



## LinkMeEasy Company – Business Plan

**DIAGNOSIS:** when you meet someone for the first time or after a long time, for work or for friendship, today you can have two ways to keep in touch or update:

- Exchange business cards, then store the main data on your mobile phone in the address book, only the most neat then insert the business card in the binders for future business (non-ecological option and difficult "maintenance over time");
- Dictate your phone number, then call the person you just met, write your name and surname, email, memorize who he/she is and what he/she does, your interlocutor will have to do the same procedure to have little data;

**OBJECTIVES:** receive with a few clicks, through the LinkMeEasy app, the new contact in the address book and make it available also on the instant messaging apps.

- All this will only happen on both the cell phones that have shared the data, no remote server will be needed and therefore the management costs will be very low;
- Through the LinkMeEasy app the new contacts will be crystal clear on Whatsapp or WeChat or Telegram or Skype or Messenger or QQ... and will be entered in the address book with name and surname (correctly written), email address, job description, age, interests, photos, information by area of relevance ... wanting with the connection through the cloud this data can be added to Outlook, facilitating later the immediate use of emails, too;
- In full respect and consent of the 'international privacy policy' being managed by the individual (active and no longer passive subjects);
- LinkMeEasy app, taking advantage of the data contained in the mobile phones of each of us, both for business and for leisure, through the Bluetooth function managed according to the situation and respecting the mood of the moment of the individual, will facilitate us to interact with each other. person, to meet new professionals or new friends again in the old way!

### LinkMeEasy SRL

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**STRATEGY:** considering the main instant messaging apps, the LinkMeEasy prospect exceeds 3.5 billion monthly users on the planet.

The LinkMeEasy app in 2/3 years, with the assumption of an estimated market penetration of 70%, will boast over 2 billion users (it will become the most distributed app in the world).

To achieve this, we recommend placing the free app in the App Store and Google Play with the aim of having a very high number of monthly users worldwide (just think that WhatsApp had been purchased by the Facebook Group 5 years ago for \$ 19 billion and today, in fact having never made a turnover, it is worth over \$ 95 billion).

**GDPR ON PRIVACY AND BIG DATA:** the GDPR on Privacy and its extensions in the EU area, like other similar regulations present in North America and in many Asian countries, has drastically reduced the amount of Big Data able to profile social users in clusters, portals, apps and company websites, putting the big players of the new economy and the software houses that manage them in difficulty, therefore in general the realities that transfer them to the media centers for targeted digital communication both B2C and B2B.

LinkMeEasy, being initially serverless, placing it free in the two digital stores App Store and Google Play, will be particularly appreciated for its services and by over 3.5 billion "users of instant messaging apps".

As soon as a very large number of users has been reached, LinkMeEasy SRL will be able to obtain the profiling legally by proposing a backup on the occasion of an upgrade of the App itself: the "power" of the partners of the startup will then be really high and consequently the value of the Company itself; the owner can evaluate whether to continue with the management (transfer of Big Data) or total or partial transfer of LinkMeEasy SRL (final exit).

**MANAGEMENT TEAM (OPTIONAL):** the following five professionals will be needed for the first two semesters:

- The Founder or a Strategic Marketing expert and team coordinator;
- An IT Engineer as CTO for a final check of the app before positioning it in the two stores and for periodic routine maintenance;
- A Manager such as UI-UX/Designer (the first means "User Interface" concerns the visual part; the "User Experience" should instead be understood as the set of processes aimed at increasing user satisfaction by improving the user experience without interruption);
- A DPO for regulatory compliance in the processing of personal data;
- A Lawyer to protect the Company and to protect company rights;

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- A Press Office (main supplier) equipped with a Social Media Manager (to focus on shared positioning and transmit it both online and offline);
- A Software House coordinated by the CTO to carry out the upgrades mentioned;

## LinkMeEasy - ACTION PLAN 2019

Description	BUDGET 18 months (€)
Founder or Strategic Marketing Expert (Coordinator)	110.000
IT - CTO engineer	70.000
Responsible as UI-UX/Designer	40.000
DPO (Privacy)	25.000
Legal	20.000
Press Office equipped with Social Media Manager (main supplier)	110.000
Software house	25.000
<b>TOTAL MANAGEMENT TEAM</b>	<b>400.000</b>
Media/advertising investment for the launch phase	600.000
<b>TOTAL FIRST 18 MONTHS</b>	<b>1.000.000</b>

Start of transfer of profiled/Big Data after 12 months; as an alternative, evaluate the possible transfer/exit to player of the new economy.

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