



# The **problem** & **what's needed**

Big Tech's grip on infrastructure, commerce, and communication has exposed a massive opportunity: build the parallel systems that can't be shut down, throttled, or exploited. Americans are hungry for platforms that protect speech, preserve privacy, and put creators and merchants in charge of their own success.

1

## **Censorship-Proof Infrastructure**

Users and brands want platforms where speech isn't filtered by politics or profit motives.

2

## **Decentralized Commerce**

Sellers are fleeing platforms that ban products, censor payments, or cut off access over ideology.

3

## **Privacy-First Apps & Utilities**

Users are demanding alternatives that respect personal data, stop manipulative targeting, and protect online autonomy.





## Your **opportunity** to **stand for freedom**

- ➔ Valuation Cap: **\$750,000,000**
- ➔ Lead Sales Agent for IPO and Pre-IPO Rounds: **Digital Offering**
- ➔ Use of Proceeds: **Distribution & digital expansion, marketing & working capital**



SAFE Raise Target

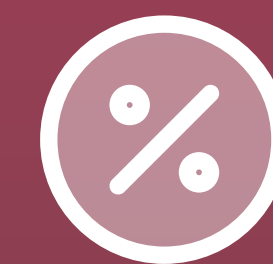
\$ **25** M



Valuation Cap

\$ **750** M

**NYSE** 



Discount Terms

**20** %

Occurs at IPO or a qualifying event



## Confidentiality statement

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Thank you for respecting all that we've built.

## Executive summary

Parler Cloud Technologies is a vertically integrated ecosystem built to help creators and merchants reclaim their digital independence, from audience to income, wallet to infrastructure.

We unify social, commerce, and crypto under one roof, eliminating the need for scattered tools and third-party platforms. No Big Tech bottlenecks. No dependencies. No censorship.

Built for long-term growth and total sovereignty, every layer of Parler Cloud Technologies is designed to protect your brand, your voice, and your revenue.

Whether you're launching content, selling products, or building a movement, this is your platform, not theirs.



**Censorship-Free Social Media**



**Digital Wallets & Payments**



**Videos & Streaming**



**Decentralized Marketplace**



**Private Cloud & CDN**



**... and so much more**

## Our motivation

# Parler's blackout

The erasure of a true free speech platform revealed a hard truth: today's internet is built to silence. We believe it should amplify individuals instead.

## 2018

**Launch** Parler launches to the general public.

## 2020

**June** Parler hits first 1 million users

**November** Parler hits 8 million users

## 2021

**January 9** Parler reaches #1 slot in the app store

**January 13** Parler is removed from iOS app store  
Parler is removed from Google store  
Parler is removed by AWS

**January 14** Yasser Elgebal develops his strong belief that the internet should amplify individuals not suppress them and begins acquiring the assets that have become Parler Cloud.

# Never again, by design

Parler's takedown proved infrastructure is vulnerability. So in 2023 & 2024, we built a fully owned stack, from cloud and CDN to commerce & communication.



## We Assembled The Full Stack

Modern, server-owned infra with full-stack monetization & embedded wallet



## Reclaimed the Feed

Relaunched Parler as a decentralized social platform



## Secured Monetization Infrastructure

Integrated Triton & L1 blockchain for sovereign compute & commerce



## Completed the Infrastructure Stack

Acquired Edgecast & Smart Cloud - no more reliance outside solutions

### Q3 / Q4 of 2023

Acquired Parler, assembled foundational cloud infrastructure and finalized the backbone for platform independence.

### Q1 / Q2 of 2024

Acquired Triton to enable secure infrastructure.

### Q3 / Q4 of 2024

Built PlayTV, deepened creator onboarding, and laid the groundwork for Kyvo, our digital wallet experience.

