

ABOUT US

LastSub is a **decentralized peer to peer social media platform which ensures your content, interactions and monetization avenues are safeguarded indefinitely** on your LastSub profile but also on all your external social media accounts synced to it.

There are no dedicated servers and is entirely run by users for users. A multi blockchain system that creates its own internal network. Users who become nodes supplying system resources who in turn are remunerated for services rendered.

CONTACT INFORMATION

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CORPORATE DETAILS

Founded: **2016**
Industry: **Social media, ADs, Retail**
Product: **Online platform**

FINANCIALS BREAKDOWN

Company Stage: **Start-Up**
Monthly Net Burn: **\$300 USD**
Current Debt: **\$0 USD**
Current Revenue: **\$0 USD**
Capital Seeking: **\$3 000 000 USD**

USE OF FUNDS

3,3% Marketing (**\$100 000**)
86,6% Development (**\$2 600 000**)
6,6% Operational costs (**\$200 000**)
3,3% Legal / Other (**\$100 000**)

MARKET OPPORTUNITY

2021 **total market = \$5 354B**
15% market share = \$38.93B

ONLINE ADVERTISING

15%*20% = **\$11.85B**

RETAIL ECOMMERCE SALES

15%*3% = **\$22.17B**

SOCIAL MEDIA USERS

15%*2%*65USD = **\$4.91B**

WHY INVEST

- **Business model scales indefinitely** as it connects to all social media platforms globally, while also having a stand-alone system running in parallel.
- **Several streams of revenue** (subscription, ADs, affiliate, retail and service fees)
- **Users are incentivized to grow the system**, allowing compound growth on an individual and group basis.
- **Company running costs decreases as the system matures**, due to the users covering majority of the operational costs.
- **First of a kind system** – no competitors.

THE PROBLEM

Social media is a critical part in our lives, spanning across countless systems where people can connect, communicate, share content, exchange ideas and information.

- Unfortunately, there is censorship, moderation, corruption and instability across the social media platforms we use.
- People prefer different social media platforms over others, trying to follow or cater to users across all these systems multiplies the necessary effort and time required.
- It is a matter of when, not if your social media accounts or the data stored on them will be lost.

THE SOLUTION

- Access all your social media accounts from a single point.
- Unified inbox for all interactions such as comments and messages.
- Post to all your social media accounts at once.
- All data across your accounts are protected and backed up.
- Never loose your subscriptions or followers.
- Automate tasks and schedules.
- Revenue ad integration where CC and follower get paid.
- Analytic tools sampling across all your accounts.
- View and interact with content while offline.

BUSINESS MODEL**Subscriptions**

98% of users will use the free subscription tier, the remaining 2% will be content creators and power users. Doing this makes the platform highly attractive, allowing user base to grow rapidly and retention of such users to remain high. Net profit would be 500% over Company costs at 1 million users.

Advertisement

Content creators can have advertisement applied to their content. Breakdown of revenue is 60% to CC, 10% to viewers and 30% to LastSub (10% goes into buyback scheme).

Affiliate programs

Users become nodes for content and systems, who in turn get remuneration for their services rendered. This would cut out 90% of operational costs as storage and bandwidth being the highest cost to the company.

Service fee

There is a flat 3% fee on all transactions which occur on LastSub. This applies to CC subscriptions, paywalls, donations, fund raisers, store purchases and any other forms of revenue streams created within the platform.

Stores

Users can create stores within LastSub either selling directly on the platform or re-directed to external systems. The flat 3% service fee applies to direct sales or as a finder fee. Additionally they can also advertise their merchandise or service through the advertisement system.