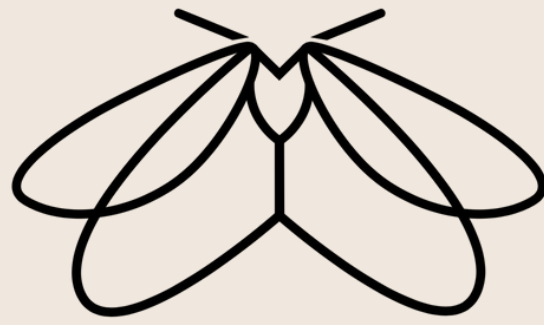




THE MOTH COMPANY

Partner Informational Materials



Thank you for your interest in The Moth Company (MOTH). We're on a mission to combat loneliness by helping people and communities connect more meaningfully—whether through local businesses, social groups, or shared spaces—so everyone can find a place where they truly belong.

MOTH was founded to address the loneliness epidemic plaguing humanity, especially in major cities. As we considered the ways people explored their neighborhoods and beyond, we recognized an opportunity to help businesses and social groups develop deeper connections with their communities.

This packet offers a closer look at MOTH, our vision, and the benefits of joining a mission focused on bringing communities together.

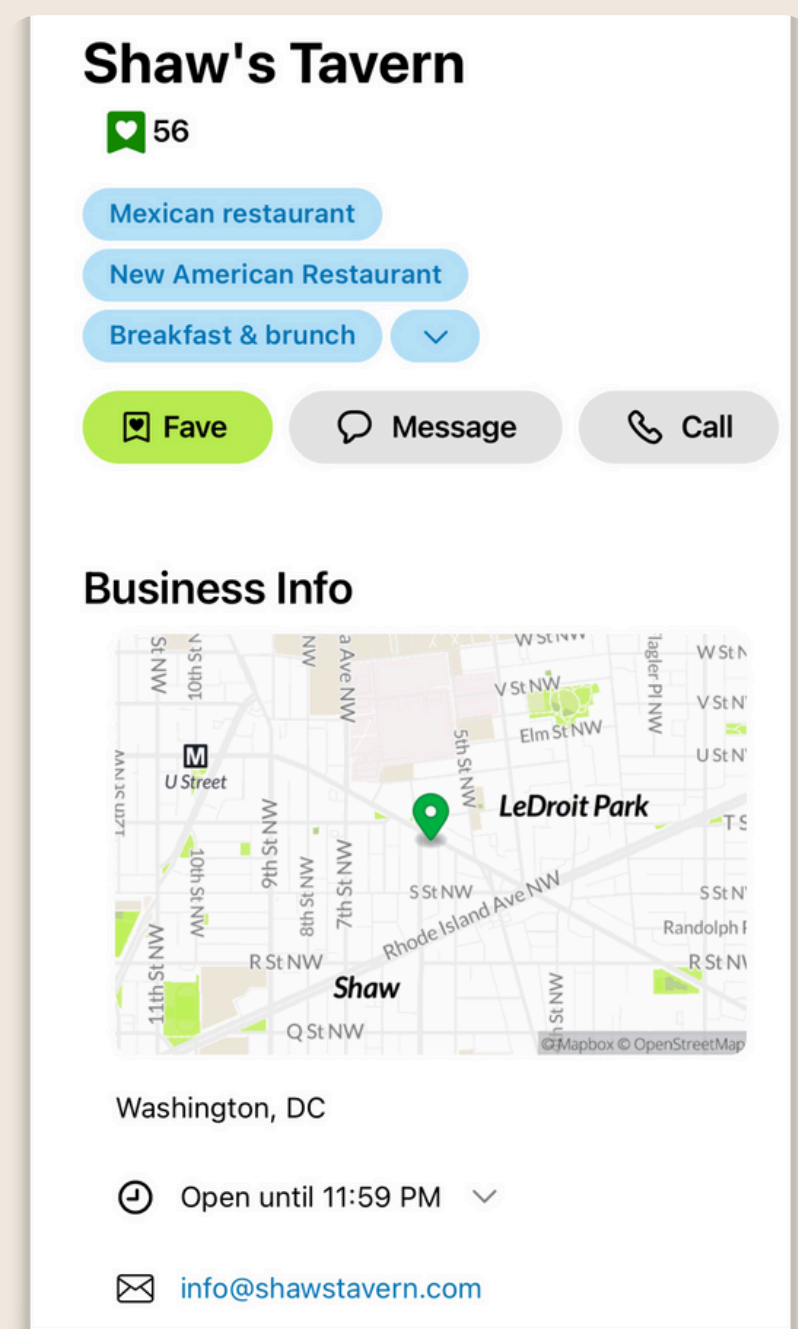
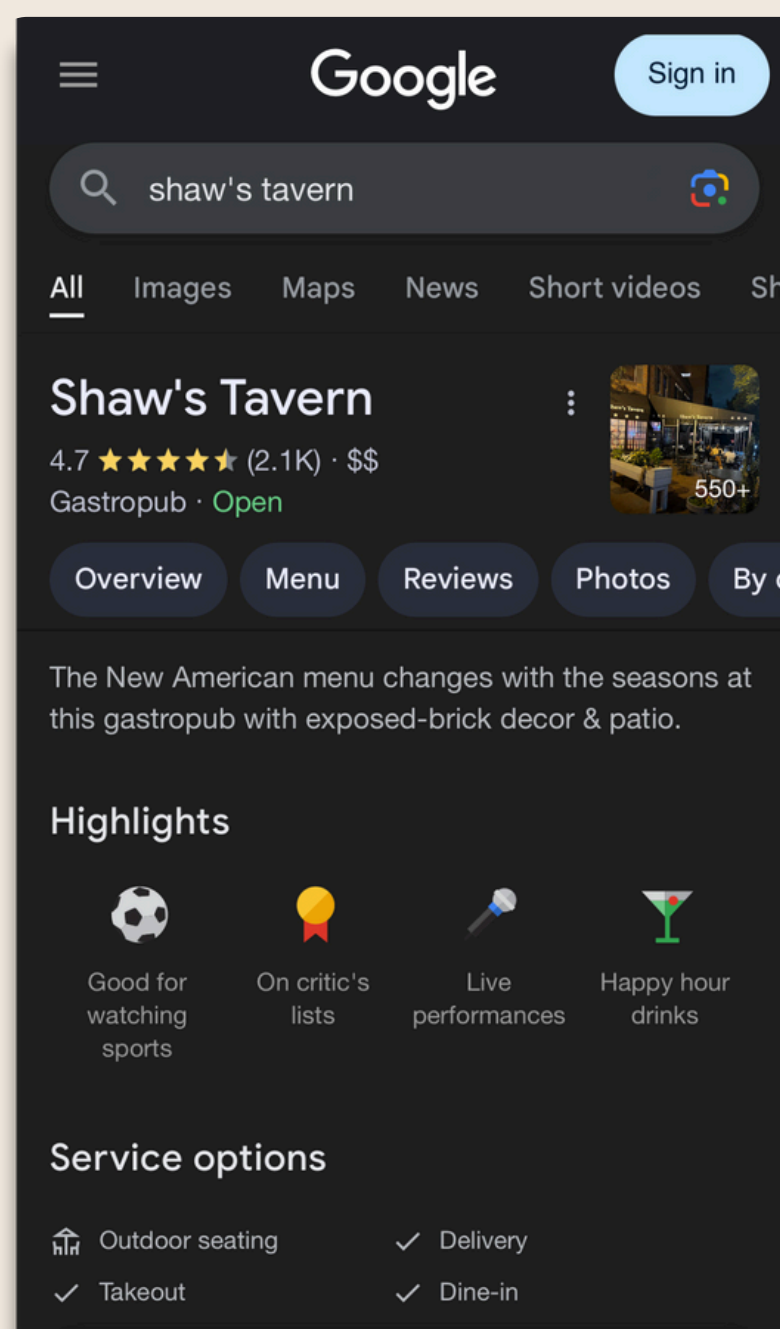
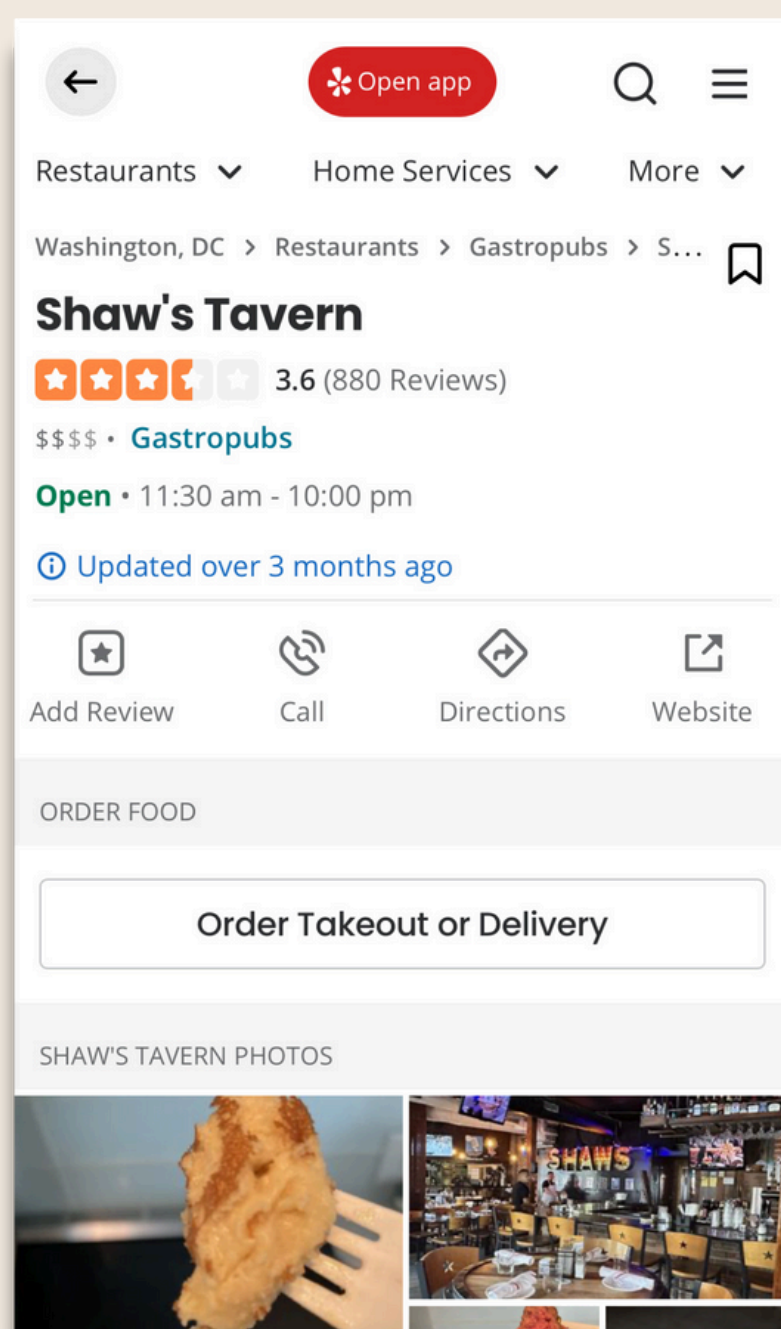
You belong here.

