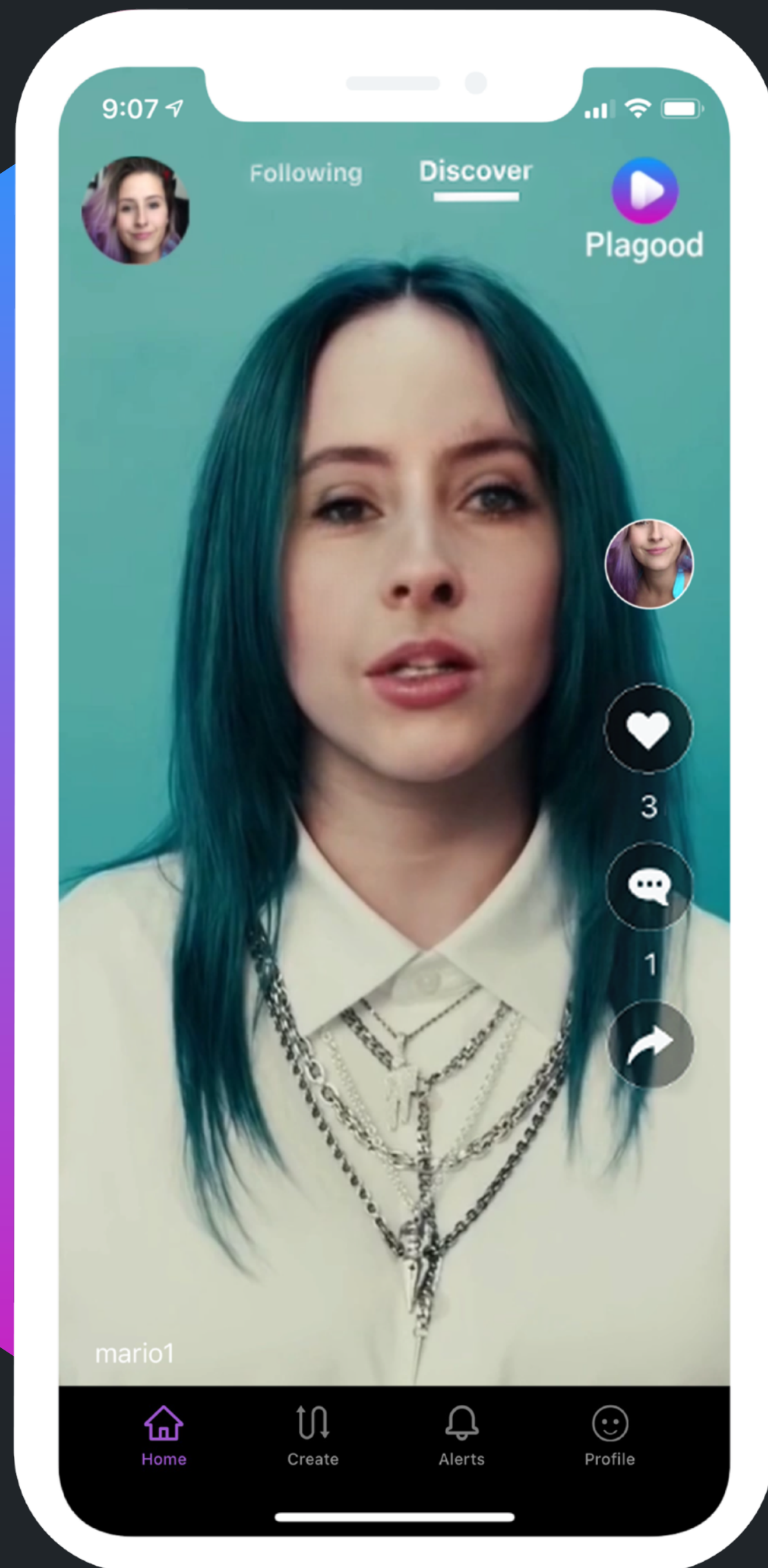


Next Generation Social Entertainment dApp



YOU CAN BE BILLIE EILISH!

