

The Participation Network

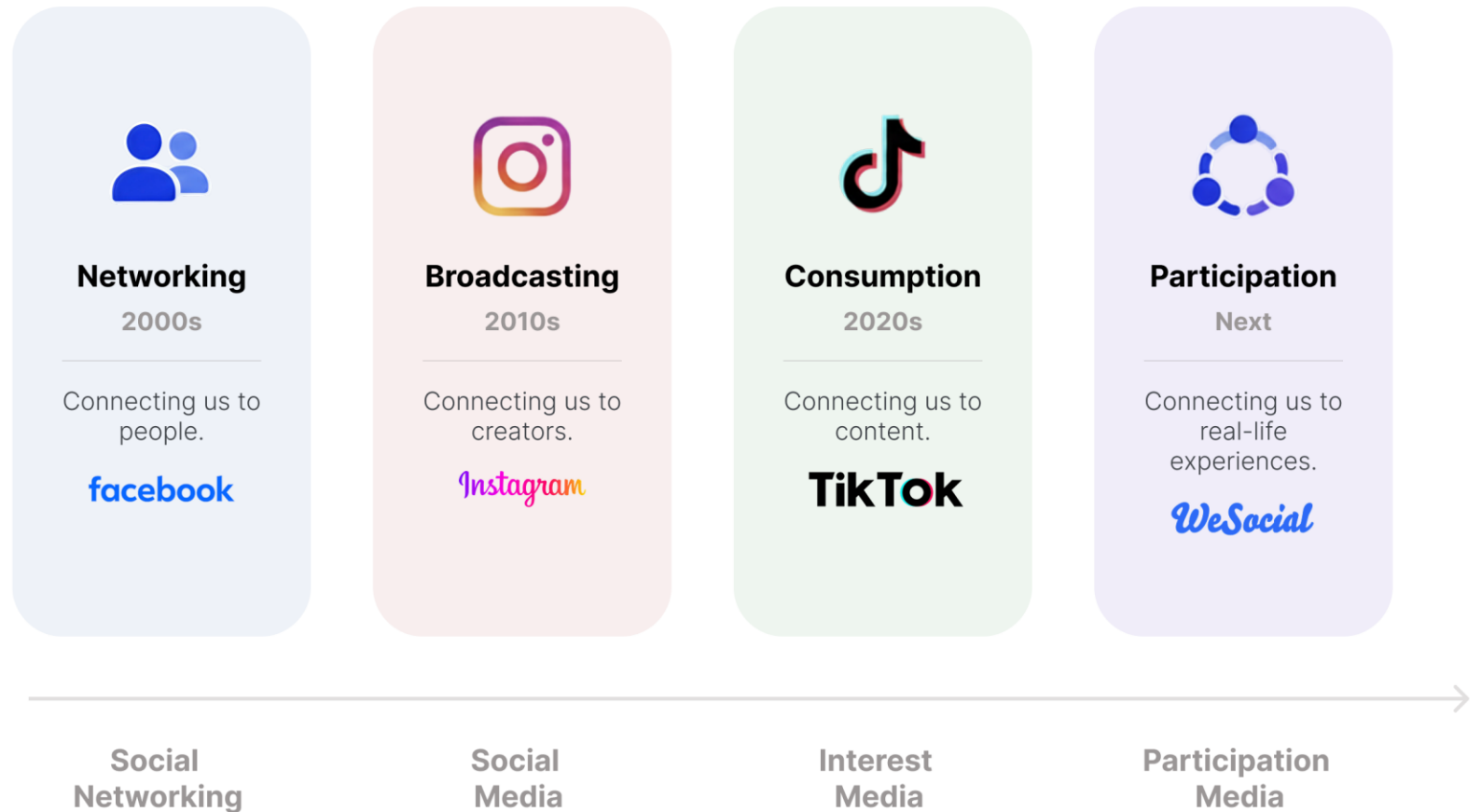
Built for meeting, not broadcasting

WeSocial

The internet evolved

Every generation of the internet changed how we connect.