The first

**Censorship free** stack built  
for the people.

Social Media



Streaming



Fintech



Commerce



CDN



Cloud



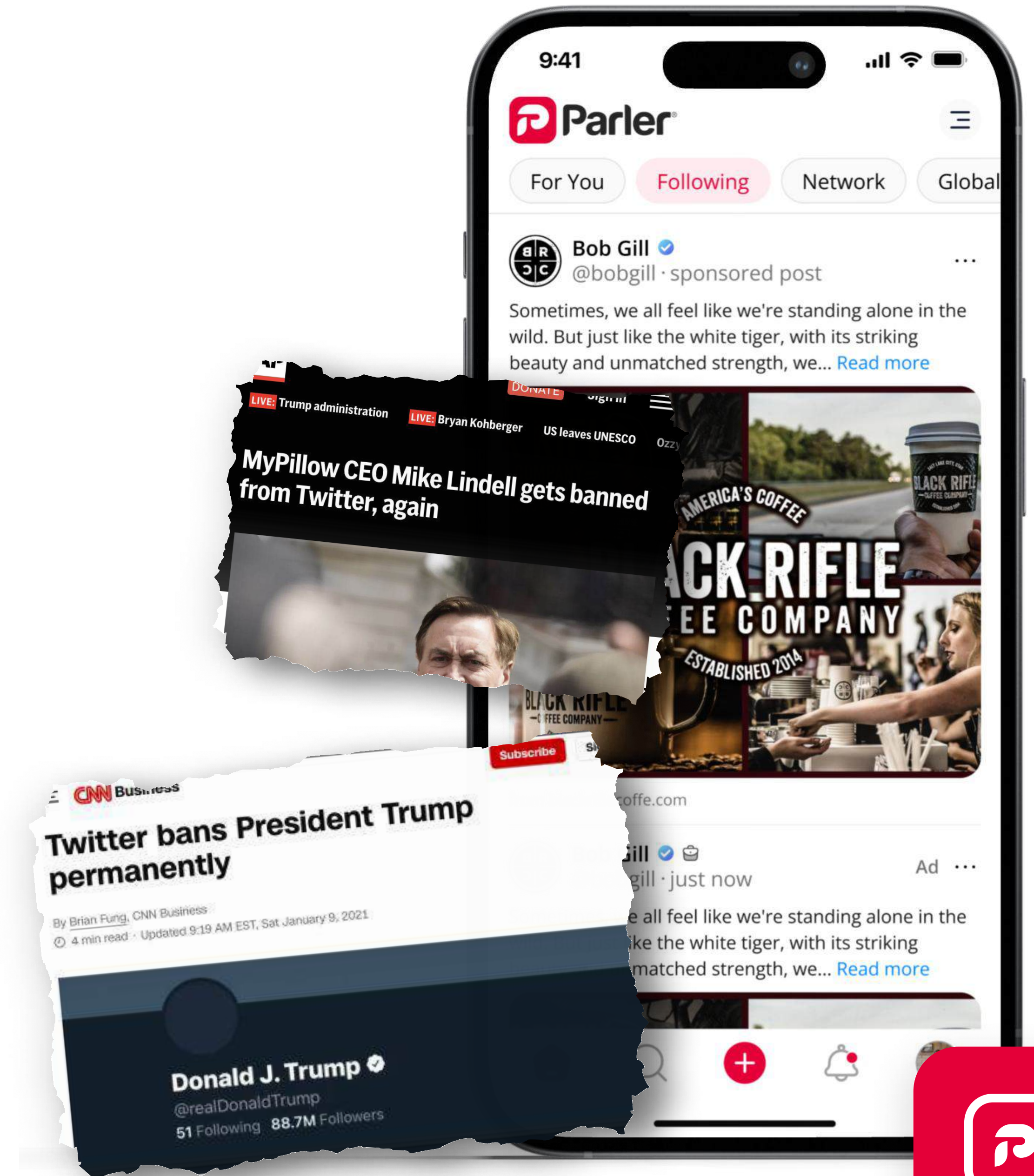
Blockchain





## Social media, **primed for innovation**

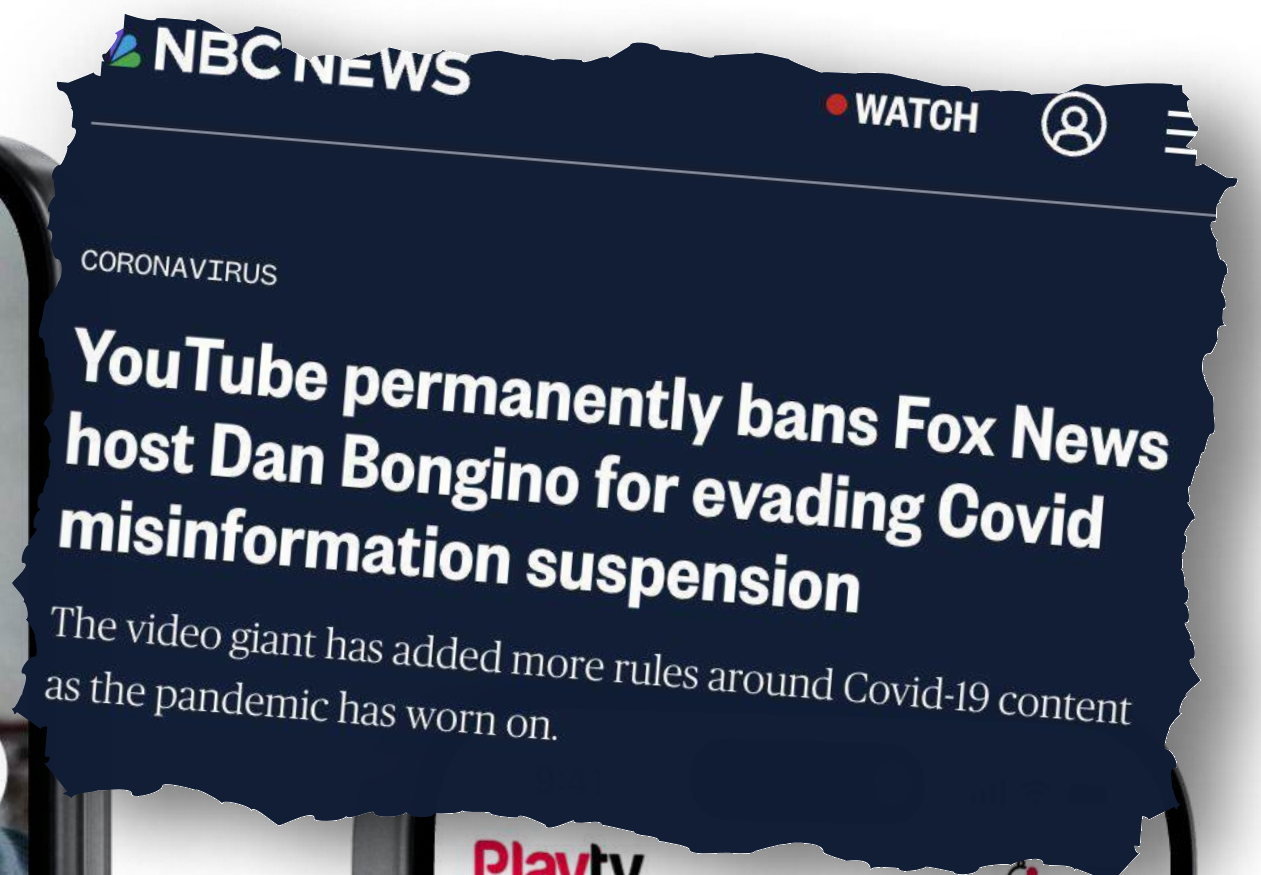
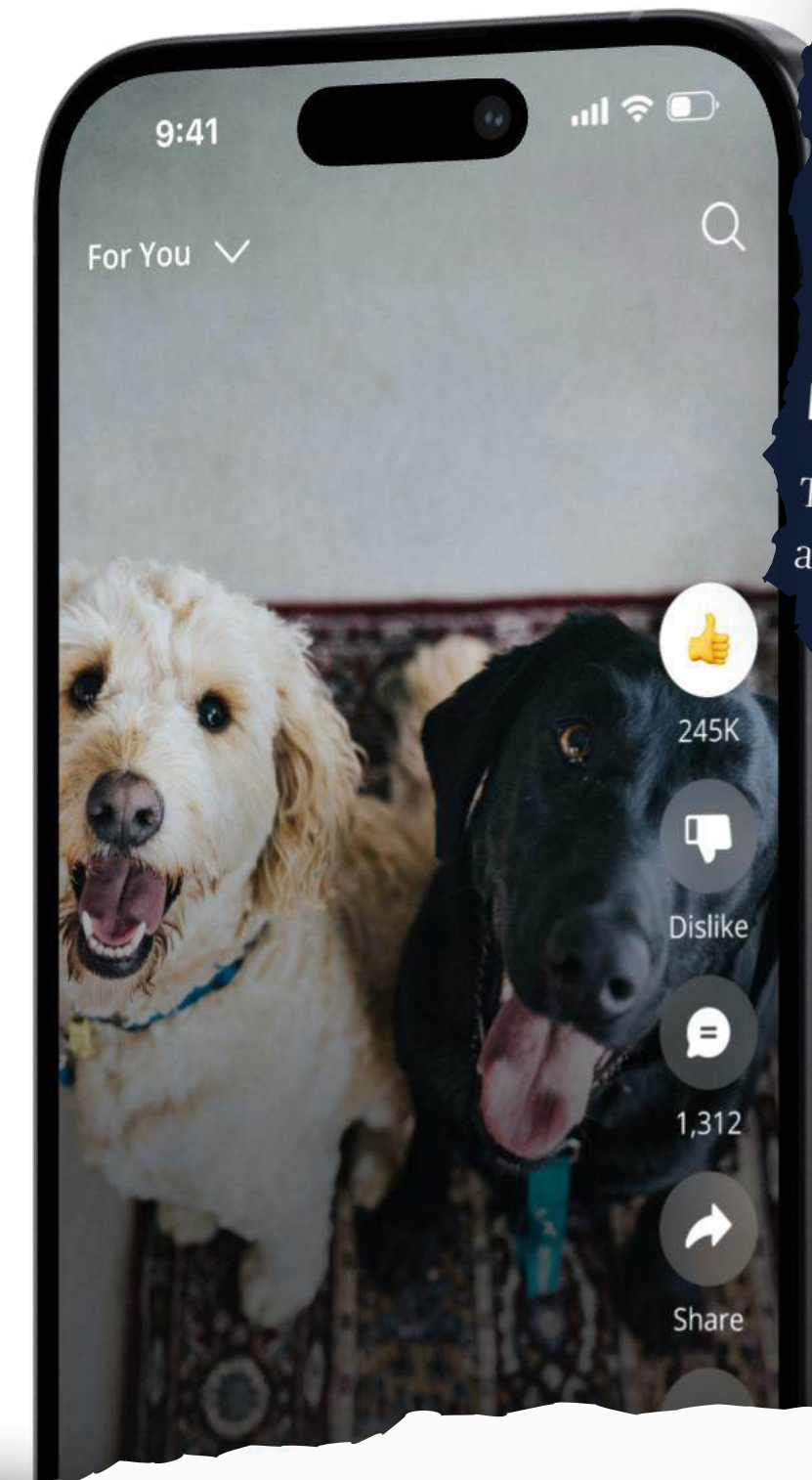
- Unbiased, community-owned platform built for creators
- Decentralized governance with Web3 infrastructure
- Secured on Triton Cloud for speed, privacy, and resilience
- New revenue model where users earn, not just the platform
- Now live, with real ownership and upside through Optio





## Video, that **pays you to watch**

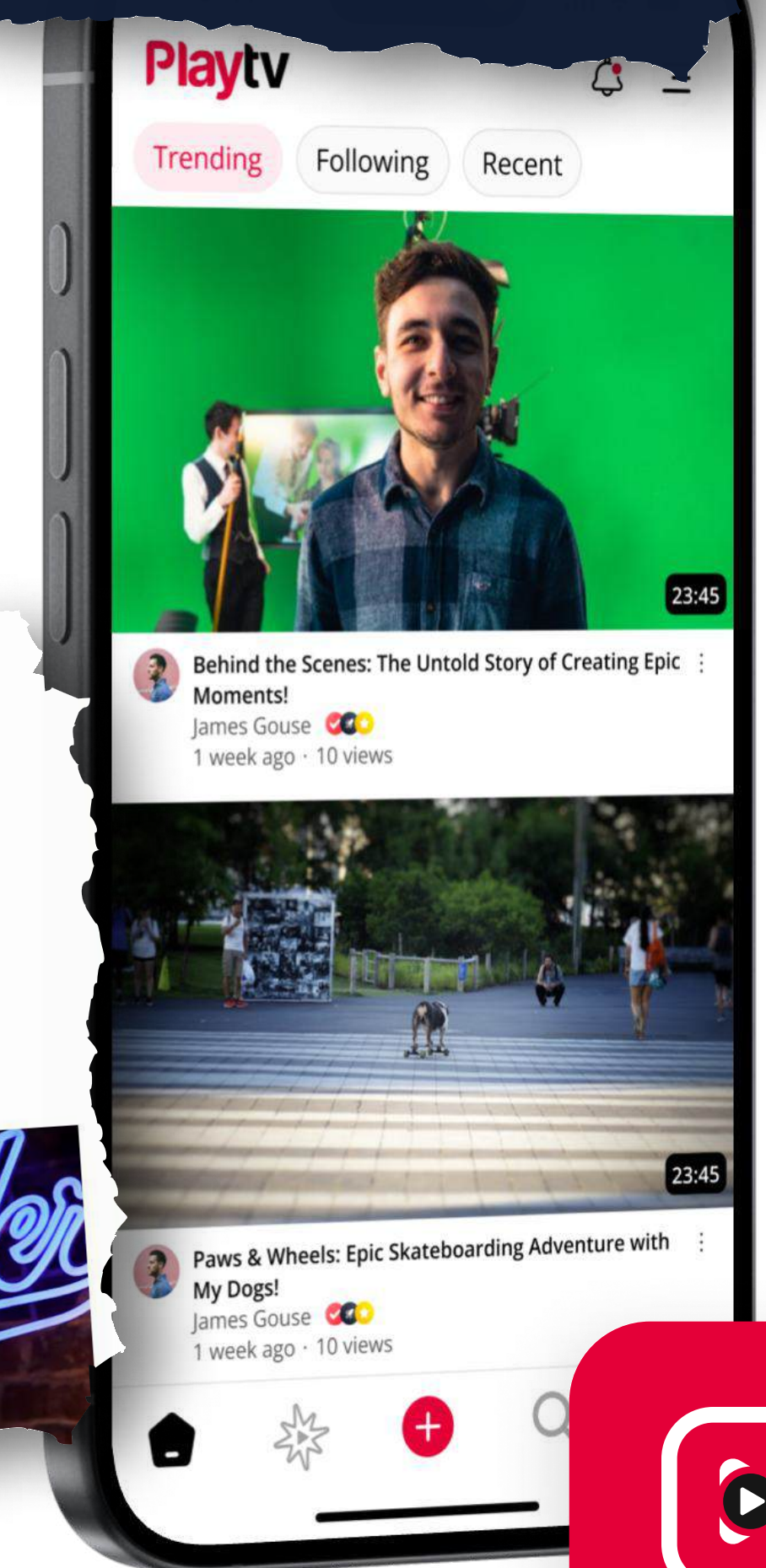
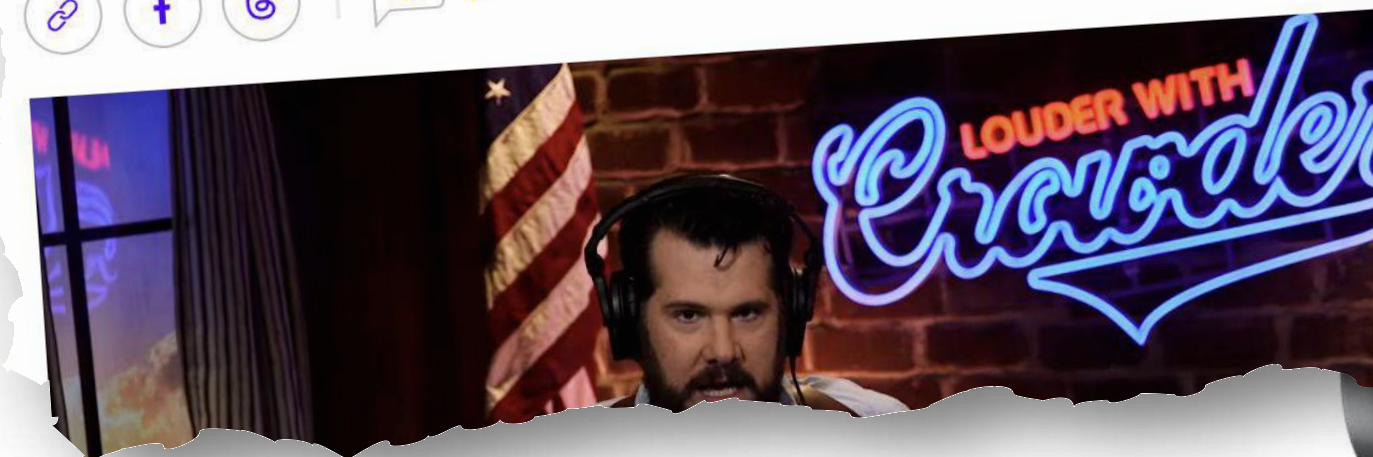
- Supports long-form and Burst short-form video
- Built-in crypto-monetization and user rewards
- Designed for creator, not platforms
- Powered by Optio and Edgecast on Triton Cloud



