



FLEX

Streamline your social experience
across cyberspace and time.

Problem

- Posting content to countless Web2 and Web3 social platforms one-by-one is tedious and time consuming.

- Managing multiple crypto wallets across various networks is a significant barrier to entry for users and creators looking to enter Web3 social communities.

- Online communities are siloed, disconnected, and walled-off from each other.

- User generated content only lives on the platform it is posted to and can be permanently deleted without notice.

Flex solves these by

Providing a simple way, in a single post, to broadcast content across multiple Web2 and Web3 social platforms simultaneously.

Offering an easy to use crypto wallet that supports popular social tokens and all the networks they exist on, as well as ways to transfer, bridge and cash out.

Breaking down the walls between popular online communities with a unifying API that unlocks unique ways to aggregate and engage with content.

Allowing users to own their content across various platforms and ensure it exists indefinitely via decentralized hosting.

Why now?

1. Social media management apps ONLY support the major platforms and NONE of the many emerging Web3 or alternative social networks.
2. New social platforms are exploding; meanwhile, a future in which a few monolithic platforms control the industry is looking less likely by the day.
3. Users, creators and brand managers who post to multiple platforms are increasingly looking for ways to simplify their social experience.
4. User-owned/controlled-data is an issue that is increasingly requested by social media users.

Market Potential

Looking at the existing players in this space it is reasonable to assume that this project has the potential for a multi-billion dollar valuation.

 **Hootsuite**[®] — \$1B Valuation | Rev. \$150M (2022)

sproutsocial — \$3B Valuation | Rev. \$250M (2022)

Industry Valuation

\$15B in 2022 — \$40B estimated for 2026 — \$118B estimated for 2031

Flex gives creators super powers by

- Reducing the time spent posting content by up to 88%.
- Freeing up users to spend more time focusing on producing quality content.
- Streamlining management of various monetized-content revenue streams.
- Offering multiple ways to effortlessly backup content to blockchains and decentralized storage protocols.

Imagine an app where you can

Post once to your Flex account and instantly broadcast to Twitter, Minds, Flote, Odysee, GAB, MeWe, Facebook, Diamond, Rumble, YouTube, Parler, (and potentially dozens more) while opting to own your content by backing it up to IPFS, Arweave, Lens, Deso, etc.

Then, view the post's performance in both engagement & monetization across your entire network of platforms in one simple dashboard.

Business Model

Limited free content broadcasting.

Tiered premium subscriptions for social media managers and content creators.

Transaction fees collected during in-wallet swapping and bridging.

Vision



Our mission is to streamline the way people interact with social media in a multi-platform world that's rapidly transitioning from Web2 to Web3.

Ultimately, we seek to foster the creation of an open and collaborative protocol with universal content standards to unite users across the spectrum of social platforms.

Team



Kingsley Edwards | CEO



Alexander Meyers | Design UI/UX



Ramiro Romani | CTO

Fundraising

We're raising a pre-seed round of
\$500k for development and marketing.

Contact Kingsley at
king@flexsocial.io or 347.635.5464
to explore this opportunity further.