Izar

A wonderful world to be.

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Purpose:

IZAR is a fully interactive social media app, that's entirely based on a game engine (Unity), to ensure the best of both worlds on a single platform supporting both IOS and android.

Fundamentally, when we first thought of why we should do it, we were so driven by the fact that the world is now more connected and open than ever, and it will keep on growing and getting even more and more connected, the digital era is actually now ! hence, we are so willing to provide the whole online community with proper tools that would help them getting through their daily life activities and how they work, edutainment options could be made much easier and more accessible to anyone, everywhere, in other words, **IZAR** is all about empowering the world.

Problems:

-Lack of access to free independent media production content (movies and plays) channels online

-Having the E-learning process presented in a less interactive way, whilst lots of options could be given or added to facilitate the process and make it more fun.

-Less options are given through most of the search engines, with no fact checking options to verify the info been given, with baby steps in VR material and content, which is considered to be the next playground for web.

- The gap between online social activities, including users interaction and all, and the visual effects of gaming industry.

- Most online platforms are rather fixed to one thing only, having the flexibility element whenever they're about to start new business or new activity, to make look like a subsidy rather than something from within.

Solutions:

-Creating the first online in-house movie theatre to better showcase the movies and plays from the independent production firms, to be functioning on the same basis as in real ones with the full features set.

-Introducing an in-house school with full functional classrooms, with new features to facilitate the process in terms of material presented, attending, interacting with the community around.

- Setting up a real classic library, with strong links to search engines, and special treatment to VR content with great fact checking tools.

- Giving first glance into the social activity interaction and how it could be done, through the Karaoke club and what could happen if we combine both of of the social activity and the gaming features in one place.

- Starting off a place where everything is made possible, whether we want to build an e-commerce hub, hosting companies and different sectors of business.
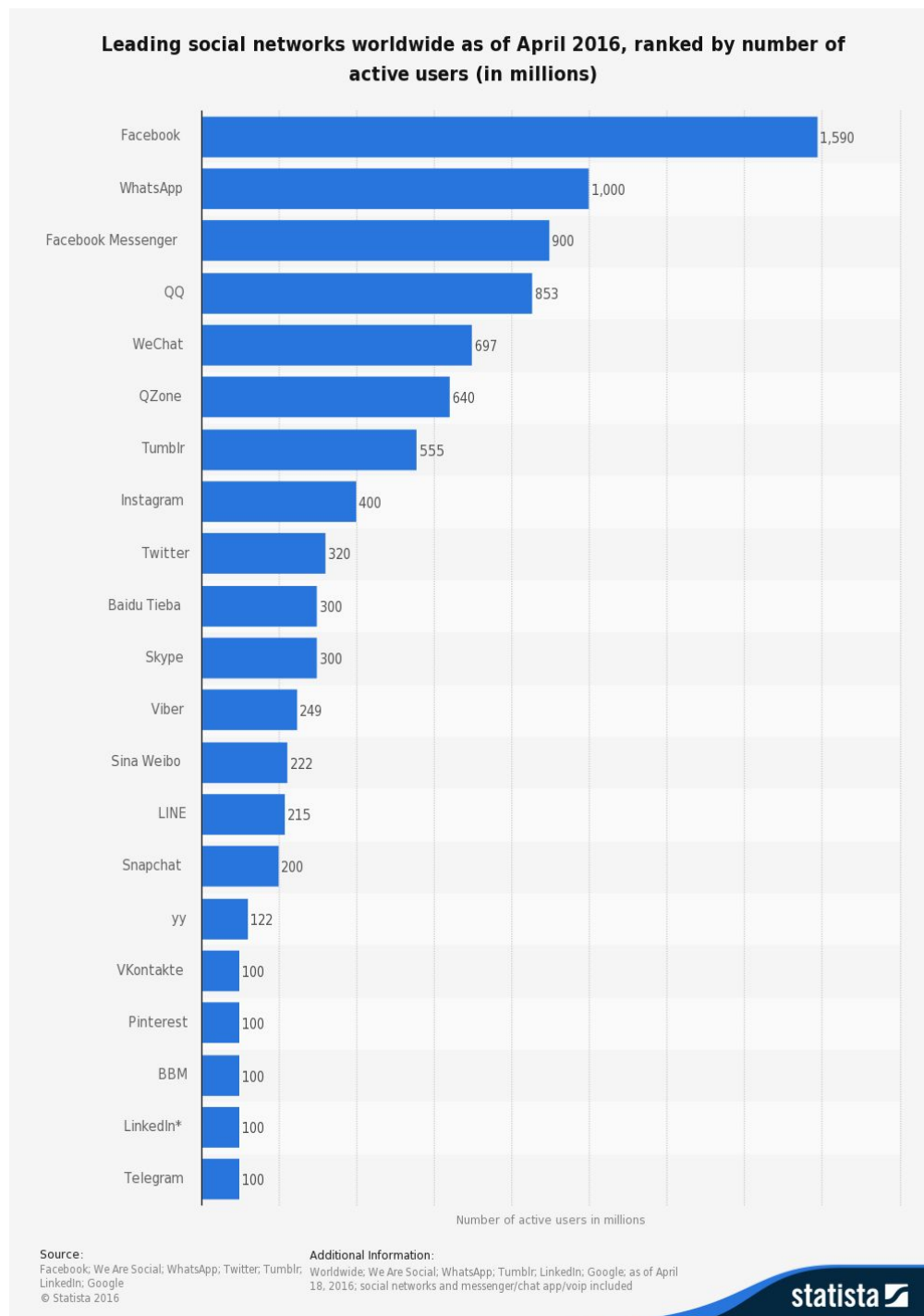
Why now:

The social media platforms are moving closely into creating more interactive ways to better engage their communities, having the fact that most of them are fixed to their purposes, or in the services they're offering to their community members a **superior need** will rise by the online community members for a new hub to host all of the new features in one place, including VR, social interaction and personal sharing.

Starting off a new place to serve as an online platform, introducing all in one place kind of thing, having the beauty of both social media and gaming engine to better experience for the users is totally the next best thing in digital world.

It's highly recommended to start off now, whilst VR and new interactive techniques are still somehow within baby steps area in terms of social platforms and digital media in general.

Market size:

Leading social networks worldwide as of April 2016, ranked by number of active users (in millions)

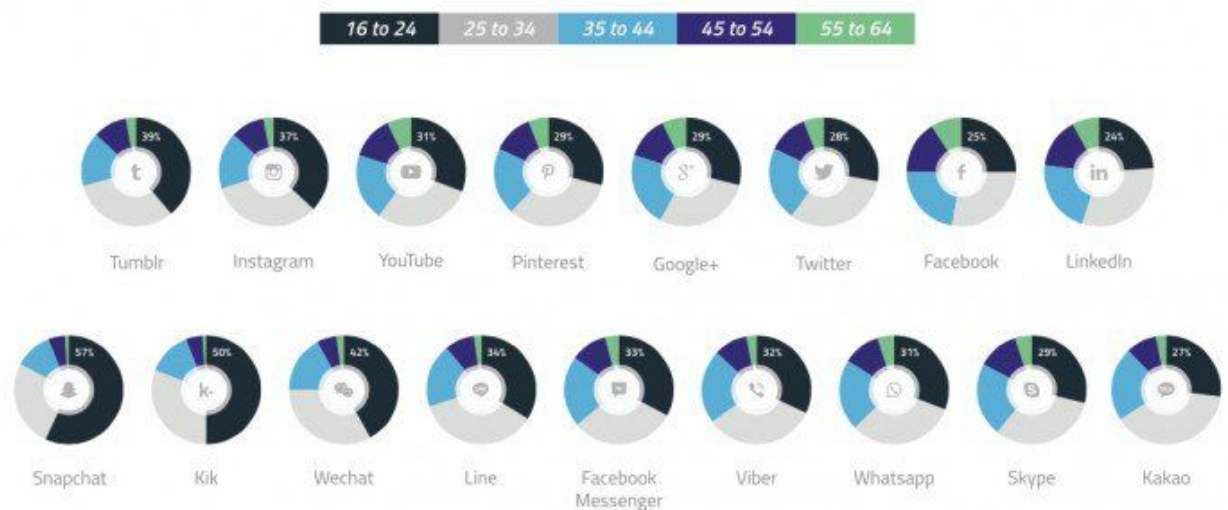| Network	Users
Facebook	1,590
WhatsApp	1,000
Facebook Messenger	900
QQ	853
WeChat	697
QZone	640
Tumblr	555
Instagram	400
Twitter	320
Baidu Tieba	300
Skype	300
Viber	249
Sina Weibo	222
LINE	215
Snapchat	200
YY	122
VKontakte	100
Pinterest	100
BBM	100
LinkedIn*	100
Telegram	100

