Meet Grihd

Grihd eliminates the pain points of the creative proccess by layering essential administrative tools that typically eat up a lot of precious time.
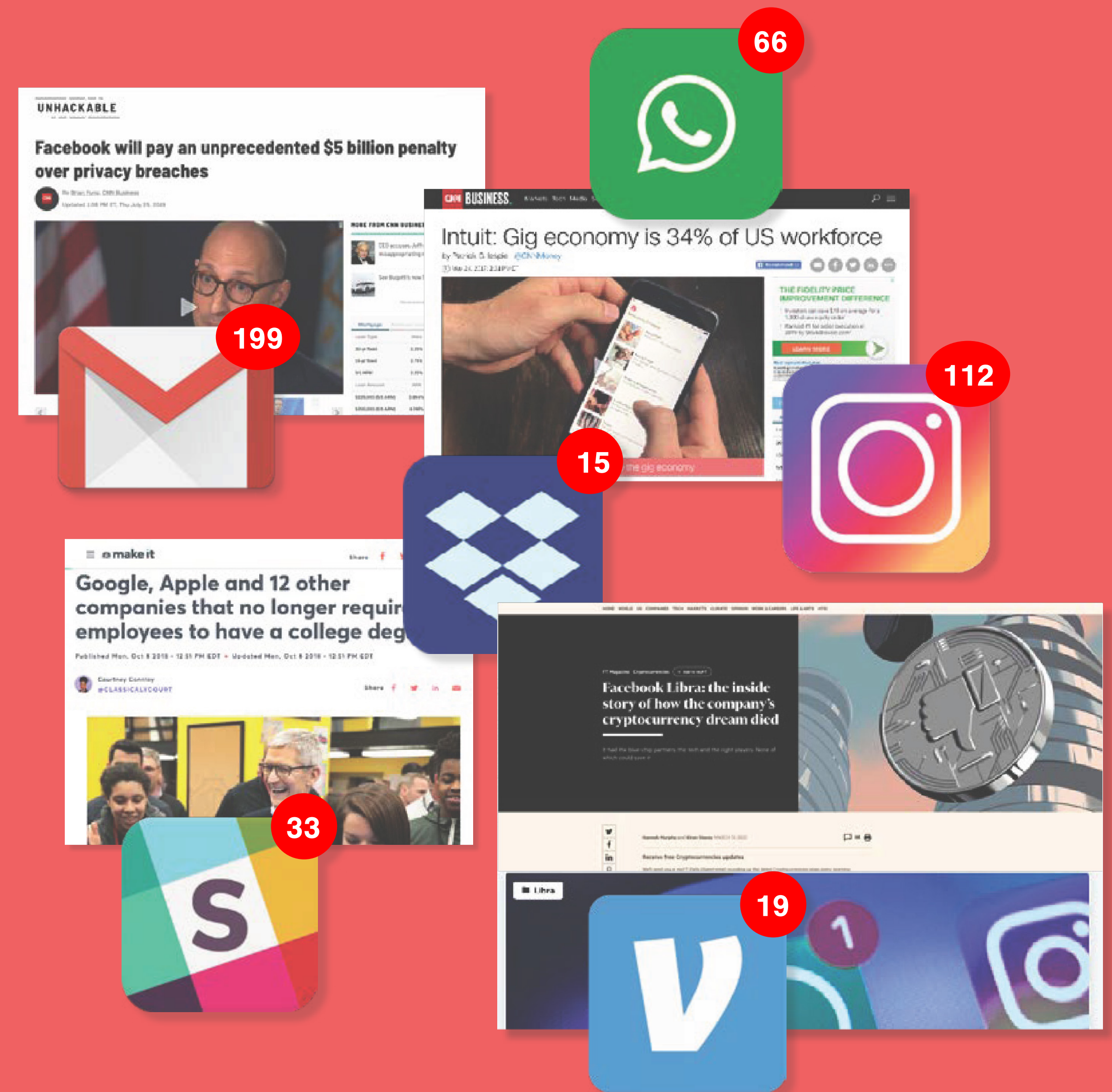
Grihd streamlines workflows and notifications, simplifies admin tasks such as invoicing and formal agreements, and assembles community by providing space to collaborate effortlessly. We call this Social Productivity.

Grihd is built on the blockchain and features a GRD utility token on the backend of all transactions.
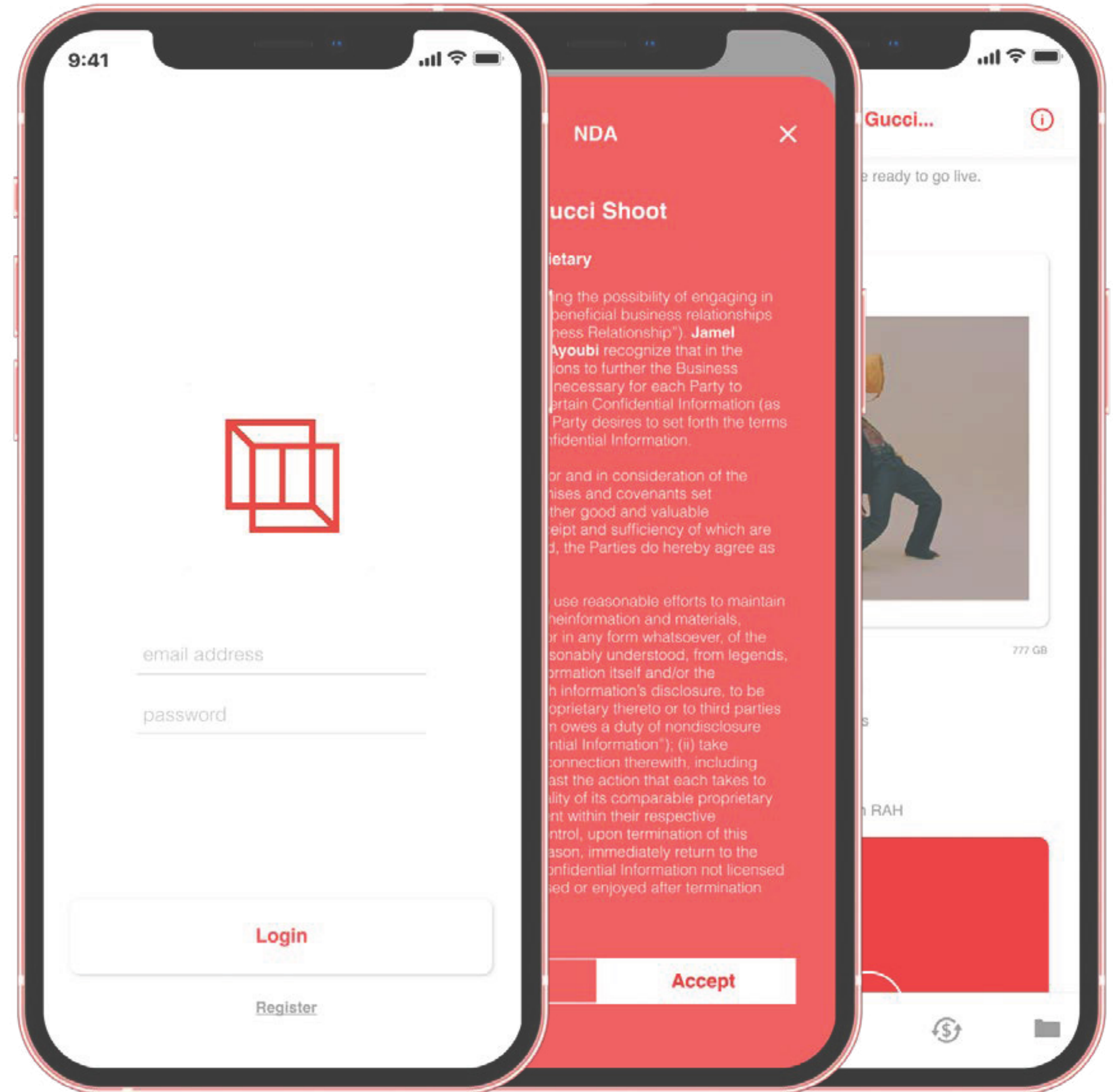
The Problem

