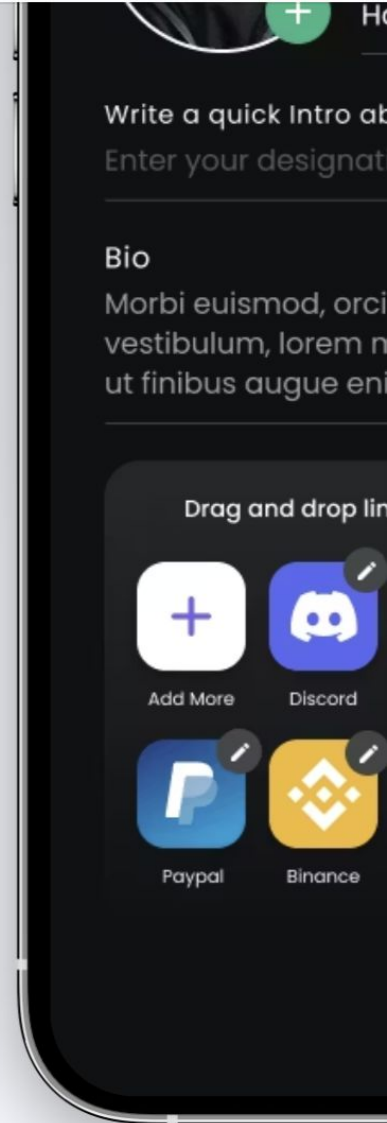
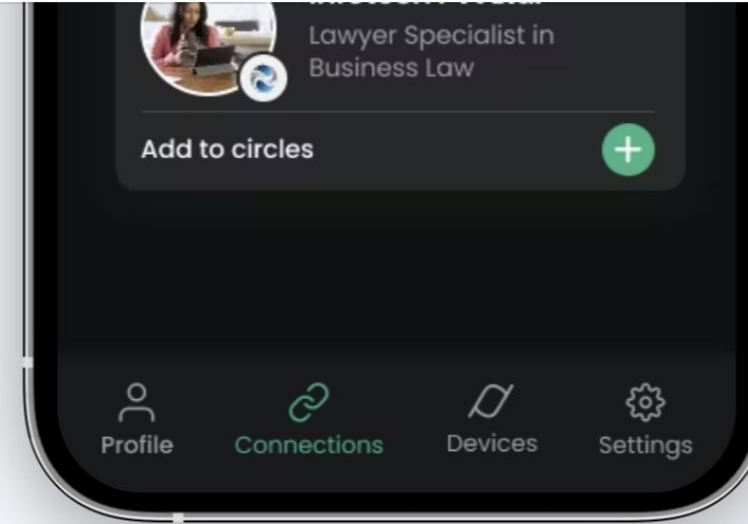




myCircle

OUR MISSION —

Empowering professionals and communities to effortlessly build and activate meaningful, verified networks.



Professional Networking sites such as LinkedIn are outdated and no longer provide the services needed by today's digital professionals, by web3 communities, blockchains, digital nomads, DAOs, decentralized communities, Government Enterprises, alumni associations, niche groups.

There is a lack of TRUST

lack of Verification

lack of Community

lack of PRIVACY

NO tools for Community Engagement

NO tools for Private Communities



Powerful features that redefine how communities and individuals connect.

1. Customizable Circles™

Instantly locate relevant connections based on detailed tags, making every interaction efficient and intentional.

