

THIRD SPACE

The Premier Real-World Engagement Platform

Do more of what you love,
with people who love it too.



The Problem

We're drifting apart. Spending less time together in the real world and slowly losing the joy that comes from genuine connection and engagement.

- People want to find relevant partners or groups for specific interests, hobbies, and activities.
- Finding the right match—by interest, schedule, or activity style—is frustrating and time-consuming.
- It's especially tough for niche or less popular "needle-in-a-haystack" activities, where discovery feels nearly impossible.
- Current platforms miss the mark: they're either too narrow (like TennisPAL) or too closed off (like Meetup groups), or focused primarily to keep you online.

60%

Adults reported
loneliness

79%

Gen-Z reported
loneliness

The Solution

ThirdSpace: The Premier Real-World Engagement Network

- A scalable platform that intelligently connects users based on shared interests, availability, and participation preferences.
- Unlocks access to both mainstream and niche activities, capturing underserved and fragmented markets.
- Proprietary matching engine streamlines discovery and drives engagement.
- Unlike closed or single-purpose platforms, we're open, inclusive, and built for multiple engagement opportunities.



Market Opportunity

- **~\$200B Total Addressable Market** spanning community platforms and engagement, leisure and recreation apps, and social networking with an average **CAGR of 15.45%**
- Rising demand for offline connection in a digitally saturated world—especially among **Gen Z and Millennials**.
- Existing platforms are fragmented, outdated, or overly niche—leaving a **massive gap for a unified, smart solution**.
- Positioned at the intersection of **community building, Athleisure, fitness/wellness, live events & experiences, outdoor leisure and recreation, and hobbyist culture**—with cross-category growth and social commerce potential.

~\$200B

Total
addressable
market

60%

Gen-Z
participate in
outdoor activities

Revenue Streams

Targeted Advertising

- High relevance interest categories
- Dashboard and feed opportunities

Premium Features

- Add-on features
- Customizations
- AI tools
- ...directly via subscription or microtransactions

Partnerships & Sponsorships

- Sponsorship for an interest category or activity spaces
- Featured accounts to boost brand

Marketplace & Experiences

- Peer-to-peer or direct sales:
- Goods, services, and/or experiences
- Targeted by interests or location

Market Competition



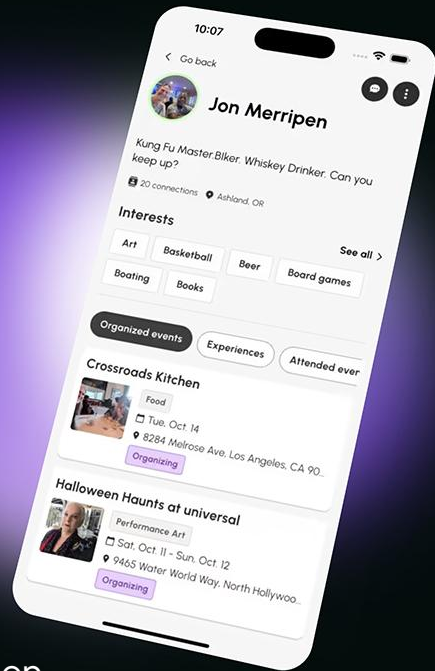
Features

Early-Access Platform

- Connect with people who share your interests and hobbies
- Easily uncover activities and events that match your lifestyle
- Share experiences through event journaling and captured memories
- Create events, manage schedules, and collect attendance confirmations

The Role of AI in Future Growth

- Personalized recommendations for stronger engagement
- AI-powered discovery of people, events, and communities
- Smart insights for creators, organizers, and local businesses
- **ThirdSpace Concierge:** Conversational guidance for real-world participation



Go-To-Market

Initial Beachhead

- SF Bay Area, CA
- 7.5M Potential Users; **\$1.13T GDP**

Initial Local Reach and Scaling

- Engage with existing networks of users
 - Colleges, Museums, Clubs, Sports Facilities, etc.
- First 200,000 users (~2.6% of target market) will be designated as "Founder" accounts; provided with all premium features in pipeline free-of-cost
- Significant company-driven outreach activities will drive initial users. Inbound pipelines will accelerate as marketing expenditures are able to increase



Founding Team



Patrick Ferrell

Chief Executive Officer

- CEO/Co-Founder - Activnet
- CEO/Co-Founder - SocialNet
- President/CEO - Infotainment World Inc.
- Creator - GamePro & E3



Jon Merripen

Chief Technical Officer

- Director, Technical Operations - Upwork
- Manager, Server Ops - Google
- Technical Operations Manager - Houzz
- Director of Systems & Site Reliability - xAd, Inc.



Charmaine Conui

Chief Marketing Officer

- Manager, Global Brand Creative - eBay
- Manager, Change Management, Marketing & Communication Strategy - Cisco
- Creative Design Manager - Shutterstock



Ricardo Arce

VP. of Business Development



Chris Lee

Dir. of Business Development



Luke Kilpatrick

Dir. of Engineering, Development



Fabiana Gomez

Dir. of Marketing, Social Media LATAM



Jessica Clark

Dir. of Marketing, Social Media US

Generations Advisory Council

Participants secured to provide real-time continual input and guidance on the app experience, visual development, brand, and marketing direction. Our target market is Gen Z and Millennials, but our council spans age, gender, ethnicity, industry, location, and interests.

Dev Team by Atmosera

Jorge Vivas, Developer

Martin Madrigal, Developer

Ricardo Solis, UX Design

Advisors



Mario Chaves

Founder, Avantica



Julie Wainwright

Founder, The Real Real



Stewart Alsop III

AI/LatAM Influencer

Investment

\$800K

Seed II

Use of Funds

Product Development

And platform improvements

40%

Launch & Marketing

User acquisition and brand awareness

35%

Expansion & Operations

User acquisition and brand awareness

15%

Team & Working Capital

Talent & Daily Operations

10%

THIRD SPACE

Thank you!

We're building the The Premier
Real-World Engagement Platform