- The modern creative labors between multiple platforms to prepare projects and execute objectives.
- Routine admin tasks such as NDA's, invitations, and meetings require too much time resulting in less productivity and less prosperity.
- The gig economy is exploding, causing direct digital networking to become highly attractive.

The Solution
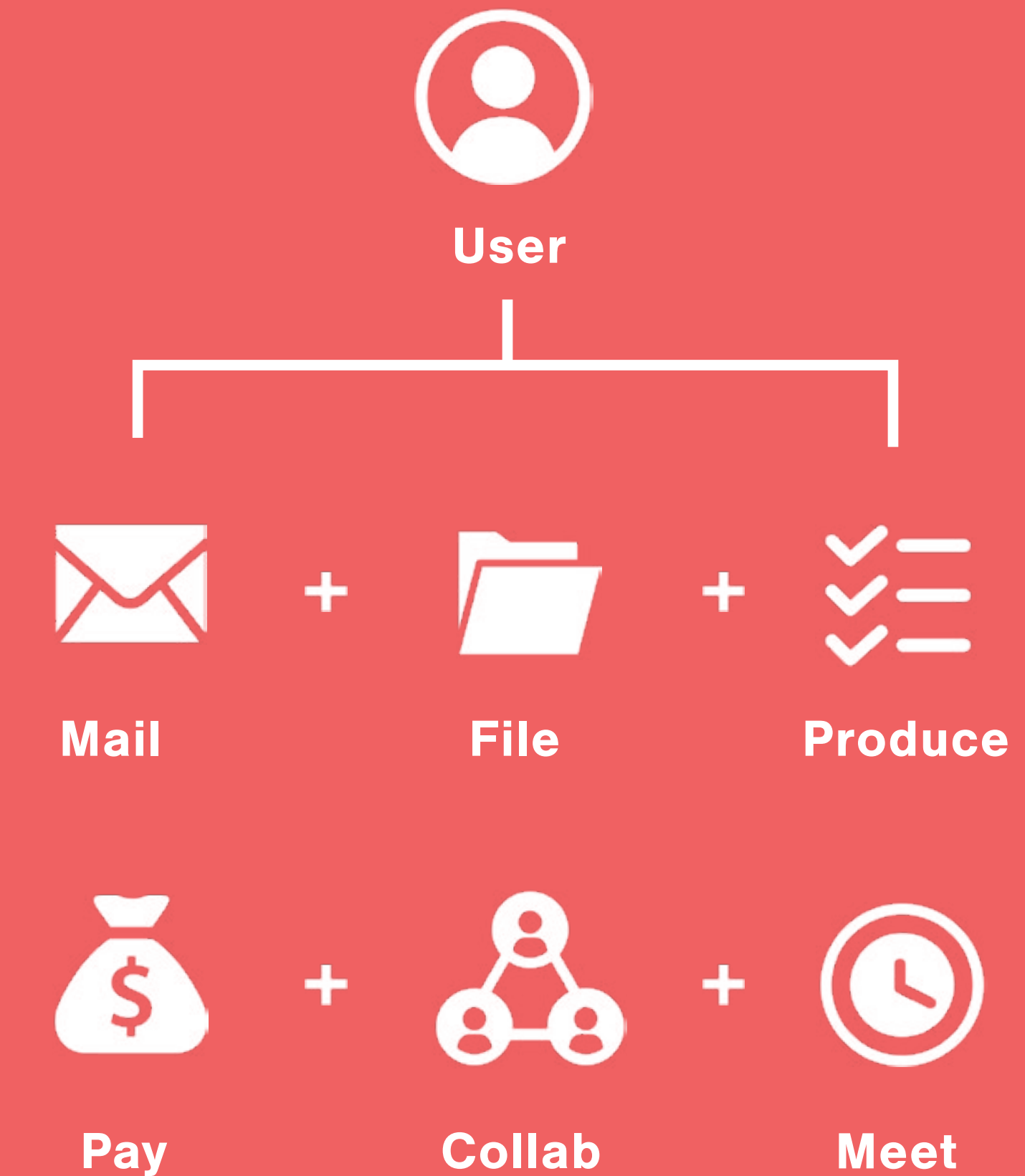
1. Streamline

Workflows and notifications so you can get work done — and get paid for doing it.

2. Simplify

Admin tasks such as invoicing, formal agreements, and meetings into quick and automated processes.

3. Amplify

Community by providing space to connect, collaborate, share, and network together.

User

Mail + **File** + **Produce**

**Pay** + **Collab** + **Meet**

Are you on the Grihd?

Grihd is for entrepreneurs, creators, management, and everyone in-between. We improve your productivity and enable a new, holistic approach to your innovative endeavors.

By combining familiar user interface and user interaction, Grihd creates an environment that is intuitive to the user, ultimately decreasing learning curves.

