



SEARCH FOR PROJECTS AND ATTRACTION OF INVESTMENTS

Required amount of investment: **\$ 150 000**

Project author's investment: **\$ 45 000**

Profitability of investment capital: **105%**

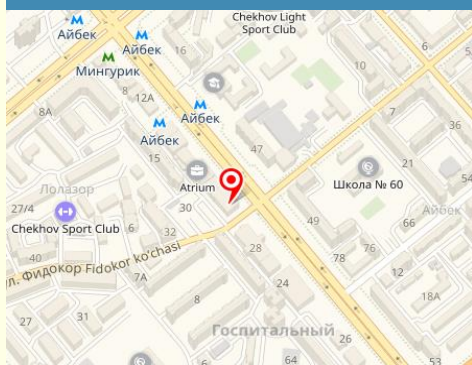
Annual net profit: **\$ 197 635**

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Project №1169

Bulletin board and mobile application (expansion of activities)

Description: It is planned to expand the activities of the existing bulletin board (mobile application). To date, only one major competitor, OLX.UZ, provides its services in the field of private ads in the country. The advantage of our mobile application compared to OLX.UZ. it is a simplified and user-friendly interface. At the moment, the company is registered with the participation of a foreign founder (investor), an investment amount of \$ 45,000 has been raised, and we intend to attract investments for marketing work.

Required investment amount: 150 000\$

Name	Amount,\$
TV ads	74 000
Advertising in the subway at 12 stations (3 months)	3 800
Banner advertising on iron shields along the road, 6x3 m, 10x5 m in size, 100 pcs. on the territory of the Republic of Uzbekistan	24 300
Contextual and display advertising in the Google Ads advertising network (2 months)	11 200
Contextual and display advertising in the Yandex Direct advertising network (2 months)	5 600
Mobile app targeting in the Google Ads network (2 months)	18 700
Targeting advertising of a mobile application in the Yandex Direct advertising network (2 months)	7 500
Social advertising Instagram (2 months)	4 900
TOTAL:	150 000



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Yearly income data:

Name	Amount, \$
Placement and promotion of ads	420 000
TOTAL:	420 000

Yearly expenses data:

Name	Amount, \$
Marketing	120 000
Premises for rent	2 400
Payment for accounting services	2 470
Payment for Internet TPS	1 100
Payment for SMS services Playmobile	225
Payment for Uztelecom virtual number	70
Salary	17 000
Hosting Services	2 000
Taxes	76 000
Other expenses	1 100
TOTAL:	222 365

- Annual income: **420 000\$**
- Annual expenses: **222 365\$**
- Annual net profit: 420 000\$ – 222 365\$ = **197 635\$**
- Profitability of investment capital:

$$\text{ROI} = \frac{\text{Net Profit}}{\text{Investment amount}} \times \text{Investor's share} * 100\% = 105\%$$

Distribution of shares:

80% investor and **20%** project author (together with the previous investor) – until the full return of invested funds, **40%** - investor and **60%** - project author (together with the previous investor) – until the full return of invested funds.

