

A young child wearing a red hat with a fur trim and a grey sweater is looking down. A tree trunk is in the foreground on the left. The background is blurred, showing more of the tree and some foliage.

Most of us are connected but
we've never felt more alone.



HALF OF ALL AMERICANS DEFINE THEMSELVES AS LONELY

A product users and industry have embraced, for meaningful online connections



#1 FOR 2019 FOR SOCIAL IMPACT
#1 FOR 2019 FOR PERSONAL GROWTH

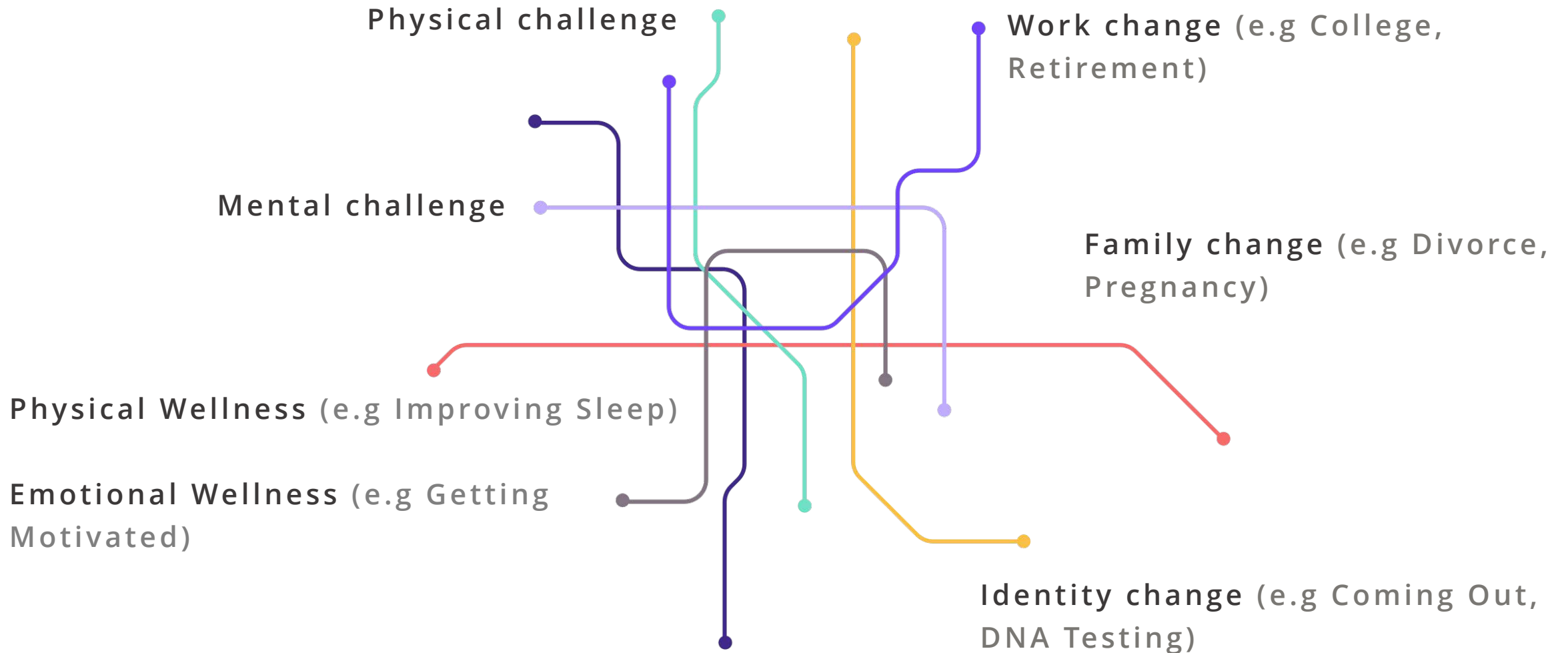
FASTCOMPANY


WORLD'S MOST INNOVATIVE COMPANIES 2019



FOUR TIMES - APP OF THE DAY

When we face...