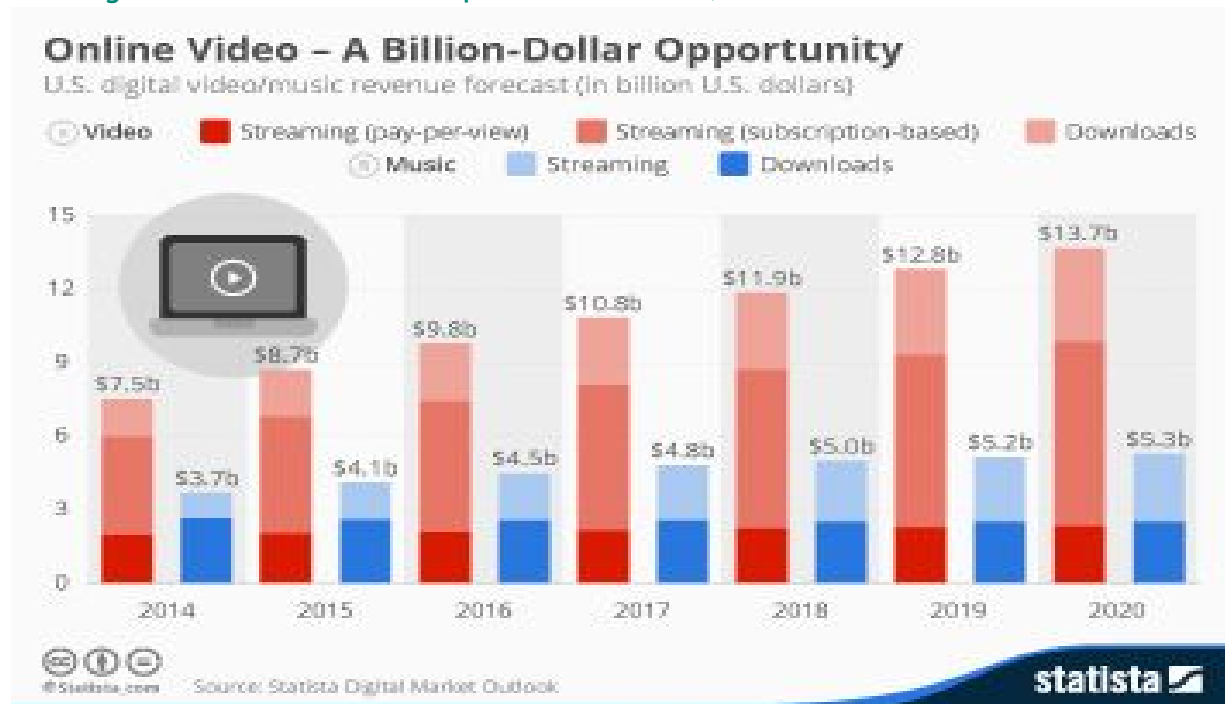Number of active users in millions

statista

Breakdown:

The graph above shows figures for the active member on social media platforms for 2016, followed by this one below, which gives proper indication on the demographic view of the active members, it's clear how teens and youth in general are dominating the social world.