Next-Generation Social Entertainment dApp

Synthetic media unlocks a whole new way to express yourself: next generation of self-expression tools: it is a white space

Combines the worlds most popular music videos + you = a new, fun way to express yourself = new wow moment

Swap yourself into your favorite video clip with one selfie: You become the artist or celebrity

Leverages the world's most loved entertainment content

Aligns incentives for creators, users, and rights holders

Enables a new direct relationship between fans and artists

Creates a marketplace



MANAGEMENT TEAM



MIKE MORE | CO-FOUNDER, CEO

CEO/Founder of Selectable Media, sold to Meredith Corp in 2014.

Serial entrepreneur, 2x exits

Columbia University and Juilliard NY



PETER KOEPKE | CO-FOUNDER, CMO

Founder of London Records

Successful 3x exits (London Records, dotomi.com)

Consultant to Bertelsmann, AOL, and Lazard Freres



TIMBALAND | CBO

Multiple Grammy Award-Winning Record Producer/Songwriter

Artist and Community Promotions

Founded and sold Versus in <12 months for \$100M



KEITH SELVIN | HEAD OF ENGINEERING

Founder of K LABS NYC

Lead Dev @ Moodcaster, CTO @ Chatter

University of Miami BSBA Business, CS



CONSULTANTS AND ADVISORS



BRYAN LYON

Founder of Faceswap.dev — world's biggest open- source Face Swap project
Open source developer for industry-leading platform for deepfake technology



BOBBY WU

MIT-IBM AI Research — Machine Understanding and Reasoning in General AI
Columbia University — Vision and Language Understanding and Reasoning
JD.COM-AI Research Scientist in Fashion AI
Chinese Academy of Sciences Ph.D. and RA in CS (top 1% of class)



WHY NOW TIMELINE

Web 1.0

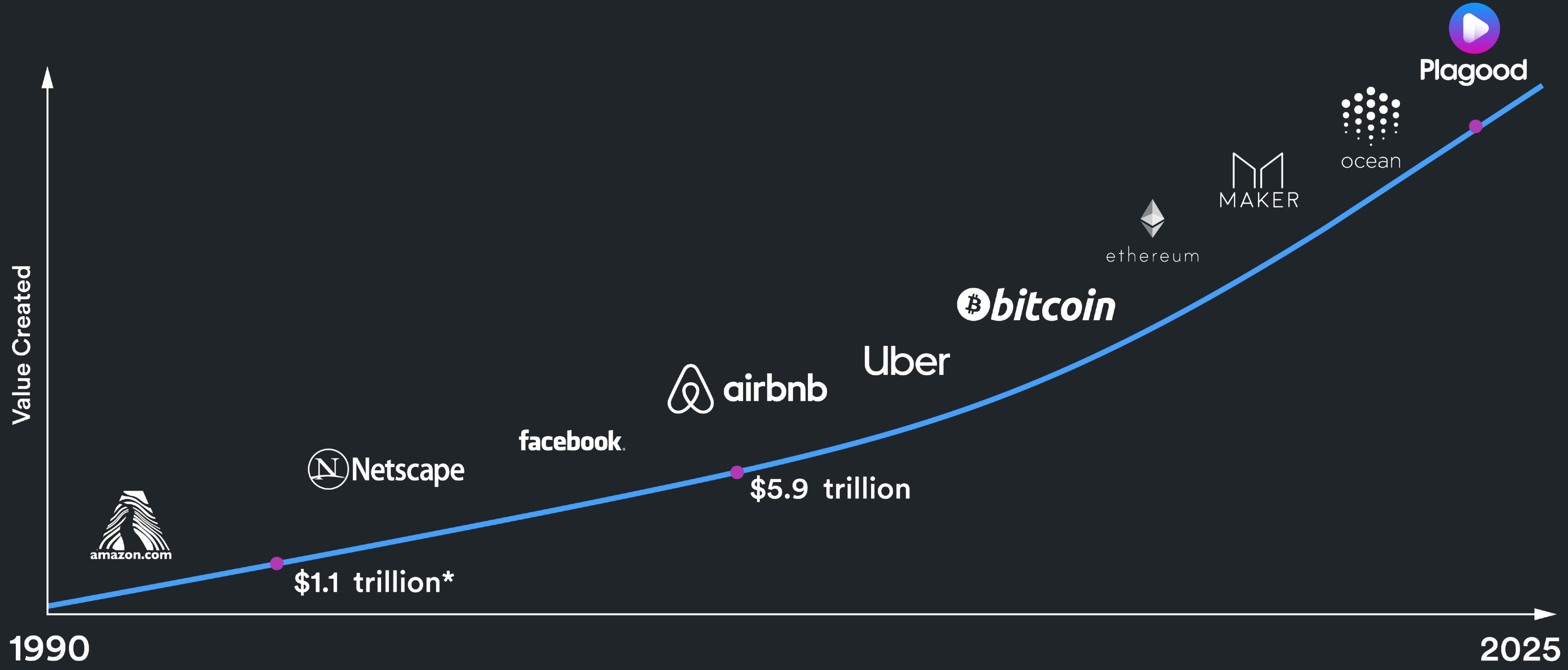
Green shoots of **E-Commerce** Desktop browser Access **Dedicated Infrastructure**

