



Richard Hoag | January, 2021

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## *An innovative social media platform that:*

- *Connects User with 6-8 selected friends, family, and others who matter*
- *Collects and anonymously presents User with positive messaging reinforcing whats is good and special about them*
- *Boosts the User's self-awareness, hopefulness, confidence, and self-worth*
- *Insures universally positive responses through its proprietary micro-survey*

*Social Media as it should be!*

# TrueÜ™ INVESTMENT OPPORTUNITY

We are seeking \$350,000 “Friends and Family” funding. Our initial Friends and Family (lender/investors) will be making a loan to The TrueÜ, a Wyoming corporation (the “Company”).

- Legal funding document will be in the form of a Convertible Promissory Note (the “Note”)
- Note will give the lender/investors the option to convert the loan to equity shares, with a 15% discount
- Minimum \$25,000 per lender/investor (individual or legal entity)
- Note term of 30 months accruing interest at the rate of 8% per annum
- The convertible option in the Note gives the lender/investor right to demand payment of all principal and accrued interest or convert the full amount of principal interest due into fully paid non-assessable interests (shares) in the ownership of the Company on the earlier of the Due Date or, a Qualified Liquidity Event

We believe this offering represents a low risk, discounted entry level investment, that will return a significantly higher than market rate on the Note with the added opportunity of sharing, at the initial ownership level, in a unique “Social Impact Venture” with an explosive social media-driven upside potential.

# MISSION & VISION

## OUR MISSION

Our Mission is to provide internet accessible positive feedback from the User's friends, family, and colleagues to achieve an infusion of hope, self-awareness, confidence, and self-worth, enabling them to build happier more fulfilling lives for themselves and others.

## OUR VISION

TrueÜ™ will be the go-to source of positive personal information on the internet, growing virally and drawing multi-generational users. We will build a forward-thinking passionate team based on peer-driven accountability and valuing individual contributions.

# THE NEED

Feeling overwhelmed, isolated, tired of the constant negativity and uncertainty in today's world?

Searching for good news, moments of positivity, and happiness in these challenging times?

Most of what's on the internet seems to make things worse?

We need something on the internet that:

- Is innovative, uplifting, and inspiring
- Is genuine and positive messaging
- Is respected feedback from people who know and care about us
- Has the power to change our attitude, to heal, to bring happiness, to improve our lives!



# THE SOLUTION: TrueÜ™

TrueÜ™ provides:

- Simple discrete access to emotional support to overcome feelings of isolation, depression, and hopelessness
- A free, positive focused, social media platform delivering lasting feelings of hope, appreciation, and joy
- Respected feedback enabling the User to appreciate their special and unique contributions to the world they live in
- A process, the TrueÜ™ Experience®, that delivers genuine personal positive messaging from friends, family, and caring others
- A truly transformative journey to greater personal purpose and happiness



# THE BEGINNING: TrueÜ™ Experience

The TrueÜ™ Experience® is:

- A micro-survey crafted to deliver a “snapshot” 360° view of the User’s positive and compelling personal traits
- User initiated, connecting him/her with 6-8 people (referred to as TrueÜ™ “Contributors”) who know them well and care about them
- Fun, emotionally satisfying, user friendly, and free!

The results in the words of others:

- Convey what is unique and special about the User
- Are delivered directly, and anonymously, by the TrueÜ™ Experience® process
- Create elevated self-awareness and feelings of hope and happiness for the User



# WHAT DOES IT DO?

## The TrueÜ™ Experience.©:

- Gives it's users the self-awareness, confidence and competence to meet the multiple challenges of today's complex world
- Brings to light the positive qualities people often overlook in themselves and prompts the User to realize that “the perception of others IS reality”
- Encourages the User to build the “best version” of themselves
- Is effective in addressing the depression, isolation, and hopelessness reflected in the National Mental Health Epidemic
- Is applicable and can be effective as part of treatment for substance abuse recovery



# The TrueÜ™ Experience®

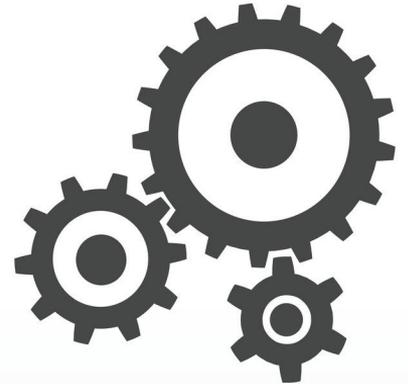
## HOW DOES IT WORK?

