



huudi

CONNECT.
EXCHANGE.
NETWORK.



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NETWORKED CONNECTIVITY



Since its inception, the mobile device has been an ever-evolving technological and social paradigm shift. As noted in [technologyreview.com](https://www.technologyreview.com) "...thanks to the development of networks, technology, and social needs, phones today let users do much more—send and receive text messages and emails, take photos and videos, access the internet, listen to music, and play games, among many other functions. That’s not to mention artificial intelligence (AI) technology, steadily making its way into mobile phones and allowing for things like human-machine interaction—“Alexa, add milk and eggs to my shopping list.”(1)

Technology, and more specifically social applications have now ingrained themselves into our daily lives. Good or bad, the reality is that “mobile devices have radically altered the way people interact with each other, since one of the major impacts of technology is the optimization of communication systems in the form of telecommunications and networking”(2)

For 2021, 10 Applications have risen to the top and are recognized as the dominant social media platforms:

1. Facebook
2. Twitter
3. LinkedIn
4. Instagram
5. Snapchat
6. TikTok
7. Pinterest
8. Reddit
9. WeChat
10. WhatsApp

Depending on the user demographic you ask, many are beginning to argue that the list above is already dated and that some of these apps are no longer relevant. As the technology that supports these applications changes, as the networks that interconnect the users grows exponentially, and as the social dynamics that fuels the “human” exchange continues to evolve, the insatiable demand for peer-to-peer, social networking applications is clearly on the rise with a no ceiling in site.



APPLICATIONS BY THE NUMBERS



Current Social Application user and revenue data is as follows*:

PLATFORM	USER DATA	REVENUE (USD)
Facebook	2.85 billion monthly active users	\$86 billion (2020)
WhatsApp	2 billion active users	\$5.5 billion (2020)
Instagram	1.074 billion Instagram users	\$3.72 billion (2020)
WeChat	902 million daily users	
Tik Tok	689 million monthly active users	\$30 billion (2020)
Linked In	310 million monthly active users	\$8.05 billion (2020)
Snapchat	280 million daily active users	\$2.5 billion (2020)
Twitter	187 million monetizable daily active users	\$3.72 billion (2020)

**Figures stated above are estimated based on published values.*

If you're not paying for the product, **THE PRODUCT IS YOU!**

The concept of selling advertising while offering a free service is not new; television, newspapers, and media companies have been doing this long before social media companies existed. However the combined reach and ease that these platforms offer is unparalleled by these previous mediums.

As investopedia states, "the real transaction here isn't you receiving enjoyment in the form of a free temporary distraction created by a media company at great expense, but rather, that media company renting your eyeballs to its advertisers."

Alternatively, communication application WhatsApp generates revenue from usability. WhatsApp makes money by charging registered businesses for slow replies. Businesses are allowed to respond to messages from users for free for up to 24 hours but are charged a fee per message for delayed responses, which varies by country.

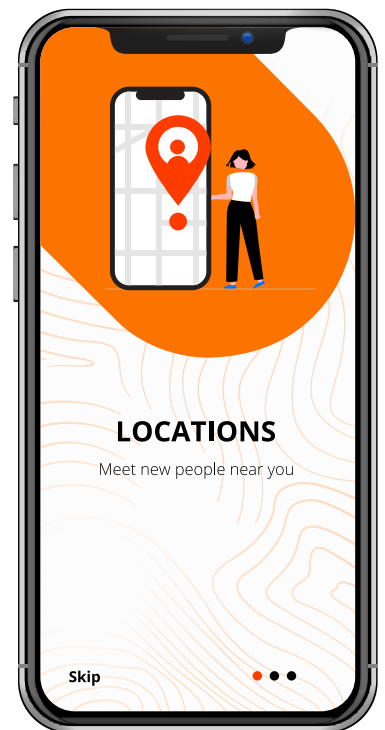
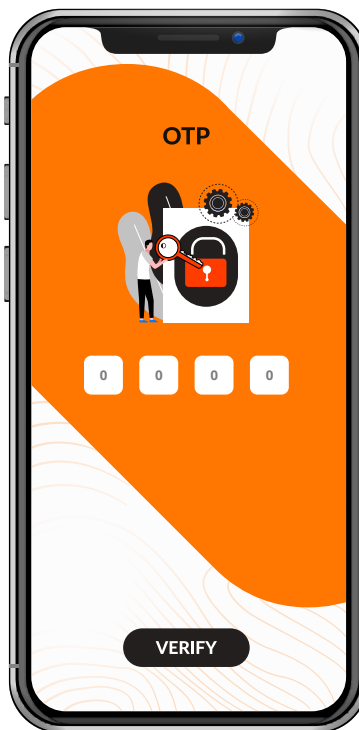
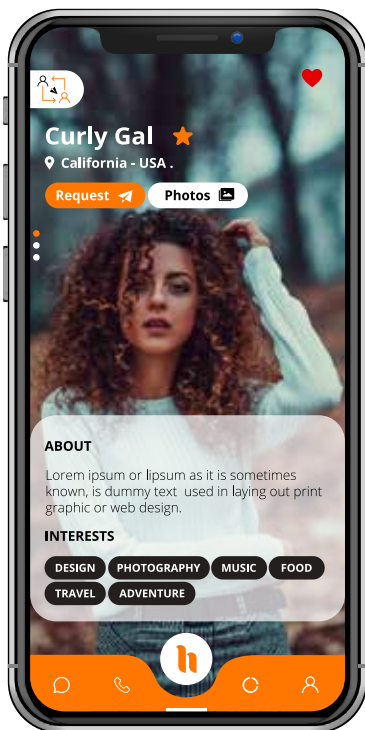
Whether add-based, click-based, or usability-based, social application users understand that their usage comes with a price.

