hasht.ag

CONTENT IS KING?

Yet how do you **manage valuable but infinite mass media** to build, market, and monetize your :

Identity   Brand   Community

Blaise.com

thetimes.com/sites/Blaise

linkedin.com/company/Blaise

blog.Blaise.com/about

amazon.com/s?k=Blaise &crid=22J75

tripadvisor.com/Search?q=Blaise

instagram.com/Blaise /

maps.google.com/Blaise174907622

opensea.io/collection/Blaise

A UNIQUE IDENTIFIER
FOR ALL YOUR CONTENT

#Blaise

hasht.ag/Blaise

Hashtag is an ideal way to regroup all your content in a universal #feed with a narrative under the **most recognizable icon used on &** **offline to identify** your:

#Identity #Brand # Community

#Brand

VIDEO

POST

NFT

RATING

PRESS

BLOG

UNIVERSAL HASHTAG FEED

#Brand

Lorem Ipsum is simply dummy text of the printing, social media and typesetting industry. Lorem
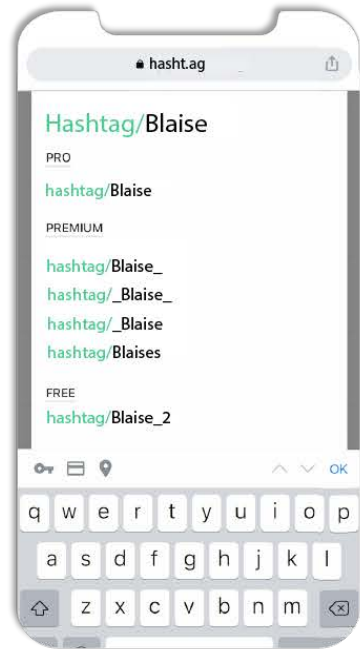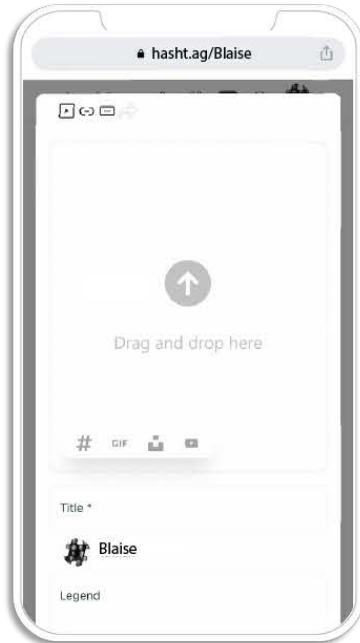
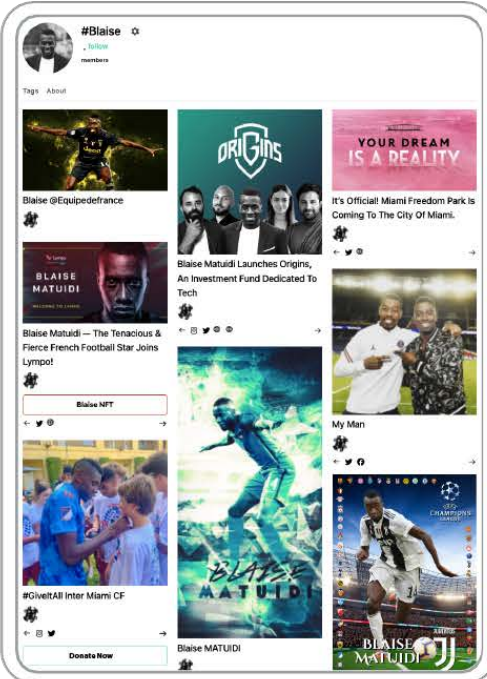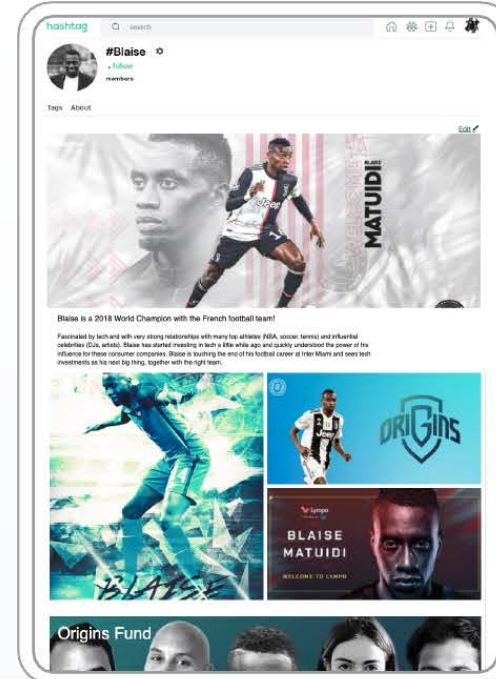**BLOG STORYBOARD**