The next evolution is participation.

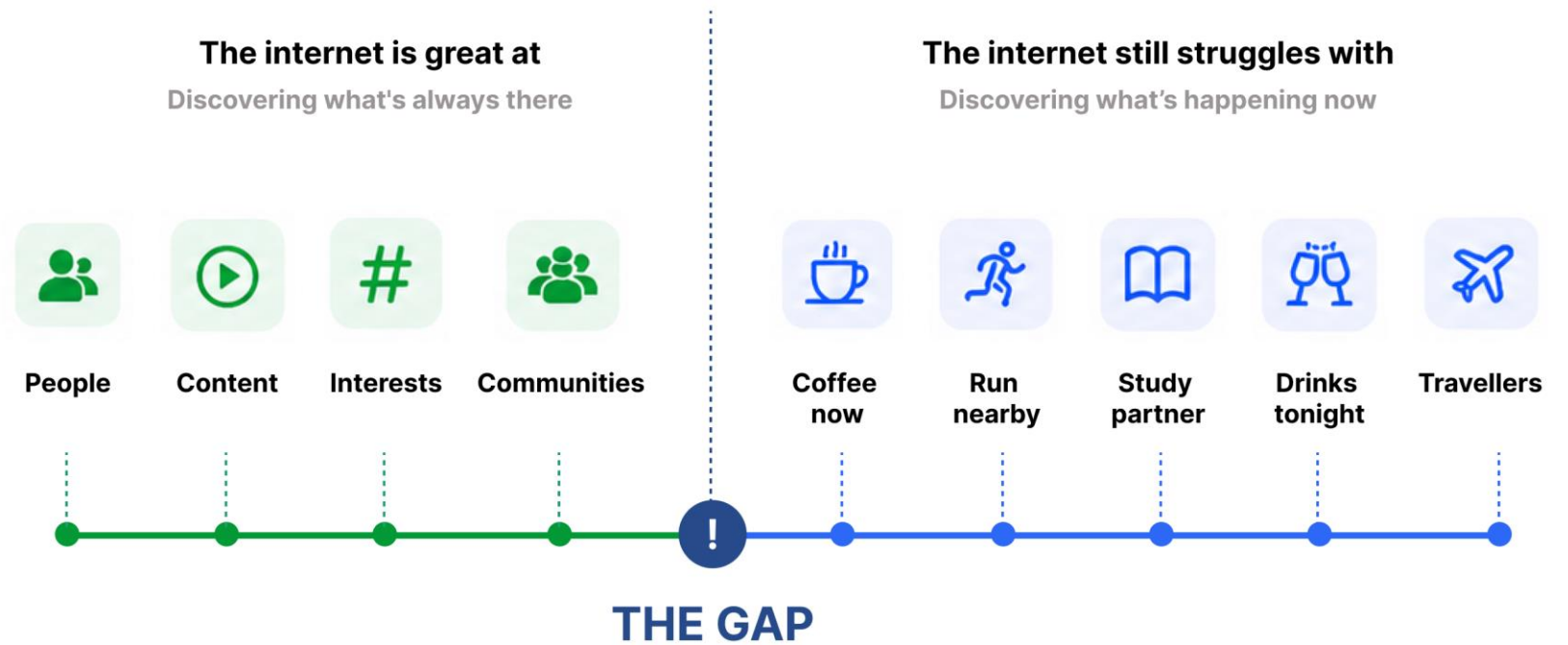


Different era. Different behaviour. **Same human need: Connection.**

But one thing never **evolved**

The internet helps us discover people, content, interests and communities.

It still doesn't help us discover what's happening right now.

