1 LME UPGRADE FEATURES

The LinkMeEasy app has been until now been made by partially concealing some features that will be the real CORE of the application. The reason why this was done is inherent in the protection of intellectual property, in short, in order not to make the business progressive features copyable.

LinkMeEasy is not only connection and exchange of information between people or groups, but also wants to be the collector of a person's physical and virtual interactions. Just like the concept of LINK, that is, of connection, of chain. This happens for all generable profiles. It will therefore be possible to input an indefinite number of links, from your LinkedIn profile (business) to Facebook, Instagram, Pinterest, TikTok, Badoo, Twitch ... (friendship) to those of simple interest (sites, portals ...). This information can then be sorted on to multiple profiles prepared for the user directly through LinkMeEasy, creating in short different friendship or business profiles depending on the connection relationship.

Please note that presently with 3 clicks (and not at least 200), in addition to a series of data that will actually create a personal mini-site, the LinkMeEasy app will allow the conscious use of all the instant messaging apps (Whatsapp, Wechat, Telegram, Skype, QQ ...) entering the new contact, or the updated contact, directly in the address book!

LinkMeEasy will also be an information HUB. Practically, when you update your data on a profile, this will propagate to people who have been connected through the app, therefore obsolete or no longer used numbers will be deleted, there will no longer be " circulating switched off " profiles clogging the personal address book.

For such reasons, LinkMeEasy is innovative in the entire contact management landscape, since it reverses the concept of updating from passive to active and manages the physical connections.

Another Enhancement already programmed and under development, at the same time as the final check before placing it in the 2 stores, is the creation of a special HUB-type app for businesses or for those who, with a premium subscription, want to receive connections and release their own commercial profile (other than the simple business one). The idea behind this other aspect is that within Organizations (for example commercial establishments or large-scale distribution chains, franchises, fairs, collective means of transport such as airline / naval / railway companies, ski lifts resorts, sports gathering places such as stadiums or sports halls ... or anything else that has relations with the public / users / fans, so that our aware user can send the chosen profile to the Organization HUB which will reply with its own commercial profile with offers of products or services.

Furthermore, the premium section may also contain accessory services always served exclusively by LinkMeEasy.

The LME system will also allow you to integrate the software with the possibility of applying

a filter in sending / receiving profiles according to certain characteristics (for example "search profiles" closeby and active in reception only for those who have a reserved interest in their profile such as collecting or a passion that is preferred not to be flaunted such as the fact of being the owner of a boat, the sexual orientation to search for partners or the openness to occasional relationships between adults ..., all this will allow LinkMeEasy to also become a "recognition filter and guarantee of confidentiality "allowing an approach without always exposing oneself to the general public, or in any case reducing its perimeter and number.

In short LinkMeEasy allows activities that all other applications in the world do not allow:

1) management of the "conscious connection" through Bluetooth

2) it allows to trace the "physical" connections between people and between people and companies

3) allows you to "remotely" update your contact in the recipient's address book, then update your profile, your app and site links, your work or personal status, the different phone numbers, the company you are working for work or studies that you follow, civic addresses if wanting to be available ...

This strategic and technical aspect allows the user to drastically reduce the inactive numbers, but also the email addresses and what else today must be manually memorized or updated from time to time.

This last thought will have an interesting double effect for shareholders:

a) monitor the network and provide feedback on updated contacts (to know which ones are eventually obsolete or that eventually no longer have the app installed or active)

b) constantly update your network outside the normal messaging channels, social media, by email (for example, obligatorily submit to the proposition algorithms of your posts or articles of social platforms such as Linkedin, Whatsapp, Telegram, Facebook, DEM by email, online comments on websites / newspapers ... offering automatic updates in real time to one's entire network)

With these assumptions, the strategic idea is to add paid services to ENTERPRISE / PREMIUM LinkMeEasy, for example "the company directory", where the employer, as is his right, obtains all the numbers (but also the entire "network" that each employee wants to share with others, such as their internal articles, posts on Linkedin, internal sites of work groups ...)

For example, the employee can also do remote "check-in and check-out" with GPS position for remote-working or to track appointments with customers and suppliers.

