

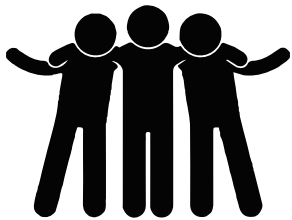
# Swiike

Ambassador Programme

# Swike

## What's it all about?

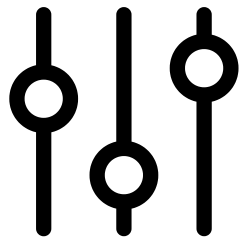
Swike is an entirely new concept in social media. Based on the principles of gamification, it is designed to showcase great content with no space for hate. There are three key differentiators between Swike and other platforms:



Swike is the first platform to use gamification in such a direct way. Swikes (likes) drive content popularity, the more your followers like your content, the more new people will see it. You cannot pay to boost content, so big budgets don't drive exposure. With Swike, the best content wins ... every time.



We have removed comments from the platform in order to ensure that nobody (creators and users) are ever exposed to hate and bullying.



The user controls what they see using a series of easy to use filters. No more laborious searching through hashtags or back and forward to your home page. Start with your favourites or a topic, and the platform will serve up the best content in that group.



## How does it work?

Swipe stands for 'Swike to Like' and introduces gamification to social media. Users are presented with a series of posts (images or short videos) and choose whether to stick with their current favourite or choose a new one. These selections drive a ranking system, which shows which posts and profiles are most popular and trending.

There is nothing like Swike out there; it's both intuitive & simple to use. Without any space to comment, the only decision the reader needs to make is 'which post do I prefer?'

The app's simplicity belies a complex algorithm which is heavily based on the principles of gamification. The more positive swikes a piece of content receives, the more likely it is to be served up to others. Fans can support their favourites while being introduced to new content creators.

It is simple to use:

- The app serves up two posts (based on their chosen filters).
- Then swipe (slide) their preferred post over the other to like it. You Swipe to Like ... SWIKE.
- The preferred post stays in place and they are instantly served another post. They swike again and the process repeats itself.
- Each post can only be viewed once, so if you keep swiking, you'll eventually find your favourite content. You can also check your history, to see how you got there.



# Built 4 Creators

## **LEVEL PLAYING FIELD.**

Swike pivots on popular content, the more positive swikes content receives, the more people it is served up to. You cannot pay to boost your content. When it comes to popularity, ££ does not equate to reach.

## **GREAT CONTENT. NO TROLLS.**

There is no room for comments on Swike which instantly removes space for trolls to lurk. Focus on the content, not battling trolls.

## **QUALITY WINS .... EVERY TIME.**

The first platform to use gamification in such a direct way. The more swikes your content gets, the higher it climbs the rankings. Making the top 100 lets you show just how popular your content is.

## **THE USER IS IN CONTROL.**

Users simply controls what they see using filters. No more laborious searching through hashtags! They simply set their favourites and choose a topic, and the Swike will serve up that content.





## Ambassador Programme

Swike went live on January 2023, and will be in Beta for 6 months. The Ambassador programme will only be available during this period. We're looking to engage with like-minded content creators who need a platform to build their base and grow their businesses. Swike is the perfect environment to grow and enhance your sponsorship deals. Driven by quality with no risk of being sabotaged by comments, you can focus on creating content that truly gets you ahead of the pack.

Our Ambassador programme offers a number of benefits to content creators who join us early in the game.

- Secure your handle (up to 16 characters long).
- Join an elite group of influencers in the initial public relations with features on our website and press materials.
- Free advertising (packages based on current follower base).
- Early participation will give your content a natural advantage over your competitors.

