



SOKU ROAD MAP

	Development	Marketing	PR	Production	Team
May	<ul style="list-style-type: none"> Fix UX Bugs before beta testing Tutorial build out Rework Shop interface Avatar building interface 	<ul style="list-style-type: none"> Influencer Outreach Digital Campaign Set Up Brand Ambassador & Dispensary Outreach 	<ul style="list-style-type: none"> SoKu Launch Announcement 	<ul style="list-style-type: none"> Launch Video Sizzle Reel for Partners 	<ul style="list-style-type: none"> Budget Allocation Hire Brand Ambassador Influencer
June	<ul style="list-style-type: none"> Beta Test Feedback - Bug Fix More Shop content Final App Store Approval Upgrade Server Infrastructure 	<ul style="list-style-type: none"> Activate Influencer Program App Store SEO Programmatic Asset Creation & Campaign Flight 	<ul style="list-style-type: none"> Pre-Launch Features Post-Launch Features 	<ul style="list-style-type: none"> Digital Media Asset Creation Influencer Recap Tarps of Love Set Up for September 	<ul style="list-style-type: none"> Agency Partner for Digital Media Build out App Download Reporting Increase Influencer Footprint
July	<ul style="list-style-type: none"> Website Updates Bug Fixes Ad display build out 	<ul style="list-style-type: none"> Tarps of Love Campaign Planning and Ordering Influencer Activation #2 Campus Event Activations 	<ul style="list-style-type: none"> Influencer Media Activation Post-Launch Features 	<ul style="list-style-type: none"> Virtual influencer Performances 	<ul style="list-style-type: none"> Hire additional team members





