Qbix Inc. Business Plan

Where we are, and where we're going

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COMPANY

Vision

Qbix is building open source technology to empower people and unite communities. Today, most of the software we use is locked behind server farms owned by large corporations like Facebook and Google. Whenever we need to connect, communicate and collaborate, we rely on these corporations to manage our data, identity and brand. If they don't support certain features, we just have to work around it and hope one day they will support them. They hold all the power in the relationship and can extract rents or deplatform people altogether.

Qbix Platform does for communities what Wordpress does for blogs, enabling any organization to build a modern portal for their community. They can release an app on their store, enhance their existing website, and more. Everything works across all devices, taking advantage of features like push notifications, real-time updates, videoconferencing, touch interfaces and more. The Platform consists of a growing number of reusable software components that can be assembled to build complex apps, and they all work seamlessly together. It is this re-usability that allows the Company to increase its profit margins year after year.

Phase 1 is empowering people. We already have apps downloaded by 2,000 people a day, of whom 335 are leaders of various kinds of local communities, and 85 are owners of a local business.

Phase 2 is uniting communities. We are already working on paid pilot projects with enterprise customers, and making sure they are satisfied. Once we have automated the entire sales process, we can sell it to all the community leaders using our apps.

Phase 3 is expanding local businesses. Once a set of buildings, or alumni of a school, etc. is on board, we invite them to reach out to local businesses and get them on the platform. The local businesses are able to offer group discounts to the community members. Instructors can fill new classes on demand, restaurants and movie theaters can fill seats when empty, etc.

EMPOWERING
People
- Manage Identity & Relationships
- Coordinate Group Activities
- Meet People Who Share Your Interests
- Get Things Done

1

UNITING
Communities
- Your Own App
- Engage Alumni
- Promote Events & Campaigns
- Tracking & Reporting Results

2

Qbix

EXPANDING
Local Businesses
- Deals on Demand
- Turn Intent into Action
- The Power of Groups
- Group Reservation System

3

REWARDING
Investors
- Steadily Expanding User Base
- Fantastic Reviews — People Love Us
- Revenues Per User Growing 500%
- See Our Investor Portal: qbix.com/invest

4

ACCELERATING
App Development
- Reusable Components
- Works Across All Major Platforms
- Stable and Maintanable
- Standardized & Decentralized

5

The five facets of Qbix

Team

Gregory Magarshak,
CEO and Chief Architect

A concert pianist as a child, Greg entered college at 14, finishing with a master's in math from NYU. With over a decade of experience in web development, Greg is a seasoned entrepreneur who is passionate about the power of social applications to improve people's lives. He is the architect behind the technology that powers Qbix applications.

Zak Khalique, COO

Zak has advanced degrees in biotechnology, and he was headed to Med School before he caught the entrepreneurial bug in 2007. Prior to cofounding Qbix, Zak built and managed a facebook app with 20k users as well as his parents' medical business. Now, Zak takes care of operations, community development and our IP.

Igor Martsekha, CTO

Since programming at the Polytechnic Institute in 2007, Vlad has had wide-ranging development experience including web development, but ultimately found his passion in developing for mobile devices. He develops native apps for both Android and iOS and integrates with the web via PhoneGap.

Andrey Tepaykin, Platform Director

Over the last 13 years, Andrey has developed a wide range of websites for startups and small businesses. He has extensive experience with web technologies as well as open source frameworks like Joomla, Magento, CodeIgniter, Kohana — and now — with the Qbix Platform. Andrey works on our web apps and trains future Qbix Platform superstars.

Roman Kreymer, CFO

As a CPA with extensive experience working at Grant Thornton, JP Morgan, etc. Roman has been able to analyze and understand the fundamentals of many types of companies. Having recently rejoined Qbix's executive team, he helps analyze major financial decisions, design new financial products like the QBUX token, and build pricing and valuation models for the company.

Theo Cosmora, BizDev Director Europe

Theo is a designer of transformative technology for good. He is a pioneer of Social Business models for 18 years, was given a UN Award in 2012 for his contributions to the Millennium Development Goals (MDGs) and is the inventor of the $1 Smartphone and of the SDG Blockchain Ecosystem. He deploys his experience and extensive network to help generate win-win partnerships involving Qbix and move the company forward.

Ivan Alekseev, Designer

Graphic design was a hobby for Ivan for over 10 years until he turned professional. Very skilled with with Photoshop, Illustrator, and having designed icons, logos, websites and user experiences for dozens of companies, he now brings his skills to help Qbix design its applications.

Liubomyr Bondarchuk	Web Developer HTML Editor, Videoconferencing, Livestreaming
Andranik Hoghmrtsyan	Web Developer Group Rides, Social Maps and Navigation
Dmitry Alekhin	System Administrator, Dev Ops Amazon Web Services, DigitalOcean, Linux, PHP, MySQL

PRODUCTS

This section describes Qbix's growing array of products and services, the problems they solve, their revenue streams, and how they fit into our overall roadmap and vision. Shareholders in Qbix benefit from all the revenue streams described here. It should be stated clearly, however, that the company's goal is to generate returns to investors via capital appreciation in the shares of its stock. After a one-year lockup, investors are free to sell Qbix shares under Rule 144 to any legal recipient for any price, and the Company plans to be able to offer to buy back its shares after major financing events.

Groups   (Social Contacts Manager)

This is the **flagship app of Qbix**, used over a million times a month by community leaders, who message their members in over 15 languages.
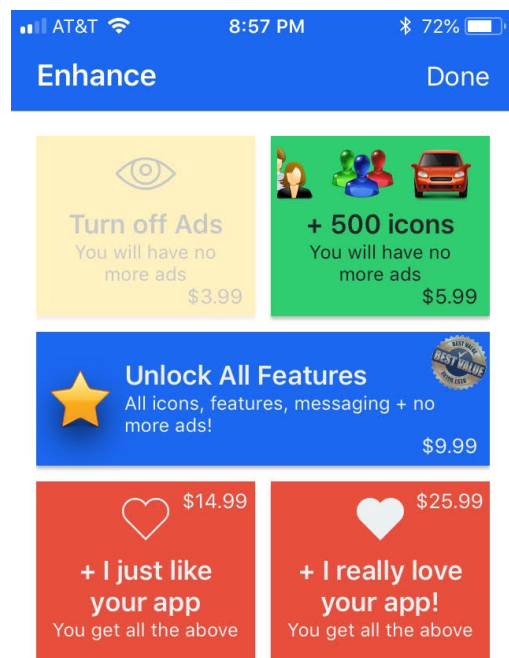
Problems solved:

