



VIITASPHERE

Financial Analysis

What Viitasphere will spend funding on

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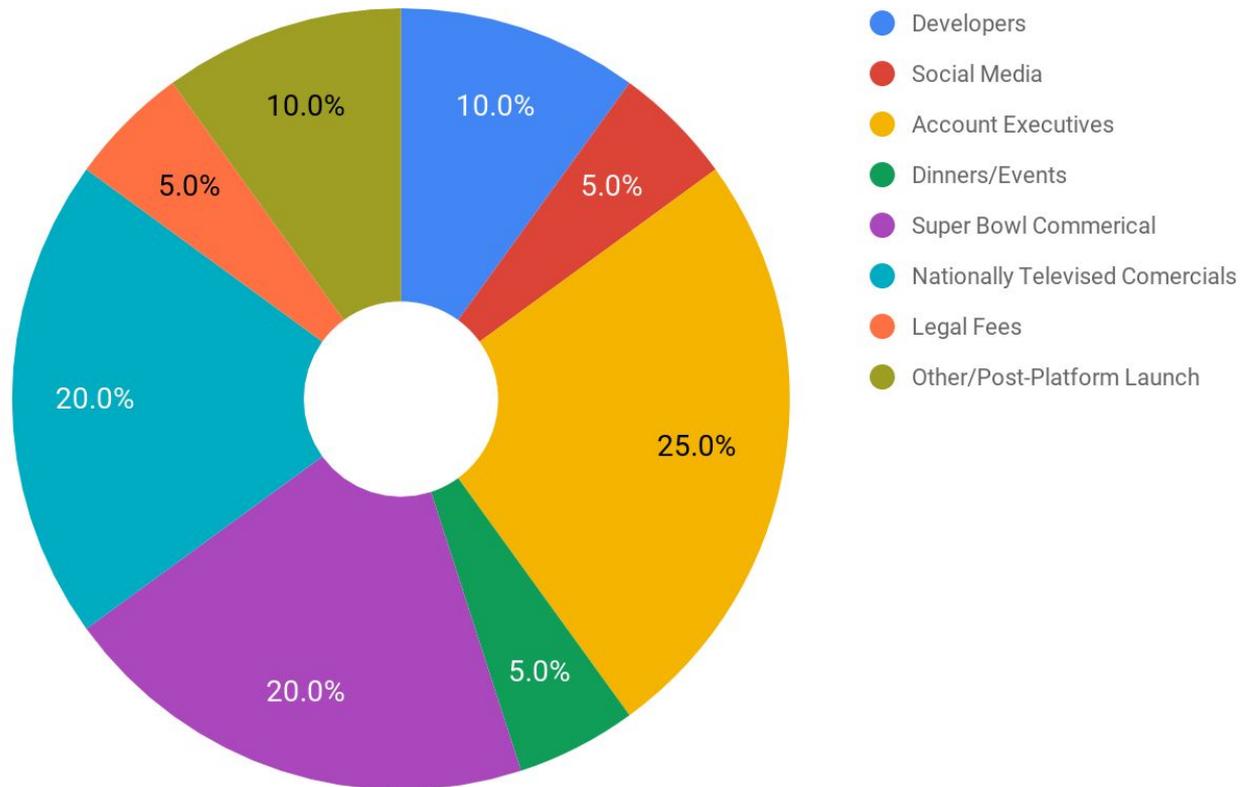
- \$600,000 for four developers working for one year (\$150,000 each working 40 hours a week).
- Social Media marketing through influencers (\$200 per post on six platforms). Total of five posts a week on average. \$52,000 for one year.
- Social Media marketing through sponsored posts on Instagram and Facebook (about \$25,000 for one year).
- \$1,000 to hire a model (\$200 per hour for four hours + agency fee). We will have models post on their social media feeds once a week wearing Viitasphere branded shirts or hats...with links to our social media pages/website. We plan to hire a model once a month for a shoot. \$12,000 for a year.
- \$689,000 on development and digital advertisement
- Ten major markets we will focus our Outreach Campaign on. Average of five Account Executives (sales & marketing team) per market. 50 Account Executives getting paid an average of \$100,000 each a year. \$5,000,000 for one year.