Using their computer or mobile device, TrueÜ™ participant/users identify, in privacy, 6-8 friends, family, and others (referred to as TrueÜ™ Contributors) who will provide positive, genuine feedback on the following two micro-survey questions:

1. *“What are two or three things about User’s Name that you would never want him/her to change?”* © Copyright The TrueU 2020
2. *“From your answer to question #1, what would you tell them to emphasize to be the best version of themselves and make an even greater impact on you and others?”*

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The TrueÜ™ Experience® proprietary process does the rest; collects the feedback, which by its nature is positive and encouraging, and delivers it in a format that protects the anonymity of the TrueÜ™ Contributors. This creates an uplifting joyful experience like no other! TrueÜ™ Experience®’s formula is grounded in widely accepted psychological and social science.



# JANE DOE'S TRUEÜ EXPERIENCE REPORT

5/3/2021

LIVE · EMBRACE · GROW  
THROUGH POSITIVITY



## CONGRATULATIONS JANE!

The feedback from your TrueÜ Experience is here and the rest of your TrueÜ journey begins today. You have just taken a very important first step towards self-awareness and personal happiness. We hope you enjoy reading all the wonderful things your contacts have said about you. There is only one YOU in the world... embrace the True You.

### BELOW IS WHAT THOSE WHO KNOW YOU BEST SAY ABOUT YOU...

#### 1. What are two or three things about Jane that you would never want her to change?

- I would never want Jane to change her kindness, thoughtfulness, or her generosity.
- Jane has a great sense of humor! And she is very kind-hearted, always checking in with me and making sure I'm ok.
- The first thing Janet should never change is her spirit. She is so energetic and open to anything. She always brings her friends up and makes them see the positive things. Second is her work ethic. She is a very hard worker and has a lot on her plate! Lastly, is her selflessness. She puts her family, friends, and strangers first, always.
- Jane is very hard working and it pushes me to also be a hard worker. She is very reliable. I always know she will finish or check in as she is doing something and I know it will always be done better than asked.
- Jane is one of my most loyal friends. She has been by my side for three years now and even though we live in different parts of the country for the school year, every me she comes back to town it's like she never left. Every time we hang out, she makes me feel so special and part of her life and includes me in every aspect of it, even when she doesn't want my opinion or advice. She is the most driven person I know. Her motivation for everything she puts her mind to is amazing. Even if it is a small project, she gives it all she has and finds a way to make the process so fun. She is also the most selfless person I know.
- Her positivity and her capability of loving everyone so much!
- Jane should never change her genuine/upbeat personality. Her kind/caring spirit. Her humor. She is a good friend who will always be there for you.



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## JANE DOE'S TRUEÜ REPORT

#### 2. From your answer to question #1, what would you tell Jane to emphasize to be the best version of herself and to make an even greater impact on you and others?

- Jane is extremely hard on herself. She views herself more harshly than the person who dislikes her most. She is so amazing and the day she realizes that will be the day she becomes unstoppable.
- To be completely honest I can't think of any flaws within the way that she represents herself, and carries herself along with how she treats me.
- Balance her priorities. Sometimes she will put too much on her plate and get stressed out with the big list of things she has said she would do. She is a perfectionist. She won't consider something done until it's 100% perfect when she can sometimes just sit with a satisfaction of doing a good job. She should know that it always doesn't have to be 100% perfect.
- I don't know!! She's always been a great friend to me. Maybe the one thing I would change is that she's too hard on herself and should let loose more!
- I would tell Jane to not sweat the small stuff! She is amazing and sets the bar high for herself. But I think she'd have an even greater impact on others by allowing herself some grace once and awhile.
- Jane can be too hard on herself causing her stress. She should emphasize her ability to show herself the same kindness that she shows others and be at peace with mistakes once in awhile.
- The one thing I would suggest is for her to stop second guessing herself. She always does an amazing job about everything she puts her mind to. She shouldn't rely that much on what other people think if she is proud of the outcome.

WE HOPE YOU HAVE ENJOYED DISCOVERING THE TRUEÜ, THE UNIQUE QUALITIES OTHERS RECOGNIZE IN YOU AND THE POSITIVE IMPACT YOU HAVE ON THEM. TRUEÜ SALUTES YOU, JANE, FOR THE CONTRIBUTIONS YOU MAKE TO YOUR TRUEÜ NETWORK AND THE WORLD YOU LIVE IN. WE BELIEVE THE TRUEÜ EXPERIENCE WILL HELP YOU TO LIVE A HAPPIER, MORE FULFILLING LIFE!

Don't stop now! TrueÜ has some options for making the most out of your personal magnificence.

- Say "thanks"! Send a message to thank those who provided their genuine, heartfelt feedback. Share with them how it made you feel and inform them you would love to provide positive feedback to them, as well!
- Share your TrueÜ Experience Report with your contacts!
- Win \$25,000 for yourself or your charity! Enter TrueÜ's "Truly Special Person of the Year"
- TrueÜ Premium: learn more about your TrueÜ Experience feedback and how you can be the best version of yourself.
- Gift of TrueÜ: choose from a wide variety of special gifts, such as personalized greeting cards and mementos to surprise the ones you care about.

