

The Future of Search

Bubblr, Inc. OTC Markets
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2023

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Safe harbor statement

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The words ‘believe,’ ‘expect,’ ‘may,’ ‘strategy,’ ‘future,’ ‘likely,’ ‘goal,’ ‘plan,’ ‘estimate,’ ‘possible’ and ‘seeking’ and similar expressions identify forward-looking statements, which speak only as to the date the statement was made. All statements other than statements of historical facts included in this presentation regarding our strategies, prospects, financial condition, operations, costs, plans and objectives are forward-looking statements. Examples of forward-looking statements include, among others, statements we make regarding our plans and objectives of management for future operations, including plans relating to the development of an open source framework for Web.É applications, and our future financial performance. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, competition within the industries in which we operate, the timing, cost and success or failure of new product and service introductions and developments, our ability to attract and retain qualified personnel, maintaining our intellectual property rights and litigation involving intellectual property rights, legislative, regulatory and economic developments, and the other risks and uncertainties described in the Risk Factors and in Management's Discussion and Analysis of Financial Condition and Results of Operations sections of our most recently filed Annual Report on Form 10-K and any subsequently filed Quarterly Report(s) on Form 10-Q. Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward-looking statement, whether written or oral, that may be made from time to time, whether as a result of new information, future developments or otherwise.



Search is broken

What is wrong with it ?

“We expect that advertising funded search engines will be inherently biased towards the advertisers and away from the needs of the consumers.”

Sergey Brin and Larry Page, Google Founders



Google might be the 600lb Gorilla with \$279.8bn in revenue but it is under performing and it is not just us who thinks so.

[Watch the Video](#)

Text based search has not changed in 25 years

Disruption by ChatGPT is an existential threat to Google

Google has turned the ad-tech revenue generation dial up to 11 which is bad for search efficiency

Searching for Information and searching for Goods and Services are completely different

Text based search is already losing out on mobile platforms

[\(Find out more\)](#)

The Internet Is Broken

What is wrong with it?

Never designed for commerce

The original Tim-Berners Lee model for the Internet was designed for academic rather than commercial use. A small number of tech giants have become, in Berners-Lee's words, surveillance platforms and gatekeepers of innovation. Tim's solution, with his new company [Inrupt](#), is to allow consumers to store their own behavioural data in "pods" which the consumer owns and can pass on to companies if they wish. Bubblr's solution is to not store this data in the first place – there is no need to store your personal data to pass to advertisers to profile you.

Advertising is the root cause

Content providers get pennies

Social Media is dysfunctional

Small Companies can't compete

Abuse by bad actors

[\(find out more\)](#)

Why Bubblr Search is so much better?

We separate searching for information from search for Goods and Services

Never designed for commerce

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The text based search user interface has not changed in 25 years

Disruption by ChatGPT is an existential threat to Google

Social Media is dysfunctional

Google has turned the ad-tech revenue generation dial up to 11 which is bad for search efficiency

Searching for Information and searching for Goods and Services are completely different

[\(find out more\)](#)

We believe our patents are the most disruptive and valuable in the world making all our IP defensible

Searching for goods and service

USA patent No. 10977387, titled Internet Search Mechanism, was granted by the US PTO on April 13th 2021. Also granted in Canada, Australia, New Zealand and South Africa

Independent valued at \$4.7b

This valuation is based on DCF models if the patent was acquired and used by a global internet business

A utility patent that was initially rejected by two patent agencies as being too difficult to be successful

The combination of the first two claims on asynchronous search and user anonymity define its uniqueness and novelty

Searching for Information

A separate sister patent has been filed in the USA, which defines a new way of searching the Internet for information. US Patent Application No 17/980298 Title: Contextual Enveloping Via Dynamically Generated Hyperlinking