What Viitasphere will spend funding on

2 of 2

- Each region will have a budget for sponsored dinners/events and supplies/equipment of \$100,000 for a year. This total budget is \$1,000,000.
- \$5 million dollars for a Super Bowl commercial 2021 to prepare for the official launch of the platform.
- A 30 second commercial broadcast nationally is roughly \$150,000 (North America). Doubled to include the European market. A total of 20 airings of commercials for the year would be \$6,000,000.
- Legal fees for the year at \$20,000.
- \$17,709,000 dollars.
- Billboards in major cities that are within our regions.
- Account for other employee/business expenses and taxes.
- Anything left over would go to further development/marketing costs post platform launch.

Viitasphere spending – 22.2 Million Dollars



Thresholds

1 of 4

- Goal from VIITA Coin Sales - \$22.2 Million (If the funds raised are between \$19 million and the full \$22.2 million no expenses will be altered).
- If the funds raised are \$14 million to \$18 million the only change will be taking out the Super Bowl Commercial. If funds are available we will use them on regular commercial ads throughout North America and Europe.
- If we meet half of our goal (\$11 million) - development will remain unchanged. Account Executives and regions will remain unchanged. Social Media marketing strategy will remain unchanged. The only change made will be no longer paying for a Super Bowl commercial and cutting down on the amount of regular commercial ads. Instead we would air 12 commercials (throughout North America and Europe once a month) for an approximate cost of \$3,600,000. This would bring expenses to a projected \$10,309,000.

Thresholds

2 of 4

- If a quarter of our goal is met our funds would be roughly \$5.5 million. In this case The focus would begin on the North American market first. We would turn our attention to the European market AFTER the launch of the platform when more funds were secured. \$2.5 million would be the new projected cost for 25 Account Executives. The events budget would be cut in half to \$500,000. The Other \$500,000 would now be spend on airing three to four commercials nationally in the North American market (approximately once a quarter leading up to the launch of the platform). Estimated expenses would be \$4,209,000.

Thresholds

3 of 4

- If \$2 million is made from VIITA Coin sales - Development and all social media marketing will remain the same totaling approximately \$689,000.
- We will market only to the North American market with the emphasis being in San Francisco, Los Angeles, and New York. As more funds are secured post launch of the platform more major North American cities/regions will be added. Three Account Executives each will be hired initially for the three cities mentioned above. Nine Account Executives would be \$900,000 for the year. This would bring the projected costs to \$1,589,000.