2. Verified Identity & Community Badges

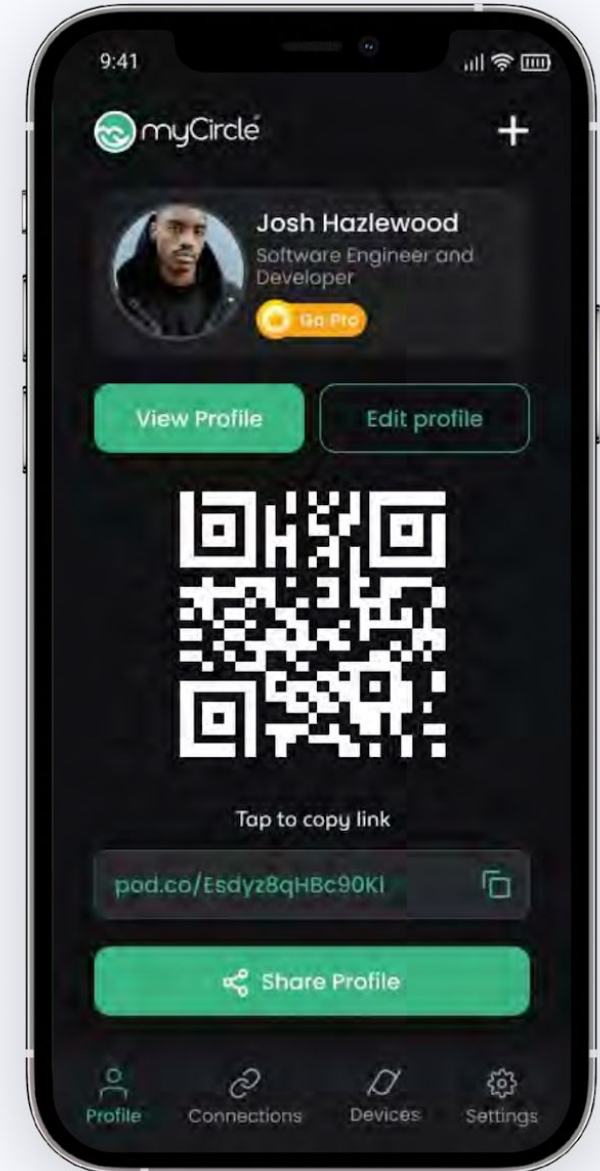
Users earn trust with admin-verified badges, visible on every profile.

3. AI-Powered Suggestions

myCircle recommends high-value connections and follow-ups—based on behavior and shared tags.

4. 'Current Ask' Profile Display

Users can share what they're looking for—jobs, partners, referrals—right on their profile.



Purpose-built for events and communities to maximize value.

1. Event Attendees Download myCircle

Attendees gain access to the myCircle mobile app—providing value long after the event ends.

2. Admin-Managed Circles

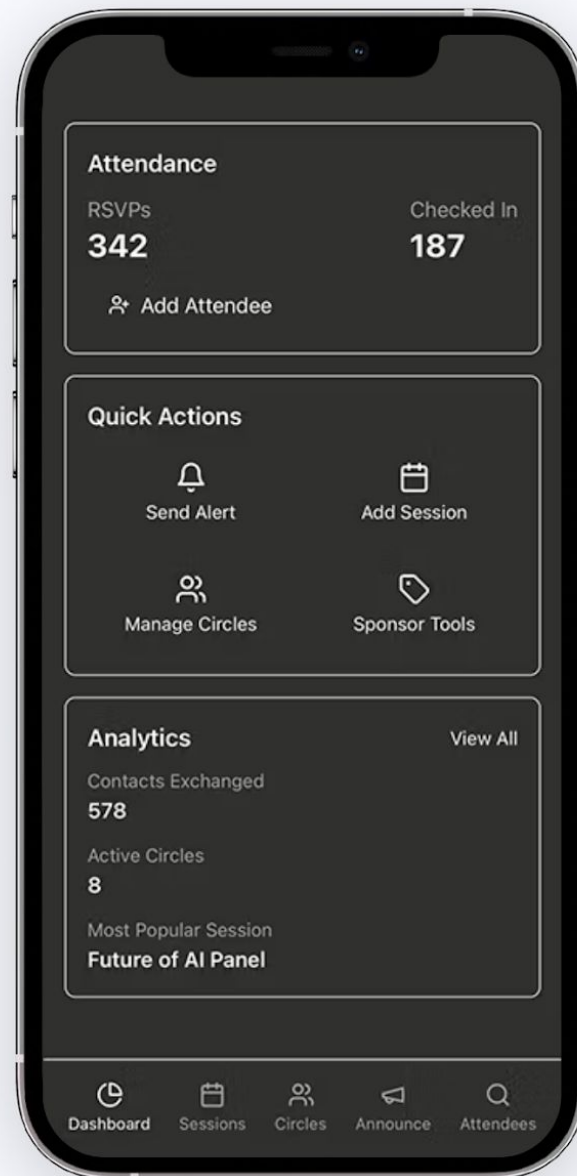
Organizations can create exclusive Circles and control access based on real-world roles or assets.

