



Sokhrates
Share. Earn. Transform

Annex 1.

Help generate a source of sustainable funding and a worldwide awareness tool by creating an innovative Social Network.

This project is called **Sokhrates**, and you are the most important part of it.

The only social network that helps the planet

JOIN NOW!

Sokhrates
Share. Earn. Transform

Annex 1

Our social network

1. Introduction
2. Marketing
3. Technology
4. Financials
5. Why now?



Opportunities don't just happen... you create them

Over the last decade social networks have served as a tool for millions of individual activists to unite, develop projects and create movements that have made a difference around the world. **Social Networks have definitely empowered people like never before in their efforts to change the world.**

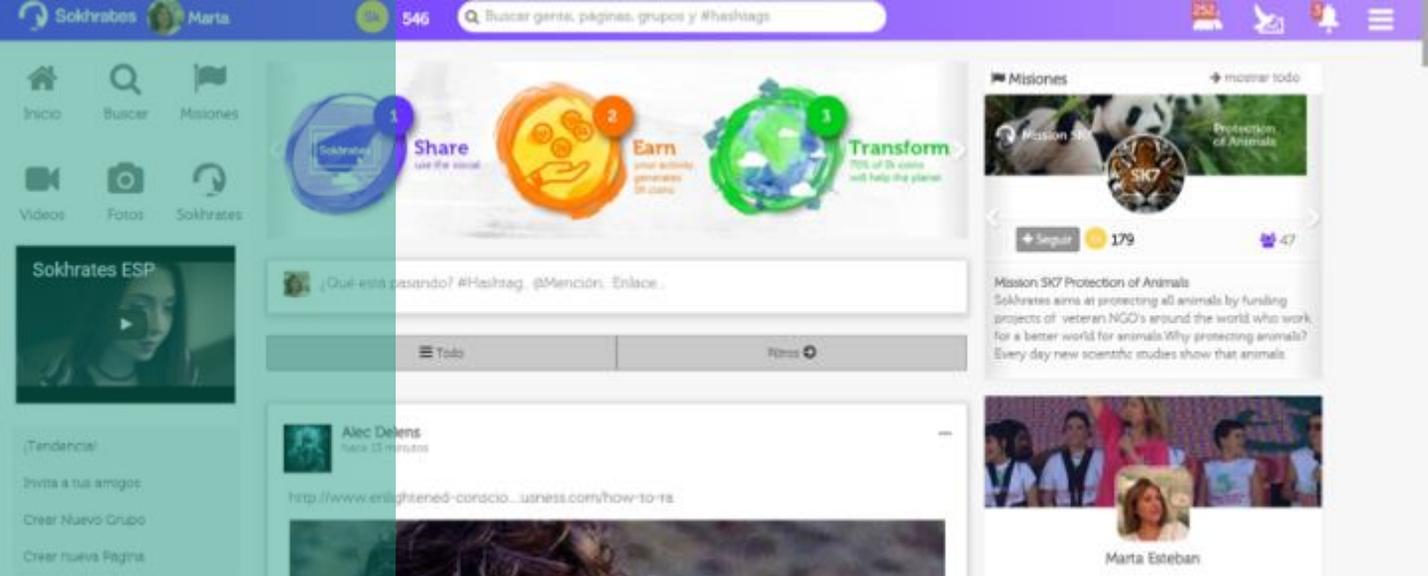
Now, Sokhrates wants combine those efforts with the possibility of providing serious, effective activists and organizations with an essential element: financial resources, **so that their achievements may be greater and change may come about faster.**

Sokhrates has created a social network, through which users can meet people, post videos and photographs, create pages and groups and chat with friends.

The main difference is that, unlike other social networks, Sokhrates **will allocate all the profits** generated mainly through ethically conscious advertising **to fund projects** such as the protection of the Amazons, cleaning oceans, the preservation of ancient cultures, animal protection, sustainable economy and children's rights.

With 2 billion users, in 2017 Facebook made a profit of 15.9 billion dollars, which remained in private hands. Making a simplistic comparison, if Sokhrates, only managed to achieve 1% of that, it would have found a way to generate around 159 million dollars in profits to be returned to the planet and its beings yearly. **All it takes is having enough users as to make it possible.**

Sokhrates
aims to
generate a
new economic
and
philanthropic
model in
which the
distribution of
wealth is a
reality.



Sokhrates today

Sokhrates has been available in a desktop version since April 2017 and we have recently launched the Beta versions for IOS and Android, which will be gradually improved in the coming months.

The only marketing carried out this year has been mouth to mouth and agreements with different NGOs.

Despite all this, we have managed to reach +32,000 registered users from all continents (7% in the US, Canada & Australia, 18% Europe, 74% Latin América, 1% rest of the world).



+32,000 registered users from all continents

The Sokhrates App Android is here!

- Download it from Google Play now and help fund humanitarian projects just by using it!



Building the Sokhrates of tomorrow

We launched the BETA version of our app for Android in June and our BETA for IOS in August . An instant messaging app will be launched soon. Given that this will allow us to grow faster, now is the right time to invest in the optimization of our beta app version as well as new functionalities to make our social network more attractive. Once this is achieved, we must invest in **digital marketing, communication,** and other ways of promoting the site to reach the number of users that will enable it to **generate profits to fund projects.**

And here is where you come in.

