



Tiktok alternative for animals —with giving built in.

SCALING SOCIAL'S HAPPIEST CORNER

JOYFUL ANIMAL
CONTENT WITH
REAL-WORLD IMPACT





SOCIAL MEDIA HAS BECOME CROWDED, TOXIC, AND EMOTIONALLY EXHAUSTING.

Today's platforms prioritize outrage, algorithms, and negativity, not happiness, connection, or well-being.

PEOPLE WANT A PLACE BUILT AROUND JOY, TRUST, AND POSITIVITY.

Watching animal content reduces stress and anxiety by up to **50%**

University of Leeds 2020

Pet Influencer content drives **3x** more engagement at 66% lower cost per result

Journal of advertising Research 2025

38% of users avoid major platforms because of negativity

Pew Research, 2023

64% of Gen Z say social media harms their mental health

U.S. Surgeon General, 2023



WE BUILT THE WORLD'S HAPPIEST APP.



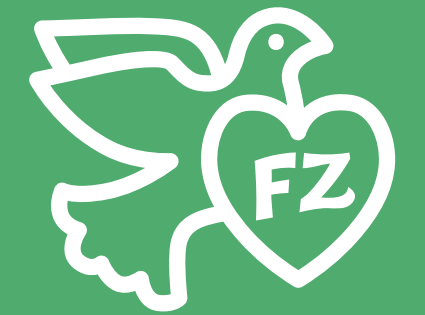
ENGAGE

Joyful short-form content



GIVE

Built-in charity donations
via Fureelz Giving™



EARN

Monetization tools
for creators & brands





THREE FORCES CREATE PERFECT TIMING.

WHY NOW?

THE FEED IS BROKEN: 50% of adults are actively cutting back. 38% avoid platforms entirely due to negativity.

