

# **The People Network**

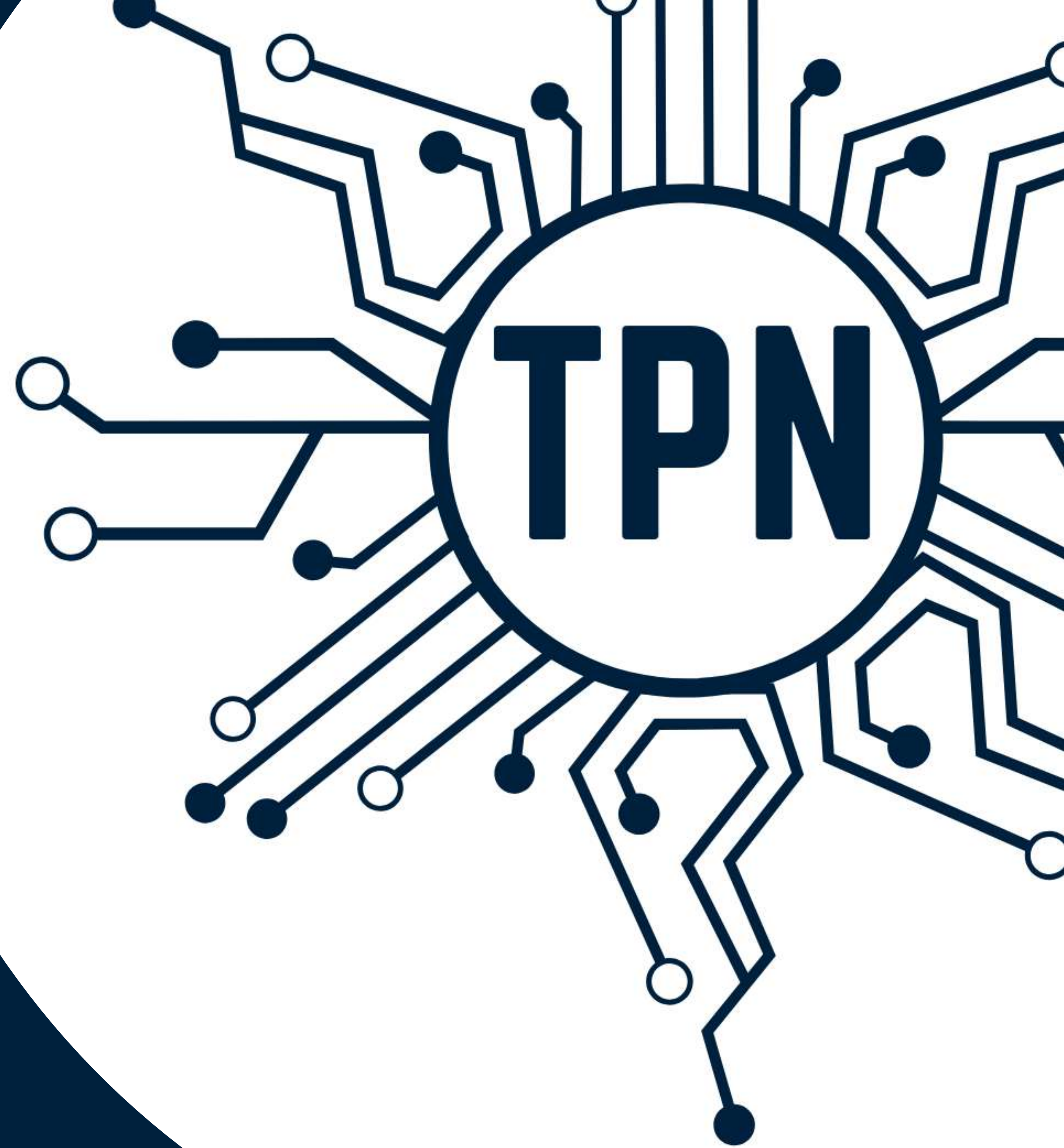
## **Pitch Deck**

# TPN

# ThePeople Network

By People, For People.

Make Money while you connect and share  
with the people in your life.



# Layout :

- Cover
- Intro
- Problem
- Solution
- Description
- Network/Transaction/timestamp
- Website/Mobile App.
- Value Proposition
- Customer Segments
- Customer Relationships
- Distribution Channels
- Revenue Stream
- Key Resources
- Key Activities
- Structure Costs
- Key Partners



# Intro:

Social networking sites have become the most dominant sites on the Internet and the most visited sites. Despite this, the rate of introversion, loneliness, poverty and unemployment is the highest in the world. And despite the fact that They do not create the content, and the users/influencers are the ones who create the content, They sell customer data and put them at risk. And only they are thhe ones make profits for displaying ads and other profiting methods, While the users come out with nothing except that they waste time , which is the most valuable asset ever, and their data was hacked and sold.

**What is needed is** to create a decentralized social networking platform owned by the people, not by a company/firm. That enables them to communicate with each other and rewards them for that, and even encourages them to communicate and have ties of kinship.

This is easy to achieve after a period of time and getting enough advertisers when a pool of funds is created. The advertisers' money is deposited and then distributed as a percentage to users, influencers and people who Run the node to run the platform and network.

# Intro:

- We **believe** that Social Media platforms sell users data and never respect your privacy.
- We **believe** that the users and influencers are the real key partners of every corner of every social media platform and they should be rewarded for that.
- We **Know** that people waste a lot of time on social media platforms for no thing.
- We **Know** that social media companies are making money they don't deserve.
- We **Think** that the money coming from ads and other revenue streams should go to users not a centralized company.

**Imagine** if Facebook "META" was owned by the community and its users instead of META. Imagine if the users are sharing the profits that comes from ads and other revenue streams instead of META .



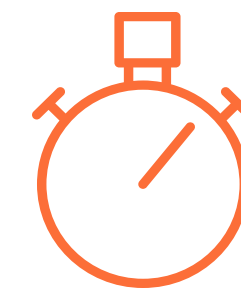
# Problem :



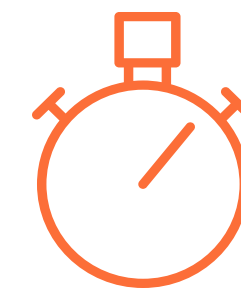
**Tom**

*social media user*

**Tom** like billions of other **Users** on social media platforms struggle to find a solution that:



He waste a lot of time for nothing while time is the most valuable asset ever.



His data was sold/penetrated plenty of times.



Has to deal with two platforms. One controlled by the world's richest man and bots./  
The other one sell his data and has unstable server that may fall for 6 hours.

# Problem :



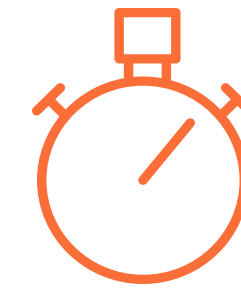
**Tom**

*social media user*

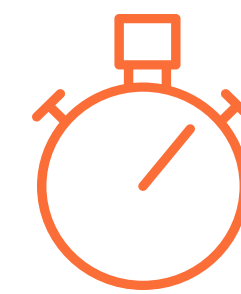
**Tom** like billions of other **Users** on social media platforms struggle to find a solution that:



He can't send or receive money to anyone on any platform easily.



He Want to have a stable income.



He want to have a wallet for everything so he even can pay wireless at every merchant.



## Problem

Available solutions **don't fit**  
**his needs** perfectly

### ◆ *Privacy*

Zero Privacy at all  
Platforms.  
Data selling.

### *Old way one firm make revenue*

while people are the  
side who should make  
money as they are the  
content creators.

### *Centerlization*



Depending on mid  
partners and servers.  
Depends on someone  
mood.



**Solution :**

**ThePeople.Network**

# Description :

## What is TPN in points ?

### It's a social media platform

- Working just like other social media platforms, but not owned by a firm or a company. It's owned by the community.
- In which the system rewards users and influencers ( higher rewards ) for connecting/communicating /engaging with each others through built in wallets and web 3 integration.
- In Which Majority of the money coming from ads and all revenue streams goes to the users/community as they are the real owners of the platform.
- That Respect and keep your Privacy as NO. 1. Unlike top social media networks that sell your data.



# Description :

## What is TPN in points ?

It's a social media platform

- That use the new generation of investments and money circulation.
- That depend on Decentralised Network that has no server that may fall down or controlled by one side. As it will depend on users that can run nodes to hold and fasten the network. as they get rewards for that ( like how bitcoin mining works ).
- Any one on phone or computer can run node and get rewarded for that (more rewards than usual users ).
- That allows everyone to have a wallet, send or receive money, any time, anywhere with the least fees ever. This will help wit higher adoptions as more thank 2 billion people has no bank account till now . **A Peer-to-Peer Electronic Cash System.**

# Network/Transaction/timestamp:

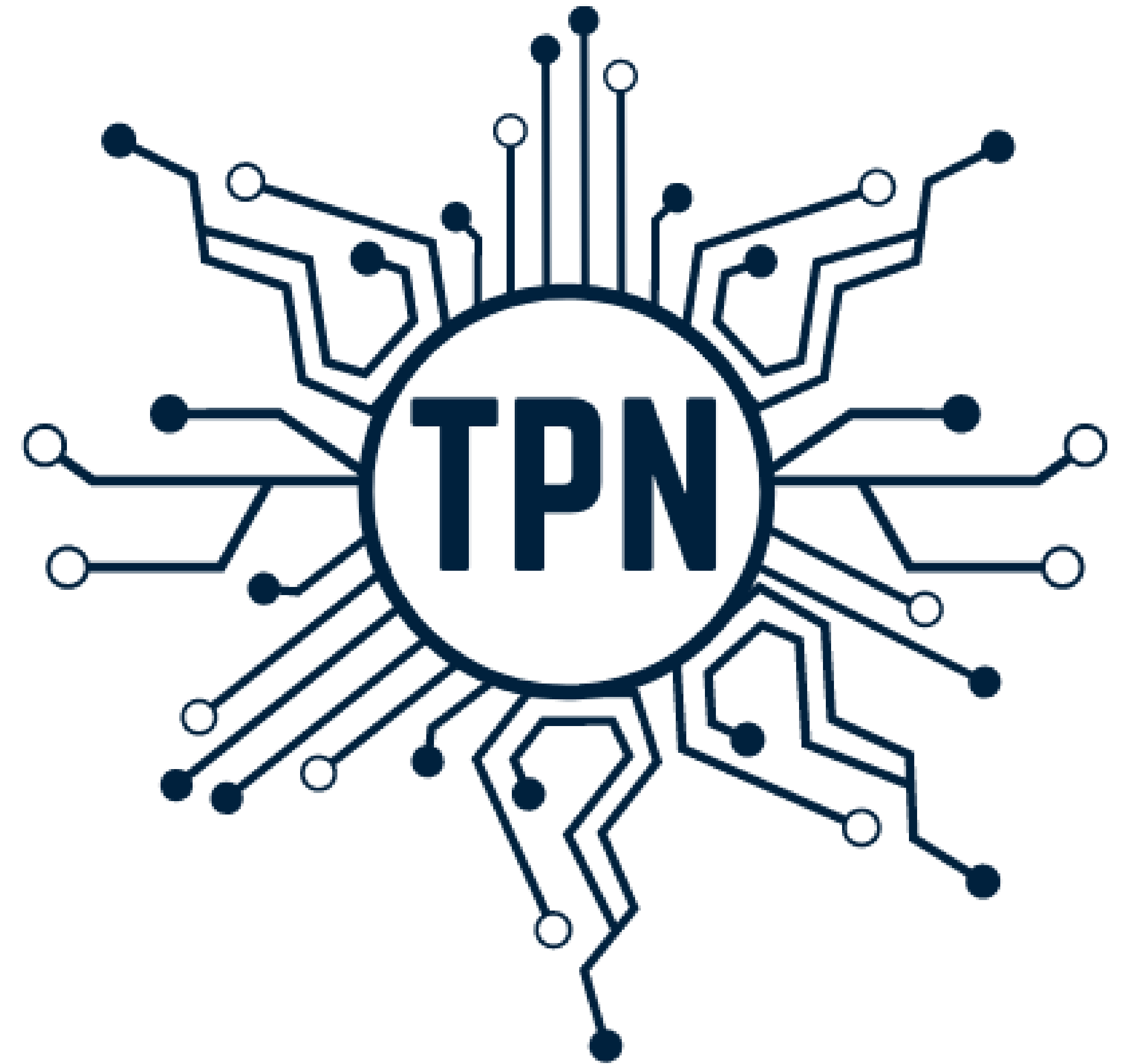
## A Next-Generation Genuine smart Contract and Decentralized Social network Platform

Satoshi Nakamoto's development of Bitcoin in 2009 has often been hailed as a radical development in money and currency, being the first example of a digital asset which simultaneously has no backing or "[intrinsic value](#)" and no centralized issuer or controller. However, another, arguably more important, part of the Bitcoin experiment is the underlying blockchain technology as a tool of distributed consensus, and attention is rapidly starting to shift to this other aspect of Bitcoin. Commonly cited alternative applications of blockchain technology include using on-blockchain digital assets to represent custom currencies and financial instruments ("[colored coins](#)"), the ownership of an underlying physical device ("[smart property](#)"), non-fungible assets such as domain names ("[Namecoin](#)"), as well as more complex applications involving having digital assets being directly controlled by a piece of code implementing arbitrary rules ("[smart contracts](#)") or even blockchain-based "[decentralized autonomous organizations](#)" (DAOs). What Ethereum intends to provide is a blockchain with a built-in fully fledged Turing-complete programming language that can be used to create "contracts" that can be used to encode arbitrary state transition functions, allowing users to create any of the systems described above, as well as many others that we have not yet imagined, simply by writing up the logic in a few lines of code. visit [here](#) and [here](#).