Help us to keep helping





Share
use the social



Earn
your activity
generates
SK coins



Transform
70% of SK coins
will help the planet

Two ways for NGO's to access funding through the social network

Although Sokhrates does direct funding (so far we have provided a total of almost €56,000 in funding), we have established a system to access funding through our social network. In order to do so, we need to keep growing and attract new active users. We are establishing collaborative ties with several NGOs present around the world: they provide us with content and new users, and we give them access to two different possible ways of funding. Their projects must meet Sokhrates' ethical and technical requirements.

1. Donation Per Active User program:

(System available soon)

Users choose which organization they want to donate their activity as a user to.

If they interact on Sokhrates every day, they'll be considered "active users".

Sokhrates will pay the organization a percentage of the ARPU according to how many active users have chosen that particular organisation.



This method can help us grow among communities, NGOs, activists who wish to support a project. Also the NGOs will promote and use Sokhrates for their own interest as well.

E.g. If Sokhrates obtains an ARPU of \$10, and gives away 10% of the ARPU, it will be donating \$1 per active user provided by the NGO

*ARPU: Annual Revenue Per User



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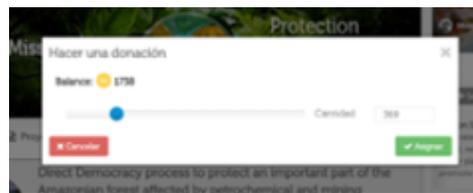
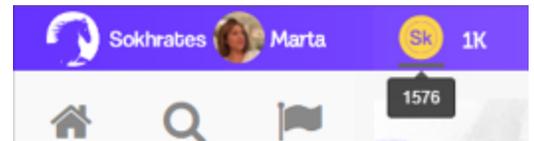
Transform
70% of Sk coins
will help the planet

Two ways for NGO's to access funding

2. Sokhrates Coins Program (SKCoins):

Users accumulate Sokhrates coins (SKCoins) every time they have an interaction in Sokhrates (for example: a post, share, a like, etc.) and that has no economic cost for users. Users can then donate these SKCoins to the projects they wish to choose from among those published in the "Missions" section of the social network as a way to demonstrate their support for them.

By being active on Sokhrates, users accumulate SKCoins. (updated in real time with a counter).



Then, they can decide to which project they want to donate their SkCoins to.



At the end of each year we divide the funds allocated to this purpose between all the SKCoins allocated by users to projects and thus assign a value to the coins. Then each project receives the funds based on the number of SKCoins users have donated to them. Ex: if we have a €100,000 fund, and users have donated a total of 100,000 SKCoins to all the projects, one SKCoin will be worth 1€. If a project has received 10,000 SKCoins from users, it will receive €10,000.



Note: SkCoins are not real money, nor a virtual coin, but they help give a voice to the users on what they would like us to fund.

a. Marketing



Key Terms

Daily Active Users (DAU)

Refers to each individual person using an app, regardless of whether they use the app once a day or hundreds of times per day.

DAU can be calculated for a specific day (say, yesterday's DAU), or averaged over a timeframe (i.e. one year).

Average revenue per user (ARPU)

Refers to the figure resulting from dividing the total revenue of your app by the number of users you've had. The ARPU varies depending on where the user is. The higher ARPU comes from users from North America, then Europe and then the rest of the world.

Four main challenges:

- ❑ User acquisition
- ❑ User retention
- ❑ Monetization
- ❑ Innovation



Our First Clear Goal: Breakeven

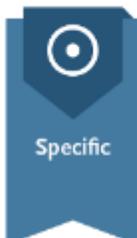
We must reach an average of

**1.5 million DAU in 2020
with an ARPU of \$3**

By the time we get there,
and according to our bylaws,
we will have given **1 million
dollars** to humanitarian and
Environmental projects.

For this, our users
must come from:
North America, 30%
Europe, 35%
Rest of the world, 35%

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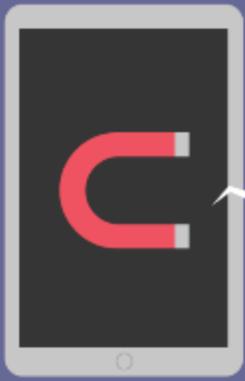
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✓ .User acquisition



User Acquisition Strategy



Three main objectives:
Traffic - Brand Image - Cooperation



Digital Marketing

To promote Sokhrates we will use different digital marketing methods such as:

- Seo /keywords
- Lead Generation
- Affiliation Campaigns
- Blogs
- Display Ads
- SMS marketing
- App push marketing
- Google Mobile Vanguard
- Retargeting marketing
- Google Grants
- Social media marketing



With our marketing partners we believe we can achieve almost 500,000 active users in one year of digital marketing



Social Marketing

Lead generation

We collaborate with several organizations that have hundreds of thousands of followers on other social networks, who will help us divert traffic to Sokhrates.

Influencers

We will reach agreements with main YouTube influencers to promote Sokhrates.

Video Marketing

We will make short viral videos about Sokhrates, the causes that inspire us, the projects we fund and our partners.





GALA DINNER



SPECIAL EVENTS



PRESS EVENTS



CONFERENCE

Event Marketing



UNIVERSITY PRESENTATIONS

We are organizing several presentation in schools and universities



HACKATHONS

We have the support to organize several hackathons in order to develop the platform



STREET EVENTS AND EXHIBITIONS

We are planning to organize several events in Ibiza and Mexico (Riviera Maya)



EXCLUSIVE EVENTS

We are planning to organize a meeting with international celebrities, spiritual masters, and more in New Delhi with Maneka Gandhi, and a charity dinner in Dubai.



