***=V-like=***

**Business plan:**

**Portals included:**

1. Only YouTube
2. YouTube + FB
3. YouTube + FB + Instagram
4. YouTube + FB + Instagram + Twitter
5. YouTube + FB + Instagram + Twitter + Moj

**Market rate:**

1. 25 per like
2. 100 per subscribe/ Page-like / Follow

**PERFECT PUBLICITY CHARGES MARKET RATE FROM MERCHANTS**

**Would be clients of PERFECT PUBLICITY SOLUTIONS**

1. Jewelers
2. Politicians
3. Film makers
4. News videos
5. Social workers
6. News channels
7. Fashion websites
8. Music albums etc.
9. Just dial like sites
10. Marketing websites
11. Android game sites
12. Television channels
13. Small business houses
14. Online payment games
15. Web-serials etc. makers
16. Netflix web-series & Films
17. Amazon Prime films & serials
18. Individual YouTube channels
19. Channel show promotion videos
20. FB / Instagram Twitter / Moj accounts

**Contract standards:**

**Regular business houses:**

**=**

**With yearly turnover above 1 CR**

**Number of likes per video =**

Minimum 5000 -> 5000 x 25

= 1,25,000 INR per contract

**Number of videos needed per merchant minimum 20 =**

Minimum 5000 x 20 -> 5000 x 25 x 20 =125000 INR x 20 = 25,00,000 INR per contract

**Number of subscribers/Page-likes/followers per channel/page per account =**

Minimum 10,000 -> 10,000 x 100

= 10,00,000 INR per contract

**Small business owners:**

**=**

**With yearly turnover below 1 CR**

**Number of likes per video =**

Minimum 1000 -> 1000 x 25

= 25,000 INR per contract

**Number of videos needed per merchant minimum 1 =**

Minimum 1000 x 1 -> 1000 x 25 x 1 =25000 INR x 1 = 25, 000 INR per contract

**Number of subscribers/Page-likes/followers per channel/page per account =**

Minimum 1,000 -> 1,000 x 100

= 1,00,000 INR per contract

**Our strategy:**

1. Tie up with companies taking 25 per like
2. Ask them to pay us 20 per like
3. We have a team of members who like videos or subscribe
4. These do not invest anything with us
5. They can do about 100 tasks a day,
6. These can be, of 100 likes or 50 of likes and 50 subscribe
7. But they get additional incentives on building their team
8. We pay 6 rupees per like, 10 rupees per subscribe
9. We also pay
	1. 15% of L1,
	2. 10% of L2,
	3. 5% of L3,
	4. 3% of L4 and
	5. 2% of L5 of these free members.

So, every free user gets altogether an additional income of 15+10+5+3+2=35% of the income by the sub-ordinates.

1. 35% of 600 is 210
2. When the parent ad agency charges 25 per like, it gives us 20 per like we give them.
3. So, when we get 20 INR per like or subscribe, we pay 6 in return to every user and 14 INR stays with us.
4. Of that we give 2.10 INR as additional incentive to users per level as we distribute the additional L1 to L5 commission.
5. Daily income of every free account can be:

6 x 100 = 600 per account,

Or

[(6x50)= 300] + [(10x50)= 500]

= 300+500 = 800 per account

This can come purely with 0 investments

1. Login can be only through valid mobile number that will get verification OTP before registration is finalized.
2. Money will be transferred to a bank account connected with that mobile number automatically through automatic bank transfer once the balance of an account crosses 2000 INR
3. For likes, users must like videos, click screen-shot & post it.
4. For page-like/subscribe/follow, user must do & send screen-shot, which will be further verified before release of payment.
5. One account will be shown one video or one account that needs a subscribe/page-like/follow just once.
6. One bank account is always connected only to one phone number, and so, if a phone number is not connected to a bank account, it will not be able to receive the payments.
7. Every payment will be transferred only after deduction of appropriate GST, other taxes and handling charges.

**Things that are not there on OKSOME but we want in V-like:**

1. Verification of mobile number
2. Background verification of bank binding with mobile number
3. One video shown to one account only once.
4. One account goes for subscribe etc. to an account only once
5. Just as in super-like, there are 4 types to choose from, here we must have 5 or more social media options.
6. Like and subscribe are different things/functions, so initially, one has to choose between like and subscribe and then choose the social media of choice.
7. Subscribe or like has to be cross-checked 24 hours after submission, so that the users do not like / subscribe, click, and immediately unlike / unsubscribe after that.
8. To subscribe or like, one has to login into that media with an authentic account that will be verified with OTP or so…
9. One can login in only one account with one media login.
10. Software calculates all revenues, checks the authenticity of screenshots and actual likes and subscribes, (With random check of 20% of the posts) and sends a message about transfer to admin as soon as the amount to be paid to any user account crosses 2000.
11. If possible, we can also have the software initiate this transfer from the company account to the user account that can be finally approved by the admin through an email.