Learn More
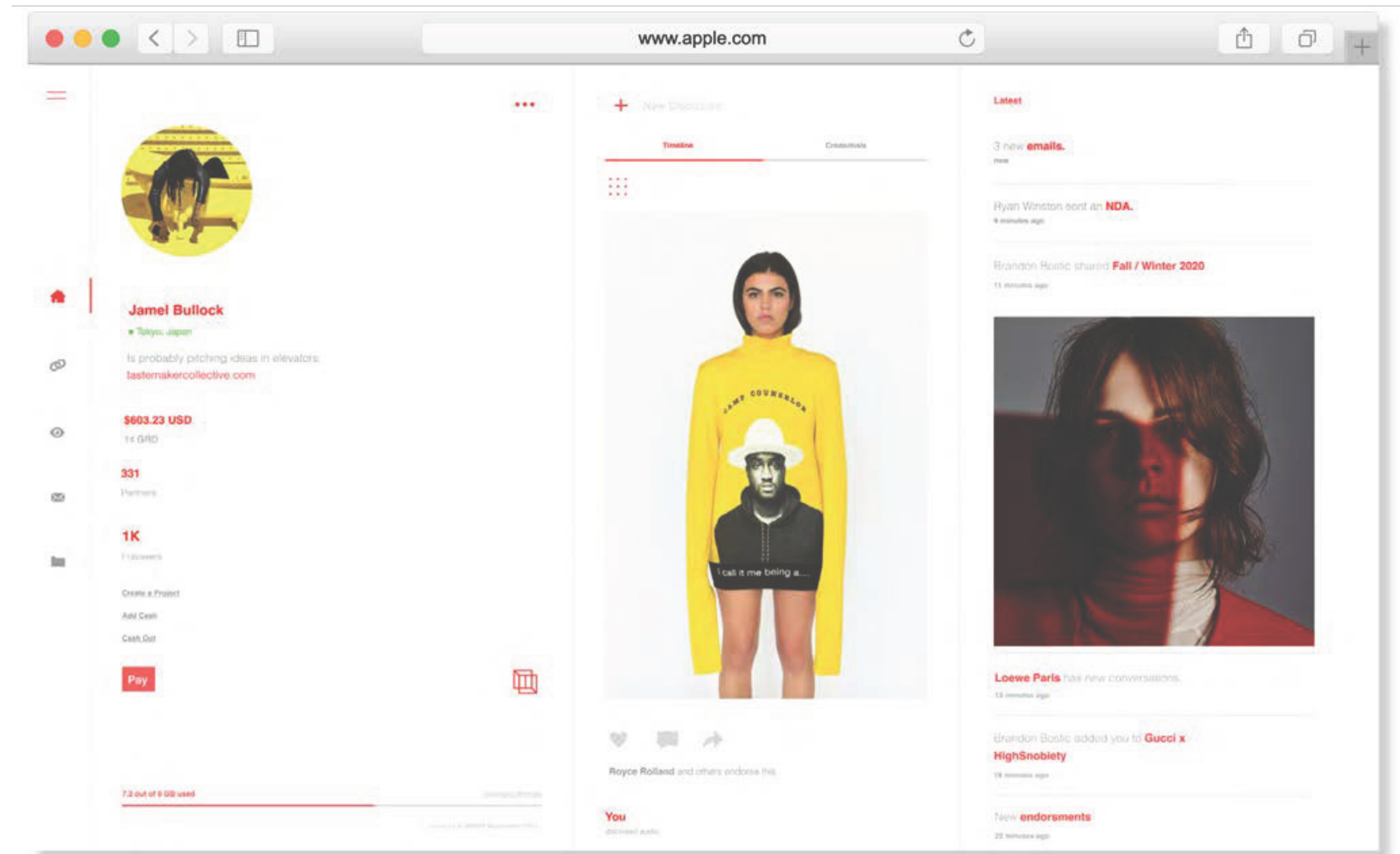
Go to Market

Basic communications on launch followed by ramped features.

Version 1.0 (Beta)

Communications + Community

Beta will feature full homepage + notifications, user profiles, full communication capabilities, link + build sections, invitations, project briefs, automated agreements, email, payments, and file managment.

Version 1.0 will consider all feedback from networks and early adopters to revise and polish the platform.

*Both versions will be fully web based and scalable from desktop to mobile on a blockchain foundation.

Version 2.0

Timelines + Discovery

Version 2.0 will unravel social timelines where users can directly share work, source new talent, and solicit needs for ongoing projects.
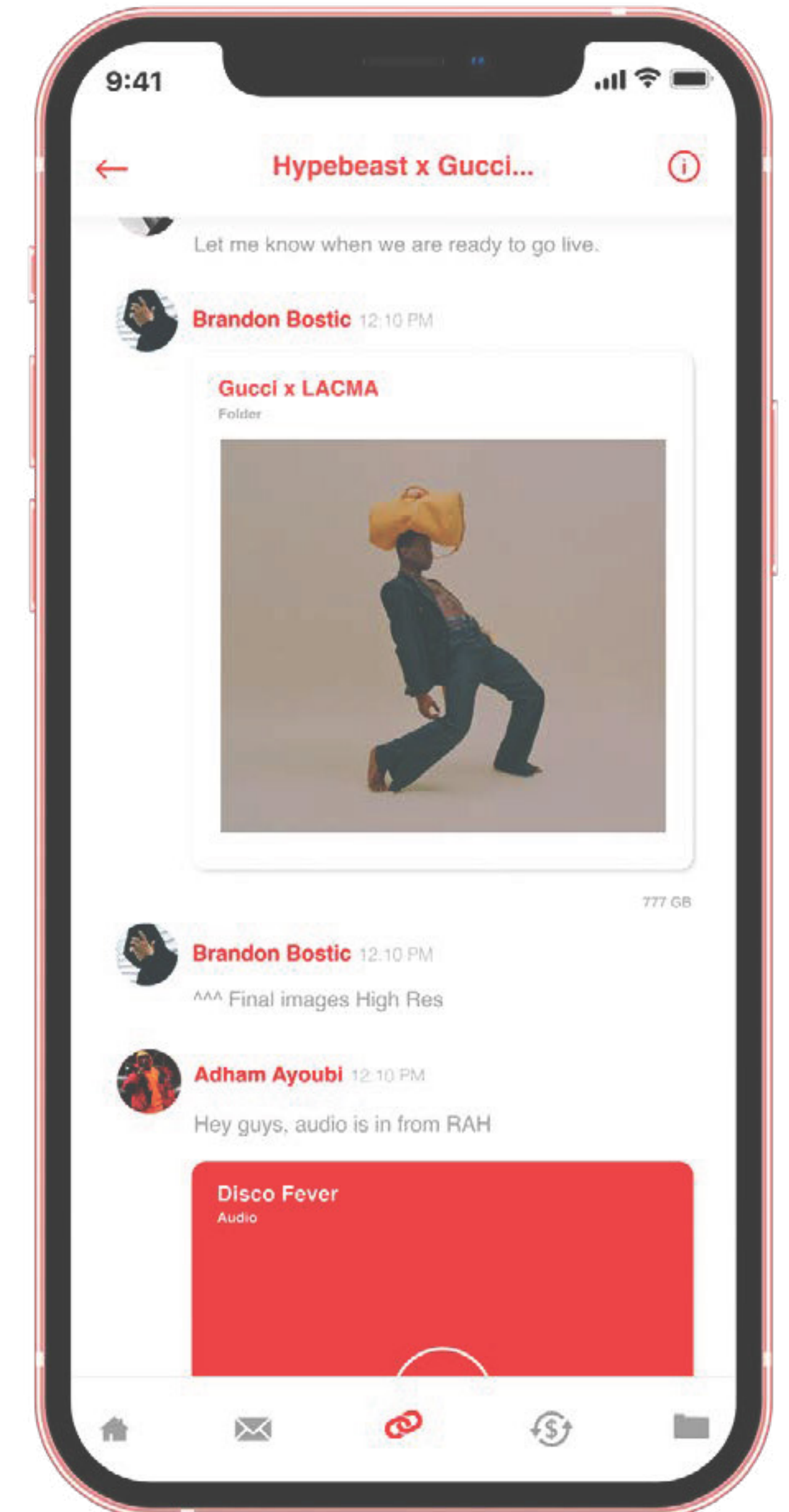
Version 3.0

