



# Near Term Web Strategy

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Deploy four versions of the web app as functional models on how our consumer facing data acquisition systems can operate.

Each version of the web app has a unique audience, design, marketing strategy, and incentive structure.

Data is acquired similarly across apps through our patented two-step download/upload process for every audience.

# Web App Strategies



Gaming Audience: Focused on influencer marketing and aimed at the gaming segment. Incentives promote community, referrals promote network effects.



Luxury Brands: High-end tailored experience with luxury brands and large incentives. This web app serves as a model for future luxury brand experiences.



Mainstream Brands: This branded experience focuses on volume and is designed to serve as a model for large brands with smaller-sized incentives.



Direct Advertising: An evolved version of current web app, this version is design to harden our online messaging and create a continuous stream of low-cost consumer data.