# Value proposition :

- Free social media for users
- Social Context/Discovery
- Reach/relevance
- Engagement
- Social Networking
- Global Reach
- Personalized social experience
- ad targeting option
- Wallet/Payment system

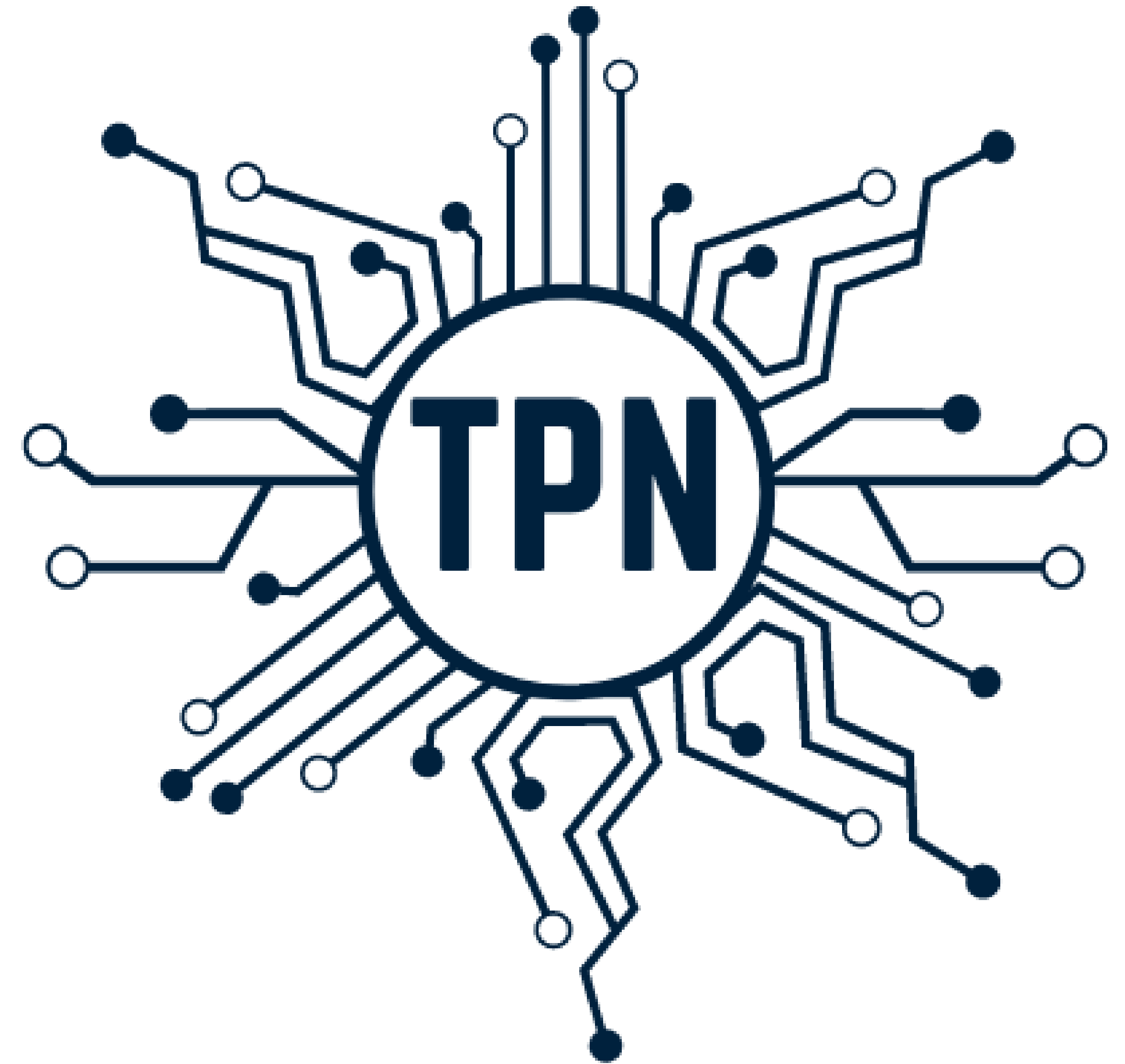


# Value proposition :

First Social media Platform of its kind ( website and mobile application ), Owned by the community/not a company.

First Social media Platform to distribute all profits on users/ influencers according to their engagements. And Never Sell User Data.

First Social media Platform to run a complete a Peer to Peer Transactions with almost no fees, through a built in wallet system. ( Money in wallets can also buy from the Marketplace and Nft Marketplace )