Sokhrates in the media

We have already been featured in important media outlets, such as CNN and India's DDNews. We will contract communication agencies in each country to build our brand image and gain new users and collaborators.

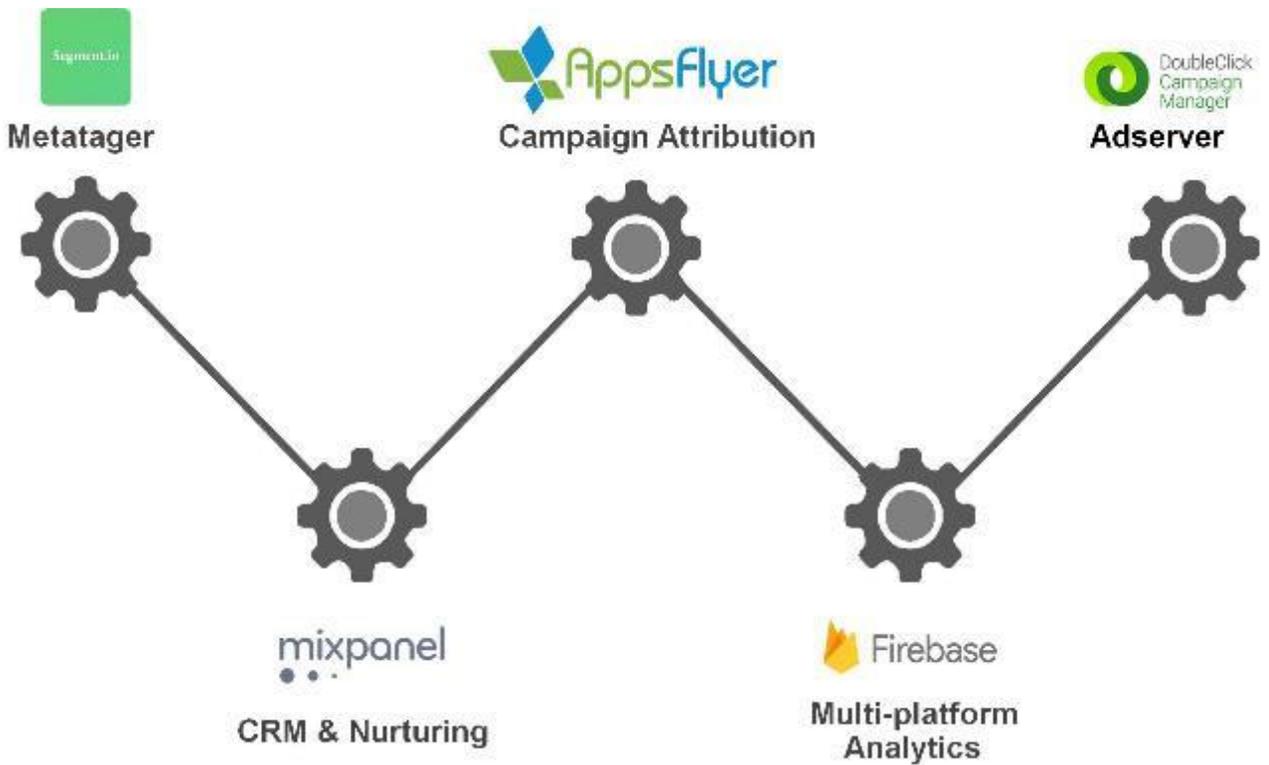


El más importante
 Destacamos el 70% de los ingresos que obtiene por publicidad a proyectos ambientales y de protección de los derechos de los niños, entre otros.
 Por ahora, la mayoría de los usuarios de Sokhrates están en España, México y Argentina.
 La red social funciona muy parecido a Facebook y pronto tendrá aplicación para sistemas iOS y Android.
 ¿Las redes sociales son una nueva forma de hacer activismo y sirven para unir a millones de personas de todo el mundo que quieren cambiar las cosas pero no saben muy bien cómo hacerlo?, explicó la española Marta Esteban, una de las creadoras del proyecto y gerente de Sokhrates, durante la presentación de la red social en Colombia.



Efficient measuring system

We will use a technological system based on several analytic programs to measure the result of the digital campaign.





Partnership Agreements

We are working on closing agreements with communities and NGOs present in all the continents who can help us attract many users while benefitting of our Donation Per Active User or SKCoins programs.