We need 3 things

We need 3 things

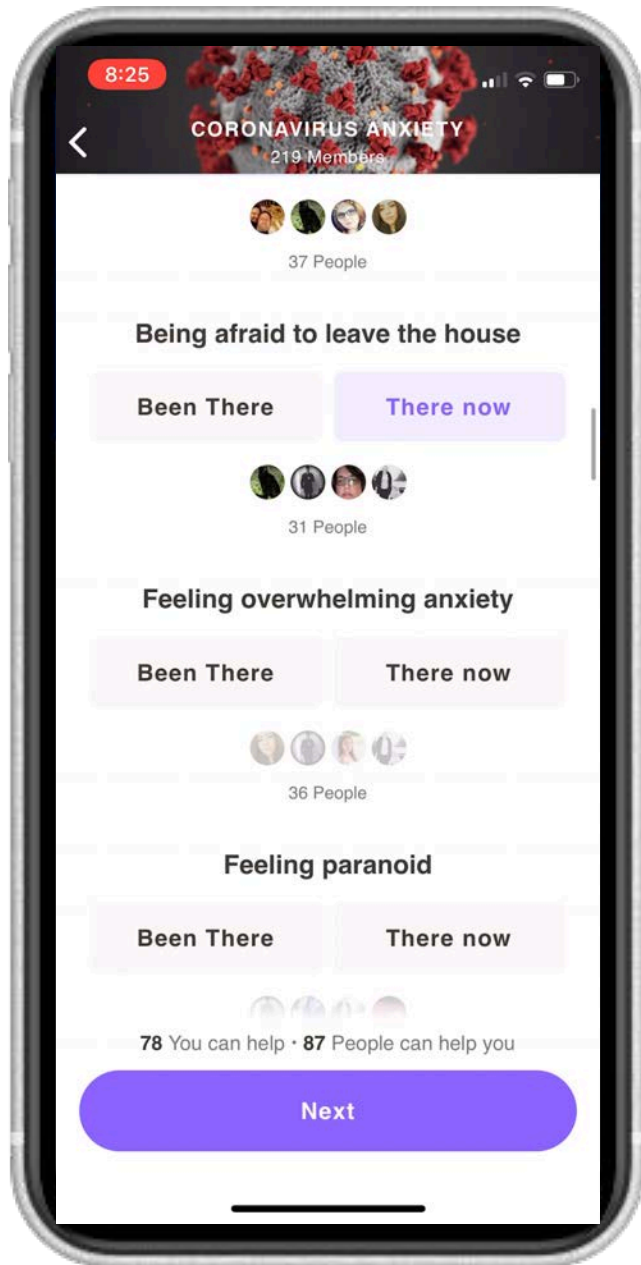
- Someone who's been there

We need 3 things

- Someone who's been there
- Who can help

We need 3 things

- Someone who's been there
- Who can help
- Now



Chat with someone helpful who's been there, Now.

1. Map

Map your journey with crowdsourced life experiences

26M "BEEN THERE" / "THERE NOW" CLICKS FROM ~1M REGISTERED USERS; 40 Steps per user across 5 Experiences - WISDO'S REGISTERED IP: CROWDSOURCED, PREDICTIVE TIMELINES





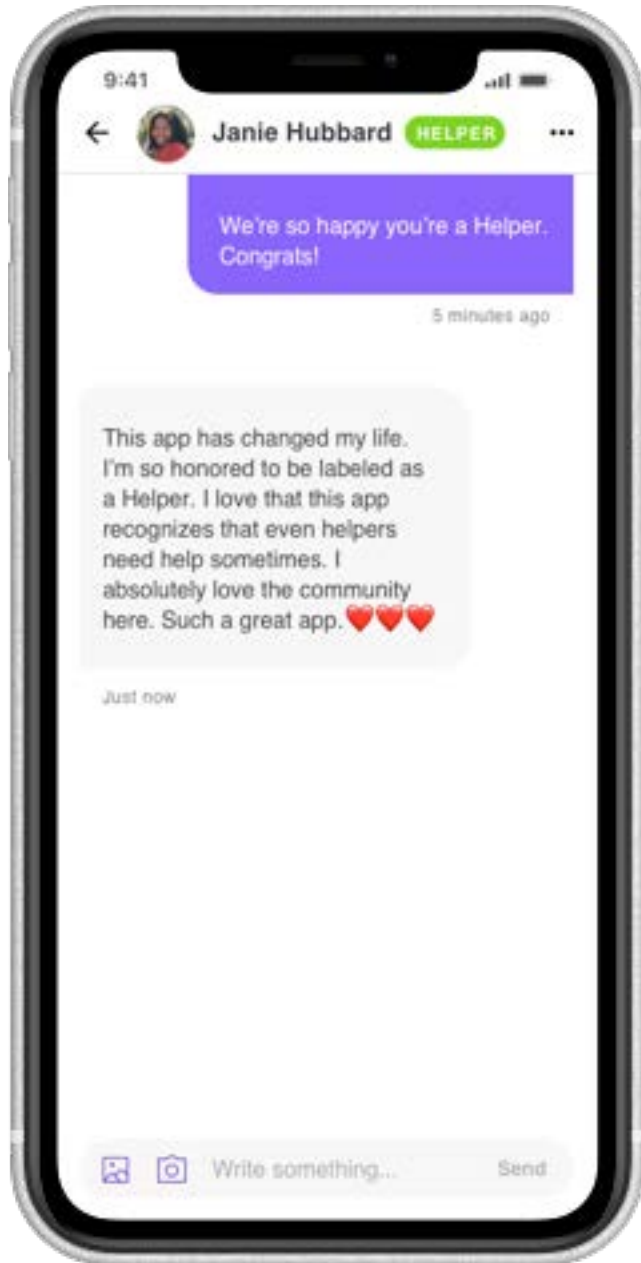
Chat with someone helpful who's been there, Now.

