

 **Follow**





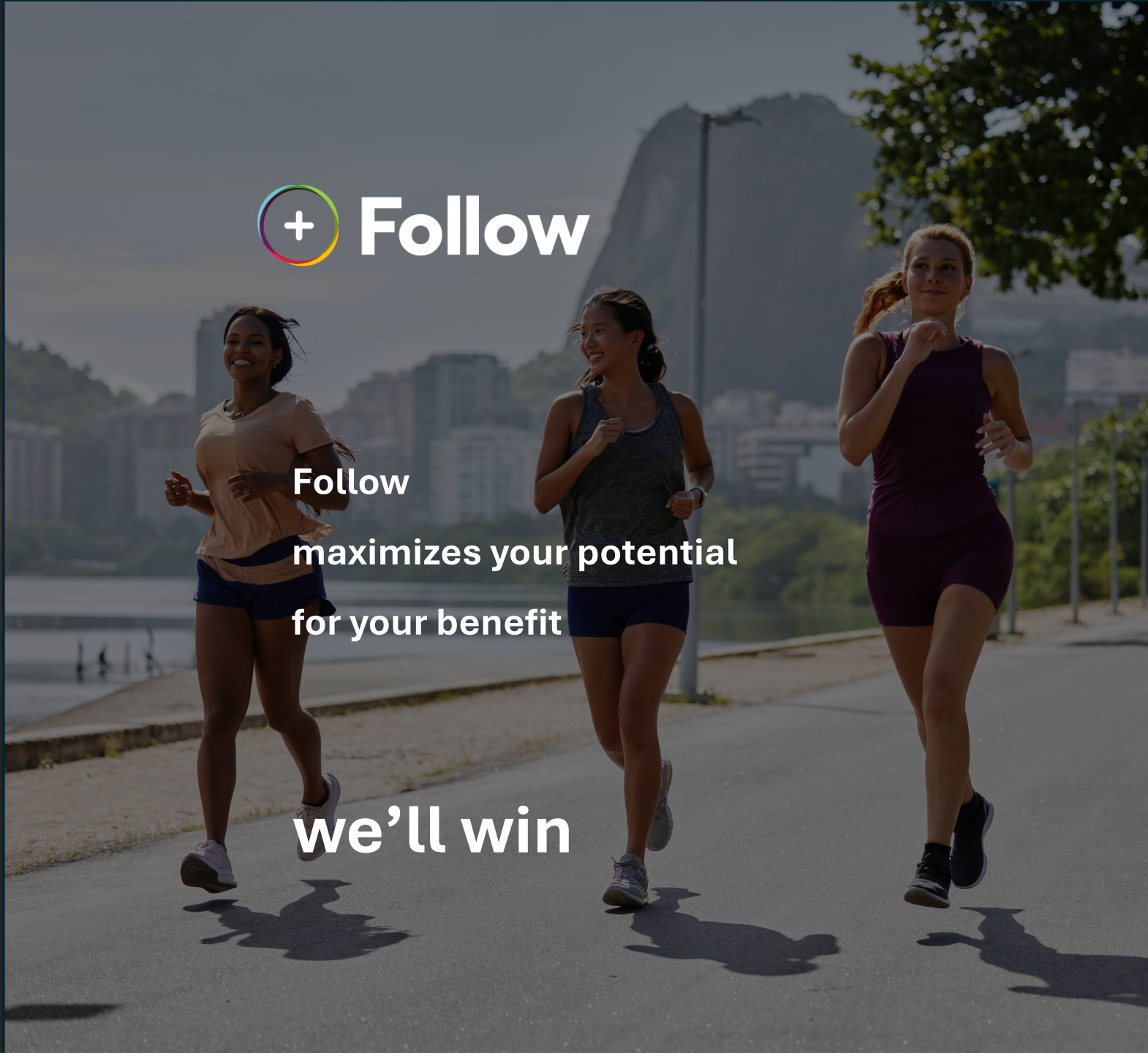
**Social media  
maximizes screentime  
at your expense**

**And that's how**



**Follow  
maximizes your potential  
for your benefit**

**we'll win**





**+ Follow**

**Optimism *meets* Opportunity**

***Welcome, to the social network  
for the 21st century***



**Uplifting**

**Empowering**

**Sensible moderation**

**Purpose driven**

**Global reach**

**Independent**



## For People

*Follow empowers you to inspire yourself and those around you to live a **healthier, happier life**. We leverage AI and UX to **maximize your well-being, not your screen time**.*

## For Businesses

*Follow creates a **positive, purpose-driven ecosystem** where brands can authentically share **their best stories**, fostering **real connections** with their audiences.*

## Revolutionizing Social Media, Ad-Tech and Engagement

*Tao puts the video advertisements through the same framework as the rest of the content, ensuring they **align with people's aspirations and lifestyles**. This enhances user experience while maximizing **customer lifetime value (CLV)** for businesses.*





# Follow is built around 5 themes that are proven to enhance peoples happiness & health\*

1. Active social life
2. Eating well
3. Movement
4. Mindset
5. Rest

\*Blue Zones research

**The 6th theme is WEB  
(Within Earth's Boundaries)  
and acts as a bullseye  
for optimization**

**6. Sustainability** 

# Can a social network help heal what we have broken?

## Premise

- Social relations
- Nature
- Climate
- Health
- Optimism
- Peace







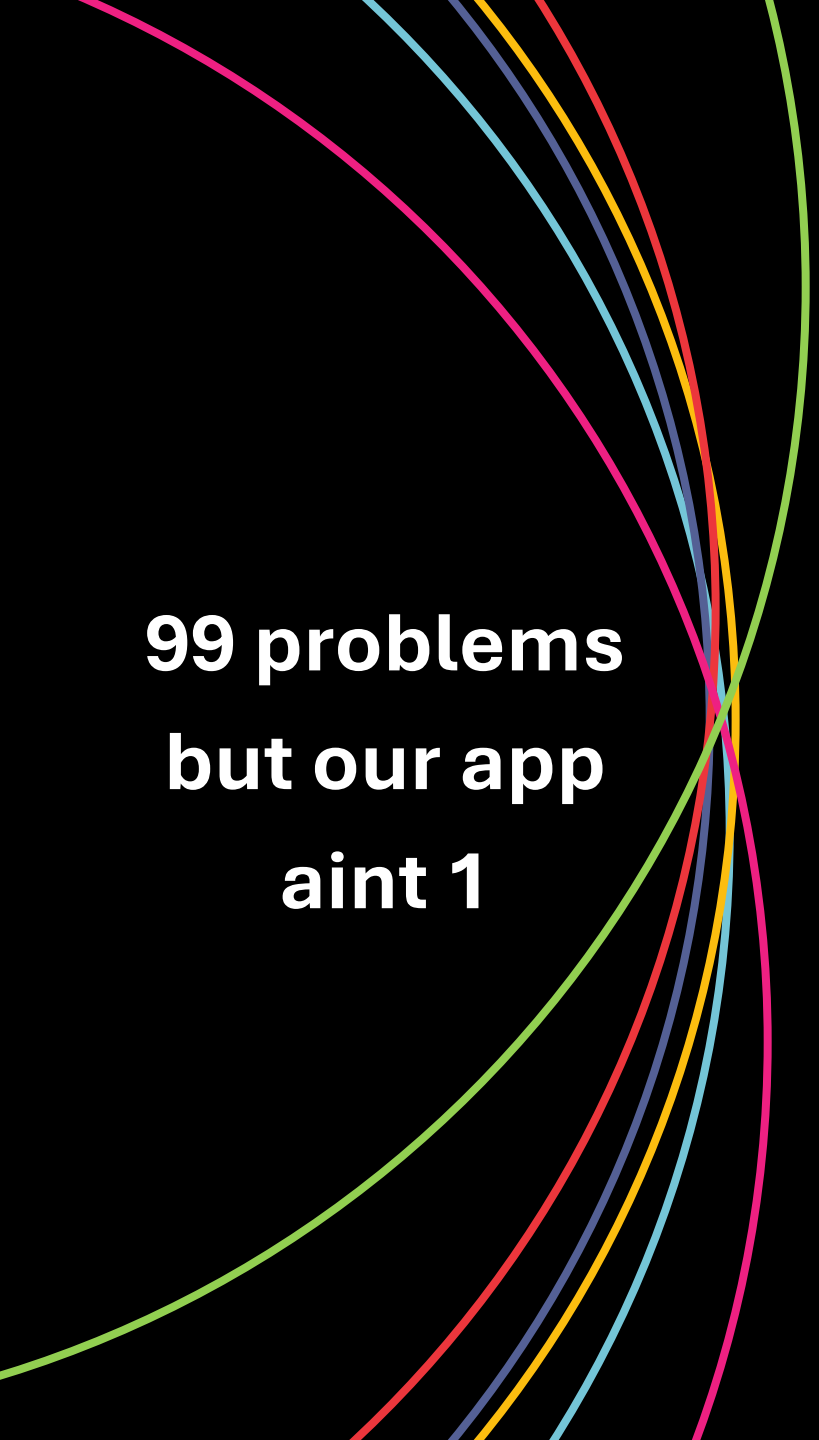
# **Vision & Mission**

## **Our vision.**

To foster peace, happiness,  
self-worth & friendship across  
the planet.


