

socialfair

Powering the next  
evolution of social  
commerce and discovery.

[hello@socialfair.com](mailto:hello@socialfair.com)

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The Problem

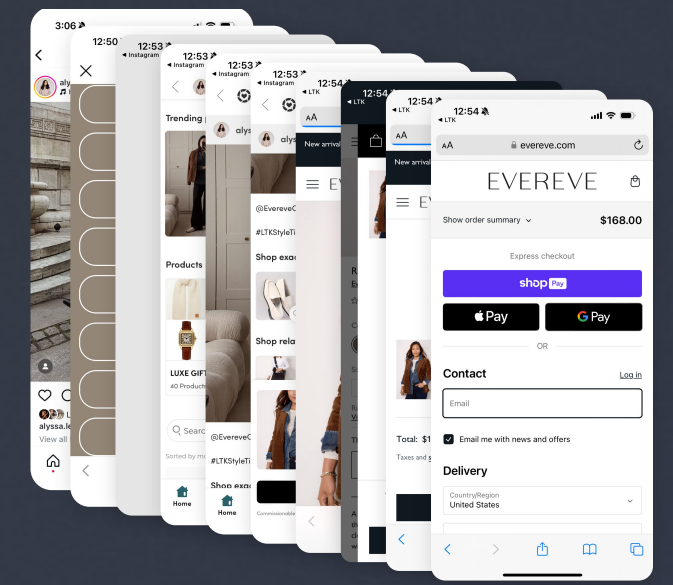
# 78% of shoppers are influenced by creator recommendations, but the journey from discovery to checkout is disjointed.

**ShopMy**  
shopmy.us/craftandcouture

**Walmart**  
obs.w.it/s/4vh2

**LTK**  
www.shopltk.com/explore/craftandcouture

Visit link  
target.markable.ai/fmlymax2



## Fragmented

Outdated affiliate linking systems

## Complex

Requires actions across multiple platforms

## Time Consuming

10+ steps to purchase

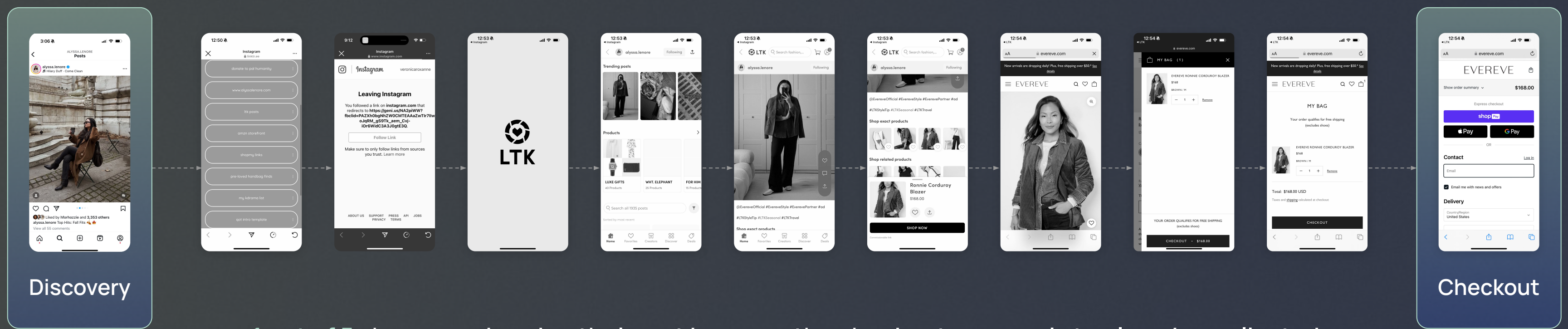
Source: Kantar Consulting, "Creators on TikTok Research"

The Opportunity

By introducing native shopping, there is potential to recover \$600B in lost GMV from sales influenced by creators.

\$3T

Social Commerce global sales by 2026



1 out of 5 shoppers abandon their cart because the checkout process is too long/complicated

Sources: PricewaterhouseCoopers, "Is your brand ready for the \$3 trillion social commerce marketplace?" / Baymard Institute, "49 Cart Abandonment Rate Statistics 2024"

“Picture this: You're scrolling through your favorite social media app, watching a video of your go-to creator showcasing a product.

With a simple tap, you've purchased that item without ever leaving the app. This seamless integration of entertainment, social interaction, and shopping is the essence of social commerce.”

