



## Executive summary

CTCHME - the app for anonymous jokes.

Project stage: iOS application is released.

App Store: <https://itunes.apple.com/us/app/ctchme/id1219636381?mt=8>

Web: [ctchme.com](http://ctchme.com)

Contacts:

Gennadiy Chernetsov

[g.chernetsov@gmail.com](mailto:g.chernetsov@gmail.com)

8(916)217-92-85

The app allows to send anonymous photos to people all over the world and create anonymous chats as an answer for photos.

Nowadays there is actually no place, where you can stop restraining your emotions, feelings and thoughts, and just give a horse the bridle. Taste and decency and climate of thoughts - are two main reasons, which restrain people in communicating. Anonymity eats them up and gives you freedom and fun.

How it works:

1. Take interesting and intriguing photo;
2. Choose the way to send: to a random person from any place of the world or to someone concrete;
3. A chat will be created, as soon as someone answers your photo, and in the chat he won't know who you are;
4. Have fun!

## The Problem

Nowadays there are practically no places and situations left, where the person can allow himself not to constrain his emotions and thoughts, but to embody any different imaginations, and just to give free rein to his many-sided personality. Propriety and public opinion - are two main reasons restraining people in communication.

A large number of people sometimes wants to escape from reality, to escape from problems, from imperfection of the world around, from loneliness, from themselves ... This list can be endless, and in fact they want even for just a moment to become someone others than they are. Such chance is given, in some way, by video games, for example. However, in them the person becomes the character of a game in the virtual world, but not other person in the real world or in its part. The person is social creature,

and communication with virtual characters can't replace him being real, even though via the smartphone screen.

## **The Solution**

CTCHME - a mobile application for anonymous jokes. The anonymity gives the chance to forget about two main reasons, constraining people in communication - propriety and public opinion. With the anonymity the application changes settled rules users communication on the Internet, anew opening the concept "freedom" and giving feeling of impunity. The application allows the user to be any person he wants, to behave as he wants and to realize all the imaginations, even the most courageous, without making efforts. It is necessary just to download the application and a game begins. To save the user from awkward situations, the application creates for him the alibi with the function of random sending, allowing to have fun as much as possible for all 200%. CTCHME is a social online game between users, not one more messenger.

The process is like a game: the user has to send the anonymous photo, as interesting, (and probably provocative), that other user would like to start a chat. It's some kind of fishing: will fall for or won't. The application makes sending process more venturesome and at the same time it is keeping reputation of the user, suggesting him to choose what way the anonymous photo will be sent: to specially chosen user from among all users of the application or randomly chosen. The sent photo comes to the separate tab and the recipient decides if to create a chat with the sender of this photo or not (the sent anonymous photo is the request for communication). In an anonymous chat, the user who answered (who was caught) doesn't know with whom he communicates, and the user who sent to a photo (who caught) is shown a name and an avatar of the interlocutor (the user who was caught). By means of it, it is possible to know what photos achieved the objectives.

With this application it is possible to create a trigger for communication easily. For example with the person with which you haven't been communicating for long time or you are afraid to begin communication with usual ways - the application will create the occasion. The application will send the notice when someone from the user's friends from Facebook starts to use it.

## **Audience**

The mixed audience, with prevalence of people of age 17-25 years. The problems solved by the application to a greater or lesser extent are relevant at any age.

## **Ways of monetization**

### **Advertising**

Advertising is placed in the form of a photo in a feed of the received photos. In order to avoid discontent of users, advertising can be placed as product placement,

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masked as the received anonymous photo. Users face advertising face to face. Feedback is provided in the application - if the user creates a chat in response to an advertising photo, then the advertiser will be able to tell about all advantages of the product to the potential client.

Built-in purchases.

Possibility of masking in a chat for users who created a chat (were caught for anonymous photo) - change of a name and avatar with some time or for a certain quantity of chats for money.

## **Competitors**

Any video game allows to leave the reality, but it is virtual reality, but real. It is possible to become other person having created the account in any social network. But it is not that atmosphere and emotions because there is no company of the people sharing interests. The slogan CTCHME "Welcome to the World without Restrictions!" as much as possible reflects the world to which the user gets - it gives the chance of any communication, creates the atmosphere of freedom.

From the point of view of interaction process between users, CTCHME has similarity with ChatRoulette. But ChatRoulette doesn't allow to remain initially incognito, and what is more the photo with text messages is more mobile and simpler in use, than video chat. Moreover it doesn't force to react at once, and gives the user time to prepare, what gives big freedom for fun.

As for of jokes it is possible to compare CTCHME with Snapchat. It gives big freedom by means of anonymity, allowing to send photos which you will never send in the usual way even if for couple of seconds. Level of fun and jokes which gives anonymity - it is absolutely other level of openness and courage.

## **Development**

Current stage of the project: iOS application is released, the English and Russian languages are available, the project website is started.

Development of the project:

- Release the application for Android
  - localization
  - Realization of ways of monetization: advertising, built-in purchases
  - Realization of new functions: photo editor, anonymous stories and so on
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