– The MOTH Team

In today's landscape, both businesses and social groups are being overcharged and underserved by platforms that overlook what makes your story and community unique.



You're not just another a listing...



...with your reputation dictated by unverified reviews.



We think you deserve better.

At MOTH, we know your business or group is more than just a transaction. It's a story—a reason why you serve and a vital part of your community. Our mission is to help you attract new patrons, deepen connections with your guests, and establish yourself as a meaningful presence where people truly belong.



Most platforms reduce businesses and groups to generic profiles, but MOTH wants to do more. We highlight the unique stories, events, and people behind your brand, transforming the way you connect with your community and share what makes you special.



MOTH is dedicated to reclaiming the essence of belonging in an era where many people don't feel at home in their local communities.



At our core, MOTH envisions a world where acceptance transcends boundaries, authenticity is celebrated, and everyone belongs.

We believe local businesses and social groups are uniquely positioned to help create this world.

MOTH wants to empower you to play a central role in ending loneliness and fostering inclusive environments where everyone feels at home.

Are you ready to help lead this change?

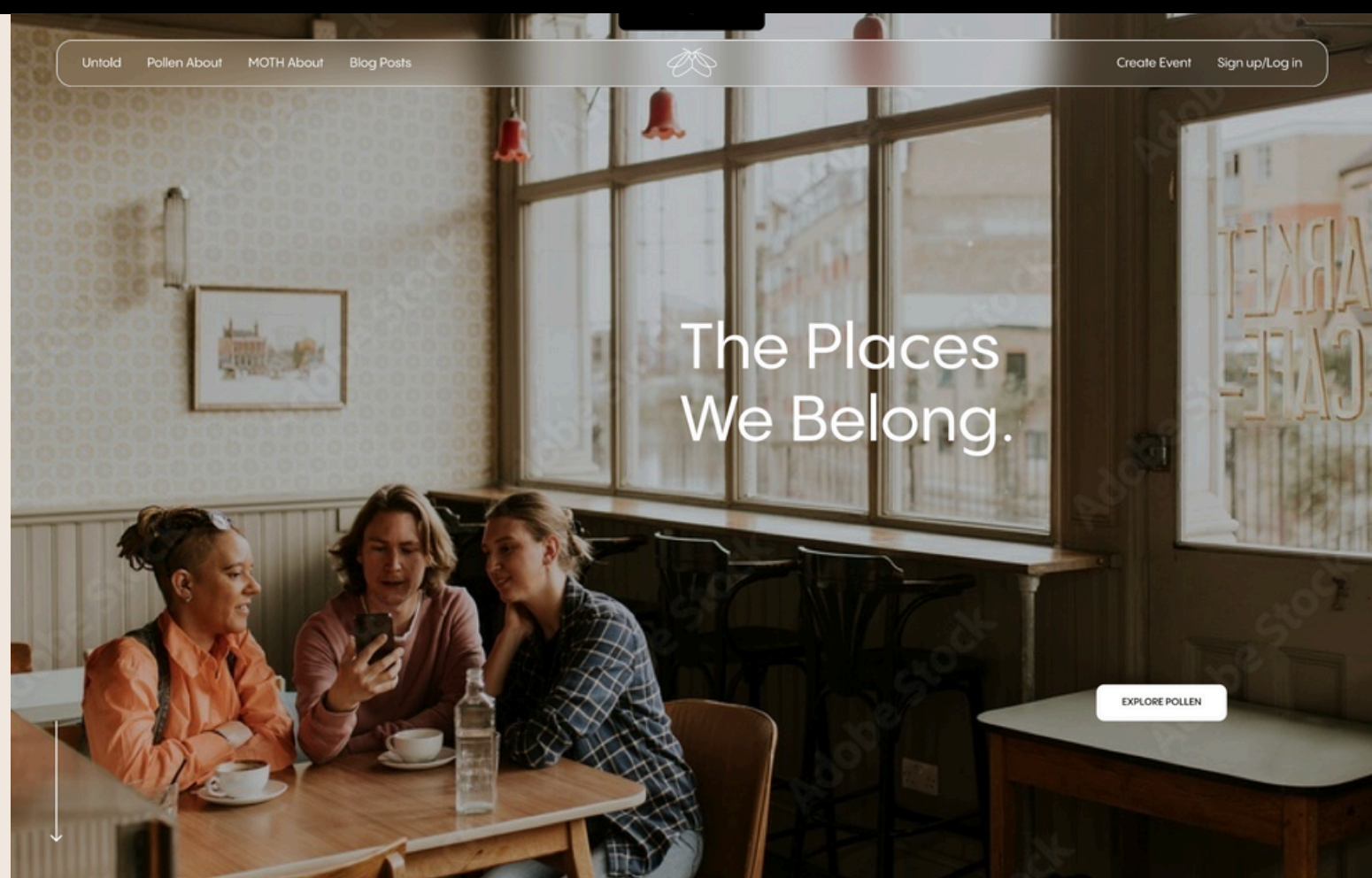


MOTH offers unique, coordinated features to help build, foster, and maintain your community. Through rich, narrative-driven content and curated events, we hope to increase your visibility and deepen the connection between you and the communities you serve.



pollen.

Where Local Stories Come to Life

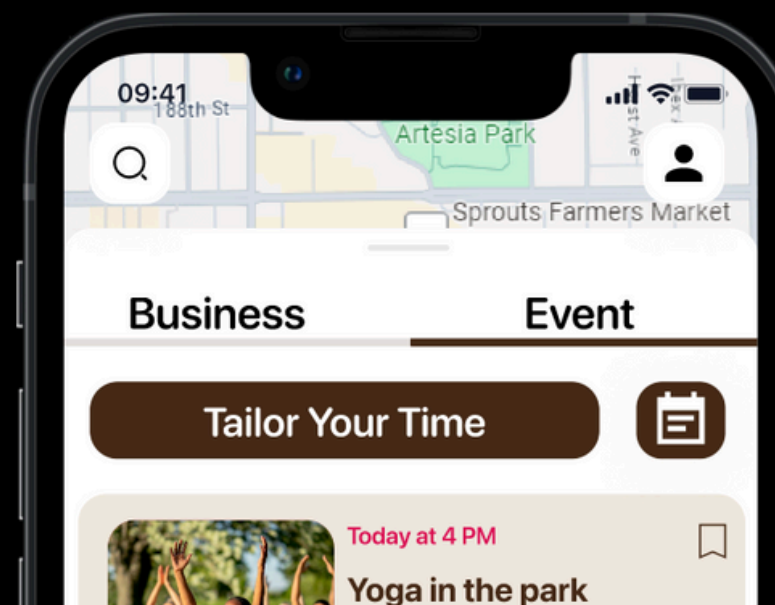
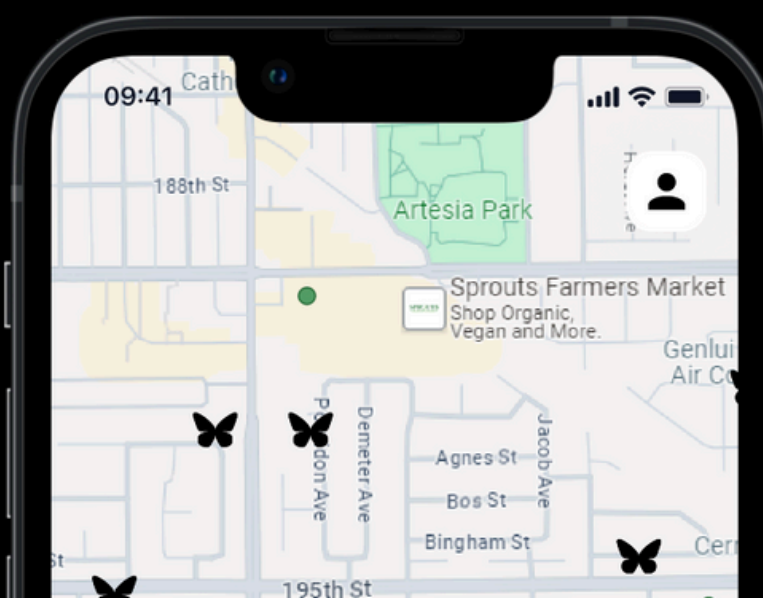
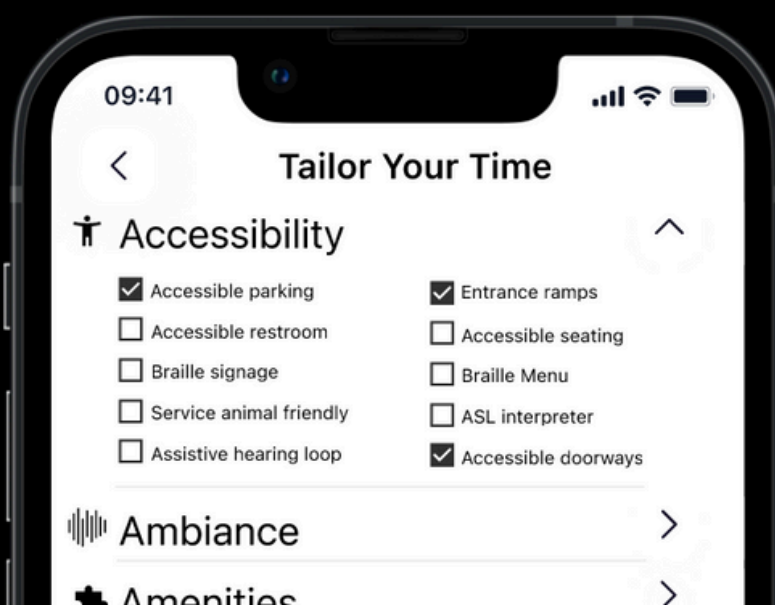