Furthermore, the employee will automatically and therefore easily "share" his business card with Colleagues, Customers and Suppliers; the Company will be aware of the professional network of each employee who has provided the company LinkMeEasy business card, updating the contents and verifying the propagation on contacts.

If an employee leaves the company, the latter will be able to make a due handover to another colleague, who at that point will be automatically replaced in the company directories of Customers and Suppliers (of course, the above does not prohibit the exchange of the card also as private, subject to authorization in line with the GDPR on Privacy).

So, the ENTERPRISE LinkMeEasy system, in addition to monitoring the network of Customers and Suppliers (often changing the common contents of business cards, for example by putting a public link of articles, which if correctly set up on a track platform could also provide feedback of the opening), will be able to manage its business park in a way that has not been conceived to this date!

Of course, the same platform can be built with a generic identity and create HUBs for stores.

The amount of data and the control offered would be the top of the market, today there is no such thing!

What the LinkMeEasy app can offer, including the upcoming integrative future developments, is obviously applicable, contextualizing it, to relationships defined as friendship.

We can therefore define the future developments of the application, to be communicated monthly to keep a high interest in the different steps, which can be divided into four areas:

1. Review of the private profile with a mechanism for managing the circles of exclusion and preference matches, deciding what you want to send as a private profile and which criteria must be met for receiving private profiles, even the most intimate. This will allow the exchange of data and the choice of virtualizing the meeting on other platforms (Meetic or Badoo, but also Facebook or Whatsapp). The system can work with an End2End encript by changing the keys every 15 minutes (with BLE protocol) to initially guarantee anonymity.

2. Public B2C: Reserved area on the LinkMeEasy backend. In that area it is possible to make a series of configurations to create profiles for customers that collect public links, for example: create profiles by postcode / municipality / area with the "flyers" of your points of sale, the link of the sign to the app, news, promotions or offers. Everything can be tagged with a dictionary made available to allow the matching of interests and to propose to users their interests first when opening LinkMeEasy. There will be a specific section on LinkMeEasy which will show at first sight a tree menu with the various Business "signs", subsequently, always browsing it will allow access to the links. The links must be public, i.e. without authentication, and will offer services or files set up on the Business servers. Such areas will be customizable by the user with personal files, such as taking the photo of the fidelity card. The activity is always User-> Business and therefore no spam, no invasiveness: active and not passive role. In a shopping center, you can download the map of the various stores; in a specific store, join and get the flyer, discounts, references (name of salesperson), telephone numbers .... Or in the case of fairs, if LinkMeEasy were sponsored as an app of the fair

authority, it could facilitate Consumer / Business contact, reducing the Hostess cost for the exhibitor, who would no longer have to fill in, read barcodes, or collect and catalog in the evening numerous business cards.

It is also possible to attack the market of very small neighborhood businesses, making a mini-store available through LinkMeEasy itself, in order to easily create the products to sell, vice versa allowing the user to select them and send the order via Whatsapp, Telegram, Messenger… to the merchant, so as to be able to prepare the goods in advance, leaving the customer only having to pick up (or receive at home) the goods. This totally free option could become a "killer app" at this Covid-19 stage.

3. Private B2C: same as for Public BTC but allowing user authentication by oauth (Open Authorization) protocol, giving access to personal restricted areas. With special connectors by Cloud it will be possible to integrate your CRMs (by loyalty but also by product / customer assistance service).

4. B2E (employee): this specific section will allow the company to manage both an employee's public and a private area by login. This will make it possible to send global information links, but also to offer authenticated payroll links or other personal documentation to the employee. B2E (employee): questa sezione specifica permetterà all'azienda di gestire sia un'area pubblica, che una privata dell'employee via login. It will also be possible to send push messages to the employee to notify him of important actions or news (for example, recall to service for on-call contracts, or remote notice of shift assignment). LinkMeEasy will also allow remote check in / check out with employee barcode / bluetooth / GPS technology (virtual clocking). This option could be part of a paid premium package for companies.

[1] We report that Facebook has recently acquired 10% of an Indian company that deals with B2C and payments, to integrate orders and payments through Facebook / Whatsapp. The value of the transaction is not public, but it is estimated to be around 7 BLN $.