**YouTube has removed Steven Crowder from its Partner Program indefinitely** / He'll be back in a week — but without YouTube ad revenue


































































by **Sean Hollister**  
Mar 30, 2021, 6:42 PM EDT

0 Comments



# Stronger than the rest

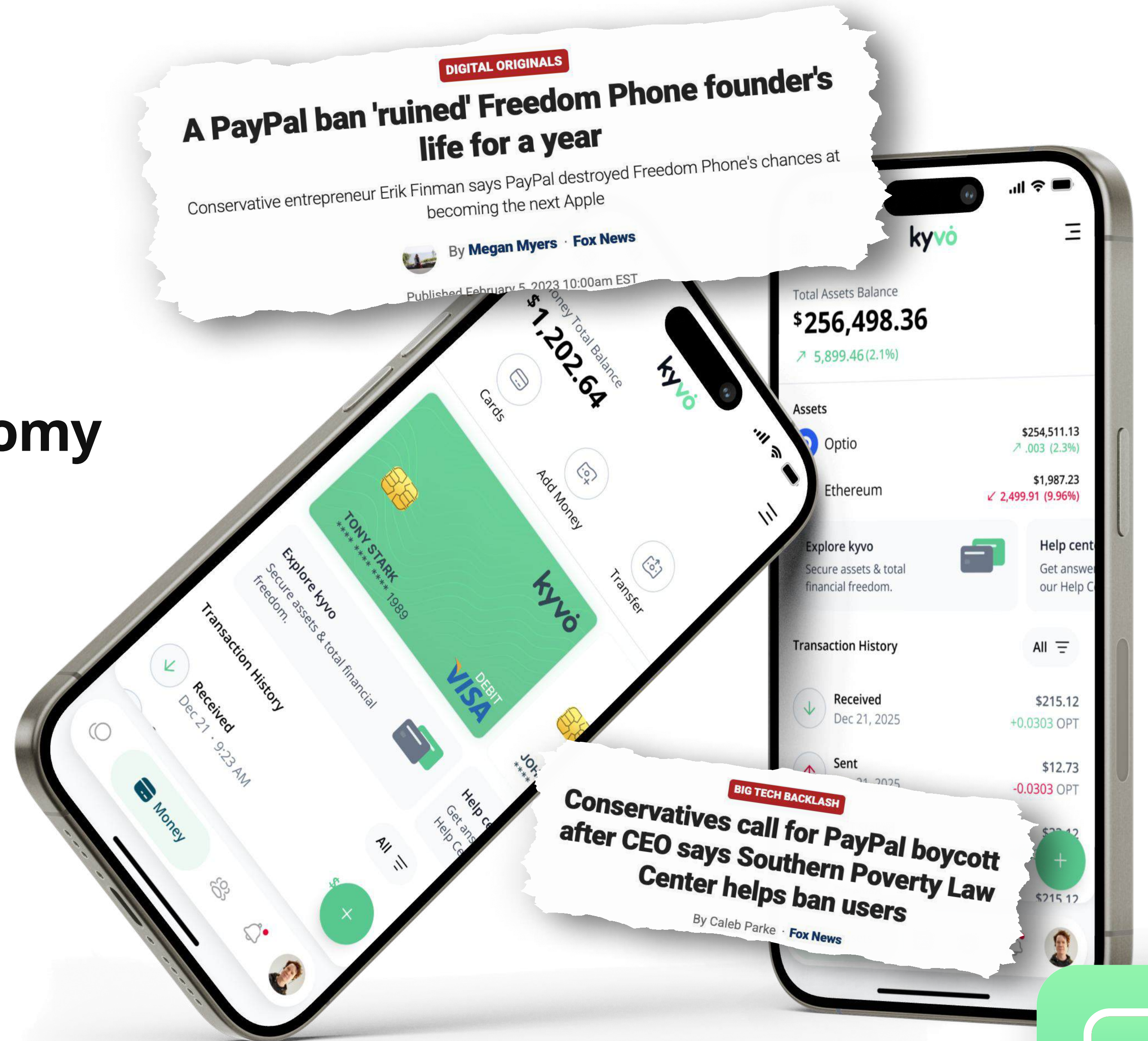
 Rewarded With / Powered by Crypto    Has Feature    Coming Soon    Not Optimized or In Testing

	 Parler	 PlayTV	 Gettr	 Rumble	 Truth	 Gab	 Bitchute	 Locals	 X (Twitter)
<b>Short Text Posts</b> <i>with media</i>	 / 	—		—			—		
<b>Long Form Video</b> <i>Optimized 16x9 experience</i>		 / 				—			
<b>Short Form Video</b> <i>Optimized 9x16 experience</i>		 / 							
<b>News Aggregator</b>		—	—	—	—		—	—	—
<b>Marketplace Integration</b>	 / 	 / 	—	—	—		—	—	—
<b>Wallet Integration</b>	 / 	 / 			—		—		
<i>Native &amp; Owned</i> <b>Blockchain Integration</b>	 / 	 / 				—			
<b>In-App Token</b>				—		—	—	—	



## Payments in a decentralized economy

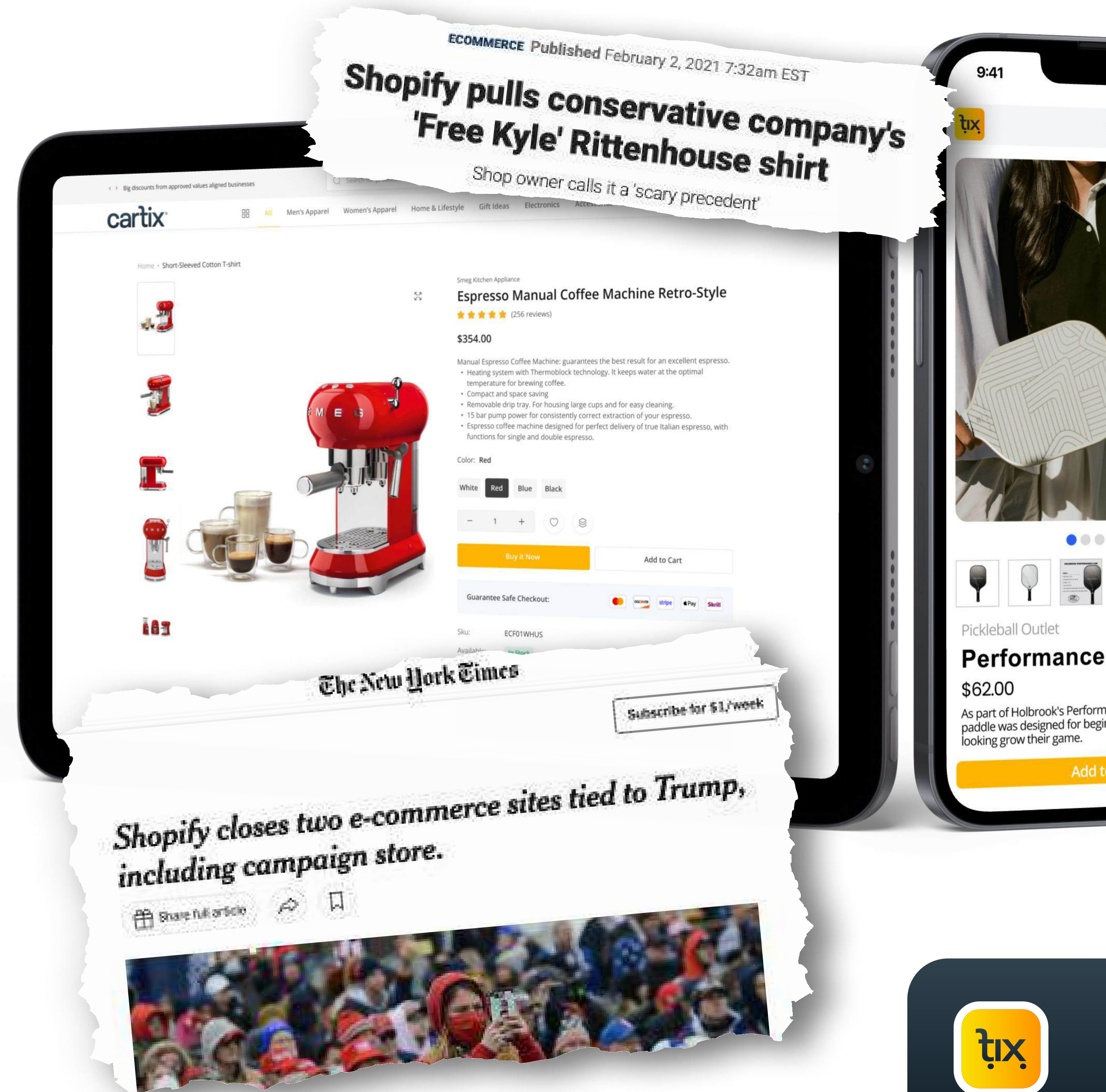
- Fast, peer-to-peer crypto payments
- Built-in rewards for users
- Fiat debit card with banking partnerships
- Built-in swap and payment tools
- Send and receive tokens instantly