Paywalls + Enterprise

Version 3.0 will introduce tokenized paywalls for users to monetize on their original content.

Enterprise versions of the Grihd will roll-out for larger scale organizations to utilize.

Version 4 and beyond will shift into distributing a credit building debit card that will sync with tokenized social.

See Grihd Token Card (slide 10)

Business Model

Ramped revenue streams in direct correlation with application updates of Grihd.

Version 1.0 (Beta)

Freemium

Users will start on a freemium version of Grihd with limited storage and project briefs.

Transaction fees

1% will go back to Grihd for every instant transaction sent between collaborators on the platform.

Version 2.0

Network Activations

Grihd users will have the ability to purchase tokens in order to upgrade their network for higher levels of discovery and direct lines of communication with unaffiliated partners.

Advertising

Grihd will begin supporting third party advertising from suppliers, vendors, brands, and companies exclusively on social timelines.

Version 3.0

Tokenized Social

Grihd Paywalls give power back to users who want to earn revenue for publishing their exclusive content.

Users can disclose gifs, images, videos, soundtracks and full albums behind a secure paywall.

Exclusive content has the ability to be split up through smart contracts upon posting content. All payouts are instant on the blockchain to every participant involved on the disclosed media. Grihd takes 0%
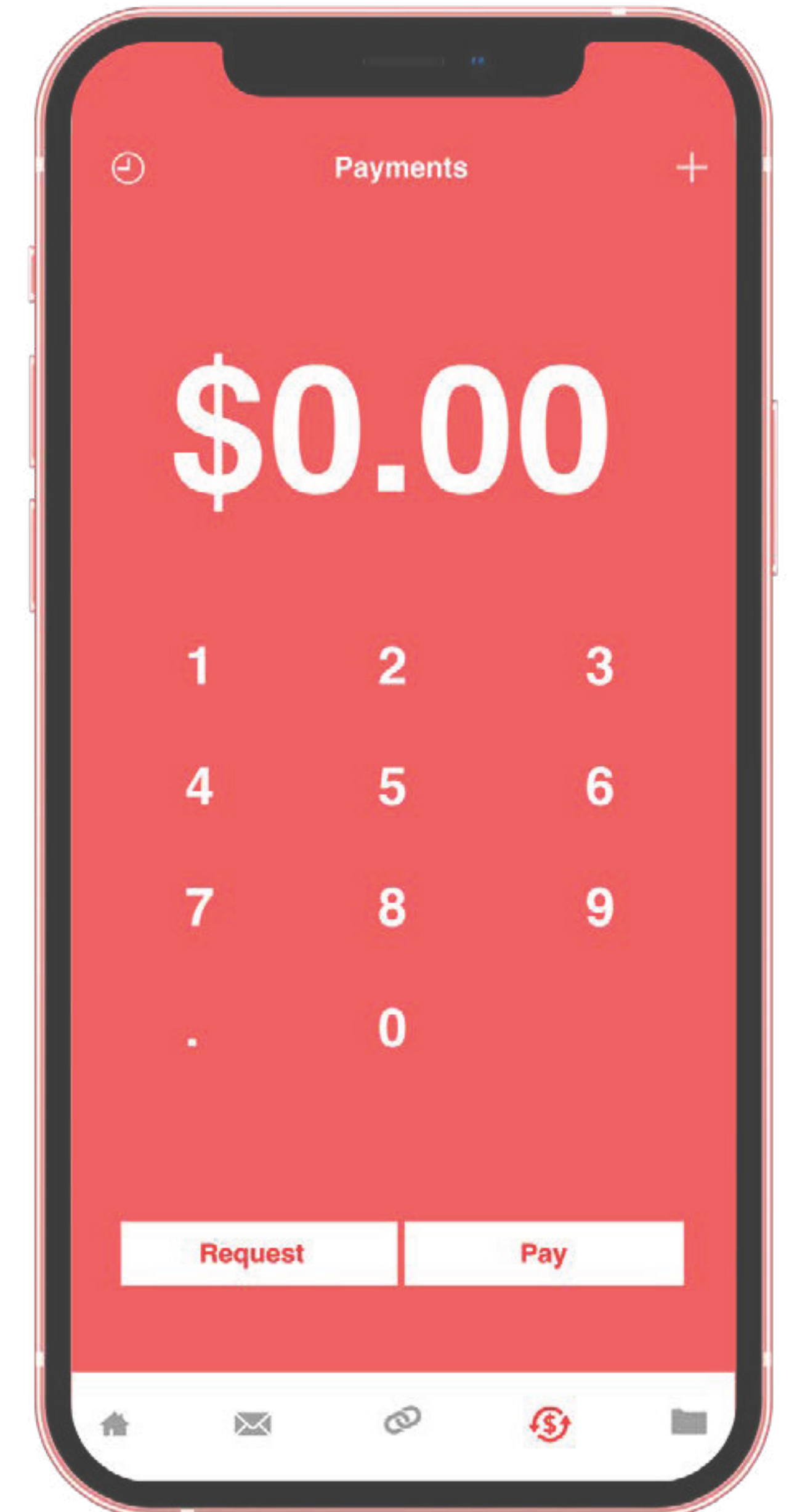
Subscription Pricing

