

We are Spearheading a New Movement

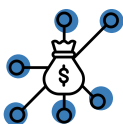
Goods Unite Us is fighting money in politics by monetizing and democratizing federal political contribution data.



Since the November 2024 election, the company and its data platforms have become a national movement and have had **over 2 million users**.



Just search for “Goods Unite Us” on any social media platform, and you’ll see thousands of posts and mentions.



Combined ARR (including index fund revenue) is approx. \$400K & growing.



Raising up to \$2M with first close at \$500K (priced round) to bring new SaaS tools to market & to scale the business.



We believe a company’s & its senior executives’ political contributions — which are available through the Federal Election Commission (FEC) — are the best indicator of a company’s values, not “squishy” ESG scores.

WE ARE DEMOCRATIZING + MONETIZING POLITICAL DATA



Goods Unite Us Web & App (iOS & Android)

Provide customers with free political contribution data on thousands of brands and companies; premium version launches soon



IndexAlign

New fintech SaaS platform designed for RIAs, fund managers, and institutional investors



ETFs

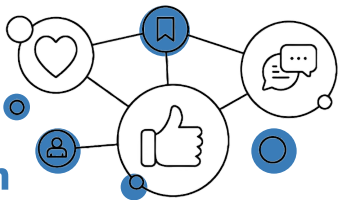
License data to & own a majority stake in the DEMZ ETF; other ETFs planned



Consumer Research Reports

Deep company-specific reports assessing political activities & risks, with corrective action recommendations

REACH



User Explosion

- 2 million users since Nov. 2024
- All user growth since the election has been organic

Socials

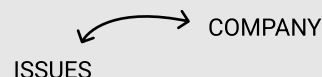
- Tiktok: ~3.5 million views, 115K followers
- Instagram: 11K+ followers
- Twitter: 5.6K followers

Networks

- Intentional Endowments Network (IEN)
- National Association of Securities Professionals (NASP)
- Investment Diversity Advisory Council (IDAC)
- CFA Institute
- United Negro College Fund (UNCF)

INDEXALIGN

A new subscription-based platform designed to evaluate political contributions from companies, tracking the trail of money from companies all the way down to the issues the politicians who receive the money support.



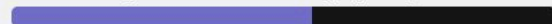
Abortion & Reproductive Rights



Defense Spending



Environment Regulations & Renewable Energy Spending



Government Spending on Education



Social Security & Medicare Expansion



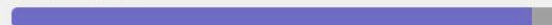
Stronger Immigration Control



Support for DEI



Support for Israel



GOODS UNITE US TEAM



Brian Potts

Founder & Board Chair

- Business & Litigation Partner, Husch Blackwell LLP
- Founded two prior startups
- J.D. Vermont Law School
- L.L.M Berkeley
- Former Contributor, Forbes



Abigail Wuest

Founder, CEO, & Board Member

- Attorney and former politician in Madison
- Former White House intern
- Held elected office as Dane County Board Supervisor



Jason Britton

Chief Investment Advisor

- Former Chair, Sustainable Investment Committee, US Trust
- Advised on \$3B+ in ESG assets
- Currently - \$5B AUA
- Yale MBA
- Professor of Impact Investing at College of Charleston

AN EXCITING FUTURE FOR GOODS

Launched the first premium version of the app in late April 2025*

*1% user adoption of premium would increase ARR by approx. \$750K

Working to bring the NAACP's ETF (ticker: NACP) into the Goods' portfolio; expected to close Q2/Q3 2025

In discussions with BlackRock about them using our IndexAlign data for their impact-investing SMA clients

Once IndexAlign hits a critical mass (appx. 100 premium users) and/or Goods premium adoption crosses 5,000 users, the company will likely hit a valuation inflection point & initiate a larger fundraise

There are numerous potential exit strategies (various impact data providers are unicorns)

\$2M raise provides Goods with runway of 2+ years



THANK YOU!

Brian Potts

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Abigail Wuest

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(Appendix Follows)



PUT YOUR MONEY WHERE YOUR VOTE IS

Business Lines

Goods App

- In-app ad revenue
- Ad-free premium option
- Expedited company research

IndexAlign

- Subscription-based fintech platform
- \$20/m for individuals (stock & politician screeners)
- \$100/m per seat for small businesses & RIAs
- Custom pricing for enterprise and API access

pH Ratings

- Currently provided w/IndexAlign subscription
- Pricing still TBD

ETFs

- Goods owns 50%+ of Blue ETFs, the holding company for DEMZ & obtains \$50K/yr as a licensing fee
- Talking to various investors & partners about launching a GOP version now
- Can also license data to third-party funds & ETFs

Custom Research Products

- Detailed company reports priced on spec
- Talking to multiple institutional research providers about reselling and repackaging our reports

Other Board Members



Max Duckworth
Managing Partner,
MaSa Partners

- Impact investor who serves on board of several private companies
- Former senior executive at Constellation Energy (Fortune 500 energy company)
- M.A Boston University



Nels Friets
Director, Fullerton
Funds

- Former head of securities for the Singapore Stock Exchange
- Advisor and board member to numerous fintech startups
- BS Yale University



Tyler Reeder
Managing Partner,
Energy Capital Partners

- Member of Management Committee overseeing \$15B in investments
- Served on board of 7 different public & private companies
- Formerly at Goldman Sachs; Orion Power Holdings; and TPG
- B.A Colgate University



Dorien Nunez
Co-founder & President,
Omniresearch group

- Accomplished business and investment consultant and business development expert
- Over 50 years of experience on Wall Street
- B.A, MBA Harvard Business School

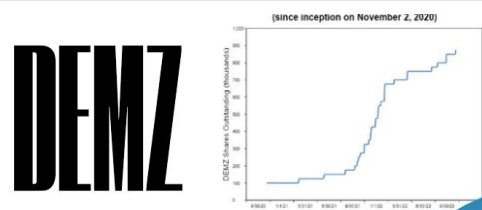
Existing Products

Goods Unite Us App (iOS, Android)

- Provides basic political data on brands & companies
- Enables users to quickly search brands
- Creates platform for communication between brands & consumers
- Allows consumers to engage & debate w/each other
- Used for lead generation for other products

ETFs

- Goods first ETF, DEMZ, was launched on November 2, 2020 to capitalize on a market opening and offer a rigorous, rules-based ETF product for politically minded investors
- DEMZ is built and managed by Reflection Asset Management (RAM) using Goods data to track the S&P
- 500 using only the Democratic-leaning companies in the S&P 500 (beta ~ 1.03)
- DEMZ was ranked in the top 5% of its asset class for financial performance by Morningstar and has a maximum five-globe sustainability rating, low carbon risk score, and high ESG ratings from Morningstar
- Goods is in talks with potential investors to launch a GOP version and has plans to license its data to other ETFs



Custom Research Products

- Research reports on large companies provide a deeper look
- In-depth analysis of executive political contributions and social activities
- Benchmarked against sector and competition
- Includes risk analysis of public statements made by executives
- Details vulnerabilities exploitable by industry competitors
- Details vulnerabilities of competition
- Can be white-labeled by clients