



# WHITEFLAG

Anonymous, free, peer-to-peer support.



## CONFIDENTIAL DOCUMENT

This document has been provided to you with the consent of WhiteFlag App, Inc. (the “Company”) for informational purposes only and may not be relied upon by you in evaluating the merits of investing in any securities of the Company. This material is not intended as an offer or solicitation with respect to the purchase or sale of any financial instrument. Any investment decision with respect to securities of the Company should be made by you based solely upon the information made available to you in the context of your investigations of and discussions with the Company, if and when you determine to proceed with such investigations.

If a transaction involving the equity securities of the Company should follow, any such transaction would not be registered under the Securities Act of 1933, as amended (the “Act”), or the securities laws of any other jurisdiction. The Company would conduct any such transaction in reliance on exemptions from the registration requirements of the Act and other applicable laws.

Any projections or other forward-looking statements included in this document are dependent upon future events, some of which are not within the control of the Company, and should not be regarded as a representation by the Company that the projected results will be achieved. These statements and projections are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements. Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements.

This document is strictly confidential and may not be reproduced or redistributed in whole or in part nor may their contents be disclosed to any other person.

These materials are subject to change from time to time without notice and the Company is not under any obligation to keep you advised of such changes. The Company does not make any representation or warranty as to the accuracy or completeness of this information.



**WHITEFLAG**

# The Problem



**Connecting with someone who can personally relate to our mental health issues is nearly impossible.**

**Talking with someone who understands your pain has been scientifically and clinically proven to ease suffering, combat loneliness and expedite healing.**

**Current Market: paid, trained or taught how to talk with you.**

# Solution? WhiteFlag App



A simple way to connect with someone who understands. WhiteFlag is an anonymous and free peer-to-peer mental health platform.

You can either request support for specific mental health issues from someone who has been there, or locate others similarly situated and offer support based on shared life experiences and struggles.

# WhiteFlag App: How it Works



Users connect based on the issues they have in common (PTSD, alcohol, grief, military).



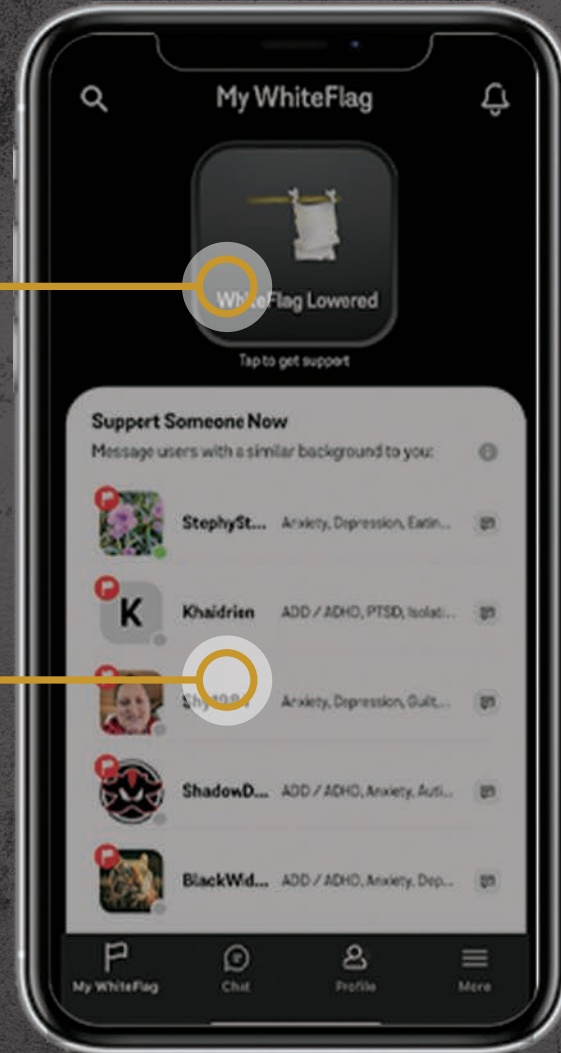
Free, safe, anonymous space for users to ask for support or locate others seeking connection.



Communication is done through private and group chat.

# Anonymous Peer Support

## Get Support



## Give Support



By raising your WhiteFlag, you indicate to the community you need support.



Users are able to give support to others in need at any time.

# Raise Your WhiteFlag



Our filters allow users to select issues they are **Suffering From**, **Coping With** and their **Background**. "Raise WhiteFlag" is a unique feature that allows you to seek help. Our algorithm matches users with peers who are similarly situated.

**Suffering From**

Update Profile

< ory Info **Suffering From** Coping With | >

Choose all that apply:

<input type="checkbox"/> Abandonment Issues	<input type="checkbox"/> ADD / ADHD
<input type="checkbox"/> Adjustment Disorder	<input type="checkbox"/> Anxiety
<input type="checkbox"/> Bipolar Disorder	<input type="checkbox"/> Brain Injury
<input type="checkbox"/> Covid-19	<input type="checkbox"/> Depression
<input type="checkbox"/> Detoxing	<input type="checkbox"/> Dissociative Disorder
<input type="checkbox"/> Eating Disorder	<input type="checkbox"/> Grief
<input type="checkbox"/> Guilt	<input type="checkbox"/> Intoxication
<input type="checkbox"/> Loneliness	<input type="checkbox"/> OCD
<input type="checkbox"/> Panic Attack	<input type="checkbox"/> Paranoia
<input type="checkbox"/> Personality Disorder	<input type="checkbox"/> Phobia
<input type="checkbox"/> Postpartum Depression	<input checked="" type="checkbox"/> PTSD

Save & Exit Next →

**Coping With**

Update Profile

< Suffering From **Coping With** Background Re >

Please indicate below which coping habits you're using to deal with your pain:

<input checked="" type="checkbox"/> Alcohol	<input type="checkbox"/> Amphetamine Other
<input type="checkbox"/> Benzodiazepines	<input type="checkbox"/> Cocaine
<input type="checkbox"/> Crack	<input type="checkbox"/> Fitness
<input type="checkbox"/> Food	<input type="checkbox"/> Gambling
<input type="checkbox"/> Heroin	<input type="checkbox"/> Marijuana
<input type="checkbox"/> Marijuana	<input type="checkbox"/> Meth
<input type="checkbox"/> Nicotine	<input type="checkbox"/> Opioids
<input type="checkbox"/> Sex	<input type="checkbox"/> Video Games
<input type="checkbox"/> None	<input type="checkbox"/> Other