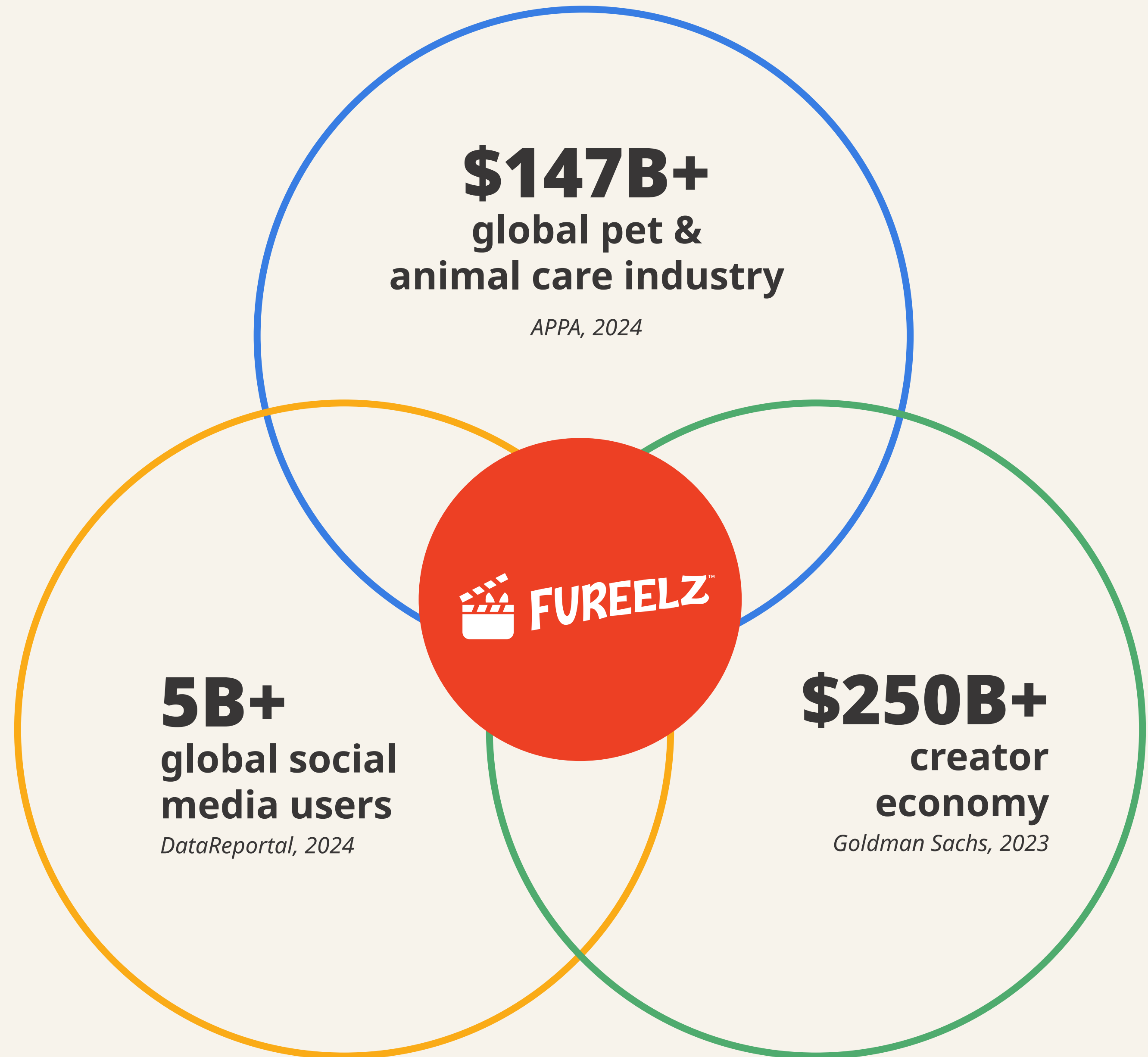
APA 2025, Pew 2023

ANIMAL CONTENT WINS: 3x more engagement. 43% higher willingness to pay. Peer-reviewed.

Journal of Advertising Research, 2025

CREATORS NEED A BETTER HOME: Top 10% capture 62% of all payments. The long tail is underserved.

CreatorIQ, 2025





PUBLICLY LAUNCHED 2026. ZERO PAID MARKETING. REAL DEMAND.

FROM FOSTER-WILDLIFE-CENTER:

"I have been searching for a place just like this but most are AI generated fake videos of animals and I hate that. I am a wildlife care specialist and love animals and couldn't thank you enough for this awesome community!"