MOTH Signature Programming

Curated Events That Transform Your Space

The MOTH App

The Go-To App for Community Discovery



pollen.

Where Local Stories Come to Life

Pollen is MOTH's narrative-driven online platform, designed to help you stand out and connect with your community through intentional storytelling.

Key Benefits:

- Increased Visibility
- Authentic Connections
- Differentiation
- Community Impact
- Ongoing Relevance
- Professional Visuals

High-Quality Profiles

MOTH provides professional photos and videos to highlight the essence of who you are.



Community Spotlights

Stay top-of-mind with fresh content, event collaborations, and seasonal features.

Visual Storytelling

Share the human side of your business or group—who you are, how you started, and what drives you.



What You Get with pollen.

- 1.** **A Dedicated Profile Page**
Each business and group has its own profile page that includes narrative content, visuals, and key details about your space. This profile is the reflection of your personality, making it unique, inviting, and memorable.

Access to the MOTH Network

You are a member of MOTH's network, reaching an audience eager for authentic, community-focused experiences. Our users are looking for more than a businesses or people—they're looking for a connection.

2.

- 3.** **Spotlights & Special Features**
You will be featured across MOTH's website, social media, and newsletters, connecting you with an audience that values community-driven experiences. Plus, you'll join a network of local businesses and social groups open to collaboration, strengthening your ties within the community.

Ongoing Support & Content Updates

We work with you to keep your profile updated, whether it's with new events, fresh visuals, or seasonal promotions. Pollen grows with you, evolving your story as you evolve.

4.

MOTH Signature Programming

Curated Events That Transform Your Space

MOTH Signature Programming is a series of events designed to promote our mission: to create spaces where everyone belongs.



Key Points:

- Collaborating with MOTH to host events draws new patrons and encourages return visits
- Establish yourself as a trusted space or group for gathering, where everyone feels welcome
- Each event is crafted to reflect your brand, attracting people who resonate with your space and values

