

WOMEN'S ADVOCACY

Videos and news for women, by women

In 2021, the female population for World was 49.6 %

There are plenty of programs for minorities, but women issues are considered fixed by many

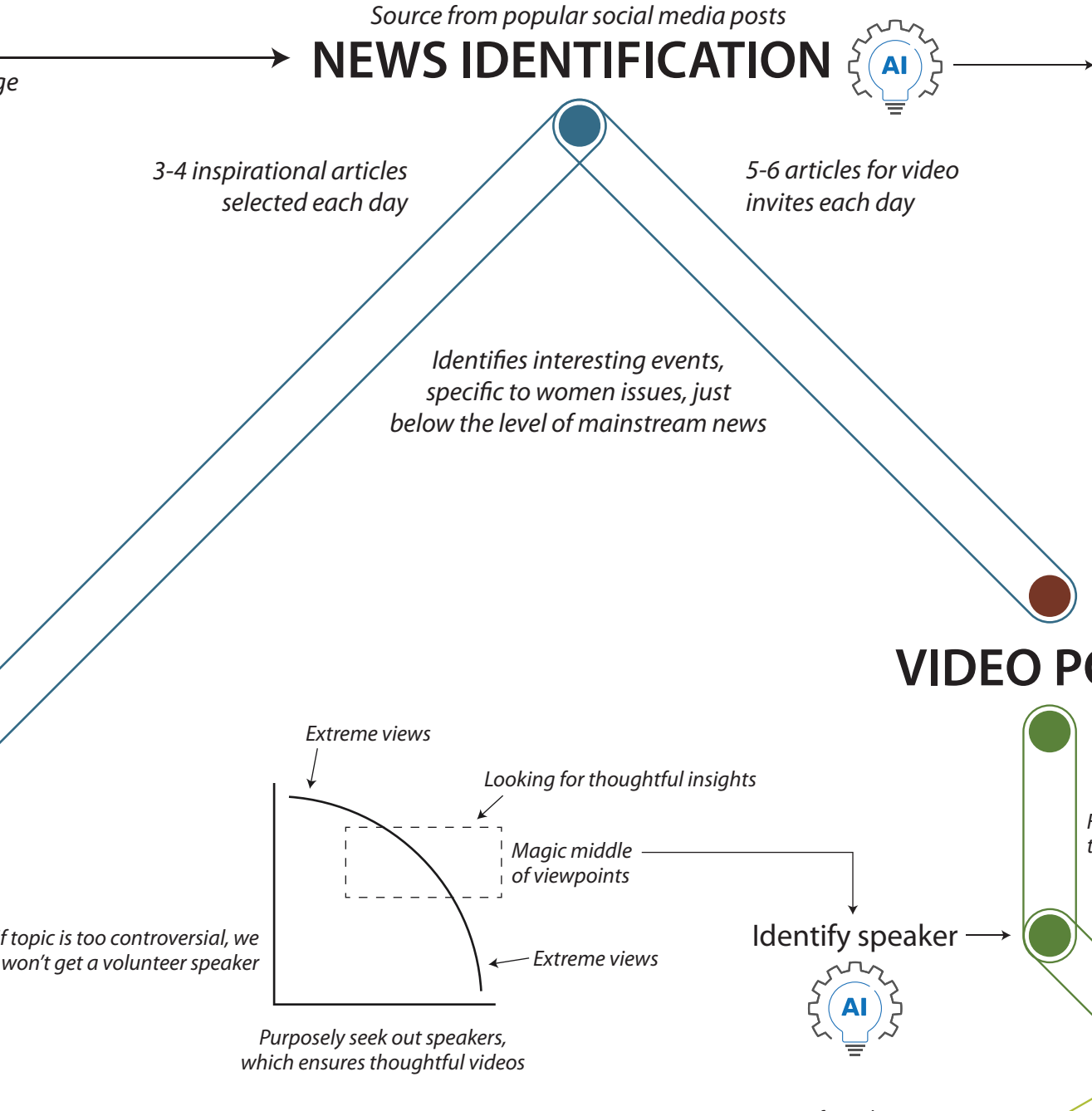
Over 380 million women and girls are living in extreme poverty
 12 million girls under 18 are married each year
 One female is killed by someone in her family every 11 minutes
 130 million girls remain out of school worldwide
 Almost 1 in 3 women experienced food insecurity in 2021
 Just 1 in 3 managers or supervisors is a woman
 Women hold just 26.4% of government seats

