

# BUSINESS PLAN

Benefit Barcode Inc.



2024

[www.bercode.com](http://www.bercode.com)

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# 1 Executive Summary

## 1.1 Identification of Market Problem: Size, Characteristics

In today's digitized world and competitive business environment, it has become increasingly important for influencers, celebrities, organizations, and companies to increase the number of loyal followers, fans, members, and customers. They aim to establish a closer emotional connection with them and, in turn, boost their revenue from their communities, a significant portion of which comes from campaigns financed by retail partners that activate their followers.

However, the effective measurement, tracking, and accurate accountability of these campaigns' success remain unresolved. As a result, they cannot establish commission-based agreements with numerous potential partners, leading to significant revenue losses for them.

## 1.2 Lack of Industry Solutions, Entry Opportunities for New Players

Traditional (plastic) card-based discount and loyalty systems operate locally without interoperability. Existing systems, such as Patreon, allow influencers to collect funds from their fans or supporters. However, these systems typically do not provide a card or other form of identification that enables discounted purchases at retail stores and reflects the influencer's branding.

Currently, there is no platform like the **Bercode Platform** that fully and at a premium level addresses the needs of community owners.

## 1.3 Solution: Bercode – Benefit Barcode, the barcode of extra benefits

The Bercode Platform is an innovative world-first solution. It operates with an 18-digit individual barcode called the "bercode," which can be applied to various mediums such as cards, mugs, t-shirts, and their virtual versions. It can also be easily displayed on a mobile phone screen. The usage of bercode is quick and straightforward, allowing for personalized and anonymous identification of users.

Compared to traditional "advertising" solutions, the Bercode Platform provides a cost-effective digital framework for influencers and retailers. This new system can measure the traffic generated by influencers and automate commission calculations.

## 1.4 Target Audience

The influencers and their agencies in the USA (and worldwide) are considered a prime target audience, as their primary source of income relies on commercial campaigns and business collaborations built around their followers.

The Bercode Platform is a Business-to-Business-to-Consumer (B2B2C) project that provides solutions tailored to the needs and expectations of marketing and/or advertising agencies working with influencers, as well as their representatives and managers.

## 1.5 Industry, segment

Influencers (celebrities, artists, athletes, public figures), along with management, advertising, and marketing agencies, are significant players in the industry and segment.

The market for discounts, loyalty programs, and cards is worth billions of dollars in the USA, with the influencer segment representing a \$6 billion market annually, growing at a rate of 32% per year.

## 1.6 Marketing and sales

The selection and research of influencers, direct outreach, and negotiations with management agencies, as well as the marketing and advertising agencies that serve them, are crucial tasks. This

applies initially to the USA and India. Planning and executing influencer campaigns, as well as measuring and evaluating results, are equally important.

### 1.7 Revenue types

- **Bercode-issuer agreements**  
The issuers (influencers, nonprofits) generate revenue from bercode merchandise products purchased by their fans and supporters.
- **Bercode-merchant agreements**  
From commissions paid by merchants (bercode accepting locations) (with automatic deductions) for generating traffic.
- **Additional related marketing services**  
Customized solutions.

### 1.8 Level of development

The Bercode Platform and application are already operating successfully, and the number of users is continuously increasing. A local representation has been established in the USA.

### 1.9 Investment requirements

The next step is to expand the services of the Bercode Platform according to market demands and prepare for market entry in the USA and India, including the opening of local representations.

## Investment requirement \$2 416 060

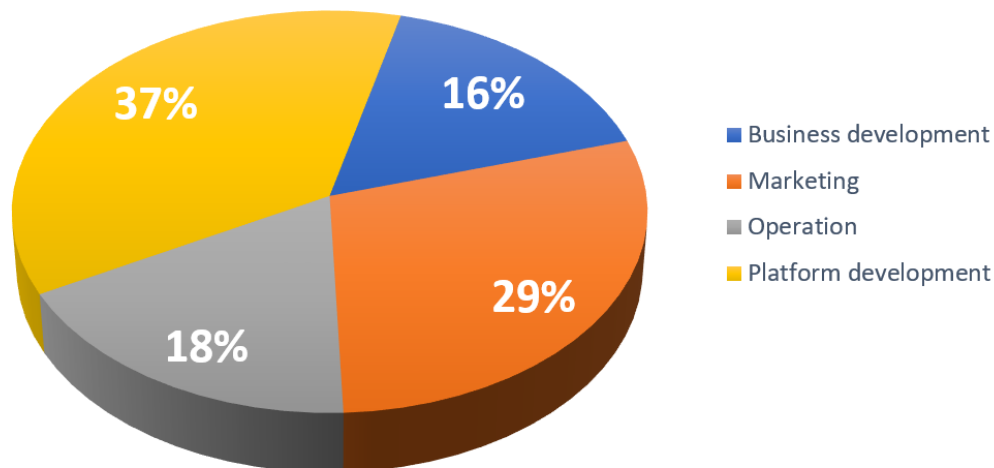


Figure 1: Bercode investment requirement

## 2 Business idea

### 2.1 Bercode B2B2C marketplace – platform and application

Bercode is a combination of a web platform and a mobile application designed to facilitate cost-effective communication between community initiators, owners, and managers (such as influencers, sports club management, film stars, etc.) and their community members (customers, fans, supporters, etc.).

Communication and collaboration are enabled through the use of a special 18-digit barcode called the "bercode" (Benefit Barcode).



Figure 2. The bercode tag

The key features and benefits of Bercode are:

- **Cost-Effective Connection:** Community initiators can establish cost-effective communication with their community members.
- **Bercode in Virtual or Physical Form:** Bercode can be presented in both virtual and physical forms, such as cards, key tags, mugs, hats, t-shirts, etc. It allows community members to access special discounts and rewards.
- **Generating Additional Traffic:** Through Bercode, community initiators can generate additional traffic for their own businesses and external retail partners.

#### Benefits

1. For Bercode-issuers (influencers, celebrities, organizations, companies) the benefits include:
  - Generating income from the sale of virtual merchandise products.
  - Earning revenue through the usage of merchandise products and receiving commissions.
  - Generating income through engaging retailers and receiving commissions.
  - Increasing the number of community members and media followers.
  - Strengthening the emotional connection between the issuer and their fans, for example, through shared photo placement.
  - The capability to measure the return on investment of campaigns.
  - Automating the collection of donations and fees from followers.
  - Reward programs.
2. For Bercode-holders (users, community members), the benefits include:
  - Stronger connection (emotional approach) with influencers, celebrities, and mentors (shared dinners, selfies, etc.).
  - Access to exclusive content and services for specific memberships.
  - Instant discounts at retail stores.
  - Purchase portfolio (discounted shopping opportunities at retailers participating in other communities).
  - Reward programs.



3. For Bercode-accepting locations (merchants, service providers) the benefits include:

- Cost-effective and targeted advertising opportunities.
- Measurability of traffic generated by Bercode issuers.
- Increase in customer traffic and sales.
- Encouragement of frequent purchases.
- Automated collection and invoicing of commissions.

