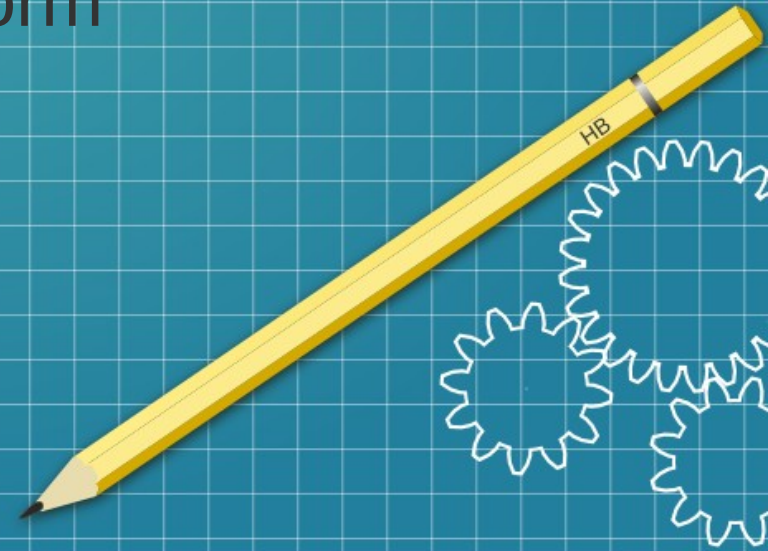


JOGAJOG

A Social Media Platform



DISCLAIMER & CONFIDENTIALITY



The primary objective of this document is to provide a basic framework to establish and operate a sustainable digital 'Social Media Platform' business (hereinafter referred to as 'JOGAJOG'). The information contained herein was derived from data research to be correct, or save as otherwise indicated, extracted from publicly available sources. As such there shall be no responsibility or liability in relation to the accuracy and/or completeness of this plan and any liability therefore is expressly disclaimed.

This document contains most, if not all, information with regard to JOGAJOG business direction, strategies, products, technology, marketing and financials. The plan discusses the potential profitability of JOGAJOG and describes the assumptions and the rationale for the assumptions, which have been taken into consideration in establishing JOGAJOG project economics. Technical matters and issues of implementation are not explained in detailed and shall be produced in a separate document. Similarly, information pertaining to the detailed financial plans shall be incorporated in the Annual Operating Plan.

The information contained in this document is true and correct in all material aspects at the time of writing and is not misleading, that the opinions and intentions of the author's expressed herein are honestly held and that there has been no omission of other facts which makes the plan as a whole or any such information or the expression of any opinions or intentions misleading. No independent party has verified all information and statements contained in this document.

This document contains sensitive information and as such, it is strictly confidential. It's contents may not be reproduced or used, in whole or in part, for any purpose other than in connection with the objectives of JOGAJOG, nor furnished or divulged to any persons or entities in any format, who are not in any way connected with JOGAJOG.

OVERVIEW



JOGAJOG is a Bengali word which means “Communication”.

JOGAJOG is a social media platform that is specially designed for Bangladesh. **JOGAJOG** aims to create a comprehensive social media platform that integrates mobile banking and e-commerce functionalities, targeting the growing population of tech-savvy consumers in Bangladesh. The platform will allow users to communicate, share information, buy and sell goods and services, and conduct financial transactions from their mobile devices.

JOGAJOG is the only social media platform on the internet that offers confirmed income while user is just scrolling there timeline. We developed a unique algorithm & business plan where we will pay user in there every interaction (like, comment, share, post, blog etc).

We will pay our user from the revenue we generate from showing advertisement in there timeline. It's revenue sharing business model. Concurrent user are “The Heart” for a social media platform. And our revenue sharing business model will divert every social media user to create a profile in **JOGAJOG** & use **JOGAJOG** regularly.

