



VIRTUAL  
ANTI-ADDICTION  
VALIDATOR

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BUSINESS PLAN



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# 1.0 EXECUTIVE SUMMARY

## 1.1 INTRODUCTION

VAV Virtual Anti-Addiction Validator is a mobile application for harnessing Social Media User Experiences addictions including phobias, psychosomatic disorders, and consciousness aberrations. that are generated by the User's consciousness, and stored within the User's consciousness. VAV utilizes and enables storing Big data files and repositories, as well as smaller scales of files, and carries out complex computational processes, such as encryption algorithms needed for Artificial Intelligence operations, Virtual Reality (VR), and Augmented reality (AR).

VAV operates a fully secure and encrypted application that integrates Blockchain, cryptographic and Artificial Intelligence (AI), Virtual Reality (VR), and Augmented Reality (AR), technologies in a user-friendly way.

In addition, VAV Corporation will research, develop, and operate decentralized applications (dApps). dApps are digital applications or programs that run on a blockchain.

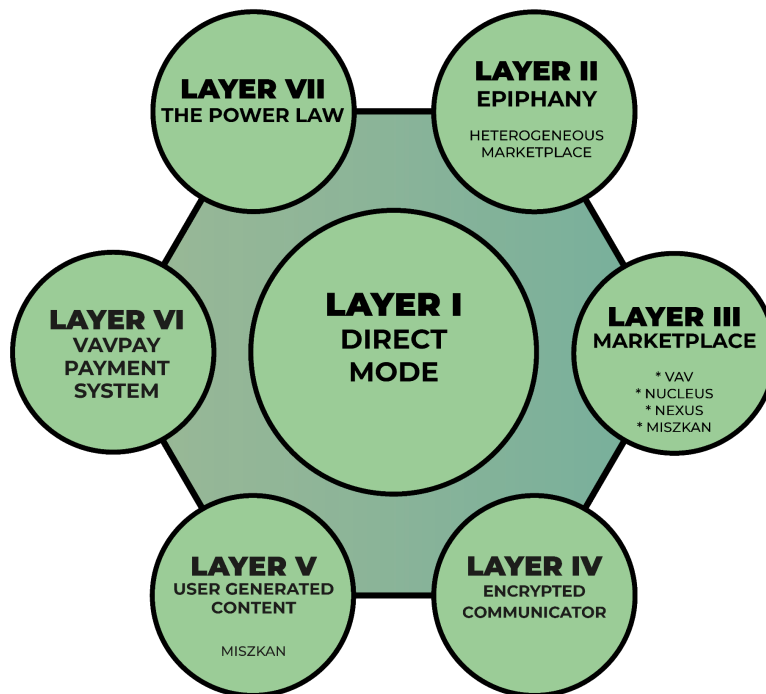
## 1.2 OPPORTUNITY

**VAV (VIRTUAL ANTI-ADDICTION VALIDATOR) is an educational-therapeutical video-sharing application based on a short-form mobile videos content available for all types of viewers.**

Based on the consciousness direct utility network effect, that enables seamlessly harnessing addictions and strengthening the immune system.

Consciousness direct utility network effect is embedded in seven center layers which strengthen retention and defensibility. Users have their own identities, that enable them to connect to anyone on the VAV platform and VAV application.

Users can make payments, purchase products, NFTs, receive rewards, and trade on different marketplaces.



### CONSCIOUSNESS DIRECT UTILITY NETWORK EFFECT

## 1.3 PROBLEM

The weakened immune system is increasingly becoming one of the worldwide main issues. Mental and substance use disorders, society's marginalization, fragmentation, and separation have been recognized as contributing significantly to the global burden of disease.

More and more societies, companies, and social media corporations struggle with fragmentation, and disconnection among Users, one of the main Public Health Concerns, because of addictions, depression, and anxiety that are gradually increasing.

The number one cause which weakens the human immune system is addiction. And the process of developing an addiction is closely and directly interconnected with the collapse of the wave function.

A wave function collapse occurs when an electron, as a wave that was initially in a superposition of a few states is reduced to a single state due to interaction with the time, space, and motion interface, the physical reality.

At the time of observation, the wave function collapse occurs. An electron loses its probabilistic existence and potential and manifests itself in the form of a solid-looking outcome such as an encryption algorithm, a phone, cortisol, an addiction, or any User's experience.

What do we see when we experience a life challenge such as addiction, the whole motion, or a single frame of it?