The MOTH App

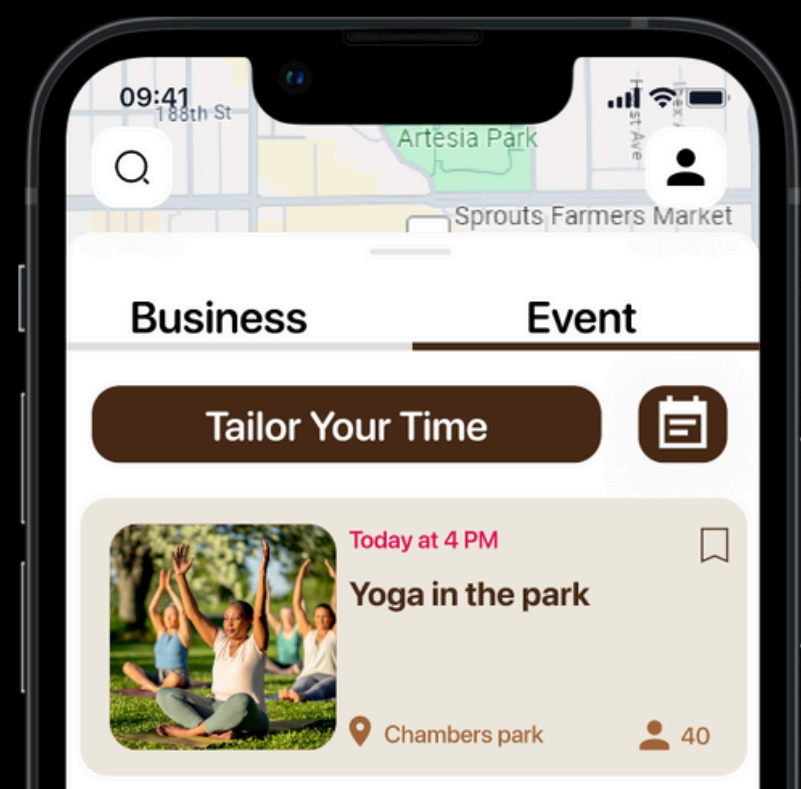
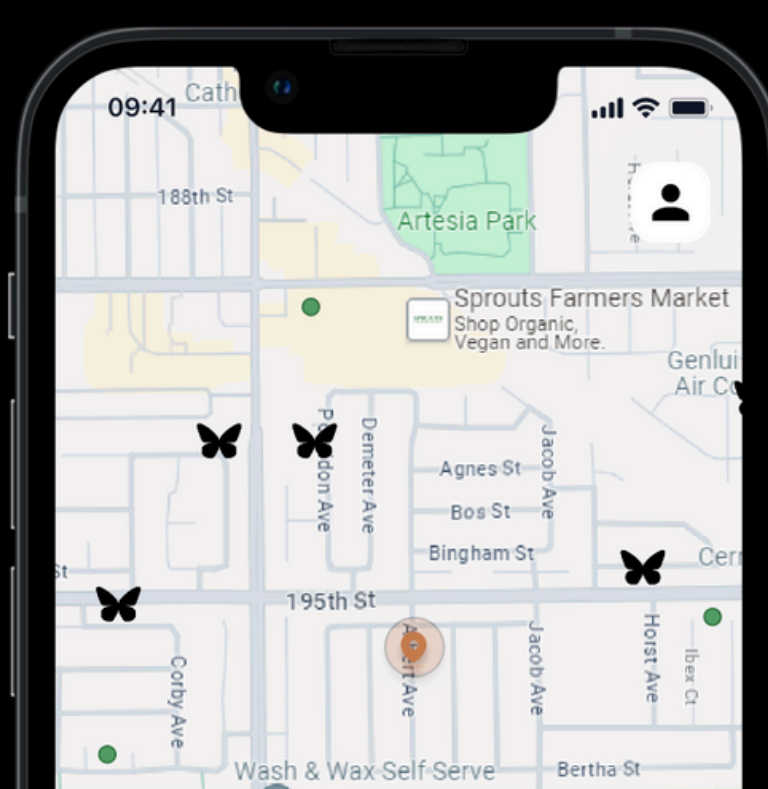
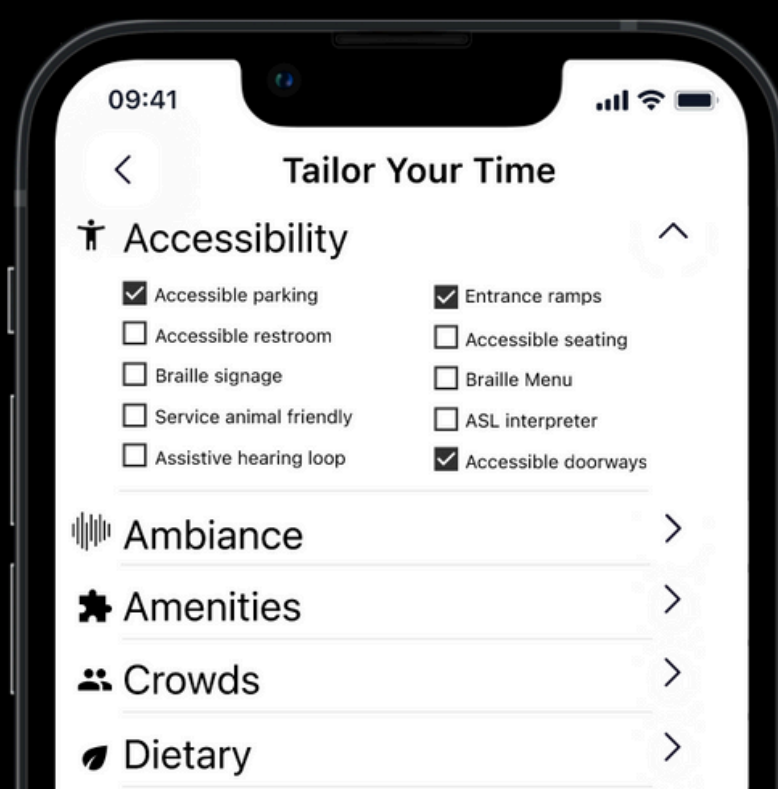
The Go-To App for Community Discovery



