



DANCEFIGHT®



DANCEFIGHT

**THERE ARE
COUNTLESS
COMPETITION
SHOWS ON TV,
BUT...**

VS

**...FOR GEN Z, THERE'S
NO COMPETITION
PLATFORM ON THEIR
MEDIUM OF CHOICE:
MOBILE.**

WE'VE GOT THAT COVERED!!!



**ALL THE
LATEST DANCE
CHALLENGES**

THE ONLY HEAD-TO-HEAD VIDEO COMPETITION PLATFORM ON THE MARKET.

PATENT PENDING

INITIAL FOCUS:

DANCE

FUTURE CONTENT:

SKATEBOARDING

SINGING

LIP-SYNCING

GUITAR SOLOS

BBALL TRICK SHOTS

RAP

COMEDY

SKILLS/TALENT

ACTION SPORTS

CHEERLEADING

GYMNASTICS

CORE VALUES



Our mission is to create the **safest**, most **inclusive** and **inspiring** community for young people on the planet.

LIVING INSPIRED

We want to create an inspiring environment where creativity and expression can thrive without fear!

INCLUSIVITY

We aim to create and grow a community where ALL people feel safe and empowered to fully express themselves.



BOLDNESS

We encourage taking healthy risks and walking through fears. Courage should always be rewarded.

AUTHENTICITY

We strive to drop the masks we wear on a daily basis and be as real and present as possible.

ALWAYS FUN

Life is short.
Let's enjoy our time here together!

HOW IT WORKS



HEAD TO HEAD DANCE-OFFS

Choose from millions of songs

VOTE FOR YOUR FAVORITES

Drag "VS" to vote and help crown the winners

RISE UP THE LEADERBOARD

Rank	User	Wins
1	@dishowedooit	42 Wins
2	crazyfish228	35 Wins
3	tickfishbird837	35 Wins
4	silverlion355	34 Wins
5	bluebear285	31 Wins
6	crazyfrog418	28 Wins
7	bluesnake260	25 Wins
8	whiteswan331	18 Wins
9	You	4 Wins

Dance your way to the top

BE YOU BOLDLY

Create the next viral dance challenge

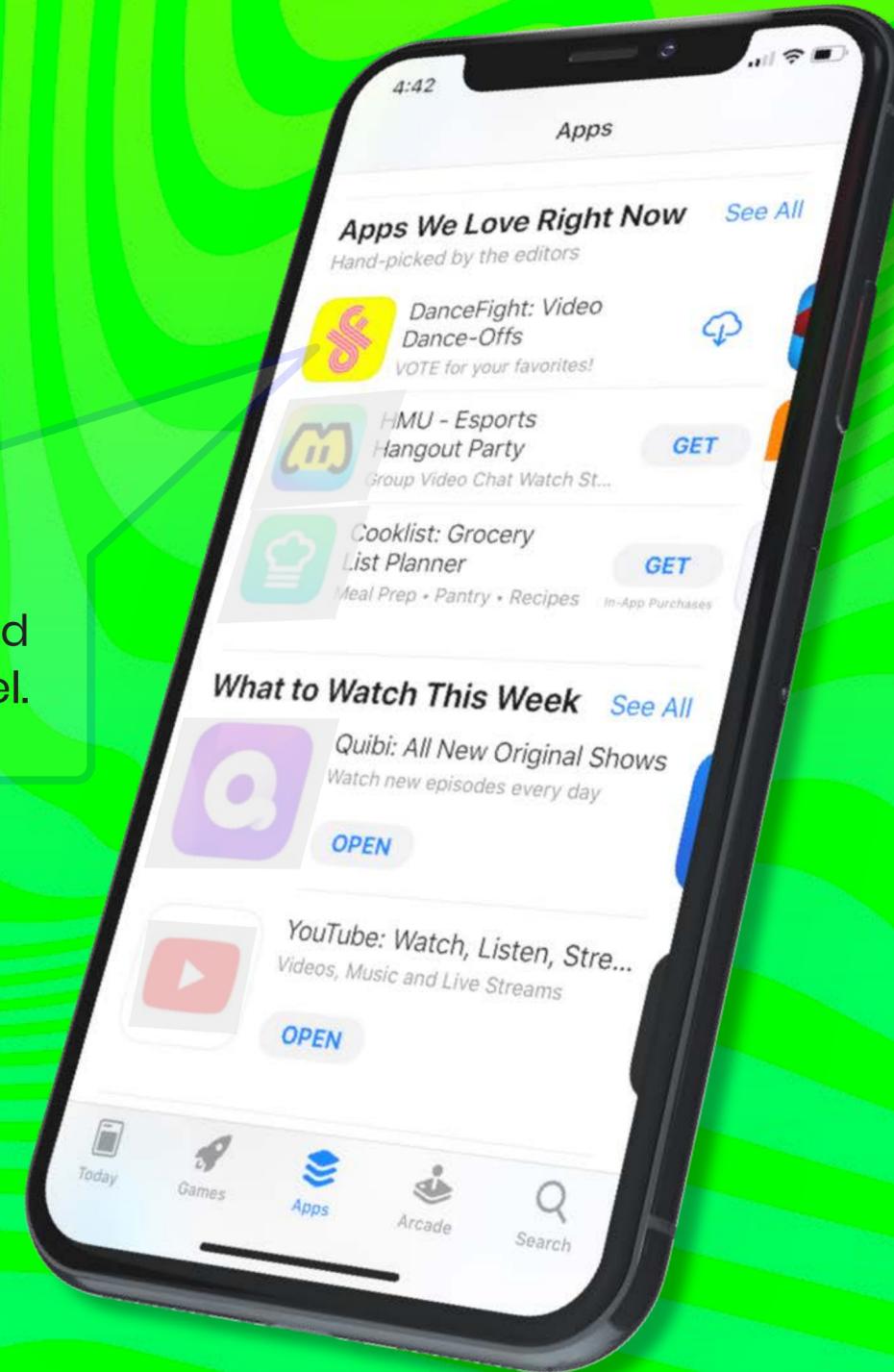
YOU'VE BEEN CHALLENGED TO A... DANCEFIGHT!

