POZESS

BUSINESSMODEL

#1 Cryptocurrency Social Fashion Marketplace on Blockchain

POZESS

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BUSINESS MODEL

GOALS AND OBJECTIVES

Market penetration and global adoption of our platform as a leader in the cryptocurrency based social marketplace is the primary focus of the POZESS team, instead of just earning maximum revenue and profit.

We will be executing a comprehensive growth marketing strategy including organic/paid marketing and global sales campaign to lead the market. However, our primary focus will be on implementing a self-sustainable model of growth through network effect to reduce our cost of acquisition.

> *"Network Effects are the effect created when a service becomes more valuable as more and more people use it. The more users there are on one side (buyers) of the marketplace, the greater the value of the products they receive from the other side (sellers), and vice versa"*

REVENUE MODEL

POZESS shall charge merchants 9% commission per sale and provides several shared benefits and convenience to businesses. Merchants and sellers do not pay any upfront charges like listing fees and are not tied to any long-term contracts.

POZESS earns additional revenue from advertisers who have the opportunity to purchase PZS tokens to promote their brand on our platform. Additionally, businesses on our platform will be able to buy specific premium functionalities such as premier product placement, featured store, coupons, and promotions using the PZS tokens.

DRIVING FACTORS

While determining a revenue model we considered several factors such as :

Market penetration, adoption and retention

Feedback from our existing clients

Competition analysis - We analyzed our competition foe their pricing strategy, marginal cost etc

Average Order Size and Frequency of repeat sales

"Retention is a key metric to achieve liquidity/Network Effects on both the supply-side (seller) and the demand-side of the marketplace"

BUSINESS MODEL LANDSCAPE

1. POZESS IS	2. KEY ACTIVITIES
A Marketplace to Discover Exclusive Fashion and Lifestyle goods	Merchant Acquisition & Onboarding
A vertical marketplace	User Acquisition
A Social Inbound Marketing Solution	Hiring Key Team Members
A Mobile Marketplace	Key Partnerships & Businesses
A Decentralized Marketplace	Recruiting Ambassador & Affiliates
A Socially Curated Marketplace	Development & Management of Platform
A P2P Marketplace	Customer Service
A Global Online Marketplace	Developing & Executing PR & Marketing
A Decentralized Blockchain Marketplace	Innovation & Research

3. BACKGROUND	4. TOKEN USAGE
Working MVP	Purchase goods and services
> 6000 existing organic users	Earn Rewards
CAGR 32% 500 new users per month	Discounts & Bonus
235 Sellers	Merchant Promotions
> 5000 products	3rd party Advertisements
900 MAU	

5. STRATEGY	6. VALUE PROPOSITION FOR SHOPPERS
Create a brand personality & voice	Opportunity to find unique and exclusive product and brands
Build the supply side first	Customer Support
Provide Rewarding User Experience	Tangible rewards and feeling of ownership
Incentivize user for creating value	Networking opportunity & circle of trust
Focus on creating a network effect	Access to international products
Retention of existing users	Frictionless user experience
Provide economy of scale	Trust and Transparency in Transactions
Provide Excellent Support	

7. KEY STAKEHOLDERS & PARTNERS	VALUE PROPOSITION FOR BUSINESSES

Online Shoppers

Online Fashion & Lifestyle Retail Businesses

Product Curators (anyone can curate)

Ambassadors & Affiliates

Social Media Influencers & Bloggers

Shipping service

Business Intelligence Partners

Omnichannel Marketing Partners

Business Partners

User generated leads

Automated Storefront creation

Reputation score

No middleman fees

Trusted & safe transactions

Omni Channel Marketing Support

Free Shipping directly from the platform

Order management Dashboard & Analytics

Ready audience

International Market Reach

8. MARKETING CHANNELS

Website SEO

Android App Store Optimization (ASO)

IOS App Store Optimization (ASO)

Bloggers, Social Media Influencers

Social Media posts and promotions on Facebook, Twitter, Instagram

Email & Push Notifications

Content Marketing on Blogs, Youtube, Medium

User referrals, likes and shares

App Store advertisements, Banner ads

PR & Media publications

9. COST STRUCTURE

Technology setup & recurring costs

Salaries & Personnel Expenses

Marketing Expenses

Research & Development

Business Development & Expansion

Partnerships & Acquisitions

Admin and legal

10. REVENUE STREAMS

Commission Fee 9% per transaction

Premium product placement fee, promotion fee from merchants

Premium Omnichannel Marketing fee

Third Party In-App Advertisement fee

Shipping Fee from users

11. TARGET AUDIENCE

Consumers:

Who are 18-24, 24-45 years old

Who live in cities and suburbs

Who have interest in purchasing designer brand products

Household income > $150 K annually

Merchants:

Boutique fashion & Lifestyle product seller

Reseller of brand and designer fashion accessories

Sell unique, modern and exclusive products

Wish to gain customers and grow their audience

Who wants to Increase brand awareness

COMPETITIVE ADVANTAGE

Metrics	Facebook	Pinterest	Instagram	Farfetch	Poshmark	Storiqa	POZESS
KEY FEATURES							
Social	✓	✓	✓				✓
User Curated		✓	✓				✓
Blockchain Platform						✓	✓
Token Reward							✓
Real Time	✓	✓	✓				✓
Dashboard					✓	✓	✓
Gamification							✓
MERCHANT BENEFITS							
User driven Inbound Leads & Visibility							✓
Omnichannel Marketing				✓	✓		✓
Integrated Services					✓		✓
Ease Of Listing	✓		✓				✓
Smart Contract Transactions						✓	✓
Lower Fees & Commission	✓					✓	✓
Prompt Payouts							✓
USER BENEFITS							
Quality & Exclusivity				✓	✓		✓
Variety & Choice				✓	✓		✓
Trusted Transactions						✓	✓
Access to Global Market				✓		✓	✓
Shared Economy							✓
Consumers, & Brands Collaboration							✓
Price Benefits	✓						✓