Chart 26: ACTIVE USERS OF THE TOP SOCIAL PLATFORMS AND MESSAGING TOOLS, BY AGE

16 to 24   25 to 34   35 to 44   45 to 54   55 to 64

Tumblr	Instagram	YouTube	Pinterest	Google+	Twitter	Facebook	LinkedIn
39%	37%	31%	29%	29%	28%	25%	24%

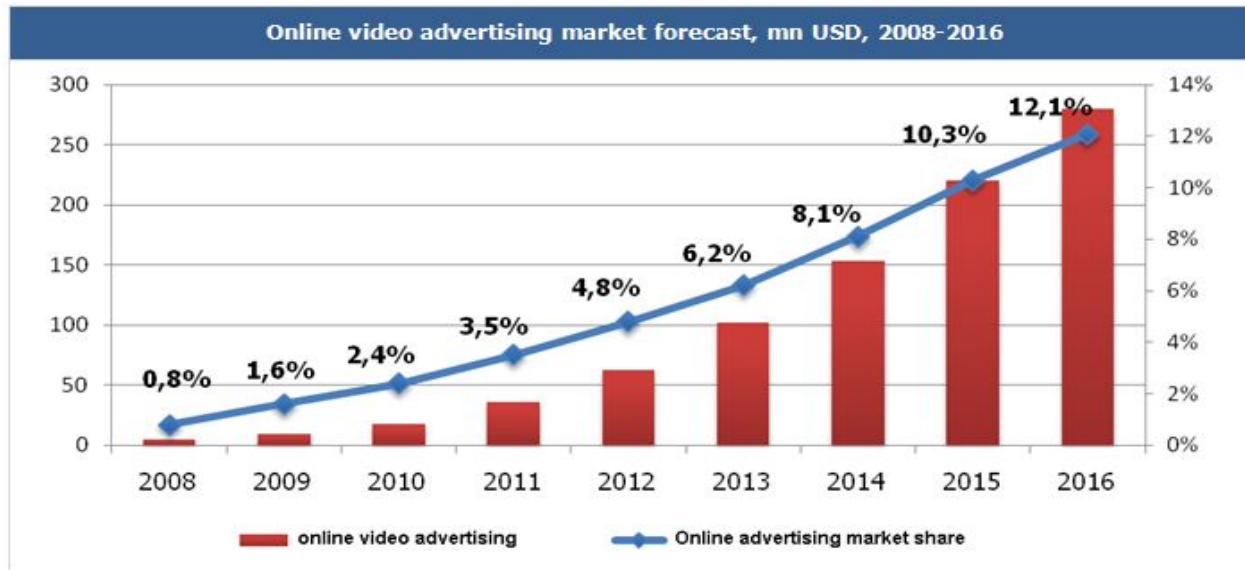| Snapchat	Kik	Wechat	Line	Facebook Messenger	Viber	Whatsapp	Skype	Kakao
57%	50%	42%	34%	33%	32%	31%	29%	27%

Question: Which of the following services have you used or contributed to in the past month using any type of device? e.g. PC/laptop, mobile phone, tablet, etc. // Which of the following mobile/tablet applications have you used in the past month? (on any device) // Source: GlobalWebIndex Q4 2014 // Base: Active social network and active app users aged 16-64, exc. China

Starting with the online videos platforms market, here's how it looks like:

Online Video – A Billion-Dollar Opportunity
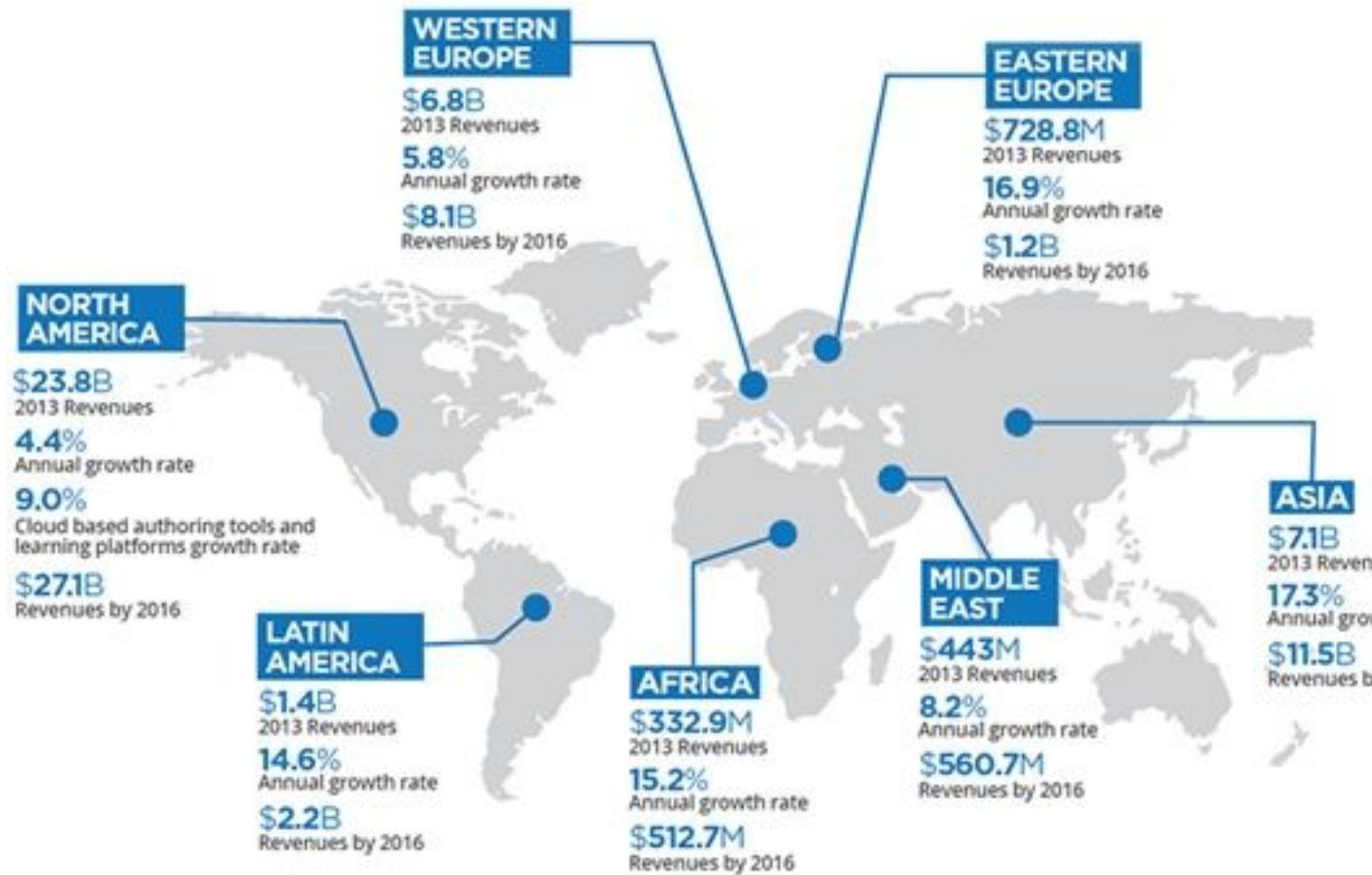U.S. digital video/music revenue forecast (in billion U.S. dollars)

And below the advertising rates :

Source: press review, J'son & Partners Consulting

As for the e-learning market:

And that's just the period between 2012-2016.

WESTERN EUROPE
$6.8B
2013 Revenues
5.8%
Annual growth rate
$8.1B
Revenues by 2016

EASTERN EUROPE
$728.8M
2013 Revenues
16.9%
Annual growth rate
$1.2B
Revenues by 2016

NORTH AMERICA
$23.8B
2013 Revenues
4.4%
Annual growth rate
9.0%
Cloud based authoring tools and learning platforms growth rate
$27.1B
Revenues by 2016

ASIA
$7.1B
2013 Reven
17.3%
Annual gro
$11.5B
Revenues b

LATIN AMERICA
$1.4B
2013 Revenues
14.6%
Annual growth rate
$2.2B
Revenues by 2016

