INVESTOR PITCH DECK

Building businesses. Bringing people together.

Introducing ActivBuds, ezBusiness Suite and StudyBuddys.

Thank you for taking the time to consider my vision and the opportunity to build it with me.

Michael Smith | Founder
November 2026



THREE BRANDS. ONE FOUNDER.

ActivBuds leads the portfolio



ezBusiness SUITE

Australia-first business software.

The founder's opportunity for recurring subscription income.

LEAD VENTURE

ActivBuds

The founder's strongest passion and greatest growth ambition.

Connecting people through shared activities, globally.

StudyBuddys

A complementary consumer app addressing a clear student need.

Global ambitions for study connections.

ezBusiness
SUITE

One AI-powered platform. Every business need.



Our vision: one connected operating system for the whole business.

Connected work

Run the whole business without stitching together disconnected tools.

Adaptable workspaces

Choose how your workspace looks and functions to suit the way you work.

AI across the platform

Active AI helpers designed to enhance everyday tasks and streamline business workflows.

Australia first. | Multiple working websites today, with the full platform vision in development.

ezBusiness
SUITE

Substantial working software. A platform built to grow.





Around 50 plugins already built

Around half of the planned 100-plugin suite is already working and beyond beta, according to the founder's current count.

Sophisticated business tools across multiple working websites.



AI that actively helps with work

The vision embeds active AI helpers throughout the suite, working with users on business tasks and workflows.

AI forms part of how the platform gets work done.

Australia first. | A whole-business platform, with development continuing across the portfolio. | PRODUCT DEPTH & AI |

ezBusiness
SUITE

One connected family. More ways to do business.



ezTradie
Jobs, customers & time
PUBLIC BETA

ezGarageSale
Second-hand buying & selling
PUBLIC BETA

ezHire
Hire listings & enquiries
PUBLIC BETA

Now Hiring
Jobs & recruitment
PUBLIC BETA

ezSEO
Website checks & improvements
BETA

Subbys for Signies
Sign installer profiles & work
EARLY ACCESS

ezTrade
Merchant business workspace
EARLY ACCESS

ezSignie
Sign & print shop workflows
EARLY ACCESS

ezCommerce
Store & catalogue builder
PRIVATE PREVIEW

ezFunding
Venture planning & milestones
PRIVATE PILOT

ezTenders
Tender requests & quotes
PREVIEW

ezTrader
Future product expansion
COMING SOON

More websites and applications planned. | Shared tools • Connected workflows • AI helpers | PRODUCT FAMILY | ezbusiness.com.au

ActivBuds

Find people in your local area to do activities with.

Shared interests. Platonic connections.

For shy or introverted people, anyone seeking an activity companion, and those who value shared motivation.

Familiar discovery and matching, centred on friendship and shared activities.

Sport & fitness

Everyday adventures

Games & social

For adults aged 18+



ActivBuds

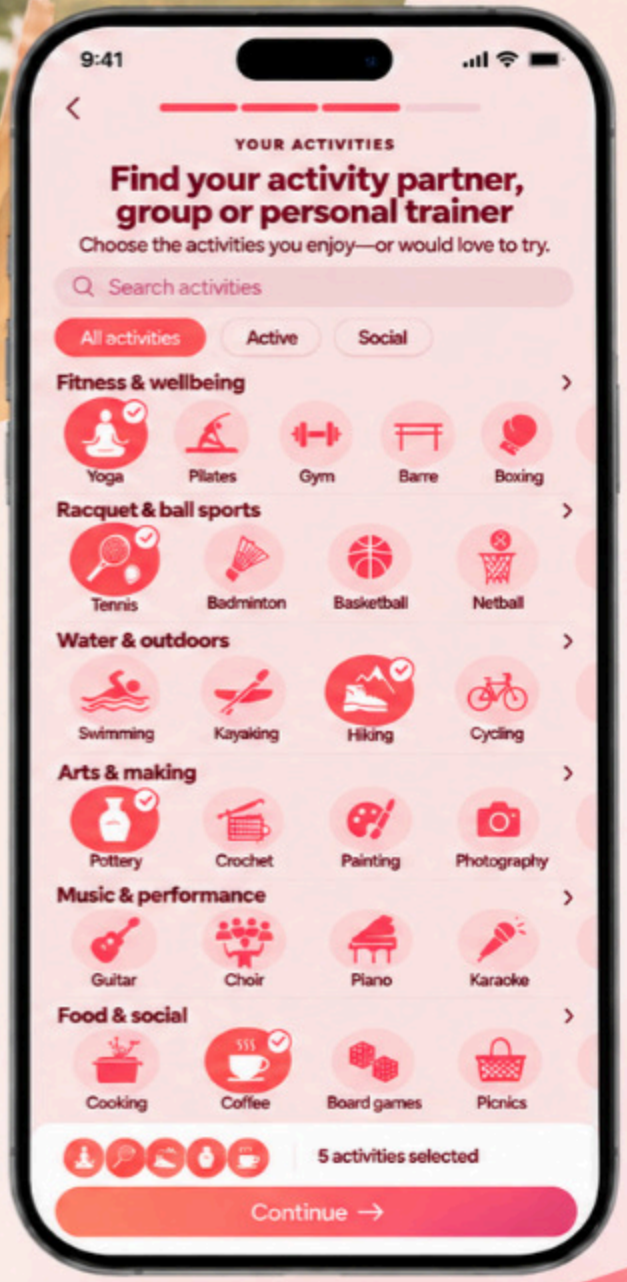


Activities that bring people together

Find an activity partner, group or personal trainer

Choose your preferred activities—or discover something new.