78

Countries Reached
Organically

24m 58s

Average
Engagement Time
vs Instagram 33m per day



5-star Ratings
Apple & Google

Top 10% of rated apps. Most
featured apps rate 4.0+

18.7

App Store
Conversion Rate
Industry average 3-4%:
Splitmetrics benchmarks

12%

Creator Ratio
Industry healthy
benchmark 1-5%

67%

Weekly Average
Usage Growth
Since public launch in April

5.3x

Sessions Per Day
Per Active User
TikTok benchmark: 11x

37%

Monthly Average
Usage Growth
Since public launch in April

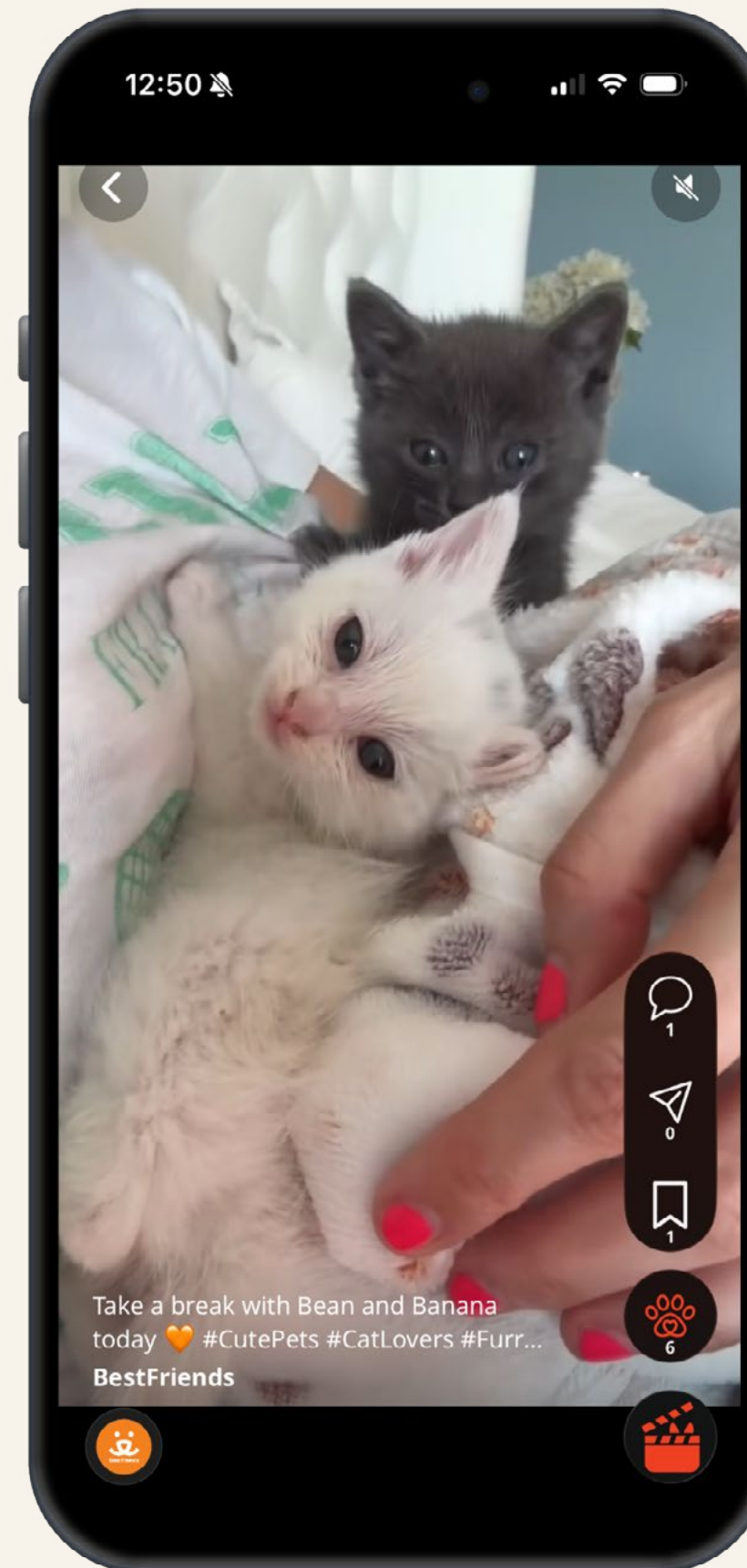


THE PARTNERS

MISSION-ALIGNED PARTNERS AND INDUSTRY VALIDATION.

BUILDING THE FOUNDATION FOR NETWORK EFFECTS ACROSS USERS, CREATORS, BRANDS, AND CHARITIES.

“Social media has an incredible ability to bring people together,” said **Aimee Gilbreath, President of PetSmart Charities**. “What Fureelz is doing takes that connection and channels it toward compassion, turning views and engagement into tangible support for animals in need. It’s innovation that truly gives back, and we’re proud to be an early partner to the platform.”



Charity Partners:



Commerce Partner:





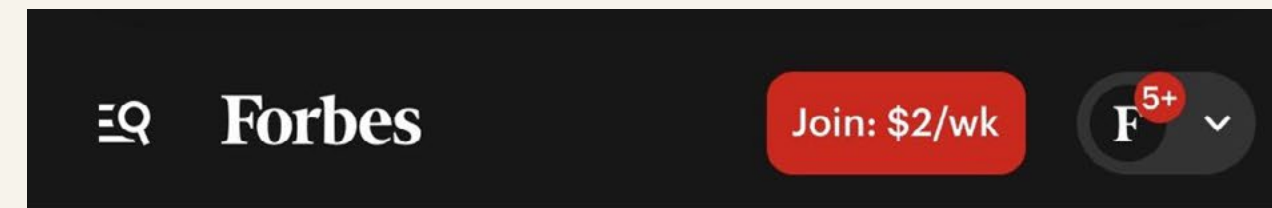
THE NEWS

INDUSTRY VALIDATION.

Forbes

Julie Castle, CEO of Best Friends Animal Society, appreciates that Fureelz is focused on giving back to animals in need.

"As a national nonprofit working to save the lives of pets in shelters, Best Friends was excited to join this platform that focuses on the joy that pets and other animals bring us," Castle said. "By enjoying that content and interacting with other animal lovers on Fureelz, we hope more people will be inspired to choose the adoption option."