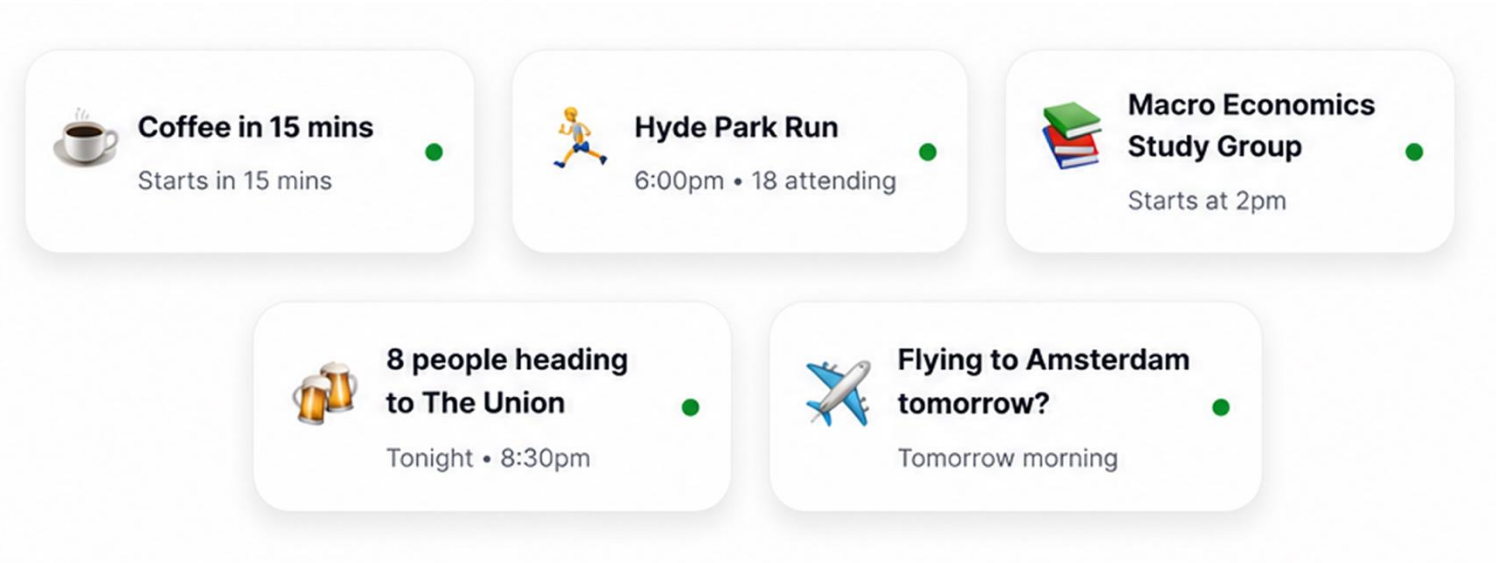


Real-world moments are **hard to find or easy to miss.**

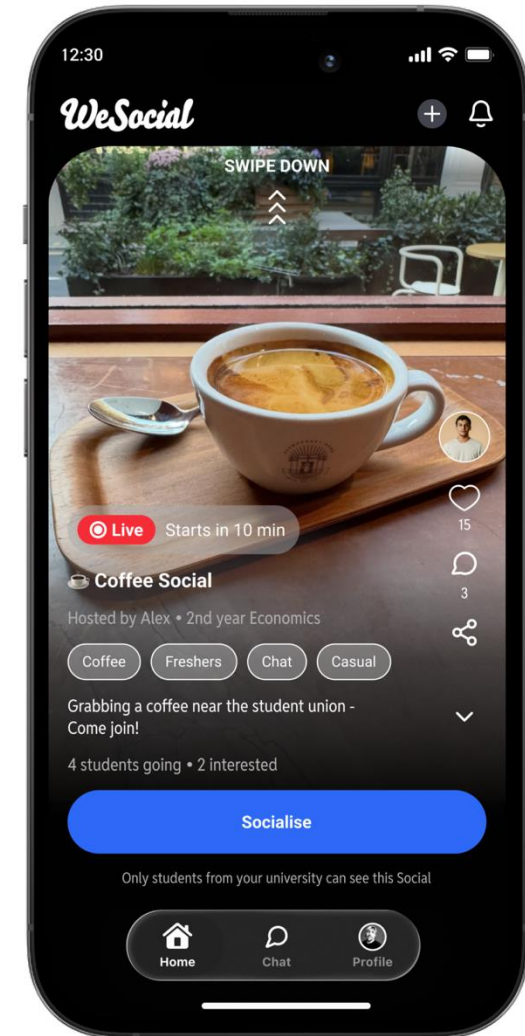
Meet *WeSocial*

Discover real-world moments,
as they happen.

Built around what people are
doing - not what they're posting.



See what's happening. [Show up](#)



How Participation Media works.

Every moment creates the next opportunity to participate.

- 1. Create a moment**
Anyone can create in seconds.
- 2. Discover nearby**
Find what's happening around you.
- 3. Join instantly**
See who's going and join.
- 4. Meet in real life**
Real people. Real moments. Real memories.
- 5. More participation**
Every connection creates another opportunity.



Participation Media.

The next category of the internet.

We're not improving Social or Interest Media.
We're building what comes next.

Social & Interest Media Designed for consumption

- Content to watch
- People to follow
- Endless doom scrolling
- Conversations online
- Time spent in-app

VS.

Participation Media Designed for participation

- Moments to join
- People to meet
- Experiences together
- Connections in real life
- Time spent together

The world is ready for Participation Media.

Several once-in-a-generation shifts are coming together. **This is why now.**



1. Social Media has matured

it connected us
digitally.
The next evolution is
helping people
connect in real life.



2. AI is making content infinite

AI is flooding the internet
with content. Authentic,
real-world experiences
become increasingly
valuable.



3. Loneliness is rising

1 in 3
young adults
report feeling
lonely.



4. Technology is finally ready

Smartphones, precise
location, AI recommendations
and instant creation.
Everything Participation Media
needs, now exists.

These shifts create the perfect moment for Participation Media. **WeSocial is bringing it to life.**

