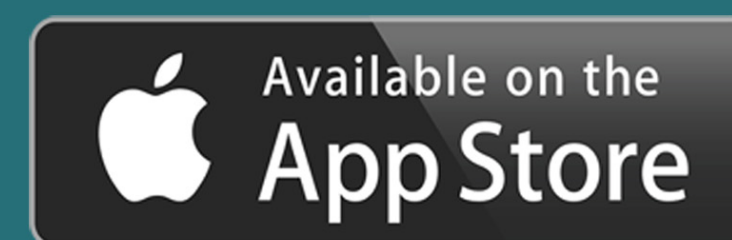


# GoList



## The Future of Business to Consumer Direct Advertising Returning Digital Ad-Dollars to Local Journalism

# GoList Will Anchor B-to-C Social Media Style Advertising to Local Journalism Outlets

Regional, local, college, niche, broadcast journalism cater to specific audiences that advertisers want to reach

They have a historic knowledge of their communities and should get paid for it

Keeping digital ad-dollars local has benefits far beyond supporting local journalism

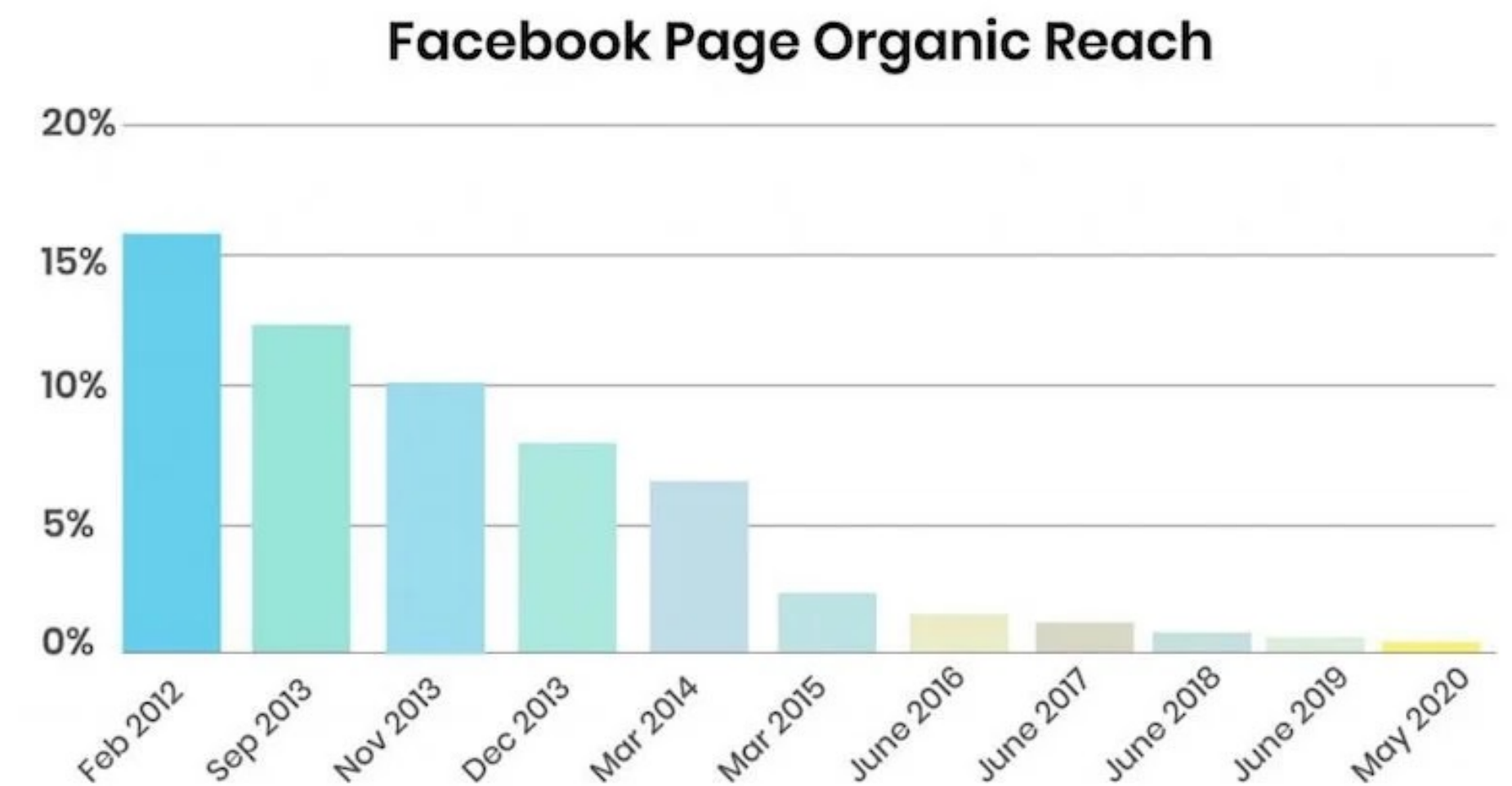


Shop local and find events with



# Businesses are Desperate to Reach Their Communities

- Demographics have scattered across a dozen social media sites making direct outreach ineffective for small and mid-sized businesses
- Local businesses became accustomed to direct posting to an audience and are looking for a straight forward reach their neighbors



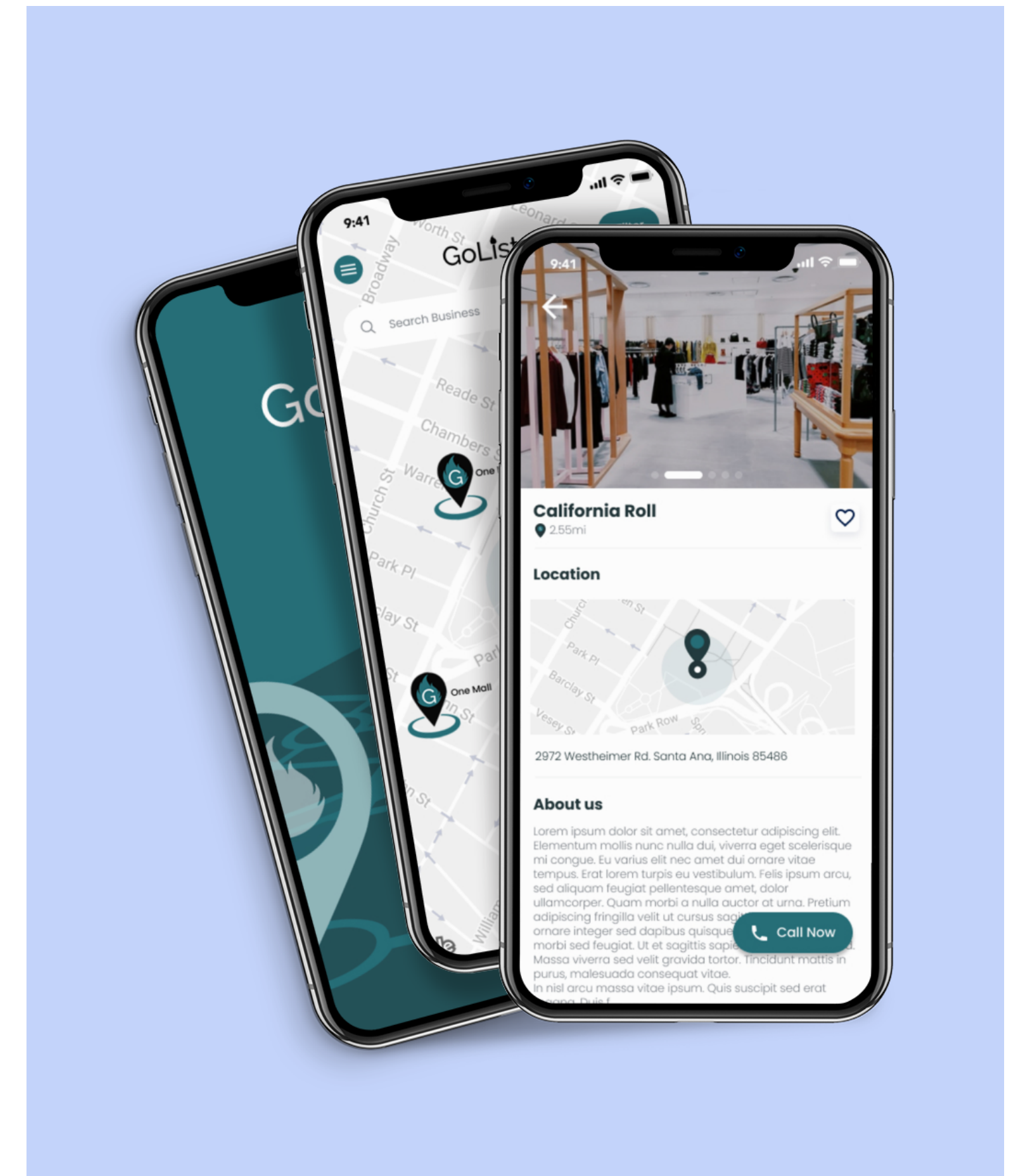
# Business's need a permanent home for B-to-C promotions

