



# BUSINESS PROPOSAL

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**Grow Your Hub!**  
**Go Viral!**  
**Get Paid!**



# Executive Summary

Societyy is a community search engine that utilizes short videos to help users discover and save ideas across various topics.

Societyy Hubs are SEO-optimized community pages, acting as 'mini-websites' where users can create content, engage their audience, and grow their global presence.

## Mission

We strive to foster authentic human connections and ensure that valuable content is easily accessible, helping our users to grow and succeed in the digital world.

## Vision

Our vision is to become the leading community search engine, revolutionizing content discovery and digital interactions on a global scale.

## Key Objectives

- **Brand Awareness:** Increase brand visibility of Societyy through targeted marketing campaigns and initiatives.
- **Technology Development:** Continuously innovate and improve Societyy's search algorithm and AI technologies.
- **Grow User Base to 5 Million Active Users by 2027:** Expand user base through engaging & valuable experiences.
- **Maintain 75% User Retention:** Focus on UX and continuous improvement.
- **Forge Strategic Partnerships:** Collaborate with key entities for growth and expansion.
- **Achieve USD 45 Million Annual Revenue by 2029:** Develop and implement effective revenue strategies.

## The Product

Community Search Engine, Societyy Hubs, Societyy AI

## The Leadership

**Mageni Ismail Austine:** Founder and CEO.  
**Baluka Sharifah:** Co-founder

## The Competitors

Our primary competitors include Pinterest and Reddit.

What sets Societyy apart is its innovative approach of using short videos interface to enhance user search experiences. Upon initiating a search, users encounter concise topic overviews through short videos, offering an engaging exploration. They can further explore the topic by clicking on embedded links (Read more) within the videos, creating a seamless search experience.

Additionally, Societyy Hubs provide an SEO-optimized platform for users, featuring essential elements like meta tags, structured data, sitemaps, and internal linking.

This unique approach not only enhances user search experience and engagement but also empowers content creators and small businesses to garner valuable traffic.

## The Financial Status

Societyy is seeking \$200,000 in pre-seed funding. This will enable us to:

- **Product Development and Launch:** Complete the development of iOS, android, and desktop apps and launch our MVP.
- **Legal and Compliance:** Complete company registration, safeguard intellectual property protection, and obtain any necessary licenses or permits.
- **Marketing Campaigns:** Launch targeted marketing campaigns and partnerships.

## Future Plans

By 2029, Societyy aims to have 20 million registered users mainly in United States and Asia Pacific. Expected break-even is within the first 36 months. We forecast steady revenue growth over the next five years after launch, reaching USD 45 million.

# Company Leadership

Societyy is a tech startup founded by Austine and Sharifah, visionary entrepreneurs driven by a shared passion for digital networking.

Our team consists of 7 individuals with expertise in business management, technology development, and marketing operations, ensuring a well-rounded approach to business growth.

The company will be registered as a Corporation (Societyy, inc.) in Delaware, USA with the main office address in San Francisco, CA, USA.



## **Mageni Austine, Founder and CEO**

Mr. Magen's leadership embodies entrepreneurial vision, strategic foresight, and operational expertise.

With over a decade of experience as a content creator, he has successfully built and sold three websites. Passionate about empowering small businesses and brands to achieve their goals.

He plays a pivotal role in shaping the company's trajectory from concept to reality, overseeing the creation of cutting-edge features and functionalities that differentiate Societyy in the competitive landscape.

His ability to foresee industry trends, coupled with a deep understanding of modern technologies, ensures that Societyy remains at the forefront of innovation and competitiveness in the networking space.



## **Baluka Sharifah, Co-founder and COO**

Ms. Sharifah plays a key role in business development and partnerships, forging strategic alliances, and collaborations with key partners.

She is responsible for fiscal management and strategic allocation of resources, working closely with investors, aligning financial strategies with business objectives, and maintaining transparency to uphold investor trust.

With a proven track record in startup ecosystems, Ms. Sharifah's collaborative leadership style fosters a culture of creativity, teamwork, and continuous improvement, empowering teams to deliver exceptional results and achieve strategic goals.



## **Santiago Maricel, Chief Marketing Officer**

Ms. Santiago oversees brand development efforts, ensuring a consistent brand identity, messaging, and positioning across all marketing channels.

She is an SEO expert with 8 years in the content creation industry with a deep understanding of market trends, user behavior, and competitive landscapes. She develops and implements marketing strategies that align with Societyy's business goals.

Ms. Santiago oversees digital marketing efforts, including SEO, SEM, social media marketing, blogs, email marketing, influencers, and online advertising.