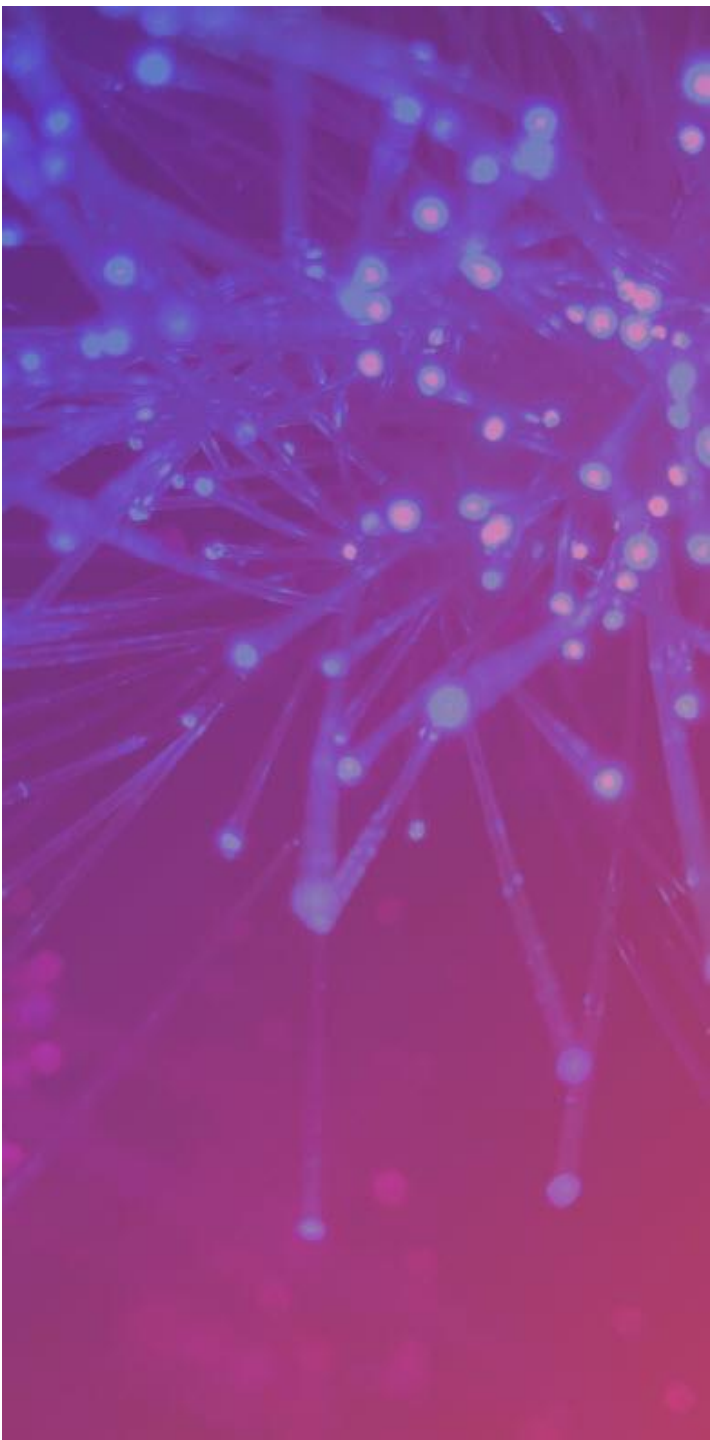
This patent has been filed but is yet to be valued

This patent describes a way of search that it is iterative and where searches can be done in the context of previous searches

It identifies a method to dynamically generate hypertext links within search result text

This works brilliantly with AI Chat bots such as ChatGPT and significantly enhancing the output

[\(find out more\)](#)



What are our products? When will they be available?

Visualising our products

The technical manifestation of valuable patents will be our Open-Source SAAS platform. To better understand exactly what these products will look like, we have built some product videos of what it will look like. The Open Source Platform will be in production in July 2023 at the latest. We are also building a prototype, enhanced Chat GPT app which be available to check out before the end of March 2023

[Product demonstration of searching for service](#)

[Product demonstration of searching for goods](#)

[How it works. The Greenville story](#)

Our patented technology provides - An Open Source SAAS platform

BUBBLR

- Open Source Flutter app templates
- Sand boxes
- API's

Making it easy for developers to build their own community apps or integrate the Ethical Web into their existing apps

The first iteration of our Open Source SAAS Platform will be open for business in Q3 2023. Many Open Source SAAS platforms have high market capitalisations as they are nearly all cash cows. For example: Elastic Search \$5.87bn, Neo4j \$2bn+, Auth0 (Auth zero) \$5.6bn. The Open Source SAAS model can substantially increase market size on marginal cost. None of the other Open Source platforms have IP protection through patents unlike Bubblr. Our main US patent # 10,977,387 (along with associated IP) was independently valued at \$4.7bn using discounted cash flow under the scenario where it was acquired by a global technology company



Bubblr history so far

Now a US company but originally stated in the UK

BUBBLR Limited was originally a U.K. business (Company No. 09012621) and was founded by Steve Morris in April 2014. Our mission has always been to be an ethical technology business focussing on fixing inequality of the current online economic model and combating the ease with which misinformation and disinformation can quickly spread online.

