



people on the
planet and we
are more apart
than ever
before

OUR TEAM



CARMEL BOSS
Chief Executive Officer

Strong Business background, artist, and mother with 25+ years of experience in the for-profit and non-profit sectors



GALEN BUCKWALTER
Research Scientist

Institute for Creative Technologies at USC, TidePool, eHarmony, inc



HIRON MINON
Chief Technology Officer

KABINETo, TripScope, A Hundred Years, HUGE



LEE O'DONOVAN
Marketing & Partnerships

Former Google and YouTube director with experience in Marketing, Branding, partnerships & user acquisition



ADVISORY BOARD

Gina Anastasi
Entrepreneur Consultant

Former COO at rent.com, Leadpoint, and Ubermedia, an Idealab company

Cassandra Campbell
VP Product manager

at Tillster, Demand Media, Virgin Charter, Yahoo News

Peter Trepp
COO

Service Mesh, Blackline Systems, UCLA Anderson Alumni President

THE NEED IN THE US

“ Social isolation and loneliness are epidemic and have a profound effect on cognition and health. Consistent human connection - community - is central to physical and emotional health and CoAbode fosters these significant benefits across the spectrum. ”

- J. Galen Buckwalter, PhD



9.9

million single mother families



12.5



45%

of single mothers have more than one job

THE NEED IN THE US



17.4

million children
being raised
without a father



39

billion dollars owed in
back child support to
29 million children



46%

almost half of older
women (75+) live alone



65%

of US households are owner
occupied, and many struggle
to pay their mortgages



65+

CoAbode offers senior citizens, empty nesters,
and retirees the ability to share their homes with
families, building stability, safety and support



WE NOW LIVE IN A

SHARING ECONOMY

INTRODUCING



CoAbode was originally founded on the principle that two single mothers raising children together can achieve more than one going it alone.

Combining rents and resources allows single mothers and their kids to afford a better home in a better school district, helps lighten the load of parenting and childcare, and enhances their economic opportunities.

Two adults sharing a home have the financial benefits of married couples, are afforded more free time, greater access to opportunity, and the security of knowing their children are safe, their bills are paid and their savings of time and money are growing.

CoAbode is the next generation of social networking, taking interaction off the screen and into day to day life. We match people for home-sharing based on personality, what each person values, and for community building at every stage of life, building stable homes, shared child care and stability in uncertain times. Real life social connection and home-sharing builds health and well-being and millions can benefit from our approach to community building through CoAbode.

THE SOLUTION

A **trusted source** that creates connections through house sharing opportunities, financial stability and community support.

Afford a better house or apartment, within a safer neighborhood

Split the cost of rent and overhead expenses

Lighten the burden of daily chores such as cooking, grocery shopping laundry, homework, carpooling and child care



HOPE

Start a new life



IMPROVE LIVING CONDITIONS

For single moms, seniors, single dads and empty-nesters
married couples



EMOTIONAL SUPPORT

Build a better community



WHAT WE DO



Improve the quality of life through house sharing and enabling community

HOW WE DO IT



Through proprietary matching to combine resources and share a home

WHO WE ATTRACT



Millions of single mothers, seniors, boomers, single dads and empty-nesters
People with shared interest-like artists, musicians, or actors