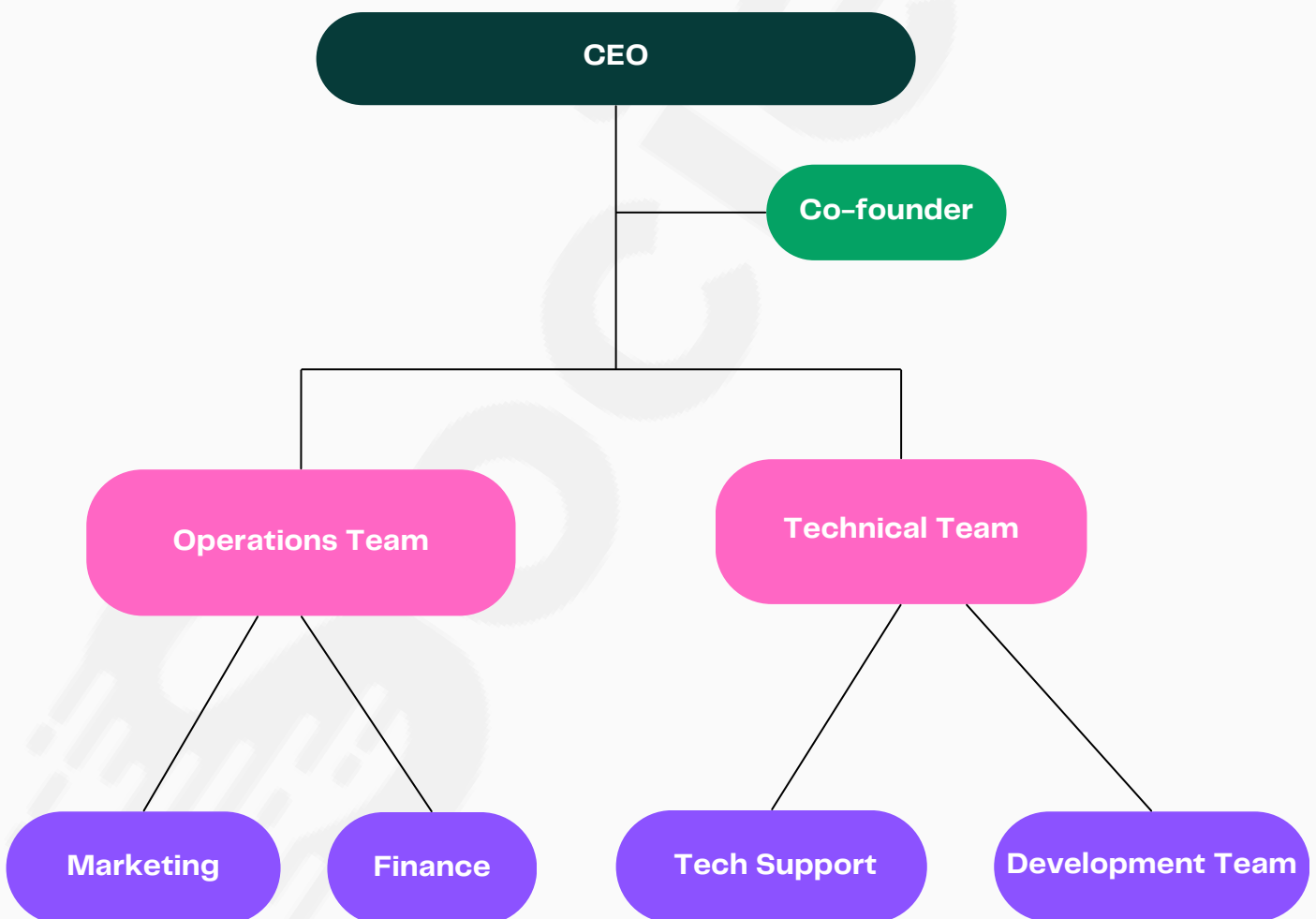
# Company Structure

At Societyy, our flat hierarchy promotes open communication and collaboration across all levels.

We value each team member's contribution, recognizing that our collective effort drives our success.

## Company Structure Key Features

- The CEO and co-founder provide strategic direction while encouraging input and feedback from the entire team.
- Teams are organized around functions such as Technology, and Operations, but work closely together on projects and initiatives.
- Decision-making is decentralized, allowing for faster responses to challenges and opportunities.
- Regular team meetings and collaborative tools are used to share information and gather feedback.
- Teams are flexible and can reconfigure as needed to address new priorities or projects.



# Product or Services

Our flagship products are the Societyy Hubs and the pioneering Community Search Engine.

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These products mark a paradigm shift in user interaction and content discovery, focusing on delivering relevant and authentic human content within the platform's diverse hubs.

## 1. Community Search Engine

- **Powerful Search:** Find relevant content quickly and efficiently.
- **Sophisticated Algorithms:** Prioritize high-quality and human-generated content.
- **Valuable Information:** Ensure users access the most relevant and valuable content.

## 2. Societyy Hubs

- **Specialized Communities:** Create highly optimized communities that mimic traditional websites.
- **Meaningful Connections:** Facilitate engagement and exchanges among members.
- **Vibrant Communities:** Create lively, active hubs that foster user interaction and support.

## 3. Content Creation Tools

- **Videos:** Share and save video content directly within societyy hubs for engagement.
- **Live Stream:** Enable live streaming capabilities for real-time interaction and events.

