



*Unet is a commerce based social network that helps traditional businesses stay in touch with their customers.*

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**Unet Global LTD**

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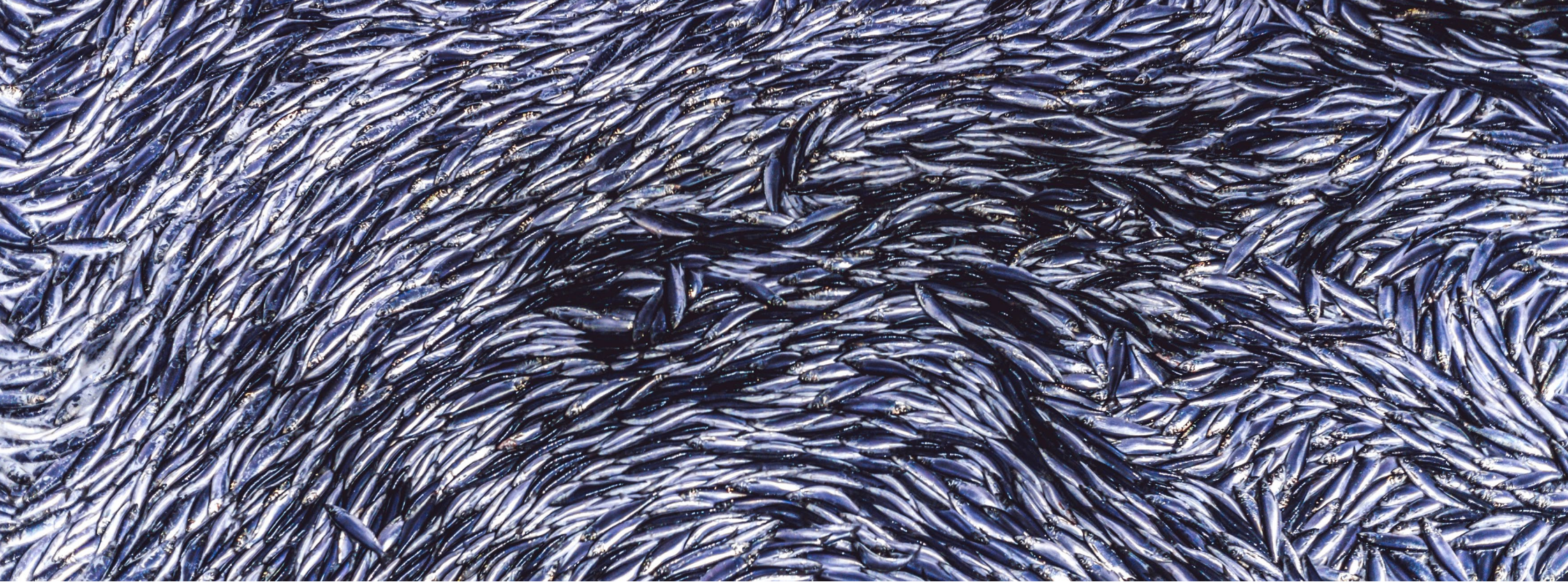
# The problem

We live in the Internet era, but despite that, most small to medium-sized businesses (SMEs) have only a basic online presence.

These enterprises still rely on outdated methods of customer retention and lack the tools that technology has gifted their new-age competitors.







## **Target market and opportunity**

The market is vast. The statistics clearly show that small to medium-sized enterprises are the backbone of American and European economies.

The majority of these traditional companies lack the technology based tools to effectively build customer databases. As such, they cannot currently capitalise on the many advantages that these networks provide.





## The solution

Today, both technology and society are ready to change the current paradigm.

Interacting with the client, the seller creates a transaction to log within the Unet platform.

The client receives a link in their smartphone and confirms the transaction (no apps required).

Just like that, the entrepreneur can build a customer network, increasing their profit, while the buyer receives discounts and bonuses saving them money.



## Revenue model

The pricing structure for the seller is a monthly subscription fee, based on the size of their customer database. This ensures that owners of traditional businesses pay an affordable price to effectively retain their customers.