Quick Hit
For: women
Who are dissatisfied: not having equity with men
[Placeholder] is a: daily newsletter and video site for women, created by women
That provides: insights, guidance, coaching and ideas on attaining equal treatment and rights
Unlike: mainstream media that is more interested in clicks and selling ads than helping women
[Placeholder]: gives women access to women's views from all over the world and empowers them to attain equal treatment and rights

Goals
 Provide a safe and very secure platform
 Seek out unique and diverse viewpoints
 Support youth with strong role models
 Get messages out to the rest of the world
 Provide daily inspiration for women
 Educate men on the problem and solution
 Bring AI to the nonprofit sector

Future Offerings
 Quora for women, ask me anything
 Women life lessons for youth
 Women caregiver support
 Support for women founders
 Help women athletes (NIL)

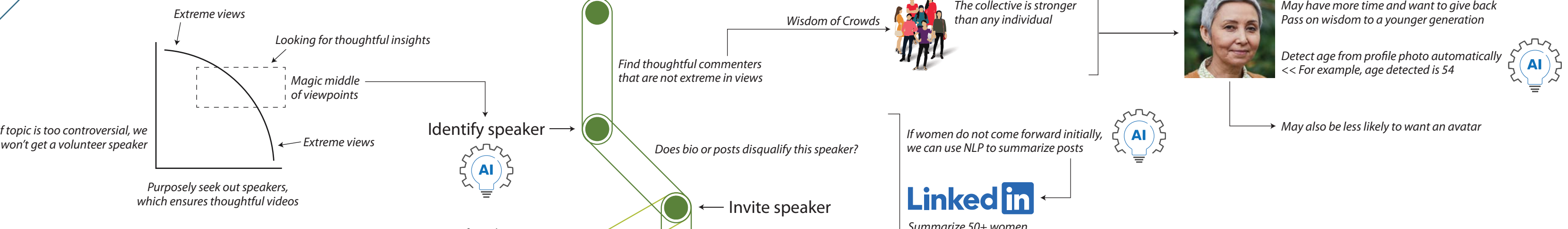
NEWS IDENTIFICATION



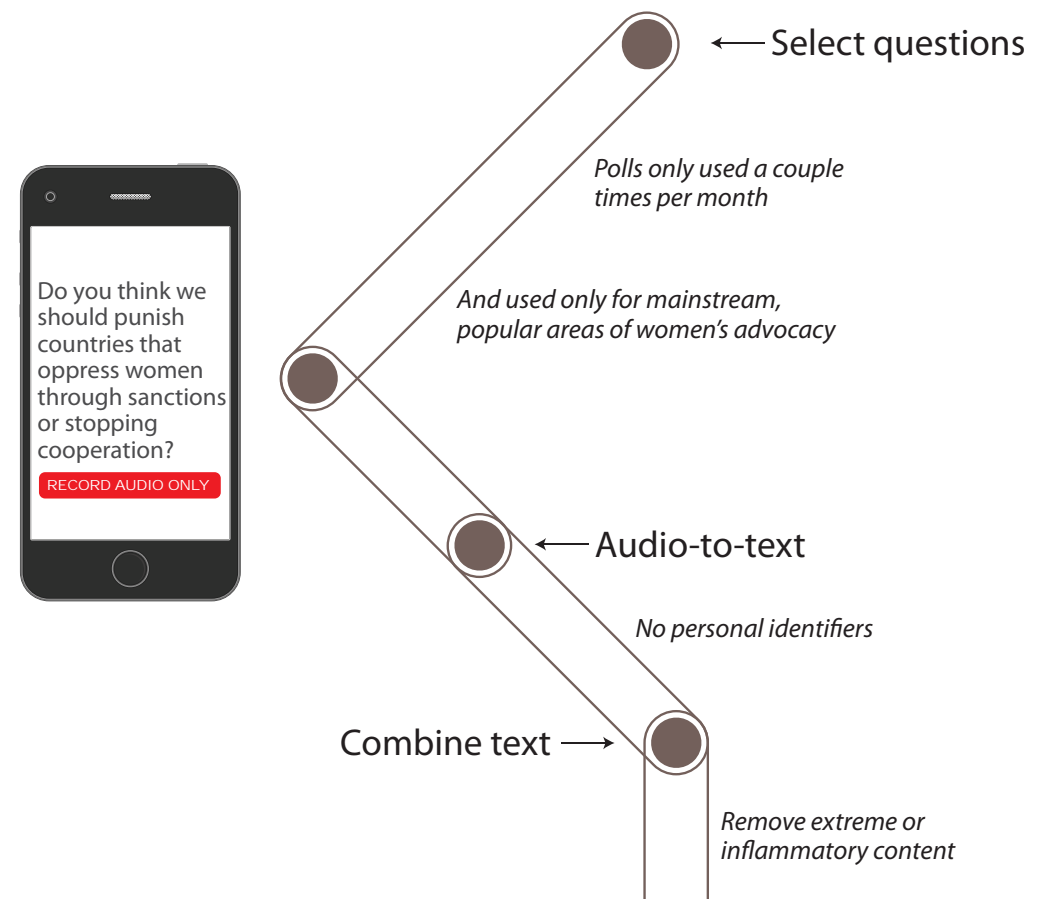
There is a distrust of AI/ML right now
 This is a good use of the technology because it protects women's identities