## 4. Advanced SEO Optimization Tools

- **SEO Tools:** Integrate advanced SEO features to enhance content discoverability like structured data, sitemaps, and linking strategies.
- **SERPs Optimization:** AI tool for keywords, meta descriptions, and tags to improve search engine rankings.
- **Broader Audience:** Help content reach a wider audience through better visibility.

## 5. User Engagement Features

- **Likes and Comments:** Encourage interaction and foster community discussions.
- **Messaging:** Offer private and group messaging for direct communication between members.
- **Reviews:** Allow users to leave reviews and ratings for content or products.

## 6. Monetization Tools

- **Ad Revenue Sharing:** Earn a share of advertising revenue from content.
- **Societyy Hub Subscriptions:** Allow hub owners to offer exclusive content to paying subscribers.
- **Sponsored Content:** Allow users to sponsor posts and run ads.
- **Shop Feature:** Integrate a shop feature within Societyy Hubs for e-commerce capabilities (locally)

## 7. Mobile and Desktop Applications

- **Cross-Platform Access:** Provide seamless access on iOS, Android, and desktop.
- **User Experience:** Ensure a consistent and engaging user experience across all devices.

## 8. Analytics Dashboard

- **Performance Tracking:** Content creators can access data on their posts and other metrics.
- **Audience Insights:** Provide structured user behavior to help creators optimize content strategy.

Societyy's target customers comprise five key user segments.

Target demographics are 18-45 years old, 55% female, 45% male, primarily in North America and Asia.

Here's a detailed breakdown of our target customers;

## 1. Content Creators

- This segment comprises a market size of about 303 million.
- Individuals looking to share their expertise, passions, and unique content.
- Users aiming to optimize their content for better search rankings and discoverability through advanced SEO tools.
- Influencers who wish to build and monetize their communities through subscription plans and targeted ads within their hub feeds.

## 2. Small Business Owners and Entrepreneurs

- At least 27% of small businesses worldwide don't have a website and 35% of small businesses feel their operation is too small to warrant a website.
- Business owners seeking to build an online presence without the complexity of traditional website management.
- Entrepreneurs interested in leveraging community hubs to reach targeted audiences, engage with potential customers, and monetize their offerings.

## 3. Enthusiasts and Hobbyists

- People passionate about specific topics, such as cooking, fitness, technology, and more.
- Users who desire a community-centric environment to connect and learn from like-minded individuals and access high-quality, human-generated content.
- There are approximately 1 billion enthusiasts across various topics, with a targeted potential reach of 2% of this market.

## 4. Learners and Knowledge Seekers

- Individuals looking for reliable and authentic information across various subjects.
- Users who prefer learning through community interactions and real human experiences rather than AI-generated content.
- Around 3 billion internet users are searching for information daily.

## 5. Nonprofits and NGOs

- Organizations seeking to build awareness, constantly engage their supporters and share their mission.
- NGOs looking for a platform to facilitate community-driven initiatives, discussions, and fundraising efforts.
- There are approximately 10 million nonprofits globally seeking funds.

## Demographic and Geographic Distribution:

- Primary Audience Age: 18-45 years old
- Gender: 55% female, 45% male
- Geographic Spread: North America (55%), Asia (25%), Other Regions (20%)

## Unique Value Proposition:

- **Community Search Engine:** Societyy transforms the search experience by integrating short, engaging videos that provide concise overviews on various topics, ensuring that users find relevant content tailored to their interests.
- **Societyy Hubs:** These hubs function as "mini websites" equipped with advanced yet beginner friendly SEO tools that help creators grow their presence, engage with their audience, and drive traffic to their offerings on a global scale.
- **Monetization Opportunities:** Societyy provides tools for creators to monetize their hubs and raise funds through subscription plans, sponsored content, and other strategies for creating sustainable revenue streams.

Positioned in the rapidly growing sectors of AI technology innovation, content creation, and community-driven platforms, Society is poised to streamline creators' access to increased traffic sources while capitalizing on the growing demand for interactive and valuable content discovery.

## Current Industry Trends

### 1. Digital Content Discovery:

- Rapid industry growth driven by the increasing volume of online content.
- Shift towards visually rich and interactive content formats.
- Opportunities for simple yet effective search engines prioritizing user experience and engagement.
- A study found that 90% of consumers prioritize authenticity when choosing which brands to support.

### 2. Rise of Content Creators:

- Surveys conducted by the Keller Advisory Group and Adobe reported that 27 million Americans and 300 million people globally consider themselves content creators.
- Top content creators can earn over USD 1 million annually, with many making substantial incomes through various monetization strategies.
- Small businesses are increasingly collaborating with content creators, viewing it as a cost-effective alternative to traditional advertising channels.

### 3. Video Content Surge:

- Significant rise in popularity of short-form video content (e.g., TikTok, Instagram Reels, YouTube Shorts).
- 85% of internet users in the US watched online video content monthly on any of their devices in 2022.
- Videos on social media generate 1200% more shares than text and image content combined.
- Video content reshaping information consumption and sharing habits.