#BlaiseNFT

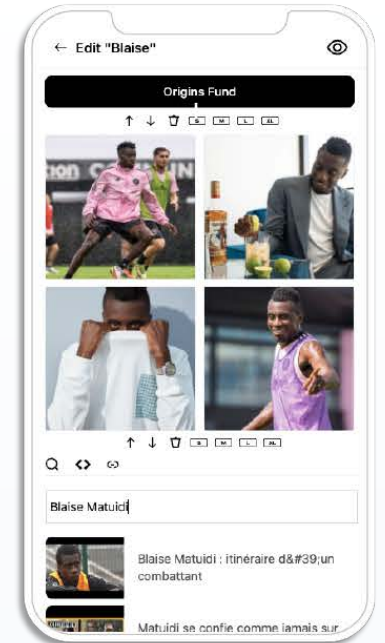hasht.ag/BlaiseNFT

SOCIAL TAGGING NETWORK

CLAIM YOUR HASHTAG → TAG ANY MEDIA OR CREATE CONTENT → **UNIVERSAL HASHTAG**

HASHTAG "About" STORYBOARD ← MOBILE FRIENDLY BLOG BUILDER

BUSINESS MODEL

www.hasht.ag/Abc

Abc
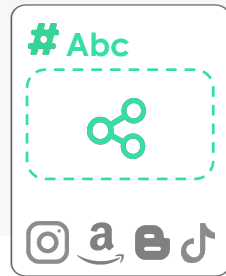
RESERVE A HASHTAG

Subscription with Premium Services

✓ Claim a hashtag like a domain name

✓ Premium paid features

Blog "Story"

Lorem Ipsum is simply dummy text of the printing, social media and typesetting industry. Lorem

BUY
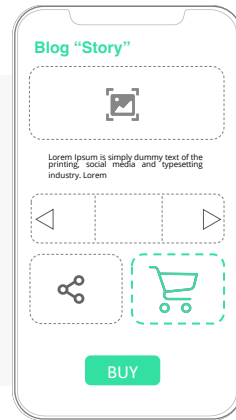
SOCIAL COMMERCE

e-commerce commission and affiliate programs

✓ Call-to-action buttons

✓ E-commerce widgets

✓ Sale of hashtag pages

#Abc

VIDEO   POST

SHOP   MUSIC

BLOG

TWEET
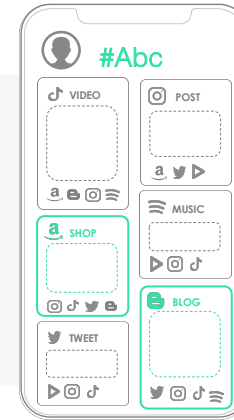
SOCIAL MARKETING

Subscription, ads, commission

✓ Creator & influencer monetization

✓ Sponsored Tags

#Abc

VIDEO   POS

MUS

#Abc

VIDEO   POST   BLOG

BLOG

TWE
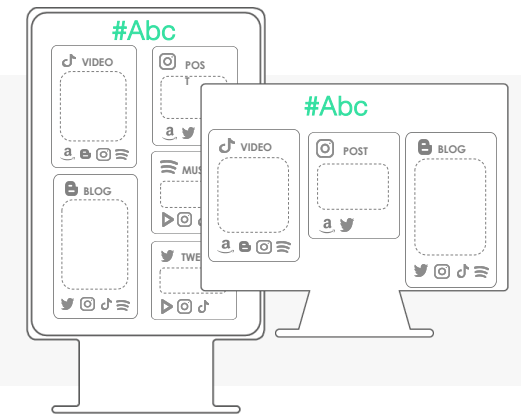
SOCIAL HASHTAG WALL

Subscription with Premium Services

✓ Hashtag wall iFrames for website and interactive screen

✓ White-label solutions

COMPETITION

CONTENT CREATOR PLATFORMS

(Pinterest, Instagram, TikTok)

Advantage: #Blaise or #Influencer benefit from a unique identifier for all their content

BLOGGING & COMMERCE PLATFORMS

(WordPress, Wix, Shopify)

Advantage: #Nike or #VisitUSA profit from marketing to social commerce in a single place

COMMUNITY & GROUPS PLATFORMS

(WhatsApp, Facebook, Discord)