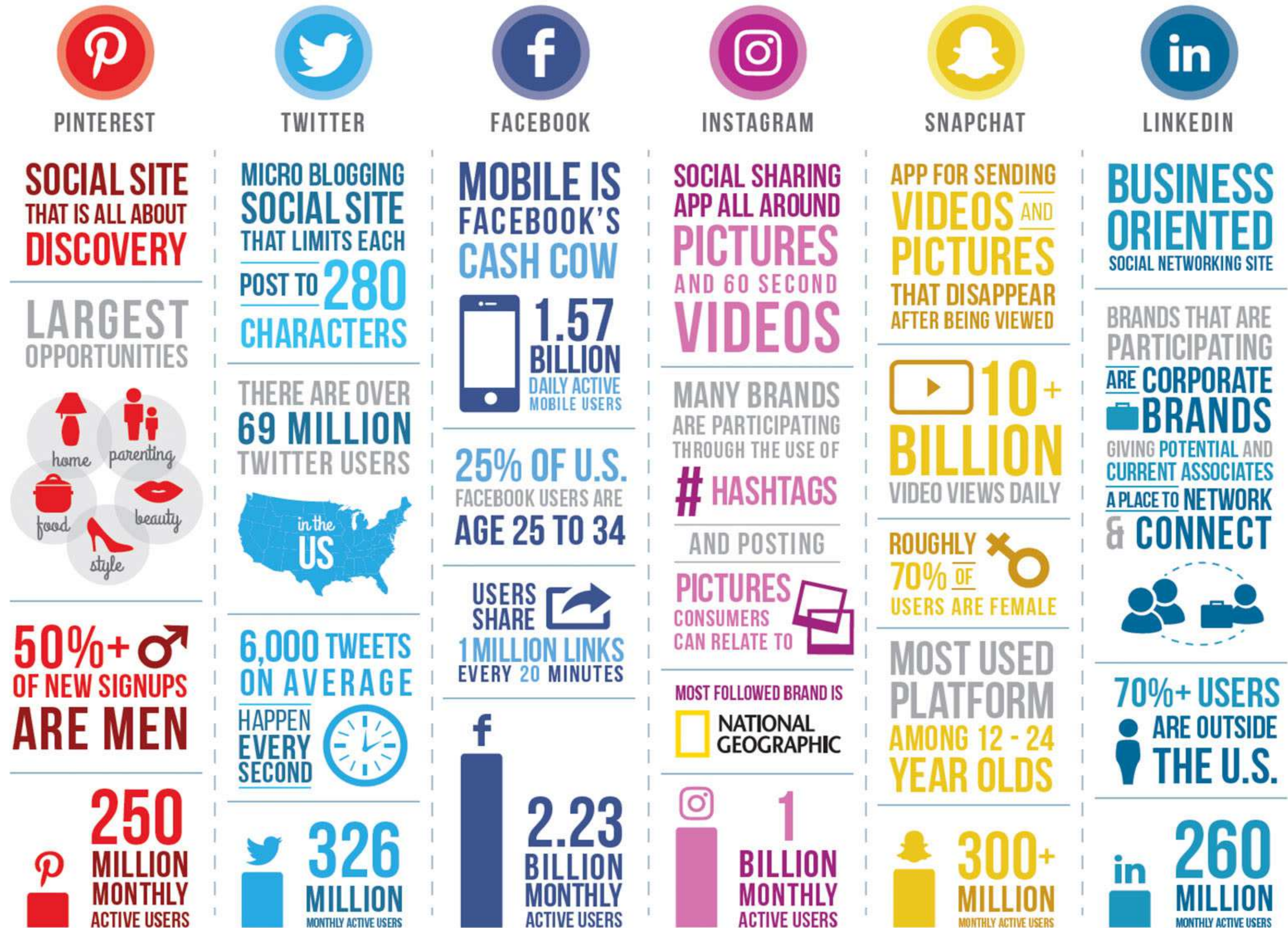




# Competitive Analysis

## Competitors

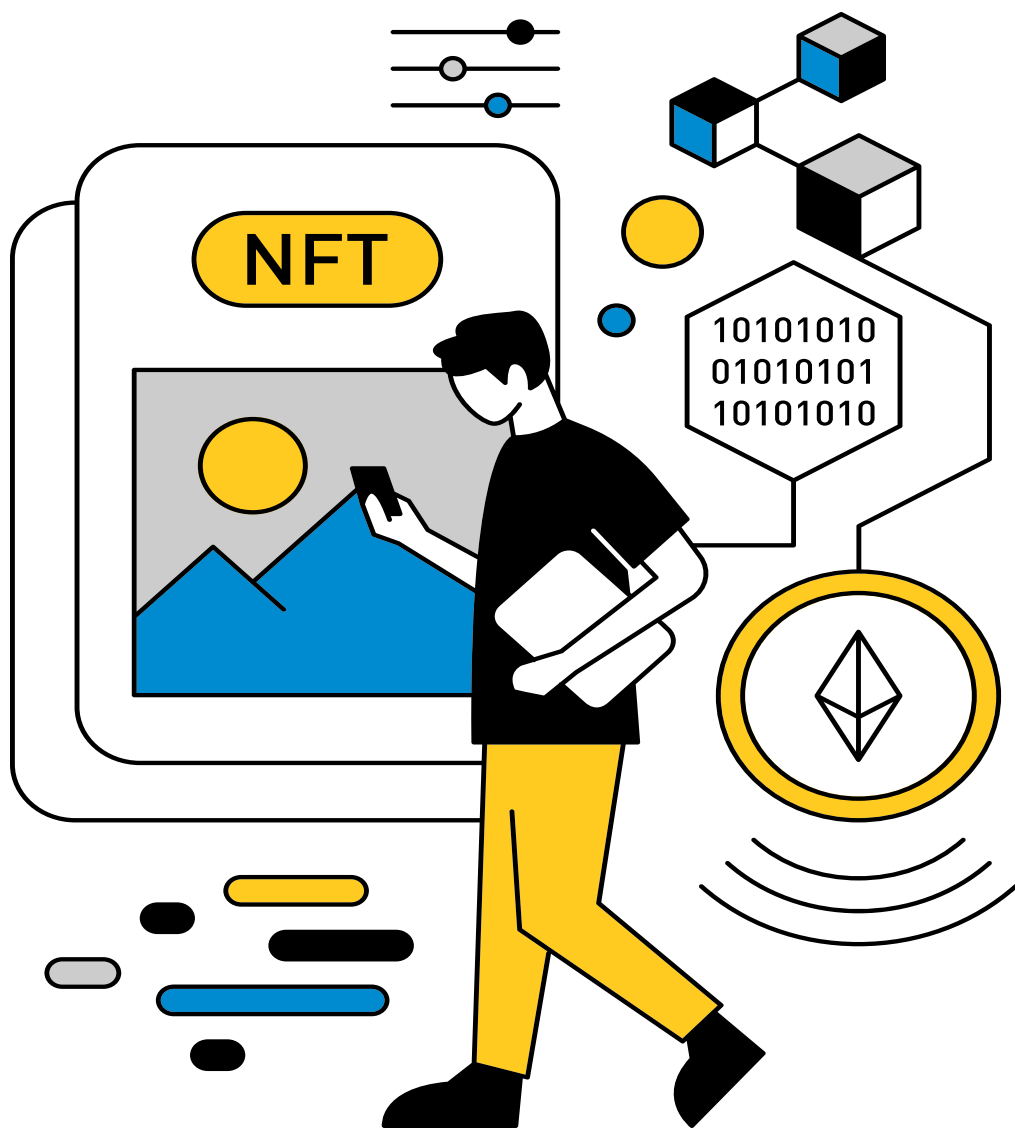
acc. to last statistics in 2019





Competitive Analysis

The next Competitive edge in Social Media industry

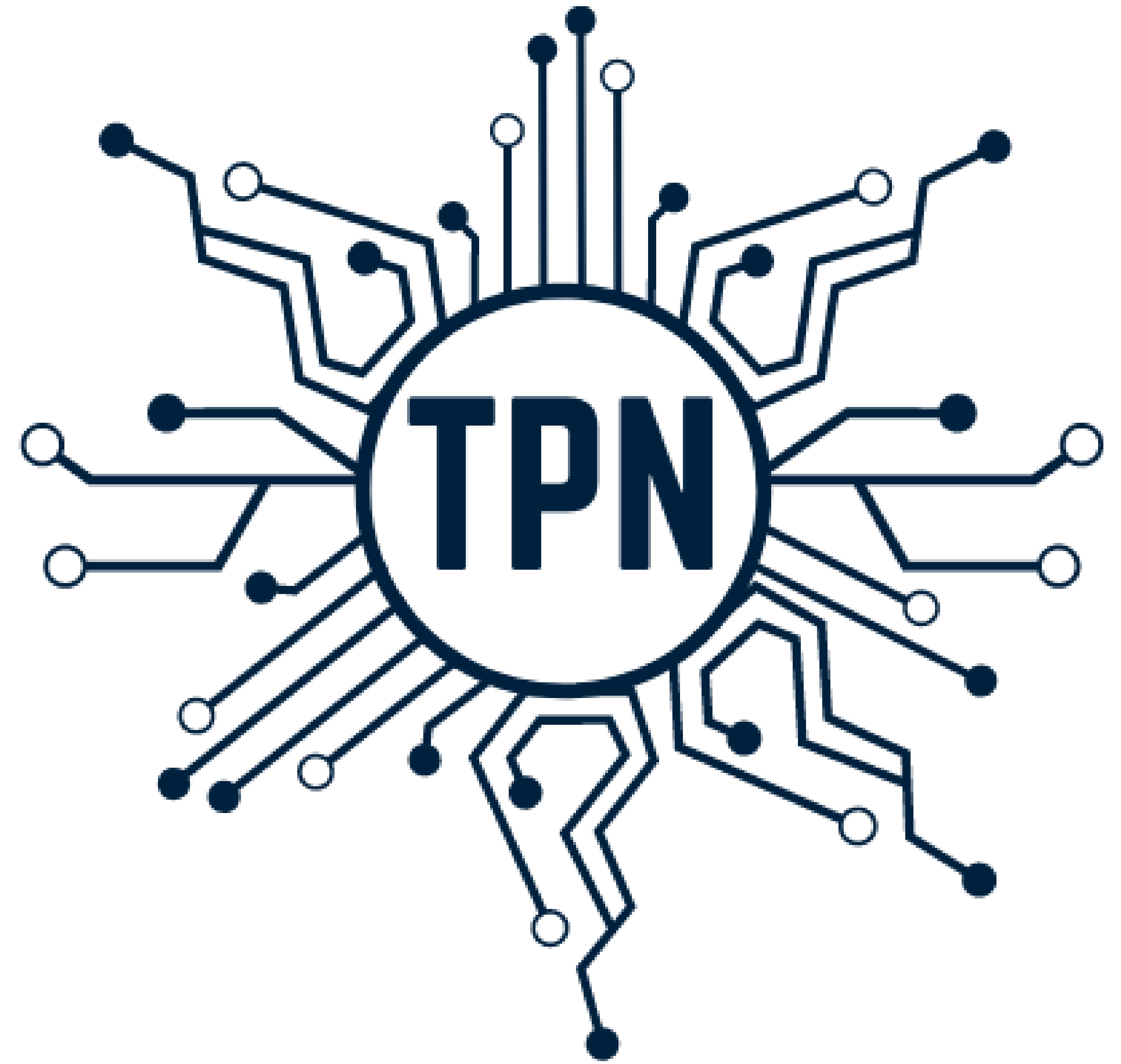


	Features	Wallets /Withdraw/ Deposit	Privacy	Rewards	Owned by	Decenterlized
The People. network	All ✓	✓	✓	✓	People ✓	✓
facebook	All	No	No	No	Company/ some investors	No
twitter	Some	Some	No	No	Company/ some investors	No
Instagram	Some	No	No	No	Company/ some investors	No



## Customer Segments :

- All Market
- Social media users
- Businesses
- Ad Agencies
- Website Owners/Developers



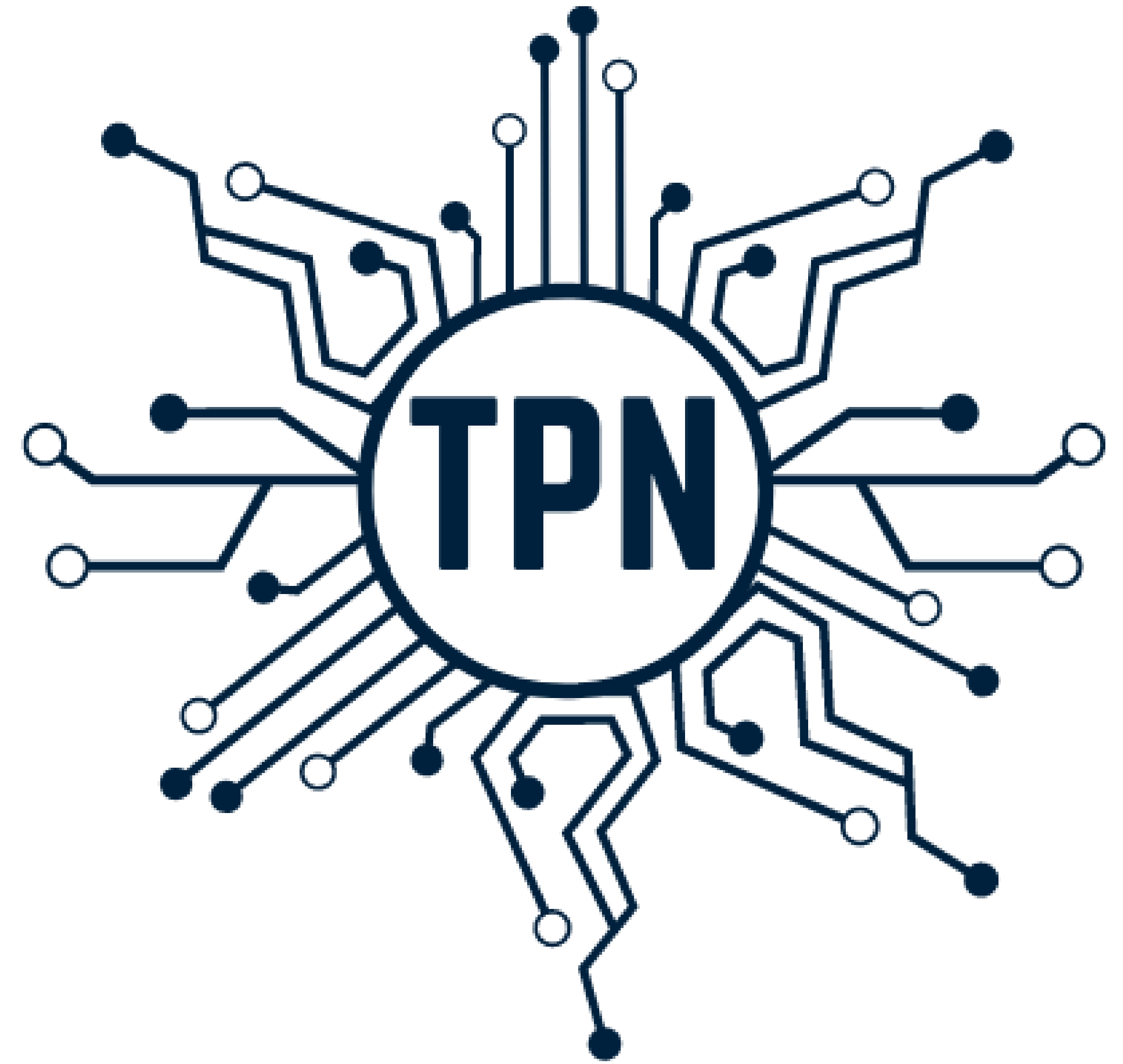
# Customer Segments :

From a psychological POV, over time, all people will replace the social media platforms they use now and Users will use our platform because it is similar to most of the popular platforms now and is easier to use in terms of UI.

In addition, they own it and have the right to vote in it, and all profits are distributed to them according to the percentage of their interaction, whether like or share, etc.

Also, many influencers on different platforms will move to us to earn more money through the engagement of their audience.

