Vocit
...Come Rock it with Vocit.

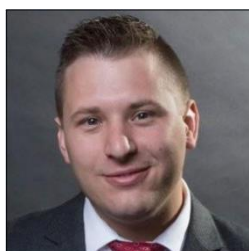# Executive Summary - September 2019
A Social Marketplace for Brands and Stories
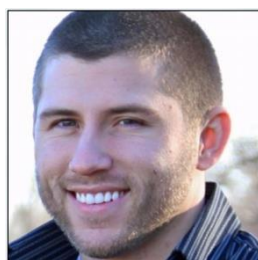Putting the Individual and Small Business back at the Center of the Internet

Executive Leadership

Justin Embry
Founder & CEO

Casey Stettler
Co-Founder & Attorney

Gary Belvin
CTO

The leadership team has significant experience understanding how much funding is required to drive the project at various stages and how to minimize costs early in development projects.

Vocit's Core is built around three user-based spaces that are separately worth billions of dollars

Combined they can Revolutionize the Internet

User Owned Data

Social Platform

Marketplace

Everything you do is a story that has value to someone...

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Key Performance Indicators

SBIR · STTR America's Seed Fund

Phase I Pitch for $225,000 acceptance. Full Grant Proposal has been submitted

newchip

Completion of the Newchip Accelerator Program and invited to their Investor Showcase in October, 2019

Currently in process of testing beta platform and mobile application

VOC IT

Successful MVP Launch in 2018 to validate the social website concept

Built a successful Discord, Facebook, and Linkedin following that is waiting for the Vocit Social Platform

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Development Team

Janu Subramanian, PhD
Data Architect Dev

David Nicholson
Blockchain Dev

Alex DiCarlo
Digital Asset Dev

Ian Nadel
User Experience Advisor

Other Supporters

Natalie Peacock
Marketer

Sean Johnston
Blockstack Advisor

Ryan Rafols
Business Advisor

Joe Giuffrida, PhD
Technology Advisor

John DeVadoss
Software and User Acquisition Advisor

Through our previous industry experience, our team recognized a strong market need for a new ecosystem of social websites and data platforms. Our team is focused on changing the status quo by building a fair, effective, and efficient social platform for small businesses and online consumers that protects privacy and security of consumer data and assets, while building positive relationships.

The current online consumer experience is driven by social platforms that are one directional, inefficient, and limit the ability to build safe and mutually beneficial business to consumer relationships. Furthermore, the current standard is infringing on rights and freedoms of online users by collecting, controlling and profiling user data with significant security risks. Even more significantly, opportunities for small businesses to fairly compete online are becoming monopolized by single entities who control consumer data.

Therefore, an innovative ecosystem that shifts the balance of power back to consumers, builds positive reciprocal B2C relationships, and levels the playing field for small or economically disadvantaged businesses will have a significant impact on society and the digital world.

In 2018, ecommerce was responsible for approximately $2.8 trillion in sales and is expected to hit $4.9 trillion in 2021. As part of this trend, online consumers are generating a wealth of data across key online domains that has become a major priority for business of all sizes to capture. Globally, the consumer data market is projected to exceed $25 billion for 2019, as online businesses seek to use personalized data recommender applications to analyze consumer behaviors and deliver personalized experiences.

Vocit is turning this upcoming market of data collection and processing upside down by giving the data back to the user on a social marketplace that will put the small business and individual back at the center of the internet.

Please Email or call Justin Embry at Justin.Vocit@gmail.com or 801-678-8575 to find out more about our financial projections and to receive the full pitch deck.