

Our vision and business idea

At **Cityzens** our vision is to create a better, efficient and elegant way for daily living. We Cityzens believe in the power of technology and the ability to **empower** us humans instead of replacing them.

Our business idea supports this vision by offering and creating whole new wide-range of **gorgeously** designed and made apps for **iOS** and Android platforms.



KEY AND CORE STAFF

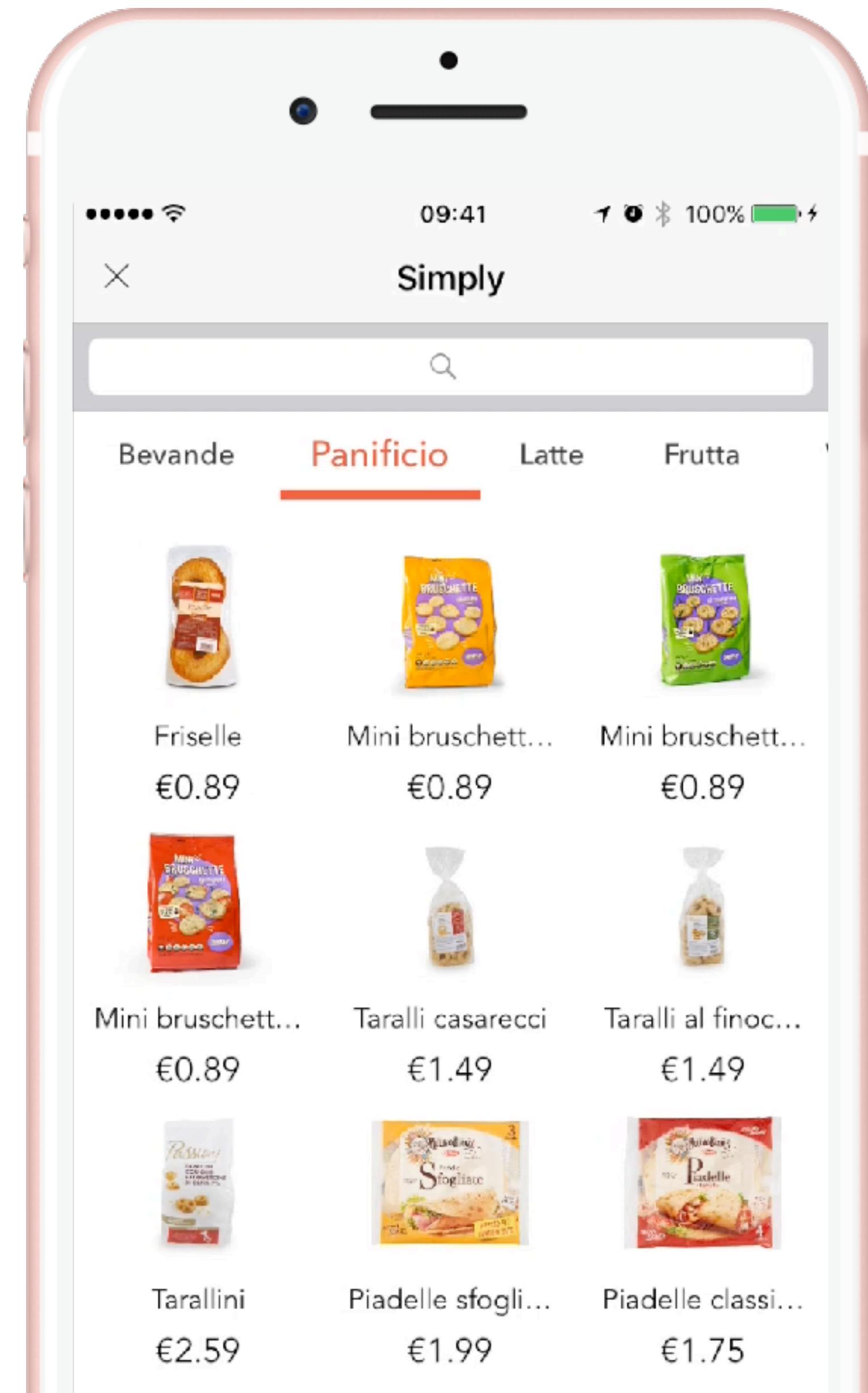
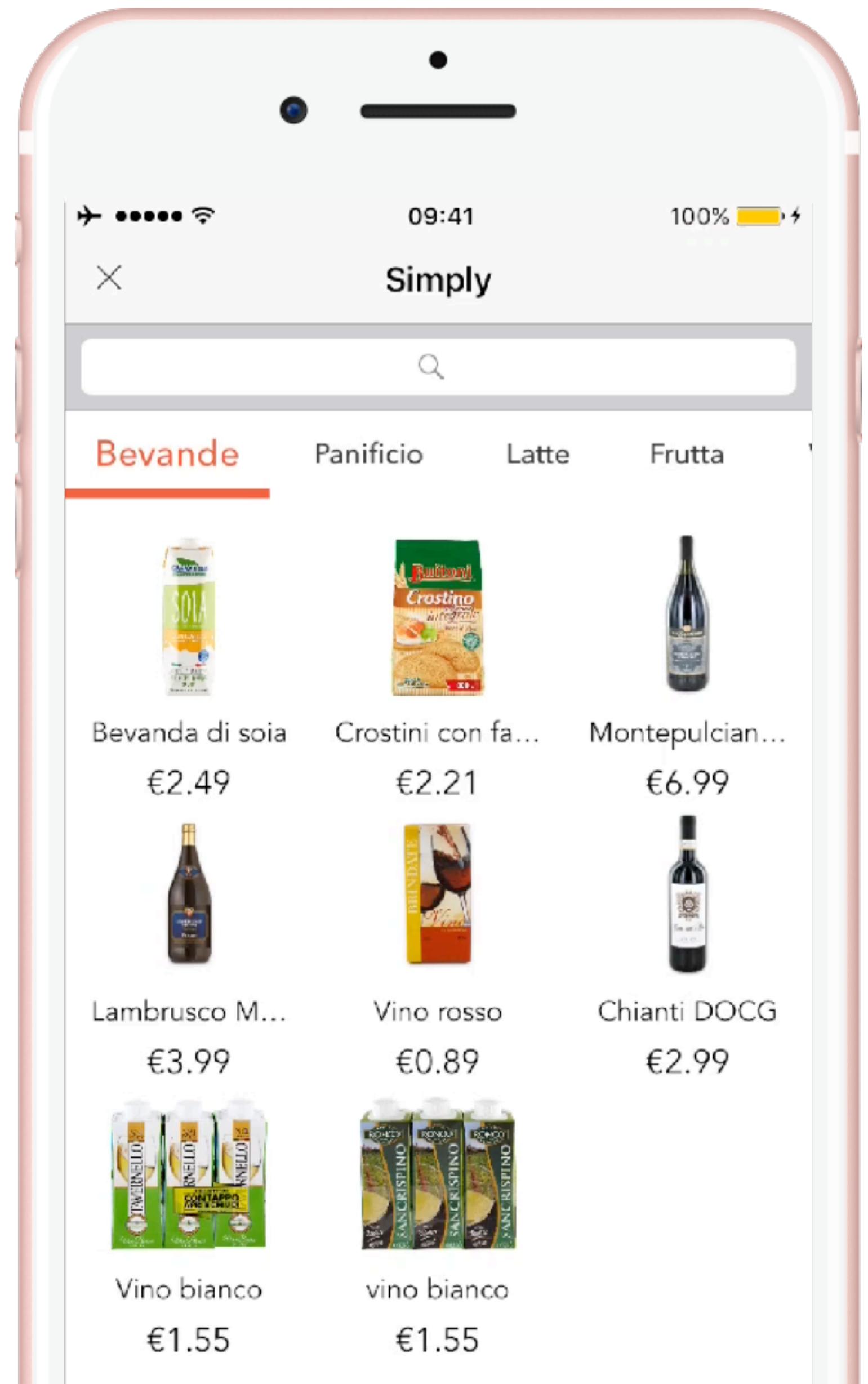
Product Manager
Strategist
Designers
Developers

