XHUMANITY

BUSINESS PLAN

September 1st, 2021
Not for print or distribution

Agenda

Executive summary

Huge Market Potential

1. xHumanity is a combination of blockchain and social media.
2. The global cryptocurrency market size reached a value of $838.0 million in 2020 and is expected to grow at a CAGR of 11.20% until 2027
3. Estimated global social network market to reach $138.4 billion by 2025
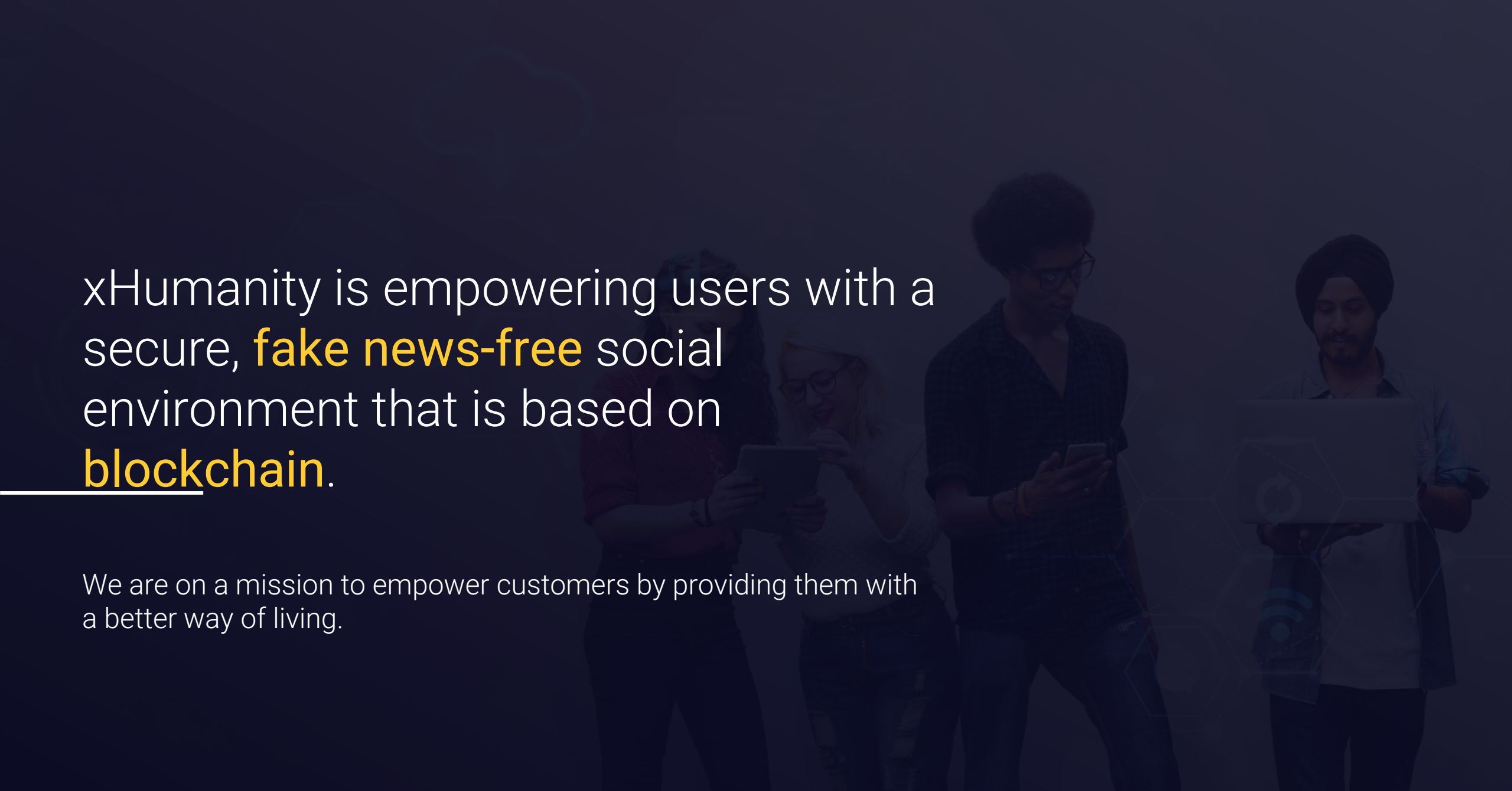
Solid Business Concept