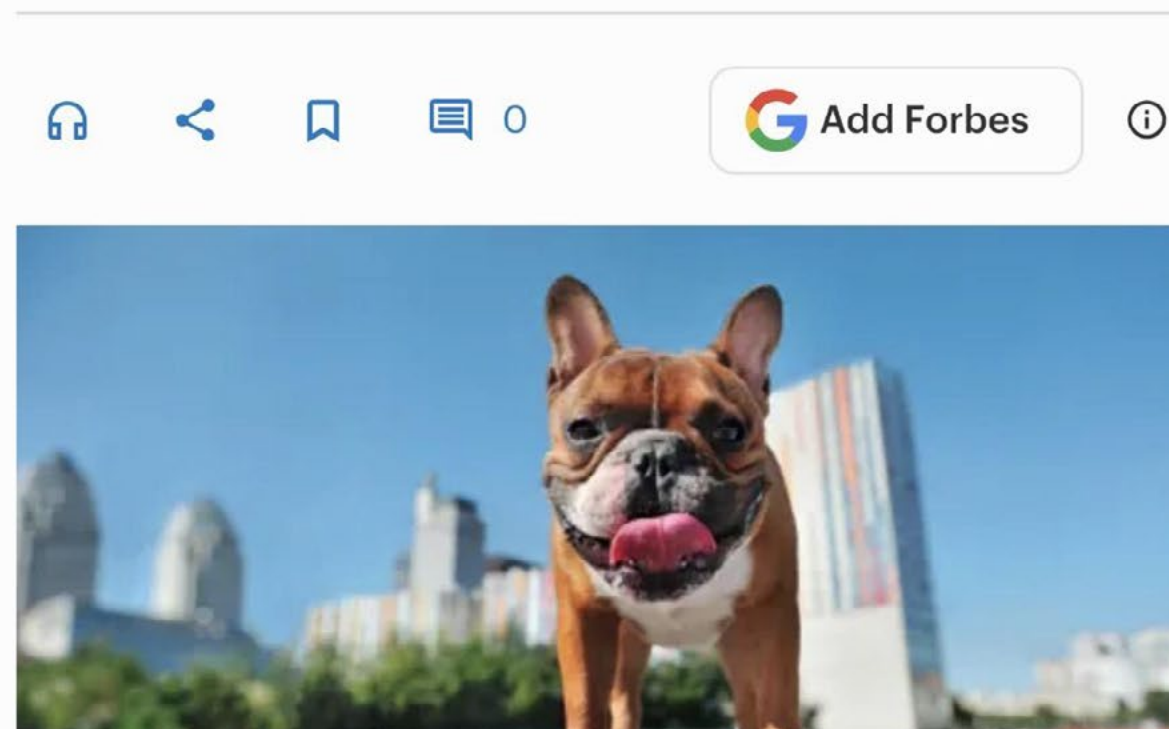
INNOVATION > SCIENCE

New Social Media Platform Fureelz Only Offers Animal Videos

By [Jen Reeder](#), Contributor. © Jen Reeder is an award-winning journalist who specializes in pets.

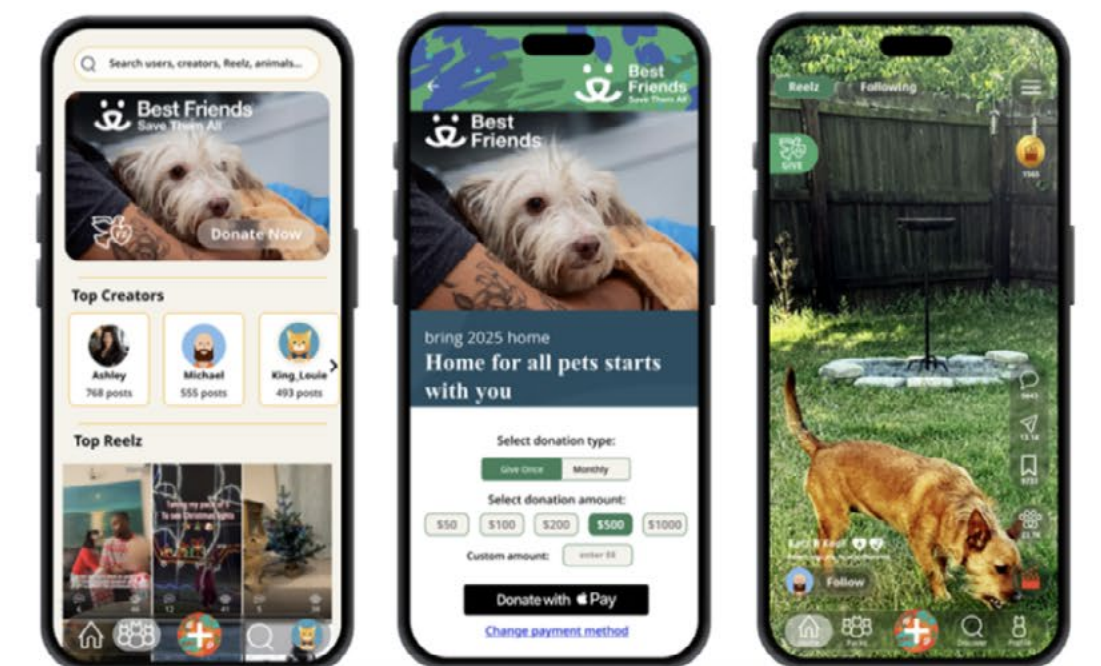
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Fureelz Launches the World's First Social Platform Dedicated Entirely to Animals

