



Closenger

Social network

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Problem

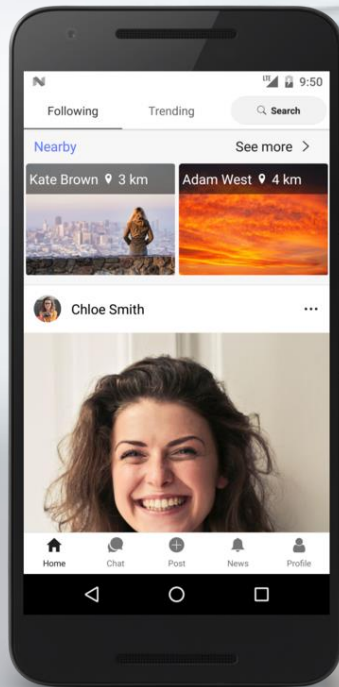
People are getting distant

The problem which social networks created is that people are connecting to people who are thousands of kilometres away, but in the meantime they get distant from the closest ones.

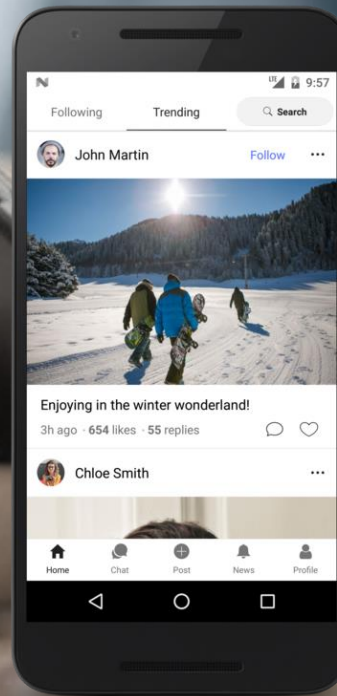
Getting less social with social networks

Even though social networks were designed for people to socialize, they started to become less social by using them. People are paying more attention to "virtual" people who they never met, then on the people which surround them.

Solution



Nearby



Trending

Solution

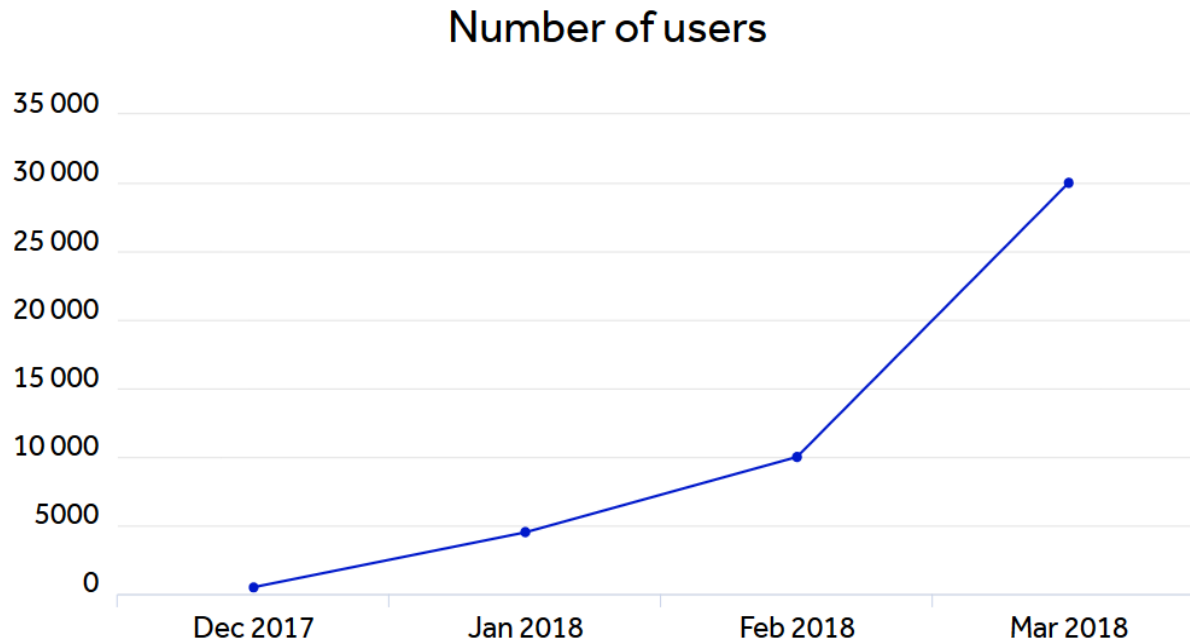
Nearby

Nearby is a unique feature of Closenger, which will help to solve the problems that we mentioned before. It is designed as a list in Closenger, which presents the user all the posts from other people that were posted around him. In that case, the first posts that the user sees are the posts from people who are closest to him/her.

Trending

Trending is also a unique feature of Closenger, designed to keep the user connected to people around the globe, while maintaining his/her connection to local folks. It shows the most popular posts in the past 24 hours on the entire network.

Growth



Users gain per month

Closenger was released public in December and it counted 400 users from open beta testing. In early January we had 4000 users. Only 30 days after, user count was showing 10.000. Currently we have 30.000 users.

Market size



Total addressable market

Total targeting market is worldwide and it could go to over 1 billion users.



Served available market

Currently we are targeting the region of West Balkan which has potentially 7 million users, but our goal is to go worldwide and attract over 1 billion users.