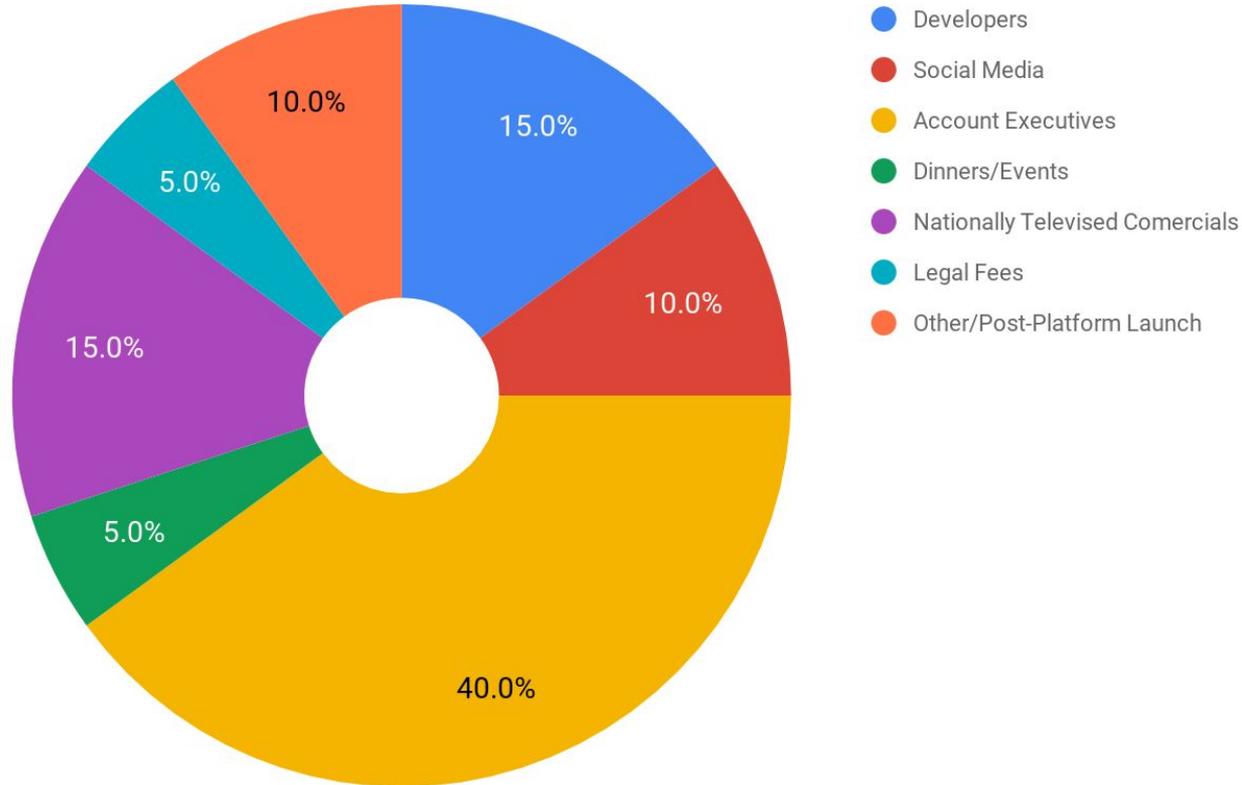
Thresholds

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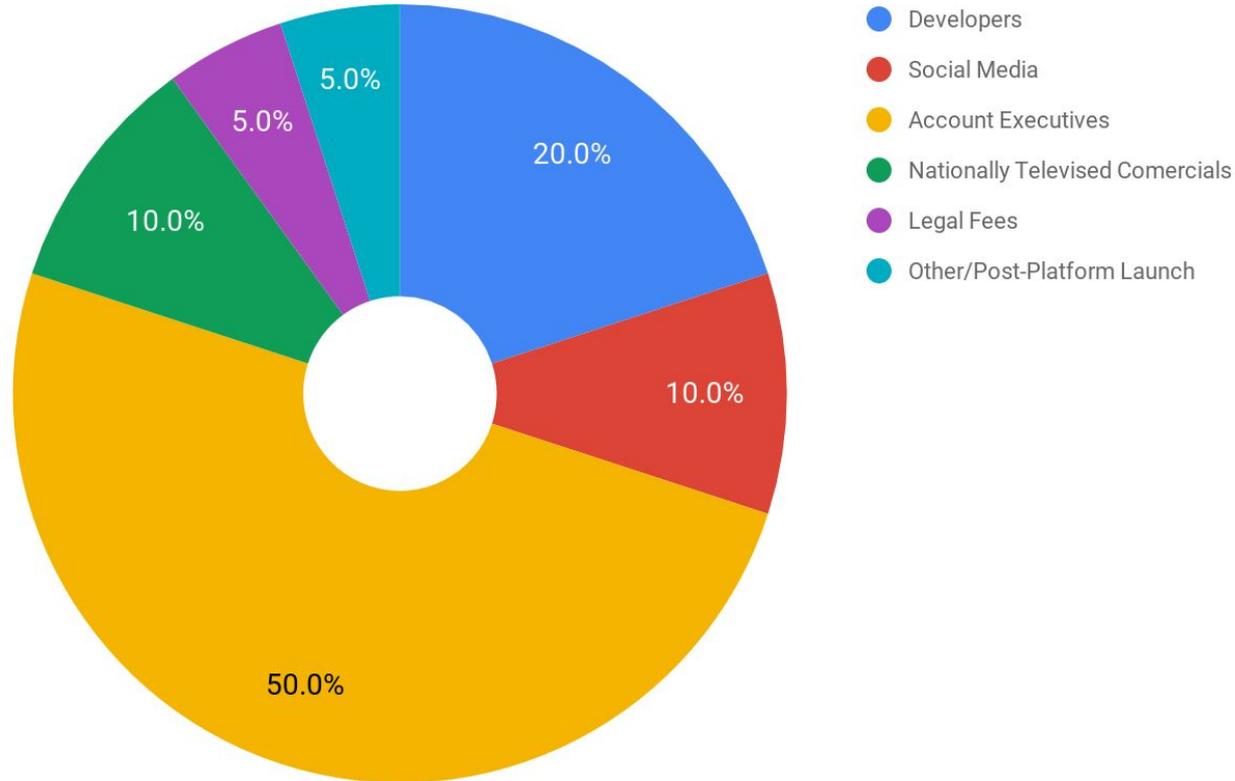
Projected expenses are being kept lower than the amounts raised in all scenarios to account for any unforeseen expenses that may arise.

