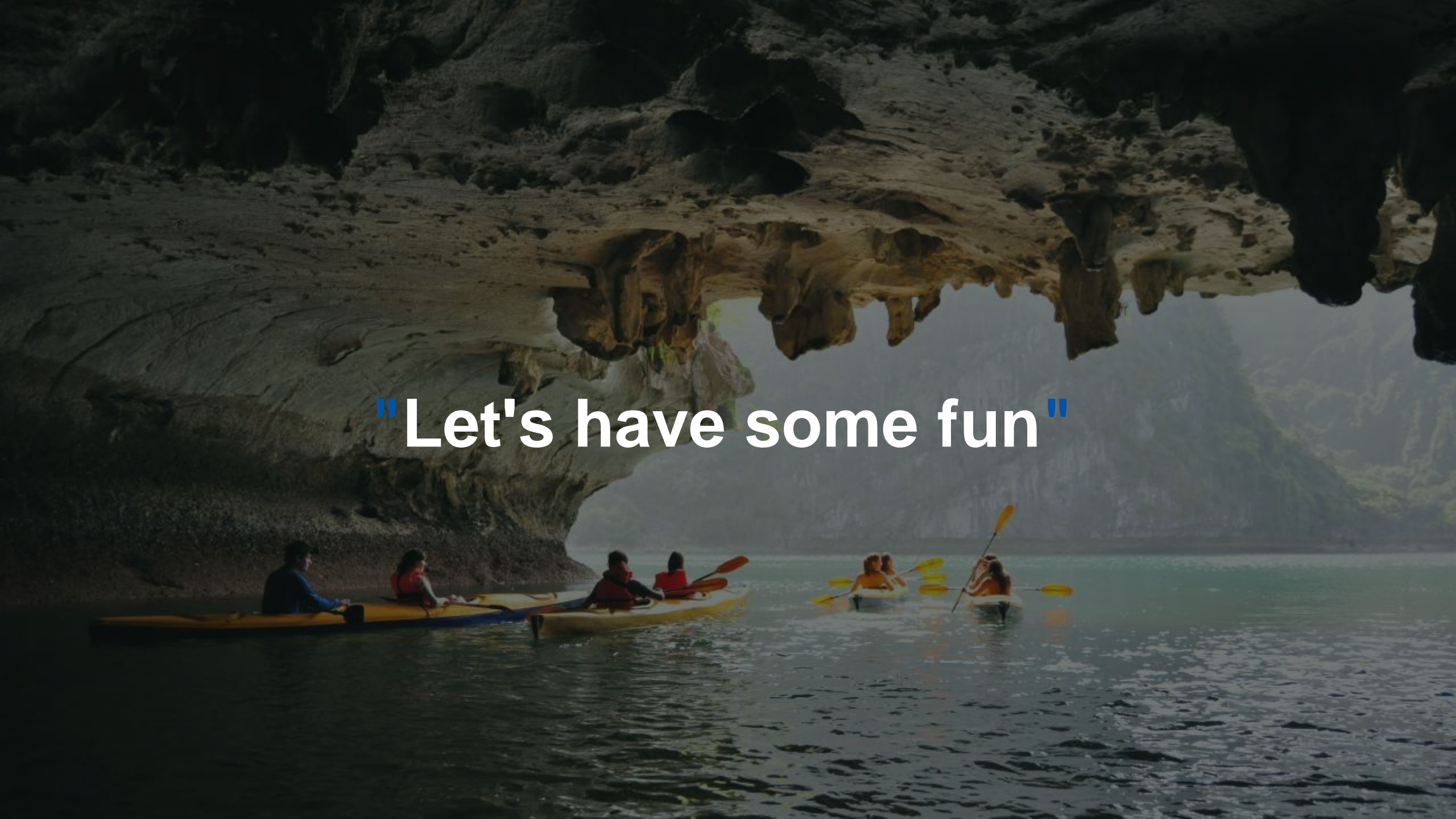# PEEPO 2 PEEPO

Connecting People with People and their Adventures

www.peepo2peepo.com
info@peepo2peepo.com

"Let's have some fun"

What is Peepo2Peepo?

