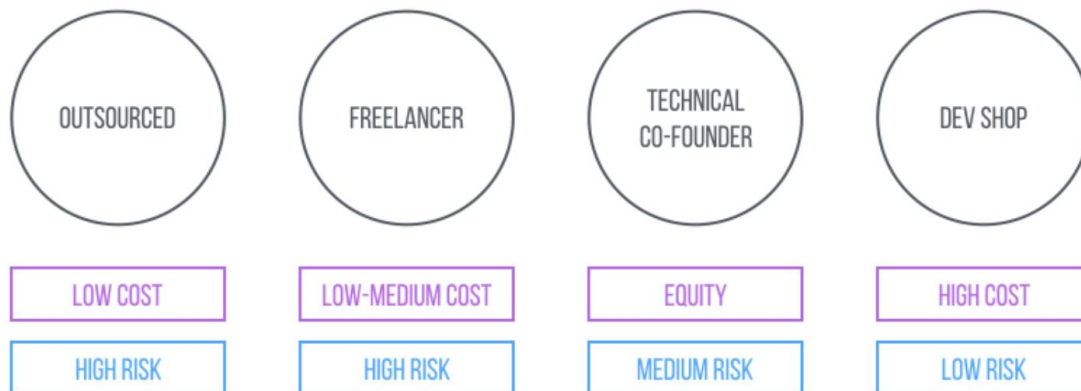


Business Description:

Mouthpiece is a social media motivated application whose sole purpose is to seamlessly share posts, pictures, and videos in a community of athletes. This community will connect athletes, sport fans, teams, and team members.

- The services provided:
 - User Profiles
 - Specialize profile editing
 - Profile Pictures
 - Tiers
 - Stats (Unofficial and Official)
 - Social Sharing
 - Post pictures, videos, strings
 - Commenting
 - Messaging
 - Sharing
 - Liking, reactions
 - Ratings
 - Geolocation
 - Court/Field Locator
 - Show hot courts in the area
 - Nearest Courts
 - Tournaments/Games Locator
 - Custom Map Markers
 - MP MAP
 - Competitive Factor
 - Athlete tier
 - S through D.
 - Tier Panels
 - Rankings
 - Winning/followers/Likes decides rankings
 - Beating higher ranks boosts rank
 - Tournament incentive
 - Incentivizes playing comp
 - Teams/Groups
 - Team feature where users can create a team.
 - Can be a street team, rec team, content creator team, school team, or just a group.
 - Groups can have tiers and a page.
 - Tier Panel
 - Team can do the same social sharing.

- Register for tournaments
- Purchasable and Sellables
 - Purchasable
 - iOS Developer Program \$99 yearly
 - This is the subscription base enrollment offered by Apple to post apps on the App Store.
 - Server AWS
 - \$70 -\$320 (Small deployment)
 - This depends on traffic of the application, projected growth of application, user content such as texts and videos.



- Sellables
 - **Ad placements:** Selling banners or contextuels ads based on user and conversational data. Usually, revenues come in as Earnings er Order (based on tracking via cookies) or Earnings per Click (based on unique clicks on the ad or banner). Check for affiliate networks such as Zanox or Tradedoubler.
 - **Semantic Targeting:** You can leverage ad databases such as Google AdSense to monetize on user content. This works with skippable ads before videos. We see this on Instagram and tiktok and Youtube.
 - **Paid Content:** Many networks currently pursue revenue opportunities based on premium content.
 - Subscription for making a team (Cheap) Maybe \$5 a year
 - Tournament sponsoring from local sports clubs (YMCA, Boys & Girls Club, Rec Leagues)

- **Sponsored Content:** One of the key revenue drivers for Facebook are sponsored stories which are nothing else than promoted posts by brands or marketers. The bigger and more vibrant your community, the better your revenue opportunities in this area. And by the way: This sort of advertising is particularly interesting to location-based services
- **Contextual Advertising:** There are a number of emerging ad formats such as text and image tagging (Vibrant or we at pixoona for that matter) that allow you to place ads and user recommendations directly related to your content.
- **Freemium:** That one's quite similar to Paid Content. The basic version of your network could be free of charge while more advanced features require premium access (cp. LinkedIn)
- Customers (Defined as people who will actually buy our services)
 - Advertisers will purchase screen time on video reels or posts. This will be a large source of income.
 - Tournament Hosts that would use our services to register their tournaments in the app to spread their tournament across the local area and national area if applicable. This will promote competition amongst each other and promote teams to enter.
 - Subscription yearly for team making or group making.
- Employees
 - 3 Leads
 - Ian Tyrell
 - Manage Product
 - Software Recruiter
 - Paperwork establishment
 - UI/UX MockUp
 - Jelani Simeon
 - Manage Product
 - Software Recruiter
 - Paperwork establishment
 - Lewhat Aylay
 - Meeting agenda/notes
 - Monitor Project Progress
 - Setting deadlines
 - Two Software Engineers
 - Sai Deeraj Boganadula
 - Head Full Stack Developer
 - TiRon or Shaima
 - Backend Development

- Hours of operation
 - 4-6 hours a day
 - 20-30 hours a week.