

We Provide Venues
with a New Way to
Attract and
Entertain Guests
with Singles Events
that Run
Themselves.



The background of the slide is a dense, overlapping pattern of US 100 dollar bills. The bills are arranged in stacks, with some bills visible on the surface of the stacks. The overall color scheme is a dark, muted blue-grey, which makes the white text stand out prominently. The bills are slightly out of focus, creating a sense of depth and abundance.

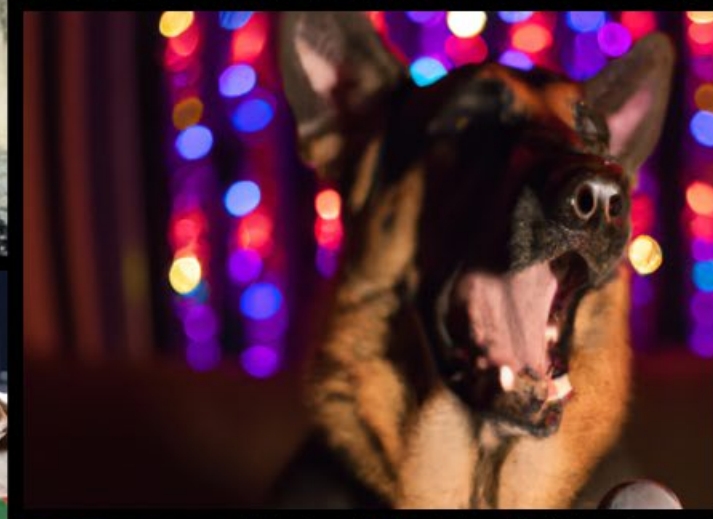
RAISING \$300,000 SAFE

- Will be used for
 - Hiring a Fractional CMO
 - Compensating Sales and Affiliates
 - Investing in Operational Automation



IT BEGAN WITH A LONELY NIGHT AT A BAR

“Introducing myself would be so much easier if I could see profiles for people in the room.”



Bar Entertainment Hasn't Changed in Many Years contributing to a homogenization of social venues and a marketing challenge for these businesses.

- \$4.2 Billion are spent on dating services annually, mostly dating apps
- Dating Apps result in only 10% of marriages
- Dating Apps are disliked by more than half of their users and openly mocked on social media.



Singles Events are...

- Hard to Run
- Harder to Promote
- Even Harder to Find





KEY BENEFITS FOR SINGLES

- Chemistry is the #1 indicator of romantic potential and only possible to detect in person.
- Connections based on Personality instead of superficial and often doctored photography
- We provide profile information including favorite conversation topics eliminating the need for small talk and redundant “interview questions.”
- Matches and Likes provided immediately at the end of an event while it is still possible to keep the conversation going or can be triggered later after careful consideration. No pressure.



KEY BENEFITS FOR VENUES

- Provides a differentiating attraction for new and existing guests
- Our App automates the entire process, eliminating the need for a designated host and requiring very little attention from a staff member.
- Events are self contained and can be run alongside normal operations with minimal interference. Reserved spaces are not required.
- Can be used in any environment where participants can feel safe and comfortable moving around. We removed the need for tables.

NOW IS THE TIME

- Social Events companies were decimated by Covid leaving few competitors
- Singles are getting burnt out on dating apps.
- Recent cultural shifts have made many men uncomfortable with approaching women in social environments.
- Powerful mobile devices, with the necessary features have recently become affordable by the masses.
- Chronic Loneliness now affects 1 in 3 American Adults and Social Anxiety now affects nearly half.