#### 2.1.1 Bercode innovation: Win - Win -Win

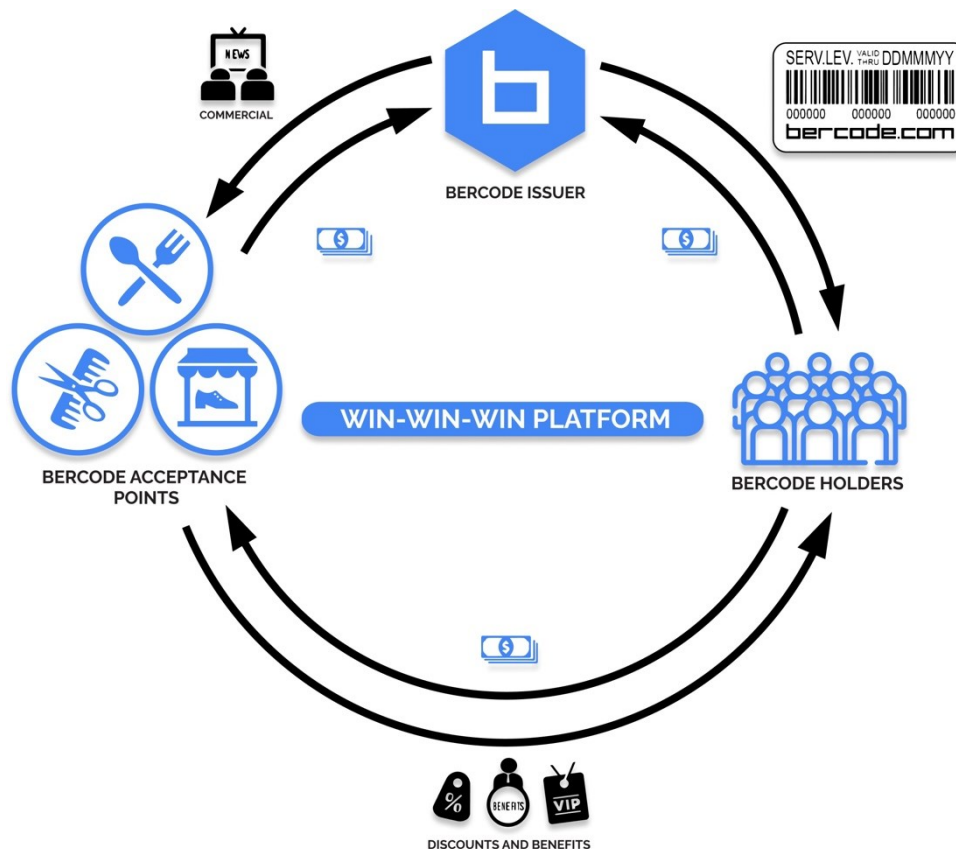


Figure 3. The win-win-win platform

##### 2.1.1.1 The triple unity of Bercode

**Bercode-issuer:** This can be a celebrity, foundation, or association that has created its own Bercode webshop and offers one or more products equipped with bercode.

**Bercode-holder:** This is the individual who possesses a product with a bercode.

**Bercode-accepting location:** A merchant or service provider who accepts the bercode. Bercode holders have the opportunity to avail discounts or rewards at the accepting locations.

##### 2.1.2 The Bercode Platform

The Bercode Platform is a combination of web and mobile tools that manage bercodes, allowing individuals or institutions to create their own products equipped with bercode and make them available in their webshop. Creating a virtual product (VirtualMerch) takes approximately 2 minutes,

making it possible to quickly add concert selfies at the end of the concert or pictures of the winners at sporting events can be placed on the products in a matter of minutes. This allows fans to leave the event with merchandise that captures the memorable moments.

Furthermore, if authorized by the issuer, fans can even upload their own photos alongside the issuer's photo on the product, making the product even more personal and unique.

Upon purchasing a bercode product, customers can instantly share their purchase on social media using the built-in AR (augmented reality) feature within the application. This enables the issuer to reach a wider audience, while the bercode holder can immediately share their good deed with acquaintances.



Figure 4: Mug displayed in Augmented Reality (AR)

### **Bercode-acceptance points**

If an individual or organization creating a bercode wishes to do so, the platform allows them to establish a network of bercode acceptance points. These acceptance points support the bercode issuer by accepting the bercode issued by them and providing various benefits or discounts to bercode holders. In return, the bercode acceptors receive advertising from the bercode issuer and can expect increased traffic.



Thus, a bercode issuer can engage hospitality businesses (cafés, bars, restaurants), retailers (bookstores, clothing stores), or service providers (beauty salons, car rentals) whose target audience aligns with theirs, and together, they can create a bercode community that is beneficial for everyone involved.

### 2.1.3 The Bercode application

Due to the widespread use of smartphones, our everyday activities, such as entertainment, shopping, and managing tasks, are gradually shifting to the virtual world. This trend will continue to strengthen in the future. In line with this, the Bercode Platform considers the legitimate expectations of our customers to have access to our services anywhere and anytime, right from their pockets. The Bercode application is available on Android and iOS smartphones, making it easier to use and increasing efficiency.

For merchants (acceptance points), all they need is a smartphone with our easily installable application to effortlessly scan the bercode from the physical or virtual mediums. Of course, the Bercode Platform is also accessible through internet-enabled devices used alongside cash registers (such as notebooks, PCs, and tablets) via a browser. Additionally, more prominent retail points with a broader customer base and higher purchasing frequency can opt for integration with their point-of-sale systems through the platform's API.

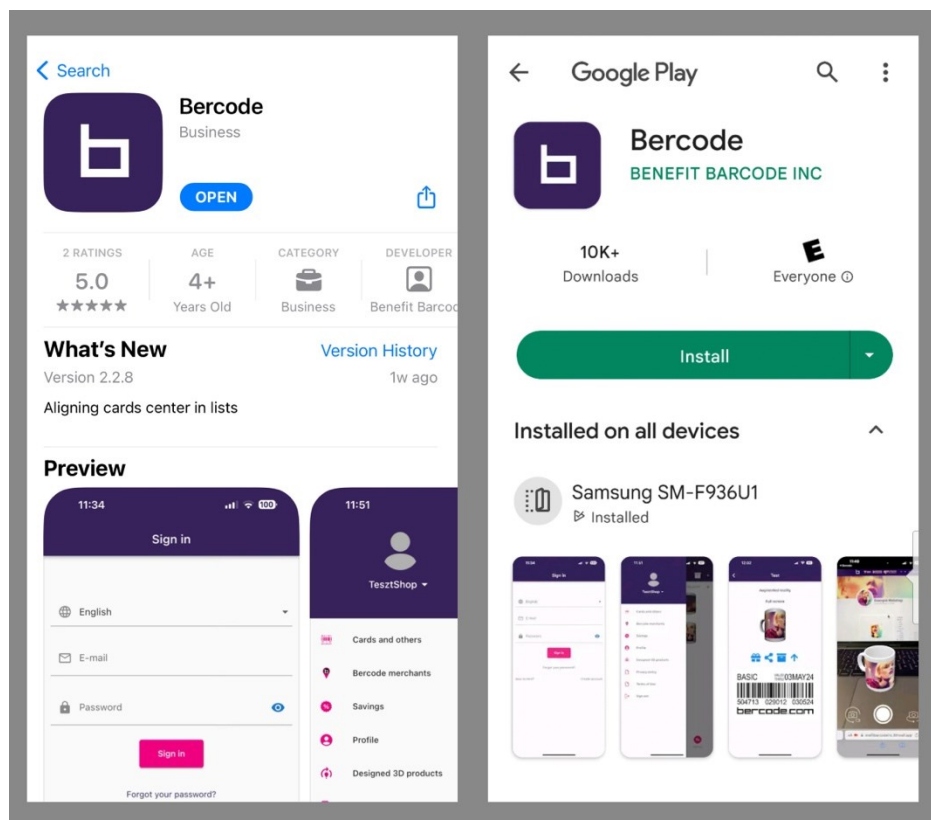


Figure 5. The Bercode Application on the Apple Store and Google Play Store

### Features of the Bercode application:

- Easy display of bercodes: Users can easily present their bercodes using the application.
- Easy scanning and administration: Acceptance points can effortlessly scan and automatically manage bercodes using the application.
- Map display of Bercode acceptance points: The application displays the locations of bercode merchants on a map, enhanced with search and filter functions.
- Augmented Reality (AR) display: Bercode products can be visualized, photographed, and shared in augmented reality through the application.
- Savings tracking: Within the app, users can track how much they have saved thanks to their bercodes.

#### 2.1.4 NFT Marketplace

In the future, the Bercode Platform aims to expand its virtual service offerings towards NFTs (Non-Fungible Tokens). To support the implementation of the planned Bercode NFT Marketplace, the platform has created its own crypto utility token called Bercoin. The proceeds from the pre-sale of Bercoin will be used to finance the development of the Bercode NFT Marketplace.

The utility token created is Bercoin.



*Figure 6. Bercoin utility token*

The three main uses of Bercoin are as follows:

- Gift of bercode with token ownership: One of its existing functions is to provide a gift of a certain level of service bercode when a specific quantity of Bercoin is held. The gift bercode continuously renews as long as the owner maintains the required quantity (e.g., owning 50 Bercoins entitles the owner to a Business-level bercode).

