TONAL

THE PLATFORM FOR DIVERSITY

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ROI
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INTEGRITY
the agency for good.

WHAT IS TONAL?

TONAL IS A SUBSCRIPTION-BASED PLATFORM FOR DIVERSITY.

THE AUTHENTIC HUB FOR DIVERSITY WHERE ONE CAN BE SEEN AND HEARD.

A SPACE WHERE THE USER CAN BUILD THEIR TRIBE AND EARN AS THEY SHARE THEIR WORLD.

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WHAT IS TONAL ?

TONAL will be a subscription based platform that gives space to the images and sounds of the lived experience of diversity in our world today.

TONAL will provide unprecedented access to the authentic images and life stories that haven't previously had a forum to be *seen* and *heard.*

WHY TONAL?

OUR PURPOSE:

Our goal is to drive positive change and build a more inclusive world by creating an open space for diversity to be seen and heard.

TONAL's platform for diversity aim is to challenge stereotypes and become the go-to space for authentic diverse content

Our purpose is to transform communities by providing a platform for self actualization that gives unprecedented access to a diverse world of authentic content.

Our mission is to empower a diverse community by providing a platform to earn through personal content sharing and create a subscription based authentic window on a diverse world.

THE PROBLEM:

THERE IS NO GLOBAL DIGITAL HUB FOR DIVERSE CONTENT.

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HOW TONAL WORKS:

HOW IT WORKS:

SHARE

Share your story. Showcase your skills and talents.
Let your tribe become active participants in your life
by giving them access to exclusive content, community, and insight into
your world. Represent and share your world as you see it on a global platform

GROW

Grow your tribe and build your following
Give your tribe an opportunity to become active participants in your life

EARN

Earn via your image and sound uploads using the TONAL App
Develop a recurring income stream from subscriptions
from your tribe and through commercial licensing of your personal content library and
get the freedom to positively impact your life through the stability of regular income

THE COMPETITIVE ADVANTAGE:

There is no existing platform for diversity that showcases authentic content and acts as a hub for global inclusion while enabling the user to earn from their content

TONAL is the space for lived experience of diversity to be reflected on a digital platform while supporting its community by earning via subscription-based income and content licensing.

At present there is nowhere that presents an authentic picture of diversity as there is no digital platform that presents the new diverse world view.

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WHAT IS TONAL'S UNIQUE DIFFERENTIATOR?

1 TONAL will be the first digital platform to showcase authentic, diverse content that represents the reality of diversity today.

2 TONAL presents a unique opportunity for users to generate subscription-based income and licensing revenues through sharing their experiences in a way that that empowers and enables them to drive their own narrative.

3 TONAL will also enable companies, organisations and agencies who are looking for genuine diverse content to search, access and license real, community generated images that represent the experience of diversity in an authentic, unfiltered way. At present most of the images in photo libraries that feature diverse images have been artificially created in a professional studio environment.

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THE BUSINESS MODEL

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THE BUSINESS MODEL: REVENUE STREAMS

TONAL will act as a **subscription based digital platform** to connect creators with their tribes.

TONAL will offer **three types of hosting subscriptions:**

PERSONAL: To share their life stories which starts at £ 10 per month per domain

PROFESSIONAL: for posting videos and CVs with a CTA Looking for work button which starts at £ 20 per month per domain

COMMERCIAL: for artists, creatives, agencies, companies, retailers, brands and organisations to share their brand messages and promotions and sell their products which starts at £ 150 per month for 1 domain.

TONAL is a **commission and subscription-based business revenue model** with incentives that are directly aligned with user's goals of finding new ways to engage with and generate more income from their tribe. **TONAL** will **charge its creators 10 percent of their revenues** through the platform.
By offering membership to their tribe of followers, they're not asking for donations.
When they **launch a membership business**, they're entering into a **value-for-value** exchange with their tribe of followers.

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THE USERS BUSINESS MODEL:

D2C

Subscription based content accessed via a paywall for subscribers.

Uploaded content :
images, sound, stories, videos can be accessed by subscribers via a selection of tiered membership models.