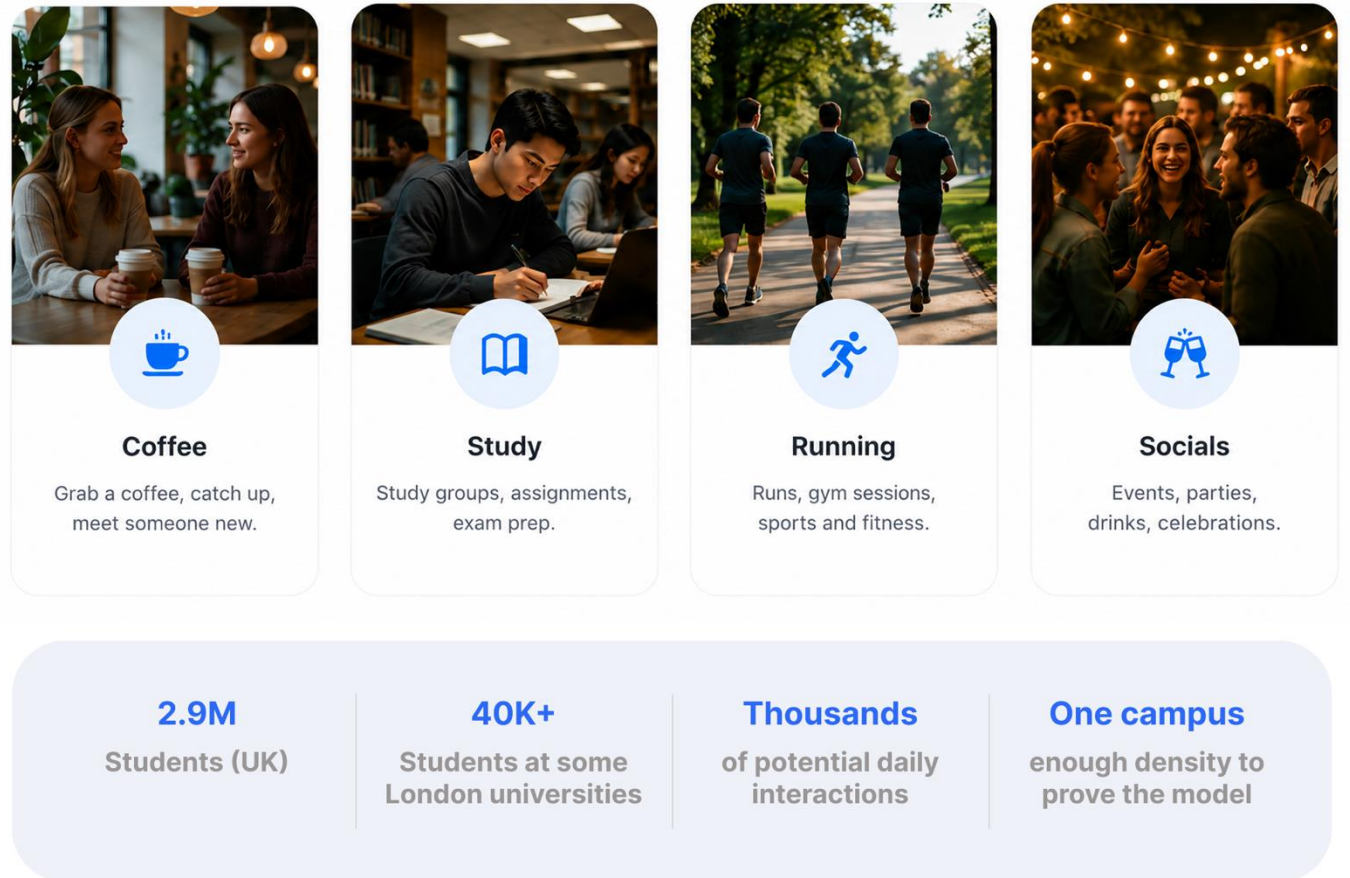
Every network needs a starting point.

WeSocial begins with universities.

Every campus is filled with thousands of real-world moments waiting to happen.

Most of them never get discovered.

“Universities are the world’s densest environments of real-world interactions.”



Universities aren't the opportunity. **They're where we prove Participation Media first.**

Why universities?

Because nowhere else combines density, trust and participation like a university campus.

