

# THE SHAKYZ MOBILE APP BUSINESS PLAN



## Proximity Networking Application

Confidential  
Not for Public Distribution  
Accredited Investors Only

## 1. EXECUTIVE SUMMARY

It's no longer a secret that creating apps has become a serious source of income for thousands of app developers across the world.

And successful social apps offer the best return on investment of any industry with apps sold at staggering prices thanks to their viral effect and ability to monetize their service quickly.

Besides this, we all know that the advent of social networking has affected how people communicate with each other.

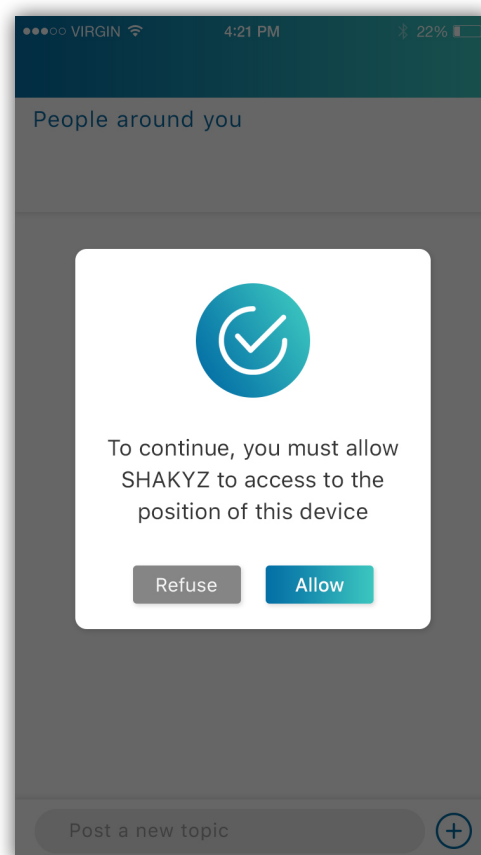
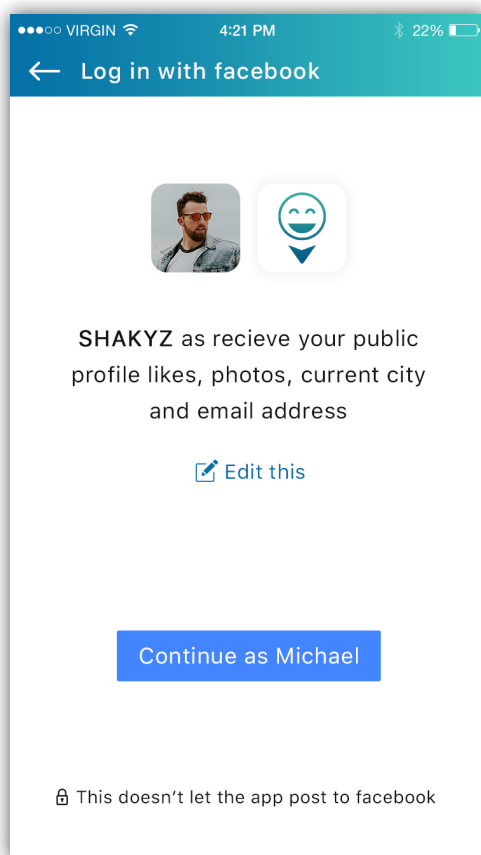
Indeed, a recent study found that 1 out of every 4 people socializes more online than in person (*see about the study [here](#)*).

And this is exactly the seam that we will exploit.

Shakyz is a mobile application startup that offers a social networking service where users post and interact with people nearby in an "open chat" without having to follow or invite anyone as a friend.

It allows people to create and view discussion threads, called topics, within a radius of up to 500m.

People will have to log in with Facebook to facilitate the registration. Then they must allow the app to access to the position of the device.

