Table of Contents

Problem

Social networks have gone beyond sharing vacation pictures. They function as marketplaces, offer financial services, provide social outreach, gaming sites, and connect their users like never before.

The big social networks were not built to provide all the services they have expanded into. It is effortless for people and crooked enterprises to fake their identities – which they do in large numbers. For example, romance crimes, which rely heavily on fake social network identities and financial transactions, are the second-largest online crime in monetary damages. According to FBI agent Nick Savage in a 2018 ABC News interview, people get caught in these scams because they are so interwoven into our daily needs. "Intelligence has nothing to do with this. It's Need. Driven. Behavior."

Users also have their data sold out from under them, in vast and unregulated money-making schemes that have led to large-scale scandals involving social media, such as the Cambridge Analytica scandal and the use of social media by Russia in the US 2016 presidential campaign. These result directly from social media companies' disregard for how they handle and treat User data. Add billions of fake and duplicate accounts to the mix, and the issue is further exacerbated. Setting up fake accounts remains easy, with the major social media players unable and quite unwilling to do much to stymie this problem. Facebook has admitted to deleting over 6 billion fake or duplicate accounts in 2019 across its Facebook, WhatsApp, and Instagram platforms. Twitter similarly has revealed to have as many as 48 million accounts without actual people behind them. To compound matters, significant fraud exists in the consumption of advertising. Click fraud is estimated at over 20% and advertising display fraud at over 30%. The disregard exacerbates the lack of the user's data and privacy. Users are afforded scant privacy and are continuously tracked and monitored by social media platforms, so much so users feel violated and have shut down their social media accounts. Also, regulation had to step in to protect users with the "General Data Protection Regulation" (GDPR) put into effect in the European Union (EU). The state of California's stringent regulation took effect on January 1st, 2020, with even stricter user protections.

Facebook: Fake account removal doubles in 6 months to 3B

Twitter is automatically removing about 10 accounts every second
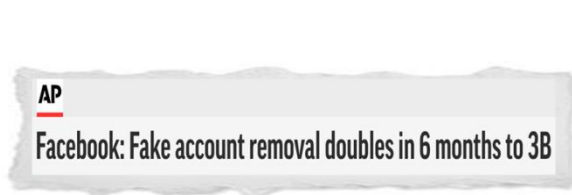
Despite all the bad publicity, the major social media players continue to reap significant revenue and profits. They continue to profit not only off of user data but off of fake and fraud data. Facebook's financials attain new records every quarter, while Alphabet (owner of Google), and grows even faster. At Google, 85 percent of its $155 billion in revenue comes from advertising sales; for Facebook, 95% of its $66 billion revenue comes from ads.

Meanwhile, advertisers/marketers have demanded that social media platforms become more accountable for their advertising placements. Key executives are asking whether ads served to a social media account are reaching a real person at all.

All of the factors mentioned above are causing users and regulators to distrust the social media they currently use. Consumers increasingly distrust news posted on social media, and various forms of interaction with other users (e.g., dating services), and paid transactions. Regulators are on the warpath riling against the misuse of user data and are on a global basis proposing and implementing regulation to better protect their citizens. In China, the government does not even allow the global social media incumbents to operate within their borders. While in India, stringent control is on the verge of being released, which will make it extremely difficult for social media platforms to police false information and content. Some regulations in India may even cause some of the key players to stop operating in the country.

To summarize the litany of issues that the social media platforms must contend with:

1. **Fake/duplicate accounts** – leading to uncertainty of identity, inefficient advertising, and the spread of significant fake content.

2. **Increasing regulation** – demanding improved privacy for users, arming users with the ability to control their data, and to better police the spread of fake content.

3. **Pressure on profits** – with tremendous profits from lucrative, but exploitive business models come with the immense risk of a disruption to the proverbial "Golden Cow." The incumbent social media platforms risk seeing significant value erosion with the slightest change of privacy regulations.

A solution is needed to:

- Enhance user privacy
- Rebuild trust in social media
- Protect users from personal data abuse
- Offer users a safe environment where they know who they are interacting with online

Solution

Aapoon is rebuilding trust in social media. The company has been developing its social media platform (Aapoon.com) for the past 4 years and has now launched its social media app on Android and Apple.
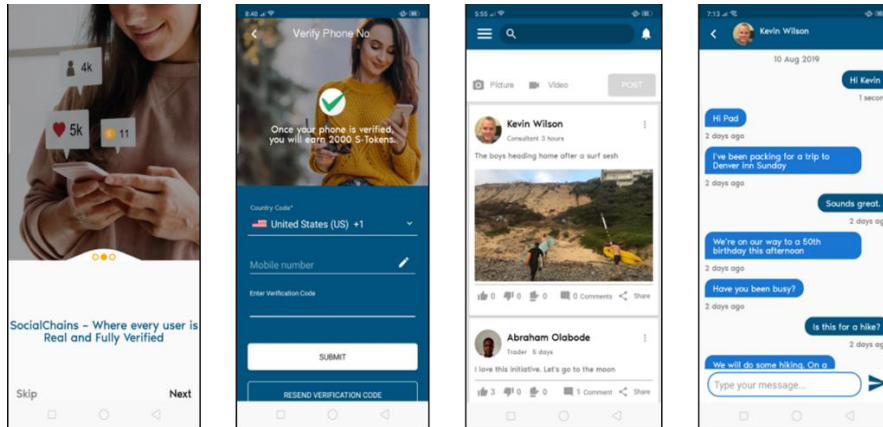
Features:

Email

Calendar

Conferencing

Wallet

Marketplace

Messaging

+ More

The Aapoon platform has been built on 3 fundamental principles:

1. **100% Real, Verified Users** – ensuring not only the end of 'fake,' but also that everyone on the platform is who they say they are.
2. **Trust Privacy** – a stringent level of privacy that shows respect for the User, and contributes to the rebuilding of trust in social media.
3. **Profit-sharing with Users** – recognizing that users are the backbone of a social platform and that their presence online has value.

100% Real, Verified Users: While undertaking the development of its platform, Aapoon realized that rebuilding trust in social media is a critical starting point. Everyone on the platform must be who they say they are. There can be no ambiguity on this front. Aapoon now verifies all users via the verification of their government-issued photo IDs. This KYC (Know Your Customer) verification is **achieved via Aapoon's own industry-leading facial recognition technology**. The verification process gathers name, phone number, email address, a user selfie picture, and government-issued photo ID. Aapoon uses its facial recognition technology to facilitate user verification rapidly on a global basis. The system has been tested globally in over 40 countries and with tens of thousands of IDs and is working smoothly. Being a responsible social media platform, Aapoon does not retain data of the government-issued ID and deletes it from its servers once the user's ID is verified. In the future, the platform may be provided to young children through approved adult accounts, where possible. In such situations, not only will Aaapoon undertake the adult's identity check, but will also check the adult's identity against national predator databases. Aapoon will create a community that can trust each other, leading to trustable interactions among the users – whether they are consumers or businesses.

