

## Feasibility Study

The following components are the most important for commercial sites:

1) Market research, determination of target audience and development of economic models. Our team is constantly working on it and our site has been designed to always keep up with the times. Opportunities for extensive modernization, accession of new services and supplementary services for users are included.

2) Idea of the site and programme for its realization with reference to time and money. According to the business plan, 100 000 000 users will be registered in 3 years. It is possible to attract more, but then you need to spend more money on advertising.

3) Quality product. Our site is ultra-modern and multi-functional. The following functions are already connected: interactive maps and underground maps, translator to other languages, Xml-mass upload of real estate listings, countries, regions, cities, chats, filters, dozens of categories, search, paid services, advanced design, similar advertisements, shows who is online and who is typing in the chat, high-quality photo gallery, photo loader, professional videos, automatically placing of watermarks and photo volume reduction that you do not have to pay for the servers and also high-speed operation of the site etc. There will be a lot of things, including Big Data, Data Mining, Artificial intelligence and etc. We add as and when necessary. It is only a matter of time.

4) Powerful and effective advertising. We studied and tested over 50 different types of advertising and also calculated our advertising budget for several years ahead. The most effective options were selected.

5) Energetic and stable team work over 2 years. The developers are of the highest level. The team leader is a successful businessman, advertiser and owner of more than 10 commercial sites. He personally sold commercial property for approximately 1 billion rubles. He filed a few thousand different advertisements including real estate and work. He well knows all kinds of advertising, creation and promotion of sites, as well as search and recruitment of people to work and managing to focus on the result. We have developed a unique recruitment system, which allows not to hire a lot of people, to significantly reduce the costs of labour and to keep only profitable salespeople of advertisement units and intelligent programmers.

6) Aggressive sales department of advertising with a good return was thought and is ready for operation.

We have all of these components because we have working on it for 2 years. Our rocket is ready for take-off. Of course we do not take-off to the level of Facebook but there are no obstacles to ensure that our company will worth 3-4 billion dollars in a few years. Our team is quite ambitious, experienced and smart to implement such a project.

BANER is unique, constantly growing multi-portal and social network in different languages with unlimited growth potential. Highlights of our site:

1) Social network and trading platform (or site with advertisements) are connected.

- 2) Advertisements go on the notice board in the appropriate section, the user's feed and the group, if the user has the group. This function is only on our site.
- 3) Advertisements are placed indefinitely, not for month as everywhere.
- 4) Raising the advertisement to the top on our site is much cheaper than on the others.
- 5) Relative to the other advertisements – there is no clear leader among the sites of free advertisements in Russia. This will be our niche.
- 6) Relative to the social networks – our niche is the social network with a business. LinkedIn was officially blocked by the Government of the Russian Federation in October 2016.
- 7) Our unique selling proposition – free advertisements to all. Most popular sites with advertisements and trading platforms are on a paid basis to sellers and providers of services.

The number of startups worth more than 1 billion dollars has increased fourfold to nearly 160 over the past three years.

Information about the cost of popular social networks and trading platform:

Site Airbnb. The value of the company is around 30 billion dollars. About 3.4 billion dollars were invested for this. Reference: <https://en.wikipedia.org/wiki/Airbnb>

We also will add the service for tourism, but will do it very differently. About 1.2 billion tourists are in the world. They create about 10% of world GDP. According to forecasts, there will be about 1.8 billion tourists by 2030. One site can not handle it all! It will be enough for everyone: for us, for Airbnb and for Booking with Trivago. The question is not that: will there be enough for everyone? The question is that– who and how many will be able to master? The same is with social networks and sites with advertisements: the more actively you act and the more you earn. And who will fear and think “is it worthwhile?”, those gets no piece of the pie and will regret the missed opportunity. Reference: <http://www.rbc.ru/special/business/14/12/2015/5669bbdc9a79472e718fd6df>

Site Avito.ru is estimated at more than 2.5 billion dollars. It works only in Russia and in Russian Language. We believe that our site is more interesting and it works worldwide. Avito is better because it is well advertised and has been a long time.

Business network LinkedIn was sold for 26 billion dollars in 2016 <https://en.wikipedia.org/wiki/LinkedIn>

Alibaba Group is a Chinese public company, the owner of B2B web portal Alibaba.com. Alibaba's market value was 231 billion dollars as on 19 September 2014.

There are 5 Chinese social networks, each of which consists of not less than 200 000 000 users.

People always want new. New generations of Internet users grow up, for whom the old names are irrelevant. In this world there is always war for the patents, technology and people's heads. Today's students, clerks, and aspiring entrepreneurs will become tomorrow's professionals, executives and business owners. For them, our service will be an essential support and they will not forget it. Our site has 2 major advantages over all the most popular Russian sites with advertisement. In the Russian-speaking Internet, where competition is weak, advertising, tax benefits for IT-companies, labour are cheap and there are about 200 000 000 people to make the first step will be much easier than in Western countries. And further, we will establish the worldwide competition. In addition to the rising of cost, this will be also a share in a modern, trendy and fast-growing asset.