



Investment Opportunity

The Inventor of Short Form Video is Back!

Keek Social is a subsidiary of Personas Social Incorporated.
Toronto, ON. Canada.
www.keek.com





Company: Personas Social Inc.
DBA: Keek, Keek Social
Market Sector: Social Media
Location: Toronto, Canada
Ticker: PRSN TSXV, PRSNF OTCQB
Shares Issued and Outstanding: approx. 360 million
Partnerships: Google (Marketing)
Financial Position: **No burn rate, cash flow positive**
Market Opportunity: **Fill the void left by Tik Tok leaving key markets**
Debt: **No debt**
USP: AI Fire Posts, Enhanced editing functionality, AI video language translation
Readiness: **Service is available for use, Appstore, PlayStore**
www.keek.com





Our Story.

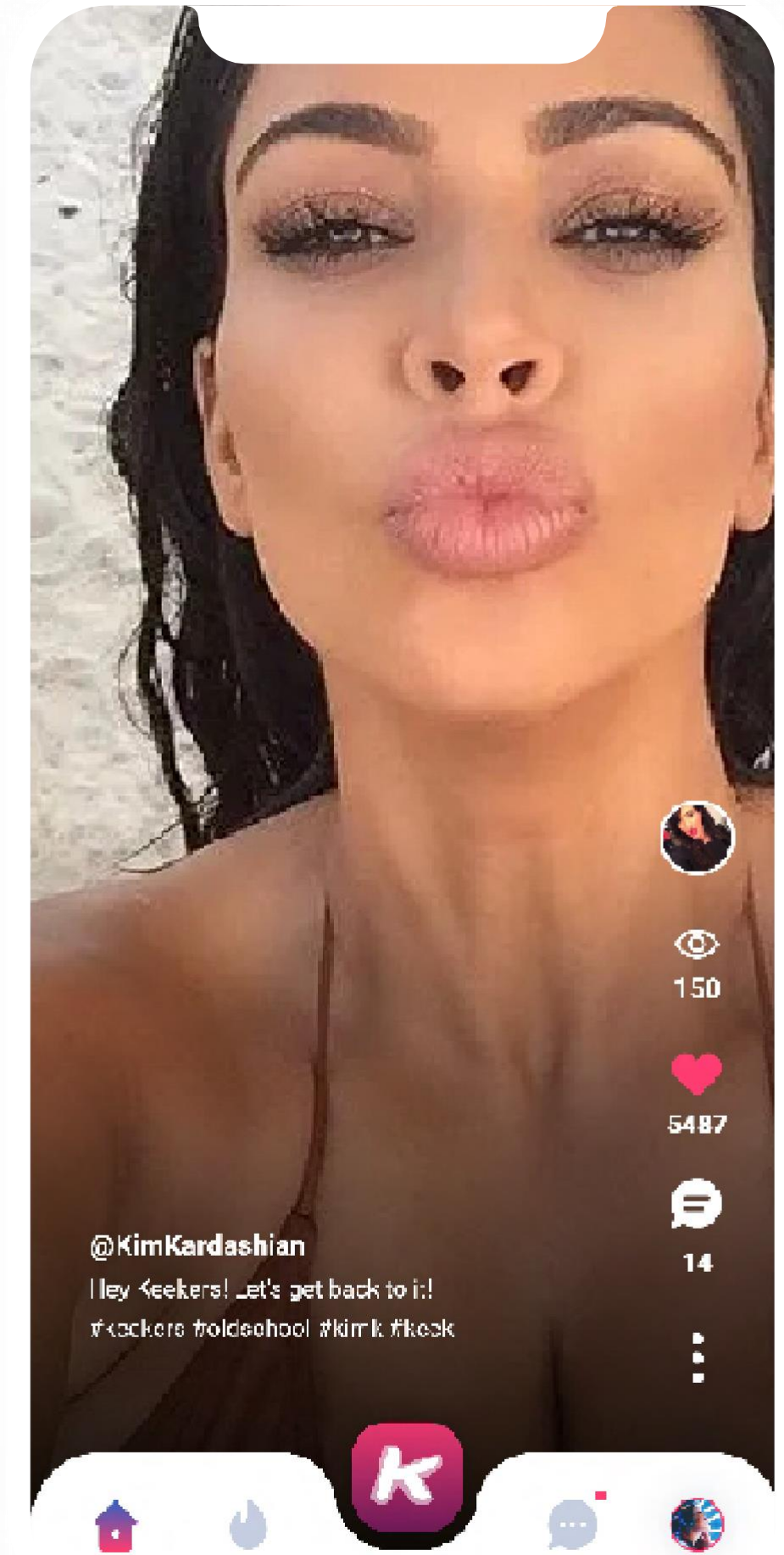
Pre-dating Tik Tok, Vine, Reels and Shorts, Keek was the original short form video app.

Debuting in 2011 and supported by the Kardashians, Keek garnered a global audience of 80 million users in 180 countries. Keek users have gone from high-school to their 20s; from college to careers and they all want their Keek back.

Keek invented the game, and now we're here to change it again. Don't miss out on this chance to be part of social media history

"Please cast your mind back to a time before Instagram Stories, before Snapchat, and even before Vine—when a little somethin' somethin' known as Keek was the social media platform to document your life on."