**Dreamers and visionaries
Customer champion
Rainmakers
Innovation architect**

Line of products

Grocery Shopping





Target Market

Geographic

Italy(North and south) and mostly in US(New York)

User status:
Regular user

Use rate:
Medium use



Male and female:

Middle Aged(30 - 41)
Collegiate Students(17-23)
Elderly(61 - above)

Occupation:

Students, blue collar,
retired professionals,
executives and business
owners

Value Proposition>

Value Proposition Highlight



Grocery

An on-demand online grocery delivery service app.

Key customers: Elderly people and college students

Key value: We transform grocery shopping into whole another experience by making it efficient and simple to do. We offer you a quicker and simpler way to get goods from your favourite supermarket directly to your door. All you need is your phone and the app you can get for free from appstore.

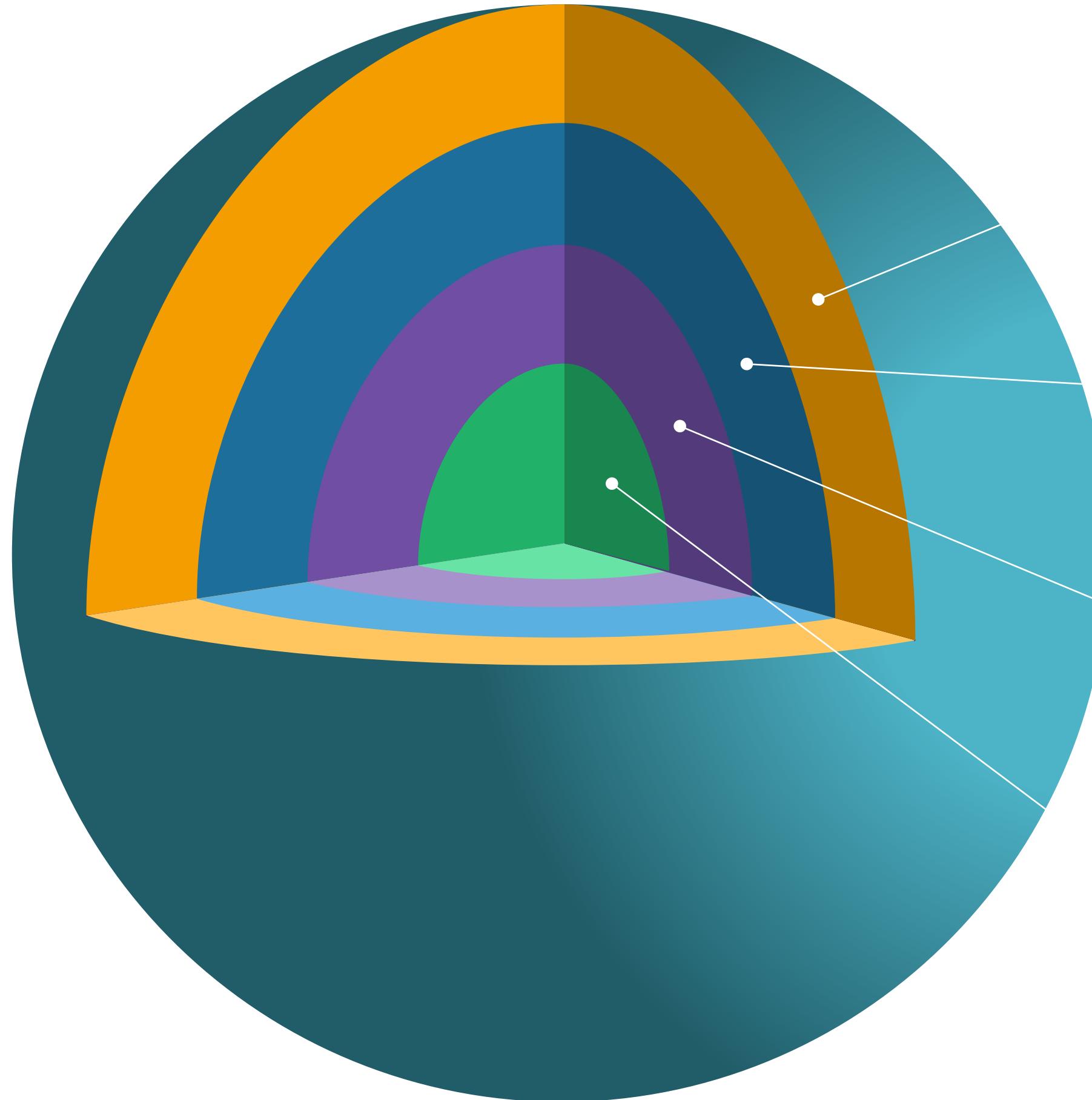
Benefits: Save time, no struggles or hassles, delivery to your door, simple and easy to use, efficient and reliable.

