

Q To Solutions

1007 Mountain Drive,
Gotham, CA 91744



iNOU.com

Request For Information Report

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Prepared by:
Christopher Lee
Chief Marketing Executive

Table of Contents

1	INTRODUCTION.....	2
1.1	BACKGROUND.....	2
1.2	OBSERVATIONS	2
2	SCOPE AND OBJECTIVES.....	2
2.1	OUR MISSION.....	2
2.2	OBJECTIVES.....	3
2.3	LIMITATIONS.....	3
3	PRIVACY POLICY DEVELOPMENT AND IMPLEMENTATION PLAN.....	3
3.1	INITIAL MARKETING CAMPAIGN.....	3
3.1.1	TELEVISION ADVERTISING.....	3
3.1.2	SOCIAL MEDIA AND INTERNET MARKETING.....	3
3.2	REBRAND DIGITAL CRYPT.....	4
3.2.1	NAME CHANGE.....	4
3.2.2	THE DIGITAL TIME CAPSULE.....	4
3.3	PRIVACY POLICY FOR DECEASED PERSONS' DATA.....	5
3.4	IMPLEMENTATION PLAN.....	5
3.4.1	MARKETING CAMPAIGN FOR REBRANDED DIGITAL CRYPT.....	6
4	PROPOSED CONSULTING TEAM.....	6
5	TIMETABLE AND COST.....	7
5.1	SCHEDULE OF EVENTS.....	7
5.2	ESTIMATED COST.....	8
6	CONCLUSION.....	8
6.1	BENEFITS TO INOU.....	8

Request For Information Report

1 INTRODUCTION

1.1 BACKGROUND

On 19 March 2020, Q To Solutions (QTS) was contacted by www.INOU.com (INOUE) to help facilitate in the development and implementation of privacy policies governing information of the deceased to be used in INOU's Digital Crypt (DC) project. A Request For Information (RFI) was requested to include an outline of potential plans and options to guide INOU in their creation of privacy policies. The RFI will include timelines and financial information to help INOU leaders decide on how to proceed.

1.2 OBSERVATIONS

Our team has made the following critical observations after carefully considering all aspects of the case:

- a. We should not overreact to the initial negative reaction from the public. Loss of 10 million users is significant, but represents only a 6.7% decrease in the amount of total users. INOU maintains over 140 million members which it serves proudly.

INOUE has built its brand on offering unique features not found on other social media services. These features provide convenience that cannot be easily replaced by users. A strong marketing campaign can remind users of the benefits of using INOU and address concerns about privacy. Marketing materials that highlight the founders of INOU can be used to leverage their backgrounds as a law enforcement division commander and chief technology officer.

- b. The DC project is an innovation that has strong potential to provide additional benefits and grow member totals even higher. An option that should be given strong consideration is relaunching the DC project under a different name that reflects the sensitive content that the project attends to.

If the rebrand can be successfully implemented, and the amount of participation increases in the DC, members will be further integrated in the INOU system and member totals may potentially increase.

- c. Although it is possible for INOU to move a member's data into DC without their permission due to INOU's terms of services, it is essential to have policies in place in regards to deceased persons' data to address public concern regarding the monetization of a deceased person's data.

2 SCOPE AND OBJECTIVES

2.1 OUR MISSION

Q To Solution's focus is to support our clients to achieve sustainable growth through market research, creativity, and strategy. We strive to build and grow our business on the foundations of our core values.

The name of our company is derived from our ability to provide solutions to complex questions and business problems. Our partners came together as a unified team through their shared interest in business and technology. Through diligent critical thinking and research, QTS is able to provide dynamic solutions to our clients that are practical and powerful.

We are excited about the prospect of collaborating with INOU in strengthening its position as a platform that brings people together. We are confident that our proposal will present solutions that preserve the values of INOU in providing exceptional service to its members while protecting their privacy as well.