When a human observes an electron and at that moment their observation is represented by the consciousness of a particle, this observation is going to stimulate the electron to act as a particle. As a result, a collapse of a wave function occurs in one of these probability waves, and that electron becomes a particle with an up spin. When this happens the twin probability wave electron becomes momentarily a particle too with the opposite down spin.

And conversely, when the same human observes an electron, and at that moment their observation is represented by the consciousness of a wave, this observation is going to stimulate the electron to act as a wave. As a result, a pair of entangled electrons can be created, who now share a wave function called the quantum entanglement of electrons.

But why does a human observation, which seems not to be tangible cause a wave function to collapse? Because human observations are entirely based on the consciousness of a particle, which stimulates the electron to act as a particle.

In that, a low-key moment metaphysical entity such as photons or electrons, who don't actually exist in physical reality are intercepted, and by virtue of human observation captured into time, space, and motion interface reality, to which they don't belong.

As long as observation is represented by the consciousness of a particle, which can take the form of medications for addiction treatment, encryption algorithms that predict the recurrence of addiction, or psychotherapy for mental illness, the objective to determine the probable location of an electron within the atom is never going to be possible. In other words, the progression of addiction will increase whereas the immune system will be progressively compromised.

This process can be illustrated by the following examples:

Example a)

A person has a sudden desire to look at the social media platform, where a new post, has just been displayed. That awakened desire to look at the post is an effect of already created observation, that took place in the past.

From the first registered observation, that person reflexively keeps seeing a phone and looking at a post. The person projects to themselves an observation that had been recorded in the past. Taking a phone and looking at the posted comment has been with that person since the first time.

This observation stimulates the electron to act as a particle. As a result, a collapse of a wave function occurs. And as long as this observation resides within that person's consciousness, that person is going to be addicted to that actualized observation.

The person becomes addicted to the reification of their preexisting "taking a phone and looking at the post".

Example b)

Imagine an application on the interface of a person’s mobile phone, which can be opened, closed, or moved by the virtue of their finger.

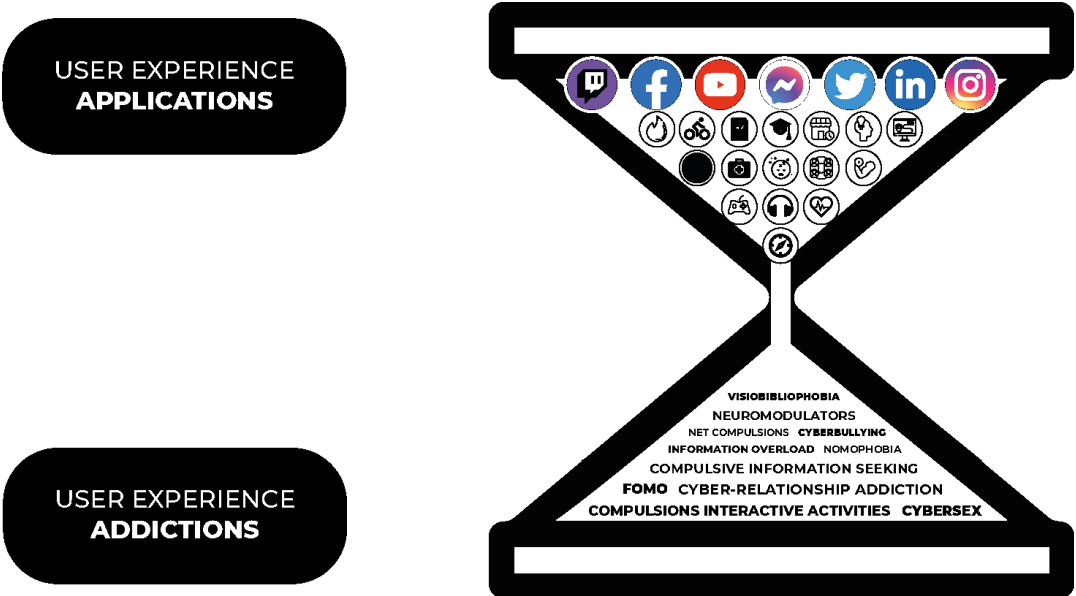
Contrary to what that person perceives and feels about these activities it doesn’t mean they are literally true. The activity of relocating an application only exists on the interface of their cell phones.

The true world of this application looks completely different. It consists of hundreds of thousands of numbers, figures, codes, digits, and signs, which can be stored on a smart contract of the blockchain thousands of miles away from the User’s phone.

The person got addicted to the creation of reification of that illusionary activity of relocating an application, defining it as the only true reality, which on the other hand seems so authentic and compelling.