Pet Age Staff // April 9, 2026 // 2 Minute Read





THE BUSINESS MODEL

MULTI-CHANNEL MONETIZATION BUILT FOR SCALE.

PRIMARY REVENUE STREAMS

Ad Revenue

CPM-based; \$5-\$15 typical per Statista / Influencer Marketing Hub

Brand Partnerships

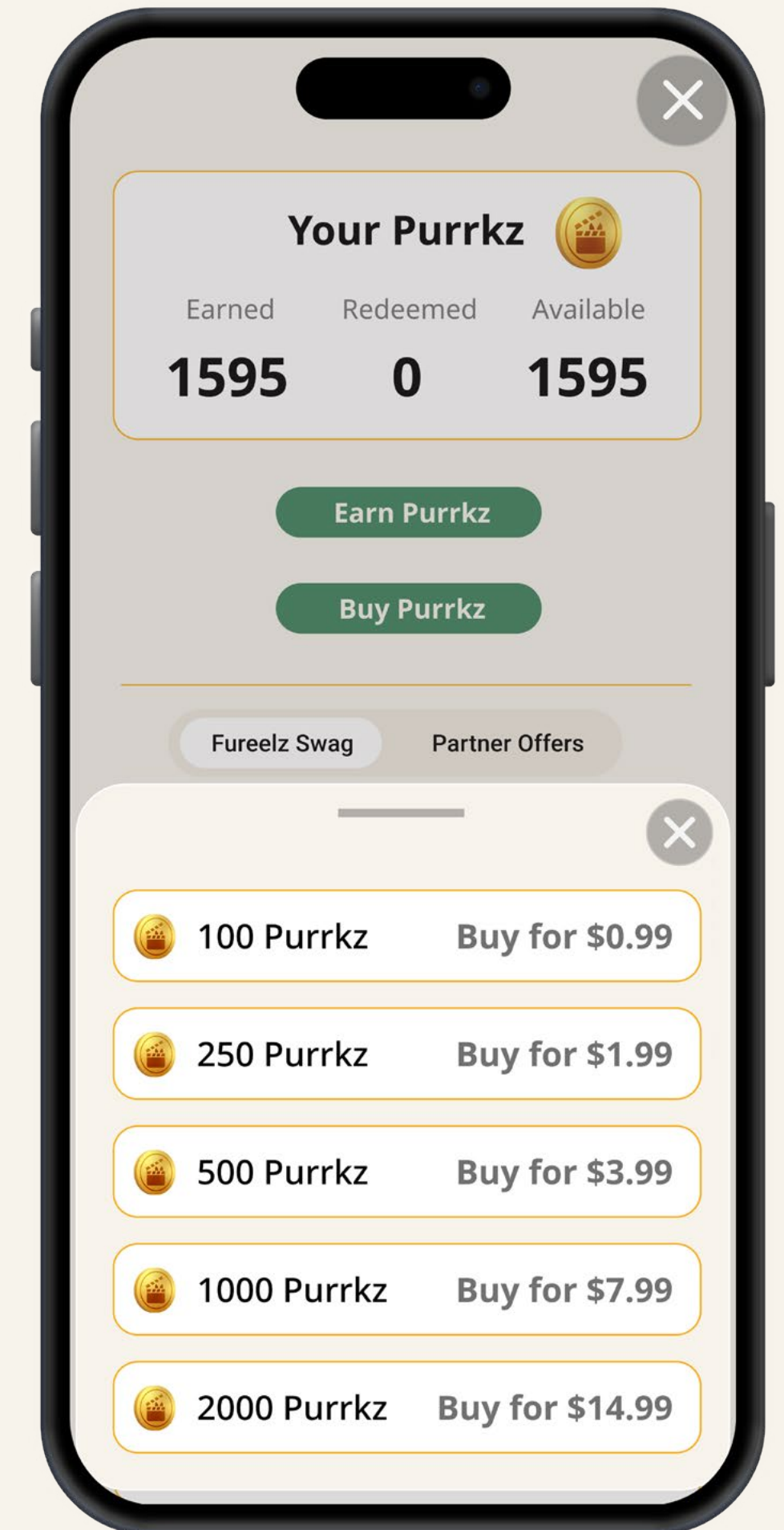