2.2 OBJECTIVES

After reviewing the case, QTS has identified the following objectives that will be addressed within this case report:

- a. Provide an approach to resolve the current public relations issues
- b. Define the scope of the new governance policies over handling information of the deceased
- c. Estimate timelines for the development and implementation of prospective privacy policies
- d. Identify and outline potential business opportunities that can support the DC project
- e. Minimize risk of the establishment of additional regulations by the U.S. Government

2.3 LIMITATIONS

While we consider ourselves partners with all of our clients, QTS will not be providing any final recommendations to INOU within this RFI. Our focus will be providing recommendations adopted from our extensive research and experience. If our recommendations contain any solutions that require expertise outside of INOU specialization, we will provide direction in obtaining additional resources and comprehensive profiles of other organizations that can assist in the completion of this project.

We will not provide direction regarding technical infrastructure, security, or software recommendations in this report. We will primarily focus on marketing, financial, and strategic aspects of the presented business problems.

3 PRIVACY POLICY DEVELOPMENT AND IMPLEMENTATION PLAN

3.1 INITIAL MARKETING CAMPAIGN

Before proceeding with the DC project and creating new privacy policies, it is vital that INOU redirect the public's attention away from the project for now and prevent more users from closing their accounts. An extensive marketing campaign can remind the public of the amenities that INOU has been providing even before their knowledge of the DC project. In addition, this is an excellent opportunity for INOU's founders to become involved to highlight their backgrounds in law enforcement and as a former chief technical officer.

3.1.1 TELEVISION ADVERTISING

Although many consumers are transitioning from traditional television services, television advertising is still the most effective channel in generating brand awareness. Companies like Google, Facebook, and

Netflix spend 60% of their marketing budgets on television advertising. Given the public's current attitude toward INOU, we believe this to be the most effective way of refocusing the INOU brand as a company that protects user privacy. Once the new privacy policy for the DC project has been created and implemented, new marketing materials can be created to reintroduce the DC to the public and highlight the benefits of volunteering their information to the DC. A possible rebrand of the DC may be necessary which will be discussed later in this section.

INOUE should produce 15-second, 30-second, and 60-second ads.

3.1.2 SOCIAL MEDIA AND INTERNET MARKETING

In addition to running television advertisements, the marketing material created for television can also be run on social media and other Internet channels such as YouTube and Hulu. Studies also show that online banner ads are the most trusted source for brand buying. After the relaunch of the DC, INOU founders can go on a press run and we can reach out to networks and popular Internet platforms to request an interview. This can also create more public trust as it demonstrates INOU's willingness to be transparent.

3.2 REBRAND DIGITAL CRYPT

Because the initial public reaction of the DC project was strongly negative, consideration should be made to rebrand and repurpose digital crypt with a different name and appearance, as well as additional features that can expand the service and provide more value to members.

3.2.1 NAME CHANGE

Changing the name of DC to one that communicates reverence and respect can be effective in relaunching DC with a more favorable public opinion. Examples of new names are as follows:

- a. Restingplace.com
- b. Digitalgenerations.com
- c. iNOmemoriam.com
- d. iNOlegacy.com

3.2.2 THE DIGITAL TIME CAPSULE

Rather than just having the DC as a database of death records, one way to repurpose the DC to provide additional benefits to the public is to import the member's profile to the DC after they are deceased to be displayed as a digital time capsule of the deceased individual. Family members can search for the pages of their deceased family that contains the image of their choice, personal information that is included in their INOU page that they have elected to share after they have passed, and perhaps a charity of the member's choosing that people can donate to on their behalf. Providing this functionality to users can empower them by giving them some control over how their data will be used after they reach memorial status.

Some of these features can be paid services where users can opt to have certain elements displayed on their profile for a fee much in the same way one would pay for a more elaborate tombstone or a burial plot in a prime location. For instance, a member can choose to upload a video with a message to their loved ones or sing a song that will be displayed on their profile for family members to view any time they want. We can also provide further customizations such as color schemes or themes for memorials. Certain

features can also be reserved for current paid members of INOU services which may be an additional incentive for members to pay for premium services.

