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La Red Social para Adultos

"APP FRIENDLY" STARTUP COMMERCIAL PROJECT

With this document we present a commercial project developed under the context of technological innovation where an **APP** oriented to both **ANDROID** and **IOS (Iphone)** devices was developed for the **Social Interaction of People**. Introducing **FRIENDLY**:

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With emerging technologies and new technological developments aimed at mass consumption of content and entertainment, a project called **FRIENDLY** was created.

FRIENDLY is an independent initiative developed with the purpose of integrating into the nascent ecosystem of new content consumption technologies. In essence, **FRIENDLY** is a new **Social Network for Adults** where people who download the **APP** will be able to create their own user profile and will have the possibility of selling content through their public profile.

With the current development and growth of Social Network projects on the market, **FRIENDLY** is presented as an innovative alternative that offers its users the possibility of generating additional income through the platform by posting their personal content. Currently you can see several types of Social Networks aimed at different market niches; With the boom of this type of platforms, **FRIENDLY** was conceived as a fusion of several commercial concepts from various platforms on the current market.

Based on the essential concept of what a Social Network is, which is defined as an interactive platform where various people can interact and get to know each other, we can observe a wide spectrum in the market.

ONLY FANS, is a Social Network oriented to the consumption of personal content of the users who are part of this platform, it works under a membership-type consumption commercial model, where various users who register in its Network publish their own content and gives them access to other users of the platform through a recurring payment for the consumption of their personal content, allowing many people to generate additional income with their personal information through this platform.

FRIENDLY is presented to the market as a new Social Network alternative. Users who register, in addition to being able to create their own social profile and interact with other users, can also list their own content for sale, where various users will be able to meet each other and interact with each other generating additional income obtained through the sale of their personal content through the **APP**. Under this principle **FRIENDLY** managed to adapt 2 successful models currently in the Social Networks market and integrate them into a single application, managing to reconcile two market niches that have been successful and currently a global trend.

Once the commercial and social context to which this new digital development of the Social Network belongs has been defined, we will begin to present **FRIENDLY**.

1. WHAT IS FRIENDLY?

FRIENDLY, as defined by its name which means **"FRIENDLY"**, is a new Social Network, developed for the adult public who wants to meet new people, interact and sell their personal content to generate additional income. Basically it is a Social Network for content consumption among its users.

2. HOW DID FRIENDLY ORIGIN?

FRIENDLY, is a digital initiative created by independent developers who saw in the Social Networks business model an opportunity to integrate a new product by merging the business models of other Social Networks already in force and positioned globally to integrate a whole new market niche providing more functionalities within the same platform.

3. WHAT AUDIENCE IS FRIENDLY AIMED AT?

FRIENDLY, being a Social Network for the sale of content, was developed aimed at all audiences of legal age who wish to generate additional income through the sale of their content.

4. HOW DOES FRIENDLY GENERATE INCOME?

Currently in the market there are several models of Social Networks, the vast majority generate income through the advertising of private companies, others work under the membership model, where users advertise their own content and provide access to other users through of a payment for a temporary renewable membership. **FRIENDLY** operates with a completely different business model than what exists today in the Social Networks niche. In **FRIENDLY**, every user who downloads our **APP** will be able to create a public profile to which other users of the platform will have access and within their profile they will be able to schedule various types of content packages, establishing themselves the value of the products they list on their website. profile. **FRIENDLY** will charge a commission for each product or service that the user manages to sell through the application.

5. WHAT PRODUCTS AND SERVICES CAN A FRIENDLY USER OFFER WITHIN THE APP?

The **FRIENDLY** developers designed predetermined packages of products and services within the **APP** to make it easier for users to create products within the platform. When the **APP** was created, a market study was carried out where it was possible to determine the type of products that are most offered through other means on various social networks, and it was found that what represents the most commercial demand at the level of content on the Internet are the personal photos and videos; Based on this, **FRIENDLY** developed additional services and products within the **APP**; these are:

- **PACK OF 6 PHOTOS**
- **PACK OF 12 PHOTOS**
- **PACK OF 24 PHOTOS**
- **PACK OF 30 PHOTOS**
- **PACK OF 50 PHOTOS**
- **PACK OF 2 VIDEOS**
- **PACK OF 5 VIDEOS**

6. HOW MUCH ARE THE PRODUCTS AND SERVICES THAT USERS CAN PART IN THE APP WORTH?

FRIENDLY does not establish a fixed or single rate for the different services and products that users list on their public profile; It is the same user who will establish the amount of the content and services that are listed on the platform. What was established as a default on the platform is that the minimum amount that each user can charge for their products is **USD$5**, this is due to the commissions that the intermediary financial platforms that will be used to manage payments for the App, They charge a percentage of commission on each transaction, which is why it is not profitable for the App, nor for users to generate products below this value established in the App.