Businesses can post events and promotions directly to the e-edition in one or multiple news outlets with a user friendly interface

They can target their audience via online/print/broadcast journalism outlets

Their posts appear on the GoList App which consolidates all posts from the region and provides a complete picture of what is happening in town

Push notifications are available to keep their customers in the loop





# Journalism outlets are the center of local commerce with GoList

GoList provides print/online/broadcast journalism outlets with an easily installed, advertiser updated ‘Business Classifieds Section’


They set their monthly subscription price and will receive payments directly via Stripe.

GoList provides, dynamic content, subscription revenue.


Mobile advertising that is nationally connected is a crucial part of a comprehensive

Tech Community

**FWD / STL: Top Tech 100 Expo & Award Ceremony (STL TechWeek)**  
STL TechWeek 2025 is showcasing the best that St. Louis innovation has to offer with the 3rd Annual 5-day free event on March 31 - April 4  
[Continue Reading](#)  
4th Apr 2025




**Bourbon Friday**  
Bourbon Friday is the weekly social gathering where entrepreneurs, changemakers, and bourbon lovers connect, share stories, and spark ideas. It's a place for meaningful conversations fueled by great drinks and shared experiences. 🍷  
Whether you... [Continue Reading](#)  
4th Apr 2025




Community

**Green Door Art Gallery: Wild and Wet Watercolor Classes with Marilynne Bradley!**  
Loosen up shapes. Produce more luminous colors. Make bold & confident brushstrokes. Create dramatic contrasts. Define form by understanding light & shadow. Bring spontaneity to your watercolor efforts. Each session starts with entertaining and inf...  
[Continue Reading](#)  
10th Apr 2025

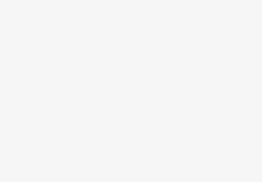


Retail

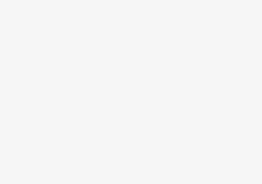
**EUCLID RECORDS Record Store Day!**  
Live bands! Exclusive releases! Many albums! [Continue Reading](#)  
12th Apr 2025



**Vintage Vinyl Record Store Day!**  
Come in and get exclusive releases! Great prices on used vinyl! [Continue Reading](#)  
12th Apr 2025

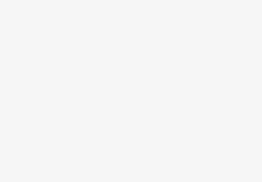


**Record Exchange Record Store Day**  
The Record Exchange was founded in 1977 by Jean Haffner. Jean's collection currently resides in an old library building in south St. Louis. With over 10,000 square feet of music and memorabilia, this is one of the largest vinyl collections in the U.... [Continue Reading](#)  
12th Apr 2025




Health and wellness

**Be Well Cafe and Farmers Market**  
Be Well Cafe and Farmers Market has joined the "eat local and be well" movement. We welcome local sustainable farmers, growers, artisans, and wellness practitioners to join us in this movement. Our market is open every Saturday, rain or shine ... [Continue Reading](#)  
5th Apr 2025




