Shift

The Digital Home for the Global Irish

RAISING $2M SEED VIA SAFE · $15M CAP · 20% DISCOUNT

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The Mission

Shift’s unwavering commitment to connect the Irish, everywhere:

Make the Global Irish the most powerful network in the world.

Our Success So Far

The Shift mobile apps was soft-launched end-November last year, with the Directory of Everything Irish, and a new type of social and dating network built upon it. We're getting significant traction and continued validation.





15,000+
registered users
with 8,000+ in past 10 weeks.

165
active paid subscribers
and deduced $1,750+ MRR

3.5M+
organic social views
avg. one viral / six weeks

350,000+
festival attendee access
via 13 confirmed partnerships

> *"I'm very excited and grateful for this app. There are many of us feeling that this is so long overdue. As someone whose ancestors are from both parental lines, (and sadly I have lost very recently), the need for connection has never been stronger.*
>
> — Jill, Mars PA · Shift User

The Market

The Global Irish, craving connection with culture and each other.

80M

people worldwide identify as Irish

Connected by identity...

But disconnected digitally.

81% *want to connect online with others of Irish ancestry.*

Capturing **1%** of this audience (800,000 subscribers) will result in approximately **$96M** in annual revenue, based on projections.

Sources: Government of Ireland, Department of Foreign Affairs and Trade, Ireland.ie. Accessed July 2026. Ireland Reaching Out, *Global Diaspora Report 2026.*

The Problem

Fragmentation of a massive community of shared identity.

Irish Organizations

Incredible Work. Limited Reach.

- CULTURAL ORGS
- NETWORKS
- FESTIVALS
- CENTERS
- GAA CLUBS
- DANCE SCHOOLS
- GOVERNMENT
- COLLEGE / ALUMNI

Irish Artists

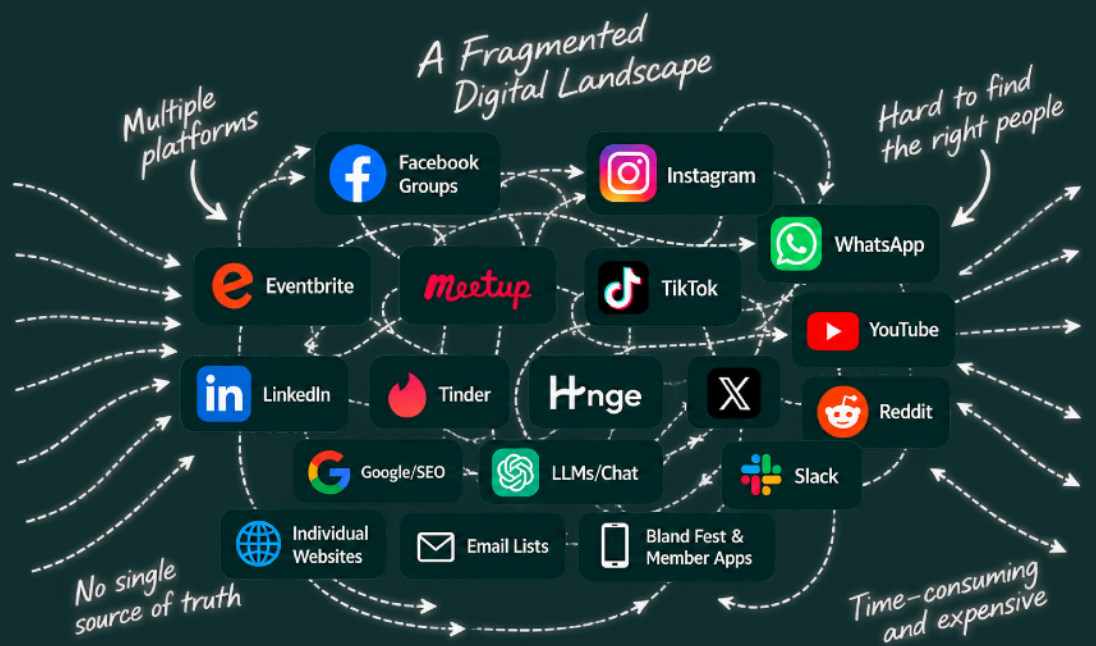
Universal Appeal. Global Ambition.

- MUSICIANS
- BANDS
- COMICS
- WRITERS
- PODCASTERS
- ATHLETES

And of course...