BUBBLR prides itself on being an ethical technology business, and we ensure all our employees have stock in the company and all our invoices are paid on the receipt.

BUBBLR was founder-funded as the tech requirements were mapped out. In 2018, external fundraising began raising over \$500k. In 2019, BUBBLR raised a further \$2m. We currently have over 693 shareholders.

Formed originally in the UK as Bubblr Limited in 2014

Reverse takeover of US Shell company UWRL to become Bubblr, Inc.

Average market capitalisation in 2021 over \$590m

Founder Steve Morris leaves the board in March 2022

Founder Steve Morris returns to the board in January 2023, existing board resigns

Founder Steve Morris launches a new strategy for 2023

[\(find out more\)](#)

What is the strategy for 2023. How do we move the share price?

BUBBLR

- Appointing an experienced board of directors
- Retail fund raising through Crowdfunding with WeFunder
- Uplist to OTCQB as a precursor to organic Uplist to Nasdaq
- Deliver products rather than concepts. Open source community apps

Focus on improving the share price with marketing, attention and visibility

Bubblr's objectives are very simple. Ensure our technology is widely adopted globally and to make sure our investors make a very good return. Bubblr has the most disruptive and significant patents and technology that will ever affect the internet. The problem is that hardly anyone has heard of us. Consequently, we are investing heavily in marketing.

- We have appointed Beyond Media Group to develop an online community of Bubblr supporters. The Beyond media group have a proven track record in delivering this with many Nasdaq and OTCQB companies
- The WeFunder campaign will not only raise capital for the company, it will also raise awareness of Bubblr globally. In fact, the primary purpose of the WeFunder campaign is raising the profile of Bubblr to a global audience.
- Milestone media have also been appointed as our new IR firm who will also be engaged in marketing and promotion through their own extensive social media networks



The Ethical Web Manifesto

BUBBLR

An internet that decentralises profits and data collection

Bubblr charges a license fee for using its Open Source platform, but the majority of the revenue that is generated by any Super Apps built from our open-source app templates goes to the app owners, not to Bubblr.

An internet that protects citizens' rights to privacy

Using our model, consumers are completely anonymous - we capture no personal data and no behavioural data.

An internet that levels the playing field for businesses

Search results are currently distorted by those with the deepest pockets. With our model, suppliers' search priority is determined by their performance alone with all suppliers paying a simple flat monthly fee.

An internet that combats social and cultural division

Social media companies deliberately provoke anger and division to get more eyeballs, clicks and revenues. This absolutely does not need to be the case

An internet that is not corrupted by advertising

The Ad-tech* industry has distorted the Internet, so content providers are just chasing eyeballs and clicks. Content quality and veracity are sacrificed for controversy and lies.

*Ad-tech refers to the tools and software used by brands, publishers, platforms etc. to target their advertising methods and to measure their success, allowing tailoring of their advertising.

The market demands alternatives.

From individuals to small businesses and communities, the Internet is experiencing a grassroots revolution.

We provide Open Source app templates to build community apps for all platforms (mobile & desktop) or they can be integrated into existing apps

96%

of US Apple users have opted out of ad tracking.

81%

of US adults believe the risks of companies collecting their data outweigh the benefits.

86%

of US consumers are 'very concerned' about Facebook and Google's use of their personal data.

62%

of US small businesses believe their Facebook advertising is failing.

47%

The cost of the average Facebook advert increase YoY.