# cartix

## Built for merchant growth

- 100k+ merchants activated through Kevin Harrington JV
- Seamless API merchant connection with synced inventory
- Unified checkout, powered by Kyvo & \$OPT
- Affiliate partnership bank for social platforms (*Coming soon*)





## World class content delivery

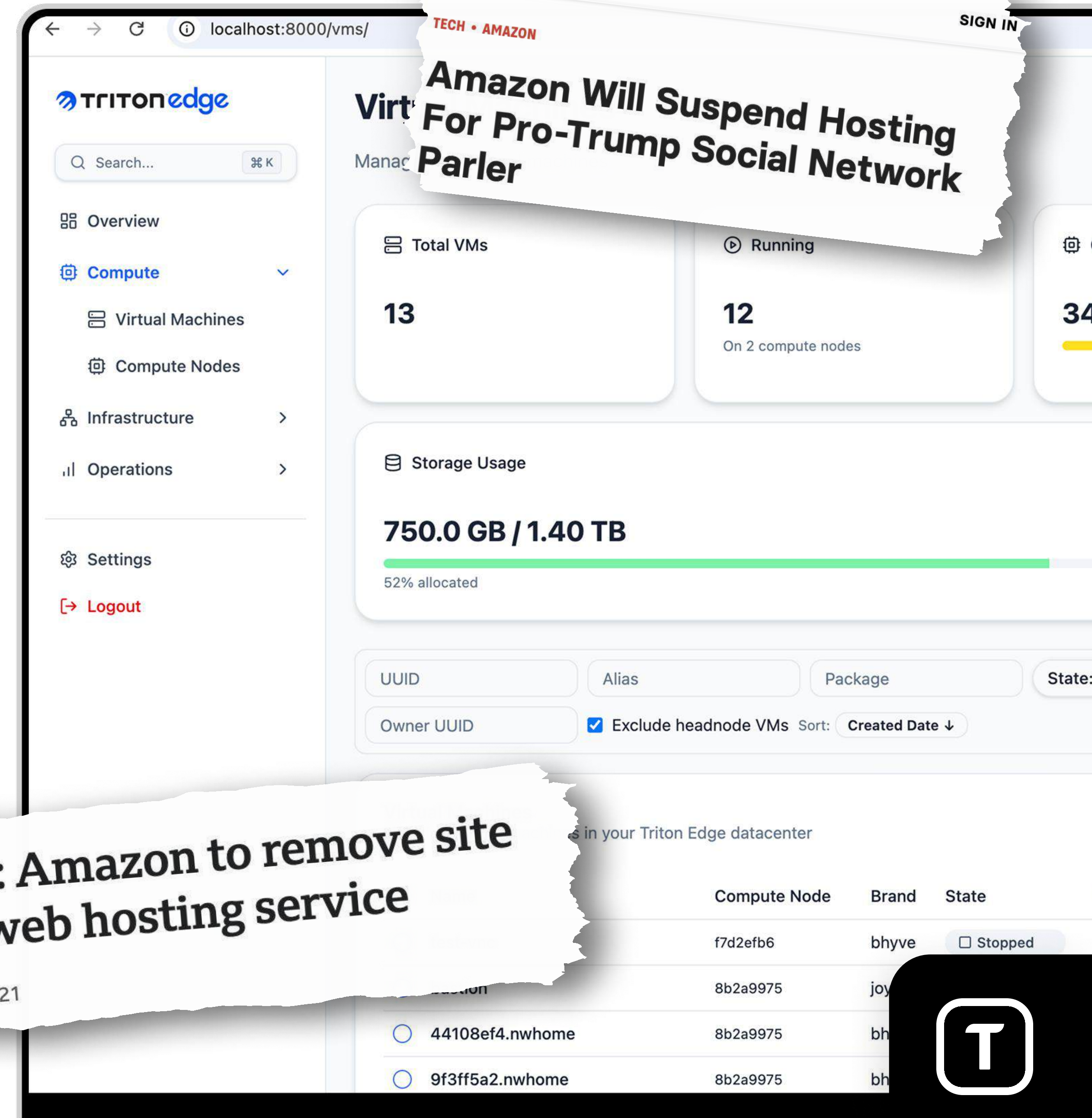
- Streams billions of hours at scale with built-in monetization
- Fast, low-cost delivery without AWS or Akamai
- 14B+ ad inserts and 2.5M+ hours stored
- Trusted by Disney, FOX, Verizon, and more
- \$350M & 1,300+ engineering years invested by Verizon





## A censorship-resistant **backbone**

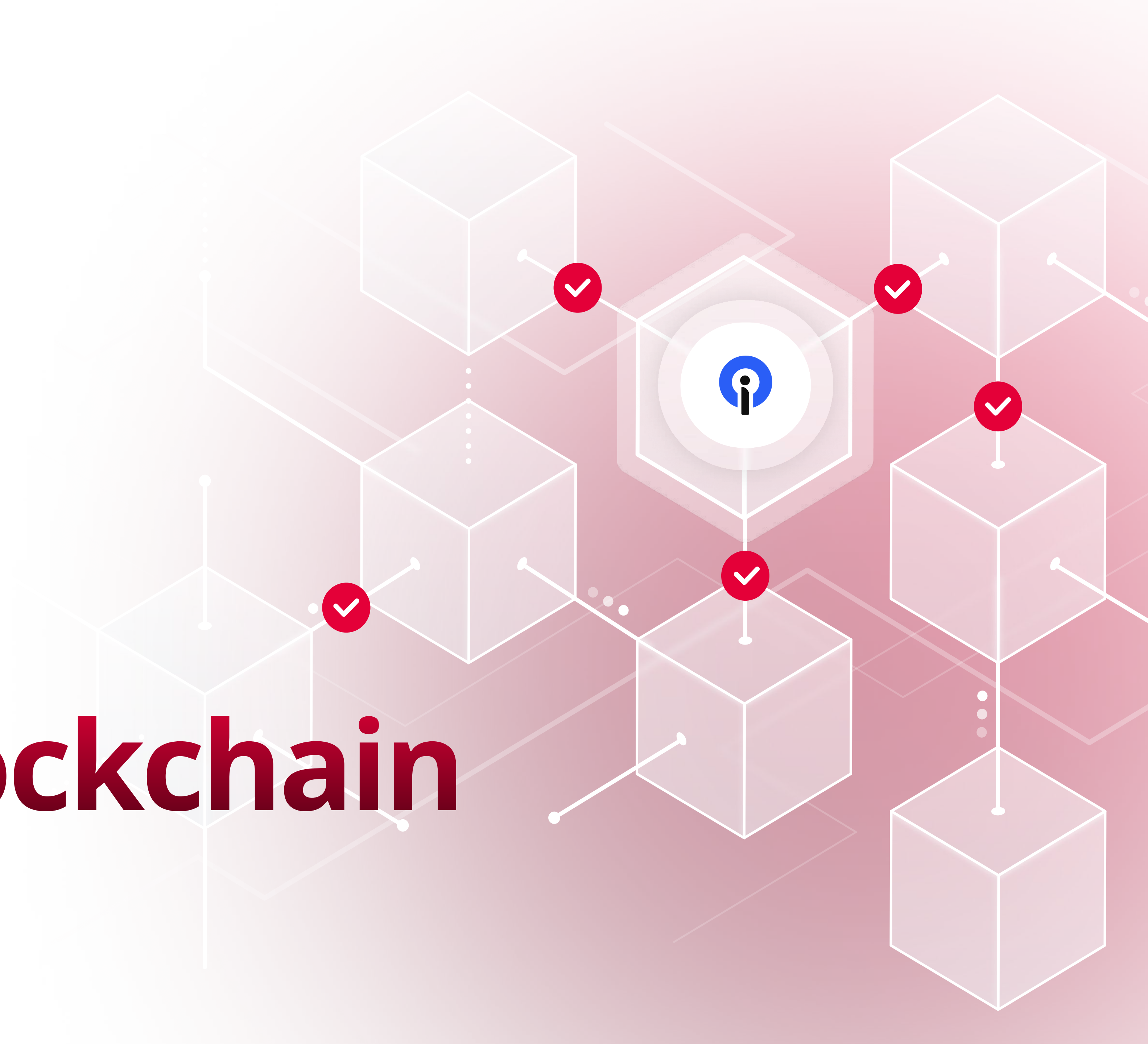
- Amazon S3-compatible cloud infrastructure
- Decentralized compute and storage at scale
- Powers all apps across the Parler Cloud Technologies ecosystem
- Secure, private, and censorship-resistant
- \$300M+ and 1,000+ engineering years from Joyent & Samsung



All **tied together** by our

# Layer-1 **blockchain**

Optio powers our entire ecosystem.



























































































## Our reward engine

- Decentralized rewards system with full user ownership
- Daily Impact Score powers earnings and engagement
- Proof-of-Engagement replaces ads with real value
- Users monetize their data, not platforms
- Blockchain-verified actions, no middlemen