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# INITIAL REVENUE: TrueÜ™ Premium



**TrueÜ™ Premium** is an optional “for purchase” product for the **TrueÜ™ Experience** Participant. The value-added components of the **TrueÜ™ Premium** will inspire the participant to understand and implement the power of their new self-awareness and provide lasting moments of their **TrueÜ™ Experience**. Priced at only \$9.99, it includes:

**Analysis:** The **TrueÜ™ Premium** creates an automated consensus of the positive survey responses in keyword & keyphrase format to begin the process.

**Personalized Interpretation:** **TrueÜ™ Premium** has created multiple copyrighted templates using the consensus keywords & keyphrases from the **TrueÜ™ Experience** responses. Using this process, **TrueÜ™ Premium** delivers to the participant, personalized 2-3 paragraph narratives, advising the participant on how to achieve the “best possible version” of themselves.

**Word-Cloud Memento:** This Digitally produced visual representation of the words in the **TrueÜ™ Experience** responses, highlight the positive personal characteristics of the Participant in a whimsical artistic format sure to please the senses. The Word-Cloud can be reproduced by the participant as a memento, for sharing, framing, etc.

**Audio Presentation:** This voice-over musical presentation of the participant’s positive feedback, brings to life the spirit of love, happiness, and appreciation expressed in the **TrueÜ Experience** report, this is sure to result in an inspiring unforgettable experience the participant can be cherish over and over.





# MAKE IT SPECIAL: The GIFT of TrueÜ™



## The Gift of TrueÜ™

Create the TrueÜ™ Experience® for others. For that personalized gift or event that requires genuine, heartfelt, positive feedback from family and friends.

For \$9.99 - \$39.99, The Gift of TrueÜ™ can deliver a unique, impactful message from the words of others you choose, packaged in your choice of card, plaque, or other stylized memento.

Perfect for any special event:

- Birthdays
- Graduations
- Weddings & Anniversaries
- Mother's & Father's Day
- Holidays
- Professional Achievements
- Memorials

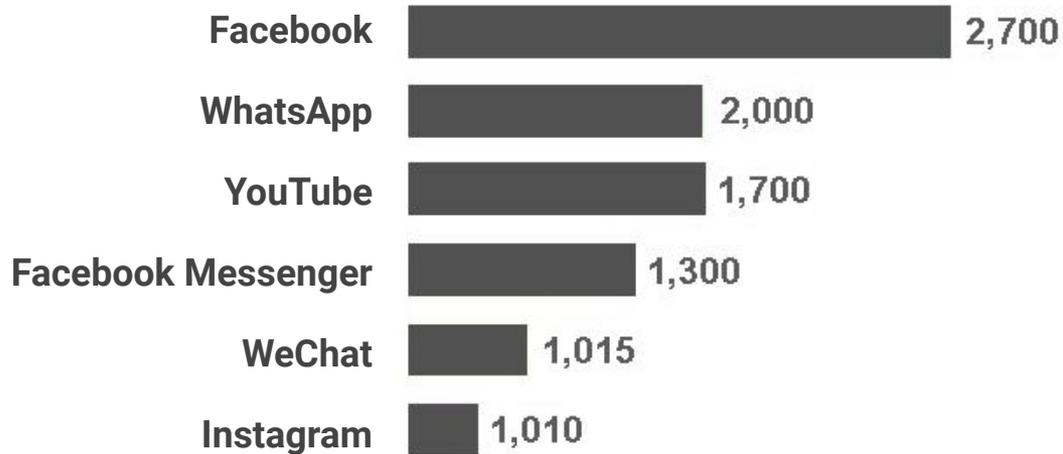
## Greeting Cards for any occasion



# HOW DID THEY GROW SO FAST?

The user growth of these social media giants is **astounding!**

According to the number of active monthly global users, these were the six most heavily used social media platforms during 2020 (data in millions of users).



What do they all have in common?