\$5,000

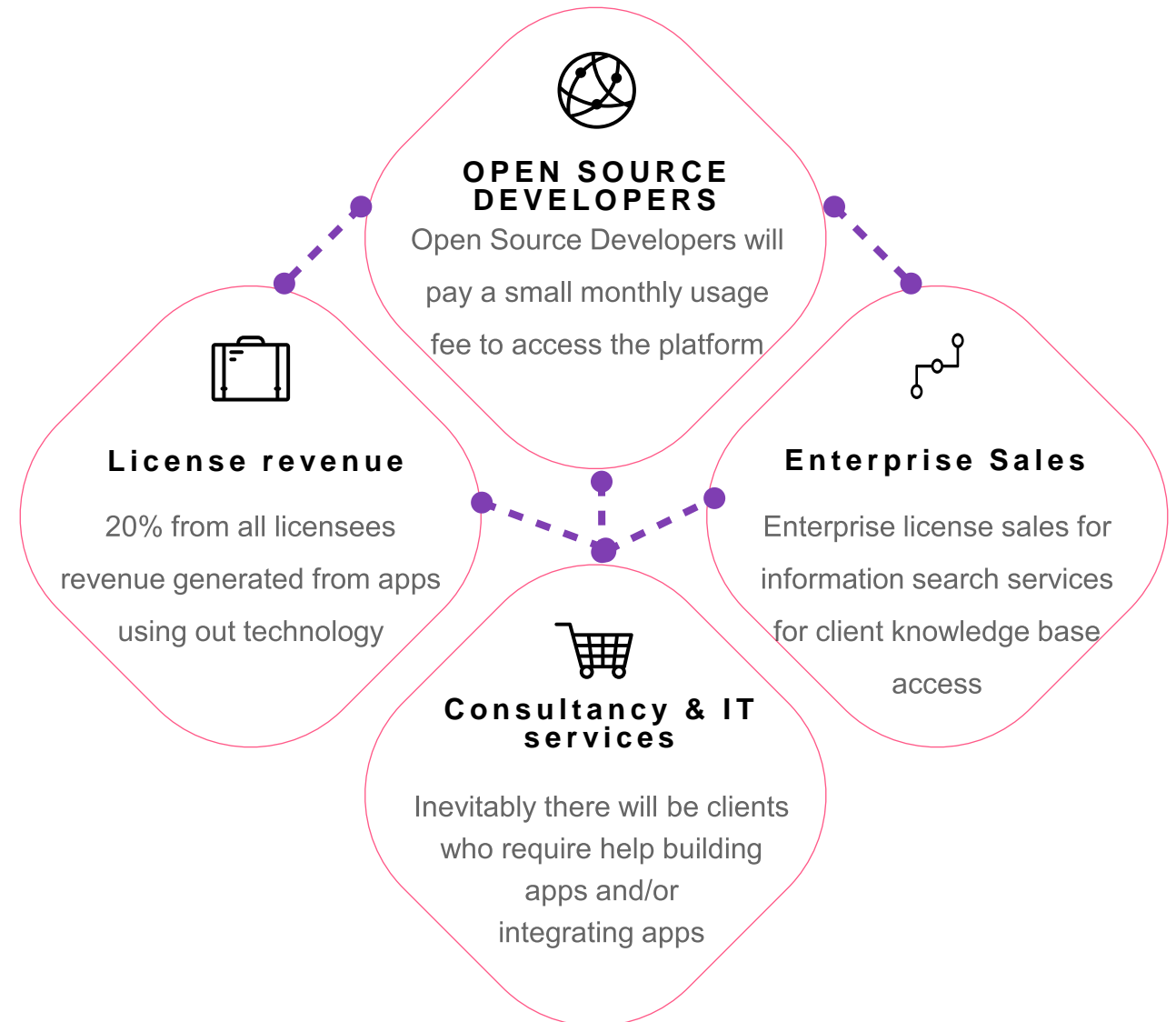
is the recommended minimum spend per month on Google alone.