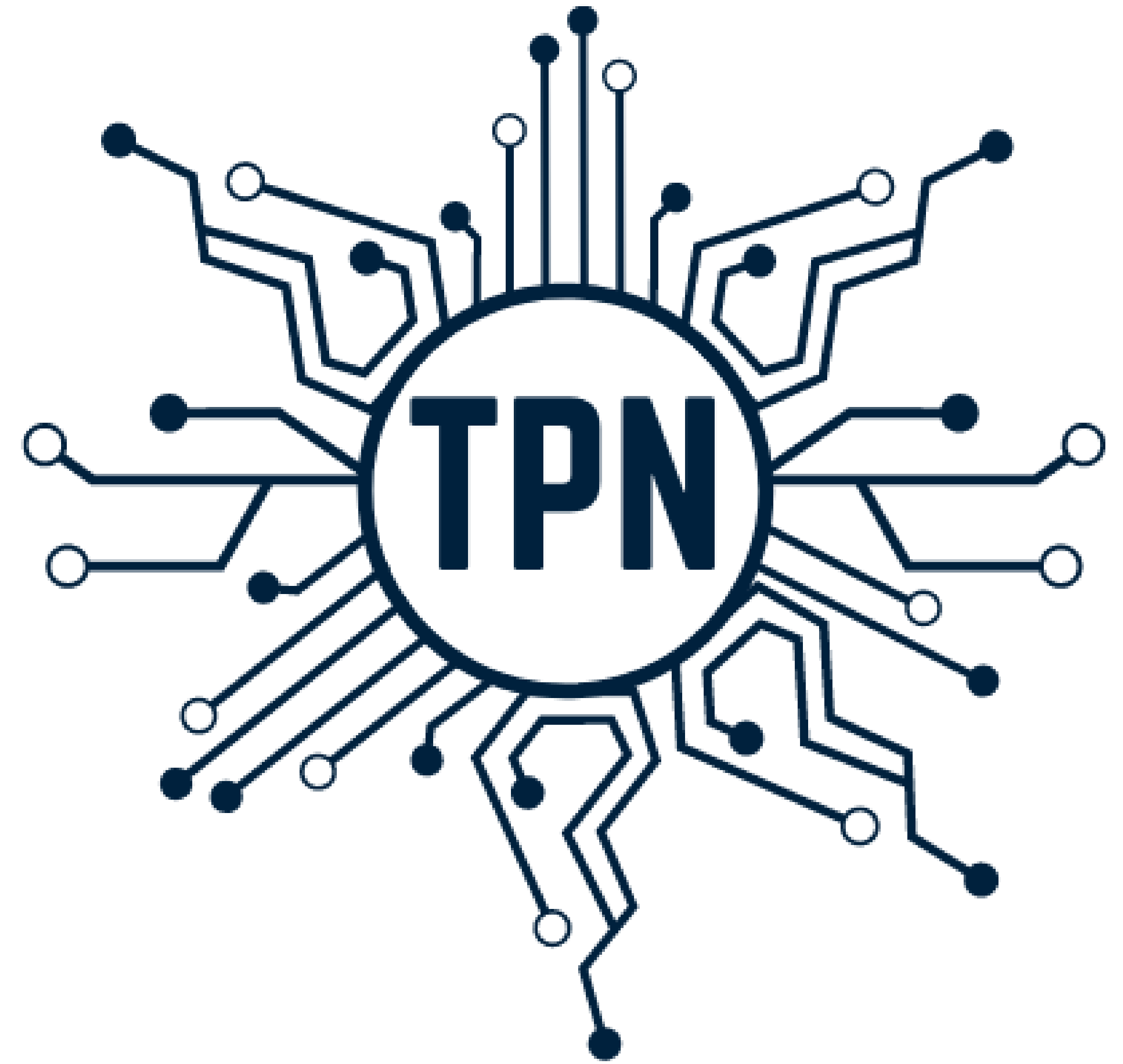
With so many users coming, this increases the chances of advertisers coming in.



# Customer Segments :

This is considered the new generation of investing as people own the big companies and not a small number of investors who own more than 90% of the world's Capital.

This platform will threaten many major companies and institutions around the world. And it may cause loss in communication systems. Because it will use open source communication software such as Telegram. It may eliminate centralized storage and centralized control systems as the platform will be operated by people. In addition, it may eliminate a large part of the system of bank and third-party transfers.

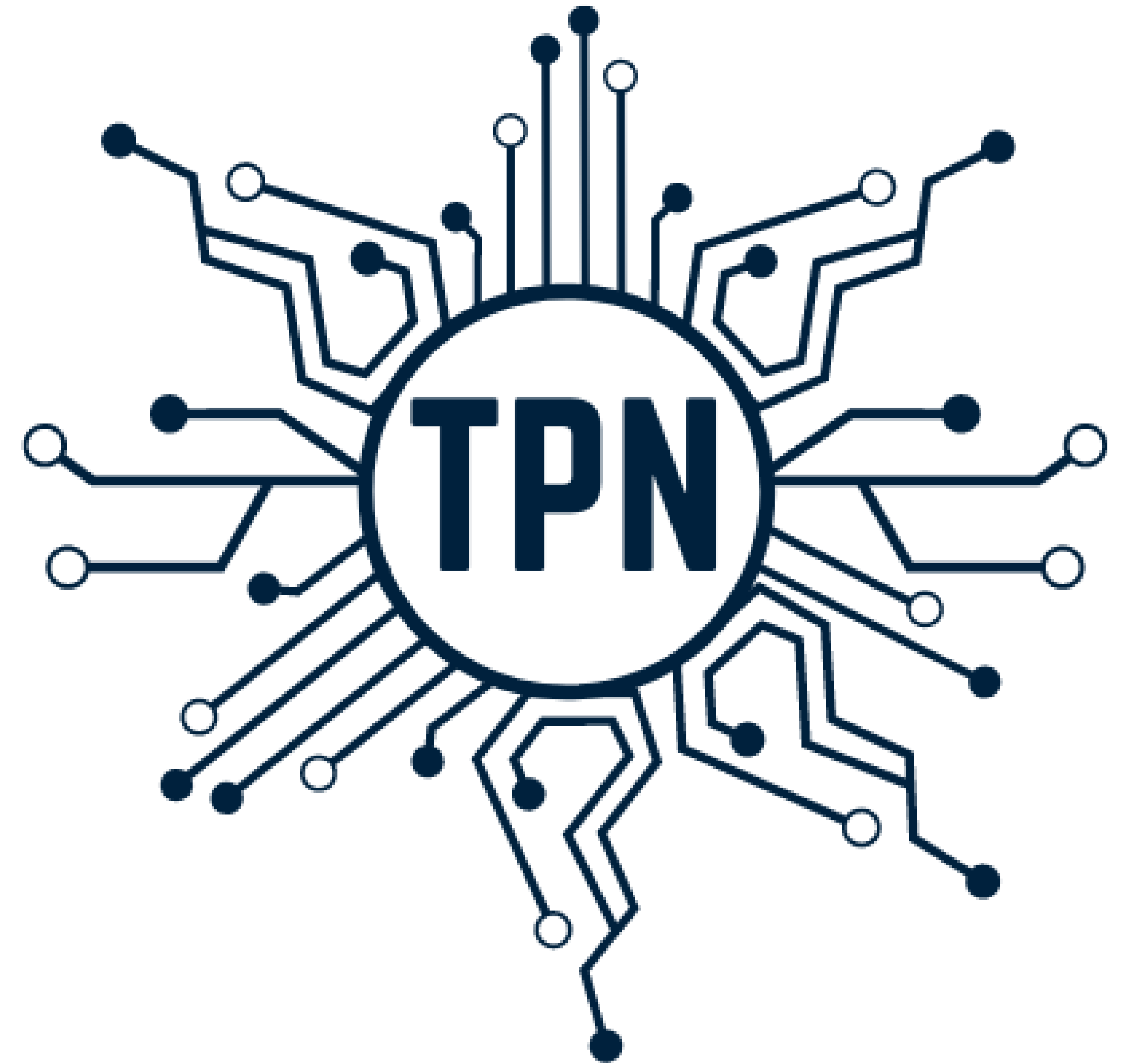




# Customer Relationship :

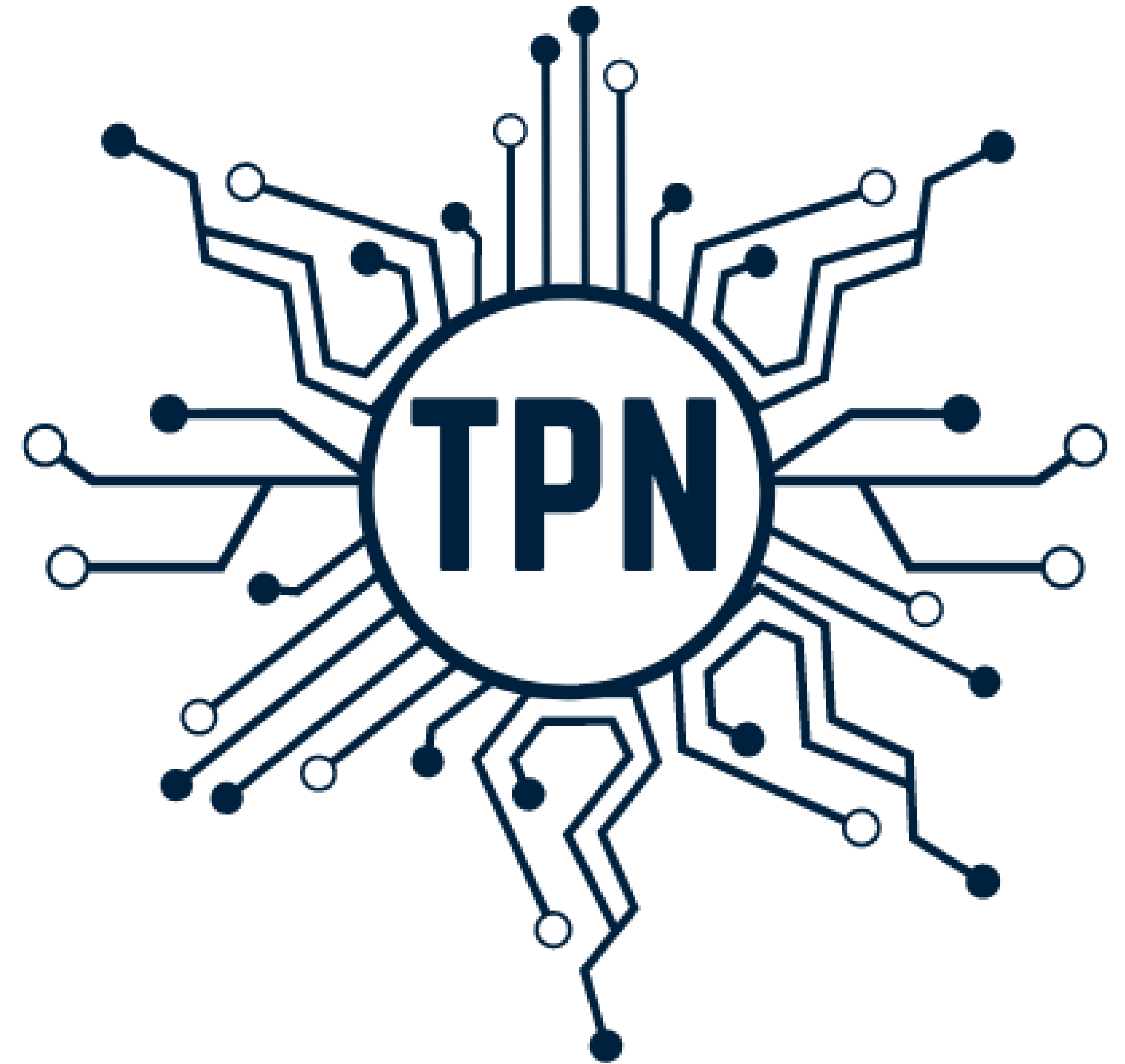
Directed to a large market, it must adopt a mass market relationship, meaning that the company serves all users without discrimination or providing a personal experience to specific users. Automated tools are used to build the relationship with the customer, as he does not meet with an employee or a representative of the company, but is dealt with through remote communication tools such as messages/calls and technical support centers.