Customers, in turn, enter an attractive environment for generating and consuming content, thereby creating favourable conditions for creating profit through advertising.





# Business model

Starting in London we are gradually extending the presence of Unet throughout the United Kingdom.

While building our partner network in this country, we are making connections with the most suitable organisers to lead the Unet movement in our future markets (United States and Europe).

This network structure gives us the advantage of a permanent connection with our target group throughout a wide geographical spread via feedback loops.

In turn, this ensures that we can continue developing the most useful and up-to-date tools in any location.



## Sharing Economy

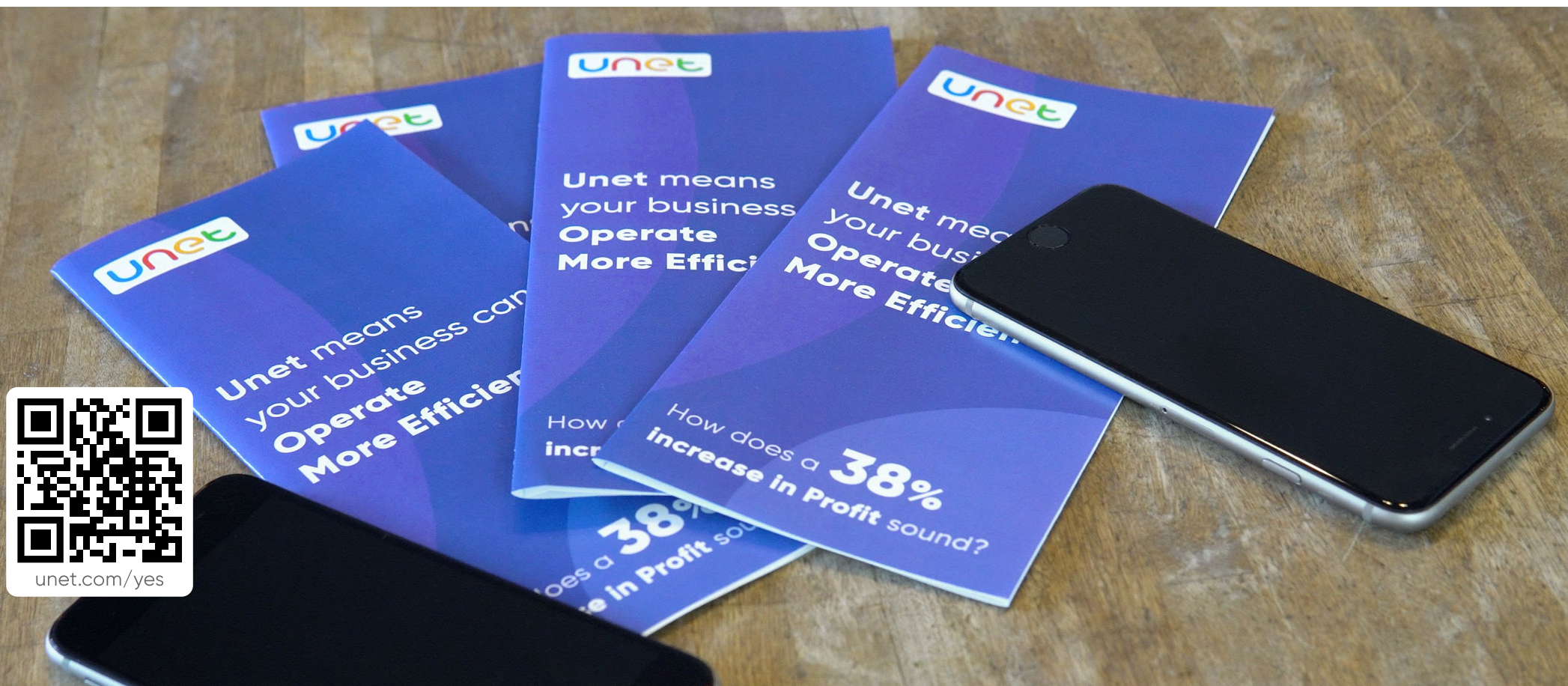
At the core of the Unet system is the sharing economy model, utilised as a personal marketing strategy. Every business owner who uses Unet has the opportunity to easily include an affiliate program in their business model, thereby increasing the number of customers with most efficient way of advertising.