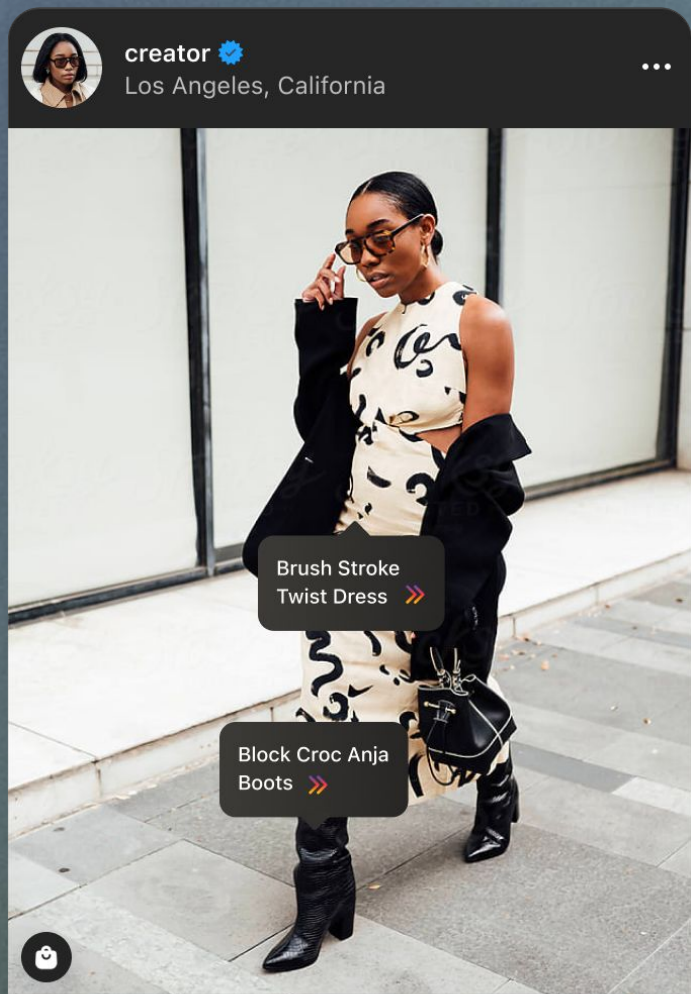
**Forbes**

Meet socialfair

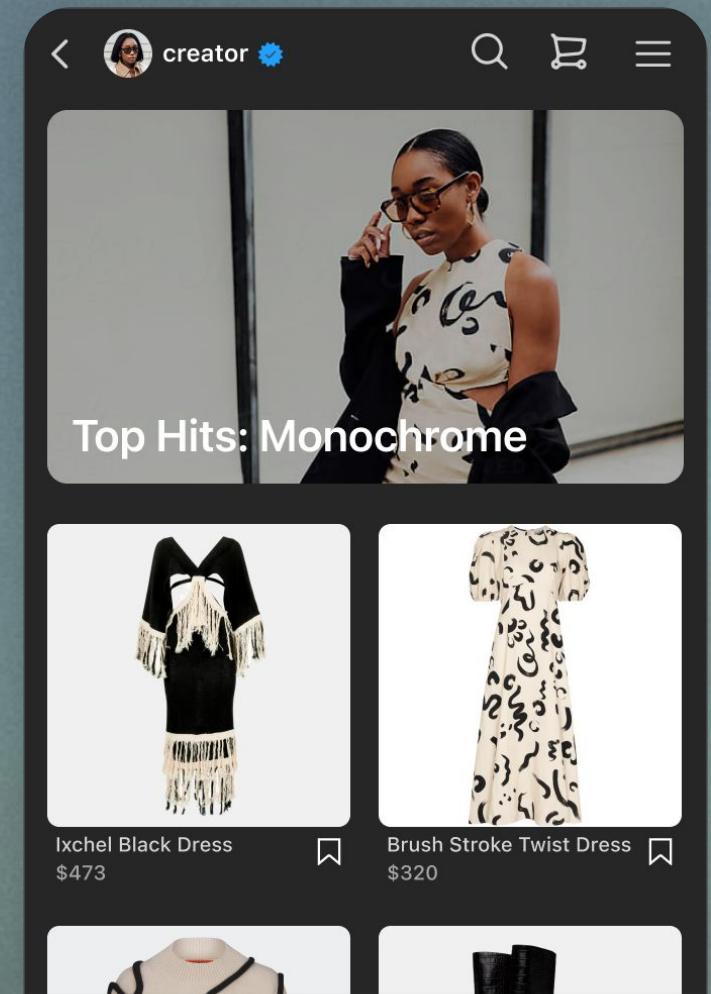
# A native shopping experience that brings the point of sale to the moment of discovery

Only 3 steps from discovery to checkout:

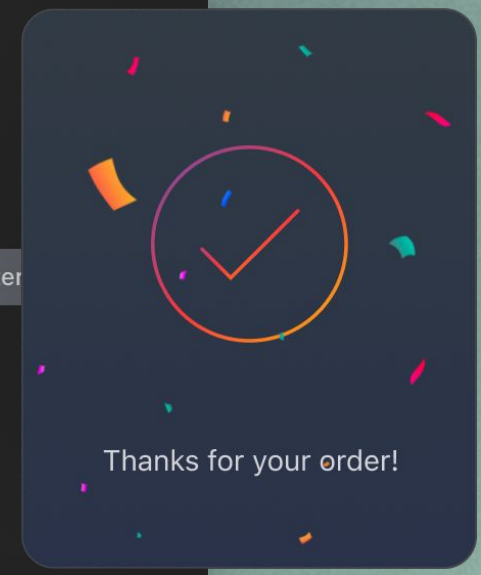
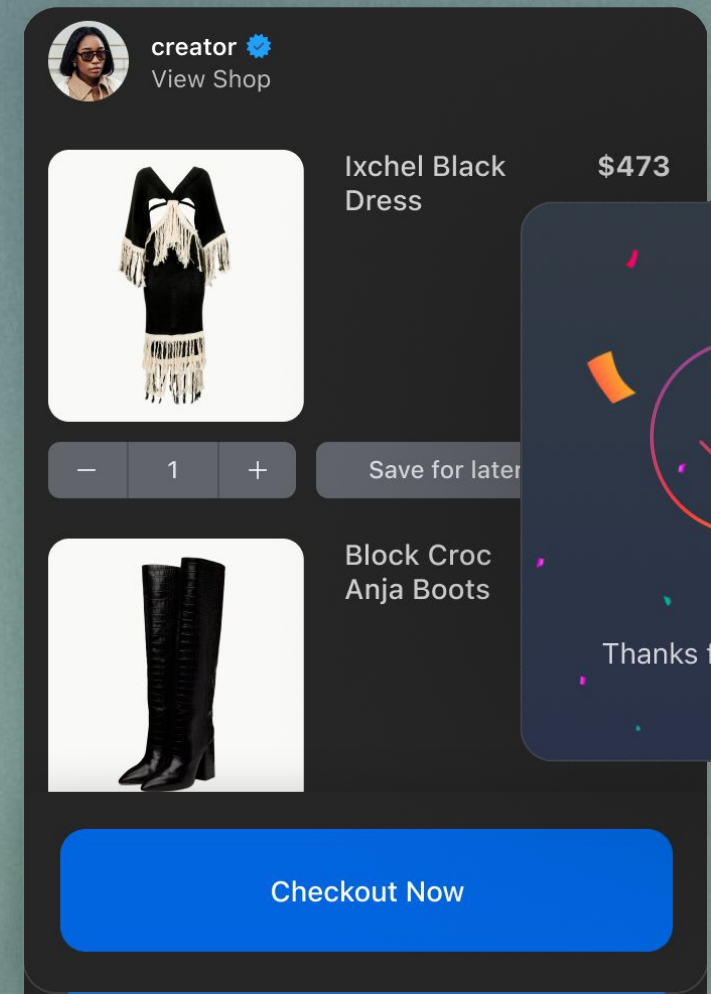
## 1 See It



## 2 Love It



## 3 Shop It

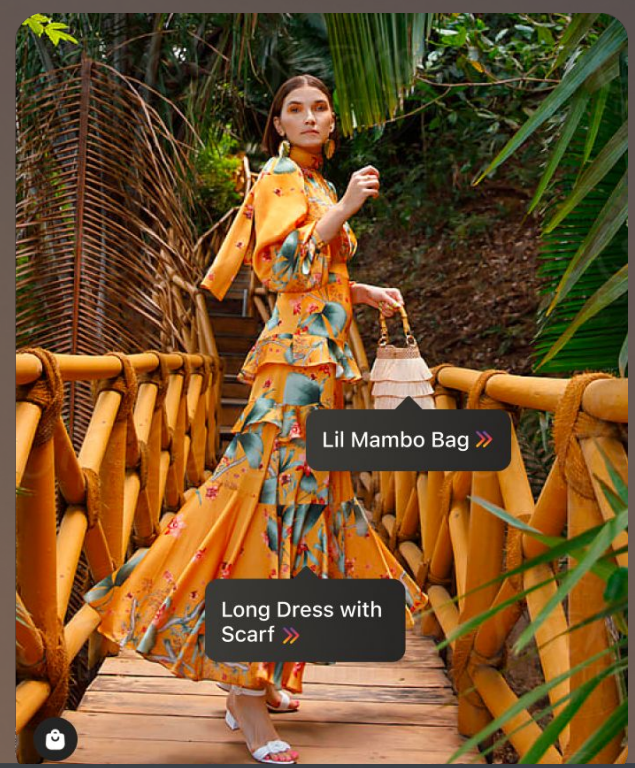


What It Is

It's social commerce in its purest form—  
buying **directly from the creators** you  
trust in as few steps as possible.

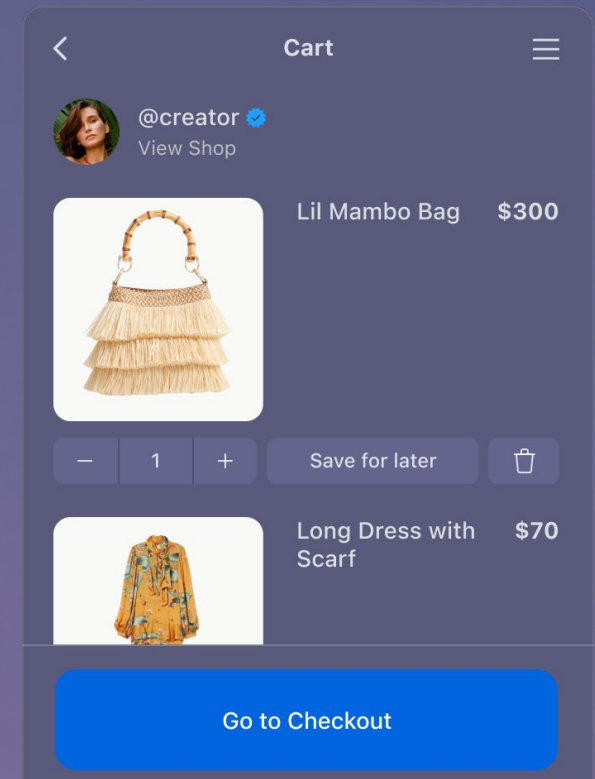
### Curate

Shoppable feeds featuring brands and products that creators actually love.