Automation / Self Service AP/ Global Salesforce ads

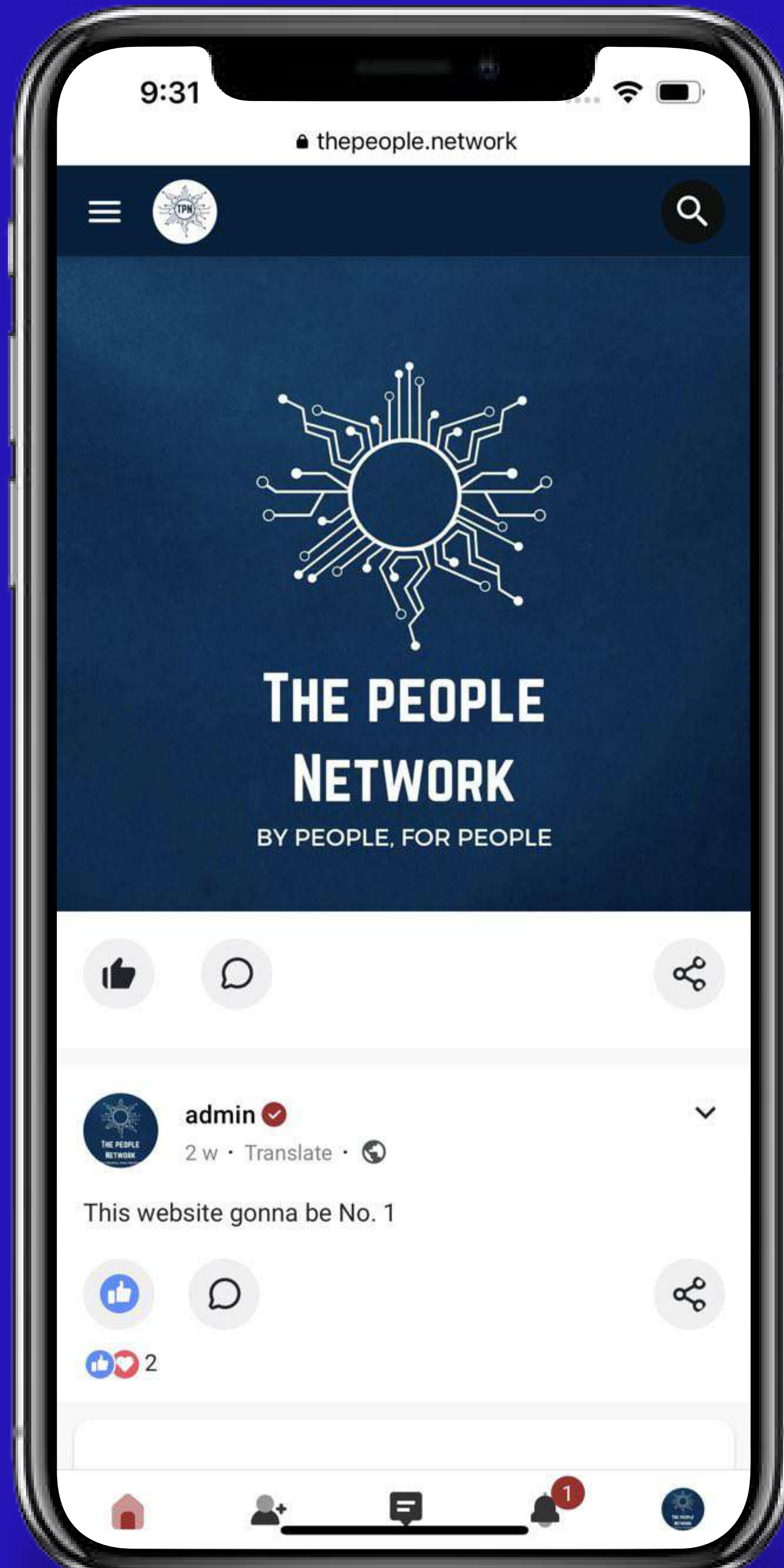


# Distribution Channels:

- Website and Mobile App.
- Media (PR)
- Developer apps
- Internet



# Website and Mobile App.



## TPN

By People, For People.

# The People. Network

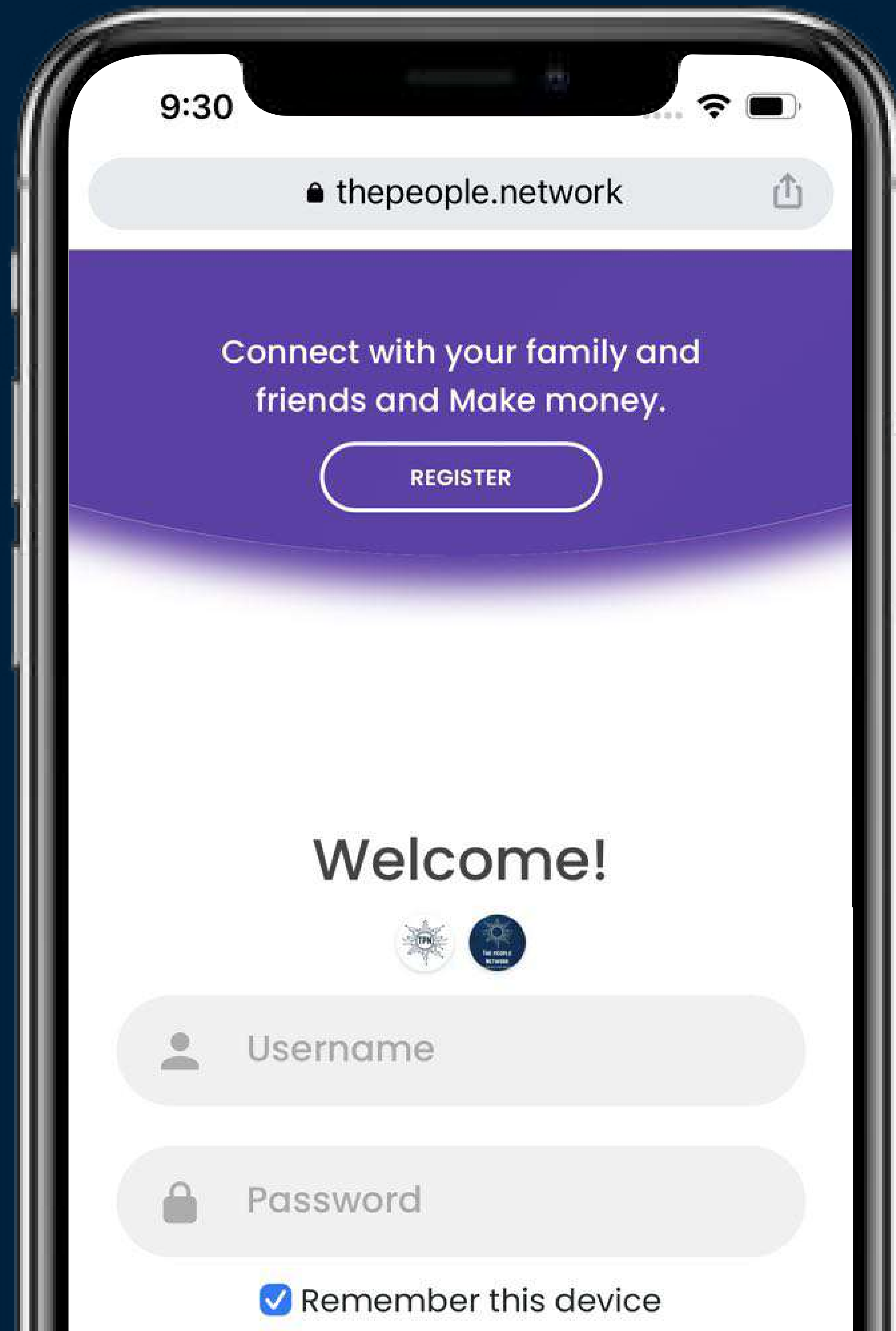
## Android/IOS Application.

that can run node to earn more  
rewards through mining. Wallets  
included.





# Website and Mobile App.



## TPN

By People, For People.

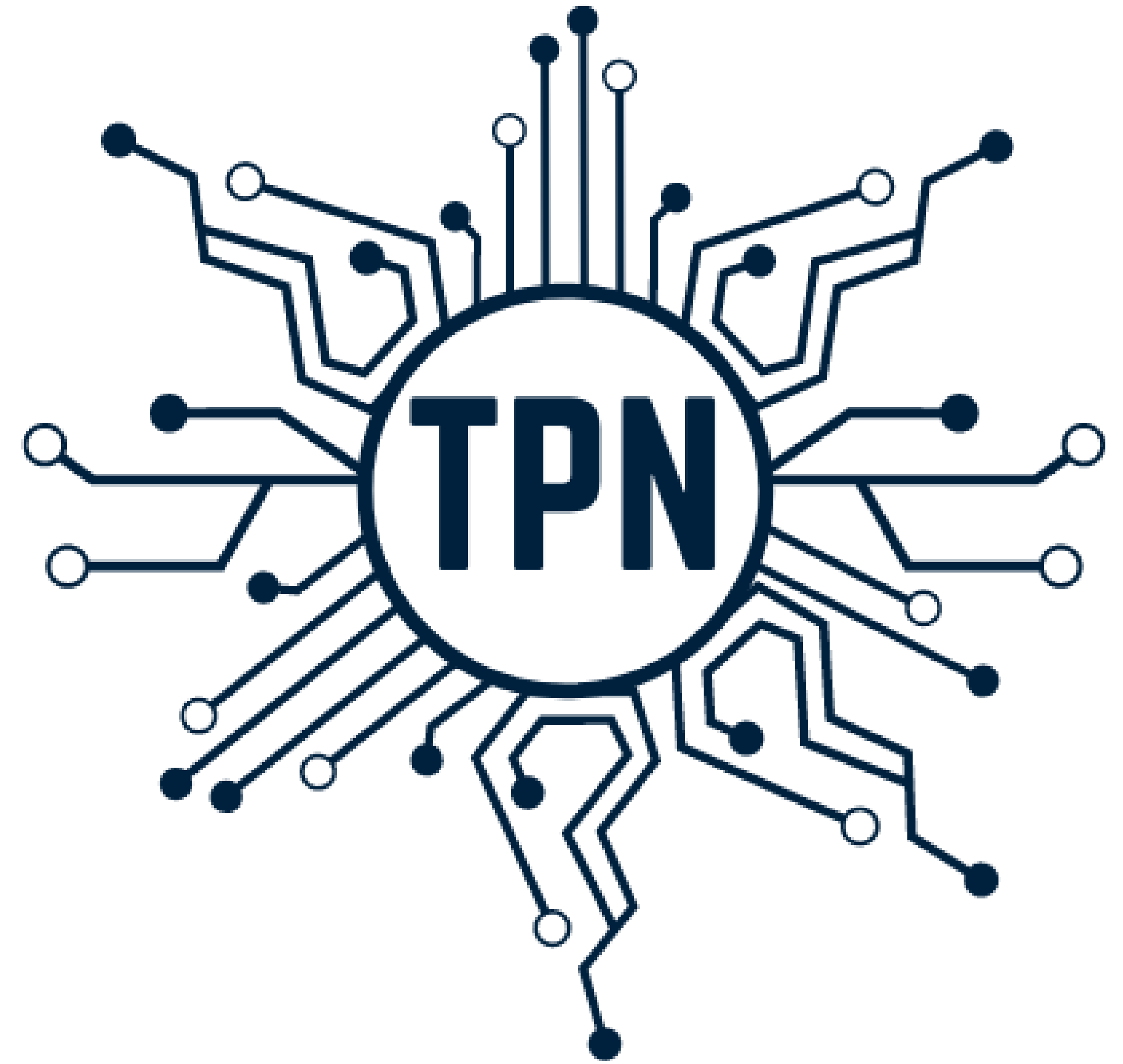
# The People. Network



Web Platform  
that is decentralised with Wallets.