DEVELOPMENT

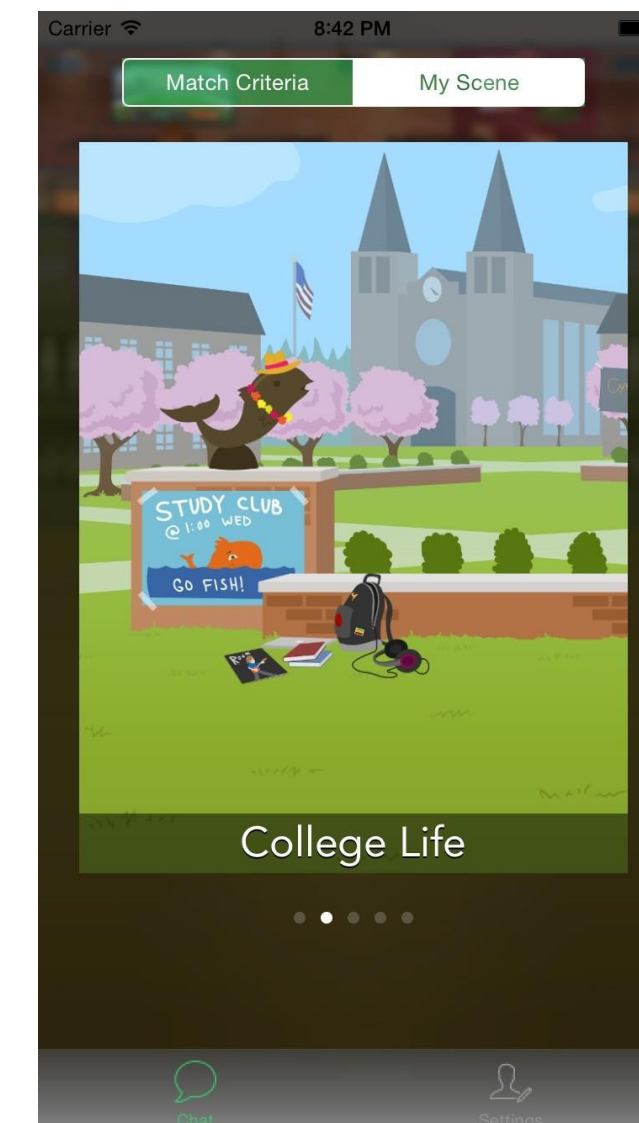
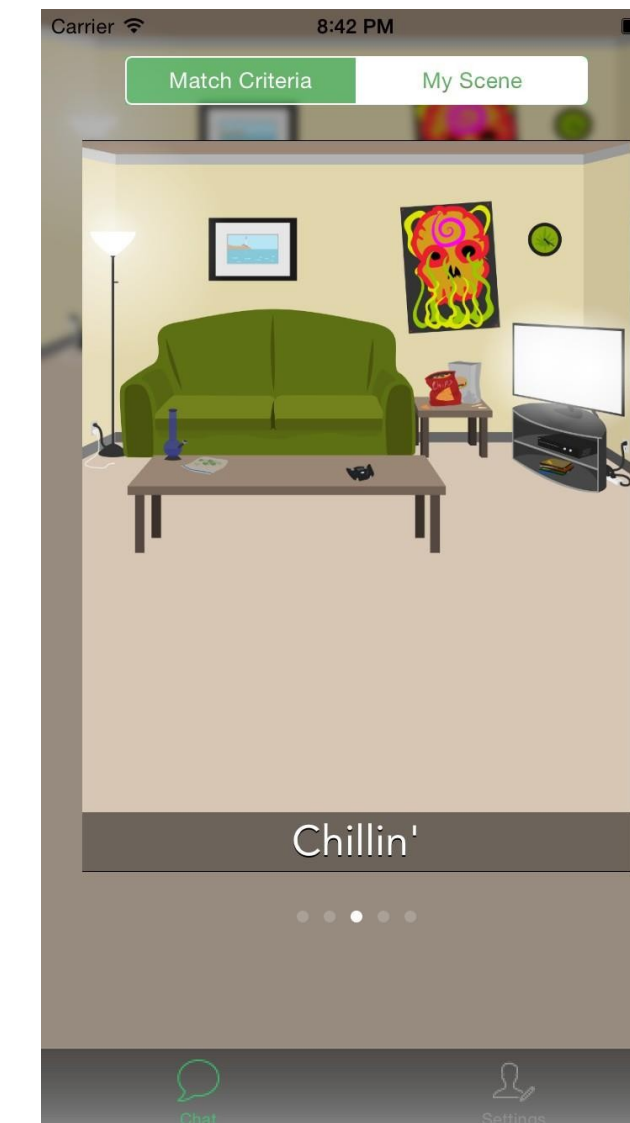
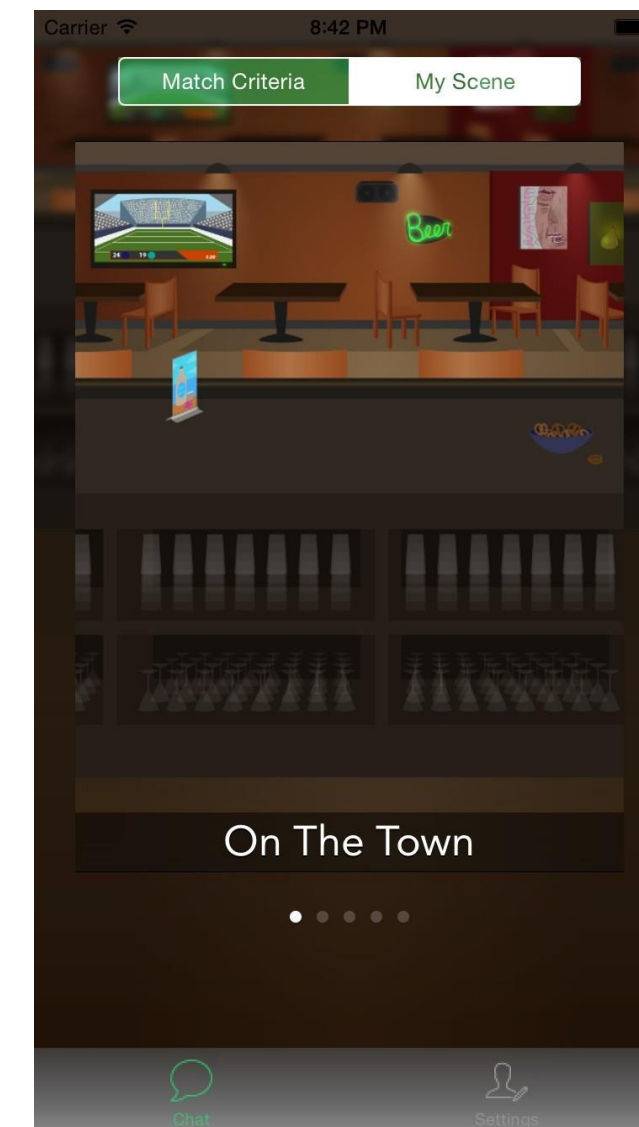