Irish Pubs

The most inclusive of meeting places.



The Global Irish

A passionate, diverse and growing audience, including:

- **7M in Ireland**
- **36M in United States**
- **14M in the UK**
- **7.5M in Australia**
- **4.5M in Canada**
- **and millions more...**



Nor forgetting of course, the **Irish-ish**: those with any affiliation to Ireland, be it spouse, family, friends, school, arts, or just the love of a pint.

The audience is there. The organizations exist. The connection layer doesn't... Until now.

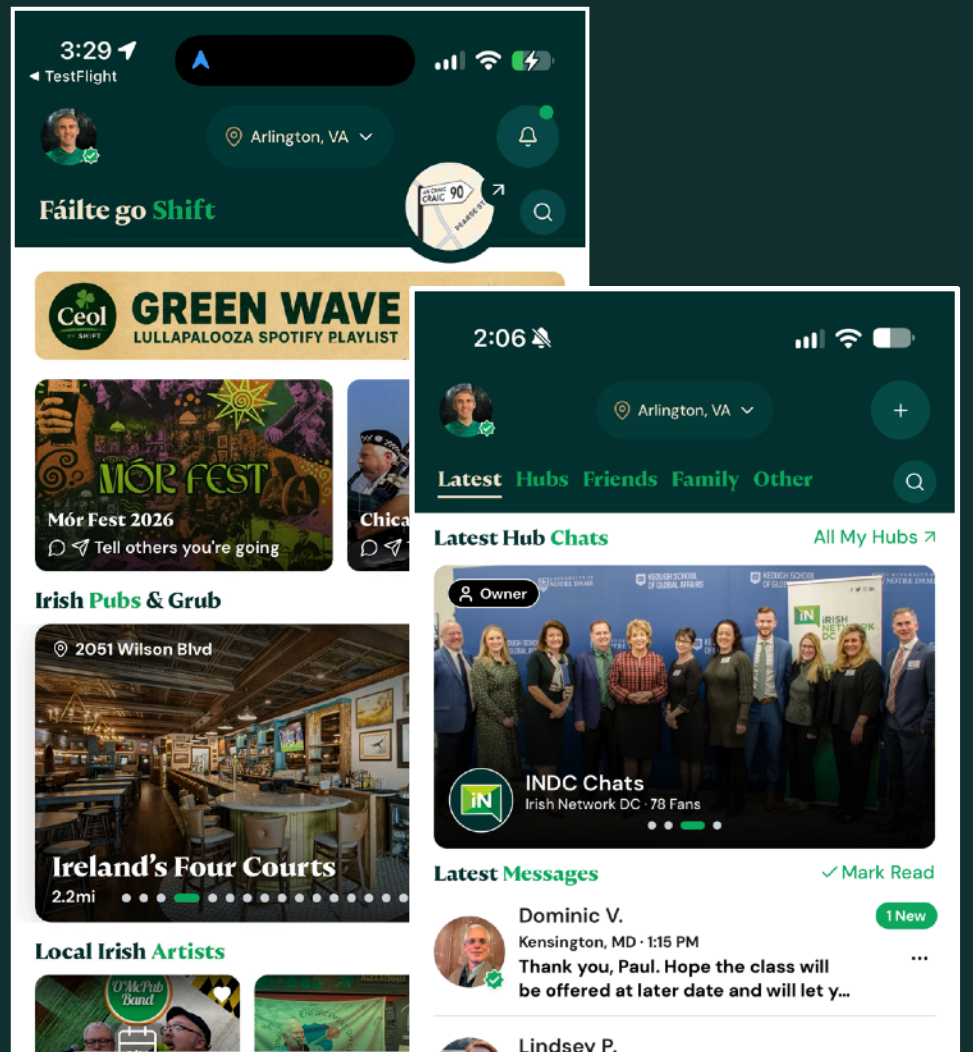
The Solution

Shift is the first of its kind *cultural network*. Not social media, but a truly *social* network with identity at its core.

The Irish Cultural Network



A platform for fostering social, professional and romantic connections, built upon the Directory of Everything Irish.



The Digital Infrastructure for the Global Irish

The Irish government recently outlined a strategy for its diaspora. Shift provides the platform for its success.

80M
people globally are of Irish ancestry.

€17.5M
annual Irish gov't investment in culture abroad.

900+
orgs funded by the *Emigrant Support Programme*.