Tonal will earn via users' monthly payments to use the platform to be able to post content for their subscribers.

Users can license images and TONAL will take a 20% commission on licensing revenue per image.

B2C

• Diverse platform for companies, retailers, brands and organisations to share their brand messages and products.

• Diverse content licensing to commercial enterprises:

Media groups
Publishers
Advertising agencies
Organistaions
NGOs

Users will have the option of TONAL negotiating with commercial and professional entities the usage fee of their content on their behalf for 50% commission

THE PROJECT TIMELINE:

PROJECT STAGES / TIMELINE : 12 MONTHS

PROJECT STAGES

- ARCHITECTURE
- DESIGN
- DATA DIGITIZATION
- EVALUATION
- MVP BETA TESTING
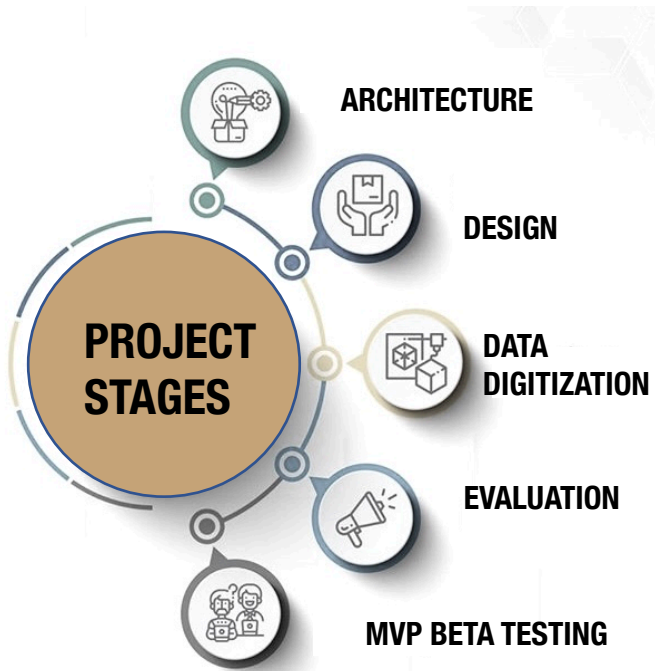
STAGE 1. Site architecture and IP management and risk mitigation

STAGE 2. Designing and Developing the Digital Platform

STAGE 3. Digitizing the existing data/information

STAGE 4. Project evaluation and feasibility assessment of further scaling the technology generated

STAGE 5. MVP beta testing

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THE TARGET MARKET

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THE TARGET MARKET

TONAL will target Gen Z (born 1997-2012) and Millennials who have grown up in a fully immersed digital world who want to represent their diverse world in an authentic way.

Their language of communication is visual via images and video uploads with texting as a means of day-to day communication.

TONAL will benefit from specifically targeting this audience as they currently populate 60% of all social media platforms with images according to Nielsen report 2019.

Their first phone experience is more likely to be a smartphone and subsequent purchases will come from the position of an experienced smartphone user. When it comes to smartphones, camera functionality is an essential feature for this group coupled with ease of uploading via an App. 80% of generation Z polled in a recent Nielsen report said that their smartphone is their primary camera.

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THE GO-TO-MARKET STRATEGY

THE GO-TO-MARKET STRATEGY

- **Building a community based diverse platform for authentic content** by offering hosts a free site for the first 3 months.

- **Inviting key diverse influencers on other platforms with their own following** to join Tonal as **founder hosts with free lifetime hosting.**

- **TONAL launch strategy is to work in partnership with UCAS, Bauer and Landsec** on an initiative that will encourage GenZ and millennials to share their diverse world as they see it. **A selection of the best images will be shared on the famous Piccadilly Lights in London.**

- Through working with our partners Tonal will be able to showcase and communicate directly with a diverse audience that shares our values and brand purpose.

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THE MARKET POTENTIAL:

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Last month more than <u>1 billion people</u> posted on Instagram.

Instagram has rewired society. Young people are expressing themselves via images and videos in the space where they had grown up.

Patreon the subscription based business model for Tonal now has more than 3 million subscribers supporting more than 100,000 hosts/creators.