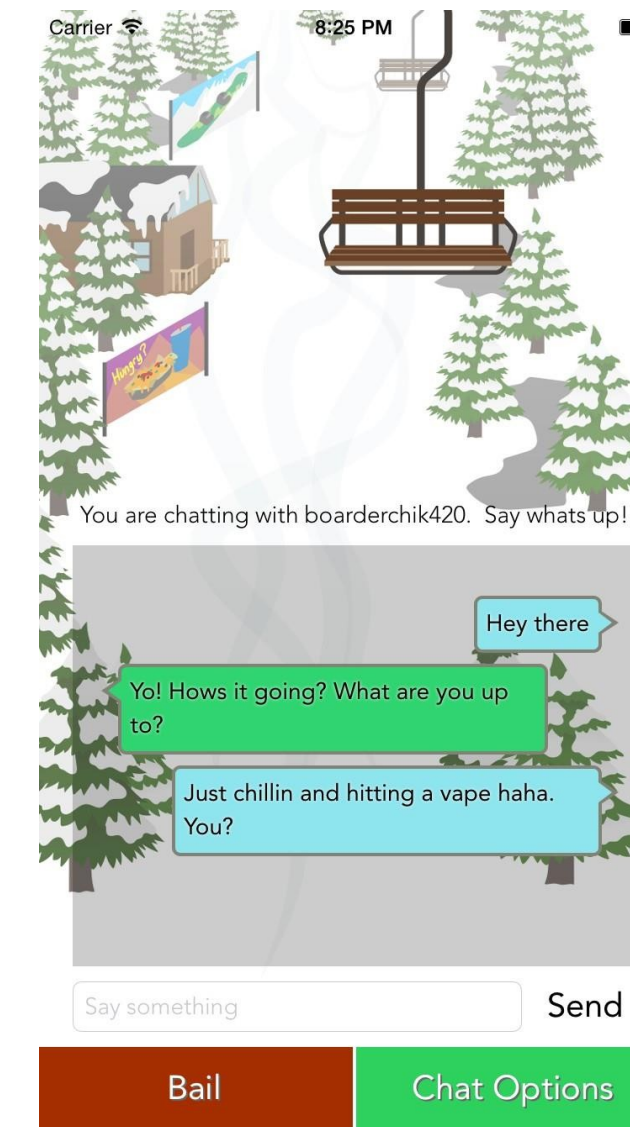
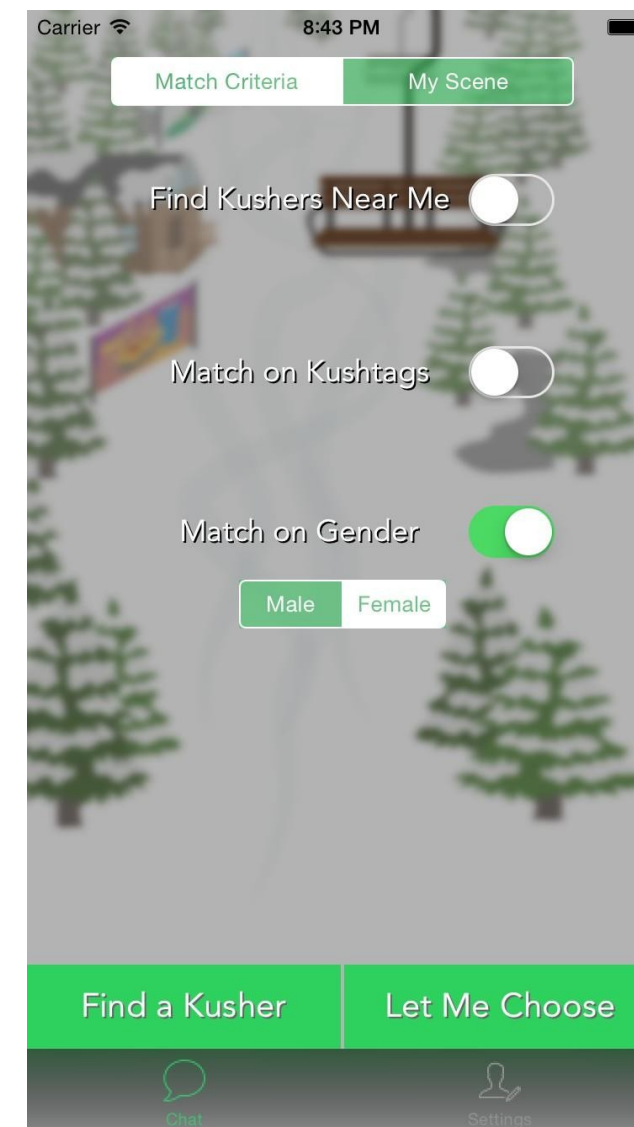
DEVELOPMENT

