

# Everyone Says Social Is Dead. They're Wrong About the Market.

## What I Saw That Others Missed

Since 2020, over \$200M in venture capital has gone into social apps that failed: Clubhouse, BeReal, Dispo, Poparazzi, Gas. I spent a year studying every one of them before writing a single line of code. They all made the same mistake: building for virality instead of community. The problem was never the market. It was the approach.

### 01 Built for Virality, Not Community

Every failed social app chased one viral mechanic. Audio rooms, photo widgets, daily selfies. None answered the question: why do I open this tomorrow?

### 02 No Shared Identity

Every platform connects strangers with no shared context. World connects people who already belong to something real: a dorm, a sports crew, a sneaker community, a local culture scene.

### 03 No Home for Real Communities

73% of Gen Z report feeling lonely despite being the most connected generation. Platforms optimize for watch time, not real relationships.

# I Built World Because I Lived the Problem

*Sunny Jackson — CEO & Founder*

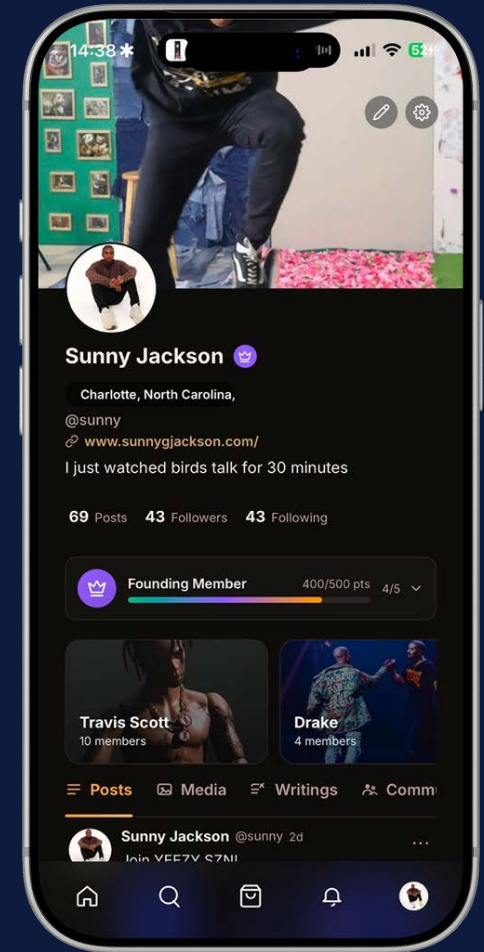
I've spent years inside the communities that drive culture online: hip hop, fashion, sports, sneaker circles. I studied what made the successful platforms work and why nothing was built for people like us. So I built it myself.

The platforms didn't care about our communities. They cared about our attention. World is the alternative.

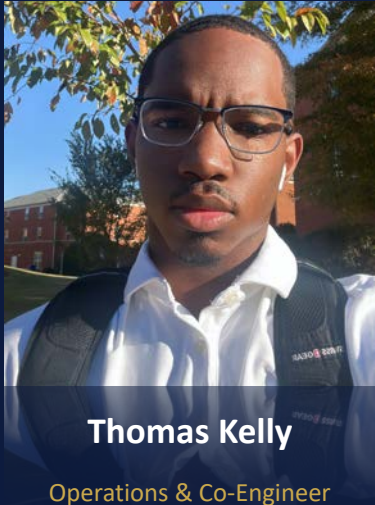
950 users. 88% daily active ratio. Zero funding. A small team building something real that people show up to every day.

## Why now?

The World Cup hits North America this summer. Artists have millions of followers scattered across platforms they don't control. Fans are building communities on their own but have no real home for it. World is the platform where fan communities form organically and creators plug in to monetize them directly.