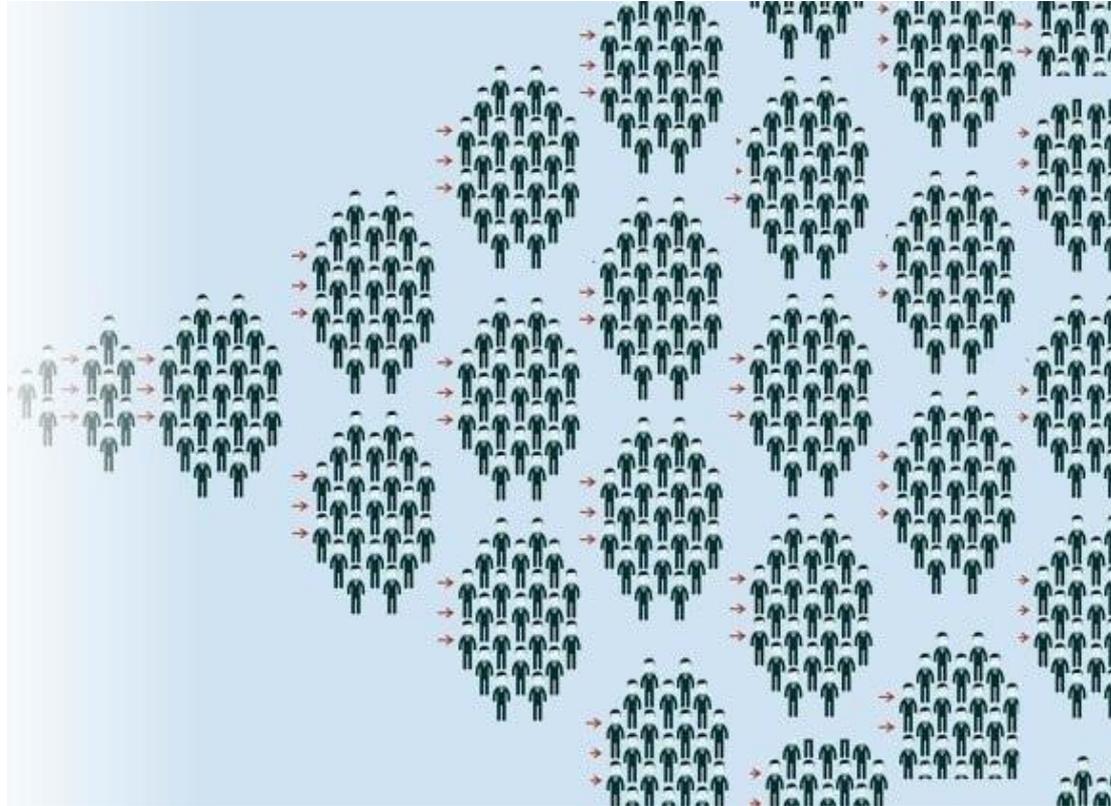
- Basic functions are free of charge
- Easy to use
- Encourage viral growth by focusing on the participant/user gratification
- **Each have a capitalized value greater than \$83 Billion**

Is TrueÜ™ Next ?

