

Name	Description
Charles Marohn	The founder and president of Strong Towns, an organization focused on bringing together members of small towns with a focus on making them more human-focused, which could be a good partnership for THWAQ's primary focus on connecting people in their local communities.
Gioia Calbretta	Podcast Production & Media Support Coordinator for Strong Towns, likely to be an effective contact for spreading the goal of THWAQ to interested parties.
Scarlett Sullens	Development and Partnerships Program Coordinator for Strong Towns, would be a good contact if THWAQ seeks a long-term partnership with Strong Towns as opposed to simply part of an advertising campaign.
Tiffany Owens	Host of The Bottom-Up Revolution podcast and member of Strong Towns. As the host of ST's primary method of communicating with their members and the public, she would be a good person to connect with to reach this specific audience.
Andy King	Marketing Manager for The Social Change Agency, another organization focused on community engagement and social connectedness. King also has a past career of working with small businesses and transforming them into community hubs.
Shira Lazar	Emmy-nominated host and interviewer who covers trends in tech, social media, and mental health. As an app with a purpose rooted in helping people form connections to support mental wellbeing, she is a good contact due to her audience that is already interested in social media trends and mental health.
Esther Perel	Psychotherapist, author, and podcast host who focuses on relationships, community, and mental health. Although her primary focus is on romantic relationships, her audience would likely be receptive to information about an app designed to support community building.
Dr. Judith Joseph	Psychiatrist, media consultant, and content creator who has a social media following focused on mental health advice based on the findings researched by her own clinical lab. She has an audience that is already looking for information about community and emotional wellbeing.
Eric Nam	Singer/songwriter, tv personality, and co-founder of Mindset App. His social media following consists primarily of an audience of 20-30 year olds who follow him for his content focused on mental health.
Sarah Perez	Reporter currently working for TechCrunch who writes primarily about consumer apps and emerging social media platforms.
Tolarian Community College	This is a YouTube channel that focuses on various topics surrounding the hobby of Magic: The Gathering. Due to the social nature of the hobby, and this channel's large following, it would be worth contacting them to focus on the social hobby nature of the app.
Ivan Mehta	Reporter who writes primarily for TechCrunch. He covers consumer technology and startups.

Kylie Robison	Writer and host at Core Memory, a podcast about science and technology. Her focus is primarily on startups and AI, with the most relevant connection being tech startups.
Alex Konrad	Founder and editor of Upstarts Media. He has written for Forbes on topics such as leading tech startups and investment.
Amy Morin	Licensed Clinical Social Worker who writes for Verywell Mind, a publication focused on mental health and wellness.
Atlanta Run Club	ARC is a running club that is popular on both Instagram and TikTok. They post videos focusing on the importance of being involved with community groups and offering viewers opportunities to run with them.
Cassie	Cassie is the largest account within the BookTok space with 4 million followers. The goal is for THWAQ to have tools dedicated to supporting book clubs, and this account would be a good way to get the attention of potential audience members who would be interested in forming or joining them.
Morgann Book	Morgann is the second-largest BookTok account on TikTok with an audience of 2.6 million followers. Marketing to her audience would be another strong way to market to book club users.
hiking.fr	Hiking.fr is a popular hiking focused TikTok account. Advertising with this account would allow for THWAQ to tap into the market of potential users to want to meet with others and do participate in outside activities.
Sam Klebanov	Senior reporter for Morning Brew. He focuses on promising tech startups and trends within the tech industry.
Neal Freyman	Host of Morning Brew Daily. He also has an extensive history of writing articles on emerging tech for MB.
MBT Yu-Gi-Oh!	Popular YouTube channel that focuses primarily on the trading card game Yu-Gi-Oh. Creates content about participating in local gameplay, and has an audience eager to meet others to play in real life.
TheDuelLogs	A Yu-Gi-Oh-focused YouTube channel that has a similar target demographic to MBT.
Matthew Mercer	Actor and Dungeons & Dragons content creator. Has a very large audience of people who are interested in a very social hobby and would likely be interested in THWAQ's ability to help them organize game sessions.
Auspex Tactics	YouTube influencer who focuses on model painting and gameplay rules for the table top game Warhammer 40K.
Spice8Rack	A YouTuber and online influencer whose content mainly revolves around Magic: The Gathering. Much of the content they produce outside of the MTG space has more of a focus on community organization.
Meghan Speer	Executive Director of Nonprofit Hub and published author. Nonprofit Hub offers resources on how to run a nonprofit. She is heavily involved with Nonprofit Hub Radio, the organization's podcast.
This Week In Startups	This podcast focuses on market trends and tech startups. They have thousands of episodes and a very large audience.

Amy Francombe Contributing Editor at Vogue Business. She has written about changing trends in online spaces and popular trends towards participating in community events.

Lenny's Newsletter This is an advice column and corresponding podcast that focuses on supported business development. Their newsletter has over 1 million subscribers.

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