Save & Exit Next →

**Background**

Update Profile

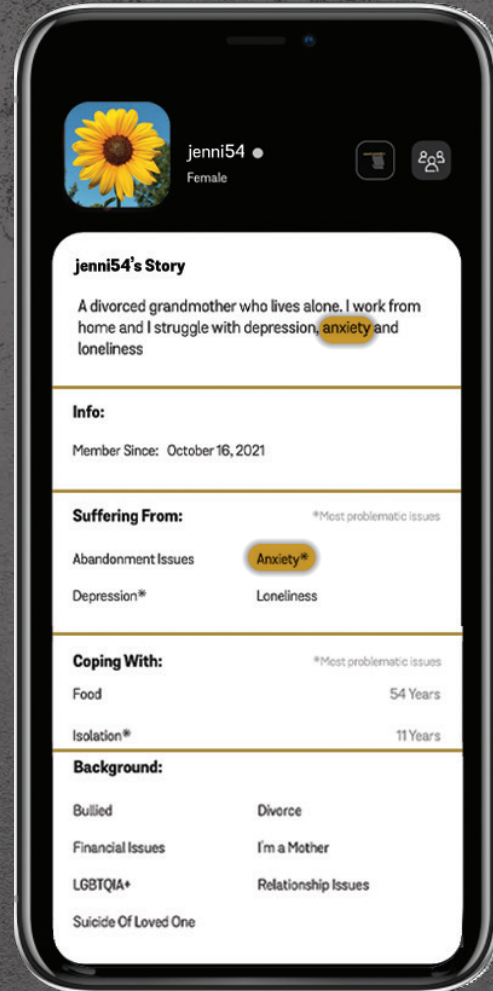
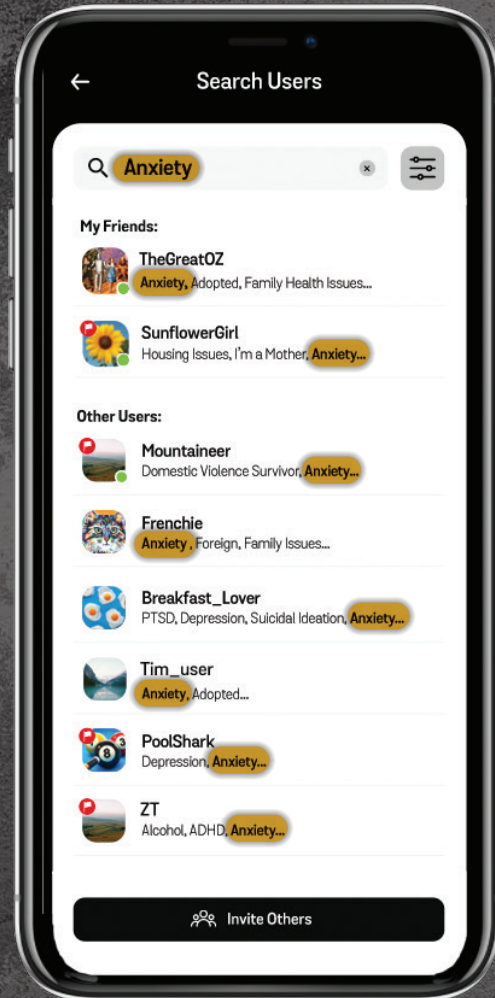
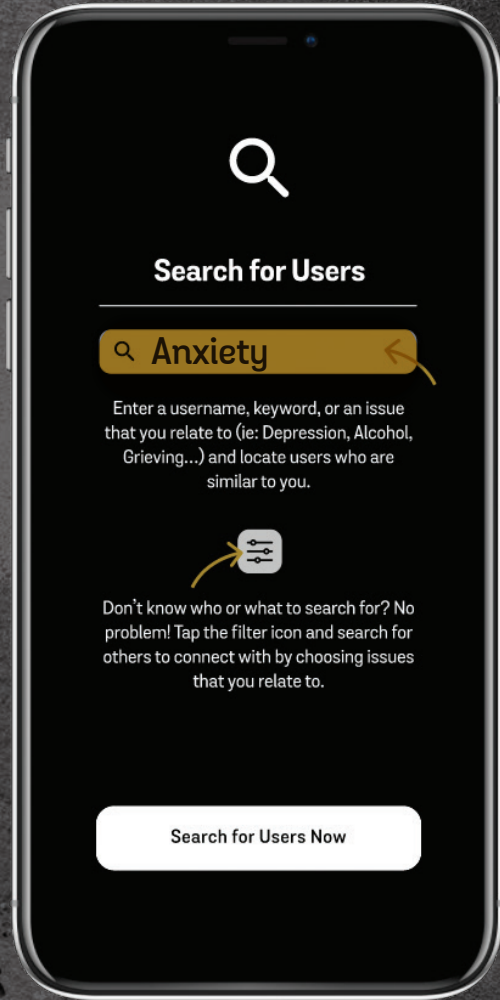
< Coping With **Background** Recovering From >

Choose all that apply:

<input type="checkbox"/> Adopted	<input type="checkbox"/> Athlete
<input type="checkbox"/> Authority Abuse	<input type="checkbox"/> Autism Spectrum Disorder
<input type="checkbox"/> Bullied	<input checked="" type="checkbox"/> Child Abuse
<input type="checkbox"/> Child Custody Dispute	<input type="checkbox"/> Crime Victim
<input type="checkbox"/> Divorce	<input type="checkbox"/> Domestic Violence Survivor
<input type="checkbox"/> Employment Issues	<input type="checkbox"/> Financial Issues
<input type="checkbox"/> Family Issues	<input type="checkbox"/> Foreign
<input type="checkbox"/> Fire/EMT	<input type="checkbox"/> Housing Issues
<input type="checkbox"/> Foster Care	<input type="checkbox"/> In a Mother
<input type="checkbox"/> In a Father	<input type="checkbox"/> In a Mother
<input type="checkbox"/> In a Senior Citizen	<input type="checkbox"/> LGBTQIA+