1. Keeping contacts organized
2. Following up with people you met
3. Effective communication with large groups of people, mass messaging
4. Starting group activities of any kinds
5. Working as a team and videoconferencing

Revenue models:

1. People purchase features inside the app
2. People purchase credits to expand contact information, scan business cards etc.
3. People start group activities that involve payments, such as group reservations
4. Monthly recurring subscriptions for team managing relationships

Roadmap:
1. Web based Groups for iOS, Android
2. Third Party Group Activity Platform
3. Relationship Management software
4. Track Email, Link Clicks from your phone, for business people and marketers

Calendars   (Social Schedule Manager)

This app runs on people's Macs 24/7, with an icon on their menu bar, they see the date and events at a glance, and engage with it half a million times a month.
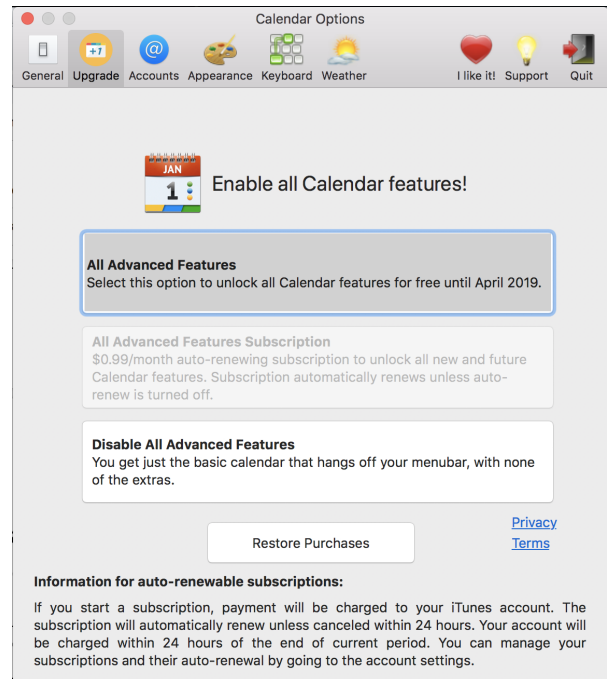
Problems solved:
1. See all your calendars in one place
2. Share events with your contacts
3. Organize spontaneous or recurring real-world activities
4. Have people book time on your calendars
5. Assign tasks to people and watch them be completed

Revenue models:
1. Two week free trial, followed by in-app purchases and subscriptions to unlock features
2. People paying to book time on your calendar
3. Assigning tasks to people
4. People purchasing stuff for each other's birthdays
5. Earning crypto-currency in the background by watching the network for double-spending

Roadmap
1. Calendars for iOS, Android, and Web
2. Discover Events, Communities
3. Plan activities with friends
4. Coordinate group rides in cars
5. Widgets to put inside websites

Calendar Options

General Upgrade Accounts Appearance Keyboard Weather   I like it! Support Quit

JAN
1   Enable all Calendar features!

All Advanced Features
Select this option to unlock all Calendar features for free until April 2019.

All Advanced Features Subscription
$0.99/month auto-renewing subscription to unlock all new and future Calendar features. Subscription automatically renews unless auto-renew is turned off.

Disable All Advanced Features
You get just the basic calendar that hangs off your menubar, with none of the extras.

Privacy
Restore Purchases   Terms

Information for auto-renewable subscriptions:

If you start a subscription, payment will be charged to your iTunes account. The subscription will automatically renew unless canceled within 24 hours. Your account will be charged within 24 hours of the end of current period. You can manage your subscriptions and their auto-renewal by going to the account settings.

Qbix Platform   (Social Operating System for the Web)

The **Qbix Platform** was under development for 7 years. and took over $500,000 to develop. Most of it is available as open source on **GitHub**. Just like Wordpress powers 30% of all websites in the world, and Automattic (its parent company) is valued at $3 Billion, so Qbix Platform is designed to power apps for communities, which today rely on centralized platforms like Facebook or Telegram to host their information. Qbix Platform is an operating system for the Web, similar to how Macintosh or Windows was an operating system with standard graphical components that freed developers to think and remix software on a higher level. It is used in all Qbix products, including Groups and Calendars.

Problem: To build even a basic app that supports multi-user interactions like chats or events, you need to hire experienced developers and they have to get hundreds of things right. Real-time notifications, Payments, Security, perhaps Videoconferencing.

Solution: Qbix has built all those components and many more, to work together, once and for all. It has gotten the platform audited by well known security firms. Now it is opening up the platform for others to build new components. Now, any organization, community or startup can build apps in a fraction of the time by just assembling them from working components, like a LEGO set. We have everything from chatrooms to group rides, and if something is missing, a third party developer can build it (and sell it to communities) as easily as a Wordpress plugin.

Revenue Models:
Building Apps for Communities, Partnering with Startups and Resellers, Conferences, Books, Talks, Support, Developer Accreditation, Marketplace, Hosting.

Qbix Platform is also hosted natively inside Groups and Calendars apps, which are the user-facing properties of Qbix on Mac, iOS and Android.

Qbix Social Browser   (Social Web Browser)

This app **turns web browsing into a social experience**, like on Facebook but far more private and under your control. It integrates with your own Contacts on your phone. You can see what websites your friends are browsing, make new friends over common interests, and add them to your Contacts. It is also used for testing apps built on the Qbix Platform before they come out.

Problem: Arriving on a website today is a lonely experience. What if you could see which of your friends are using the site, and the content they already shared -- for example, the articles that your friends are reading on the New York Times? What if you could discover web resources your friends are interacting with, and connecting with others around common interests? What if you could do this without Facebook, completely in control of your own Contacts and Browser? That's the Qbix Browser. Where Qbix Platform is for publishers and organizations, Qbix Browser is for subscribers and consumers.

Business Models:

Just as Google did with Chrome, the Browser will be a viral on-ramp onto the Qbix ecosystem for tons of users around the world. Web Browsers are arguably the most-used application on a person's phone, so we will be the "start screen" for our users many times a day.

Any website will be able to add components from the Qbix Platform in order to let people invite friends with the Browser, just as they are able to do with Facebook, Twitter and other centralized platforms. But the components will do a lot more, including creating an [instantly personalized and social experience](#) for people, as the Qbix Browser and Platform allow them to maintain their address book across Communities.