The MOTH App will be the full embodiment of our mission, bringing together all the platform's features in a single, easy-to-use app designed to foster authentic community connections.

As the flagship product, the MOTH app offers a seamless experience for users to discover your business, group, events, and offerings that align with their values and interests.

By joining early, your feedback will help shape our future.



MOTH's profiles are designed to showcase your story to the community that has been looking for you. By creating a platform dedicated to highlighting the unique elements of your business or group, MOTH helps you build lasting connections with both your new and existing communities.



Set Your Tone: Filters and Tags

1. Set your vibe with filters for ambiance, music, crowd density, and dress code, helping you attract customers who resonate with you.

Control Your Content

MOTH's platform allows you to manage and update your profile as needed. Highlight new offers, events, or changes to keep your audience engaged and informed, all while staying true to your brand.

2.

Tailored Profiles

3. Customize your profile to reflect your brand's identity. Add personalized stories, descriptions, and style that capture what makes you unique, ensuring that your digital presence aligns with the real-world experience you offer.

Event Listings

MOTH provides event listings for you, helping you promote everything from happy hours to live entertainment, making it easy for locals to discover and attend your events.

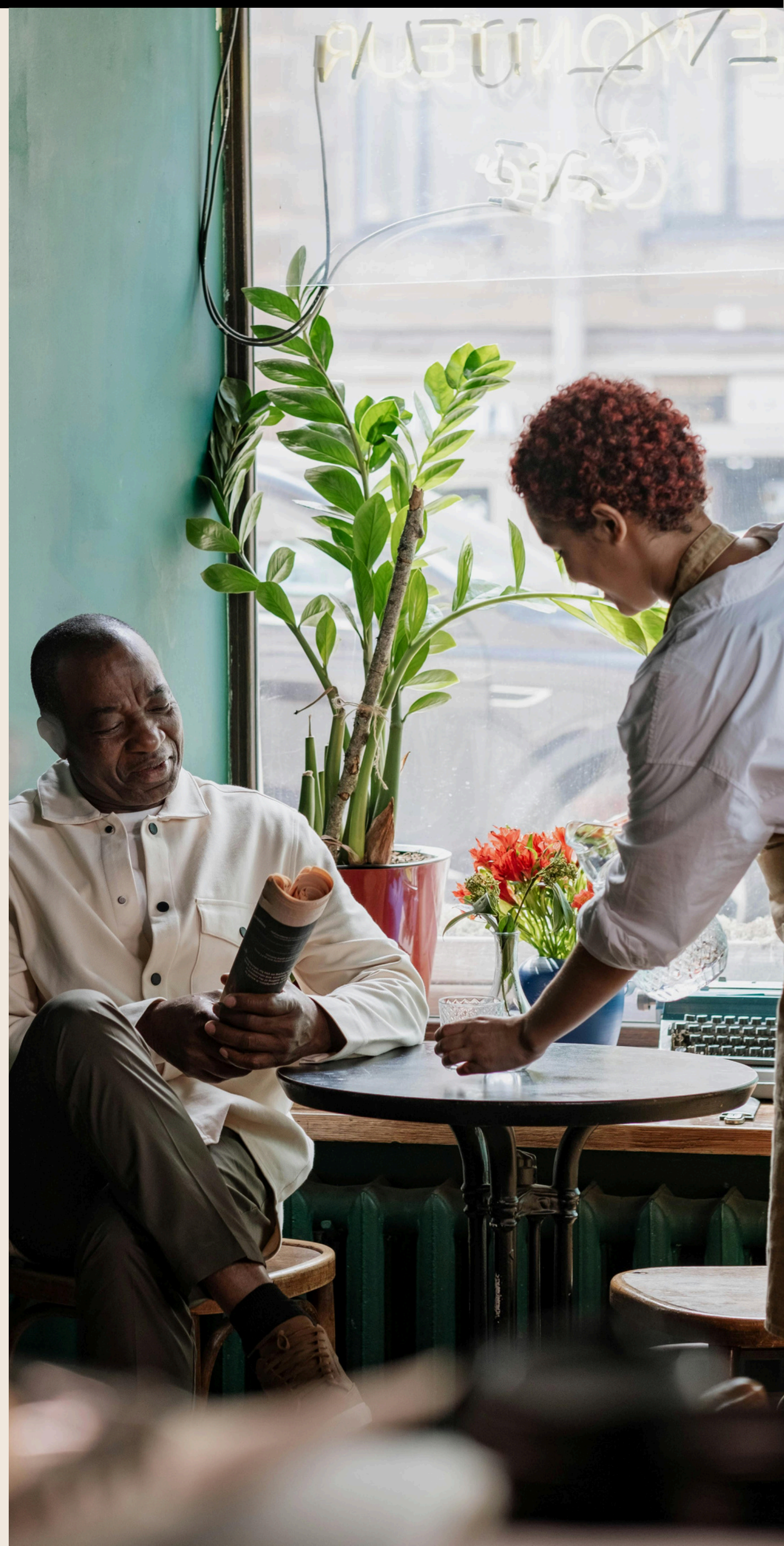
4.