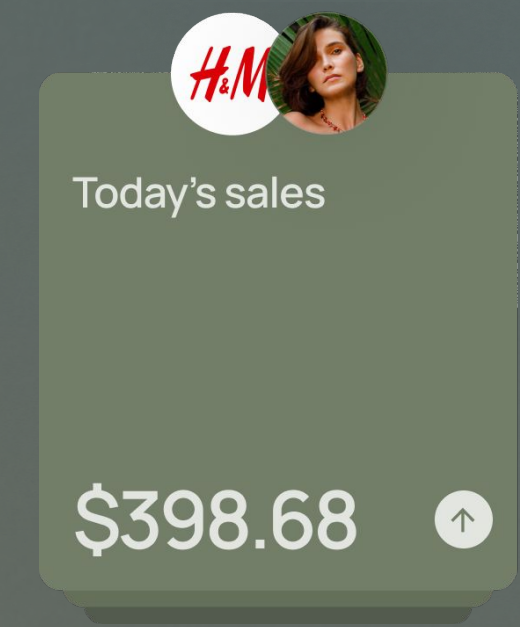
### Connect

Integration with social apps to enable in-platform shopping and single source checkout.



### Collaborate

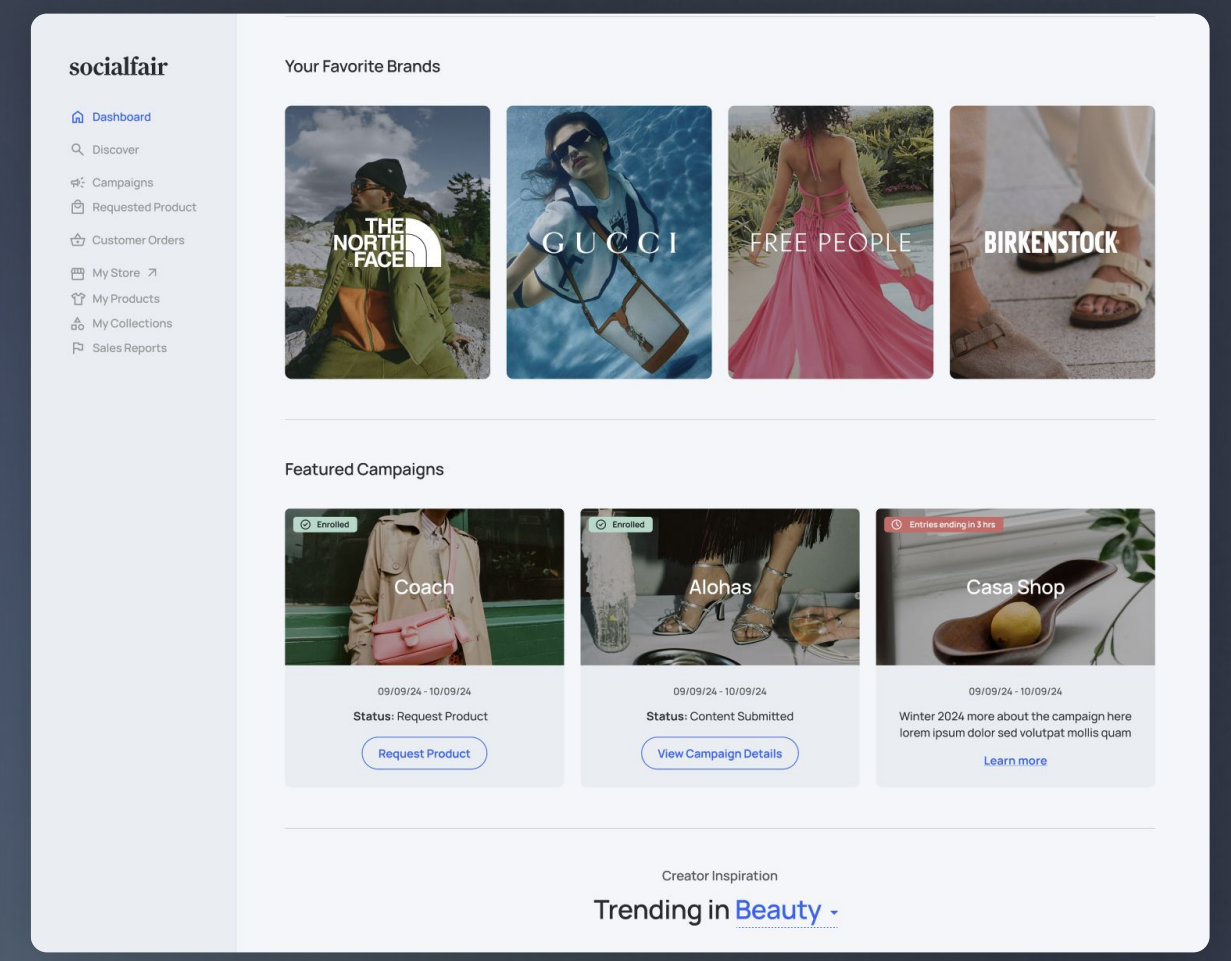
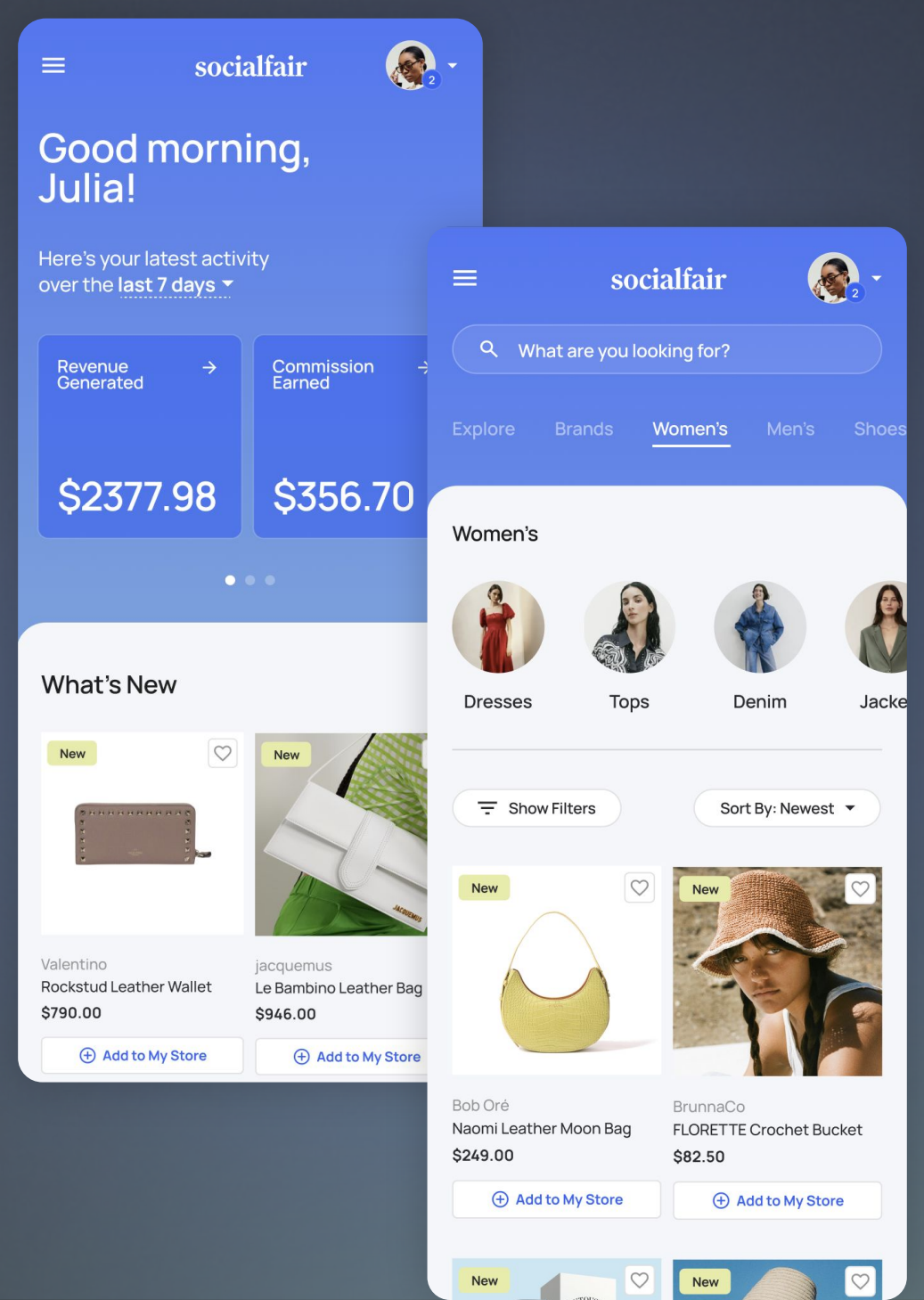
Seamless partnerships with a robust and transparent analytics suite to fuel growth.