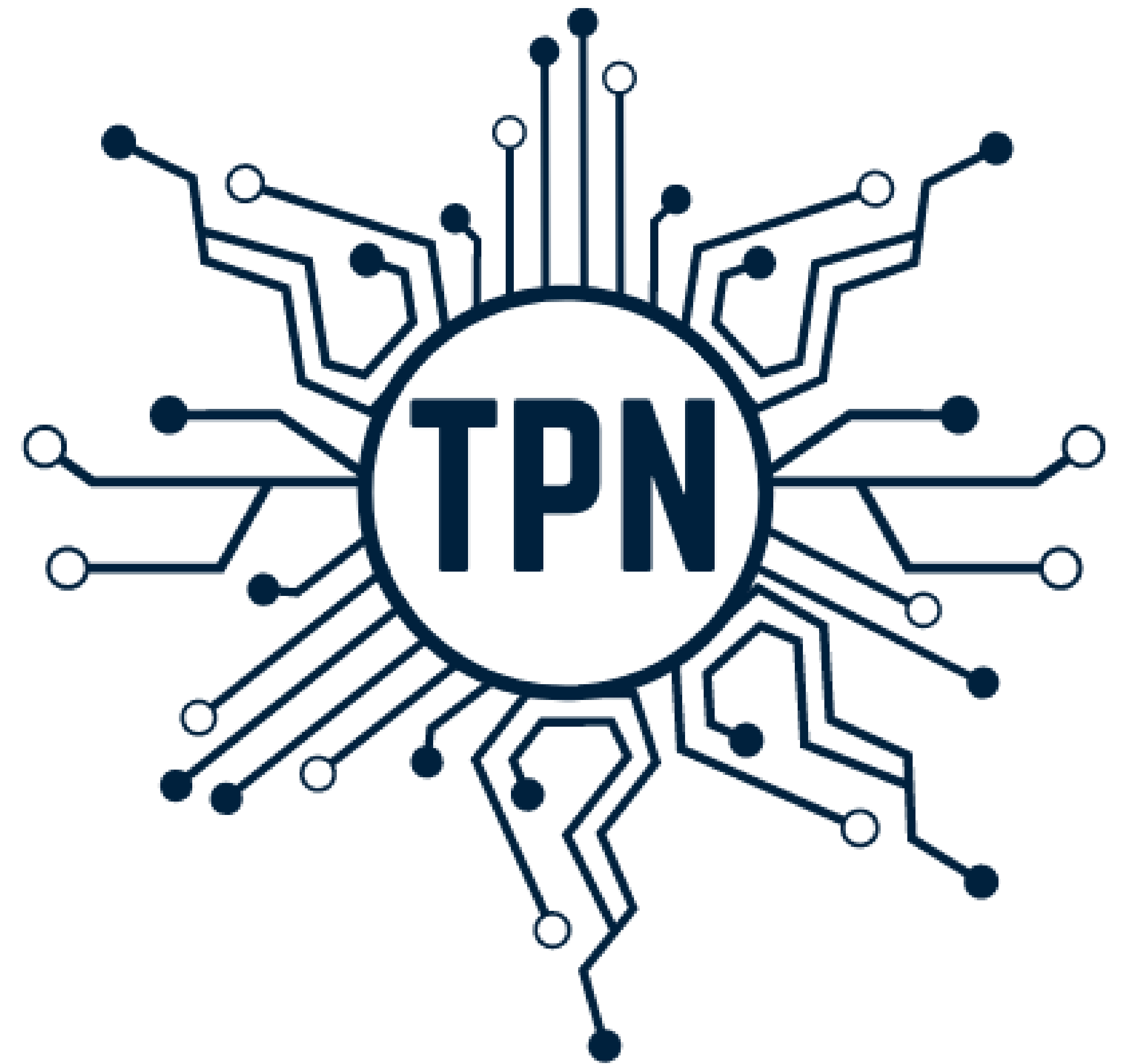
# Key Resources

- Platform
- Employees
- IP/Patents
- Payment system
- Ad Platform



# Key Activities

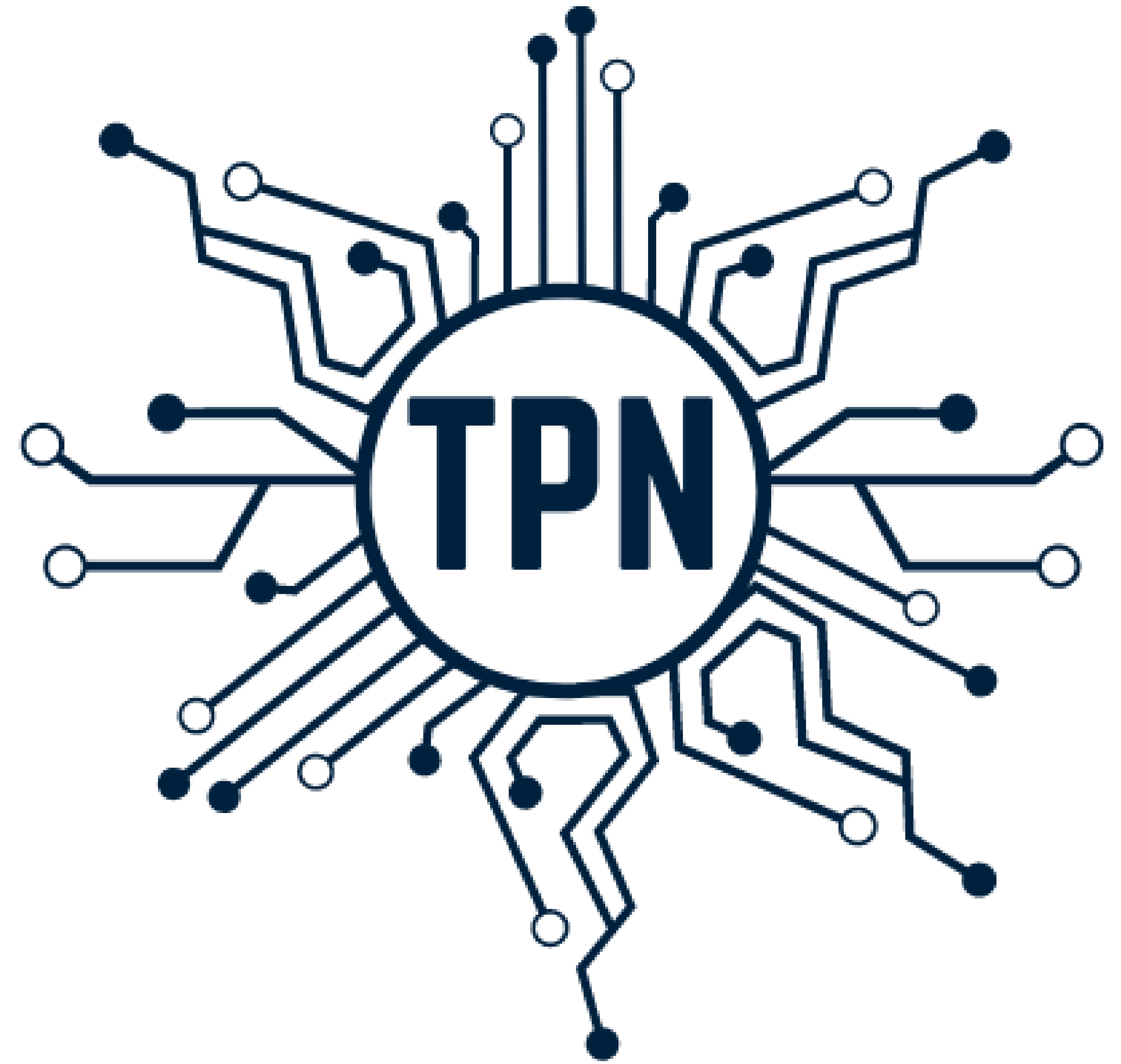
- Platform Development
- Data Encrypted Analysis
- Cyber security
- Acquisitions
- Legal





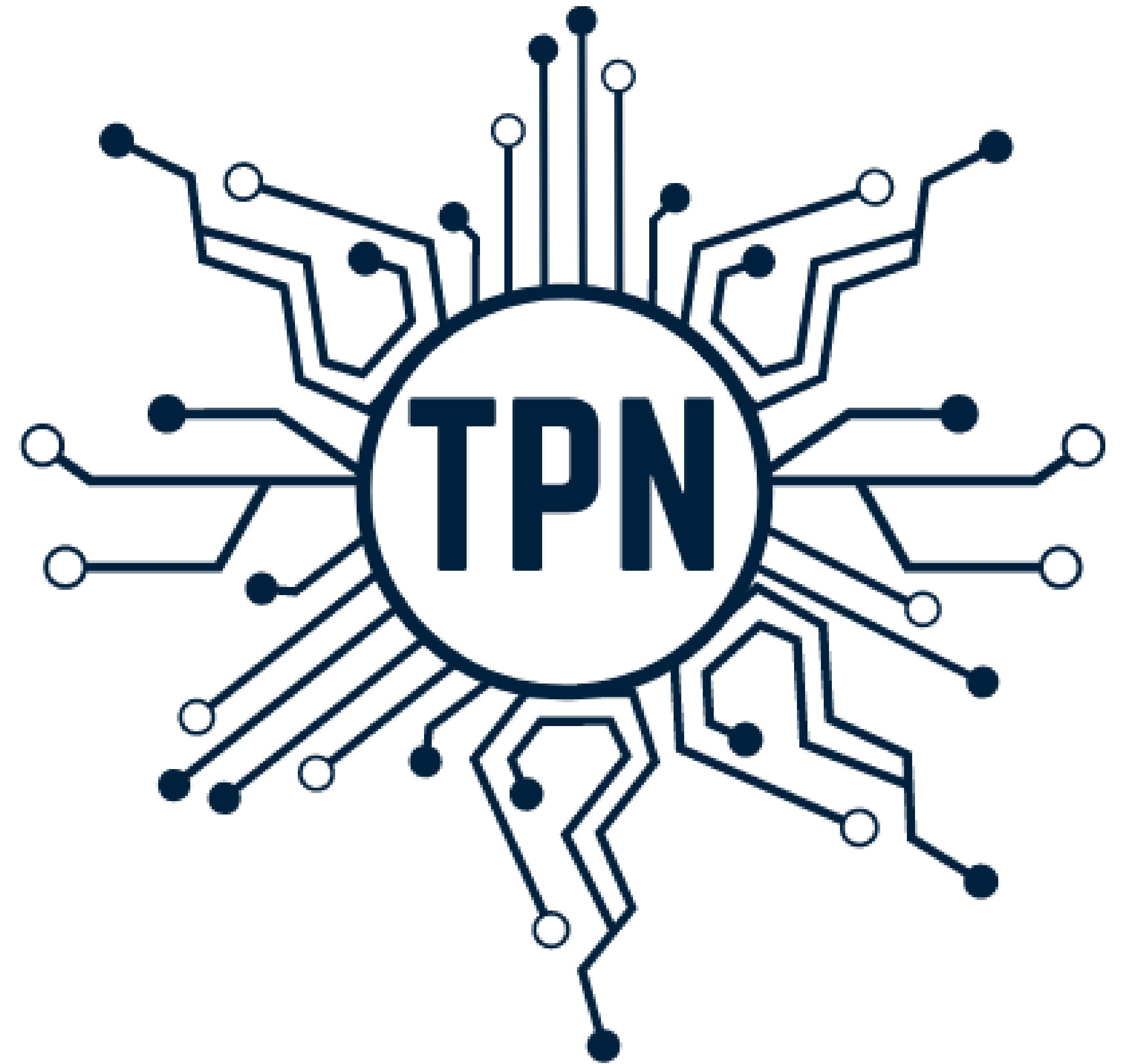
# Structure costs

- Data Centers
- Employees
- R/D Department.
- Marketing and Sales
- Legal Fees.
- General Admin/Team/Dev