Network Activations

Freemium — Free
- 10 Project Briefs
- 7 GB Storage

Creator — $4.99/Month
- 50 project briefs
- 20 GB Storage

Innovator — $7.99/Month
- Unlimited Project Briefs
- 100 GB Storage

Architect — $14.99/Month
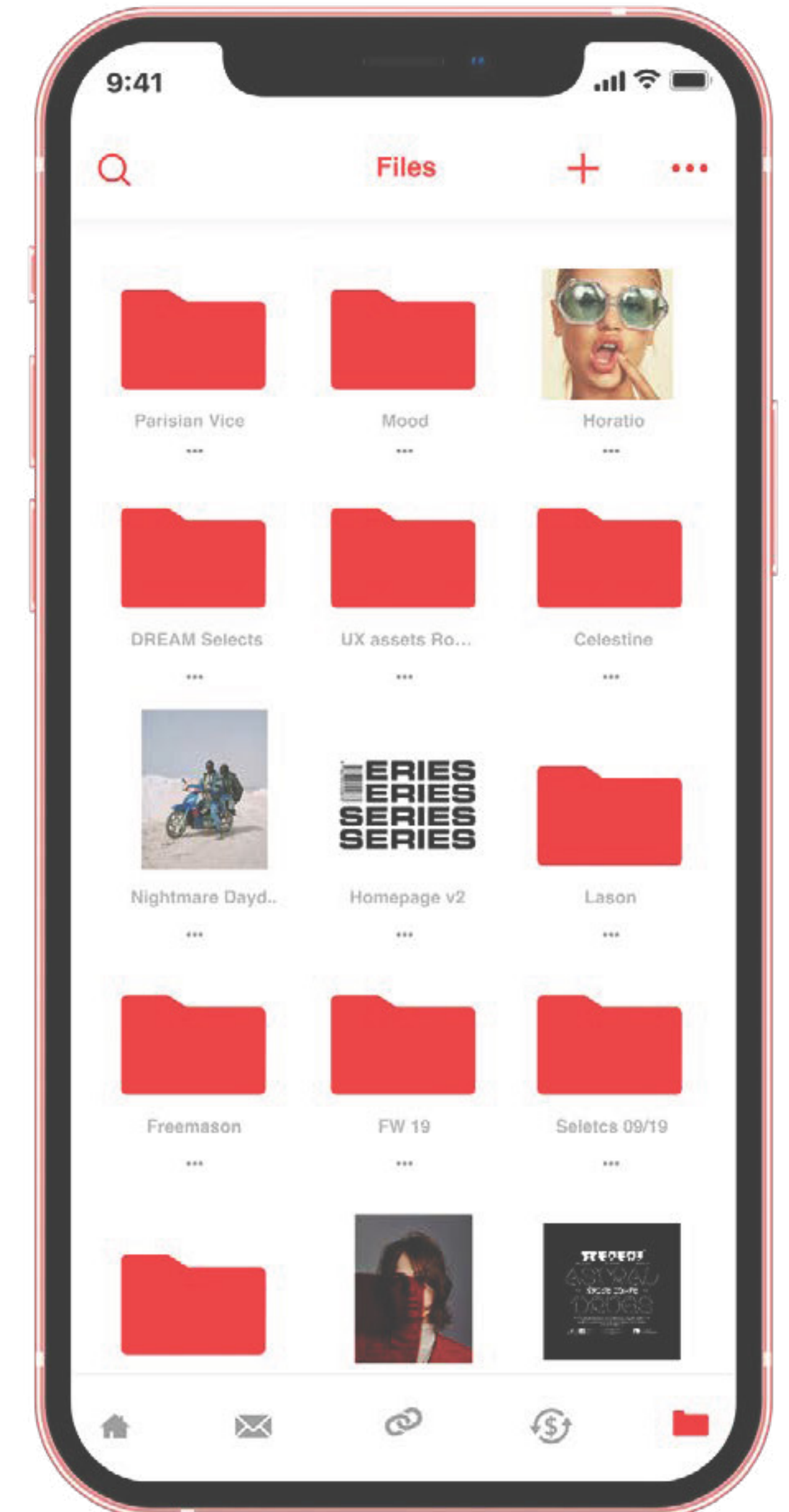- Unlimited Project Briefs
- 2TB Storage