AFRICA
$332.9M
2013 Revenues
15.2%
Annual growth rate
$512.7M
Revenues by 2016

MIDDLE EAST
$443M
2013 Revenues
8.2%
Annual growth rate
$560.7M
Revenues by 2016

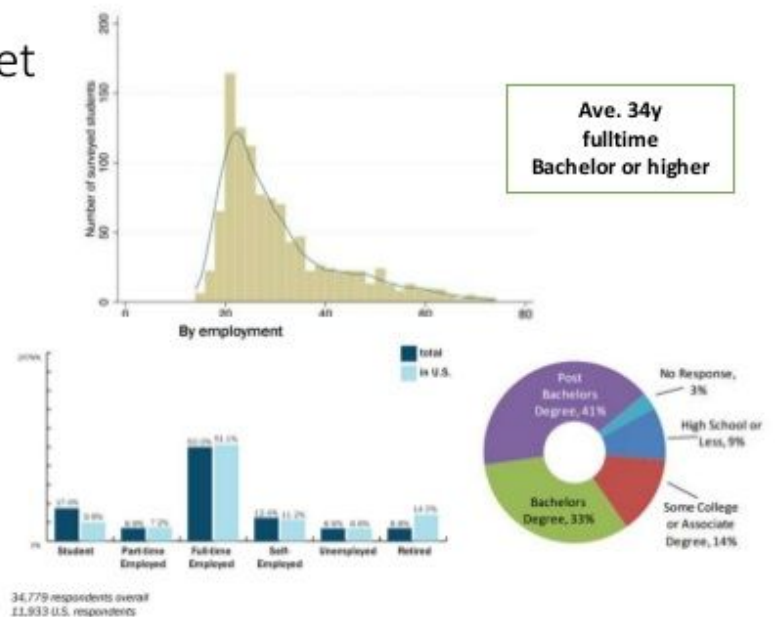**Here are some in detailed graphs, showing the growing market of online education in general.**

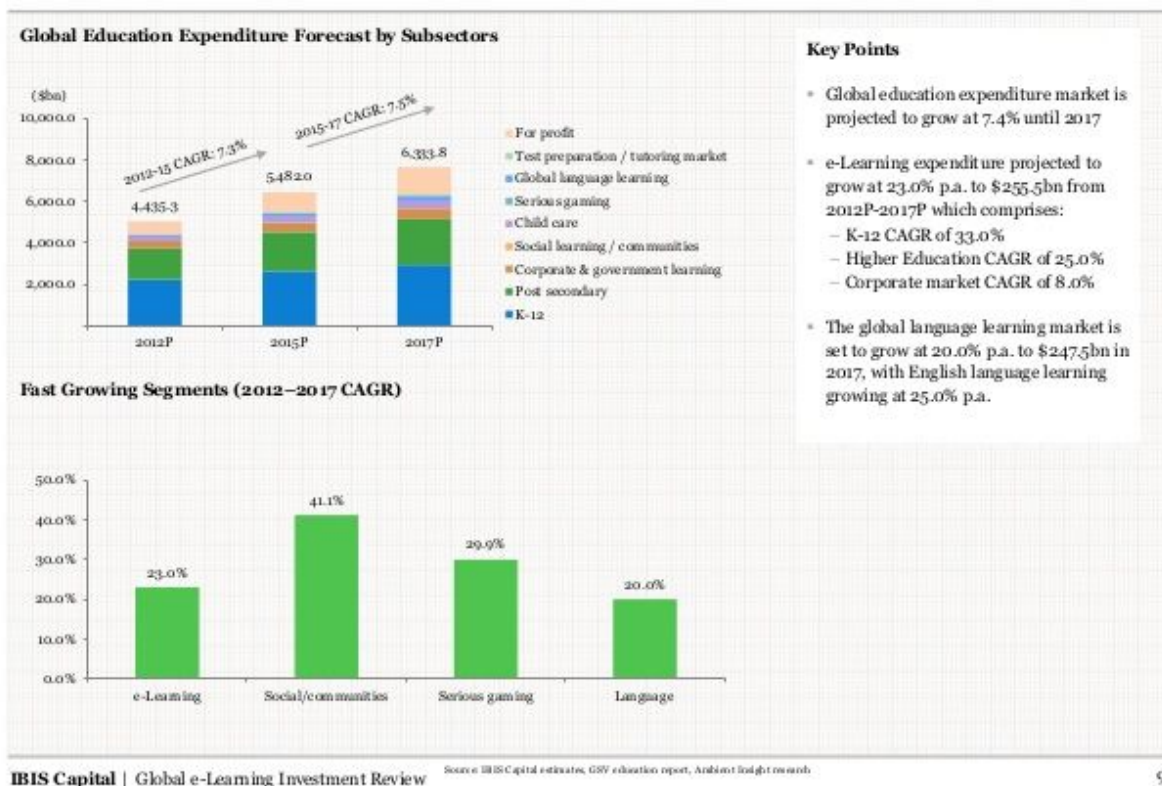Significant m-Education Growth and App Downloads

