


connect
your world.

Business Plan 07/2017



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Congratulations!

	Mae What color do you want your unicorn?
	Ryan No problem, see you next week!
	Mae Congratulations!
	Jessica Great! What week would be best for you to shoot?
	Amanda Sounds great!

Photo Booth

Photo 1: [Photo of a woman]

Photo 2: [Photo of a woman]

Photo 3: [Photo of a woman]



Summary

customizable

The needs and interests of more than 3,500,000,000 people with internet access are very diverse – and yet connect will offer all of them a digital home. With the motto “connect your world” we, the Austrian Startup e.com, will, in Q2 2017, present the worlds first *Digital Life Network*, a virtual reality which can be completely customized using a building block system.

platform independent

Our users can access their *virtual home* in 2D, 3D or Virtual Reality using *almost any device* – amongst others VR headsets (HTC Vive, Oculus, Playstation VR), Smartphone (VR-compatible), Tablet, PC/Mac or Game console – and expand the features they would like to use in their “digital life” using different modules.

versatile

What does that mean? Just imagine, you furnish your apartment. Hang pictures on the wall. Read magazines on the sofa. Enjoy the view from the window. You play games with your friends, chat, video call, watch TV, listen to the radio, surf the internet or care for a virtual pet. Well then: Welcome to the world of connect!

intuitive

Because of its realistic presentation, the operation is *more intuitive than ever before* and therefore also suitable for target groups who, have avoided Apps and Social Networks by now. If you are expecting buttons with difficult terms, ambivalent icons, or very technical representations in connect, you will be looking in the wrong place. A click on the photo-realistic, 3 dimensional camera is enough to take a photo.

user-friendly

To move between the different hotspots in the virtual house – e.g. the TV, the desk and the gaming corner – you just need to swipe or alternatively travel through the house by using the virtual controller on your smartphone. Do you want your virtual pet – e.g. a cheeky duckling – to behave? A gentle nudge and the animal promptly lands on its behind.

customer oriented

With an almost indefinitely expandable product that has relatively low fixed costs, everything revolves around high user numbers. For this reason connect will, apart from the intuitive use, maximum customization options, and platform independence, set itself apart from the market leaders by focusing on the customer.

secure

Here, our primary focus is *data protection and a state of the art end-to-end encryption*. We are convinced that there is an ever growing rethinking taking place on this subject. The current top dogs are coming under increasing pressure because of their Big Data politics and because emerging companies, like us, are reacting to peoples’ justified worries. At the very latest when we get to the sensitive subject of virtual or augmented reality, many will be frightened off by these surveillance capabilities.



ambitious

e.com aims to be the market leader in data security and encrypted communication. We consider this goal to be realistic because the existing providers of secured communication have not succeeded in creating a product which is novel and appealing enough to captivate not just the minds but also the hearts of the users.

future-proof

This positive image advantage will afford us an enduring strong position over our competitors and ensure long term customer satisfaction and loyalty. The market for secure, encrypted communication is huge and grows steadily with every new data protection scandal.

lucrative

We will generate revenue, amongst other ways, through discretionary, subliminal advertising in the form of *Product Placement* and increasingly through *VR-shopping and In-App-shopping* for games, virtual pets, graphical enhancements and fun extra features. Even conservatively estimated, we can bring in twice as much revenue than the market leader Facebook with this strategy.

free of charge

connect itself, with all its modules and expandable functions, will remain *free of charge* for the user. That guarantees us a huge target market, and as a result – because of the many unique features and the modern, appealing (customizable) design – many users.

solution-oriented

We have even solved a problem many newcomers are faced with – having too few users in the beginning to be interesting. Because we know that it is often less the love of the existing network which prevents a change, and more the dependence on the circle of friends accessible there.

clever

Our users can link all their existing networks to connect and reach all their contacts from here. That applies to telephone contacts (per SMS) and email contacts as well as Facebook or WhatsApp friends, or many other social networks or messenger services they may use in the future. The success of other networks, consequently, is not a loss for us.

practical

This *Multi-messenger feature* is not only the most important basic requirement for a successful start, but it is also extremely practical. You can pool all your friends in one single network and thereby save yourself a lot of time answering messages from different apps.

entertaining

connect will also offer this vision of an integrated network for all digital content as an *interface for media partners*, so that they can introduce their TV or Radio station, newspapers, books, magazines or websites into our users' virtual home. Not only our user benefits from having endless media content free of charge in one single app, but certainly also the media partner does so.

collaborative

Linking their existing media content with minimum additional effort to connect enables them to reach a larger target audience, which in turn – through our user statistics – is a

starting position for higher advertising revenues. We could ask for remuneration for this service, but rather cooperate with partners.

current

We create a win-win situation by placing this fully automated media interface free of charge at the disposal of all interested parties when they in return do a report on us. We will make this offer to 100,000 media outlets worldwide and reckon that thousands of them will promote the release of our app – this means free advertising which in the expected accessible range will be priceless for us.

cost-effective

With this *worldwide media support* and many other innovative and practically free marketing tricks – i.e. "sent by connect" – attachments to multi messenger communications to external networks, mails or SMS and virtual rewards (trophies) for users who share our videos or win creative competitions – we expect high levels of interest in the first test version of connect at our *crowdfunding campaign* in July.

good to go

This Kickstarter release is more than just a means of free promotion and feedback from motivated beta version testers – it also promises the first financial returns for a successful start. Depending on the amount of the crowdfunding donation promised, we will reward our backers with different, limited edition in-app content such as rare pets which – because they can be swapped among users – can become valuable to collectors over time.

customer loyalty

Long term customer loyalty and sustained incentives to use our app are ensured by *continuous new content from our upload platform* – without any effort on our part. This platform is not just for media linked and photo realistic 3D models of different objects as product placement, or for a virtual shopping experience, but also for the users themselves to upload content.

personalized

Have you ever dreamed that the whole world – or maybe just exclusive friends – could help decorate your virtual home with their photography or pictures, receive messages from you in your own handwriting, have video calls on virtual TV, or of looking out the window of the loft and enjoying the view of a 360° photo of your favorite place taken by you yourself?

unlimited

Almost anything is possible in connects virtual world. No other app offers as many possibilities to open yourself, your taste, your accomplishments, or your art in a more appealing and modern way to other people – including a VR experience. And of course, here too: others only see what the user chooses to make public.

reliable

connect's success is built on the secure foundations of self portrayal having become a basic need, as demonstrated by the success of Facebook and Instagram. With our motto "con-

revolutionary

nect your world” we will bring the opportunities for customization and self portrayal – not only, but including VR and photorealism – to the next level.

From the investor’s point of view, this satisfying of social and media needs via virtual reality – the digital gateway closest to reality – offers many new game changing business opportunities. We are the first, we are the fastest, and we have enough ideas for the next 20 years. Become part of the revolution!



