



Intent Media Group

The Next Evolution of Social Media

GunClub Social [Month 2](#) | Seed Social [Month 8](#)

Las Vegas, NV • Initial focus: North America • Long-term: global rollout

Leadership Team

Our team has modernized existing social media platforms, significantly increased MAU, and driven a business into profitability for the first time. We've successfully raised capital and delivered a successful exit, proving we can execute through every phase from turnaround to scale to outcome. We're also an innovative operator team, known for building and shipping forward-looking product and technology improvements that keep a platform ahead of changing user behavior and market shifts.



Josh Levine

CEO

30+ year tech leader. Scales digital businesses, revives social platforms, builds influencer-empowered networks.



Dennis Harrison

SOLUTIONS ARCHITECT

25+ years designing complex systems & apps, passionate about solving multifaceted problems & optimizing project goals.



James Ayres

COO

25-year operations veteran, excels at leading teams, streamlining processes, and driving scalable growth.



Sean O'Dea

CTO

20+ yr founder/CTO of scalable social platforms, cloud consulting, managed infra, AI-driven dev.

Who We Are + What We're Building

Mainstream social runs on broad umbrella rules meant to cover everyone. When those overarching rules shift, whole categories get swept up. Intent is built category-first: rules written for the community, with predictable enforcement.

We're launching **two individual platforms**:

- **What feels familiar**: the best of TikTok/Instagram/YouTube, tuned for each community.
- **Team + readiness**: best-in-class social media industry veterans, platform fully developed, ready to scale.

GunClub Social

Firearms enthusiasts (non-political)






- ✓ Community-driven content
- ✓ Stable, clear policies
- ✓ Creator monetization

Seed Social

Cannabis culture & lifestyle

- ✓ Education & advocacy
- ✓ Compliance-first approach
- ✓ Verified marketplace

BUILT

-  iOS
-  Android
-  Web Admin
-  Moderation
-  Marketplace



What We're Fixing

Creators get demonetized, suppressed, or banned because competitor platforms apply blanket Terms of Service.





- Sudden rule changes trigger demonetization, suppression, or takedowns
- Categories get labeled "high risk" even when content is compliant
- Advertisers get brand-risk whiplash and inconsistent access to their audience
- Partnerships and campaigns get disrupted without warning




Creators

-  Revenue uncertainty
-  Reach suppression

Advertisers

-  Inconsistent access
-  Brand safety concerns

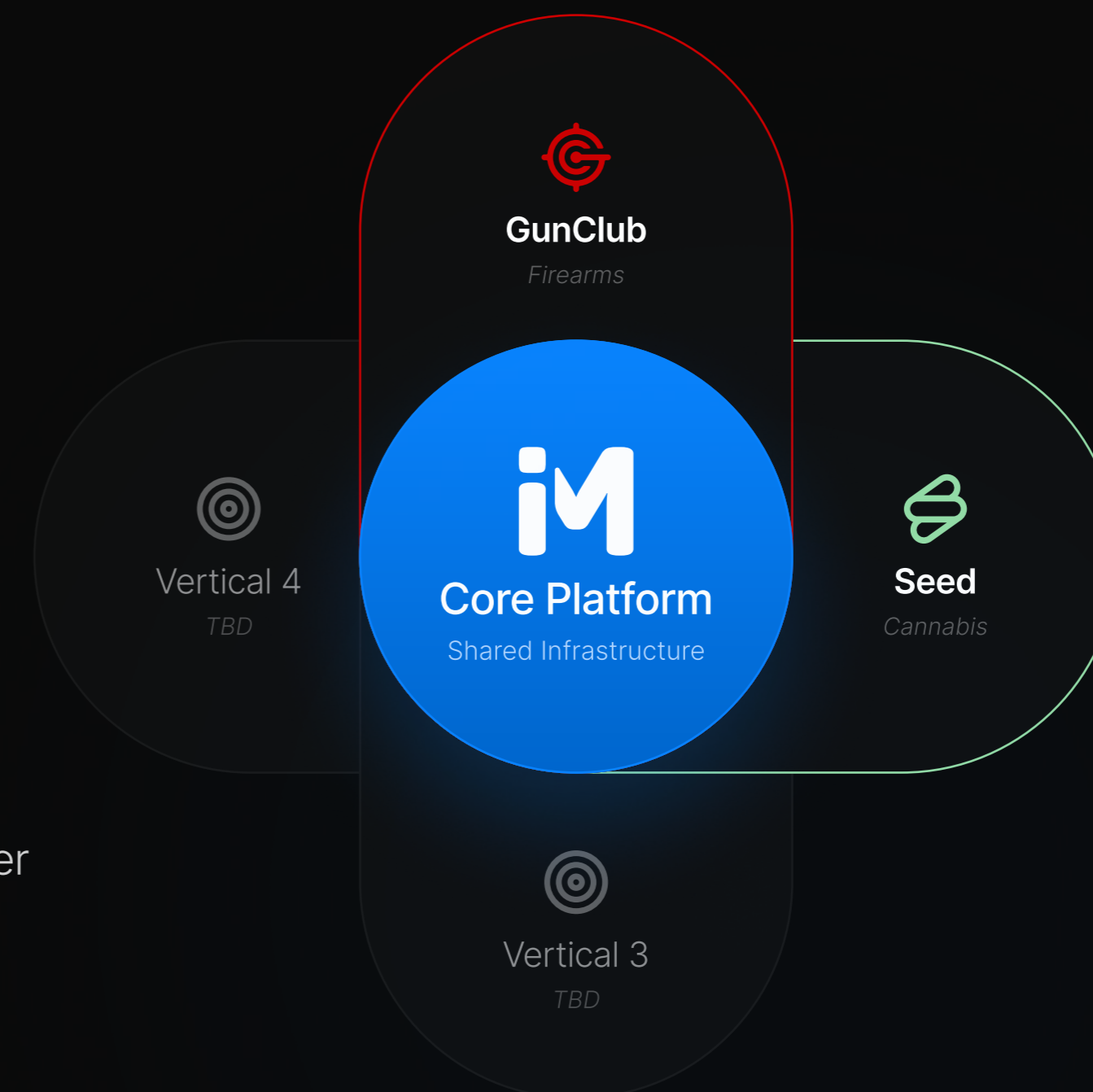
Our solution: a stable, category-built home for creators and advertisers.

