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1. Introduction

Funnnect is a dynamic platform designed to revolutionize the way businesses connect with their customers through comprehensive digital profiles that serve as individualized apps.
It offers digital profiles packed with essential business tools and information, including introductory text, location, contact details, social media channels, reviews, offers, and announcements. The platform's unique "Menus" feature includes a variety of engagement tools such as Booking, e-Shop, Geo Notifications, Forms, Ticketing, Parking, Ride, Invoice, Helping Hand, and Gift Vouchers, with plans to expand these offerings to cater to diverse industry needs.

Mission: To empower businesses of all sizes and industries to engage with their customers through a versatile, user-friendly platform, enhancing visibility and interaction.

2. Problem & Solution

Funnnect addresses the problem of fragmented and inefficient digital engagement between businesses and their customers. In today's digital age, businesses often struggle to manage customer interactions across various platforms effectively, leading to a disjointed customer experience and missed opportunities for engagement and growth.

The solution offered by Funnnect is a comprehensive digital platform that consolidates business profiles, offering an array of engagement tools such as Booking, e-Shop, Geo Notifications, Forms, Ticketing, Parking, Ride, Invoices, Helping Hand, and Gift Vouchers. This approach not only simplifies the management of customer interactions for businesses but also enhances the customer experience by providing a unified and interactive platform. By focusing on solving this core problem, Funnnect aims to improve digital engagement, drive business growth, and foster stronger connections between businesses and their customers.

3. Market Analysis

- **Market Overview**
  Funnnect operates at the intersection of digital marketing and business services, providing a SaaS platform for businesses to enhance customer engagement. Rapid technological advancements and a high rate of innovation characterise this industry.
  The number of SMEs worldwide in 2021 is estimated to be 332.99 million.

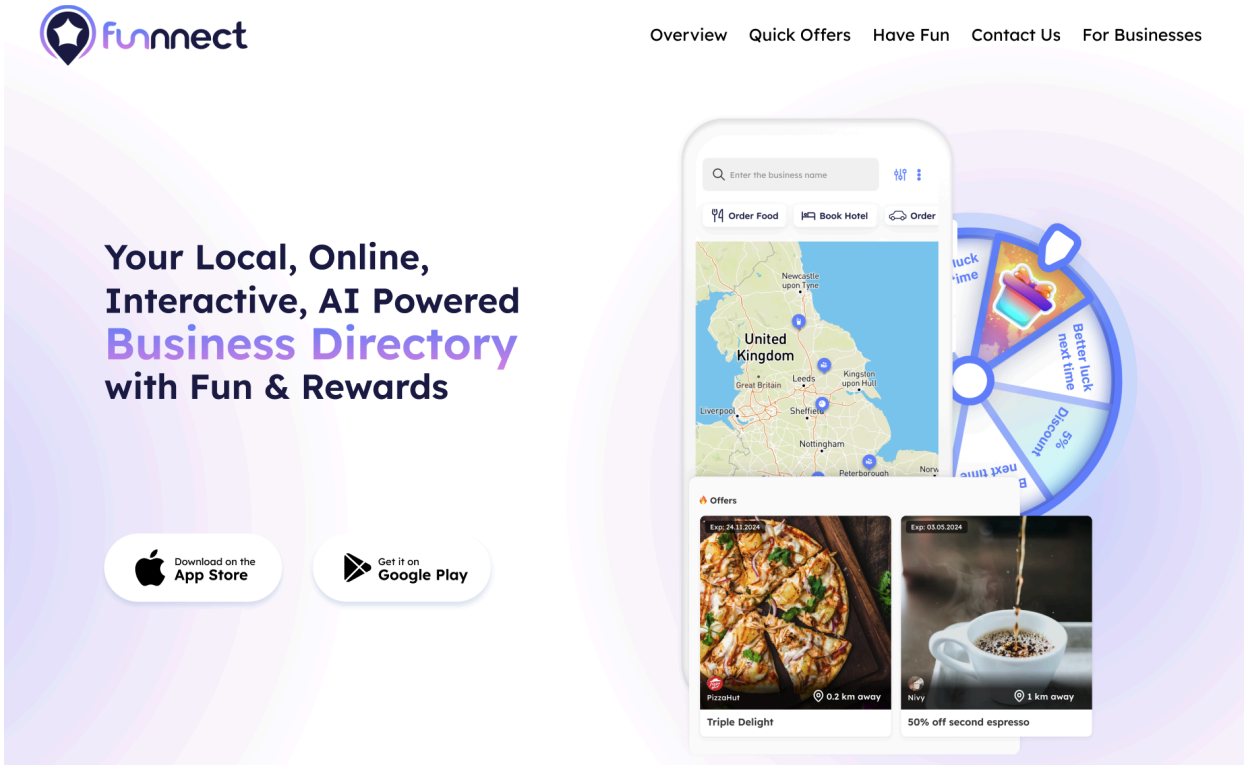
- **Market Opportunities**
  The Business Services Market, of which digital marketing and SaaS platforms are a part, was valued at $203.7 Billion in 2023 and is expected to grow to $1380.6 Billion by 2032, with a CAGR of 21%. This indicates a substantial and growing market opportunity for Funnnect.