With the ability to know its users, Aapoon anticipates this will lead to a tremendous decline in all things "Fake" – fake users, fake news, and information – and also a decrease in 'bad behaviors' that

are often prevalent online. (This is an important factor for the Indian market as this is part of the proposed regulation by the Indian government. More about this later in this document.) Aapoon is prepared to suspend and eventually shut down accounts of users found to present bad behaviors online. Users may think that, like with other social media platforms, they can then get themselves another account, but as we remind users, they cannot expect their governments to give them a new identity. Once banned from the Aapoon platform, a user will find it very difficult to return to it.

Real Privacy: Aapoon is committed unmatched Privacy Policy, which ensures that user data will never leave the Aapoon platform and will never be shared or sold to third parties. Users are provided complete control over who sees their data and can remain private on Aapoon.

Profit-Sharing With Users: Users are the backbone of social media, and their presence today in social media has helped to create trillions of dollars of value – value concentrated within a select few companies. Users earn nothing in return for the exploitation of their data. Recognizing this inequity, Aapoon is prepared to share up to 50% of the company's profits with its users. We believe that this will be a major reason why our target users will be willing to switch to Aapoon.

Digital Currency:

Aapoon has built and deployed a blockchain digital currency that can function on the reliable, and safe Ethereum platform. The currency is called SONA (which means Gold in India). We use this currency as a digital coin on the platform – which in turn will serve as a mechanism for profit sharing and user discounts. SONA will be pegged to the US dollar, and have a value of $1. The reason this is being done is to ensure that SONA does not fluctuate wildly, and maintains stability to become a digital coin that users will be willing to use on the platform.

When users sign up with Aapoon, they will be awarded SONA coins that they can then use to avail themselves of discounts from merchants of goods and services on the platform. Over time, users will be allowed to purchase SONA coins to be able to use for discounts on and offline.

Platform Features:

The Aapoon platform is well-positioned to replace several apps that users currently use to communicate. Aapoon research has found that social network users typically use 2 to 4 social media apps for various forms of social media communication, and other apps to communicate via email or calendar. Just like the mobile phone has replaced several devices we typically carried around, the Aapoon app is positioned to replace the need for users to jump between different apps for various types of communication.

SocialChainz is consolidating key social apps like the mobile phone has consolidated multiple devices
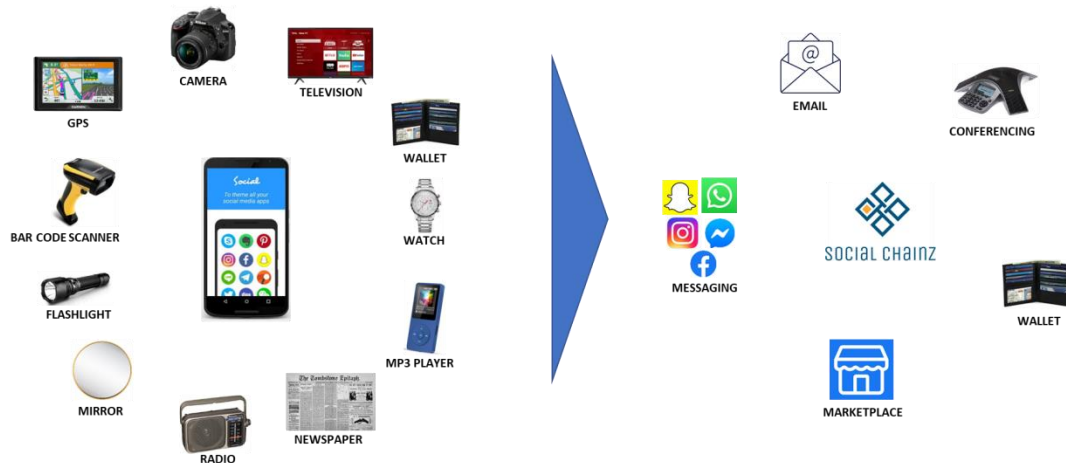
The Aapoon platform already provides a robust set of social media features that users expect and will be launching multiple revenue streams that will deliver marketplace capabilities that other social media platforms aspire to, but have struggled to achieve.

		f	Snapchat	Instagram	WhatsApp	Twitter	aapoon
FEATURES/FUNCTIONS	Messaging	✔	✔	✔	✔	✔	✔
	Timeline	✔	✗	✔	✗	✗	✔
	Media (Photos + Videos)	✔	✗	✔	✔	✗	✔
	Music	✔	✗	✔	✔	✗	✔
	Live Streaming	✔	✗	✗	✗	✗	✗
	Full CRM Suite	✗	✗	✗	✗	✗	✔
ATTRIBUTES	Display Ads	✔	✗	✔	✗	✔	✔
	Permission-Based Ads	✗	✗	✗	✗	✗	✔
	Complete User Privacy Control	✗	✗	✗	✗	✗	✔
	Fully Verified Users	✗	✗	✗	✗	✗	✔
	Profit Sharing	✗	✗	✗	✗	✗	✔

Users can now use one app for messaging, sharing, and management of multimedia (pics and videos), participate in different messaging groups (public and private) and even use whatever email service and calendaring service they want – throughout the same Aapoon app.

Messaging App: Aapoon's research has found that social network users typically use multiple messaging apps for different types of content sharing. These Apps place various limitations on users. WhatsApp limits the group size to 256 users, while in other cases; it could be a limitation in the size of the message as with Twitter. Aapoon's messaging app will encompass a broad range of capabilities, not place a limit to the number of users in a group, and yet allow users within a group to highlight or

only follow specific members within the group. Also, members can launch subgroups, be a part of very private groups, and even search for pics and videos they may receive from a group member. We expect Aapoon's messaging capability to enable users to significantly reduce the number of apps currently used for different types of messaging.

Revenue Strategy

The Aapoon approach to revenue generation requires a significant rethink from the traditional models employed by social media companies. Today's incumbents generate the bulk of their revenue via the exploitation of user data – where users are tracked continuously to the extent of eavesdropping on them, analyzing them, and selling their data to third parties with no oversight.

