



Business Plan |  
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**Flinter** is a dating ecosystem that remasters online dating service with the aid of latest technological advancements including but not limited to Blockchain, Big Data and Artificial Intelligence. It aims to make the process more rewarding, involving, entertaining and intuitive.

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# 1. Introduction: what is Flinter?

Flinter is a dating ecosystem that remasters online dating service with the aid of latest technological advancements including but not limited to Blockchain, Big Data and Artificial Intelligence. It aims to make the process more rewarding, involving, entertaining and intuitive.

Our core team members all come from IT (Information Technology) background with over 50 years of combined international experience related to Data & Artificial Intelligence engineering, digital marketing, web development, project management and recently blockchain utilisation at a large multinational conglomerate.

By combining our expertise together we are confident to deliver a solid operational model that includes all of conventional project attributes along with a working product.

By the end of the first year we commit to deliver and release the first iteration of Flinter ecosystem that includes our own crypto currency (Flinter token FLT), a Smart Contract that describes application logic and AppStore/GooglePlay compatible dating application with every working feature present, including Augmented Reality or a Flinter Maps functionality.

The next chapter describes areas where Flinter ecosystem operates.

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## 2. Strategic focus areas.

To achieve our vision to be a revolutionary dating ecosystem, we must fulfill our mission to create value for shareholders, investors and social partners by responsibly developing and marketing Flinter product and its accompanying features. Although our primary focus lies in providing dating services, Flinter will pursue other value-creating opportunities that might arise in the process where it can leverage the existing experience and expertise to make additional value.

Our 4 strategic areas support the delivery of our goals. These goals are reflected in strategic focus areas described below:

**People are the business** - Through competent leadership and management secure the right people for their roles to deliver the work required to meet our goals.

**Maximise margin** - Manage revenue streams to ensure our products deliver quality service, realize their full potential at optimal margins for higher returns.

**Grow the business** Build a range of options for growth, explore new opportunities for stimulating organic growth.

**Sustainability principle** Grow mutually beneficial partnerships based on common values.

### 3. Differentiators: unique blend of tech.

Flinter ecosystem spreads across three main areas: crypto currency FLT, operational Smart Contract and a mobile application with its features. Each area compliments one another to present a unique blend of technologies that has never been done before.

1. **Crypto currency FLT:** based on ERC20 Ethereum standard FLT is a unique token that can be sold/purchased or traded just like any other crypto currency within an application and on exchanges where a trading pair of this token exists.

A limited supply of 10,000,000 of FLT will be released in locked and unlocked forms, with parts of the supply shared among stakeholders.

2. **Smart Contract:** Ethereum blockchain based Smart Contract describes unlocking schedule for FLT tokens, application logic, how its users interact with the system and what do they get out of it.
3. **Mobile application:** initially Web3 based mobile prototype to be converted into iOS and Android based applications within React Native environment.

Details of each of those three areas functionality can be found in relevant chapters of Flinter White Paper document.

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## 4. Driving vehicles: market share and tactics.

Innovative nature of Flinter gives it a number of unique advantages over the direct competition. By implementing the latest technological advancements such as blockchain and Artificial Intelligence Flinter offers a wide range of unique products tailored specifically to its users. By making a focus on its customers , Flinter commits to constant engagement of its audience into the process of development and improvement of the ecosystem and continued expansion of services to various parts of the dating environment.

To achieve this Flinter makes use of the following tactics:

- Staying ahead of competitors - new technologies such as blockchain allow Flinter to introduce a decentralized payment network that offers transparency and security of transactions for its users.
- Developing a unique brand position - Flinter is a brand that innovates and innovation is a message that goes through everything it does, starting from how the product is developed to customer relationships and stakeholder interaction .
- Increasing engagement with customers - Flinter utilizes a wide network of social networking channels where its managers provide 24/7 support to answer comments and questions.
- Marketing to niche audiences - we understand that the market is huge and something that attracts one group doesn't necessarily appeal to the other. By carrying out research campaigns and gathering analytics data our experienced team members continue discovering new markets and possibilities.
- Looking after our employees - Flinter promotes friendly environment to create a comfortable home-like atmosphere that instills trust and encourages collaboration within the entire team.
- Being accountable to stakeholders - responsibility in front of stakeholders sits as one of the main priorities for Flinter and continues to do so through the life of the project. Support is something we do not take for granted as strive to deliver on expectations and exceed them.

## 5. Staging: speed and sequence of moves.

By utilizing modern development methodologies such as Agile, Flinter team manages to run many of its existing business processes in parallel to each other. That allows for more efficient use of existing human resources and available budgets. Starting from market research to the release of the final product each team member is responsible for their own field of work, be it strategic planning and marketing, technical side of things or creation and management of social partnerships.

Since its launch Flinter team has completed or currently runs the following project streams:

1. **Market research** - during the initial phase of the project an extensive research has been undertaken in order to explore the available options in the new market of blockchain technology and discover the niche (dating) which could greatly benefit from its use.
2. **Strategic planning** - with the assistance of seasoned industry professionals the team has created a blueprint for product development, blockchain implementation, income model and marketing tactics.
3. **Cost analysis** - project budget has been calculated based on approximate amounts of man-hours required to develop a pilot version of the application, writing and deploying of a Smart Contract, organizational fees for a company, early marketing efforts and promotional events.
4. **Location of resources** - some parts of the preliminary stage of the project such as prototyping and presentation are outsourced to external vendors which can later be brought onboard.
5. **Prototype development** - Proof of Concept consists of a working prototype of Flinter ecosystem that incorporates a working Web 3.0 application with a Smart Contract, ERC20 standard token currency and an Augmented Reality feature.
6. **Presentation** - online presence is comprised of flinter.io website with product description accompanied by an explanatory video, a project roadmap and team information, along with active participation in social networking groups and forums.
7. **White Paper / One Pager** - this document contains a report (One Pager is a short version) that outlines project philosophy, planning, operational model, income streams, application features, team members backgrounds and other Flinter project related information.
8. **Business pitching** - starting with local entrepreneurial events, Flinter team aims to expand its efforts to central Asia and North America crypto currency conferences open to many potential investors.
9. **Networking and partnerships** - Flinter comes as the result of a collaborative effort between its team members and their partnerships with industry leaders developed through many years of networking and maintenance of connections that continue to be an essential part of Flinter.



## 6. Economic Logic: plans and budgeting.

Flinter is an efficient online product that takes advantage of cloud solutions. The cost of the service is based on the amount of active users in the application. Other operational costs, such as salaries of employees and office space rent, remain fairly consistent regardless of the customer base. The product becomes profitable upon reaching a certain number of users.

Below is a breakdown of ongoing operational costs of the Flinter project:

Items	Cost
Total Users minimal predicted	10000
Paid users	650
Paid users % average	6,5
Average Revenue per paid user per month, USD	30
App Store / Google Play cut, %	30
Marketing monthly cost, USD	1200
Office, USD	1000
AWS cost, per month, USD	935
Employee Cost (one), per month, USD	1500
Active month per annum, (from annum total)	6
Legal cost per paid user, USD	2,00

And here is project profitability-

Total Users	Paid Users	Profit
10000	650	-7285
20000	1300	-2735
50000	3250	5815
100000	6500	15630
500000	32500	61695
1000000	65000	90260
5000000	325000	1039325

According to the estimations, the Flinter product becomes profitable and self-sufficient at the amount of 50 thousand users or more.