GO-TO-MARKET STRATEGY

BACKGROUND

The team at POZESS has defined their marketing strategy around clearly establishing the value of what they are offering, build brand awareness, attract and retain users, reduce the cost of acquisition, increase adoption and providing quality of service and experience to their users. The team is committed to giving businesses an opportunity to find their audience. Low cost shared services at the economy of scale and the tools to make their businesses successful and to the consumers a platform to discover exclusive, stylish and beautiful products from various corners of the world.

Markets

What to sell

Where to sell

Marketing Strategy

Customers

Products

How to sell

TARGET AUDIENCE

With the ever-changing world of consumer fashion and lifestyle, there is a growing demand for modern and exciting designs and inspirations. People are tired of looking and wearing the same dated design styles and so-called "brands." Platforms such as Pinterest and Instagram have indeed brought the world together and crossed barriers of borders as a photo sharing platform. However, they haven't lived up to the promise of being an actual social commerce marketplace. The audience is
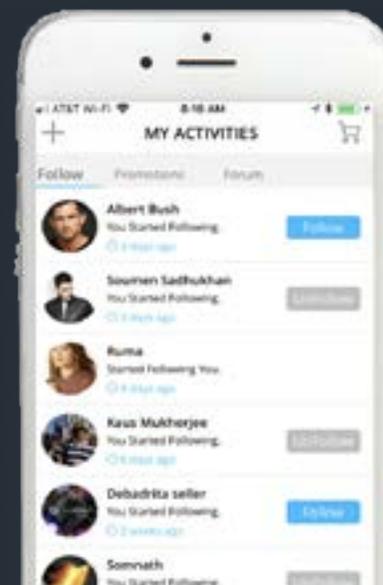
Our target audience is those fashion-forward men and women who like to discover, shop, collect and share interesting and exciting products without drowning in a clutter of selfies and other unrelated low-quality images. Millennials and women between the age of 25 and 50 are our primary audience.

POSITIONING

POZESS shall be positioned as a social marketplace for consumers to discover exclusive, modern and luxury fashion, lifestyle and tech products in a vertical P2P model. POZESS is perhaps the only place of its kind where consumers are the empowered to add providers while adding value and build a community based on social networking and trust.

POZESS is aiming to be perceived as being much better by delivering the best User experience.

ACTION PLAN

- **Network Effect** - At the core of our strategy is developing an incentivized network of community built on trust, reward and increasing value both on and off the platform. During the TGE the POZESS team shall solicit users via Bounty Program and Token Reward program to build a community of users via the addition of merchants, referrals and raising awareness via social media.

- **Organic Marketing -** Part of our strategy involves low cost and effective organic marketing including effective SEO (Search Engine Optimizations) and ASO (App Store Optimization) and other techniques such as influencer marketing, content marketing and PR activities with leading media outlets.

- **Paid Advertisements -** We are partnering with leading advertising agencies, for social marketing, network native app ads, video ads, retargeting ads to raise awareness and build our brand with our target audience.

- **Retention Strategy -** Retention is key to lowering the cost of acquisition and growing our platform. At the heart of our retention strategy is ease of use, user experience, personalization, education through tutorials, FAQs, feedback, surveys, emails (both promotional and educational), push notifications based on user behavior and much more. We treat each user as an ambassador of our brand and reward them for their loyalty and network building activities.

PR	App Store Optimization	Content Marketing	Performance Marketing	Influencer Marketing	Cross-sell	Virality (Invites & Content Sharing)	Content Indexing	Conversion Optimization	Partnerships & Integrations	Retargeting	Internation
Product (Proposition Features & UX User Accounts)	Activation (FTUX, onboarding, tutorial, aha moment)	Lifecycle Marketing	Activity Notification	Community (Engagemente & Support)							
Revenue Model (Seller Transaction Commission, Advertisements, Paid Premium Services)	Payment Processing (PZS Token, Bitcoin, Ethereum, Credit Card, etc.)		Pricing (Fixed Commission Percentage)		Ad Inventory Management (Native Ads, Sponsorship, Direct Sales, Ad Exchange)						
Attribution	Event Tracking	Campaign Measurement	App Store Analytics & Intelligent	User Segmentation	Cohort Analysis	Content Analytics	Sentiment Tracking (Inc. NPS)				
User Testing	A/B Test Measurement	Screen Flows	Conversion Funnels	App Performance Analysis (CPU, Battery, Network)	LTV Modelling	Growth Accounting (Growth Rate, Churn, Sessions)	Growth Modelling & Scenario Planning				
Deep Linking	A/B Test Framework	Marketing Automation SDK	Attribution SDK	Monetization SK	Analytics SK						

Channels:

- Push notifications (Inc Browser Push)
- In-App Messaging
- Email
- SMS
- Search (Inc AppStore)
- Social Networks
- Mobile Display & Video Networks
- TV, Print, Radio
- Owned Channels
- App Store Listing
- Messenger Platforms
- Mobile DSPs
- Mobile SSPs
- App Streaming
- Chat Bots
- Influencer Platforms
- Content Marketing
- Blogging

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