Open Source SAAS model

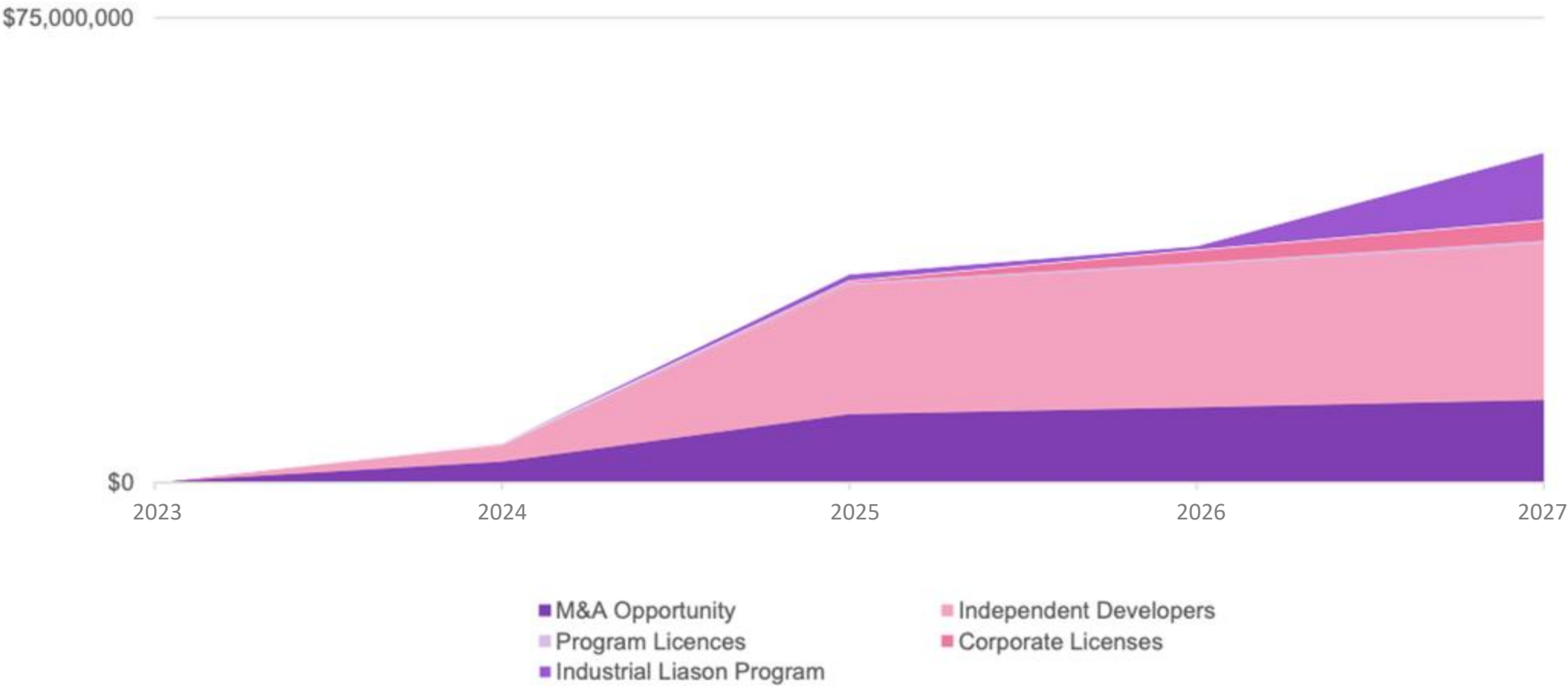
Relatively low cost of delivery

Monthly recurring revenue

Marginal costs for product delivery



PATH TO REVENUE



USE OF FUNDS

IT & R&D	\$85,000
Professional Fees	\$177,000
General	\$5,000
Staff	\$140,000
PR & Marketing	\$15,000
Crowdfunding	\$100,000
Contingency	\$38,000
<u>Total</u>	<u>\$600,000</u>

Company Ownership Cap Table (OTC-Pinks)

Company Ownership Cap Table (OTC-Pinks)						
	Capital (\$)	Common Shares	% Ownership	Special 2019 A Preferred	Series C Preferred	Option Pool
Special 2019 A Preferred Stock	\$ -	-	-	\$ -	-	-
Founder	\$ 6,000	127,993,422	82.18%	\$ -	-	-
Share for Merger Services	\$ -	19,171,698	12.31%	\$ -	-	-
Shares for Services	\$ -	2,612,709	1.68%	\$ -	-	-
Financing incentive	\$ -	1,255,058	0.81%	\$ -	-	-
2021 Promissory Notes	\$ 2,287,780	4,706,096	3.02%	\$ -	-	-
2022 Incentive Plan	\$ -	-	-	\$ -	-	28,400,000
Series C Preferred	\$ -	-	-	\$ -	903	-
Warrants	\$ -	-	-	\$ -	-	-
Warrants	\$ -	-	-	\$ -	-	-
Warrants	\$ -	-	-	\$ -	-	-
Warrants	\$ -	-	-	\$ -	-	-
	\$ 2,293,780	155,738,983	100.00%	-	903	28,400,000

