



Empowering every person to
create the home they love



A person wearing a plaid shirt is shown from the chest down, planting a small tree in a wooden pot. The scene is set on a wooden surface, and there are gardening tools like a trowel and a fork nearby. The entire image has a green tint.

Creating dream homes is a huge market

- The home improvement industry is a \$100B market
- For most people, their home is their largest single investment
- People spend a significant portion of their time in their home
- Most people have aspects of their home they want to improve



Current options
for tackling
home
improvement
projects are
often daunting
and/or
frustrating

Approach	Pain Point
Do it yourself (DIY)	Lack know-how, confidence and/or necessary tools and materials to even begin
Hire a contractor	Little transparency in pricing, quality of work; often frustrating experience
Keep dreaming	Your dream home is still just a dream

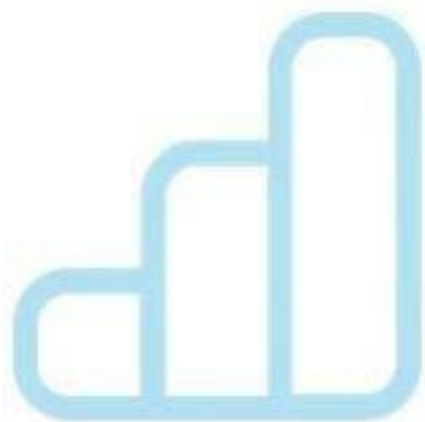
"Hometalk.com is a community that strives to provide people with a marketplace of resources to tackle home improvement projects with confidence, clarity and excitement"



Resources

- Inspirational and instructional digital content
- Online discussion forums to get tips and advice
- Convenient access to tools and materials

Some Key Stats





The Hometalk Community

9M Monthly Uniques.

17M Total Members.

140K Project Tutorials.

10M Social Media Followers.

2.5B Annual Project Views.



Site Analytics

90M Monthly pageviews

40K Monthly new sign-ups

800K Monthly discussion pageviews

2.4M Daily newsletter subscribers

1.2M Messenger subscribers



Facebook Stats

12M Facebook followers

1B Total views

A background image with a teal overlay. It shows various tools including a hammer, a screwdriver, and several wrenches. A dark sign with the word 'PROJECT' in large, light-colored letters is visible. The word 'DIY' is also partially visible in the background.

Pinterest Stats

1.7M Page follows

52M Avg monthly reach

2M Monthly visits from Pinterest users

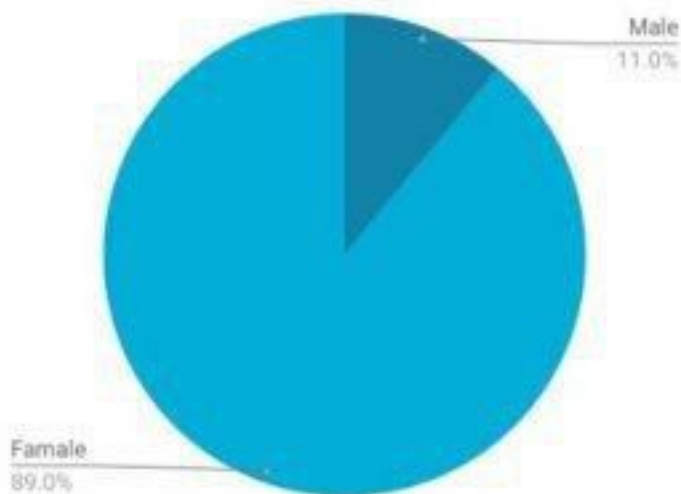
53 Active influencers

Who Is our Audience?