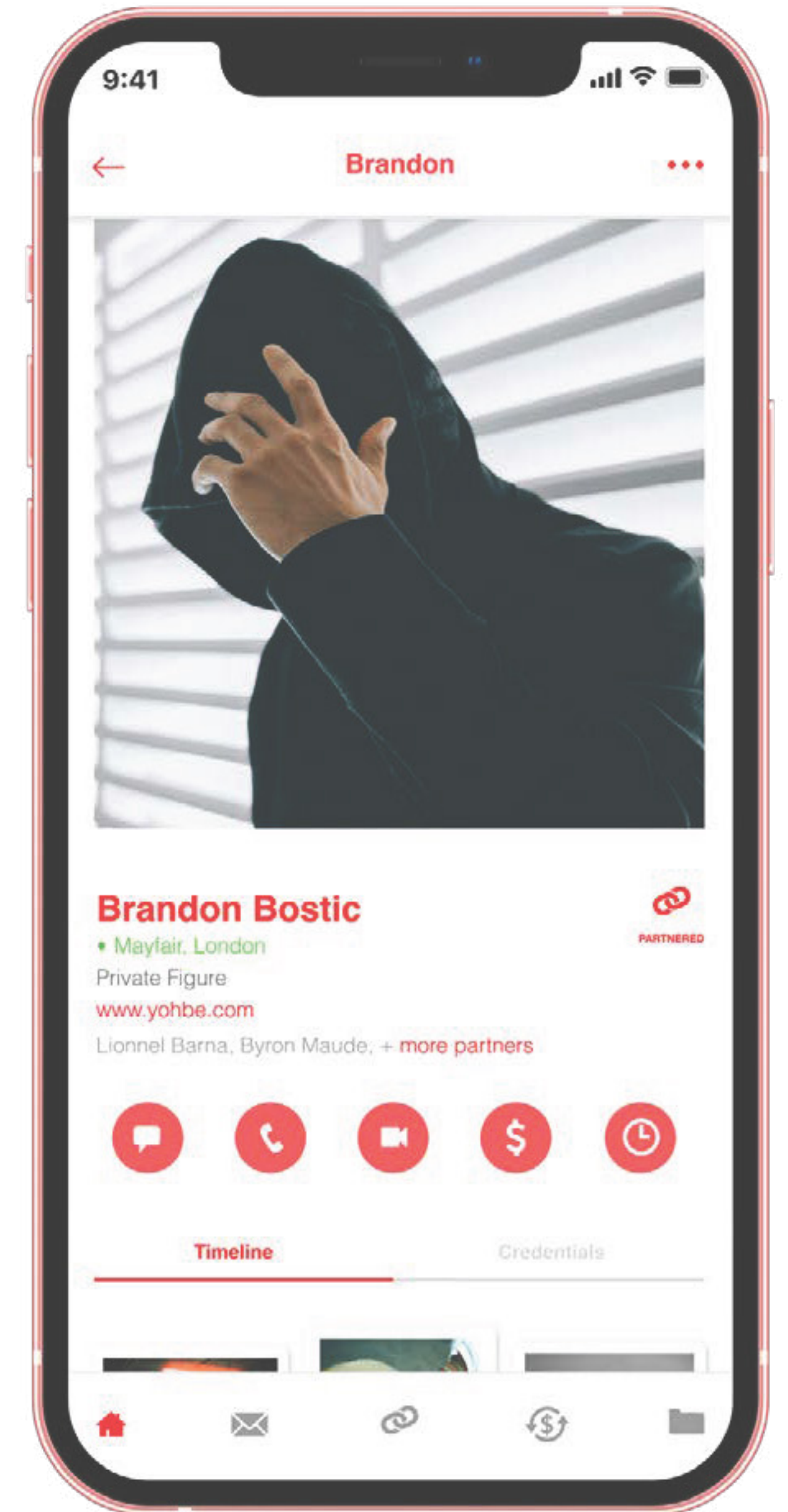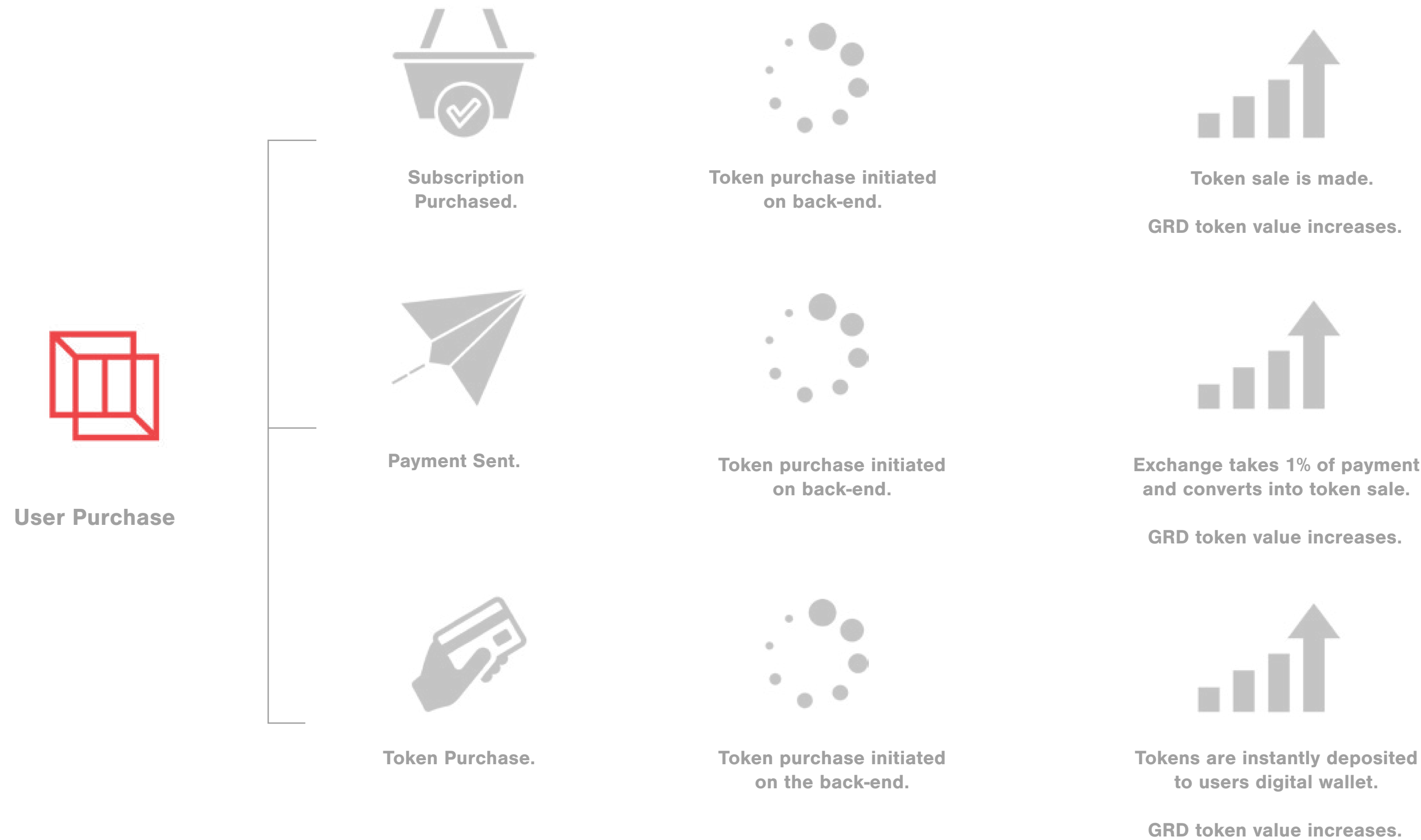## Stake Premium

Hold 600 tokens
Access Creator Plan

Hold 900 tokens
Access Innovator Plan

Hold 1200 tokens
Access Connector Plan (Unlimited)

Token Economics

User Purchase

Subscription Purchased.

Payment Sent.

Token Purchase.

Token purchase initiated on back-end.

Token purchase initiated on back-end.

Token purchase initiated on the back-end.

Token sale is made.

GRD token value increases.

Exchange takes 1% of payment and converts into token sale.

GRD token value increases.

Tokens are instantly deposited to users digital wallet.

GRD token value increases.

9:41

← **Brandon** ···

Brandon Bostic
• Mayfair, London
Private Figure
www.yohbe.com
Lionnel Barna, Byron Maude, + more partners

PARTNERED

Timeline Credentials

Grihd Token Card

Version 4.0 - users can build credit on this debit card and gain membership rewards on daily

5X on all purchases

$250 / month rental partnership with Tesla for gig work

Incentivized Reward Points cross-synced with productivity

Users will be rewarded with merchant perks or paid out in GRD based on meeting productivity guidelines.

Hold & spend GRD to build your credit score

Every month Grihd will report your productivity and usage to all 3 bureaus as credit worthy transactions with smart credit builder enabled.