## **Our mission.**

Encourage and empower purpose  
driven entrepreneurship to  
create a better future.



**99 problems  
but our app  
aint 1**

1. People find it difficult to live a healthy, happy and socially active life.
2. On social networks, we have little control over our feeds and get sucked in with screentime at an all-time high and loneliness increasing from East to West and across all age groups.
3. We are experiencing feelings of distance to others due to digitalization and individualization. Polarization is increasing partly due to the shift of time spend at third places towards time spend on social networks.
4. Our planet is experiencing depletion of ecosystems, loss of biodiversity, increased environmental degradation and climate change.



**People want to live happy, healthy  
and socially connected lives  
on a clean and thriving planet  
enabled by technology  
that makes this easier  
instead of harder**

# The solutions



# Welcome to the social network for the 21st century



Follow

- Optimizes on health, happiness, sustainability and longevity



TAO

- Your AI assistant to live your dream life



Path

- Bubble breaking transformation



Equalizer

- Empowers you to control your scroll

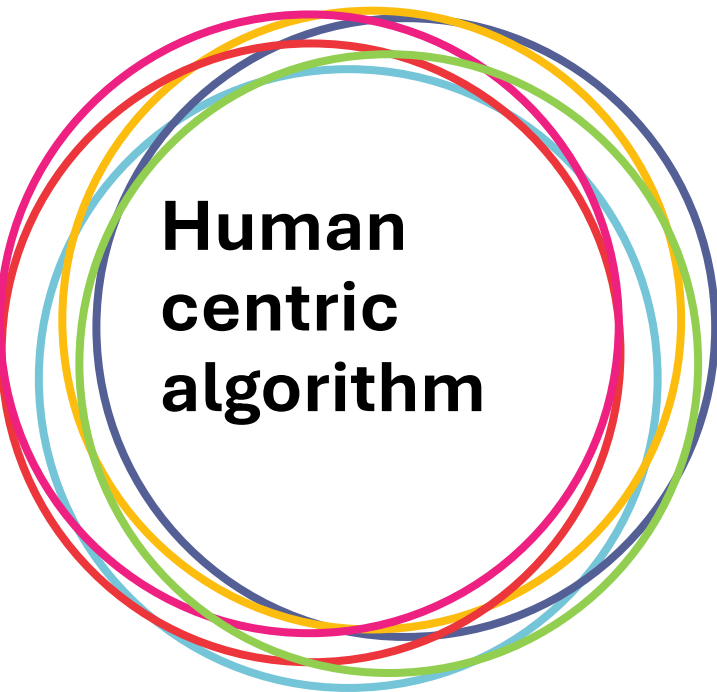


WEB

- Universal framework that optimizes on sustainability



## **Solution 1 for people**



Follow uses 6 focus areas to optimize around. That have proven to enhance people's happiness and health.

We use AI/ML to figure out what inspires you around an active social life, eating well, moving/exercising, mindset, resting/slowing down and sustainability, to give you a balanced content diet and a personalized approach around the themes that are important for a life well lived.

The themes are inspired by research into the Blue Zones and additional scientific work.

# Our optimization pillars

Learnings from the Blue Zones & our WEB Innovation Lab\*

- Social life** ● Right tribe, family, friendship, play, community, volunteering, arts, culture, music, meetups
- Eat wisely** ● Home cooking, recipes and eating out
- Mindset** ● Love, learning, purpose, believe, gratitude, classes
- Slow down** ● Mindfulness, recharging, wellness, unwind, well-being
- Move / exercise** ● Move naturally, gardening, walking, exercise, sports and crafts
- Sustainability** ● Prioritizing sustainable variants of the above

\*Part of our broader knowledge base  
where our AI/ML runs on



## **Solution 2 for people**



**AI/ML that  
works for  
YOU**

- TAO is your assistant, capable of answering any of life's profound questions around the 6 themes and relating it to things going on around you.
- TAO can match you with people for experiences, projects and even dating. Though TAO can go much, much further than that even.



## **Solution 3 for people**



**AI/ML that  
works for  
ALL**



## **Path**

### **Welcome to The 100 day path – Real bubble breaking transformation**

TAO learns your availability, interests, the types of people you feel comfortable with or attracted to, the areas where you want to improve and the challenges you face.

TAO knows the same for everyone else too. When we talk about transformation, we mean real transformation. The 100-day path is about letting TAO plan your next 100 days. Where you'll go, what you'll see, who you'll meet and what you'll experience.

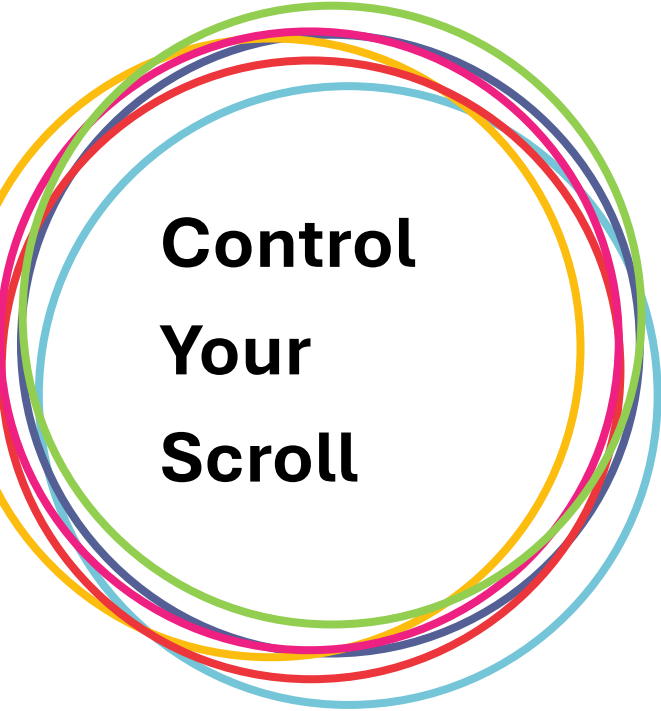
You'll reconnect with old friends and meet new people, visit local gems and discover new experiences. Meet people who share your interests, challenge your perspective completely or pleasantly add to it.

Learning, unlearning and creating new habits along the way. The 100-day path is the ultimate Bubble Breaker. Bringing together people from different worlds.



**Equalizer**

## **Solution 4 for people**



**Control  
Your  
Scroll**

### **Override TAO and take manual control over the algorithm**

It often feels we get stuck on social media. Stuck in a scrolling loop without any control over the content we get to see.

The Equalizer gives that power back to you by providing the option to override TAO and take manual control over the algorithm.

TAO's job is to figure out what you need in your life to live a balanced life according to research into longevity and wellbeing. Though sometimes you just want the option to decide that for yourself. Less content about mindset today and more about eating well and slowing down? Just tweak the Equalizer to your preference.

## **Solution 5 for our planet**

## **A universal framework**



### **WEB Innovation Lab (Within Earth's Boundaries)**

*For more information please ask for our WEB deck.*

Together with several universities and the worlds largest certification company we are creating the new WEB standard to launch the worlds simplest and universal sustainability label.