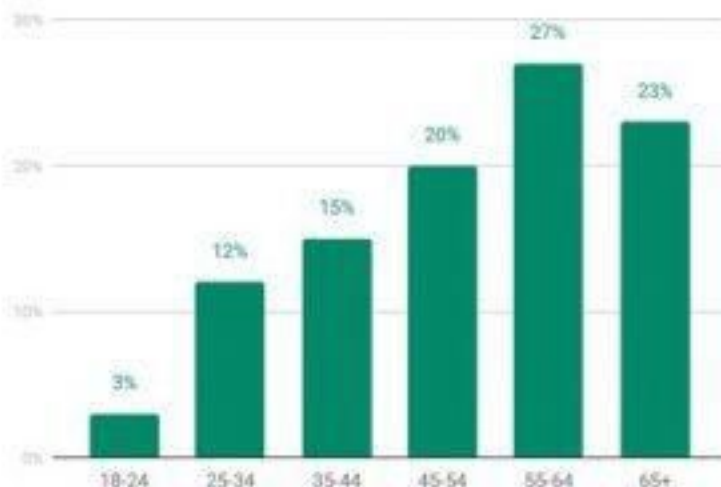


Hometalk.com Audience

Gender

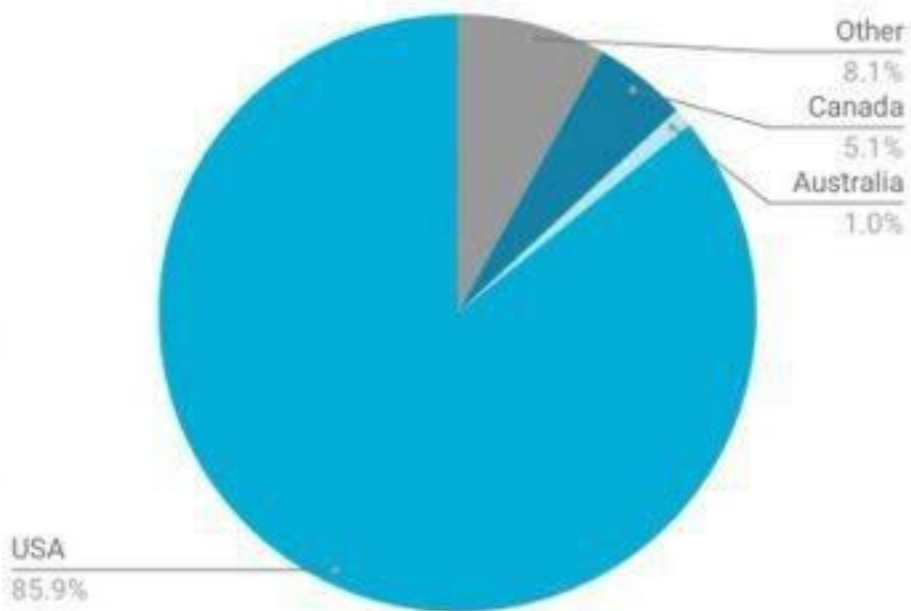


Age groups



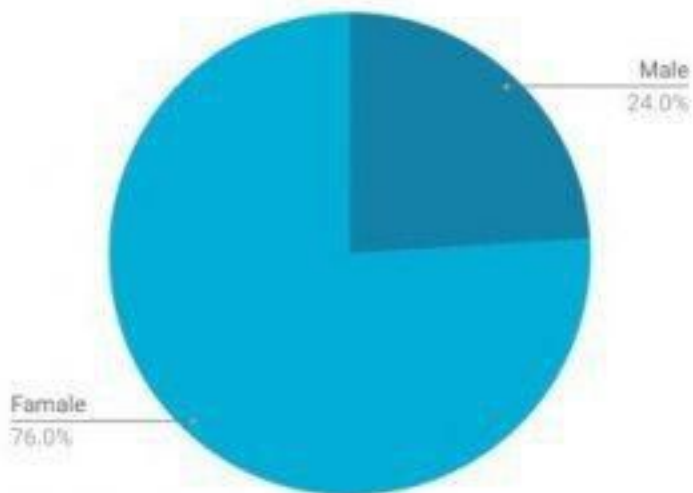
Hometalk.com Audience

GEO

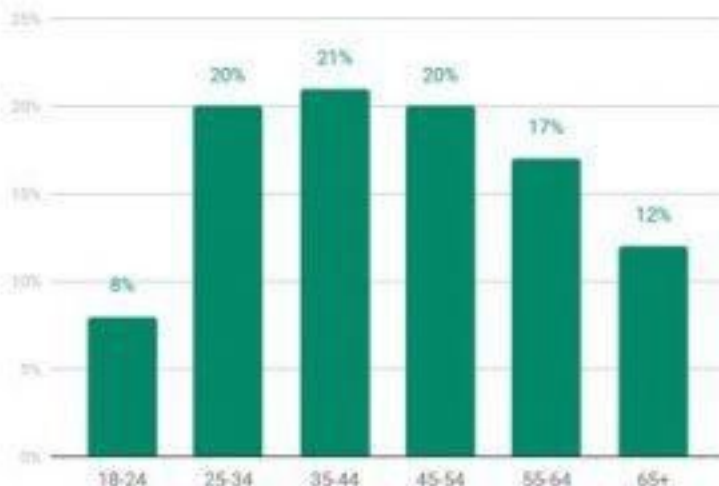


Social (Facebook) Audience

Gender

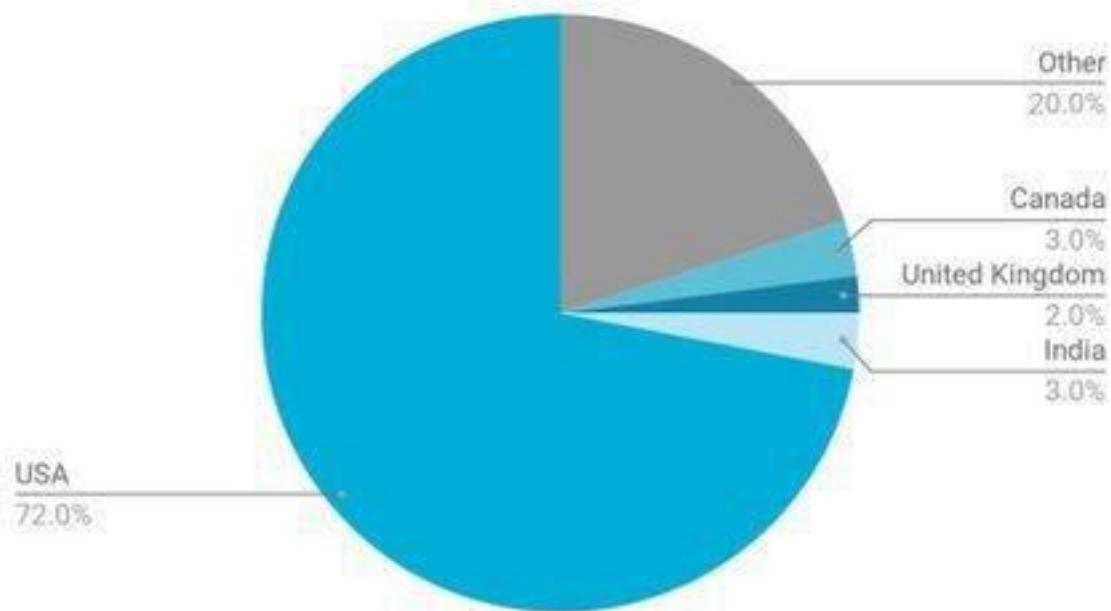


Age groups



Social (Facebook) Audience

GEO



How They Engage?



A person wearing a plaid shirt is shown from the chest down, planting a small green plant into a light-colored pot. Their hands are visible, and they are using a small trowel. A garden fork and another trowel are on the wooden surface next to the pot. The entire image has a green tint.

Engagement on Hometalk

On Hometalk.com

- Average of over 2 min 30 sec per visit
- 2.8 page views per visit
- 550K daily active users
- 9M monthly active user

