



The Place We Met – App Report

Overview	Revenue Model
In 2023, 117.3 million people globally were forcibly displaced for various reasons according to the UNHCR. Almost 1.5% of all the people on Earth have been displaced! Evacuations often happen on short notice, leaving no time to exchange contact info. In addition to forced displacement, there are many other reasons why people lose touch. THE PLACE WE MET APP can help people reconnect without even knowing names, providing a needed service to humanity. It uses a combination of GPS location, date-range and a short paragraph. Several million people globally are expected to use the APP in the year after the movie is released. However, we have conservatively based our projections on a maximum of one million users in year one.	We propose charging a \$9.95 initial sign-up fee for the APP, which will be justified as necessary for promotion. Users can then use it on a monthly basis for just \$2.95/m or opt for a plan ranging from 1-5 years. Multi-year plans come with steep discounts to encourage larger up-front revenues. They will be encouraged on the basis that it might take a long time for the person they want to reconnect with to also sign up. Projected costs & revenues are VERY preliminary at this point. We will produce more detailed documents as soon as possible.
Marketing Strategy	Our Offer
The Place We Met cannot work unless it is widely known. The movie and song will spread awareness on a fairly widespread scale. Following this, we will utilize social media, online ads and PR to the widest extent possible along with other traditional forms of advertising. After the initial focus on the core feature of lost connections, we will explore the possibility of branching out into the dating APP space. Although THE PLACE WE MET is not a dating APP, there are dating elements inherent in our lost-connections functionality.	We are offering a percentage of sales from the APP to any production company that purchases our script and produces the film. An upcoming APP feature will display sales in real-time for tracking purposes. We are very confident that the creative elements from the book, movie and song will form a very strong synergy with the App that strengthens all the IP's. Your company will earn profits from a both successful film and a successful APP.
Future Potential	Future Team
Initially positioned as a lost connections App, we believe THE PLACE WE MET has tremendous potential to be repositioned for the dating space. If it succeeds in this space, the revenues would be significantly higher than projected in this overview. There are also many other features and potential markets for the APP.	THE PLACE WE MET Web APP will be re-designed (including front-end) and taken over by a company hired to run it until it reaches a membership level where a dedicated team is needed. We also plan to hire a top-notch marketing team to help The Place We Met realize its full potential.

Projected Profits – Year 1

Sales	200,000	400,000	600,000	800,000	1,000,000
signups (\$9.95)	1,990,000	3,980,000	5,970,000	7,960,000	9,950,000
60% 3m @ \$2.95	1,062,000	2,124,000	3,186,000	4,248,000	5,310,000
15% 1yr @ \$19.95	598,500	1,197,000	1,795,500	2,394,000	2,992,500
10% 2yr @ \$29.95	599,000	1,198,000	1,797,000	2,396,000	2,995,000
8% 3yr @ \$39.95	639,200	1,278,400	1,917,600	2,556,800	3,196,000
5% 4yr @ \$49.95	499,500	999,000	1,498,500	1,998,000	2,497,500
2% 5yr @ \$59.95	239,800	479,600	719,400	959,200	1,199,000
TOTAL SALES	5,628,000	11,256,000	16,884,000	22,512,000	28,140,000
Transaction Costs	251,352	502,704	754,056	1,005,408	1,256,760
Advertising (20%)	1,125,600	2,251,200	3,376,800	4,502,400	5,628,000
Estimated Fixed Costs	1,100,000	1,100,000	1,100,000	1,100,000	1,100,000
Total Estimated Costs	2,476,952	3,853,904	5,230,856	6,607,808	7,984,760
Projected Profit	3,151,048	7,402,096	11,653,144	15,904,192	20,155,240

ESTIMATED FIXED COSTS	
Software Development	300,000
Admin	300,000
Servers	50,000
Accounting/Finance	200,000
Legal	250,000
TOTAL	1,100,000