7. HOW MUCH DOES FRIENDLY EARN FROM THE PRODUCTS AND SERVICES OFFERED BY USERS IN THE APP?

FRIENDLY, earns for each sale of each user that is generated within the **APP**. The billing operating model is commission for the sale of products and services. The amount of the **APP** profit commission is established directly in real time from the administrative **APP**, from which the owners or master administrators of the platform will be able to establish the percentage of commission that they wish to establish as profit from the sale of the products. of all users registered in the **APP**. This commission amount is modifiable in real time and can be adjusted at any time by a platform administrator. The initial proposal is to enter the market with a commission profit of **15% on sales** generated to be below the immediate competition and thus make the commercial proposal more attractive for users.

8. HOW MANY APPLICATION MODULES ARE INCLUDED IN THE FRIENDLY APP?

FRIENDLY, consists at a technical and system level of 2 only operational applications for its operation. The **ADMINISTRATIVE APP**, which is a private and inaccessible APP for users and that is only managed by the owners or delegated administrators of the platform, from where all the configurations, accesses and contents that the users of the **USER APP** can be managed. within their profiles and from where the entire financial and payment part of the platform is managed. The **USER APP**, which is the one published in the stores to be downloaded by all users and from where they can create their profiles and manage their products and sales.

9. WHAT DEVICES CAN FRIENDLY BE INSTALLED ON?

FRIENDLY was developed for both **ANDROID** and **IOS** devices, which makes it compatible with the majority of mobile devices on the market and iPhones, ensuring the reception of a large number of users who can install the **APP**.

10. HOW DOES MONEY GET INTO THE APP?

On a technical level, **FRIENDLY** is currently developed with a payment gateway yet to be defined, where users will be able to purchase content through a Credit Card. As the initial market niche is Colombia, different digital wallets in the country will be used, such as: **NEQUI, DAVIPLATA** and **AHORRO A LA MANO**, which can be linked to any **BANCOLOMBIA** bank account. For payments in other countries, compatible payment gateways will be implemented to make payments worldwide, the **APP** is designed to be compatible with **MERCADO PAGO, STRIPE, PAYPAL**, and many other payment gateways worldwide.

11. WHERE DOES THE MONEY FROM SALES OF THE APP GO AND HOW ARE USERS PAID FOR THEIR PROFITS FROM THE SALE OF THEIR CONTENT?

Initially, **FRIENDLY** comes programmed by default with a payment gateway for Colombia that receives payments via Credit Card or **NEQUI**, but is compatible with any other payment gateway worldwide. For the purposes of charging for the products and services listed in the **APP**, once a user makes a purchase of a product or service, an automatic charge will be generated which will be paid to the **NEQUI** number or bank account registered by the owner or administrators. of the **APP** immediately, leaving the funds from all sales generated by the **APP** in the possession of the platform. Within the **ADMINISTRATIVE APP**, in the finance module, owners and administrators will be able to see the complete sales report of the **APP** both weekly and general sales, as well as the sales generated by each user. These reports will show the amount to be paid to each user for the sales of their products and services, you will see how much the APP earned from these sales and the total sale of the products and services.

To pay users the profit from their sales generated through the **APP**, when a new user registers in the **APP**, upon registration they are asked for **NEQUI** information to generate payment of their profits within the **APP**. It is currently configured for payments in **NEQUI**, but any other payment method can be established, such as **bank deposit, electronic transfer, Paypal** or as required by the owner of the **APP**.

12. HOW ARE PAYMENTS SETTLED TO USERS?

Like many **APP's** for selling products or services, the platform was developed oriented to manage weekly payments to users, so that each week transfers must be made to the various users registered in the **APP** of the profit. of your sales and the APP will retain the amount of the commission for those sales.

All operational processes and the operation of the **APP** will be explained in detail in the **APP MANAGEMENT TUTORIAL** document, together with the tutorial videos showing the operation of the **ADMINISTRATIVE APP**, as well as the **USER APP**.