Advantage: #MyWedding or #MyTeam can be created & shared by public or private groups

COLLECTIVE CONTENT PLATFORMS

(Wikipedia, Medium, Substack)

Advantage: #Biden or #Ecology benefit from a modern format, rich content & mass media

COMPETITIF ADVANTAGE
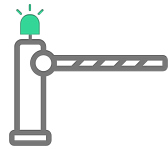
BARRIERS TO ENTRY

Our domain name hasht.ag cannot not be duplicated while providing a **sense of urgency to claim a hashtag** like a domain name
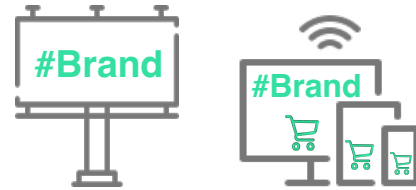
MARKETING & COMMERCE

Leverage the **on & offline notoriety** of #s to promote hashtag pages with rich content that are optimized for targeted commerce

PRIVATE HASHTAG

Forget social media #s with millions of futile posts - Users can **privatize & moderate their hashtag feeds** to ensure the quality of the content

NETWORK/VIRAL EFFECTS

Hashtags **gain defensibility** the more creators exploit them, which adds value for the end-users who share them **fueling viral effects**

MARKET

41%

of creators earning a living wage ($69,000 annually or more) year-over-year.

50 million people globally are content creators

17,9%

of all sales were made from online purchases in 2021 and is expected to reach 21% in 2022 and 24,5% in 2025

CONTENT CREATORS
$104B

BLOGGING & COMMERCE
$5,542B

COMMUNITIES & GROUPS
2B USERS*

COLLECTIVE CONTENT
6B USERS*

76%

of global internet users engaged with an online community

*2B users on WhatsApp
0,4B users use groups on Facebook

76%

of global internet users engaged with an online community

*6B billion global visitors per month on Wikipedia

END-TO-END MARKETING TO COMMERCE

SOCCER PRO ➡ SOCCER MOM

#Blaise

A single identifier to
enable social influence

#TicketSales

User-friendly ecommerce
tools to reserve & sell

#Organize

Schedule, map, poll,
link, and more...

#SportNFT

Build value for NFTs with a
community, blog, and media

#Creators

Create, monetize, and
promote in one place

#MyLittleTeam

Build, invite, and
manage #groups
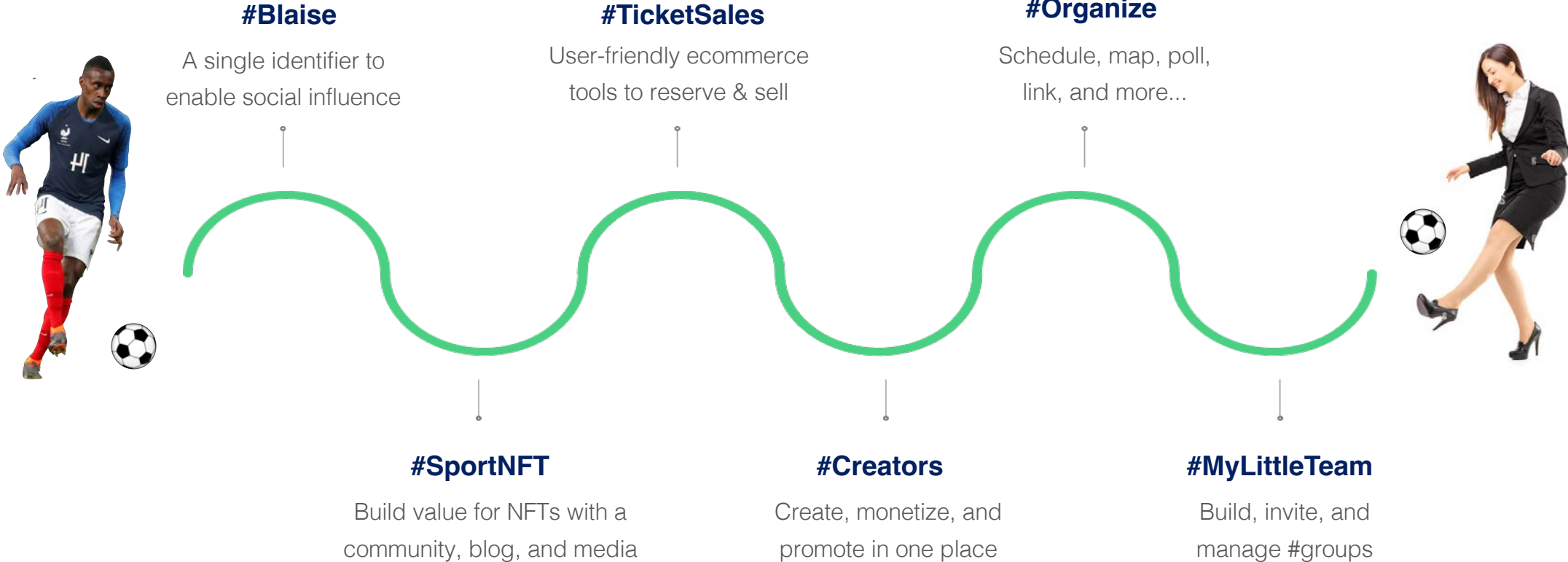
SPORTS TAG*