Peepo2Peepo is a global platform that simply brings people together to share the adventures and activities of their choice. Our app is a location based social media and social networking site that helps people find others to share their activities with.

We are Android and iPhone compatible.

How Does it Work?

1. First create your free account.
2. Then post or respond to activities posted by other members.
3. Send and receive in app private messages.
4. Meet a member or members at the location of the agreed upon activity.
5. Live Stream in real time.
6. And share exciting pictures and videos within your personal profile.
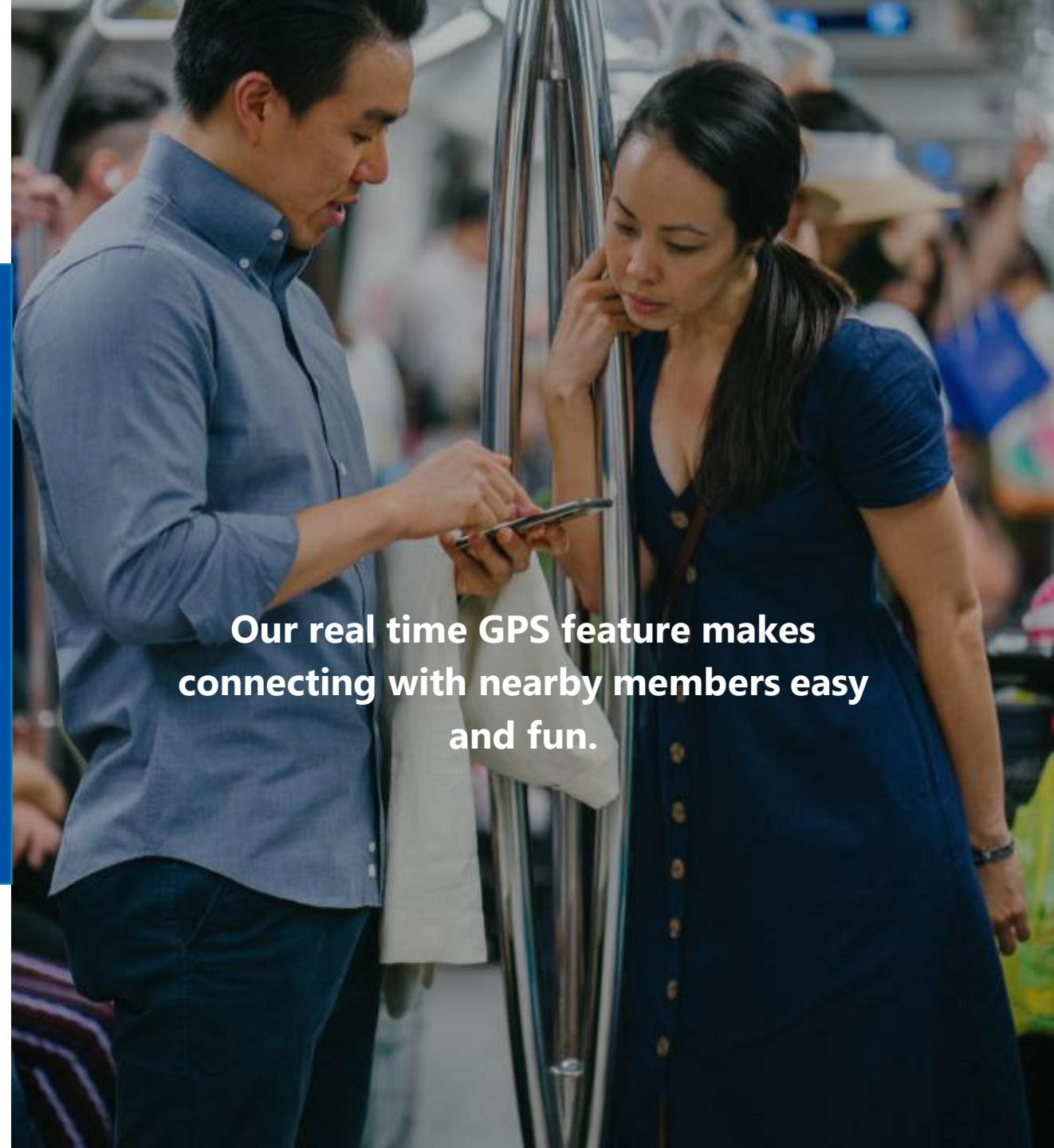
Our real time GPS feature makes connecting with nearby members easy and fun.