Current mathematical encryption algorithms, quantum cryptography, quantum key distributions, entanglement-enhanced microscopes, or even quantum teleportation are not going to be able to provide a permanent solution to our daily life challenges such as addictions, because they all are based on the reification of DATA, meaning the consciousness of a particle, which causes a wave function to collapse.

**USER EXPERIENCE ADDICTIONS COMPROMISE THE IMMUNE SYSTEM.**





## 1.4 SOLUTION

VAV objective is to create an observation, which would enable the User seamlessly harness the consciousness of a particle that stimulates the collapse of the wave function to occur.

As a result, the User would acquire the same attributes as the electron who in its natural wave function, exists in a state of superposition.

The User would be in charge of the time, space, and motion interface reality where all illusionary ramifications and addictions have been created. As a result, the User would be able to break out of addictions and strengthen the immune system.

It has been scientifically proved, that when a particle encounters an anti-particle or matter confronts antimatter, mutual annihilation must result.

When humans observe that the generated energy is unstable, they are totally unaware that their own observations are also involved in that research, which in fact is the principal and major cause of that mutual annihilation.

Contrary to what has generally been acknowledged, the result is not however annihilation and unprecedented havoc but rather a transcending of the particle from its illusionary time, space, and motion interface reality to the true world wave realm reality, where time, space, and motion do not exist. The annihilation, that we are so concerned about, is nothing less than the demise and removal of another packet of illusionary interface reality, which has been generally defined as the only true reality.

However, in order to harness the collapse of the wave function, an electron,  $E^-$  represented by already actualized addiction (to making a harmful comment on the social media platform about another individual), (a consciousness of a particle) shall encounter an anti-particle Positron  $E^+$  which is represented by a conscious and volunteered inhibition to refrain from doing such an act (a consciousness of a wave - an unknown, and hard-to-predict outcome).

VAV has devised seven Consciousness Entangled Algorithms, with different levels of advancement that reduce and weakens the collapse of the wave function to occur.

The User receives a daily two 60-second video simulation, which addresses the same scenario, human addictions, such as anxiety, fear, uncertainty, trauma, sex, cybersex, social media, internet, alcohol, gambling, depression, stimulants, opioids, drugs, phobias, neuromodulators, nomophobia, cyber-relationship addiction, information overload, cyberbullying, net compulsions, visionbibliophobia, FOMO, compulsions interactive activities, compulsive information seeking, etc.

The first video simulation is based on the consciousness of a particle when the User observes an electron and at that moment their observation is represented by the consciousness of a particle, which stimulates the electron to act as a particle, which in turn causes the collapse of the wave function to occur.

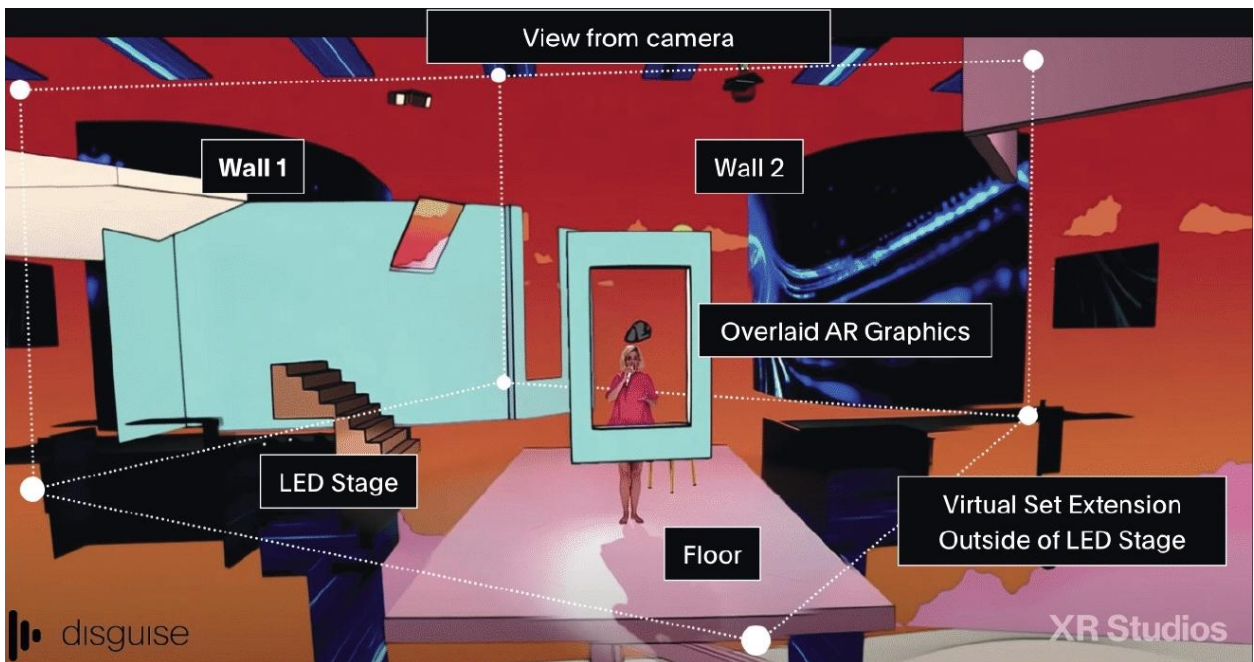
The second video simulation is based on the consciousness of a wave when the User observes an electron, and at that moment their observation is represented by the consciousness of a wave. This observation is going to stimulate the electron to act as a wave. As a result, a pair of entangled electrons can be created, who now share a wave function called the quantum entanglement of electrons.