Aapoon is growing a user base of verified users, where every account is assured to be of a single individual. And these users have started to trust Aapoon – a factor that most companies aspire to but rarely attain. With such a user base, the opportunities to monetize the platform are aplenty. Aapoon has identified several revenue streams that are being developed. **Aapoon does not plan to pursue all of these opportunities immediately and may never pursue some of them at all**. These include:

1. Display Ads
2. Permission-Based Marketing
3. Marketplace - Consolidated Purchasing
4. B2C Commerce
5. KYC for Enterprises

Display Ads: With a growing base of verified users, advertisers will pay a premium of between 25-40% to display their ads. Ads will be displayed on the user's pages and within messaging groups based on factors such as user profile; the user indicated interests, group topic, discussion, and content. Aapoon will be responsible for the ad placements and will never share user data with any third parties. Aapoon anticipates launching this service within the coming months.

Permission-Based Marketing: Users will guide their needs and wants, and also permit specific advertising opportunities. For example, a user may be interested in golf and restaurant deals and would indicate that in their profile. Collecting the metadata, Aapoon will inform relevant restaurants and golf courses, and solicit offers – which will be promoted to the user. Another option would be to allow the vendor to send the user an email – without knowing any specific customer data – and only knowing that the request was from a real customer with a genuine need/interest. In such cases, Aapoon will charge vendors with a fee to obtain this information – most likely in a subscription format.

Marketplace – Consolidated Purchasing: With a growing user base of verified users, Aapoon is well-positioned to develop massive market opportunities for its customers. For example, users in a specific city or state might be interested in creating collective bargaining power for better **auto, homeowner, liability, and life insurance** rates. Aapoon will be able to solicit users and consolidate their buying power to obtain cost-effective insurance options for them. Another example would be in the travel business, where a few hundred users in Texas may be interested in traveling to India in December. Collecting this information, Aapoon will be able to provide travel agents with better data to bulk source suitable tickets to offer to Aapoon's customers. In such circumstances, vendors would pay for these leads. And Aapoon would get a percentage of the proceeds when the company is involved in creating marketplace opportunities.

B2C Commerce: This is where users conduct commerce amongst themselves, which could be between individuals, between individuals and businesses, or directly between companies. In all circumstances, Aapoon will be able to promote needs and opportunities on behalf of vendors, without the need to disclose their personal information. Aapoon will be verifying the parties involved. Once the parties have decided to conduct business, they will have the option to use Aapoon's smart contract technology (already available) to place a low-cost agreement in place and then use Aapoon's escrow service to facilitate the transfer of funds. (Smart contracts are a simple way for individuals and small businesses to put effective contracts in place without the need to engage expensive legal services.) At this juncture, Aapoon is not prioritizing this solution area.

KYC for Enterprises: With the world's leading AI-based facial recognition software, Aapoon can provide Know Your Customer (KYC) solutions to enterprises. By combining our KYC

capabilities with other services, Aapoon can offer enterprise solutions for identity and personal information management. For example, Aapoon could provide hiring solutions to speed up credentials and background information checks and verification for recruits -- with each candidate's information only needing to be verified once in their lives. This solution would be developed via a combination of Aapoon's facial recognition technology, our Blockchain platform, and a cost-effective partnership with a credentialing company. Right now, Aapoon has no plans to pursue this area of solutions, and will only do so in an opportunistic, paid engagement.

Roadmap

The development roadmap presented below indicates that much of the platform is ready for a major launch in India and to the Indian diaspora. Over the coming quarters, we will be adding the revenues modules.
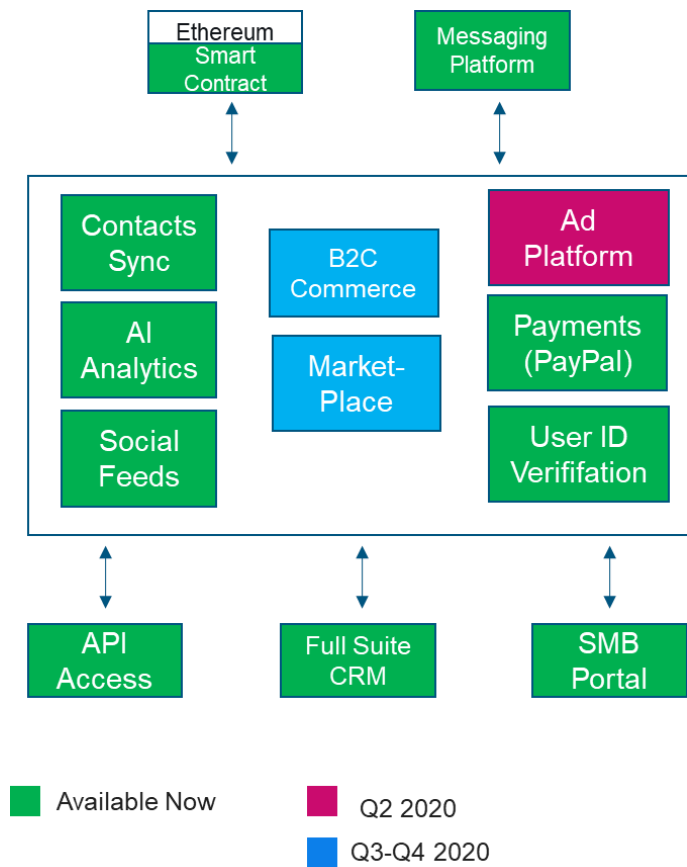
Value Proposition

To the Users:

Aapoon offers its users attributes that no other social media platform can:

1. **Share in the Profits:** Aapoon is providing its users an opportunity to monetize their social media presence by sharing up to 50% of the company's profits with its users and is turning out to be an initial 'hook' for users to sign up for Aapoon. We believe that this will be a compelling enough reason to start using Aapoon and eventually make the switch from our social media platforms.

2. **Reduction in "Fake":** Aapoon is the only social media platform that can offer a high level of trust and reliance. In a country like India, where fake content is rampant, a safe and trusted social media platform prepared to remove users who are rampant generators/promoters of phony content will have appeal to many users.

3. **Consolidate Your Communications Apps:** Today, a typical social media user uses multiple social media apps for different communication because each messaging app has a specific feature that a user wanted. Aapoon's messaging will encompass not only different features of various messaging apps but also attached media (e.g., photos and videos) searchable – something that no messaging app provides currently.