COABODE IN THE PRESS



<https://www.youtube.com/watch?v=23-wTHXMiol>



TIME

mothering
NATURAL FAMILY LIVING



Ladies Home
Journal



The Washington Post

The CHRISTIAN SCIENCE
MONITOR



Upcoming media
coverage



THE
NEW YORKER

People

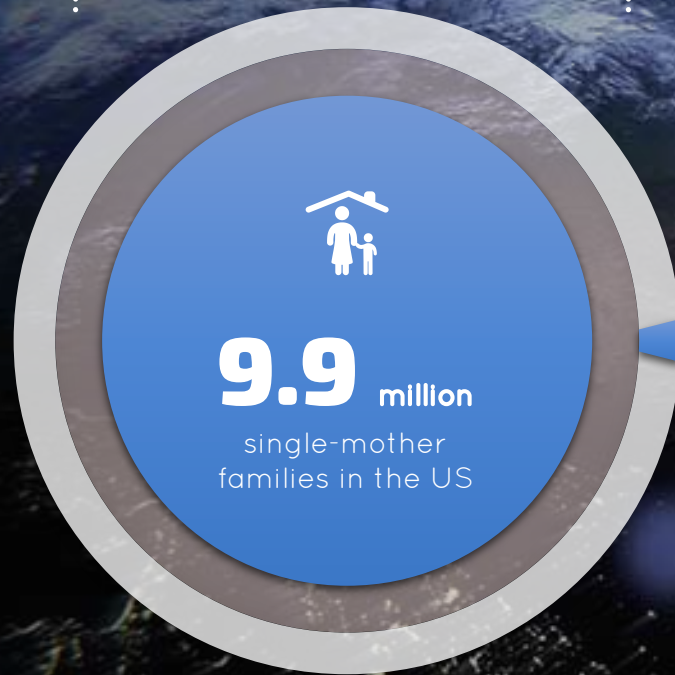
The New York Times

ADDRESSABLE MARKET

NEW VERTICALS

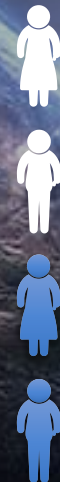


Untapped Potential



70k
Current Users

10.9 million



Senior Citizens

2.6 million



Single Dads

21.2 million



College Students

8.4 million



Cancer Patients

1.8 million



Aids Patients

Single mother families are **just the start**. There are many more people who will benefit from the **CoAbode** solution.



Website Traffic* With **ZERO** Outbound Efforts

Traffic generated by free press.
Media loves the CoAbode story

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Mar 2015	7371	6506	3090	646	7921	2128479	16168	77250	162653	184289
Feb 2015	7601	6669	3252	690	8442	2440539	19335	91071	186744	212839
Jan 2015	8520	7569	3621	753	9921	3219835	23349	112263	234657	264130
Dec 2014	7396	6287	3244	680	9582	2517314	21108	100580	194899	229276
Nov 2014	7815	6773	3504	741	9106	2766524	22234	105129	203207	234452
Oct 2014	7401	6209	3383	754	8865	2498576	23390	104888	192501	229442
Sep 2014	7321	6090	3359	733	8630	2355405	22013	100784	182709	219649
Aug 2014	7365	6260	3231	700	9247	2523292	21724	100175	194077	228340
Jul 2014	8338	6747	3555	752	9573	2742958	23320	110205	209176	258507
Jun 2014	8303	6896	3348	727	9553	2762741	21829	100469	206908	249111
May 2014	8328	7060	3615	728	9812	2948682	22590	112084	218872	258181
Apr 2014	8148	6536	3666	713	9853	2574498	21408	110009	196090	244457

www.coabode.com

*Source: Website page views, analytics
Apr 14-Mar 15'



“CoAbode® is the de novo service provider using an innovative program which is unique and creative, and targets an ever increasing niche in our current society – for house sharing. Your computerized system may prove more efficient and cost effective than the more traditional/conventional systems used by so many service providers.”

JASON COUGHENOUR

HUD Operations Los Angeles

“I never dreamed sharing a home would be this amazing. Simpler. Better. Happier. Easier. Cheaper.”

KAREN

CoAbode member

“It’s a necessity. If it weren’t for sharing the care of my kids with another mom, I wouldn’t have a life”

DANIELLE

CoAbode member

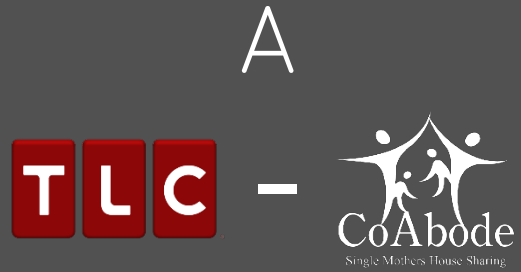
“Economically, we are able to share half the costs of gas, electric, phone and rent, so we can provide a better life for our children and ourselves.”

STAR

CoAbode member

TESTIMONIALS

TELEVISION OPPORTUNITY



A TV show

Currently in Discussion



MOM MATES

FORMAT

hello, MAMAS!

