

BASIC MODELLING

NB: Comparing and Modeling:

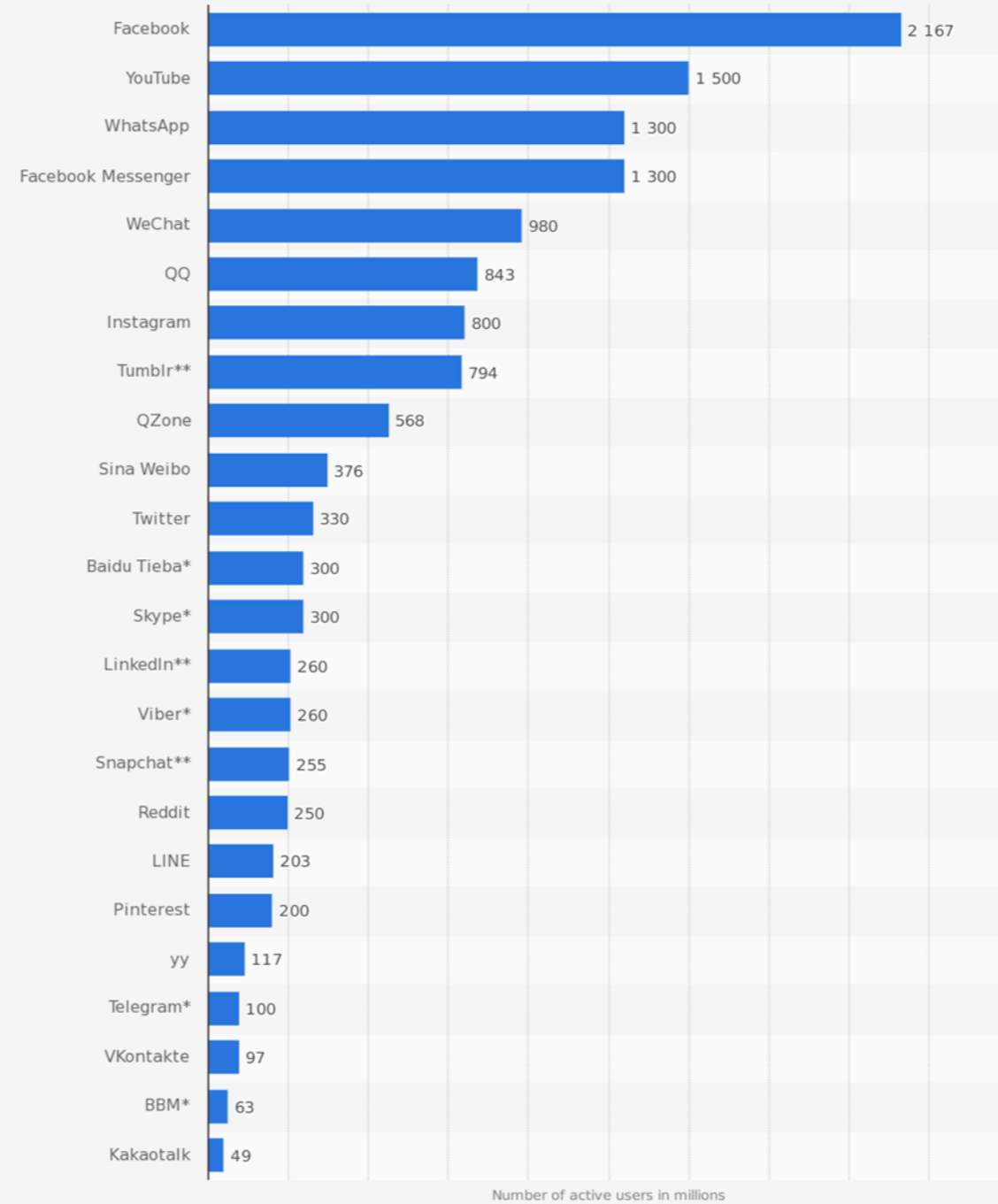
- There are two kind of participants Consumer and Executer;
- We accept that the commission fee should never exceed more than 4%, to makes profit for Users at first;
- Even more! Now we offer the advantages for users and establish 2% from amount of all transaction by the deals and divide per both parts: the Consumer (1%) and Executer (1%);
- Also we expect the involvement the bussines-users for advertising them busines-profiles;
- Total sums from of different kind users are at average 5 USD per year;

NB: You can make changes to cells marked in yellow

BASIC MODELLING (Y)	NOTION	DATA
Number of USERS	USERS	100,000,000
Spend per Year inside platform for Servises	USD	25.00
Spend per Year inside platform for Advertising & Other	USD	5.00
Gross Revenue per Services	USD	2,500,000,000
Gross Advertasing Revenue	USD	500,000,000
Platforms Commissions (for both Parts: Consumer & Executor)	%	2.00%
Commission Revenue	USD	50,000,000
Total per User (With Services Value)	USD	30
Sum transactions on the platform	USD	3,000,000,000
GROSS REVENUE	USD	550,000,000
Legal Service (5%)	USD	25,000,000
Administrative (5%)	USD	25,000,000
Marketing (55%)	USD	300,000,000
Technical Development (15%)	USD	80,000,000
Other (2%)	USD	11,000,000
OPERATING & SUPPORT COSTS (82%)	USD	441,000,000
EBITDA	USD	109,000,000
Average net payment to the platform by Users per Y	USD	5.50

COMPARISON	NOTION	FB	OLX	Aliexpress	Uber (Without Services Price)
Users	amt.	2,000,000,000	300,000,000	488,000,000	75,000,000
Gross Annual Revenue	USD	27,000,000,000	1,500,000,000	7,000,000,000	1,950,000,000
Earnings Per User	USD per user	13.50	5.00	14.34	26.00

Most popular social networks worldwide as of January 2018, ranked by number of active users (in millions)



Sources
 We Are Social; Kepios; SimilarWeb; TechCrunch; Apptopia; Fortune © Statista 2018

Additional Information:
 Worldwide; We Are Social; SimilarWeb; TechCrunch; Apptopia; Fortune; as of January 27, 2018; social n app/voip included