Save & Exit Next →

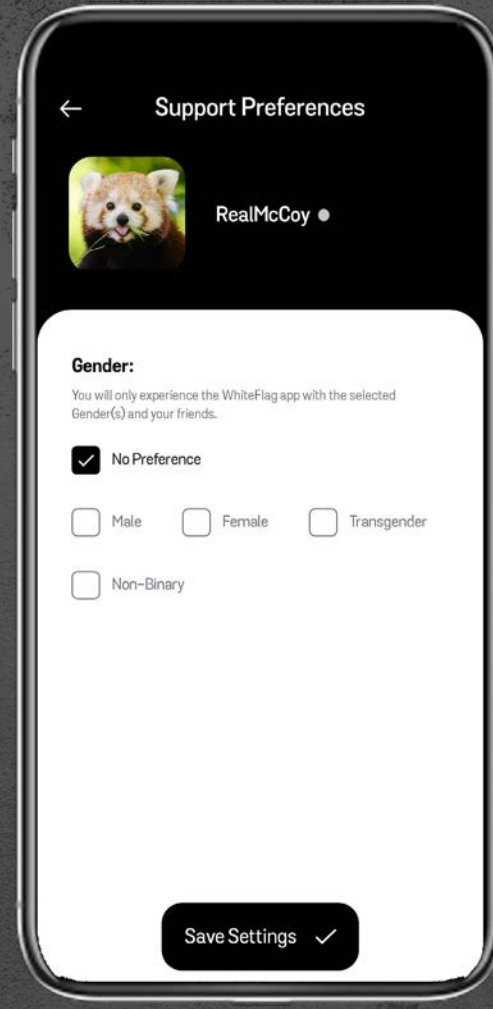
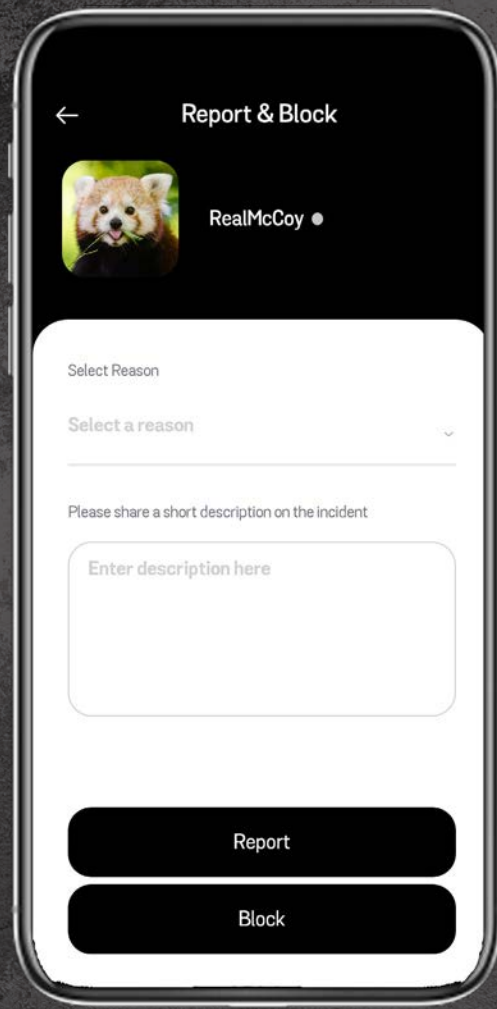
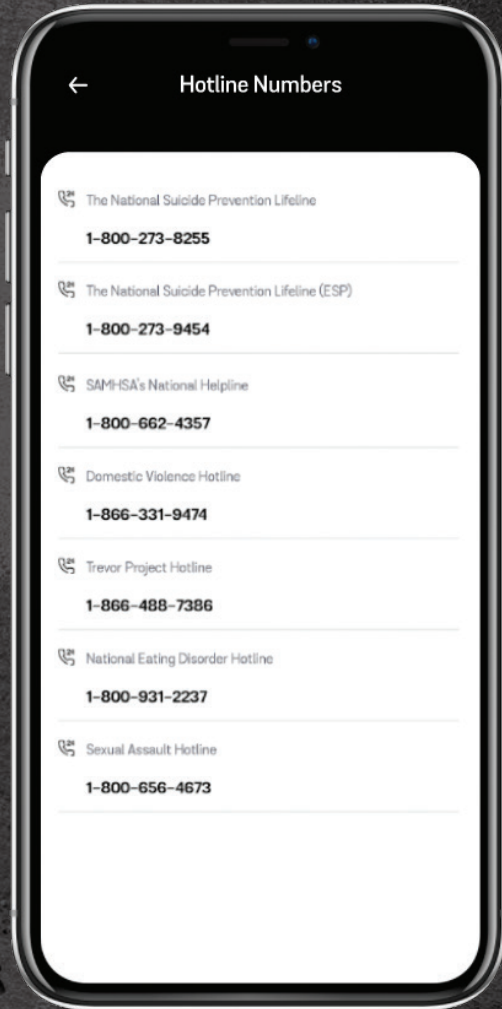
# Find Someone Who Understands



Users are able to search by issues and username to find connections and build their peer support network.



# WhiteFlag Protects Its Users



In order to maximize comfort and safety, users can report and/or block any member for a rule violation.

The conversation reported is reviewed by a WhiteFlag team member to determine a resolution.

The WhiteFlag App gives users the option to choose which gender they interact with, which adds another level of safety and comfort.

# Massive Growing Market

## WHITEFLAG USERBASE

- Anyone dealing with a mental health symptom (1 in 4 Americans).
- Anyone who wants to help combat loneliness and provide support.



**USERS WITH  
MENTAL HEALTH  
SYMPTOMS**



**USERS WHO CARE  
ABOUT SOMEONE  
STRUGGLING AND WANT  
TO SUPPORT OTHERS**  
PARENTS, SIGNIFICANT  
OTHERS, FRIENDS,  
COWORKERS, GRANDPARENTS,  
SIBLINGS, HELPFUL PEOPLE,  
KIND PEOPLE

# Competitive Advantage

## The WhiteFlag App Advantage



### Authenticity

All conversations are with a real person who is unpaid and not trained how to talk to you.



### Peer to Peer

Ability to talk directly to peers who have been there.



### Anonymous

Username, private chats and ghost mode.



### Immediate Help

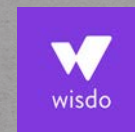
Your network and similarly situated peers are notified when you need help so they can immediately respond.



### Focus

Discussions focused on mental health, addiction and tough circumstances.

## Competitors



# Growing WhiteFlag Community

The WhiteFlag App launched nationwide October 1, 2021!

**122,627**

APP  
DOWNLOADS

**42,061**

WHITEFLAGS  
RAISED

**1,224,193**

MESSAGES  
OF SUPPORT

AS OF NOVEMBER 8, 2023

# Product Market Fit



"I can't explain what this app has done for me... it's the reason I'm still here."

Anonymous

(ACTUAL USER REVIEW)



"This is the best app ever. It has completely changed my life. It has helped me in ways I didn't know were possible. I'm glad I found it. If anybody is struggling and feels alone and or has nobody to talk to or connect with I would totally recommend this app."

Anonymous

(ACTUAL USER REVIEW)



"I recently texted the suicide hotline and the counselor told me try this app. Nothing but nice people who have helped me. Please use this if you're in need."

Anonymous

(ACTUAL USER REVIEW)



"Helped me not drive off a bridge Aug 9th. Thank you! My kids still have a Mom because of this app and your videos promoting the app."