To strengthen that new observation the User is requested to implement a simple proactive practical assignment, for which the User has the next 24 hours. The result of that assignment is additionally posted on the User's VAV profile, it could be a picture or a short video.

To be fully fledged in the technology of creation of new observations, that is based on the consciousness of the wave, the User would need up to 7 years during which the User learns, assesses, experiences, and evaluates the processes of acquiring new observations.

**QUANTUM ENTANGLEMENT OBSERVATION ALGORITHMS,  
CREATED IN xR, AR, AND MR STUDIO, ENABLE TO FREE THEMSELVES  
FROM USER EXPERIENCE ADDICTIONS.**

xR - Extended Reality | AR - Augmented Reality | MR - Mixed Reality



## 1.5 CONCLUSION

The Users are addicted to illusionary actualized observations that have been generated by the virtue of the consciousness of a particle. Each time the process of the collapse of the wave function occurs an addiction strengthens, and the immune system gradually weakens. VIRTUAL ANTI-ADDICTION VALIDATOR empowers the User to transcend a particle observation from its illusionary time, space, and motion interface reality into true world reality, where the User can take ultimate control over their physical challenges such as addictions.

VAV platform is well positioned to become the driving force in bringing decentralized applications (dApps) and blockchain-based products to the mainstream. We believe that we are on the cusp of exponential growth in Blockchain-based projects and that the forthcoming years will see an explosion of demand for Users. VAV will be the link that connects these projects to the partners that can deliver these Users and govern the commercial relationship between the two entities.

## 1.6 OBJECTIVES

- VAV aims at revolutionizing the Quantum and Psychological industry by providing a fully secure and decentralized processing platform with applications based on Blockchain, which would enable the Users to reduce addictions, strengthen the immune system, and achieve financial independence.
- VAV objective will provide its Users with encryption algorithms, that will not cause a collapse of a wave function to occur, as a result liberating the Users from addictions, and other negative attributes.
- VAV aims to create a new global currency, that will be represented by the quality of consciousness of the Users.

**THE OBJECTIVE OF THE VIRTUAL ANTI-ADDICTION VALIDATOR PLATFORM IS TO BREAK FREE FROM WEB2 AND WEB3 USER EXPERIENCES.**

## 1.7 CORE OBJECTIVES

- Build the world's most transparent & trustless performance WEB3 Virtual Anti-Addiction Validator Platform (VAV). Transparency and efficiency will enable the Users to focus on maximizing growth, free from concerns of malpractice by the other party, thereby strengthening the blockchain-based economy.
- Create the ubiquitous blockchain affiliate marketing platform.
- Build affiliate connections with online mental health platforms, health centers, psychological clinics, insurance companies, and other independent facilities such as corporations allowing them to offer real value to their patients and employees.
- Enabling the Users to build regular cash-flow, and become the co-owner of VAV Corporation. The more addictions the Users convert the higher the Users' revenue.
- Build a network of long-term recipients, who are interested in purchasing VAV's services, licenses, and products. The generated revenue is designated for VAV token purchase and stored in ZAN Treasury.
- Providing licenses to corporations, who are interested in enhancing their employee's psychological empowerment and productivity.
- The Users will have an opportunity for staking. The longer the Users' stake, the greater Users' voting trust.
- P2P Marketplace.
- VAV tokens can will be traded and converted to money via cryptocurrency Exchanges CEX/DEX.