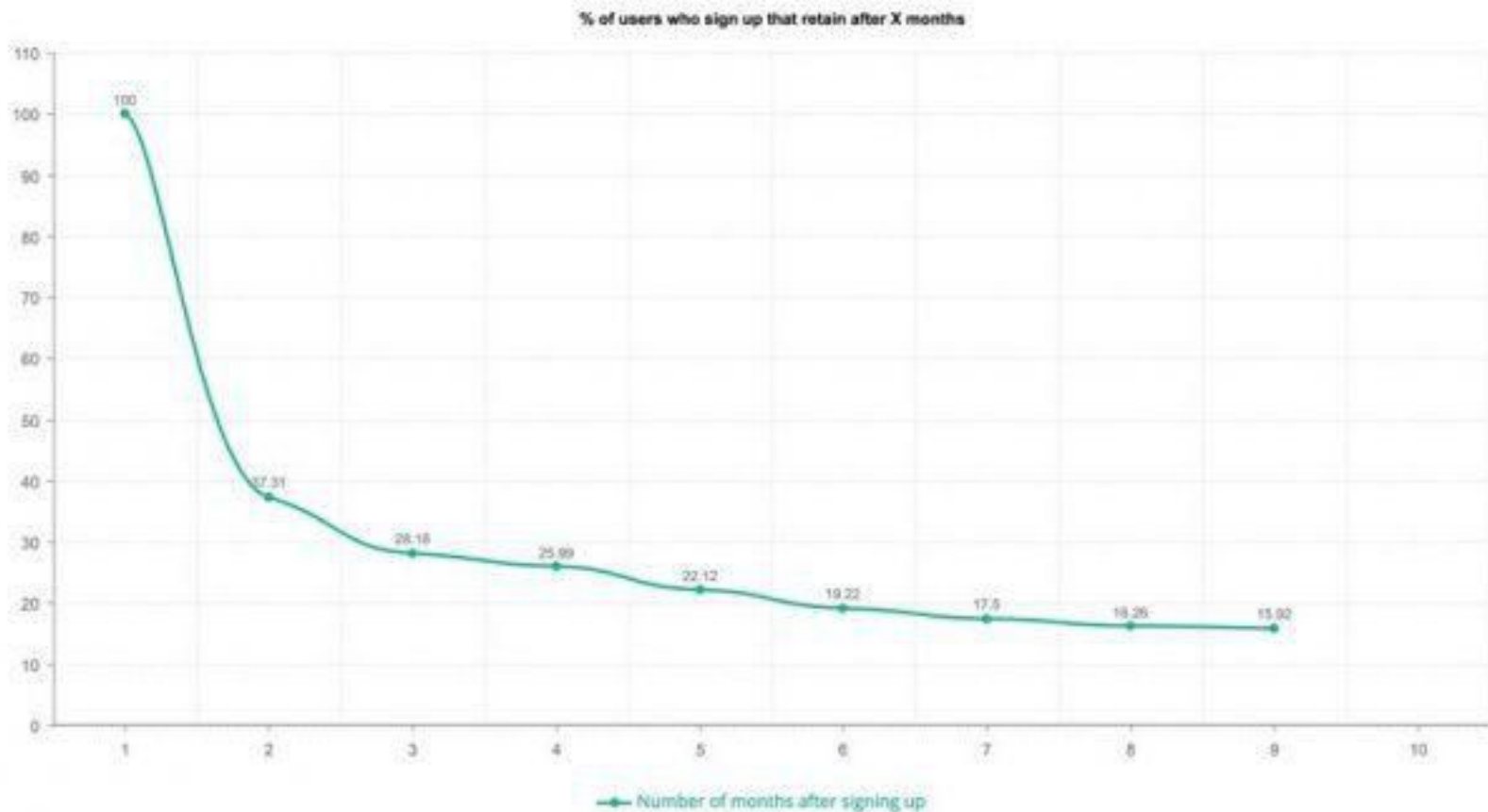


Engagement on Facebook

On Facebook (per day)

- 23K Post engagements
- 1.1M Video Views
- 940K Minutes Viewed

User Retention



A background image with a teal overlay. It features various tools like a hammer, wrench, and screwdriver. A sign in the foreground reads "DIY PROJECT".

What's Next for the Business?

- **Materials and Tools**
 - E-commerce solutions to source materials/tools in a convenient/affordable way by leveraging our position in the space
- **Interactive group workshops**
 - Leverage our community of experts to empower users to accomplish their goals (online/offline)
- **Services**
 - Enable access to quality service providers when users need a reliable professional
- **Language**
 - Expand our global footprint by inspiring and empowering users in their native language.

Our team



Meir Welcher
CTO



Yaron Ben Shaul
Co-Founder and CEO



Miriam Illions
Co-Founder and CMO



Ezra Menaged
Head of Growth



Sam Schmelzer
Head of BI



Lea Grossman
Head of Product