- Exclusive payment method on future NFT Marketplace: Its primary functionality will be to serve as the exclusive payment instrument on the future NFT Marketplace.
- Exclusive ticket sales for VIP events: Benefit Barcode Inc. intends to organize VIP events and galas in various countries, gathering participating celebrities who have partnered with the company as issuers. A specific number of tickets for these events will be exclusively sold in Bercoin to interested parties.

The above three use cases make Bercoin a utility token and, at the same time, an exclusive cryptocurrency.

The goal is to create a Marketplace where registered bercode-issuing partners can publish their own NFT collections in a very simple and user-friendly way, similar to our current VirtualMerch. These collections will be associated with bercode service levels and appear as rarity levels, known as Common, Uncommon, Rare, Epic, Legendary, along with an additional extra level: Mythic.

Issuers, primarily celebrities, will have the opportunity to offer additional perks alongside the rarity levels, as in the case of VirtualMerch.

The fundamental differences that make the two services coexist effectively are:

VirtualMerch	NFT
Payment in FIAT currency	Payment in Bercoin
Unlimited quantity	Limited quantity
Fixed prices	Fixed prices and auction prices
Some products available physically	Only virtual and AR availability

*For a smaller influencer, the offerings can be distributed among the five bercode levels, and these can be purchased in unlimited quantities. However, for a major global star, there is an excellent opportunity to add six additional levels "above" the five unlimited levels, which will be available in limited quantities. For instance, a global star may limit personal meet-ups to only 5-10 people or offer a special program exclusively to one individual, where bidding determines the lucky recipient. This can exert significant upward pressure on the Bercoin exchange rate.*

NFTs will also provide the opportunity for discounted purchases through the bercode, but they can have several other properties:

- Participation in raffles: Even for an NFT with a lower rarity level, participation in a raffle can be offered. If the owner of the NFT is selected as the winner, valuable offerings can accompany the NFT.
- Interaction measurement: Interacting with NFTs can unlock badge achievements, leading to discounted purchases. This demonstrates the fans' commitment to the issuing star and can occasionally result in additional rewards.
- Competition among fans: In the NFT Marketplace, fans can compete for titles such as "Collector of the Month" or "Collector of the Year." Through their achievements and activity, they can draw attention from their favorite star.

In addition to the above, NFTs go far beyond traditional merchandise. Not only can any image, sound, or video be an NFT, but also any 3D AR (Augmented Reality) animation or recording, such as a virtual reality room or a lifelike replica of our favorite singer dancing in our living room.

With a specific NFT, it can be truly verified which star issued it and who the current owner of these virtual artworks is. This is made possible by blockchain technology, ensuring the traceability and immutability of data.

With these concepts and a robust platform behind it, Bercode makes the future NFT Marketplace service unique and elevates Bercoin to a truly exclusive token!

### 2.1.5 How to achieve all of this?

Joining the platform is fast and simple, with registration available on [www.bercode.com](http://www.bercode.com) or through the free Bercode application.

Figure 7. Bercode.com registration

### 2.1.6 The benefits of Bercode

**For Bercode-issuers:** Generating revenue (directly or indirectly) through an innovative system.

**For Bercode-holders:** By purchasing products containing bercode, holders can express their admiration and support for their favorite performers, influencers, athletes, or organizations.

- Sharing their purchase experiences allows holders to build a positive image as supporters.
- Most importantly, the price of the bercode product can quickly and potentially multiply through purchases at Bercode-acceptance points.

**For Bercode-acceptance points:** Appearing on the Bercode Platform's map and being promoted by Bercode-issuers can help merchants to acquire new customers and increase their revenue.

### 2.1.7 Bercode Platform - Freemium services

Benefit Barcode also adopts the widely used freemium business model within online community services. Our platform offers free usage with Basic and Light levels, while the Classic, Extra, and Business levels require payment.

#### 2.1.8 Example of the five levels: in the case of a musician

**Basic:** *"Try out what it's like to be the owner of a fantastic discount card! The virtual trial is free!"*

**Light:** *"If you'd like to be invited by your favorite artist in a video message to their next concert, this offer is designed for you! Receive video invitations to two major concerts per year!"*

**Classic:** *"Experience something amazing after the concert! Get a chance to meet your favorite artist who will take a photo with you and autograph the requested photo/item after the concert."*

**Extra:** *"Live the concert experience from backstage! With this package, you can observe two major concerts per year from behind the scenes! A photo opportunity and autograph session after the concert are guaranteed!"*

**Business:** *"Be part of your favorite artist's next music video shoot! With this package, we offer you a 30-minute sneak peek into a music video shoot once a year! Additionally, you can attend two major concerts per year from backstage, where a photo opportunity and autograph session are guaranteed!"*

#### 2.1.9 Competitive advantage

The Bercode Platform has outstanding added value in the following three main areas, offering additional solutions compared to its competitors:

1. **Merchandise and NFT:** Influencers, celebrities, athletes, sports clubs, etc., can provide discounts on virtual and physical merchandise products - and in the future, NFTs as well - to their fans, followers, members, etc., at their own or community retailers.
2. **Membership management:** We provide a comprehensive membership management platform for for-profit and nonprofit organizations. This includes fee collection, membership organization, and accounting processes.
3. **Donations:** We offer a solution for any community, whether it be a foundation, association, church, etc., that seeks or requires support from sponsors, users, or members. The Bercode Platform enables simple and automated donation collection, helping communities operate more efficiently and increasing the level of support.

These advantages make the Bercode Platform outstanding and competitive in the market, as we provide services that facilitate more effective collaboration and improved performance for communities, issuers, and retailers.

Functionality	Added value of Bercode Platform			
<b>Merchandise and NFT</b>	In theory, anything can be a merchandise product and an NFT with the help of Bercode, including virtual, AR, and physical items.	In the case of virtual and physical products, fans can also upload their photos onto the merchandise, such as in the form of a shared selfie.	The increase in traffic at retailers can be measured and attributed to specific sources such as influencers, athletes, etc.	Extra income can be generated through the Bercode business model.
<b>Membership Management</b>	The Bercode Platform is suitable for cross-marketing in non-competitive segments.	The Bercode Platform works in virtual, plastic, and paper formats, resulting in higher conversion rates across different age groups.	Reaching new customers through newly joined communities without incurring additional costs.	Extra income can be generated through the Bercode business model.
<b>Donations</b>	Providing benefits through community retailers.	Incentivizing virtual and physical Bercode carrier donations by offering benefits.	Community members can also access discounted retailers in other communities.	Extra income can be generated through the Bercode business model.

## 2.2 Mission and goals

### 2.2.1 Global vision

The goal of Benefit Barcode is to provide a virtual connection point for hundreds of millions of users globally, connecting them with influencers, celebrities, communities, and retailers. Through the platform, users can access discounts from hundreds of thousands of retailers worldwide and their local service providers. The easily accessible bercode carriers, whether in virtual or material form, allow users to enjoy these benefits.

Benefit Barcode aims to offer users more than just discounts during their purchases. People can take pride in their bercode products because they feature individuals or communities they love or support, such as their favorite celebrities, athletes, or supported organizations (foundations).

The Bercode Platform also allows us to serve a market segment that many players overlook, namely the nonprofit sector consisting of hundreds of thousands/millions of organizations worldwide. These organizations can participate as card issuers in the system, providing instant discounts to their members.

### 2.2.2 Our goals – users and markets

Our goal is for the Bercode Platform and application to be available to 257 million users through Bercode issuers (influencers, marketing agencies, nonprofits, etc.), primarily in the USA (92 million), Europe (42 million), and Asia (123 million) in English, and within three years, in any other major world language.



### 2.2.3 Bercoin and the NFT Marketplace

The planned Bercode NFT Marketplace uniquely simplifies the process for anyone - whether an individual, association, foundation, or celebrity - to create their own NFTs. Just like uploading a simple graphic, the system will automatically generate the NFT together with the bercode providing the associated benefits. Before finalization, additional offerings that can be linked make these NFTs truly one-of-a-kind. The platform provides ready-made services that anyone can easily customize to their own branding, enabling them to embark on creating their own NFT collections without significant time and financial investments and deliver top-notch quality services to their own community.