Phase I

- Building out a better guided tutorial for first time users
- Increasing the amount of content available in the Shop
- Reworking the Shop interface, and reworking the Avatar builder interface.
- More Shop content
- Beta tester feedback and bug fixes.

Phase II

- Final App Store approval
- Upgrading our server infrastructure to handle increased usage
- Website updates
- Bug fixes
- Building out a system for displaying ads from our partners





MARKETING

INFLUENCERS

Soku's Director of Entertainment and multi-platinum music producer, Aaron Wells, aka "Blue Cheeze" has relationships and produced records for some of TODAY's biggest artists in the pop and hip hop industry. These artists have a potential to reach 50 million people. With such priceless access, Soku plans on partnering with as many of these artists as possible to hold exclusive private performances via ZOOM / Facebook Live for Soku users. We will also promote and drive additional downloads through Social Media endorsements and announcements.



Influencer Name	Instagram	Twitter	Facebook	Total
Lil Pump	15,500,000	1,080,000	1,900,000	18,480,000
Lil Xan	4,500,000	494,000	579,000	5,573,000
Swae Lee	4,000,000	594,000	200,800	4,794,800
Slim Jxmmi	1,100,000	260,000	998,544	2,358,544
Rich The Kid	4,401,390	1,190,185	336,514	5,928,089
Mike Will Made It	1,703,122	736,023	597,024	3,036,169
Rick Homie Quan	3,211,187	1,090,846	1,400,063	5,702,096
Lil Baby	2,419,983	214,872	122,168	2,757,023
Total	36,835,682	5,659,926	6,134,113	48,629,721

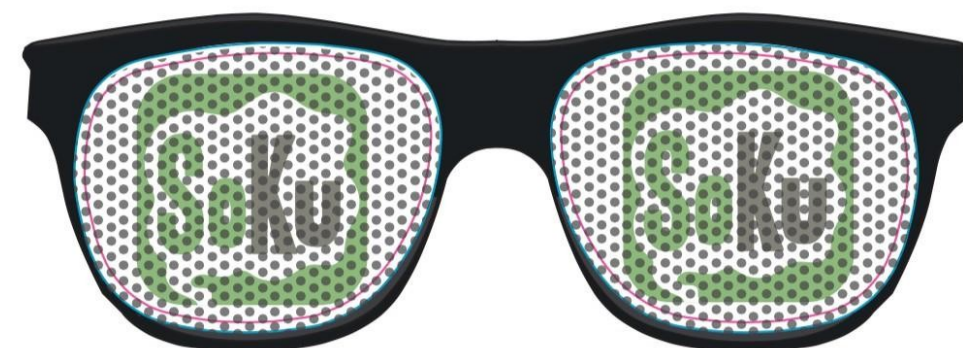


Virtual Ambassadors

With an aggressive Social Media Campaign, SoKu will recruit and support **Virtual Brand Ambassadors** through online swag and give away promotions. This will drive brand awareness, create downloads and increase our Social Footprint.

Brand Ambassadors

Across California, we will enlist brand ambassadors at several major universities. These **Campus Brand Ambassadors** will be given a cost effective monthly fee to host events, dish out SoKu swag, and drive downloads on campus.



(The Campus Brand Ambassador Program is Delayed For COVID Recovery)

BRAND AMBASSADORS

school	# of students
USF	12,000
UCS	18,000
AAU	20,000
CPSU	22,000
UCSB	24,000
CSUF	25,000
CSU	30,000
SJSU	34,000
UCB	38,000



