

### **FINANCIAL AND COMMERCIAL PROJECT – APP FRIENDLY**

Below, we present the financial and commercial structure for the creation and expansion of the **FRIENDLY** business project. This structure is projected for a period of 5 years where operating expenses and sustainable marketing models will be included for the expansion of the company's commercial activity.

#### **COMMERCIAL APPROACH**

As already established, **FRIENDLY** is an **APP (Digital Platform)** developed under the **SOCIAL NETWORK FOR ADULTS** model, where people can register and create a public profile and can interact with other users of the platform. Within it, all users will be able to sell digital content products and services with which they will be able to generate additional income for their personal economy.

**FRIENDLY** as a platform, will earn a commission previously defined from the administrative module for all products and services sold within the **APP**, which will be discounted at the time of settling the money obtained by users in their sales.

To achieve this objective, several commercial operating models were developed aimed at massifying and positioning the **APP** worldwide, starting in **COLOMBIA** as the main country. For commercial purposes, the platform is programmed with the dollar as legal currency within the **APP**. For this we will use **STRIPE** as a sales platform or a payment gateway previously selected worldwide and thus not incur additional costs such as expensive commissions on sales by the platform. Additionally, using the same payment gateway worldwide favors the entire fiscal billing and accounting process of the project.

#### **PRODUCTS TO MARKET**

As already established, the products and services sold within the **APP** are digital content scheduled by registered users within it and appointments. For this purpose, pre-configured products and services were created within the platform with which users will be able to generate financial profits for their economy.

To create these product and service packages, an in-depth market study was carried out on the most marketed packages with the most sales traffic within similar social networks, resulting in the creation of the following product and service packages available within the **APP**:

**PACK OF 6 PHOTOS:** It consists of a pre-configured content package of 6 photos that users can upload or take from their cell phone and publish them for sale within the platform. **VALUE:** The price of this package is defined by the user who will publish it within their products and services. **FRIENDLY** as a platform will commission a percentage on the sale of each package sold by the **APP** user. Also included within this modality are: **PACK OF 12 PHOTOS – PACK OF 24 PHOTOS – PACK OF 30 PHOTOS – PACK OF 50 PHOTOS.**

**PACK OF 2 VIDEOS:** It consists of a pre-configured content package of 2 videos that users can record from their cell phone and publish them for sale within the platform. **VALUE:** The price of this package is defined by the user who will publish it within their products and services. **FRIENDLY** as a platform will commission a percentage on the sale of each package sold by the **APP** user. Within this modality are also included: **PACK OF 2 VIDEOS – PACK OF 5 VIDEOS.**

### **TAX FRAMEWORK**

According to the legal regulations in force for Colombia, any **STARTUP**- type entrepreneurship initiative (**APPS or Digital Platforms**) will be subject to the payment of **VAT** for any billing concept, whether for sale or intermediation in the process of selling products and services within the national territory. Likewise, it is subject to payment of income tax if annual income greater than **80,000 UVT (Tax Value Units)** is generated.

**FRIENDLY**, like **STARTUP**, is subject to the country's tax regime because its domicile of creation is Colombia.

### **SOCIAL OBJECTIVE OF THE PROJECT**

According to the previous explanation of **FRIENDLY**, the social objective is to present itself as a financial alternative through which any person who, being of legal age, can generate additional income for their personal economy through the sale of their own and unpublished digital content. thus generating new sources of economic income; Additionally, being consistent with the current social reality of the country and noting the high unemployment rate throughout the national territory and in the general world and adding to this the growing inflation generated at a global level with the consequent strengthening of the Dollar, it is evident that every day it is harder to generate income for people locally and globally.

**FRIENDLY** comes as an additional alternative so that anyone can strengthen their personal and family finances through the sale and marketing of their digital content; Being a completely automated platform, no work fatigue is generated on the part of the users, who will only have to create their content to be advertised through the platform and thus obtain profits from its sale.

### **WORK FRAMEWORK**

In addition to the social objective of the **FRIENDLY** platform, the company generates additional added value to the national economy, generating direct formal jobs within the company, thus contributing to the economic development of the country.

