

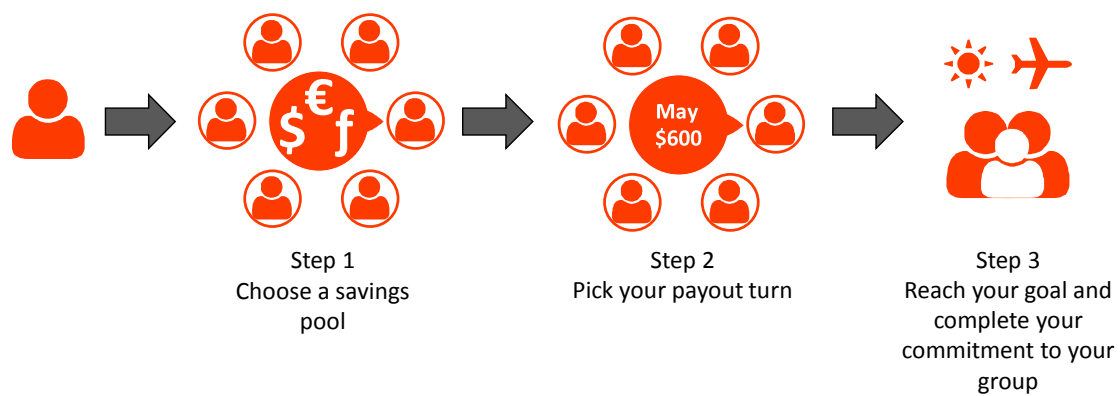


Seng's Business Model

Explanation vs. 2021

Build Credit
Borrow Cheaper
Invest Better
Save Faster

Seng's Business model



Money pools

6 months



10 months



12 months



Money pool monthly amounts

	6 months	10 months	12 months
	Amounts	Amounts	Amounts
	50	50	50
	100	100	100
	150	150	150
	200	200	200
	250	250	250
	300	300	300
	400	400	400
	500	500	500
	600	600	600
	700	700	700
	800	800	800
	900	900	900
	1.000	1.000	1.000

Member Level 1 to Level 3 are allowed to participate from 50 to 400.

The payment behaviour is decisive for Member Level 3 to pass this threshold.

Threshold

Member Level 3 to Level 5 are allowed to participate from 500 to 1000.

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There are Levels 1 to 5:

Level 1 = beginner - starts out with 50% score and or remains this level when below 50%

Level 2 = intermediate - scores between 50% - 60%

Level 3 = proficient - scores between 60% - 70% --> when reaching this level, the privilege to join higher savings amount pools is unlocked.

Level 4 = senior - scores between 70% - 80%

Level 5 = expert - scores between 80% - 100%

Business Model Explanation

There are two type of groups which creates an income source for Seng:

- ☐ Private Savings Pools
- ☐ Public Savings Pools

Each savings pool member pay the participation fee of 25 (USD, Euro, AWG, ANG). This participation fee can be paid:

- on a monthly basis as long the saving cycle lasts
- or it can be paid all at once at the beginning when joining the savings pool.

Group Moderators

Group Moderators participates in the savings system, but mainly manages its own group with members. These can be multiple groups and are characterized as “private savings pools” that the Group Moderator manages online through the Seng smartphone App. To be able to create an own private pool it is mandatory for the member to pay the Group Moderator fee of 15 (USD, Euro, AWG, ANG). Group Moderators are allowed to have a maximum of 9 saving pools in the BASIC VERSION APP. If a Group Moderator want to manage more savings pools then s/he will be put on the list for the special “Group Moderator App”.

Seng's source of income are the **Group Moderators fee** and **Members participation fee** together.



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There are two type of groups which creates an income source for Seng:

- ☐ Private Groups
- ☐ Public Groups

Each private savings pool member pay their participation fee of 25 (USD, Euro, AWG, ANG). This participation fee is required per joined savings pool and can be paid:

- on a monthly basis in instalments for as long the saving cycle lasts.
- or it can be paid all at once at the beginning when joining the savings pool.