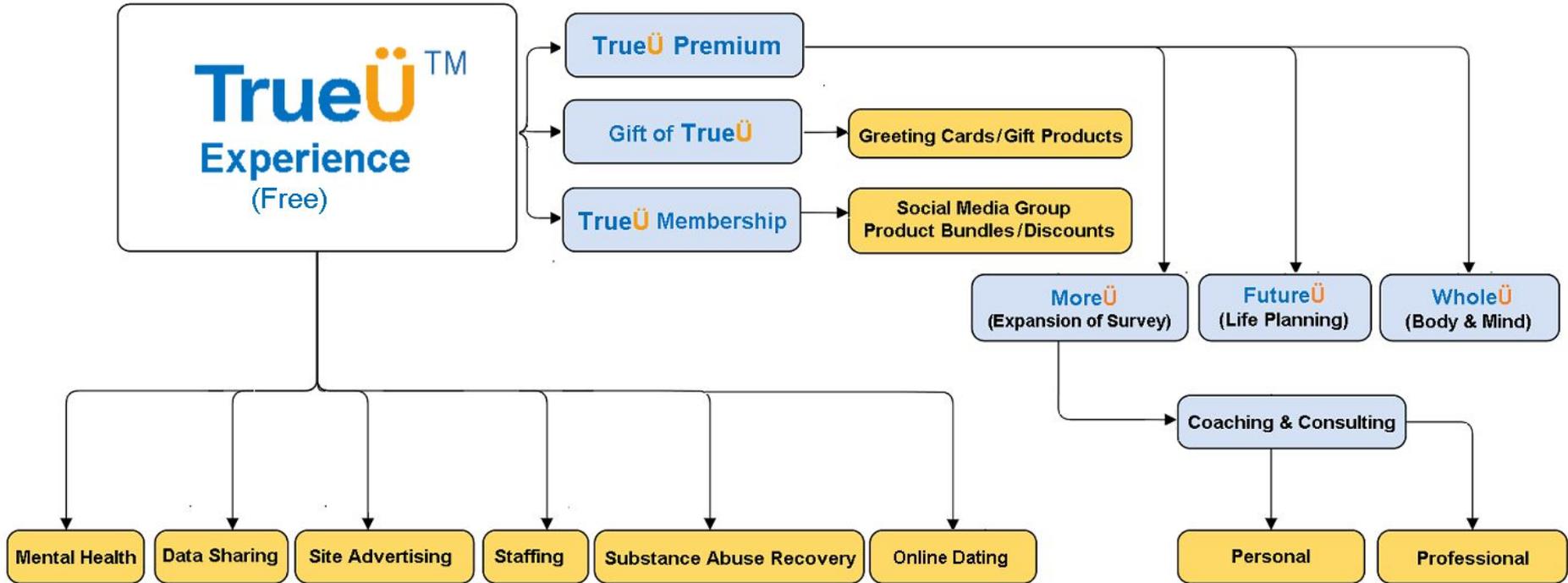
# TrueÜ™ VIRAL GROWTH POTENTIAL

TrueÜ™ will create its own viral growth:

- Each User identifies 6-8 Contributors who provide the micro-survey feedback.
- The TrueÜ™ Experience® delivery process strongly encourages the User to thank their Contributors and allow them to view all the feedback.
- The universally encouraging feedback motivates the 6-8 Contributors to participate in their own TrueÜ™ Experience® thus each creating 6-8 new Users.
- The optional TrueÜ™ Premium® incorporates data-driven analysis, interpretation, and personalized advice. These upgraded Users are expected to fuel additional viral growth.



# TrueÜ™ BUSINESS MODEL



# URGENT NEED: TrueÜ™

## MENTAL HEALTH & SUBSTANCE RECOVERY



### Mental Health & Substance Abuse Recovery

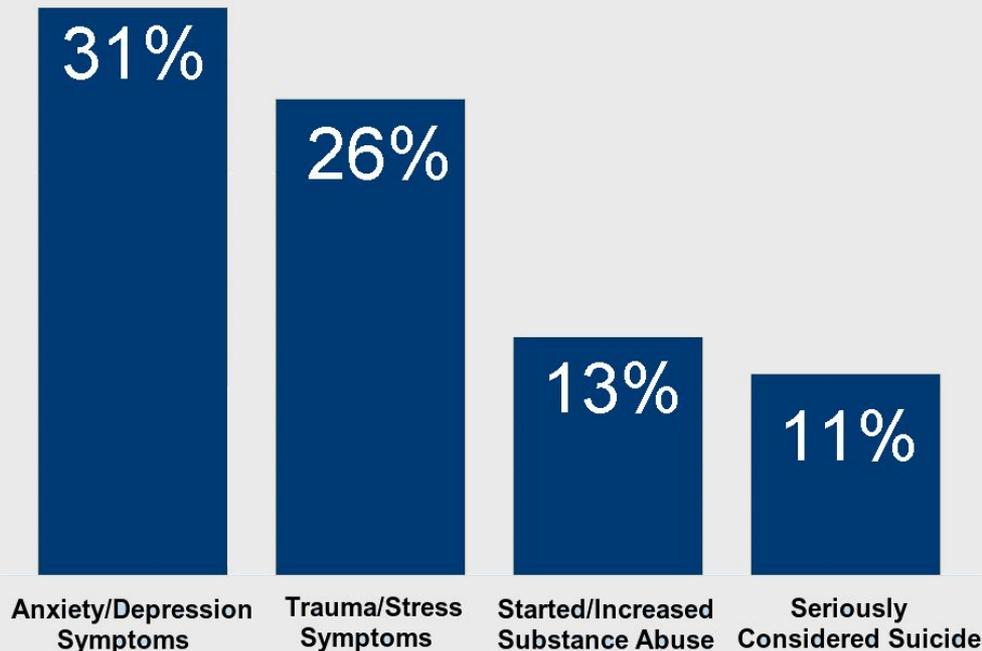
TrueÜ™ Mental Health & Substance Abuse Recovery is multi-generational and scalable, from single use exercises to continuous treatment resources.

- For Depression-restores self-esteem, hope, and direction. TrueÜ™ Experience is taking action with little effort.
- Recovery-Personal positive messages to re-establish self-worth and break the cycle of shame to reach full recovery.
- Isolation-Isolated by Covid pandemic, feeling confused, lonely, and fearful? TrueÜ™ reconnects users to loved ones and creates a support network.

We will license, sell, or partner the TrueÜ™ process to mental health, recovery/treatment providers, and foundations

A June 2020 Pew Research Survey Revealed 40% of U.S. Adults Reported Mental Health Issues. **An astonishing 11% said they had seriously considered suicide.**

Graph below represent the mental health issues reported within the 40%:



# MORE IMPACT: TrueÜ™ FOR EMPLOYMENT



## Staffing Industry, Employers & Job Seekers

As we strive to revitalize the economy, create and fill jobs, TrueÜ™ can be a transformative resource:

- Targeted to employers, staffing firms, and job seekers, TrueÜ™ will be the “go-to source” of positive information on the participant’s competencies, strengths, and personal characteristics.
- TrueÜ™ will help employers and staffing professionals achieve better candidate fits, faster fills, and better hires.
- The perfect addition to the resume is third-party information from those who truly know the candidate. Perception is reality. How others perceive the job seeker is critical knowledge.
- The TrueÜ™ Experience® highlights a job seeker’s areas of personal/professional experience.
- The job seeker can refer to their TrueÜ™ report as evidence of their qualifications.
- We will license or sell the TrueÜ™ Experience® process to staffing firms or corporate HR.