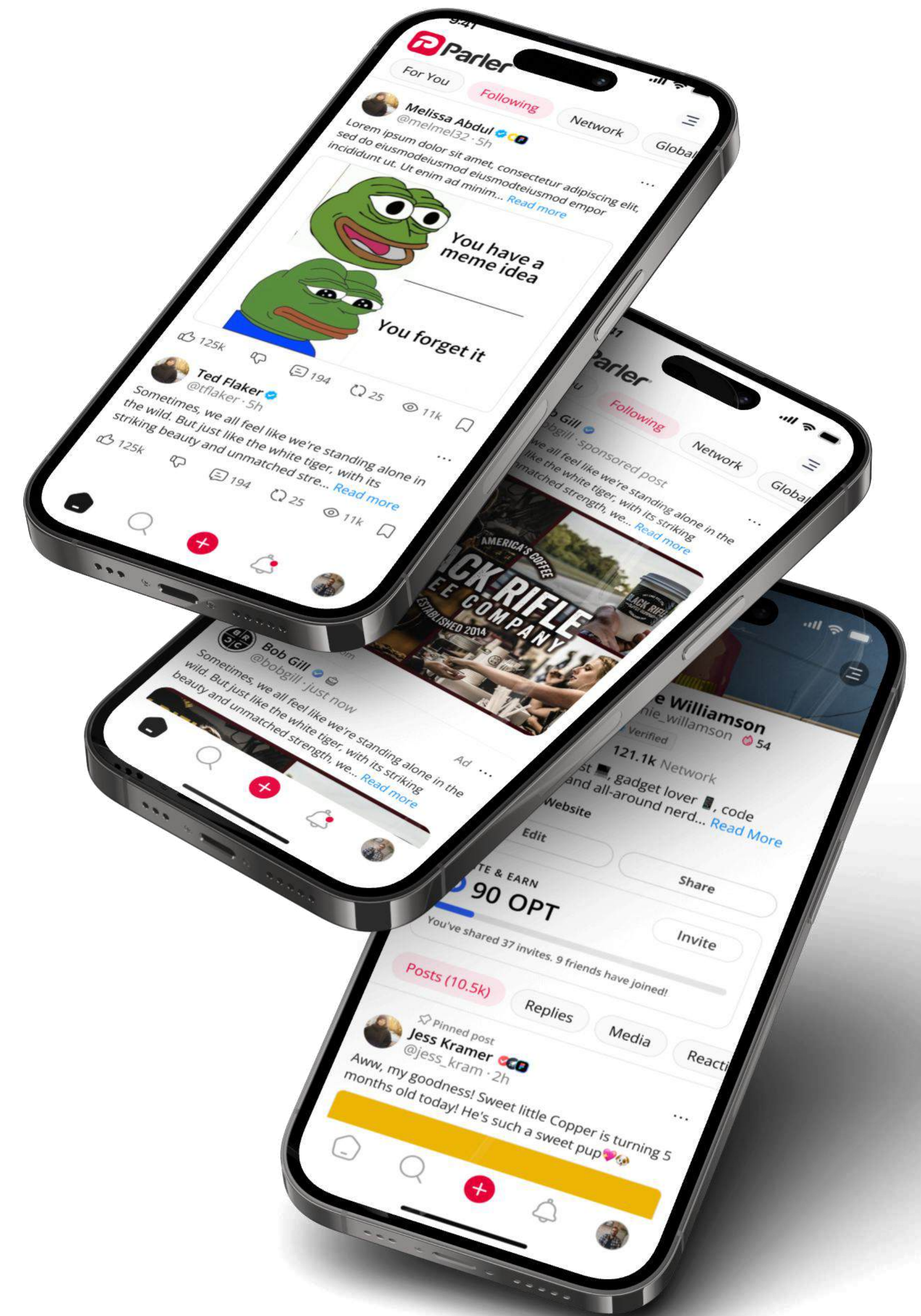
# How does **our stack**, stack up?

								
Social Platform								
Digital Wallet								
Marketplace								
CDN & Security								
Private Cloud								
Data Optimization								
Data Privacy								
Blockchain								
Crypto Token								
Data Centers	7	18						

The data shows...

# Our time is **now**

We need a censorship-free ecosystem.



# Market opportunity

Parler Cloud Technologies creates value at the intersection of massive markets, without going head-to-head in any single one. **Parler Cloud Technologies will target 1–5% of overlapping addressable markets where creator monetization, and hybrid payments.**



\$ **500B**

Wallets + Peer Payments

Global TAM  
*Juniper Research*



\$ **480B**

Social Monetization

Global TAM  
*Goldman Sachs Bank Report*



**27M**

Accounts Censored in 2024

Global TAM  
*Includes bot accounts, accounts removed and restored, and more from X, Meta, & TikTok in 2024*



\$ **500B**

CDN + Edge + Security

Global TAM  
*Allied Market Research, Grand View Research, MarketsandMarkets*

# 2025, the ramp up year

We just started our marketing efforts on **June 24th, 2025.**



42.7M

Impressions as of 7/21

Since, June 22nd, 2025



176

Countries

All time



351k

MAU, past 30 days



131M

Video Views

Since, January 2025



132

Media Coverage

Since, January 2025



32.2M

Media Impressions

Since, January 2025



48.3M

Emails Sent

Since, January 2025



254.5M

Aggregate Touchpoints

Since, January 2025

## March 2025

**Kyvo** soft launches.

## December 2024

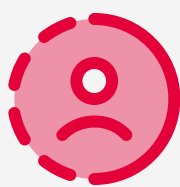
**Parler** and **PlayTV** relaunched as live testbeds, while Triton and blockchain integrations laid the groundwork for our full-stack scale.

## April 2025

**Cartix** soft launches.

## June 2025

Marketing officially launched on June 24, marking the transition from testing to growth at full throttle.



2025

Q3/Q4

Launch App Updates



Deploy to thousands across social, commerce, and monetization to unlock crypto utility & momentum

Onboard Creators



Recruit high-intent talent to drive early adoption, generate content velocity, & build community.

Activate Merchant JV



Bring sellers into Cartix through Kevin Harrington's joint venture to expand inventory



2026

Q1/Q2

Scale Suport Team



Expand operations to manage services and safety globally

Launch Livestreaming



Enable real-time, monetized broadcasts through Parler & PlayTV.

Prep Gen-AI Buildout



Establish core systems for future AI creator tools



2026

Q3/Q4

Gen-AI Buildout



Integrate foundational models with our internal models

Grow via Acquisition



Add additional MAUs through platforms and sponsorships

Refine Gen-AI Co-Pilot



Enhance Co-Pilot with internal data



2027

Q1/Q2

Accelerate MAU Growth



Drive adoption through creator campaigns and launches

Expand Monetization



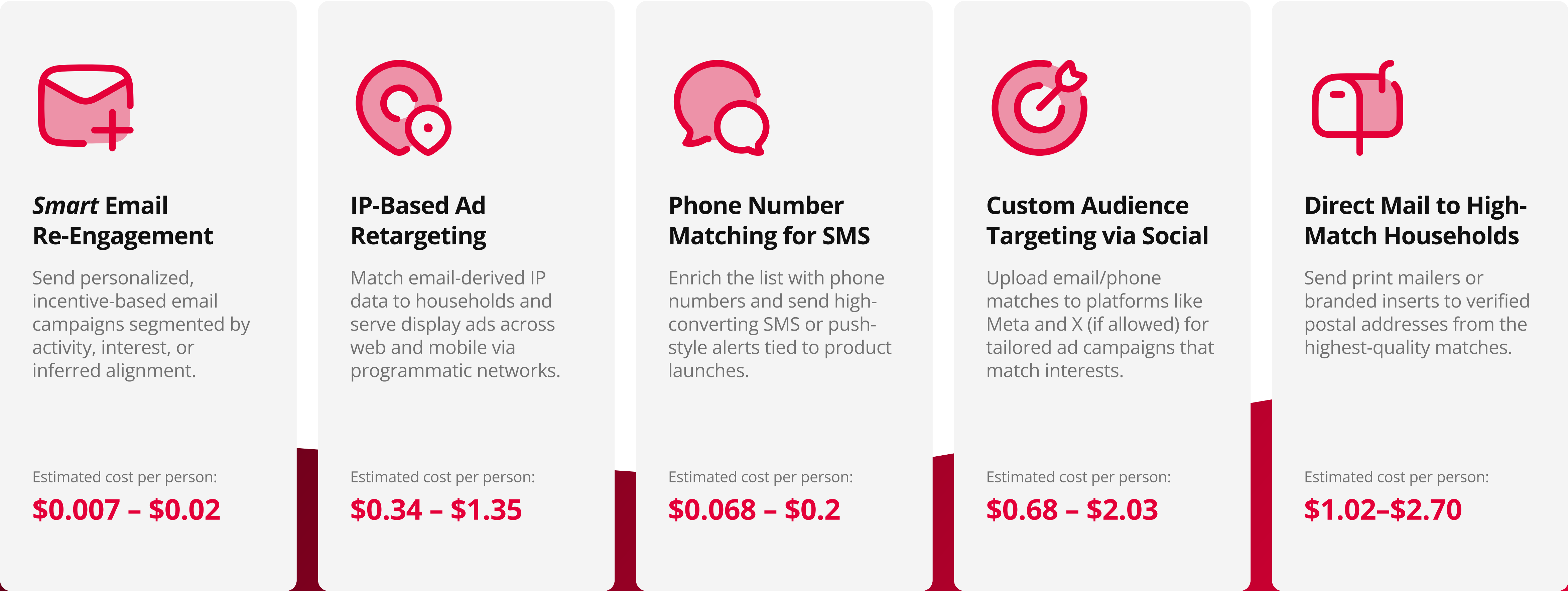
Add rewards, merch, and paywalled content options

# Milestones & use of funds

We know what to build, why it matters, and how it positions us to lead the creator economy, by solving monetization gaps others ignore, with the full stack to scale.