3.3 PRIVACY POLICY FOR DECEASED PERSONS' DATA

Items that should be addressed in the privacy policy are as followed:

a. What information do we import to the DC?

User information which will be imported to the DC will include the customers name, date of birth, work history, education history, hometown, locations they have resided, disposition of remains, birth records, marriage records, and life events shared by the user. Essentially, we will only use information that is provided by the user or information that is publicly available.

b. What information will be displayed?

Members will have complete control over whether to participate in the DC program or what information they would like to have displayed. If they choose to opt out, their information will not be publicly available or searchable on our web site. If they choose to opt in, we will provide toggle menus so that users can customize exactly what will be shared on their DC profile page.

c. What other ways will information be used?

Information may be used for the purpose of fraud and information abuse detection, demographic and statistical studies, family genealogy research, and research to improve and personalize INOU products and services. Information provided to third parties will include aggregated statistics and insights for the purpose of their studies and research.

d. How will INOU collect information not shared by users such as death records?

INOUE will use proprietary software and artificial intelligence to collect information of deceased members to supplement information already provided. Users will be able to opt out of having their information publicly displayed in the DC.

3.4 IMPLEMENTATION PLAN

Once the privacy policies have been drafted, these policies should be disclosed to current members before they continue using INOU. The disclosures should be presented when users open the INOU application on their mobile device as well as when they login to the INOU web site on their computer. Users will have the opportunity to opt out of having their information displayed on the DC web site at this time.

- If users opt out of DC, the disclosures will be followed by a popup tutorial showing where in the menus members can choose to opt into using DC.
- If users do not opt out of DC, the disclosures will be followed by a tutorial that explains how users can customize their DC profiles. The tutorial will also explain where these controls will be accessible in the menus.
- New users of INOU will be presented with tutorials on how to customize their DC profiles during their account setup.

3.4.1 MARKETING CAMPAIGN FOR REBRANDED DIGITAL CRYPT

Once rebrand decisions have been made for the new DC and new privacy policies have been drafted, INOU should begin a marketing campaign for the new DC in order to frame the public's opinion of the rebranded DC. Marketing materials should promote benefits to INOU members of using the new DC service such as fraud and information abuse detection and family genealogical research. A mock personal video memorial can be produced and featured that can demonstrate the impact of having a digital time capsule that loved one can access at any time to visit appreciate their deceased family members

4 PROPOSED CONSULTING TEAM

Danny Tao Research Specialist

Danny Tao specializes in performing backdoor operations analysis of product management from generating, computing, and product testing. He is knowledgeable in all procedures and protocols required in performing quality control lines of technological products and sub-assemblies. He is currently completing his undergraduate coursework in Computer Information Systems and anticipates being awarded the Bachelor of Science Degree in Business from California State Polytechnic University at Pomona, California in Spring 2021. Danny has selected App Development as his career emphasis because it allows for him to put his creativity into becoming an inventive developer in multiple code languages (Javascript, Java, HTML, Python, SQL, C++).

Jacob Britton Application Design & Project Coordinator

Jacob Britton has been interested in technology ever since a young age since he was introduced to virtual games. Since then, he has tried to expand his knowledge of technology and has kept up with the latest technological trends. During college, Mr. Britton was taught Java, understanding and the logical mindset needed in order to code. While still trying to learn more about the different techniques about coding, Mr. Britton has already written preliminary banking software using the powerful inheritance model. Mr. Britton also has invested time into pursuing into the realm of finance. He is currently completing his undergraduate courses in Computer Information Systems with the anticipation of obtaining a Bachelor from the California State Polytechnic University at Pomona.