Community

**City Museum: Blessed by the Ancestors Curated by Bre Seals**  
"Blessed by the Ancestors" captivating art exhibit celebrates the rich artistic talent of Black artists hailing from St. Louis, MO. This exhibition serves as a powerful testament to the cultural heritage and creative brilliance within... [Continue Reading](#)  
18th Apr 2025



Concert

**The Golden Record: AMERICAN AQUARIUM**  
THURSDAY, MAY 08 Doors: 7p Show: 8pm \$22 About the artist: Nearly two decades, American Aquarium have pushed toward a rare form of rock-and-roll that is revelatory in every sense. "For the sweet spot is when you've got rock b... [Continue Reading](#)  
9th May 2025



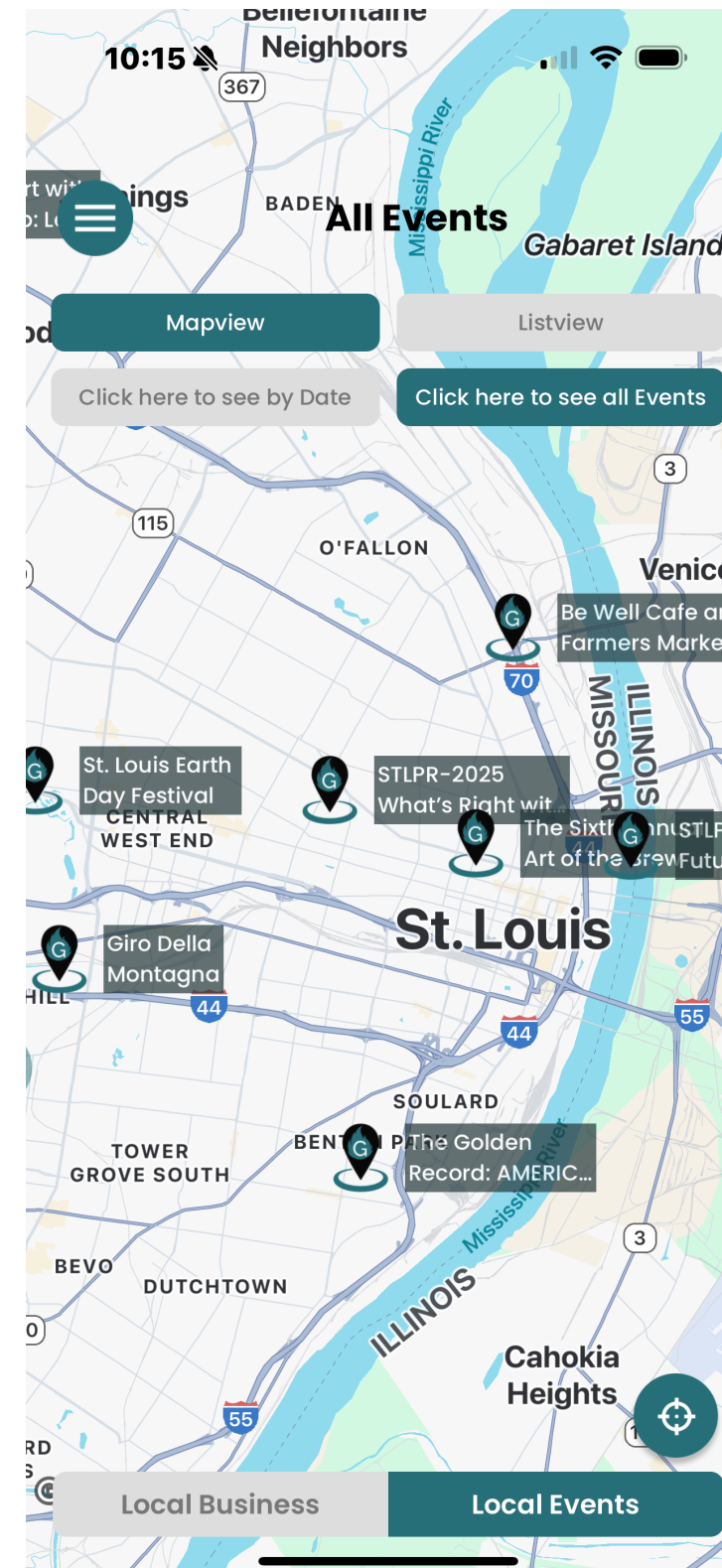
[Add Your Business!](#)