Our vision is for tens of thousands of issuers, ranging from global stars to local celebrities, international organizations to local foundations, to release their NFT collections through our platform and thereby seamlessly connect with their fans and supporters. We offer a complex service and emotional connection that no other NFT Marketplace can match.

The future of NFTs is not just graphics; it is an augmented virtual reality experience that brings us closer to our favorites. Bercoin, as the exclusive payment method in the NFT Marketplace, will be the key to accessing the exclusive experiences offered by celebrities!

## 2.3 Development and market entry timeline

### 2.3.1 Achievements so far

- A successfully functioning platform and application.
- The platform is available in four languages: Hungarian, English, Slovak, and German.
- In Hungary, over 200 issuers have already issued more than 1 million plastic Bercode cards.
- Operation of headquarters in Los Angeles and Budapest.
- Built-in management system for efficient handling of translation tasks.
- Display of Bercode products in augmented reality (AR), providing a more enjoyable experience for users.
- Segmentation of target groups and designing related brands to effectively target different market segments.
- Development of our own token for the future NFT Marketplace.
- Integration of brands into the platform to strengthen brand presence and appeal.
- Improvement of the Bercode branding to create an even more attractive and professional impression for users and partners.

### 2.3.2 Scheduled activities for growth

#### 2.3.2.1 Short-term planned strategic steps

##### **Bercode Platform**

- Creation of additional 3D (AR) products to enhance the virtual experience.
- Development of an NFT Marketplace for the sale of digital artworks and rarities.
- Enhancement of the user experience to make the platform even easier and more enjoyable to use.
- Involvement of global celebrities to promote the platform and attract users.

The strengthening and further promotion of the three sub-brands - VirtualMerch, ProfitableDonations, and EasyPayMembership - are of paramount importance for promoting the products and the platform in both the United States and Hungary. To achieve this, we have planned the following steps:

- Seeking and engaging strategic partners, including festivals, parks, celebrities, cultural organizations, associations, theaters, etc., to increase visibility and appeal among target audiences.
- Organizing and executing press campaigns and events to direct media attention to the brands and the benefits they offer. Establishing connections with the media and the audience through events, press conferences, and interviews.
- Implementing online and offline promotional activities, including social media campaigns, partnership collaborations, and other marketing tools. This strengthens the brand presence and attractiveness in the market

With these steps, the VirtualMerch, ProfitableDonations, and EasyPayMembership brands can be promoted and made more accessible to target audiences more effectively. At the same time, we strengthen the position of the Bercode Platform both in the United States and Hungary.

#### 2.3.2.2 Mid-term activities (1-3 years):

- Establishing strategic partnerships with celebrities, communities, and other nonprofit and for-profit organizations to increase the number of Bercode issuers and Bercode acceptance points. These partnerships can help promote the platform and increase the number of users.
- Launching intensive marketing and advertising campaigns to reach the target audience, which will help in continuously expanding the user base.
- Creating new customer service access points or offices in the United States (such as New York) and India (such as Mumbai and Kolkata) to enhance customer service and support. These locations enable more direct communication with customers and help serve the growing user base.
- Through business development and international partnerships, we strive to make the Bercode Platform available in additional countries and regions, continuously expanding the platform's global reach and user base.

### 3 Market and industry analysis

#### 3.1 Market overview (demand analysis)

##### 3.1.1 Characteristics of customer loyalty programs

- The market for loyalty/customer reward programs is expanding dynamically worldwide. People increasingly appreciate and seek the benefits provided by such programs, which allow them to save money and gain extra discounts.
- There is a growing demand for systems that offer instant discounts. People often prefer immediate discounts because they can enjoy savings right away during their purchases.
- Business operators (merchants) implementing loyalty/customer reward programs typically achieve a 47% increase in profitability.
- Market players are developing online systems to support loyalty/customer reward programs. Online platforms and applications enable convenient and efficient management, tracking, and communication among program participants.

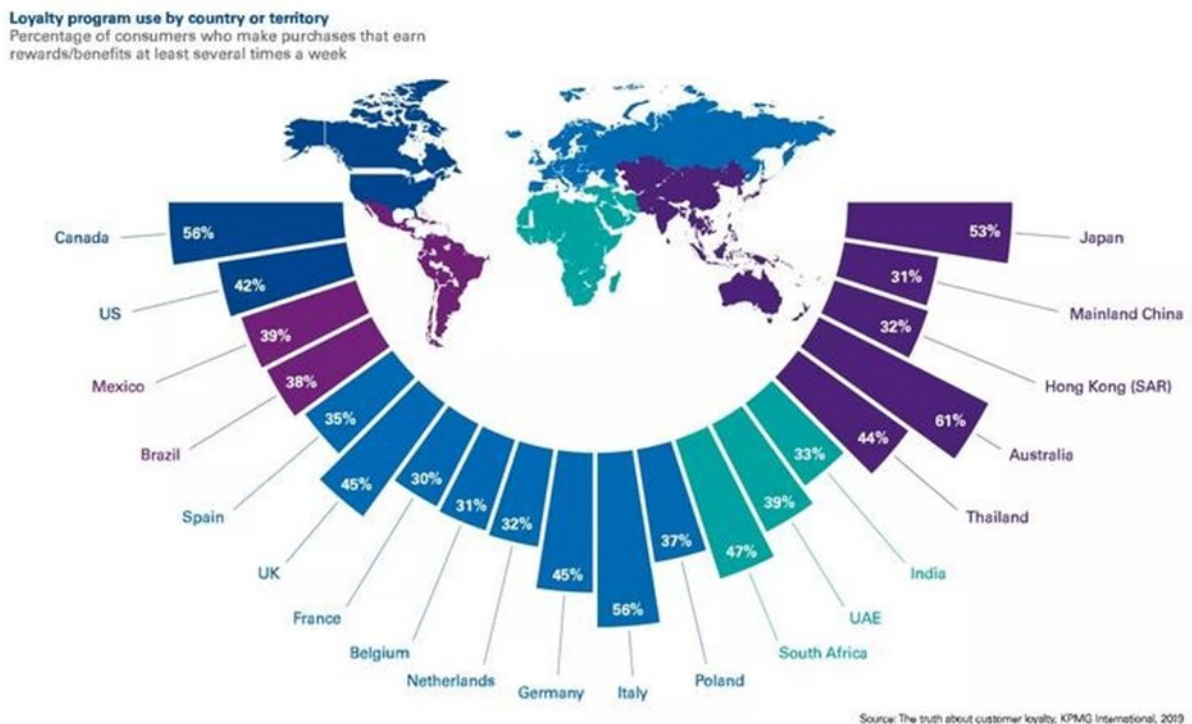


Figure 7: Loyalty program use by country and territory

If you're trying to build brand loyalty today, an emotional connection is no longer a nice-to-have, it's a need-to-have.

René Vader  
Global Sector Leader, Consumer & Retail  
KPMG International

Figure 8: René Vader quote

#### What keeps consumers loyal to their favorite product brands

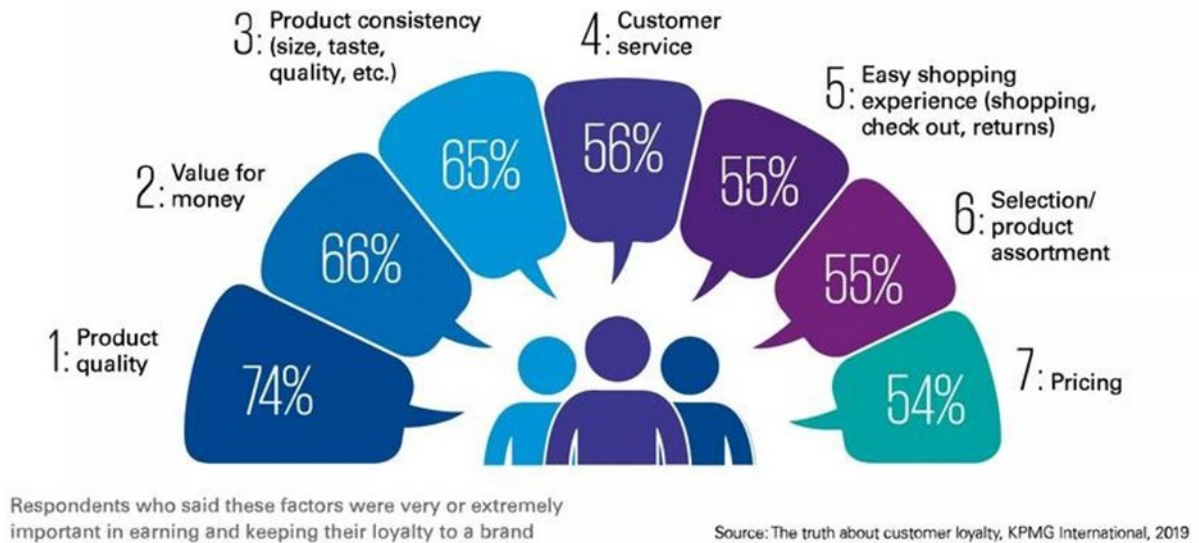


Figure 9: The truth about customer loyalty

In addition to the above, the Bercode Platform enhances the "value-for-money" aspect by incorporating emotional motivators as factors that strengthen loyalty among the various participants.