2. Match

Leverage Wisdo's "Wisdom Maps" and AI to Match instantly with someone who's "been there", is helpful and is available

- 19.9M PRIVATE MESSAGES FROM 222K USERS; 86 MESSAGES PER USER ON AV.
- 3.5M GROUP MESSAGES FROM 229K USERS; 15 MESSAGES PER USER ON AV.






Chat with someone helpful who's been there, Now.

3. Give Back

Help others who are “there now” and become a WISDO HELPER

- 5.5M LOVE/BEEN THERE/ HELPFUL REACTIONS TO DATE FROM 223K USERS; 24 PER USER ON AV.
- ~25% BECOME HELPERS, EXHIBITING 75% M3 RETENTION AND SENDING 142 MESSAGES MONTHLY



A woman with long brown hair, wearing a dark denim jacket, is smiling broadly with her eyes closed. She is standing on a rocky beach with waves in the background. The image has a warm, slightly desaturated tone.

+70% in users who said they “never” or “rarely” felt isolated after using Wisdo for 2 weeks

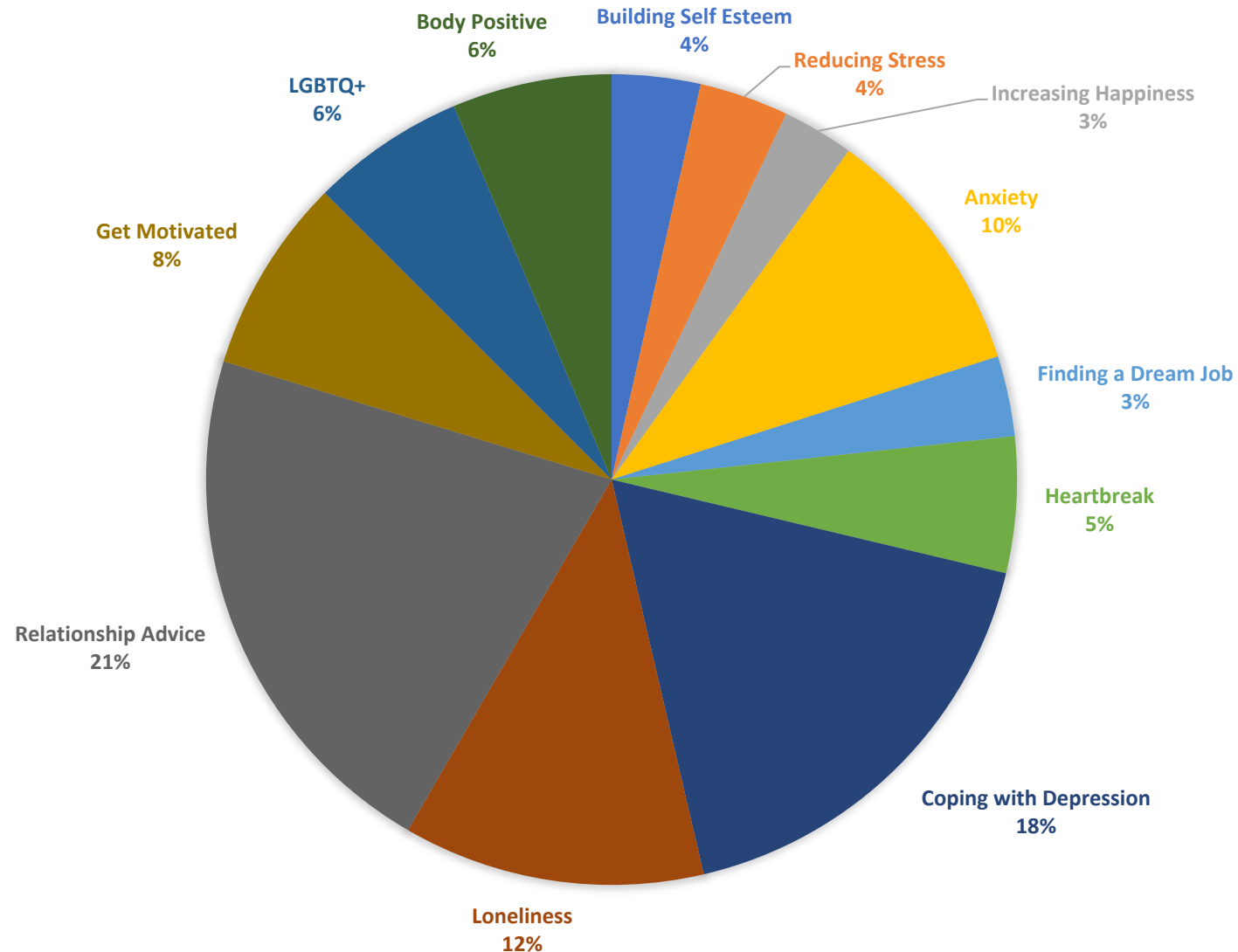


CONTRARY TO ALL OTHER SOCIAL MEDIA

Wisdo data is being expanded to a year long study by Duke University. [Click here](#)

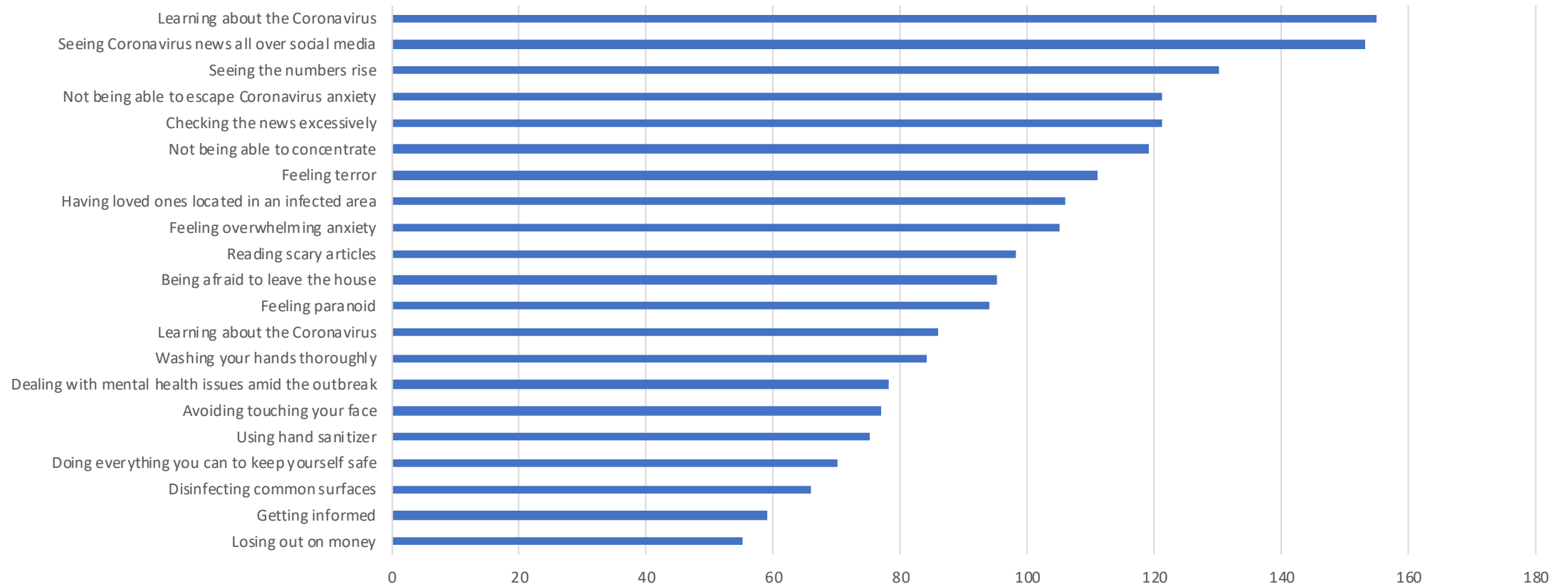
What we are seeing in the Data, since the Coronavirus outbreak?