# MARKET OPPORTUNITY BY PRODUCT

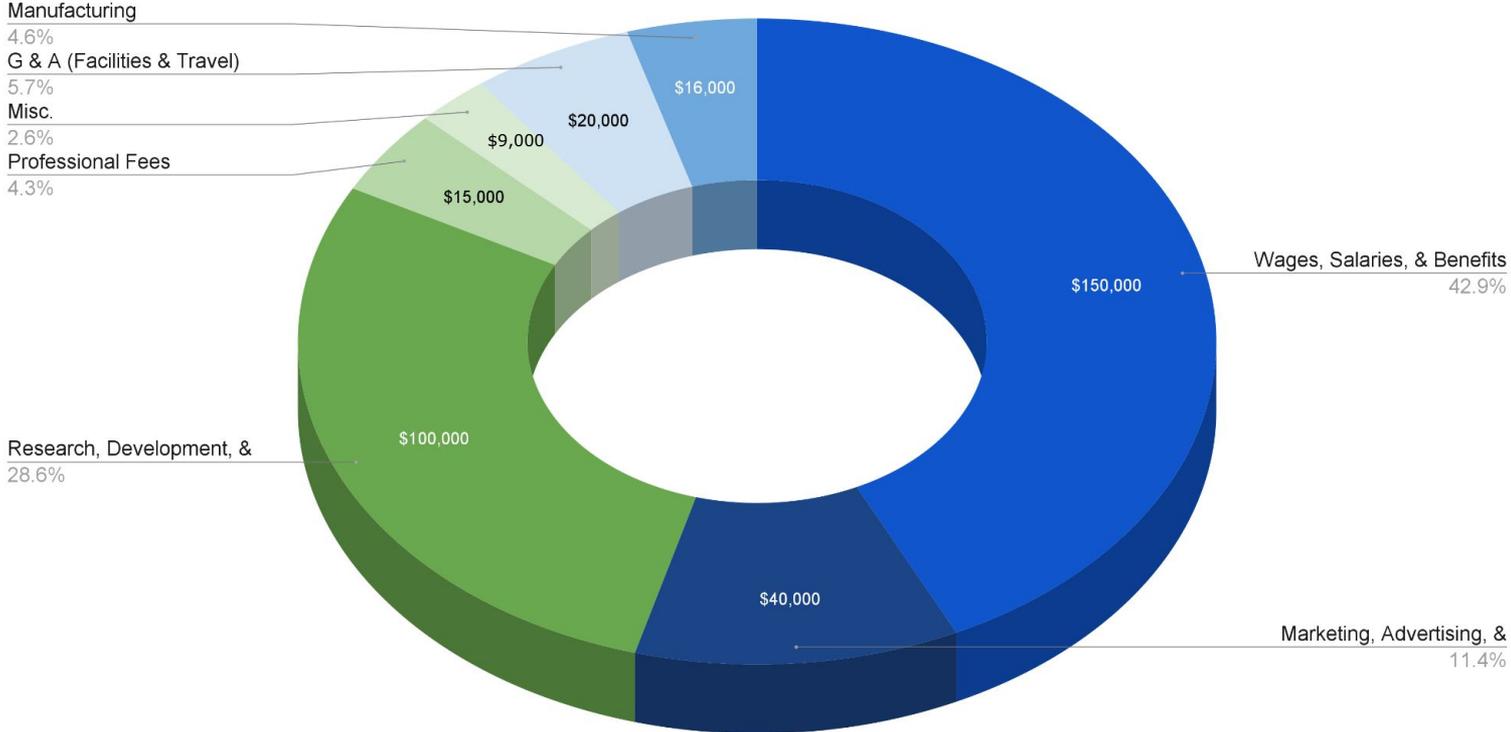
TrueÜ™ Products	Related Industry	Total Market Value	TrueU Projected Share by Revenue*	TrueÜ™ Market Share %
TrueÜ™ Premium	Personal Data Analysis	\$169B	\$24M	<b>0.01%</b>
Gift of TrueÜ™	Greeting Cards	\$8B	\$8M	<b>0.1%</b>
TrueÜ™ Membership	Genealogy (Ancestry, 23andme, etc)	\$3B	\$16M	<b>0.54%</b>
Staffing (licensing)	Business Services, Staffing	\$119B	\$26K	<b>0.00%</b>
Partnering Revenue	Miscellaneous	NA	\$197K	<b>NA</b>
Mental Health/Recovery	Mental Health/Recovery	\$50B	\$243K	<b>0.00%</b>
Site Advertising	Site Advertising	\$12M	\$92K	<b>0.77%</b>
Data Sharing	Data Sharing	\$100B	\$71K	<b>0.00%</b>