One label to show whether products, food, fashion or experiences are within the boundaries of what our planet can handle. This framework will power our algorithm on Follow and rewards WEB offerings with added visibility.

Our WEB Innovation Lab helps companies to get certified and helps to co-create and innovate within our framework.

## Solution 5 for our planet

### 1-tap-utopia



## WEB

### 1 tap utopia – The WEB button on Follow

We have to go through a sustainability transition. Most people understand this, but they wonder: *“Is it even possible for all of us to live within the boundaries of what our planet can handle? And what would that future look like? Is it even fun?”*

There’s only one place in the world where, with just a single tap of the index finger, you can make this mythical, utopian world appear.

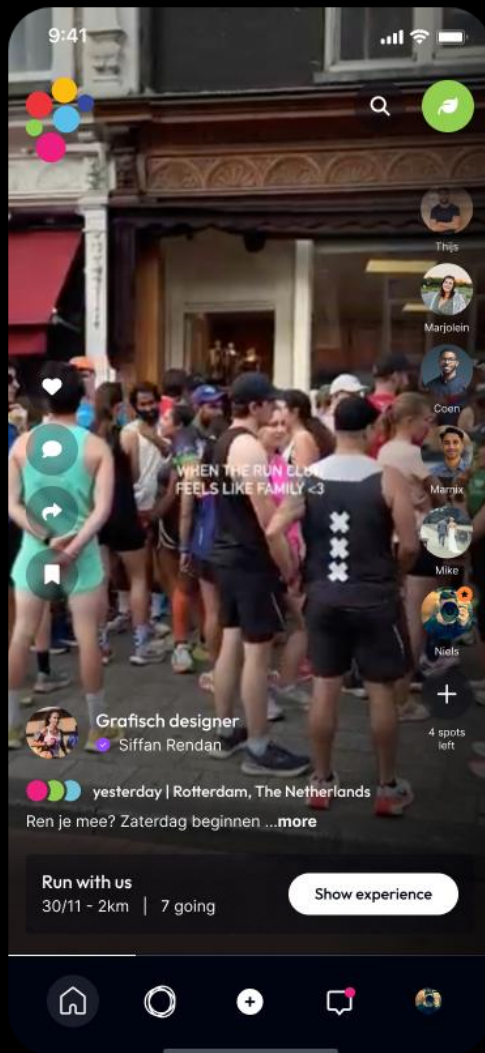
The WEB button on Follow’s feed might just be the most important button ever made in an app.

One tap opens a world where everyone lives to their fullest potential, within the boundaries of what our planet can handle. Not a hypothetical future, but a reality happening right now. It’s real, you can be part of it and it’s incredibly fun. It’s music, comedy, delicious food, flirting, dancing, sports. A vibrant life you’ll want to join.