# Built by People Who Live This Culture



**Thomas Kelly**

Operations & Co-Engineer

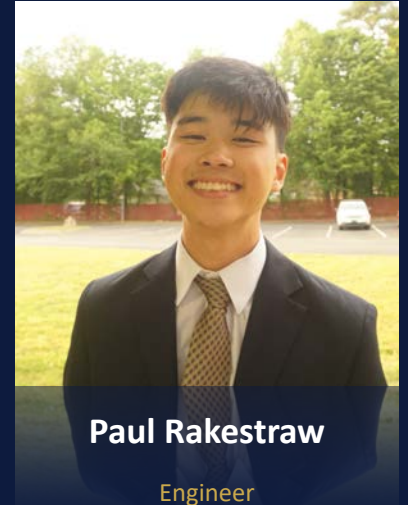
Oversees operations, growth strategy, and technical development. Manages day-to-day execution and co-leads engineering alongside Sunny.



**Sunny Jackson**

CEO, Founder & Co-Engineer

Designer, clothing brand owner, and culture native. Runs Instagram ads for fashion drops, produced fashion shows, and built the community connections that inspired World. Deep roots in hip hop, NBA, and fashion.



**Paul Rakestraw**

Engineer

CS major at UNC Charlotte with a focus on full-stack development. Builds end-to-end systems across front-end, middleware, and backend. Team Lead of UNC BattleBots Club, mastering CAD, soldering, and rapid hardware iteration.

# A \$300B+ Market Is Waiting for Something Real

*Massive market, underserved audience*

TAM

**\$300B+**

Global social  
media market

SAM

**\$200B**

Community & creator  
platforms

SOM

**\$5B**

50M US interest-community users x \$100  
ARPU

*SOM: ~0M US interest-community users x ~\$100 blended ARPU (subscriptions + marketplace + ads)*

## Why 2026?

The World Cup, NBA Playoffs, and major cultural events are driving people to look for places to belong again. World is being built for this moment.

# World Brings Everything Together in One Place

*The community platform for culture*

## 01 Community Feed

A dynamic feed built around communities, not individuals. Content surfaces through engagement quality, not virality.

## 02 Unified Discovery

Find communities, creators, events, and products in one place — no jumping between 5 apps.

## 03 Integrated Marketplace

Buy, sell, and trade within communities. Tickets, merch, collectibles — all native to the platform.

## 04 Live Rooms

Voice rooms and text channels live now. Video live streaming launching with public beta.



# We Combine What Others Do Separately

*Our algorithm prioritizes community and discovery over virality*

## Traditional Platforms

- Optimizes for watch time and ad impressions
- Rewards viral, divisive content
- Creators compete against the algorithm
- Communities fragmented across platforms

## World

- Optimizes for meaningful community engagement
- Surfaces content that strengthens connections
- Every creator starts on equal footing
- Everything lives under one roof

## Full-Stack Community Platform

### Social Feed

For You, Following,  
Community tabs

### Communities

Topic-based groups  
with their own feeds

### Marketplace

Buy/sell tickets,  
merch, collectibles

### Messaging

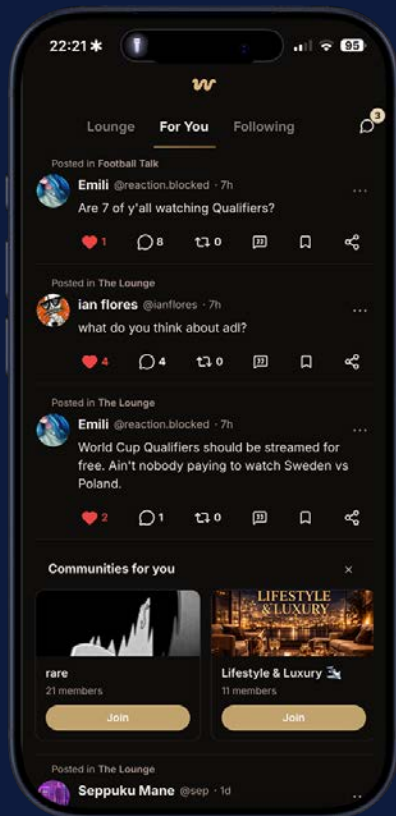
Live Rooms, voice  
& text (video coming)