-  **Stable Rules.**
-  **Stable Reach.**
-  **Stable Monetization.**

Market Strategy

A portfolio of focused platforms for large enthusiast communities.

- Separate apps for distinct audiences, shared infrastructure underneath
- Repeatable rollout playbook across categories
- 90-day soft launch: mid-tier creators onboard first; advertisers get free early campaigns before paid programs begin:
 - **NRA** (≈ 5.5M members, self-reported)
 - **Gun Owners of America (GOA)** (≈ 2M+ members)
 - **National Shooting Sports Foundation (NSSF)** (≈ 12,000+ member businesses)
 - **U.S. Cannabis Council (USCC)** (≈ 50 member organizations)



Built Once. Reskinned Fast.

New platforms are a reskin of the same proven core tech, deployed quickly with minimal incremental expense.

- Same backend, data, media, moderation, monetization engine
- New vertical = UI theme, taxonomy, rules, community standards
- Less editing and fewer workarounds → more creator output → stronger community gravity
- Built, live-ready, scalable via repeatable rollout



Core Engine

Unified Infrastructure

- Same backend, data, media, moderation, monetization engine
- Built, live-ready, scalable via repeatable rollout



Auth



Feed



Video



Ads



Moderation



Marketplace



SWAP-IN SKINS



GunClub

Firearms

Custom theme, rules, taxonomy

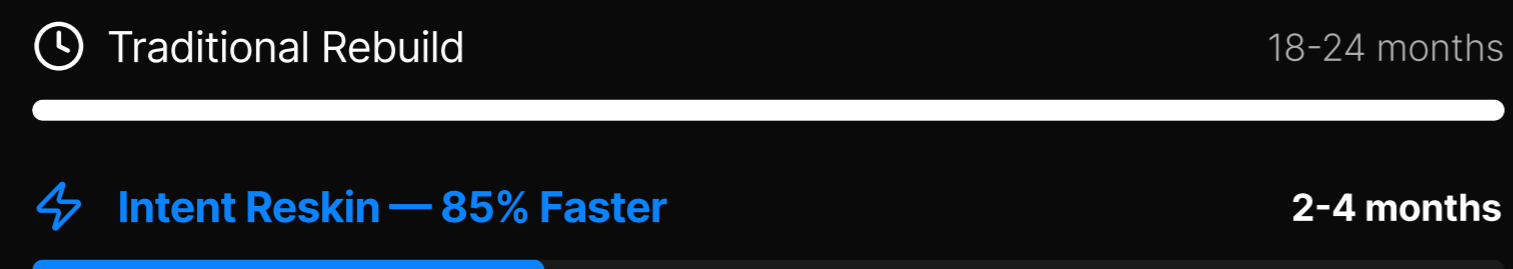


Seed

Cannabis

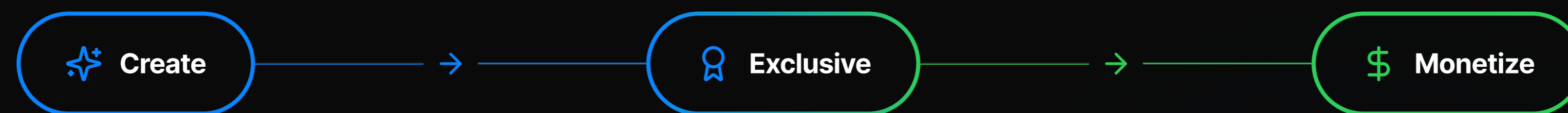
Custom theme, rules, taxonomy

TIME TO MARKET COMPARISON

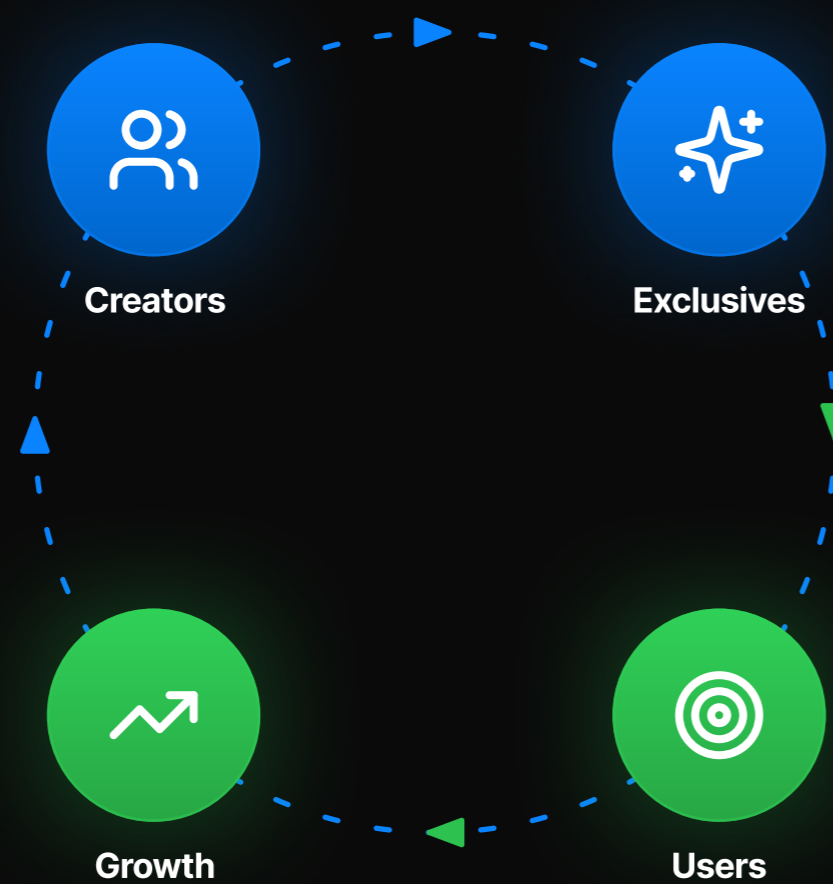


Exclusive Content + Exclusive Marketplace

Exclusive creator content drives users to interact on Intent platforms. The marketplace keeps advertisers and creators inside Intent.



CONTENT FLYWHEEL



Exclusive drops, series, and first-releases create self-sustaining engagement

MARKETPLACE LOOP



Partnerships and sponsorships run under clear category rules within Intent's closed ecosystem

