

BANER

International business social network and trading platform,
complex innovative technologies, blockchain
and cryptocurrency

Business model



<https://baner.su/>
Support: support@baner.su

1 STAGE

\$ 1'000'000

	2018 y.	2019 y.	2020 y.
Proceeds (USD)	750 000	2 582 000	4 611 000
EBITDA (USD)	0	600 000	2 300 000
Capitalization (USD)	18 260 000	53 232 000	113 868 000
Profit for token holders (USD)	0	120 000	460 000
Total profit for tokens holders (USD)	0	120 000	580 000

- 4 500 000 registered users.
- Audience coverage – 200 000 000 Russian-speaking Internet users around the world.
- Advertising campaigns that allow you to attract one registered user to 0.2 USD.
- Development of services: auto and moto, spare parts, maintenance of automotive equipment.
- Development of a mobile application for Android, iOS и Windows 10 Mobile.
- Launch of a unique mechanism of targeted advertising based on machine learning.
- Buying a more prestigious domain.

The market of Internet advertising in the Russian Federation, despite the crisis, is growing by 15% per year.

2 STAGE

\$ 2'500'000

	2018 y.	2019 y.	2020 y.
Proceeds (USD)	1 640 000	5 180 000	9 470 000
EBITDA (USD)	0	1 280 000	4 920 000
Capitalization (USD)	42 360 000	113 620 000	242 950 000
Profit for token holders (USD)	0	256 000	984 000
Total profit for tokens holders (USD)	0	256 000	1 240 000

- 10 000 000 registered users.
- Audience coverage – 200 000 000 Russian-speaking Internet users around the world.
- Advertising campaigns that allow you to attract one registered user to 0.4 USD.
- Development of service on selling of food and beverages.
- Development of service «BANER STREAM» – a remote deal.

In 2016, the Russian Internet market exceeded 1 trillion rubles.

3 STAGE

\$ 5'000'000

	2018 y.	2019 y.	2020 y.
Proceeds (USD)	3 620 000	10 890 000	20 320 000
EBITDA (USD)	0	2 805 000	10 840 000
Capitalization (USD)	91 300 000	246 350 000	533 650 000
Profit for token holders (USD)	0	561 000	2 168 000
Total profit for tokens holders (USD)	0	561 000	2 729 000

- 20 000 000 registered users.
- Translation of the site into European languages.
- Exit to the EU countries.
- The covered territory is increased by 400 000 000 Internet users from the EU.
- Development of service on selling and rent of branded things and accessories.
- Partial input of the functionality of paid services for users.

4 STAGE

\$ 10'000'000

	2018 y.	2019 y.	2020 y.
Proceeds (USD)	6 640 000	23 420 000	41 160 000
EBITDA (USD)	0	5 865 000	22 632 000
Capitalization (USD)	164 300 000	515 980 000	1 147 450 000
Profit for token holders (USD)	0	1 173 000	4 526 400
Total profit for tokens holders (USD)	0	1 173 000	5 699 400

- 40 000 000 registered users.
- Exit to the countries of the Middle East, North Africa and Central Asia. In these regions there are more than 200 000 000 Internet users.
- Advertising campaigns that allow you to attract one registered user to 0.7 USD.
- Translation into Arabic and other languages.
- Development of service on world tourism.

Now in the world about 1.2 billion tourists, according to forecasts to 2030 will be about 1.8 billion. Thanks to tourism, 10% from everything world's GDP is created.

5 STAGE

\$ 20'000'000

	2018 y.	2019 y.	2020 y.
Proceeds (USD)	12 540 000	49 260 000	90 160 000
EBITDA (USD)	0	13 376 000	47 232 000
Capitalization (USD)	353 600 000	1 152 960 000	2 341 200 000
Profit for token holders (USD)	0	2 675 200	9 446 400
Total profit for tokens holders (USD)	0	2 675 200	12 121 600

- 80 000 000 registered users.
- Translation into Asian languages.
- Exit to the countries of southeast Asia.
- Coverage of more than 1 500 000 000 Internet users.
- Increase in the number of paid services.
- Large research using technology Data Mining.

That gives Data Mining? With the help of artificial intelligence, generalized data about users are collected, taking into account their preferences, desires, problems, behavioral factors, etc. To make forecasts about demand for goods and services of mass consumption. These data are sold to large companies to identify trends and make sales forecasts. And they plan volumes of production, the sizes of the commodity at warehouses and quantity of the personnel in business processes. This is especially true for bringing new products to the market, seasonal or fashionable offers.

6 STAGE

\$ 30'000'000

	2018 y.	2019 y.	2020 y.
Proceeds (USD)	18 360 000	69 785 000	126 024 000
EBITDA (USD)	0	21 136 500	72 826 000
Capitalization (USD)	476 000 000	1 806 625 000	3 317 209 600
Profit for token holders (USD)	0	4 227 300	14 565 200
Total profit for tokens holders (USD)	0	4 227 300	18 792 500

- 100 000 000 registered users.
- Adding sources of advertising, where it is impossible to calculate the cost of 1 user.
- Translation into other languages.
- Exit to the countries of America, Africa, Australia and others. This is more than 800 000 000 Internet users.
- Increase in prices for paid services.
- Development a platform for startups and conducting an ICO.

In which industries did business in the United States grow and who became more wealthy?

The majority are Americans from the IT industry and Internet business, including Bill Gates (stock growth Microsoft in 2016 year – 12%), Jeff Bezos (Amazon – 11%), Mark Zuckerberg (Facebook – 10%).

Our business model is built on the basis of three key indicators

1. The amount of traffic and the cost of one site visitor

For 2 years we tested more than 50 different advertising channels. Thanks to this, we have an understanding of how much one visitor costs and is from which source, the ability to adjust the number of visitors from advertising daily and plan these costs for a long time ahead, so that traffic is uniform. The very most effective advertising platforms are chosen.

2. Conversion is the correlation of site visitors to those who registered and became a user

At first we advertised only the service for selling and renting real estate. The conversion was then 5%. Out of 100 visitors 5 people became registered users of the site and served ads. To date, launched 4 services: real estate, work, services, sales and all elements of the social network: chats, people, companies and groups. Achieved the level of conversion in 10%, because nobody refuses use free advertise. Most trading platforms paid, and some are very expensive. Our service is interesting because each person can advertise something for free, communicate on business topics and any other topics in chat rooms and communities our social network. Several more services are planned, which are not available on other popular classifieds sites. This will affect very broad segments of the population, significantly increase conversion and traffic. With the help of marketing trick, new services and additional site functions, we plan to raise the conversion to 12-18%. Thanks to bonus programs and modern technologies, every new user will directly or indirectly participate in attracting other people to our site.

3. The capitalization of a company is the market value of a company

In calculations, we were based on the market value of the largest social networks, known trading platforms and the most popular classifieds sites, taking into account the number of registered users and the terms of these sites. We have carried out an in-depth analysis of many commercially successful websites and clearly understand what is needed in order for our company to gain good turnovers within 3 years.