### Discovery

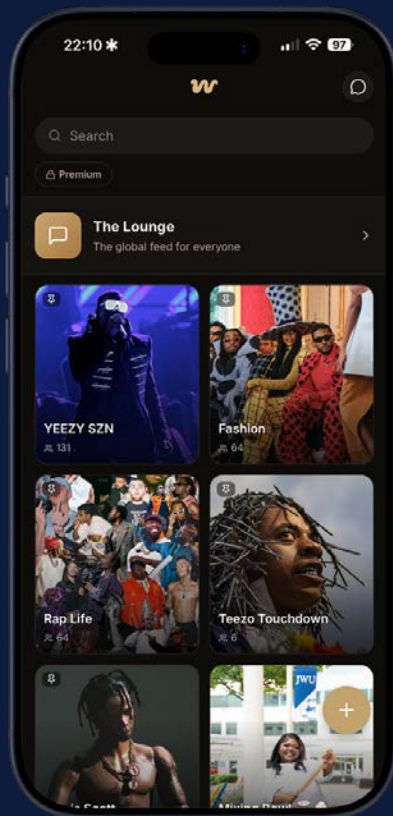
Personalized  
community  
& creator recs

# See What World Looks Like

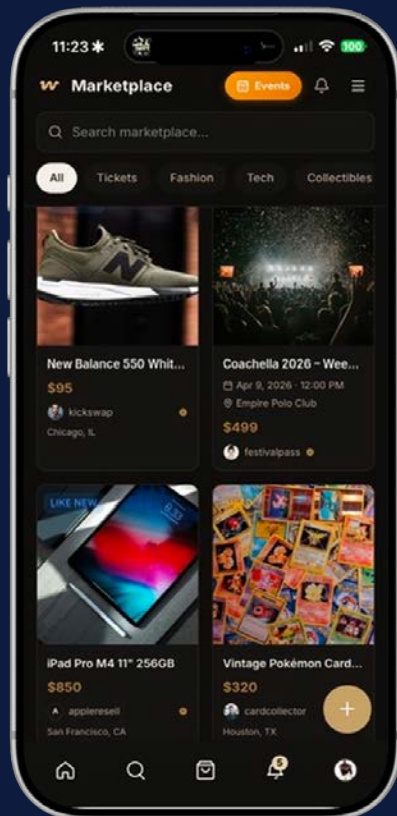
Live beta — real users, real communities, real engagement