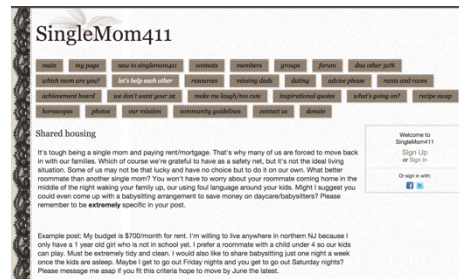
Single mothers, living together – cuz two moms are better than one! The hottest new thing in unconventional households.

two moms who moved their families in together? And the wacky hijinks of those cohabiting moms? Well thanks to a reality! All over the country single moms are meeting and sharing their resources (both financial and emotional) to pool their resources (both financial and emotional) to create an appealing situation. But in these unusual families, the adventure. And trying to be all things for your children many reasons: the 10.8 million single mothers in America, working two jobs make ends meet, and more vulnerable Mom-Mate makes total sense. But how do you find the right one for your family?

Follow the story of one single mother and her young family as they move in and share their lives with. We'll start the story from their initial meeting, and eventually moving in together and becoming a new family. Over a period of time - eight months to a year - heavily documenting their lives at key stages, then periodically checking back in on the family at key moments.

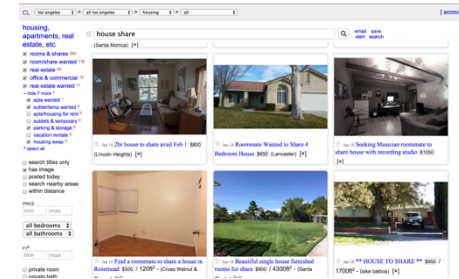
tulu.be/s-YCh6iYOTE

COMPETITORS



Single Mom 411

- Not monitored or curated
- Only 894 members
- Listings not verified



Craigslist

- Lacks focus
- Expensive listings
- Fraudulent listings



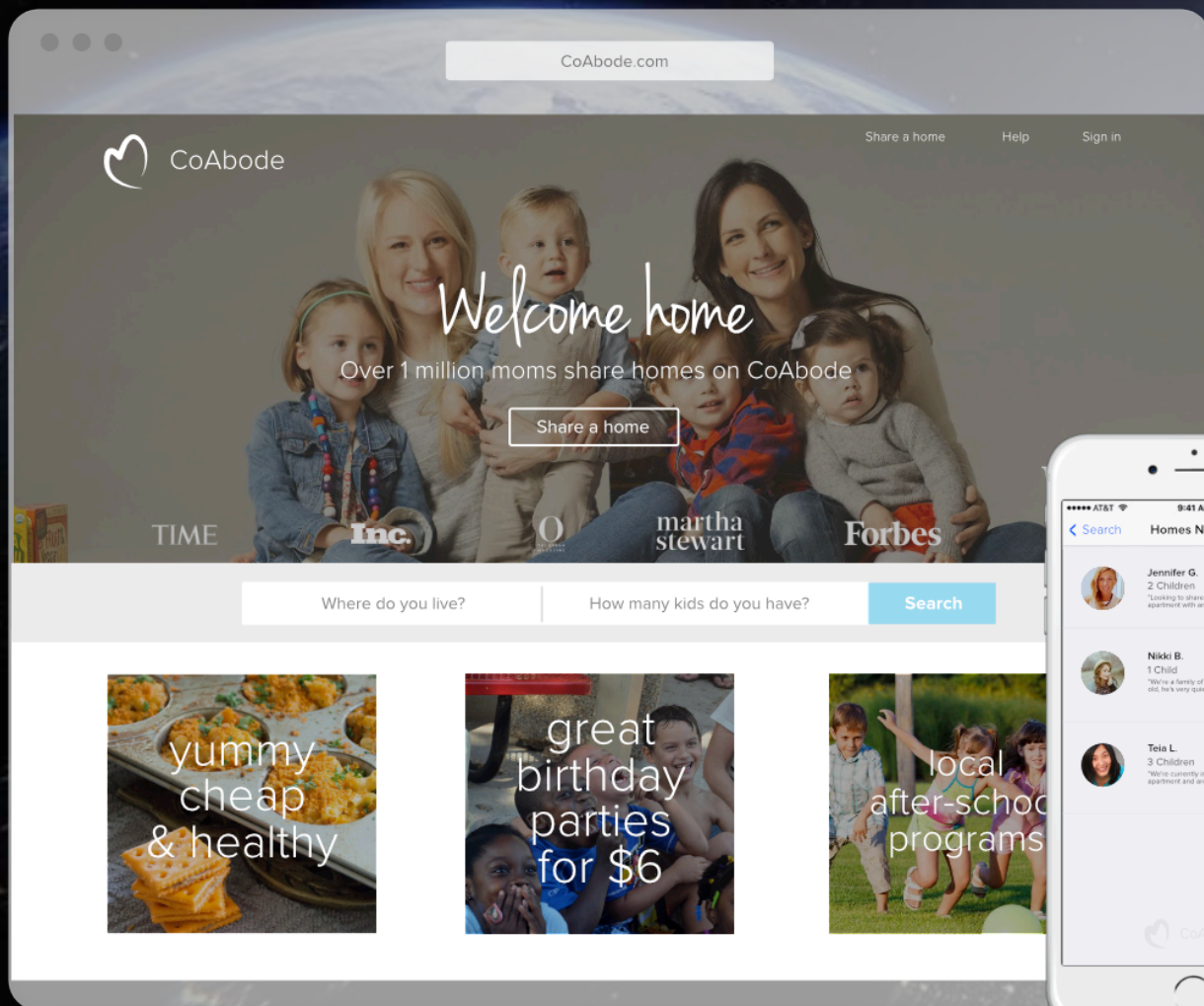
National Shared Housing

- Focused on Seniors
- Antiquated design and functionality
- Not a one-on-one matching program

The background of the entire image is a view of Earth from space. The planet's curvature is visible on the left side, with a bright light source (the sun) on the horizon. The lower portion of the Earth shows city lights at night, while the upper portion shows the blue and white of the atmosphere and clouds.