And this is



what it looks like



Follow

A participatory feed

around the things we need

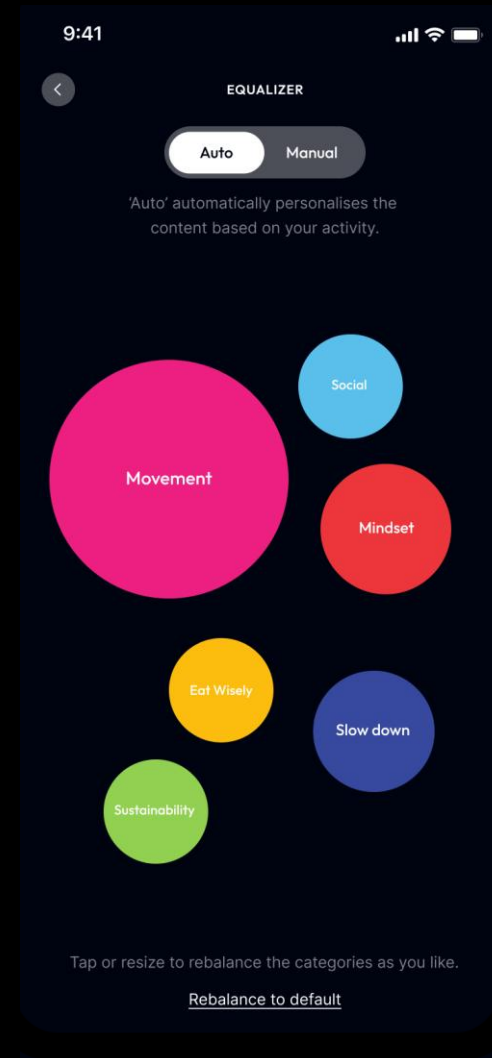
to live a good life





## The Equalizer

Control your scroll  
and decide the algorithm focus



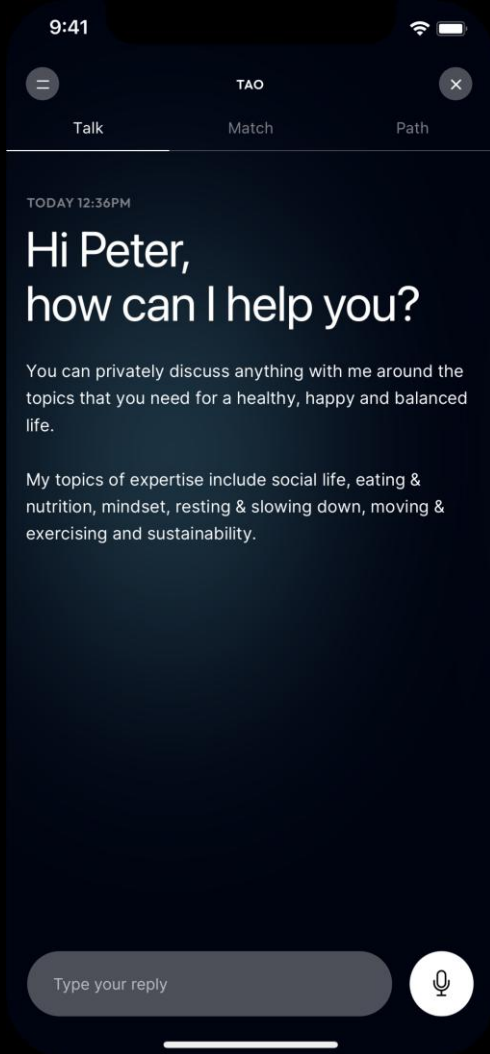


**TAO**

Exists to support you  
to live your best life

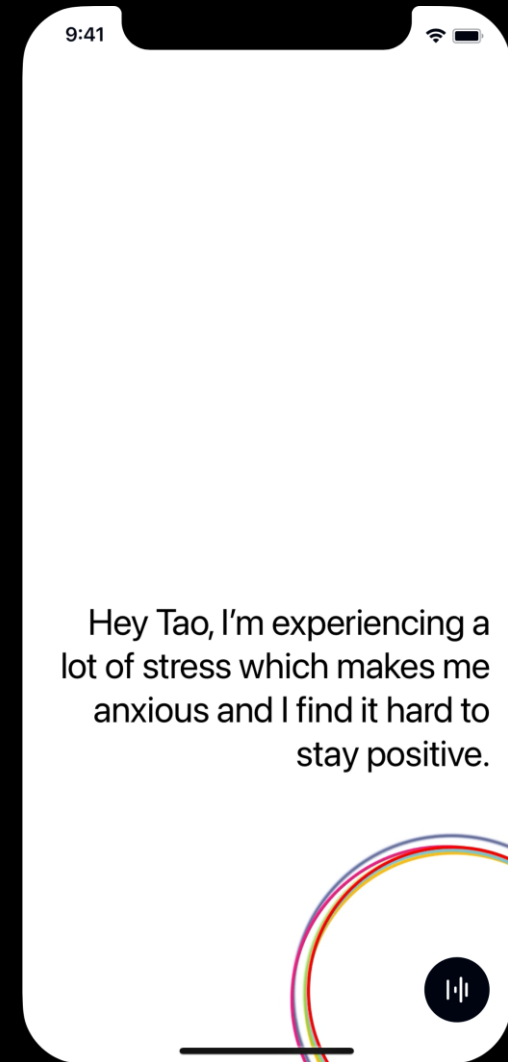
**Talk – Match - Path**

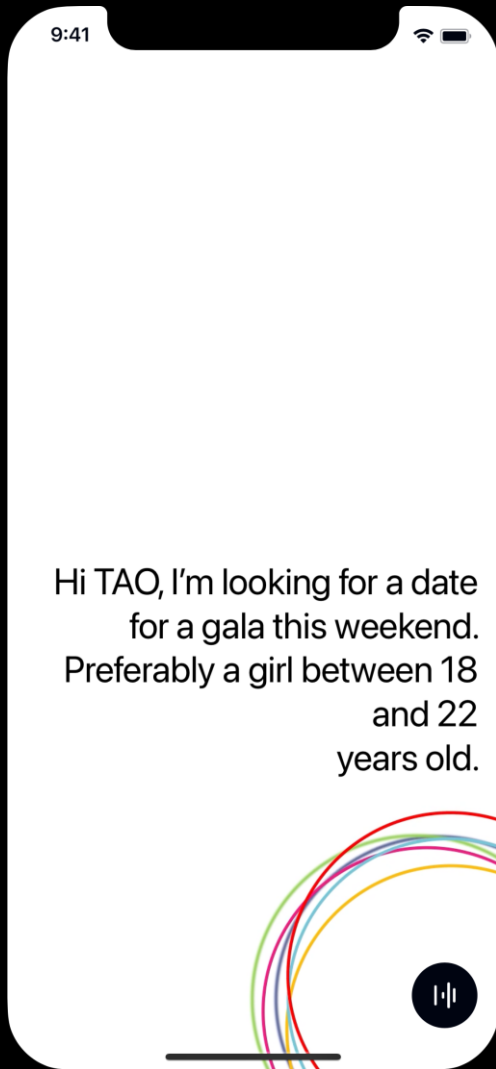




**TAO Talk**

Talk about anything around our 6 themes  
and find solutions through people or  
experiences going on around you



