FAQ for Investors

1) How do you stand a chance against Facebook and Co?

a. Many people use the messengers or social networks, with which they can reach most people. Because of our multi-messenger (*connect*, SMS, mail, Facebook and more services monthly) more people can be reached via *connect* than via any other service.

b. In addition, *connect* is not comparable to Facebook functionally, optically or respecting its Image, but instead occupies a rapidly developing niche.

c. Google, Facebook and Co will never shake off their image as data collectors. *connect* – and the entire e.com company – positions itself from the outset as the largest advocate of data protection, encryption and privacy. This topic will be particularly significant in the areas of virtual and mixed reality. Many people are still with Facebook because they do not want to do without their circle of friends – with *connect* they don't have to.

d. Most people use multiple social apps, *connect* and Facebook are not mutually exclusive. The only question is whether *connect* offers enough added value and new features – and we say "yes! Definitely."

2) What unique features does *connect* offer?

a. *connect* is the world's first multi-messenger, which also offers its own messenger service. In addition, it is device-independent and includes verifiable end-to-end encryption, rather than just claiming protection.

b. The multi-messenger allows more people to be reached than with any other service.

c. With *connect* the user is in the foreground, which is why the app is free of charge and without unsolicited advertising, but still guarantees the highest possible levels of privacy.

d. The combination of device independence and multi-messengers results in totally new possibilities, such as writing text messages or mails on the PlayStation or in Virtual Reality. This also applies to media consumption which can also be enjoyed from any device.

e. *connect* will offer more customization and expansion possibilities than any other network. The entire virtual setting can be changed around, users and partners can expand their world. The app is built up using different modules which allow live patches or extensions.

3) How do you earn money?

a. In-app purchases: The user can buy virtual, photorealistic pets with intelligent behavior, games, collectable and conveyable 3D objects, gimmicks (time / weather changes or aircraft with captioned streamers, etc.) and lots of other playful content. All content is exchangeable and because of their individual uniqueness will become more valuable. The user buys for example an egg, usually a duckling slips out,

sometimes a crocodile and very occasionally a dinosaur baby. All animals are available with more or less common skins.

b. Product Placement: The users can set up everything as they choose, we do not force anything on them. But brand name products or furniture will certainly be more popular than the slightly less attractive no-name products. This form of subliminal advertising is extremely effective, is consumed for hours, builds (through interaction) a relationship with the consumer and ensures brand loyalty.

c. Provision for (VR) shopping: The user can also buy all the objects collected in their virtual home (such as shoes, handbags etc.) in reality. With their avatar, they can try on clothes or test, customize, evaluate and order products in 3D. With our users we bring a whole new target market to our cooperating partners and earn with commission while doing so. Or we'll be the next Amazon, just with 3D models and VR instead of images – and mediate directly between buyer and producer.

d. Media partners can link their existing media content to *connect* for free, but for statistical data (which content or advertising was consumed by which audience), they would have to complete a cooperating contract with *connect*.

e. Companies can pay for market studies in order to estimate more cost-effectively which product design appealed to a new target audience in a new country or which model of a product was more popular. User feedback can be paid for or deduced from how many users choose a particular model for their virtual world.

4) Okay, *connect* = pot of gold. But why should users use *connect*?

a. Because it is new and exciting. Modern, technically advanced and cool. It has a clean image and an absolute, unconditional customer focus. If people love our app, we will have many users and with many users our business models work. We can remain free of charge permanently, protect data, remain free of unsolicited advertising and maintain our customer focus.

b. High levels of customization and expandability allow each user to customize *connect* so that its content, functionally and appearance are to their own specifications. In a 3D space, there are much more customization possibilities than in a 2D app. Various 3D settings, objects, and decorating possibilities will come from partners, e.g. Walt Disney might have an interest in introducing a Star Wars setting, which the user buys for free or for a minimal charge. Or IKEA might display their furniture. We will be able to satisfy many different tastes with very little cost and own effort.

c. *connect*'s virtual home will be a private retreat for all our users. They will invest a great deal of time and love in order to get everything just as they like it. They will collect 3D models of beloved objects (handbags, watches, art) that they could never acquire in real life. Or have a breathtaking view (360° photos), favorite photos of their friends on the walls or a virtual pet, which is very rare and has been taught, with great effort, special tricks – or example, a photo realistic baby tiger. *connect* is so legitimate that it not only appeals to gamers, but everyone whose lives are not like their daydream. And they will share their dream with pride with other people (mixed reality, avatars, VR-parties, VR flirting, VR events, meeting stars…).

d. Multi-Messenger. Device independence combined with access to all networks gives us a usefulness that soon no one will want to do without. Device incompatibility, numerous apps that need to be installed, maintained, and adjusted, all of which are operated differently, and where you lose oversight of your communication, all of this finally comes to an end.

