

# DENISCOM BUSINESS PLAN



FEBRUARY 2, 2025

# DenisCom

COMMUNICATE AND EARN

## Executive Summary

DenisCom is a communication app and a revolutionary social platform that redefines how users interact and earn. It's a "Value Social." Unlike traditional apps, DenisCom shares a portion of its ad revenue back with users, rewarding them for their time and engagement. By offering encrypted chat, video calls & conferencing, file sharing, and rewards in crypto, frequent flyer miles, or cash, DenisCom is not just a communication app—it's a value-driven community.

## Our roadmap includes:

Prototype phase (\$50,000),

Full development (\$250,000), and a

Comprehensive launch (\$500,000) to ensure a successful market entry.

## Vision and Mission

- **Vision:** To create a social platform where users are stakeholders, enjoying tangible benefits from their engagement.
- **Mission:** To provide a private, secure, and rewarding communication app that values user privacy and participation.

## Market Opportunity

- **Target Audience:** Young professionals, frequent travelers, crypto enthusiasts, and privacy-conscious users.
- **Market Trends:**
  - Increasing demand for secure communication platforms.
  - Growth in crypto adoption and frequent flyer programs.
  - Rising awareness of user data monetization by traditional platforms.

**Market Size:** Estimated global market for social apps and communication platforms exceeds **\$300 billion**.



## Key Features

### 1. Core Communication Features:

- Encrypted Chat.
- High-quality Video Calls.
- Secure File Sharing & Transfer.

### 2. Value Proposition:

- Users earn rewards (crypto, miles, cash) based on engagement.
- Transparent ad revenue sharing model.

### 3. Revenue Streams:

- Ad Revenue: Banner ads, native ads, and exclusive sponsorships.
- Partnerships: Airlines, retailers, and crypto platforms.
- Premium Subscriptions: Ad-free experience and exclusive rewards.



## Roadmap and Budget

### Phase 1: Prototype Development (90 Days)

- Budget: \$50,000.
- Deliverables:
- Basic app with core functionality (chat, video calls, file sharing).
- Initial rewards integration for crypto and frequent flyer points.

### Phase 2: Full Development (6 Months)

- Budget: \$250,000.
- Deliverables:
- Robust app with advanced features (reward tracking, privacy settings).
- Scalable backend infrastructure.
- User testing and feedback implementation.

### Phase 3: Launch & Marketing (6–9 Months)

- Budget: \$500,000.
- Deliverables:
- Global launch across Apple and Android platforms.
- Aggressive marketing campaign targeting 500,000 users in the first year.
- Partnership onboarding with airlines and crypto platforms.

## Financial Projections

Metric	Year 1 (500,000 MAUs)	Year 2 (1,000,000 MAUs)	Year 3 (2,000,000 MAUs)
<b>Revenue Sources</b>			
Ad Revenue	\$120,000–\$240,000	\$240,000–\$480,000	\$500,000–\$1,000,000
Partnerships	\$50,000–\$100,000	\$150,000–\$300,000	\$300,000–\$600,000
<b>Total Revenue</b>	\$170,000–\$340,000	\$390,000–\$780,000	\$800,000–\$1,600,000

### | **Costs** | | | |

| Infrastructure | \$100,000 | \$150,000 | \$200,000 |

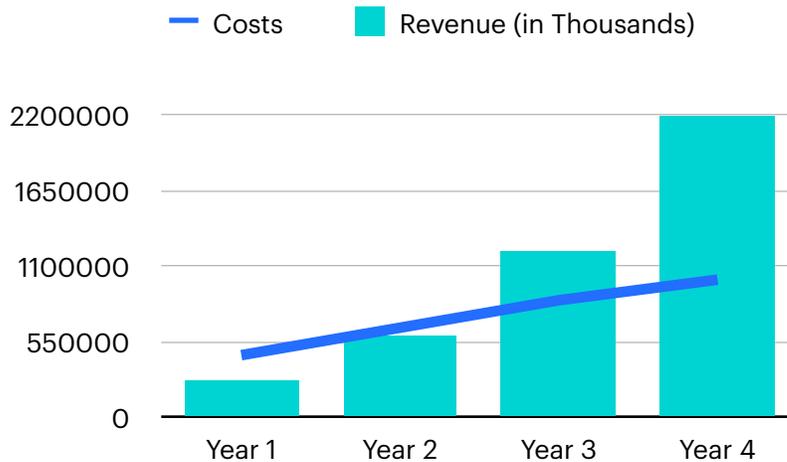
| Marketing | \$200,000 | \$300,000 | \$400,000 |

| Operational | \$150,000 | \$200,000 | \$250,000 |

| **Total Costs** | \$450,000 | \$650,000 | \$850,000 |

### | **Net Profit/Loss**

| -\$110,000 to -\$280,000 | -\$260,000 to \$130,000 | \$650,000–\$1,050,000 |



## Key Observations

- Year 1:** Focused on growth and user acquisition, resulting in a planned deficit to establish a market presence.
- Year 2:** Scales significantly with an increasing user base and partnerships, nearing breakeven.
- Year 3:** Achieves strong profitability, driven by higher ad revenue and expanded partnerships.

## Monetization Plan

1. Ad Revenue Sharing:
  - Share 20–30% of ad revenue with users.
  - Encourage engagement through transparent reward systems.
2. Subscription Tiers:
  - Free Tier: Includes ads and basic rewards.
  - Premium Tier: Ad-free experience with higher rewards (\$4.99/month).
3. Partner Collaborations:
  - Exclusive deals with airlines and retailers.
  - Co-branded campaigns for higher CPM.

## **Marketing Strategy**

- Pre-Launch:
  - Build hype via social media and early access invites.
  - Incentivize early adopters with higher reward rates.
- Launch:
  - Leverage influencer partnerships.
  - Run ads targeting crypto users and travelers.
  - Focus on The Film & Entertainment Industry & also Stock Traders.
- Post-Launch:
  - Constant engagement through in-app challenges and rewards.
  - Partner with popular loyalty programs for added visibility.

## **Team**

- Founder: Denis O'Brien, seasoned executive producer and creative executive with a history of successful, award-winning ventures.
- CTO: (Name Withheld) Experienced in building scalable, secure apps.
- Marketing Lead: Blue Chip Expert in digital and influencer campaigns.
- Partnership Manager: Skilled in B2B collaborations.

## Conclusion

DenisCom is set to disrupt the social app market by putting value back into the hands of its users. With a clear roadmap, innovative features, and a sustainable monetization model, we aim to create a community-driven platform that prioritizes both privacy and profitability.

We are seeking a primary development partner and we will share equity stake per agreement with plan through next phases.

Join us on this journey to redefine social connectivity and shared success.



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