

WOMEN'S ADVOCACY

Videos and news for women, by women

In 2021, the female population for World was 49.6 %

There are plenty of programs for minorities, but women issues are considered fixed by many

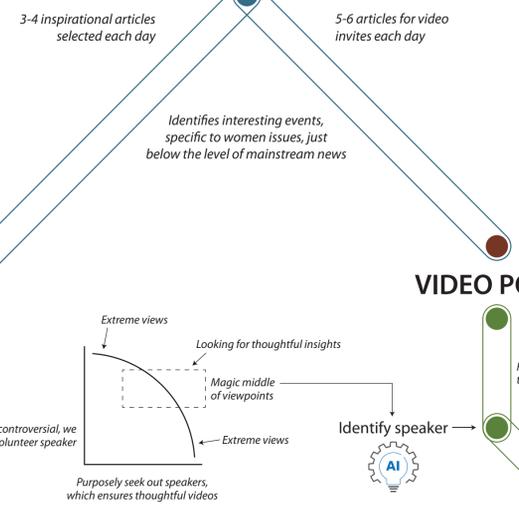
Over 380 million women and girls are living in extreme poverty
 12 million girls under 18 are married each year
 One female is killed by someone in her family every 11 minutes
 130 million girls remain out of school worldwide
 Almost 1 in 3 women experienced food insecurity in 2021
 Just 1 in 3 managers or supervisors is a woman
 Women hold just 26.4% of government seats

Quick Hit
For: women
Who are dissatisfied: not having equity with men
[Placeholder] is a: daily newsletter and video site for women, created by women
That provides: insights, guidance, coaching and ideas on attaining equal treatment and rights
Unlike: mainstream media that is more interested in clicks and selling ads than helping women
[Placeholder]: gives women access to women's views from all over the world and empowers them to attain equal treatment and rights

Goals
 Provide a safe and very secure platform
 Seek out unique and diverse viewpoints
 Support youth with strong role models
 Get messages out to the rest of the world
 Provide daily inspiration for women
 Educate men on the problem and solution
 Bring AI to the nonprofit sector

Future Offerings
 Quora for women, ask me anything
 Women life lessons for youth
 Women caregiver support
 Support for women founders
 Help women athletes (NIL)