Company Ownership Cap Table (OTC-Pinks) - Fully Diluted						
	Capital (\$)	Notes*	Warrants	C-Pref**	Conversion Price	Fully diluted Common Stock Ownership
Special 2019 A Preferred Stock	\$ -	-	-	-	-	-
Founder	\$ -	-	-	-	-	127,993,422 67.34%
Share for Merger Services	\$ -	-	-	-	-	19,171,698 10.09%
Shares for Services	\$ -	-	-	-	-	2,612,709 1.37%
Financing incentive	\$ -	-	-	-	-	1,255,058 0.66%
2021 Promissory Notes	\$ -	2,353,048	-	-	0.5000	4,706,096 2.48%
2022 Incentive Plan	\$ -	-	-	-	-	28,400,000 14.94%
Series C Preferred	\$ 799,000	-	-	1,083,600	0.3202	3,384,135 1.78%
Warrants	\$ -	-	481,259	-	0.3404	1,413,804 0.74%
Warrants	\$ -	-	196,921	-	0.3503	562,149 0.30%
Warrants	\$ -	-	60,993	-	0.2170	281,074 0.15%
Warrants	\$ -	-	62,848	-	0.2236	281,074 0.15%
	\$ 799,000	\$ 2,353,048	\$ 802,021	\$ 1,083,600		190,061,219 100.00%

* Conversion Dec, 15, 2022

**Assume all interest paid

Executive team



STEVE MORRIS

FOUNDER &
EXECUTIVE CHAIRMAN

Serial technology innovator, successful entrepreneur and disruptor. Former agile coach and consultant for HSBC Bank, Elf Oil, Amerada Hess and Sky Broadcasting.



VIRGINIA MACKIN

GROUP FINANCIAL
CONTROLLER

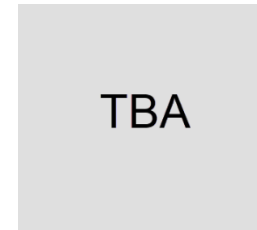
Worked as Head of Finance at the Law Society of Scotland, and before this, Edrington – an international creator, and distributor of Scotch Whisky.



DAVID CHETWOOD

CHIEF FINANCIAL
OFFICER

Formerly Chief Financial Officer of Westmont Industries Group (Advanced Ground Systems Engineering LLC).

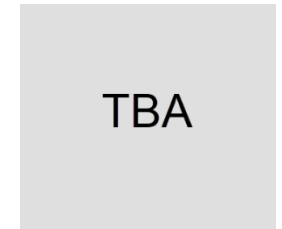


TBA

**UNDER
APPOINTMENT**

CHIEF EXECUTIVE
OFFICER

Contracts issued
Announcement to be
made very soon



TBA

**UNDER
APPOINTMENT**

CHIEF STRATEGY
OFFICER OFFICER

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Non-executive advisory board



OTTO BERKES

SENIOR ADVISOR

CEO of Acendire. Xbox co-founder. Emmy winner for HBO GO streaming architecture. EVP and CTO of CA Technologies.



CECIL PETERS

SENIOR ADVISOR

Current Executive Director, EMEA and Head of Advancing Black Pathways at JP Morgan.



BARRY SHOOP

SENIOR ADVISOR

Dean at Cooper Union, Albert Nerken School of Engineering. Brigadier General, US Army (Ret.). West Point professor and former president of IEEE.

Bubblr. The Future of Search

Building the Ethical Web movement

A Platform Shift for the Internet

- ✓ **Defensible US Patent**
- ✓ **Over \$6.5MM Raised To-Date**
- ✓ **Over 500 Founder shareholders**
- ✓ **Superior team, Superior strategy**
- ✓ **OTCQB in weeks, Platform Launch Q3 2023, Nasdaq Q4 2023 (maybe earlier)**

A hand holding a smartphone is the central focus, slightly blurred. The background is a soft-focus bokeh of colorful lights in shades of purple, pink, and orange. A white rectangular box is centered over the phone's screen.

BUBBLR

THE FUTURE FOR SEARCH & CHANGING THE WORLD WITH
THE ETHICAL WEB

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