Influencer



Build Awareness



Build Credibility



Create Emotional Connection



Create Loyalty



Super Advocate



Our Ambassadors: Sara Oviedo



Sara Oviedo, ex-vice-president of the UN Committee on the Rights of the Child is a Sokhrates' Ambassador and our Mission's Technical Director. She makes sure that the projects we fund follow our requirements and helps us to forge alliances with international humanitarian organizations, especially those involved with children's rights, where our main interest lies. She is currently working on the situation of children in La Guajira, Colombia. Thanks to her, **we presented Sokhrates at a general session of the UN Committee on the Rights of the Child.**



Influencer



Build Awareness



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Super Advocate



Our Ambassadors: Maneka Gandhi



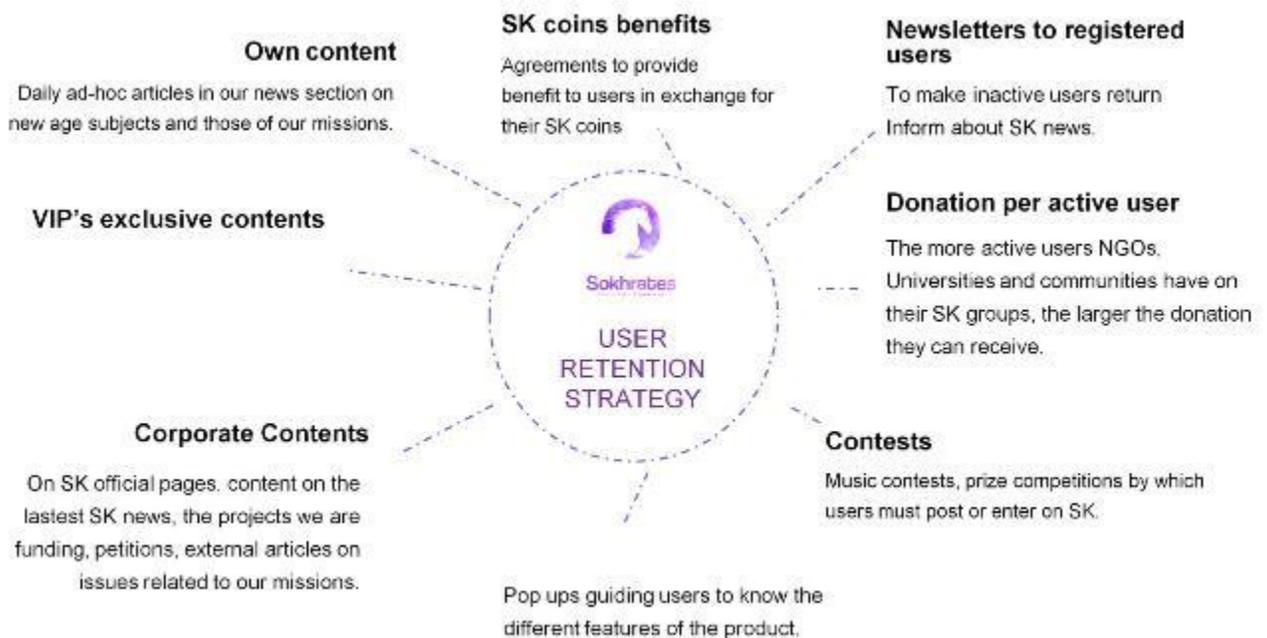
Maneka Sanjay Gandhi is India's Union Cabinet Minister for Women & Child Development under PM Narendra Modi. She is also an animal rights activist and environmentalist, having founded the People for Animals association, whose project Sokhrates is financially supporting and will support by organizing a volunteer veterinarian program for the animal hospital in Delhi. **She is opening very important doors for us in India, a country with 241 million Facebook users.**



✓ .User Retention Strategy



User Retention Strategy



Three main objectives:
Content - Reward - Remarketing



Content

Content is key to keeping our users interested. We will provide it through different ways.



Periodic exclusive content in Sokhrates from opinion leaders and musicians, attracting and retaining their followers: videos, music, learning, news.

Community Manager

We greet and respond to our users, and feed content to pages and groups in Sokhrates with the most popular themes on Social Networks and our target: sustainable living, human rights, animals, activism, inspirational, entertainment...



Our own articles and news are published according to our users' interests and demand, written by us and in the future by different hired journalists and content agencies.

Partners' contents will be made visible by default to all users. NGOs from children's protection, animal defense, or the environment; green companies and cooperatives and many other partners will provide interesting content to our social network.





Rewarding

We want to reward our users for helping us help others. We will return 30% of our profits to reward our users. For example



Rewarding the best publishers We will recognize our most active users; that is, those with the most SKCoins, and will place a gold-silver-copper commemorative medal on their profile.

Discounts

Users will be able to use their SKCoins to obtain discounts from different partners and sponsors, such as music, restaurants, telephone minutes, 5G internet, supermarket, yoga classes etc.



We will hold contests and draws thanks to which our users will be able to win hotel bonuses, air tickets, T-shirts and many other things.

✓ .Monetization



Monetizing Strategy



7 different ways of monetizing our activity



Monetizing

Different ways to generate profit

AdSense On top of advertising, we would like to have access to different promotional offers Google features for humanitarian organizations and start-ups. Our digital marketing partner can provide us with direct contact, as it is Google's #1 client in Spain.



Sokhrates Marketplace We want to choose sustainable products in those countries where we are present and make them available to our users for a sustainable way of life. We would be compensated by the companies selling the products by means of click-throughs.

Sokhrates Online Store We will sell Sokhrates merchandising and green, fair-trade articles, as well as other products from companies with which we have reached agreements.



Sokhrates Sponsors We will offer different levels of sponsorship. The sponsors' logo will be visible to all of our users and it will link to the sponsor's site.



Monetizing

Different ways to generate profit



Content Marketing We will place promoted content from different clients in line with our principles, whose articles or posts will be visible to certain users, with fees established based on position and frequency.

Sokhrates Advertising We will offer places for display banners for organizations and companies in line with our principles, which will be visible to certain users, with fees established based on position and frequency.