After some free credits, websites will have to pay Qbix per monthly active user, in order to maintain Qbix hosted services and integration with the browser. It will be up to them to collect money from the users, and use it to purchase QBUX from Qbix, used as micropayments for a growing number of Qbix Platform [features](#).

Later, Users will be able to [purchase QBUX currency](#) inside the Browser, using Ethereum or ApplePay/GooglePay, or earn it by inviting more people to use the Browser. They could use QBUX to access an ever-growing amount of digital content and software across websites. Journalism and Articles (everything from New York Times to Medium.com), Podcasts, Stock Photos and Videos, etc. can be paid for with QBUX micropayments. Web based Chatrooms, Videoconferencing, and many other components would likewise be paid for with QBUX.

If we start out selling QBUX for services at Local Businesses, then Apple / Google will allow us to accept ApplePay / GooglePay instead of in-app purchases, allowing us to save the 30% fee they otherwise charge. Later, we can expand QBUX to digital content and software.
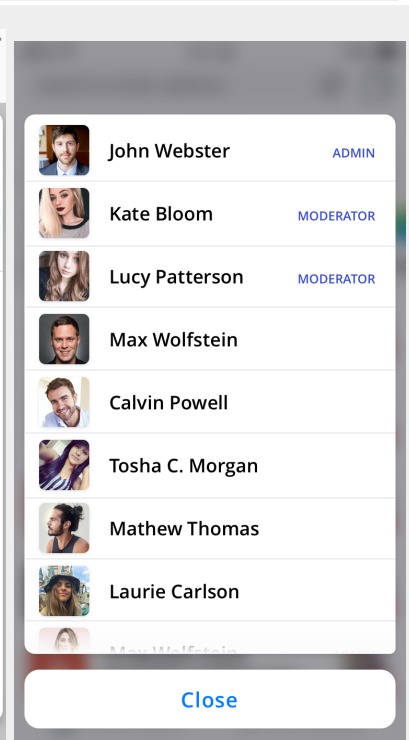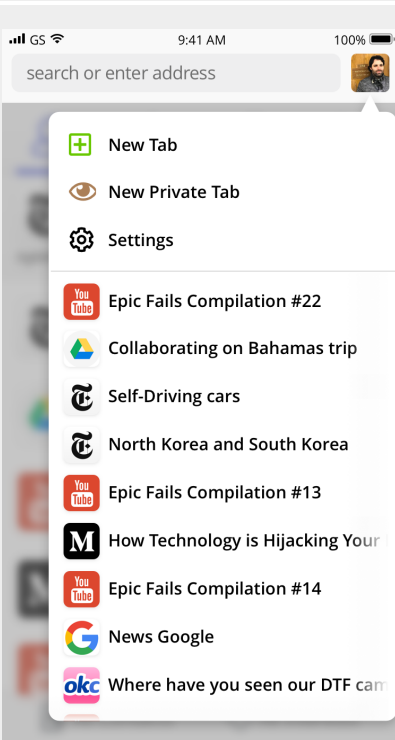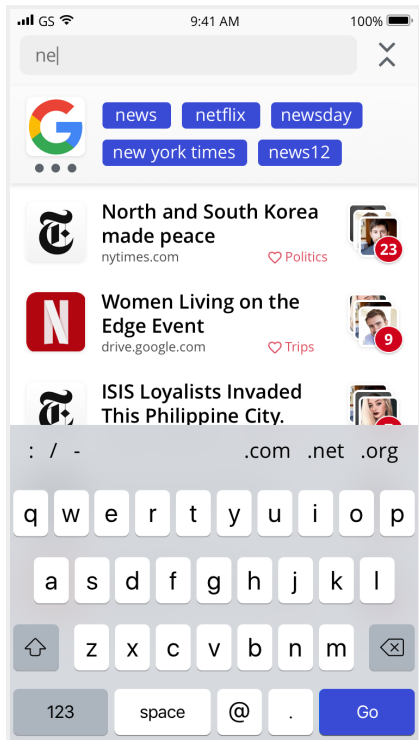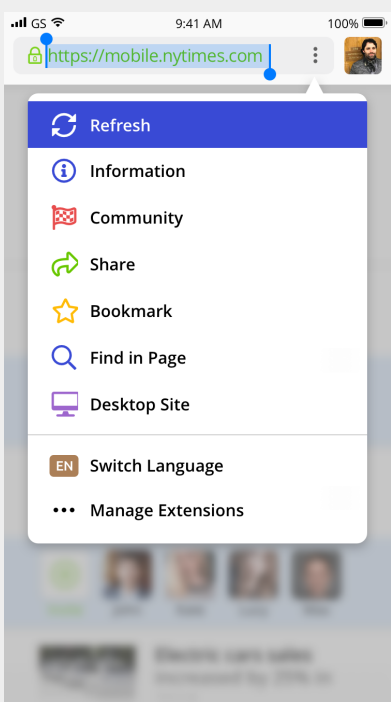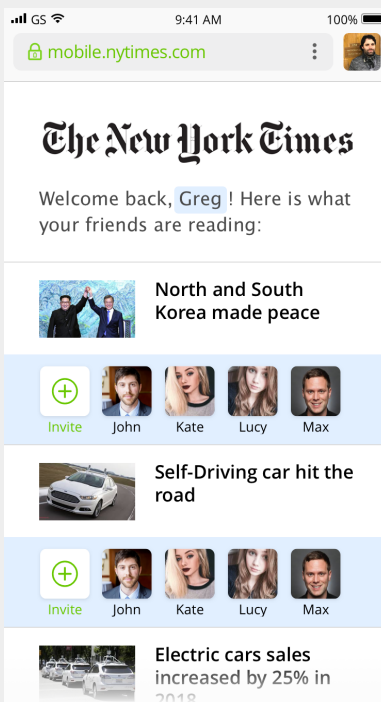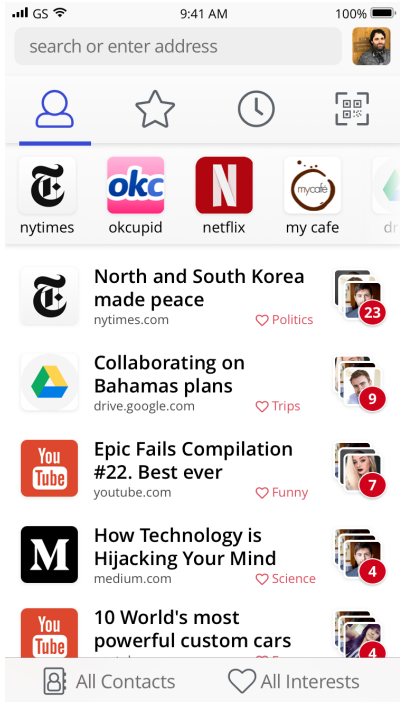
SERVICES

Enterprise Sales

Qbix has achieved proven product-market fit. Directors of organizations have already executed agreements with Qbix to build projects for their communities, with upfront costs of customization ranging from [$30,000](#) to [$100,000](#), followed by additional hosting and maintenance costs based on the organization's monthly active users.