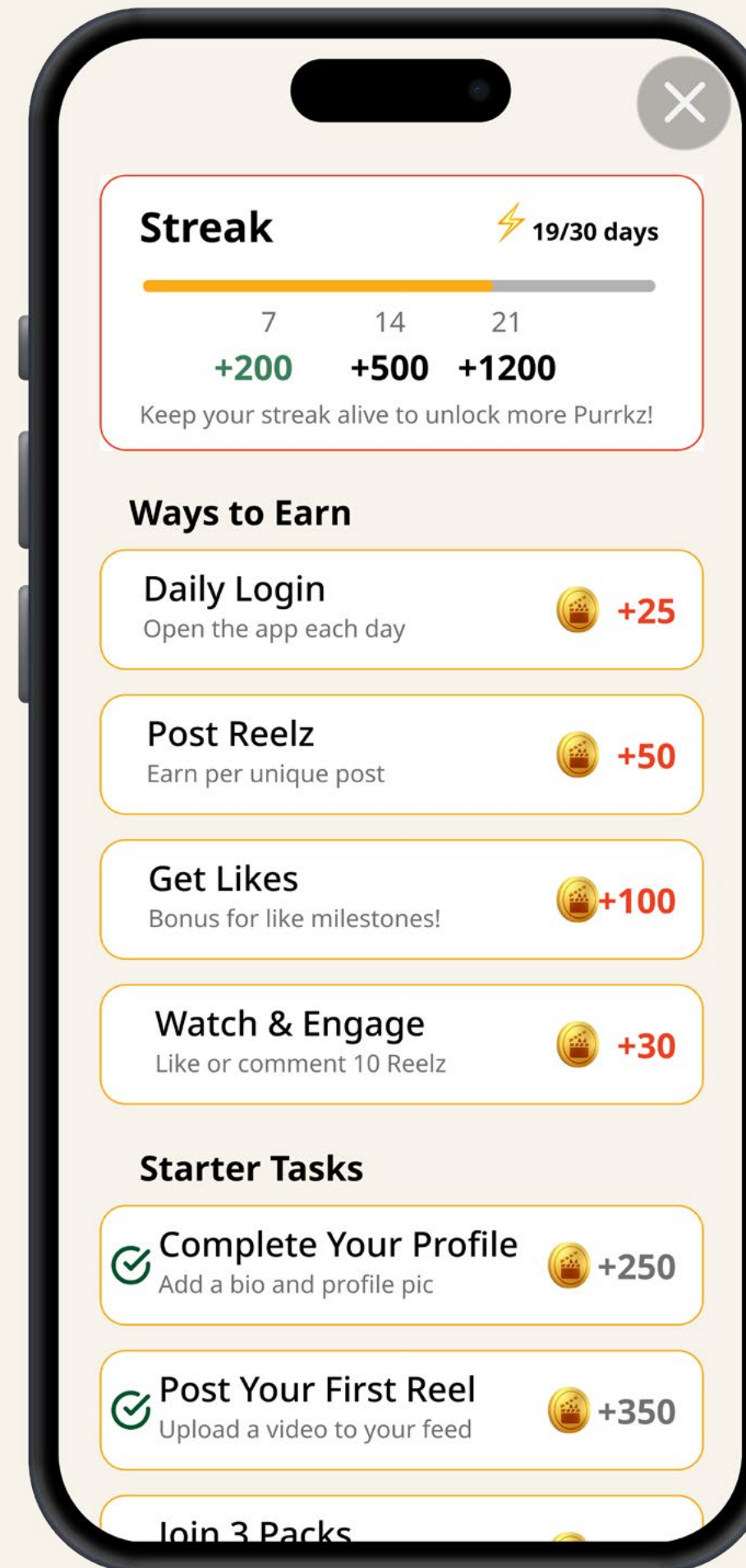
Sponsored content & challenges

Creator Tools

Platform fee %: industry norm

Commerce

Affiliate, marketplace, live shopping

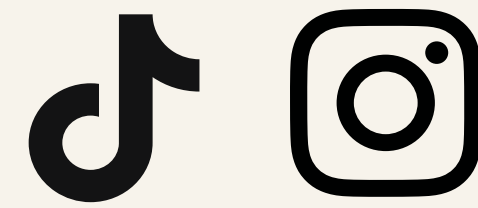


BUILT FOR TRUST, JOY, AND PURPOSE.