Christopher Lee Chief Marketing Executive

Christopher Lee is a seasoned professional in the marketing and finance industries. He began his career in marketing as a direct sales representative, selling products face-to-face out in the field. He was quickly promoted to the district manager position and was responsible for the recruiting, development, and training of sales representatives in his local area. Most recently, Mr. Lee spent time in the mortgage industry, digitizing documents for company wide access. It was during this time, interacting with special

software and hardware to complete his work duties, that his interest in technology was renewed. Christopher decided to attend Cal Poly Pomona to pursue a Bachelor's degree in Computer Information Systems. He selected business intelligence as his career emphasis since he felt that it combined his technical expertise with what he has learned in the business world.

Somar Dakak
Chief Financial Executive

Somar Dakak is a person who has been tinkering with technology and hardware since he started high school. He had started out working as a computer hardware technician out of high school and has since taken on roles to learn about the software and programs used in the business environment. Since then, he has reached mastery of business tools such as Excel and QuickBooks as well as proficiency in programs such as G Suite, VMware, EXSi, and the entire Microsoft Office Suite while working as an assistant financial accountant. Somar is currently working on his undergraduate degree of Business Administration in Computer Information Systems and will finish with his Bachelor of Science Degree from California State Polytechnic University Pomona by Spring 2021.

5 TIMETABLE AND COST

5.1 SCHEDULE OF EVENTS

In order to relaunch the rebranded DC in a favorable light, it is of critical importance that INOU follow the outlined schedule of events. This schedule will detail the development and implementation of the new policies, the rough schedule of creating marketing materials and embarking on the marketing campaign,

Actions to take immediately:

- Selection of a production company for commercials should begin immediately so that pre-production of advertisements to be run on television, social media platforms, and streaming services can begin
- Assign INOU legal department to begin drafting privacy policy for deceased persons' data
- Assign INOU graphic design team to create marketing materials for print ads
- Form committee to oversee the rebrand of Digital Crypt

1 month:

- Print ads are completed and ready to be ran
- DC rebrand committee should decide on name and begin working with web designer on new website
- Privacy policy for deceased persons' data should be completed, legal team should create disclosures of new privacy policies for current INOU members
- INOU web designers should begin creating menus to adjust privacy settings for current INOU members
- Production begins for commercials

3 months:

- Production of commercials complete, enter post-production
- Creation of INOU privacy settings menu completed

- DC rebrand committee and web designer should have new DC website designed with new appearance and features

4 months:

- Production of commercials complete, ads can now be aired
- QTS should reach out to press to schedule interviews on popular television and Internet programs

6 months:

- Launch rebranded DC
- Founders can begin press run to promote INOU and rebranded DC
- Disclose new privacy policies to INOU users with opt out option and tutorials
- Rollout update of mobile application and desktop sites including new privacy settings menus

5.2 ESTIMATED COST

- | | |
|--|-----------------------------|
| • Production of commercial ads | \$500,000 - \$1,000,000 |
| • Rebranding of DC | \$50,000 - \$100,000 |
| • Design of new DC website | \$150,000 - \$250,000 |
| • Increased spending in TV advertising | \$30 Million - \$50 Million |
| • Social media advertising | \$40 Million - \$60 Million |

6 CONCLUSION

6.1 BENEFITS TO INOU

After implementing the steps outlined in this report, the INOU company should realize increased average revenue per user with the addition of services provided by the new DC. The initial marketing campaign will establish trust in the INOU brand and remind users why they signed up for INOU in the first place. This should slow the deletion of user accounts and eventually user totals will increase again. The creation and disclosure of new privacy policies align with INOU's new marketing campaign as a company that consumers can trust by providing transparency. The customization of DC profiles and privacy setting will empower users to decide which information they would like to have displayed.

We believe that by following the guidance of QTS, INOU is poised to come out of the backlash following the initial introduction of the DC project with a renewed sense of focus in the services it provides for its users. INOU has been the leading player in connecting people for many years. Now, INOU will be known as the company that connects people to their loved ones gone.