More organizations are coming on board as clients every week, and we have yet to discover the limit of how much a single organization would be willing to pay. By combining a high-touch approach (dedicated account manager, etc.) with a relentless process of automation and reusability on the back-end, the Company is able to realize larger and larger margins from Enterprise Sales.

As a company, we do more than just develop software. Thanks to our open-source approach, we can help them install and maintain it on-premises or behind firewalls, stay compliant with regulations such as HIPAA and FERPA. We help the organization on-board their members, motivate them to get more engaged, and to invite new users, with leaderboards and rewards. We develop Key Performance Indicators to share with organizations, including how often members use their apps, and how many new users they invite. These organizations are then able to share this information with their stakeholders and donors.

We aim to iterate on, and automate, the entire process and materials, including marketing, sales, development, issue tracking, customer relationships, hosting, testimonials, and referrals.

Automated Funnel

Once we automate the Enterprise Sales above, we will have videos illustrating [feature](#) that Qbix Platform has, testimonials from large community organizers, and the entire process of creating a Statement of Work, processing payments, and so on can be made into a web-based sales funnel.

Every day, around 335 community leaders download the [Groups app](#) every day around the world, and this number is increasing. These leaders will be able to create and customize their community portal right in app, and authorize recurring charges with ApplePay or GooglePay. They will get analytics and reporting about how people are using their software, and pay weekly or monthly. After a while, they will be locked in – if they stop paying, a lot of their members will be unhappy and insist that they restore the community software.

In addition, the groups.app website can be advertised on Google, Facebook, and other places. Community leaders and Brand managers will be able to grab widgets to include on their websites, facebook pages, and more. They will likewise authorize recurring charges with ApplePay or GooglePay on the Web.

We expect the funnel to bring a lot Small-Medium Businesses and community leaders with followers. This can also be lead-generation for the Enterprise Sales business, upselling them to a high-touch "white glove" experience, with more customization and better support. Many customers want customization, and given that Qbix Platform is open source, we can pay developers and designers to do this customization.

QBUX

Qbix is planning to issue a token that starts out as a loyalty program and as a way to offer bulk discounts to customers. All prices will be denominated in QBUX, and customers would have to have enough QBUX to enable certain services and set quotas. We can have various "plans", with larger / longer plans offering more QBUX per month.

Using an internal currency like QBUX also allows Qbix to reward customers for referring other paying customers, giving testimonials, or other desirable actions by giving them additional credits they can use in the coming months.

For every project, Qbix Inc. will be responsible for interfacing with each customer, gathering all the requirements, producing a Statement of Work, coordinating and paying all developers and designers for customization, and overseeing hosting and support. But, as we build more partnerships (see next section), we will allow our Partners to take on the work instead, as long as they accept payment in QBUX.

This will allow entrepreneurs to build startups in various countries, making use of the open source Qbix Platform, and offering services on top of it. Later, they will be able to productize their services and put them in the Qbix Marketplace, alongside the components and plugins Qbix has already developed. These can include things like translation, localization, moderating user submitted content, digital content production, and other services that require local knowledge or specialized skills. But they can also include hosting and support services, auditing and compliance, that require infrastructure and knowhow of a different sort.

The growing QBUX ecosystem can be compared to a Franchise, or Value-Added Reseller model, or a Certified Partner model, where an open-source software such as Magento shopping cart software has local partners offering fulfillment and other services in various jurisdictions.

PARTNERSHIPS

Startups and Developers

We aim to build an ever-expanding marketplace of [components](#) that can work together, or separately. Communities will be able to use them to assemble new apps and websites, or to enhance existing ones. A cryptographically secure micropayment system based on an Ethereum token can help streamline billing, quotas, and payment plans across international lines, without worrying about credit cards and wire transfers.

We can greatly accelerate our growth and customer base in a number of ways. Instead of hiring companies to expand Qbix Platform to various markets, we can flip it on its head, using the [Tom Sawyer Effect](#). Today, startups financed by independent investors hire a "tech cofounder" to build things from scratch, and hope for the best. They can instead spend this budget on Qbix as a tech partner, in exchange for a joint venture. Qbix builds, hosts and maintains the software, with its costs already covered. The startup partner does the hard work of selling and acquiring customers (communities), and growing the network. Qbix either takes a significant equity stake in those startups, or charges a Platform licensing fee for each customer (community). Either way, by default all partnerships are non-exclusive, and Qbix would be free to partner with competitors (e.g. in other jurisdictions) – working with whoever acquires the customer first.

The inherent re-usability of software components is what drives Qbix's profit from its Community Platform business. By choosing specific verticals to cater to, the costs of developing and maintaining each app go down tremendously. Whenever a new plugin or component needs to be developed, we need to have developers ready who are familiar with the platform. To grow quickly, we need to attract and grow an open source developer community around our platform.

Qbix Platform is following in the footsteps of other open-source platforms, such as Wordpress ([valued at $3B as of 2019](#)), Magento ([bought by Adobe for $1.68B](#)), and Drupal ([bought in 2019 for $1B](#)). Except, instead of just being a content management system or e-commerce platform, Qbix has essentially built a Social Operating System for the Web, with a battle-tested core on which plugins and applications can now be built.

Similar to the above projects, we need to build a developer community around Qbix Platform, which can take on a life of its own. This means documentation, tutorials, websites, books, certifications, and helping organize conferences. And since Qbix Platform is built to power communities and conferences, we can actually build the software to power the ecosystem, on top of the Platform itself!