- If \$1 million dollars is made from VIITA Coin Sales the development team would be cut in half to two people. We would need to potentially adjust our timeline/roadmap accordingly, perhaps pushing back the launch date of the platform (although an emphasis will be made on trying to meet the same milestones). The two developers would work 50 hours a week for a total pay of approximately \$187,500 each for the year. Development costs would be an estimated \$375,000. Digital marketing would remain the same. We would still begin with a focus on San Francisco, Los Angeles, and New York with one Account Executive in each city. This would bring costs to a projected \$764,000.
- If half a million is raised in funding from VIITA Coin sales Development would remain at \$187,000 each for two developers. Also social media advertisement would remain. Projected costs being \$463,000.

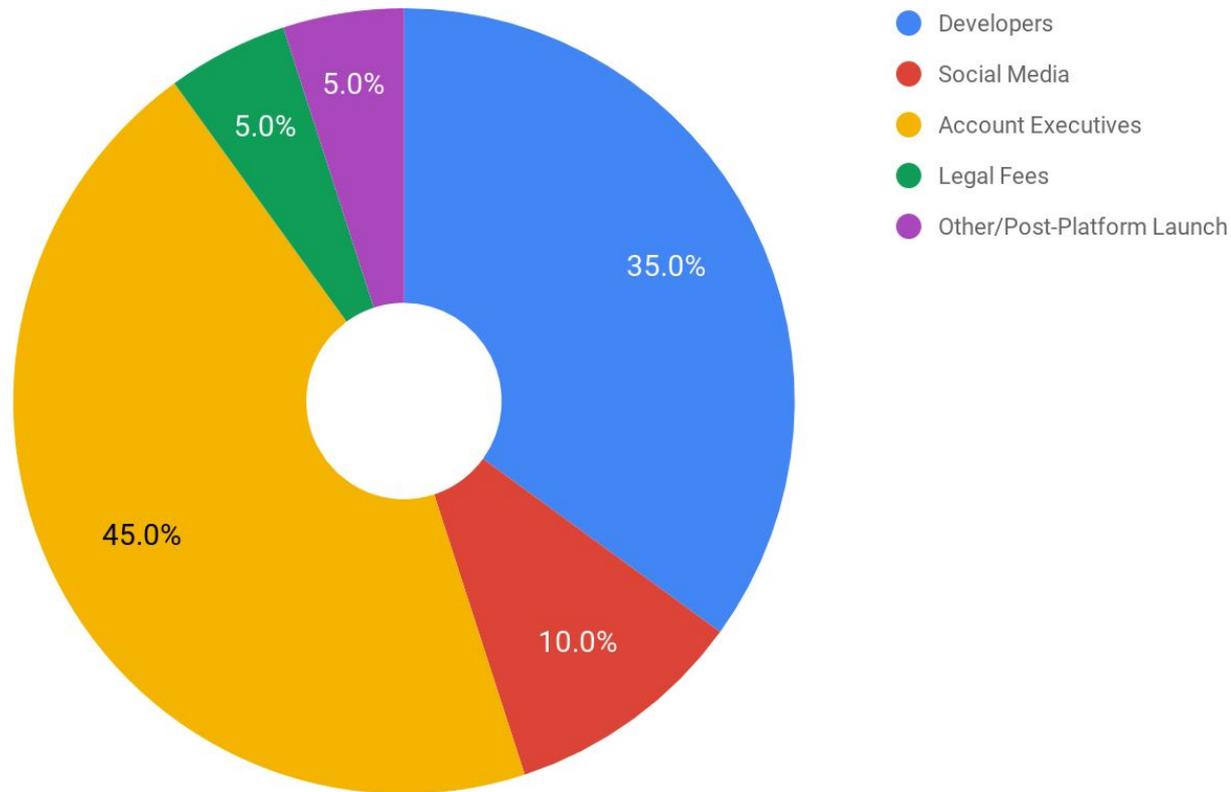
Viitasphere spending – Half of Goal Met (11M)