3. Event & Announcement Tools

Upload schedules, send push notifications, and keep attendees in sync before, during, and after the event.

4. AI-Driven Insights

Visibility into attendee behavior, engagement trends, and inactive segments—optimize retention and follow-ups.



Market Opportunity

TAM

\$280B

Global professional event
and conferencing industry.

Total Addressable Market

SAM

\$50B

U.S. market specifically focused on
enterprise internal networking
tools, corporate events, and
professional conferences.

Serviceable Addressable Market

SOM

\$500M

Mid-size conferences,
industry associations,
targeted professional
events.

Serviceable Obtainable Market



SAAS: White-Label

SocialFi: Verified Networking + Decentralized Finance

www.mycircle.co
leon@mycircle.co



YOUR ORGANIZATION, OUR TECHNOLOGY



Branding & Customization

Add your logo, colors, and domain for a fully branded experience.



Mobile & Desktop

Seamless networking via iOS/Android apps and a web platform.



Administration & Control





Manage roles, content, and analytics through a single dashboard.



Integrations & Automation

SSO, APIs, and automated workflows to streamline operations.

Competitor Landscape:

				
Feature	myCircle	Intch	LinkedIn	Whova
Professional Networking	Comprehensive platform with AI-powered matching	Limited to event-based connections	Outdated, cluttered interface	Event-focused, limited networking capabilities
Community Building	Token-gated communities, customizable online Circles	X	Limited group functionality	X
Event Management	Integrated event management with conference tools	X	Limited event functionality	Comprehensive event management, but limited networking
Digital Business Cards	Interactive, customizable, and easily shareable	Static, limited customization	X	X
Verified Identity	Integrated verified identity for secure connections	X	Limited verification process	X

Go-to-Market: SAAS Platform Marketing



Core Strategy: B2B SAAS Platform Licensing

Web3 Communities , Blockchains, Govt Entities, Alumni Associations

Key Partners Include:



Key Pillars for Adoption & Growth:

Strategic Partnerships

Onboarding over 1.5M+ users in 12 months through key partners, creating immediate network effects.

Product-Led User Engagement

Free app: digital business card + Conference Networking tools serve as frictionless entry points to our ecosystem.

Ecosystem & Web3 Integration

The .mycircle TLD and integrated event management tools provide deep value, making our platform indispensable.

Own Your Professional Identity with .myCircle



Firstname + Lastname, Social handle, Nicknames, Hobbies

Earn Badges. Join the Community.



myCircle Marble
Hold 5 .myCircle domains



myCircle Silver
Hold 10 .myCircle domains



myCircle Gold
Hold 25 .myCircle domains



myCircle Diamond
Hold 50 .myCircle domains

COMMUNITY INTEGRATION



A New Era of Onchain Networking

Unstoppable Domains is building the **backbone for Web3 identity**—and myCircle joins as a dedicated domain within that ecosystem, **bridging decentralized credentials with real-world professional networking.**

By linking **.mycircle domains** to user profiles, we give individuals a way to **own their identity across platforms**, while enabling communities and events to **verify participants, foster trusted connections**, and **unlock reputation-based engagement** across digital and physical spaces.