## 2.0 USER'S EXPERIENCES

Every day WEB2, and WEB3 offer their Users new services and experiences, that provide a sense of fulfillment, security, control, or safety. For example:

- Autonomous Stores. The User can enter a store (24/7), and without any assistance do shopping. The payment is done by the virtue of the User application.
- Tracking software is designed with the User's child's safety in mind. The app's unique family safety features ensure the User can easily keep in contact with the User's child when they aren't with the User or when they aren't responding to the User on their device.
- Image Recognition Mobile App using visual search technology to identify objects through a mobile device's camera. Users take a photo of a physical object, and Google searches and retrieves information about the image.
- Augmented Reality Shopping App. The App let the User see what a piece of merchandise looks like in the User's home before the User purchases it, or if the User wants to purchase a new pair of eyeglasses, shoes they can show the User what the glasses look like on the User without a trip to the mall.
- Eye scanner app. The phone allows the Users to unblock websites and access stored information using only their eyes, scanned by the phone's front-facing camera. This means Users can store credit card information and then pay for online purchases simply by staring at the screen.

Similarly, VAV platform creates Users Experiences. However, their objective is to break free from WEB2 and WEB3 User Experiences to which the Users get addicted, and strengthen their immune systems.

- The User learns which User's observations stimulate the electron to act as a particle, as a result, a collapse of a wave function occurs. Consequently creating within the User's consciousness addiction.
- The User learns which User's observations stimulate the electron to act as a wave, as a result, a collapse of a wave function does not occur. Consequently enabling the User to break free from addiction.
- The stronger the User's immune system, the less iPhone User Experience the User requires.

- The User learns what are the main blockages that conceal the User's potential.
- The User will experience what are the main unconscious addictions, and how the addictions can be seamlessly harnessed.
- The User will experience that the more addictions the User harnesses, the healthier the User's immune system and overall success.



## 3.0 TARGET MARKET

The broad market for VAV can be segmented into four distinct sectors.

### 1. SOCIAL MEDIA ADDICTION “Phone USER EXPERIENCE”

Social media addiction is described as an uncontrollable urge to use the internet and social media, leading to a state where one is overly concerned when they are not online. Social media addiction facts show that dependency impairs other important areas of their life because they devote so much effort and time to their social media cravings.

According to Statista one of the more shocking social media facts and stats is that by 2025, the monthly number of active social media users is expected to reach 4.41 billion globally. To put that into perspective, that is about one-third of the world’s entire population.

A Smart Insights study recently revealed that more than half of the global population is active on social media in some form or another in 2022. That means that roughly 4.62 billion people now use social media. Also, the average usage per day amounts to 2 hours and 27 minutes. The study further suggests that this number has been growing due to multi-networking.

**2. HEALTHCARE** - Healthcare has much to gain from the implementation of blockchain technology, which can affect pharmaceutical manufacturers, wholesalers, and retailers by allowing them to monitor products at each stage of the delivery process. For medical providers, there is more than just money and efficiency at stake. With a securely encrypted transaction on the Blockchain, medical professionals would be able to readily access patient data that were previously lost or unattainable. Users would be given full access and control over their treatment improvement and be able to choose whether or not to share that information with a medical professional.

**3. WEB2 & WEB3 NETWORK EFFECT COMPANIES** - Social media and other companies are entering a new era where the most powerful retention and defensibility will be built on encryption algorithms that empower Users’ consciousness, instead of compromising it. What we are currently witnessing, is that more and more corporations struggle with that problem, including public health concerns, because of addiction, depression, and anxiety that are gradually increasing on the premises of the companies, and impacting on company’s productivity and revenue.



#### 4.

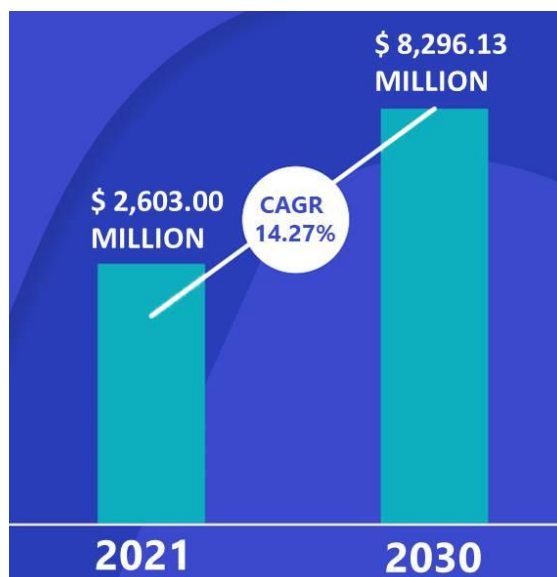
- Schools, Universities
- Entrepreneurs
- Investors
- Marketers
- Business Owners
- Professional Service Providers
- M&A Investors
- Solopreneurs
- Coaches
- Educators
- Consulting Agents
- Individual Users

## 4.0 COMPETITION

### 4.1 MARKET SIZE AND FORECAST

Online Therapy Services Market size was valued at USD 2,603.00 Million in 2021 and is projected to reach USD 8,296.13 Million by 2030, growing at a compound annual growth rate (CAGR) of 14.27% from 2023 to 2030.