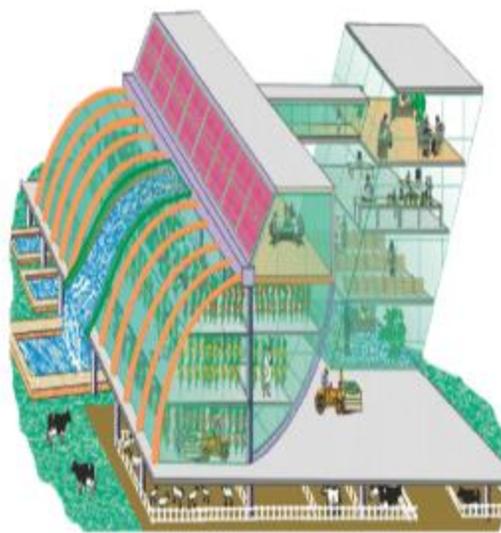


Sokhrates Directory We would like to offer a directory of activities, restaurants, and businesses that are in line with our principles and that can help our users lead healthier, more sustainable lives. We would receive a contribution from those businesses present.



Monetizing

We are making commercial agreements with ethical companies and cooperatives that create green products and help protect the environment.



 .Innovation

CREATIVITY INNOVATION

R&D + I Strategy



Let our users be our designers



Innovation

In addition to working with the best professionals possible we want to listen to the new generations to develop the trends of tomorrow.

Research groups in Universities We will create an international network of students who will study social networks and what users are demanding.



India



Brazil

Hackatons We will get the best young tech brains together at a contest for the best idea for the Sokhrates of tomorrow.



Open Source make Sokhrates available for innovators who are no longer competing for scarce resources but rather sharing knowledge with others to create new resources and opportunities for others to benefit from them.



3. Technology



Current technology

Sokhrates is available in both Web and mobile versions (Android and IOS). We are using the most advanced programming language to develop the product.

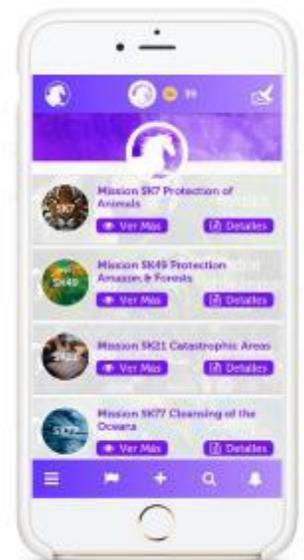
The website's visualization layer is based mainly on Ajax, Html5, CSS3 and PHP development language under the https protocol.

We use the xmpp protocol for the chat feature (the same as Whatsapp).

The data layer is based on mysql database in Amazon S3.

The mobile version is being developed by specialists in native applications, mainly using tools by manufacturers like XCODE and ANDROID STUDIO.

The development of apps optimized for mobiles makes it possible to connect Web Service information and communicate with the Web.



DEVELOPMENT PLATFORM

Description	Platform
Os	Web: Linux Mobile: Android & IOS
Main Languages	PhP, Erlang, JDK, XCODE, Android (rxjava, retrofit 2 glide4)
Other Technologies	Ajax/Jquery, Bootstrap, vue 2,Json, Html5, CSS3
Push Messages	Google Fire Base
Protocols	HTTps / XMPP
Application Server	Apache, Ejabberd
Database	Mysql, Sqlite, RDS Aurora
Cloud	Amazon Web Services
Storage	S3