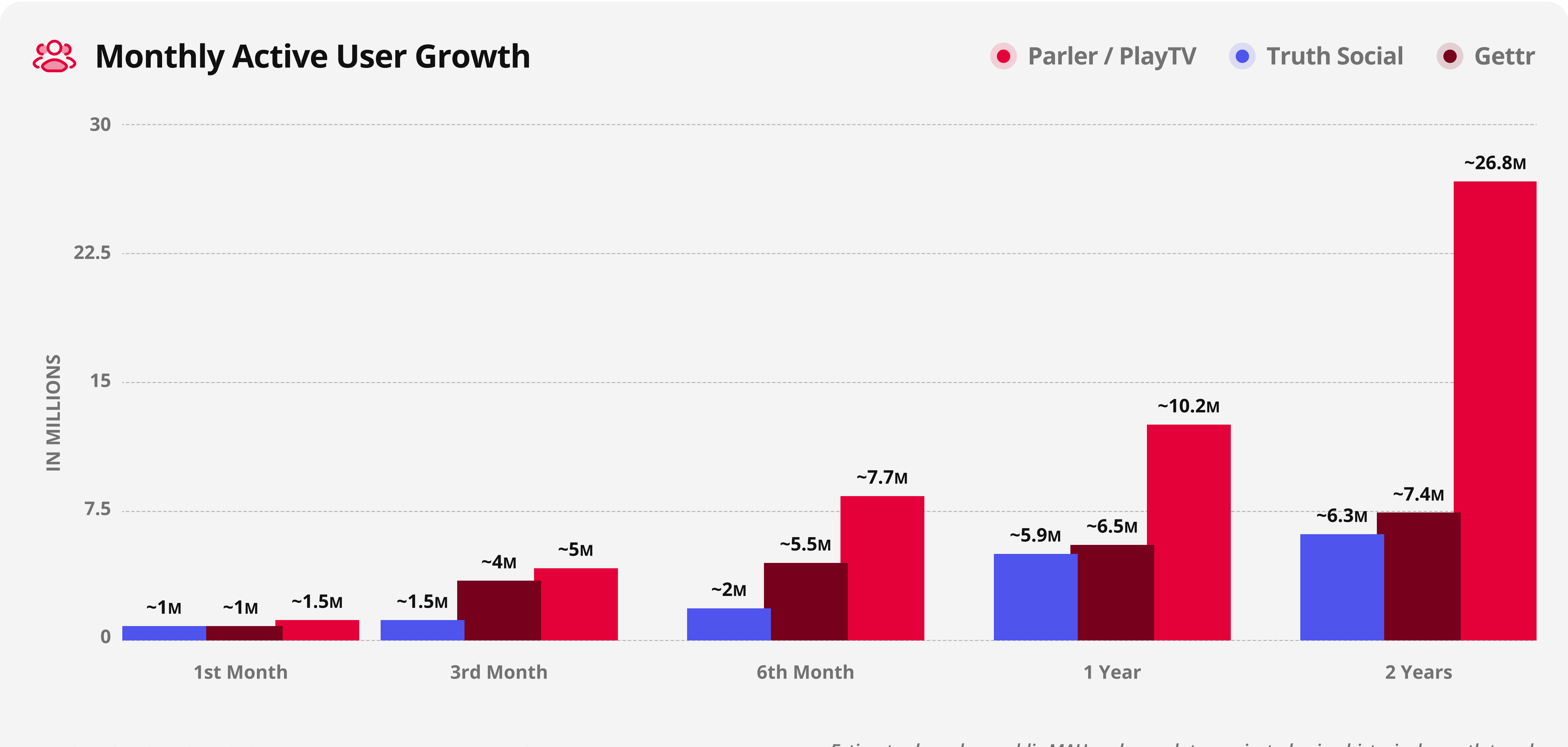
# Activating of past users

Parler’s 15.3 million historic accounts represent one of the most engaged digital communities ever built. Until now, outreach relied on broad email campaigns, but with the relaunch under Parler Cloud Technologies, we have a powerful chance to re-engage this audience. Through targeted campaigns, invites, and incentives, we can turn dormant users into active participants across the full ecosystem.






































# Growth vs. market

How we scale using **international marketing & partnerships**



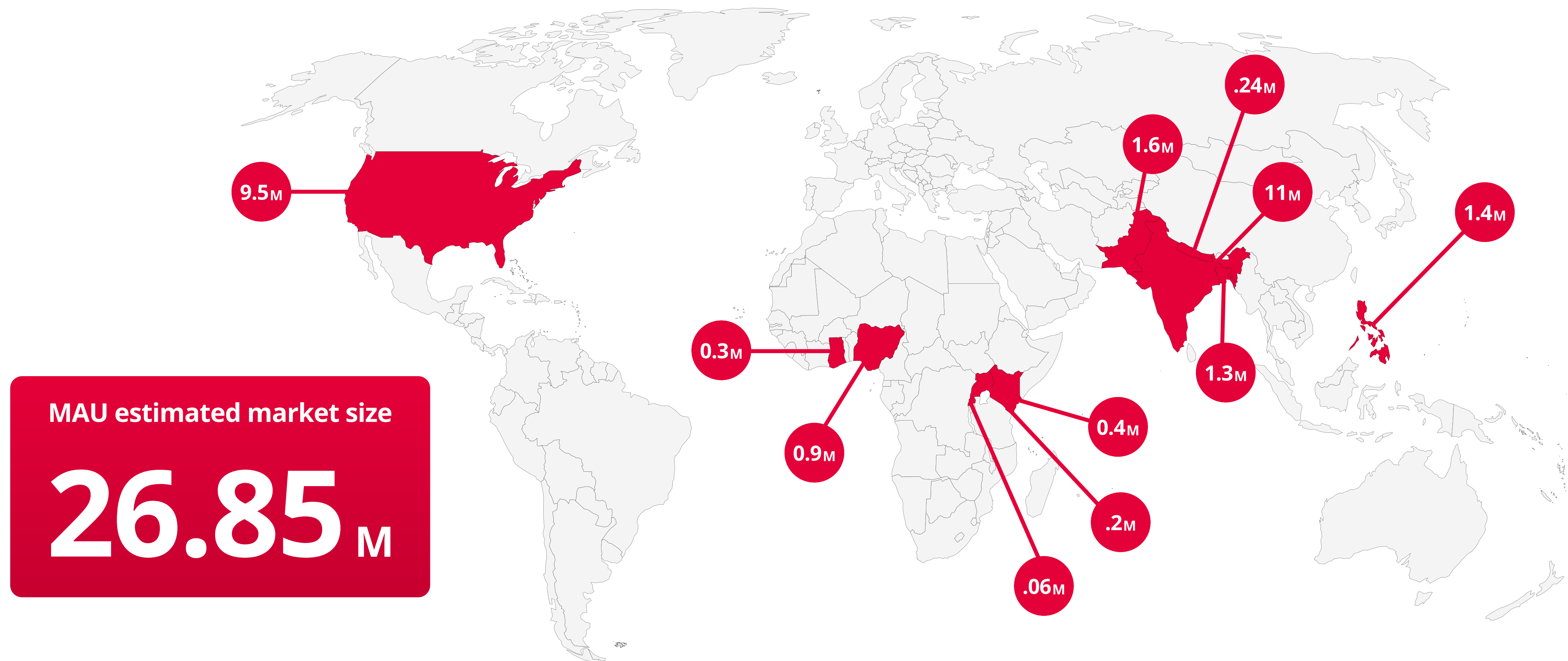
# Target markets outside the US

Our non-US target markets will help us scale, **fast**

	Estimated Adults Online		Internet Penetration		Average Annual Income (USD)		Utility of Cryptocurrency	
 India		440M		~ 55%		~ \$2,500		High
 Pakistan		62M		~ 50%		~ \$1,500		High
 Philippines		56M		~ 83%		~ \$3,750		High
 Bangladesh		53M		~ 60%		~ \$1,600		High
 Nigeria		35M		~ 39%		~ \$1,600		High
 Kenya		16M		~ 48%		~ \$2,200		High
 Ghana		12M		~ 70%		~ \$2,300		High
 Nepal		9.5M		~ 60%		~ \$1,500		High
 Uganda		8M		~ 34%		~ \$1,000		High
 Rwanda		2.3M		~ 34%		~ \$1,300		High

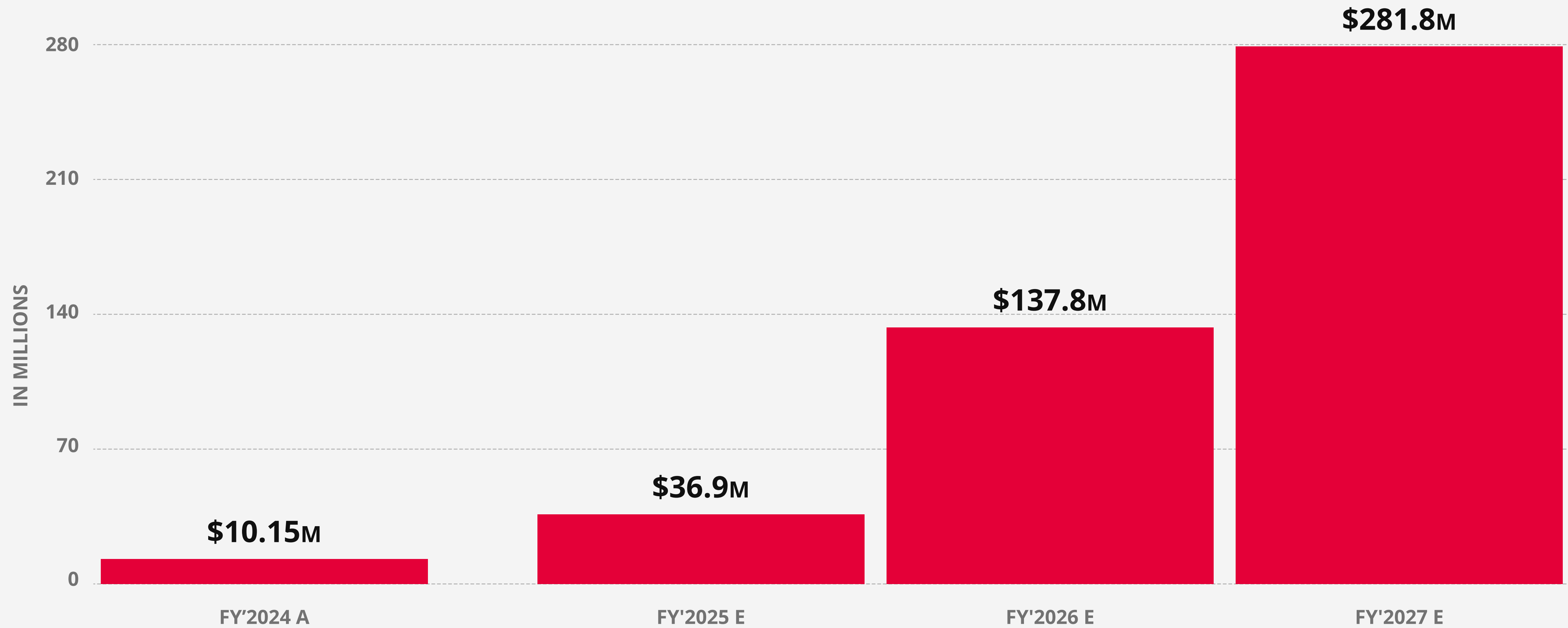
## Target markets

If we're able to capture just 4% of the U.S. population & reach just 2.5% of internet-connected adults in our target countries worldwide, our scale quickly eclipses platforms like Truth, Rumble, and Gettr.



