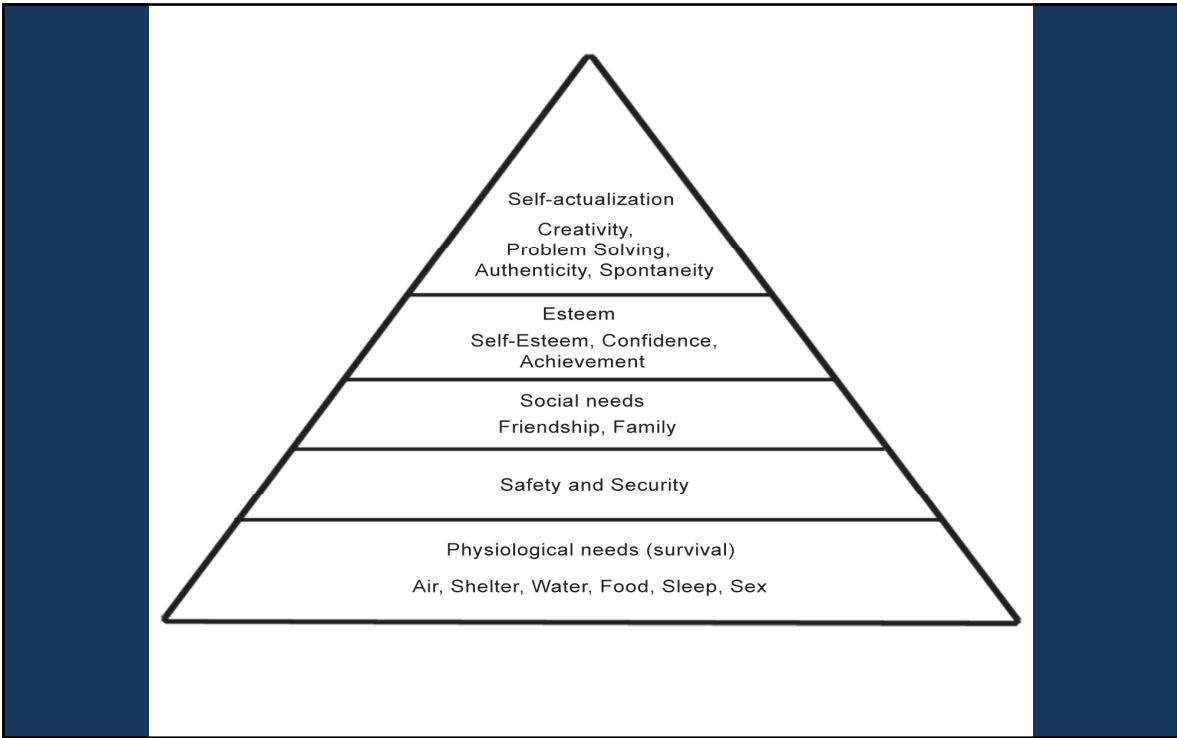




a brief case for humanity & community

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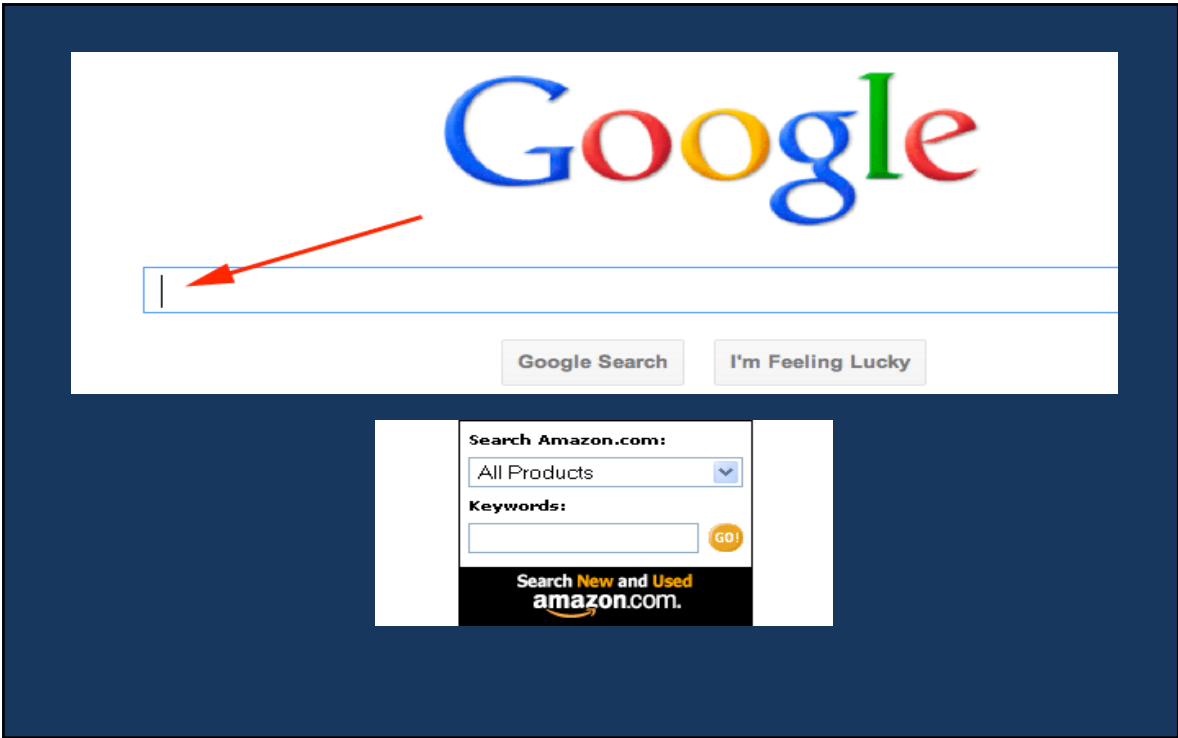
Relationships matter



Humanity



Humanity



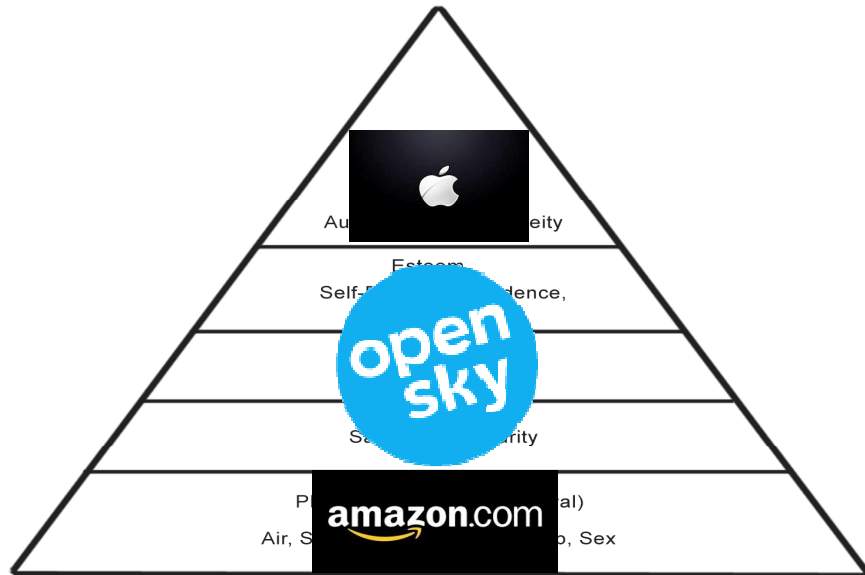


Search = Vending Machine Retail

- Brand becomes commodity
- SEM / SEO arbitrage = no margin
- Consumers may transact yet develop no loyalty

Good for Google & Amazon, bad for you (long-term)

Back to Maslow



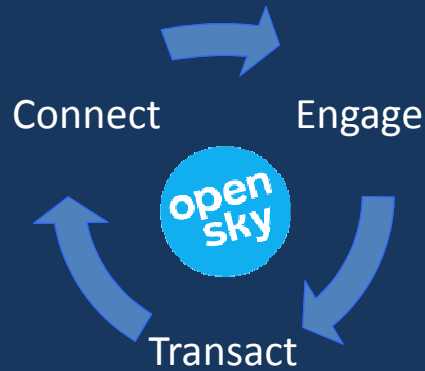
Community = Happiness

Engagement = Loyalty & \$\$ for
merchants



We connect **merchants** to **buyers** in the only marketplace powered by social connections

The Discovery Process



Network effects built around Trust

“If ebay & Facebook had a baby, it would look a lot like OpenSky”

- Bloomberg

Daily Our Social Marketplace Creates...