Mehera Bonner, Marie Claire 2019





Market Opportunity

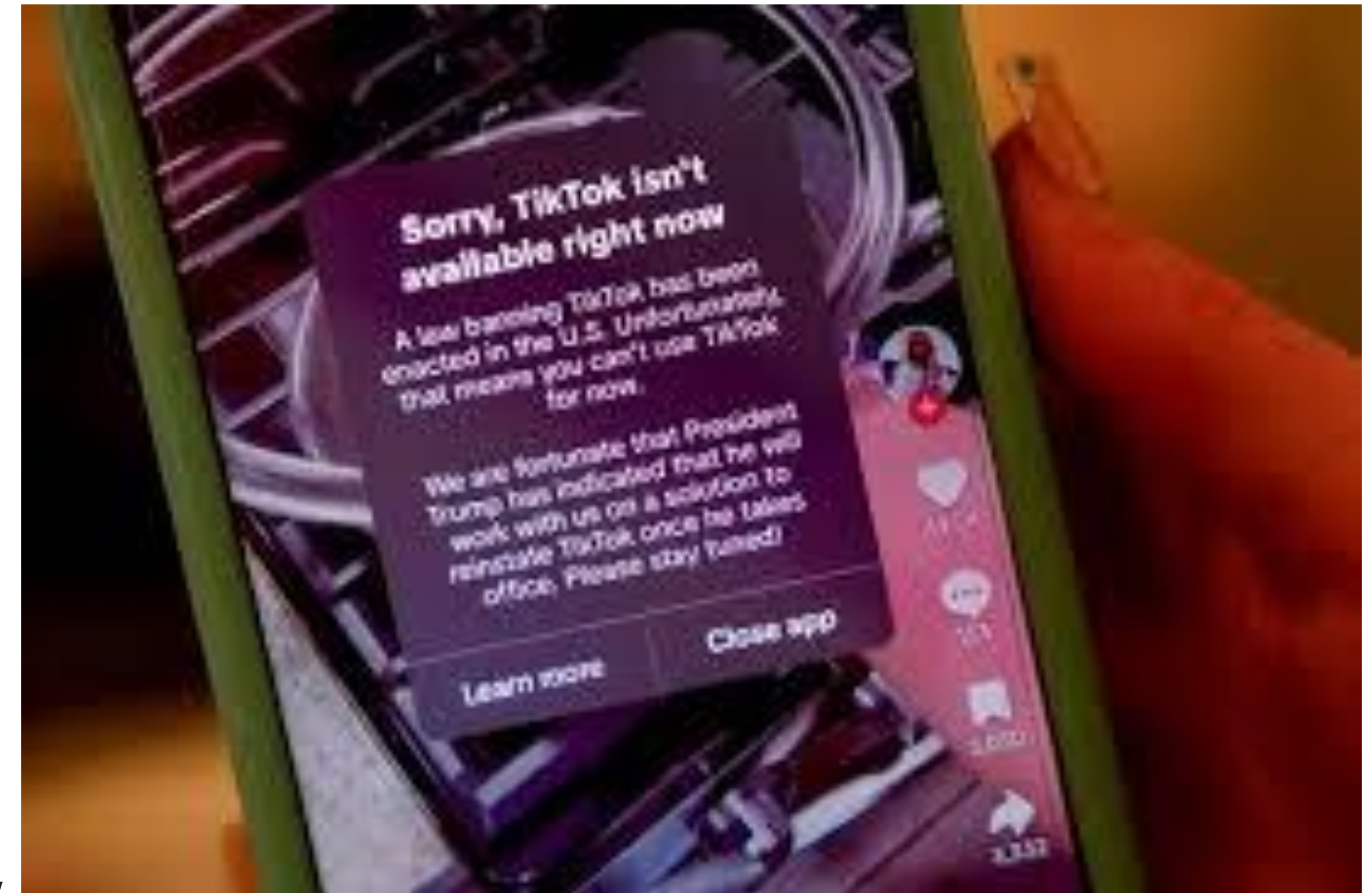
Uncertainty surrounding Tik Toks ownership and continued operation in the U.S. and several other jurisdictions, has created a significant market opportunity for Keek.

Tik Tok is banned in 9 countries, restricted in 14 countries and restricted in the EU; representing an **addressable market opportunity of over 600 million users.**

Myspace was the de facto king of social media until it was bought over by News Corporation in 2005. People uncomfortable with the new ownership jumped ship to a fledgling company named Facebook.

...history's repeating itself with TikTok and Keek

Keek isn't just jumping on the bandwagon – we invented short-form video, and we're stepping up to become the next big thing. We have the experience, the tech, and now, the perfect moment to shine.





Marketing Overview

Short Form Video Stats

Ad Spending: The \$111 billion (2025) and \$145.8 billion (2028) projections come from Yaguara (yaguara.co).