1,500+
total target organizations in North America.

Strengthen global Irish networks → Our interconnected Directory of Everything Irish.
Engage the next generation →True community: A social network *not* social media.
Support Irish organizations → Member engagement, communication and marketing tools.
Connect Irish culture globally → Direct link to artists, orgs, pubs, groups and IRL events.

In North America alone

250+ festivals and parades

100+ social, prof. and networking orgs

60+ community and cultural centers

250 GAA sports clubs

500 Irish dance schools

500+ fraternal/heritage societies

Working

Tailoring Offerings

Relationship Building



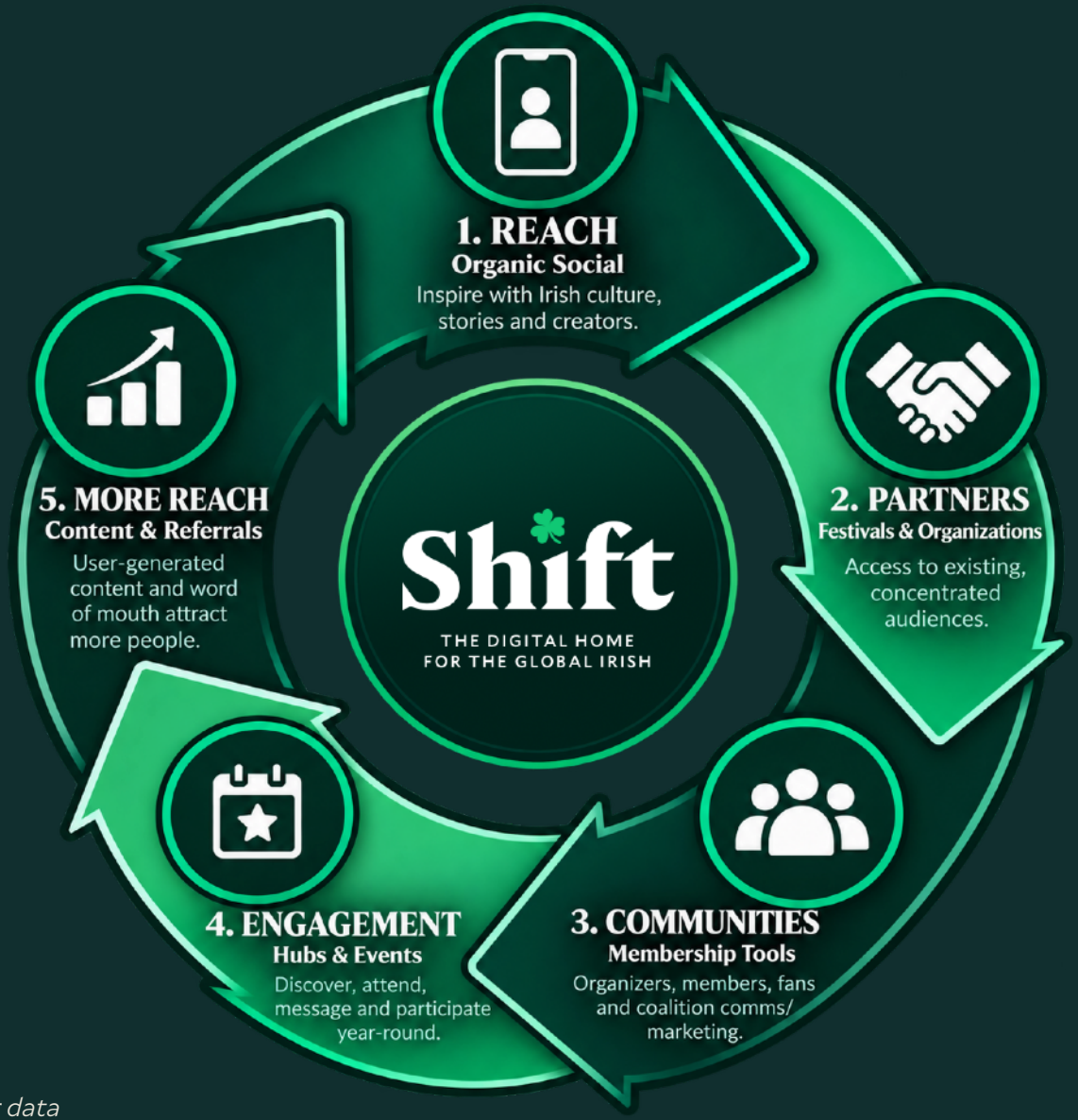
Our Growth Engine

Come for the tool. Stay for the network.