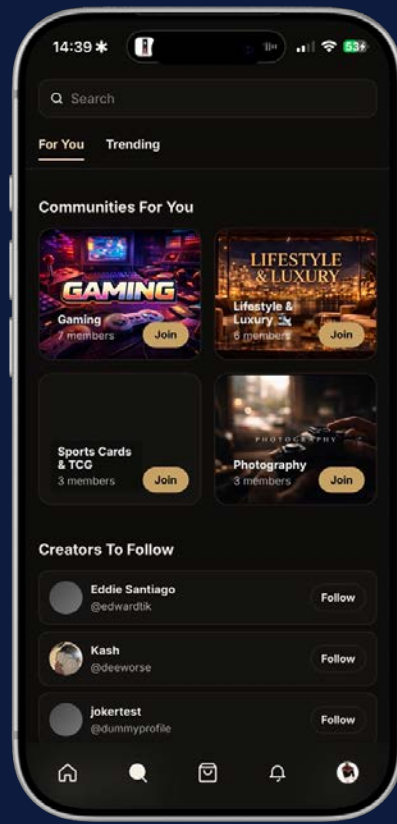
For You Feed



Communities



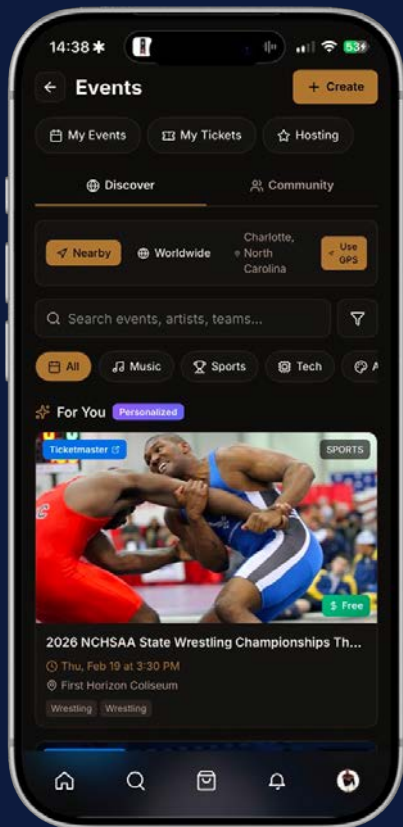
Marketplace



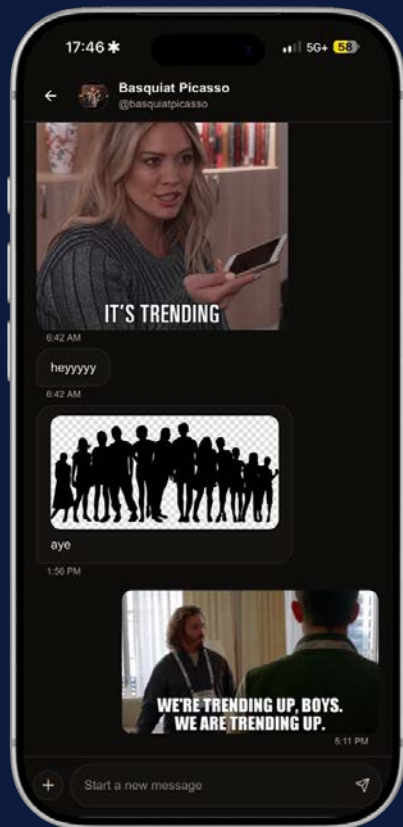
Discovery

# Every Feature Your Community Needs

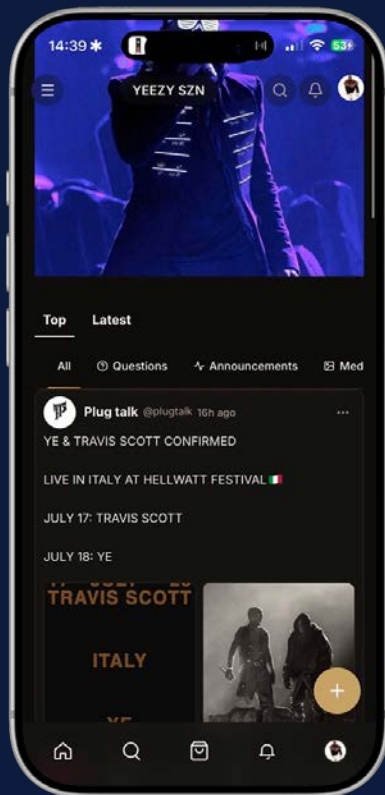
Marketplace, messaging, events, and creator tools — all live



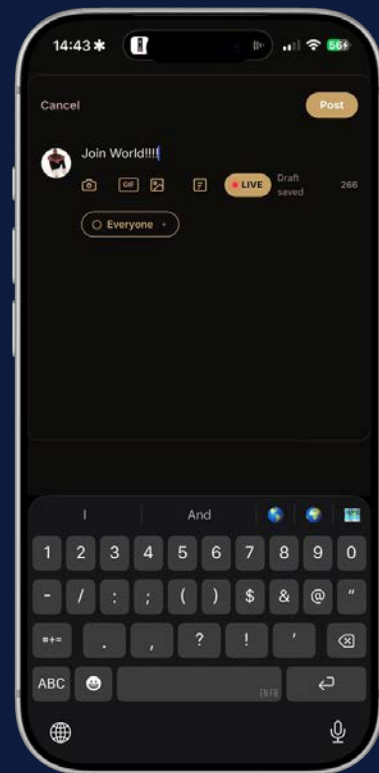
Events



Messaging



Community Feed



Post & Go Live

# Real Events Drive Real Adoption

*We don't chase users. We target communities and let them grow out.*

## The Growth Engine

### 1. Find creators with real followings

We recruit creators in hip hop, fashion, and sports who already have engaged audiences.

### 2. Run events and college activations

Campus parties, fashion pop-ups, and watch parties where World is the entry point. Their audience becomes our users.