PURPOSE-BUILT, IN A WAY MAINSTREAM PLATFORMS NEVER WERE.



Fureelz



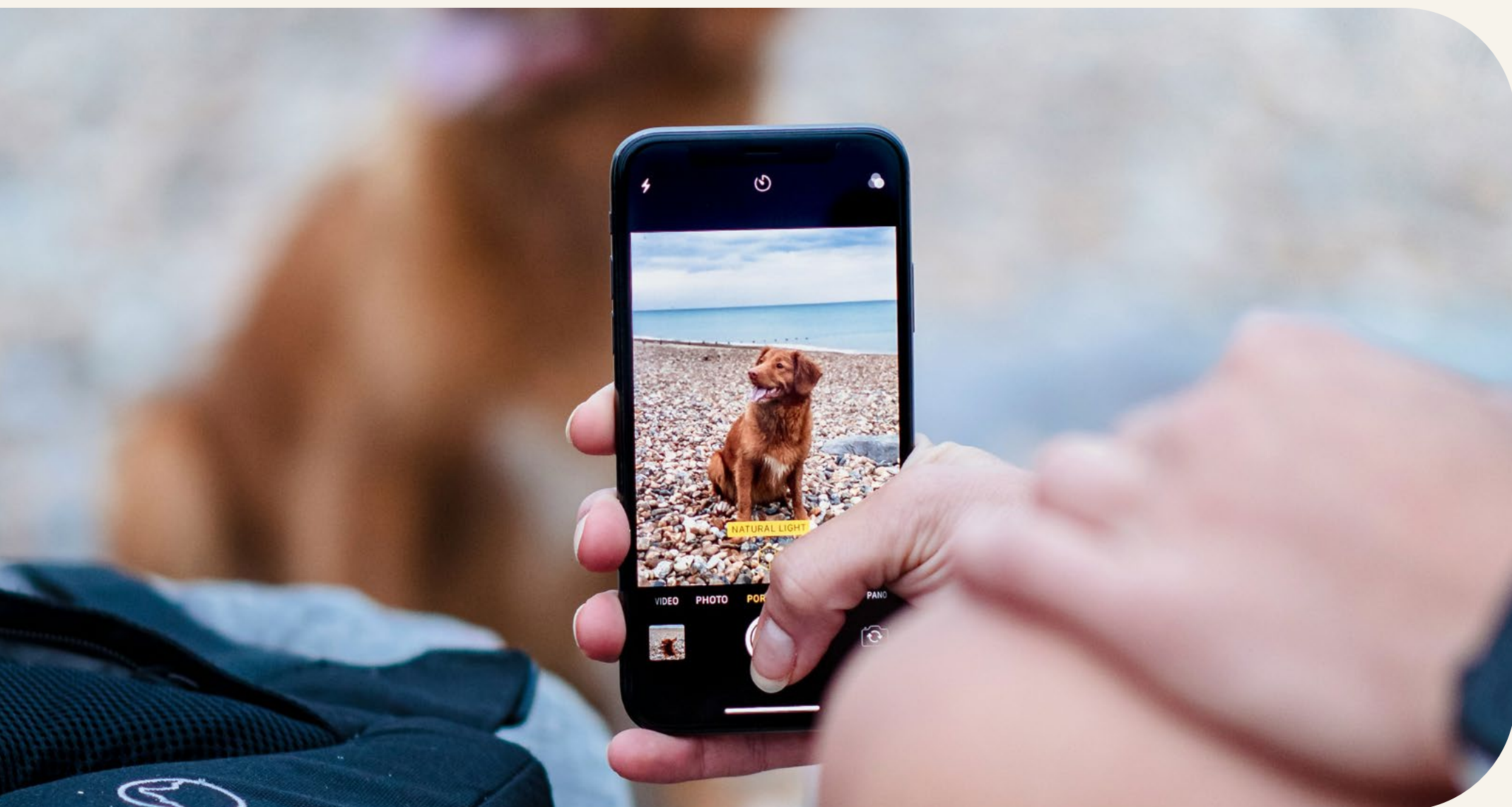
TikTok + Instagram

Safety	Community-specific moderation with pre-posting content review	Broad, AI-assisted moderation across all content categories
Mission	Joy, compassion, and giving back — built into the platform from day one	Broad entertainment and social connection
Giving	In-app giving, users discover and donate directly within the platform	Not available
Monetization	Brand partnerships, ads, creator tools, and commerce, purpose-built for the animal economy	Ad-driven model with broad creator monetization tools
Community	Animal-focused Packs that build belonging on and off the app	Broad, general audience across all topics





CREATOR-LED GROWTH POWERED BY CHARITIES AND JOYFUL VIRALITY.