- **Android and iOS app revenue reached \$111 billion revenue in 2020, a 24 percent increase year-on-year.**
- **Globally, over 3.6 billion people use social media and the number is only projected to increase to 4.41 billion in 2025.**
- **Internet users spend an average of 144 minutes on social media per day**

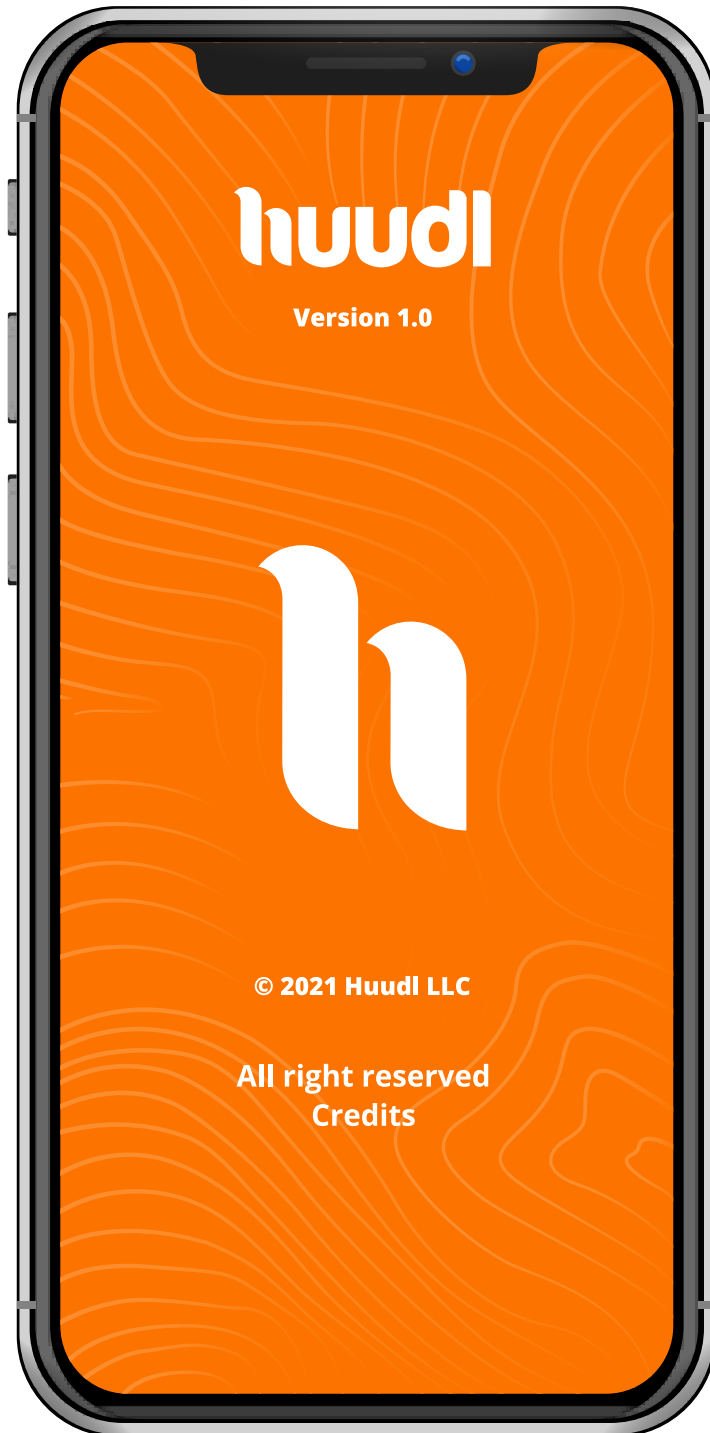
CONNECT.
EXCHANGE.
NETWORK.