Anonymous

(ACTUAL USER COMMENT)

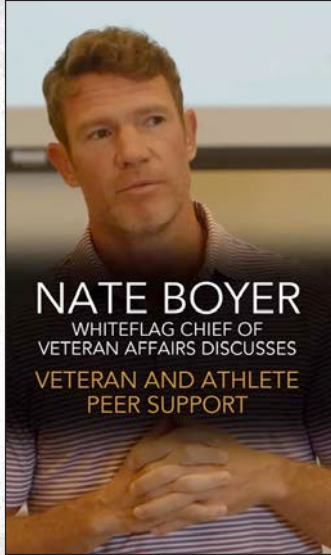


4.5

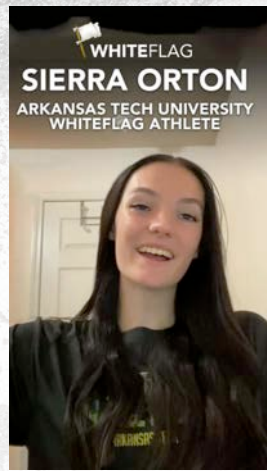
out of 5



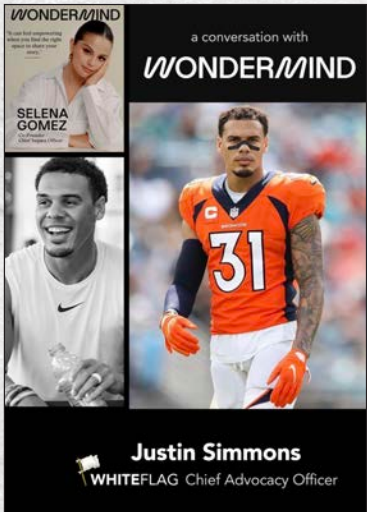
# Partnerships & Collaborations



CELEBRITIES



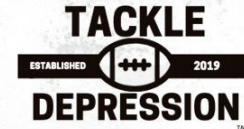
COLLEGE ATHLETES



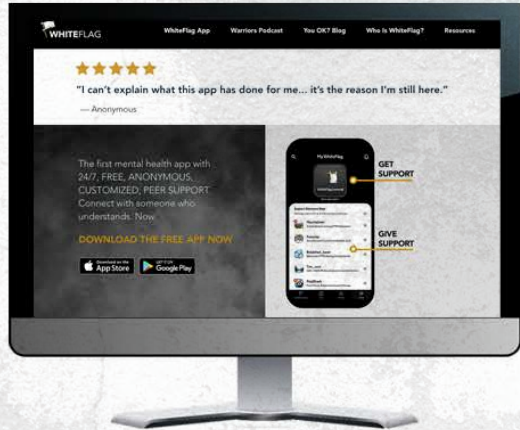
PRO ATHLETES



TRUSTED BY:

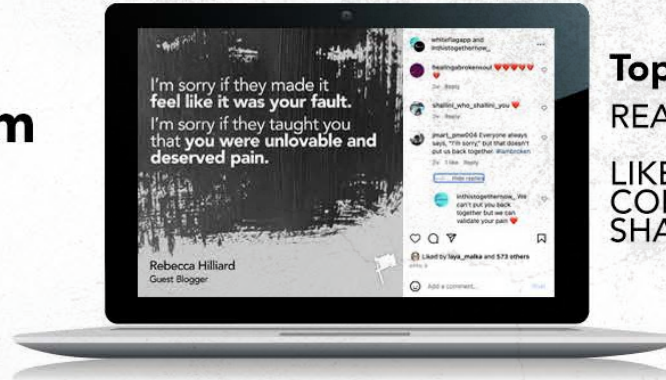


# Market Presence



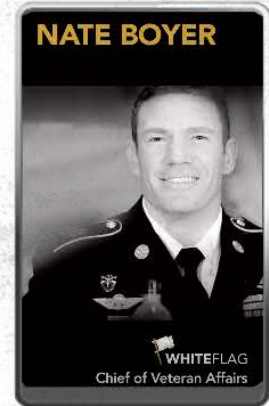
## WhiteFlagApp.com

OUR WEBSITE HAS HAD VISITORS FROM **MORE THAN 40 COUNTRIES**



**Top Graphic Post**  
REACH: 10,915

LIKES  
COMMENTS  
SHARES: 615



**WhiteFlag is hosting monthly IG live Q&As with our doctors.**

VIEWES: 35,000+



**Repost of Viral Video**  
REACH: 48,667

INCREASE OF REACH  
AFTER VIRAL VIDEO: 285%



**Top Instagram Reel**  
REACH: 64,995



**Posts featuring our Chief Impact Officer and Chief of Veteran Affairs**  
VIEWES: 49,000+

# Market Strategy

**We have plans in place to continue our successful user acquisition growth as well as build additional partnerships:**

- Organic Growth
- Paid User Acquisition
- Influencer Partnerships
- Social Media Ads
- Facebook Groups
- Optimization of Google Play and Apple Store
- National Groups
- Veteran's Administration
- Recovery Centers
- Athlete Partnerships
- PR
- Expert Opinions

**“Willingness to approach painful emotions we are experiencing, as opposed to avoiding them, can be the path towards living a life that we value.”**

– Dr. Jessica LoPresti,  
Clinical Psychologist &  
WhiteFlag Chief Medical Officer





# Business Model

## BUILDING PARTNERSHIPS

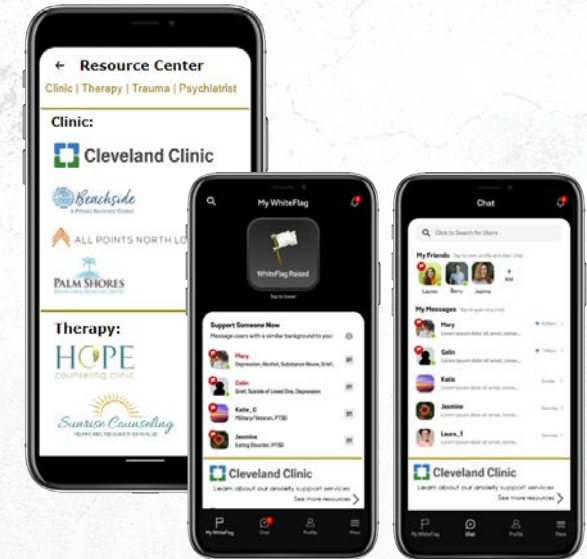
- Treatment / Addiction Centers
- Therapists / Counselors
- Hospitals
- Medical Providers
- Insurance Companies
- Pharmaceutical Companies
- Therapeutics / Meditation Groups
- Universities
- Non-profits
- Services (acupuncture, ketamine infusion centers, etc.)