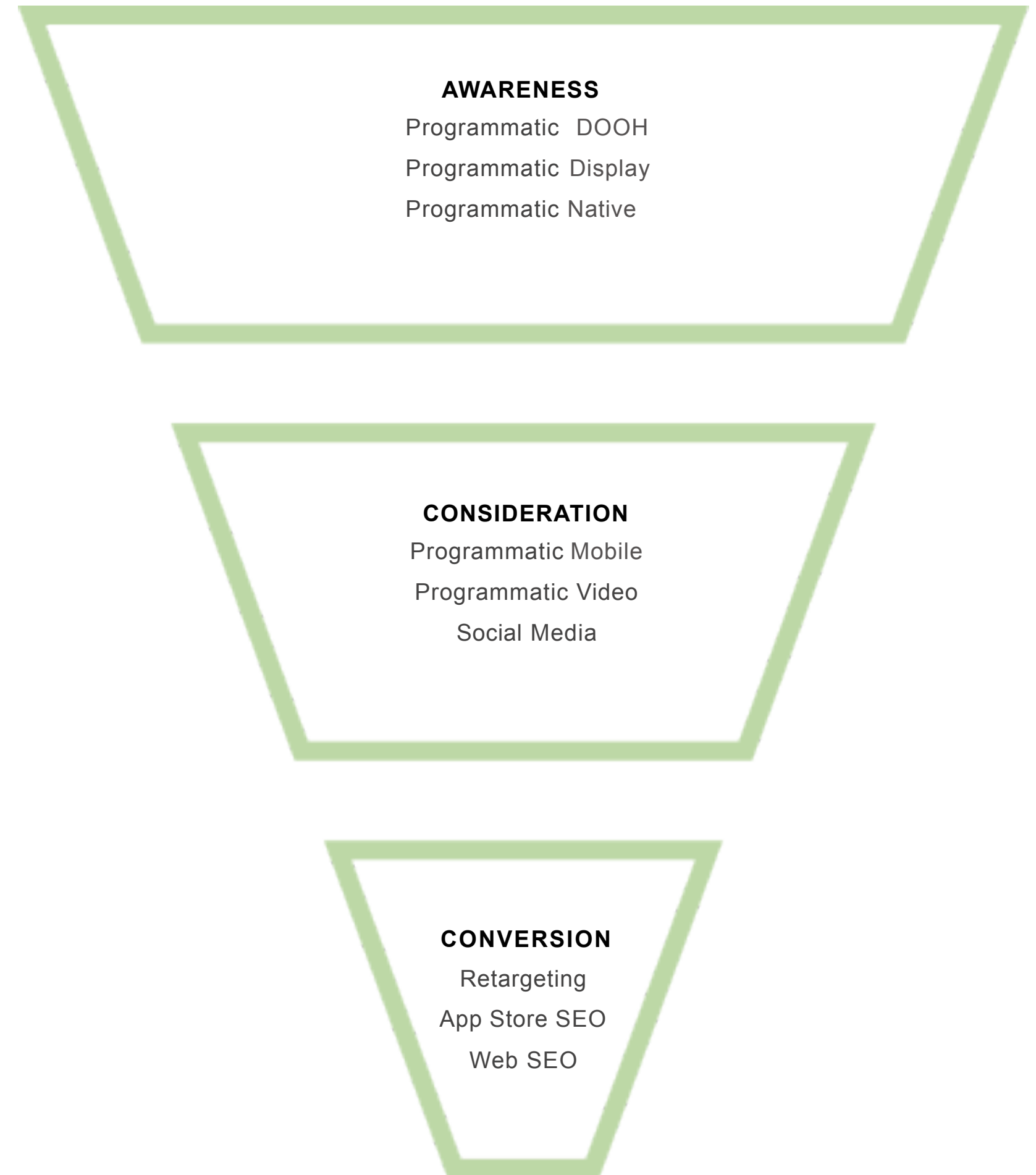
DISPENSARY PARTNERSHIPS

To deepen the user experience and drive downloads, Soku will be partnering with targeted (by volume of sales and location) dispensaries. These dispensaries will have in-app promotional placement within the chat scenes of localized Soku users. The dispensary, in turn, will display a promotional life-size cutout of a Soku Influencer. We will also create and provide Co-Branded Swag to the dispensary to give away to Soku users in a “Show Us Your A** Campaign”.



DIGITAL MARKETING

App store SEO, SEO, Geo-Targeting around specific events along with other programmatic media tactics will help support launch by targeting and funneling high potential users to download the app. We can align our efforts to be in sync with our influencer and college efforts.





PR SUPPORT

Meaningful Marketing

Throughout the launch we'll be coordinating with key publications and media outlets to let people know what's going on with SoKu.

In addition to traditional PR strategies we'll be leveraging a campaign for social good called Tarps of Love. We'll be handing out free tarps to the homeless population in Portland Oregon.