The surging adoption of smartphones across the globe with easily accessible internet services provides huge growth opportunities for the online therapy services industry.



### VC FUNDING U.S. - BASED MENTAL HEALTH STARTUP

Investors poured \$1.5 billion into the mental health startup market in 2020, but technology alone won't solve long-standing problems like low reimbursement rates and provider shortages.

## **ONLINE THERAPY SERVICES MARKET, BY GEOGRAPHY**

On the basis of regional analysis, the global online therapy services market is classified into North America, Europe, Asia Pacific, the Middle East & Africa, and Latin America. The Asia-Pacific region holds the largest share of the global online therapy services market. Asia-Pacific is expected to witness notable growth, owing to an increase in mental health-related issues in the Asia Pacific. Additionally, an EIU analysis estimates that between now and 2030, they will slow India and China's economic growth by USD 11 trillion. The projected yearly total cost of mental illness in Australia and New Zealand is 3.5 percent and 5% of GDP, respectively. Additionally, a new WHO-led study estimates that the lost productivity caused by depression and anxiety disorders costs the world economy US\$ 1 trillion annually.

### **4.2 KEY PLAYERS**






The major players in the market are Teladoc, *TalkSpace*, *BetterHelp*, and *Calmerry*.

For examples. BetterHelp only offers one plan, which is weekly one-on-one individual therapy, with a price range between \$60 and \$90 a week. Full-time therapists (working 40 hours/week) make around \$100,000. BetterHelp Hits \$700M in Revenue, Expects More Growth in 2022.

Teladoc issued full-year revenue guidance for 2022 ranging from \$2.55 to \$2.65 billion, which would represent growth of 25-30% from 2021. The company also said that it expects its total visits for 2022 to increase to between 18.5 million and 20 million.

Some general goals of addiction counseling include those companies:

- Helping a person understand the root causes of their addiction.
- Identifying and addressing mental health conditions.
- Improving a person's mental and emotional health.
- Identifying harmful thoughts, feelings, and emotions as well as teaching people how to replace them with more positive ones.
- Repairing relationships that were broken or damaged by addiction.
- Identifying and removing negative relationships from a person's life.
- Identifying and removing triggers.

COMPANY	FOUNDED	ANNUAL REVENUE	MONTHLY PRICE	WEBSITE
 Grouport	2019	\$5 MILLION	\$140	<a href="#">LINK</a>
 Calmerly	2020	\$6,7 MILLION	\$228-\$360	<a href="#">LINK</a>
 talkspace	2012	\$332,8 MILLION	\$276-\$516	<a href="#">LINK</a>
 betterhelp	2013	\$700 MILLION	\$240-\$360	<a href="#">LINK</a>
 Teladoc HEALTH	2002	2.03 BILLION	\$299	<a href="#">LINK</a>

### 4.3 VAV ADVANTAGES

- One of the main and most significant advantages that VAV platform offers is to support in solving User Experience addictions that are caused by WEB2 and WEB3 applications.
- Cybersex addiction, cyberbullying, compulsions interactive activities, (don't get the number of likes the user was aiming for, no one likes the User's posts) online relationships, thergb (fear of missing out) tracking software, augmented reality shopping applications, and all other applications that cause the Users, addiction, phobias, psychosomatic disorders, consciousness aberration, neural inhibition, nerve cells suppressing, reflexive behaviors, or spikes of chemicals such as dopamine, serotonin, cortisol, acetylcholine, epinephrine, or norepinephrine.
- The therapeutic technology implemented on the VAV platform will be much more advanced than all other available therapies and addiction treatment methods, that the international industry currently offers.
- On top of that, the User can access their treatment momentarily and has full access to it 24/7/365 days, anytime, anywhere.
- One of the paramount aspects that make VAV platform truly efficient and unique is that all generated revenue is momentarily converted into VAV tokens (purchased at Exchange) as opposed to other WEB3 projects, which were simply utilizing the tokens, which made them vulnerable and often defined as PONZI.