Acquiring communities, not just users.

Shift provides freemium services to strategic partners (festivals, networks, etc) for access to concentrated Irish audiences. Organic social and product loops enable and compound that reach.





In the era of AI...

Authenticity is key.
Trust is the moat.

And yes, while AI is key to our development, and to our data synchronicity and product led-growth mechanisms, we are strictly anti-bot and anti-slop.

Festivals Partners

Our first major partnership targets: Irish Fests in the United States.

10M+

American St Paddy's Day parade-goers, and festival attendees.

250+

100+ festivals and 150+ parades across the US every year.

13 festival partnerships ...so far

Est. 350,000 projected 2027 attendance for ✅ confirmed partners.

The Festival Acquisition Loop

- **Festival partners with Shift**
  - → Shift becomes the official/companion app
    - → Attendees discover & download Shift
      - → Festival ends, community stays on Shift
        - → Users discover pubs, orgs, artists & other events
          - → More value for the next partner

Top US Irish Fests

By attendee figures.

- ✅ **North Wildwood (~250K)**
- 🎯 **Milwaukee (~130K)**
- 🎯 **Dublin, OH (~100K)**
- ✅ **Kansas City (~75K)**

100s of festivals in Ireland too, incl. Fleadh Cheoil na hÉireann (1.65M reported at Belfast '26).

MÓR FEST NEW YORK CITY

IRISH FEST CHICAGO GAELIC PARK

Irish Fall Festival NORTH WILDWOOD, NJ

KANSAS CITY IRISH FEST

HUDSON VALLEY IRISH FEST

WORCESTER IRISH CULTURAL FESTIVAL

Tulsa Irish FESTIVAL

NAPERVILLE IRISH FEST West Suburban Irish

PITTSBURGH IRISH FESTIVAL EST. 1991

CENTRAL MASS IRISH FESTIVAL

CAPITAL IRISH FILM FESTIVAL

MICHAEL J. QUILL Irish Cultural & Sports Centre

iN IRISH NETWORK DC

Halfway to St Patrick's Day

Growth So Far

Current stats as of mid-September 2026.

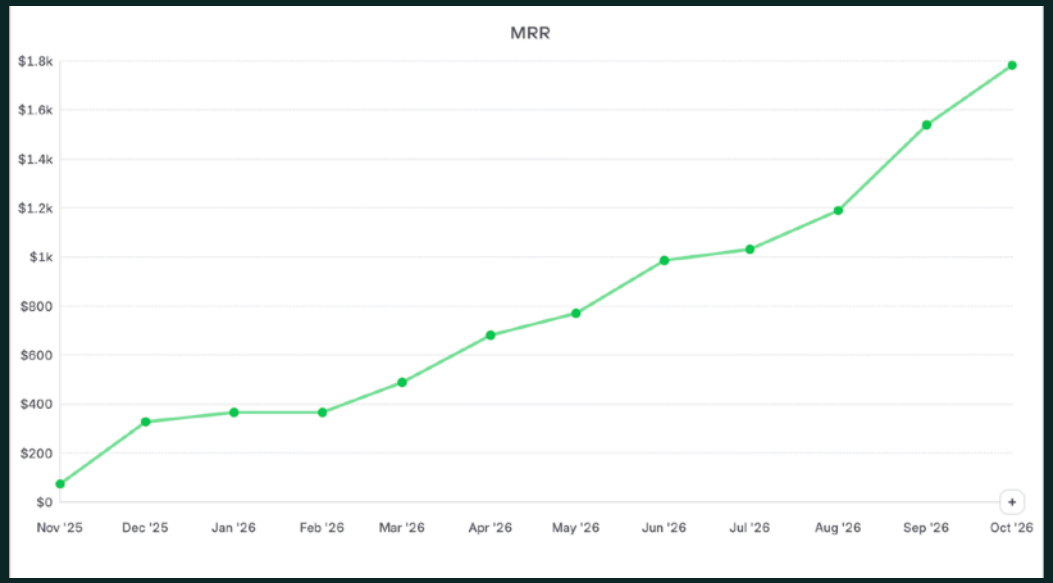
15,000+
Registered users

4,500+
Monthly Active Users

72%
paid subscribers set to renew

$10,000+
total subscriber revenue

11.5%
churn rate





How Shift Makes Money

Five connected revenue streams, with initial focus on consumer payments.