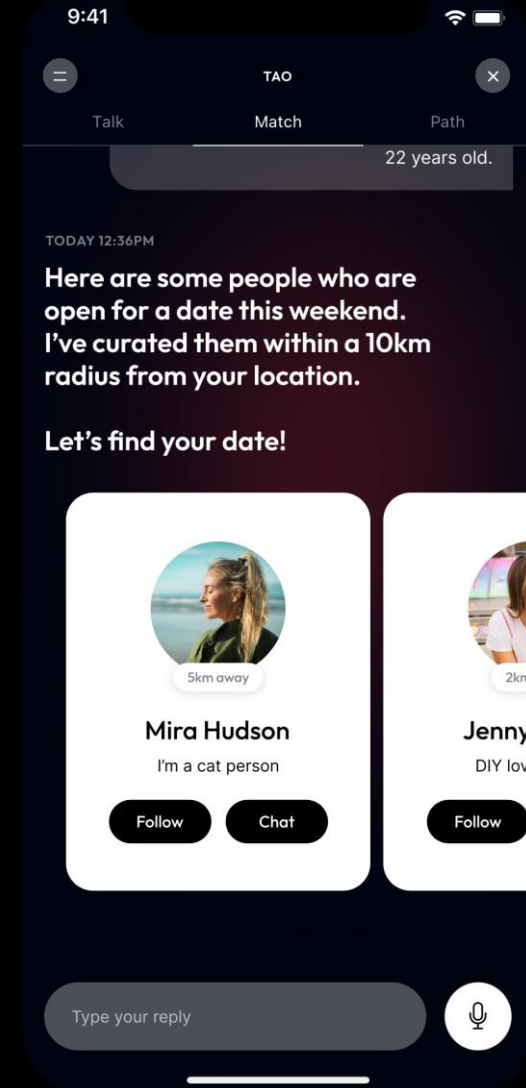


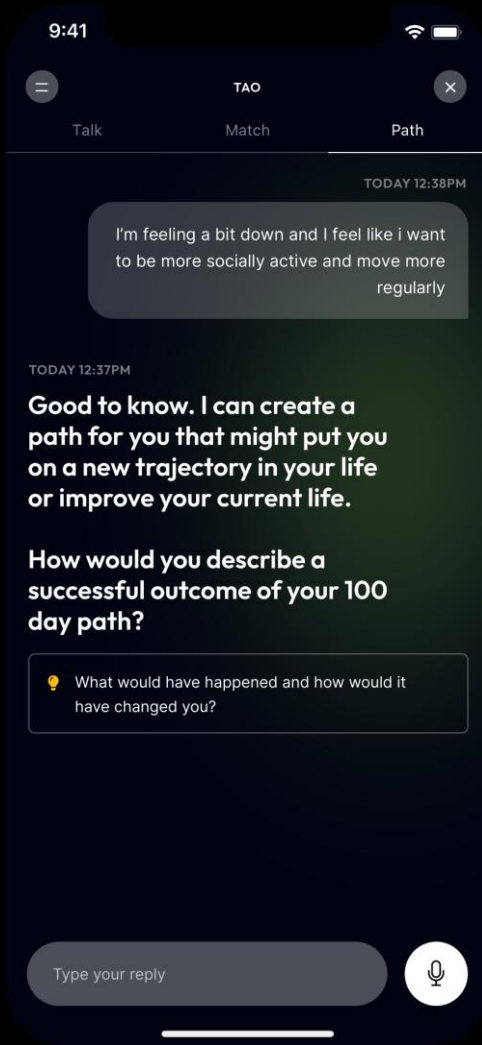
## TAO Match

*Hey Tao, I'm looking for an artist to join my project*

*Hey Tao, I'm looking for someone to go to the museum with*

*Hey Tao, I want to go for lunch with a fashion designer*





## The Path

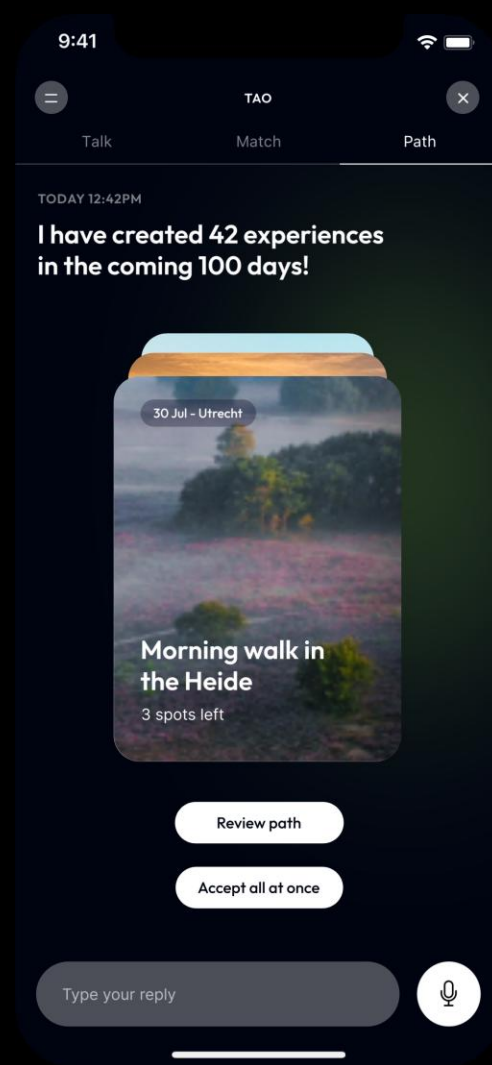


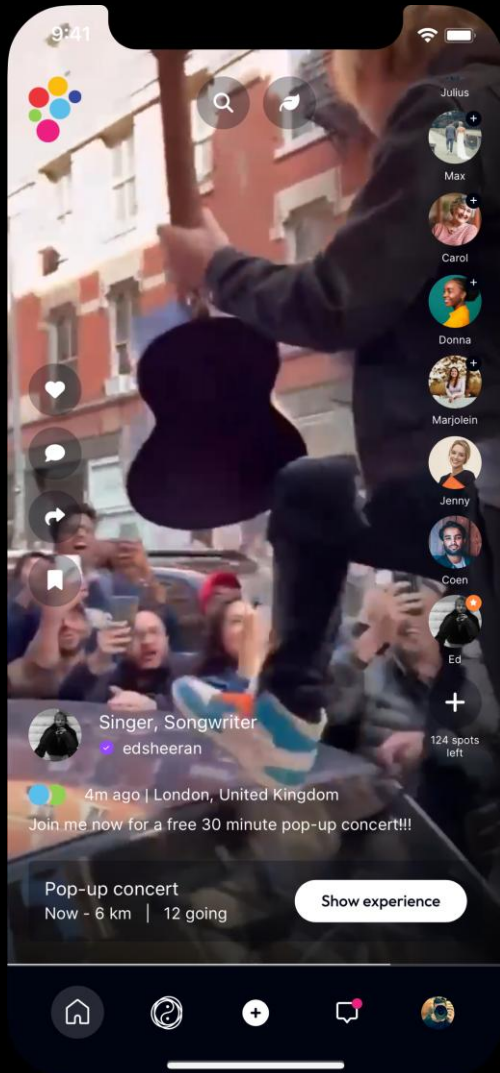
### Bubble breaking transformation

*I'd like to find new hobbies and live healthier*

*I'd like to be more socially active*

*I want to make a career in music and meet lots of musicians and producers*





WEB

1-tap-utopia

Show only what's  
within Earth's boundaries

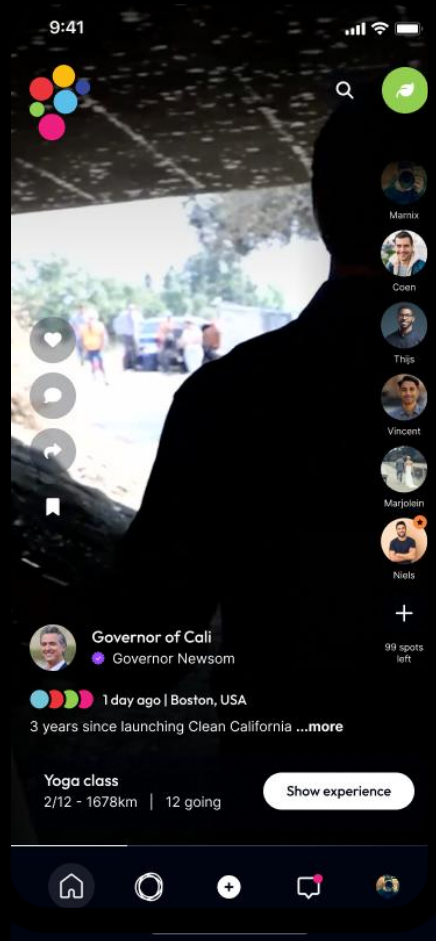




## Experiences



## Positive challenges



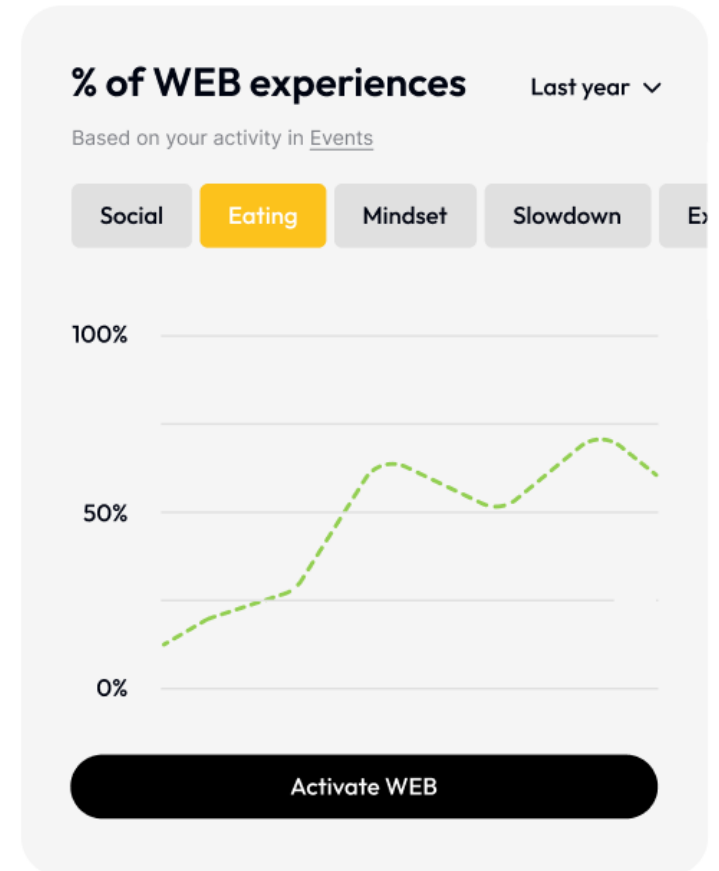
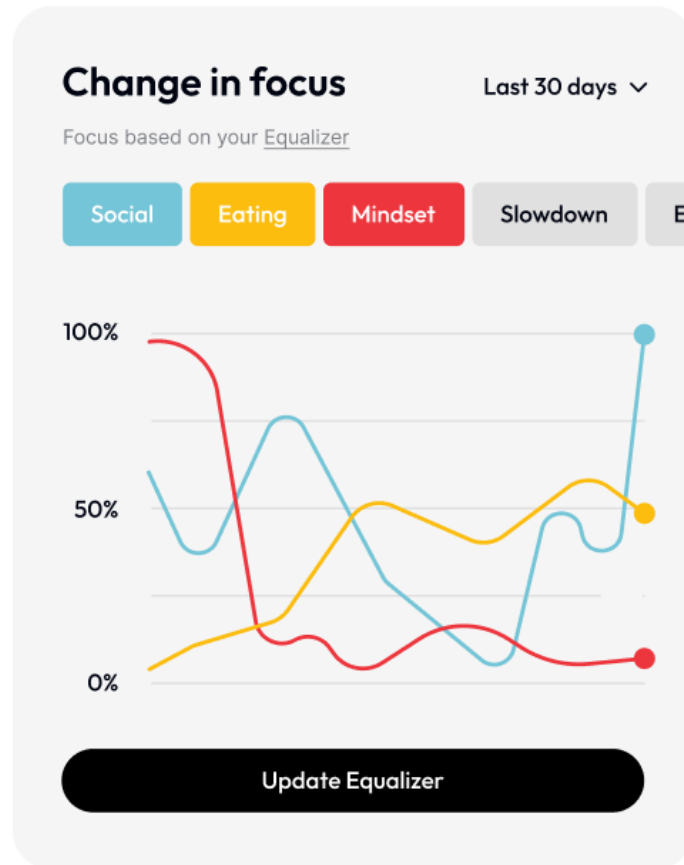
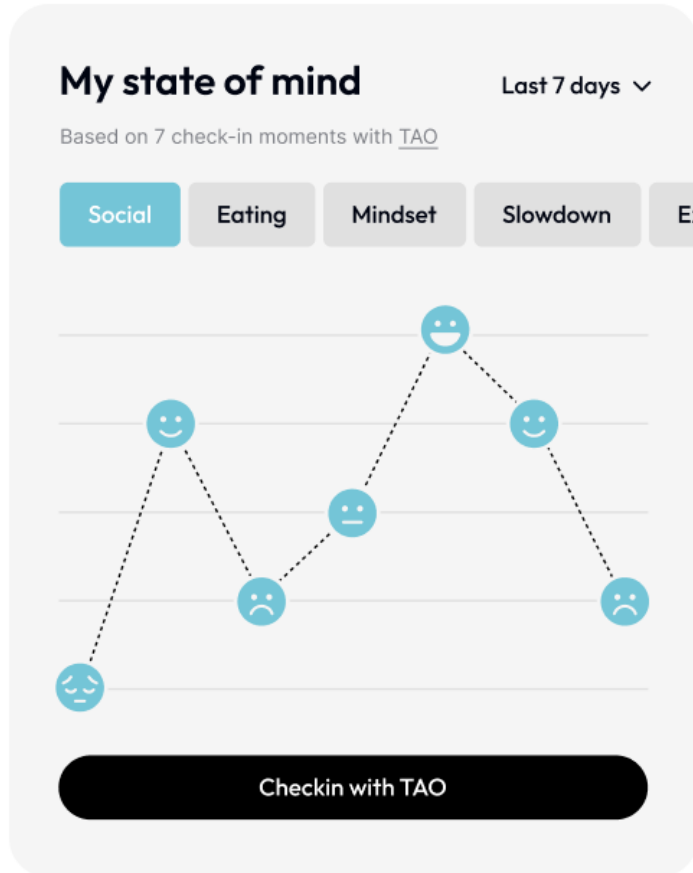
## Informational