100+

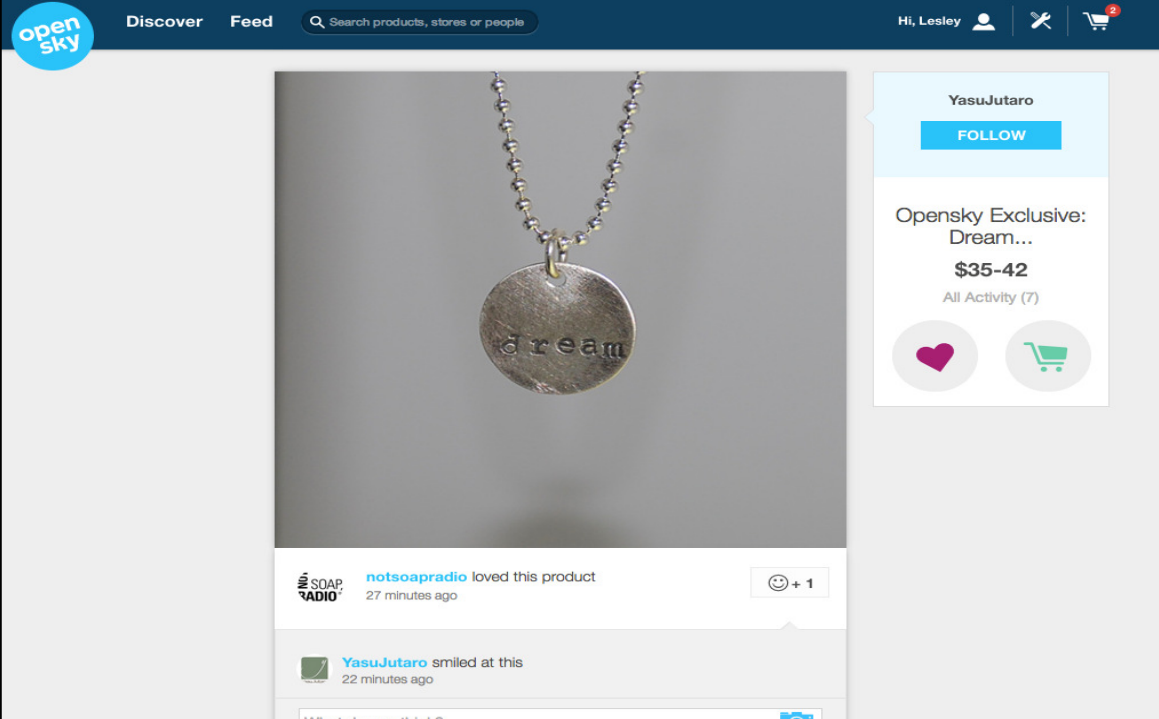
New Merchants

1,000+

New Members

10,000+



New Friend Connections





open sky Discover Feed Search products, stores or people Hi, Lesley


YasuJutaro
FOLLOW

Opensky Exclusive: Dream...
\$35-42
All Activity (7)


 

 **notsoapradio** loved this product 27 minutes ago + 1

 **YasuJutaro** smiled at this 22 minutes ago

What do you think? 

open sky Discover Feed Search products, stores or people Hi, Lesley



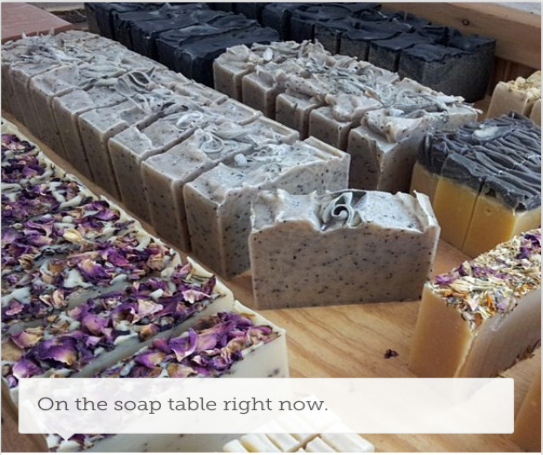
"You were born with potential. You were born with goodness and trust. You were born with ideals and dreams. You were bo...
Read More

SoulKu about 2 hours ago + 5

Cori Eberling smiled at this 35 minutes ago

Callio Fragrance smiled at this 20 minutes ago

open sky Discover Feed Search products, stores or people Hi, Lesley



On the soap table right now.