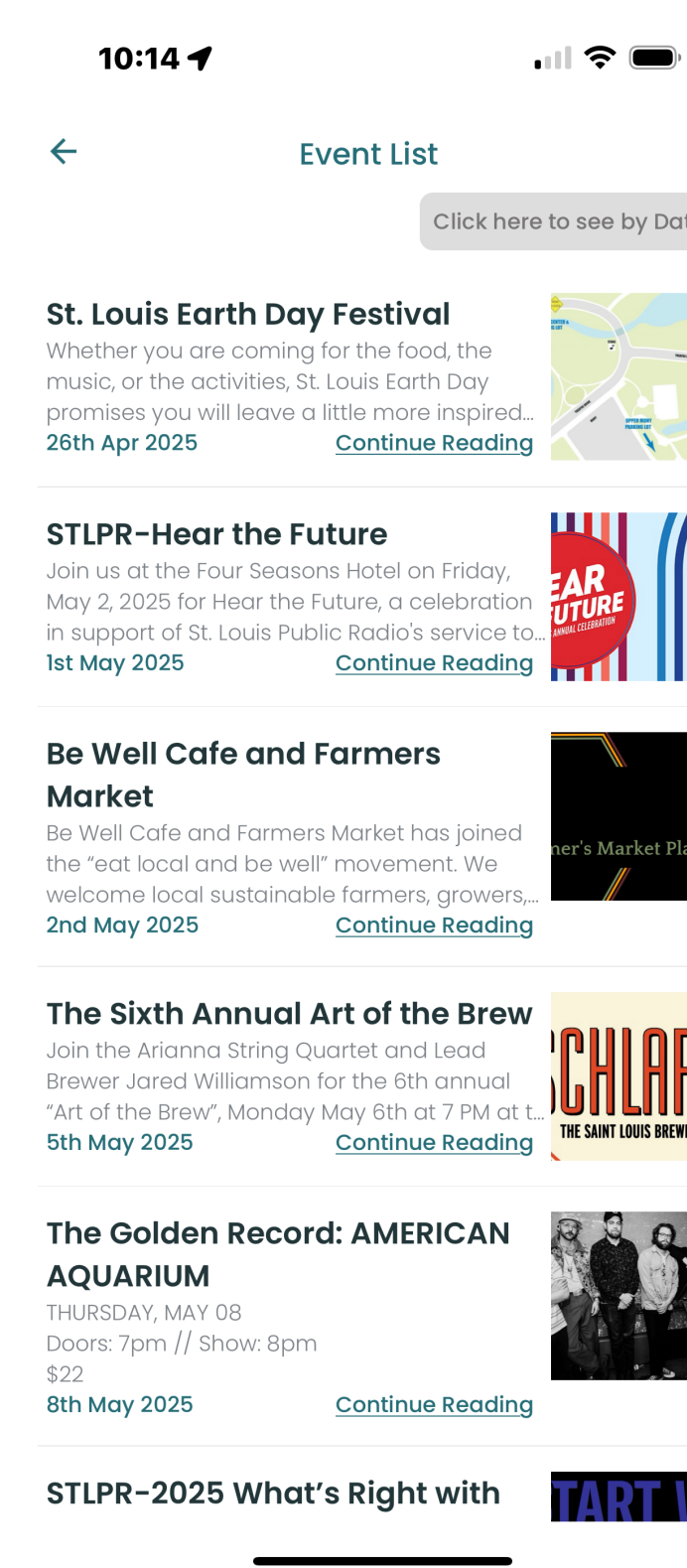
# Consumers Can Tune in to their Communities

The GoList App consolidates all posts from all participating news outlets internationally so non-readers and the traveling public can find out what is happening around them