User Profile

Our Peepo2Peepo app allows members to post activities for other members to review and reply, "I'd Go". Members can see how many other members accepted their activity post, and can private message any or all of them with Peepo2Peepo messenger built within the app. This is a great way for members to organize a meeting for an activity.

Members can rate 1-5 stars and leave a comment on every adventure attended. Members can post and share pictures and videos in their profile and Live Stream in real time. Members can send "Following" requests to members they find interest in, and receive following requests as well. The number of members following you, and the number of members you are following will be displayed on your profile.

Peepo2Peepo has a "Nearby" member function as well as a "Last Active" member function that you can turn on or off at anytime. You can browse member profiles anytime, and get push notifications when a member you follow or follows you goes Live, sends you an Instant Message or Follows or Un-Follows you.

Problem

Simply, there is nothing else out there doing this

Until now

Expansion

Peepo2Peepo is engineered to become a global phenomenon. People love Adventures and Activities, and now they will be able to create and share their own.

Our Target Audience

Thrill Seekers, Adventurers, Explorers and Travelers:

In 2021, an estimated 4.48 billion people were using social media worldwide, a number projected to increase to almost 5.43 billion in 2023. Social network penetration is constantly increasing worldwide and as of January 2022 stood at 49 percent.

In the United States the entertainment and media market was worth an estimated 720 billion U.S. dollars in 2020 and is expected to grow to over 770 billion U.S. dollars by 2022.

In 2021, Domestic travelers alone spent $838 billion (a 30.5% increase from 2020), and international travelers spent $40 billion in the U.S. Adjusted for inflation, real travel spending rose 29% in 2021. And to date, not one major application is geared towards an individual posting their own adventure or activity, and requesting single or multiple participants. Until now.

Initial Service Area

Focus on Chicago with a population over 2,700,000 to begin. Expand to Miami and eventually global.

Advertisement:

Our Financial Services

Our Peepo2Peepo app allows your company to advertise on our platform via your YouTube advertising or marketing video. Your video will be displayed in our "Popular Attractions" platform. Your company can also advertise print/ photograph ads, and they will be displayed in our "Things To Do" platform, both located on our app. Also, our platform is developed to deliver both options in every city.

We will help you strategically identify the most effective placements to exceed the expectations of your campaign. Video and print/ photograph rates vary based on factors such as duration.