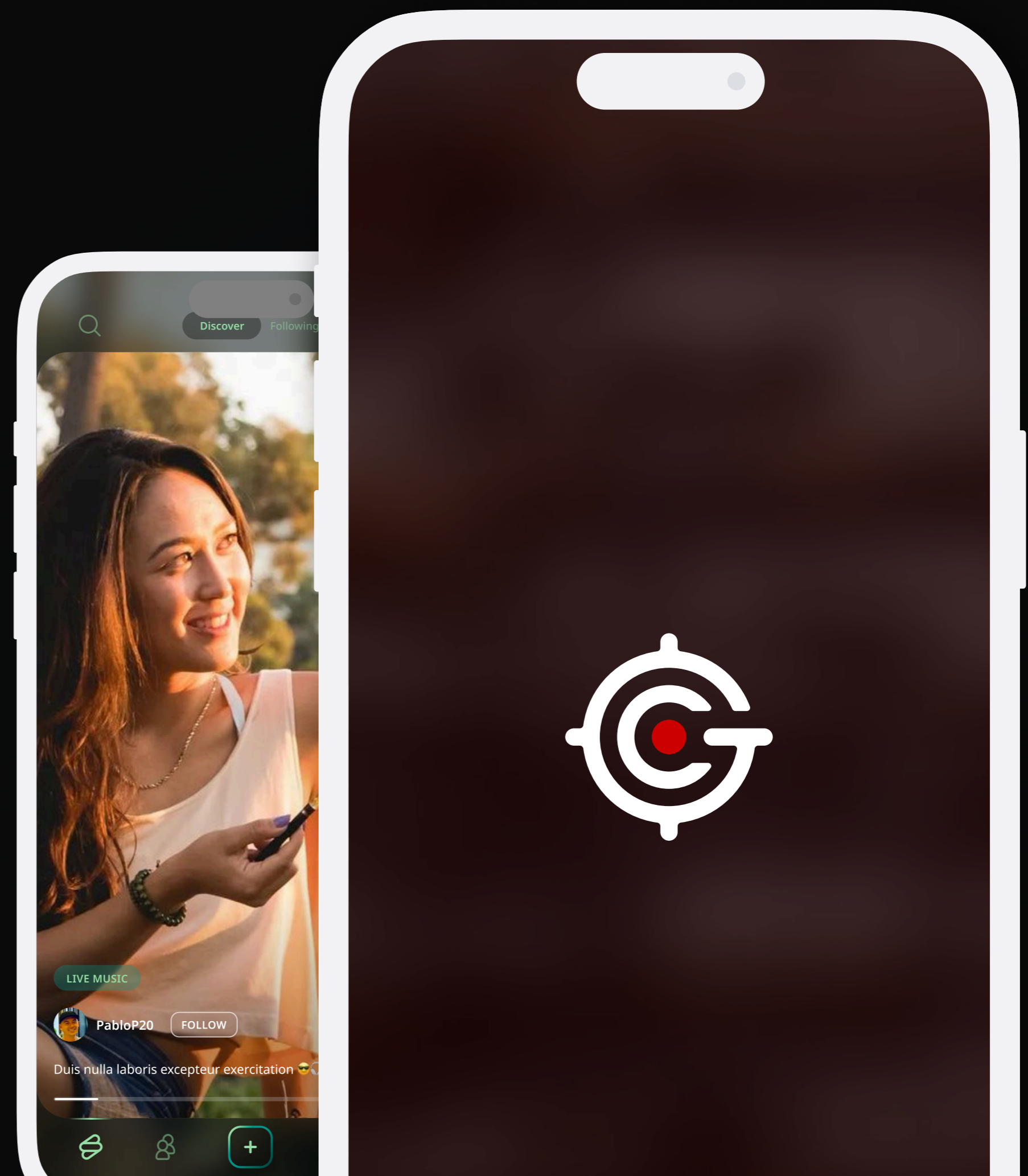
Platform Roadmap

GunClub Social (Month 2)

- Shooting sports, builds, training, community culture
- High creator density, high content velocity

Seed Social (Month 8)

- Cannabis lifestyle, education, brands, community
- Privacy-conscious users, high advertiser value when compliant



The Opportunity Is There.

The Access Is Currently Broken.

These are large, proven categories with real spend and highly engaged digital audiences. The opportunity is concentrated access to the participants creators and advertisers already struggle to reach.