To the Authorities/Government:

1. **Reduction in "Fake":** A significant reason for the new regulation in India around social media is the government's need to reduce or eliminate the spread of fake information. The new regulation is requiring incumbent social media networks to set up entire organizations to interact with government representatives to remove fake or objectionable content. With user verification, and a policy in place to remove users found guilty of spreading false information, we can expect the amount of fake content on Aapoon to be limited. This factor will appeal to Indian regulators.

2. **Need to Verify Users:** Authorities are also contemplating a requirement that all social media users be verified with their Aadhar cards – something only Aapoon is able and willing to do on a large scale. We achieve this by using our industry-leading AI-based facial recognition technology.

3. **Share Meta-Data User Information:** The government of India is also expecting to get access to user meta-data and the ability to communicate with users on relevant issues. The government is not looking for user-specific information. Since Aapoon will be working with user meta-data, we can easily share this with the government if the data does not need to leave our platform.

To the Partners/Ambassadors:

One avenue of user growth for Aapoon will be Admins of large messaging groups. The appeal of Aapoon to this segment will be:

1   **Ad Revenue Share:** Admins will receive a share of the ad revenue generated on their message groups (details further in this document).

2   **Create Large Groups:** Currently, most messaging apps have a limitation on how many people can participate in a group. WhatsApp has a limit of 256. Group admins often must manage multiple groups to communicate across organizations. Telegram is one of the only platforms without a group size limit – which is why its growth is snowballing in India. Aapoon not only has no group size limit but also provides sophisticated features to help manage these groups and highlight messages from specific individuals.

Target Market

The social media industry continues to grow aggressively with worldwide ad spending on social media expected to cross $100B in 2020 and projected to grow at over 7% rate annually to $125B by 2023. Most access for social media happens through mobile devices, and over 90% of advertising will occur through mobile platforms. We have seen a gradual increase in ad spend per internet user going from $13.49 in 2018 to $15.40 in 2019. This is expected to climb to $16.85 per internet user in 2020 and reach $18.40 by 2023, which bodes well for the social media industry as it means that the value of each user continues to rise.

The number of social media users is now in the billions, with multiples of that in user accounts across a broad range of apps. Apps range from single-function offerings such as Twitter and Snapchat to more robust platforms such as Facebook.
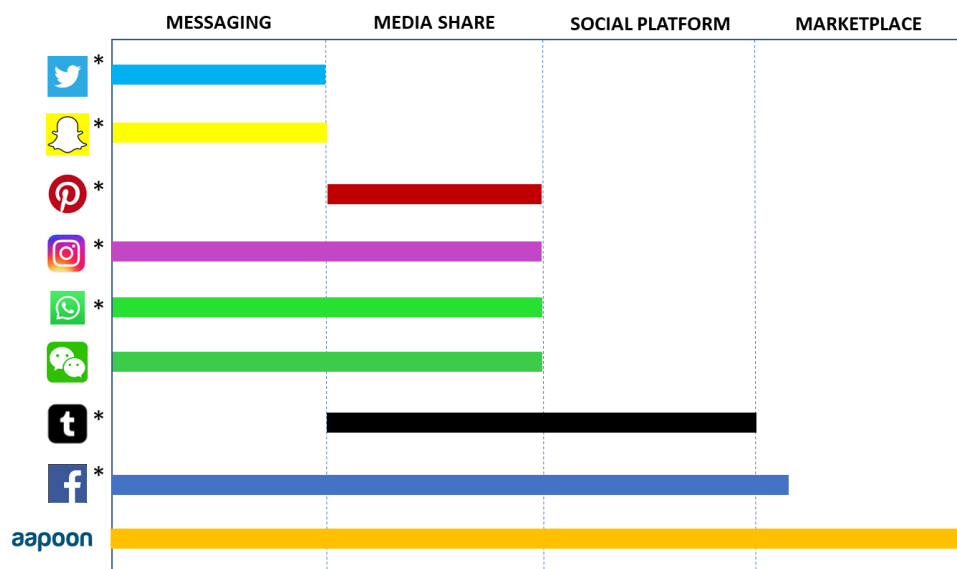
Facebook, along with the WhatsApp and Instagram apps that it owns, dominates the market globally. Despite having no presence in China with its 1.4B population, these 3 apps claim to have over 6 billion users globally. And while regulators love to hate Facebook, its growth and profits continue to increase unabated. While such apps have a global appeal and presence, many other apps have garnered sizable users bases in niches – either in specific geographies or catering to specific types of users. For example, vk.com is a Russian language-based social media platform, which is similar to Facebook and has over 500 million users. Band.com is another niche platform that caters to users in the arts.

While most of these apps have a global presence, Chinese companies developed copycat social media apps that are approved for use by the Chinese government. WeChat is China's answer to Facebook and has over 1 billion users. Other apps such as Weibo, Tencent QQ, and Youku claim to have anywhere from 500 million to 1 billion users each. And several other Chinese apps have anywhere from 100 to 400 million users. TikTok is a new phenomenon out of China that has taken the world by storm. It has not only raced to 1 billion users in record time, but it is the first social media app out of China that has established a firm footing outside China. TikTok has a strong presence in the US, but an even stronger and rapidly growing presence in India with over 140 users.
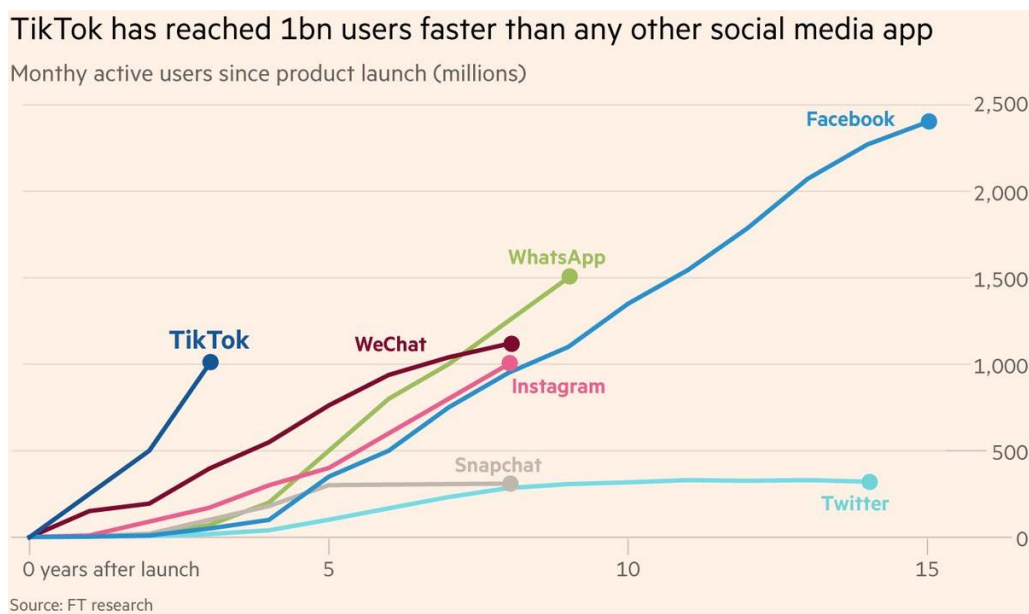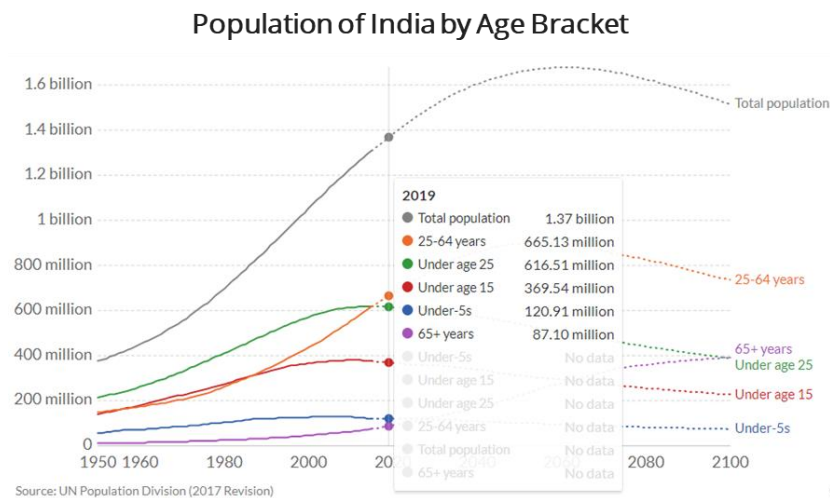