Platform Popularity

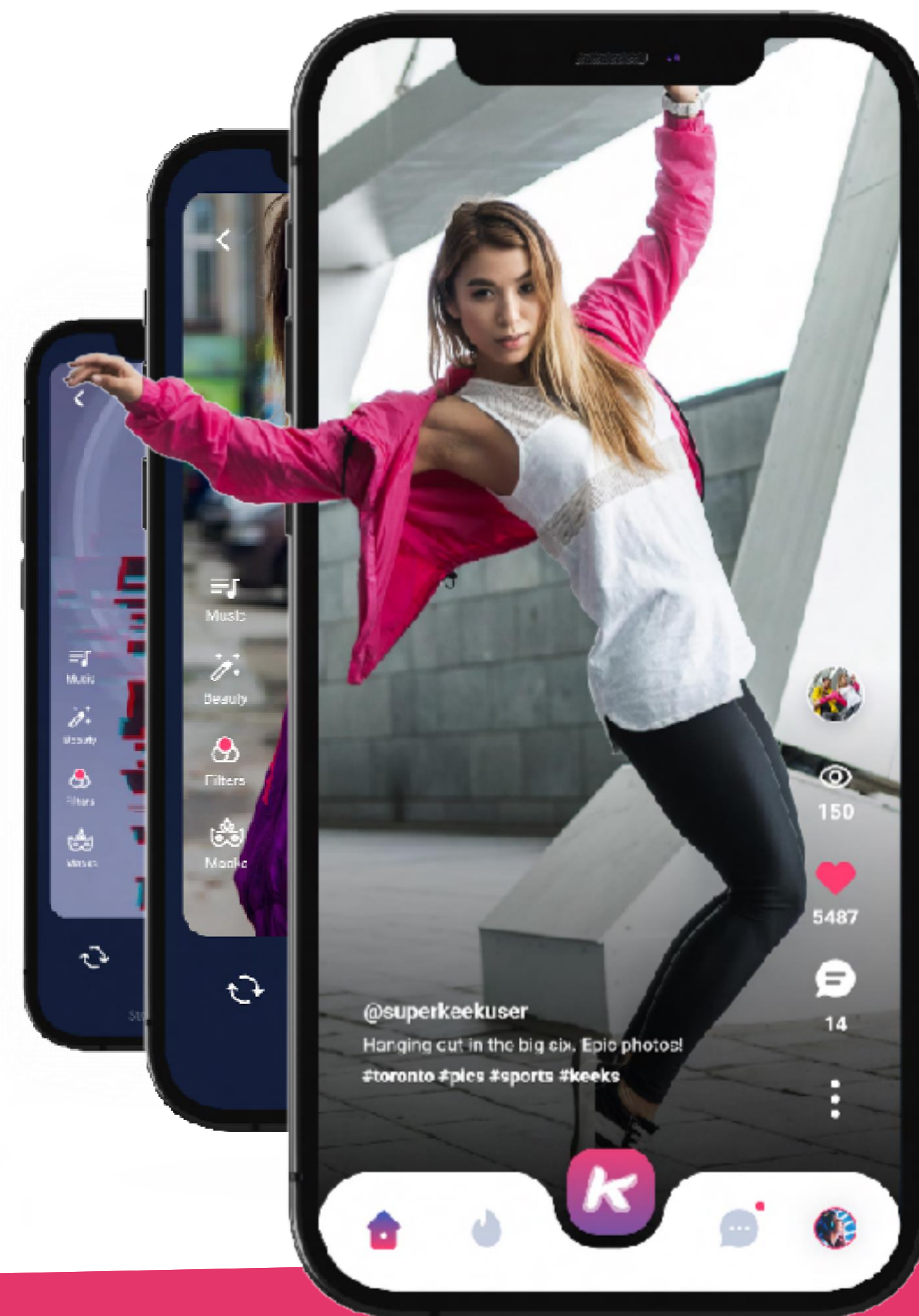
TikTok's Market Share (40%) and Other Platform Breakdown: Data is from SendShort.AI (sendshort.ai).

User Engagement

TikTok User Engagement (58.4 hours/month): Information sourced from Yaguara (yaguara.co).

Instagram Reels (53 minutes per session): Data sourced from Statista and aggregated on Yaguara.

Completion Rates (70%): Derived from studies and reports by HubSpot and other marketing research firms.



KEEK Key Market Stats

Market Size and Growth

2023 to 2030 are sourced from Grand View Research ([grandviewresearch.com](https://www.grandviewresearch.com)).

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Marketing Impact

Effectiveness of Short-Form Videos (85%) and ROI (31%): Insights are based on the HubSpot State of Marketing Report 2023 ([HubSpot Blog](https://blog.hubspot.com/marketing/state-of-marketing-report-2023)).

TikTok's Reach (1.9 billion monthly users by 2025): Predicted by DataReportal and Business of Apps (datareportal.com).

Audience Trends

80% of Global Internet Traffic: Sourced from Cisco Annual Internet Report ([cisco.com](https://www.cisco.com)).

Gen Z and Millennials Engagement Trends: Based on data from Pew Research and eMarketer ([emarketer.com](https://www.emarketer.com)).





Market Overview

As of **January 2025**, approximately **5.22 billion people worldwide are active on social media** platforms, accounting for 66% of the global population. [DataReportal – Global Digital Insights](#)