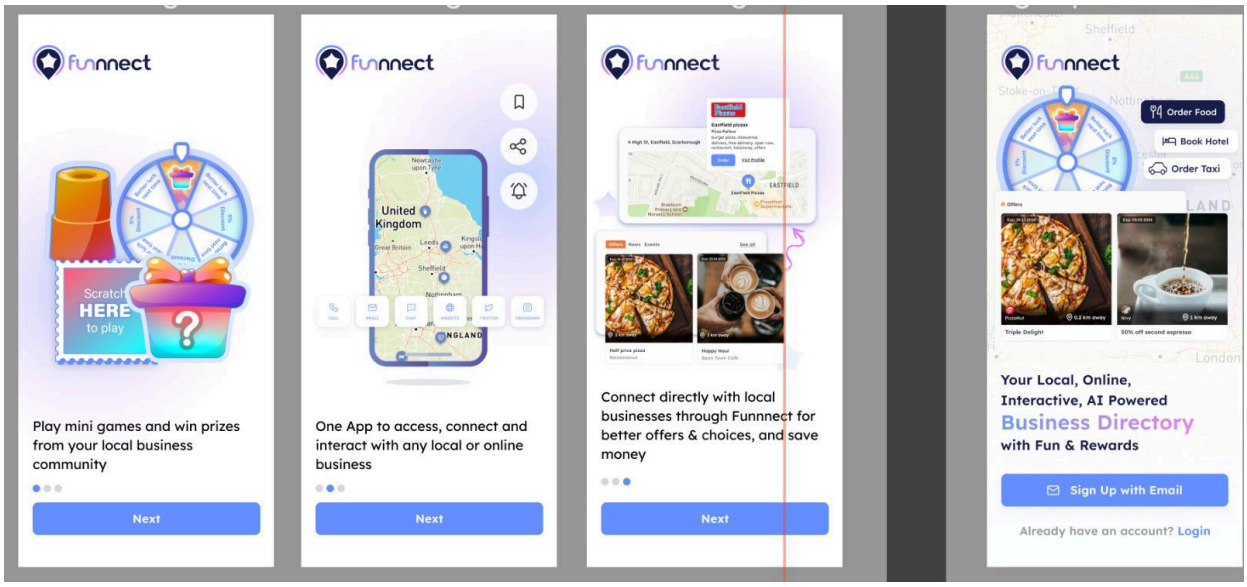
- **Unique Selling Propositions (USPs)**

Customizable Digital Profiles: Businesses can tailor their digital profiles with the tools and features that best suit their needs, making each profile unique.
Comprehensive Engagement Tools: The wide array of "Menus" provides businesses with multiple ways to engage with customers, from bookings and sales to notifications and vouchers.
Scalable and Industry-Agnostic: Designed to support an increasing number of menu types, Funnnect is adaptable to the specific needs of different industries.
Large Action Model (AI): Requesting services verbally through the application of a Large Action Model, the latest and most promising evolution in AI. A more natural and simpler way to interact and engage with businesses.