Web 2.0

'**Social**' Networks '**Mobile-First**' always on **Cloud-driven** computing

Web 3.0

AI-driven services **Decentralized** data architecture **Edge** computing Infrastructure



* Internet companies market cap as of 2000



PROBLEM

Platform Over Users

Lack of Trust

Facebook, Instagram,
and Tiktok

Centralized

Zero transparency.
Misaligned incentives
for all parties

Lack of Interest

Media formats have
peaked. Declining
growth for FB and
Instagram



SOLUTION

Synthetic Entertainment dApp

Synthetic Media

Next generation of
social entertainment

TRUST

Aligns creators, rights
holders, and users

Transparent

Each action increases
trust in the network



Entertain-to-Earn dApp

Plagood Tokens

Artists

Earn for views, NFTs, direct merch sales, and events

Creators

Earn for views, NFTs, direct merch sales, and events



Align Incentives

Rights Holders

Earn for views, NFTs, direct merch sales, and events

Users

Earn for engagement and spend for NFTs, exclusive merch, and events

MEDIA AND TECH PARTNERS



WARNER MUSIC



UNIVERSAL MUSIC








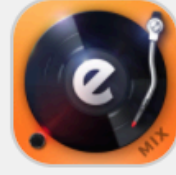



SONY MUSIC



INCEPTION PROGRAM



6		SoundCloud Ltd. SoundCloud - Música e Áudio ★★★★★ (6,927)	Free
7		yawei niu Young Radio+ Música ★★★★★ (100,891)	Free
8		AMZN Mobile LLC Amazon Music ★★★★★ (6,710)	Free +5
9		Studio Sol Comunicacao Digital LTDA Afinador Cifra Club ★★★★★ (14,231)	Free -1
10		Smule Smule - Cantar social ★★★★★ (14,783)	Free -1
11		Mediciddevco LLC Plagood ★★★☆☆ (3)	Free +97
12		YongGuang Su Tuner Radio Plus ★★★★★ (29,256)	Free -1
13		MWM edjing Mix ★★★★★ (5,097)	Free -3
14		Badias Sires Player de música sem limites ★★★★★ (90,513)	Free -2