The India Market

After evaluating the global market for social media, factoring our priorities and interest, and some critical global and local trends, Aapoon has focused on the "India" market – comprised of Indians in India and across the Indian Diaspora globally.

India has a growing population of 1.3B, with over 600 million of this population under the age of

25 (average age of the country is 27.1 years). 850 million have mobile phones supported by low-cost access plans.

Population of India by Age Bracket

2019	
Total population	1.37 billion
25-64 years	665.13 million
Under age 25	616.51 million
Under age 15	369.54 million
Under-5s	120.91 million
65+ years	87.10 million
Under-5s	No data
Under age 15	No data
Under age 25	No data
25-64 years	No data
Total population	No data
65+ years	No data

Source: UN Population Division (2017 Revision)

- Over 600 million people below the age of 25

There are over 350 million social network users in India, and the number continues to grow steadily, which is more than the entire population of the US – the world's 3rd most populous country.

Number of Social Network Users in India (2015 to 2023)

Source: Statistica 2019
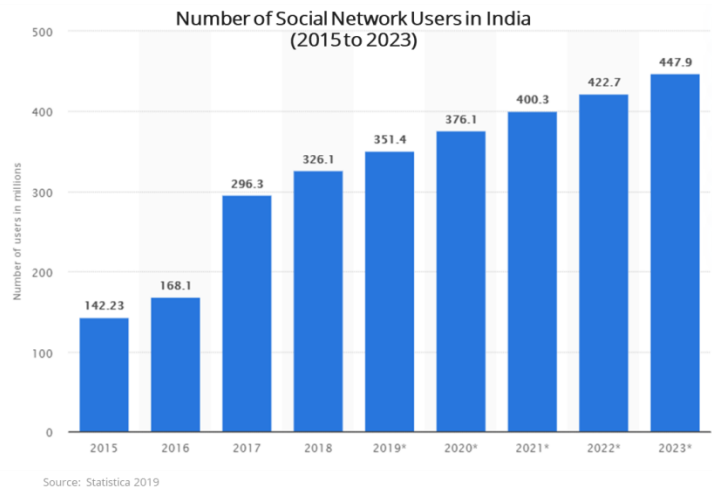
Indians spend 2.4 hrs. a day on social media (vs. 2.5 hrs. globally), and most access it through their mobile devices.

Interestingly, 97% of users access videos online. The social media platforms of choice in India are all 'imports' with Facebook and WhatsApp dominating the market. Twitter and FB Messenger are popular as well. TikTok has also taken India by storm and has already won over 140 million users. Telegram has suddenly started to gain popularity because it does not place a

limitation on the number of users in a message group. The rapid rise of such apps demonstrates that despite there being so many significant apps in the market, there is always room for a new entrant with a value proposition that appeals to users. (It is important to note that the Indian government is becoming increasingly concerned with apps that are believed to have close ties to governments - .e.g. TikTok from China, and Telegram from Russia).

Frustratingly, India leads the world in fake news and content production and propagation. Faced by this challenge, a new storm is brewing in India that creates a sizable opportunity for Aapoon to enter the market.

POLITICAL
- Want to follow the China model of having an "Indian Internet"
- Can significantly influence what the populace uses

BUREAUCRATIC
- Developing regulation to reduce "fake" and improve user privacy
- Believe that complete user verification is the way to go

THE BREWING STORM

CULTURAL
- Growing nationalist sentiment – Indian pride
- No successful home gown social media platforms

JUDICIAL
- Demanding end to fake videos, pictures, and postings
- Concerned with protections of user privacy

MARKET
- Users getting tired of "Fake"
- Starting to realize value of privacy
- Incumbents and data exploitation business models under flak globally

Over the past several months, the Indian authorities, including the Central/Federal government and the Supreme Court, have weighed in on the need to cut down on "Fake" information being spread through social media in India and to provide users with better protections online. The Attorney General of India has even proposed that all social media platforms should verify their user's identities with the Aadhar Card – India's national ID card. New rules now being proposed by the government are focused on providing users with better protections and will require large social media companies to better police fake or harmful content on their platforms.

