

GOATlist Mission Statement:

*“Settle the Debate”
“There is no 2nd Place”*

The Watercooler has been taken away.

*“Got any Netflix shows I can watch?”
“Any podcasts you recommend?”
“Where is the best burger in town?”
“Are you looking anywhere good for vacation?”
“WHAT BOOK SHOULD I READ?”*

Our social environment has been disrupted. Where we used to rely on Old Normal interactions in the office, our places of worship, Little League and soccer field sidelines, bars and restaurants to gather information and recommendations from our friends and peers, we now search for these same things and ideas through digital mediums. But there is too much noise, and not enough signal.

GOATlist solves for signal.

GOATlist is the 1st and only Rank-Choice-Voting “Slow-cial” commerce platform for users and influencers to “Settle the Debate”. GOATlist captures all of your best ideas in one place, and shares them with your trusted “Tribe” of like-minded people. Through user posts, the platform *democratically* selects a GOAT (Greatest of All Time) in *any* given category of their choosing: the greatest number of votes IS the GOAT for that category. The remaining choices are ranked by numbers of votes as well. Goatlist crowdsources opinion, narrows the sphere of influence to like-minded and trusted individuals, which increases “signal”.

“Find your Tribe. Your Tribe are people with similar passions” - Kanye West

The core concept is simple: people want their voice to be heard, and naturally seek approval from the crowd. It is how we find our Tribe. Digital Natives have an inherent need to show off their best ideas, thoughts, and experiences via various social media. The GOAT meme continues to proliferate and is now firmly embedded in culture. Sourcing popular opinion through a digital medium is effectively a way to crowdsource the Goat of any topic or idea.

Core to the mission of GOATlist is a *healthier* and more equitable experience for the user than incumbent socials provide. The platform is not designed for an “always-on” maximum engagement experience, *but rather for utility, product discovery, and connecting with like-minded and trusted individuals.* Based on the anthropological principle known as *The Dunbar Number*, the platform will encourage users to limit the number of profiles any one

user follows to around 150. *The Dunbar Number is a theoretical cognitive limit to the number of people with whom an individual can maintain stable social relationships.* By reminding users when they follow other profiles in excess of 150, the user will self-select and curate their feed to what is most relevant to them.

The App in it's initial iteration has 3 primary features

1. **MyGoatlist:** "Vote Your GOAT". What is the GOAT of X? This is your personal list of all your favorite things which serves two primary purposes: 1. A personal record for yourself and 2. A source of discovery for your Tribe.
2. **GoatBattles:** "Vote. Defend. Battle". When posting your Goatlist the user will be prompted to simply post, or to Battle. If Battle is chosen the user will write a quick "defense" of why their goat is THE Goat. The Battle enables the Tribe to Vote on the GOAT of any given topic. The selection with the most Votes is the GOAT, and can change over time.
3. **GoatNow.** Consumable media is an insatiable Hungry Ghost. We are in constant need of new recommendations for shows, podcasts, audiobooks, and more. GoatNow solves the consumption dilemma of too much choice. Users can curate the categories they would like to see which will appear on the screen in a tile-like format. Click-thru to any tile to see what your Tribe has posted to that category, or zoom out to see the Herd's (global) recommendations. Users can upvote posts which will enable rank-order listings from most to least popular.

Future Features:

4. GoatLive: real-time engagement contests for Live events. Example: During the Superbowl users vote for the best commercial. The contest is over after the Live event and the selection with the most Votes
5. GoatBets: similar to GoatBattles but with a game element to it. Users vote their goat in a battle and "ante up" to enter the bet. After a predetermined time period to vote, the Goat is elected and the pot is distributed in equal amounts to all users who chose the winner. Potential employment of cryptocurrency/smart contracts may prove useful here, but we believe infrastructure for such a feature is early stage.
6. GoatKits: Influencers can market their wares in "kits" which can be purchased through the app. We envision enlisting KOL's to market their brands on the app.
7. GoatMedia: weekly review of most popular media topics.

Our team believes we are in an Age of Populism, and our digital mediums should reflect that. Goatlist cuts through all of the noise and brings the power of the internet back to where it was originally intended to lie: with the user.

CANCEL ALGOS. POWER TO THE PEOPLE.

Goatlist User Bill of Rights.

1. ***YOUR data is YOURS.*** Goatlist exists for the user. We are fully transparent about how we use personal data.
2. Right to Be Forgotten. All users can at any time delete any and all records.
3. Do Not Track. Goatlist, Inc limits data collection to the MyGOATlist App. We do not collect your digital footprints.
4. No user shall be “nudged” to influence your thoughts or beliefs.