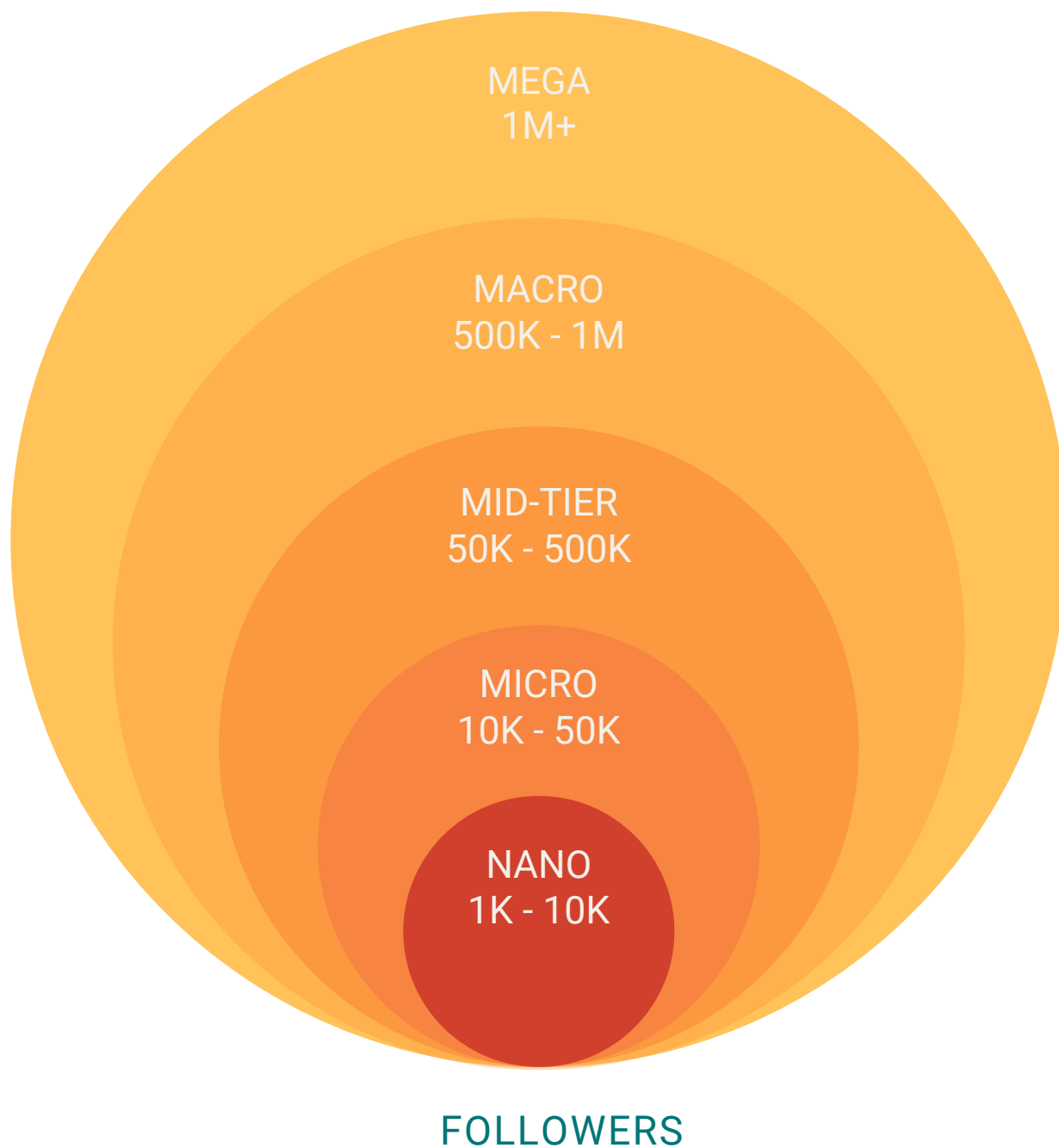
## Ambassador Obligations

- Sign-up to the app and create an account.
- Add content – photos and short videos (up to 15s) - post a minimum of 3 times per week for 8 weeks to qualify for advertising commensurate with your existing follower base.
- Contact our Founder to discuss advertising packages [sam@swike.com](mailto:sam@swike.com).
- Use and explore the app – and please do let us know if you have any feedback.
- Encourage your followers to try it!





# ADVERTISING PACKAGES



## **CUSTOMISED PACKAGES**

Our typical package for Mega & Macro influencers is a 12-month package with rotating ads and features on other platforms (featured creators etc.). Inclusion on all press materials and featured on our website.

## **3 MONTH AD PACKAGES**

Our typical package for Mid-tier influencers is a 3-month package with rotating ads.

## **1 - 3 MONTH AD PACKAGES**

We want to help you grow, the more activity you generate during the initial 8 week period will determine how much free advertising and additional support you receive. Bring your A-game and we'll reward you with support.

Contact [Sam@swike.com](mailto:Sam@swike.com) for details.