Marketing initiatives

“If you’ve invented something new but you haven’t invented an effective way to sell it, you have a bad business - no matter how good the product.”

- Peter Thiel
Paypal cofounder

MARKETING STRATEGY



Little Bighorn

Expanding or reaching in a certain point before hitting the target point. Based geographically.



Social media and advertisements

Discovering potential clients through social media sites by making pages and paid advertisements.



Free services

Capture potential members with free-mium model



Incredible content

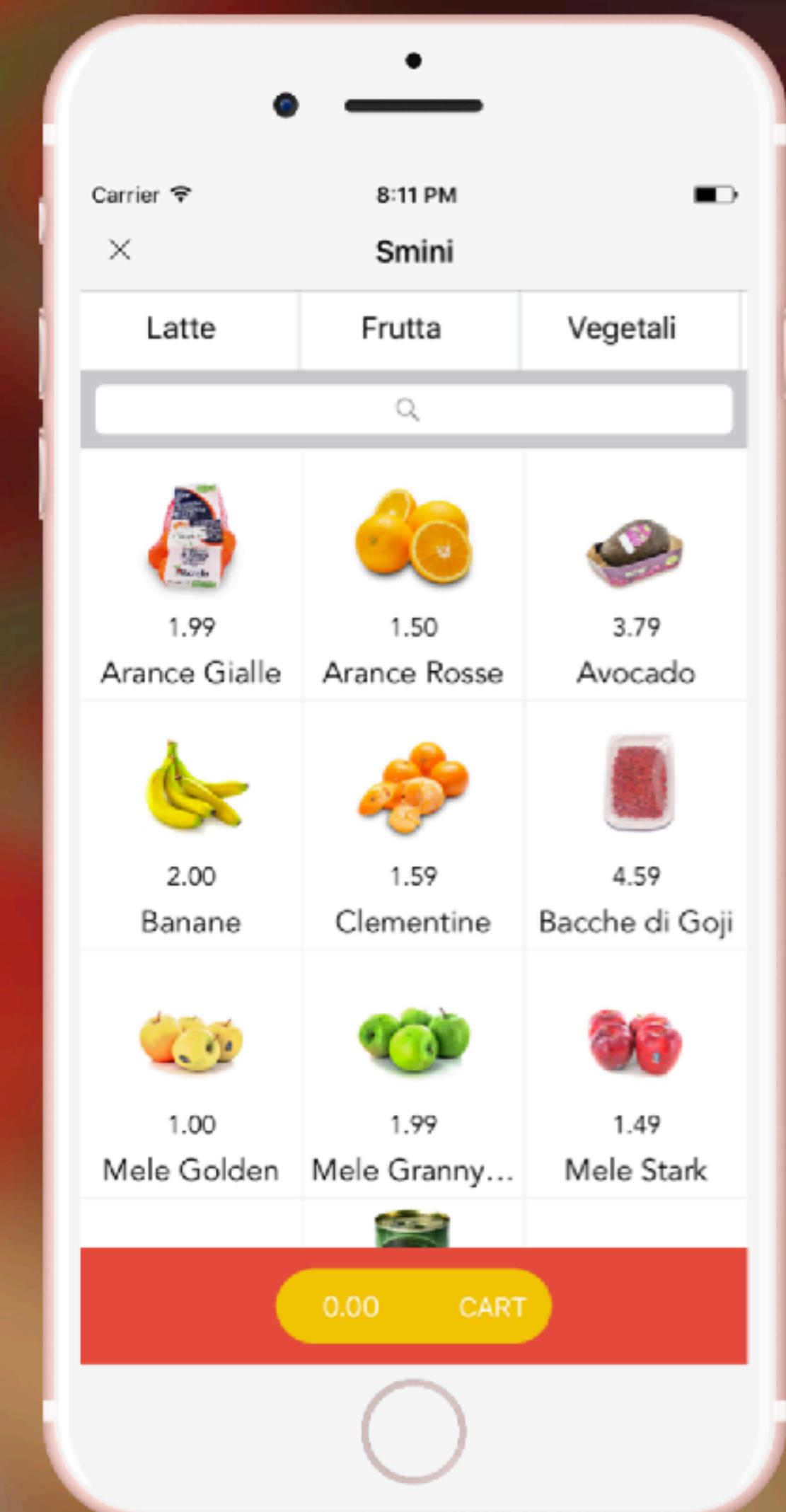
Develop incredible content such that our members will not be shy to share the content