Consumer	Freemium model with paid Shift Social membership ($3.99+) and Shift Dating ($11.99).
Organizers	Organizing and marketing tools, communication spaces (*Irish Hubs*). Offered free (up to $500/month later).
Festivals	Premium festival app experience, marketing, ticketing integration. Offered free (valued $2k-$10k).
Commerce	Ticketing, transactions, merchandise, marketing materials (TBD).
Brands	Data, sponsorships, and access to Irish audiences. (TBD).

Subscriptions Projections

Consumer Social and Dating subscriptions ARR at each St. Patrick's Day milestone.

	St. Paddy's Day 2027	St. Paddy's Day 2028	St. Paddy's Day 2029
Registered Users	50,000	500,000	1,500,000
Social Active Paid %	2%	4%	5%
Social Subscribers	1,000	20,000	75,000
Dating Active Paid %	1%	2%	3%
Dating Subscribers	500	10,000	45,000
Consumer Subscription ARR	**$141,420**	**$2,828,400**	**$11,685,600**

Factors **Social:** $3.99/$8.99/$19.99 per month, $5.79 blended ARPU, 8% monthly churn. **Dating:** $11.99 per month, 20% monthly churn.

Path to Profitability

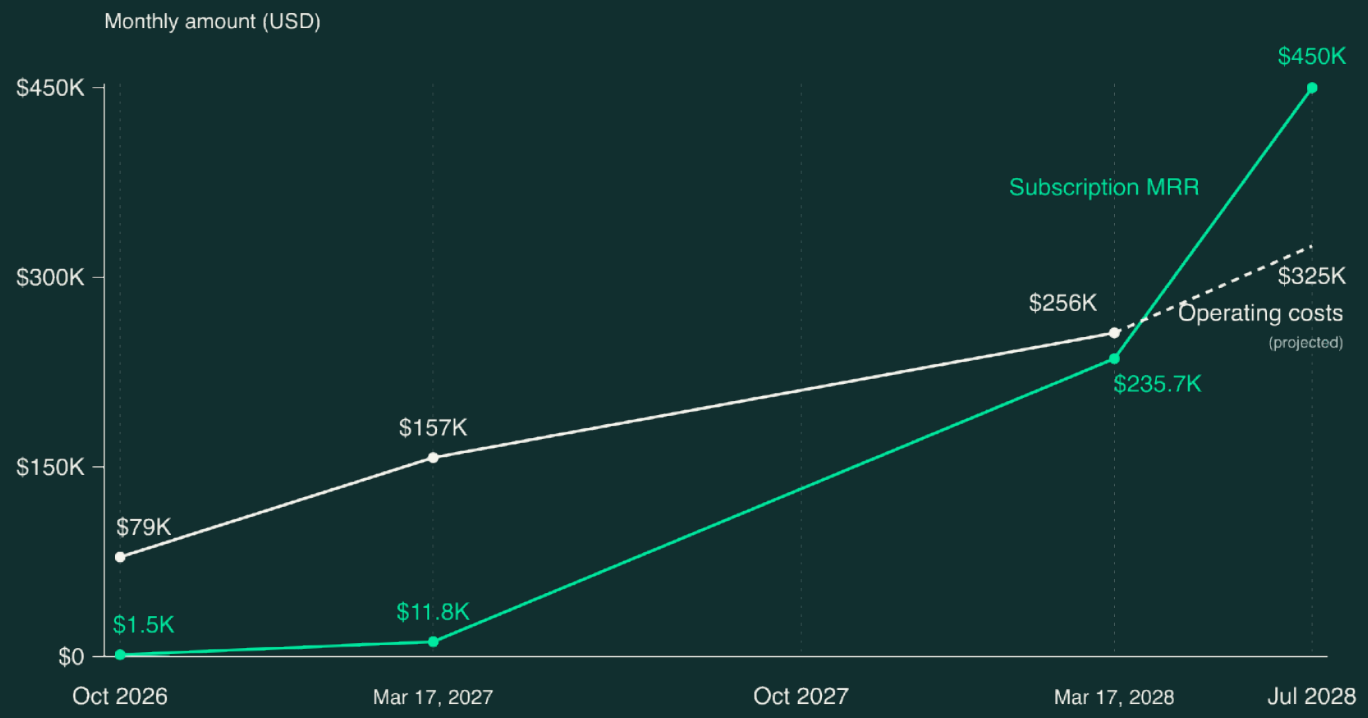
Based on current modeling, April 2028 is projected to be Shift's first full month of profitability.

