

## Guides

### **Objective:**

To get as many of your friends and fellow students to download OneTap and send you message using it.

### **Step 1 - Getting Started.**

- Confirming your interest in running the campaign and the approximate launch date during our Skype call.
- Download and sign up for OneTap. Try to get to know the App and understand its purpose (Search for OneTap IM on the App Store or Google Play).
- Consider preparing some promotion materials for your campaign or ask us for support.

### **Step 2 - Getting Signups.**

- Try talking to people in your college about the app, handing out promo materials and/or sharing them through social media to find out what works best for you.
- Once you begin inviting people, you will have 24 hours to invite as many people from your college as you can. (You may request a longer period if you feel you will be a lot more effective).
- We decided to bump up the reward program so you will receive \$5 per each sign up that messages you and a further \$15 for each of those people that remain active for the next 30 days after signing up.

### **Step 3 - Getting Rewarded.**

- Once the invite period is over, we count up your qualifying sign ups and pay you up to \$1000 via pay pal or bank wire.
- Once the invite period + 30 days is over, we count up qualifying active users and make another payment with no cap (In order to qualify as an active user, one has to update his/her status on average twice a day over the 30 day post-signup period).
- In case of a very successful campaign we may offer you a more permanent position organising campaigns in other colleges.

### **+\$ Write us a review.**

If you do like OneTap, we would very much appreciate a review in the App Store or a Google Play Store. Send us a screenshot at anytime for an extra \$5.

If you don't like the app, write us your review directly and receive the \$5 anyway.

### **+\$ If you're in a fraternities.**

We are prepared to offer your fraternity a cooperation.

For every week of OneTap IM use within your fraternity we are ready to pay \$500 and put it directly on its bank account.

Activity of your fraternity members will be rewarded:

90-100% - \$500/week

50-89% - \$300/week

0-49% - \$0/week

An active member is considered to be one, who sent 7 messages and changed status 14 times a week.

This campaign will be held each week.

All participants will be notified in advance for any terms and conditions changes.

If your fraternity has an interest in cooperation with us, please notify us via Skype or email.

### **Extra tips about OneTap.**

By now, you most likely know about the basic functionality such as preset templates and templates for one tap responses. What you may not know is you can create your own template trees by using the app like a regular messenger with your friends. Unlike statuses in other Apps, where people often stay "away" for months, our statuses are meant to bring people together. By tapping "I feel like" you're basically telling your friends that it's a good time for you to go for a coffee or some drinks. It's also convenient to see what your friends feel up to by checking in or viewing notifications. OneTap IM is by far the best way to share and view that information, and we hope you agree with us.

Good Luck,  
Team OneTap

Email us at  
[team@onetap.im](mailto:team@onetap.im)