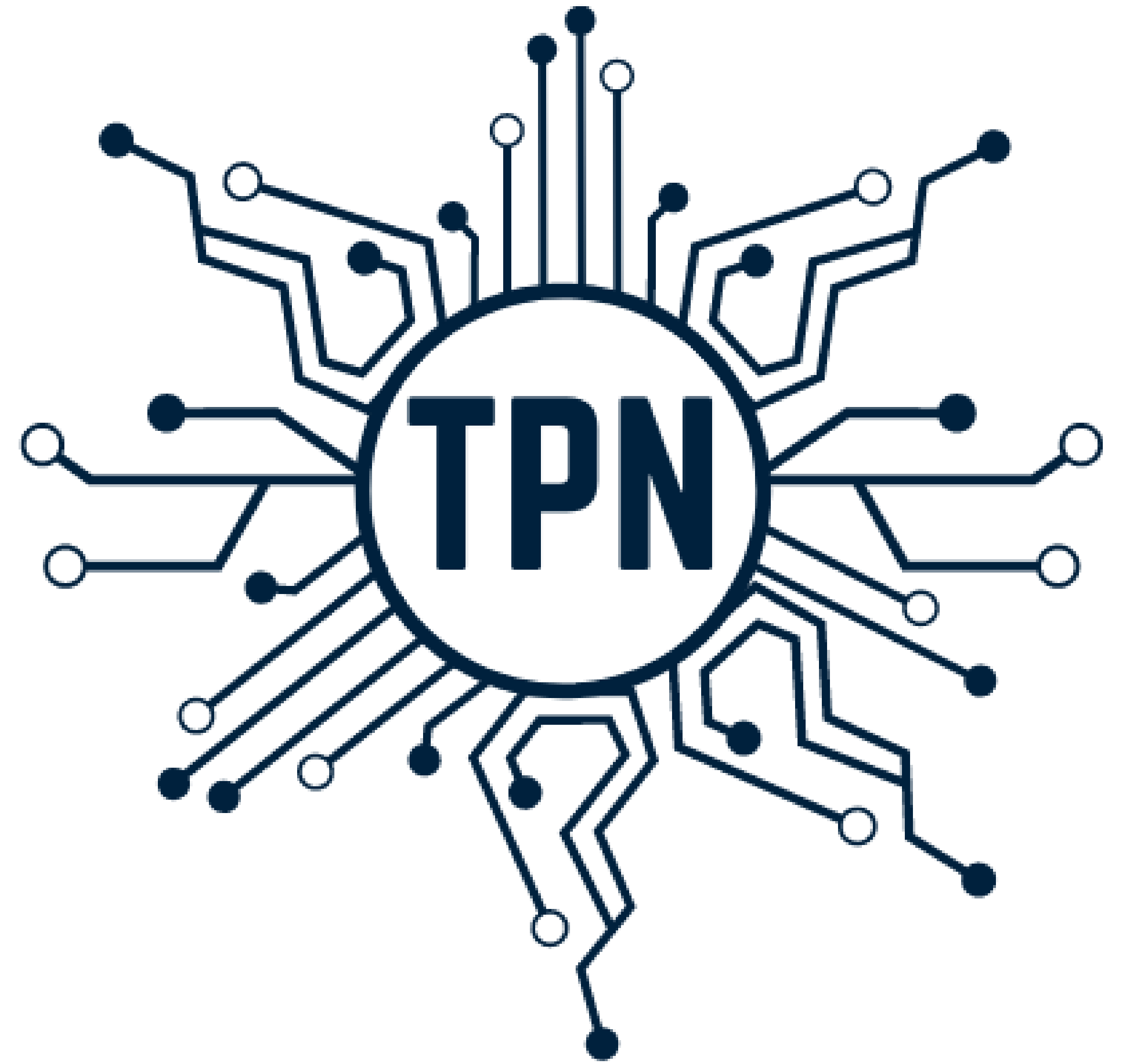
# Key Partners

- Investors
- Governments
- Ad agencies
- Products/services/consumer devices producers.
- Content creators/influencers
- Normal user
- Banking system may be needed.





**Revenue Forecast /Revenue  
sources /Revenue Stream**



Revenue Forecast /Revenue sources /Revenue Stream

# Scalable & sustainable revenue streams



Revenue  
**Stream 1**

- **Percentage of Ad Revenue.**



Revenue  
**Stream 2**

- **Percentage of all payments.**

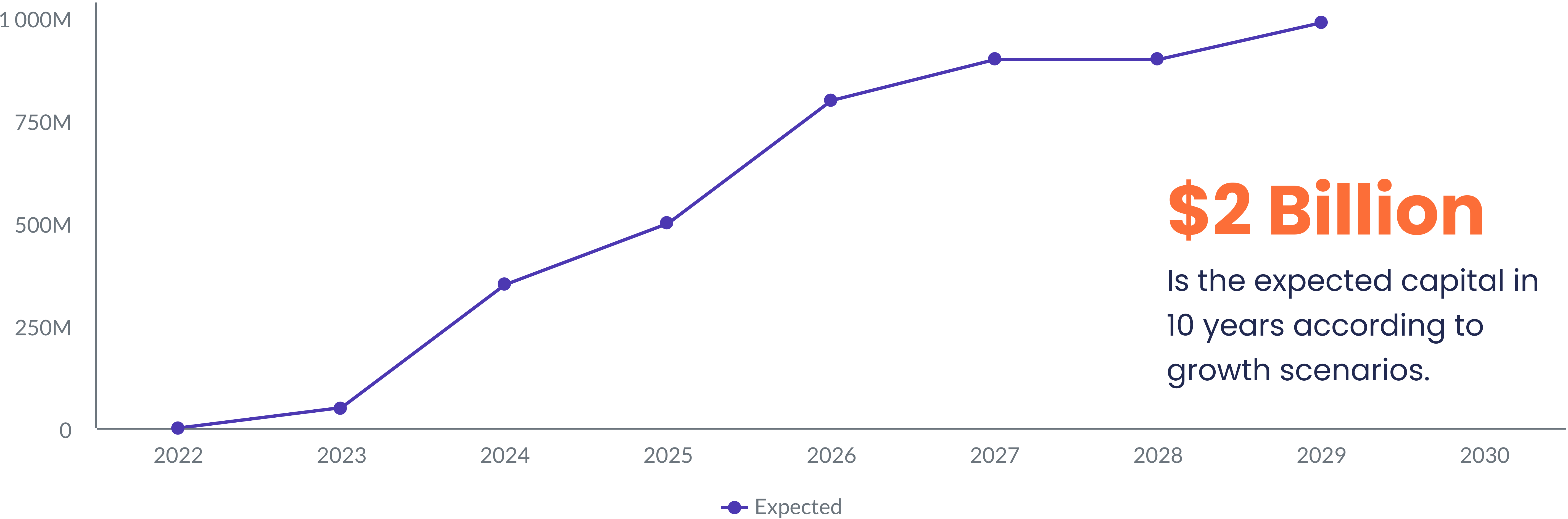


Revenue  
**Stream 3**

- **Percentage of all transactions.**



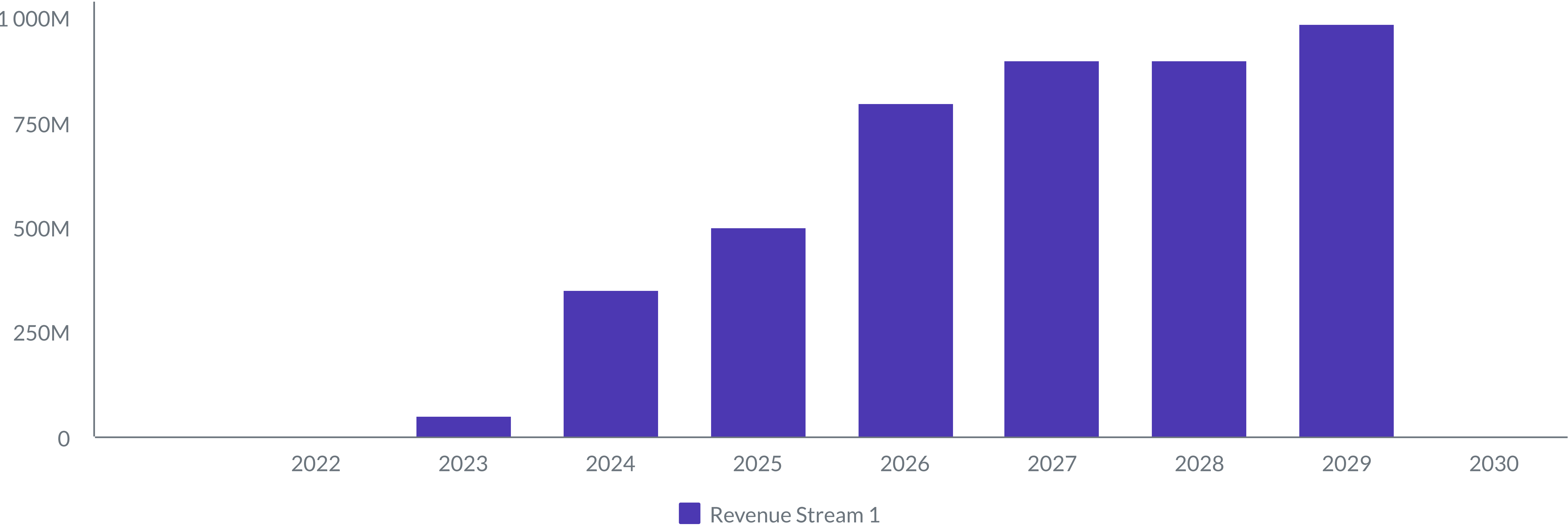
Tractions/Expectations



8 years growth scenario 14

Revenue Forecast

Scalable & sustainable  
revenue streams



Market Size

**Huge** market opportunity

2.93 billions

Social Media Users





# Why **now**?



**First** to  
market



Infographic:  
**Trending Media**

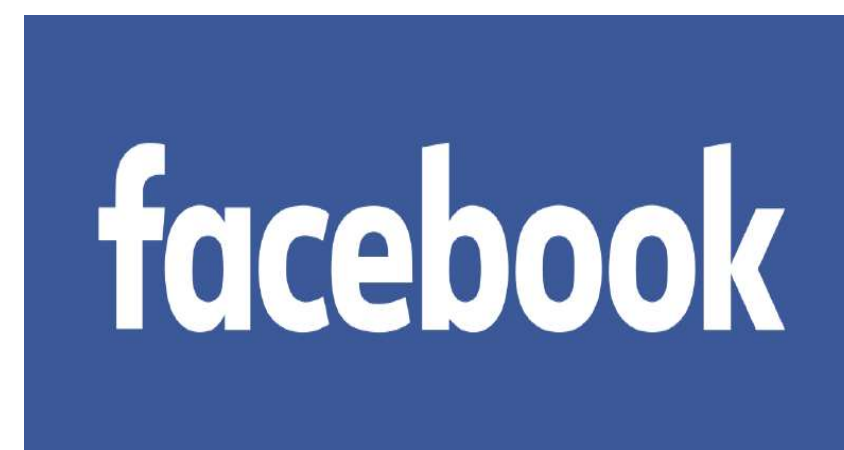


**All-in-One**  
solution

## Opportunity

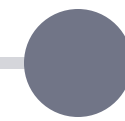
# The **disruption** of Social Media industry.

2004



- No Privacy.
- Server Based.
- For free time Waster

2010



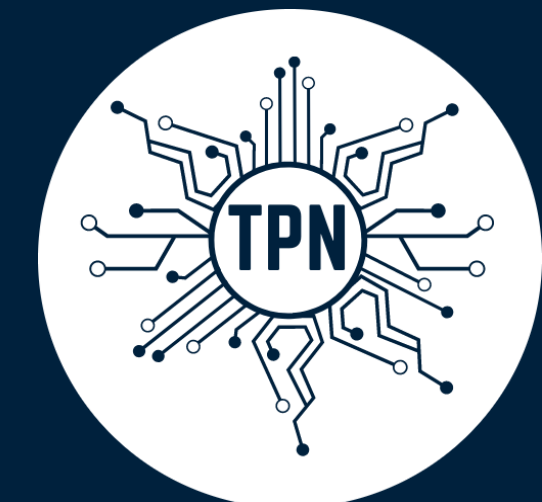
Instagram

- No Privacy.
- Server Based
- For free time Waster

2022



**TPN**



- User Privacy.
- Decentralized .
- Paid time Waster.

We are raising  
**\$20 Million**



## Market Size

**Huge** market opportunity

**\$10T**

Total  
Reachable  
market/ inc.  
2\$ T at  
Crypto  
currencies.