SOCIAL NETWORK OF SPORTS*

Like # for a hashtag, we propose a ' symbol for a SportsTag

'Blaise

A single identifier to discover influencers

'TicketSales

Simple ecommerce tools to reserve & sell

'Organize

Schedule, map, poll, link, and more...

'SportNFT

Build a community for NFTs with a blog & media

'ContentCreators

Create, monetize, and promote in one place

'TeamPage

Build, invite, and manage #groups

* A Sports Tag is like a luggage tags and used to tag sports equipment – In our case it also refers to "tagging" sports media

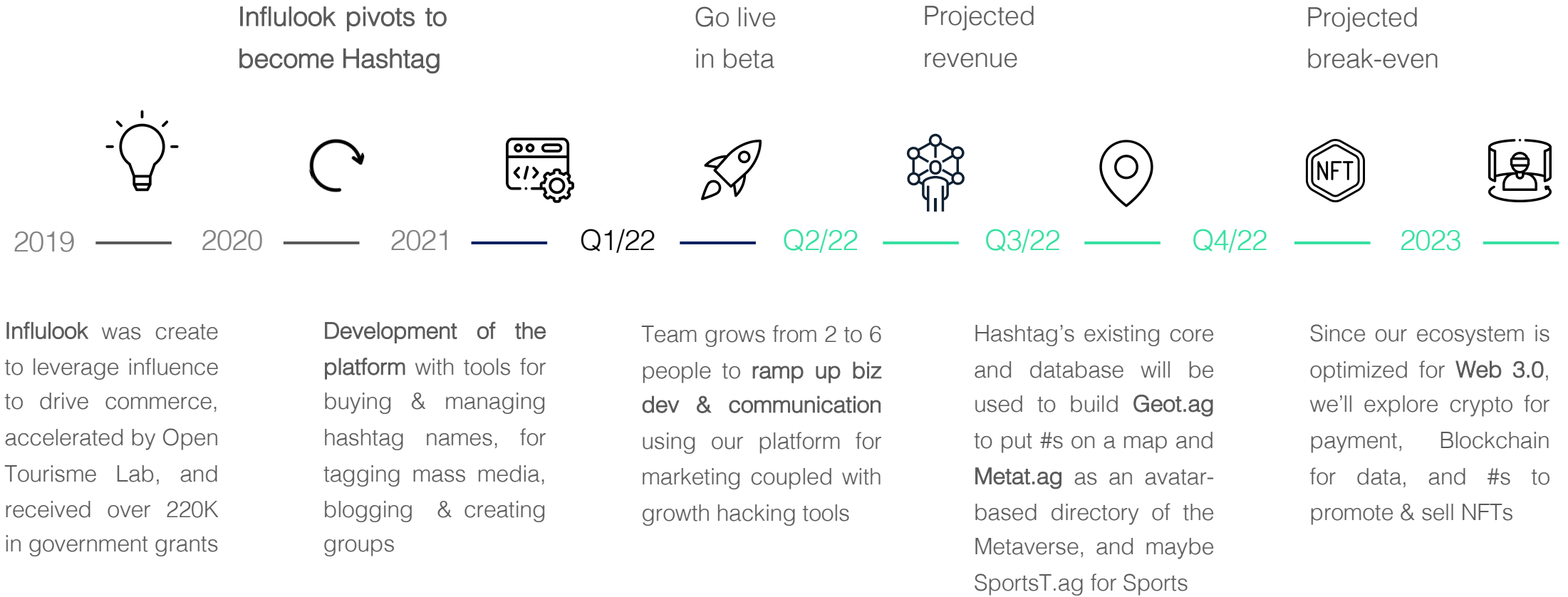** SportsTag (https://sportst.ag) could be an alternative to Hashtag as a niche play which uses all the same features as Hashtag while sharing the same platform