1. We provide our audience with a revolutionary social network platform
2. We base our service on charity, reputation, privacy and game of truth
3. We generate revenue through a broad range of social and financial streams

Attractive Investment Prospect

1. High growth potential, with forecasted sales of $69.17 million in five years
2. Strong profitability, with 79.56% EBITDA / Sales and high cumulative FCF
3. Low risk investment, with a forecasted payback period of two years

1. Source: Datasheet

xHumanity is empowering users with a secure, **fake news-free** social environment that is based on **blockchain**.

We are on a mission to empower customers by providing them with a better way of living.

What we do (1/2)

We aim to run a company focused on providing our audience with a digital network platform based on three pillars, which are reputation, reduction of fake news and privacy. We aim to empower customers by providing them with a better way of living. Our platform features a range of different functions, including:

Technology for Humanity
The mainstream adaption of any technology is based on how it can serve human evolution. Two of the most important actions we can take as humans are donations and averting climate changes. Our project builds a bridge between these actions and blockchain technology.

Reputation system
Blockchain technology could help all parties involved in any types of transactions. To construct a secure and trustable transaction we need to start with valid data. This data in our case will be provided through reputation protocol.

Privacy
Blockchain technology offer us one true option to achieve next level in private communications. Encrypted messages along with node isolation, group policies and no personal data involved is our solution to privacy problem.

Anti-Fake News module
One of our main goals is to reduce and eliminate fake news from the internet space through a few principles from the gaming theory. Peoples' involvement into the game is essential, as they are main actors for creating new society rules.

What we do **(2/**2**)**

Our social and financial platform is represented by two tokens. XCRED is the social token and XDNA is the financial token. We have the ambition to empower everyone with a chance to earn tokens by being human and participate into social development.

We plan to generate revenue through:

01. Sale of XDNA tokens on secondary market. Being already listed on CEX and DEX, we assure a transparent process of selling.

02. Advertising through a pay per position system. Avoiding unwanted ads, this will be present in some well-defined place where users can check them and then following advertising.

03. Rise value of the XDNA token through active users' number growth and through the inclusion in our ecosystem of different applications, such as games.

04. Payments to access premium features of our application like ultra private groups, rare resources and market items.

The global cryptocurrency market size reached a value of $838.0 million in 2020 and is expected to grow at a CAGR of 11.20% until 2027 [1]

$838.00 M
global cryptocurrency market size
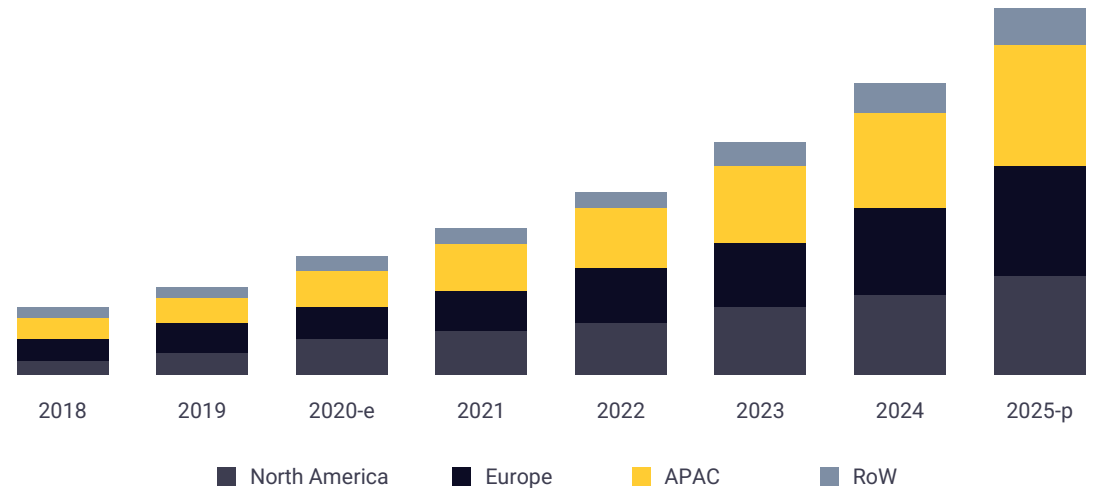
+11.20%
compounded annual growth until 2027

$1.75 B
forecasted global cryptocurrency market size within the next six years

With a growth in the number of cryptocurrency users across the globe, the potential customer base for crypto and token asset management solutions has also increased, revealing a great potential for companies to conquer a growing popularity especially in developing regions.