Please meet huudl, the next generation social networking application.

huudl is a FREE, completely secure, fully encrypted, social networking application that combines existing application functions that users have become accustomed to - chat and text-based interactivity, video calling and group conferencing and meeting functionality, file sharing, and enriched media texting - but with added security (both data security and actual user security), interest-based connectivity, and added metrics of appreciation.



IT'S TIME TO...



CORPORATE
PRESENTATION

Feature Highlights

- Completely Secure P2P Encryption
- Guaranteed User Security
- Secure Voice Calling Feature
- Fully Encrypted Chat
- Secure User To User HD Video Calling
- Fully Secure Group Video Chat (Zoom) Feature
- Marketplace
- SOS Security Feature (Sends Help Message To Pre Chosen Contacts With Location Info)
- Social And Business Platform In One Build (Post Videos, Photos & Updates)
- Global Networking Localization Feature (Unique To Huudl) - *Stage 2* (Description Below)
- Huudl Wallet (Unique To Huudl)-*Stage 3* (Unique To Huudl) - *Stage 3* (Description Below)
- Payment Gateway (Make Online Transactions through Huudl) - *Stage 3*



THE HUUDL SECRET SAUCE



Market analysts predict that over the next 3 years over 70% of the population in North America alone will choose entrepreneurship as a full-time or part time occupation.

Not an easy task in a post covid world.

Gone are the days of conventions, business dinners and golf games with potential investors or business partners..Or just the plain ability to have a good old school face to face with a potential employer.

Well hopefully there will be some normality back so on but let's face it, we have reached a global reset in how business is accomplished. huudl is here to support it!

GLOBAL LOCALIZATION

Tim is a craft brewery owner and when Tim travels he wants to meet industry experts or possible investors. Tim decides to take a trip to Frankfurt and hopes he can meet and learn from some of the best brew masters the world has to offer. There is one problem, Tim has never been to Germany and therefore is unsure as to the best opportunities, events, and even personal connections he could maximize on while in Frankfurt. **Enter huudl's Localization technology!** When Tim lands in Frankfurt, huudl immediately sends push notifications to other users in the craft brewery space to notify them that Tim is in town and is interested in forming synergies within his business.

Combining huudl's advanced social-connectivity algorithms and its GPS location technology the huudl application is able to propose connections to the user (Tim) regarding his preset interest.

This is all achieved and controlled in full transparency based on app permission settings.

huudl's Global Localization feature allows users the ability to choose, define and refine who their push notifications go to, and further filter specifications to include such as parameters as work or hobby related.

huudl's Global Localization is offering users the ability not only USE their social application to facilitate interactions within their established data set, but becomes a tool that actually help users GROW their connections and their network. Now that's a real global social networking tool!

THE HUUDL WALLET

As noted by Berkley EDU., "research has shown that gratitude helps us to initiate, maintain, and strengthen our relationships." In our in-person relationships we are constantly using different forms of appreciation to ensure those we connect with know how much we value them. From sending flowers to a loved one, a round of drinks for a group of friends, or covering the tab at a business meeting, we communicate that the connection is valued. How do we continue this value proposition into online connectivity? Easy, the huudl wallet!

huudl is now in the final stages of developing its unique social technology that offers its users the ability to gift or provide 'appreciation and thank you perks' which can be gifted to business connections and/or friend connections within a user's network. Furthermore, huudl is exploring partnerships with some of the world's biggest retailers, restaurant chains and local businesses to build a world where showing appreciation for our most valuable commodity (our time) is rewarded!

Much like those 'real life situations', when meeting someone offered the opportunity to buy them a drink, coffee or maybe even a nice dinner, huudl allows users the ability to value their social interactions.

As in-person meetings have changed to virtual meetings and online conferences, huudl offers a novel solution to ensure the value of these meetings is not lost.