## 5.0 BUSINESS MODEL

The demand for decentralized computational processing and storage is expected to dramatically increase in the near future due to two major trends in the business and computing worlds: Big Data and Artificial Intelligence.

VAV User's DATA, User Experiences, or any other forms of the User's consciousness transformation are never going to be transferred, nor sold to Big Data or any other public or non-public institution.

VAV's major aim is to revolutionize the quantum and psychological markets by offering decentralized storage and processing observation tasks. By joining the unused storage capacity of servers and personal smart devices and allocating processing tasks and uploaded files, VAV can create a platform, and Consciousness Research Center that can successfully compete with WEB2, or WEB3 projects, platforms, and applications.

### 5.1 KEY PARTNERS

- VAV Users
- Investors

Tokenomics	% of total supply	how many tokens	price	total raise	% hard cap
Pre-Seed Investor	1.40%	1,414,000	\$0.5700	\$805,980	7%
Pre-Seed Application Users	7.20%	7,272,000	\$0.7200	\$5,235,840	36%
Public Sales	11.40%	11,514,000	\$1.0100	\$11,629,140	57%
			<b>Fundraise</b>	\$6,041,820	(43% / 100%)
<b>TOTAL:</b>	<b>20.00%</b>	<b>20,200,000</b>		<b>\$17,670,960</b>	<b>100%</b>
			Overheads	\$805,980	
			10% Treasury ZAN	\$523,584	
			After Deduction	\$4,712,256	
			10% Users' Revenue	\$471,226	
			<b>Hard Cap Margin</b>	<b>77%</b>	

- Insurance companies offering psychological support.

- Department of Health.
- Companies and corporations interested in training the staff to become stress-resilient, and long-term productivity.
- Global P2P Transaction Merchants.
- Advertisers.
- Partners that are interested in the implementation of Network Effects.

## 5.2 KEY RESOURCES

- Investors, and partners Users Database.
- Cooperation with Social media networks.
- Sale of advertising spaces.
- NFT, and VAV token sales.
- Access to Venture Capital to keep the business growing.
- Referral Programs To Incentivise Word of Mouth.

Referral programs have one of the highest conversion and retention rates among all marketing channels. We would trust a product if a friend referred it. And so does everyone. In a referral program, VAV rewards the promoter and the referral. This way, we create a win-win situation for everyone.

Apart from referral programs, we also run affiliate marketing programs. These programs bring more traffic as affiliates often have an existing customer base. This strategy is also incredibly powerful when used as a VAV Marketing Strategy to Grow.

## 5.3 VALUE PROPOSITION

**VAV is aware of income disparity and the degree of the Power Law.** That is why the Users are offered access to the central nodes of VAV networks. They benefit from the company's revenues, NFTs, VAV tokens, rewards, and incentives. and above all, after 6 years from ICO, the Users receive ownership of 51% of VAV shares. As a result wealth and well-being are increased among the Users.

There are 10 basic revenue channels VAV shares with its Users. From each channel 10% is assigned between the qualified Users.

- 10% Mayin levels 1-5
- 10% Tier 1 - Gadlut
- 10% Tier 2 - Katnut
- 10% VAV token sales
- 10% NFTs sales
- 10% Staking
- 10% Nucleus franchise
- 10% Advertisement sales
- 90% Yuli - Grand reward
- 10% License sales

Number of Users:	<b>1-100</b>	<b>101-1,000</b>	<b>1,001-10,000</b>	<b>Individual</b>
Monthly Subscription	\$2,500	\$9,900	\$21,100	Individual
User's Annual Reward	\$3,000	\$11,880	\$25,320	Individual

**\*The User Commission is paid in VAV tokens and is subject to annual renewal**

The above-mentioned sources of revenues, as well the utilization and burning processes are thoroughly described in VAV whitepaper and recorded webinars.

- VAV creates therapeutical value based on the quantum entanglement of electrons, which helps the Users to relieve from addictions, thus strengthening the immune system.
- Revealmment of concealed consciousness potential and productivity.
- Collective Network Effect. Addiction liberation of one User, influences and strengthens the consciousness of the rest of the network.
- Only the User has full access to their account and digital assets. VAV platform, nor Blockchain don't have access to them.
- By implementing posts, the User can receive "tips" from the network. This strengthens and increases the User's network scopes.
- By promoting the VAV platform, or building a B2B structure, the User receives an appropriate commission.
- The User has 24/7 access to their digital assets, which can be withdrawn or exchanged.