**70,000 BARS IN
THE US ARE ONLY
THE BEGINNING**

**WE CAN WORK
WITH ANY SOCIAL
VENUE
IMAGINABLE**



**55 MILLION
AVAILABLE
SINGLES IN THE US
ARE ALSO ONLY
THE BEGINNING**



WE CAN EASILY ADAPT TO NETWORKING AND FRIEND FINDING EVENTS

ESPECIALLY ON MILITARY BASES AND COLLEGE CAMPUSES WHERE IT IS NEEDED MOST



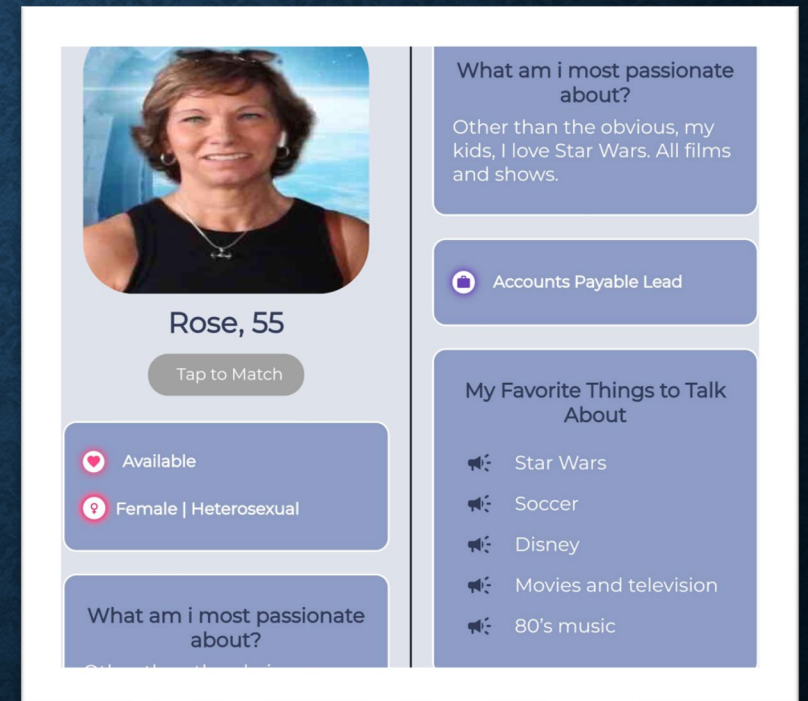
COMPETITIVE ADVANTAGE



- Incumbant singles event companies, MyCheekyDate, Pre-Dating Lock and Key Events, and NY Minute are service oriented and low tech making them hard to scale and less effective.
 - We're more flexible, more comfortable, more effective, than low/no tech alternatives and offer instant results.
- A handful of tech enabled startups exist, but none with a significant footprint or history. The largest is City Swoon.
- Existing companies, including city swoon have grown by adding 1 or 2 events in multiple cities. They can't support each other or take advantage of network effects. Our approach will be saturating an area and spreading to adjacent areas, taking advantage of promotional synergy.

THE MAKA CONNECT APP

- Helping Guests skip the small talk through personalized conversation starters is the primary function and applies to all use cases
- Matching system records likes and exchanges contact information allowing immediate results.
- Automated rotation control for speed pairing events eliminates need for tables increasing flexibility
- Secret word mixer features creates a lock and key style game encouraging more mixing.
- Filters help narrow down large crowds.





PRIMARY BUSINESS MODEL

We promote the event; we collect ticket sales and a service fee from the venue.
The venue benefits from bar sales and repeat business.

- Click to add text



Promotion

Ticket Sales

license fees



Service Fees



Food, Drink, Repeat Business



PROMOTER MODEL

Traditional SaaS with lower complexity. Experienced promoter runs their own event and pays us for the app.

Can fuel early growth, but TAM ~ 2000 in the whole country making it unsuitable long term.

TRACTION

- 7 Month weekly B2C Open Beta at one venue,
 - 543 new app users
 - \$11,000 gross sales
 - Positive ROAS achieved in October
- 1067 individuals on our local singles opt in contact list
- 4500 members in our Facebook Group
- 925 Meetup members

TEAM



- CEO Mike Freed
 - 25 years of varied work experience focused on data analysis
- CTO, Phillip Welch
 - working in technology for over 20 years
- full-time app developer employee

Balance Sheet
As of October 31, 2023

	TOTAL
▼ ASSETS	
▼ Current Assets	
▶ Bank Accounts	\$1,463.79
▶ Accounts Receivable	\$368.70
▼ Other Current Assets	
▶ All Prepaid Expenses	1,579.83
▶ Sales Reconciliation	296.93
Total Other Current Assets	\$1,876.76
Total Current Assets	\$3,709.25
▶ Fixed Assets	\$3,264.49
▼ Other Assets	
Acquisition of Maka Social LLC	99,790.71
Security deposits	330.00
Total Other Assets	\$100,120.71
TOTAL ASSETS	\$107,094.45

▼ LIABILITIES AND EQUITY	
▼ Liabilities	
▼ Current Liabilities	
▶ Accounts Payable	\$107.52
▶ Credit Cards	\$34,873.15
▶ Other Current Liabilities	\$1,092.95
Total Current Liabilities	\$36,073.62
▶ Long-Term Liabilities	\$142,780.73
Total Liabilities	\$178,854.35
▼ Equity	
Additional paid in capital	129,201.22
▶ Common stock	6,674.00
Retained Earnings	-95,661.54
Net Income	-111,973.58
Total Equity	\$ -71,759.90
TOTAL LIABILITIES AND EQUITY	\$107,094.45