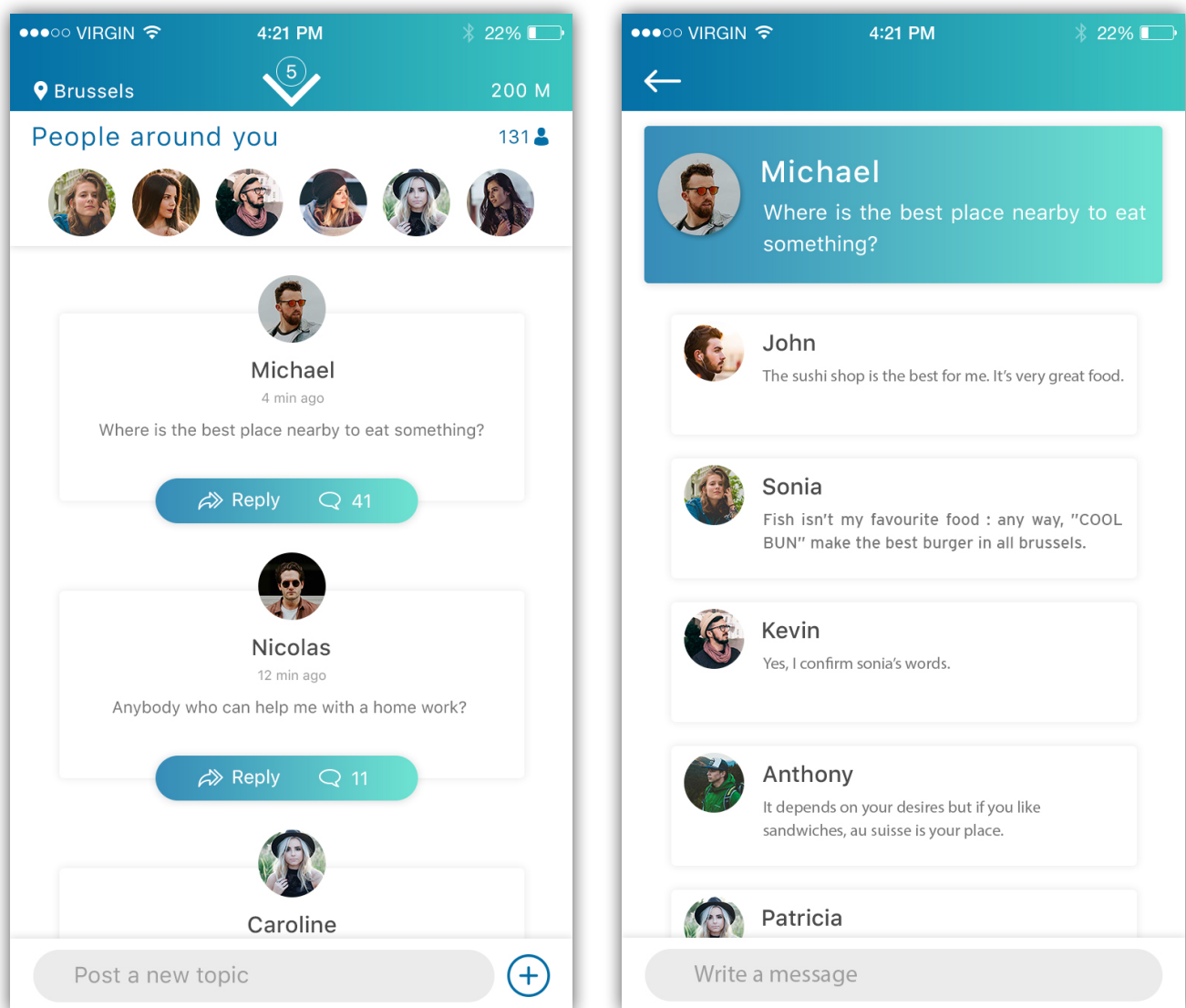


The app is then simple and very easy to use. Indeed, Shakyz is split into **two main screens** :

- The first screen is the **“open chat”** that will allow people to create and view discussion threads within a radius of up to 500m.