Cryptocurrency market by region, 2018-2025 [2]

2018   2019   2020-e   2021   2022   2023   2024   2025-p

■ North America   ■ Europe   ■ APAC   ■ RoW

1. Source: https://www.fortunebusinessinsights.com
2. Source: https://www.marketsandmarkets.com

The global social network market size will reach a value of $110.6 billion in 2021 and is expected to grow at a CAGR of 5.80% until 2025 1

$110.6 B
social network market size in 2021

+5.80%
compounded annual growth until 2025

$138.4 B
forecasted social network market within the next four years

1. Source: https://www.statista.com
2. Source: https://www.t4.ai

Rising penetration of connected devices and the increasing amount of time people spend on smartphones are expected to boost the market growth, revealing a great potential for players with an innovative and unique offering in the space to capture growing shares.

Platform	Value
3.9	
3.2	
8.2	
13.9	
69	

- Facebook
- Pinterest
- Twitter
- Youtube
- Instagram
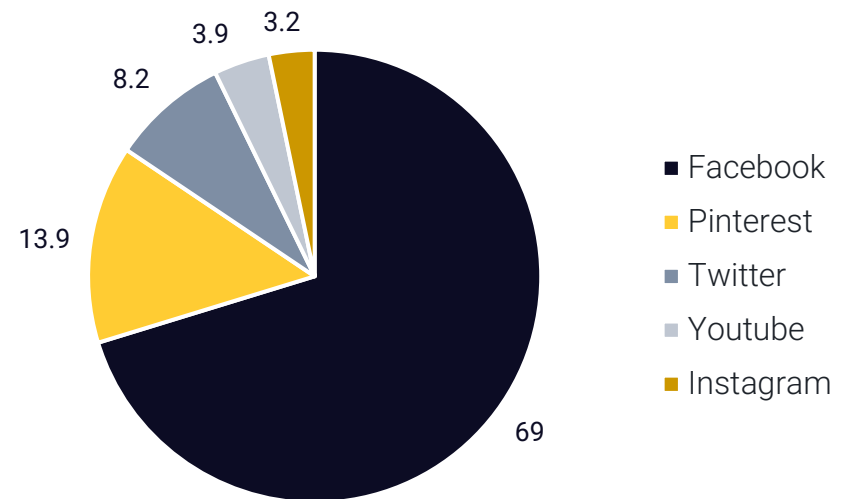
worldwide social media market share by number of users, by platform 2

Our uniqueness comes from our capability to provide users with a first-class experience featuring the possibility to generate reputation points associated with tokens through positive social interactions

We provide a better alternative to current options by creating a comprehensive platform for users to connect, endorse charitable actions and support a new concept of tokens.

First class customer experience

We offer a wide array of services to make a better customer experience including but not limited to blockchain powered charity, report fake news, manage tokens and much more.