Seng Private Groups

Members who create their own private savings groups are called Group Moderators. Group Moderators pay a fee of 15 (USD, Euro, AWG, ANG) upfront to use Seng facilities per created private group per savings cycle.

Group Moderators compensation

The Group Moderator participates in the savings system, but mainly manages its own group with members. These can be multiple groups and are characterized as “private savings pools” that the Group Moderator manages online through the Seng smartphone App.

Group Moderators are allowed to have a maximum of 9 saving pools in the BASIC

VERSION APP. If a Group Moderator want to manage more savings pools then s/he will be put on the list for the special “Group Moderator App”.

Depending on the “savings pool” size and the currency in which the contributions are managed, the Group Moderator receives a fee for the management. This management fee for the Group Moderator is 0.003% taken from the Gross Totals per savings pool.

For example: 10 persons participate the 10 month cycle pool with US\$ 100 saving per month.

The math would be:

10 x US\$ 25 participation fee=US\$ 250 is Seng’s turnover for this cycle.

10 x US\$ 100 savings pool = US\$ 1000

The Group Moderator receives 0.003% management fee from each pay out until that particular cycle is finished.

The math for this pay out would be:

10 x US\$ 100 = \$1000 x 0.003 = US\$3

Management fee US\$ 3,- goes to the Group Moderator

The rest savings for this pool pay out of US\$ 997,- is paid out to the private savings pool member. This amount could be less as well when this amount is transferred to a members bank account cause the bank will collect processing fees too.

Seng Public Groups

All members are allowed to join one of Seng’s Public Groups. Each public savings pool member pay their participation fee of 25 (USD, Euro, AWG, ANG). This participation fee can be paid:

- on a monthly basis as long the saving cycle lasts
- or it can be paid all at once at the beginning when joining the savings pool.

For example: 10 persons participate the 10 month cycle pool with US\$ 100 saving per month.

The math for a pay out turn would be:

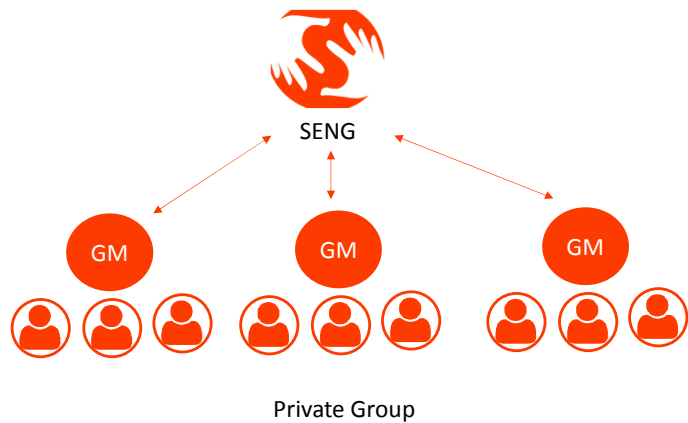
10 x US\$ 25 participation fee=US\$ 250 is Seng’s turnover for this cycle.

10 x US\$ 100 savings pool = US\$ 1000

When it’s pay out time a member receives US\$ 1000.

The difference here is that Seng deals directly with a member, there is no Group Moderator in between that collects a percentage. However this pay out amount could be less as well when this amount is transferred to a members bank account, cause the bank will collect processing fees too.

Hierarchy



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Savings pools:

1. Big Purchase
2. Building Credit
3. Charity
4. Debt
5. Emergency Cash
6. Footprint
7. Fun
8. Investment
9. Rainy Day
10. Saving
11. Travel
12. Private Pools

For starters of each cycle 6, 10 and 12 months a public savings pool of the 13 type amounts will be created. Meaning a total of 39 groups which is 364 member spots will be made available to start with.