If you are interested please ask for our full business plan: invest@4connect-e.com

e. Multimedia. With minimal effort and without incurring any cost, all media sources from around the world can upload their content to *connect*. Payment systems for fee based services will provide some commissions for *connect*, e.g. the virtual daily newspaper, which saves on paper costs. The users will love the simple, intuitive operation with which they have access to for example video chats, vloggers, YouTube, PayTV (Netflix, Amazon Prime...), TV channels, movies, series, live videos, video stories from friends and streaming portals – all from the one spot: our virtual TV. All of this is device-independent and to be shared and enjoyed with friends.

5) How do you want to become a household name?

a. When our first users send messages to other networks – emails, SMS or Facebook messages – then we will sometimes add the attachment „sent by *connect*" to the message with a link to download the app. Those who are not yet familiar with *connect* and regularly receive messages with this attachment from various other people, will ask themselves what it is all about and if they should be using it too. Their friends will then tell them about our app or be surprised they do not use the app yet. This trick creates a butterfly effect and *connect* should be well known in the shortest possible time.

b. The same principle applies when sending particularly funny and interesting stickers, multimedia cut-outs or links (video sequences, newspaper articles, etc.) or 3D objects. A Facebook recipient would receive, instead of a 3D object, for example, a rose, a delicious cake or a cute animated pet, a short video which they would then want to watch in 3D or VR in their new virtual home.

c. The media interface in *connect* is free for all media sources (video, audio, print, internet, VR). In return, we will want regular media reports about *connect*. At the beginning, only a few will take up this offer, but as soon as a few large media sources jump onto the moving train, all the rest will follow. For media this is an opportunity to reach a much larger audience with their content and of course advertising, without any interference from us and free of charge.

d. As with the media, all product placement partners or VR shop partners will also have an interest in showing their content in our app. In this respect is in their own interest to make us even more popular.

e. Our users will be recognizable in public, and so attract other users to *connect*. This is achieved, using a wide range of very realistic, emotionally triggering ringtones, such as a coin falling, wolf whistling, hiccups, a juicy bite into an apple, the whimpering of a puppy, or the like. Besides the ringtones there are 3 more strategies.

f. Users have the ability to make very simple screenshots or videos within *connect* – including in 360 degrees – and to share these in other networks. Facebook will be flooded with the proud 360-degree videos from our users, for example, presenting the new design of their floor using a photograph (e.g., an aerial photo) as a texture. Our users will have fun in creating unusual or attractive rooms and presenting them to their friends (also in 360-degree photos). *connect* will be perceived as modern, fun and totally customizable.

g. We will hold competitions where the best (most liked or shared) videos, 360-degree window views, UI-designs, fonts, ringtones, etc. are rewarded with virtual trophies, leader boards, or highly limited virtual prizes (e.g. rare pets).

h. We will encourage users to make their own works available to everybody (or exclusively to their circle friends). For example, artists can publish their pictures so that everyone can hang them in their virtual home. Our artists will then advertise their content, maintain their followers, and thus also promote *connect*.

6) How would you protect yourself against copies and competitors?

a. There is no big competitor who can credibly guarantee privacy. Data protection is still a niche for many services. Hardly anyone leaves a network in which he has already invested (for example with thousands of postings, or a whole circle of friends and conversations) because of the lack of data protection. But in reverse, the subject of data protection is very important for deciding whether to use a *new* software or not. Our network is so new that no competitor can match its existing product to our system and introducing a new product will mean dealing with huge image problems.

b. People always want the original rather than a copy and they despise copycats jumping on the bandwagon. That's why none of the many Snapchat clones have been successful, until the integration in Facebook directly (because nobody leaves the network because of the lack of data protection.)

c. We are fast. If our head start is big enough, we can no longer be caught up with. As soon as the VR market has reached a certain size, all the big international companies will not want to wait or work with the number 2, they will want their VR shops, product placement or media content to be associated with *connect*. At that stage we will have the one thing that we are missing now and where the competition is ahead: money.

d. Our product is almost finished. In spite of our small team, it will only be a few months until we can fulfill all our promises. We have nearly 3 years of development behind us.

e. And we are fast. This is because we do not have large management teams with numerous decision-makers who fear losing their reputation through impulsive decisions nor do we have dependence on shareholders or co-owners yet. Instead we have hundreds of small, good ideas, have found solutions for all the problems, and are years ahead of the competition conceptually. At best, 30% of our ideas have been made public in some form, but we have held back the best ideas as trumps to play at the right time.

f. When the competition copies one of our special features, we will release a new improvement we have kept under wraps, which makes our competitors look old again. Snapchat does this very well which has led to their success.

g. We have already solved technical problems, which the others have not even thought of yet and which cannot be solved by simply hiring more staff. Not every problem can be divided, in some situations the group performance is only as good as the brightest head in the group. Or the solutions presuppose experiences that we have made and which will cost a certain minimum time even for larger companies. In other large companies decisions are made on the basis of authority and not on the basis of the best idea. Too many cooks can spoil the broth.

h. We use state-of-the-art technology (e.g. Game Engine Unity) that is not always suitable for large companies but are valuable tools for us to achieve much more with much less effort. Facebook is building its own VR engine, if they are lucky this will be finished in a year and then the actual work can begin.

More questions? Contact us: invest4connect-e.com