Growing markets

Big market potential with a solid and growing demand, with the opportunity to scale-up at an international level without additional heavy investments required through digital sales.
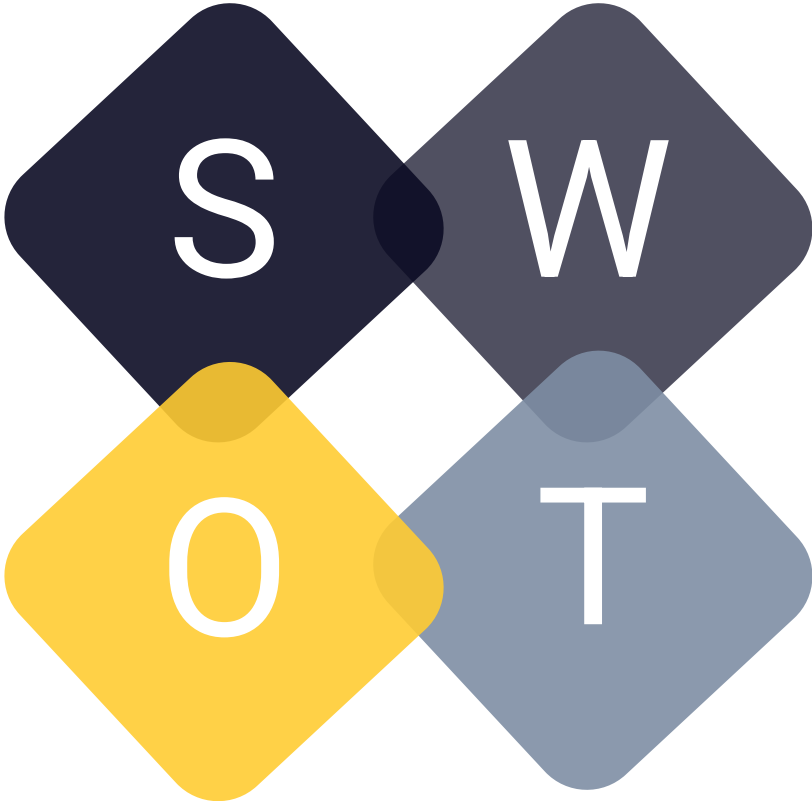
Capital intensive
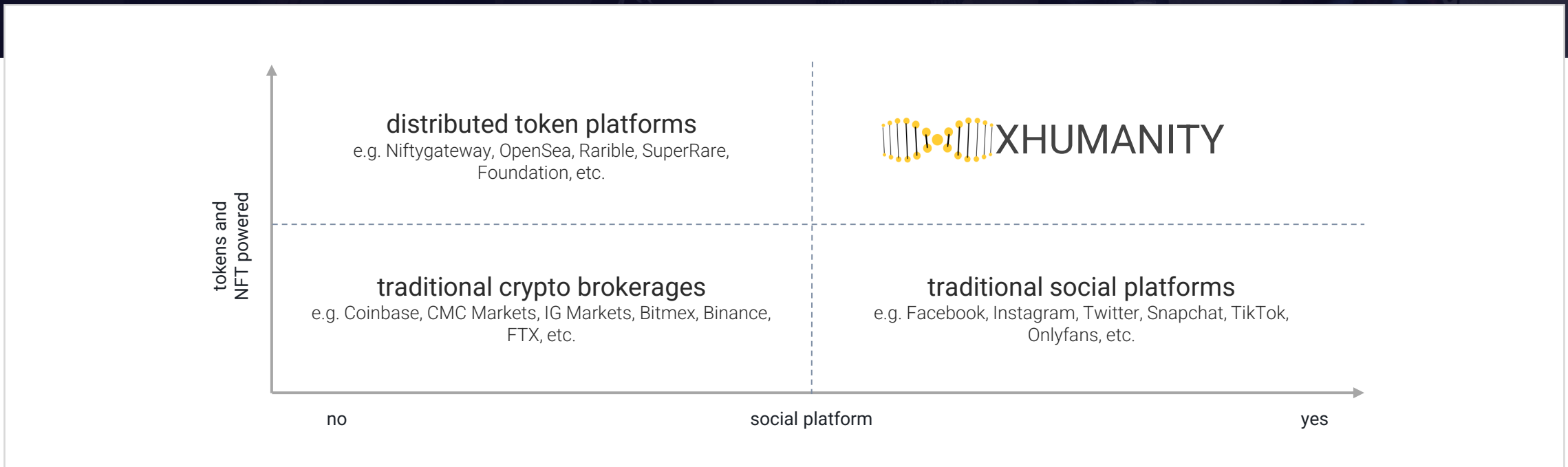
Our activity is capital intensive by definition and will require consistent upfront investment to develop a state-of-the-art technology stack and unfold the potential of our concept.