PROJECT MANAGEMENT TOOL

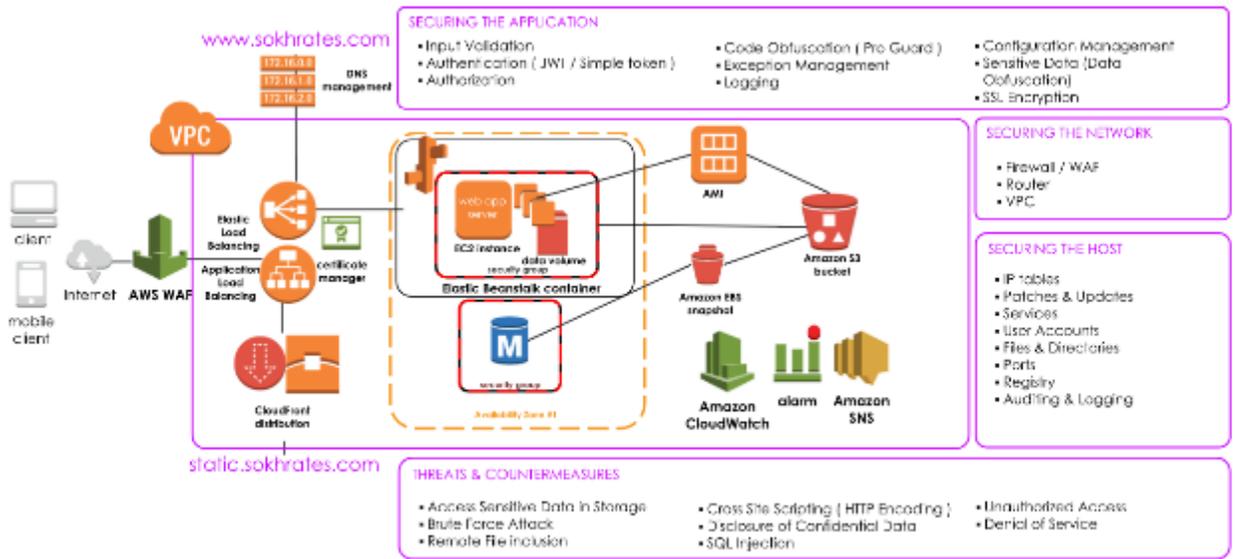
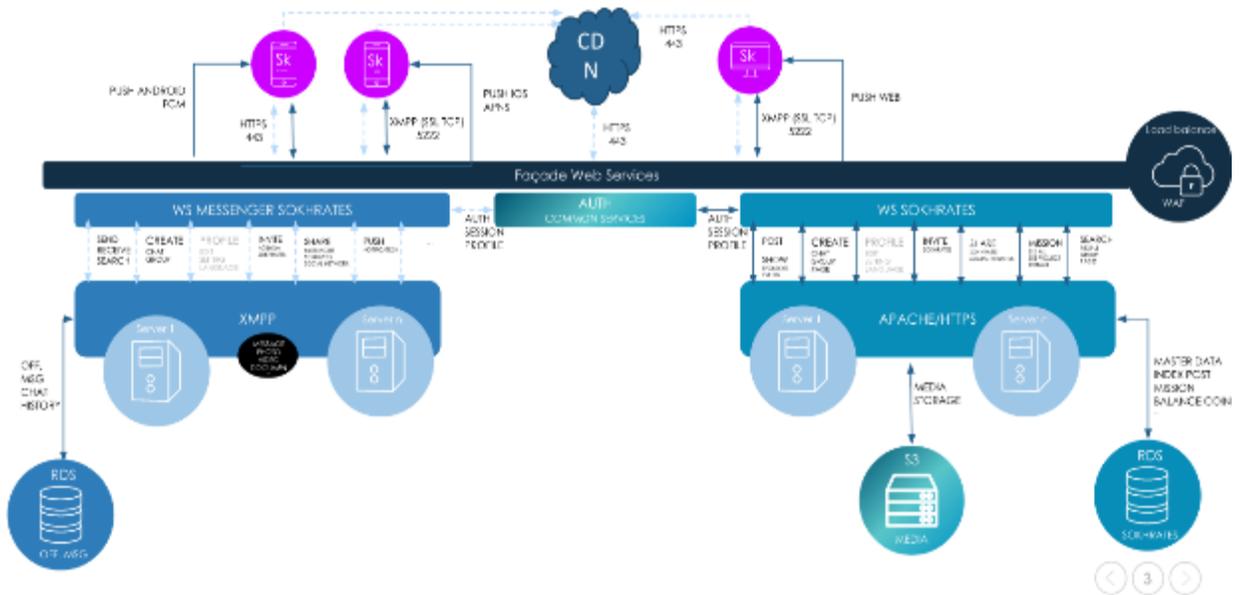
Description	Tool
Integrated Development Environment	Eclipse, Android Studio, Xcode, IntelliJIDEA
Automated Build Tool	Jenkins, Maven, Gradle, Tsung
Code Quality	SonarQube
Version Control	GIT(Bitbucket), Redmine
Project Collaboration & Management	Basecamp, Trello, Slack
Project Management System (Task / Bug Tracking)	Atlassian JIRA

FRAMEWORK

Description	Tool
Application Container	Laravel
Data Access/ORM Tool	Android: Green DAO IOS: Realm PDO/Eloquent
Web Services	REST (JSON)
Security	AES encryption / MD5 / JWT Mobile end: Crylib Communication: HMAC Encryption SQLCipher
Content Management	Joomla
Logging	Log4php
FrameWork	Laravel
XMPP	Server: Ejabberd Android, IOS: SMACK 4

High-End Architecture

Our specialists have developed a high-end, scalable server architecture capable of hosting a million users without sacrificing efficiency, allowing us to share content everywhere, anytime, from the social network to the chat feature, and the other way around, **while keeping our users' information safe.**





New features

Our IT team is developing the product to satisfy our users' needs.

We are constantly evolving to improve customer experience through technology and design innovation. We are currently developing our instant messenger and the advertising system. Following steps are: intelligent timeline, video streaming, VOIP, becoming open source and e-commerce with Blockchain technology.



Adv. / Sponsoring

Ad networks to monetize:
Admob, StartApp,
Revmob, ...



Ecommerce

Sales platform to increase
the Sokrates profits



Improvement

The APP & Web is in
continuous evolution



Community Tools

Tools to help people,
associations and
foundations



Streaming

A Single Platform for Every
Video Challenge



Big Data

Improvements in the
timeline experience



Why Blockchain Technology?