Traction

Launched in the US on 04/01/21

D30 retention 38%

DAU:MAU 28.5%

Viral K 4.4

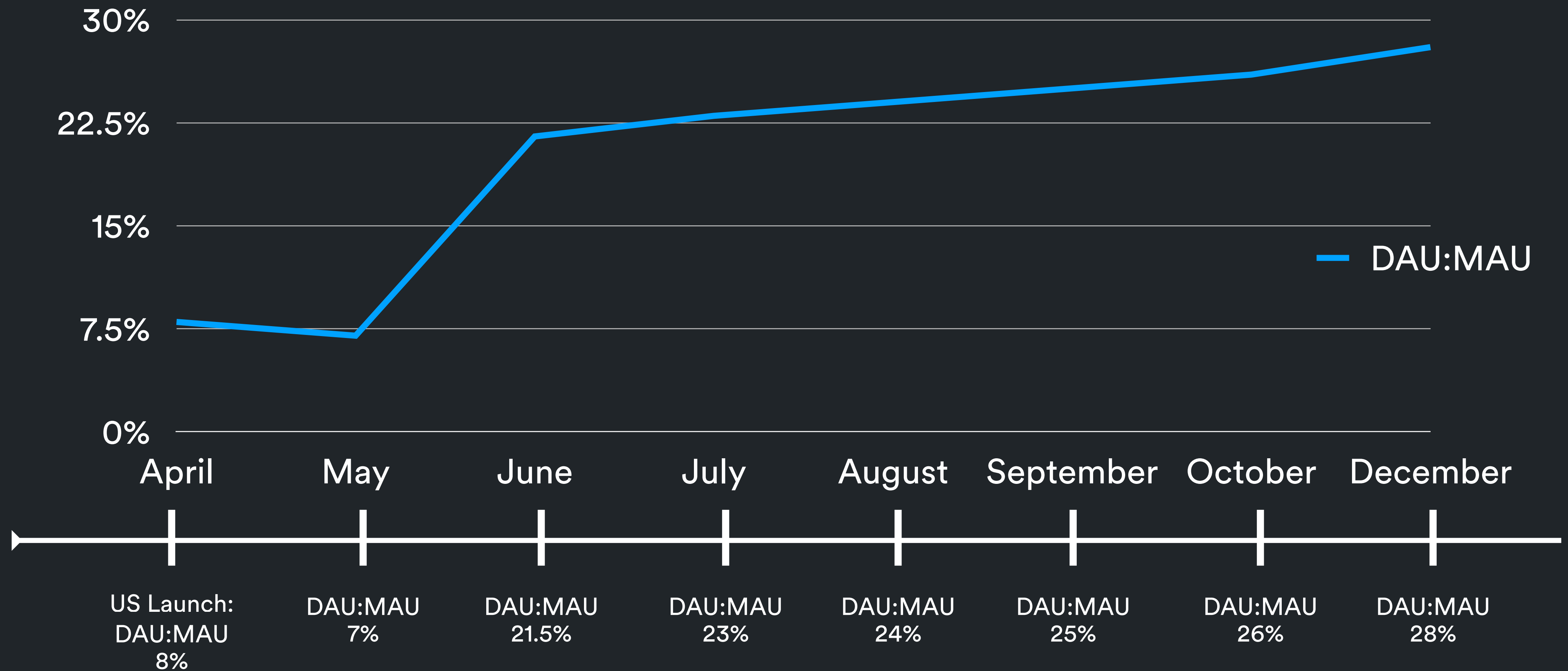
Building micro networks

Focused on niche demo popular music



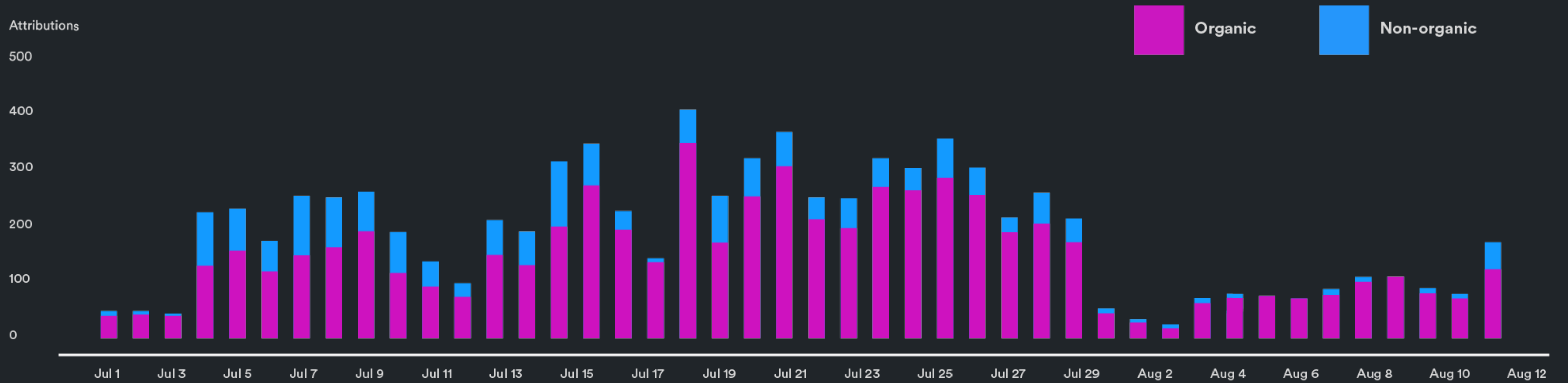