Negative externalities

Externalities reducing the volume of customers, including lower spending power due to economic recessions or new similar competitors could result in a longer payback period.
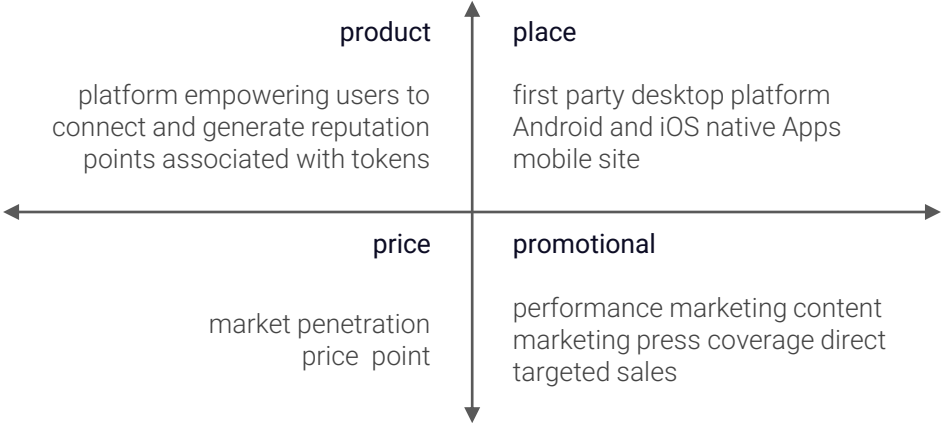
S W O T

The social platform space is dominated by multinational incumbents but leaves room to new innovative companies to carve out a growing niche

The social platforms space is dominated by large multinationals but lacks incumbents with a strong value proposition beyond the user base size, leaving room for companies focusing on new use cases such as social networking focused on generating token-associated social reputation points to become the next generation go-to solution for everyone in need.

distributed token platforms
e.g. Niftygateway, OpenSea, Rarible, SuperRare, Foundation, etc.

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traditional crypto brokerages
e.g. Coinbase, CMC Markets, IG Markets, Bitmex, Binance, FTX, etc.

traditional social platforms
e.g. Facebook, Instagram, Twitter, Snapchat, TikTok, Onlyfans, etc.

tokens and NFT powered

no   social platform   yes

An integrated marketing strategy leveraging a wide array of promotional and sales channels to become a new generation positive social platform

Marketing mix

product

place

platform empowering users to connect and generate reputation points associated with tokens

first party desktop platform Android and iOS native Apps mobile site

price

promotional

market penetration price point

performance marketing content marketing press coverage direct targeted sales

Marketing mix and distribution channels

Our business model is centered around the offering of a social platform focused on providing its users the possibility to earn social reputation points by connecting with each other, donating to charities and reporting fake news.

Our potential users will be able to discover more about our platform through a wide range of online discovery touchpoints such as other social media, our website, influencer profiles, and focused blogs.

Our App will appear on top of similar competitors on different App stores thanks to a careful ASO (app store optimization) work performed on our app store landing pages and through the support of paid ads.