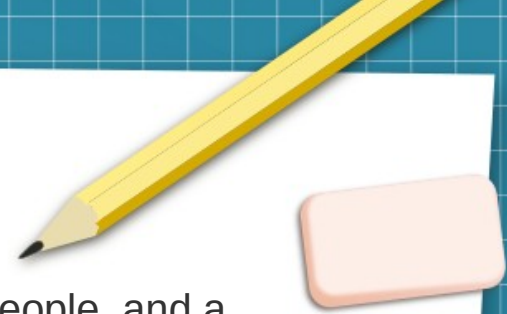
Though **JOGAJOG** is designed for Bangladesh market but it's a open platform. Anyone from anywhere in the world can use **JOGAJOG**.

SCOPE

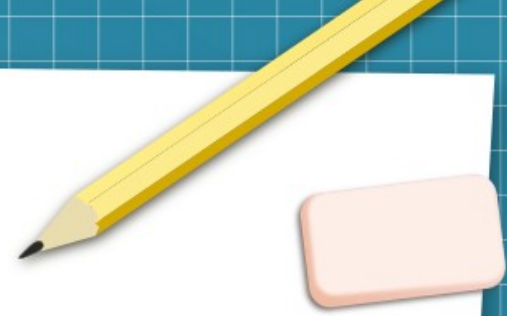
Bangladesh is a country with a rapidly growing population of around 170 million people, and a significant portion of this population is using social media platforms, mobile financial services, and e-commerce. As such, there is a great potential for growth and expansion of these services in the country.

Social media platforms like Facebook and Instagram have already gained significant popularity in Bangladesh. With the increasing use of smartphones, more and more people are using these platforms to connect with friends, family, and businesses. Social media platforms are also being used for advertising and marketing purposes. As such, there is a great potential for social media platforms to expand their services in Bangladesh and offer more features to users, such as e-commerce integration and mobile financial services.

These services can help to connect people, provide access to financial services, and create new business opportunities.



AIM OF JOJAJOG



JOJAJOG offers a variety of new features, such as the ability to create groups and communities around shared interests, and to connect with friends and family members in more meaningful ways.

JOJAJOG aims to create a social media platform that caters specifically to the needs of the Bangladeshi market. This platform could incorporate features that are relevant to the local culture, language, and social norms. Additionally, the platform could offer targeted advertising options for businesses that are looking to reach their desired audience.

CHALLENGES

Facebook is the world's largest social media platform, with over 2.9 billion active users. However, Facebook has also been criticized for its privacy practices, its role in the spread of misinformation, and its lack of transparency.

SOLUTION

We developed a privacy first algorithm where we will never track user's browsing history. We will be the only social media platform in the internet who will not track user's browsing history & still do advertisement.

JOGAJOG will offer users a more user-friendly, privacy-focused, and secure experience. It will also offer a variety of new features that will make it more appealing to users than Facebook.

We developed a **unique system** where we will pay every user who will use our platform (**first ever in internet**). User will get paid for his every interaction (like, comment, post, viewing post, creating blog etc). This model will help to grow user rapidly. We will pay our user from the revenue will generate by showing advertisement during his/her browsing. As much user will browse as much we will show them ad & as much they will income more. This is a chain process.

BUSINESS MODEL

JOGAJOG will generate revenue through advertising and premium features. For example, businesses will be able to pay to advertise on the platform, and users will be able to pay for premium features such as the ability to remove ads or to see who has viewed their profile. Targeting 95% of our revenue will come from advertisement.

In 2022 ad spending in Digital Advertising market was US\$348.11 Million & projected to reach US\$382.50 Million in 2023 & US\$417M in 2024 & rising every year.

We will take US\$200M as our total market size.

We target to capture 1% market share in 1st year & 2% in 2nd year. So our project will make profit from 2nd year.

Source: <https://www.statista.com/outlook/dmo/digital-advertising/bangladesh>

PROJECT TIMELINE

The project is expected to take 12 months to complete. The following is a tentative timeline:

Time	Work
Months 1-3	Development of mobile apps in 2 platform (android & iOS)
Months 4-6	Beta testing of the platform (apps).
Months 7-9	Marketing and promotion of the platform.
Month 10	Launch of the platform.
Months 11-12	Support and maintenance of the platform.