If you are interested in our advertising services, please contact us via email. Our team will work with you to strategically highlight your product or service to our community of members. Please have in mind your type of advertisement and budget.
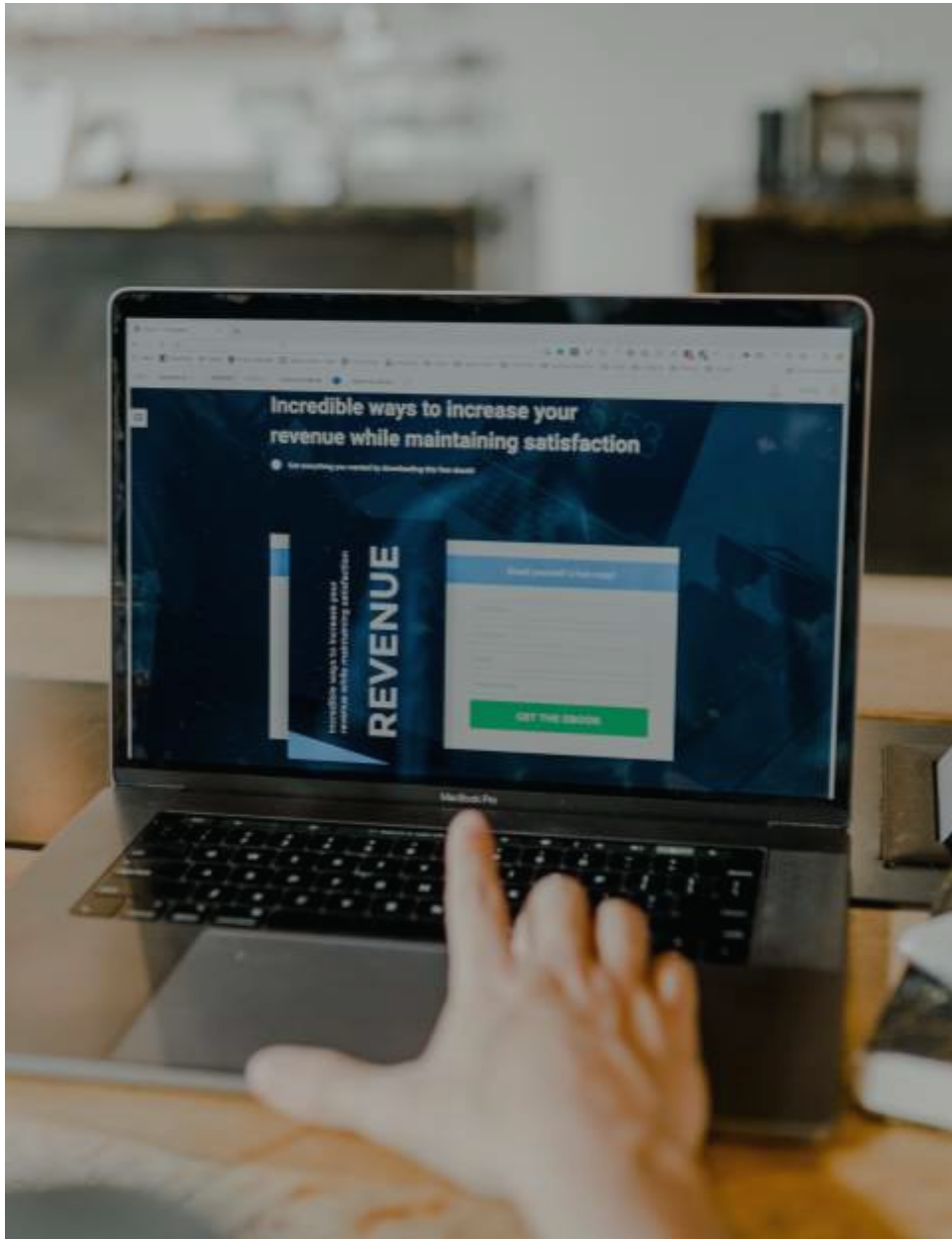
Revenue

In 2021, Facebook generated close to 114.93 billion U.S. dollars in ad revenues. Instagram generated $26 billion in ad revenue in 2021, according to a new Bloomberg report.

The Peepo2Peepo app is capable of providing video ad space in our "Popular Attractions" section, and print and photographic ad space in our "Things To Do" section. The Peepo2Peepo app is programmed to add ad space for every city, seen exclusively by members in that city.

Potential Outcome

Best Case Scenario: We become a market leader, $1B+ in yearly revenue.

Realistic Success Scenario: We become a Top 5 Social Media app, and Number 1 in this under tapped market. No real tech player dominates this space. $100M+ in yearly profits.

Worst Case Scenario: We become a 1 - 10 city sensation.

Fundraising Plan and Objectives

$2,000,000:

- Successful launch.
- Sales team.
- Marketing team.
- User acquisition.
- Direct email.
- PR.
- Internet advertising.
- Targeting advertising.
- Viral marketing.
- SEO optimization.
- Social Media.
- Online Videos.
- Server Costs.
- Developer costs.
- Gather user data.
- Compliance.
- Operations.
- Growth and expansion.

Team

Christian Peters
CEO

Founder and Serial entrepreneur
for over 20 years
chris@peepo2peepo.com

Faith Anderson
COO

Cofounder, Entrepreneur and over
25 years in the Financial Services
industry
faith@peepo2peepo.com

Progress

Fully functioning application ready to launch in both Android and iOS.
Our app is programmed to add video and print/ photograph ad space to paying clients in every city.
These ads will be seen exclusively by members in that particular city.
Android and iOS development team.
Facebook, Instagram, Twitter, LinkedIn and YouTube accounts.
Press Kit and Pitch Deck. Website.
26 second Teaser video.
2 minute Explainer video.
Next Raise $2,000,000. Launch in pilot city.