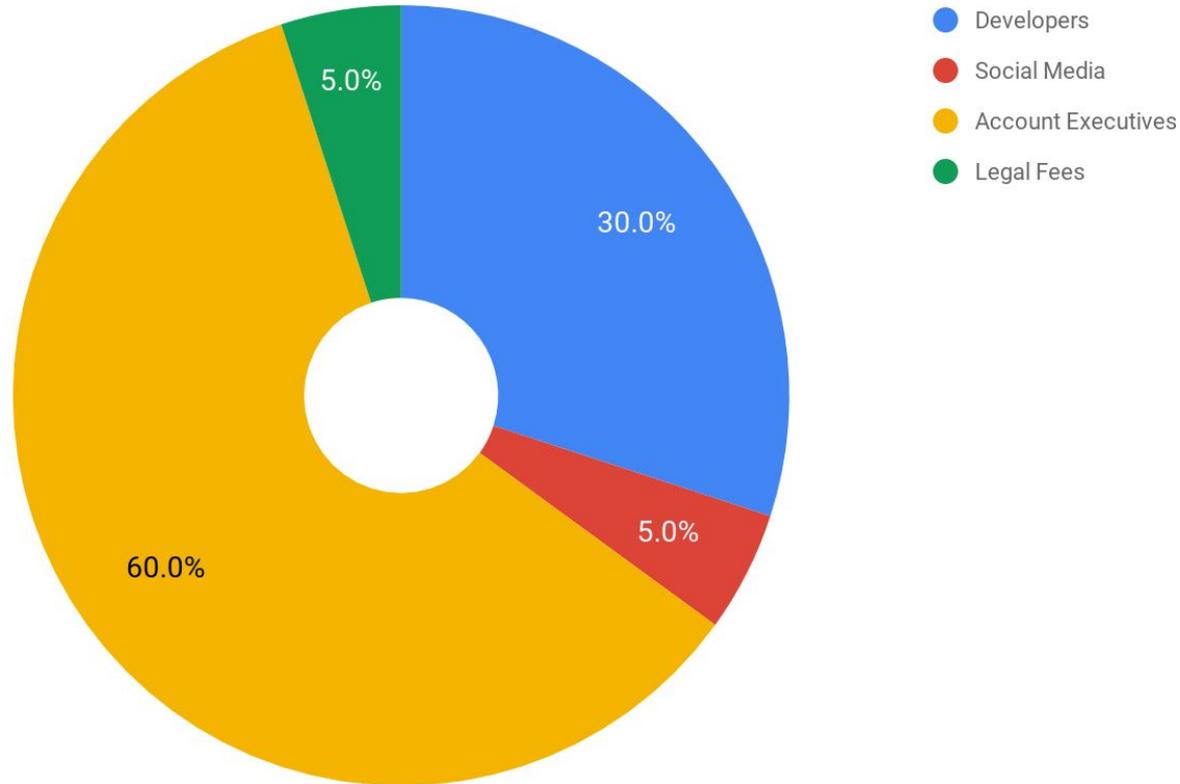
Viitasphere spending – Qtr of Goal Met (5.5M)



Viitasphere spending – 2 Million Dollars



Viitasphere spending – 1 Million Dollars



Factors of Success

- **Strategic Focus (Leadership, Management, Planning)**
- **Personnel (Staff, Development)**
- **Marketing (Customer Relations, Sales, Responsiveness)**
- **Operations (Processes, Work)**
- **Finances (Assets, Facilities, Equipment)**

Risks

Strategic Focus

- Perhaps the biggest risk here entails not being able to meet timelines. The worst risk we can make here is having to delay the project and losing the interest of our investors and followers. Our timeline was made conservatively to ensure that we are able to meet milestones regardless of the size of our team or the funding. We set up our timelines so that we could potentially launch the platform early if possible, but not have to delay if we were working with a smaller team or funding than anticipated.

Risks

Personnel

- The biggest risk in regards to personnel would be not having a large enough team to support the project. We need to ensure that we have at least two developers working on the building of the platform. And as it is being built we need at least the leadership team spearheading the project.
- If we find ourselves short a developer we will ensure that we immediately look to find one to join the project. Keeping involved in the community will help us in case we are in need of anyone joining the Viitasphere team, and also to ensure that our reputation stays positive.
- After the VIITA Coin sales have commenced we will need to hire a sales and marketing team. The primary risk involves having to manage a large remote team. We'd need to ensure that the team and leadership is in daily communication, checking for updates and progress.

Risks

Marketing

- The primary marketing risk factor is simply not having the funding to afford a satisfactory marketing campaign. Unfortunately this is where most projects fail. As outlined above we have carefully mapped out our marketing strategy and the costs. We have a highly adaptable strategy in place to handle whatever amount of funding we acquire through our VIITA Sales.

Risks

Operations

- The largest risk here would pertain to the app itself and any technical issues we may have. We are planning to launch a beta release first that way we can work out any bugs or glitches before the launch is official.

Risks

Finances

- Of course a lack of funding can be the downfall of any project no matter how well development is executed. We've mapped out our development and marketing strategy to be flexible and able to handle any amount of funding that we receive.
- The biggest financial risk would be not making enough to adequately market the platform. Our goal is mass adoption. We want to create an app that multitudes of people in all major cities across the globe will be using. In order for that goal to be reached we need to have the funds to market the platform. Marketing is very expensive and the lack of adequate funds can be problematic. As mentioned before we have a financial strategy that will allow us to be able to get the most out of marketing that we can with any budget.