### **FRIENDLY COMMERCIAL PROJECTION**

One of the main objectives of any digital venture on a global level is to become widespread and get the largest number of users affiliated with the platform to generate income through its use. A basic point to achieve this objective is to achieve a high degree of social viralization (reach the largest number of people through advertising and digital media) for which a series of commercial strategies will be implemented that we will detail below.

For this purpose we will apply different development marketing strategies, segmenting the target users according to various parameters. Within these strategies, massive paid advertising campaigns are planned through already recognized social networks such as **Facebook, Instagram, Twitter, Google, Tik Tok, Kwai, Vk** and other social consumption platforms, using their protagonists as influencers. To achieve this objective, we have within our staff of internal employees, qualified and certified personnel in strategic digital marketing, such as Community Managers, Graphic Designers, who will be linked as employees under the figure of technological administrators.

### **5-YEAR COMMERCIAL PROJECTION**

The main commercial objective is to be recognized as a **SOCIAL NETWORK FOR ADULTS** within Colombia in a period of 6 months, carrying out various campaigns and activities in the main cities of the country; as well as having a physical presence through agencies (offices) in them. Additionally, in a period of 7 to 10 months, begin international expansion, guiding campaigns and face-to-face activities of the APP in various countries. The first countries projected to open a position are: **Colombia, Mexico, Chile, Peru, Venezuela, Argentina**, with projection to expand in other Latin American countries and **Spain**. Initially these countries were chosen for the reason of the design of the App, since it was initially developed in the Spanish language; The long-term purpose is to create an English version so we can expand to Anglo-Saxon markets such as the **United States and Canada**.

These countries were selected as pioneers of the expansion process because we have strategic allies that will facilitate our commercial entry into this region. Another point why these 2 countries were taken as pioneers of our international expansion project is because their internal currency in exchange with the Colombian Peso would generate greater profits and thus be able to capitalize the project in less time. Within this document, we will describe in detail the different operational stages to be developed when starting commercial activities once the financing funds have been obtained.

At the time of launch of the APP it will be done simultaneously throughout the national territory, taking Colombia as the initial operational target and with a perspective of expansion with physical presence abroad through branches in a period of no more than 16 months, and expanding the recognition in the countries established above.

### **FINANCIAL PROJECTION**

Taking the well-known **ONLY FANS** platform as a reference point and seeing the billing figures of users only within the national territory (Colombia) we can get a less abstract idea of the billing potential that the **FRIENDLY** project represents in the medium term.

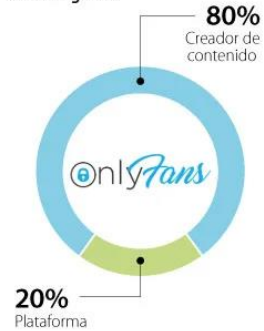
On the **ONLY FANS** platform we can see national figures such as the case of **AIDA CORTÉS**, a 25-year-old from Santander who generates net income through this platform of more than 100 million pesos (USD\$ 25.000) per month, and this is just one of the cases. of thousands of users who advertise every day in Colombian territory within this platform. If we take as a reference that **ONLY FANS** charges a commission of 20% of the sale, only with this user in the country they are obtaining a net income of 20 million pesos (USD\$ 5.000) per month. Below, we attach a percentage table of the profitability of **ONLY FANS** as an Adult Social Network of the year 2017 to establish a reference point.

## PERCENTAGE FIGURES OF ONLY FANS AS OF 2017:

### LOS MOVIMIENTOS DETRÁS DE ONLYFANS

#### ¿CÓMO FUNCIONA EL MODELO DE NEGOCIO?

División de 100% de los ingresos



Ganancias potenciales según cantidad de seguidores en redes y costo de la suscripción en Onlyfans