BALANCE SHEET



Common Stock			Ictv. Pool/Stock Options		Fully Exercised Ownership		
Owner	Shares	% Owner	Owner	Shares	Owner	Shares	% Owner
Employee Incentive Pool							
39% utilized	9925	59.90%	Michael Freed	2915	Michael Freed	7455	70.8%
Michael Freed	4540	27.40%	Andrea Mcloughlin	442	Phillip Welch	1412	13.4%
Phillip Welch	973	5.87%	Phillip Welch	439	Andrea Mcloughlin	868	8.2%
Andrea Mcloughlin	426	2.57%	Loraine Wexler	85	Janae Strickland	327	3.1%
Janae Strickland	327	1.97%	Amad Zarak	2	Lydia Acevedo	126	1.2%
Lydia Acevedo	126	0.76%	Total	3883	Andrea Jackson	112	1.1%
Andrea Jackson	112	0.68%	Unassigned Shares	6042	Ashley Marval	106	1.0%
Ashley Marval	106	0.64%			Loraine Wexler	85	0.8%
Andres Barrionuevo	32	0.19%			Andres Barrionuevo	32	0.3%
Amad Zarak	1	0.01%			Amad Zarak	3	0.0%
Total	16568	100.00%			total	10526	100.0%

CAP TABLE

	2019	2020	2021	2022	Q1 2023	Q2 2023	Q3 2023	Oct-23	Nov-23
Revenue	\$0	\$0	\$0	\$1,842	\$1,264	\$4,711	\$3,857	\$912	\$880
Cost of Service	\$0	\$0	\$0	\$104	\$5,000	\$16,667	\$10,593	\$1,597	\$738
Gross Profit	\$0	\$0	\$0	\$1,738	-\$3,736	-\$11,956	-\$6,737	-\$685	\$142
Operating Expenses	\$7,134	\$30,471	\$24,234	\$96,047	\$31,022	\$32,358	\$29,365	\$8,032	\$6,271
EBITDA	-\$7,134	-\$30,471	-\$24,234	-\$94,309	-\$34,758	-\$44,314	-\$36,102	-\$8,717	-\$6,129

HISTORICAL P&L

Category	Q1	Q2	Q3	Q4	Y2	Y3	Y4
venues	2	4	8	15	191	2407	30306
Gross Revenue	\$9,720	\$19,440	\$39,715	\$73,981	\$1,923,441	\$25,509,551	\$289,827,336
Cost of Service Sold	\$3,430	\$7,115	\$13,227	\$24,056	\$811,519	\$7,845,885	\$20,718,189
Gross Profit	\$6,290	\$12,326	\$26,488	\$49,925	\$1,111,923	\$17,663,666	\$269,109,147
Total Personnel	\$24,000	\$29,000	\$41,827	\$41,827	\$339,496	\$2,449,943	\$28,372,118
Total Admin Expenses	\$4,950	\$15,100	\$9,700	\$7,200	\$35,700	\$105,600	\$871,400
Total Operating Expenses	\$28,950	\$44,100	\$51,527	\$49,027	\$375,196	\$2,555,543	\$29,243,518
Net Profit	-\$22,660	-\$31,775	-\$25,039	\$899	\$736,727	\$15,108,123	\$239,865,629
tax payments	\$0	\$0	\$0	\$0	\$16,367	-\$190,116	-\$3,916,591
loan activity	\$25,211	\$19,708	\$11,207	\$11,207	-\$233,162	-\$51,261	-\$1,073
<i>Interest (excluded from cash flow)</i>	\$4,632	\$5,039	\$5,228	\$5,334	\$14,690	\$5,323	\$9
Net Profit	-\$22,660	-\$31,775	-\$25,039	\$899	\$736,727	\$15,108,123	\$239,865,629
Net Cash Flow	\$2,551	-\$12,067	-\$13,832	\$12,106	\$519,933	\$14,866,746	\$235,947,964
Debt	\$169,985	\$194,731	\$211,166	\$227,707	\$23,977	\$1,064	\$0
Cash	\$4,593	-\$7,474	-\$21,305	-\$9,199	\$510,733	\$15,377,479	\$251,325,443

PRO FORMA CASH FLOW/P&L

THANK YOU

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