Open Source software has historically presented a trade-off. On the one hand, the extended community of developers is able to develop new features, find and fix bugs, without being

directly employed by the company. On the other hand, the company did not realize any revenues from the work these developers did and the products they developed. The QBUX token has been designed to get the best of both worlds: by leveraging the network effect of the Qbix Platform, developers are highly incentivized to be paid out in QBUX tokens for their components that they list on our marketplace. By being the sole issuer of these tokens, and a major gateway in and out of the QBUX ecosystem, we will get to make money whenever someone pays for software or content in one of our marketplaces.
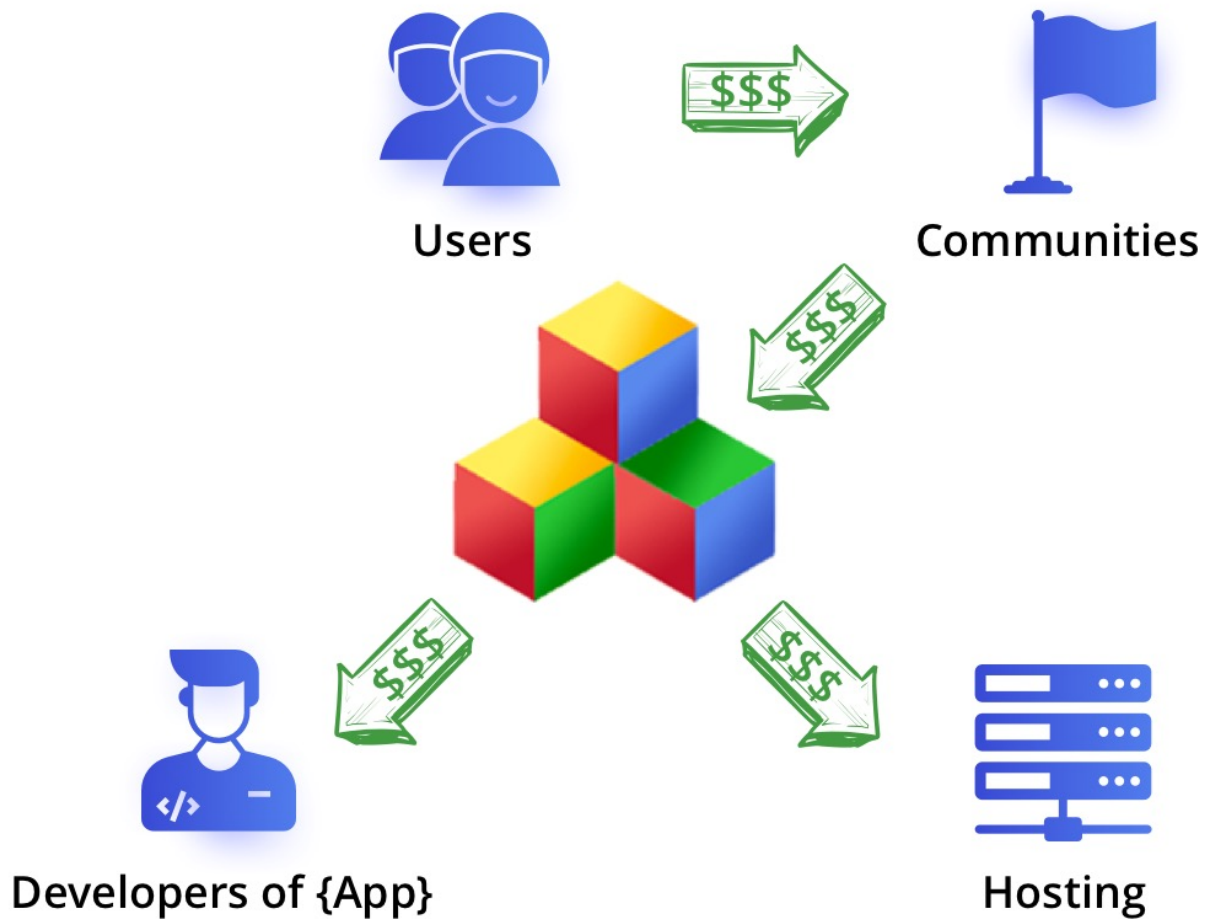
Digital Content

People in online communities often share links to digital content that they find around the web, whether it's articles, videos, or something else. Today, this content sits behind publisher paywalls, generated either by employees (NYTimes) or independent contributors (Medium.com). Each paywall invites the user to purchase a recurring subscription to that particular domain, but today people are used to sharing and consuming digital content from dozens of domains a day. Thus, they would appreciate a single-sign-on, instant social browsing experience, and Netflix-like micropayment system where digital content is bundled and can be accessed without any annoying signups like these:
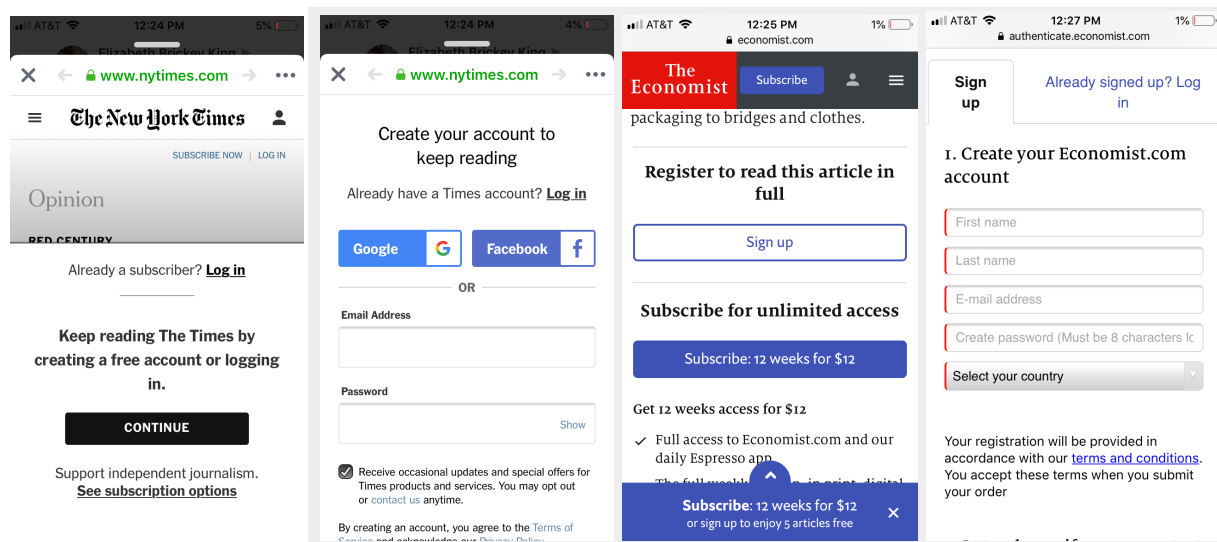
On the other hand, publishers of the paywalls are aware that their visitor->subscriber conversion rates are around 2-5%, and this represents a significant portion of their bottom line. They are very sensitive not to cannibalize existing subscriptions. However, communities can negotiate bundled deals with them, to allow users to access only the articles / videos which have been shared by friends (and not e.g. shared to oneself, to bypass a paywall). Every time a visitor reads a page of an article or watches a minute of video, the publisher will accumulate QBUX in a cryptographically secure way, and will be able to cash it in through Qbix or any other QBUX market maker. This will represent a significant, and potentially even larger, revenue for the publishers, that they are currently leaving on the table. And if they don't like it, they can cancel anytime.