### 3. Community keeps them

Once inside, the feed, marketplace, and live rooms give them a reason to stay. 88% DAU/MAU proves it works.

## Starting Verticals

### Hip Hop

Music communities, artist drops, concert culture. Already our strongest organic community.

### Fashion

Sunny's NYFW network. Designers, streetwear brands, and drops native to the marketplace.

### Sports

NBA, soccer, and college sports. Watch parties and fan communities drive massive engagement.

## The World Cup Catalyst

FIFA World Cup hits North America this summer. Billions watching. Millions looking for community around it. World is built for exactly this kind of cultural moment. This is the perfect time to get in.

# Five Revenue Streams from Day One

*Five revenue streams designed to grow with the community*

## Advertising

Community ads connecting local businesses with users. Explore feed ads that feel native. Personalized placements that increase click-through rates.

## Subscriptions

Premium community subscription fees on a three-tier membership model (Basic, Pro Creator, Elite Creator) unlocking analytics, monetization tools, and premium community features.

## Commerce

Creator storefronts and marketplace transactions with tiered fees. Higher subscription tiers unlock lower commission rates and dedicated stores.

## Events

Digital and in-person events — from free concerts to paid cultural experiences. Ticketing built directly into the platform.

**Boosts** Micro-monetization allowing users and creators to boost post visibility, similar to TikTok Promote.

*Projected ARPA (Phase 2): ~\$12/mo | Subs + ads + commerce + events + boosts. Revenue starts after 10K users.*

# We Are Already Live and Growing

## Where We Are Now

950

Beta Users  
88% DAU/MAU

100+

Active  
Communities

Live

Full-Stack  
MVP

88%

DAU/MAU  
580 daily active users out of  
655 monthly

*Live in beta with 950 users and 100+ fan-created communities. Zero funding. Pre-seed will scale backend capacity and accelerate creator onboarding.*

## What's Built

- Social feed with For You, Following, and Community tabs
- Community creation and discovery engine
- Integrated marketplace with ticketing
- Direct messaging, voice rooms, and text channels (video in public beta)
- User profiles, notifications, end-to-end encryption
- Product launch video in production



# No One Else Is Doing All of This

| Feature                  | World | Instagram | Discord | X / Twitter | Mighty Networks | Bluesky | Upscrolled |
|--------------------------|-------|-----------|---------|-------------|-----------------|---------|------------|
| Community-First Feed     | ✓     | ✗         | Partial | ✗           | ✓               | Partial | ✓          |
| Built-In Marketplace     | ✓     | Limited   | ✗       | ✗           | ✗               | ✗       | ✗          |
| Event Ticketing          | ✓     | ✗         | ✗       | ✗           | Partial         | ✗       | ✗          |
| Creator Storefronts      | ✓     | ✗         | ✗       | ✗           | ✗               | ✗       | ✗          |
| Direct Messaging         | ✓     | ✓         | ✓       | ✓           | ✓               | ✓       | ✓          |
| Community Discovery      | ✓     | ✗         | Limited | ✗           | ✓               | Limited | Partial    |
| Culture-Driven Algorithm | ✓     | ✗         | ✗       | ✗           | ✗               | ✗       | ✓          |
| End-to-End Encryption    | ✓     | Partial   | ✗       | ✗           | ✗               | ✗       | ✗          |

*World is the only platform combining social feed + communities + marketplace + events + live rooms + messaging in one culture-driven experience.*

# \$500K Will Take Us from Beta to Launch

**\$500,000**

Pre-Seed Round

**35**  
**%**

**Growth & Acquisition**

events, giveaways, creator partnerships, social

**25**  
**%**

**Marketing**

brand, content, paid channels

**10**  
**%**

**Team Hires**

Key hires to scale operations and community management

**30**  
**%**

**Engineering**

scale infrastructure, ship public launch features

Creator onboarding Q2 2026 → 10K users by Q3 → First paid events Q3 → Revenue by Q4

# World

*Built for culture, powered by community.*

2026 is shaping up to be a year full of major moments across sports, entertainment, art, and politics, including the World Cup. People are actively looking for places to belong again.

World is being built for that moment.

**Sunny Jackson | CEO & Founder**

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