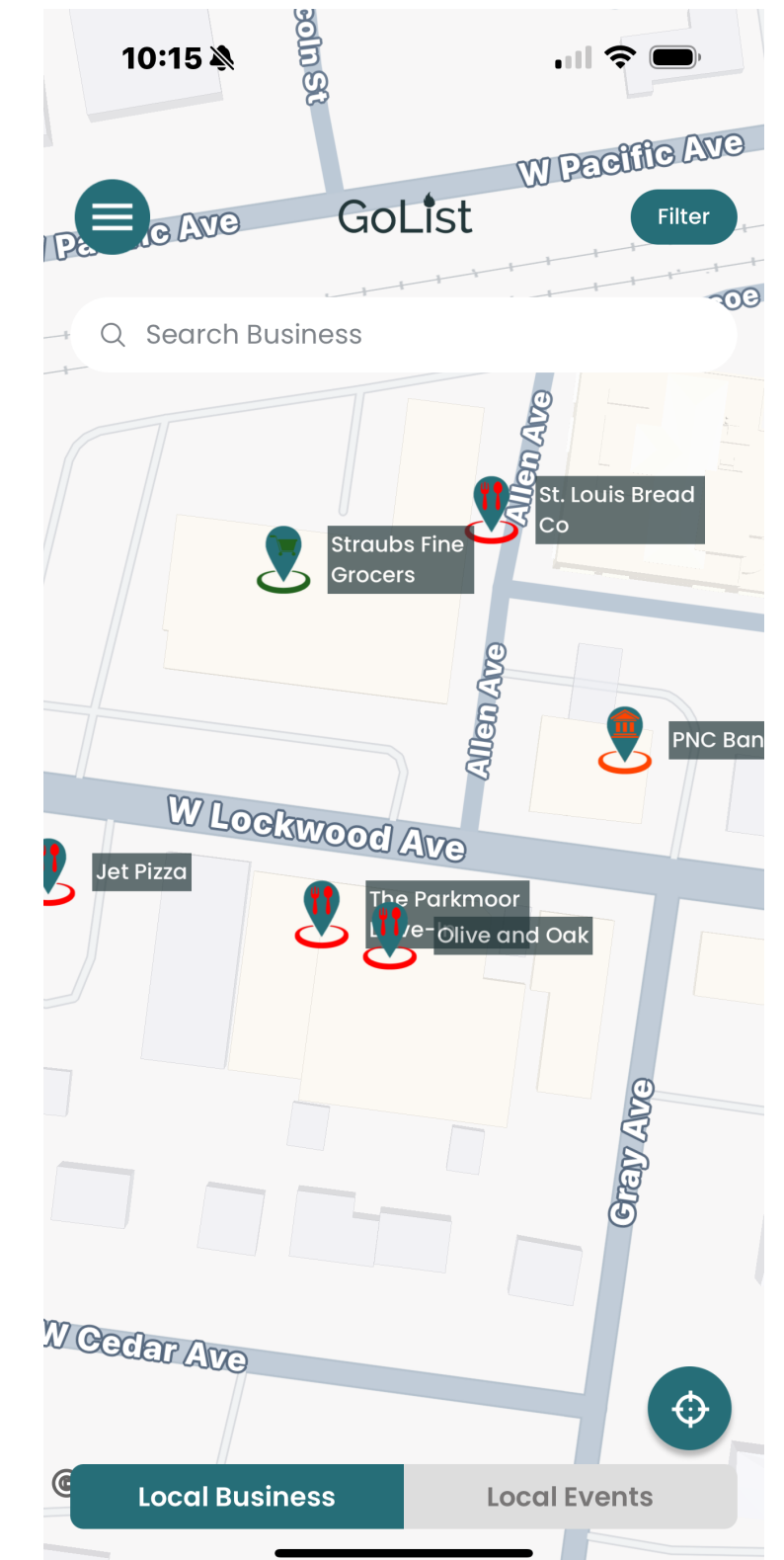
Event View



List View



Business Listing



# Business Model

GoList takes 30% of subscription  
Revenue

4000 businesses at \$100

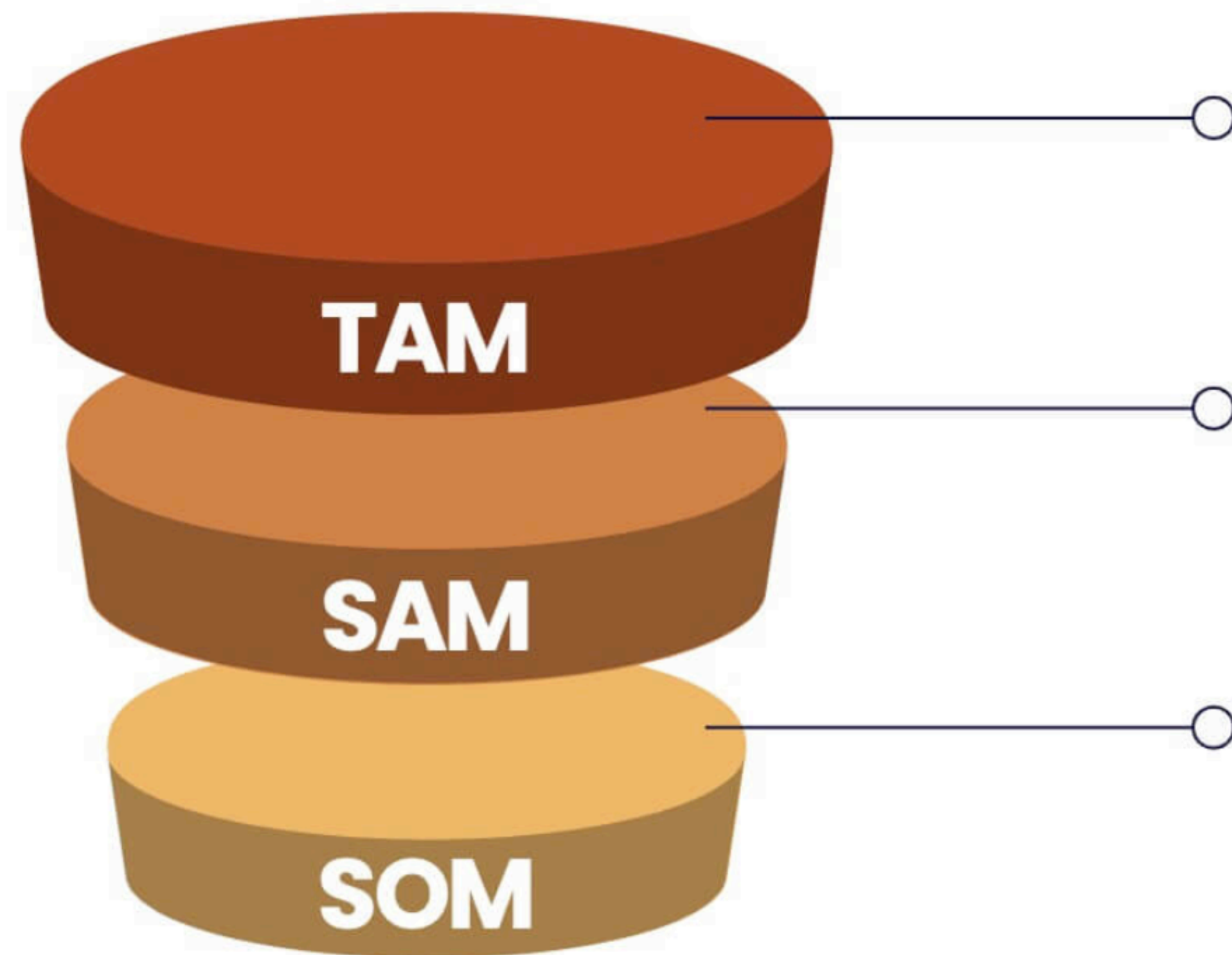
A month =

1 million gross for GoList yearly



# TAM

(Assuming \$200 a month average subscription rate)



34 Million Small Businesses in the  
USA \$9.8 Billion yearly

30.6 Million Have Used Social  
Media as Advertising \$8.8 Billion

Small Businesses in St Louis  
88,000  
\$63 Million Annually



# Go To Market

Partnering With:

Newsgroups

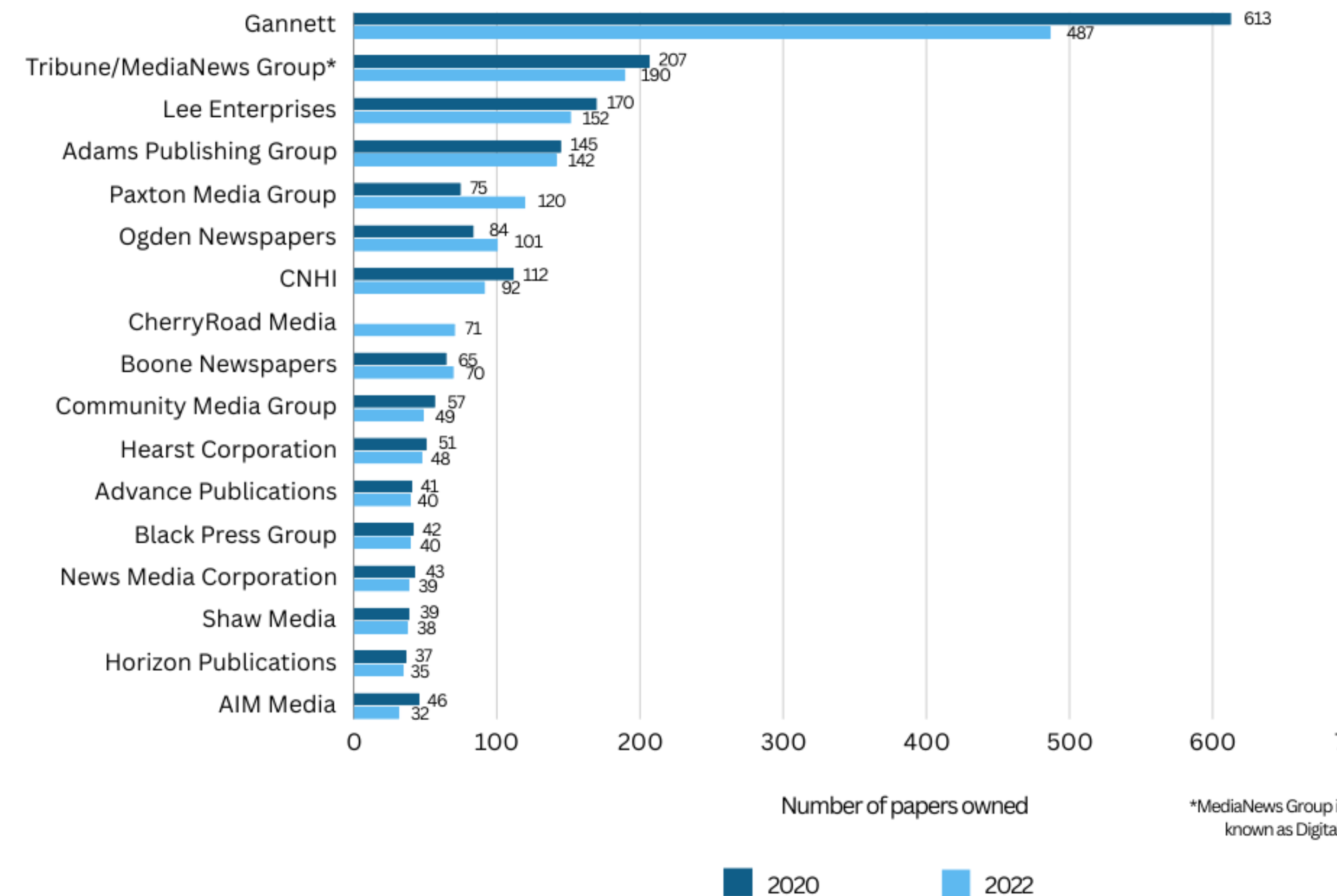
Chambers of Commerce

CMS

Existing Marketing Companies

Press Associations

Top U.S. Newspaper Owners by Number of Papers Owned in 2020 & 2022



Source : Local News Initiative

Redline

GoList

# Founder

Dan Olson  
Entrepreneur  
Launched Local Events  
Magazine  
and  
Online Calendar for Local Events  
and Activities





# Current Status

We have piloted locally and are looking to work with existing companies to customize and refine the product.





# Ask:

Our goal is to refund the press.  
It's ambitious and very doable.

Partnership:

We can attach to a hungry media company  
facilitate a broad launch.

Ideally we work with an existing mapping  
company. Google would be ideal.

Investment:

We will use an investment of \$50-100,000 to  
modify UI, UX market and travel for a  
successful launch