Universities give WeSocial the ideal conditions to reach critical mass.



1. High density

Thousands of students in one place. Every day.



2. Trusted communities

Verified identities.
Shared context.
Safe environments.



3. Existing networks

Societies, sports clubs and events already create demand.



4. Repeatable rollout

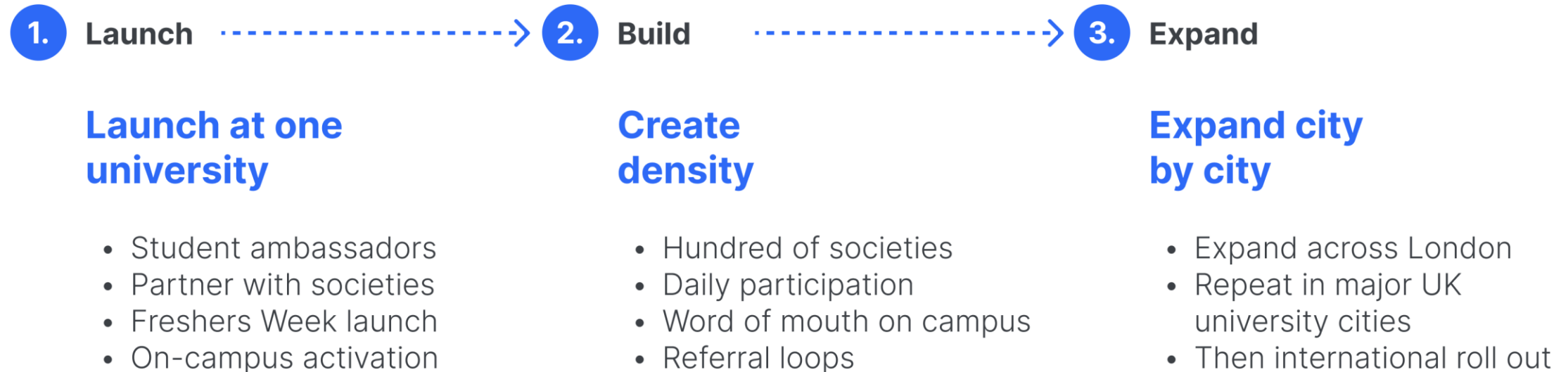
Launch at one campus.
Learn, refine and expand city by city.

