

ALL.IRISH PITCH DECK

SLIDE 1: THE VISION ALL.IRISH: The Global Irish Digital Sovereignty *Premium AI-Driven National Social Network Ecosystem for the 70M Diaspora*

SLIDE 2: THE PROBLEM The Irish identity is "homeless" in the modern digital landscape.

- **Digital Colonialism:** Irish society is currently dependent on global platforms (Meta, X) that exploit personal data and prioritize outrage over authentic connection.
 - **The "Homeless" Diaspora:** 70M+ Irish descendants are scattered across mass-market platforms that prioritize data harvesting over cultural preservation.
 - **Erosion of Communities:** Local organizations (GAA clubs, cultural groups) lack a dedicated digital space and are drowned out by algorithmic noise.
 - **Economic Leakage:** Small Irish businesses are forced into a "pay-to-play" model with tech giants just to reach their own local and global kin.
 - **Information Toxicity:** Current networks prioritize "conflict" over "community," making high-trust networking impossible.
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SLIDE 3: THE SOLUTION - A DIGITAL HOMELAND All.Irish is a subscription-based ecosystem where Culture, Commerce, and Community converge.

- **CITIZENS:** A verified, ad-free social experience. A secure environment with a "Digital Citizenship" fee to eliminate bots and trolls.
 - **COMMUNITIES:** Dedicated digital hubs for organizations to self-organize, fundraise, and preserve heritage without external interference.
 - **COMMERCE:** Virtual offices and digital storefronts. A sovereign marketplace where Irish capital stays within the Irish ecosystem.
 - **AI INTEGRATION:** A custom, Gemini-powered "National Navigator" that connects users to clubs and businesses via natural language.
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SLIDE 4: AI & NAVIGATIONAL LAYER Beyond Search: An Intelligent Concierge

- **The Concierge (Gemini-Powered):** A custom AI Agent that manages the entire ecosystem. It doesn't just "search"—it connects.

- **Hyper-Personalization:** The AI matches users with local clubs, craft products, or professional services instantly.
 - **Metaverse-Lite:** A visually immersive experience where "opening an office" or "visiting a club" feels tangible and interactive.
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SLIDE 5: REVENUE & TRACTION A Sustainable Business Model

- **B2C (The Green Passport):** Tiered annual membership for individuals to maintain "Digital Citizenship".
 - **B2B (The Office Suite):** Enterprise subscriptions for businesses to host digital stores and professional offices.
 - **B2Community:** Infrastructure support and fundraising tools for non-profit organizations.
 - **Target Market: 70 Million People | Initial Goal: \$10/year Citizenship fee for the first 1M users.**
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SLIDE 6: THE CALL TO ACTION JOIN THE NATION

Deel Pitch Competition | Tel Aviv 2026

Ready to take the Irish global identity into the next century.

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