- **Firearms & shooting sports: 80M+ Users & \$70B+ annual industry spend**

Brands want: product discovery, education, training, events, gear, lifestyle

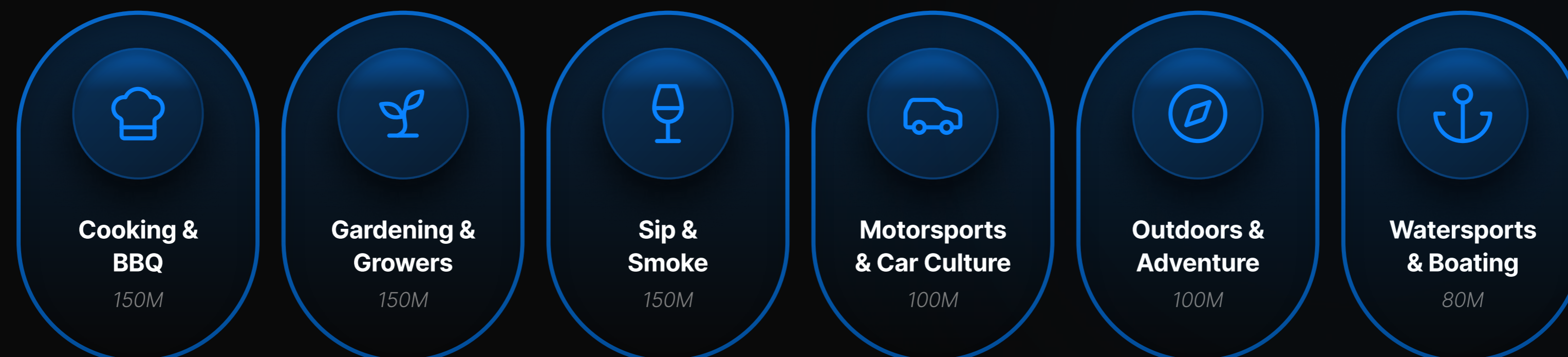
Reality: ad restrictions, inconsistent enforcement, fragile creator partnerships

- **Cannabis: 70M+ Users & \$50B+ annual spend**

Brands want: compliant awareness, education, retail velocity, repeat customers

Reality: limited ad access, shadowed content, creator monetization instability

Intent wins by concentrating the most engaged digital participants within each market.