DAU/MAU TRACTION US

DAU:MAU Draws A Line To Millions Of Users



GEN Z INTERNAL GROWTH ENGINE

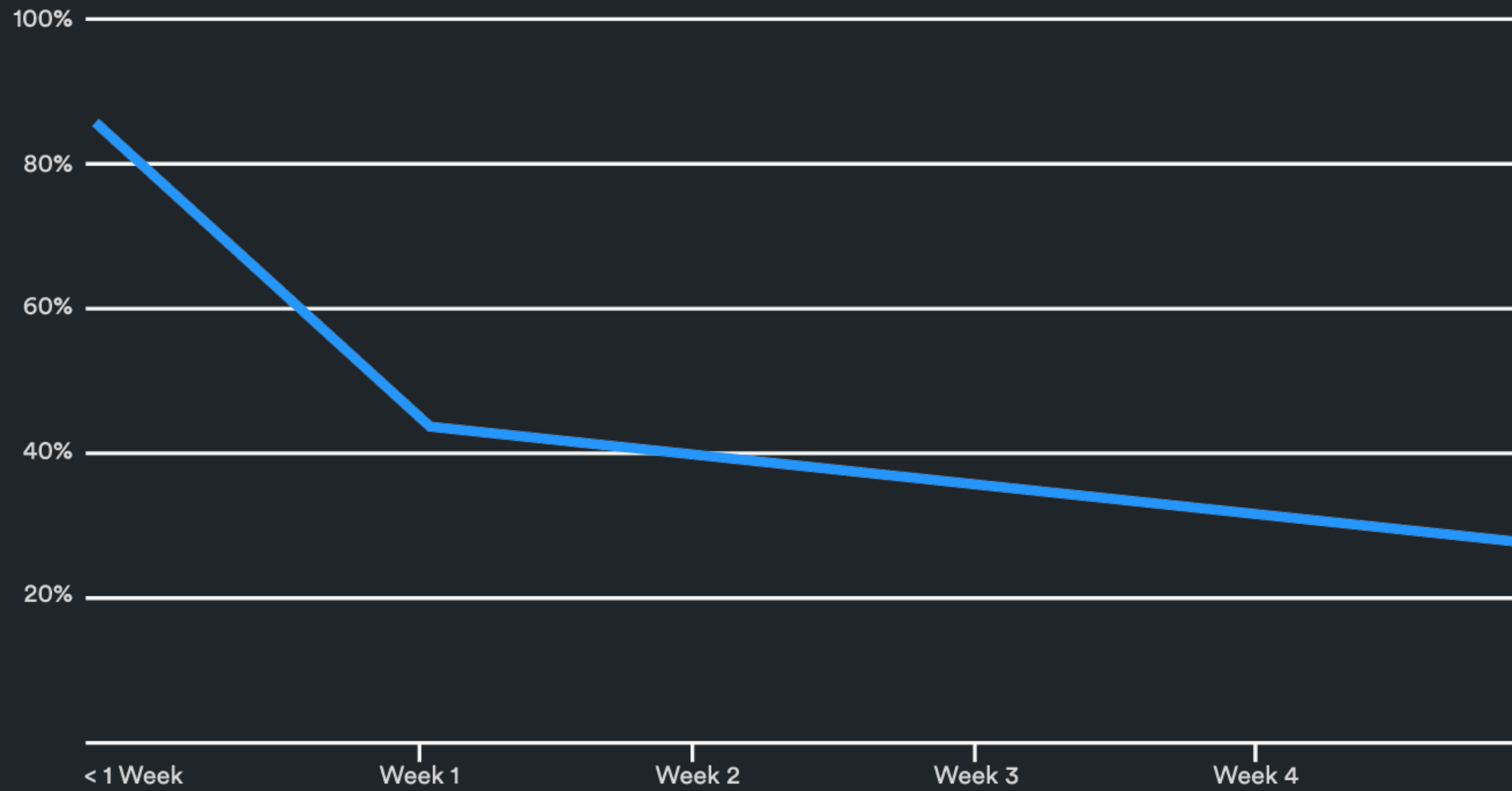
76% of Users Are Organic



Network Effects Driving Growth