Grocery shopping into whole another experience

Search nearby stores, click-to-order and door-to-door delivery

Enter your email and subscribe

SUBSCRIBE



Grocey

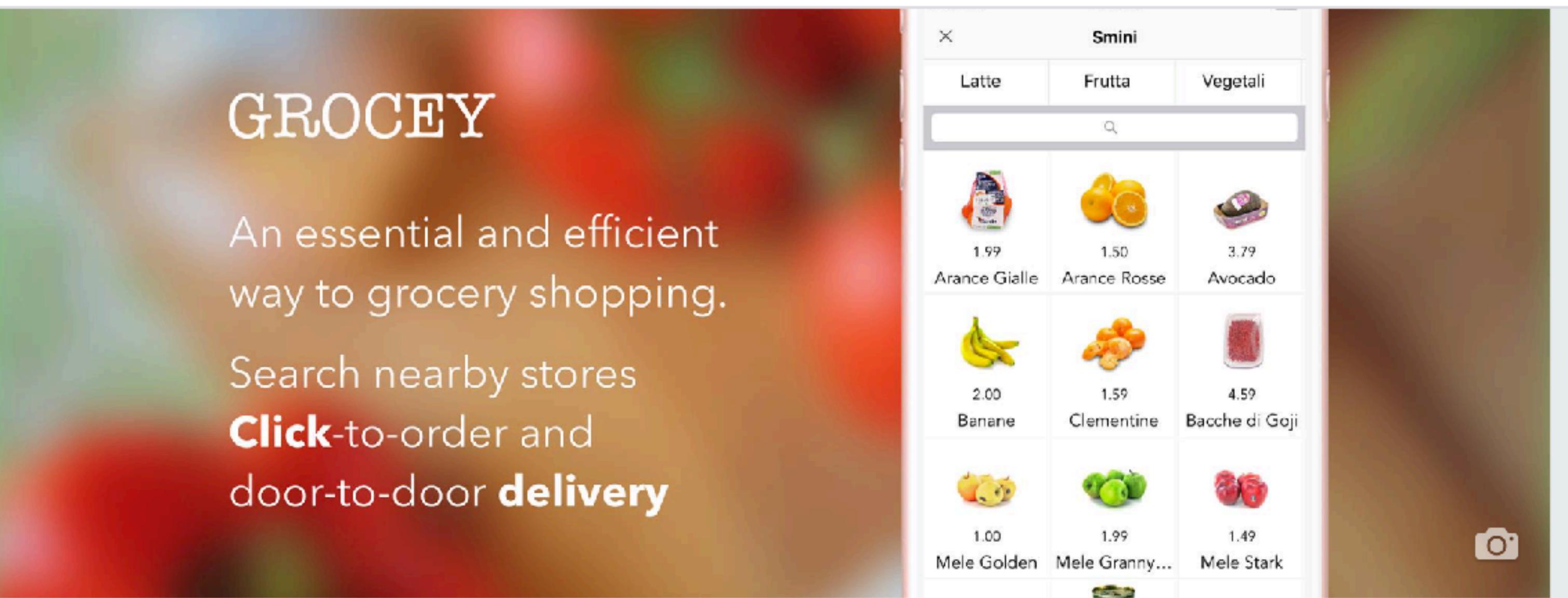
@groceyapp

[Home](#)[Posts](#)[Reviews](#)[Photos](#)[Shop](#)[Videos](#)[Events](#)[About](#)[Likes](#)[Promote ▾](#)

GROCEY

An essential and efficient way to grocery shopping.

Search nearby stores
Click-to-order and door-to-door delivery

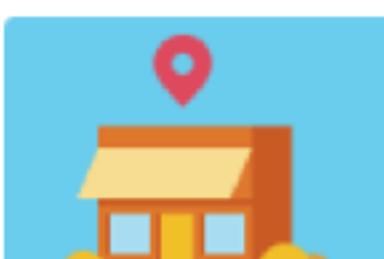


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Write something... 

 Share a photo or video  Advertise your business  Get phone calls  Get messages

 Help people find your business  Create an event  Create an offer  Write a note

[This Week](#)

Smini

Latte	Frutta	Vegetali
 1.99	 1.50	 3.79
 2.00	 1.59	 4.59
 1.00	 1.99	 1.49

[Contact Us](#) 

Know friends who might like your Page?

Inviting friends to like your Page helps other people discover it.

Food Delivery Service in Naples, Italy**Page Tips**[See All](#)

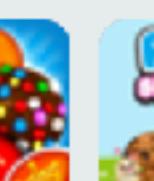
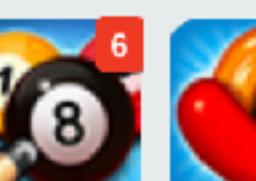
 **Easily Manage Your Page From Anywhere**
Get the Pages Manager app to post and respond to Page visitors on the go.

 **What's a Boosted Post?**
A boosted post is the easiest way to reach more people on Facebook.

 **How Do Facebook Ads Work?**
Reach all the right people where they're

 Turn on chat to see who's available.

 Search



RECOMMENDED GAMES



 Raymond Joseph Nogoy and Ruel Diez are now friends.

 Lourdes Guiao David likes Mashael Guiao's photo.

 Danilo Altheman likes Carlos Verissimo's post.

 PG Pietro shared LINK PER TUTTI's photo.

 Maulidi Kamber commented on Rome Cap Verd's photo.

 Leng Medina David 10

 Vitaly Korobchuk 3

 Dario Guerracino 2

 Umair Hassan 1

 Orazio Angrisani 1

 Orlando Aprea 31

TEAM CITYZENS INC.