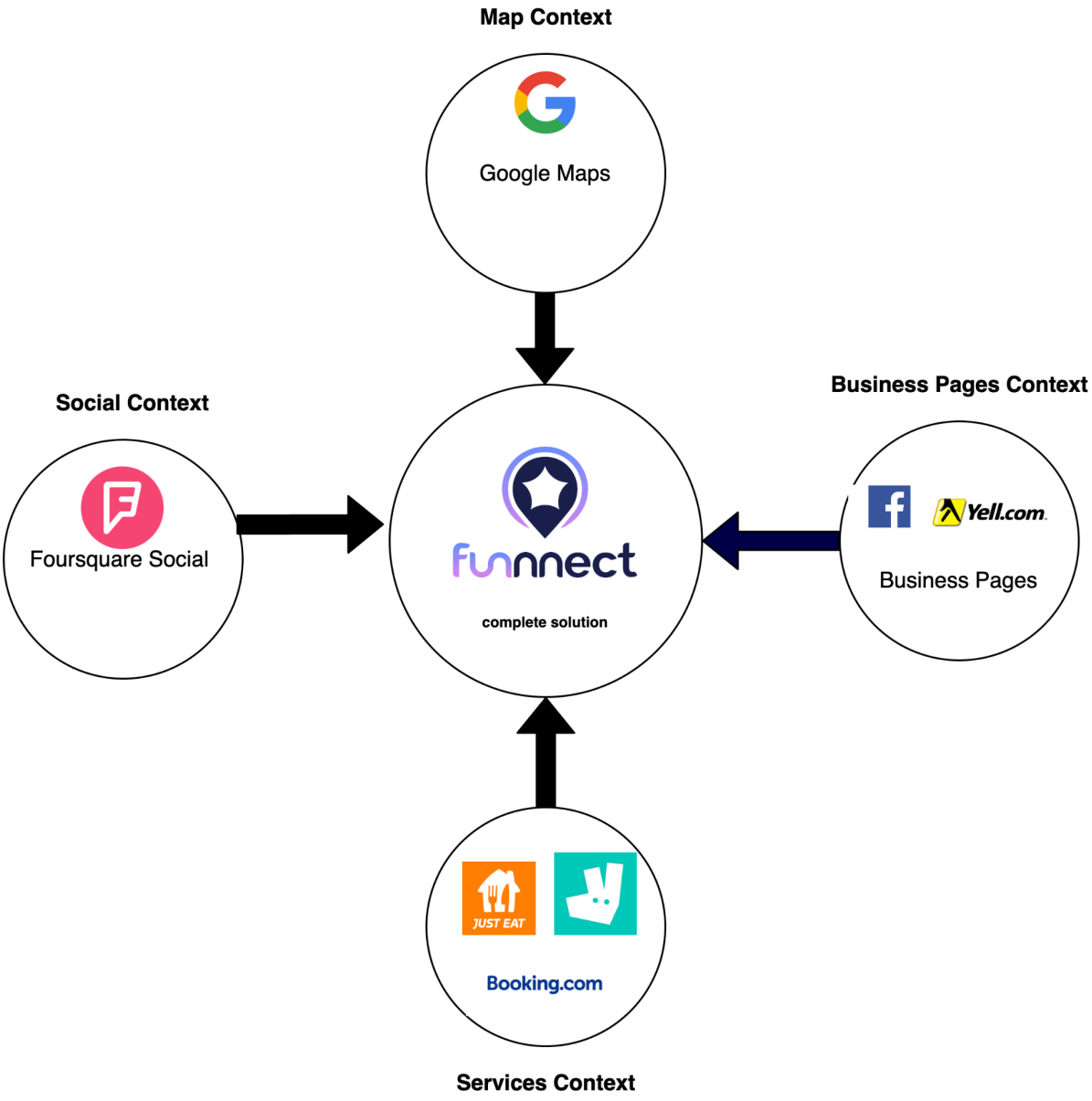
4. Funnnect App

Designed to bring a comprehensive and easy to use set of marketing & engagement tools into the hands of each and every SMEs across all verticals. Now Users only need ONE app to search, connect and engage with any SME across any channel, whether social media or online purchase, whether to book a table or a taxi, whether to find and pay for parking or to have fun and win prizes playing mini games.





A Powerful Combination



5. Fun Token

Transaction Medium: Utilize "Fun Token" for all transactions within the Funnnect ecosystem, including payments for services offered by businesses on the platform, such as bookings, purchases, or access to premium content.

Rewards and Incentives: Offer "fun Token" as rewards for user participation, such as writing reviews, referrals, or other community-building activities. This incentivizes active participation and helps grow the platform's user base.

Access to Exclusive Features: Holders of "Fun Token" could gain access to special features, discounts, or exclusive content on the Funnnect platform, adding value to the token and enhancing user experience.

Staking for Benefits: Implement a staking mechanism where users can lock in their "fun Tokens" for a certain period to receive benefits like reduced service fees, higher rewards, or voting rights in platform governance.

Integration with Solana Pay: By integrating "Fun Token" with Solana Pay, Funnnect can facilitate seamless, secure, and fast transactions on the platform, enhancing the overall user experience and encouraging the use of "fun Token" for a wide range of services.