This Project is scheduled for
September, 2020



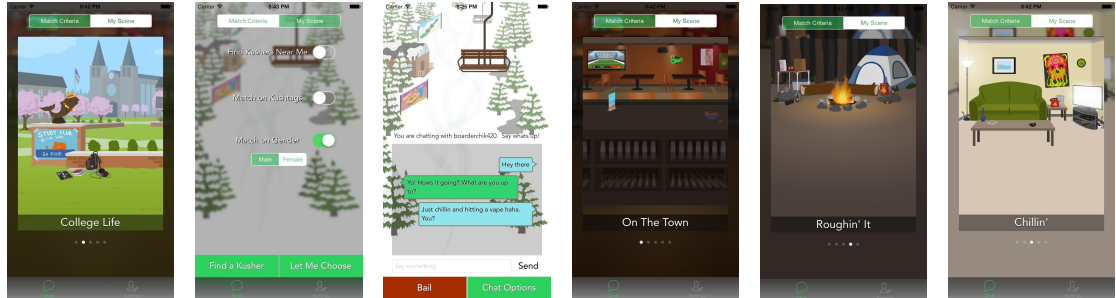
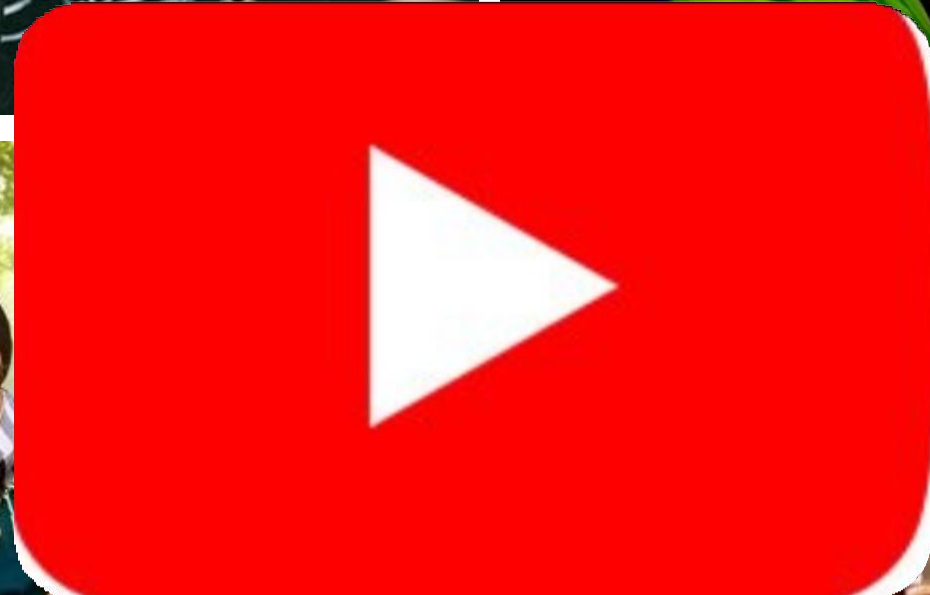


PRODUCTION

VIDEO PRODUCTION

Video Productions will be key to communicating what SoKu is doing and all about. These productions will allow us to seamlessly tie together all of the strategies set in place from Ambassadors to Influencers and Partnerships.

We'll be documenting it all and packaging it up into digestible content to be distributed via social media, media outlets and digital media ads.





TEAM

The Team

Bob Silver. Bob Silver is our visionary, founder and team leader. He is instrumental in securing our initial funding and will continue to push our company forward with his business acumen and marketing savvy. Bob's vision for the company, creativity and ability to realize the vision will make SoKu successful. By leveraging his relationships he has provided the company opportunities we would not have had otherwise. His strong character and leadership will take this company to its ultimate success. Bob is the driving force behind the company; he makes things happen, puts together the resources to support the team and takes our product to the market place.