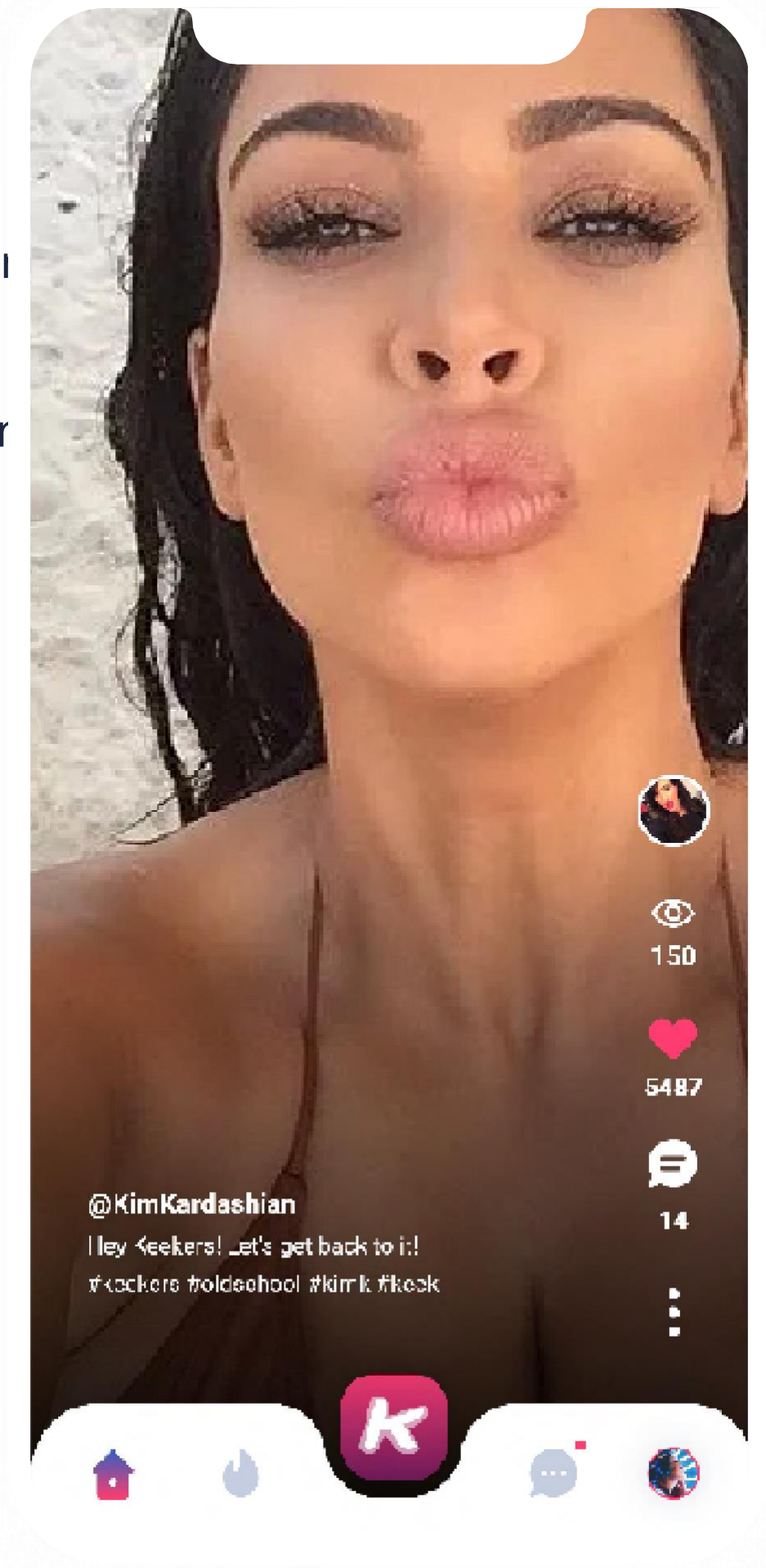
This number has been steadily increasing over the years and is projected to continue growing, reaching over 6 billion by 2028. On average, individuals spend around 2 hours and 19 minutes per day on social media. [DemandSage](#)

The most popular platforms by active user count include:

- Facebook: Over 3.15 billion monthly active users.
- YouTube: Approximately 2.5 billion active users.
- Instagram: Over 2 billion active users.
- TikTok: Surpassed 1 billion active users.**

Tik Tok is either fully or partially banned in 14 countries comprising a population of almost 3 billion people so far and counting.

Source Mashable By Meera Navlakha on May 18, 2023

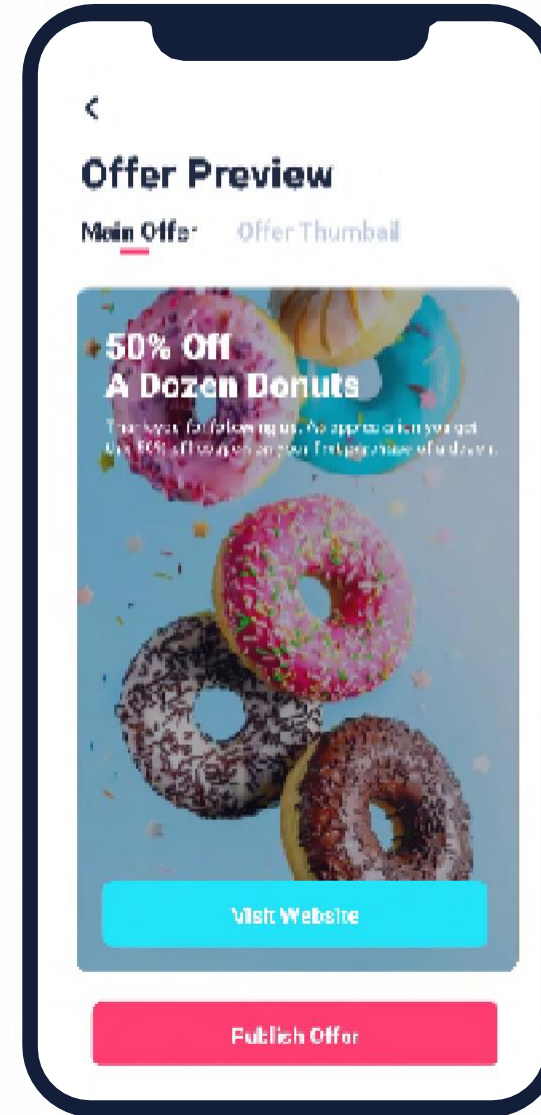




Features

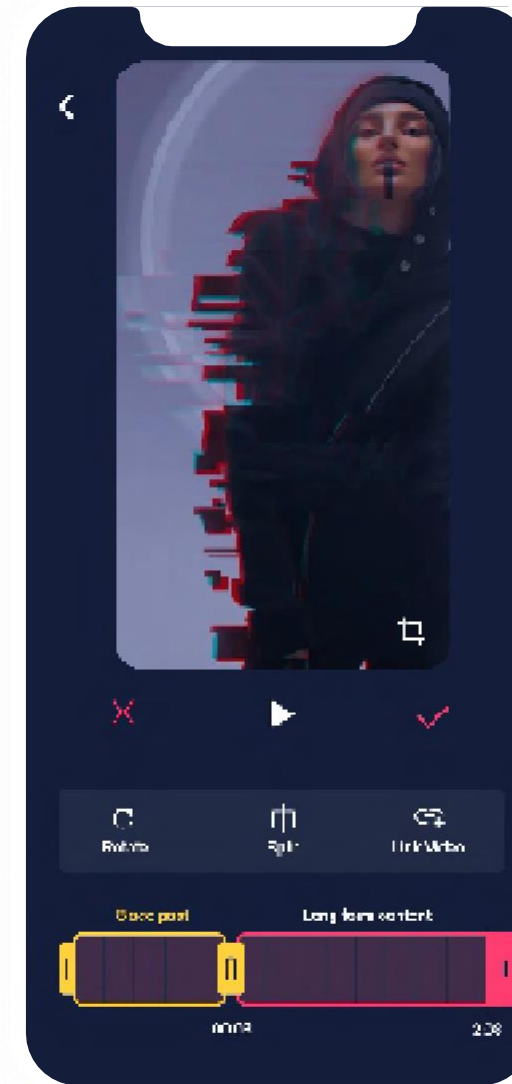
Tik Tok-like Real Time Recommendation System With Collisionless Embedding Table