9,920 views | Jan 22, 2019, 05:40am

India's New Rules To Govern Social Media Raise Fears Of More Censorship   **Forbes**
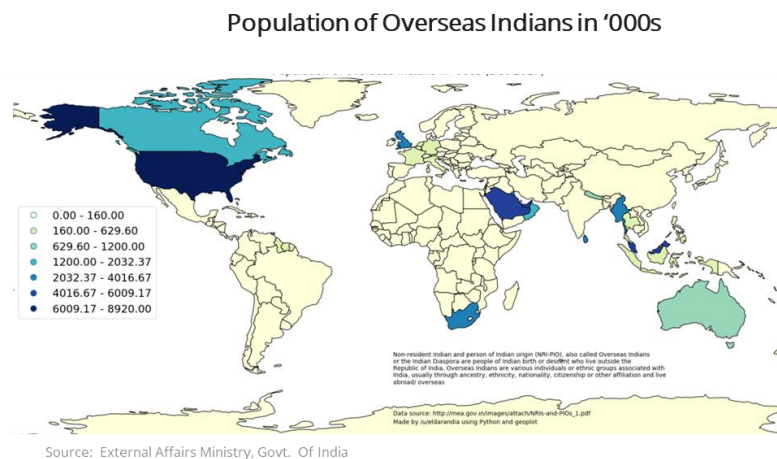
And a nationalist movement has begun in India, which in most ways translates to "India First."

Keeping with the momentum, seeing how China has created its controllable internet, the Indian government has been showing signs of wanting to move in a similar direction.

Simultaneously, users are realizing that they have absolutely no privacy – either online or even in their homes with internet-connected devices continually listening in on their conversations.

The Indian Diaspora

Beyond Indians in India, there is a large Indian Diaspora spread out across the world. There are over 6 million people of Indian origin in the US, of which 2/3 are Immigrants who have come to the US after 2000. Beyond the US, there are over 4 million Indians in Saudi Arabia, 3.5M in the UAE, and over 2 million in Malaysia. Canada has 1.8M Indians, and the UK a tab over 1.5M.

Population of Overseas Indians in '000s

○	0.00 - 160.00
○	160.00 - 629.60
○	629.60 - 1200.00
○	1200.00 - 2032.37
●	2032.37 - 4016.67
●	4016.67 - 6009.17
●	6009.17 - 8920.00

Non-resident Indian and person of Indian origin (NRI-PIO), also called Overseas Indians or the Indian Diaspora are people of Indian birth or descent who live outside the Republic of India. Overseas Indians are various individuals or ethnic groups associated with India, usually through ancestry, ethnicity, nationality, citizenship or other affiliation and live abroad/ overseas

Data source: http://mea.gov.in/images/attach/NRIs-and-PIOs_1.pdf
Made by /u/eldarandia using Python and geoplot

Source: External Affairs Ministry, Govt. Of India

In the US, the Indian population is well educated and has the highest per capita incoming of any immigrant group in the US. Further, they are geographically concentrated in select large metros. Aapoon's research has found that immigrants in general, and especially those from India maintain strong ties to friends and family back home and use social media to do so.
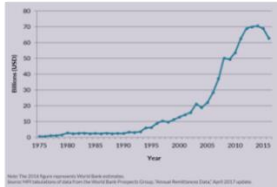
Geographic Distribution of Indians in the US

- The Indian Diaspora in the US is concentrated in select cities, thereby making targeting easier

Indian Immigration to US By Time Period
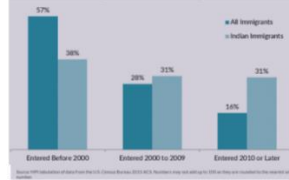
- Most Indians are relatively recent immigrants, and as a result have strong ties to India

Annual Remittance of Funds to India

- Tend to transfer significant funds to family and investment opportunities in India

Given the changing bureaucratic, judicial and political environment in India, given a nationalistic movement picking up steam across the country, and the fatigue of social media users for 'fake,' there is an opportunity for a platform like Aapoon to push hard into the India market.

Competition

Globally, Facebook is by far the latest social media platform with over 2.5B accounts and over $17.5B in revenue just in 3Q19 from over 7 million advertisers. Facebook's Instagram app, with over 1 billion users (up 43% from 700 million in 2017), is expected to generate over $33B in revenue in 2020. Instagram also has a robust influential marketing capability. Revenue-wise, Facebook, as a company, is expected to do around $66B in annual revenue.

Other popular platforms include Twitter, Pinterest, and LinkedIn, with 330 million, 300 million, and 660 million users, respectively.

As it does globally, Facebook dominates the Indian market with over 250 million users – the highest of any country in the world. 97 million users are between the ages of 18 and 24. And more than half of the users use Facebook as a news source.

Facebook's WhatsApp platform has multiplied its size in the past 2 years to over 400 million users, with India being the largest country for WhatsApp. To round off Facebook's dominance, Instagram has over 75 million users in India, again with the 18-24 age groups being the largest.

While TikTok has also grown rapidly to 140 million users in India, popular platforms such as LinkedIn (53 million) and Twitter (8 million) are rather far behind FB and its trio of platforms.

Execution

Marketing Plan

Target Segments

The India market opportunity is sizable – especially since no social media platform in India has the functional capabilities that exist within Aapoon. Our platform has all the features that other social media platforms have, and then some – in all the components to create and offer marketplaces. Aapoon will address market growth in Phases, starting with:

>**Phase 1:** Address specific segments to continue *building the user base*.

>**Phase 2:** Develop offerings to *increase user engagement* with the platform.

Phase 1: Continue Building User Base

Aapoon will target 2 groups.

1. University students
2. Large social media groups managed by Group Administrators

University Students:

The heaviest users of social media in India are young adults in the 18-24 age group. They are an ideal target for us to go after because :

1. **Lower Switching Barriers:** While youth typically have large networks of connections in their social networks, they have a relatively small network of close friends on their social networks (as opposed to large networks for older people). Their pain to switch over isn't as high as for someone with large circles of close friends. The effort to move their core group over to SocialChainz isn't high. Our research has found that while they are willing to switch over, they will continue using other social media platforms as well – at least until they are comfortable that the core network from earlier social media platforms has switched over.

2. **Profit-Sharing Appeal:** Young adults are cash strapped. So, the opportunity to share in our profits appeals to them. They perceive Aapoon as a company that is "willing to put its money where its mouth is." In addition, this segment is also constantly looking for discounts. With SONA coins, users will be able to avail themselves of discounts at select merchants.

3. **Willingness to Provide Government ID:** Aapoon's research has found that young adults are less hesitant to provide us with their government-issued photo IDs. They trust we will use it as we say and will delete their ID information from our servers once they are verified. Older people are less inclined to trust Aapoon – at least not until we are better established.