In 2020 1 BILLION DOLLARS will be paid out to creators since the beginning of Patreon in 2016 this represents a year-on year increase of 50%.

Tonal presents a unique opportunity for users to generate income and share their experiences in a healthy and constructive manner that empowers an under-represented group to change their own narrative and increase their earning potential.

THE NUMBERS:

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Zoom [6m] [1y] [2y] **[3y]** [All]

TONAL CREATORS
Monthly projections Years 1-3

Individual Pledges

7.5M

5M

2.5M

0

Oct '17   Jan '18   Apr '18   Jul '18   Oct '18   Jan '19   Apr '19   Jul '19   Oct '19   Jan '20   Apr '20   Jul '20   Oct '20

Estimated Monthly Payouts

18M

12M

6M

0

● Individual Pledges
9,111,997

● Estimated Monthly Payouts
19,500,00

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THE ASK: £165,000

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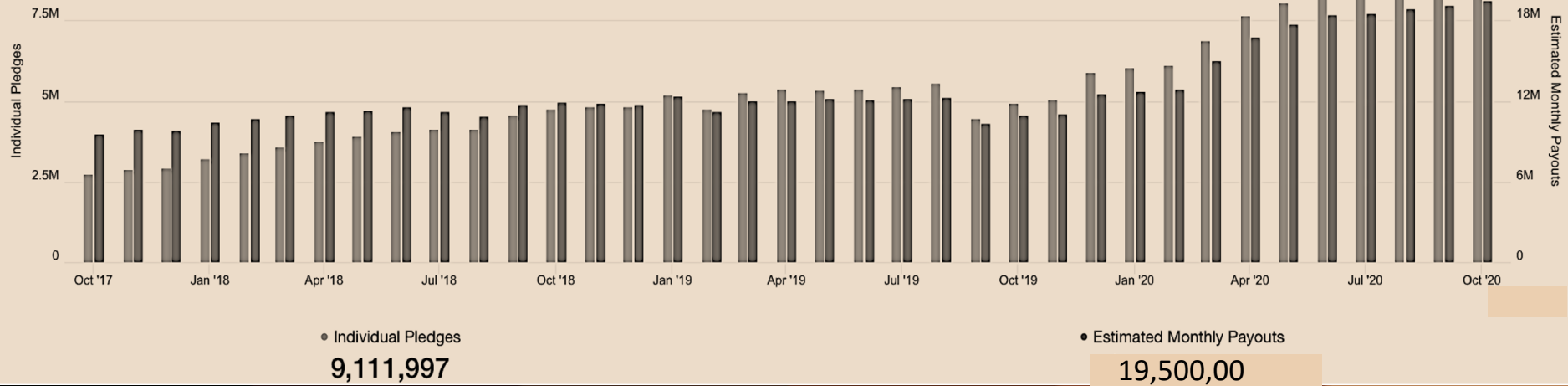
USE OF FUNDS: MVP £165,000

MVP £ 165,000 K

SERVER cost 12 months.	**£ 5,000**
TRADEMARKING @ IP registration	**£ 14,500**
UI /UX. Development	**£ 8,500**
PROGRAMMERS X 2.(senior/ junior) **For 9 months**	**£ 62,000**
FRONT & BACKEND DEVELOPERs **X 9 months**	**£ 35,000**
PROJECT MANAGER	**£ 40,000**

MVP Product launch after 12 months. MVP

Beta tests via alpha/ beta users

6 months runway before we go for series A round £ 1.5 M

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THE TEAM: KEY HIRES

FRONT END DEVELOPER

BACK END DEVELOPER

UI DESIGNER

UX DESIGNER

PROGRAMMER

PROJECT MANAGER

(last 3 months)

SOCIAL MEDIA MANAGER

MARKETING MANAGER

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THE TEAM:

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THE TEAM:

ORIANNA FIELDING
Co-founder

Orianna has extensive experience as an ethical change maker, brand creator, retailer, experiential designer, , broadcaster, journalist and published author.