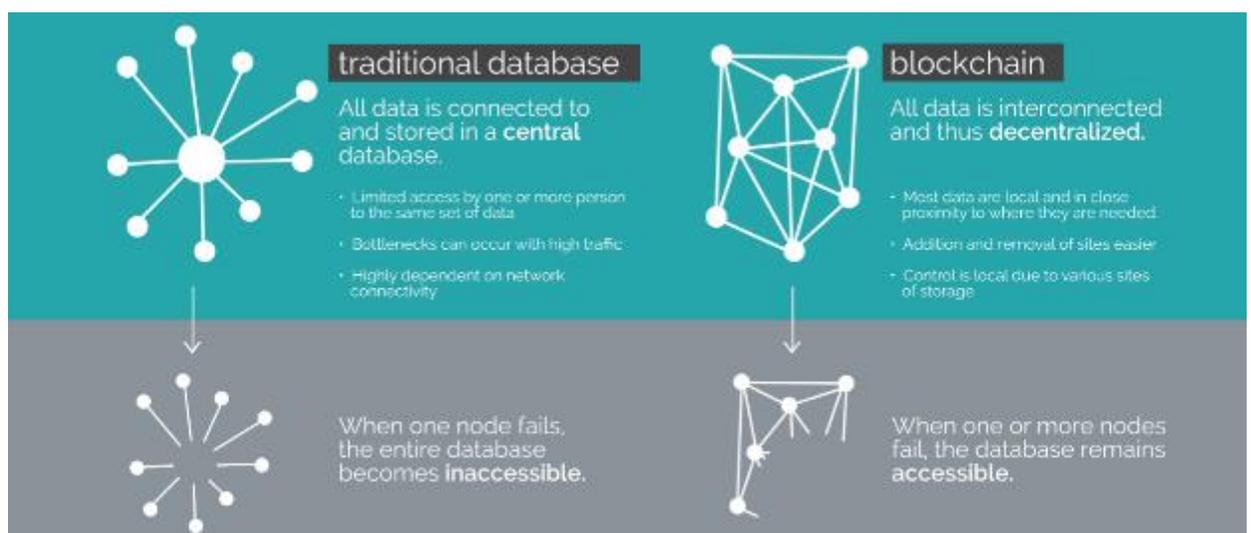
Blockchain is the best technology today for building a reward system in which contributors are compensated for content and for giving ownership of content back to social media users. After we become open source, we will introduce Blockchain technology. We will start with the market and it will subsequently be applied to the whole social network.

It is important to understand that Blockchain technology does apply to a reasonably broad choice of social concerns. Most of the appeal of Blockchain technology revolves around three key features. Generally speaking, they are:

A high degree of openness, transparency, and dependability: The Blockchain ledger is open and can be looked at by any person, so any system predicated on an open public Blockchain platform is very transparent; anyone can easily see all trade flows. The shutting down of any computer will not lead to the loss of information.

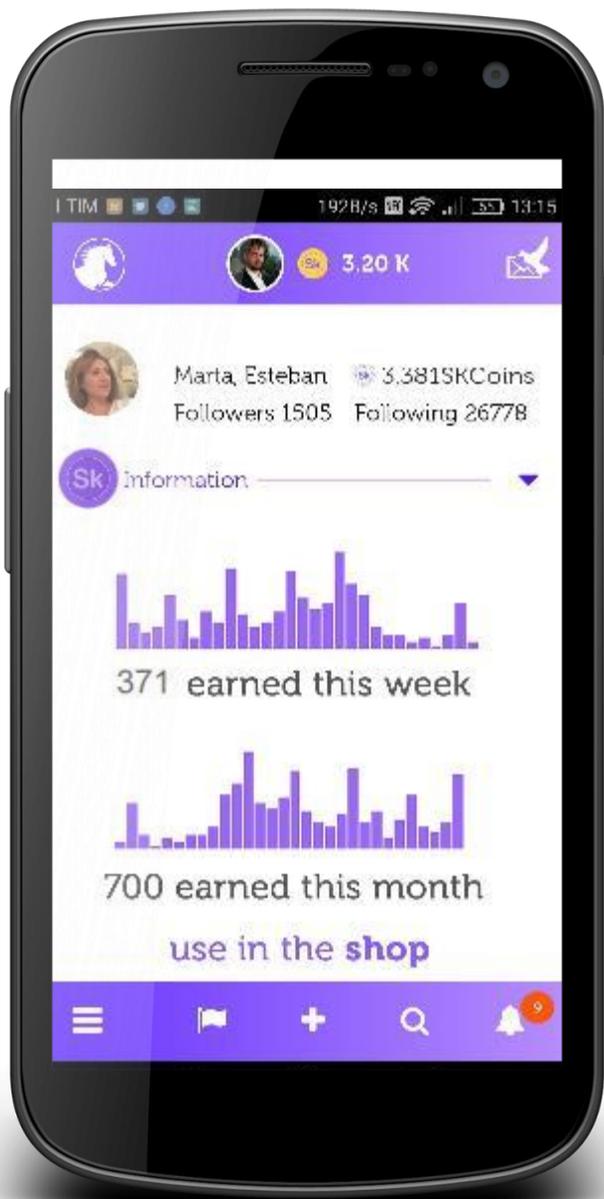
A high degree of security & trust: Blockchain technology removes the need for third parties, and its decentralized nature would have major benefits for enhancing trust. The Brookings Institution has presupposed many scenarios where the removal of the need for dependable third parties could prove highly valuable. Some other benefits associated with security includes irreversibility and automatic traceability.

Lower transfer & interaction fees: Blockchain platforms are preserved by their users, without the need for other parties, which radically reduces many of the fees associated with transactions.





Reward the community with ICO



Sokhrates will give people an opportunity to express themselves without limitations, to interact with friends, family, and others who share similar interests, and help the world as the same time. For those who are not familiar with the technology: blockchain will allow individuals to utilize a decentralized network to store images, videos, and data in a completely safe manner, thus maintaining the privacy our users need; it will also allow for the exchange of cryptocurrencies (ICO) and other FIAT currencies in a new and ethical way.