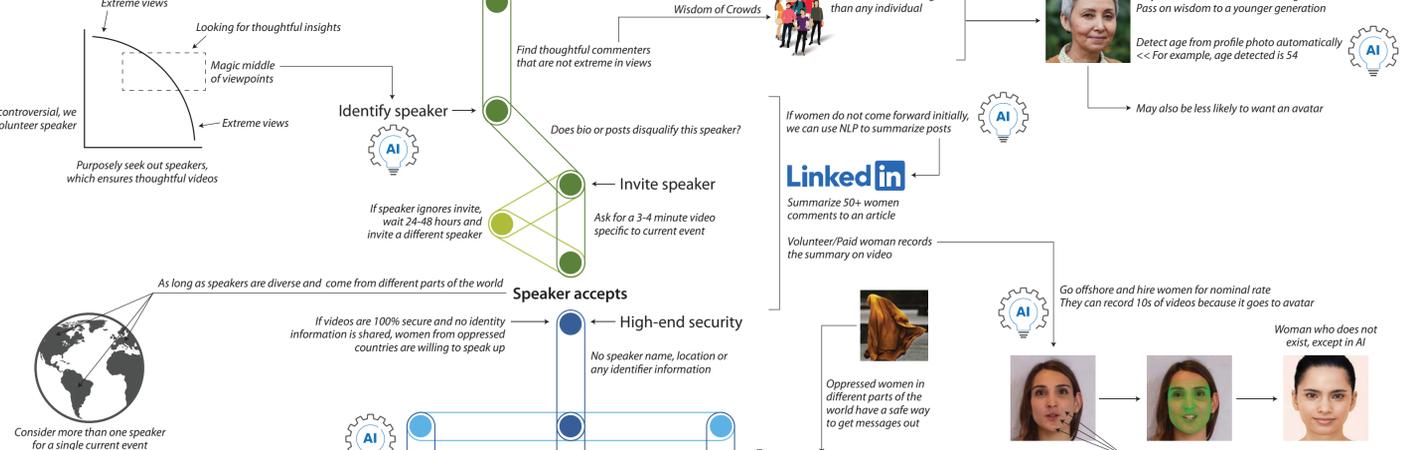
NEWS IDENTIFICATION



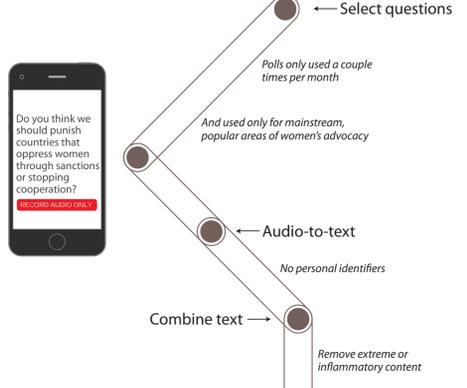
There is a distrust of AI/ML right now
 This is a good use of the technology because it protects women's identities

Women's advocacy on YouTube	Total Views	Subscribers	Videos
National Organization for Women (NOW)	183,258	1,160	198
UN Women	12,309,764	61,900	898
GlobalFundForWomen	193,748	1,400	165
Equality Now	1,244,652	3,000	236
Women for Women International	891,537	2,300	202

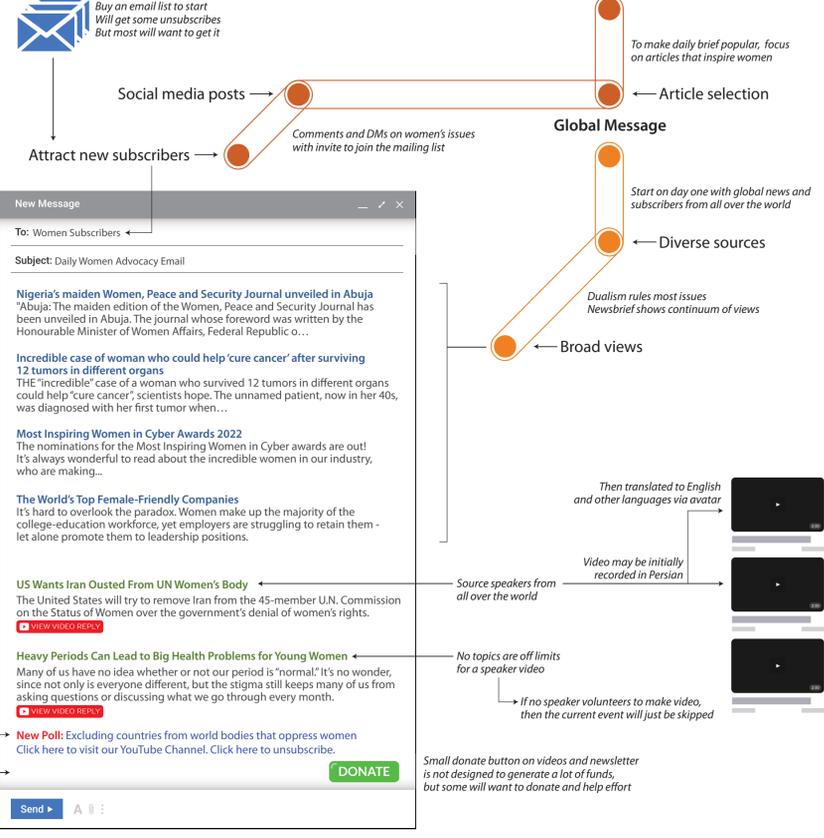
VIDEO POSTS



POLLING



NEWSLETTER



Small team of 3-4 can run the entire operation and use ad revenue to pay yearly salaries/costs

Build a very lean balance sheet
 Use off-the-shelf technologies
 Ask companies to donate

The newsletter and summaries are 100% free and no cost to subscribers

Use YouTube revenue to fund newsletter+

Support over 100 countries

Country	Population
India	467 million
U.S.	240 million
Indonesia	127 million
Brazil	107 million
Russia	99 million

YouTube Statistics

- 2.6 billion global users
- 46.1% users are female
- 62% of users visit daily
- 122 million daily active users
- Watch 1 billion hours per day
- 1 billion videos watched per day
- On site 18 minutes per day (average)
- 31 million YouTube channels
- 500 hours of videos uploaded/minute
- 2nd most popular social media site
- 2nd most popular search engine
- 70% of traffic comes from mobile
- 2021 ad revenue as \$8.6 billion

81% of U.S. adults uses YouTube
 80% of U.S. females access YouTube
 95% of 18-29 year-olds
 91% of 30-49 year-olds
 49% of 65+ year-olds