

**Subject:** Investment Opportunity in OnMe - The Future of Social Media as Currency

Dear Elon Musk,

My name is XXXXXXXXX, and I am excited to introduce you to OnMe, a revolutionary platform transforming the way consumers pay for products and services by utilizing social media as a new form of currency.

**OnMe** offers a revolutionary payment option that transforms how consumers purchase products and services. By selecting the OnMe payment method at checkout, available alongside traditional payment options, consumers enable OnMe to publish AI-generated posts, stories, and short videos about the business on their social media profiles. This content remains live for a set period until the full or partial amount of the purchase price is accumulated.

With minimal effort required from both businesses and consumers, OnMe simplifies the process through automated, hassle-free content creation and publication. This innovative approach capitalizes on the vast influence and reach of social media, providing businesses with targeted, organic marketing while allowing consumers to obtain products without direct expenditure.

### Why OnMe?

- **Revolutionary Currency:** Harnessing the power of social media as an alternative currency.
- **Targeted Advertising:** Businesses gain access to authentic, engaged audiences through consumer social media profiles.
- **Win-Win Proposition:** Consumers receive products at no cost, while businesses benefit from effective advertising.

Please find attached a Non-Disclosure Agreement (NDA) that outlines our confidentiality requirements. To protect the proprietary nature of our idea, we kindly ask that you review, sign, and return the NDA before we proceed with sharing the detailed business plan and further information about OnMe.

Thank you for your understanding and cooperation. I am looking forward to the possibility of working together to revolutionize the advertising and payment landscapes.

Best regards,

## 1. Executive Summary

**OnMe** is a ground-breaking platform revolutionizing the way consumers purchase products and services. By choosing the "OnMe" payment option at checkout, consumers can opt to pay with their social media influence instead of money. Through OnMe, they allow businesses to publish advertisements on their social media profiles—via stories, posts, and videos—until the advertising value accumulates to cover the cost of their desired products or services.

This innovative model not only offers a cost-free way for consumers to obtain goods and services but also provides businesses with a powerful, organic advertising channel. OnMe bridges the gap between consumers' social media reach and businesses' marketing needs, delivering highly targeted, engaging content directly to the consumer's followers.

Key Benefits:

- **For Consumers:** Enjoy free products and services by leveraging your social media influence.
- **For Businesses:** Gain access to authentic, engaged audiences through organic, targeted advertising on consumer profiles.

OnMe is set to disrupt traditional payment methods and advertising strategies, making social media the new frontier in commerce.

---

## 2. Business Model

**Concept:** Consumers who wish to purchase a product or service from a participating business can choose the "OnMe" option during checkout. Instead of paying with money, they agree to allow OnMe to post advertisements on their social media profiles. The value of the advertisements, based on their social media influence, will accumulate over time and be credited towards their purchase.

Key Features:

- **Social Media Integration:** Seamless linking of consumers' social media accounts to the OnMe app.
- **Ad Posting:** Automated, scheduled posting of advertisements in the form of stories or posts.
- **Influence-Based Credit:** The advertising value is calculated based on the consumer's social media reach and engagement metrics.
- **Multi-Platform Support:** Available on websites, apps, and physical stores.

Target Market:

- **Consumers:** Social media users looking for alternative payment methods and interested in promoting brands they use.

- **Businesses:** Companies seeking effective, targeted advertising and willing to offer products or services in exchange for social media exposure.
- 

### 3. Market Analysis

**Industry Overview:** Social media marketing is a rapidly growing industry, with brands increasingly seeking authentic and organic ways to reach their target audiences. User-generated content and influencer marketing have shown higher engagement rates compared to traditional advertising methods.

#### Target Audience:

- **Consumers:** Primarily millennials and Gen Z with active social media presence. Gen Z individuals, in particular, tend to have less disposable income compared to millennials but are more active on social media, making them an ideal target for OnMe's alternative payment method.
- **Businesses:** E-commerce websites, local shops, restaurants, service providers, and brands looking for innovative advertising solutions.

**Competitive Landscape:** There are various influencer marketing platforms, but OnMe stands out by combining direct consumer product acquisition with social media advertising, creating a unique niche.

---

### 4. Marketing Strategy

#### Consumer Acquisition:

- **Social Media Campaigns:** Utilize influencers to promote the benefits of using OnMe.
- **Referral Programs:** Encourage existing users to refer friends in exchange for additional credits.
- **Content Marketing:** Regular blogs, vlogs, and social media posts highlighting success stories and product promotions.

#### Business Acquisition:

- **Direct Sales:** Reach out to potential business partners through direct sales efforts.
  - **Partnerships:** Collaborate with e-commerce platforms and service providers to integrate OnMe as a payment option.
  - **Trade Shows and Events:** Attend industry events to showcase the platform and attract business interest.
- 

### 5. Revenue Model

**Commission-Based:** Charge businesses a commission on the value of products or services obtained by consumers through OnMe.

**Premium Features:** Offer premium features for businesses such as enhanced analytics, targeted advertising options, and priority placement.