Transforming Feedback: Introducing “Suggestions”



At MOTH, we believe in creating an environment where businesses, social groups, and customers work together to improve experiences, rather than being divided by one-sided reviews.

Traditional review platforms often highlight the negatives without giving you a fair chance to respond or improve. "Suggestions" changes that dynamic.



Transforming Feedback: Introducing “Suggestions”



Constructive Conversations

Instead of public reviews, customers can submit private suggestions directly to you, sharing what could have improved their experience. This approach fosters a collaborative spirit that’s about growth, not criticism.

Direct & Private Responses

You can respond directly to suggestions behind the scenes, creating a conversation that feels personal and supportive. This helps protect you from baseless, damaging, and fake reviews from bad actors.

Resolution Timeline

To ensure timely attention, you’ll have 4–8 weeks to address any customer suggestions. If concerns go unresolved, MOTH will step in to mediate and find a solution that benefits everyone involved.

"Suggestions" turns feedback into an opportunity for growth and connection, building a fairer, more collaborative space for businesses, groups, and customers alike.

Partnering with MOTH means more than just advertising your business or group—it's about becoming a vital part of a platform that celebrates connection and community.

By joining us, our hope is for you to experience increased foot traffic, stronger relationships with local community, and enhanced brand loyalty through authentic storytelling and immersive events.



FAQs

What sets MOTH apart from platforms like Yelp or Google Business?

- Unlike traditional listing platforms, MOTH emphasizes storytelling and authentic community engagement. We go beyond ratings and reviews to highlight what makes you unique, fostering genuine connections between you and potential customers. Through personalized discovery tools and MOTH Signature Events, we help you become a recognized community hub, not just something on a map.

What are the benefits of becoming a Founding MOTH partner?

- Becoming a Founding MOTH partner positions you as a leader in redefining community connection. You'll receive a FREE lifetime membership, exclusive visibility through storytelling on Pollen, and priority access to host MOTH Signature Programming, driving foot traffic and fostering loyalty. As MOTH grows, your business will be recognized as a cornerstone of the movement, showcasing your commitment to building meaningful connections in your community.

Who does MOTH work with?

- We partner with social clubs/groups and community-centered businesses like cafés, bookstores, bars, and event spaces that are integral to the neighborhood and thrive on personal connection. If your business or group prioritizes creating a welcoming environment and serving as a gathering place, MOTH is the perfect partner to amplify that mission.

FAQs

What's the process to get started, and what resources do I need to participate?

- Getting started with MOTH is easy. First, contact our partnerships team for an initial meeting where we'll walk you through creating your profile and integrating with MOTH. You'll need a dedicated point of contact on your team to collaborate with us on content and/or events, and a willingness to host or participate in community-building initiatives.

How frequently can we update our content and event listings?

- You can update your content and event listings as frequently as you'd like! We want to ensure that our partners have an easy-to-use platform, allowing you to keep your information fresh and engaging for your community. Regular updates are encouraged to maximize visibility and engagement.

How will MOTH help increase visibility for my business or group?

- MOTH combines storytelling, community events, and mood-based discovery to connect people to places that resonate with them. We'll spotlight you on Pollen and our socials to share your story with local audiences, and promote your events and ambiance, all helping you attract and retain customers who align with your values.

Ready to join? Have additional questions?

Contact us at our emails below!



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Co-Founder,
Head of Product Development

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Join now and be part of the movement before our official launch!

The Team



**Leah
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She / Her



**Donovan
Victoria**
She / Her



**Farouk
Kannout**
They / Them



**Lex
Hagstrom**
She / Her



**Timon
Lyander**
He / Him



**Yuvan
Kumar**
He / Him



You Belong Here.