THE FUTURE OF
CoAbode

PLATFORM REDESIGN



Fresh design



Mobile responsive



Integrated payments



Resource list




Expanded audience

NEW GEOGRAPHIES



 Canada

 USA

 UK

 Australia

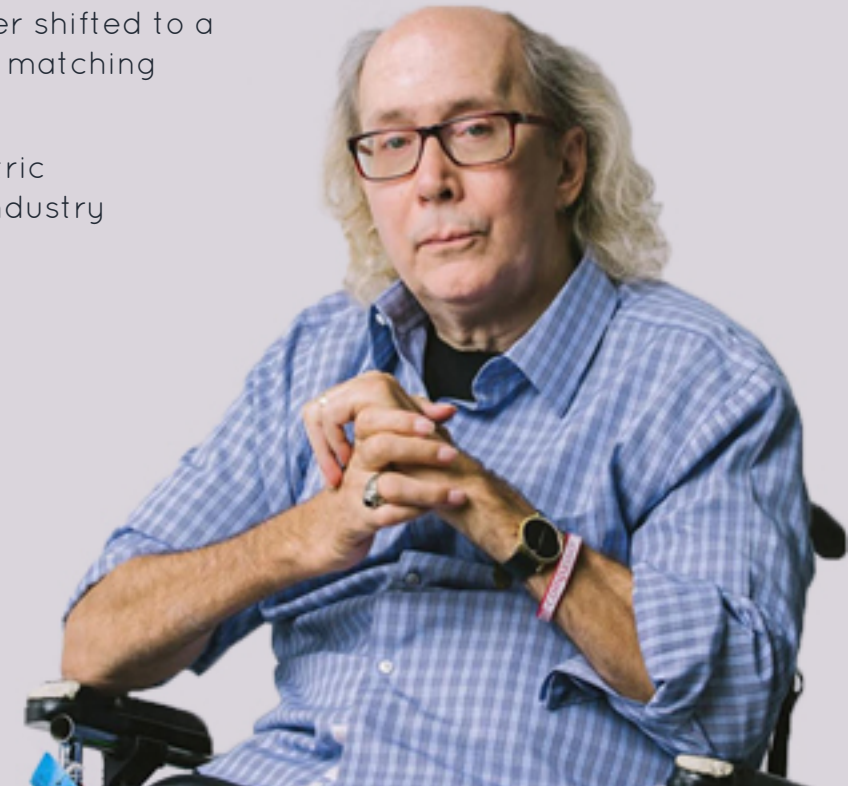
J.GALEN BUCKWALTER, PHD

Developed the CoAbode Proprietary Algorithm

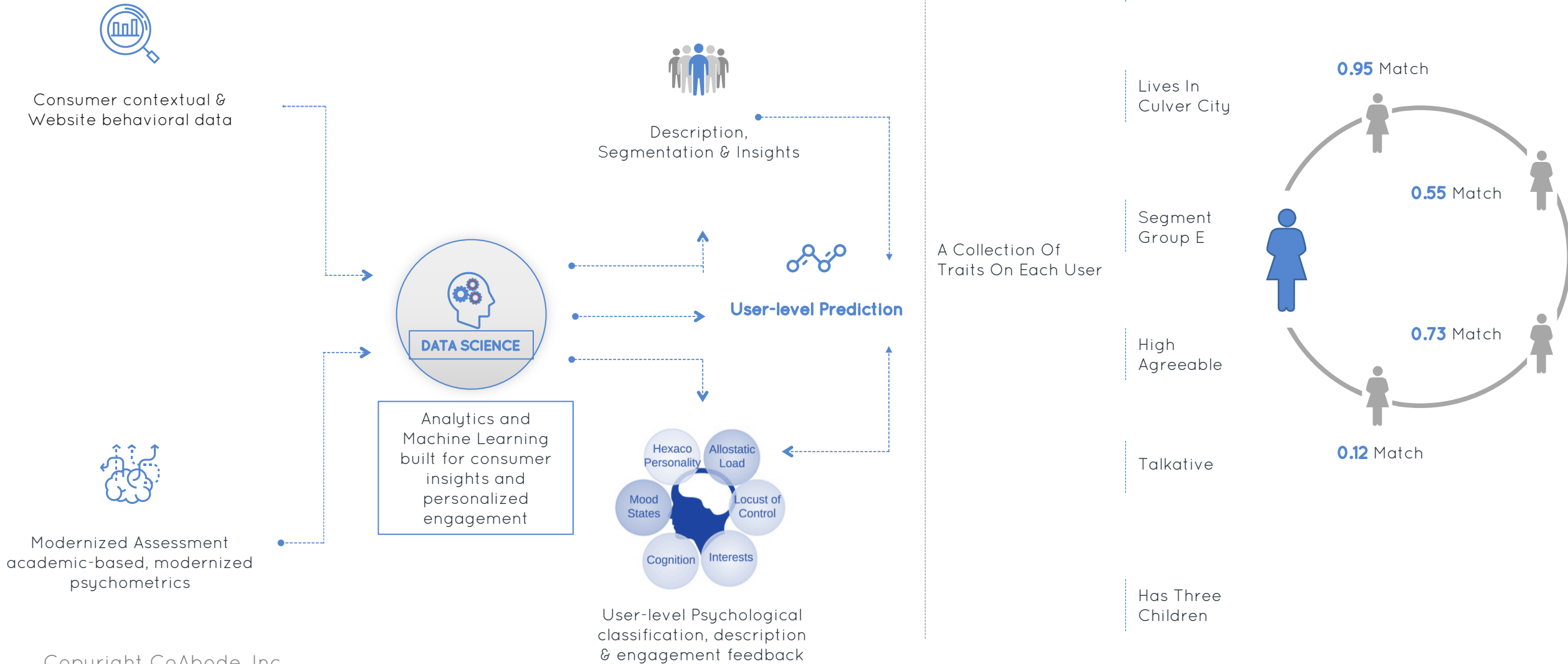
Dr. Buckwalter is a world-renowned research scientist in psychology and psychometrics and the co-founder of psyML.

After years as an academic research scientist at the University of Southern California, Dr. Buckwalter shifted to a career in private industry when he developed the instrument and methods for the successful online matching company, eHarmony.

Currently, Dr. Buckwalter is the co-founder of psyML, which employs explicit and implicit psychometric assessments, data science and machine learning to provide insight to consumers, institutions and industry about aspects of human behavior that are rarely quantified.