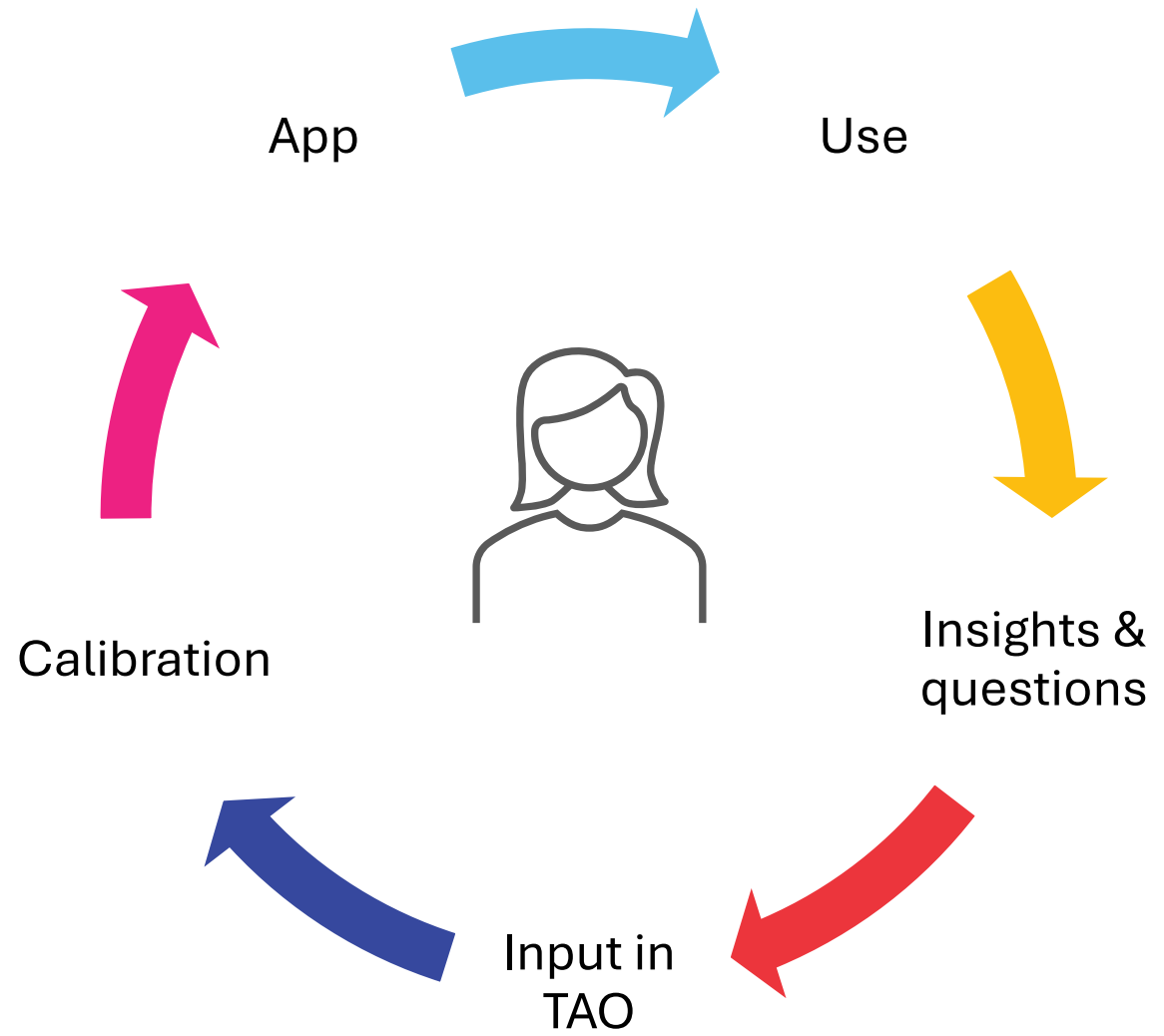


## Products



# Continuous insights in your life and habits







**Impact  
across  
generations**

**13 – 18** | Less time on phone and console. More time with friends having fun. Less loneliness. Following transformational paths. More conscious about how they live their life. Fostering a love for our planet and everyone on it.

**19 – 67** | Balancing out their busy life better. More time with friends. More conscious about how they move, eat and live their life. Fostering a love for our planet and everyone on it.

**67 – 100+** | Creating habits and pathways towards a longer and healthier life. Getting invited often to keep moving, starting new projects and having a dynamic social life.





# Welcome to 2030

- ✓ We are on track to solve climate change
- ✓ People are more social and have meaningful connections
- ✓ People are healthier
- ✓ People are happier
- ✓ People are optimistic about the future
- ✓ 1.5 Billion people see follow as their main social network

# Collective effort

Some of the organizations we have been talking to for partnerships





| for providing knowledge and advise to follow



| for valorisation between follow and academic institutions



| for co-designing the Follow app



| for co-launching Portals across the globe with follow



| for launching the worlds most ambitious sustainability label with follow



| for providing unique sustainability data to follow

You ? | for changing the world with us



| for building TAO with follow



| for office space and partnerships in LA during the World Cup and Olympics



| for creating a global TV format around Follow



| for partnering up for projects on follow



| for helping to create the WEB framework



Let's talk business



## Our highly experienced team



 **Martijn Lindeman**  
CEO (CPO/CFO)

5X founder | 5X investor | 3x CEO | 250 Million GMV | 15 Years experience

Martijn has founded and run businesses in Advertising-tech, C2C marketplaces and Online travel.

Martijn spends most of his time solving global challenges in unexpected ways.



 **Joel Wijngaarde**  
CTO

Joel is CTO at [Dealroom](#). Identify promising companies before everyone else

Joel has been deeply involved in the tech industry for over 25 years.

Joels strength lies in simplifying complex technical language into easily understandable terms – no jargon, just practical solutions.



 **Jorik Tilstra**  
Head of Sports and movement

Jorik has worked in the sportsmarketing industry for 20 years.

Jorik has a broad network of clubs and athletes that will find a home on follow and will help making a generation move more and become healthier and happier.

Jorik only provides his services to impact driven projects.

## Our highly experienced Coms team




 **Jason Silva**  
Scripts & Storytelling advisor

Jason is a visionary storyteller, futurist and Emmy-nominated filmmaker.

Host of National Geographic's "Brain Games" and "Origins," Jason inspires audiences worldwide with his insights on creativity, technology and human potential, blending science and art to ignite innovation.

Jason's unique storytelling style will set the stage for Follows launch.



 **Marina Krivonosova**  
Writing & Marketing

Marina is an experienced writer and (social) marketing professional with over 8 years of experience. She excels at turning company lingo into captivating stories that resonate with audiences and inspire them to take action.

Marina brings a critical layer of depth through her writing. She'll craft the vision and lay down a path we'll all be eager to follow.



 **Wisse de Lange**  
Video producer - Director

Wisse is an amazing video producer and the founder and CEO of [Cinomore](#).

Cinomore is a media production company specializing in high-quality visual storytelling that captivates audiences across the globe.

With Wisse's expertise, Follow ensures its story is told with the highest cinematic standards, delivering an exceptional visual experience.

## Our highly experienced hands-on advisors




 **Marc van Eck (TBWA)**  
Advisor Positioning

Marc is Chief Growth Officer at the worlds largest brand building company [TBWA](#).

Marc is considered the leading voice on branding and positioning in The Netherlands.

Marc is an author and speaker in the brand building field. Marc owns multiple brands himself and sits in several juries.




 **Eric Kramer (WPP)**  
Advisor Strategic partnerships

Eric Kramer leads the Dutch division of the world's largest advertising company [WPP](#).

Eric and his company are at the intersection of where the worlds best known brands and publishers connect to reach their audiences.

Eric's advise will help to enable us in our strategic partnerships.