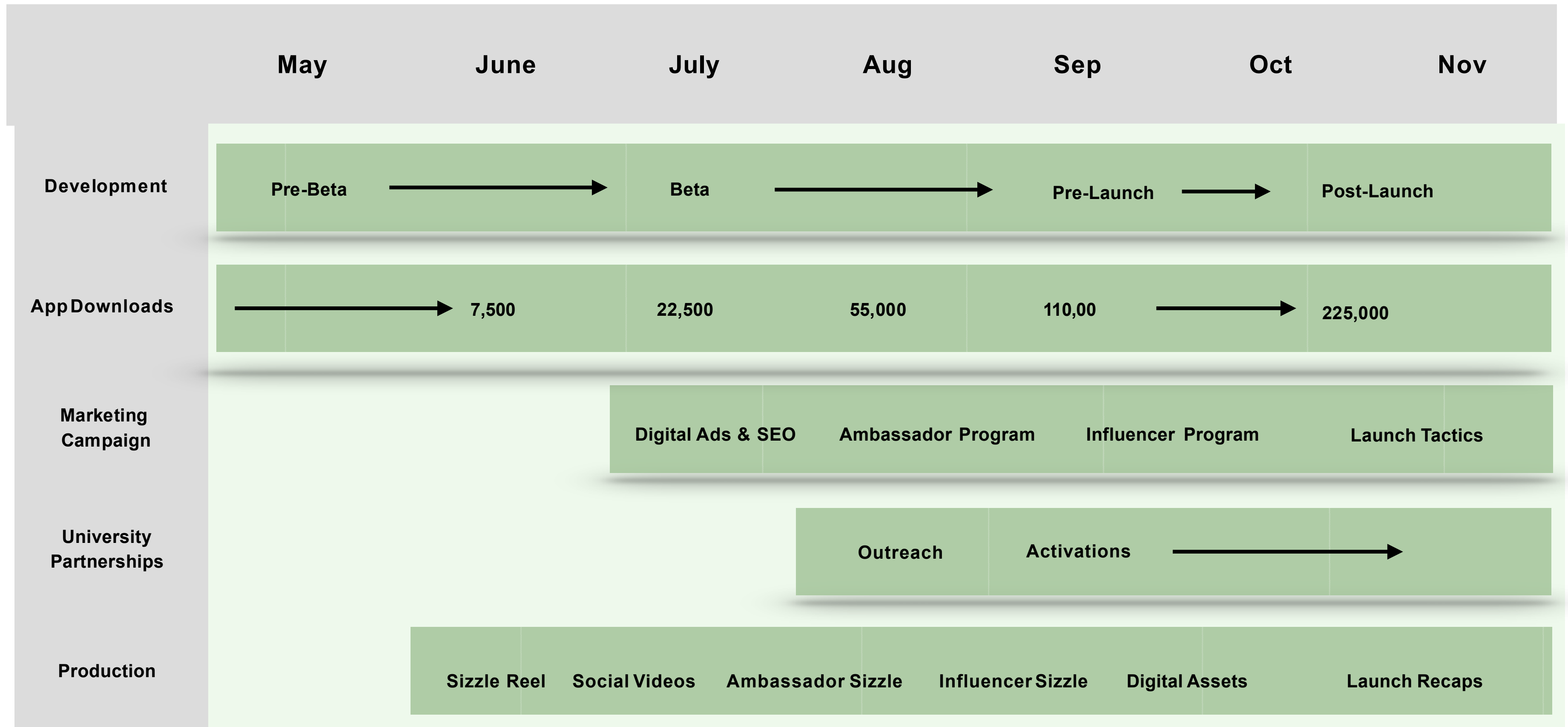
Toi Hershman. As the Director of PR and Media, Toi handles external relations with lenders, key stakeholders and vendors and works to help market the company to the world. An understanding of details of the business and an enjoyment of handling those details are her essential skills. Toi works to set in motion the vision, strategic plan and goals for SoKu.

Aaron Wells (aka Blue Cheeze). As the Director of Entertainment and Talent, Blue Cheeze is responsible for facilitating and managing a critical piece of the launch of Soku. Blue Cheeze, in house producer of Ear Drummer Records, currently working with artists such as Katy Perry, Rae Sremmurd, Rick Ross, Miley Cyrus and many others. He has created a path and have attracted a plethora of industry leading music artists to assist in the launch and exposing Soku to millions of followers. At the time of this writing, Blue Cheeze produced the #2 downloaded hip hop / rap song "Falling Down" featuring Lil Peep and XXXtenacion.