## THROUGH STRATEGY



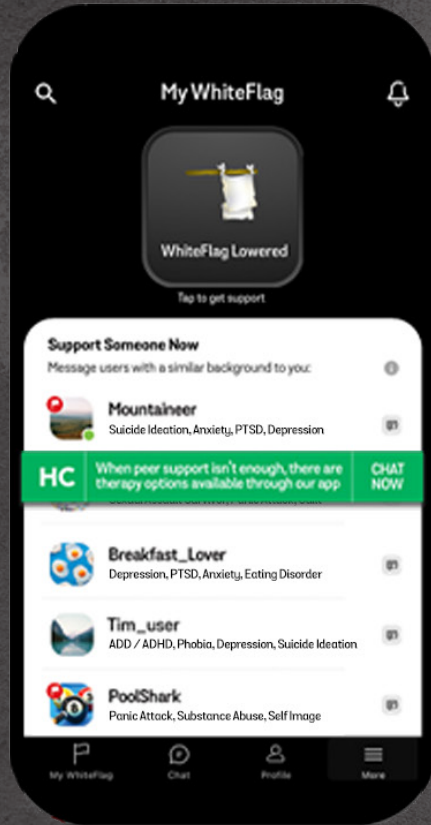
## BRINGS REVENUE

- Resources (Advertising)

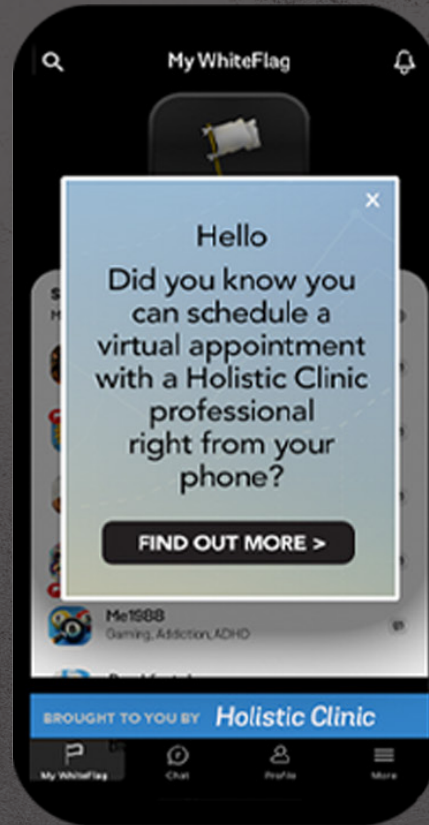


- Strategic Partnerships
- Premium Options
- Platform as a Service (PAAS)

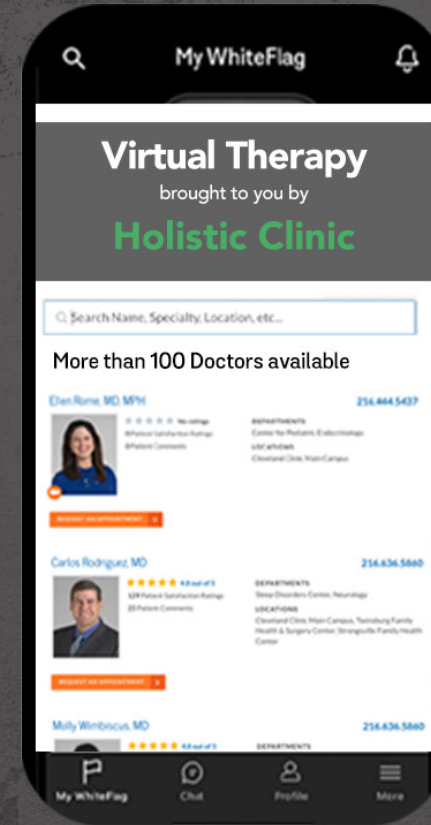
# Advertising Opportunities



THERAPY OPTIONS



LINK TO CLINICS



LINK TO DOCTORS

# WhiteFlag's Viral Potential

Results from just two organic videos generated:



VIDEO POSTED JUNE 26, 2023  
NUMBERS REPORTED THROUGH AUGUST 17, 2023

<b>VIEWS</b>	<b>2.15M</b>
<b>LIKES</b>	<b>167.1K</b>
<b>SHARES</b>	<b>41.7K</b>
<b>SAVES</b>	<b>18.6K</b>
<b>COMMENTS</b>	<b>3.9K</b>

WITHIN FIRST 14 DAYS OF POST, WHITEFLAG SAW THIS INCREASE

<b>DOWNLOADS</b>	<b>40K</b>
<b>WHITEFLAGS RAISED</b>	<b>8K</b>
<b>MSGS OF SUPPORT</b>	<b>282K</b>



VIDEO POSTED JANUARY 19, 2023  
NUMBERS REPORTED THROUGH AUGUST 17, 2023

<b>VIEWS</b>	<b>349.6K</b>
<b>LIKES</b>	<b>83.4K</b>
<b>SHARES</b>	<b>20.2K</b>
<b>SAVES</b>	<b>12.6K</b>
<b>COMMENTS</b>	<b>3.1K</b>

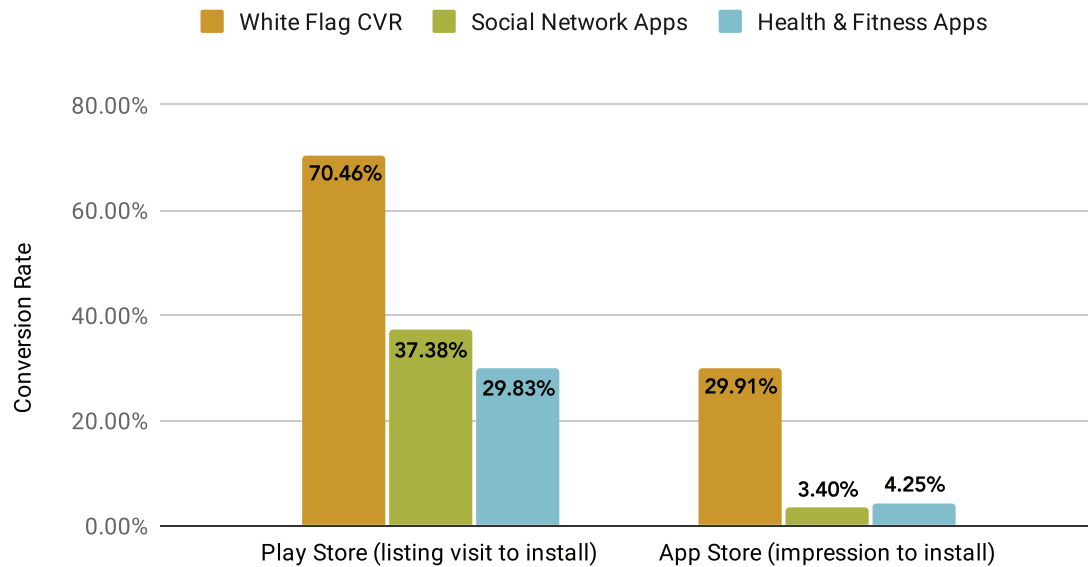
WITHIN FIRST 2 MONTHS OF POST, WHITEFLAG SAW THIS INCREASE

<b>DOWNLOADS</b>	<b>24K</b>
<b>WHITEFLAGS RAISED</b>	<b>5.6K</b>
<b>MSGS OF SUPPORT</b>	<b>168.5K</b>