CEO & Co-Founder
Derick Angelo David



**VP of Software
Development**
Dario Guerracino



**VP of HR and
Research**
Danilo Persico



CTO
Mario Trerotola



CFO & Co-Founder
Vitaly Karabchuk



VP of Design
Orazio Angrisani

VITALY KARABCHUK CFO

Investments

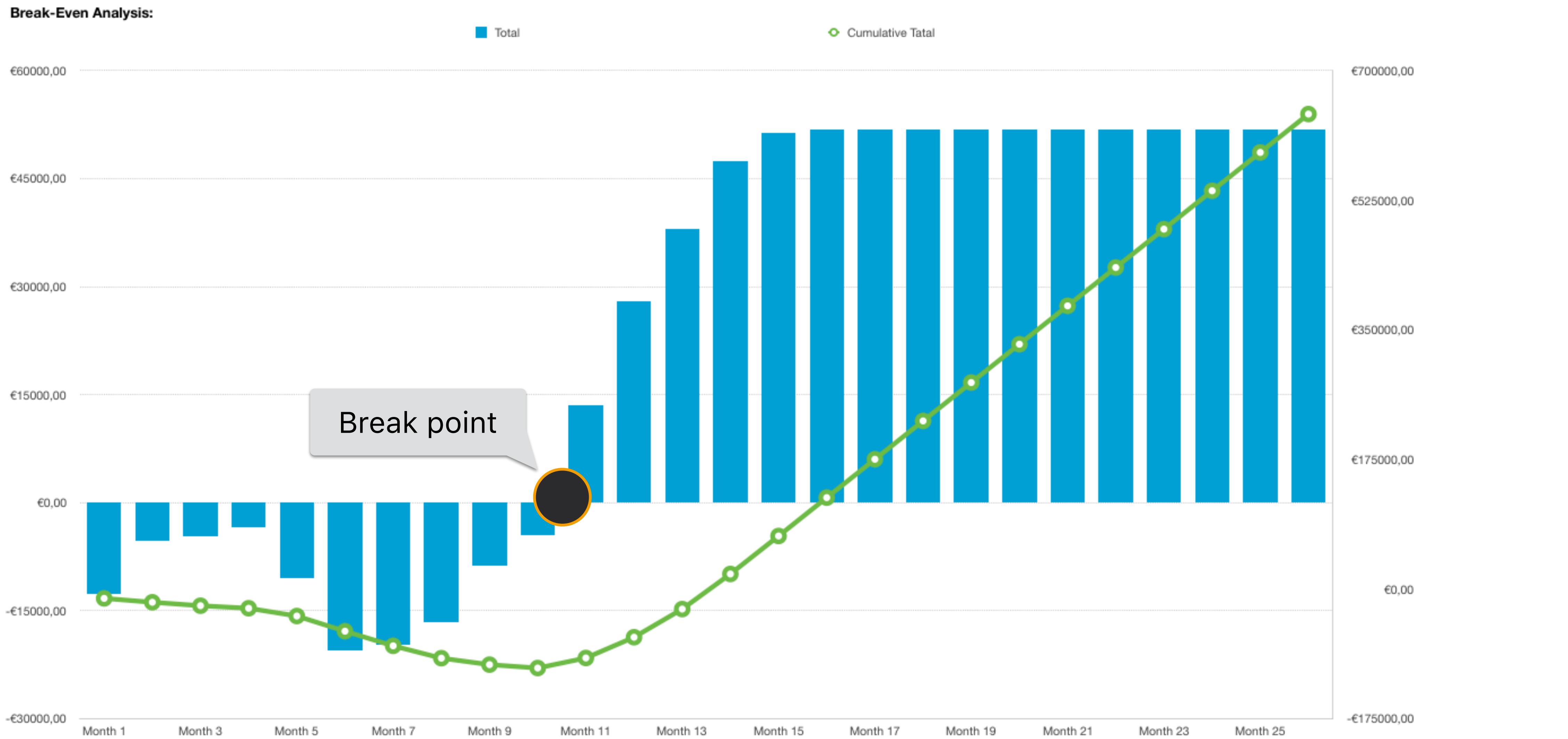
Investment required	
1 round	
Company establishment costs	€3000,00
Works for place setup	€1500,00
Operational costs covering (5month)	€25650,00
Local Marketing	€2000,00
Costs for investor research for the 2 rounds	€10000,00
App Infrastructure(servers etc) 5 month	7500
Total	€49650,00

1st round

Investment required	
2 round	
App support and development team 5 month	€60000,00
Works for place setup x15	€22500,00
Operational costs covering (2month) * 15	€384750,00
Marketing	€30000,00
App Infrastructure(servers etc) 5 month	7500
Administration office costs * 5 month	5000
Total	€449750,00

2nd round

Managing projections



Mario Trerotola **LAWYER**

Buy and sell agreement

BUY-SELL AGREEMENT

This Buy-Sell Agreement (this "**Agreement**") is made effective as of March 07, 2017 (the "Effective Date"), between and among Cityzens (the "**Company**") and each of the individuals listed on the attached **Schedule A** (each an "**Owner**," and collectively, the "**Owners**").

The Owners own all of the outstanding partnership interests of the Company (the "**Units**"), and desire to promote and protect their mutual interests and the interests of the Company. Therefore, the parties hereby agree as follows.