$3M
total funding

$1M spent prior to Oct 2026

$1.64M additional losses to break-even

$360k cash remaining at break-even



Assumptions The first $1M is included in the $3M total. Total operating spending rises from $89K/month in Oct 2026 to $161K in Apr 2027 and $265K in Apr 2028, including payroll and other operating costs. Projections assume subscription targets and linear growth between milestones. The remaining $2M is raised from Oct 2026 through July 2027; delays may require bridge capital.

The Team

The founding team that is leading and scaling Shift.



Patrick Blood

Chief Executive Officer

Patrick founded and built the most successful property management company in West Virginia, before envisioning this app he called Shift.

As CEO, Patrick sets the company's vision, strategy, and long-term direction. He is the public face of Shift, and leads fundraising, culture, and key external relationships, while keeping the team aligned with the mission.



Paul Murphy

Chief Business Officer

Paul founded DC-based product development firm 3Advance. Since 2010 he has guided startups through user-experience design to product market fit, and beyond.

Paul turns the company's vision into a scalable business. He leads commercial strategy, partnerships, revenue, go-to-market, and transforms external opportunities into product initiatives.



Darren Gibney

Chief Product & Technology Officer

Darren is a 20-year veteran product and engineering leader, with experience shipping digital products for startups and the enterprise.

Darren owns Shift's product and technology strategy, turning the company vision and user needs into what gets built. He leads the product roadmap, analytics, engineering, architecture and technical delivery.

Current Contractors

Supporting the core team.



Danielle Lewis

Ops & Events Support

Danielle is currently organizing Shift events, and our festival activations. She is targeted hire for full-time Ops Manager.



Vivienne Sayers

Social Media Support

Vivienne is a social media influencer and consultant. She is currently managing our social media campaigns, and will support in our future ambassador initiatives.

The Tech

AI-native core team, with network of contractors and future hiring pipeline.