# App Performance & User Retention

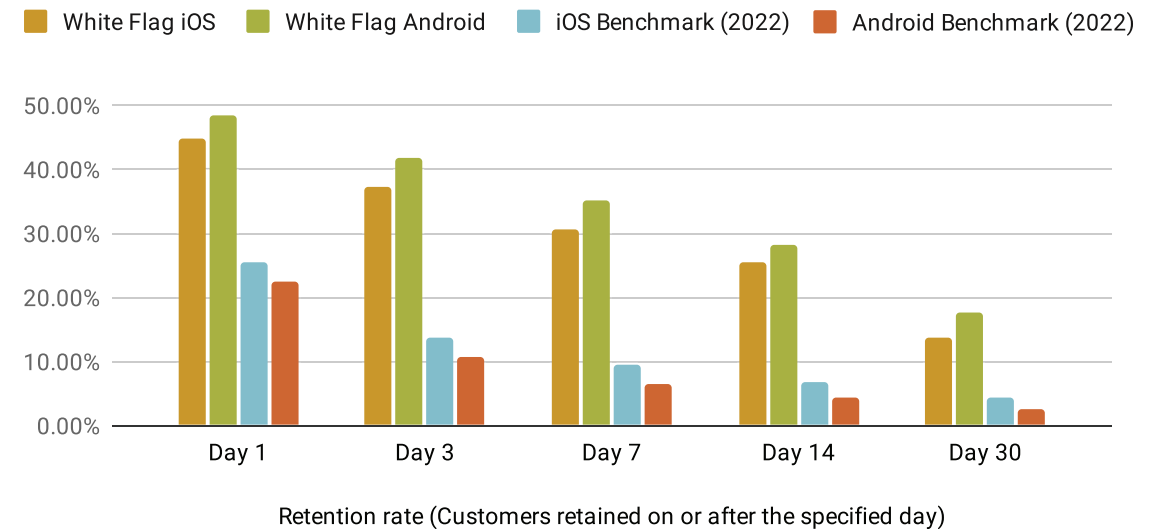
## WHITEFLAG APP PERFORMANCE

WhiteFlag significantly outperforms App Store & Play Store conversion benchmarks for all acquisition activity



## USER RETENTION

WhiteFlag's 30 day user retention rates are much higher than the US iOS and Android benchmarks



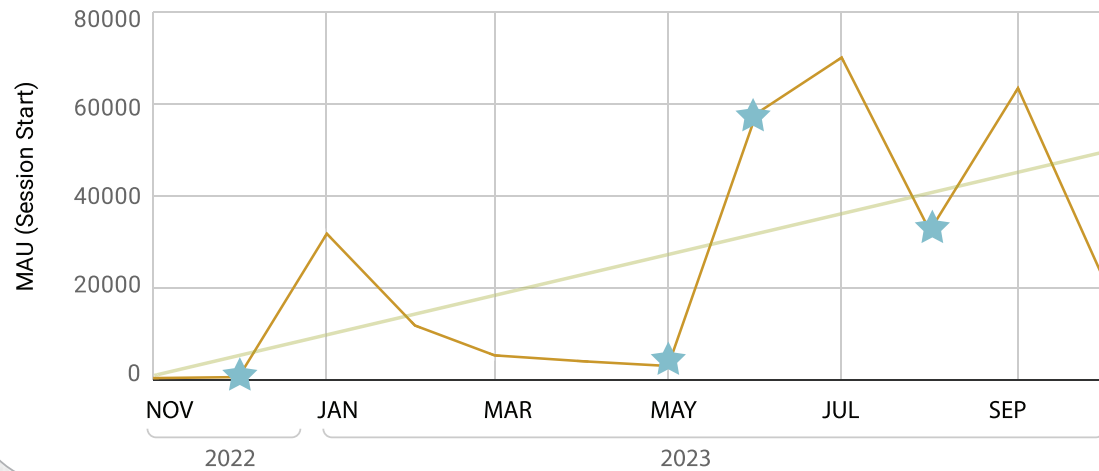
# Active Users

## MONTHLY ACTIVE USERS

(APP OPENED)

Acquisition activity is highly effective acquiring high volumes of users at low cost, with a clear trend of increasing MAUs

★ Viral Video Launched

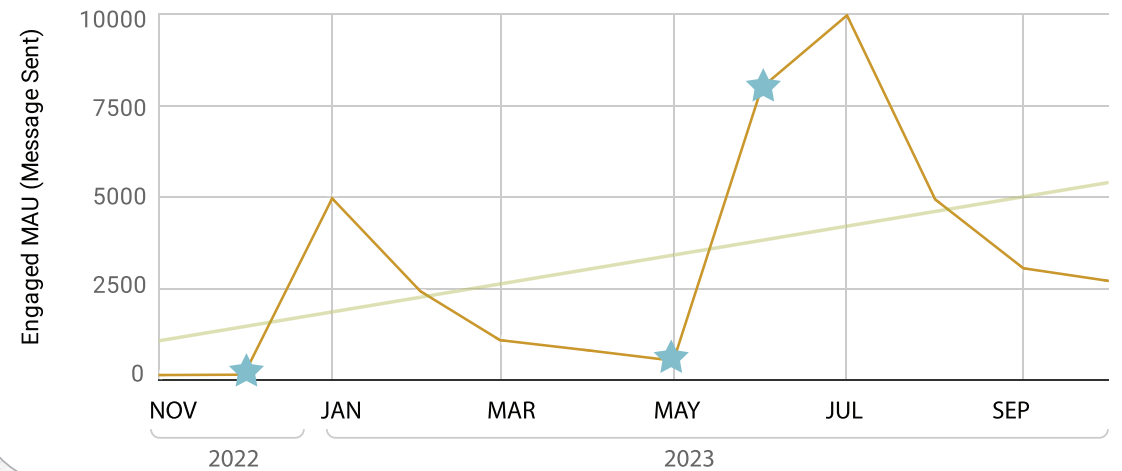


## HIGHLY ENGAGED ACTIVE USERS

(MESSAGES EXCHANGED)

Key indicator of sustainable growth is seen through consistent user engagement.