1. Beyond instant discounts, customers are further incentivized by additional benefits offered by influencers, such as shared dinners, discounted concert tickets, etc. fostering emotional connection and loyalty.
2. For Bercode issuers and acceptance points, the trade based on bercode between brands and influencers strengthens, increasing the number of social media followers and generating significant additional revenue from further sales. Bercode issuers also gain additional revenue from transaction-based commissions.
3. With the future NFT Marketplace service, combining the existing hype around NFTs and the immense potential in the technology, along with the immediacy of benefits and the possibility of emotional connection with celebrities, a completely new innovation emerges, unlike anything currently existing in the industry. Benefit Barcode Inc. gains a revolutionary competitive advantage through this development.

#### 3.1.2 Global merchandise market

The value of the global licensed merchandise market was 347.1 billion USD in 2022, and it is estimated to reach 489.8 billion USD by 2030. North America holds the largest share of the licensed merchandise market, followed by Europe and the Asia-Pacific region.

#### 3.2 Target market and customer segments

Considering the services of the Bercode Platform, we have divided the target market into three groups to effectively communicate with them through personalized messages:

- Artists, festivals, influencers, and athletes.
- Associations, foundations, and religious organizations involved in fundraising.
- Membership-based associations, trade unions, clubs, and communities.

As the Bercode Platform is a B2B2C project, our solutions are tailored to meet the needs and expectations of representatives and managers within each of these groups.

### 3.3 Competitive Environment Analysis (Supply Analysis)

Given the functionality of the Bercode Platform, the expected competition will come from the following sectors: donation platforms, merchandise products, and plastic card manufacturers.

In terms of merchandise products and plastic card manufacturing, the competition is challenging to identify specific global players since production is often geographically localized to minimize logistics costs or requires very high quantities to achieve cost efficiency. In fact, as our products primarily appear as virtual data carriers and are manufactured only upon explicit user requests, our competitors are more likely to be partners within our supply chain, thereby strengthening our market presence. For example, sports clubs that sell a large volume of merchandise products to their fans already have existing manufacturing/supplier partners. In these cases, the primary task will be coordinating the marketplace and merchant software to ensure the processing of orders (materialized merchandise with bercode) is as efficient and seamless as possible.

In the donation sector, there are already competitors offering various online donation platforms. This sector primarily focuses on monetary transactions and often operates with a social purpose. Some well-known online donation platforms include Patreon, PayPal Donations, Facebook Fundraisers, and Google. These platforms provide high-level services to customers, including analytical tools, donation buttons, social media integration, and integration with CRM systems.

The uniqueness and added value of the Bercode Platform in the donation sector lies in creating emotional value and connections between donors and fundraising organizations. Donors not only receive a thank-you letter at the end of the process but also a virtual bercode carrier (such as a mug, t-shirt, or card) that provides additional discounts and benefits when making purchases from merchants. Additionally, bercode issuers can make additional commitments, such as offering a free dinner ticket at the annual gala or being mentioned among distinguished guests.

There are many companies and service providers operating on the membership register and membership card market who offer different services and cards according to the specific needs of the given organization or business. This market is widely spread and can be found in clubs, sports clubs, fitness centers, libraries, residential complexes, events, conferences, and many other venues. However, currently, there is no membership registry system that provides an extensive network of acceptance points and offers discounts to its members, going beyond that, which would ensure a continuous revenue stream for the organization managing the membership through commissions from premium acceptance points.

### 3.4 Entry limits

The company has over 20 years of professional experience in the field of community card systems and an extensive network of relationships that have provided valuable feedback. These factors have been fundamental in shaping the innovative business model of Bercode.

The Bercode Platform, consisting of over 500,000 lines of code, is the result of over 30,000 engineering hours and a \$2 million investment in development. The system has been successfully operating for three years, and beyond necessary fine-tuning, the services are mature and reliable.

However, the ever-changing business and technological environment demands further developments from the system. Our team's expertise enables us to incorporate the latest technologies and business models, including NFTs, augmented reality (AR), social platforms, merchandising, automated cross-marketing systems, and freemium models.

Due to the internet-based nature of the Bercode Platform, there are no geographical limitations, allowing us to have a presence in every time zone. This enables our customers and users to access the services worldwide and enjoy their benefits.

### 3.5 Market entry and sales strategy

#### 3.5.1 Market expansion strategy – Freemium model

When examining the mobile app market, it is evident that the majority of popular apps are based on the freemium model. This means that the basic version is available for free, but users need to pay for additional features.

The freemium model is an excellent solution as it allows effective monetization of users who may not be willing to pay for a product otherwise.

The Bercode Platform employs the technique of feature limitation, enabling users to be long-term satisfied users of the platform, similar to free users on YouTube, without purchasing the premium version.

The level of platform usage is determined by the Bercode issuers. This means that there is an opportunity to create free webshops and downloadable products, but if someone aims for higher revenue, it is beneficial to offer products set at paid levels in the webshop.

- The Basic and Light service levels are free, and payment is only required for the Classic, Extra, and Business levels.
- We provide discounted purchasing opportunities (which result in increased sales for merchants) without any commission fees.
- The data of acceptance points will be sent to users for free upon registration, but there will be an option to pay for targeted marketing messages tailored to specific target groups.

#### 3.5.2 Marketing strategy

##### 3.5.2.1 Influencers and celebrity PR videos

As part of our marketing strategy, our goal is to reach out to artists, influencers, and celebrities who can promote their own Bercode merchandise products through paid PR videos. These products offer instant discounts to Bercode holders, allowing them to access the community and reach potential Bercode holders, as well as showcase acceptance points.

Influencers and celebrities are known to inspire and follow each other as they don't want to fall behind their competitors and always strive to provide more added value to their followers than other influencers. In order to achieve this, they make their own commitments to their fans. As it reaches critical mass over time, our platform will explosively attract celebrities who can also release (virtual and material) Bercode merchandise products, enabling Bercode holders to make discounted purchases.

This strong influencer support contributes to the promotion and growth of our platform and helps establish the name of Bercode as recognized and respected among our target audience.

##### 3.5.2.2 Supporting artists and cultural events

Our goal is to create value and support artists who engage in exciting artistic activities and reach a wide audience. This support includes the use and promotion of the Bercode Platform at artists' concerts, performances, and social media pages.



Additionally, we strive to support cultural events that can benefit from the use of the Bercode Platform. These events can be, for example, showcasing the benefits of Bercode at larger-scale gatherings. This helps promote our platform and demonstrate how Bercode can be advantageously utilized at cultural events.

Through these initiatives, we contribute to the support of art and culture and enable the Bercode Platform to become an integral part of the artistic and cultural community.

### 3.5.2.3 TOP-DOWN

When entering the market of a specific country, our primary focus is on large community groups and influencers (Bercode issuers). According to statistical data, 1-3% of the members may have their own retail units (Bercode acceptance point).