Paul Swail

Platform Engineer / SRE

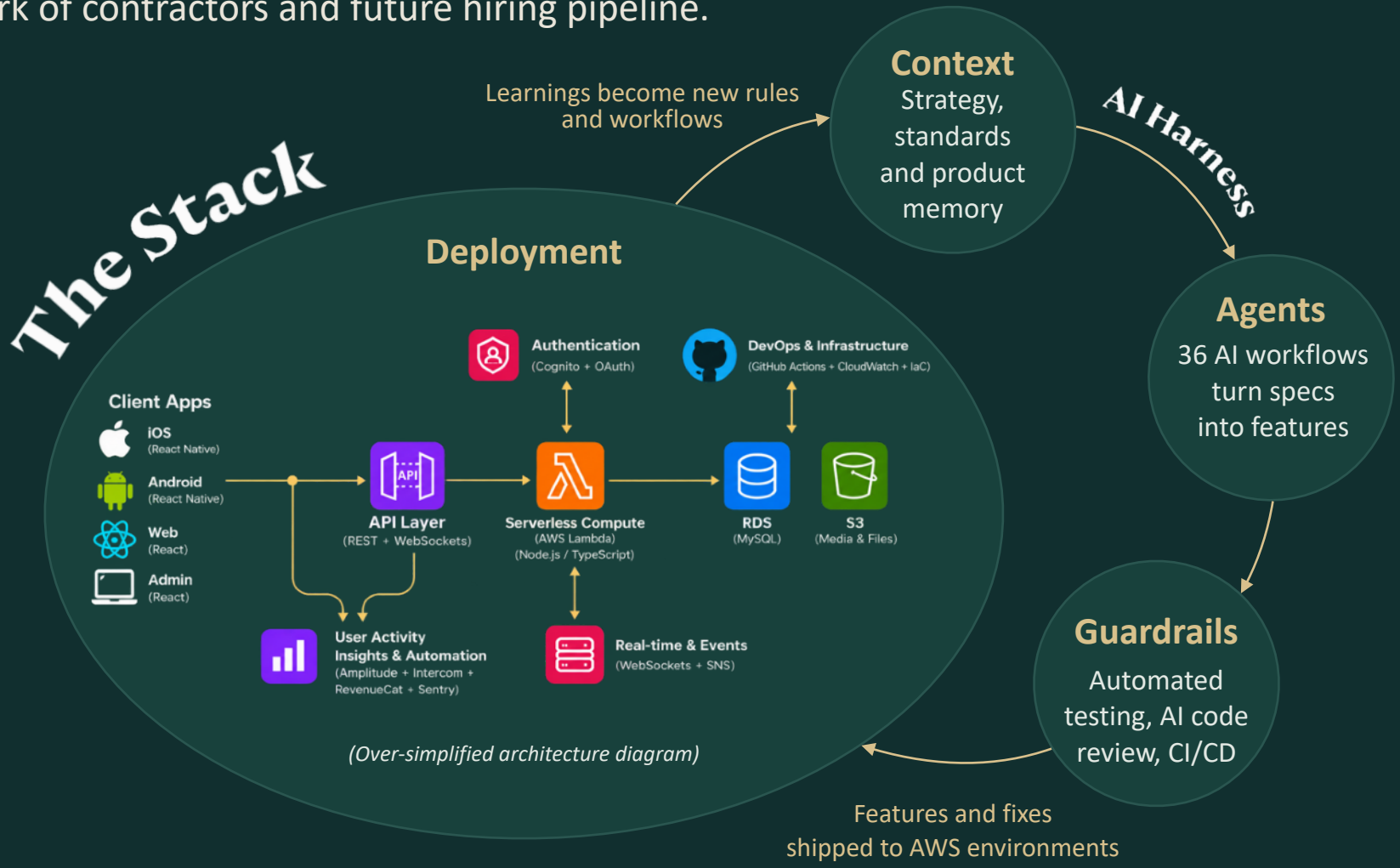
Previously at Kainos, BBC and as an independent consultant for 3Advance, Paul Swail brings nearly 20 years of software engineering and cloud experience. He is based in Belfast and also has experience running his own SaaS platform. At Shift, he owns platform reliability, scalability, security, infrastructure, and the systems needed to support continued growth.



Ayush Kala

Dev / QA / Release Manager

Based in Washington DC, Ayush has worked for two years alongside Darren and Paul in the delivery of development projects. He oversees contractors, owns Q/A process and app store releases, coordinates customer support and supports product development.



The Ask: $2M Seed

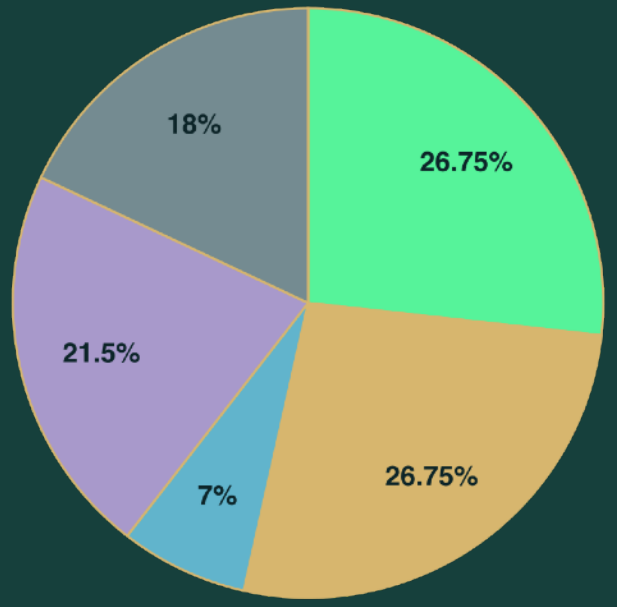
To support 18 months of runway to profitability.

$2,000,000 via SAFE · $15M cap · 20% discount

Targeting investments of $250K+ with flexibility for current and strategic investors who share our vision.

Planned use of funds

Product & Engineering	Development, maintenance, cloud and software	$535K
Growth & Marketing	Campaigns, partnerships and growth team	$535K
Support, Trust & Safety	Support, moderation, safety engineering and tools	$140K
Operations & Fees	Leadership, finance, legal and payment fees	$430K
Cash Reserve	Projected cash at March 2028 month-end	$360K



Go raibh maith agat.

(thank you, as Gaeilge)

Shift

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