Private Groups

The private savings pool group will grow organically. Seng monitors Group Moderators who in turn monitors their private pool members. Policy is that Group Moderators are

solely responsible for any financial damages that occurred during their private Seng pool cycle. With “damages” we refer to a member who has committed fraude, stole funds. This means that Seng will not cover the costs for any fraudulent member that a Group Moderator privately recruited.

Private Group

Field O11 – black coloured: this field represents the amount of savings pools. Change this number into 5 and watch the results

USD, Euro or Florin, Guilder										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Saving pools										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
SNG private pool										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Cycle & members										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Pool savings amount										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Participation fee per person per cycle										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Savings result per person										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Gross Totals per pool										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Gross total pool amount per cycle										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Nett total pool amount per cycle										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Income per pool per month										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Per month										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Per cycle										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
5,40										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
1,795										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
299,10										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
1										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
3,750										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
5,400										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
1,718										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
1,196,40										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
1										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
9,150										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
9,000										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
5,40										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
10,768										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
1,794,60										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
1										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
14,550										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
500										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
600										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
700										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
800										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
900										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
1.000										25		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Total members to manage										78		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Individual group per pool										1		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Total groups										13		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	
Total members										28		Percentage compensation		Total Moderator earnings		4.998,00		1.661.002,00		39		1.674.450		1.666.000		8.450	

Threshold

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Public Group

Field N10 – black coloured: this field represents the amount of savings pools. Change this number into 5 and watch the results

			USD, Euro or Florin, Guilder											
Saving pools			25								39	1.675.100	1.666.000	9.100
SENG Public Groups	Cycle & members	Pool savings amount	Participation fee per person per cycle	Savings result per person	Gross Totals per pool	Gross total pool amount per cycle	Nett total pool amount per cycle	Nett payouts	Total receivables per savings pool member		Total pools	Total Gross savings pool amount	Total Nett savings pool amount	SENG turnover
Maanden / Months	6	50	25	300	450	1.950	1.800	1.800	300		1	1.950	1.800	150
		100	25	600	750	3.750	3.600	3.600	600		1	3.750	3.600	150
		150	25	900	1.050	5.550	5.400	5.400	900		1	5.550	5.400	150
		200	25	1.200	1.350	7.350	7.200	7.200	1.200		1	7.350	7.200	150
		250	25	1.500	1.650	9.150	9.000	9.000	1.500		1	9.150	9.000	150
		300	25	1.800	1.950	10.950	10.800	10.800	1.800		1	10.950	10.800	150
		400	25	2.400	2.550	14.550	14.400	14.400	2.400		1	14.550	14.400	150
		500	25	3.000	3.150	18.150	18.000	18.000	3.000		1	18.150	18.000	150
		600	25	3.600	3.750	21.750	21.600	21.600	3.600		1	21.750	21.600	150
		700	25	4.200	4.350	25.350	25.200	25.200	4.200		1	25.350	25.200	150
		800	25	4.800	4.950	28.950	28.800	28.800	4.800		1	28.950	28.800	150
		900	25	5.400	5.550	32.550	32.400	32.400	5.400		1	32.550	32.400	150
		1.000	25	6.000	6.150	36.150	36.000	36.000	6.000		1	36.150	36.000	150
Total members to manage	78							214.199	35.700		13	216.150	214.200	1.950

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Future developments



To be developed:

- ☐ Seng Basic App

It is possible for future developments around Seng to occur. The “usage” behaviour of the Seng Basic App will be monitored and researched. The interest in using Seng services in order to create the following Apps will then be determined:

- ☐ Seng Group Moderator App: This is for Group Moderators who want to go professional and manage more than 10 money saving pools. The annual membership fee (approx. 195 Euro) is then applicable to use the Group Moderator App. This annual fee replaces the 15 (USD, Euro, AWG or ANG) cycle fee which is currently applicable in the Seng Basic App.
- ☐ Seng Business App: This is for entrepreneurial members. With this app a business member will have access to bigger funds. Monthly saving amounts starts at 1.500 up to 10.000+ (USD, Euro, AWG or ANG).