Benefit Barcode Inc., through the VirtualMerch brand, targets these communities and offers them the Bercode Platform to quickly and efficiently connect their members with the retail units within the community. This provides advantages and benefits to the members of the respective community. The community can choose to provide benefits exclusively within their own community, but there is also the opportunity for other communities to enjoy these advantages.

**Advantage:** Rapid expansion and market penetration. Multiple acceptance points can join simultaneously.

**Disadvantage:** Lack of close personal connections, which can make it challenging to onboard acceptance points or result in disinterest from issuers.

### 3.5.2.4 BOTTOM-UP

Through the ProfitableDonations brand, we target smaller communities such as cities, schools, foundations, etc. While we can connect smaller consumer communities, there are stronger personal relationships among their members, resulting in greater effectiveness and conversion during the onboarding of acceptance points (10-20 acceptance points/community). By joining the platform in this way, these smaller communities become part of a larger community with all its benefits.

**Advantage:** Stronger personal relationships, facilitating the onboarding of acceptance points.

**Disadvantage:** Slow expansion and market penetration. Fewer acceptance points can join at once.

To achieve maximum conversion, we employ a combination of both strategies. This way, alongside the large communities and influencers, smaller communities can also effectively engage with the platform, promoting rapid expansion and the establishment of strong personal relationships.

### 3.5.3 International expansion

The time zone difference is one of the biggest challenges in international expansion. Therefore, it is crucial to align our daily activities with potential growth markets, such as the American, Asian, and European continents. To achieve this, it is necessary to establish customer service access points/offices that provide support in different time zones. We need to establish an active presence through our offices located in key cities and metropolises. In order of importance: Los Angeles, Delhi, Budapest. Opening additional offices in financial centers like New York, Mumbai, and Kolkata should be considered for rapid growth. In these locations, our team will primarily focus their activities on celebrities, celebrity marketing agencies, and social organizations (e.g., blood donation centers) to quickly increase the user base.

By utilizing our internal resources optimally and leveraging the media coverage generated through the activities of our partners and influencers on various communication channels, we ensure organic growth and a strong connection to our network.

Other factors that contribute to organic growth include:

- The revenue model of the Bercode Platform incentivizes celebrities to engage new partners.
- Bercode issuers should actively involve new acceptance locations and merchants.
- The growth in the number of merchants encourages new Bercode issuers and holders to join.

### 3.6 Target audience and customers

When defining the target audience (bercode issuers), a primary consideration was the usability and application of the platform for the target audience.

The three target groups are as follows:

1. **Artists, festivals, influencers, and athletes:** This target group includes individuals engaged in artistic activities, such as artists, performers, musicians, painters, etc. It also encompasses festival organizers and participants, influencers, and athletes. They can use the platform to promote their own bercode-enabled merchandise products and establish direct connections with their fans and communities through the platform.
2. **Fundraising associations, foundations:** This target group consists of organizations that raise funds for various purposes, such as charitable foundations, relief organizations, or nonprofit organizations. The platform offers them opportunities to make their fundraising more effective and engage supporters through bercode-based donation options.
3. **Membership-based associations, trade unions, clubs, and communities:** This target group includes organizations that charge membership fees in exchange for membership benefits. It encompasses trade unions, clubs, communities, and similar entities. The platform provides them with the ability to manage membership perks and discounts, as well as collect and administer membership fees through the bercode system.

### 3.7 Products and services

#### 3.7.1 VirtualMerch

##### Issuing virtual merchandising products with added benefits

The primary target audience of the VirtualMerch brand includes influencers, celebrities, and artists, as well as the agencies representing them. Their main source of revenue relies on commercial campaigns and business collaborations built around their followers. VirtualMerch offers them the opportunity to further capitalize on their followers and their commitment.

Additionally, large-scale festivals and live show venues are also part of the target audience. These events already offer merchandise products, and VirtualMerch provides them with new opportunities for sponsorship and expanding their own merchandising offerings. This allows festivals and live shows to leverage the commitment of fans and attendees more effectively through virtual merchandising products.

The VirtualMerch brand offers the following advantages:

- **Cutting-edge innovation:** Virtual merchandising products are at the forefront of the market's latest innovations.

- **Additional revenue:** Merchandise products offer extra income opportunities for issuers.
- **B2B2C project:** It aligns with the needs and expectations of marketing and advertising agencies collaborating with influencers.
- **Production and logistics:** Issuing virtual merchandise has zero manufacturing and logistical costs.
- **Environmentally friendly:** Virtual merchandise products do not increase the issuer's carbon footprint.
- **Support collection:** Support can be easily and automatically collected from followers.
- **Increased traffic:** It enables bercode-accepting retailers to track the traffic generated by bercode issuers (artists, festivals) and automate commission management.

### 3.7.2 ProfitableDonations

#### Simplified and Fast Collection of Support for Foundations and Associations with Additional Benefits

The goal of the ProfitableDonations brand is to facilitate easy and rapid support for foundations, associations, and communities in need, coupled with special advantages.

The ProfitableDonations brand offers the following benefits:

- **Virtual merchandising products:** Donors receive virtual merchandise items (supporter card, supporter mug, etc.) that they can carry with them in the application.
- **Discounts and advantages:** Through the embedded bercode on the product, supporters can enjoy special discounts and advantages at affiliated merchants associated with the specific foundation.
- **Efficient support:** Supporters can contribute to their chosen foundation or community easily, quickly, and securely.

The virtual merchandising products received in exchange for support enable the donors to multiply the impact of their contributions, thus achieving an even greater effect for the supported foundations and communities.

### 3.7.3 EasyPayMembership

#### Automated Collection of Association Membership Fees with Additional Benefits

The goal of the EasyPayMembership brand is to enable the automated collection of membership fees for associations, accompanied by unique advantages. The Bercode Platform allows community organizers, owners, or managers to engage with their community members in a cost-effective manner by automating invoicing, logistics, and accounting processes.

The EasyPayMembership brand offers the following benefits:

- **Automated collection of membership fees:** The system enables simple and automated collection of membership fees from members.
- **Creation of different membership levels:** Community organizers can establish various membership levels that provide different benefits and services to the members.
- **External customer discounts and rewards:** Members can enjoy discounts and rewards at various external businesses and service providers. For example, members of a cycling club can present their bercode membership card to receive discounts at affiliated bicycle stores.

With EasyPayMembership, associations can easily manage membership fees and provide valuable benefits to their members, enhancing the membership experience and loyalty.

### 3.8 Sales channels

Our company does not plan to create a sales team to connect retail stores to our platform; instead, we aim to motivate and educate our bercode issuers (influencers, celebrities, etc.) to bring retail partners into our platform within their network. This "call to action" for celebrities will primarily focus on an emotional appeal, with the discounts themselves being the primary incentive, while the justification will be secondary, making it significantly more effective.

To reach as many "small" bercode issuers and retailers as possible, we will utilize the three most effective social media channels: Facebook, Instagram, and TikTok. MediaKix estimates that in 2023, there will be 2 - 40 million Instagram influencers and 1.5 - 5 million YouTube influencers, while TikTok shows the fastest growth, with 45% of influencer campaigns already using TikTok in 2023.

### 3.9 Revenue streams

Benefit Barcode, Inc. relies on three significant sources of revenue:

1. Revenue from Bercode Issuers:
  - a. Revenue generated from the sale of Bercode carriers by Bercode issuers through the platform's webshop.
  - b. Revenue generated from the purchase of Bercode credits by Bercode issuers, which are used to create and donate Bercode carriers to community members.
2. Revenue from Premium Acceptance Points: Merchants pay a transactional commission fee after each purchase, of which a portion remains with Benefit Barcode, Inc. (1/3), as shown in the diagram below.