Value to Solana Ecosystem:
Increased Adoption: By integrating "fun Token" and Solana Pay, Funnnect can drive adoption of Solana's blockchain technology among a broader audience, including businesses and end-users not previously familiar with blockchain.
Innovation and Diverse Use Cases: Funnnect's unique application of Solana's technology showcases the blockchain's versatility beyond traditional finance, encouraging further innovation and diverse use cases within the ecosystem.

Stablecoin

The Funnnect platform can integrate the use of Fun Token with USDT or USDC by leveraging the interoperability and liquidity features that stablecoins offer within the crypto ecosystem. Here are specific ways to achieve this integration:
Swap Mechanism: Introduce a swap feature within the Funnnect platform that allows users to exchange Fun Token for USDT or USDC and vice versa. This can be facilitated through integration with decentralized exchanges (DEXs) that support these pairs or by creating a liquidity pool directly on the platform .

Payment and Transactions: Enable USDT and USDC as payment options alongside Fun Token for services offered on the Funnnect platform. This diversifies payment options and enhances user convenience by allowing them to use stablecoins, which are less volatile than other cryptocurrencies.

Stablecoin Rewards: Offer rewards in USDT or USDC for certain activities or promotions on the Funnnect platform. This can attract users who prefer the stability of these coins over more volatile tokens.

Liquidity Pools: Create liquidity pools between Fun Token and USDT/USDC to facilitate seamless trading and provide liquidity. This also enables users to earn yield by providing liquidity to these pools.

Smart Contract Integration: Utilize smart contracts to automate the conversion process between Fun Token and USDT/USDC, ensuring secure and efficient transactions within the Funnnect ecosystem.

6. Tokenomics

- **Token Allocation**

Tag	# of Tokens	% of Total Supply	Round Price	Target Raise/Valuation $	% Unlock TGE	Cliff (M)	Vesting Remaining (M)
Public Sale	23,750,000	23.75%	$0.0400	$950,000.00	25.0%	1	2
KOLs	2,250,000	2.25%	$0.0400	$90,000.00	25.0%	1	2
Liquidity	10,000,000	10.00%			50.0%	0	1
Team	15,000,000	15.00%			0.0%	6	36
Partnerships/Advisors	4,000,000	4.00%			0.0%	3	24
Staking/Farming	20,000,000	20.00%			5.0%	0	48
Strategic round	2,500,000	2.50%			25.0%	1	2
Marketing	10,000,000	10.00%			5.0%	0	24
Treasury	12,500,000	12.50%			0.0%	3	48
Overall	100,000,000	100.00%		$1,040,000.0	13.625%		

- **Use of Funds**
    - Improve stability and scalability of platform
    - Expand marketing operation to cover the entire UK, making Funnnect The Business Directory for UK
    - Complete the features Road Map to support various key verticals
        - AI - Large Action Model
        - Further develop Green Credentials
        - Fun TV - TV style adverts
        - Gift Voucher
        - Parking, including locating available space
        - Loyalty Card
        - Gig Jobs
    - Establish path to Series A

7. Go-to-Market Strategy

Funnnect is a platform offering customisable digital profiles with engagement tools for businesses, a comprehensive marketing and sales strategy should focus on reaching businesses seeking to enhance their digital presence and customer engagement.

- **Target Market**

Small to medium-sized businesses across various industries looking to improve online engagement with customers.

Enterprises in sectors like hospitality, retail, and services that benefits from booking systems, e-shops, and customer engagement tools.

Marketing Channels:

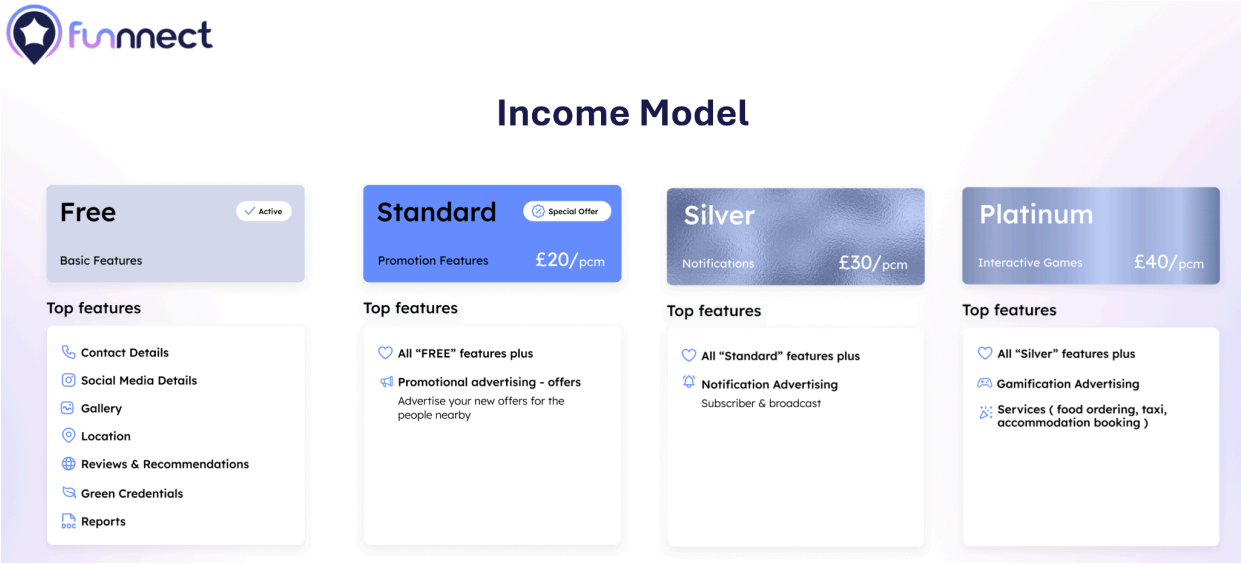
Digital Advertising: Use social media platforms and Google Ads to target business owners and decision-makers within your target industries.

Content Marketing: Publish informative articles, case studies, and testimonials on your blog and LinkedIn to showcase the value Funnnect provides.

Email Marketing: Develop email campaigns that highlight product updates, case studies, and industry insights to keep your audience engaged.

8. Revenue Model

Primary - Subscriptions



Supplementary - Advance Features.
Monthly subscription for more advanced features for specific verticals such as parking, ticketing, gig jobs, and gating. Also more advertising channels such as 'FunTV' (TV style adverts), and Geolocation Notification.

Our plan is to implement Staking as a subscription as well.

9. Team Background

Siraj Sayed. Founder. Graduate in Electronics, now with 40+ years developing IT Systems for companies across the world and many verticals, Siraj has played key roles in helping many companies deliver quality IT solutions. In his spare time, as a STEM Ambassador, Siraj is also assisting the next generation to enter the engineering & math disciplines. As a partner in the development of a 160 MW Wind Farm, Siraj is also playing his role in the climate fight.
https://www.linkedin.com/in/sirajsayed/

Anna Stelmakh. Cofounder. Product Designer with a technical foundation, holding a degree in Computer Science. Specializing in UI/UX design, her approach combines technical expertise with a deep understanding of user-centered design principles. She's also interested in researching human behavior to create designs that connect deeply with people.
https://www.linkedin.com/in/anna-stelmakh-92ba80203/

Jamil Choglay. Cofounder. Jamil has a master's qualification from the University of London in Information Systems and Technology. Jamil has worked for over 35 years in various private and public sector organisations. He is currently working on national projects for the NHS delivering high value projects on time and to budget he specialises in making thorough business decisions and leading others through day to day operations to achieve excellence.

10. Roadmap

Q1 2024
Planning

- Define the project scope, objectives, and key performance indicators (KPIs).
- Develop a strategic plan outlining key milestones and deliverables.
- Create detailed designs for the platform's user interface and experience.
- Begin the development of the platform, focusing on building a minimum viable product (MVP).

Q2 2024

Testing and Feedback

- Conduct beta testing with a select group of users to gather feedback.
- Iterate on the product based on feedback to improve functionality and user experience.

Pre-Launch

- Finalise the platform development and conduct thorough testing to ensure reliability and performance.
- Develop and begin executing the marketing and launch strategy.
- TGE Fun Token

Q3 2024

Launch

- Officially launch the platform to the public.
- Implement the full marketing strategy to promote the platform.

Q4 2024

Growth and Optimization

- Monitor performance and gather user feedback.
- Continuously optimise the platform and introduce new features based on user needs and market trends.

11. Conclusion

In conclusion, Funnnect represents a forward-thinking approach to digital engagement, offering businesses a platform to enhance their interactions with customers through customizable digital profiles and a suite of engagement tools. Its integration with cutting-edge technologies, such as the Solana Blockchain, and innovative features like the "fun Token", positions Funnnect not only as a tool for business growth but also as a contributor to the evolving digital marketplace ecosystem. By addressing the need for efficient, cost-effective, and user-friendly business-customer engagement solutions,

Funnnect stands out as a promising platform poised to make significant impacts in various industries. As it continues to evolve, Funnnect's commitment to meeting the dynamic needs of businesses and customers alike ensures it will remain at the forefront of digital engagement solutions.