TRACTION & ROADMAP

Influlook pivots to
become Hashtag

Go live
in beta

Projected
revenue

Projected
break-even

2019 ——— 2020 ——— 2021 ——— Q1/22 ——— Q2/22 ——— Q3/22 ——— Q4/22 ——— 2023 ———

Influlook was create to leverage influence to drive commerce, accelerated by Open Tourisme Lab, and received over 220K in government grants

Development of the **platform** with tools for buying & managing hashtag names, for tagging mass media, blogging & creating groups

Team grows from 2 to 6 people to **ramp up biz dev & communication** using our platform for marketing coupled with growth hacking tools

Hashtag's existing core and database will be used to build **Geot.ag** to put #s on a map and **Metat.ag** as an avatar-based directory of the Metaverse, and maybe SportsT.ag for Sports

Since our ecosystem is optimized for **Web 3.0**, we'll explore crypto for payment, Blockchain for data, and #s to promote & sell NFTs

#TEAM

NATHAN FREY
FOUNDER & CEO

Serial-entrepreneur and founder of 4 startups with a successful exit (123mail) 25+ years experience in management, IT, business strategy, sales, and social media marketing.

CHRIS SIMANDL
CTO

25+ years experience in Top 500 companies with 4 years at Oracle in IT mgmt, business & network development - Big Data, GDPR, P2P & Blockchain evangelist

ANTHONY DOLE
LEAD DEVELOPER

Full-stack experience in design, development and testing of software, web, and mobile applications. Management of Big Data, equipment, and network administration

LAURENCE FREY
COO & HR

More than 25 years of experience in accounting for French and American companies, in operating strategy and in human resources

NOÉ CICION
SALES MANAGER

Experienced in business development strategies, prospecting and multi-network communications. Collection, processing of customer data & loyalty
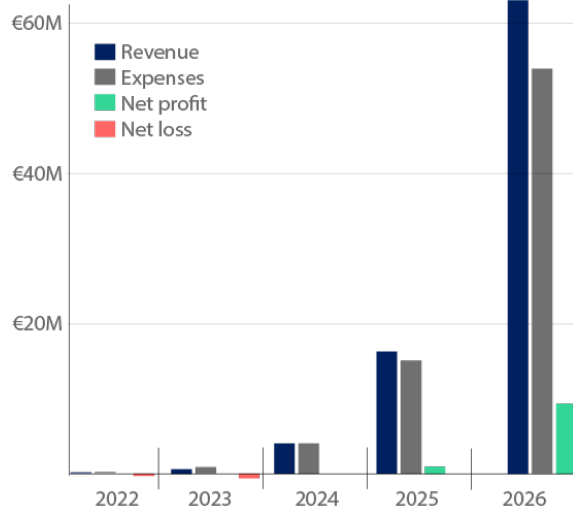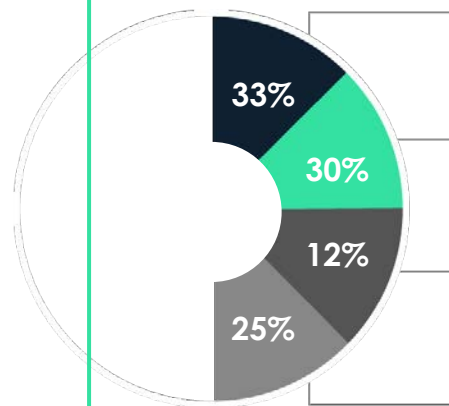
Target Valuation
$4M

Ask
$500

#WinWin

Imagine a new way for Origins LPs to regroup their social influence to reach out to their audiences by building communities of interest like #BlaiseForKids to donate NFTs to support underprivileged kids or #SustainabilityInvestors to invest in a better world – Now imagine their millions of followers creating their own hashtags to join the groups…

Projected Profit and Loss

Legend:
- Revenue
- Expenses
- Net profit
- Net loss

Axis: €60M, €40M, €20M
Years: 2022, 2023, 2024, 2025, 2026

The funds raised will be used for:

33%
30%
12%
25%

Customer Acquisition: "growth-hacking" operations, #marketing on our platform replicated on social media

Workforce: hire interns, marketing & sales experts, and executives experienced in scaleups

Make a profit: continuously improve our tech with trendy features our users will be eager to pay for

Web 3.0 Development: Blockchain to free user data, crypto for commerce, NFT for content, and Tokens to reward creators & fans

hasht.ag

THANK YOU

Nathan Frey Founder & CEO

nathan@hasht.ag

1501 Route des Dolines, 06560 Sophia-Antipolis - France

Https://hasht.ag