

Evidence of Traction in Sales for VOTLY

Summary of Revenue:

- **Total Revenue:** \$20,768 for the year
- **Sources of Revenue:**
- **Ambassador Accounts:** \$9,000 (43.37% of revenue)
- **Purchasing Coins:** \$5,000 (25.06% of revenue)
- **Advertising:** \$6,786 (32.57% of revenue)

Evidence to Support Revenue:

- **Ambassador Accounts:**

We have 40 active Ambassador Accounts, each paying \$200 - \$300 per year for a total of \$9,000 per year.

We can provide on request proof for each Ambassador Account purchase, as well as testimonials from satisfied users who have seen value in the premium features provided by the Ambassador Accounts.

Purchasing Coins:

Users can purchase Coins within the app to unlock additional features and content.

We have sold a total of 25,000 Coins at \$0.20 per Coin, generating \$5,000 in revenue (25% of total revenue).

Advertising:

We display ads within the app to generate revenue.

We charge \$20 per week for advertising space within the app.

We have sold a total of 46 advertising slots in different cost and period, generating \$6,500 in revenue (32.5% of total revenue).

We can provide on request metrics on ads impressions and click-through rates to demonstrate the effectiveness of our advertising platform.

Explanation of Revenue Generation:

Our app generates revenue through Ambassador Accounts, Purchasing Coins, and Advertising. Ambassador Accounts provide users with exclusive access to premium features, while Purchasing Coins enables users to unlock additional content within the app. Advertising generates revenue by charging businesses for ad space within the app.

We primarily received revenue in cash from users in Lebanon and transferred from our employees in Lebanon to our **WISH ACCOUNT** and some Transactions were transferred directly from users **WISH ACCOUNT to our WISH ACCOUNT**.

We used these funds to pay our admins and rewards users as incentives which helped us to gain credibility and increased the app downloads significantly (Marketing Strategy).

We did keep transaction records for these payments, based on that we have included **WISH statements** showing transaction influx into our account as evidence of our revenue and expenses.

WISH MONEY statements showing cash influx into account:

- February: \$4924 (this was the initial fund from our side not revenue)
- March: \$984
- April: \$2282
- May: \$4212
- June: \$2397
- July: \$2915
- August: \$2570
- September: \$1080
- October: \$1378
- November: \$694
- December: \$1527
- January: \$342
- February: \$405

Future Revenue Growth:

We plan to continue to grow revenue by expanding our user base through targeted marketing campaigns and by releasing new features that users will find valuable. We also plan to explore additional revenue streams, such as offering sponsored content and partnerships with other businesses.