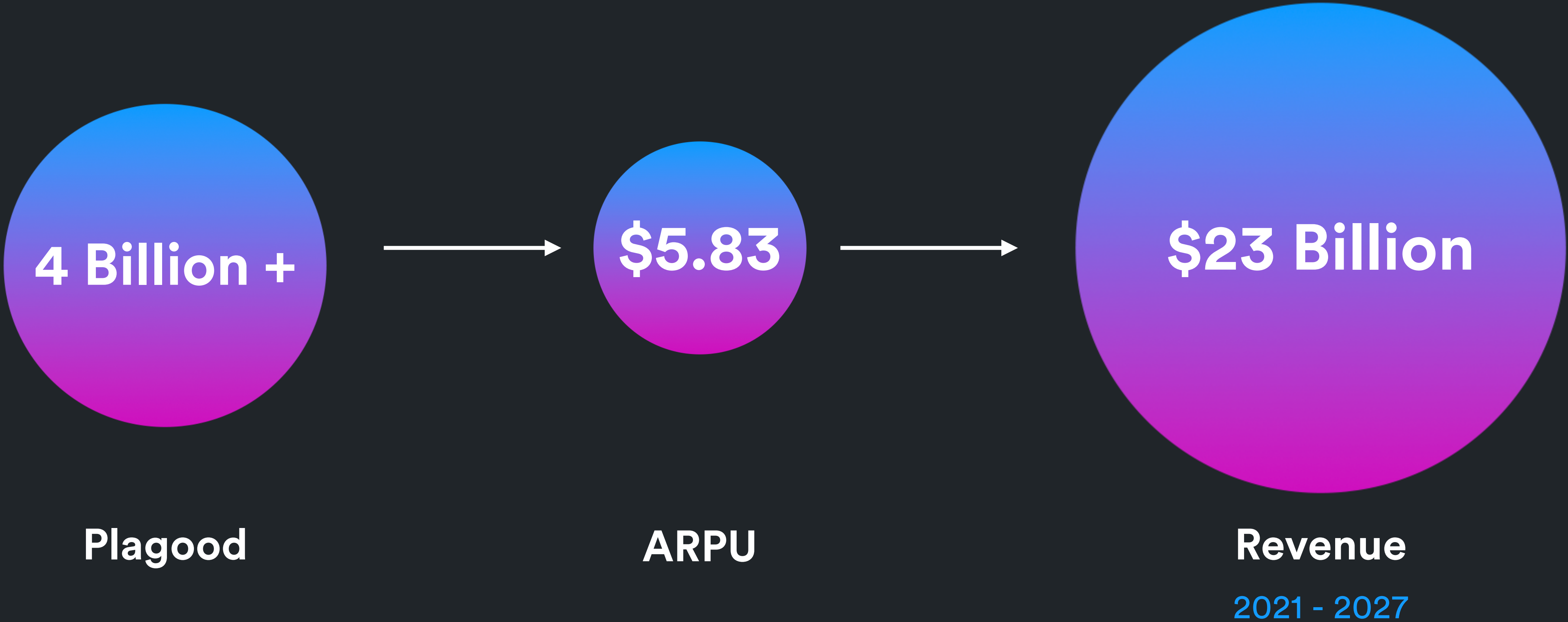


38% 30 DAY RETENTION



NEW MEDIA FORMAT + NEW AD FORMAT

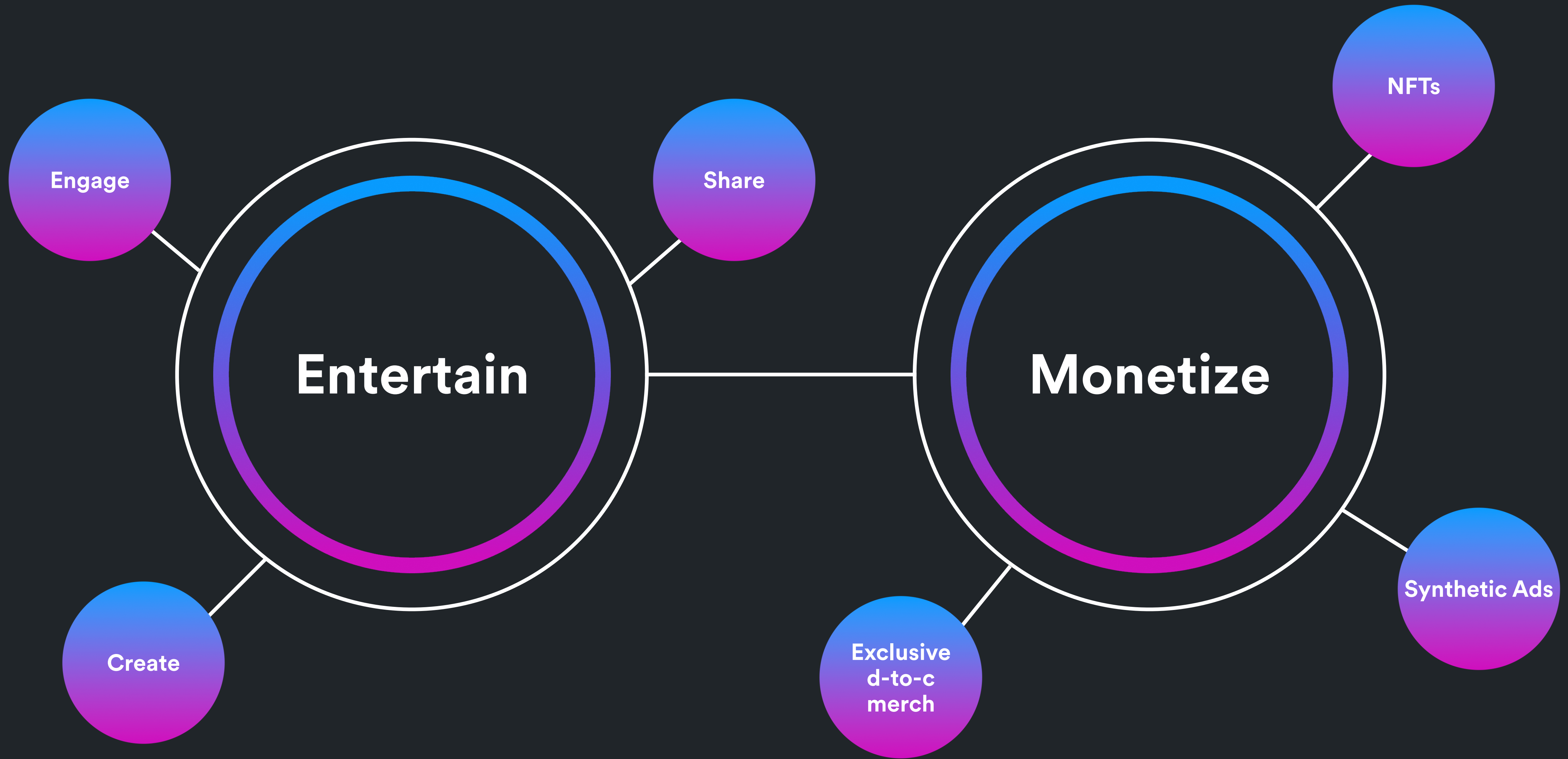
Entertainment + D-to-C



NFTs + Synthetic Ads + Exclusive Merch + Events



BUSINESS MODEL



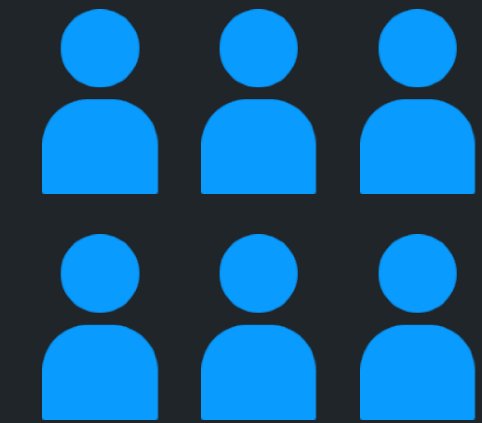
MARKET ADOPTION



Cultural CAC:
working directly
with the top artists
around the globe on
an ongoing basis to
drive adoption, and
build and maintain
cultural relevance