Showing below some examples of the existing market leaders in e-learning with actual figures

Overview of Market

- **Market size**
- **Potential Market**
- World population : 7.1billion
- English speakers: 1.2billion
- Internet user: 2.8billion
- Internet user who use English: 1.3billion
- **Existing Market**
- Coursera 2012: 6.5 million
- Edx 2012: 1.6million
- Udemy 2010: 2 million
- Approximately 7~10 million existing users for MOOCs and increasing

Ave. 34y
fulltime
Bachelor or higher

By employment

total
in U.S.

34,779 respondents overall
11,933 U.S. respondents

Post Bachelors Degree, 41%
No Response, 3%
High School or Less, 9%
Some College or Associate Degree, 14%
Bachelors Degree, 33%

Growing Education Market Driven by Growth of e-Learning

Global Education Expenditure Forecast by Subsectors

Fast Growing Segments (2012–2017 CAGR)

Key Points

- Global education expenditure market is projected to grow at 7.4% until 2017

- e-Learning expenditure projected to grow at 23.0% p.a. to $255.5bn from 2012P-2017P which comprises:
  - K-12 CAGR of 33.0%
  - Higher Education CAGR of 25.0%
  - Corporate market CAGR of 8.0%

- The global language learning market is set to grow at 20.0% p.a. to $247.5bn in 2017, with English language learning growing at 25.0% p.a.

App Development Roadmap

Design

- Gather business requirements
- Determine scope of project
- Investigate alternative products and competitors
- Create action plan
- User research
- Usability research
- Graphic design and brand development

Build

- Build prototypes
- Refine scope based on findings
- Choose a development platform
- Code the designed screens and interactions
- Integrate U-M authentication and APIs as necessary

Test

- Unit testing
- Integration testing
- System testing
- User acceptance testing

Release and Maintain

- Package and distribute application
- Gather customer feedback
- Debug and release incremental functionality updates
- Scheduled quality assurance and automated testing

Business model:
Note: These models are suggested.

Freemium approach, free but With Ads (In-App Advertising)
Summary: Exactly like Facebook.

Pros

- Mobile apps are in a prime position to collect tons of data on their users (such as their in-app behavior and their location).
- Allows us to gain users quickly because people love free apps.
- Can be effective if moderate and targeted advertising is used (ads are interesting yet limited).
- Mobile advertising spend will surpass radio, magazines, and newspapers in 2014 to 2016.

Cons

- Not an innovative model and people can get annoyed of ads, which may lead to app churn
- Mobile ads can comprise your app experience by claiming a portion of the already limited screen size

Sponsorship (Incentivized Advertising)

Summary: In the sponsorship app business model, advertisers gain inclusion inside the app by funding rewards to our users, who earn these rewards by engaging more with our services.

Pros

- Innovative app business model which can be adapted for many verticals
- This advertising strategy will likely be better received by app users because it is relevant and related to an app's purpose
- App developers and marketers earn revenue, advertisers get more ad space, and users benefit from free promos
- This form of advertising can be aligned with your app's conversion funnels

Cons

- Mobile marketers need to be careful about what actions they incentivize within their app.
- This app business model has not been as thoroughly tried and tested as the other ones (results and success may vary)