

*SaaS B2B:  
social network*

Raising \$50K-250K  
Seed funding



Twitter+Kindle+LiveJournal+Dmoz+,

*A fusion of social network,  
marketplace, and Web directory*

Dec 2023

Deck 2.0.6

# Strong points

- ✓ **Affiliate program** (all authors can earn)
- ✓ Good for **indie authors** (the mission to eliminate network effect)
- ✓ Fusion of social network, Web directory, and marketplace – **profit multiplier** for authors and for us

# The Problem: Fragmented social platforms that don't benefit creators

- ✓ Twitter, LiveJournal, Kindle are separate
- ✓ Not all Twitter authors earn
- ✓ Dmoz is dead
- ✓ Indie authors have a difficulty to succeed on Twitter

# The Solution: An integrated blockchain-based platform with built-in monetization

A simple system of items and folders.

Folders of two kinds: communal (everybody can post, order is decided by voting) and owned (only owner can post). An item can be in multiple folders (helps indie authors, among other).

Moderated by users.

## Folder: The homepage










Creator: ruuoz-anyad-jumcs-huq7s-3eh7h-ja6j2-cmp2n-elv23-tghui-mve6f-xqe

Sort by:  time  votes

Main content

Comments

### Sub-folders

-    [folder 1](#)
-    [folder 3](#)
-    [folder 2](#)

[More...](#) [Create subfolder](#)

### Super-folders

Voting in this stream not yet implemented.

[More...](#) [Create](#)

### Items

  [xxx \[H\]](#)

yyy

[More...](#) [Create](#)

# Go-To-Market & Traction Plan

We expect to get in the best case up to 10% of the market of Twitter (not 100%, because our product is more difficult to use than Twitter).

10% of 556M = 5.6M active monthly users.

Use SEO, Twitter ads.

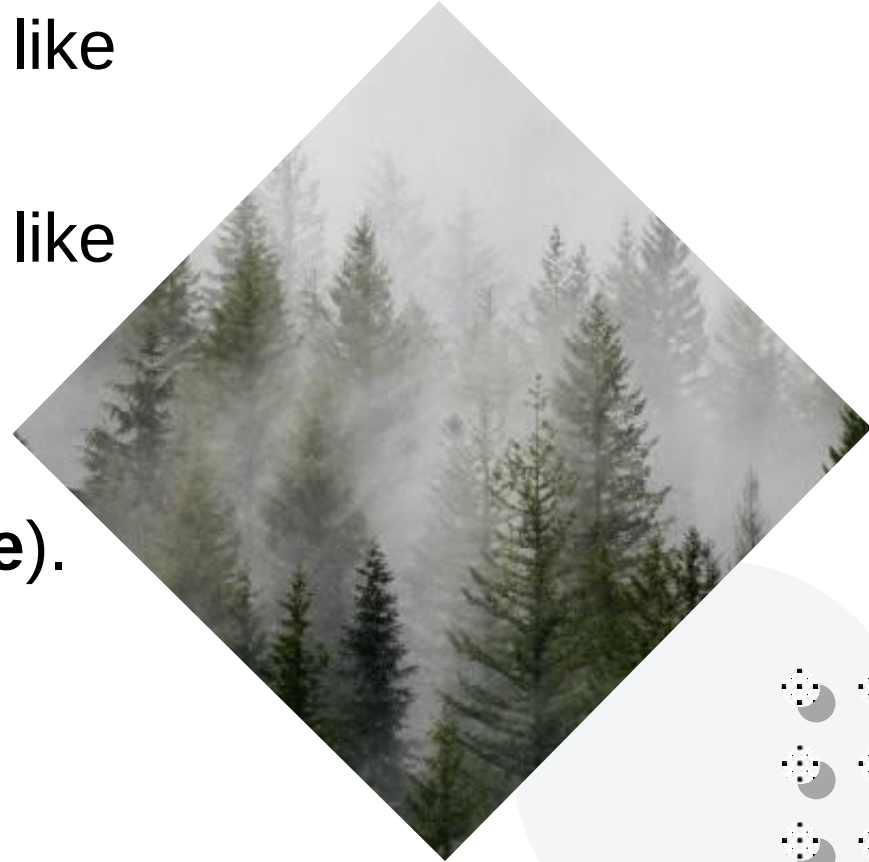
# Use cases

A user creates one folder and uses it like **Twitter** to post short posts/links.

A user creates one folder and uses it like **LiveJournal** (blog).

Multiple interlinked folders (**Dmoz**).

Folders with paid items (**marketplace**).



# Business model

## 01 Aff. Program

Our system advertised with help of the affiliate program.

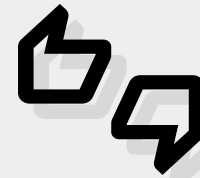
## 02 Benefits

The affiliate program benefits both the network and individual authors, who actually can make money.

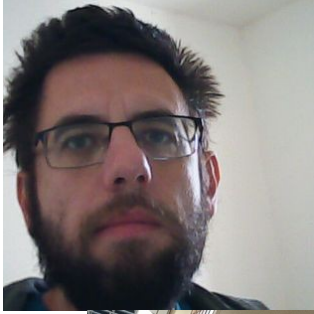
**Sell files,  
sell ads,  
accept donations.**

## 03 Spread money

The money is spread between the network, the author, the buyer's affiliate and the seller's affiliate.







**Victor Porton** – the mathematician who discovered ordered semigroup actions and a serial blockchain hackathons winner.



**Ndubuisi Ollawa** – founder of an ICT company. Also worked in Geecore Limited and Utrend Technologies. A Software & DevOps Engineer.



**Atiq Kaka** – a Meta-certified marketer.



**Sagar Kumar** – co-founder of Lets Lance and Associate Manager at Entrepreneurship Cell, IIT Kharagpur



## ***Development status:***

Most of backend code is written.



Frontend prototype is mostly done.



## Internet Computer

Both backend and frontend on Internet Computer blockchain

## CanDB

An advanced no-SQL DB used for data storage, allowing seamless software upgrades.

## NacDB

I am creating a new DB for Internet Computer that unlike CanDB will allow seamless enumeration of DB items, thus allowing to display folder items in order.



## Folders order

We order items in folders accordingly to **user voting**.



# Use of Funds



Up to about \$10-15K for  
quality assurance  
(security bounties).

The rest for marketing.



Presented by Victor Porton, the mathematician  
who discovered ordered semigroup actions,

[porton@zoncircle.com](mailto:porton@zoncircle.com)

+ 3 other team members.

By investing you support Science.

<https://docs.zoncircle.com>



Zon