**\$2T**

Serviceable  
market

**\$568 M**

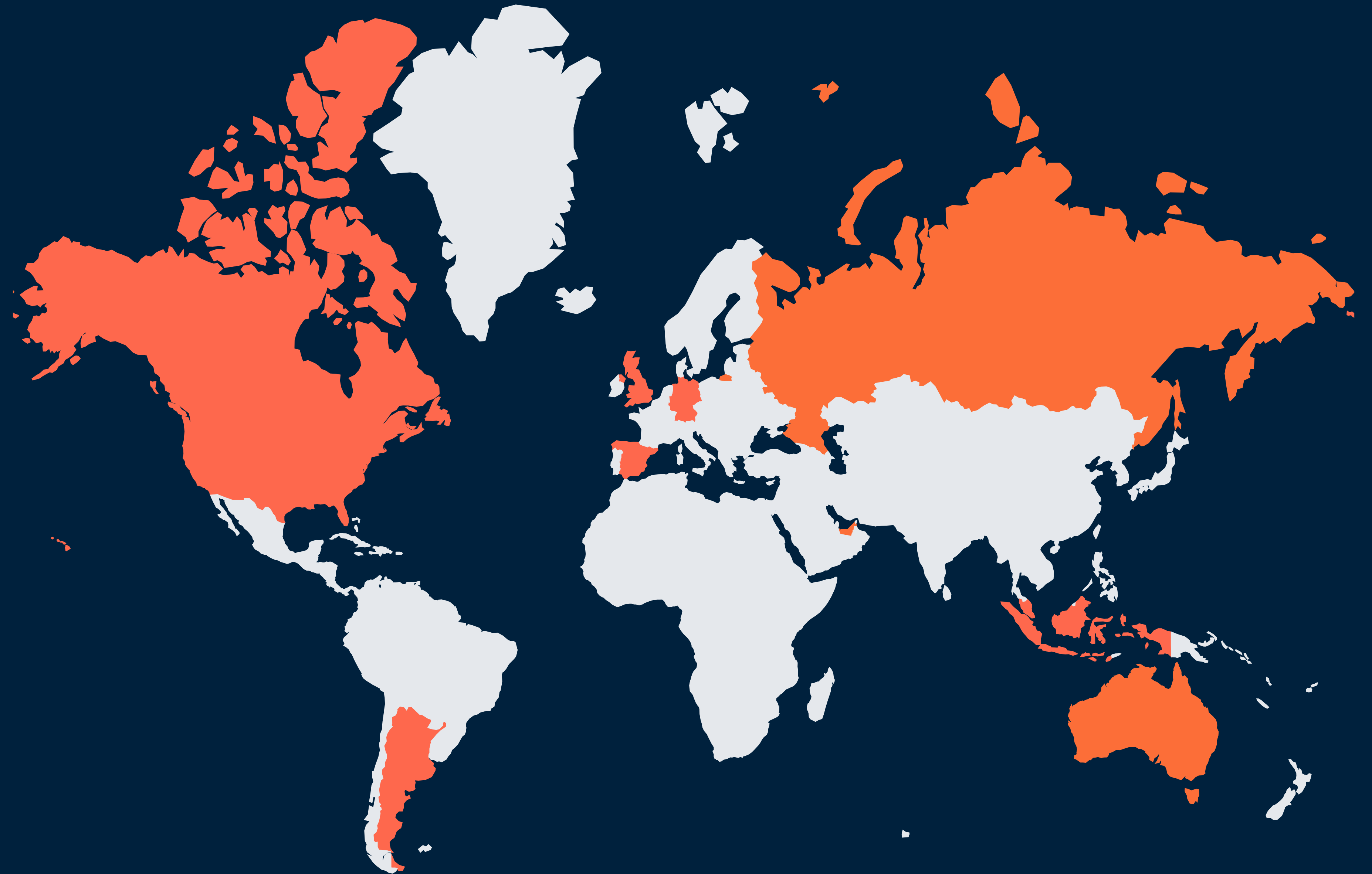
Current  
market share

## Strategy

Raising **\$20 Million** to expand

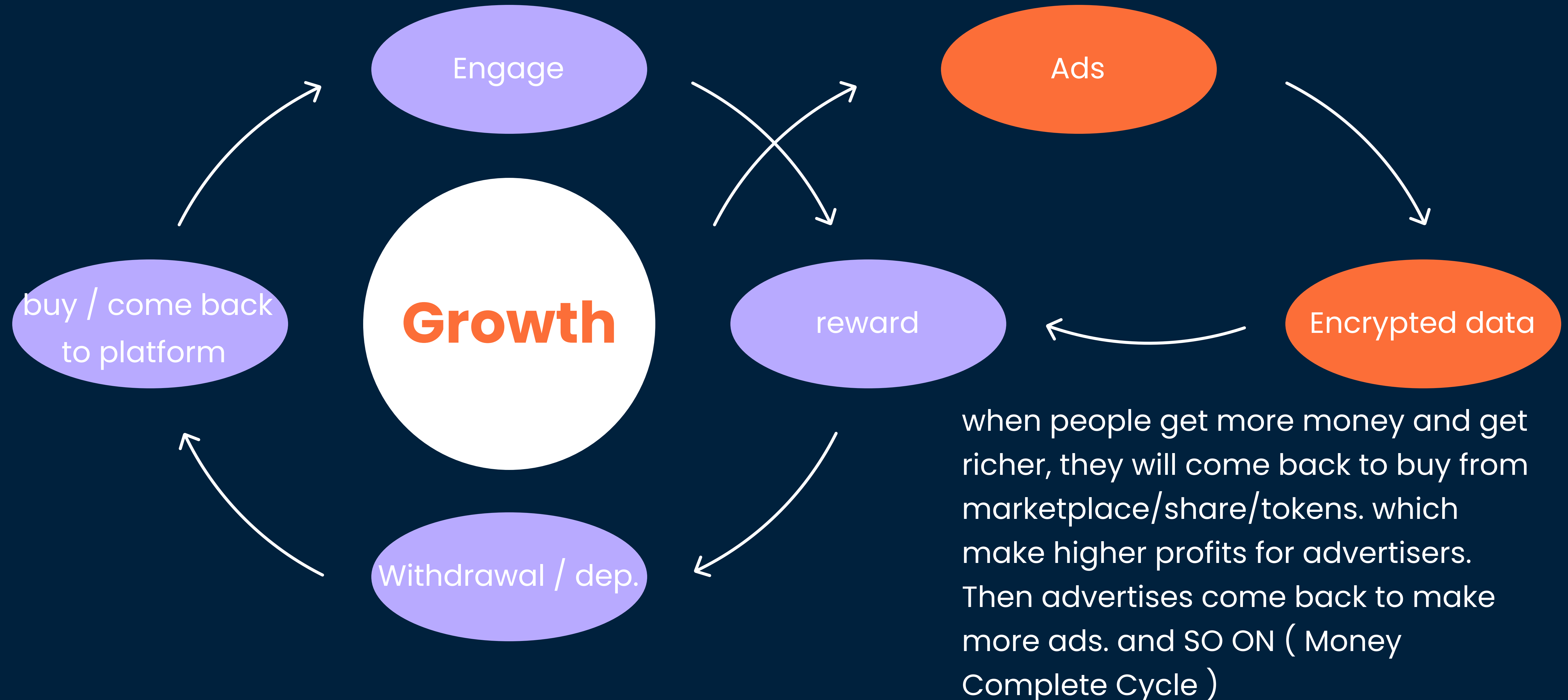
Localization to go  
**GLOBAL**

**Partnership** and  
collaboration



Flywheel

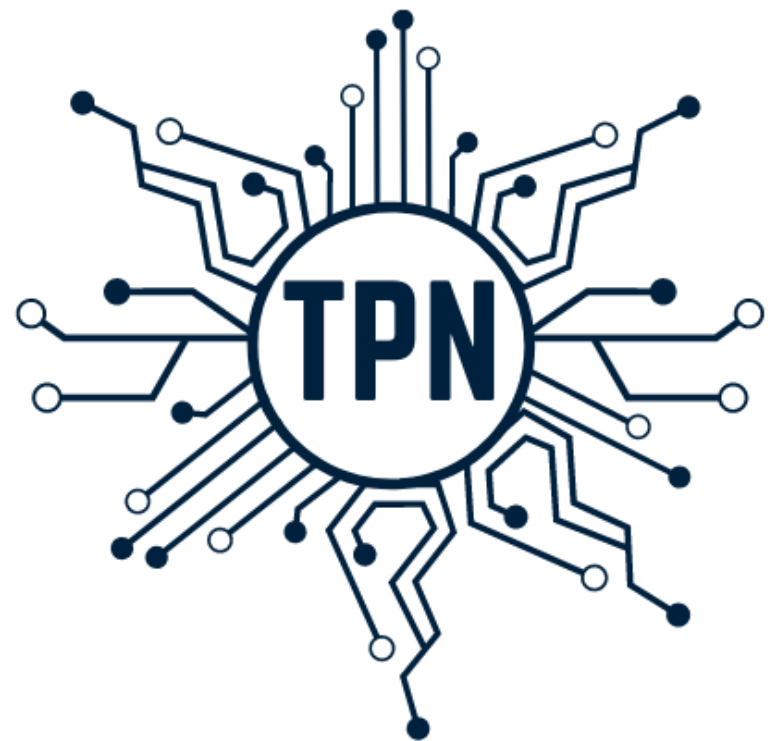
# Our **growth** flywheel





## Team

Over **10 years** of combined experience



Founder of ThePeople  
Network

**Oudaz**

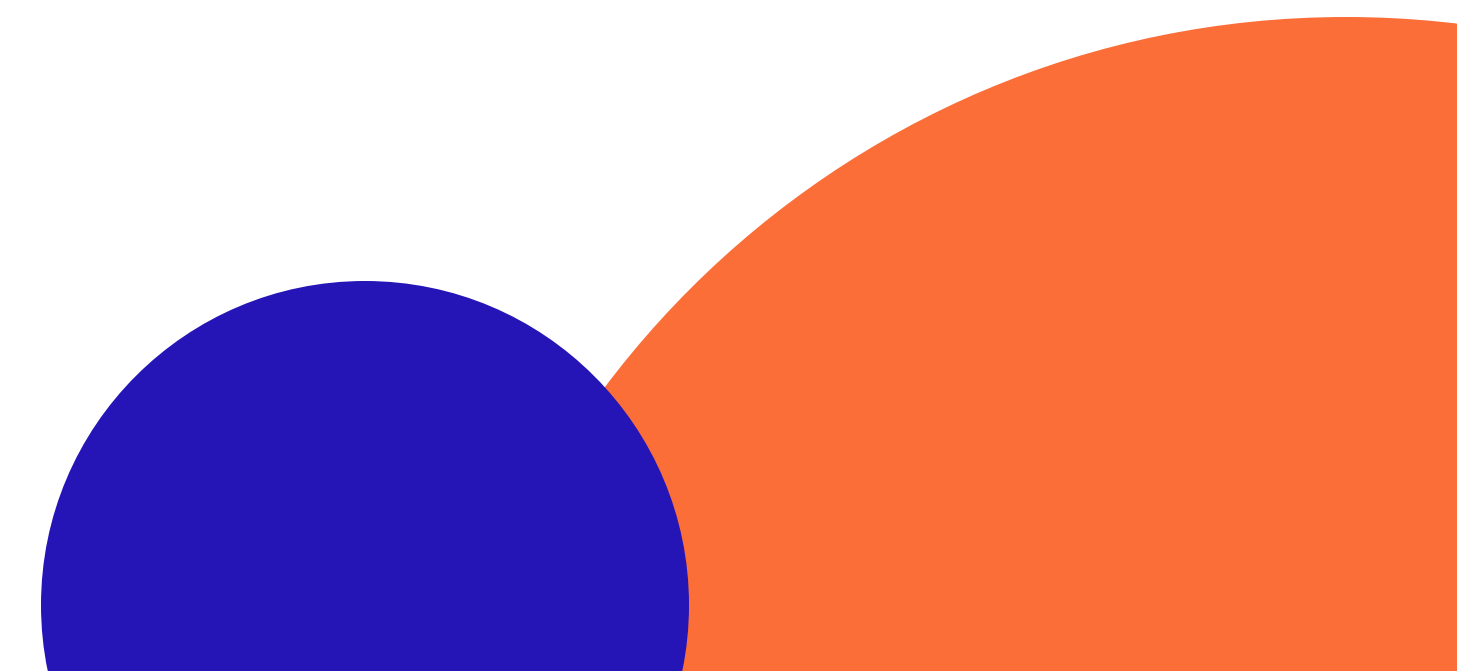
*CEO*



**Mr S.N.**

*CTO*

and Other Great Team  
Members.







The secret of  
getting ahead is  
**getting started.**

– *Mark Twain*



The logo features the letters 'TPN' in a bold, dark blue font inside a light blue circle. From the bottom of the circle, several dark blue lines resembling circuit traces or a stylized sunburst radiate outwards, ending in small circles.

**TPN**

# ThePeople Network

By PeopleFor People

**Oudaz**

Telegram

@oudaz

Mail

CEO@thepeople.network

<https://thepeople.network/>

in

f

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