\* TrueÜ™ projected revenue is based on 5 year average

## 5 Year Financial Projection

			2021		2022		2023		2024		2025		
<b>REVENUE</b>													
	TEU%	UG%*	Price	Users/Units	Revenue	Users/Units	Revenue	Users/Units	Revenue	Users/Units	Revenue	Users/Units	Revenue
TrueU™ Experience	0%	100%		30,000		500,000		5,000,000		25,000,000		50,000,000	
TrueU™ Premium	15%	100%	\$10.00	4,500	\$45,000	75,000	\$750,000	750,000	\$7,500,000	3,750,000	\$37,500,000	7,500,000	\$75,000,000
Gift of TrueU \$10-\$40 Avg.	10%	50%	\$12.00	5,000	\$60,000	75,000	\$900,000	500,000	\$6,000,000	2,500,000	\$30,000,000	5,000,000	\$60,000,000
TrueU™ Membership (annual)	5%	100%	\$20.00	5,050	\$101,000	25,000	\$500,000	250,000	\$5,000,000	1,250,000	\$25,000,000	2,500,000	\$50,000,000
Staffing (licensing)	NA	100%			\$10,000		\$25,000		\$40,000		\$60,000		\$100,000
Partnering Revenue	0%	0%			\$10,000		\$90,000		\$200,000		\$300,000		\$400,000
Mental Health/Recovery	NA	50%	\$10.00	500	\$5,000		\$110,000		\$250,000		\$350,000		\$500,000
Site Advertising (\$73 per 50k PVs; 3 PVs per user)					\$500		\$28,470		\$50,000		\$142,350		\$284,700
Data Sharing	0%	0%			\$2,500		\$25,000		\$75,000		\$100,000		\$150,000
Other Products	0%	0%			\$0		\$150,000		\$250,000		\$450,000		\$900,000
<b>Total Revenue</b>					<b>\$234,000</b>		<b>\$2,578,470</b>		<b>\$19,365,000</b>		<b>\$93,902,350</b>		<b>\$187,334,700</b>
<b>EXPENSES</b>													
Wages, Salaries, & Benefits					\$150,000		\$450,000		\$750,000		\$1,000,000		\$2,000,000
Marketing, Advertising, & Promo					\$40,000		\$150,000		\$250,000		\$500,000		\$1,000,000
Research, Development, & Technology					\$100,000		\$200,000		\$300,000		\$400,000		\$500,000
Professional Fees					\$15,000		\$50,000		\$150,000		\$250,000		\$350,000
Manufacturing					\$16,000		\$162,000		\$1,080,000		\$5,400,000		\$10,800,000
G & A (Facilities & Travel)					\$20,000		\$200,000		\$250,000		\$1,400,000		\$2,700,000
Misc.					\$9,000		\$50,000		\$50,000		\$100,000		\$300,000
<b>Total Expenses</b>					<b>350,000</b>		<b>\$1,262,000</b>		<b>\$1,570,000</b>		<b>\$9,050,000</b>		<b>\$17,650,000</b>
Profit / Loss					(116,000)		1,316,470		17,795,000		84,852,350		\$169,684,700

# USE OF F & F INVESTOR FUNDS



# COMPETITION ANALYSIS

	TrueÜ™	Calm	StressPal	personal zen	headspace	talkspace
Accessible online (desktop and mobile)	✓	✓	✓	Mobile Only	✓	✓
Offers free version	✓	✓			✓	
Delivers personal positive messaging	✓					
Incorporates data-driven analysis, personalized interpretation and coaching	✓					
Captures peer-driven feedback in results	✓					
Offers both personal and professional products	✓					
Shareable with family, friends, and co-workers	✓					
Identifies measurable path to self-improvement	✓					
Includes personalized word-cloud feature	✓					
Can be customized and given as personalized gift	✓					
Unique micro-survey backed by science	✓					
Analytical report tailored to participant	✓					

## CASH OUT OR RIDE THE TSUNAMI?

### Liquidity Events & Exit Strategies

- Partnerships with customer entities in: Staffing, Mental Health Providers and Insurers, Greeting card companies, Substance Abuse/Recovery providers
- Spin-off various units: Staffing, Mental Health, Gifts
- Sale to Hedge Fund
- Merger or Sale with Social Media giant
- IPO (in fourth or fifth year)

# THE TrueÜ™ TEAM



## **RICHARD HOAG, Founder/CEO**

Richard Hoag, Founder of TrueU, is a serial entrepreneur, author, attorney with over 35 years of hands-on experience as CEO, COO, and General Counsel. His Industry experience includes Investment/Securities, Information Technology, Professional Staffing, Hospitality, Legal and Consulting Firms. He served 9 years on NACCB/TechServe Alliance Bd of Directors and conducts workshops in Communication/Self-Awareness, Career-Life Planning, and Change Management.