### 4. SEO and Content Marketing:

- SEO remains critical for digital marketing and organic traffic attraction.
- Recent algorithm updates, particularly from Google, have prompted content creators and small businesses or brands to seek alternative platforms for driving organic traffic.
- The demand for platforms offering SEO tools and content discoverability features has increased by 30% in the last year alone.
- 70% of marketers consider SEO more effective than PPC advertising for driving sales.

### 5. Community Driven Platforms:

- Community engagement drives traffic and fosters user loyalty.
- Collaborative environments enhance user experience and retention.
- The success of platforms like Reddit and Pinterest highlights the power of user-generated content.
- The online community platform market has experienced consistent and robust growth, with an annual growth rate of 15.92%.
- This growth trajectory is projected to reach over \$2 billion by 2030, driven by the increasing need for meaningful connections and engagement.

### 6. AI Technological Advancements:

- AI-powered keyword generation tools have shown a 25% improvement in content discoverability and search engine ranking.
- Automated scheduling tools have reduced content creation time by 30% for users, enhancing productivity and efficiency.
- AI-driven analytics and insights have provided actionable data for businesses, resulting in a 40% increase in user engagement and conversions.
- The global AI market in marketing is expected to grow from USD 12.04 billion in 2022 to USD 107.5 billion by 2028, at a CAGR of 30.8%.

Societyy aims to secure a significant market share over the next decade, leveraging industry trends to drive substantial growth and establish a strong presence in content discovery and community engagement sectors.

## Market Overview

Societyy operates in the intersection of digital content discovery and community-driven platforms, catering to the evolving needs of digital consumers and content creators.

## Market Size

### 1. Digital Content Creation Market (DCCM):

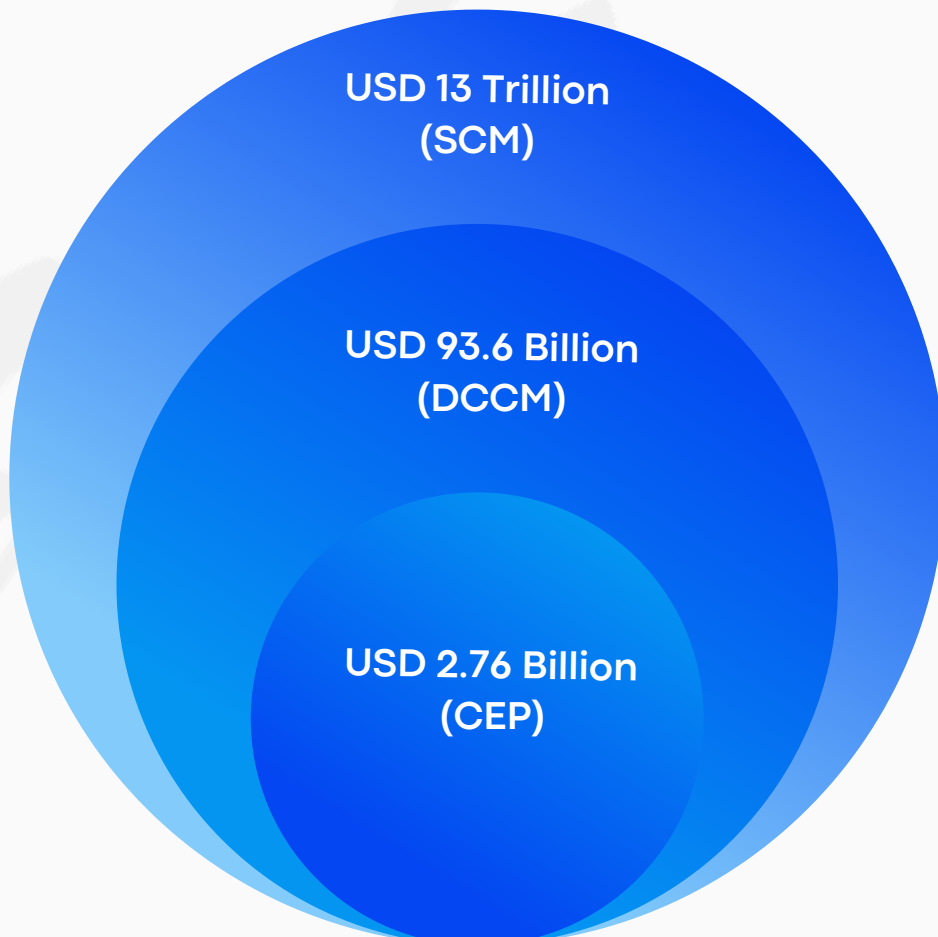
- The Digital Content Creation Market was valued at USD 30.34 billion in 2023.
- Expected to surpass USD 93.64 billion by 2032 at a CAGR of 13.4% according to Polaris Market Research.

### 2. Social Commerce Market (SCM):

- The Social Commerce Market Size was valued at approximately USD 945.92 billion in 2023.
- Expected to reach USD 1.3 trillion by 2033, at a CAGR of 30% according to Future Market Insights.

### 3. Community Engagement Platforms (CEP):

- The global community engagement platform market was valued at approximately USD 608.4 million in 2023.
- Expected to reach USD 2.76 billion by 2033, at a CAGR of 16.3% according to Future Market Insights.