Distribution channels

Direct marketing, word of mouth, and referrals

Press, magazines, blogs, interviews, newspapers

Landing pages for SEO and conversion funnels

Performance marketing, Google and LinkedIn ads

Social network, content and influencer marketing

App store optimization and paid advertising

An integrated marketing strategy leveraging a wide array of promotional and sales channels to become a new generation positive social platform
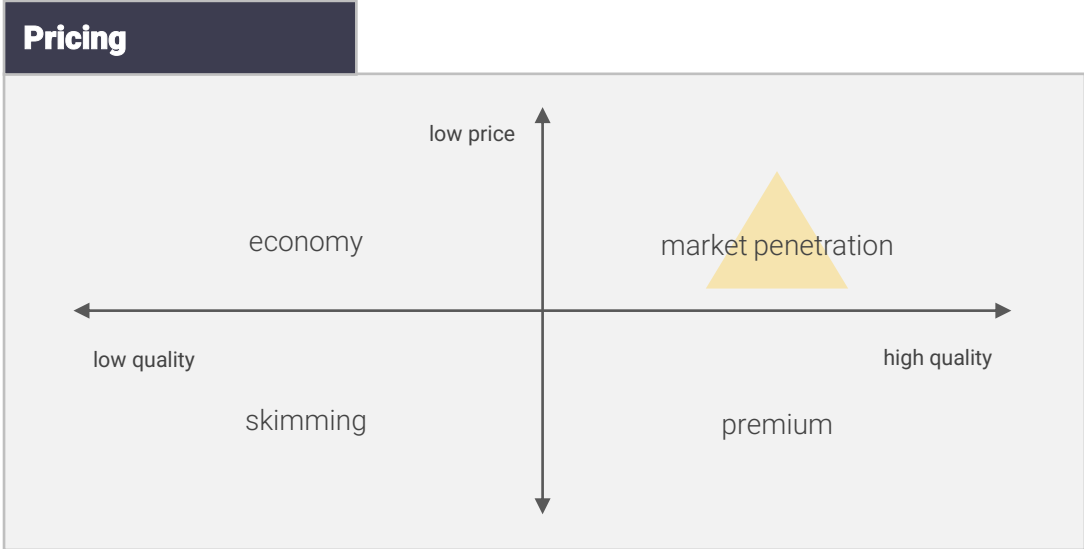
Go-to-market strategy

We position ourselves as the promoters of a new concept of social platform and plan to target users above 18 years old with any level of income and any background, with a particular focus on young people who want to reach financial freedom while doing good and connecting with others.

Our platform is free to use and download and we plan to generate revenue by selling our proprietary tokens, by accruing value on tokens in portfolio, by displaying advertising and by charging users with service fees for premium features.

We promote our social platform on a wide array of channels, and are planning to further expand our features offering upon successful growth.

Go-to-market

Innovative social media platform	**WHAT** Blockchain and token powered	18+ years old women and men	**WHO** Users with any background and income
Tokens sales and value growth	**HOW** Advertising and premium features	United states	**WHERE** EMEA Global