# Our **revenue** projections

 **Total Revenue**



This is **your chance** to

# Stand for **freedom**

And help us build a free, fair, digital world.



SAFE Raise Target

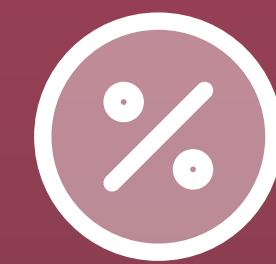
\$ **25**<sub>M</sub>



Valuation Cap

\$ **750**<sub>M</sub>

NYSE<sup>↑</sup>



Discount Terms

**20**%

Occurs at IPO or a qualifying event

## How ***you*** can invest

Investing in Parler Cloud Technologies is easy. Please visit [parler.com/investments](https://parler.com/investments), read the **Offering Statement**, and then click **Invest Now**.

You can invest using:

➔ Credit card

➔ ACH

➔ Wire

Go online to invest:

[parler.com/investments](https://parler.com/investments)



Censorship-Free Social Media



Digital Wallets & Payments



Videos & Streaming



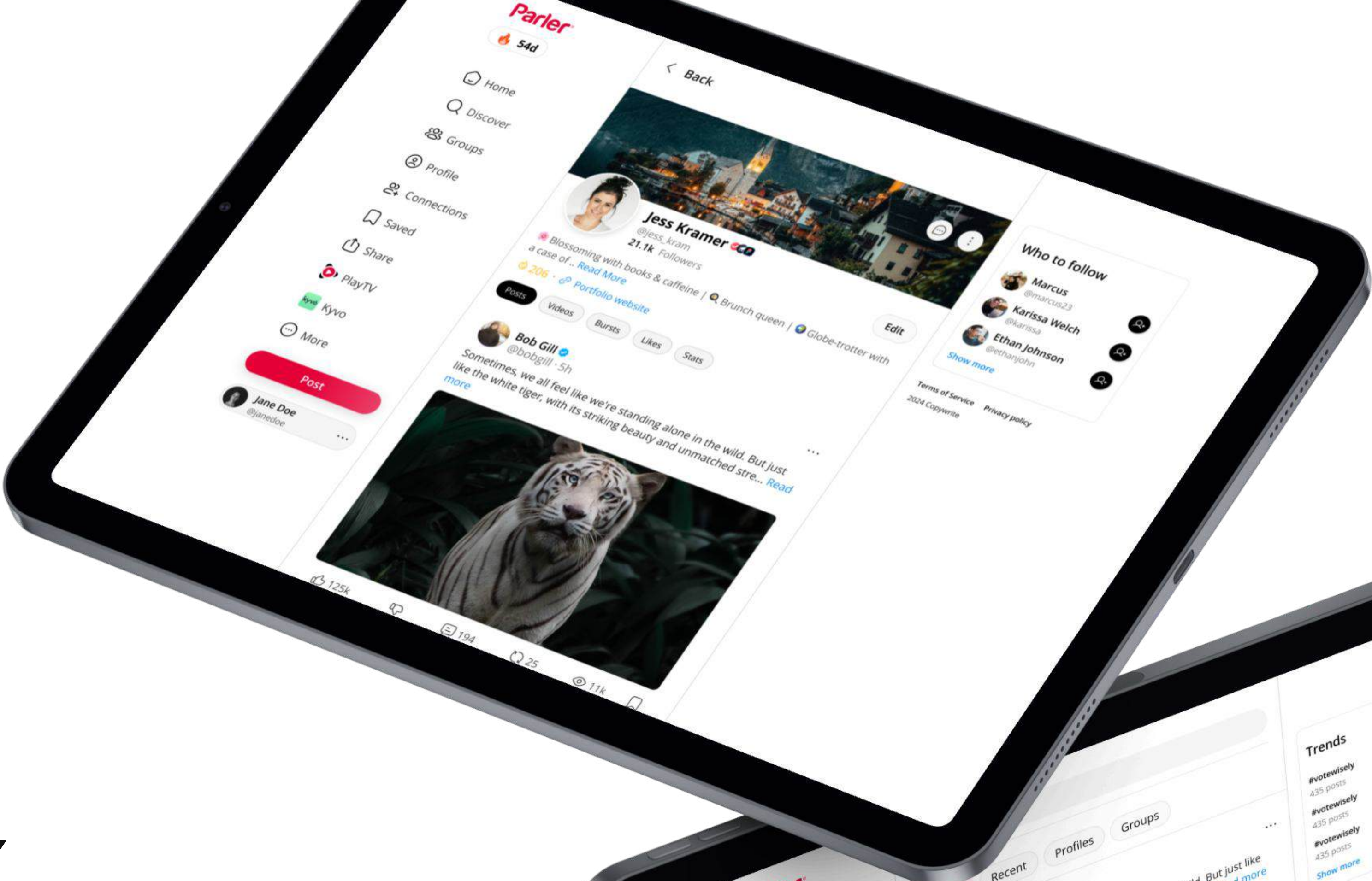
Decentralized Marketplace



Private Cloud & CDN



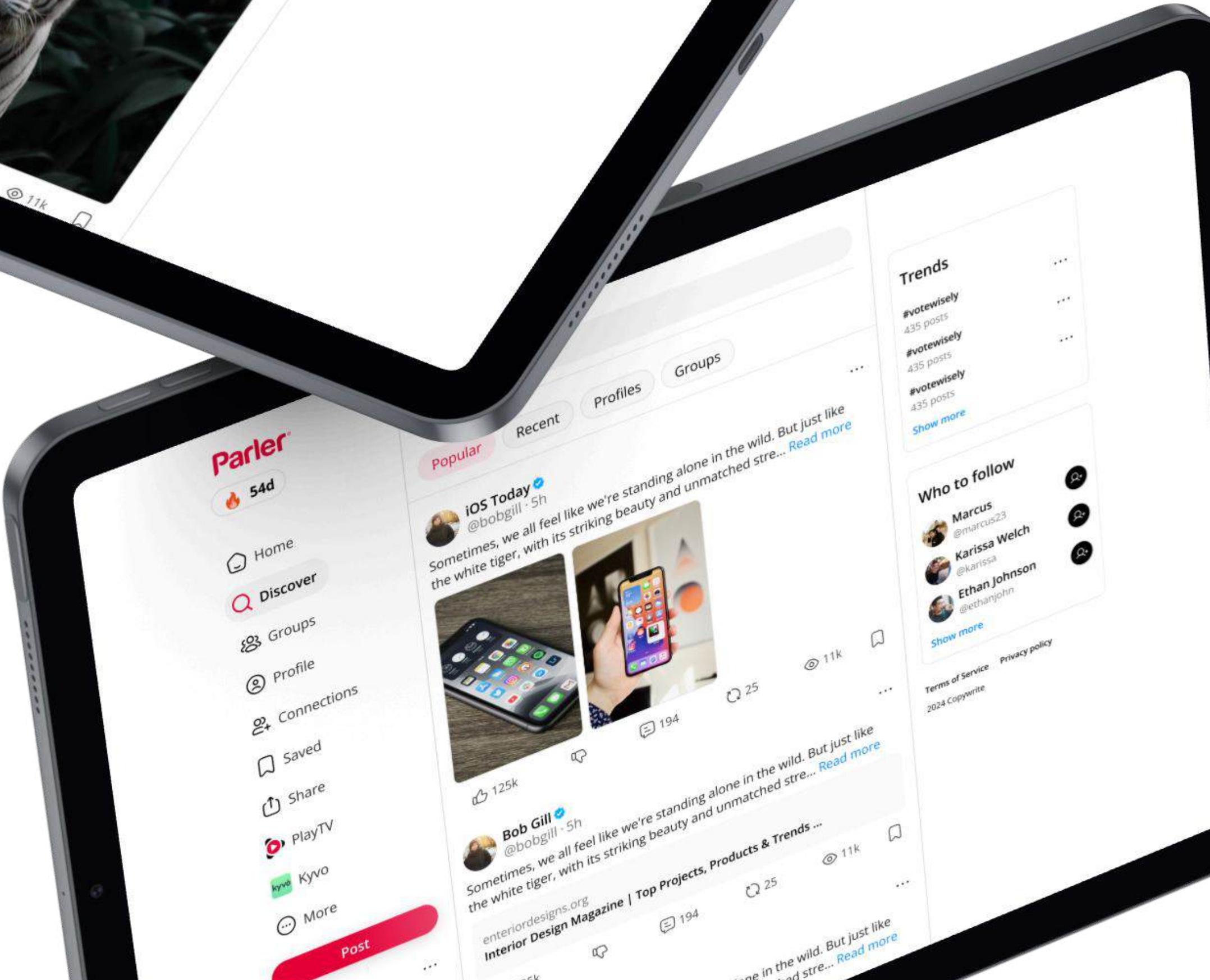
... and so much more



Our story & more...