This content recommendation algorithm ensures content is targeted and curated for the specific user feed



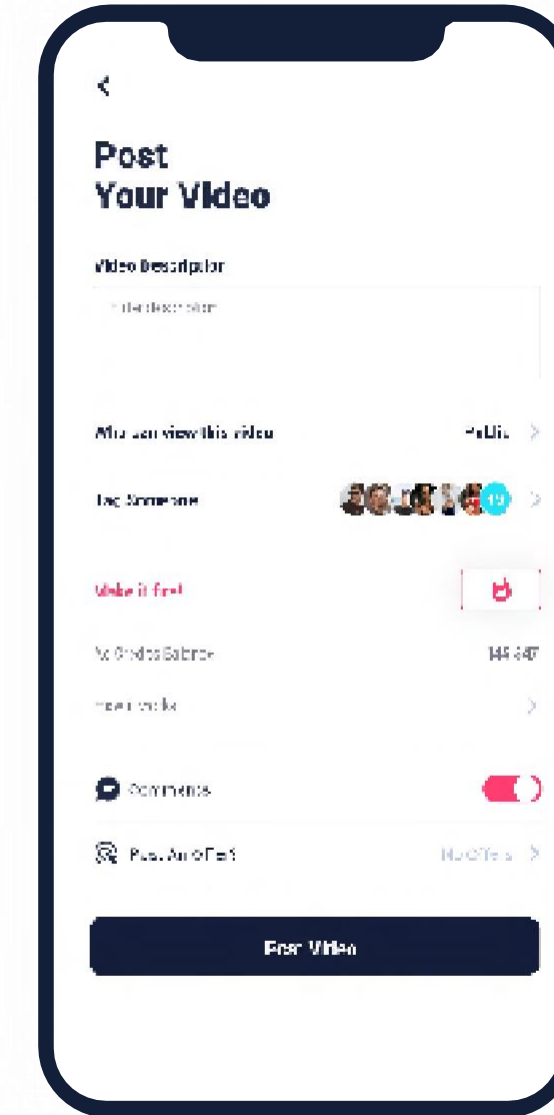
Offer Box

Keek allows you to create interactive pop-up offers that appear on your posts. The offers are easy to create and can link to virtually anything.



Video Editing

In addition to masks and filters, we offer one of the most advanced mobile-video editing suites in the market today. We want to make sure our content creators have all the tools they need to create amazing content.

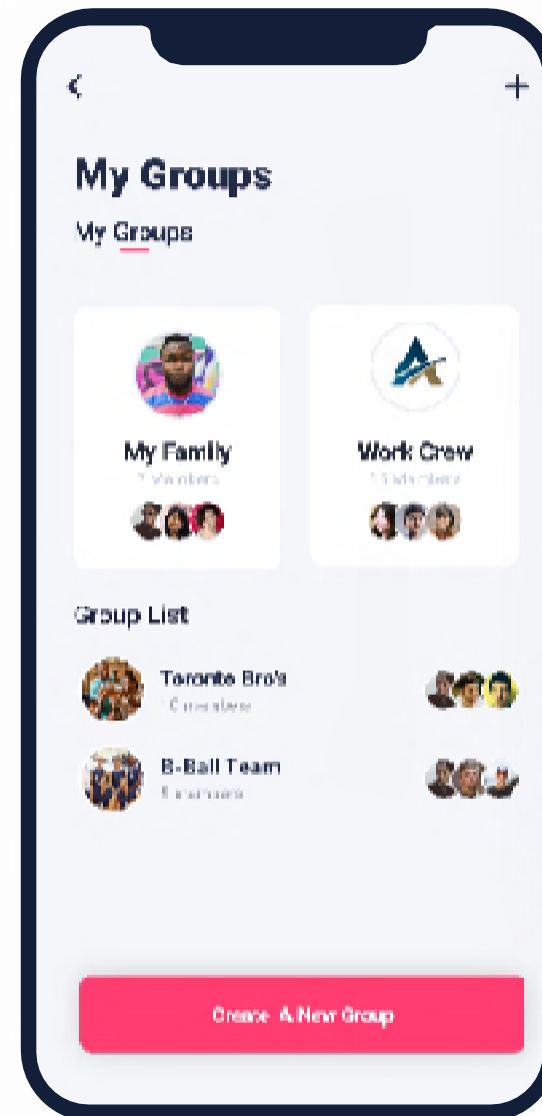


Fire Posts

The new Keek boasts advanced AI tech that power its Fire Posts™. Fire Posts use AI to insert your posts into the feeds of people most-likely to follow you. You can build an audience and get famous and monetize your fame with our Offer Box.



Features Continued.