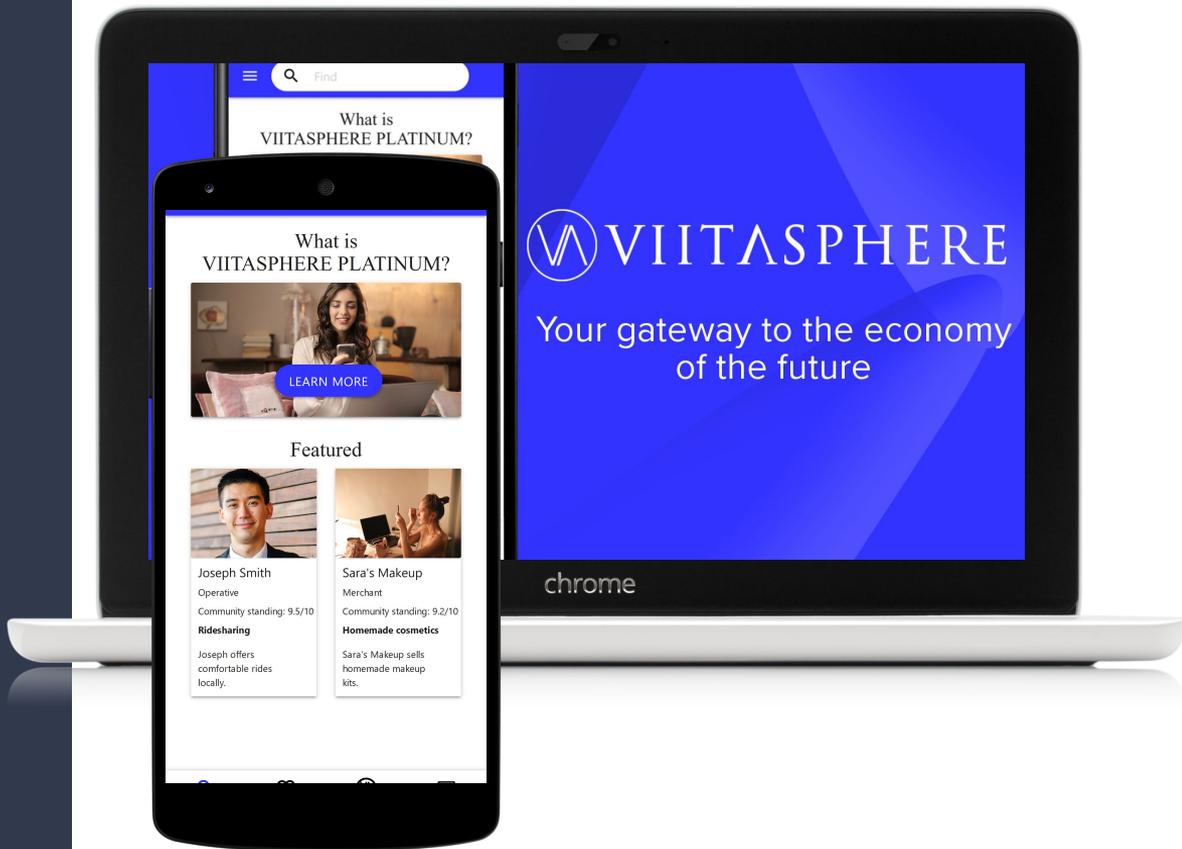
Importance of Marketing:

Marketing is a large but necessary cost if Viitasphere is to gain mass adoption. A platform of this calibre can only be sustained and successful if it gains adoption from large portions of each region's population. Having a beautifully developed application will do no good if no one is using it. Viitasphere needs to secure the funding to market and brand itself in order for this project to be a success.

For reference, Uber spends about \$1 billion a year on marketing and Lyft spends about \$100 million. Amazon spends \$8 billion a year.

Viitasphere

Building stronger communities and forging a prosperous future.



For more information

Website: viitasphere.com

FAQ: viitasphere.com/FAQ.html

AirGrab: <https://portal.telosgermany.io>

Telegram: t.me/Viitasphere

Instagram: [instagram.com/viitasphere](https://www.instagram.com/viitasphere)

Twitter: twitter.com/@viitasphere

LinkedIn: [linkedin.com/company/viitasphere](https://www.linkedin.com/company/viitasphere)