Societyy's 4Ps of marketing encompass the fundamental elements of its marketing strategy, focusing on product (service), price, promotion, and place. Here's how each P aligns with Societyy's approach:

## Products

- Community Search Engine
- Societyy Hubs
- Societyy AI

## What needs does this product fulfill?

### Community Search Engine:

- Enhances content discovery through short, engaging videos.
- Provides concise overviews on various topics, tailored to user interests.
- Facilitates seamless exploration with embedded links for further information.
- Optimizes user search experience with intuitive interface and navigation.

### Societyy Hubs:

- Acts as 'mini-websites' for content creators and businesses.
- Offers SEO-optimized community pages for enhanced discoverability.
- Provides tools for content creation, audience engagement, and growth.
- Supports monetization through subscription plans and advertising.

## What makes it compelling to customers that they will want to have it?

- Advanced SEO tools to increase visibility and organic traffic.
- AI-powered tools simplify the content creation process.
- Customizable hubs allow creators to showcase unique brand identities.
- Tools to help creators and businesses generate sustainable revenue.
- Platform designed for scalability and international markets.
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## Price

- Freemium model
- Revenue-sharing model

## How will Societyy determine its pricing for premium plans?

- Conduct thorough market research to understand competitor pricing and industry standards.
- Assess the unique features and benefits offered by Societyy's premium plans compared to competitors.
- Gather feedback from potential and current users to understand their willingness to pay and the perceived value of premium features.
- Offer trial periods or introductory pricing to attract new users and allow them to experience the benefits of premium plans before committing.

## Are there established price points for this product or service?

- Basic features available for free to attract a wide user base.
  - Affordable entry-level plan with essential premium features for individual creators or small businesses.
  - Mid-tier pricing with advanced analytics, enhanced SEO tools, and additional customization options for growing businesses.
  - Higher-tier plan with comprehensive features, dedicated support, and exclusive tools for large enterprises or high-volume creators.
  - A revenue-sharing model where creators earn a percentage of revenue generated through subscriptions and other monetization strategies.
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## Promotion

- Digital marketing campaigns focusing on the benefits of Society Hubs.
- Social media marketing to amplify brand awareness and engage with target audiences.
- Content partnerships and collaborations to highlight the platform's unique features.
- SEO strategies to improve visibility and organic search rankings, driving traffic to Society Hubs and enhancing user acquisition.

## How will you get the word out about your product or service?

- Utilize social media platforms, YouTube, search engine marketing (SEM), and display ads to reach a wide audience.
- Collaborate with influencers and content creators to promote Society through authentic endorsements.
- Leverage press releases, media coverage, and industry events to generate buzz and credibility.
- Host educational webinars and workshops to demonstrate the platform's capabilities and engage with potential users.
- Optimize website content and Hubs to improve search engine rankings and attract organic traffic.

## How will Societyy measure the effectiveness of its promotional activities?

- Use advanced analytics tools to track website traffic, user engagement, and conversion rates.
- Define key performance indicators (KPIs) such as cost per acquisition (CPA), return on investment (ROI), and customer lifetime value (CLV).
- Conduct A/B testing on different marketing campaigns and promotional content to determine what works best.
- Collect feedback from users through surveys and direct interactions to gauge satisfaction and gather insights.
- Compare KPIs with industry benchmarks and previous periods to identify trends and areas for improvement.

## Place

- iOS App
- Android App
- Desktop App
- Website

## Which locations will it primarily serve?

- **North America:** United States of America, Canada.
- **Asia Pacific:** Philippines, Indonesia, India, Australia.
- **Africa:** Nigeria, South Africa, Kenya.

## How can customers access Societyy's platform?

- Available on iOS and Android devices through the respective app stores.
- A downloadable desktop application.
- Accessible through any web browser by visiting Societyy's official website.
- API access for developers and businesses to integrate Societyy's features into their own applications and websites.
- Access to customer support via chat, email, or phone for assistance and inquiries.

# Competitor Analysis

Here, we focus on examining the strengths and weaknesses of current and potential competitors within the industry. (Pinterest and Reddit)