HUUDL WILL CHANGE HOW BUSINESS INTERACTS

THIS IS
HUUDL
(scenario)



Ryan has a great business idea to pitch to John. One of his most trusted investors. John is a very busy man and Ryan realizes this. He knows that getting him on a huudl vid-chat will be tough. But he has a secret weapon:

Ryan: Hey John. I wanted to set a time to Huudl vid chat you about that idea I've been floating around . are you free this week ?

John: Hey, Ryan . Yes, absolutely. I'm pretty slammed this week but for you I'll make time. How does Wednesday at noon look for you?

Ryan: That's perfect. And Ryan, I Know how busy you are with the new baby and work. Thank you!

Hey, What's that restaurant you were telling me your wife really likes? The Steakhouse.

John: Black & Blue?
A few seconds go by.....

Ryan: Right! Well, check your Huudl wallet . I've just huudl'd you dinner for two at Black and Blue.
Enjoy! And thanks again buddy!

So a few things just transpired here:

- Ryan has just monetized John's time
- He has shown appreciation and is now definitely in John's (and his wife's) good books
- He has assured himself that he will be prominent in John's mind and when John listens to his pitch, he will be in the drivers seat!



DIGITAL FOOTPRINT & DATA COLLECTION



huudl is everything that WhatsApp is, Facebook is, Instagram is, and twitter is and more!

However, unlike these competitors, huudl is cognizant in the data-sharing distrust surrounding these applications. With younger cohorts focusing on the exposure and management of their personal data. Owning your footprint is essential. huudl not only won't collect any personal data but will respect its users and actually empower them to choose how they will be advertised to. Transparency is another huudl currency.

Here is the only Sign Up information huudl requires.

- Age
- Sex
- Occupation
- Hobbies
- Location

That's it. Besides that you are a number/tag or an identifier to us. Your personal information is completely encrypted and can only be shared on a PTP basis.

App will allow users to connect/reach to other users based on their interests, hobbies when they are interested to be "reached to" and are at the same geographical location. Reach algorithm will allow the users to show interest in collaborating based on their profession, mutual interests and location but only when they allow the app to do so. No information will be shared with a third party before the user accepts the reach.

Privacy & Security

- *Like any other app interactive & communication mobile app huudl also needs to collect basic user information such as email address, name and location; but huudl does not use, sell or share this information with any third party period.*
- *huudl will not sell user information for displaying ads, in fact we ask the user how many ads they want to view and based on their input we only show them the ads which are directly related to their interests, these interests are handpicked by the user themselves. So there is no need for us to match user's interests with third party ad networks and we also do not use user's direct information to target them for any third party ads. User's information stays within the huudl app and is not tied to their ad preferences.*
- *huudl incorporates P2P security and encrypted network communication to keep all data secure.*

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Development Strategy

Phase 1: - COMPLETE

Base app has the following features, completed and available on app store with name "BlabBlab"

- User Sign-up with Phone#, OTP Verification for sign-up and login
- User profile with basic info, profile image
- User's contact book (this is not phone's contact book)
- User Status and Moments shared with media and text.
- Invite Friends to connect using QR Code Scan, unique link
- Report/Block users, in appropriate behaviour
- Media supported one on one text chat, video calls, audio messaging
- Media supported groups with chat, video calls
- File and media sharing in chat and groups
- Read, seen notifications
- List of important contacts and SOS Alerts
- Push notifications for actions

Phase 2: - huudl BASE ENVELOPE

We are actively working on this build and progressing to complete it by June 2021.

- User testing
- GUI / Interface testing
- Usability testing
- Result = Feedback Loop

Phase 3: huudl WALLET

Planned build, design and development will approximately take an additional 2-3 months time including testing and phased beta launch.