Pricing

low price

economy   market penetration

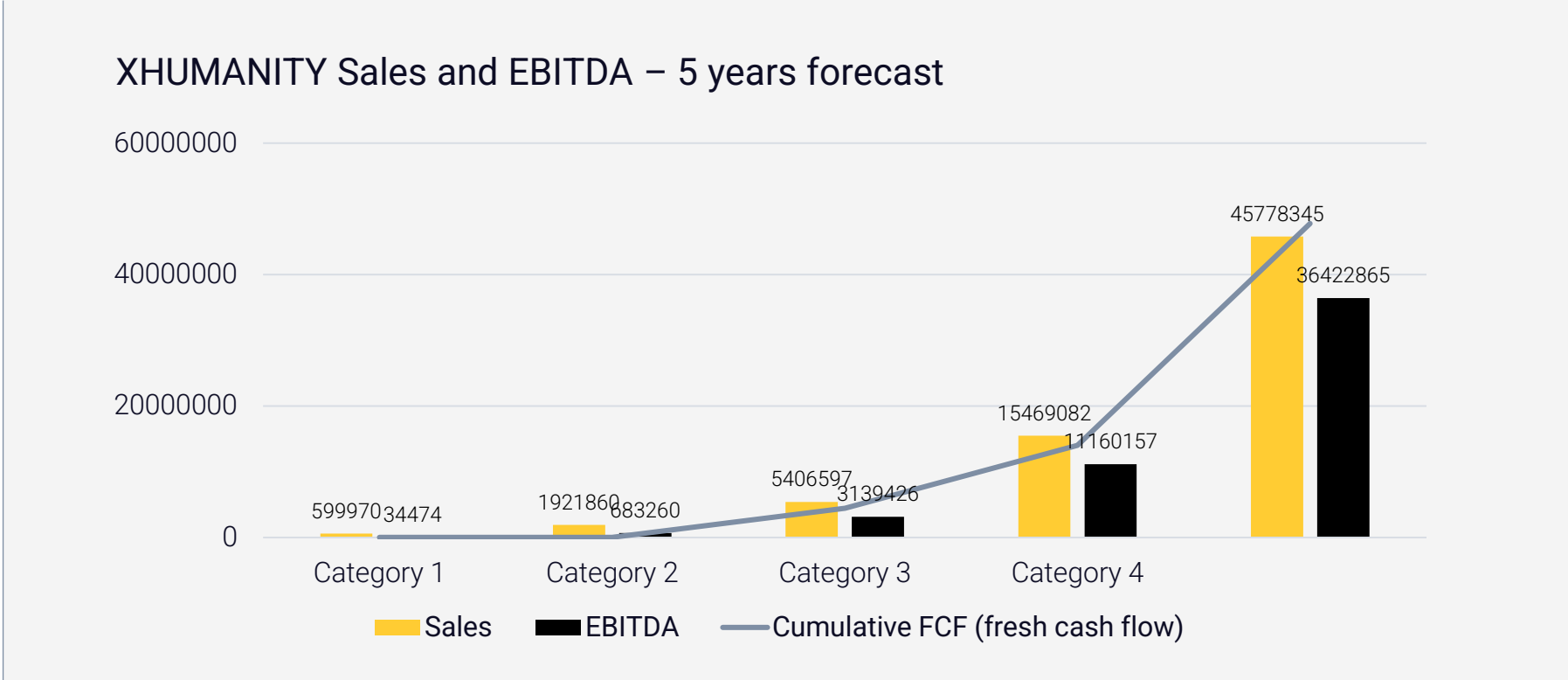low quality   high quality

skimming   premium

We need $500,000 of funding to finance our first year of commercial operations, including staff salaries, research and platform development, net working capital, and marketing costs for customer acquisition

With an estimated gross margin of 91.32% we will be able to break even during our second year of activity, and reinvest accrued profits to scale-up operations at an international level without any additional capital injection required.

5 Years Forecast

- Sales: $69.17 million

- Growth: 195.92% YoY

- EBITDA / Sales: 79.56%

- ROI: x101.88

- Payback period: 2 years

XHUMANITY Sales and EBITDA − 5 years forecast

	Sales	EBITDA
Category 1	599970	34474
Category 2	1921860	683260
Category 3	5406597	3139426
Category 4	15469082	11160157
Category 5	45778345	36422865

Legend: Sales · EBITDA · Cumulative FCF (fresh cash flow)

Core Team

Biculescu Gheorghe

Having a proven experience of 21 years programmer, team leader, PM at AttoSOFT LTD Romania, unique and major contribution to the development of 3 generations of complete ERP-CRM solutions. Database expert, author of unique approach through recursive calculations in the databases.

Teodor Lupoae

13+ years of experience in Java environment. He worked in last 2 years for studying and implementing micro-services architectures.

Iulian Lungu

Highly skilled developer with more than 10 years' experience in Java coding and 2 years on Solidity language. He was team leader for 3 years developing social media application WowApp. DApp architect for Ethereum blockchain.

Anders Johnsson

Experienced Entrepreneur with a demonstrated history of working with tech start-ups in emerging economies. 6 years' experience with Block 24/7 Lab in blockchain, Investing, International expansion, Strategic planning, and International Management.

Core Team

Phd. Daniel Neagu

His research focuses on Artificial Intelligence techniques applied in (Automotive) Engineering, Product Safety, Toxicology, Healthcare, Online Social Networks. The main theme throughout his academic work is to develop models of multidisciplinary information systems by the fusion of expert's knowledge and digital information.

Phd. Vasile Palade

His research interests are in Computational Intelligence, encompassing hybrid intelligent systems, neural networks, fuzzy and neuro-fuzzy systems, various nature inspired algorithms (e.g., genetic algorithms, swarm optimization), ensembles of classifiers.

Phd. Adnan Tariq

Successfully delivered projects in the areas of Web/Mobile development, Internet of Things (IoT), Artificial Intelligence, Machine learning, Blockchain, Computer vision and Computer networks. Expertise in managed projects worth 5.0 million USD during the last 5 years.

Cosmin Vranceanu

Successful entrepreneur and blockchain professional certified by MIT Sloan institution. Experienced CEO in running business about 3 million USD annual revenues in Romania. With a demonstrated history of working in the information technology and services industry he has extraordinary communication and leadership skills.

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