- Sport & fitness
- Creative hobbies
- Everyday connections



Who ActivBuds is for

A welcoming way to find someone to turn up with.



A little company

For people who feel shy or unsure about joining an activity alone.

Shared motivation

For people who want a gym buddy and encouragement without the cost of a personal trainer.

New area. New connections.

For people who have moved and want to build a local friendship group.

A reason to show up

A shared time and place creates accountability and helps turn plans into action.

Fitness is just one starting point. Games, hobbies and everyday interests belong here too.

A community built around respect

Women's comfort is a product priority.



Choose who you connect with

At signup, choose activity partners who are men, women or either. Members can choose someone of the same gender for personal comfort.

Your activities. Your connections. Your choice.

Planned trust features

PLANNED

- Star ratings with structured feedback
- Reporting and blocking
- Moderation review, with suspensions or bans for confirmed abuse.

Repeated poor ratings prompt review, supported by a fair appeals process.

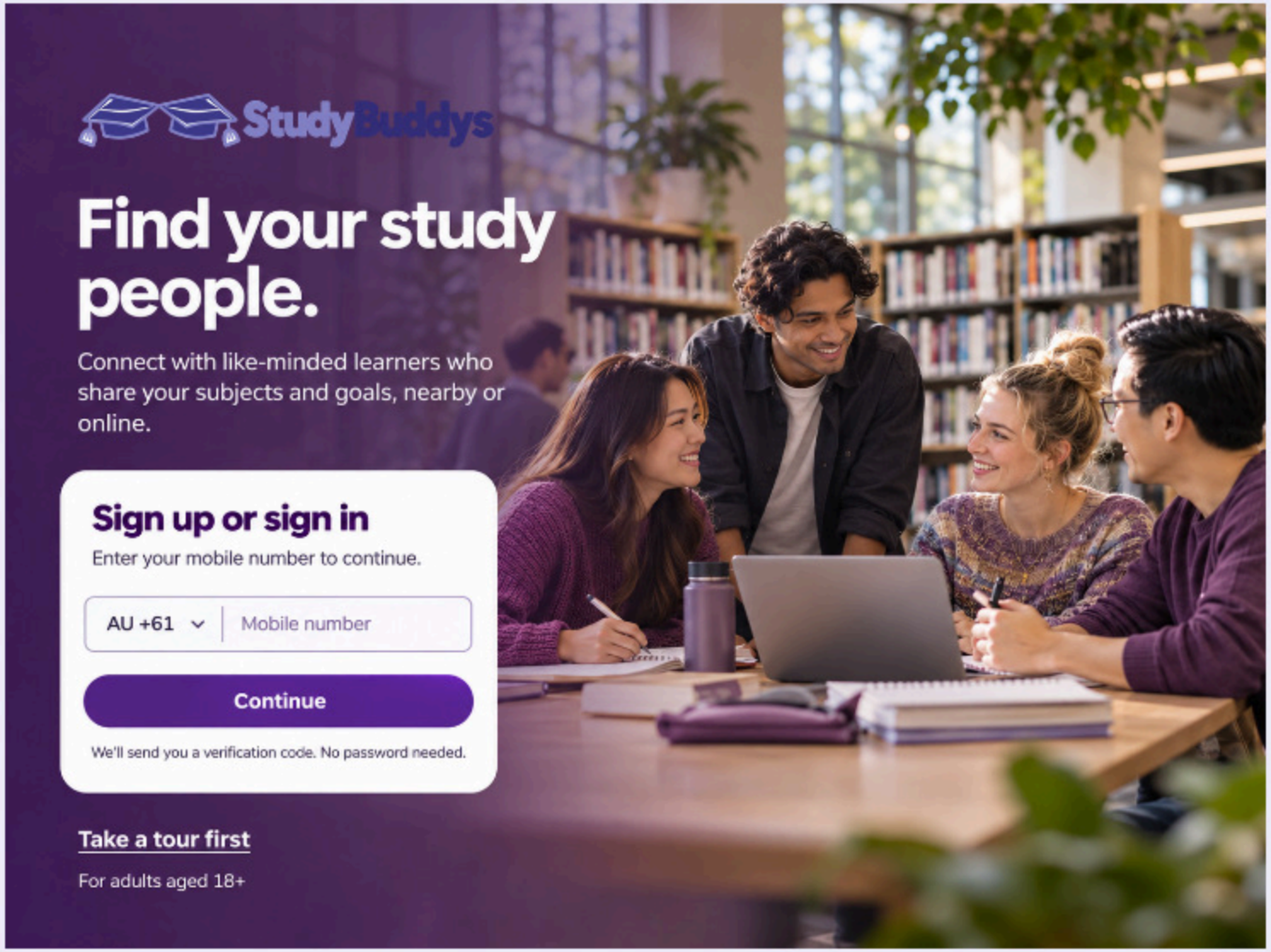
StudyBuddys

Find compatible
study partners

Study together, nearby or online.