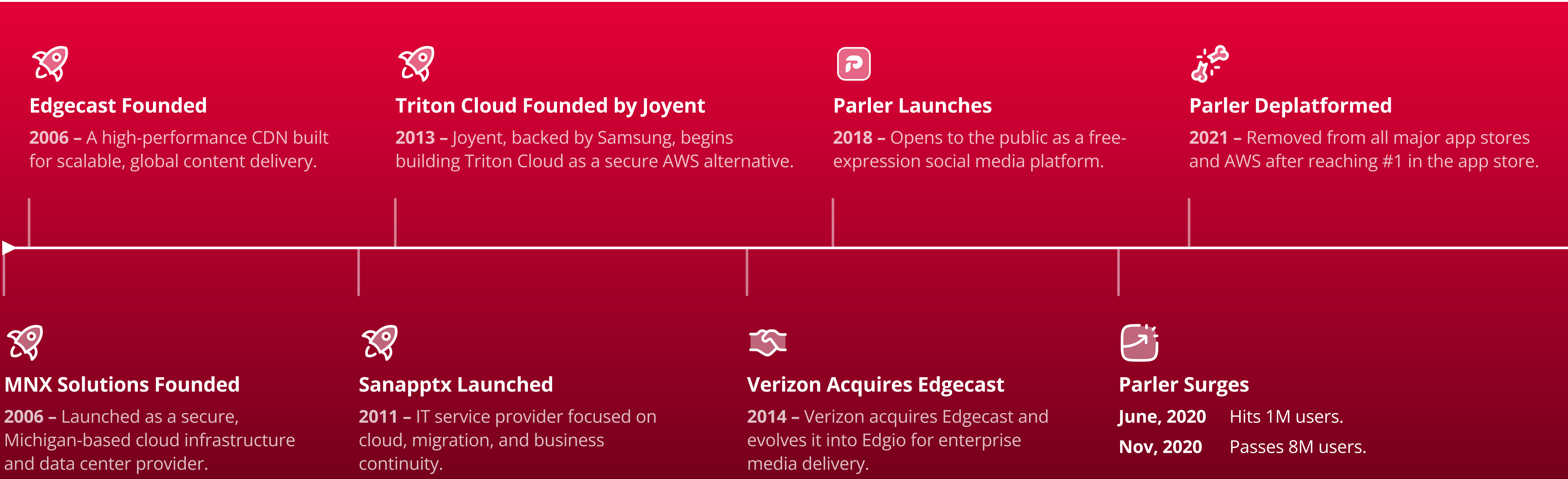
# Appendix

Additional slides & information



# Our **story**, to date

Parler Cloud Technologies is rooted in a decade of cloud innovation, from the founding of Edgecast and Triton to key infrastructure like MNX and Sanapptx. After Parler’s explosive growth and eventual deplatforming, the company began rebuilding with a focus on scale, continuity, and control. Every milestone reflects a step toward platform resilience and global delivery.



# Our **story**, to date

Following Parler’s deplatforming, Parler Cloud Technologies began assembling a censorship-resistant tech stack from the ground up. Over two years, the team acquired key infrastructure, rebuilt the backend, and launched ventures like Smart Cloud and Optio. By early 2024, the foundation was in place: decentralized cloud, enterprise-grade capacity, and blockchain-backed engagement.



## The Concept Is Born

**2021** –Yasser Elgebaly starts acquiring assets to build a censorship-resistant tech stack.



## Parler Acquired

**2023** – Acquisition completed as groundwork for backend independence begins.



## Triton Acquired

**Q1/Q2 2024** – Triton joins Parler Cloud Technologies to power decentralized compute and storage.



## Triton Relaunches

**Q1/Q2 2024** – \$300M+ R&D platform reactivated to support scalable, private cloud compute.



## Smart Cloud Launches

**2023** – New internal ventures Smart Cloud and Hyeworks debut.



## Foundation Built

**Q3/Q4 2023** – Core cloud infrastructure is assembled and Parler backend rebuilt.



## MNX Acquired

**Q1/Q2 2024** – Enterprise-grade cloud capacity expanded via MNX acquisition.



## Optio Launches

**Q1/Q2 2024** – Our blockchain backbone goes live, enabling trustless rewards and verified engagement.

# Our **story**, to date

With its creator stack live and PlayTV launched, Parler Cloud Technologies accelerated momentum across web3 tools and decentralized commerce. Kyvo brought payments and tipping on-chain, Cartix connected merchants to mission-driven buyers, and Edgecast ensured platform independence. With the vision now realized, the door is open for investors to be part of what comes next.



## Creator Stack Grows

**Q3/Q4 2024** – PlayTV launches, creator onboarding expands, & Kyvo architecture is finalized.



## Kyvo Launches

**Q1 2025** – Decentralized wallet for rewards, tipping, and digital payments.



## Cartix Launches

**Q2 2025** – Optio-powered marketplace connecting merchants & shoppers.



## Parler Relaunches

**Q3/Q4 2024** – Now powered by Optio blockchain and native engagement rewards.



## Edgecast Acquired

**Q1 2025** – Parler Cloud Technologies secures Edgecast CDN to deliver content without AWS or Akamai.



## Your Opportunity to Invest

**Today** – The foundation is built, the vision is live, and now you can own a piece of what's next.

# Our team


Over **100+** years of technology and startup experience

Our leadership team brings together over a century of combined experience across cloud infrastructure, blockchain, cybersecurity, product innovation, and growth strategy. From startup launches to billion-dollar revenue impact, these are the builders behind the future of Pulse.




**Yasser Elgebaly**  
Chairman & Acting CEO

Cloud architect and infrastructure expert with 12 years of experience building resilient, scalable systems. Successfully launched eight startups across multiple industries.




**Bryan Ferre**  
Optio CEO

Blockchain innovator and seasoned entrepreneur with a strong track record in decentralized technology and strategic leadership.



**Anne Peterson**  
Chief Operations Officer

Oversees business operations with a focus on executing initiatives efficiently and enabling cross-functional collaboration at scale.



**Anneliese Roley**  
Chief Financial Officer

Strategic operator with over \$1B in revenue impact through M&A, large-scale technology initiatives, and business transformation.




**Nick Wilkens**  
Chief Information Officer

Founder of MNX Solutions, a public cloud services firm specializing in managed infrastructure, cybersecurity, and Triton-based platforms.



**Jason Cole**  
Chief Marketing Officer

Marketing strategist with deep expertise in digital advertising, business development, and driving growth through online media.



**Alex McCarthy**  
Chief Product Officer

Product executive with a strong background in launching and scaling mobile and web applications across global markets.




**Jon Willis**  
Chief Strategy Officer

Brings 25 years of experience in family office, marketing, and media, leading strategy, partnerships, and vertical expansion efforts.




**Cat Bonar**  
Chief Compliance Officer

Compliance leader with 15+ years in healthcare, digital assets, and blockchain across public and private sectors.




**Jaco Booyens**  
Sr. Advisor

Speaker, author and nationally recognized abolitionist. Oversees the launch of Parler Media and the subsequent verticals. Responsible for media partnerships and acquisition opportunities.




**Ashlee Sivret**  
Chief People Officer

People operations leader specializing in exceptional employee experience through a modern approach to employee management



**Frank Contreras**  
VP of Software Eng.

Engineering leader with 25+ years in software development, operations, and customer-facing technical support roles.



**Richard Yew**  
VP of Product

Product expert with 15+ years in cloud and cybersecurity, known for driving innovation and thought leadership in emerging tech.



**Marcus Hildum**  
VP of Software Eng.

Information security and systems software specialist with 13 years of experience, including leadership roles at DreamHost and EdgeCast.



**Elise Pierotti**  
Sr. VP of Business Dev.

Developing and implementing Parler's overall business development strategy. 10+ years of marketing and growth experience.

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**Dennis Harrison**  
VP of Engineering

Leads day-to-day engineering operations with a focus on project execution, team performance, and operational efficiency.



**Kyle McCarthy**  
Chief Experience Officer

UX designer with expertise in crafting intuitive, user-focused interfaces that enhance accessibility and engagement across devices.



**Jared Newbold**  
Chief Blockchain Eng.

Leading software engineer and the CTO/ Chief Architect of Optio Blockchain. A pioneer in rapid application development and CMS platforms, shaping the future of blockchain technology.




**Christian Brotherson**  
Sr. Blockchain Eng.

Software Engineer (C# .NET | React (Typescript) | SQL). Responsible for the execution of the Optio Blockchain development.



**Justin Rockmore**  
Growth Manager

Marketing Professional with a proven record in digital strategies and impactful campaigns. Skilled in Growth Hacking, Marketing Strategy, Business Development, and Influencer Marketing, with SaaS startup experience.




**Nathan Calvas**  
Site Reliability Eng.

Expertise in Linux, Windows, and Networking. He ensures the stability and performance of complex systems, optimizing infrastructure and automating processes to enhance system reliability and efficiency.



**Brett Humphreys**  
Full Stack Eng.

Retired Army Major and Senior Software Engineer. Leading User-Centric Front-end Development.




**Dan McDonald**  
Senior Software Engineer

Key member of the illumos core since 2011. Prior to joining the Solaris diaspora, he was the IPsec project lead and a contributing TCP/IP engineer for Solaris and OpenSolaris.



**Ashot Malkhassain**  
Sr Infrastructure Eng.

Proven track record in implementing, managing, maintaining computer systems, & a deep understanding of VMware and virtualization.



**Valdez Wilkerson**  
IT Service Manager

Expertise in enterprise technologies and datacenter operations. Delivers L1, L2, and Executive support, driving scalable infrastructure and operational efficiency for fast-growth tech.



**Jacob Sadowjy**  
Infrastructure Eng.

Specializes in Kubernetes, DevOps, and Linux. His expertise in these areas enables seamless integration and automation, enhancing the performance and scalability of our IT infrastructure



**Will Ingold**  
Dir. of Security Operations

Results-driven cybersecurity expert with 15+ years of experience leading high-performing teams, establishing processes & metrics, and driving strategic growth through collaborative partnerships.




**Jon Schragal**  
Site Reliability Eng.

Technology leader with 20+ years in SaaS platform engineering and operations at scale. Specializes in driving operational efficiency with an eye towards both end user performance and cost management.



**Nataliya Egbert**  
Technical Program Manager

Technical Program Manager with over a decade of experience bridging engineering, product, and business teams to deliver complex technical initiatives.



**Brittany Cope**  
Operations Manager

Manage and optimize operational procedures to achieve business objectives, and identify, evaluate, and select vendors; negotiate contracts and terms.