Strengths	Weaknesses	Opportunities	Threats
<p><b><u>Pinterest</u></b></p> <ul style="list-style-type: none"> <li>• <b>Large User Base:</b> Over 450 million monthly active users globally.</li> <li>• <b>Visual Discovery:</b> Unique visual search and discovery features.</li> <li>• <b>Strong Brand Recognition:</b> Established as a leading platform for inspiration and creativity.</li> <li>• <b>Advertising Revenue:</b> Effective monetization through targeted advertising.</li> </ul> <p><b><u>Reddit</u></b></p> <ul style="list-style-type: none"> <li>• <b>Diverse Communities:</b> Extensive range of niche communities (subreddits).</li> <li>• <b>Engaged User Base:</b> Highly engaged user community with strong user-generated content.</li> <li>• <b>Content Moderation:</b> Effective moderation policies to maintain quality and relevance.</li> <li>• <b>Adaptive Platform:</b> Constant evolution and innovation in features and functionalities.</li> </ul>	<p><b><u>Pinterest</u></b></p> <ul style="list-style-type: none"> <li>• <b>Limited Monetization for Creators:</b> Fewer direct monetization opportunities for content creators compared to other platforms.</li> <li>• <b>Photo Visual Content:</b> Limited appeal for photo-based content compared to video content.</li> <li>• <b>Limited Revenue Opportunities:</b> Heavy reliance on advertising revenue and the need for continuous innovation to stay competitive.</li> <li>• <b>User Demographics:</b> 81% of Pinterest users are female, which may mean that businesses designed for men may not succeed.</li> </ul> <p><b><u>Reddit</u></b></p> <ul style="list-style-type: none"> <li>• <b>Limited Monetization for Creators:</b> Historically limited avenues for creators to monetize content compared to other platforms.</li> <li>• <b>Content Distribution:</b> The way information is distributed on Reddit may not always reach the people who are looking for it.</li> <li>• <b>Outdated Design:</b> Perception of having an outdated user interface and design elements.</li> </ul>	<p><b><u>Pinterest</u></b></p> <ul style="list-style-type: none"> <li>• <b>E-commerce Expansion:</b> Expanding opportunities in e-commerce and shopping features to enhance user engagement and revenue streams.</li> <li>• <b>International Growth:</b> Opportunities to expand into untapped international markets and adapt to local preferences.</li> <li>• <b>Content Diversification:</b> Broadening content types to attract a wider range of users and advertisers.</li> </ul> <p><b><u>Reddit</u></b></p> <ul style="list-style-type: none"> <li>• <b>Revive Popular Events:</b> Bring back popular events or create new engaging events to drive user participation.</li> <li>• <b>Enhance Social Media Features:</b> Evolve into a more robust social media platform with enhanced sharing and networking capabilities.</li> <li>• <b>Integration with Search Engines:</b> Potential integration with popular search engines to enhance discoverability and reach.</li> </ul>	<p><b><u>Pinterest</u></b></p> <ul style="list-style-type: none"> <li>• <b>Competition:</b> Intense competition from other social networks and digital content platforms.</li> <li>• <b>Ad Blocking:</b> Rising use of ad blockers impacting advertising revenue.</li> <li>• <b>Data Privacy Regulations:</b> Compliance with stringent data privacy laws impacting operations.</li> </ul> <p><b><u>Reddit</u></b></p> <ul style="list-style-type: none"> <li>• <b>Dynamic Design Platforms:</b> Competing platforms with more modern and dynamic user interfaces could attract Reddit users seeking better usability.</li> <li>• <b>High Censorship:</b> Stringent content moderation policies may alienate users and limit content diversity.</li> <li>• <b>Blocked in Certain Countries:</b> Geopolitical or regulatory restrictions restrict access in key markets, limiting growth opportunities.</li> <li>• <b>Unusual Content Promotion:</b> Manipulation or unfair promotion of content could erode trust and user engagement.</li> </ul>

# SWOT Analysis

Societyy's SWOT analysis underscores its strengths in innovative technology and a motivated team, enabling it to capitalize on market opportunities, despite challenges in feature maturation and budget constraints.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"><li>• <b>Video Content:</b> Societyy caters to modern content consumption habits, delivering concise and engaging information through short videos.</li><li>• <b>Innovative Technology:</b> Societyy leverages AI to enhance content creation and discovery, meeting the growing demand for advanced digital solutions effectively.</li><li>• <b>SEO-Optimized Hubs:</b> Advanced tools for customized user experience and enhanced visibility and engagement.</li><li>• <b>Global Potential:</b> Opportunity to scale globally and reach diverse audiences.</li><li>• <b>Monetization Opportunities:</b> Diverse revenue streams for users to generate a steady monthly income.</li><li>• <b>Motivated Team:</b> A highly collaborative and enthusiastic team deeply committed to product development, innovation, and execution.</li><li>• <b>Robust Analytics and Business Tools:</b> Robust analytics and business tools that empower creators to track performance and engagement metrics.</li></ul>	<ul style="list-style-type: none"><li>• <b>Brand Recognition:</b> Less established compared to Pinterest and Reddit.</li><li>• <b>Platform Growth:</b> Potential challenges in user base growth compared to more established competitors.</li><li>• <b>Feature Maturation:</b> Challenges in fully maturing and optimizing platform features compared to more established competitors, potentially impacting user experience and adoption.</li><li>• <b>Budget Limitations:</b> Limited financial resources could restrict Societyy's ability to invest in marketing, technology development, or expanding its user base.</li><li>• <b>Content and Data Management Challenges:</b> Challenges in managing and organizing large volumes of content and user data effectively.</li></ul>	<ul style="list-style-type: none"><li>• <b>Market Demand:</b> Expanding digital content creation market and increasing demand for community-driven platforms.</li><li>• <b>Partnerships:</b> Collaborations with brands, content creators, influencers, and businesses can enrich Societyy and expand its reach.</li><li>• <b>Technological Innovations:</b> Investing in AI and AR technologies can provide users with more immersive and personalized experiences.</li><li>• <b>E-commerce Expansion:</b> Enhancing shopping experiences through shop features allowing creators and businesses to monetize directly through the platform.</li><li>• <b>Skilled Team:</b> A competent team can effectively execute growth strategies, such as expanding market presence, improving user engagement, and product development.</li></ul>	<ul style="list-style-type: none"><li>• <b>Competitive Pressure:</b> Intense competition from established platforms like Pinterest and Reddit.</li><li>• <b>Changing Consumer Behavior:</b> Shifts in user preferences towards alternative platforms or content formats.</li><li>• <b>Regulatory Challenges:</b> Compliance with evolving data privacy and content moderation regulations.</li><li>• <b>Platform Reliability:</b> Technical issues or downtime can lead to user frustration and tarnish the user experience.</li><li>• <b>Intellectual Property:</b> Threats related to intellectual property, including copyright infringement and content ownership disputes, which could lead to legal challenges.</li><li>• <b>Cybersecurity Risks:</b> Threats related to cybersecurity, including data breaches and unauthorized access to user information.</li></ul>