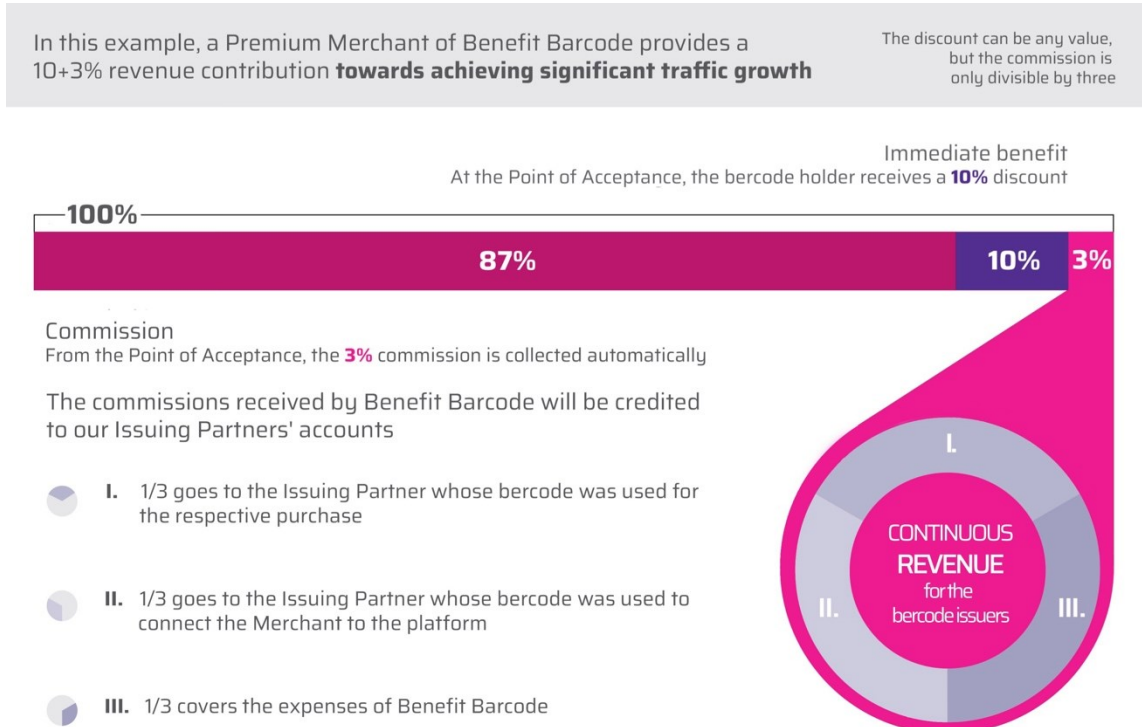


Figure 10. Transaction processing fee

3. Revenue from Advertising Merchants: Bercode accepting partners pay for advertisements that enable them to deliver targeted, personalized offers to users. Acceptors have the opportunity to target their ads based on the users' gender, age, location, and interests. This enhances the effectiveness of ads as users receive relevant offers that align with their needs and preferences. Advertisers are willing to pay to reach Bercode platform users in a targeted manner and enhance their business opportunities.

### 3.10 Communication and marketing

#### 3.10.1 Our three brands

To effectively reach our three target groups, each group will have its own branded identity, including a unique logo and website. This is the first step in Bercode's communication strategy.

##### 1. VirtualMerch



VirtualMerch for artists, festivals, influencers, and athletes.

The brand, thanks to its new AR development, can quickly reach the most users in the field of virtual merchandising products.

##### 2. ProfitableDonations



ProfitableDonations targeting associations and foundations, optimizing the collection of donations.

The brand enables associations and foundations to collect donations efficiently and optimize the process.

##### 3. EasyPayMembership



The brand enables the collection and automation of membership fees for associations, clubs, and communities.

With the EasyPayMembership brand, associations, clubs, and communities can easily collect and automate membership fees.

### 3.11 Sales teams

The sales efforts primarily focus on prospective bercode issuers and influencers, especially in the initial stage. However, following the "breakthrough" of the Bercode Platform, the process becomes self-sustaining, and we do not plan to establish a separate sales team.

### 3.12 SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Organic growth model</li><li>• 20 years of market experience in Hungary</li><li>• Existing user, issuer, and merchant network in Hungary</li><li>• Unique business model</li><li>• Emotionally driven approach</li><li>• Collaboration that benefits all parties involved (win-win-win situation)</li></ul>	<ul style="list-style-type: none"><li>• The multilingual support platform is still under development</li><li>• Lack of international experience</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• The growing popularity of loyalty programs</li><li>• Lack of similar comprehensive platforms</li><li>• The emotional desire among celebrities and their fans for stronger and more personal connections</li><li>• Flexibility, adequate IT (B2B) support, easily accessible customers</li><li>• NFT Marketplace</li></ul>	<ul style="list-style-type: none"><li>• Replicable business model within a few years</li><li>• Adapting to the changing and restrictive legal environment</li><li>• The emergence of innovative competitors</li><li>• Timing the achievement of critical company size (HR)</li></ul>



## 4 Operations

### 4.1 Business model



Figure 11. Flow of money, product and rewards

According to the business model, customers (Bercode holders) purchase virtual carriers, such as cards or t-shirts, from influencers (Bercode issuers) through their webshops on the Bercode Platform. Customers pay for the Bercode carrier during the purchase, which generates revenue for both the Bercode issuer and the platform operator.

The virtual and physical Bercode carrier allows customers (Bercode holders) to avail of immediate discounts at selected merchants. After each purchase, merchants pay a transaction fee based on the discounted amount, which is shared between the Bercode issuer(s) and the platform operator.

### 4.2 Project risks

With the support of over 300 investors in the first and second rounds of funding, the software development has been successfully completed, and the platform is already up and running. It is important to note that 89% of startups fail due to two main reasons:

1. **Lack of market validation** - There is no demand for the developed product or service.

In our case, the past 20 years have demonstrated an existing and growing demand for the service(s). Our strength lies not only in serving profit-oriented companies but also in addressing the "market gap" represented by nonprofit organizations (local governments, NGOs, clubs) and celebrities/influencers, which number in the millions worldwide.

2. **Absence of an existing system/platform**, only a demo version.

However, we already have a functioning multilingual platform.

As mentioned before, our project carries lower risk since it has already been launched, and we have an existing partner network. Further investments will be directed toward IT development, market expansion, and growth.

## Risk management

Risk	Effect	Probability	Solution
1. delay in further development of the platform (modules)	delays in development can result in lost revenue and slower time to market	low	timely development of missing modules
2. no international experience	wrong decisions during market opening, which can lead to loss of income	medium	<ul style="list-style-type: none"><li>• employment of experienced staff, specialists</li><li>• the use of experts with knowledge of the market and legal environment</li></ul>
3. compliance with a changing, restrictive legal environment	possible fines	low	use of professionals
4. emergence of innovative competitors	market acquisition/power struggle	medium	continuous monitoring and analysis of potential competition
5. low interest from target groups	loss of income, small market share	low	<ul style="list-style-type: none"><li>• already existing partner network,</li><li>• strong marketing through celebrities</li><li>• organic growth through social partners</li></ul>

## 5 Financial analysis

### 5.1 Revenues

Benefit Barcode Inc. may have three significant sources of revenue:

1. Bercode issuer usage fees, including:
  - a. When profit-oriented bercode issuers, without prior investment, sell their virtual bercode carriers to their fans and followers via the platform's webshop,
  - b. When – typically – nonprofit bercode issuers purchase bercode credits, which are used to create virtual bercode carriers and – usually – they donate them (free of charge) to their community members.
2. One-third of the revenue generated from the premium accepting location's transaction fees, which remain with Benefit Barcode, Inc.
3. Revenue from marketing services provided to merchants - sending personalized offers to users. Several international companies have built their revenue strategy solely on this model. This service becomes relevant when the proportion of registered Bercode holders is higher. However, this revenue has not been considered in the financial plan at this stage.