Women's advocacy on YouTube	Total Views	Subscribers	Videos
National Organization for Women (NOW)	183,258	1,160	198
UN Women	12,309,764	61,900	898
GlobalFundForWomen	193,748	1,400	165
Equality Now	1,244,652	3,000	236
Women for Women International	891,537	2,300	202

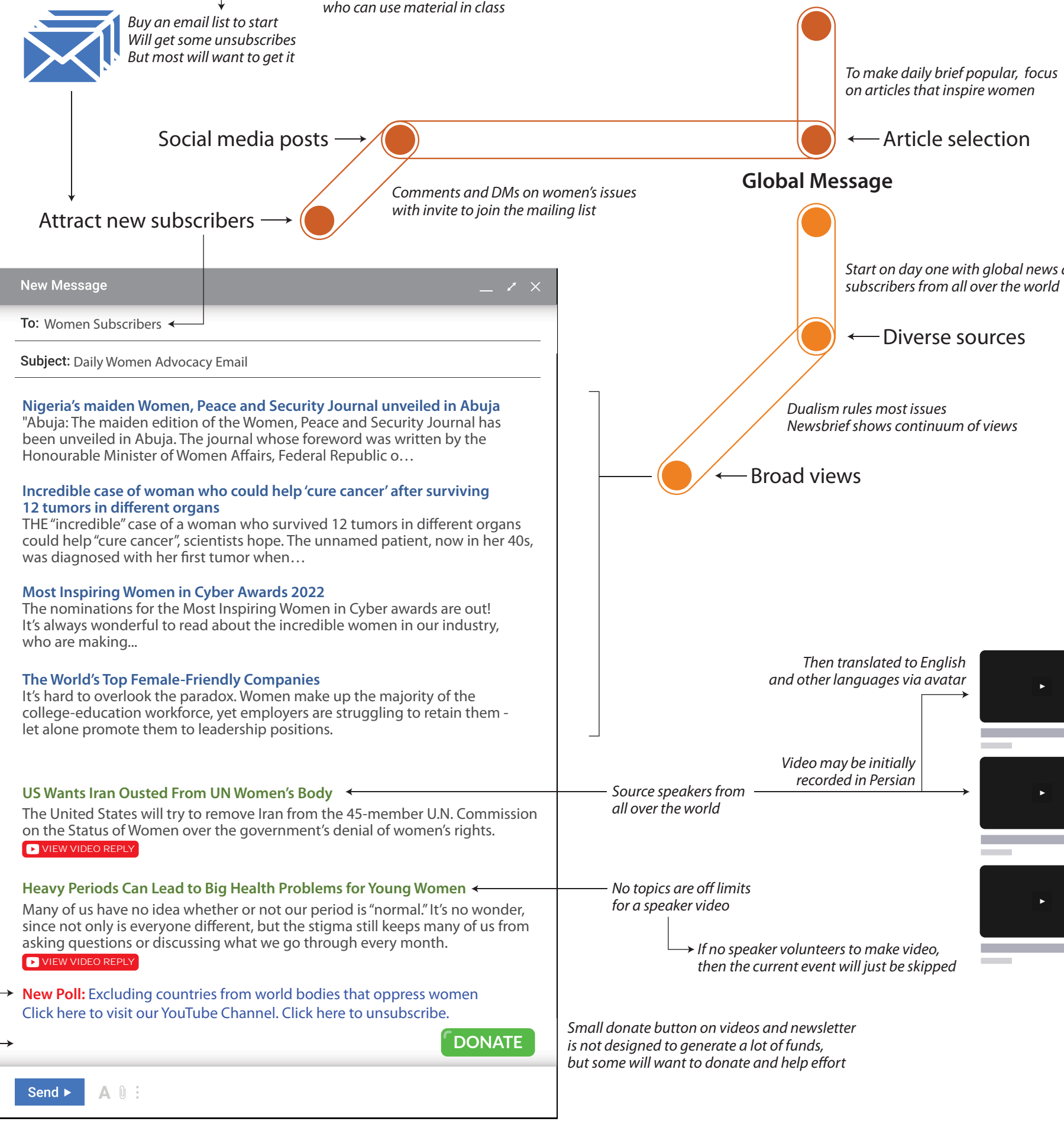