★ Viral Video Launched



# Competitor Comparison



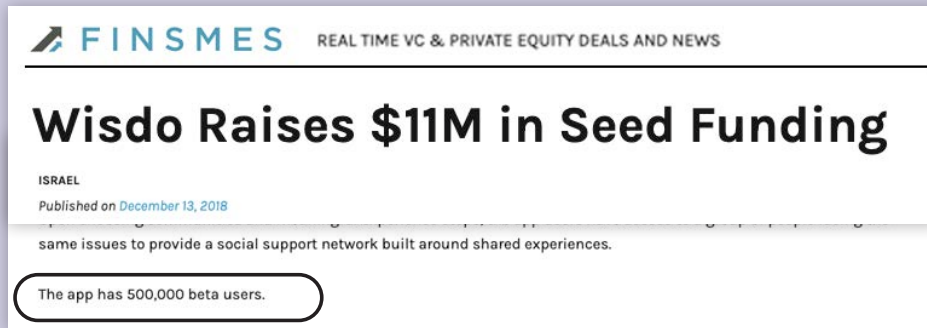
Wisdo

vs

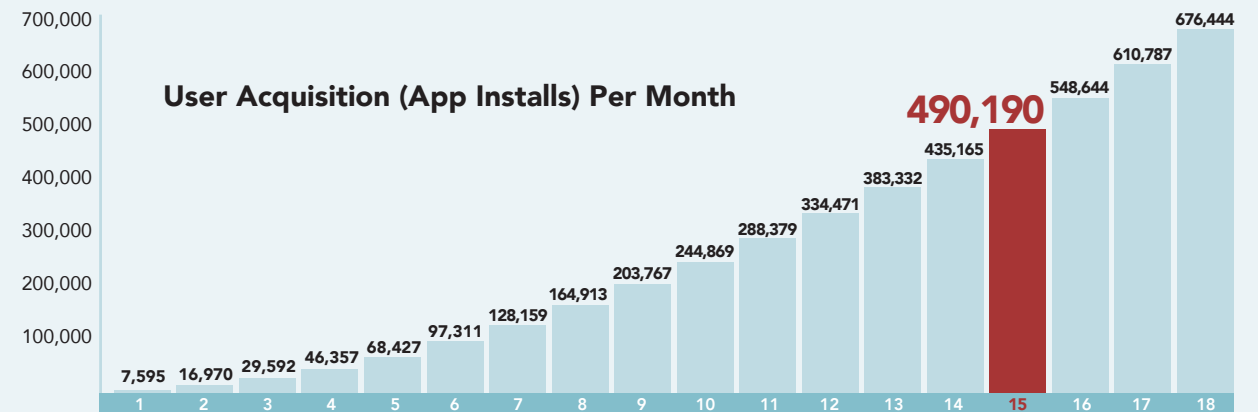


WhiteFlag

- Raised \$11M in Seed Money at 500,000 users.



- Paid User Acquisition Forecast (not including influencers)



- Wisdo took off after receiving Fast Company's "World Changing Ideas" award.



- WhiteFlag has received Fast Company's "World Changing Ideas" award in May of 2022.



- Peer to peer is restrictive of who you can connect with.
- Focuses on a youth target market.
- Non-inclusive, not focused.
- Charges money to their users.

- Peer to peer is unrestricted, anonymous, 24/7.
- Focuses on adults suffering from mental health issues.
- Inclusive and focused on issues.
- WhiteFlag is FREE.

# Revenue Forecast

**We built our platform and established a reputation, and are now in place to launch WhiteFlag as a revenue generator.**



## **Trust**

Proving our model within the user community has been key to establishing WhiteFlag as THE social media platform for mental health.

## **Sponsorships**

Qualified lead revenue commitments are in place with Behavioral Health industry.

## **Collaborations**

Our goal is to identify the right formula for revenue generation that enhances the user experience on our app.

# WhiteFlag Leaders



## Jonny McCoy

CEO & COFOUNDER

Jonny is a successful business owner, entrepreneur, civil rights attorney, movement builder and philanthropist who has founded charities as well as participated on many Boards, trauma survivor, mental health advocate and founder of peer support groups. Jonny's professional life has seen him raise money, manage the organization, planning and budgeting for a business doing 1M+ in revenue, make appearances on the Today Show, 48 Hours, Dateline, the New York Times and the Washington Post, and give motivational and keynote speeches around the country.



## Trent Tinker

CTO & COFOUNDER

Trent has two decades of experience developing next generation solutions for government agencies and large system integrators. Trent has a Computer Science degree from the College of Charleston. He spent the last two decades developing and managing the development of geospatial applications for industry leaders in the field. This includes Esri, the Microsoft of GIS, and Hexagon, a global leader in sensor, software, and autonomous solutions.

## EXECUTIVE TEAM

Dr. Jessica LoPresti

CHIEF MEDICAL OFFICER

Dr. Roshni Patel, MD

CHIEF IMPACT OFFICER

Patricia McCoy

CHIEF OPERATING OFFICER

Kash Kiefer

EXECUTIVE VICE PRESIDENT

Eddie Dombrower

CHIEF PRODUCT OFFICER

Chance Gilmore

CHIEF STRATEGY OFFICER

Billy Howard

CHIEF INVESTMENT OFFICER & COFOUNDER

Kyleigh Leist

MARKETING DIRECTOR

Dave Frank

CHIEF CONTENT OFFICER

## ADVISORS

Dr. Avery L. Buchholz, MD

Dr. Andrew Glover, MD

Joey Jackson



HOTELS & RESORTS



# High Profile Team Members



## Justin Simmons

CHIEF ADVOCACY OFFICER

Justin Simmons, an NFL Free Safety for the Denver Broncos, is devoted to using his platform to help mentor the youth, his NFL community and their fans. The Pro Bowler and Walter Payton Award winner is motivated to impact the lives of these individuals by leading the mental health conversation. He strives to educate and promote the benefits of youth sports and youth education through his Justin Simmons Foundation. Justin is dedicated to joining in on the conversation about mental health, the stigmas, and helping those who need help healing.



## Nate Boyer

CHIEF OF VETERAN AFFAIRS

Nate Boyer, The Army Green Beret, is a philanthropist, humanitarian, and former football player for the Texas Longhorns and the Seattle Seahawks. As a member of both the military veteran and athlete communities, he saw an opportunity to team up both populations to tackle their transition struggles through his charity Merging Vets & Players (MVP). Boyer's mission is to work closely with military veterans, community leaders, and athletes, sharing his personal experiences to diminish the mental health stigma through conversation.



## Joey Jackson

ADVISER

Joey is a mental health advocate, a nationally recognized attorney, and commentator who advocates for social justice reform. He is also a legal analyst for CNN & HLN, and the founder of the Joey Jackson Law Firm.

# WhiteFlag Founder Success

Successfully launched peer-support mental health and crisis groups and is a nationally recognized public speaker and storyteller.



Launched Anxiety Support Groups as well as a Covid Crisis and Peer Support Group that rapidly grew to nearly 25,000 local members.