#### Forecast of revenues from merchandise products and merchant's transaction commissions:

	Unit	1. year	2. year	3. year
<b>Revenues from Europe continent</b>	USD	<b>8 713</b>	<b>2 191 894</b>	<b>18 319 609</b>
Labor unions, chambers of commerce, and NGOs	USD	0	14 333	60 867
Influencers and celebrities	USD	5 231	1 357 126	10 410 175
Traffic commission	USD	3 482	820 436	7 848 567
<b>Revenues from American continent</b>	USD	<b>23 250</b>	<b>50 325 882</b>	<b>252 226 631</b>
Labor unions, chambers of commerce, and NGOs	USD	0	22 721	87 637
Influencers and celebrities	USD	12 750	12 176 759	69 899 824
Traffic commission	USD	10 500	38 126 402	182 239 170
<b>Revenues from Asian continent</b>	USD	<b>0</b>	<b>0</b>	<b>2 868 120</b>
Labor unions, chambers of commerce, and NGOs	USD	0	0	180 000
Influencers and celebrities	USD	0	0	540 000
Traffic commission	USD	0	0	2 148 120
<b>Total revenues</b>	USD	<b>31 963</b>	<b>52 517 776</b>	<b>273 414 360</b>

### 5.2 Profitability

1. The table below shows that on the revenue side, the income from bercode issuers and transaction commission is nearly the same in the first year. However, in the subsequent years, the transaction commission amount is 59-78% higher than the revenue from bercode issuance. This is due to the increase in the number of issued codes, resulting in a higher number of transactions, which form the basis of the commission. Therefore, the platform's profitability heavily depends on the number of accepting locations/retailers joining the system and the commission they are willing to pay for transaction commissions.

2. As for the expenses, the most significant items are as follows:

- Marketing and business development
- Personnel costs
- Platform development (new modules, new language versions)

	Unit	1. year	2. year	3. year
Revenues from Bercode-issuers	USD	17 981	13 570 938	81 178 503
Traffic commission	USD	13 982	38 946 838	192 235 857
<b>Total revenue</b>	<b>USD</b>	<b>31 963</b>	<b>52 517 776</b>	<b>273 414 360</b>
Traffic commission paid to Bercode-issuers/bercode usage	USD	4 661	12 982 279	64 078 619
Traffic commission paid to Bercode-issuers/Merchants	USD	4 661	12 982 279	64 078 619
<b>Paid traffic commissions</b>	<b>USD</b>	<b>9 321</b>	<b>25 964 559</b>	<b>128 157 238</b>
Salaries	USD	320 042	594 835	612 471
<i>Social security contributions</i>	USD	32 004	59 484	61 247
<b>Personnel expenses</b>	<b>USD</b>	<b>352 046</b>	<b>654 319</b>	<b>673 718</b>
Office and administrative expenses	USD	52 697	207 141	230 355
Marketing and business development	USD	521 500	1 290 000	690 000
Other operating expenses	USD	23 000	60 000	72 000
Unexpected expenses	USD	25 569	432 754	1 958 170
<b>Material costs</b>	<b>USD</b>	<b>622 766</b>	<b>1 989 896</b>	<b>2 950 525</b>
Platform development (new modules, translations)	USD	300 000	0	0
Accounting	USD	6 000	6 000	6 000
Legal advisory	USD	12 000	12 000	12 000
External HR	USD	428 023	656 260	703 330
<b>External services</b>	<b>USD</b>	<b>746 023</b>	<b>674 260</b>	<b>721 330</b>
<b>Costs of new equipment</b>	<b>USD</b>	<b>24 000</b>	<b>18 000</b>	<b>0</b>
<b>Other expenses</b>	<b>USD</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Operating income</b>	<b>USD</b>	<b>- 1 722 193</b>	<b>23 216 743</b>	<b>140 911 549</b>
Financial income	USD	0	0	0
<b>Profit before tax</b>	<b>USD</b>	<b>- 1 722 193</b>	<b>23 216 743</b>	<b>140 911 549</b>
Tax	USD	0	8 125 860	49 319 042
<b>Net income after tax</b>	<b>USD</b>	<b>- 1 722 193</b>	<b>15 090 883</b>	<b>91 592 507</b>

### 5.3 Financing and cash-flow

The following Cash-flow plan demonstrates that Benefit Barcode Inc. intends to secure the necessary financing for its further development solely through venture capital, which, based on the calculations, amounts to:

**2 416 060 USD**

The company's continuously strengthening cash-generating capability yields profit by the end of the second year, resulting in increasing free cash flow year by year, providing our investors with even higher returns over time.

		1. year	2. year	3. year
Profit after tax	USD	- 1 722 193	15 090 883	91 592 507
Amortization	USD	4 800	8 400	8 400
<b>OPERATING CASH FLOW</b>	<b>USD</b>	<b>- 1 717 393</b>	<b>15 099 283</b>	<b>91 600 907</b>
Hardware for employees	USD	24 000	18 000	0
<b>INVESTMENT CASH FLOW</b>	<b>USD</b>	<b>- 24 000</b>	<b>- 18 000</b>	<b>0</b>
Repayment of Member Loan		- 485 041	0	0
Employee and Supplier obligations		- 189 626	0	0
<b>FINANCING CASH FLOW</b>	<b>USD</b>	<b>- 674 667</b>	<b>0</b>	<b>0</b>
Venture capital	USD	2 416 060	0	0
<b>FREE CASH FLOW – WITHOUT VC</b>	<b>USD</b>	<b>- 2 416 060</b>	<b>15 081 283</b>	<b>91 600 907</b>
<b>FREE CASH FLOW – WITH VC</b>	<b>USD</b>	<b>0</b>	<b>15 081 283</b>	<b>91 600 907</b>
Cumulated cash flow – without VC	USD	- 2 416 060	12 665 223	104 266 130
Cumulated cash flow – with VC	USD	0	15 081 283	106 682 190

#### 5.4 Return and Exit

Return on Investment (ROI) is a performance metric used to evaluate the efficiency or profitability of an investment or to compare the effectiveness of multiple different investments.

Currently, the international market values emerging service providers with tens of millions of users but no revenue in the billions. We expect exponentially growing goodwill, not only due to potential outstanding revenues but also because of the valuable multi-million user database.

**The FCFF (Free Cash Flow to Firm) shows the evolution of the total free cash flow of the company:**

	1. year	2. year	3. year
Profit before tax	-1 722 193	23 216 743	140 911 549
Tax payable	0	8 125 860	49 319 042
NOPAT	-1 722 193	15 090 883	91 592 507
Amortization	4 800	8 400	8 400
Financing	-674 667	0	0
Investments	-24 000	-18 000	0
<b>FCFF</b>	<b>-2 416 060</b>	<b>15 081 283</b>	<b>91 600 907</b>

The required investment amount is **2 416 060 USD** , and the offered ownership stake is **12%** of the shares.

**The FCC ROI calculation under the above conditions at the end of the 3rd year.**

Venture capital	2 416 060
Shares to investor	12,00%
<b>ROI from FCFF</b>	<b>354,96%</b>

With a return of **8 576 049 USD**

**The projected value at the end of the 3rd year in the financial plan is: **358 510 939 USD** , based on which:**

<b>ROI from company value</b>	<b>1680,64%</b>
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## 6 Management



**László Jáger Founder and Majority Owner**

built and operated Hungary's largest discount card system, Euro Discount Club, for 20 years. The experience gained, the expectations of partners, and the new opportunities offered by the IT sector enabled the creation of the Bercode Platform..



**László Boér CEO**

has 30 years of experience in the field of information technology. Prior to joining the Bercode team, he was the head of Hungary's leading pharmacy IT system development company.



**Zsolt Dobrosi Chief Technology Officer**

has 20 years of experience in designing and developing complex systems and leading development teams, with a specific focus on discount card and commission calculation systems for 10 years.



**Tamás Hosszú Director of Media and Crypto Division**

has extensive experience in both social media and the world of innovative trading algorithms and cryptocurrencies. He developed the Bercoin and the Bercode Platform NFT Marketplace system and is responsible for the coordinated media strategy.



**Virág Vida Head Customer Relations Manager**

Living in Los Angeles, she is a freelance journalist for prestigious publications such as Forbes, Marie Claire, and Glamour. She is a professional media and communications expert with extensive knowledge in television, theater, magazines, editing, event organization, and teaching.

## 7 Contact

For further information or any questions, please feel free to contact the founder at [laszlo.jager@benefitbarcode.com](mailto:laszlo.jager@benefitbarcode.com) or call +36 (1) 219-7101 during business hours.

## 8 Disclaimer

It is important to note that there is no guarantee that the above plan can be implemented to the specified extent and timeframe. While our platform and application are already testable, the feasibility of the outlined ideas should be assessed by you based on your own market knowledge and thorough research. It is always recommended to conduct detailed research, market analysis, and business planning before making any business decisions.