

# FLOWH (Flō) // OVERVIEW

## CHALLENGE >>

There are a great number of events of every type taking place around all of us all of the time. Live music, performing arts, movies, advocacy, health and nutrition, family, festivals, crafts, visual arts, museums, popup sales, performance collectives, entrepreneurial, and on and on.

But trying to stay informed and up to date with events that may interest us is difficult and time consuming. Where do I look? How often do I check? Relying on social media, enews, and word-of-mouth is a partial solution at best.

## SOLUTION >>

Flowh is a calendar based platform that matches individuals to any upcoming events based on their own personal interests. No more searching, no more missing out, and always free.

We bundle deals from nearby commerce like restaurants and breweries to expand the event into an experience.

## METHOD >>

There are three core elements to our "Flowh Recommends" feature:

1. We extract and maintain all the events on public online calendars in a market and add them to our library including relevant subjects that these events are associated with.
2. We collect interest information about our personal users based on their Flowh behavior and external sources such as social media.
3. We use sophisticated machine learning techniques to match events to personal interests.

## DIFFERENCE >>

In addition to our all encompassing matching feature Flowh is very unique in three ways:

1. We are social media for calendars where calendars can follow each other and events shared
2. We include all calendars and are not limited to niche markets and subjects
3. We have at least eight additional very powerful features not available with other platforms

## MARKET >>

There are **over 5 billion live events attended each year** in the U.S. alone served by well **over 2.5 million venues** in addition to **5 to 10 million nearby commerce**.

Our economy is evolving from a "having" to a "doing" preference and 90% of our survey respondents would embrace a single tool to keep them informed about upcoming events.

## VALUE >>

Flowh can deliver **double the ROI** over current solutions because of our high precision target interest marketing. Additionally, because we include all public calendars we support very small venues who typically cannot afford the costs of current solutions.

## REVENUE >>

Flowh's revenue model is very similar to other successful social media platforms and includes multiple paths. Plus we also draw revenue from bundled nearby commerce. Because events are always renewing our revenue streams are perpetual.

## EXPERIENCE >>

We have been in the Colorado market for 4 years and have a strong foothold with performing and visual arts, small business, live music, sustainability, and entrepreneurial. We currently have over 5,000 calendars, both personal users and venue owners, and have over 150,000 events entered in our library.

## TEAM >>

Flowh's team is made up of seasoned business owners and entrepreneurs including international ecommerce, advanced social media marketing, high value branding, technology leaders, and startup operations. Our combined experience represents decades of business growth.

## IMPACT >>

Flowh is in the unique position to have high impact in three major areas:

1. Social - Countering social isolation and polarization
2. Culture - Exposure to diversity and discovery
3. Commerce - Foot traffic, not finger traffic

**They are not just events, they are doors to the world, they are a sharing of humanity, they are a connection to ourselves.**

**And one must simply Be There • Do That**