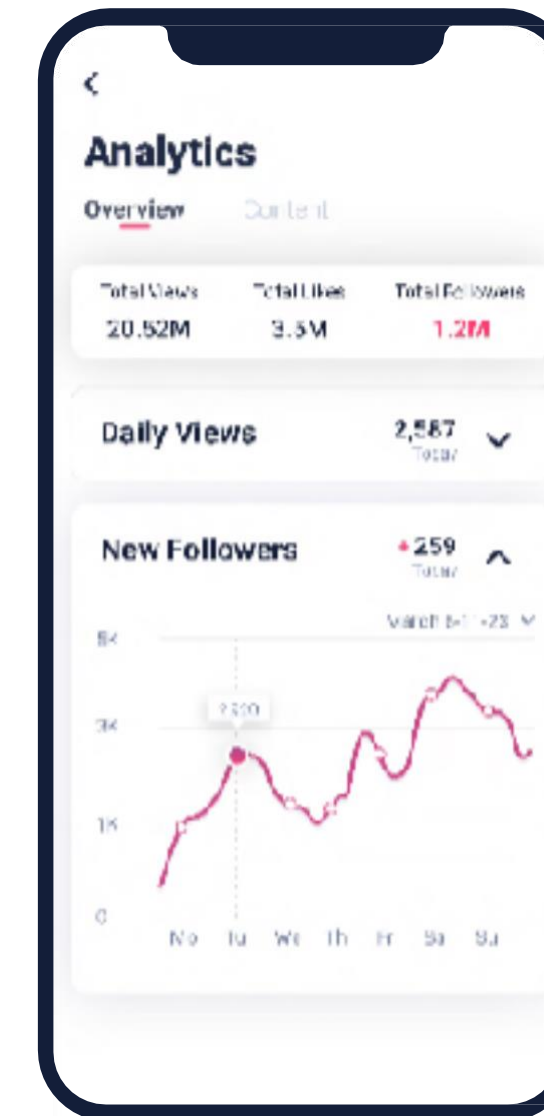
Groups

Keek protects your privacy and lets you stay in touch with family and friends by allowing you to create groups.



AI Language/Video Translation

Ground breaking AI powered video re-rendering and language translation



Creator Analytics

Performances statistics to help creators fine tune their content offerings.



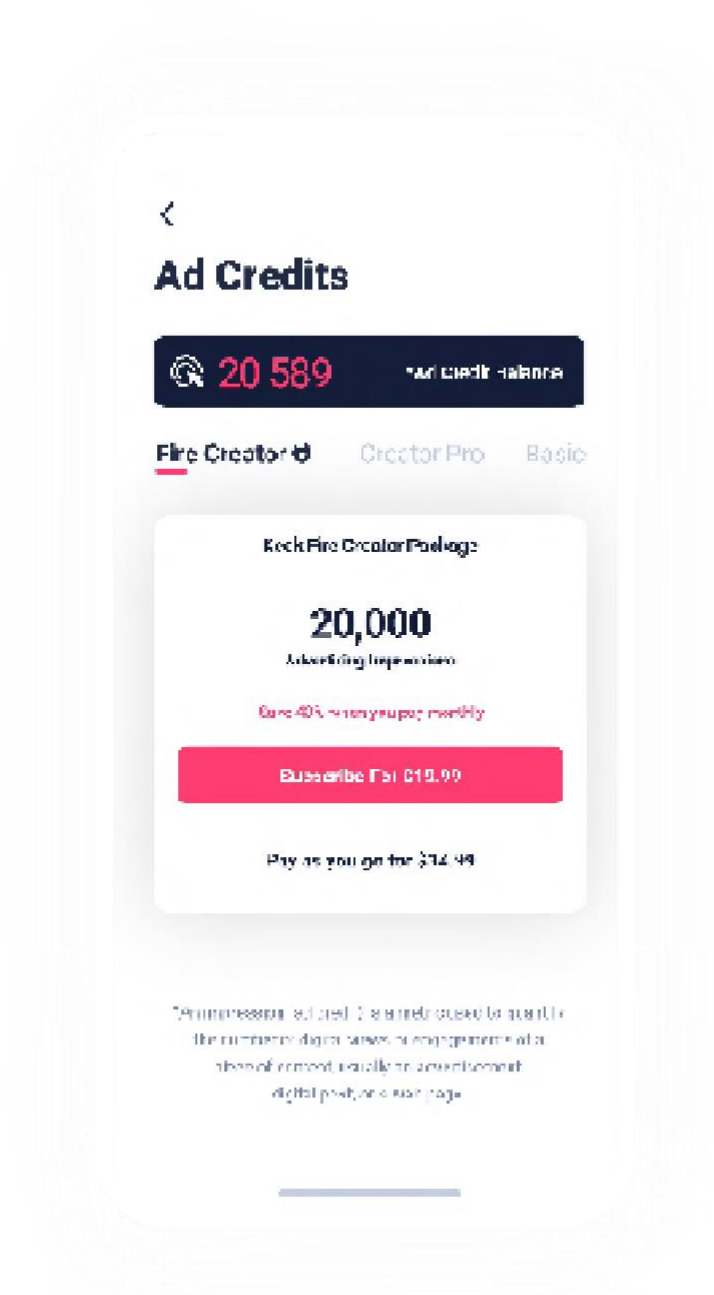
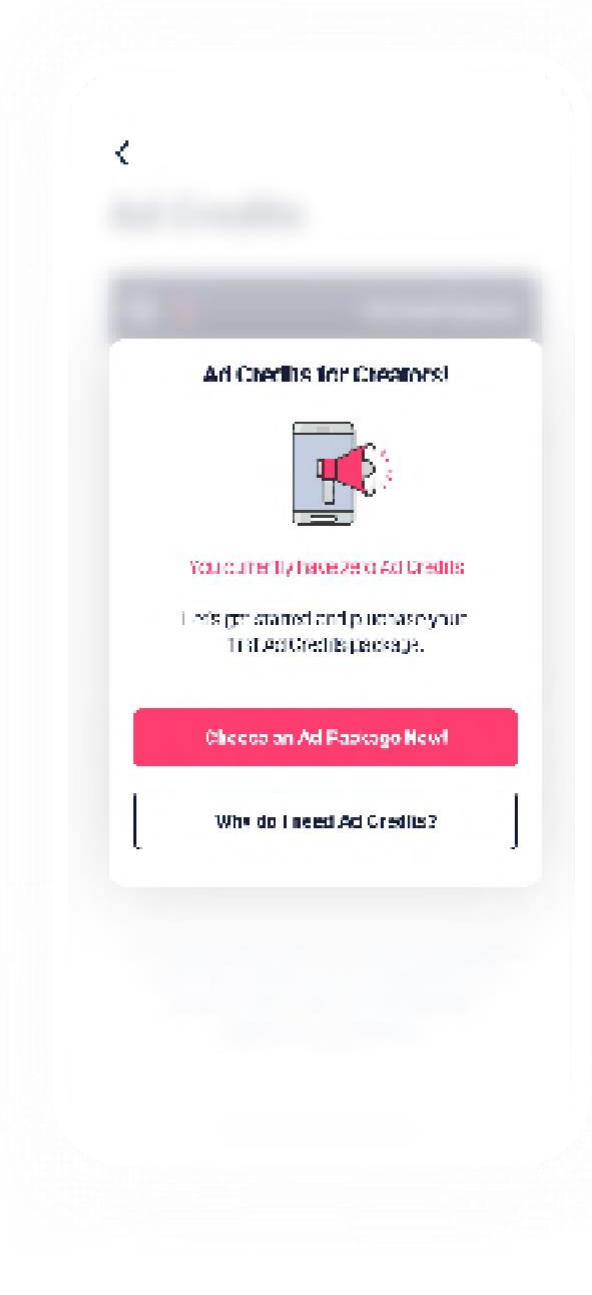
Revenue Model