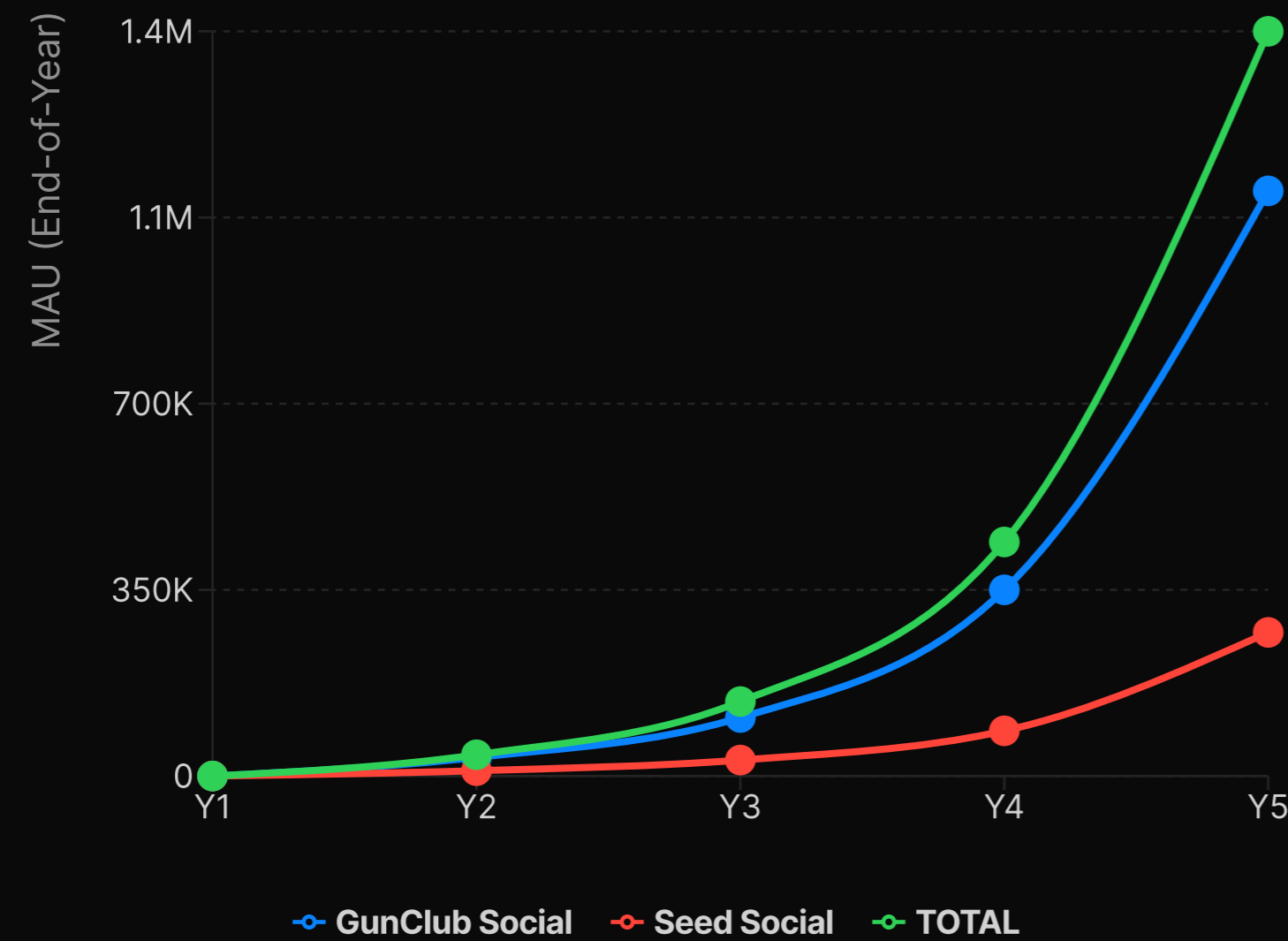


* North America only.

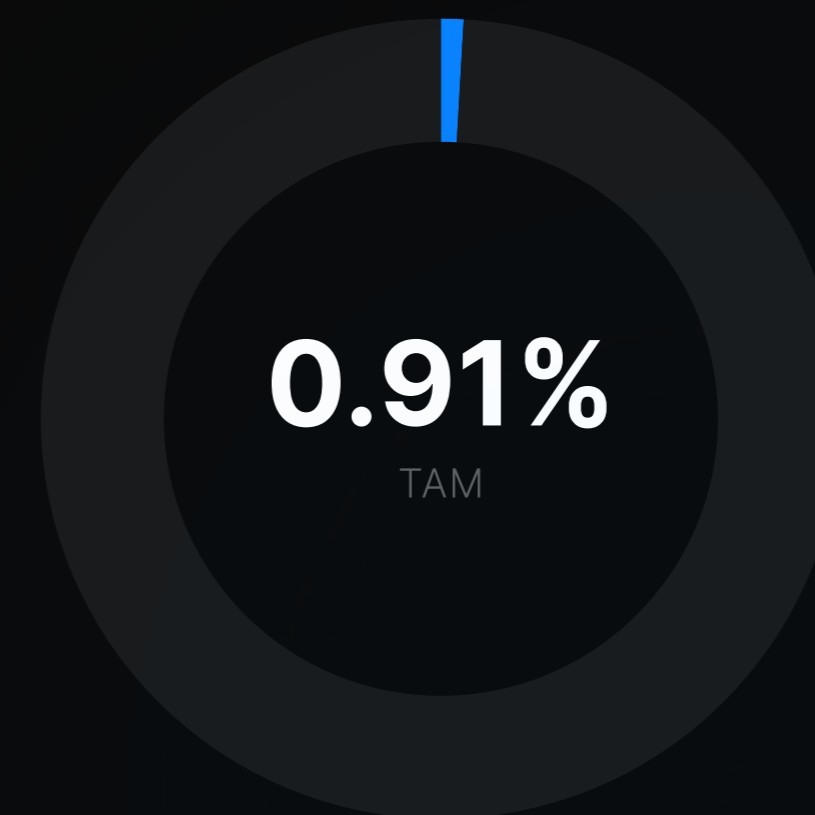
5-Year MAU Growth & Financial Scale

End-of-year users with annualized exit run-rate and staged market context

<p>YEAR-5 TOTAL MAU</p> <p>1,360,523</p> <p>0.91% of 150M TAM</p>	<p>REVENUE EXIT RUN-RATE</p> <p>\$282M</p> <p>Annualized Exit Run-Rate (Avg M58-M60 × 12)</p>	<p>OPERATING PROFIT EXIT RUN-RATE</p> <p>\$134M</p> <p>Annualized Exit Run-Rate (Avg M58-M60 × 12), ~47.6% Operating Margin</p>
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Run-rate = annualized pace using trailing 3-month average (M58-M60) x 1.2.
Paid ads begin after the 90-day soft launch.



Year-5 Share of Broad Category TAM
1.36M MAU within much larger category markets

Capital Raise

Raising \$3.5M

To launch, scale, and monetize a portfolio of vertical social platforms built on an already-built core stack.

This round funds:

- GunClub.social (Month 2) and Seed Social (Month 8) launches
- Creator-first onboarding + content density (the flywheel)
- Trust, verification, and modern moderation at scale
- Advertiser onboarding + the creator/brand marketplace
- Platform scaling, analytics, and revenue infrastructure

This is not “build and hope.”

It's deploy and scale a proven platform engine across multiple verticals.



**Intent Media
Group**

Outreach

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