**Self expression
drives sharing,
lowering CAC (4.2
viral k, \$0.15 CAC)**

**Sticky content:
leveraging the most
popular fresh
celebrity content in
each market to drive
creation and sharing**



**Community-driven
growth and retention**

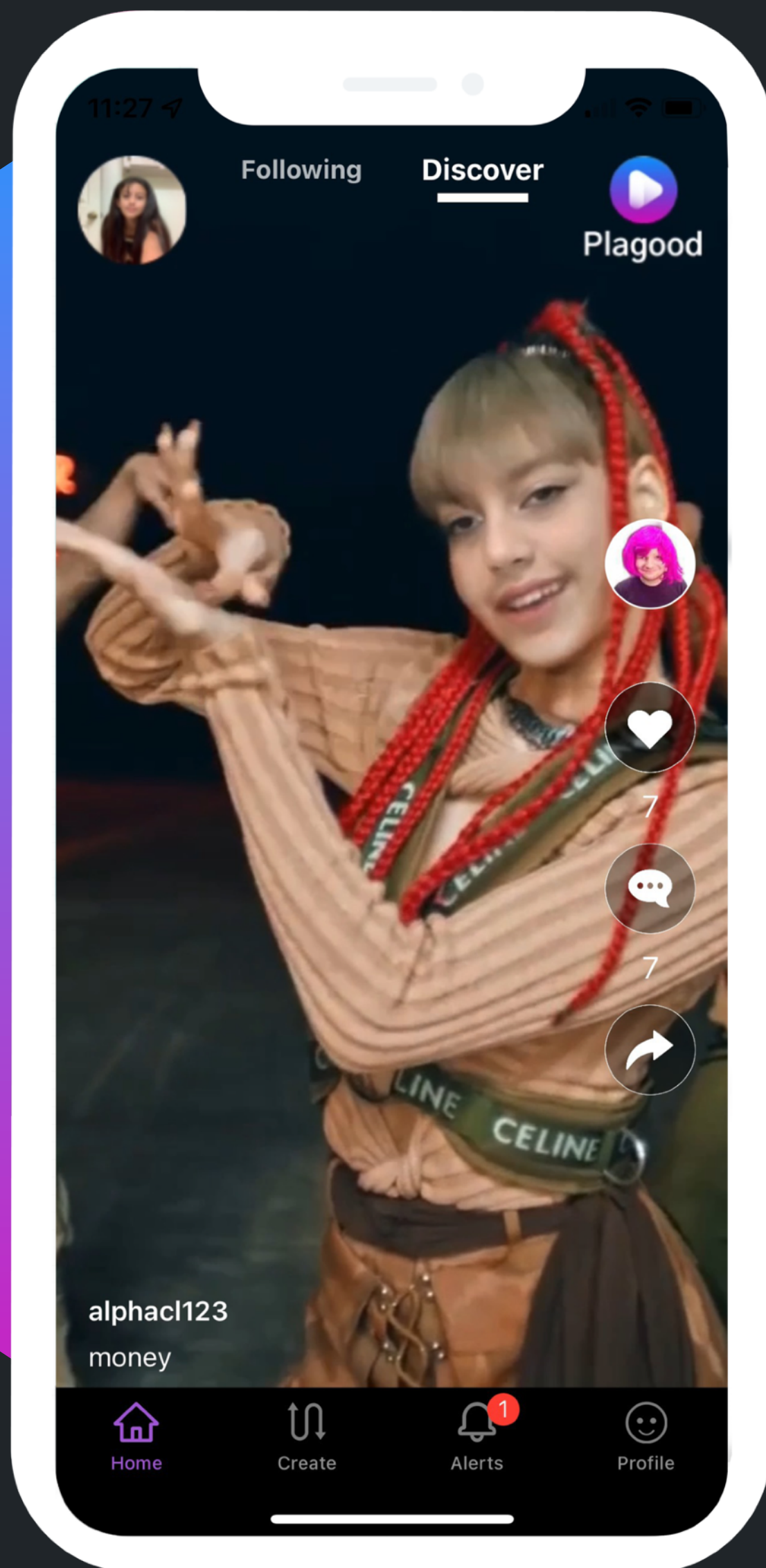


DAU:MAU 28%

76%
growth from sharing

**High-quality
organic growth
= market leader**





SYNTHETIC MEDIA, WITH YOUR
FAVORITE ARTISTS, MADE SIMPLE

Competitive Advantages

Entertainment: Popular content drives mass dApp adoption

Dedicated Platform: Better user experience

Sticky Users: 38% D30 retention

Network Effect: 76% growth organic, quickly grow with less capital

Easy: Take one selfie and you are in the video

Fun!: Self-expression increases fun!

Simple: Focused on the most popular sticky content that drives cultures

Win-Win: Aligns all parties' incentives





Plagood

Contacts

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mike@plagood.com

PETER KOEPKE | CO-FOUNDER, CMO
peter@plagood.com

Swap yourself in:

<https://apps.apple.com/us/app/plagood/id1489096333?l>