Societyy's short video for search, SEO-optimized Hubs, steady monetization options, and AI-content creation tools set it apart from competitors.

## 1. Unique Search Experience:

- Unlike traditional search, Societyy only uses short, engaging videos in search results, providing users with an interactive content discovery experience.

## 2. SEO-optimized Hubs:

- These hubs function as "mini-websites" allowing creators and small businesses to build and grow their online presence, and engage their audience effectively.

## 3. AI-Powered Content Creation Tools:

- Our advanced yet easy-to-use tools streamline the creation and optimization of content for search, helping users to quickly produce and reach their target audience.

## 4. Straightforward Monetization Opportunities:

- Societyy allows users to sell and set their subscription prices for followers in their hubs, providing creators full control over their pricing and monetization.

## 5. Robust Analytics and Business Tools:

- Societyy offers comprehensive analytics and business tools to help creators track performance and optimize their strategies, providing deeper insights than those typically available on competitor sites.

## 6. Customized User Experience:

- Societyy tailors content recommendations based on individual user interests, offering a more personalized experience than the broader content discovery approach of competitor platforms.

# Financial Plan

We are seeking USD 150,000 in pre-seed funding in exchange for 8% equity. This investment will enable us to accelerate product development, expand our team, and execute our go-to-market strategy.

With a valuation of USD 1,875,000, we are confident in our innovative approach and the significant market opportunities ahead. This funding will position Society to capitalize on industry trends and achieve substantial growth.

## Financial Goals:

- **Achieving Breakeven Within 36 Months:** We expect to cross the break-even point within the first 36 months and aim to achieve profitability within the first four years of operation.
- **Generating \$5 Million in Annual Revenue by Year 5:** These revenue streams can be a combination of subscription fees, revenue share, advertising revenue, and other sources.
- **Reinvesting 50% of Profits into Growth Initiatives:** Reinvesting a portion of profits back (bootstrapping) into the business for R&D and marketing campaigns.

## Pre-seed Funding Amount:

- We are seeking USD 200,000.
- Offering a SAFE note to early investors with a 20% discount rate on a \$3 million valuation cap.

## Expense Forecast

Item	Value (US\$)	Percentage
Product Development	\$140,000	70%
Legal & Compliance	\$20,000	10%
Marketing, Research and Development	\$40,000	20%
<b>TOTAL</b>	<b>\$200,000</b>	<b>100%</b>

## Financial Outlook

Item	FY'25 (US\$)	FY'26 (US\$)	FY'27 (US\$)	FY'28 (US\$)	FY'29 (US\$)
Revenue	\$ 160,000	\$ 750,000	\$ 1,800,000	\$ 10,500,000	\$ 45,500,000
Expenses	\$ 250,000	\$ 775,000	\$ 1,200,000	\$ 3,500,000	\$ 7,000,000
Net Profit	\$ -90,000	\$ -25,000	\$ 600,000	\$ 7,000,000	\$ 38,500,000
YOY change (Net Profit)	N/A	N/A	2500%	1066.7%	450%

This structured timeline outlines four distinct stages for developing and launching Societyy, emphasizing key activities from initial planning through to post-launch growth and scalability.

## Phase 1: Pre-Development

- **Month 1: Conceptualization and Planning (Completed)**
  - Define the core features and functionalities of Societyy.
  - Conduct market research and competitor analysis.
  - Establish business goals and objectives.
- **Month 2: Team Formation and Legal Setup (Partly Completed)**
  - Assemble the founding team and key personnel.
  - Register the business entity and secure necessary licenses.
  - Set up legal agreements and intellectual property protection.
- **Month 3: Initial Funding and Strategic Partnerships (Partly Completed)**
  - Secure initial funding through pre-seed investment.
  - Form strategic partnerships with content creators, tech providers, or marketing agencies.
  - Develop a detailed budget and financial plan.

