

Problem/Pain:

Privacy through transparency in the social networking market for users and an organic, location-based, Ad algorithm for businesses. The pain of not connecting the right consumer with the right respective significant other consumer and/or business. Target customers are everyone with a hand-held device (iPhone/iPad/iWatch/etc.) Other problem/pain is a stagnant social media market that needs innovation.

Market:

Mobile application market with the initial niche target user/business marketing on location basis, an anonymity option, and transparency through a public, decentralized, expiring feed.

Solution/Gain:

Privacy through transparency by not requesting too much information from the user upon sign up, but instead, through intuitive engagement throughout app usage - which, in turn, will fuel the organic revenue. Target customers are everyone with a mobile hand-held device and users gain the option ability to be anonymous in their post sharing (and chatting) if they feel like concealing their location/identity within the publicly decentralized feed. Businesses gain the ability to experiment and analyze posts/interests/engagements made by users within the specific locations, to then base these metric analytics in catering their product/service for their target market. There will be more features and benefits with the anonymity function through user feedback.

Cost, Business Model, & Scalability:

- **Cost** = \$32.5m for development, personnel and marketing. Further details, outlined with charts, are shown in the business plan.
- **Business Model** = Users will have the option to further increase post duration from expiring for a certain premium. For example, \$1 for a week, compared to the standard set expiration, or \$4 for a month, etc. Businesses will consistently be auctioning for a temporary position, as a franchise, on the public feed, within each appropriate radius, for a limited duration. Business posts must undergo a strict artistic design protocol for the user to be unable to tell that it is an ad - preventing disruption in consumer affairs within the app. Auction resets when the franchise's ad duration expires and is again open to all franchises for bidding a spot per location radius.
- **Scalability** = Growth will be reached on a global scale when all cities, and their respective franchises contained within the neighborhoods of the cities, are penetrated with this innovative model. The post expiration prevents saturation and the required intuitive ad design protocol ensures organic mutual engagement between users and businesses.

The Ask:

Mutual collaboration and partnership for taking the app vision to the next stage. Seik, Inc. is an incorporated C-Corp. No shares or stock have been issued at this time.

The Team:

I am the only Founder & CEO of the company looking to assemble a top-tier team with the right dynamics in each field which will very heavily contribute to the overall success of the start-up venture.

Additionally, I also have a 32 page business plan outlining the precise details of my vision as well as the new innovative UI/UX blueprint designs.