4. Financials



Financials years 1 to 4

The model achieves breakeven in its third year of business with at least 1.5 million DAUs and an ARPU of around \$ 3.00

****Please refer to the "Business Plan" document for a detailed analysis of assumptions and economic and financial forecasts.**

FINANCIALS	Year 1	Year 2	Year 3	Year 4	Sum Ys 1-4
DAU initial	1.000	100.000	500.000	3.000.000	
DAU final	100.000	500.000	3.000.000	7.000.000	
DAU average during the year	50.500	300.000	1.750.000	5.000.000	
ARPU	\$0,79	\$1,57	\$3,31	\$4,28	
Revenues	20.000	470.000	5.800.000	21.400.000	27.720.000
IT Opex	70.000	250.000	600.000	1.150.000	2.070.000
R&D	0	0	550.000	2.150.000	2.700.000
Sales commissions	10.000	100.000	1.150.000	4.300.000	5.560.000
Marketing and Communication	230.000	450.000	850.000	3.250.000	4.780.000
G&A	160.000	580.000	1.100.000	2.600.000	4.440.000
Social network total costs	470.000	1.380.000	4.250.000	13.450.000	20.830.000
Contribution Margin	-450.000	-910.000	1.550.000	7.950.000	8.140.000
Social Projects expenditures	0	0	0	600.000	600.000
EBITDA	-450.000	-910.000	1.550.000	7.350.000	7.540.000
Depreciations and Amortizations	50.000	120.000	270.000	360.000	810.000
EBIT	-500.000	-1.030.000	1.280.000	6.990.000	6.740.000
Taxes	0	0	430.000	2.700.000	3.130.000
(A) Net Profit	-500.000	-1.030.000	850.000	4.290.000	3.610.000
Social Projects capex	50.000	160.000	390.000	60.000	660.000
Evolution IT system capex	185.000	190.000	345.000	385.000	1.105.000
others IT capex	0	0	220.000	2.760.000	2.980.000
(B) TOTAL CAPEX	235.000	350.000	955.000	3.205.000	4.745.000
(A-B) CAPITAL INCREASES NEEDED	735.000	1.380.000	105.000	0	2.220.000

5. Why now?

If not you, then who? If not now, then when?

Andrzej Kolikowski

Sokhrates responds to an urgent need

Social media is here to stay. They have become a form of global interaction, a meeting point for friends and family, and the largest market place in the planet. **But they require a change.** The Facebook format has proven to be the most popular one for all ages and all types of people. But its ethics are now being reconsidered. Sokhrates has a similar format to that of Facebook, while offering an alternative, with ethics as its main pillar.



REVIEWS NEWS VIDEO HOWTO SMART HOME CARS DEALS DOWNLOAD

ONLINE

Facebook's data privacy scandal has stirred an exodus

It started with the #DeleteFacebook hashtag. Now companies are yanking their Facebook pages or pulling ads following the Cambridge Analytica scandal.

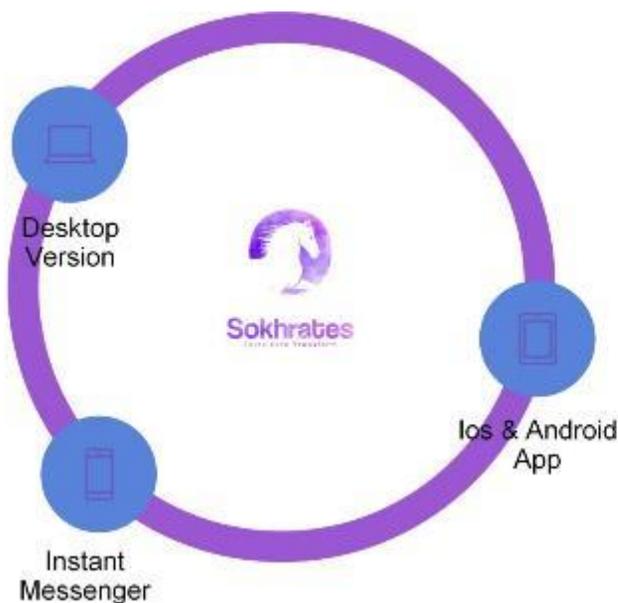
BY ABRAR AL-HEETI | MARCH 23, 2018 1:12 PM PDT



Sokhrates responds to users' need for a social network based on ethics and wealth distribution, where 100% of the profits are returned to society by funding humanitarian and environmental projects.



Our positioning



The Only Social Network that Helps the Planet

Sokhrates is the first social network created to **help the planet** by funding humanitarian, animal protection, cultural and environmental projects worldwide. Sokhrates unites people from all continents, races and creeds to **promote a new conscience** based on empathy, respect and beauty.

Sokhrates is best positioned to be successful because it responds to the demand for an ethically-based social network that contributes to the planet's crisis by empowering and protecting its users.

Help us develop the application and, thus, generate a sustainable source of funding while raising the awareness needed for people around the world to adopt more empathic and sustainable lifestyles.



Thank you



Want to be part of this
world-changing venture?

Write to: martaesteban@sokhrates.com

or,

Call/Text: +34 606 300 906