Once we prove Participation Media on campus, **then scale it to every community.**

Campus-by-campus rollout

Win one campus. Build density. Repeat.

Our go-to-market strategy is simple: build density on one campus, then repeat the playbook city by city.



Target: First 6 months: 25,000 verified students. 3-5 universities

Momentum & validation

Student research supports the behaviour behind WeSocial

Student research

- 83%** Value meeting students with similar interests
- 67%** Discovering casual activities around them
- 70%** Rated the WeSocial concept useful 4.5 out of 5
- 73%** Have experienced finding out about something too late

Based on 30 student survey responses + 5 in-depth interviews

"I wish this existed when I started university."
— **Society President, UCL**

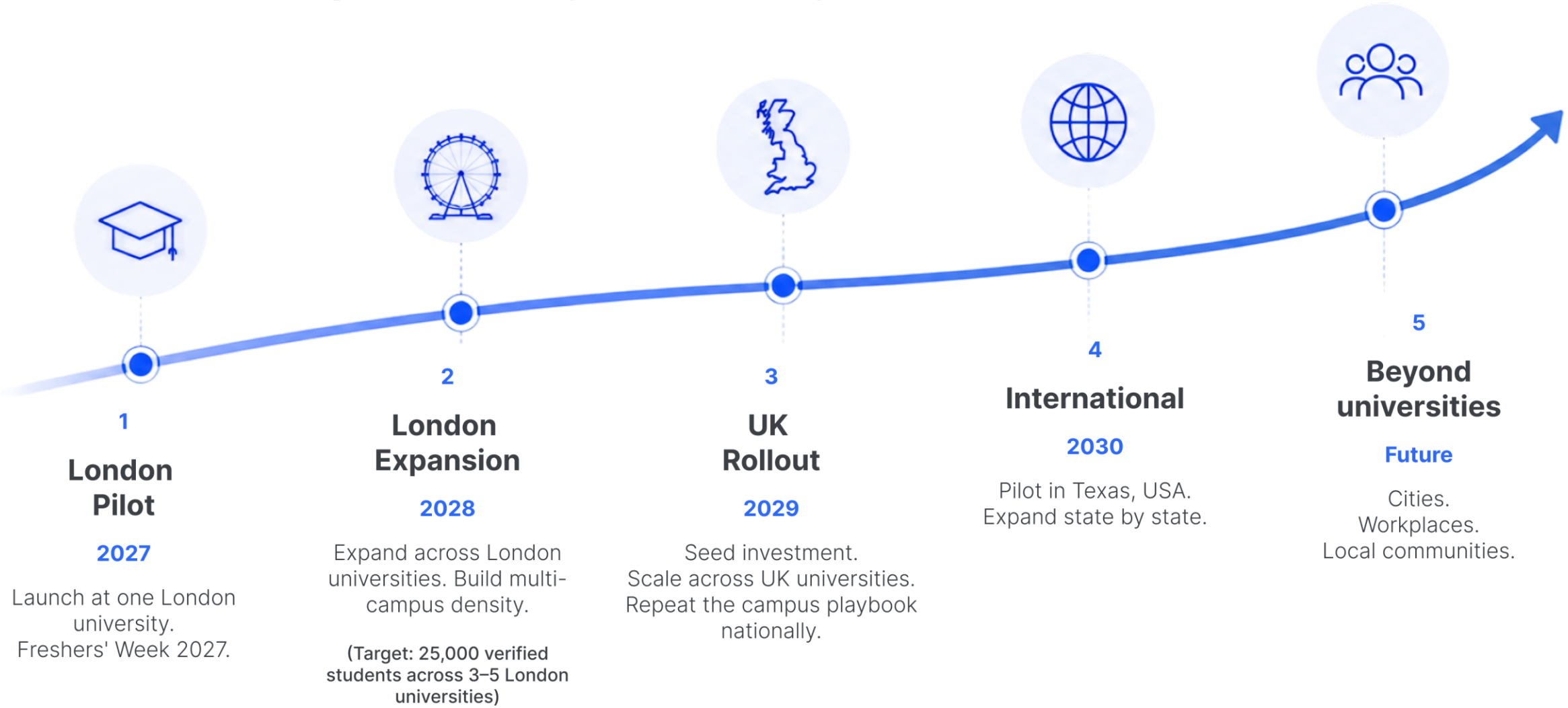
We're ready to execute

- ✓ **Working prototype complete**
- ✓ **Development partner selected**
- ✓ **SEIS Advance Assurance approved**
- ✓ **Brand, trademark & domains secured**
- ✓ **Campus launch plan defined**
- ✓ **8 universities exploring pilots**
- ✓ **15+ student ambassadors**
- ✓ **Early society outreach confirms demand**

"If you don't already know people, you miss everything."
— **Student, Kings College**

The future of *WeSocial*

From one campus to every community.



The team behind *WeSocial*

Together we combine product execution, world-class engineering, commercial growth and organisational scaling.



David Robertson

Founder & CEO