GROWTH ENGINE DESIGNED AROUND JOY, PURPOSE, AND HIGH ENGAGEMENT.





THE TEAM

MISSION-DRIVEN OPERATORS, PROVEN STARTUP EXPERIENCE EXPERIENCED, PASSIONATE, AND BUILT TO SCALE.



Ashley Quincey
CEO & Co-Founder

Ashley Quincey is a technology and growth leader with 20+ years scaling enterprise sales and digital partnerships. At Clavis Insight, she led the largest global implementation in the company's history, a 25-country Procter & Gamble deployment. Her career spans IBM, Forrester Research, and Salsify. She has been building digital communities since 2007, giving her a firsthand perspective on how social platforms shape engagement and culture. She founded Fureelz because the platform she wanted didn't exist.



Michael Allenberg
Product & Experience

Michael is a seasoned product and experience design leader with over 15 years of experience crafting intuitive, high-engagement digital platforms for startups and major brands like Cox Communications and Home Depot. As Head of Product and UX/UI at Fureelz, he drives user-centric strategy and product design, ensuring a seamless, visually compelling experience that deepens engagement and community connection.



THE TEAM

FRACTIONAL BUT MIGHTY.

SENIOR SPECIALISTS. FOCUSED ROLES. BUILT TO SCALE.



Lauren Gibbons
Marketing



Mali Welch
Brand



Rachel Stoczko
Communications



Anna Cheng
Legal



Linda Launey
Customer Success



Scott Farrell
Partnerships & Giving



Steven Meservce
Influencer Advisor



Angela Drinkwater
Social Media Manager



THE INVESTMENT

THE RAISE IS NOW OPEN!

OWN A PIECE OF THE PLATFORM THE WORLD HAS BEEN WAITING FOR.

Offering Type Regulation Crowdfunding (Reg CF),
SEC-regulated

Pre-money Valuation \$6,500,000

PRICE PER SHARE

\$2.00

Equity Shares •
Common Stock

MAXIMUM RAISE

\$5M

Regulation Crowdfunding
(Reg CF)



Use of Funds

30%	Product Engineering
30%	Marketing & User Acquisition
25%	Staffing & Payroll
7.5%	Working Capital Reserve
5%	Legal & Compliance
2.5%	Security & Infrastructure



THE FINANCIAL MODEL

MULTI-CHANNEL REVENUE, CAPITAL-LIGHT GROWTH.

THREE PATHS TO RETURN. ONE DIRECTION: UP.

SCENARIO	2029 REVENUE	MAU END YR 4	EXIT YEAR	MOIC ON \$5M
Base Case 1,500 start MAU · 25/16/10 % growth	\$3.4M	267K	2031	3.6x
Marketing Accel 3,000 start MAU · 35/24/14 % growth · plan case	\$21.9	4.1M	2030	21.3x
Viral Case 5,000 start MAU · 40/25/15 % growth	\$54.3	11.2M	2030	74.1x

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THE FUTURE

WHAT WE ARE BUILDING TOGETHER.

THE ROAD AHEAD, WHAT INVESTING IN FUREELZ LOOKS LIKE
OVER THE NEXT THREE TO FIVE YEARS.

WOULD • TODAY • SHOULD • YEAR 5+

A seat at the table from day one.

Quarterly investor updates. Direct line to the founder. A real say in how we build the world's happiest social platform.

You're joining at the earliest chapter of a category being built in real time. Before the growth curve steepens. Before the brand partnerships multiply. Before the platform becomes the default home for the content people love most.

This is the moment when ownership means the most. The community is already here. The traction is organic and real. And the window to get in early, at ground level, closes when this raise does.

Your investment doesn't just fund the next phase. It earns you a front row seat to every milestone that follows.



INVEST IN THE MOVEMENT!

InvestInFureelz.com

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