

LinkMeEasy app:

I think it is clear to everyone the PROBLEM that I identified for the recognition of new contacts when continuing the relationship through instant messaging apps and their updating over time during subsequent meetings, I think it is equally intuitive SOLUTION found thanks to the LinkMeEasy app, both sharing the "Business" profile and proposing itself with the "Friendship" profile.

LinkMeEasy is revolutionary because it will change the way each of us interacts, it will allow those who deliver products or services to proactively activate themselves in a targeted manner whenever customers decide to become crystal clear by making available through the app one of the personal cards present in their mobile and not in a server or in a database managed by others, the cards that can be activated individually from time to time will correspond to the main areas of interest in our lives.

Here are some concrete examples for metabolizing with concrete examples:

- a) When you enter an electronics store you may decide to share the list of the model of mobile, tablet, notebook, TV and other household appliances in order to receive complementary products/accessories, to be updated on the innovation available, offers/below cost, in summary receive real-time proposals based on the profile transmitted (for example Apple or Android)
- b) A similar targeted profile in the event of entry into a large-scale retail chain for food and toiletries purchases, it will contain information on the consumption habits of the family, much more simply it will be possible to insert the desire for example to prepare a dinner based on fish and wait a few seconds to receive suggestions and coupons
- c) Going to a restaurant you can immediately evaluate an offer based on your diet, religious beliefs, the fact that you declare yourself as vegetarian or vegan or simply the generic desire to enjoy a specific food
- d) In case of unforeseen need, if you were obliged to go to a pharmacy or were forced to go to the emergency room, you could only share the health card containing any pathologies or allergies you suffer from, interventions suffered in the past, drugs usually prescribed, in some cases the app will be able to prevent all of us from worsening our condition or even save our lives
- e) It will be more fun to go to a clothing store if you provide information such as the sizes you wear or if you are looking for formal or casual clothes to help the shop assistants to serve you more quickly and in a targeted manner
- f) As you are at the check-in desk at a hotel reception, you will be able to see the entrance to the SPA, the gym or the laundry/tailoring service already in function of what was requested and arranged in the app while you were in your car or taxi.
- g) Similarly you will be able to provide our travel agency with the indications of wanting to spend a beach holiday in the Mediterranean in the summer but it will

be useful to prepare our preferences for a crowded place, with many discos and pubs like Ibiza or Porto Cervo rather than, in the same period in the same sea, request a quiet place for few in Patmos or Stromboli

h) Similar situation when entering a book store and declaring to be passionate about thrillers and marketing books you will not be targeted by proposals concerning for example vintage comics or love novels

i) Bla bla bla ... 😊

Today the real wealth for many is the "time", so let me add that being able to quickly satisfy customers proactively as if we had known each other for many years, only when individuals decide to share one of their dedicated cards with preferences and status at the moment, and with absolute respect for their privacy, **LinkMeEasy app will increase the business opportunities and the satisfaction of both parties.**

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