Besides large publishing portals like Medium and NYTimes, there is a long tail of small content publishers, podcasters who currently use the Patreon model, or the YouTube model. The QBUX model may actually empower independent publishers like Spotify did for songwriters, which would allow them to publish under their own website instead of a "feudal lord".

Hosting Companies

Qbix Platform is intentionally built on the most widely deployed and used technologies: the Web Browser for front end, Linux, PHP and MySQL on the back end, and QBUX micropayments would be built on top of Ethereum, etc.

This is because we want to [commoditize our complements](#) and for Qbix Platform to be available across a wide variety of hosting companies worldwide. Basic hosting services from [HostGator](#) or [GoDaddy](#) would feature a "one-click install" of Qbix Platform, similar to Wordpress or Drupal. We should also partner with companies like [CPanel](#) and [Plesk](#), which build control panels for hosting companies, and maintain software packages for the "one-click install".

To get there, Qbix Platform must build an open-source ecosystem of developers, with community managers active on StackOverflow, Quora, IRC chat, Slack, GitHub, answering questions, addressing bug reports, pulling fixes etc.

Since Qbix Platform can power local social networks without the Internet, we can also support a new type of [local hosting company](#). Servers can be located on-premises, in a cruise ship, a plane, or inside a school or hospital behind a firewall to comply with FERPA or HIPPA regulations. Remote villages in India and Africa, or the Favelas in Brazil can run their own networks with high speed connections, without a fat pipe to the global Internet. Qbix Platform can partner with large mesh networks like [Freifunk](#) in Germany, [Guifi](#) in Spain or [NYC Mesh](#), to allow local residents to talk, date, make doctors appointments, and so on without needing the global internet, much less a Facebook server farm in California.

Finally, we can develop solutions for local buildings, coffeeshops, schools and businesses that allow people to check in and take attendance for class merely by having the phone auto-connect to WiFi. Business can offer rewards for physically attending an event or class. They can run our local file sharing and collaboration software for people to use instead of having to use Dropbox or Google Docs.

Communities

The Communities themselves will become our partners once they deploy their software to their members. Whether it's a commercial or residential building, a college campus, or an alumni organization, they are interested in negotiating group discounts for their members at local businesses.

Local Businesses are looking to fill a new class, fill seats in a movie theater, bowling alley, restaurant or other venue on a slow night, dog-walkers would prefer to walk several dogs at the same time, tutors would prefer to help multiple students, and so on.

In Phase 3: Expanding Local Businesses, we will roll out an easy-to-use tool for communities to contact the local businesses in their area, and vice versa. The first community to onboard a business can receive 10% of our revenue from that business. Thus, it's in each community's interest to click the phone number and speak to the business, in their local language and dialect, and follow up by sending the business an invitation link.

The biggest cost center for Groupon and other Deals sites has been having to do marketing and sales. With communities around the world being our sales force, we can focus on iterating and improving the onboarding for Businesses, and rewards for Communities, which like everything else we do are fixed software development costs.

Deals sites like Groupon have been a mixed blessing for businesses, with many being [warned to stay away](). By contrast, the Qbix model benefits businesses, because they only post group discounts for those times when they need to get people in the door. Also, people don't have to prepay the entire cost up-front, but only pay the reservation fee to Qbix, which they forfeit if they don't show up.

Besides calling local businesses to offer group discounts to their members, Communities can also contact online publishers in their local language to make QBUX micropayments an alternative to their paywall. When it comes to local businesses and online publishers, our own sales department could be one of many sales partners around the world.

In addition, services such localization, translation, community moderation, and other services can be retained by communities for their local forums.

TECHNOLOGY

Competitive Landscape

Enterprise Software

Large enterprises spend a lot of money on having internal communications systems they can trust, control and extend. Companies like Auth0, which solve just the authentication part for enterprises, have gone on to fetch $1B valuations within 6 years. In 2014, a consortium of banks invested $66 Million into a new company and acquired Perzo, Inc. a secure communication app with end-to-end encryption. Since then, Symphony raised $100M in a new round led by Google, and the system is now valued over $1.4 Billion. Microsoft Sharepoint was introduced in 2001, and in 2009 it was a $1.3 Billion business with 100 million users worldwide. Today, SharePoint online is offered as part of Office 365, and powers a $10 Billion solutions ecosystem involving 50,000 partners and 1MM developers. Slack, an extensible but centralized enterprise chat solution has a $11B Market cap today.

Qbix Platform was designed as a next-generation platform that can run on the most widely deployed environments (the Web, Ethereum, etc.) and uses the open source stack (Linux, PHP, MySQL, Node.js). Unlike mere enterprise chat or status, it enables development of arbitrary visualization and collaboration (events, rides, chats, invites) that "just work" out of the box. To date, we have gone through the enterprise sales cycle with a variety of customers paying from $30,000 to $100,000, and with a sales team, can close more sales of this kind. The organizations that engaged our services range from decades-old government contractors (which need to stay compliant with regulations), to bi.org, a community uniting bisexual people around the world.

Small-Medium Businesses

Lots of businesses deploy websites today using some combination of Wix ($6B market cap), Squarespace ($1.4 Billion valuation), or an open source solution like Wordpress ($3 Billion valuation, powers 30% of all web sites), or Drupal (bought in 2019 for $1B). People start out deploying open source solutions with commodity hosting companies, and may later migrate to a dedicated host with professional dev ops once their site grows.