NOW LIVE IN THE APP STORE



DANCEFIGHT FEATURED!

Boom! Just days after launch, the App Store Editors hand-picked DanceFight for their coveted “Apps We Love Right Now” carousel.



HOW WE'RE DIFFERENT



WE ARE A COMPETITION PLATFORM

- We combine a social experience with the gaming/e-sports experience that Gen-Z loves
- We engage the 90+% of users who are normally totally passive
- “Viewers” are upgraded to “Voters” and “Fans”

OUR CONTENT CREATORS ARE PROMOTERS

- Challenges are sent on and off platform (on average, three challenges are sent for every video recorded), elevating creators into promoters
- Voters are also naturally recruited, amplifying the more virality even more



CORE BEHAVIORS, SERIOUS FUN



1

Users visit 5x daily

Our Users love us! They open DanceFight 5 times/day, voting for their favorites & dancing it out.

2

1 -> 3 challenge ratio

When our Creators record a dance, they send challenges to three other people. They do the marketing for us!

3

81% are voters

Our Voters determine game play outcomes, going way beyond “passive” viewer behavior on TikTok.

4

90% register

90% of IG and TikTok users who download DanceFight fully register as Users.

REVENUE MODEL



PLANNED REVENUE SOURCES (VALIDATED ON OTHER PLATFORMS)



IN-APP PURCHASES
Digital Token Gifting



IN-APP PURCHASES
Tournament Entry Fees



SHOPPABLE VIDEO
Tap and purchase
merch in videos



IN-APP PURCHASES
Content Creator
Subscriptions



IN-APP PURCHASES
Premium Features



ADS & SPONSORS
Direct Sale &
Programmatic

LEADERSHIP TEAM



RICH SLOAN

Company crafter and early stage leader with a proven track record of creating significant shareholder value resulting in \$180MM in liquidity events. Direct relationships and expertise in the music biz & mobile apps.



NORMA VENTURA

Winner of Shorty Award for “Best Online Community” for Target while at Khoros. She is driven by a passion for human-centered design and the possibilities of connection, community, sustainability and impactful storytelling.



RYAN JORDAN

Entrepreneur focused on social impact. Created online fundraising platform Give Planet; acquired in 2010. Served as exec director of [Amala Foundation](#) for 7 years, a humanitarian organization focused on leadership development for youth.



BECCA LAWSON

Former VP Brand Marketing at Lyft and Pandora prior to that. Known for her zeal in building and scaling purpose-driven brands in fresh, bold and, in her words, fame-making ways.



BLAKE GARDNER

Former CTO at Perk and VP Engineering at larger organizations like RhythmOne. Has been responsible for delivering applications that have scaled to billions of transactions.



BEN ROSE

15+ Years of growth marketing management and hands-on success including heading up growth marketing for Pandora and Art.com.

STAKEHOLDERS & PARTNERS

RECORD LABELS



SONY MUSIC



WARNER MUSIC



UNIVERSAL MUSIC GROUP

MAJOR ARTISTS



ACCELERATORS

hub:raum
tech incubator of T...

QUAKE
CAPITAL

MC
MASSCHALLENGE

STRATEGIC PARTNERS

B **Bunim/Murray**
Productions
We are Banijay

T Deutsche
Telekom

iHeart
RADIO

MEDIEN
GRUPPE
RTL DEUTSCHLAND



**BYEOLU
BODLLY**