 **Kimberly Ofori**  
Advisor Strategy

Kimberly is an energetic founder, innovator and speaker.

Kimberly supports experts and entrepreneurs on their leadership journey and global companies on strategic organizational design.

Kimberly's insights and support will help us navigate our path to growth.



# Our future colleagues



## **Advisors** **Multiple positions**

We are talking to multiple people in the absolute top of their field for our Board of Advisors.

Ranging from Longevity to Finance, Sustainability and AI/ML.

## **Team** **Multiple positions**

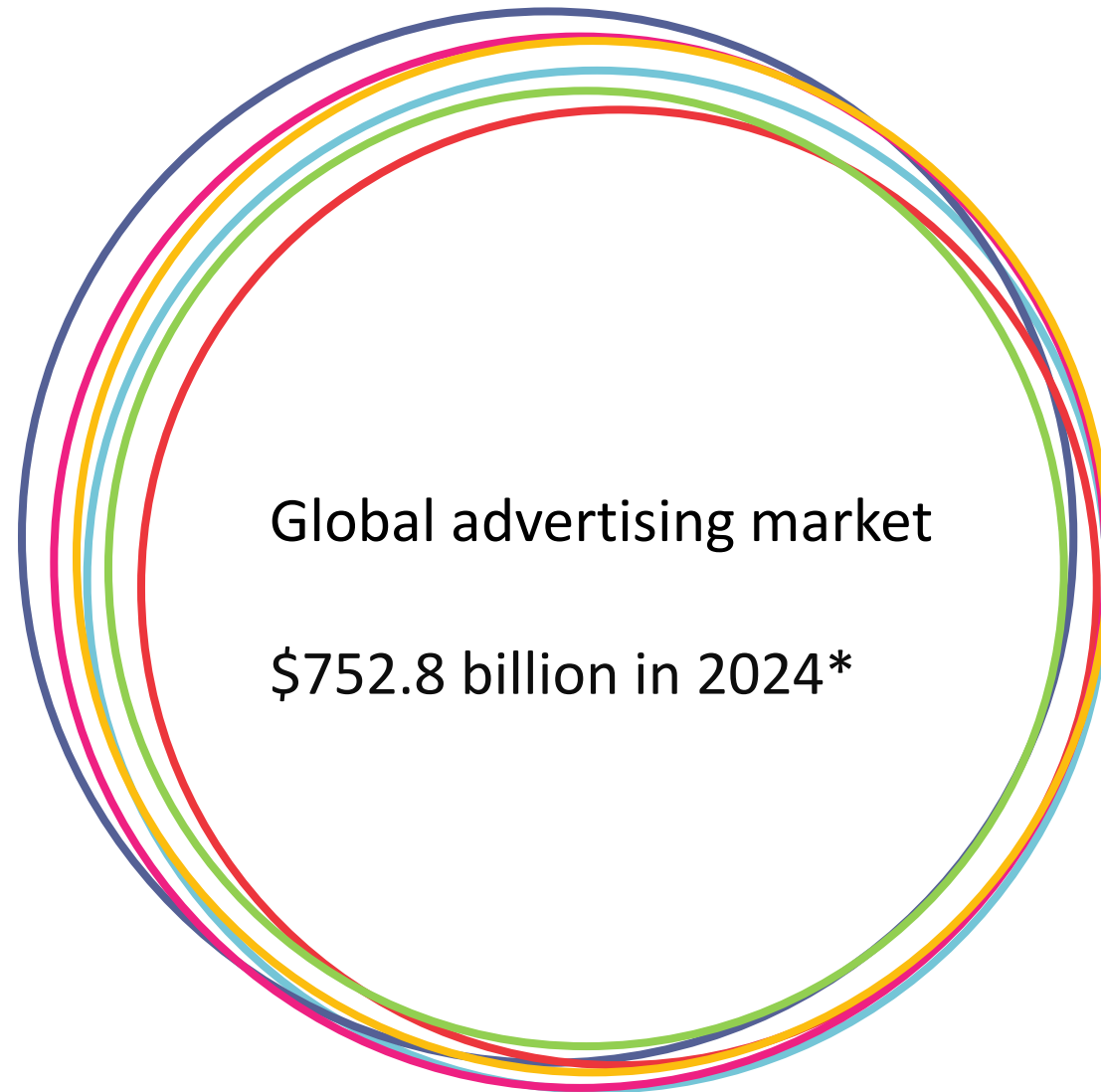
We are talking to high level potential team additions in tech, design, strategic partnerships and much more.

We are looking forward to onboarding them.

# The competition



# The market



\*We have 3 other business models as well. Ask for our detailed financial forecast.






## TikTok's Economic value

**According to a TikTok funded Oxford Economics [study](#)**

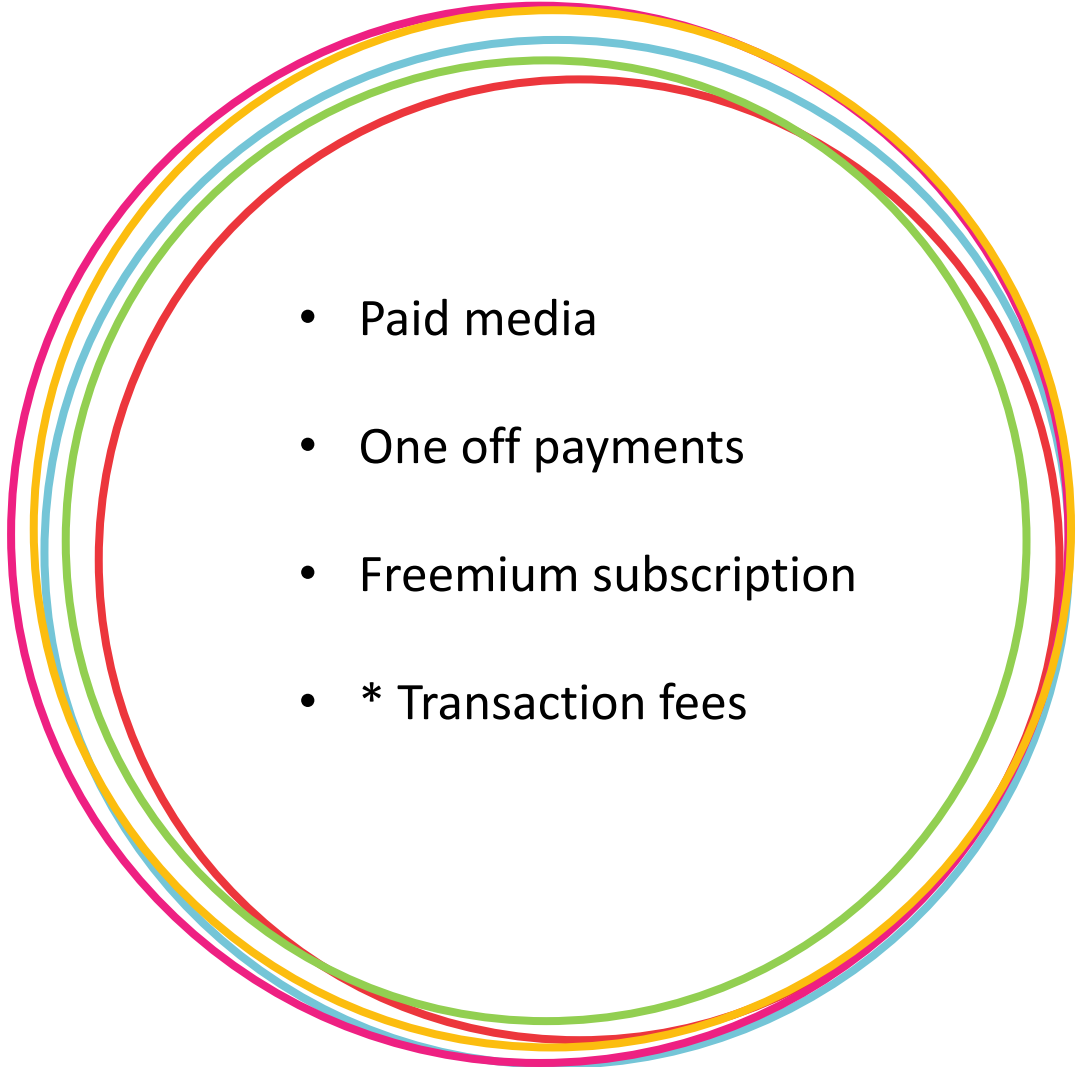
*“TikTok fuels significant economic growth for more than seven million businesses and the U.S. economy as a whole by helping to support more than \$24 billion in gross domestic product (GDP), and more than 224,000 American jobs, delivering a competitive edge to small businesses across the nation.”*