The type of site built on these platforms is not really social, but more designed for delivering information to visitors, in the form of static pages and blogs. Although Wordpress does have plugins for comments, and even profiles, its backend was designed for blogs back in 2003, and it is not easy to shoehorn social networking into it. Despite the old and much-maligned code base, Wordpress remains by far the most popular platform for organizations to host their own website today, that they feel they have real control over, with servers and plugins of their choice. The Groups app already has reached millions of users worldwide, with 335 new community leaders and 85 business owners downloading it every day. They all share with us their email

and many of them tell us about their community or business. We can sell directly to these SMBs through an automated funnel. In this model, we are selling Qbix Platform as a well-tested SaaS to the SMBs, with recurring revenues and the option to upsell them to enterprise plans later.

Community Software

YouTube, Twitter, Facebook, Instagram, WhatsApp, Telegram, YouTube are all examples of "take it or leave it" platforms that let people sign up and build a community (via Pages or Channels) without having to download or install anything. With the exception of Telegram and WhatsApp (so far), they are ad-supported, and have had numerous scandals around advertising, privacy, bulk collection of data, government spying, and so on. People want a decentralized alternative, like they have with Wordpress, but building a modern, real-time social platform is a much larger undertaking than a blogging platform, and companies which do it prefer to keep their code closed and extract rents. Building a solid social networking platform in 2019 is like building a database in 1999 – expensive and proprietary.

Qbix Platform is able to be a first mover in the space of decentralized social networking platforms. It allows websites to add their own social networking features, while letting individual users maintain their identity and friends across websites, without being tracked. It essentially answers the wishlist of features that people say they want in social networking that respects their privacy while also allowing organizations to own and control their community portals.

Advertising vs Facilitating Group Commerce

Many online platforms that freely allow user-submitted content and upload of digital media are supported by advertising. In many ways, ad-supported models have been in a race to the bottom for the last decade, with Facebook and Google resorting to more and more invasive ways to extract ad revenue. Advertising has the connotation of "hoping" the user will click on something, and "maybe" that will lead to a sale.

The apps Qbix builds on its platform are guided by four major principles: 1. Prefer to facilitate real world activity rather than online, 2. Group interactions lead to a goal (e.g. a sale), 3. Personalized interfaces, and 4. Responsible push notifications. Our monetization strategies are oriented around "win-win" scenarios where the user's intent is identified, a group activity is coordinated around it, matched with a local business, where everyone spends money. Qbix apps leverage intent (group gifts, group rides, dating, doctor's appointments, local merchants, venues, tickets, trips) of people who want to spend money in the real world, instead of sending them to sites in the hope they will buy something they may not have originally wanted. Other developers may add more plugins (tournament rankings, leaderboards, gamification, etc.) which may or may not follow the four major principles above, but we believe that Qbix Community Apps can make a ton of money responsibly while solving major sociological issues of our day.
Monetizing Digital Content

An alternative model to advertising has recently emerged that allows content creators to be supported by those who consume their content, instead of by advertising. These include Patreon ([$450MM](#) valuation) and Brave Browser ([$133MM](#) valuation). Online publications like Medium and NYTimes have subscription models for consumers and pay content producers based on reading time (Medium) or employee salary (NYTimes). Spotify and Netflix have brought the "cable channel" model to the Internet, charging users a monthly subscription fee and paying creators of TV shows, movies and songs that they choose to feature.

One of the uses of the QBUX token is to [monetize digital content](#). Unlike Facebook's advertising-supported model, Communities on Qbix can charge their members recurring subscriptions (e.g. using ApplePay and GooglePay) and purchase QBUX to be used at a growing number of online publications, songs, videos, movies, stock artwork and other digital content. QBUX can also be used for services including translation of content to other languages languages, creating a marketplace for content creators to bring their digital content (e.g. articles or books) to a much larger, international audience.

Qbix Platform Advantages

Summarizing the above, Qbix intentionally takes certain directions to position itself favorably. Community Apps developed by Qbix:
- facilitate collaboration leading to achieving real-world goals and group commerce
- focus on facilitating real-life social interaction over maintaining online personas
- help solve the crisis of [loneliness, online addiction](#)tqbix.com/invest?u=articlest, for modern social network users
- allow people and organizations to be in control of their privacy, data, identity and brand
- are open-source and can disrupt Facebook, Google [like the Web disrupted AOL](#)
- foster a quickly growing [free market](#) of software components and digital content
- pioneer new ways of monetizing journalism and open source software
- may also help solve [major societal issues](#) related to social networking software

Identity Across Communities

The [Groups app](#) helps people manage their list of Contacts, whether large or small. The [Qbix Social Browser](#) builds on this foundation by letting people invite one another to resources (news, restaurants, etc.) they discover on the Web. Unlike Facebook, which puts the social network first, the Qbix Social Browser puts the websites first. It is first and foremost a browser, and the social interactions can be launched from any site.

In keeping with Qbix's focus on serving the user, the Social Browser lets any site [show a personal and social experience](#), while working hard to [prevent tracking users across sites](#).

Payments Across Communities

In addition to Qbix's innovations in site personalization, user authentication and management of contacts across sites, Qbix has also begun to develop a payment system that works securely across websites. The QBUX token would start out as just internal credits for Qbix customers, that can be purchased in bulk, or awarded as rewards for referrals, testimonials, and so on. If we don't want to profit off of breakage, we can allow unused credits to be sent to others who need them, via the Ethereum platform. This will also open up competition for others to operate a gateway, and to make a market in QBUX vs ETH, for example, undercutting the profits we make from the spread, selling for $1 and buying back at 70c.