COABODE'S PROPRIETARY MATCHING ALGORITHM



BUSINESS MODEL

Freemium app with premium service

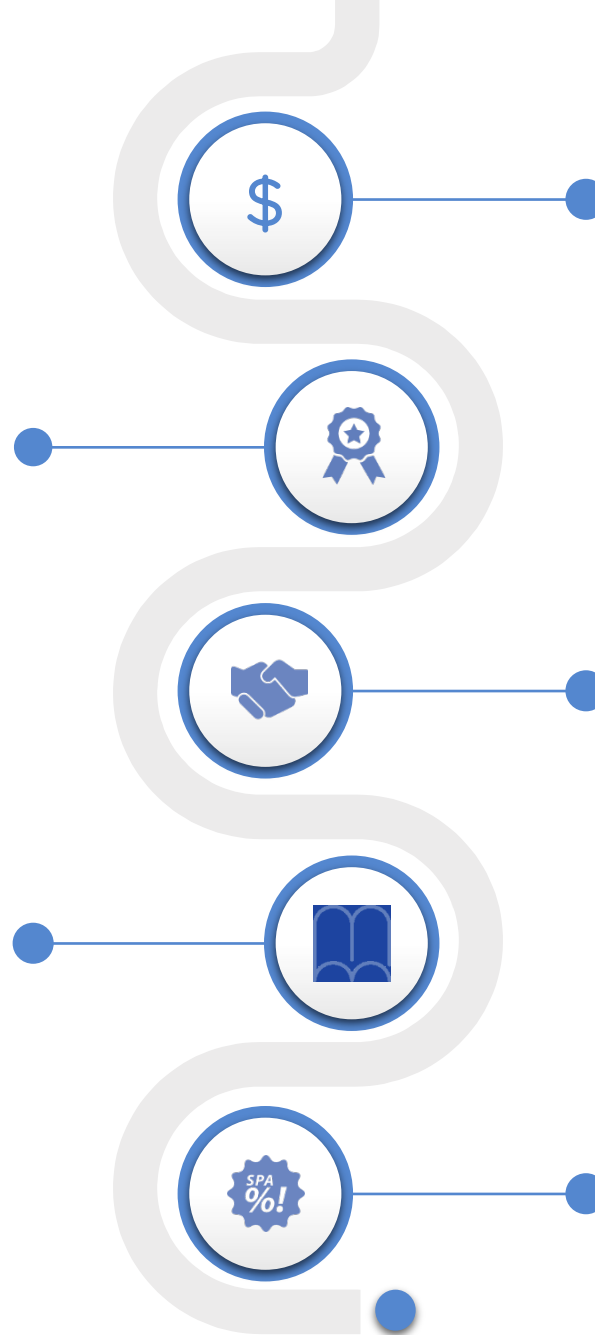
Curated matching: assist users in finding the right match

Access to Premium Content: member giveaway forum (strollers, furniture, etc...)

Background-checks: give users peace of mind for a \$5-10 fee

CoAbode Online Magazine

Media content and targeted resources



Financial Services

Discounted goods and services specifically for CoAbode members Credit Card (8% rate, instead of 13%-18%)

Special pricing for car, health, life insurance

Partnerships

Highly targeted products and services

Integrated Promotions

Curated promotions

SEED ROUND: Up to 1 Million



DEAL TERMS

- Convertible Note
- \$1 Million
- 20% Discount
- 6 Million Cap
- 6% interest rate / 24 month term

USE OF PROCEEDS

- ✓ Platform redesign (web, mobile)
- ✓ Key hires
- ✓ Office space
- ✓ Press outreach
- ✓ Marketing engaged
- ✓ New territories
- ✓ New verticals

PROJECTIONS for US Single Mothers

(Dollars in Thousands)



<i>Income Statement</i>	2016	2017	2018	2019	2020
Revenue					
Monthly Subscriptions	\$0	\$2,190	\$5,132	\$8,216	\$13,154
AARP Services	0	571	3,971	10,648	23,135
Total Revenue	0	2,761	9,103	18,864	36,289
Cost of Goods Sold (COGS)	0	55	182	377	726
Gross Profit	0	2,706	8,921	18,487	35,563
<i>Gross Margin</i>	0.0%	98.0%	98.0%	98.0%	98.0%
Expenses					
Sales & Marketing	29	606	1,368	2,479	4,362
Engineering / R&D / QA	95	745	1,036	1,178	1,294
Operations	13	157	448	763	1,123
General & Administrative	101	992	1,526	1,642	1,899
Total Expenses	237	2,500	4,378	6,062	8,678
Net Operating Profit/(Loss)	(\$237)	\$207	\$4,543	\$12,425	\$26,885
<i>Operating Margin</i>	0.0%	7.5%	49.9%	65.9%	74.1%

<i>Statement of Cash Flows</i>	2016	2017	2018	2019	2020
Cash Flow from Operations before W/C	(\$237)	\$207	\$4,543	\$12,425	\$26,885
Cash Flow from Working Capital	0	0	0	0	0
Cash Flow from Investing (CapEx)	0	0	0	0	0
Cash Flow from Financing (Equity)	1,000	0	0	0	0
Cash Flow from Financing (Debt)	0	0	0	0	0
Net Change in Cash	\$763	\$207	\$4,543	\$12,425	\$26,885



Single Mothers House Sharing

THANK YOU

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