Current

1. We earn CPM for Fire Post Credits
2. We earn CPM for Offerbox Ads
3. We earn CPM for in-app ads
4. We earn CPM for our Inbox marketing services

Future

1. We will earn fees for user subscription
2. We will earn fees for use of Influencer AI tools
3. We will earn fees for influencer factoring services
4. We will earn CPM for in-video ads
5. We will earn fees for the sale of digital gifts



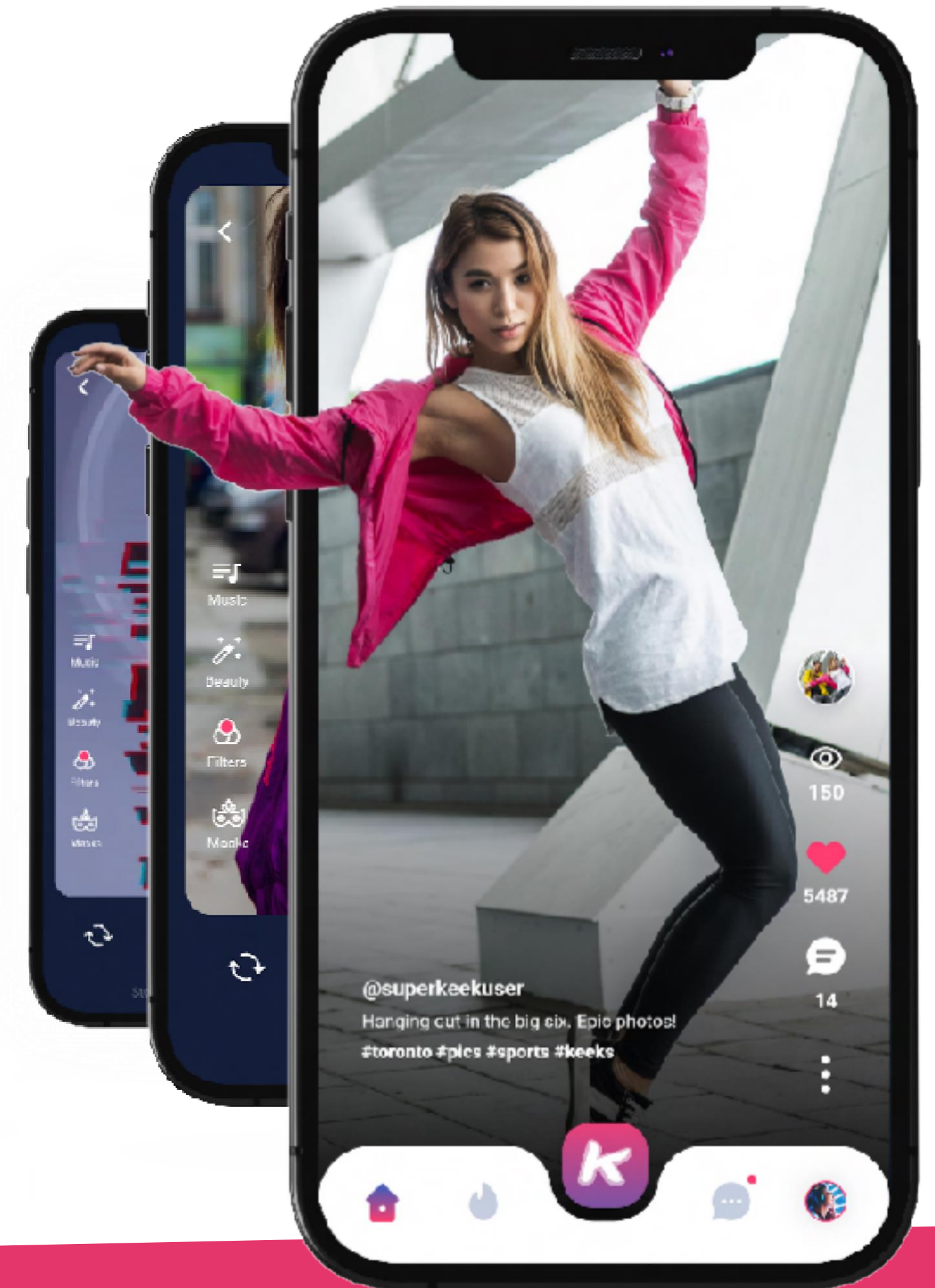


Marketing Strategy

Keek is still a well-known name that has **850K+ sites** backlinking to Keek.com.