DEPRESSION, LONELINESS AND RELATINSHIP ADVICE – ARE TOP CONCERNS

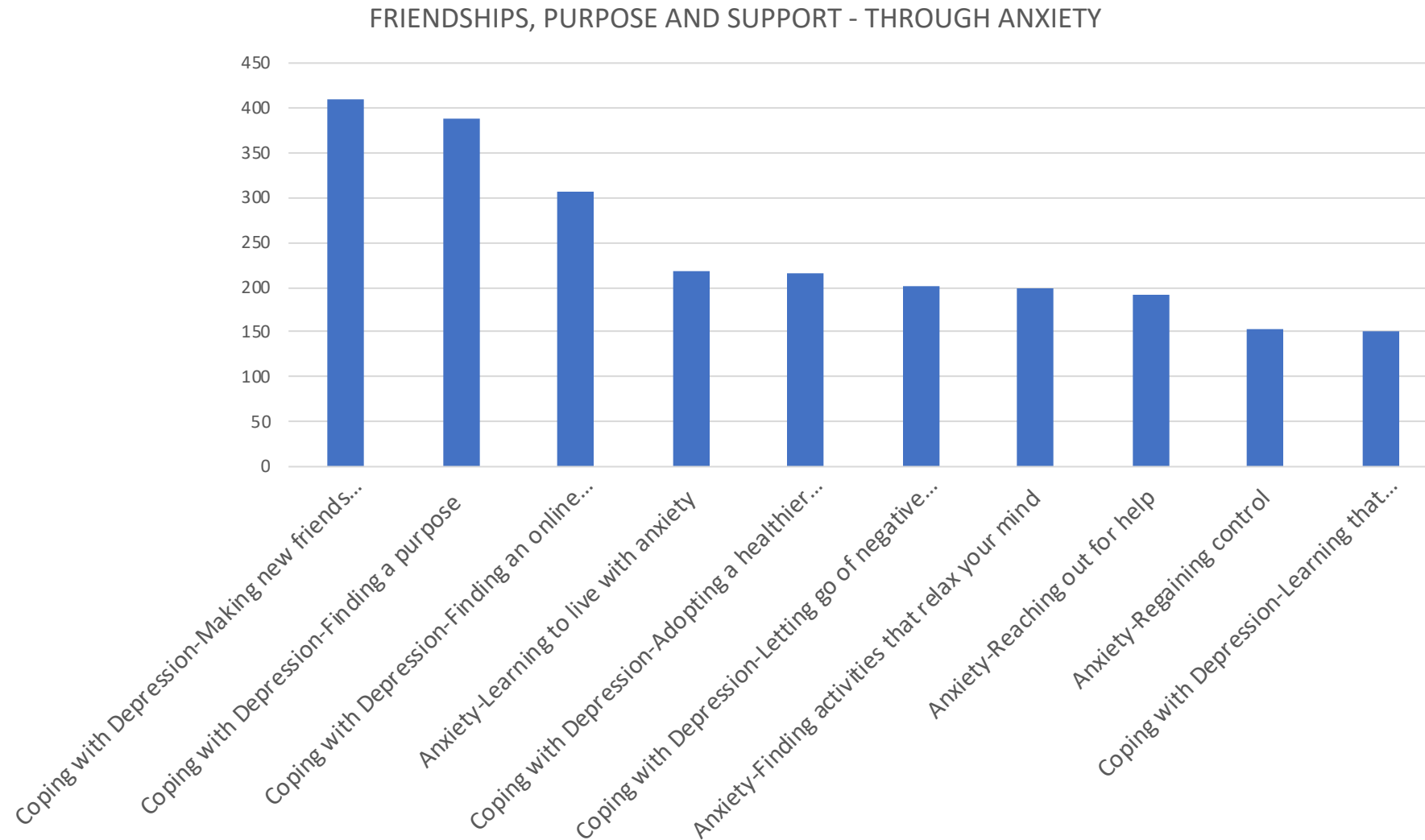


Coronavirus Anxiety – drill down

"Been There" / "There Now" - Coronavirus Wisdom Map



What are the Goals that people set out to achieve?



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*Practical Wisdom is about
the right thing to do, in a
particular circumstance,
with a particular person,
at the right time.*

Aristotle, Ethics

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