University students in India present us with a sizable market with over 35 million student enrollments in approximately 800 university programs and 39,000 colleges across the country. Of these, 27 million are undergraduate students. While most of these colleges are government-funded with significant stipulations regarding their ability to partner with outside entities, many thousands of private universities have the autonomy to work directly with a company like Aapoon.
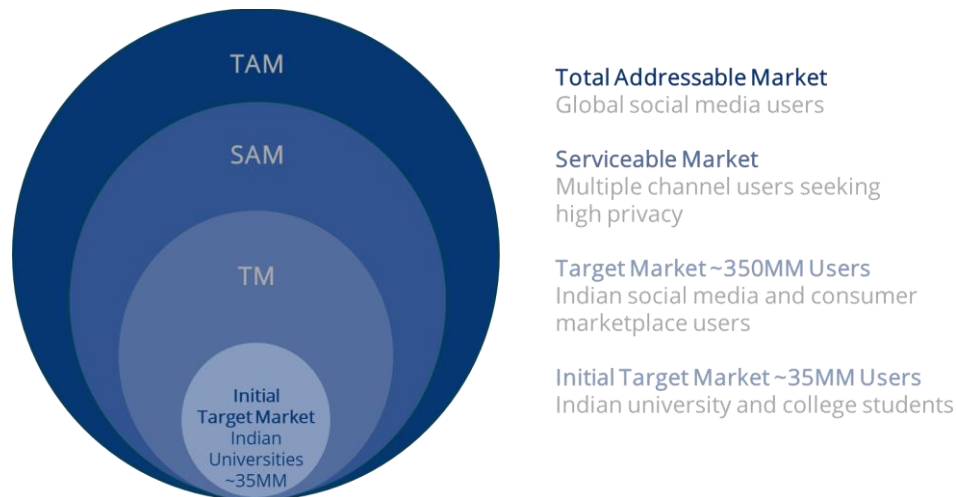
Group Administrators:

Aapoon has found that its app has a significant appeal to group administrators of large messaging groups. In India, and even among the Indian Diaspora, given the size of India's population, numbers are significant with anything involving people. Members of Parliament win their elections by margins larger than the population of entire states in the US, and similarly, groups on social media tend to be large in India. However, the most popular social media apps have a limitation regarding the number of users that can be in a group. WhatsApp with over 400 million users in India, for example, has a restriction of 256 users per group, while Instagram's limit is 32. Group Admins of organizations and institutions must maintain multiple groups/lists to communicate with their members – or switch to the Telegram app – which they are hesitant to do as it is a Russian app. By using Aapoon, Group Admins will be able to simplify their group communications.

Businesses and brands contribute to social media content significantly. Major brands and even SMBs (Small-to-Medium Businesses) develop and offer their own apps and content but often lost in the noise. With Aapoon messaging, targeting, and group management capabilities, businesses will be able to offer targeted offerings in real-time.

Go-To-Market Planning

University Students:

Rather than go after students directly, which can be expensive, we are partnering with the administration of universities. We plan to work with select universities across their business departments, computer science departments, and even their IT departments. The diagram below provides the appeal of Aapoon.

STUDENTS	FACULTY	ADMIN
• Internship opportunities • Gain real world experience by developing and executing plans for SocialChainz • Opportunity to work with SocialChainz's management • Opportunity to be directly employed by SocialChainz. • Develop thought leadership pieces (e.g., papers, enter engineering competitions) based on work done with SocialChainz.	• Secure, university communications platform to communicate with students. • Develop thought leadership pieces.	• Adopt and utilize the world's most private social media platform that not can be used as a communications platform among students, but across all levels of university admin as well. • Communicate via messaging with very large groups via SocialChainz messaging. • Alignment with a cutting-edge social media company looking to revolutionize social media in India.

Aapoon has already signed an agreement with GITAM University in South India. The university has 20,000 students across three campuses in Visakhapatnam, Hyderabad, and Bangalore. The agreement has been signed directly with the Vice-Chancellor (equivalent to President) of the university. We are now working with senior business school faculty and the CTO of the university. GITAM students and faculty will help develop local go-to-market plans and then assist with the execution – in conjunction with Aapoon marketing personnel.

Beyond GITAM, we are also positioned to established similar relationships with other major universities in South India. We are on track to begin the planning activities in 1Q20.

Aapoon is actively recruiting local marketing people in Hyderabad to work with GITAM and also develop and manage "Campus Ambassadors" programs. The Campus Ambassadors program will involve the recruiting of select students on campus as "Influencers" who use Aapoon and then bring additional users on board. These Campus Ambassadors will be compensated for their efforts by Aapoon.

Group Administrators:

Our focus in this segment is 2 types of Group Administrators:

1. Administrators of large organizations that manage large social media groups
2. Administrators of SMBs

Large Group Admins:

While we offer large group admins the opportunity to simplify their group management, we are also incentivizing them to move their groups over to Aapoon. The Aapoon messaging app is all-encompassing because it offers features collectively provided across multiple messaging platforms. Also, we can embed targeted display advertising within these groups. We offer Group admins up to 10% of the revenue generated via advertising within their groups. In select cases, we may run a promotion to offer the largest group admins equity in Aapoon.

SMB Group Admins:

The appeal of Aapoon is significant for small businesses. SMBs struggle to be noticed in the crowded social media world. Aapoon will offer small businesses their own business groups to attract and manage customers. We will offer them two packages:

- **Basic Package:** Where they can operate from their own group page – www.Aapoon.com/businessname and group messaging platform – enabling them to establish a direct relationship with their customers.
- **Premium Package:** Which will include all the features in the Basic Package along with analytics, enhanced advertising features, polling options, and the ability to generate user reviews.

Benefits to SMBs

These examples will best highlight the value Aapoon can deliver to SMBs.

Slow Evening at a Restaurant:
Restaurants in India generally promote their businesses via email, review sites (e.g., Zomato.com), and coupon books. Rarely do they have the opportunity to communicate in real-time with customers. During a slow business evening, using the Aapoon platform, a restaurant can now offer its members an instant coupon or discount or promote a special dish.

Service Request in Apartment Complex:
Today in apartment complexes, it can take a while to get a service request attended to. By using Aapoon apps to stay in touch with the apartment complex residents, renters can make a service request via the group instantly. The request can be handled by the Super or even a friendly neighbor.

Aapoon will work through partner companies that have established marketing relationships with networks for local businesses. Revenue will be shared with these partner companies.

Phase 2: Offerings to Increase Engagement

Aapoon will begin the development of its "Marketplace" offerings in this phase. Offerings will initially come from 2 sources:

1. **SMB offerings:** These will be searchable by users based on the topic and locality. As SMBs join the platform, their offers will become a part of a marketplace that can then be searched by users. Since Indians have become a major 'coupon' expected society, the ability to source coupons in real-time will have tremendous appeal to users.