Our marketing efforts will consist of;

- Marketing to our legacy userbase of **80 million people**.
- Online Marketing
- Influencer Marketing
- Target Marketing in areas where TikTok is banned.
- Marketing through traditional means such as product **placement and sponsorships**.





Marketing Strategy

Google App Install Marketing Campaign

December 2024, Keek was invited by Google's Small Business Partnership Group to partake in a Google staffed marketing campaign for Keek. The app install program has been successful to date:

Android CPI: 64 cents (Google confirmed)

Apple CPI: 4.25

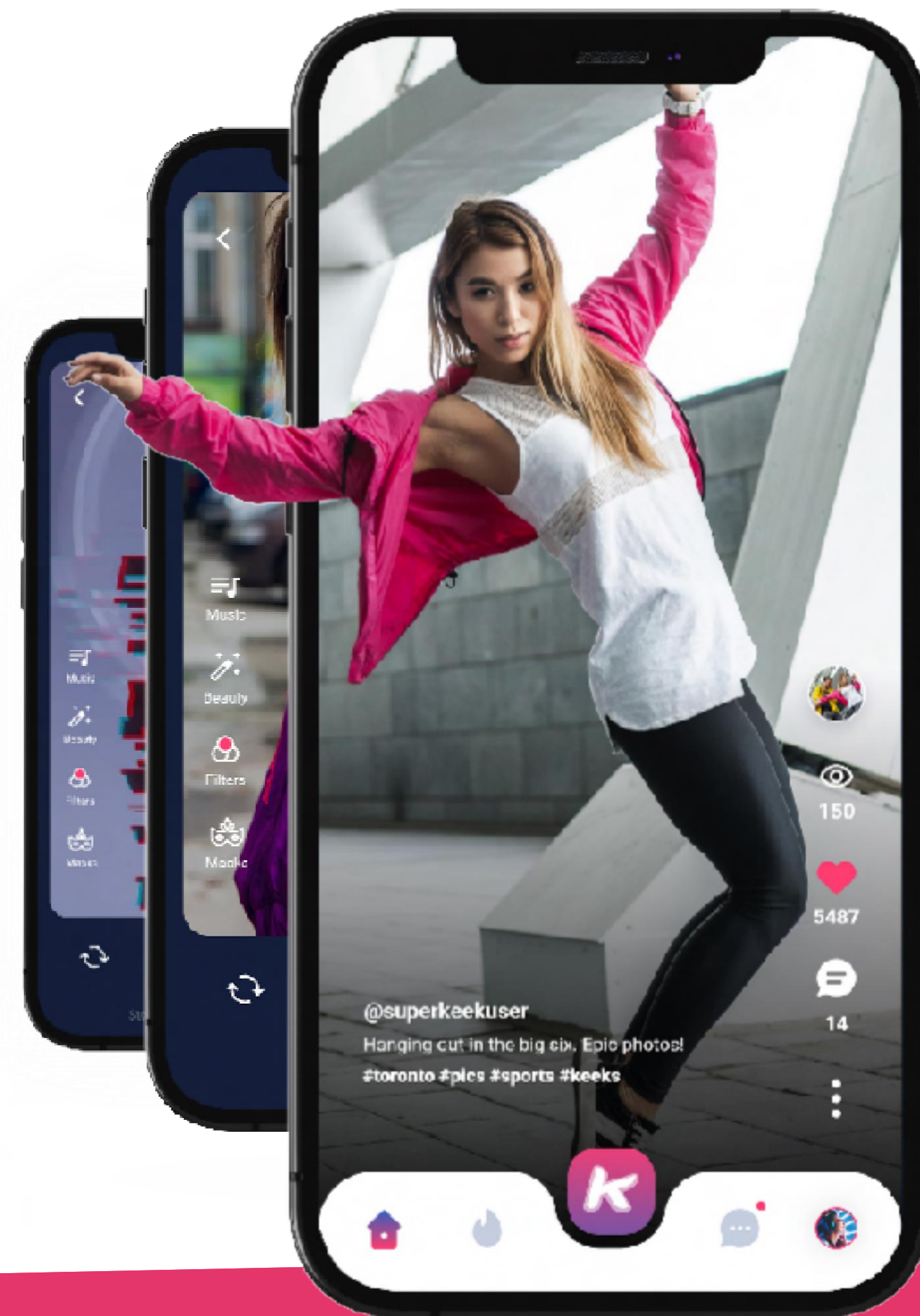
ECPM (ARPU): \$6.47 (Google estimated CPM earned via Google Ads)

CPM will increase due to

1. Additional ad units coming online
2. Running native ads
3. Launching Inbox advertising service for businesses and influencers

ARPU will increase

1. Selling user subscriptions
2. Selling AI services to users





Competitive Analysis

	Keek	Triller	Instagram Reels	Youtube Shorts	Twitter X
Target Audience	All ages	Music related	Gen Z, Millennials, Brands	All ages	News followers, Trend enthusiasts
AR Filters	x	x	x	x	
Video Length	5 minute	3 minute	90 seconds	60 seconds	2 minutes and 2 seconds
Wallet	x				
User Subscriptions	x				x
Fire Posts (boosted Posts)	x		x	x	x
Groups	x				
Revshare for Influencers	x	x	x	x	
Offer Box (integrated ads)	x		x		
Livestream	x	x			
Landscape video	x			x	





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