Seguidores en redes sociales  
Costo de suscripción Potencial de ganancias

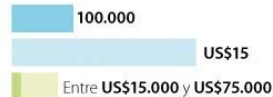
#### Escenario 1



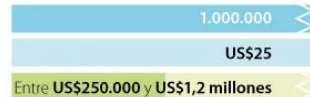
#### Escenario 2



#### Escenario 3



#### Escenario 4



**BHAD BHABIE**

Tiene el récord de ganar **US\$1 millón** en 24 horas en la plataforma

Fuente: SondeoLR / Onlyfans / Influencer Mark / Gráfico: LR-ER

### CIFRAS GENERALES DE LA PLATAFORMA

#### En el mundo

1,7 millones de creadores

Ganancias promedio por mes **US\$180**

Hasta 8.000 creadores nuevos por día

Pagos globales a creadores desde 2017 **US\$3.800 millones**

87 millones de suscriptores

1% de las cuentas más grandes capta **35%** de los ingresos totales de Onlyfans

#### Panorama en Colombia

350 creadores

4 millones de usuarios registrados

### CREADORES COLOMBIANOS CON MÁS ALCANCE

Número de "Me gusta" Costo de suscripción mensual

Aida Cortés  
128.600 Me gusta  
US\$29 Costo de suscripción mensual

Daniel Montoya  
63.200 Me gusta  
US\$12,9 Costo de suscripción mensual

Cintia Cossio  
86.900 Me gusta  
US\$25 Costo de suscripción mensual

Esperanza Gómez  
17.500 Me gusta  
US\$18 Costo de suscripción mensual

Alejandro Ospina  
73.900 Me gusta  
US\$12,9 Costo de suscripción mensual

Aura Cristina Geithner  
5.400 Me gusta  
US\$19,9 Costo de suscripción mensual

The figures that represent the earnings of creators in Colombia are in thousands of dollars per month.

Faced with the previous panorama, we can observe the billing potential of the project only within the national territory. Within our growth projections, a recurrence of at least 10,000 subscribers is expected in the first (4) four months since the launch of the **APP** throughout the national territory, and at least 1,500 content creators. But unlike **ONLY FANS**, our operating model has particularities that differ greatly from the **ONLY FANS** model; Firstly, they operate under the monthly subscription membership model and only offer digital content. **FRIENDLY** commissions for each sale of content and additionally offers users subscribed to the **APP** power even with the content creators, additionally a potential income generator for both the platform and the subscribed users, given that in **ONLY FANS** the creators of Content only earns payment once a month for each subscriber, while **FRIENDLY** will earn them every time anyone purchases their content. This model makes it more attractive for content creators to join our **APP**, since their income could be increased fivefold, unlike the **ONLY FANS** model.

### **COMMERCIAL AND MARKETING STRATEGIES TO INCREASE THE NUMBER OF SUBSCRIBERS TO THE APP**

In addition to a complex and structured commercial advertising strategy that is being studied for the positioning of social networks and more traditional channels of strategic advertising by professionals in Digital Marketing, within the operating model of the **APP**, an incentive system was also developed for each user who registers within the **APP**.

In addition to the fact that the **FRIENDLY APP** allows you to generate more income for each subscribed user through the content sales model, which, since it is not a membership, does not establish a fixed monthly amount of profit based on subscribers, but rather offers the possibility of earn money for each sale of digital content without restricting the amount, which makes the **APP** more attractive. Within the platform, a point accumulation system was developed, which generates a series of cumulative points for each purchase made by each user in the app. application and that can be redeemed to exchange for prizes (televisions, cell phones, discounts, offers, tablets and many additional benefits), encouraging the acquisition of new users and the purchase of content through this added value.

### **HOW THE SALES AND BILLING PROCESS OF CONTENT IN THE APP OPERATES ADMINISTRATIVELY**

Operationally, the entire APP platform is operated from the administrative application that is not published and is only managed by the technological administrators designated by the company. From this **APP**, billing, accounting and payment of sales generated through the platform are managed. The operational process of this management will be presented personally to the investors on the day of the agreed meeting. As well as all doubts and concerns generated regarding the technical, operational and logistical functioning of the project and the APP will be cleared up.

### **CONCLUSION**

With this project we can conclude the commercial and financial projection of the **FRIENDLY APP**, as well as its operating model and its execution time and establish the various processes that will be executed for it during the first year of operation of the platform; as well as the commercial projection of expenses to keep the platform operational in a guaranteed manner for 5 years.

It is expected to show profits from the project within 5 months of its launch, hand in hand with the expansion and positioning process of the APP throughout the national territory and in other countries.

This project is subject to modifications or improvements, as well as new provisions in its execution according to its development within the established deadlines.

Thanking you in advance for the attention given to this project, and waiting for a positive response;

Cordially;



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**ING. LUIS CARLOS ARGUELLO RINCÓN**

**DeVeloper**

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