If we want the Qbix Platform to grow as quickly as the Web or Wordpress, we may have to allow developers around the world to develop and support new kinds of software on top of the Qbix Platform, and hosting companies to accept payments in QBUX. However, this would remove us as the "bottleneck" monopoly that can subtract hidden overhead / fees before paying developers and hosting companies. Instead of the diagram on the left, we'd end up with something like the one on the right:
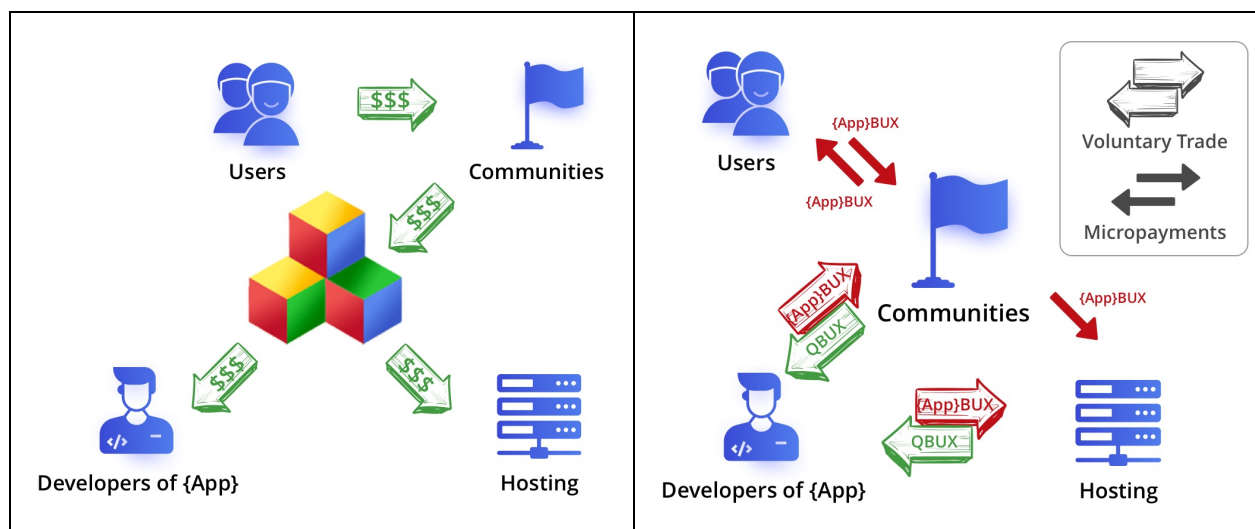
We wouldn't be the gatekeeper extracting rents from all the wealth in the ecosystem, like AOL or Facebook, but the permissionless ecosystem would be far larger and world-changing, like with Wordpress or the Web itself. And, we could still have control over issuing the QBUX token, although we would only make money on the first sale, and from transaction fees in the ecosystem (akin to a payment processor). With a free and open market, our overhead / fees would be out in the open, as others would compete on price and quality. However, new components and applications will be discovered that we couldn't predict, and digital content could become internationalized (just like the Web ecosystem vs AOL).

ROADMAP

Go-To-Market Strategy

Our existing apps in the stores are currently being downloaded by 2 thousand people a day, including 335 community leaders and 85 business owners. We already have tens of thousands of community leaders using the app. Also, we have completed the the [platform](#) powering the community apps that we would sell them.

We just have to build the sales funnel to get these community leaders to go from talking *at* their members, to onboarding their members into social networks where they can talk *to each other*. Qbix also has to release both Groups and Calendars for iOS and Android, to round out our offerings, and make sure that there are no holes in viral growth.

These community leaders will then get their members to download the apps (and we help them [onboard](#) the members and motivate them to contribute). If each community leader brings in about 50 people on average, our monthly active user base begin to exceed 10,000,000. When people are able to talk to each other, the user retention and engagement rate needs to be improved as well.

We can then build tools to (help the leaders to) monetize via the community members themselves using GooglePay/ApplePay for booking local community services, events, etc. Finally, we can build software to make it easy for the communities to reach out to local businesses (and online publishers) to get on the platform and offer group discounts to their members.

Initiatives

Most of the initiatives are designed to pay for themselves within 6-12 months.

Groups for iOS and Android
- Release newest Groups app on both iOS and Android
- Cost: $50,000

Calendars for iOS and Android
- Release newest Calendars app on both iOS and Android
- Cost: $50,000
- Income: At least $8K/month

Qbix Browser
- Release on iOS and Android
- Market the browser to all existing users, get to the top of app store
- Cost: $50,000

Emails and Notifications
- Team for writing email copy, webinar videos, etc.
- Market the browser to all existing users, get to the top of app store
- Cost: $50,000

Videos and Community
- Team for developing videos about Groups, Qbix Platform, etc.
- Maintaining social media presence (already included in PR below)
- Build community with videos
- Videos for showing features, community leaders, businesses,
- Cost: $100,000 / year

Internationalization
- Hire translators to localize apps, emails to each region, including dates, holidays, etc.
- Cost: $30,000 / year

Hosting and Dev Ops
- Build dedicated team for managing Qbix servers
- Processes for auditing security, regulatory compliance etc.
- Cost: $60,000 / year

Executive Team
- CEO, COO, CTO, CFO
- Marketing and Business Development in US, Europe, China, etc.
- Advisors just get equity
- Cost: $300,000 / year

Enterprise Sales Team
- Build sales team, dedicated account managers, QA
- Develop sales processes, materials, testimonials, better onboarding process
- Reporting for various investors, stakeholders from organizations
- Legal documents and Financial processes
- Commissions can be up to 20% of Revenues
- Cost: $50,000 / year

SMB Sales Funnel inside Groups
- Build sales funnel inside Groups app
- Build metrics to measure KPIs like engagement, virality, etc.

- Iterate and improve the metrics until KPIs exceed minimum thresholds
- Cost: $100,000

Marketing Community Apps
- Only do small test campaigns until KPIs exceed minimum thresholds
- Build groups.app website and onboarding process for owners of Facebook Pages, YouTube Channels, Telegram and WhatsApp etc.
- Referral program and QBUX rewards
- Cost: $100,000

Public Relations Campaigns:
- Articles about Qbix Platform and Apps
- Contacting Journalists covering similar stories
- Cost: $150,000, already covered by Michael Terpin's Transform PR company
- They have agreed to do it in exchange for QBUX tokens.

Apply for Grants
- Mozilla, Coil and CC $100 Million Dollar Creators Fund to break tech giants monopoly
- SBIR, STTR and other US grant programs
- Cost: $20,000

Local Businesses
- Build a system for local communities to reach out to and onboard local businesses
- Enhance groups.app website and onboarding process for local businesses of various kinds, implement ticket sales and reservations via ApplePay/GooglePay
- Track Referrals, and implement Payouts via QBUX
- Referrals, Testimonials, etc.
- Cost: $100,000

Qbix Platform
- Grow and manage developer community
- Release documentation and tutorials in multiple languages
- PR for the Qbix Platform is included in PR
- Legal agreements
- Build a partnership for startups and investors to fund projects built in Qbix Platform
- Accelerator program for startups and developers building on top of the Platform
- Conferences around the world, partnerships with conference organizers
- Cost: $200,000

Decentralized Technology
- Implement Personalization platform across domains
- Implement QBUX Monetization platform on Ethereum Platform
- Release documentation and tutorials in multiple languages

- PR for the Qbix Platform is included in PR
- Legal and Regulatory research and development
- Cost: $100,000

Digital Content
- Build a system for local communities to reach out to and onboard digital publishers
- Content-driven community for digital publishers, channels, etc.
- Cost: $100,000