Old Factory Soap Company about 6 hours ago + 14


Sarah Lisitski smiled at this about 4 hours ago

SoulKu smiled at this about 3 hours ago

The screenshot shows the Open Sky website interface. At the top left is the 'open sky' logo. The navigation bar includes 'Discover', 'Feed' with a notification badge '2', and a search bar with the text 'Search products, stores or people'. On the right, it says 'Hi, Lesley' with a user icon and a shopping cart icon with a notification badge '1'. Below the navigation is a text input field with the placeholder 'What do you think?'. The main content area features a large promotional banner for 'lucky' charms. The banner has a green header with the text 'Time to get lucky' and a photo of several colorful lucky cat figurines. Below the photo, it says 'Free Shipping on ALL items ALL week long!'. Underneath the banner, there are two user interactions: 'Olive Yew!' with a profile picture and the text 'about 9 hours ago' next to a '+4' reaction button, and 'Kevin Ambrosini' with a profile picture and the text 'smiled at this about 9 hours ago'.

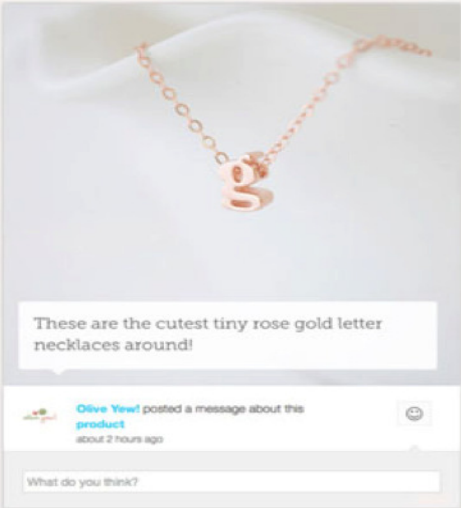
This is a close-up screenshot of a social media post. The main image is a close-up of a blueberry tart on a wooden surface. To the right of the image is a white heart icon on a circular background. Below the image, the text 'w product.' is partially visible. A large, circular blue callout bubble highlights a '+1' reaction button, which consists of a smiley face icon and the text '+1'.

FACT #1



more followers = more sales

FACT #2



These are the cutest tiny rose gold letter necklaces around!

Olive View! posted a message about this product about 2 hours ago

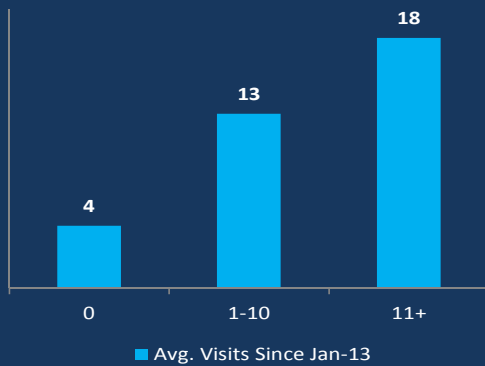
What do you think?