**Subscription Plans:** Introduce subscription plans for businesses for enhanced services and features.

---

## 6. Technology Plan

### App and Website Development:

- **User-Friendly Interface:** Ensure seamless navigation and user experience.
- **Robust Backend:** Develop a secure and scalable backend to handle user data and ad postings.
- **Integration:** API integration with major social media platforms for automated ad posting.

### Security Measures:

- **Data Protection:** Implement strong encryption and data protection protocols.
  - **User Privacy:** Ensure compliance with GDPR and other privacy regulations.
- 

## 7. Financial Projections

### Initial Funding Requirements:

- **Development Costs:** App and website development, initial marketing, and operational setup.
- **Operational Costs:** Salaries, office space, utilities, and ongoing marketing.

### Revenue Projections:

- **Year 1:** Focus on user acquisition and platform development.
  - **Year 2:** Monetize through commissions and premium features.
  - **Year 3:** Expand market reach and introduce subscription plans.
- 

## 8. Implementation Time Schedule

Phase	Description	Timeline
Phase 1: Planning	Define requirements, scope, and key milestones	Month 1-2
Phase 2: Design	Create wireframes, mock-ups, and UI/UX design	Month 3-4
Phase 3: Development	Develop the app and website backend and frontend	Month 5-8

<b>Phase</b>	<b>Description</b>	<b>Timeline</b>
<b>Phase 4: Testing</b>	Conduct thorough testing, including beta testing	Month 9-10
<b>Phase 5: Launch</b>	Official launch of the platform with initial marketing push	Month 11
<b>Phase 6: Post-Launch</b>	Ongoing support, performance monitoring, and updates	Month 12 and ongoing

---

## **9. Confidentiality Statement**

This business plan contains proprietary information that is confidential and legally privileged. It is intended solely for the use of the individual or entity to whom it is addressed. Unauthorized use, disclosure, or copying of this information is strictly prohibited and may be unlawful.

---

## **10. Conclusion**

OnMe has the potential to revolutionize the way consumers pay for products and services while providing businesses with an effective advertising solution. With the right investment and strategic implementation, OnMe can become a leader in the social media advertising industry.

---

## NON-DISCLOSURE AGREEMENT

This Non-Disclosure Agreement (the "Agreement") is entered into as of 23/07/2024 by and between:

### Disclosing Party:

OnMe

### Receiving Party:

-----

#### 1. Purpose:

The Disclosing Party intends to disclose certain confidential and proprietary information (the "Confidential Information") to the Receiving Party for the purpose of evaluating a potential business relationship related to OnMe, a platform that allows consumers to purchase products and services through social media advertising as a form of payment (the "Purpose").

#### 2. Definition of Confidential Information:

For the purposes of this Agreement, "Confidential Information" shall include all written, electronic, or oral information related to OnMe that is disclosed by the Disclosing Party to the Receiving Party and is designated as confidential, or that reasonably should be understood to be confidential given the nature of the information and the circumstances of disclosure. Confidential Information includes, but is not limited to, business plans, marketing strategies, financial data, product designs, software code, customer lists, and proprietary methodologies.

#### 3. Obligations of Receiving Party:

The Receiving Party agrees to:

- Hold and maintain the Confidential Information in strictest confidence.
- Not disclose the Confidential Information to any third party without the prior written consent of the Disclosing Party.
- Use the Confidential Information solely for the Purpose.
- Take all reasonable precautions to protect the confidentiality of the Confidential Information.

#### 4. Exclusions from Confidential Information:

Confidential Information does not include information that:

- Is or becomes publicly known through no breach of this Agreement by the Receiving Party.
- Is rightfully received from a third party without breach of any obligation of confidentiality.

- Is independently developed by the Receiving Party without use of or reference to the Disclosing Party's Confidential Information.
- Is disclosed with the Disclosing Party's prior written consent.

**5. Term:**

This Agreement shall remain in effect for a period of [three (3)] years from the date of disclosure of the Confidential Information or until the Confidential Information no longer qualifies as confidential, whichever occurs first.

**6. Return of Materials:**

Upon termination of this Agreement or upon the Disclosing Party's request, the Receiving Party shall promptly return or destroy all documents and other tangible materials representing the Confidential Information.

**7. No License:**

Nothing in this Agreement shall be construed as granting any rights to the Receiving Party, by license or otherwise, to any of the Disclosing Party's Confidential Information or any intellectual property rights therein, except for the limited purpose described above.

**8. Miscellaneous:**

- This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior agreements and understandings, whether written or oral.
- This Agreement may not be amended or modified except in writing signed by both parties.
- This Agreement shall be governed by and construed in accordance with the laws of the [State/Country], without regard to its conflict of law principles.
- Any disputes arising out of or in connection with this Agreement shall be resolved in the courts of the [State/Country].

IN WITNESS WHEREOF, the parties hereto have executed this Non-Disclosure Agreement as of the date first above written.

**Disclosing Party:**

---

OnMe

**Receiving Party:**

---