Shared subjects and learning goals.

Global ambition, with mobile launch preparation under way.



Progress to date

Working products. Continued development. A focused next step.



ezBusiness SUITE

Business products

Multiple working websites across ezBusiness Suite.

Ongoing improvements to connected workflows and usability.

ActivBuds

Mobile build

ActivBuds has a working mobile build.

Final release preparation is under way.

StudyBuddys

Mobile build

StudyBuddys has a working mobile build.

Final release preparation is under way.

→ **Next commercial milestone:** repeat usage from a focused launch audience.

Subscriptions, advertising and global scale

The commercial strategy across the portfolio



ezBusiness SUITE

Business subscriptions

Recurring business subscriptions across a connected suite of applications.

An expanding plugin catalogue creates opportunities to adopt more tools as business needs grow.



ActivBuds StudyBuddys

Premium plans & advertising

Planned revenue from premium subscriptions and advertising.

Global ambitions for activity and study communities, with opportunities for relevant advertisers to reach each audience.



Long-term ambition: billion-dollar businesses through global adoption and recurring revenue.

Initial customer acquisition

Proposed launch approach



ezBusiness SUITE

AUSTRALIA FIRST

Begin with trades and service businesses in the founder's network.

ActivBuds

GLOBAL AMBITION

Build active local communities before expanding to more locations.

StudyBuddys

GLOBAL AMBITION

Start with focused student communities, supporting nearby or online study.

Focused communities first. Broader reach as engagement grows.

The gaps we aim to close

Connected businesses. More accessible social connection.



ezBusiness SUITE

One operating system for business



Disconnected tools make owners switch systems and repeat work.

Our approach: adaptable workspaces and active AI helpers across products to streamline how work gets done.

ActivBuds

Friendship through activity



Our aim: tackle loneliness and help address obesity by making friendship and regular activity easier to access.

Build friendships without an expectation of romance. Find a gym buddy for shared motivation without personal-trainer costs.

StudyBuddys

Shared learning, more accessible



Connect with study partners for encouagement and shared learning, without private-tutor fees.

Practical tools. Human connection. Everyday opportunities.

Who am I?

Michael Smith

Country upbringing. Over 30 years running businesses.





Serial entrepreneur

20 years running a signage and safety business, spanning graphic design, manufacturing and installation.



Retail & e-commerce

Retail, dropshipping and e-commerce experience, including managing an online store with up to 30,000 pages.



Experience into software

Now studying IT and applying that operating experience to software.



Full transparency

A business setback and a new direction

Two decades of experience

Over 20 years in business, Michael built and maintained 5–10 websites, including an e-commerce site with up to 30,000 pages.

The setback

After two decades in business, a period of ill health involving undiagnosed gluten intolerance coincided with **insolvency.**

A new direction

After addressing his health issues, Michael returned to university to study IT and began building a new career in software.

ActivBuds is the founder's lead passion and biggest global growth ambition.



The founder's journey

Michael Smith

1

Around 15 years ago

Conceived FitBuds, focused on fitness.

2

Around 10 years ago

Built an early prototype.

3

Later

Evolved into ActivBuds to embrace all kinds of activities.

4

A few years ago

Returned to university to study IT.

5

Past 2–3 months

Intensive development across all three products.

Often 16–20-hour working days, with working products to show for the effort.

ezBusiness SUITE | ActivBuds | StudyBuddys

Seed funding and global ambition

ActivBuds leads the long-term growth ambition.



Seed-stage priorities

- Complete launch preparation and strengthen reliability.
- Build active communities and demonstrate repeat usage.
- Validate acquisition and monetisation.

Later growth rounds

- Potentially seek hundreds of millions in future funding, subject to demonstrated growth.
- Pursue global category leadership, sustain that position and build a defensible product.

Hundreds of founder ideas to develop and test.

Seed amount and future funding plans remain to be defined.



Thank you for your time.

Thank you for considering my vision and the opportunity to build it with me.

Let's build something extraordinary—together.

Meaningful products. Global ambition. Shared success.

Michael Smith
Founder
michaelssmith@icloud.com

ezBusiness SUITE | ActivBuds | StudyBuddys

Product demonstrations and investment discussions welcome.