Exclusive discounts and perks with select merchants

Fashion: Goat, Grailed, StockX, Poshmark, Etsy, Depop, Nordstrom, Saks Fifth Ave

Membership: 50% off Soho House fees (architect tier*)

Gig Economy: Shopify, Wix, Webflow, Thumbtack, Uber, Lyft, Doordash

Accounting: Quickbooks, Turbo Tax

Tech: Best Buy, Amazon, Apple, Microsoft, Samsung,

Internet: Spectrum, Google Fiber, Xfinity

Communications: T-Mobile, AT&T, Verizon

Grocery Stores: Walmart, Target, Whole Foods, 7 Eleven

Car Rental: Avis, Enterprise, Turo, Tesla

Market Landscape

482B
Consumer Cloud Services
End User spending $ in 2022

*Source: Statista Research Department

3.7B
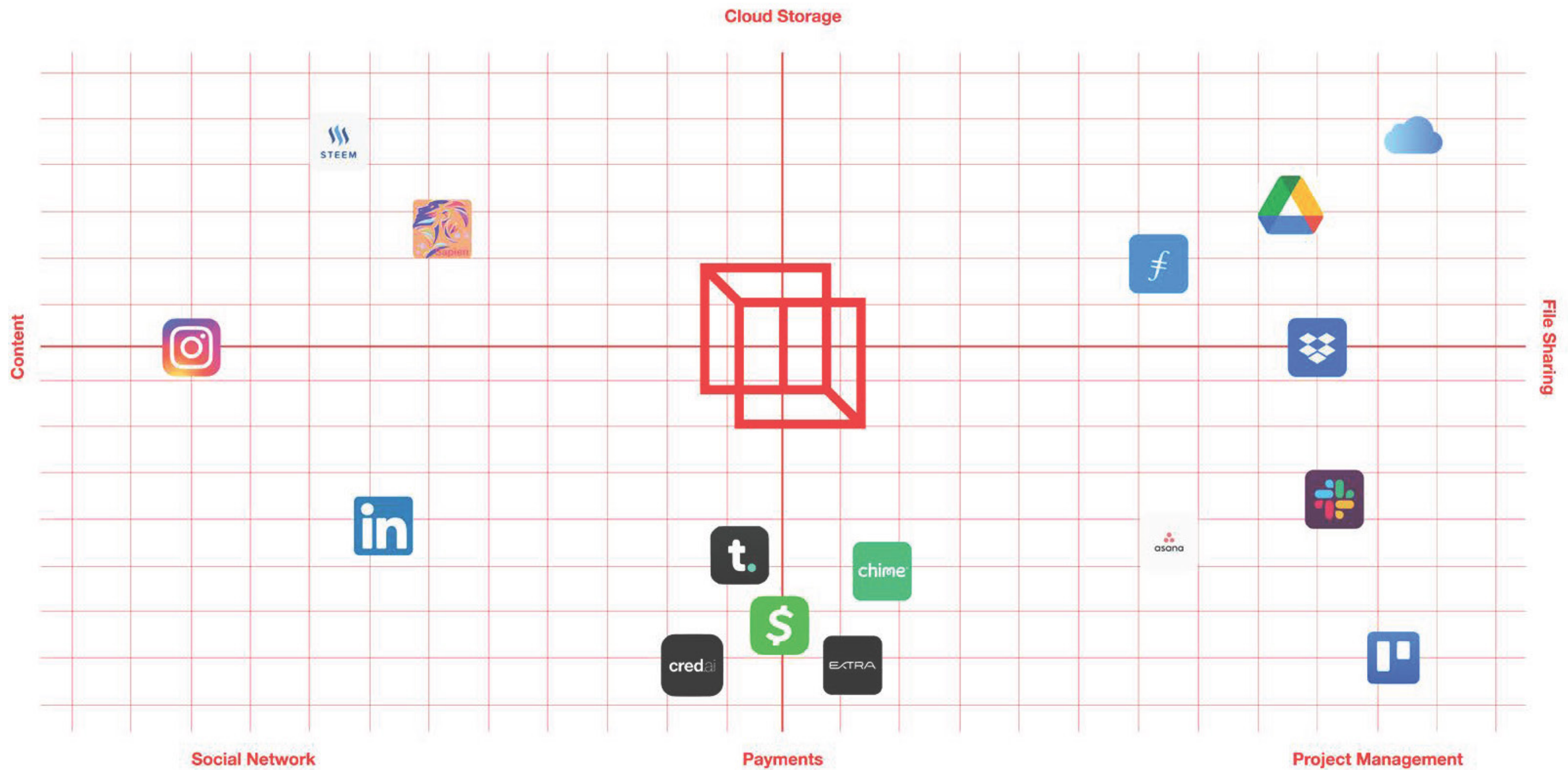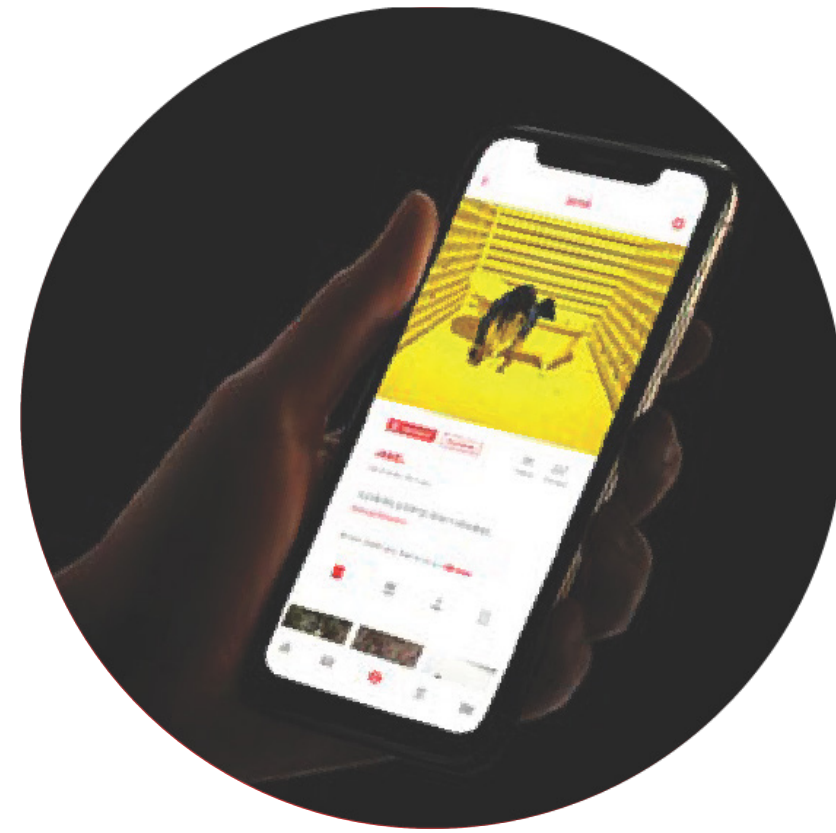### Global Creative Economy Art & Culture, Design, Media, Innovation

*Source: Deloitte

84M
Crypto Wallet Users
As of August 2022

*Source: Grandview Research

Competitive Landscape

Market Strategy

01. Early Adopters

Building Community
• Organic infiltration into key industries
• Organic infiltration into key influencers.

• Invite only platform for the entirety of beta.

Building Hype
• Industry Awareness
• Social network expansion
• Internal network blasts (>1M)

02. Early Majority

Existing Press Relations:
• Pop Culture, Contemporary Art, Finance, Tech, Fashion, Photography, Business.