COMMUNITY INTEGRATION

Empowering the Polkadot Ecosystem

Polkadot is creating a more connected, decentralized world—and **myCircle will play a vital role** in helping its community members build **meaningful, verified relationships** across projects, events, and governance layers.

Through **exclusive Circles, role-based badges,** and **CRM-style event engagement tools,** myCircle will enable **Polkadot to strengthen trust within its ecosystem** while providing organizers with a **robust platform to manage communities,** track interactions, and **deepen collaboration both digitally and in person.**



COMMUNITY INTEGRATION

Strengthening Web3 Communities

Pudgy Penguins is expanding its ecosystem through global events and activations, and **myCircle will power the networking layer** behind these experiences—connecting holders, collaborators, and partners through structured, verified engagement.

By **licensing myCircle's mobile app and event dashboard**, Pudgy Penguins can create **exclusive Circles** (e.g., **Verified Holders, IRL Guests**), manage RSVPs, and track event engagement—bridging Web3 identity with **real-world community connection and utility**.





PARTNERSHIPS

Preloaded on Every XFORGE Device

XFORGE's privacy-first smartphone ecosystem is designed for forward-thinking professionals who value security and utility. As a **native, pre-installed app** on every XFORGE device, **myCircle becomes an integral part of the user experience from day one.**

By **embedding myCircle directly into the hardware ecosystem**, XFORGE enables **effortless adoption of secure, contactless networking at scale**—eliminating friction and turning every device into a **gateway for smart relationship building.**



COMMUNITY INTEGRATION

A New Standard for Verification in Miami

Establishing an **official City of Miami Verified Professional Directory**, providing businesses a trusted **digital verification badge**.

- **Verified Users:** Authenticated profiles differentiate real professionals from fraud.
- **Unified Profiles:** Real-time, accurate listings across the city directory.
- **Customizable Circles:** City-managed groups that enhance community trust.
- **Event Insights:** Valuable analytics on event attendance, demographics, and interests.

Meet the myCircle Team



Leon Gomez
FOUNDER, CEO



Mauricio Calvo
DIRECTOR OF INNOVATION



Adam Osadon
HEAD OF MARKETING



Maria Lobanova
COMMUNICATIONS DIRECTOR



Brandt Michelet
CFO



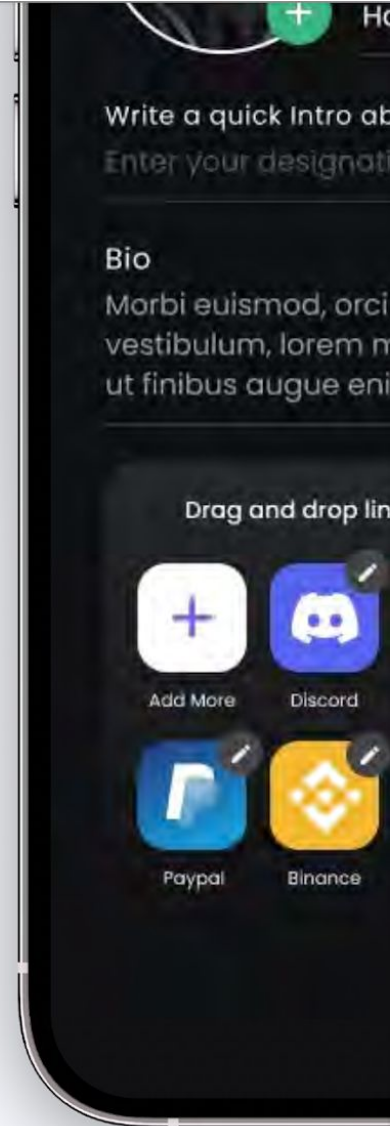
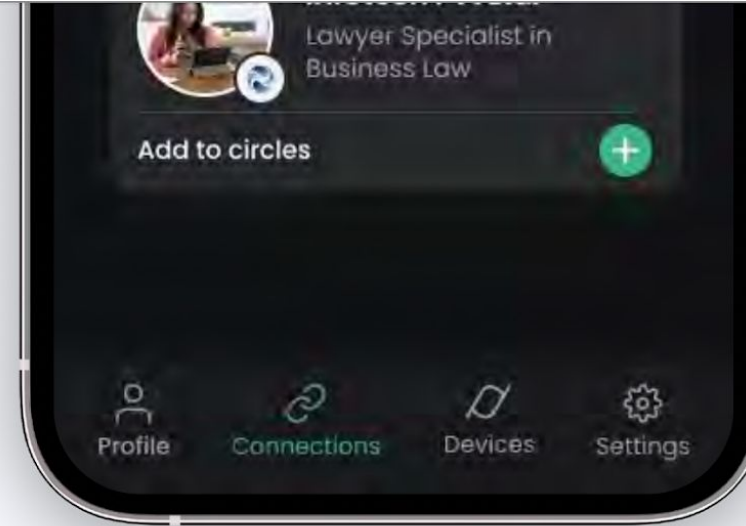
Sandy Carter
ADVISOR