## Phase 2: Development

- **Month 4-5: Platform Development (75% Completed)**
  - Begin platform architecture design.
  - Develop minimum viable product (MVP) features and functionalities.
  - Conduct internal testing and gather feedback.
- **Month 6-7: User Interface and Experience**
  - Design and implement a user-friendly interface and navigation.
  - Integrate short video content capabilities and SEO tools.
  - Conduct usability testing and iterate based on user feedback.

## Phase 3: Testing and Refinement (3 months)

- **Month 8-9: Beta Testing and Feedback**
  - Launch the beta version to a select group of users.
  - Gather feedback on functionality, performance, and user experience.
  - Iterate and improve features based on beta testing results.
- **Month 10: Performance Optimization**
  - Optimize platform performance, speed, and security.
  - Implement SEO best practices and analytics tools for tracking.

## Phase 4: Launch and Growth

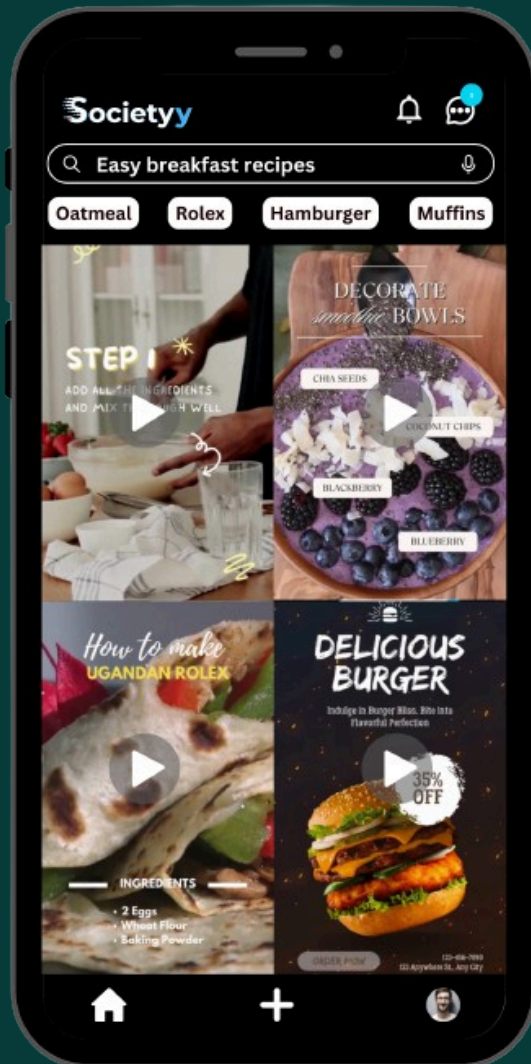
- **Month 11-12: Official Launch and Marketing**
  - Plan and execute marketing campaigns to promote Societyy.
  - Onboard initial content creators and engage early adopters.
  - Monitor user engagement and gather initial metrics for growth.

## Ongoing Activities

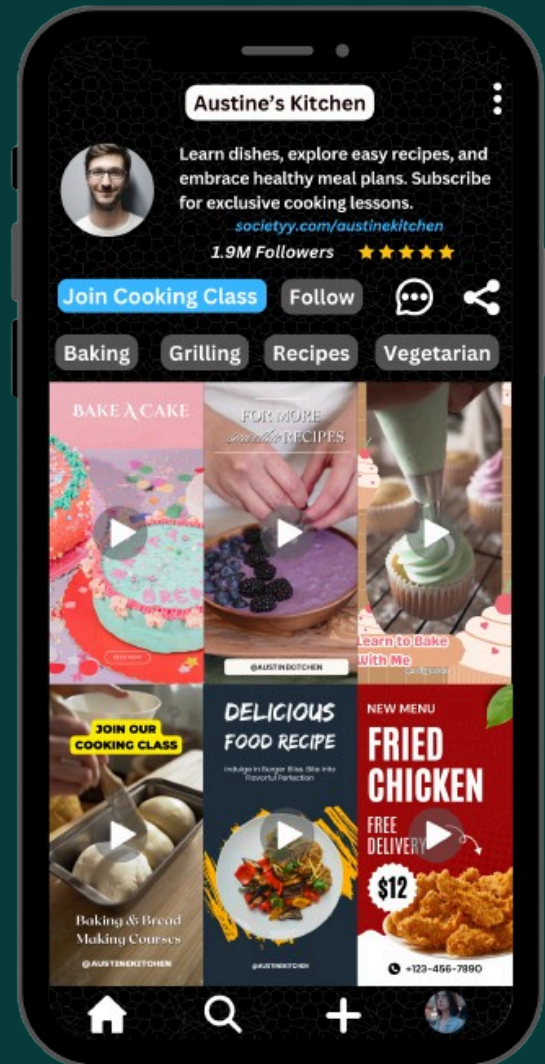
- **Post-Launch:**
  - Continuously update and enhance platform features based on user feedback and market trends.
  - Scale operations, expand user base, and explore monetization strategies.
  - Build partnerships with advertisers, sponsors, and industry influencers.

# Mock Ups

These mockups vividly illustrate the Community Search Engine and Society Hubs.



Community Search Engine



Society Hubs

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