**EXECUTIVE SUMMARY**

The One Nigeria app intends to provide major value benefit to over 100 million Nigerians aged 18 and above at home and in diaspora. The app will play a role in catalyzing economic growth of Nigeria and enhance security of Nigerians across the globe. The One Nigeria app is an all in one platform which integrates social networking functionalities, online market place and security hotlines for the safety and wellbeing of all Nigerians.

**Services**

The One Nigeria app offers a free user engaging platform with a unique user experience for Nigerians home and aboard, a platform where users can interact, share, connect and make new friends on our online communities. Our goal is to build the largest network of Nigerians (both skilled and unskilled professionals) in a bid to enhance our interactions and equip our people with information which would kick start a world of opportunities for business, leisure and safety, whether at home or in a foreign land. Our cost shifting model allows us to utilize the power of numbers in advertising goods and services to users on the platform. The advertising strength of the platform is expected to be strong by application of the right branding and marketing strategies and we expect the numbers to soar by continuous innovation, patent and increasing population growth.

**The Market**

The global digital ad market is projected to witness a compound annual growth rate of 17.6% during the forecast period to reach a total market size of $384.96 billion by 2020.While its estimated that Nigerians in diaspora will send about US$25.5 billion in 2019 and the number should rise US$29.8 billion by 2021.

**Management**

One Nigeria app is the brainchild of Oluwole Fagbohun, fresh from building Go2uni(www.go2uni.co) an online educational platform which launches in 2019, he now sets his sight on building a unifying platform which would promote the welfare and wellbeing of Nigeria and Nigerians at home and aboard. He has put together a team of experienced developers, branding and sales team with the ability to build and scale an app of this magnitude for the benefit of Nigerians.