VIDEO POSTS



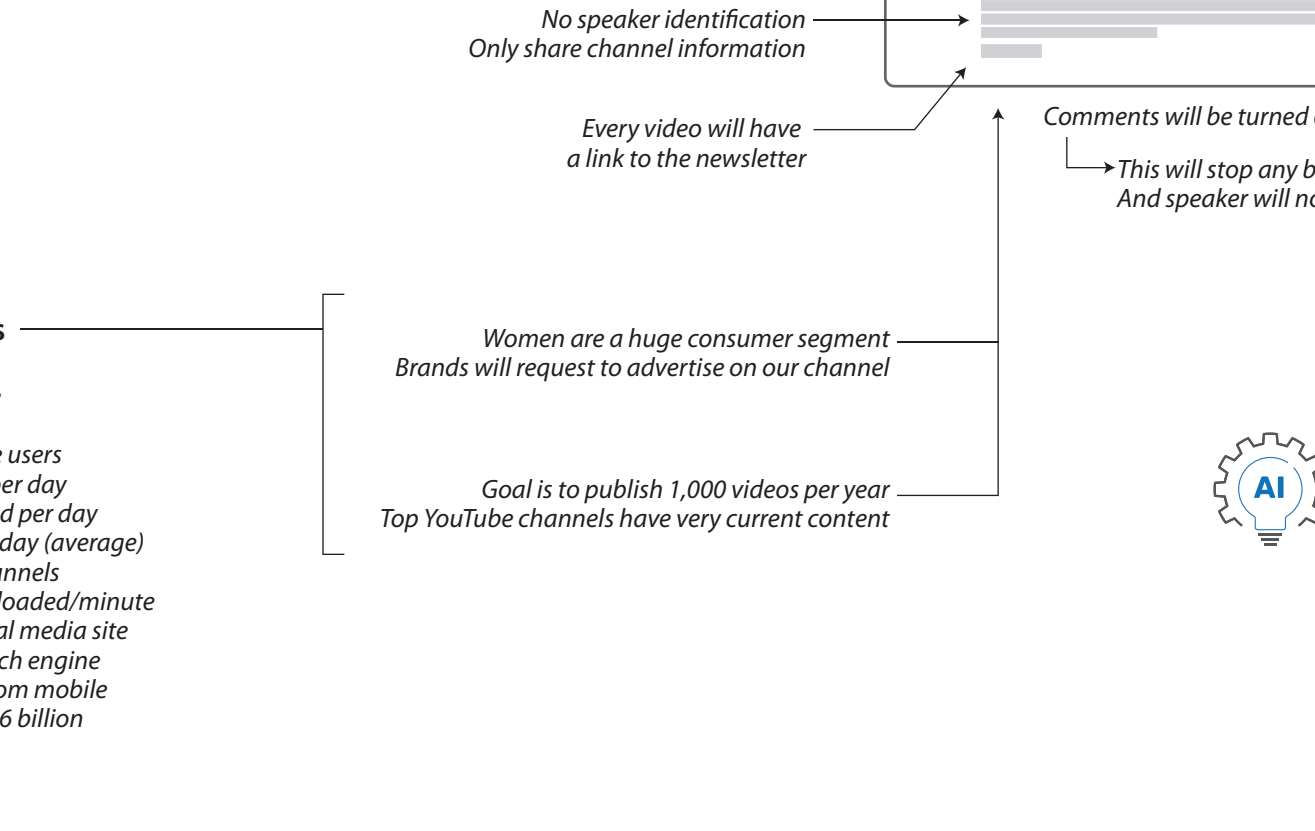
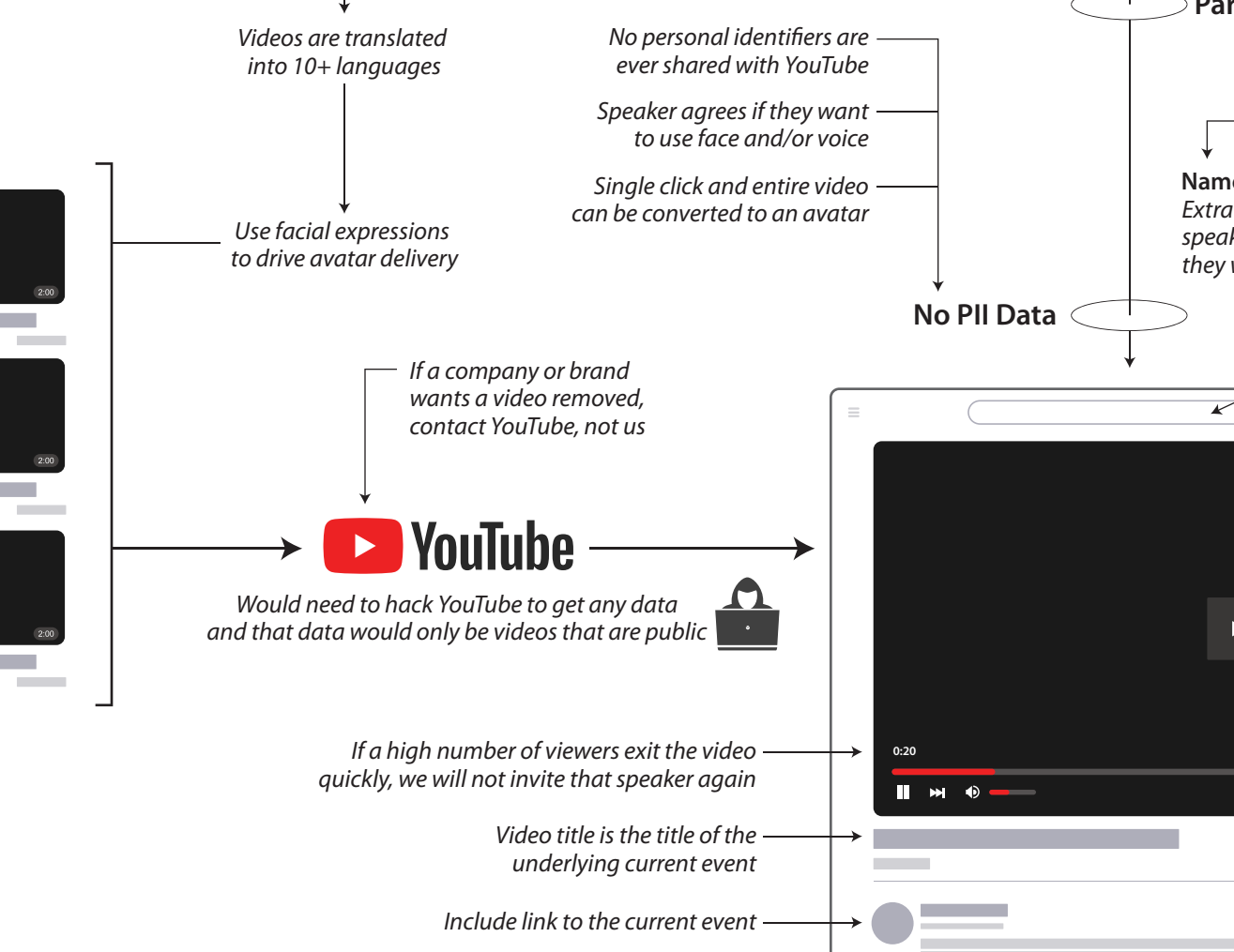
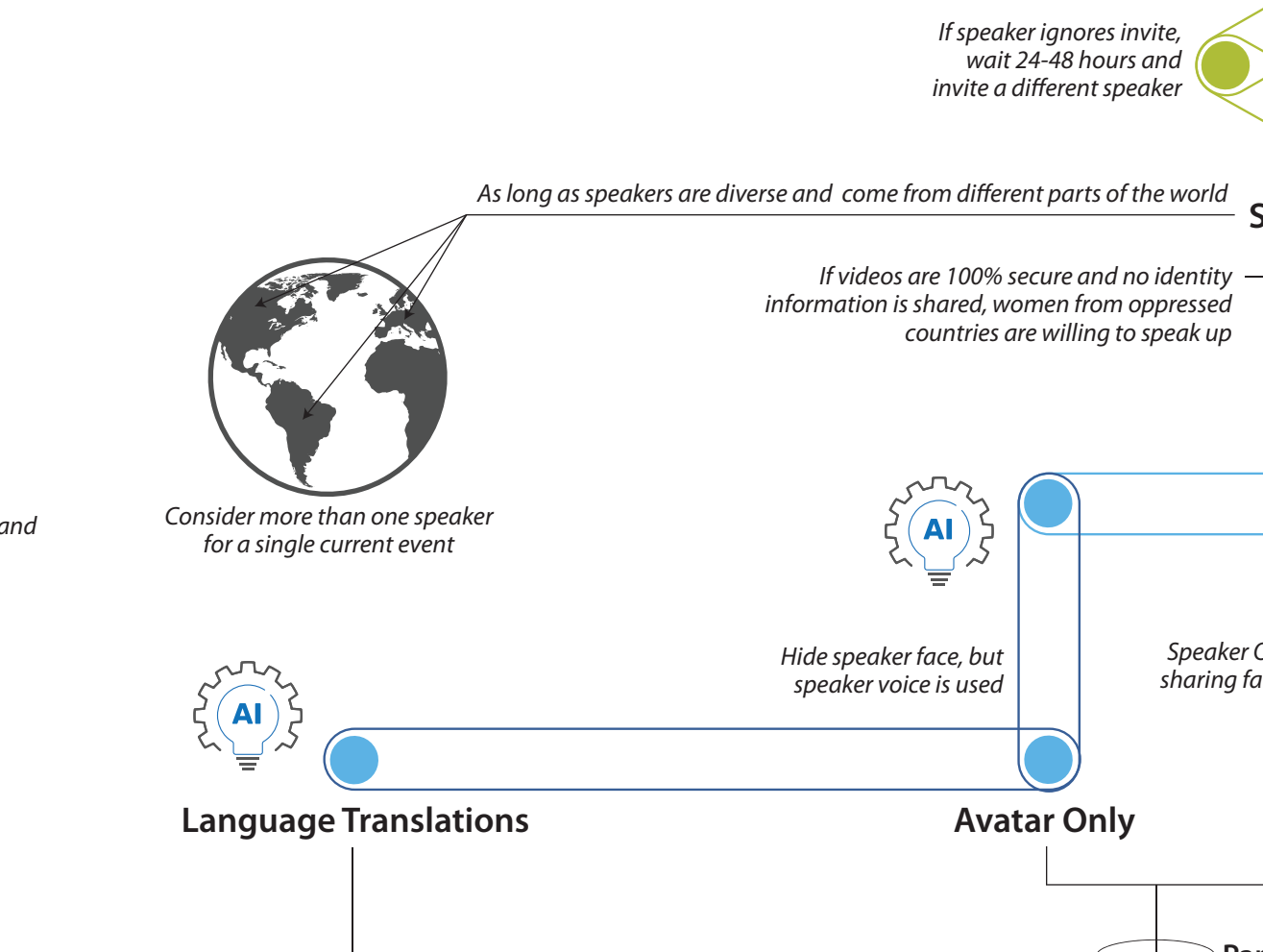
POLLING



NEWSLETTER



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YouTube Statistics

2.6 billion global users	46.1% users are female
62% of users visit daily	122 million daily active users
Watch 1 billion hours per day	1 billion videos watched per day
On site 18 minutes per day (average)	31 million YouTube channels
500 hours of videos uploaded/minute	2nd most popular social media site
2nd most popular search engine	70% of traffic comes from mobile
2021 ad revenue as \$8.6 billion	

81% of U.S. adults uses YouTube	467 million in India
80% of U.S. females access YouTube	240 million in the U.S.
95% of 18-29 year-olds	127 million in Indonesia
91% of 30-49 year-olds	107 million in Brazil
49% of 65+ year-olds	99 million in Russia