Facebook group helps those in need in Horry County amid coronavirus concerns



Facebook group helps those in need

Horry County Citizen's Crisis Response was created by local attorney Jonny McCoy less than two weeks ago. Since then, the group has grown to a following of more than 17,000 people. It's also officially been registered as a non-profit 501(c)3.



Gained national exposure through legal cases and app launch, leading to public speaking engagements as a proven on-camera expert representative.



# Brand Potential



## GOALS FOR FUTURE PROJECTS

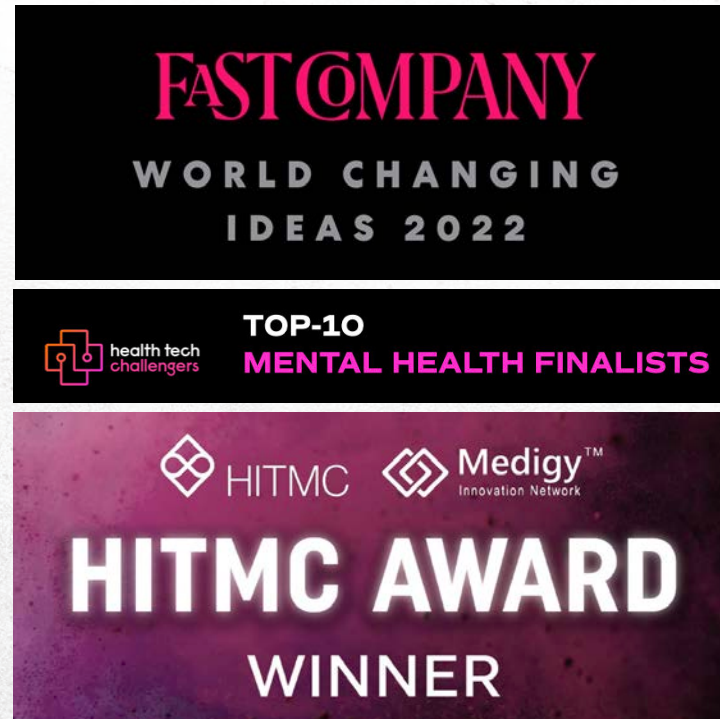


# The Future is Bright

## CREDIBILITY



## NOTORIETY



## WORLDWIDE DEMAND

-  **ladysheralyn** Not available in Australia! 🙄  
1w Reply
-  **natashacmyers92** Are there plans to come to the UK anytime soon? Sounds like a brilliant app!
-  **captain\_copper\_cat** Not available to download in Germany 😞 sounds awesome though. 🙌
-  **java\_tomi** Not available in my country (Finland) :/
-  **eve\_luna333** This seems so wonderful, shame it's not available in UK 🇬🇧
-  **buckysgirl72** Please talk to your bosses to make it available in other countries to. I live in Germany. Like me, most people know how to speak English. So it would not matter if you are in the USA. Thanks 🙌

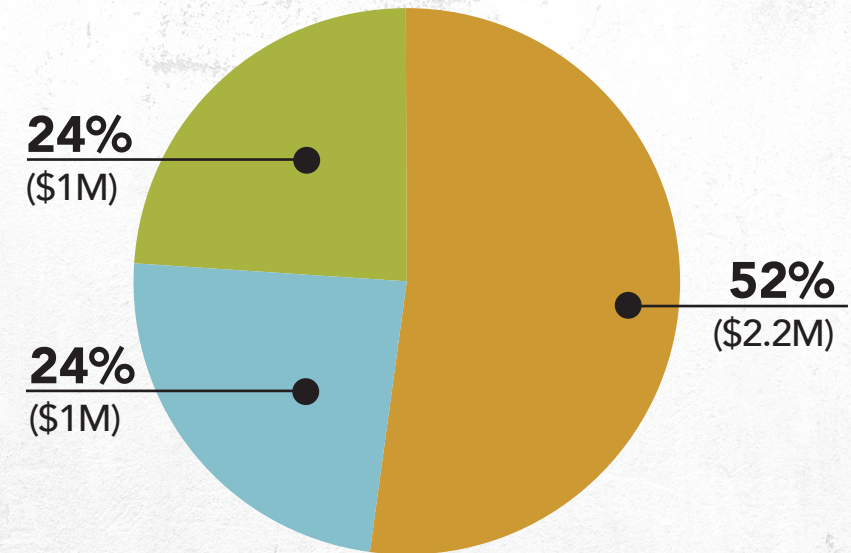
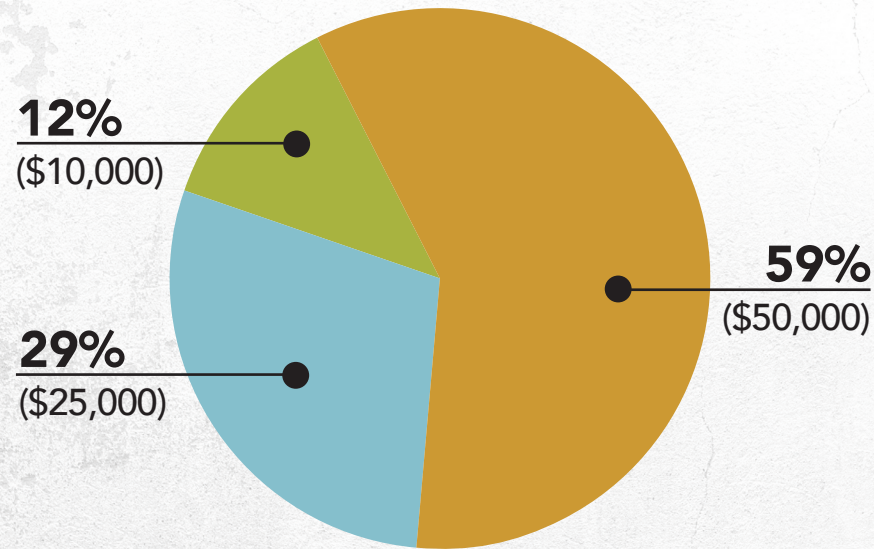
# Investment Opportunity

Spring 2021: \$800,000 raised • Fall 2022: \$850,000 raised • Spring 2023: \$850,000 raised

CURRENT BURN \$85,000/MONTH

GOAL BURN \$4,200,000/YEAR

- MARKETING**  
User acquisition, activity, retention, engagement, expansion, branding, PR, social media, partnerships, merch, events, influencers and growth.
- TECH**  
Development, fixes, data, security, hosting, App Store.
- OPERATIONS**  
Legal, accounting, insurance, benefits, travel, miscellaneous.



2024 Forecast: 1,000,000 Users



# WHITEFLAG

## Join the WhiteFlag Movement!

We look forward to changing the future of mental health with your help!  
See what WhiteFlag is all about through our app and social media.

Contact [Jonny@WhiteFlagApp.com](mailto:Jonny@WhiteFlagApp.com)  
to find out more.