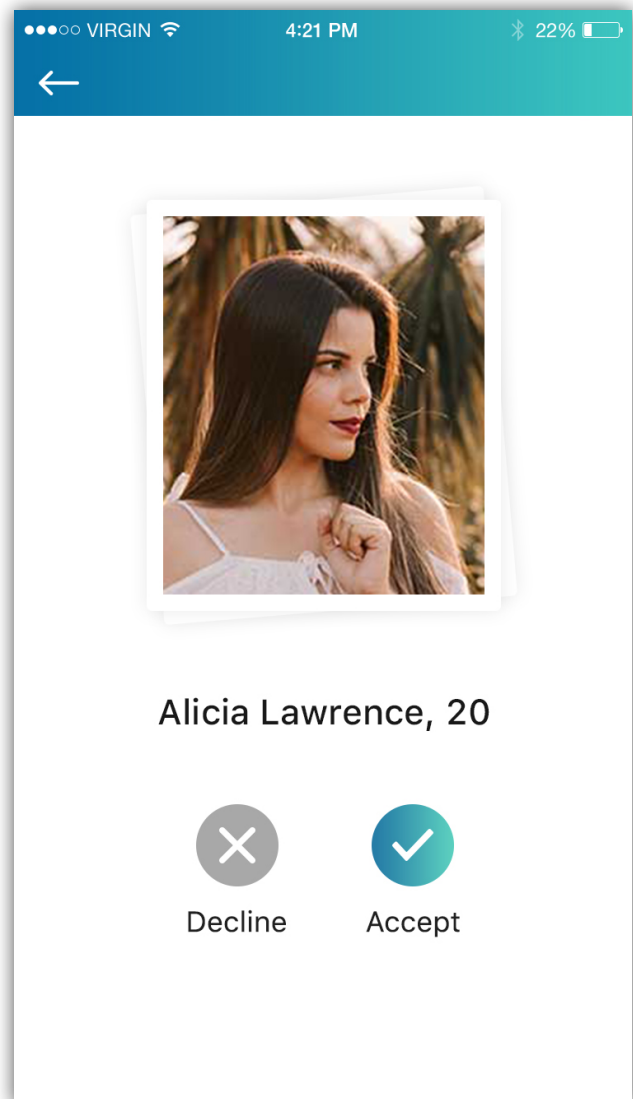
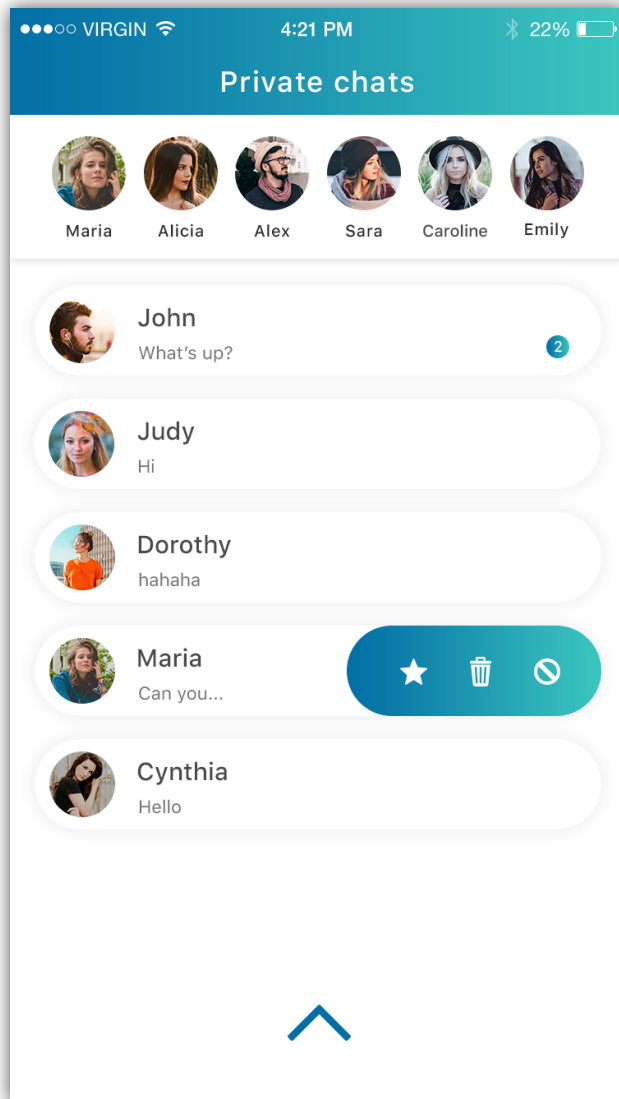
When you see a “topic”, for instance Michael’s post: “Where is the best place nearby to eat something?”

You could reply and see the answers just by clicking on the post.



- By swiping down you will get to the second screen which is the **private chats** screen where you will find all the chat requests in case if someone wants to engage you in a private side discussion and vice versa.

Thus, you will only have **to swipe up and down** to scroll through the app.



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