2. **Consolidated Buying Offers:** We have started discussions with agencies to develop and offer auto, homeowner, and life insurance plans to target the Indian Diaspora in the US. The Indian community in the US has a lower risk profile but is relatively small in size and distributed over the country. It hasn't been possible to consider the profile of this ethnic group for developing relevant insurance plans. With Aapoon, we will have access to this citizen segment. Once we have developed and offered these plans in the US, we will build and provide similar offerings in India.
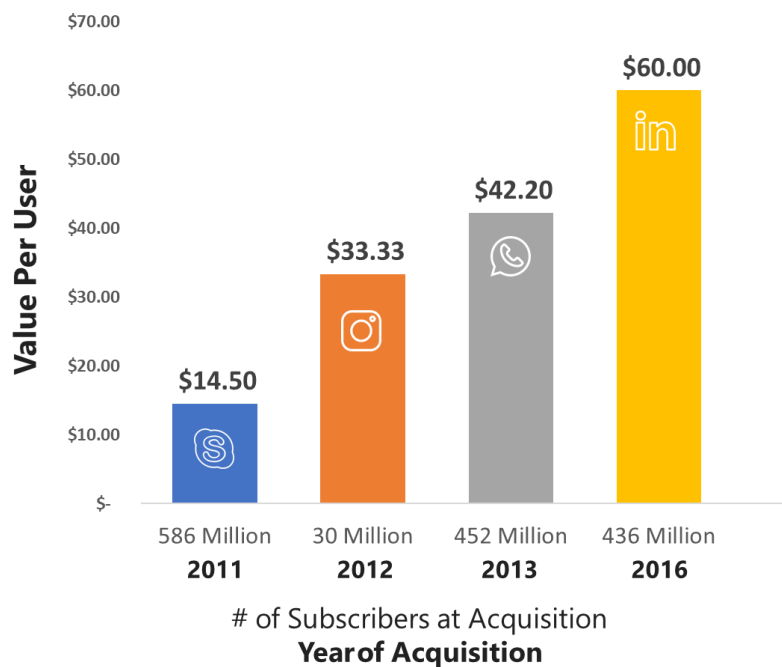
Technology

Aapoon uses its custom AI-based software facial recognition technology that enables rapid verification of a user's government-issued Photo ID with their selfie.

Also, Aapoon uses Artificial Intelligence (AI) to aggregate the wants and needs of users and to match them with promotional offers. AI is used to aggregate the user's requirements for group services.

Valuation

In terms of the value we expect to create for our shareholders, while we can make no guarantees, we advise existing and potential investors that rather than focus on our revenue, the value in a social media company like Aapoon comes from building an engaged user base. Each user that comes on board adds to the company's valuation. For comparison, the chart below indicates how much users have value in these critical acquisitions. It is essential to remember that in all cases below, these companies commanded such high valuations even though they were not profitable. LinkedIn has never made a profit to date. All of them had as much as 35% fake and duplicate accounts. What that means that if one were to consider only the 'real' accounts, the value per user would have been higher.

With Aapoon, where the chance of fake users is minimal to nonexistent, we would expect a healthy valuation of each user in our user base.

Exit Options

Aapoon has broken several barriers and established the building blocks for a new type of social media platform. To technically catch up with our capabilities, whether the facial recognition technology, integrated digital currency and smart contract functions built on the Blockchain and a unique business model that does not exploit users for their data, it would take most large companies significant investment in time and funding. We, therefore, believe that Aapoon will be able to create substantial value for its investors.

In terms of an exit, Aapoon, therefore, could be looking at multiple options.

1. **Acquisition for Facial Recognition Technology:** We believe it will take large companies a significant investment of time and resources to be able to catch up with the state of our AI-based facial recognition software. A large company might find it more cost-effective to acquire Aapoon instead.

2. **Acquisition for Social Media Base and Platform:** Even at this nascent stage, Aapoon could be an acquisition target as it has several/most of the critical components in place to provide a holistic social media experience from messaging, multimedia, social sharing, and marketplace. As the company's user base grows, and revenue modules come online, the acquisition appeal of the company will only increase.

3. **Initial Public Offering:** If the company is fortunate enough to grow substantially, and should the need arise for significant funding, Aapoon would consider undertaking an IPO.
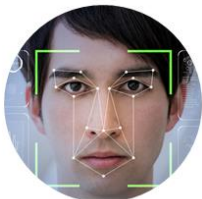
Acquired for AI-Based Facial Recognition Technology

Acquired for Social Media User Base + Platform

Undertake IPO

Company

Locations

We have offices in Hyderabad, India, which is a development center, and in Houston, TX, which is our management team office.

Management team

Key Persons – Officers and Directors

These individuals are Officers of the Issuer. For this section of the Disclosure, the term "Officer" includes the positions of president, vice president, secretary, treasurer, chief financial officer, comptroller, or chief accounting officer, and any person routinely performing similar functions.

Name: Srini Katta

Position: CEO, 02/15/2018 – Current

Responsibilities: Cash flow, Product Vision, Team Building, Investor Management, Brand Management, Corporate Development

Experience & Bio:

- Founder & CEO iServiceGlobe

- Founder & CEO Mogo Labs

- Expert in CRM, Blockchain Architecture

- MBA + MS, Osmania University

Name: Hubert Vaz-Nayak

Position: COO, 02/15/2018 – Current

Responsibilities: Designing and implementing business operations, establishing policies that promote company culture and vision, overseeing operations of the company, and the work of executives.

Experience & Bio:

- Co-Founder & MD, Thrive Partners Consulting and Eclipse Networks

- Conceived of and wrote the business plan for Convergys NYSE: CVG

- Accenture (strategy), BearingPoint, BMC Software, AT&T Wireless, Motorola

- MBA, U. of Chicago; BTech, IIT Delhi

Name: Radha Vudumula

Position: Director, 02/15/2018 – Current Experience & Bio:

- Lead Business Process Architect and Project Manager with over fifteen years of experience in Customer Relationship and Engagement Management. She leads the Robotics Process Automation and Artificial Intelligence business processes.

Advisors

Name: Sunil Pangarkar
- CEO of NExT LLC
- Co-Founder and VP Operations, Prospector Offshore Drilling
- SVP & COO, Paragon Offshore
- General Manager, Schlumberger Drilling Services
- MBA, MIT; BE Mech. MS Univ.

Name: Kevin Wilson

- Co-founder, Cadenya

- Co-Founder, Elephant Ninja