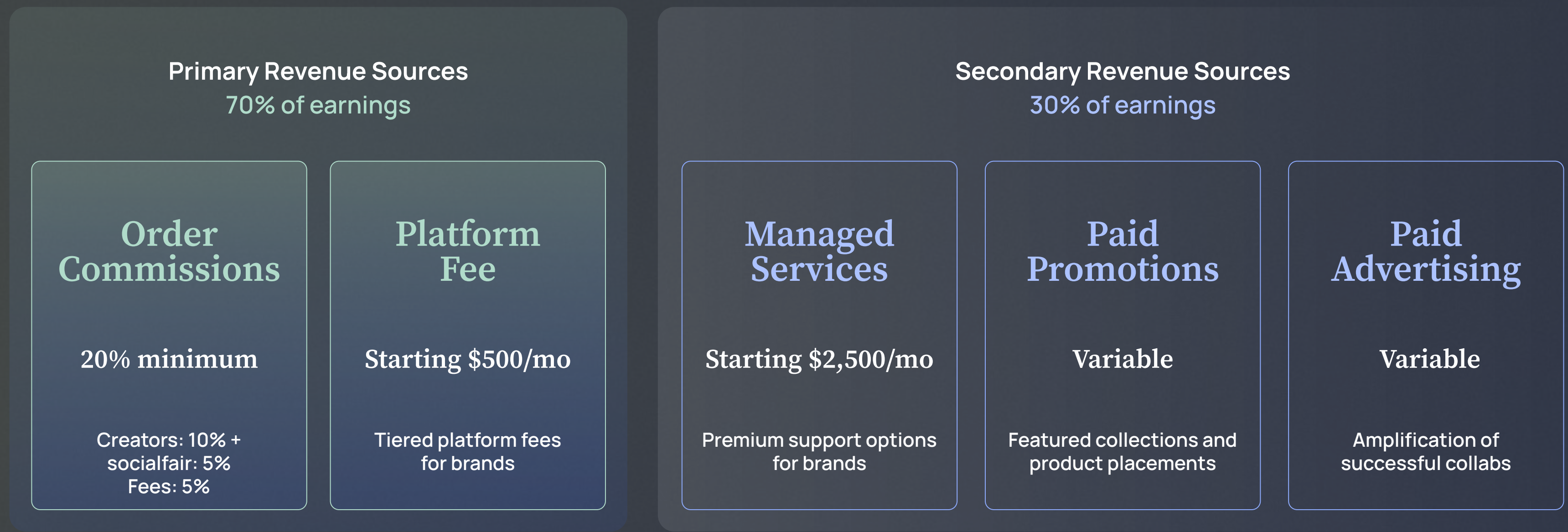
How It Works

# Our proprietary platform syncs with each channel to streamline the way creators and brands collaborate.

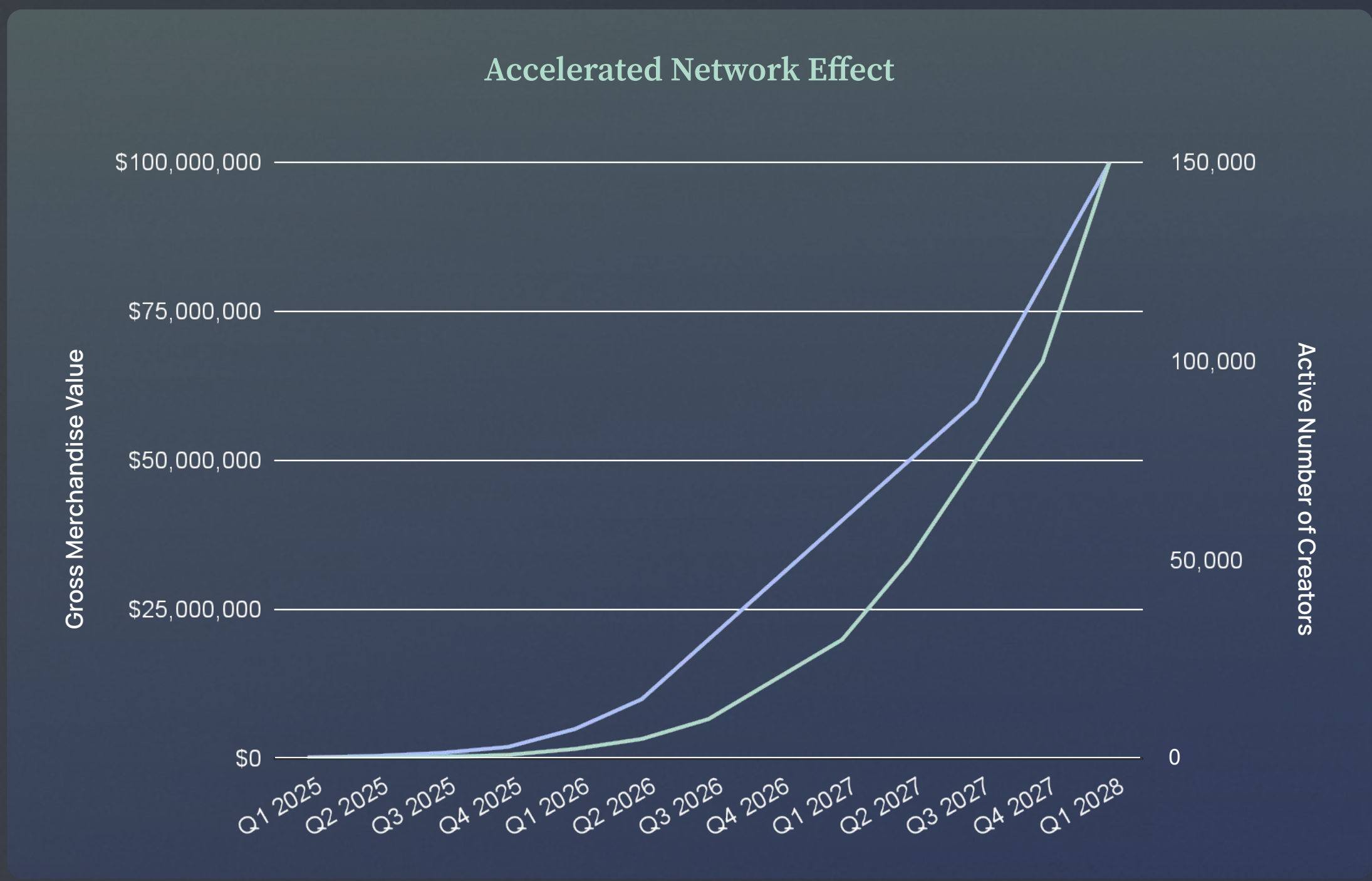
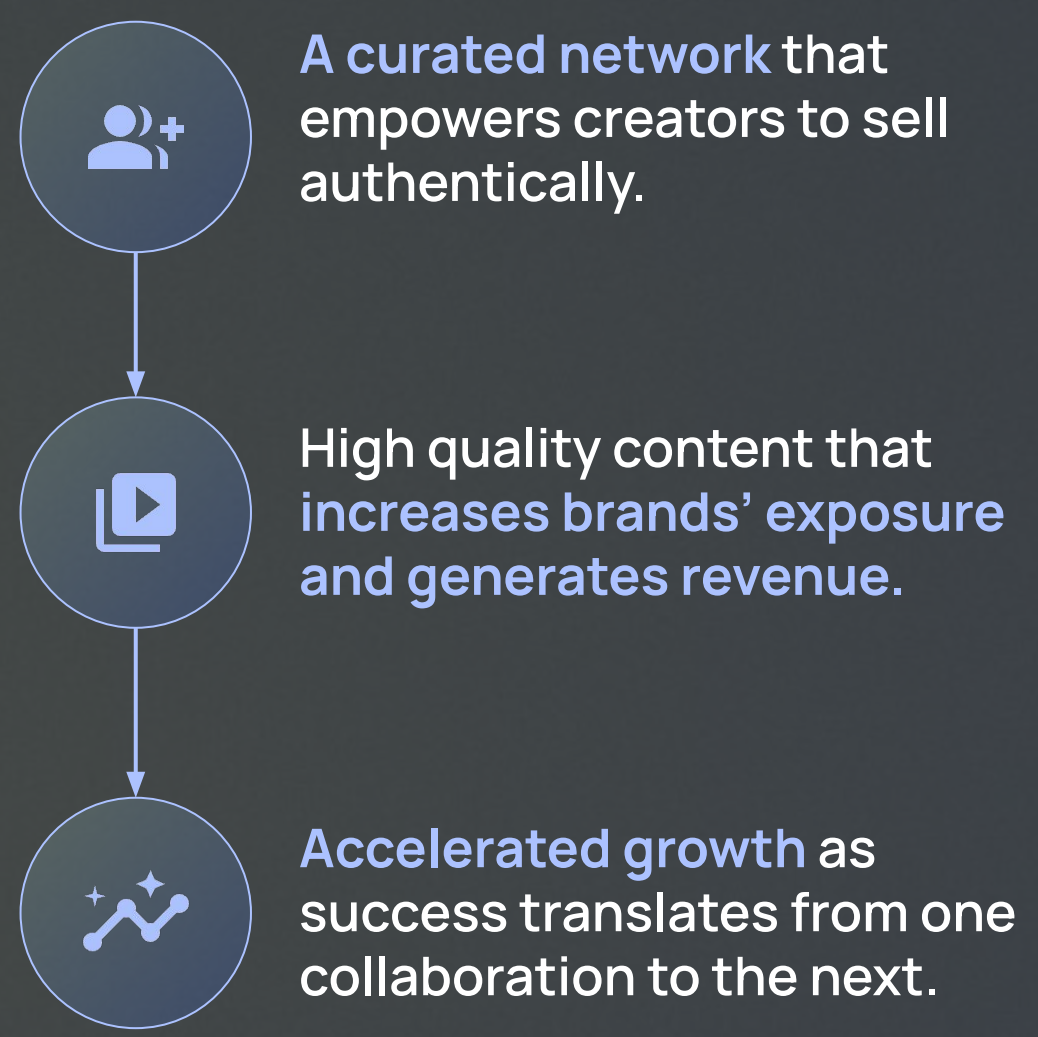
- ✓ An intuitive dashboard for onboarding and partnerships
- ✓ A commerce hub to discover new products and feel inspired
- ✓ Catalogs and collections that funnel directly to Meta and TikTok
- ✓ Featured brands and campaigns to guide collaborations
- ✓ Insightful analytics and sales reports to drive performance