Article I - Sales and Transfers

1. **General Transfer Restriction.** No Owner (or any party acting on behalf of an Owner) may sell or transfer any of such Owner's Units, whether now owned or later acquired, except in accordance with the terms of this Agreement or by the written consent of the Company and all of the other Owners. Any attempted sale or transfer of any Units (or any interest in any Units) that violates the terms of this Agreement shall be void and shall not be binding upon, or recognized by, the Company or the Owners.
 - a. **Sale or Transfer Defined.** The phrase "sale or transfer" includes any sale, pledge, encumbrance, gift, bequest, or other transfer of any Units, whether or not the transfer would be made (i) for value, or (ii) to another Owner, or (iii) voluntarily or involuntarily or by operation of law, or (iv) during an Owner's lifetime or upon an Owner's death.
 - b. **Sale or Transfer Exception.** The phrase "sale or transfer" does not include Owner's transfer into a self-settled trust for estate planning purposes.
2. **Permitted Voluntary Sale or Transfer During Lifetime.** Any Owner who wishes to sell or transfer such Owner's Units must first provide written notice of such intent to each of the other Owners. Such Owner (a "**Seller**") shall be deemed to have offered to sell his/her Units (the "**Offered Units**") to the other Owners. The notice must state the name of the party (the "**Third Party Purchaser**") to whom the Seller wishes to sell or transfer the Offered Units and the terms of the proposed sale or transfer.
 - a. **First Option to Other Owners.** Each of the other Owners shall have thirty (30) days from the effective date of the notice during which such other Owners may elect to buy the Offered Units in proportion to their respective ownership of all outstanding Units (excluding the Offered Units) or in such other proportion upon which the other Owners may agree. During this 30-day period, the other Owners must collectively agree to buy all or none of the Offered Units. If the other Owners exercise their option to buy, then they shall acquire the Offered Units on the same terms and conditions as contained in the notice of the proposed sale or transfer, or the pre-determined purchase price as stipulated in Article II, whichever is lower. These terms shall be supplemented as necessary by the

THE COMPANIES ORDINANCE (CHAPTER 32)

Private Company Limited by Shares

ARTICLES OF ASSOCIATION

OF

Cityzens

Article of association or Incorporation

The company is a private company and accordingly-

- (a) the right to transfer shares is restricted in manner hereinafter prescribed;
- (b) the number of members of the company (exclusive of persons who are in the employment of the company and of persons who having been formerly in the employment of the company were while in such employment and have continued after the determination of such employment to be members of the company) is limited to 50. Provided that where 2 or more persons hold one or more shares in the company jointly they shall for the purpose of this regulation be treated as a single member;
- (c) any invitation to the public to subscribe for any shares or debentures of the company is prohibited;
- (d) the company shall not have power to issue share warrants to bearer.

Interpretation

1. In these regulations-

"Ordinance" (本條例) means the Companies Ordinance (Cap 32);

"seal" (印章) means the common seal of the company;

"secretary" (秘書) means any person appointed to perform the duties of the secretary of the company.

Expressions used in these regulations referring to writing shall, unless the contrary intention appears, be construed as including references to printing, lithography, photography and other modes of representing or reproducing words in a visible form.

Wherever any provision of these regulations (except a provision for the appointment of a proxy) requires that a communication as between the company, its directors or members be effected in writing, the requirement may be satisfied by the communication being given in the form of an electronic record if the person to whom the communication is given consents to it being given to him in that form.

Wherever any provision of these regulations requires that a meeting of the company, its directors or members be held, the requirement may be satisfied by the meeting being held by such lawful electronic means and in such manner as may be agreed by the company in general meeting.

Unless the context otherwise requires, words or expressions used in these regulations shall have the same meaning as in the Ordinance or any statutory modification thereof in force at the time of incorporation of the company.



SHOP

Intellectual Property (IP) Assignment Agreement
Operating Agreement (Founder's Agreement)
Non-Disclosure Agreements
Employee Contracts and Offer Letters
Bylaws



SKRRRRRT

THANK YOU!