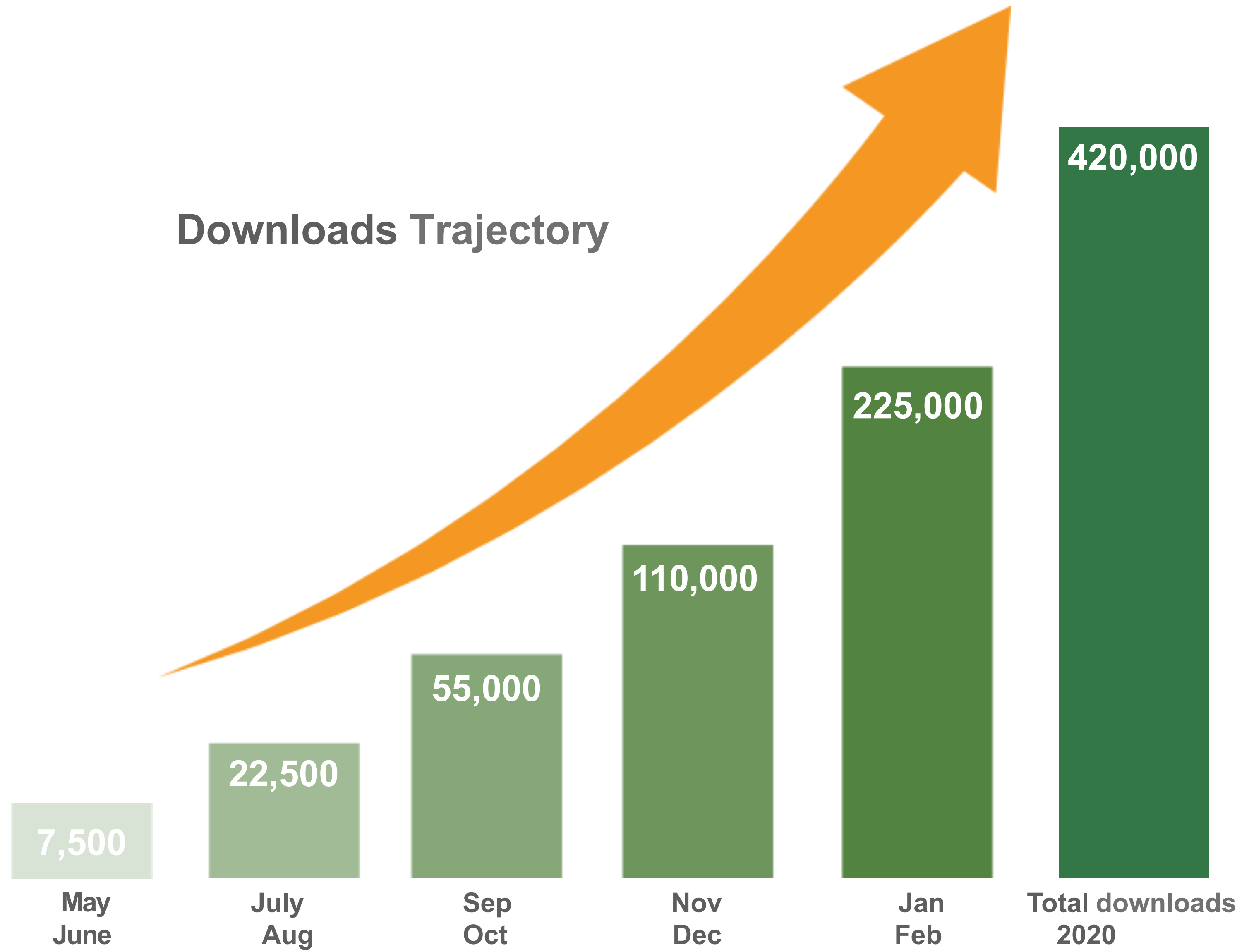
TIMELINE & LAUNCH

TIMELINE





Downloads Trajectory



Forward Looking Statements

Any statement contained in this press release that do not describe historical facts may constitute a forward-looking statement as the term is described in the Private Securities Litigation Reform Act of 1995. Such forward looking statements include, among other things, statements regarding the offering, the expected gross proceeds, the expected use of proceeds and the expected closing of the offering. Any forward-looking statements are based on current expectations and are subject to a number of risks and uncertainties. The factors that could cause actual future results to differ materially from current expectations include, but are not limited to, risks and uncertainties relating to the company's ability to develop, market, sell its products; the expected benefits and efficacy of the company's products; the availability of substantial additional funding for the company to continue its operations and to conduct research and development and future product commercialization and the company's business, research, product development, marketing, distribution plans and strategies.