Josh Hale
ADVISOR



Abraham Choi
ADVISOR



OUR ASK —

We're raising \$2 Million through a SAFE Note at an \$18 Million Valuation Cap.

Lead investor receives a 10% discount.

This raise provides an **18-month runway**, enabling us to:

- **Accelerate platform development**, fully refining the mobile and admin experiences.
- **Execute our go-to-market strategy**, securing initial enterprise and licensing partnerships.
- **Scale rapidly**, capitalizing on early customer adoption and key strategic partnerships.

Company
myCircle

Contact
leon@mycircle.co

Date
May 2025

Thank You



TEAM

Leon Gomez, Founder & CEO

Background: Communications expert, web3 connector, experienced in community building and innovation, branding

Achievements: Successfully founded and exited two startups in the tech industry.

Mauricio Calvo, Co-Founder & Director of Innovation

Background: Skilled in innovation, strategy, and product development.

Achievements: Led the development of multiple innovative products, resulting in significant revenue growth at UKG Software.

Adam Osadon, Director of Marketing

Background: Expert in marketing, growth hacking, and brand development.

Achievements: Successfully grew a startup's user base by 500% in 6 months using innovative marketing strategies.

Maria Lobanova, Communications Director

Background: Seasoned communications professional with expertise in public relations, social media, and content creation.

Achievements: Developed and executed successful communications strategies for multiple tech startups, resulting in significant media coverage and brand awareness.

Built and managed high-performing communications teams, fostering a culture of collaboration and innovation.

Brandt Michelete, CFO

Brandt Michelet is a seasoned financial strategist with a distinguished career rooted in leadership and excellence with over 17-years experience in finance.



ADVISORS

Sandy Carter, COO - Unstoppable Domains, Forbes Contributor, Named by Forbes part of "11 Women Leading AI in the US"

Expertise: Blockchain, AI, ML, Cloud Computing, Innovation, and Entrepreneurship

Josh Hale, Legal Advisor, Govt of El Salvador

Expertise: Blockchain Law, Cryptocurrency Regulation, Fintech, and Compliance

Abraham Choi, Advisor, Gaming VC

Expertise: Gaming, Communities, Blockchain, AI, Entrepreneurship, Innovation

REFERENCES

1. Gartner (2022) Market Research Study

Specific Data Mentioned: Global market for advanced networking platforms to reach \$10.3 billion by 2025

2. Forrester (2020) Report

The Economic Impact of Inefficient Networking"

"Global Networking Platforms Market 2020-2025"

3. LinkedIn (2022) Survey

- "2022 Global Networking Trends"

- "Challenges in Professional Networking: A 2022 Survey"

Specific Data Mentioned: 49% of professionals face challenges with effective networking.