# Research

A study we conducted in the two major commercial hubs of London and Reading, UK shows the willingness of respondents to use Unet to improve their business models:

- The cold approach achieved **18%** positive responses.
- The warm approach achieved **47%** positive responses.







# Traction

These types of businesses are using Unet now:

- Yoga & fitness studios
- Beauty salon
- Masseur
- Flower shop
- Jewellery shop

All business owners note the benefits of having a customer database. The Yoga workshop and the Beauty salon use Unet most intensively, hence their dependence on the platform is growing rapidly.



# Roadmap and milestones

It took 8 years and £1.5m to accomplish the seed stage.

We built the modular framework that gives our company the ultimate advantage in the market to occupy and lead the new niche.

We have noticed that the **rear gates are wide-open**, so we will enter this way instead of trying to squeeze through the tiny front window with everyone else.

Our preparation, marketing approach and vision of the next stages means we have a solid foundation in the untapped Social IoT field.







# Marketing and sales strategy

The common methods of promoting online services simply cannot work for traditional businesses that operate in the physical world.

We want to help entrepreneurs but not bring new challenges and tasks to their life.

The combination of network marketing and the sharing economy concept is the answer.

The partner network is the key aspect of our marketing strategy.

This approach will make Unet extremely stable and will provide a way to efficiently distribute our upcoming products and services.

# Team



**Andrew Kron**

CEO

- Visionary
- Business strategy
- Technical skills



**Ben Longworth**

COO

- Project management
- Business tactics
- Communication & motivation



**Yuri Evtukhov**

CTO

- Tech genius
- Dedication



**Cyril Miroshnyk**

CDO

- UI/UX expert
- Dedication

The team has a proven track record including the creation of, and successful exit from, the uCoz project (Russia's largest, free website builder).



# Financials

Unet uses progressive price formation based on the size of the customer database.

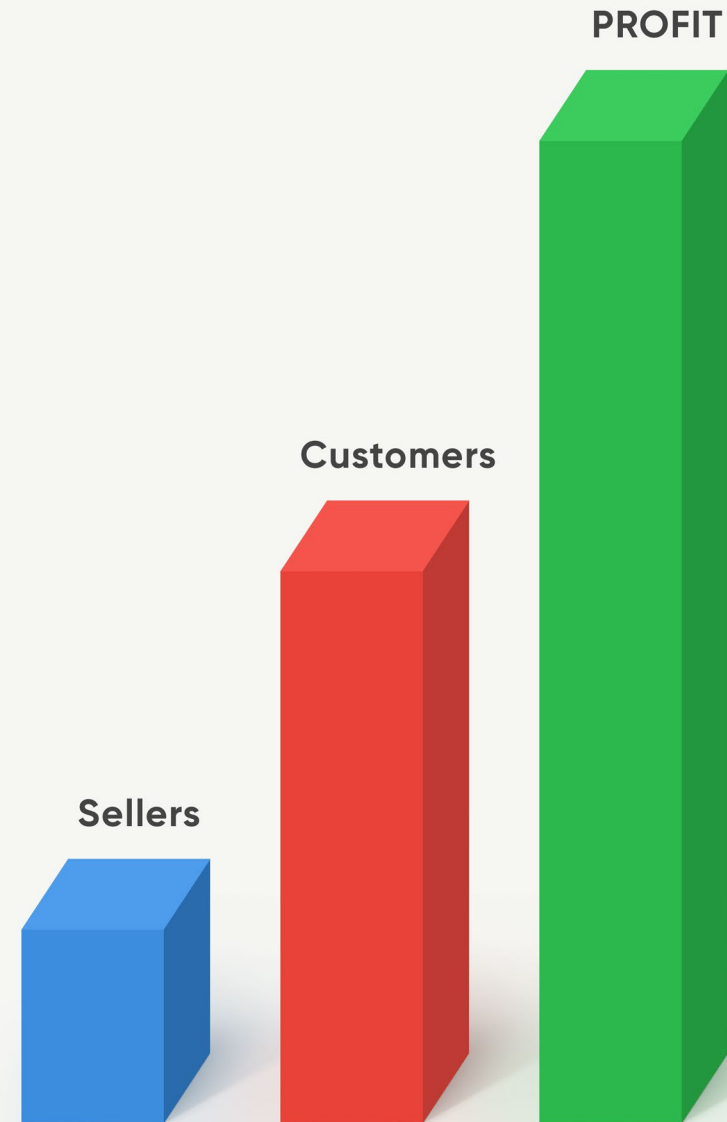
The first year forecast:

2500 sellers × 20 = 50,000 GBP

2500 × 150 customers = 375000 users

375000 × £0.25 = 93,750 GBP (advertising)

Monthly income: **£143,750**





# Competition

The mindset of the traditional business owner is the biggest challenge for us.

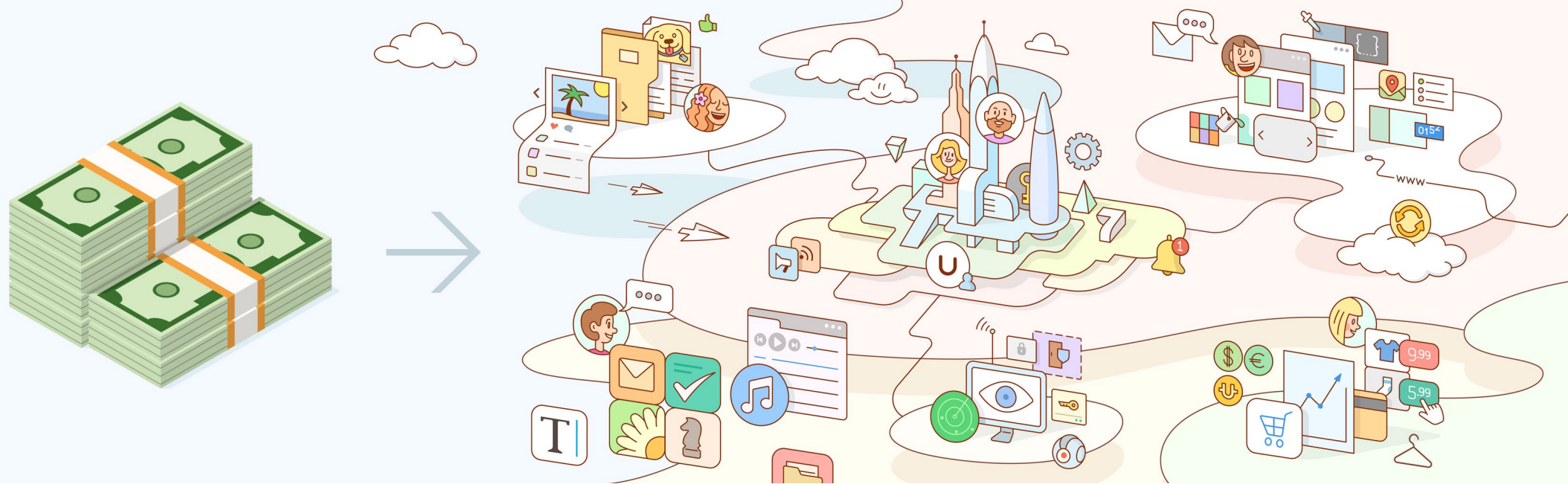
Within this mindset, Unet is in competition with human fears, doubts and lack of motivation, as well as an inability to see the problem at all.

This is one of the reasons that the market of smart solutions in the offline business sector is totally unoccupied.

A company that wins over the minds of these SMEs can become an unrivalled niche leader.

**Unet is that company.**





# Investment and use of funds

Since Unet is not our first child, we know the true value of money.

We are asking for **£1M** in exchange for **10%** of the company in the **Series A** round.

These funds will be spent within 1 year.

Half of the amount will be allocated to marketing, the other half allocated to the development of the system.

Request our business plan for more details.



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