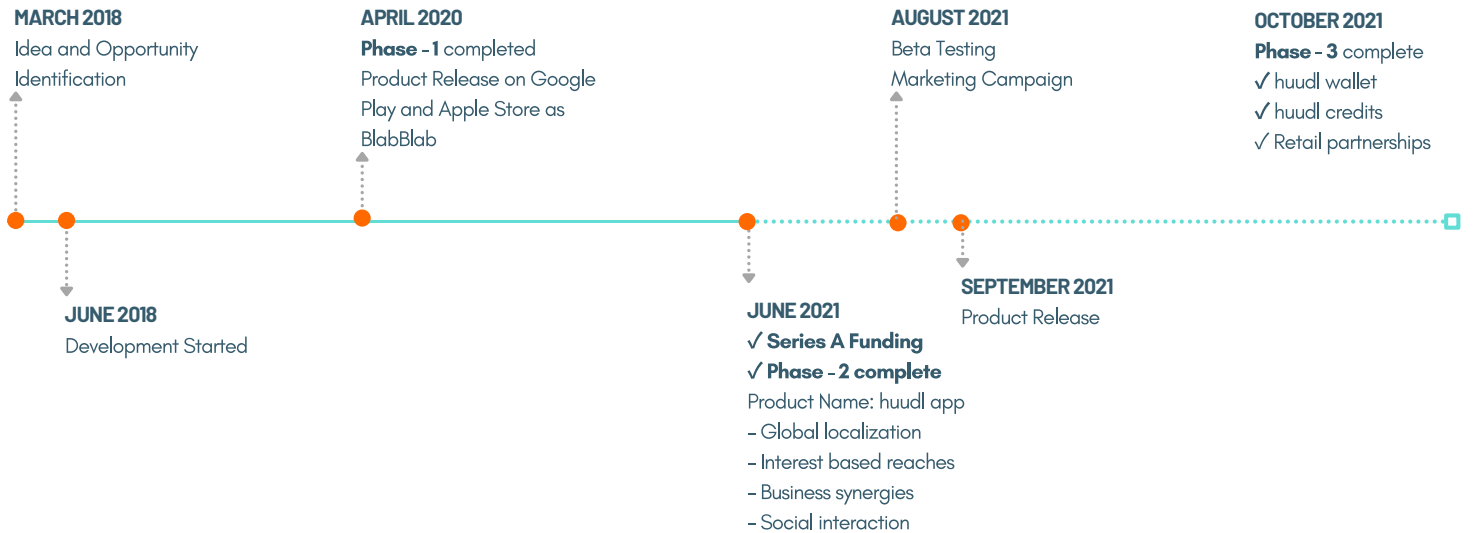
- Defining our user - Users who are interested in collaborating and understand the value of your time and want to compensate you for that.
- Defining our offering - sharing (huudl) credits within the huudl app ecosystem using huudl (wallet).

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Development Time Line

PROJECT TIMELINE

huudl



huudl Team



JAYCE BARREIRO - CEO & FOUNDER

Jayce Barreiro is the founder and creative director behind Big Picture Content, a digital agency specializing in digital marketing, television commercials, app development and branding. Jayce has worked with global brands such as Xiaomi, Poker Stars, Levi Strauss, Chinese mega giant Waltons and Stolichnaya Vodka. Jayce has also worked as a branding consultant for wealth management companies such as St Health Capital, Vision Bio Banc and Twilight Capital. Jayce and his team have developed several global applications such as Chinese chat app Blab Blab, Soowop and several pay to play online games.

Jayce Barreiro also serves as producing partner for Big Picture's film production division. Big Picture currently has several projects under development in which they provide financing and in-house production for.



JAKE KALPAKIAN - FOUNDER

Mr. Kalpakian has over 28 years in managing small-cap publicly listed companies. Mr. Kalpakian has served as President and CEO of Jackpot Digital Inc. (formerly Las Vegas From Home.com Entertainment Inc.) since 1999.

huudl Team



GERALD WARTAK - CMO

Gerald Wartak has held a variety of entrepreneurial and educational roles within the field of Marketing and Design. As the Chief Marketing Officer for a BC Medical Device Manufacturer for the last 7 years, Gerald consistently translates high-level corporate marketing performance needs into executable tasks. It is this similar talent to connect macro brand to micro marketing deliverables that has allowed Gerald, as Founder and Strategist of Gener8 Design Group Inc., to help over 60 small business clients to achieve their marketing and design needs. Internationally, Gerald has also served as the Director of Marketing and Communication for the International Society for Oncology Esthetics for almost 3 years.



RAJIV SHARMA - CTO

Raj is a MCSD.net software professional with 15 years of global expertise in Software Analysis, Database Architecture, Design & Software Development. Raj has worked in several global organizations in India, Singapore, United Kingdom, and now calls Vancouver home.

Raj has a Masters of Computer Applications with a focus on quantitative systems analysis.

Investment

A. Phase-based Investment needs

Initial Raise of 3.5 Million*

Build	\$500,000
Infrastructure	\$1,000,000
Marketing & User Acquisition	\$2,000,000

**Financial breakdown (P&L) available upon request*

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