## **KATIE NOELCK, Mental Health Services**

Katie is a licensed clinical mental health counselor in the state of Utah and Colorado. She has worked with adolescents, at-risk individuals, families and children for more than a decade. She has focused on creating “safe spaces” for counseling so clients can talk about mental health without fear of judgment. In addition to her commitments to TrueU, Katie currently has a private practice in Park City, UT specializing in depression, anxiety, trauma, sexual orientation and navigation of life transitions.



## **MARWAN MOSTAFA, Director of Operations**

In his 15 year professional career Marwan has worked with Charles Schwab, Sony Entertainment, and KPMG as well start-ups both nationally and abroad. His knowledge expertise base includes; operations, technology, resource management, market intelligence, social media, strategic planning, business development, IT implementation, and acquisition/divestiture.



## **AARON STONE, Staffing Industry Advisor**

Aaron Stone has 27 years experience with APR Consulting, Inc. a national firm with a footprint in 37 states and several fortune 500 clients. He is currently, CEO/Owner of APR Direct Hire, COO and on the board of Directors. He has been affiliated with TrueU since its inception and in addition to being an member of the Advisory Board his APR is both a vendor to, and client of TrueU. Aaron provides a crucial connection to the Professional staffing industry a major target market for TrueU.



## **ALEXANDER "SASHA" POCHAEV, Chief Technical Developer**

Alexander is a senior software engineer with over 20 years of experience in the design and development of SaaS platforms and applications. He has a passion for applying elegant technology to real-world problems. He has held positions as Lead developer, Project manager, and Director of Application Development and developed over a dozen software products.

# THE TrueÜ™ TEAM



## **DAVID ROSENDAHL, Internet Marketing**

David is the president & co-founder of MindFire, a two-time Inc500 award-winning software company. Commercial printers, agencies, & brands like BMW, Microsoft, Harvard, Facebook, & 15,000+ other companies grow their leads & sales with MindFire's unique marketing platform that finds & engages clients using direct mail, email, & social media. David is also a charter member of TrueÜ's Advisory Board and a constant contributor to our marketing efforts.



## **DAVID FRIEDMAN, Market Positioning and Growth**

David Friedman is a tech-savvy marketing and operations executive with more than 30 years expertise in bringing to market new technology. In addition to his role at TrueÜ David is currently President and member of the Board of Governors of TechCoastAngels of Orange County. He is also a senior consultant with the Small Business Development Lead Center and founder and managing partner of C-Level Partners, which focuses on helping companies grow their top line revenue.



## **ANNA GALLERANI, Technology Team**

Anna is a technical consulting specialist, having worked with several Fortune 500 companies to develop, optimize, and implement their IT offerings. As a member of the TrueÜ team, she advises on our technical product development and strategy.



## **SOHEIL RAISSI, IT Management**

Soheil has an active role with TrueÜ as a strategic technology leader with diverse experience in innovating, managing, and delivering enterprise-class platforms and software solutions. His previous experience includes financial services, pharmaceutical, healthcare, insurance, and supply chain. In addition to his role at TrueÜ he is a mentor at the UCI Executive MBA program and is an active member of Southern California SIM. His prior affiliations include Advisory Committee Member of World Wide Web Consortium (W3C) and MIT Auto ID Labs.



## **MAXWELL WAGECK, Audio Visual Lead**

Maxwell Wageck is the President and CEO of Whirlin' Disc Sound, an entertainment production company in New York. He has a degree in audio engineering and started his career as a freelance audio-visual specialist. He worked at Formosa Group in Santa Monica, gained recognition in the Los Angeles entertainment industry as a result of his significant contributions as Assistant Engineer to a Grammy Award winning (Mixing) Engineer. His audio visual experience and youthful perspective adds "now" generational creativity to the TrueÜ team. Maxwell's influence will be felt in all aspects of creative production for TrueÜ.

# THE OPPORTUNITY DON'T MISS IT!

## Why Invest in TrueÜ™

- Innovative Product at the Perfect Time
- Viral Growth Potential
- Entry Product is Free
- Multiple Revenue Sources/Products
- Positive Social Impacts
- Sustainable Business Model
- Experienced and Competent Team
- Investment Documents with Exit Options

# CONTACT



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