Challenges we need to tackle and the solutions to them for the success f our platform

1. How do we involve our shortee? I think we may need in future except that Nigeria is a country with economic and financial instability inexperience. Thus we nedd international accreditation giving us more confidentiality, guarantee and legality.
2. How do our customers access us? We intend to find a way to make this platform a first page of most search engine results so as to increase the accessibility, popularity, web traffic and possible external app ads.
3. Does this platform need an app? Apps will come later after we have secured the integrity of our platform.
4. How do we guarantee our workers and clients? This require us to first, do what we say and say what we will do so as to boost the integrity and reliability of our platform; secondly, conduct system maintenance , repairs on several basis especially when during the time of more activity measured using web analysis tool; thirdly, have an international/national legal act guiding and backing us .
5. Do we need insurance policies? We intend on running such. However this is a newbie website and needs to find its roots before insurance steps.
6. Should there be financial commitment of clients, customers and workers? This is an option we are still considering, being that we intend to run on web traffic benefits.
7. What should be the legalities surrounding us and our network? Our credibility is important to us. A section will be created showing our legal status briefly for those in our network or visitors to view.
8. How do we create the accessibility for people? We intend to use advertisements as such as **ads, pop-ups, graphic motion ads.** We will also advertise in  **search engines, chat platforms, application of both mobile and mobile-like devices, devices that use android, apple and windows operating systems, both local and international social and business platforms, GIF adverts in cars, television, stations, airplanes, buses and trains.** We intend also to use  **stickers and billboard.**
9. Hwo long do you want this to last? As long as possible. However, a mininmum of 10 years and a maximum of forever.
10. How do we beat our competitors?
11. Know about them well
12. Use an avenue that they don’t have.
13. Involve powerful people in our website.
14. Make ours easier to access.
15. Increase our accessibility and availability in first pages of search engines results.
16. Reduce/maintain tokens, fees at a marginal level.
17. Have a market strategy that they don’t have.
18. Use their platform to advertise our platform without them knowing it.
19. Compute system operations to insert a virus file into their system whenever they try to hack us
20. People love communications and entertainment. These include chats apps, music, video apps, latest gist and leaks. If we can allow our platform to be advertise on them,or even have them, we will draw many to us .