more engagement = more sales

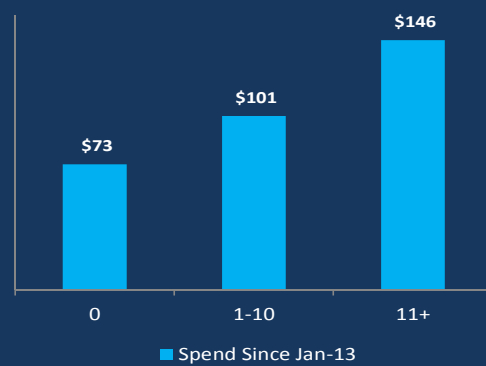


The Power of the Network Effect

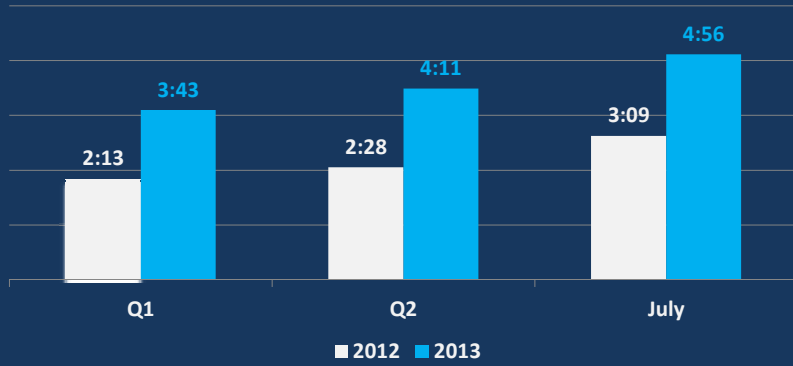
Total Visits per # of Friends



Total Spend per # of Friends



Network Effects Driving... Time on Site

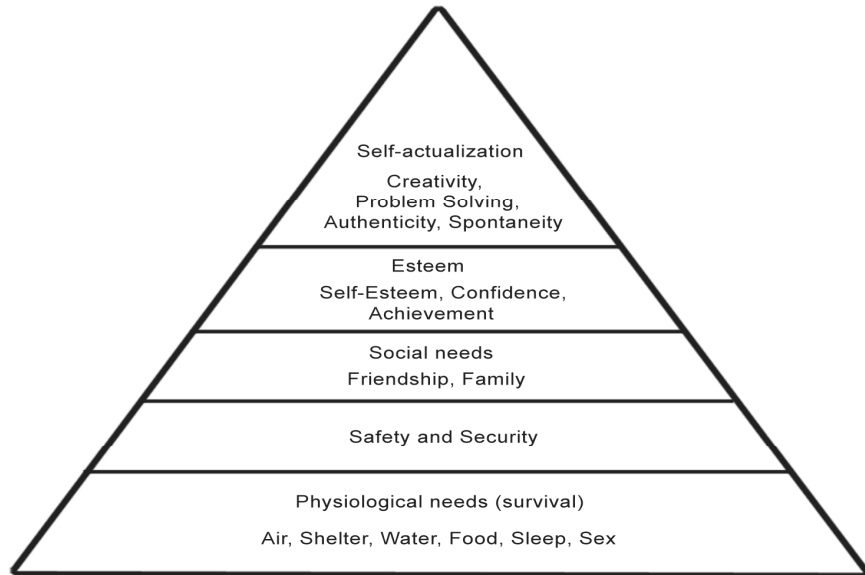
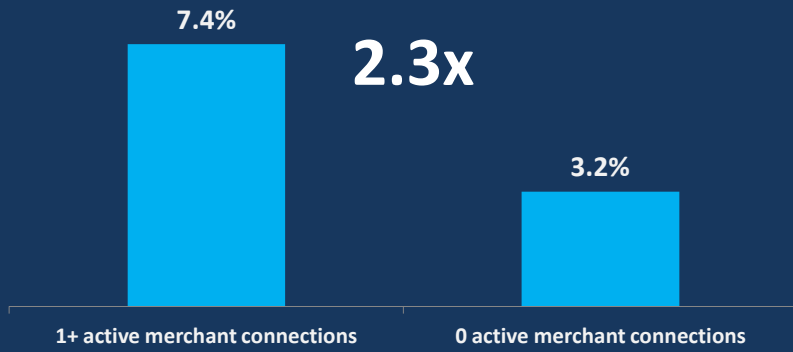


Network Effects Driving... Cross Category Shopping

80%
Cross Category

Active Merchants Driving Conversion

Buy rate of active members
(June)



Most economic theory could be
revolutionized by aligning with
higher values

Most corporate behavior actually
focuses on the most base



**Forbes Most Promising
Fast Company Most Innovative
Crain's NY Best Places to Work**



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