# Multiple revenue streams create a diversified value proposition that stimulates growth.



# As new creators join, GMV scales exponentially.

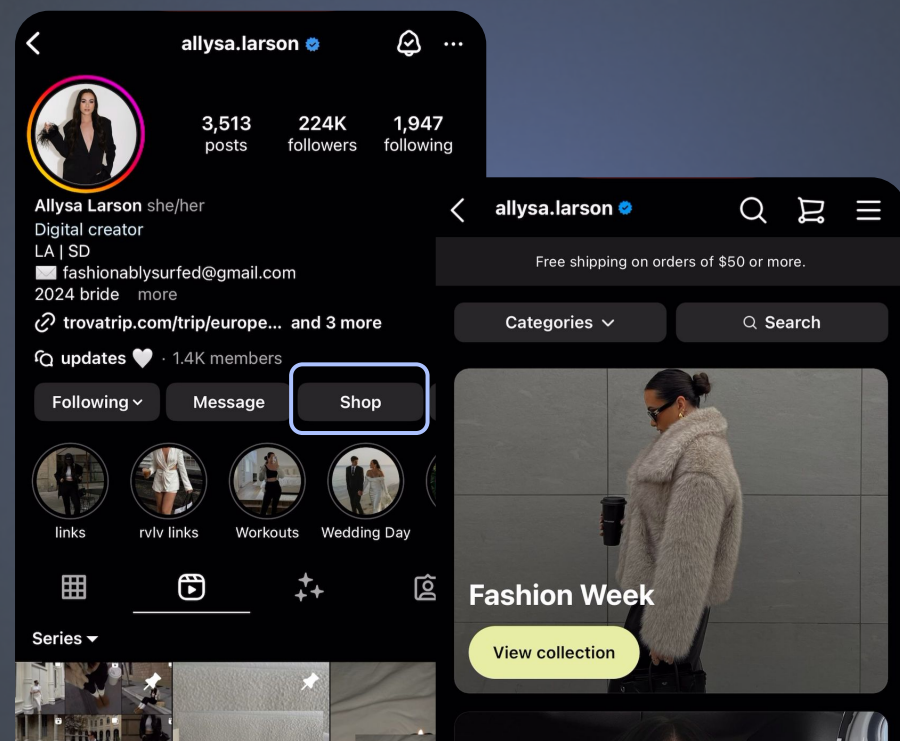


Traction

# Integrated partners allow us to seed traction quickly by tapping into existing creator and brand relationships.

## Creators

Top-performing creators across a diverse range of industries.

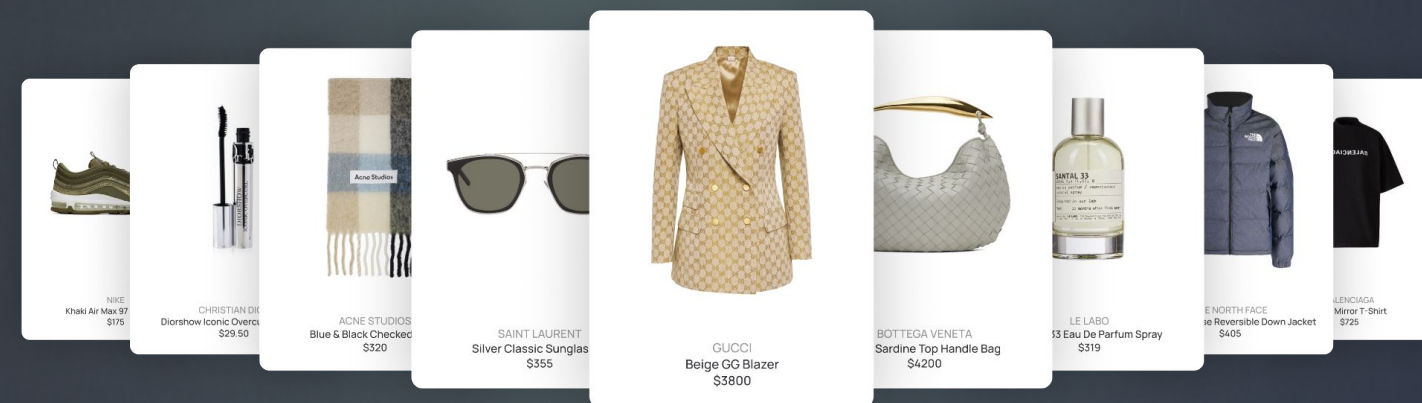


Fohr



## Brands

A constantly expanding catalog of products from the world's most influential brands.



# The only solution with native shopping through creators.

	socialfair	Affiliate
Steps from discovery to checkout	3 Steps	10+ Steps
In-platforms shopping & shared customer data	✓	✗
Saved payment profiles & multi-brand carts	✓	✗
Works alongside other affiliate programs	✓	✗
Distribution of payments after purchase	15 Days	60+ Days

∞ Meta    🎵 TikTok

Social platforms want to keep as many transactions as possible within their apps, which is why they introduced native shopping and are partnering with social commerce solutions.

Our Team

# We're building the future of social commerce with a talented team that is ready to shape what's next.

Leadership and company vision



**Kelly Maguire**  
*Chief Executive*

Operations and finances



**Todd Juneau**  
*Chief Operations Officer*

Social partnerships and integrations



**Bijan Malaklou**  
*Chief Innovation Officer*

Brand partnerships and activations



**Bill Cogar**  
*Chief Growth Officer*

Creator collabs and outreach



**Jesse Rubinstein**  
*Chief Experience Officer*

Technology and engineering



**Andrew Sparrow**  
*Chief Technology Officer*

**50+ Years**

Collective Experience



Premium platform partnerships

**4x**

Agency Founders

**8-10**

Key Advisors

# The path forward is clear, and we're already moving towards bringing this vision to life.

## Seed Funding Coverage

**01** **Complete**

### Pre-Launch

Platform development including API integration, UI/UX design, payment integration, security, etc.

**02**

### Beta Launch

Perfect the platform, build general market position, create demand, and prepare for a full market rollout.

**03**

### Strategic Growth

Controlled expansion focusing on vetted and strategic relationships to maintain a premium platform experience.

**04**

### Full Rollout

Begin activating our waiting list for both brands and creators to begin scaling and capitalize on market buzz.

We're raising a \$1MM seed round at SAFE with a \$10M market cap.

Use of Funds

40%  
Recruitment  
Brands and Creators

25%  
Marketing  
PR and Advertising

20%  
Technology  
Platform Refinement and Expansion

15%  
Operations  
Staffing and Infrastructure

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commerce by connecting  
the point of sale to the  
moment of discovery.

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