Influencer Onboarding
• Key influencer use of platform

Campaigning
• Campaign video launch + key influencers

03. Market Penetration

Strategic Activations
• Miami Art Basel, Complex Con, SXSW • New York / Paris Fashion Week

Brand Awareness
• College Campus Infiltration
• Strategic Partnerships + Experiences

Competitive Advantage

- Simple, familiar, and intuitive UI / UX on a blockchain based platform
- Connections with the world's leading micro-influencers
- Extensive experience and relationships in creative / tech / entertainment industries
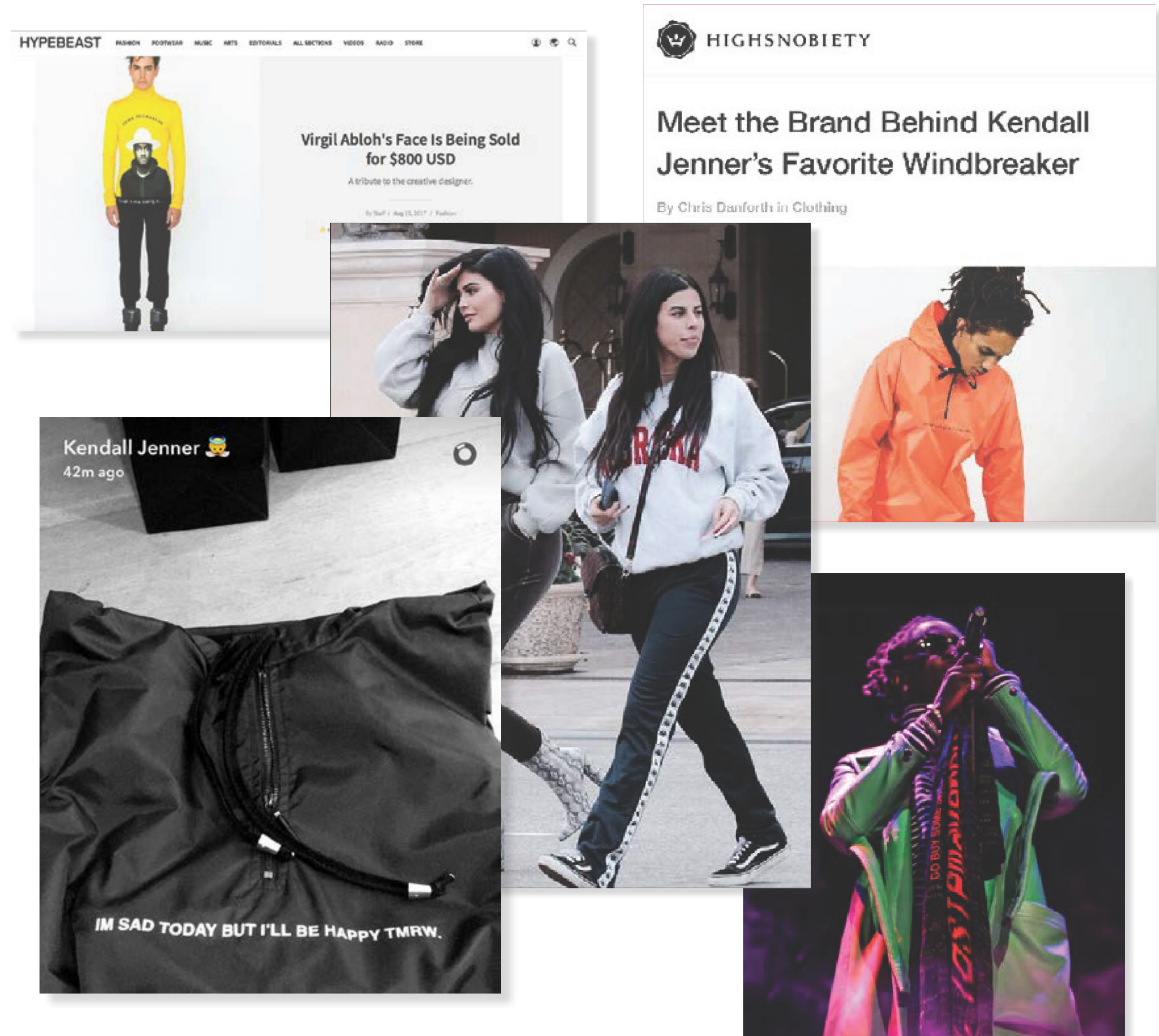
The Core Group

Jamel Bullock
Founder / Chief Executive Officer

Creative elitist in marketing user interface, web development, art direction, and fashion design. Known as Chief Creative Officer, and strategist at Tastemaker Collective.

While helping bootstrap Tastemaker Collective, Jamel also helped solidify placements on major A-List Celebrities/influencers such as Kylie Jenner, Kendall Jenner, Chris Brown, Anderson Paak, Young Thug, Hana Giraldo and many more.

The Core Group

Erick Calder
Technical Advisor

A technologist with 30 years of experience, Erick currently advices numerous projects in the blockchain space including QubeChain, Buttrfly, Vevue and others. With a deep background in finance and Wall Street, firms like TCW, Western Asset and MUFJ count amongst his clients. Erick is also founder of Memiki, a p2p music-sharing network, bitXpress, a bitcoin solution for the unbanked, and most recently, as partner to a new venture, serves as architect to a stablecoin focused on international trade.

Mariana Danilovic
Blockchain Advisor

Mariana has launched and advised over three dozen startup companies focused on global AR/VR, AI, blockchain, Multi-Channel Networks, entertainment content, multi-platform distribution, content partnerships, production, distribution, and licensing of video content, VOD, mobile eco systems, branded entertainment, film, broadcast television, and social media.

Her deal experience includes long-term contracts and transactions with NFL, MLB, NBC, ESPN, Fox, EBU, BBC, QVC, Sony Pictures, HBO, IMG, VH1, Universal, Microsoft, Intel, HP, PanasonicNTT, Samsung, Amazon.

Iddris Sandu
Strategic Advisor

Iddris Sandu is a Ghanaian, architectural technologist based in Los Angeles California. He learned to code when he was 13, during a work experience at Google.

As a technological design consultant engineer, he has consulted for several tech giants such as Instagram, Uber, Snapchat and Twitter.
Sandu has also worked on creating augmented reality tech experiences around Kanye West album Yandhi and Jaden Smith's "Just Water" initiatives.

Michael Zelnick
Legal Advisor

Michael Zelnick, Esq., is the founder of The Law Office of Michael G. Zelnick, PLLC. Michael works with entrepreneurs, creatives and startup ventures on a broad range of corporate matters, including corporate formation and management, mergers and acquisitions, equity offerings and day-to-day corporate needs.

Michael has worked as an associate in commercial litigation and served as in-house counsel for a leading national distribution company. He graduated with his B.A. from the University of Michigan and received his J.D. from New York Law School.

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