Led the delivery of The AA's large-scale mobile app transformation, coordinating cross-functional teams from strategy through to App Store launch. Product designer by trade, now building WeSocial to redefine real-world social connection.

..... Supported by experienced advisors



Dixit Patel

Technical Advisor



Mobile Software Engineer at Google Search. Advises WeSocial on mobile architecture, engineering decisions and works closely with our development partner to deliver a world-class product.



Helen Pericleous

Operational Advisor



SVP People & Talent at Zilch, leading talent strategy and organisational scaling. Advises WeSocial on building the team, culture and foundations for rapid growth.



Alex Eckardt

Commercial Advisor



Senior Business Development Manager at Amazon (AWS). Advises WeSocial on partnerships, commercial strategy and scaling the business for long-term growth.

The investment ask

Backing the launch of *WeSocial*

£500,000

for 18% equity

Funding development + 18 months of post-launch runway

The investment will:



Launch WeSocial across London universities.



Target 25k students and prove repeat participation.

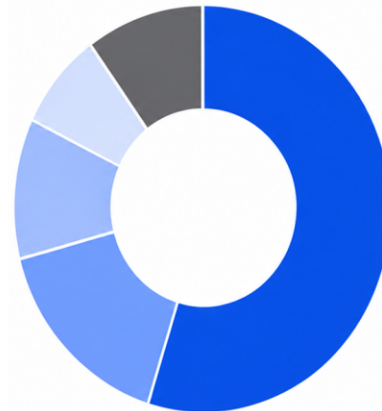


Prove the repeatable campus play book.



Build the foundations for national rollout.

Capital allocation



55% - Product & Engineering
(£275k)



16% - Founder & Team
(£80k)



11% - Campus Launch & Growth
(£55k)



8% - Operations & Professional
(£40k)



10% - Contingency / runway reserve
(£50k)

Real life is better together.

WeSocial