PROJECT STATUS



We developed base application, web client, android apps, iOS apps, visitor analytics unit etc. Please visit our demo site.

Demo of the base application is up & running here:

<https://social.bulao.com.bd>

Login User: demouser

Password: demouser

We used PHP, SQL Database, JavaScript, Java (android app), Swift (iOS app) as programming language. We using apache as application server, nginx proxy, MySQL database server, NFS (Network File System) for storage.

PROJECT BUDGET

The total budget for this project is \$10 million. This will be used to cover the costs of developing the platform, marketing it to potential users, and hiring staff to operate it.

Description	Amount
Datacenter cost (Details in slide 11)	\$3,500,000
Land & Infrastructure (21000SqFt Land & 15000SqFt 10 Story Building)	\$4,000,000
Office setup	\$100,000
Marketing & Promotion	\$300,000
Operation Exp (for 18 month) (Detail in slide 12)	\$1,900,000
Others	\$200,000
Total:	\$10,000,000

DATACENTER COST

Description	Amount
Rack Server (for base application, analytics server, adSense, AI & data processing unit) Dell PowerEDGE 650, 750 & 450 (200 pcs) Different configuration for different unit	\$1,500,000
Networking Cisco Router & Cisco Switches Cable Management & Fiber Wiring	\$300,000
Storage Unit 60 Petabyte SAN (Storage Area Network) Expandable to Zetta Byte Storage Workable between multiple datacenters	\$800,000
10% Spare Parts	\$300,000
Cooling	\$200,000
Civil Work	\$200,000
Others	\$200,000
Total	\$3,500,000

OPERATION COST

Description	Amount (Per Month)
Salary	\$30,000
Rent	\$10,000
Office expenses	\$10,000
Bandwidth (10 Gbps full-duplex with redundant connection & multiple IP)	\$30,000
Electricity & Power	\$20,000
Marketing & Promotion	\$10,000
Total	\$110,000

18 month X \$110,000 = \$1,980,000

We target we will gain targeted 1% market share within 18 month operation. Here 12 months pre-launching preparation & 6 months of full operation. Project will get at-list 30% profit against expense within 18 months of operation. (Revenue Projection in slide 12)

REVENUE PROJECTION

In 2022 ad spending in Digital Advertising market was US\$348.11 Million & projected to reach US\$382.50 Million in 2023 & US\$417M in 2024 & rising every year. We will take US\$200M as our total market size.

Source: <https://www.statista.com/outlook/dmo/digital-advertising/bangladesh>

Description	Amount (Gross)
1st Year Targeted market share achievement = 1% $200M \times 1\% = US\$2 \text{ Million}$	\$2,000,000
2nd Year Targeted market share achievement = 2% $200M \times 2\% = US\$4 \text{ Million}$	\$4,000,000
3rd Year Targeted market share achievement = 3% $200M \times 3\% = US\$6 \text{ Million}$	\$6,000,000
4th Year Targeted market share achievement = 4% $200M \times 4\% = US\$8 \text{ Million}$	\$8,000,000

NET PROFIT/LOSS

Description	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
Income (details slide 13)	2,000,000	4,000,000	6,000,000	8,000,000	12,000,000
Expenses \$110,000 X 12 = \$1,300,000 (1 st year & increasing 10% yearly) details slide 12	1,300,000	1,500,000	1,700,000	1,900,000	2,100,000
Net Profit/Loss	700,000	2,500,000	4,300,000	6,100,000	9,900,000



CONCLUSION

The new social media platform is a well-conceived business opportunity with a high potential for success. The platform has a strong management team, a large target market & a sustainable business model.

The platform is projected to be profitable within two years of operation. The initial investment required to launch the platform is \$10 million, which is a relatively small investment given the potential size of the market.



This business proposal is a property of
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