# Follow's Economic Value



Our goal is to create similar value  
around 6 pillars that will transform  
societies into utopia's for people  
and planet

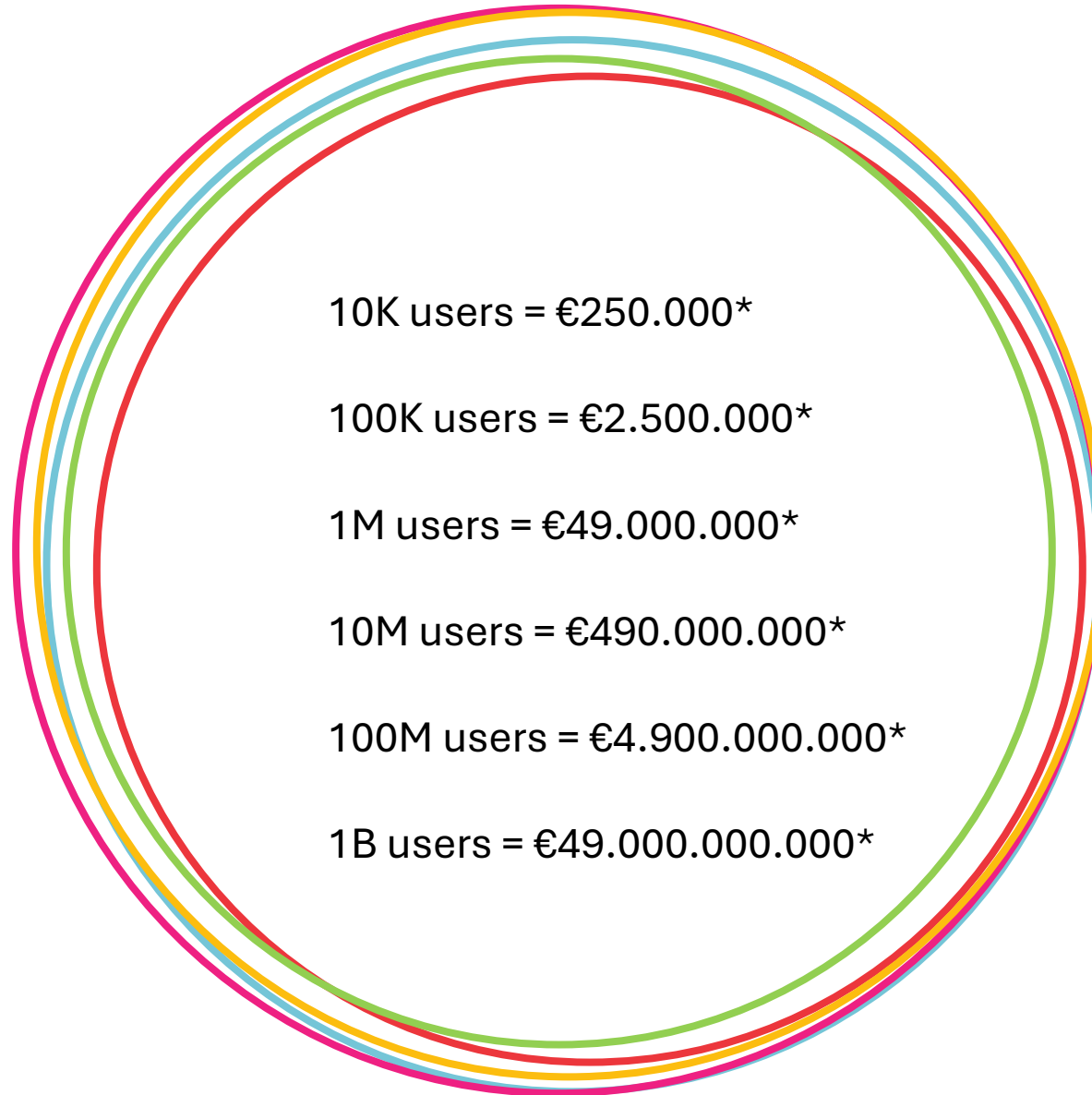
# Business models

- 
- Paid media
  - One off payments
  - Freemium subscription
  - \* Transaction fees

\*Optional

# Projected revenue per year

(Conservative scenario)



\*Ask for detailed forecast

# Projected User growth & valuation estimate\*

**End of 2026** - 1,5M users – valuation minimum: EUR 150 million

**End of 2027** - 7,3M users – valuation minimum : EUR 730 million

**End of 2028** - 15M users – valuation minimum: EUR 1,5 billion

**End of 2029** - 30M users – valuation minimum: EUR 3 billion

**End of 2030** - 60M users – valuation minimum: EUR 6 billion

**End of 2031** - 120M users – valuation minimum: 12 billion

**End of 2032** - 240M users – valuation minimum: EUR 24 billion

**End of 2033** - 480M users – valuation minimum: EUR 48 billion

**End of 2034** - 1B users – valuation minimum: EUR 100 billion

\*Based on benchmarks.  
Ask for detailed forecast



# Your possible investment growth\*



**End of 2026** – 15x

**End of 2027** – 73x

**End of 2028** – 150x

**End of 2029** – 300x

**End of 2030** – 600x

**End of 2031** – 1.200x

**End of 2032** – 2.400x

**End of 2033** – 4.800x

**End of 2034** – 10.000x

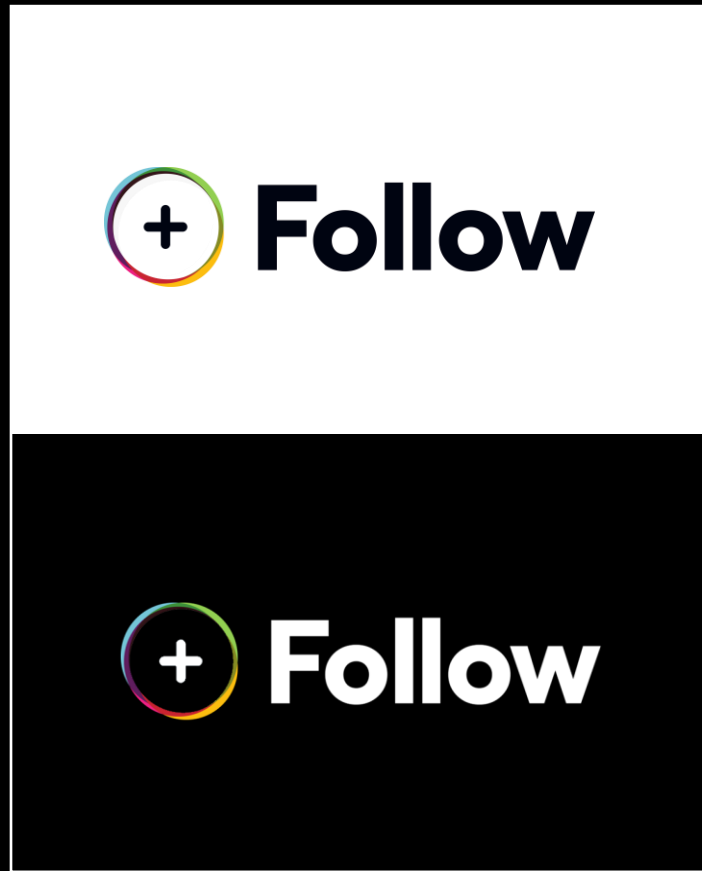
\*Not including dilution

## Where are we now?



1. We have an amazing demo that has been received with high enthusiasm.
2. We have a team with a couple of hundred years of experience, ready to knock this one out of the atmosphere.
3. We are partnering with the best global partners.
4. We own @follow on Instagram (158.000) and @follow on threads and we are ready to start using it.

See you on



Powered by