Share of market

For now our share of market is less than 1% of potential users in West Balkans

Competition



Instagram

Advantages: Textual posts, nearby, trending, web-link sharing



Facebook

Advantages: Public posts, nearby, trending, image filters



Snapchat

Advantages: All form of posts, nearby, trending

Product

- Functionality: *Easy to use, stable, user fiendly*
- Architecture: *React-native (Front-end), Go (Back-end)*
- Features: *Nearby, Trending, Post (Text, Video, Image, GIF, web link), Chat*
- Intellectual property: *All rights belong to Closenger.doo*

Roadmap 2018

Hashtags, anonymous Q&A, Live video Q&A, Web platform

Business model



Revenue model & pricing

Closenger is free to use and will always be. The main source of income are Google Ads. Plans for future include becoming an independent marketing platform with own ads.



Marketing

For distributing our app to customers, we use modern way of marketing. We focus mainly on digital marketing, primarily Facebook, Instagram and Google ads. Also, we work with many influencers to promote our app.



Lifetime value

Lifetime value depends on the number of users and growth rate.

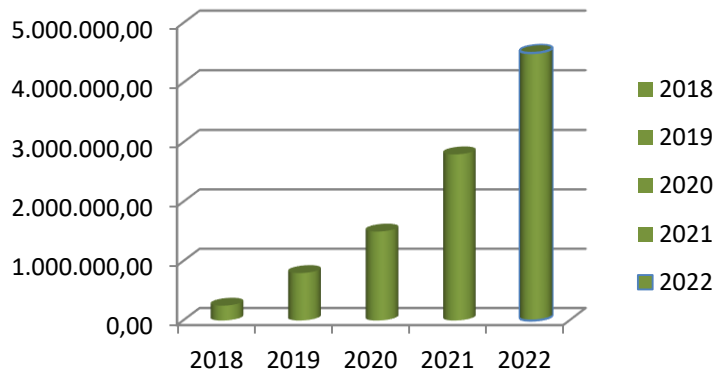
Financial projection

Years	2018	2019	2020	2021	2022
Registered users	600.000	1.400.000	2.400.000	3.600.000	5.000.000
Monthly Active Users	180.000	420.000	720.000	1.080.000	1.500.000

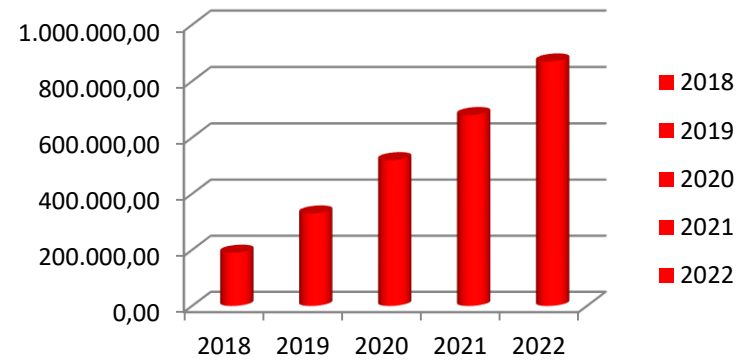
€	2018	2019	2020	2021	2022
Revenue	982.800,00	3.276.000,00	6.224.400,00	9.828.000,00	14.086.800,00
Revenue - mediation in advertising	982.800,00	3.276.000,00	6.224.400,00	9.828.000,00	14.086.800,00
Revenue - adverts	0,00	0,00	0,00	0,00	0,00
Operating expenses	616.400,00	971.600,00	1.445.600,00	1.988.400,00	2.620.000,00
Server lease expense	86.400,00	201.600,00	345.600,00	518.400,00	720.000,00
Sales and marketing	300.000,00	400.000,00	500.000,00	600.000,00	700.000,00
Wages and contributions	180.000,00	300.000,00	500.000,00	720.000,00	1.000.000,00
Other business expenses	50.000,00	70.000,00	100.000,00	150.000,00	200.000,00
EBITDA	366.400,00	2.304.400,00	4.778.800,00	7.839.600,00	11.466.800,00
Amortization	3.000,00	10.000,00	20.000,00	25.000,00	30.000,00
EBIT	363.400,00	2.294.400,00	4.758.800,00	7.814.600,00	11.436.800,00
Interest income	0,00	0,00	0,00	0,00	0,00
Interest expense	0,00	0,00	0,00	0,00	0,00
PBT	363.400,00	2.294.400,00	4.758.800,00	7.814.600,00	11.436.800,00
Tax	36.340,00	229.440,00	475.880,00	781.460,00	1.143.680,00
PAT	327.060,00	2.064.960,00	4.282.920,00	7.033.140,00	10.293.120,00
EBITDA Margin	37,28%	70,34%	76,78%	79,77%	81,40%
EBIT Margin	37,28%	70,34%	76,78%	79,77%	81,40%
PAT Margin	33,28%	63,03%	68,81%	71,56%	73,07%

Revenue and expenses

REVENUE



Operating expenses



Required investment amount **2.000.000,00 €**

Participation in capital **50%**

Years	Net cash flow * 50%	Cumulative net cash flow
2018	-2.000.000,00	-2.000.000,00
2018	163.530,00	-1.836.470,00
2019	1.032.480,00	-803.990,00
2020	2.141.460,00	1.337.470,00
2021	3.516.570,00	4.854.040,00
2022	5.146.560,00	10.000.600,00

The return on investment can be expected in 3 year