She has written books about technology and digital wellness and has created experiential events, digital wellness programmes and e-commerce omni channel retail strategies for GE, Bare Minerals and Vodafone, Wella, Coty and MoMA the Museum of Modern Art NYC.

In recent years Orianna has prioritised sustainability and social good working with Shelter, The Pret Foundation and Beyond Food on initiatives to support the homeless.

Areas of specialisation

Impactful brand content, interactive campaigns and insight driven strategies to promote sustainability, diversity, inclusivity and social good.

CHRIS DEHANEY
Co-founder

With over 15 years experience working within the digital media/marketing space, supported with a degree in Consumer Psychology, Chris engineers authentic connections between brands and consumer values.

Areas of specialisation

Creative Commercial Partnerships. Branded Content. Social Media, Behavioural Mapping. Marketing Management. Mobile / Online CRM.
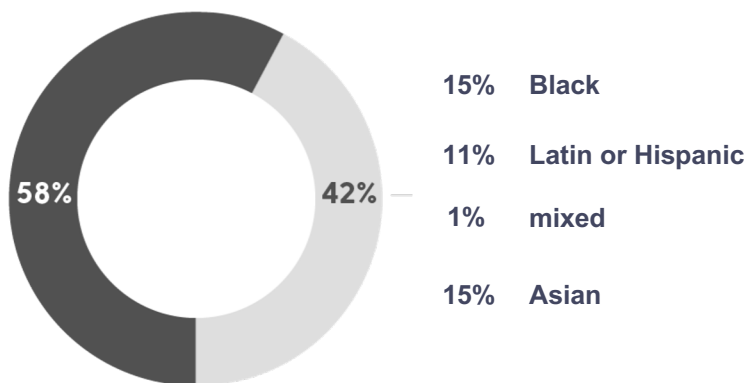
EHTASHAM SARWAR
Partner

Ehtasham is an entrepreneur based in Oxford, UK and Director of Soft Innovators UK Ltd, a software development firm, and acts as an advisor to startup businesses, as well as investing in technology startups. Ehtasham is also a member of 4yfn.com investor club (The Startup business platform of Mobile World Capital, Barcelona), and holds an MSc in Software Engineering from the University of Oxford.
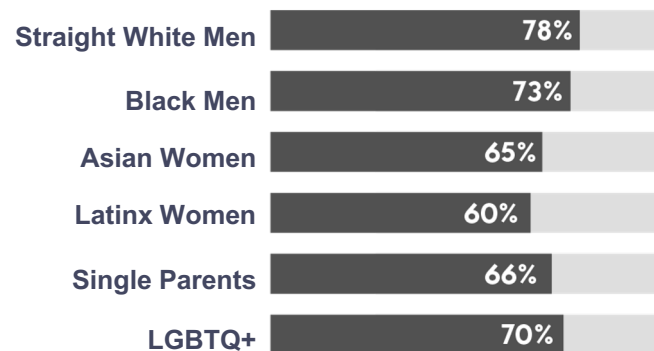
With an extensive background in software development management, outsourcing and human resource, his professional career spans over 15 years. He will lead and manage the technical/ software element of this project

EXISTING DIVERSITY METRICS:

Diversity metrics measure balance of people in the workplace

58% 42%

15%   Black

11%   Latin or Hispanic

1%   mixed

15%   Asian

Inclusion metrics measure if the employee experience is equal

Straight White Men	78%
Black Men	73%
Asian Women	65%
Latinx Women	60%
Single Parents	66%
LGBTQ+	70%

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ROI logo top right

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THE METRICS:

The importance of Diversity and Inclusion compliance in business:

Deloitte.

McKinsey&Company

BCG BOSTON CONSULTING GROUP

Inclusive leadership improves team performance by 17%, decision making quality by 20%, and team collaboration by 29%

Companies in the top quartile for racial and ethnic diversity are 35% more likely to have financial returns above their respective national industry medians

The relationship between Diversity and Innovation is positive and statistically significant

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INDUSTRY PARTNERSHIP:

We work with our partners **The Centre for Global Inclusion.**

In partnership with:-

The Centre for Global Inclusion

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GET IN TOUCH :-

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