- The User can take part in different projects which are part of VAV platform, and Launchpad.
- The User receives a 100% secure and encrypted communicator.
- The User can share the benefits with other Users from the different social platforms and direct them via generated link to the VAV platform, and receive a reward.

## **5.4 CUSTOMER RELATIONSHIP**

- Deal with customer issues in an appropriate manner and timeliness.
- Manage inappropriate behaviors on VAV platform, and improve rules continuously.
- Transparency around privacy, personal data, etc.
- Manage the social, communal, and economic footprint/impacts of the platform.
- Liaise with other platforms, communities, regulators, and other groups as required (and proactively where beneficial)
- Manage the platform's image across the media and other relevant channels.
- Manage serious incidents quickly to avoid negative viral spread.

## **5.5 COST STRUCTURE (CapEx, Capital expenditures, OpEx, Operating expenditures)**

VAV's most important cost elements are:

- Cost of customer acquisition, CAC: referral credits, digital advertising, and paid search.
- Development of new features, ongoing fine-tuning of algorithms, etc.
- 3D Consciousness Studio
- Expansion to new niches.
- Payroll for permanent employees and freelancers.
- Costs of payment processing.
- Lobbying, regulatory compliance.
- Legal cases and settlement costs.
- Infrastructure costs, computing power, bandwidth.
- Customer support.
- Insurance, and legal costs.



## 6.0 REVENUES

As stated in Chapter 6.3 Value Proposition, VAV as a WEB3 Network Effect Company shares its generated revenue with qualified Users. This way retention and defensibility of VAV Platform are significantly strengthened.

### Annual Revenue Generated Per User - GAMIFICATION TRACK

Mayin Level 1-5	\$252 ( Monthly subscription \$21 )
NFTs	\$42
Tier 1 - Gadlut	\$38,48
Tier 2 - Katnut	\$5,20
Staking	\$39
<b>Total</b>	<b>\$376,68</b>

### Annual Revenue Generated Per User - OPPORTUNITIES

Advertisements sales \$5,4

NFT Nucleus Franchise\* \$500

*\*Annual Merchant sale revenue on average (\$50,000) User's reward paid by the Merchant \$5,000. \$500 ZAN Revenue.*

### VAV Monthly/Annual subscription license sales

Number of Users:	1-100	100-1,000	1,000-10,000	Individual
Monthly Subscription	\$2,500	\$9,900	\$21,100	Individual
Annual	<b>\$30,000</b>	\$118,800	\$253,200	Individual
User's Annual Reward	\$3,000	\$11,880	\$25,320	Individual

License plan \$30,000

License fee **\$300**/\$1,188/\$2,532

Total \$ 30,805

Gross Revenue: **\$31,182**

# 6.1 REVENUE PROJECTIONS

In **FY-1 \$11,136,600** million in revenues will be generated, whereas up to FY-5 gross revenues will reach to **\$2,615,401,600**. Five years' financial projections are depicted in the following table:

YEAR	NUMBER OF USERS	MAYIN NFT	ANNUAL SUBSCRIPTION	NFT	PRICE	TIER 1	TIER 2	STAKING	Number of Franchise	FRANCHISE REVENUE	NUMBER OF LICENSE	LICENSE PLAN	LICENSE FEE	WATCHED ADS PER YEAR	\$ PER DAY	\$ PER USER	GROSS REVENUES
2024	20,000	Mayin Level 1	\$252.00	Nucleus	\$42.00	\$38.48	\$5.20	\$39.00	50	\$500.00	100	\$30,000.00	\$300.00	\$108,000.00	\$300.00	\$5.40	<b>\$11,136,600.00</b>
2024	100,000	Mayin Level 1	\$252.00	Nucleus	\$42.00	\$38.48	\$5.20	\$39.00	50	\$500.00	100	\$30,000.00	\$300.00	\$1,080,000.00	\$3,000.00	\$10.80	\$42,903,000.00
2024	1,000,000	Mayin Level 1	\$252.00	Nucleus	\$42.00	\$38.48	\$5.20	\$39.00	50	\$500.00	100	\$30,000.00	\$300.00	\$10,800,000.00	\$30,000.00	\$10.80	\$401,535,000.00
2025	20,000	Mayin Level 2	\$252.00	Nano Coach	\$57.00	\$38.48	\$5.20	\$39.00	300	\$500.00	500	\$30,000.00	\$300.00	\$108,000.00	\$300.00	\$5.40	<b>\$23,381,600.00</b>
2025	100,000	Mayin Level 2	\$252.00	Nano Coach	\$57.00	\$38.48	\$5.20	\$39.00	300	\$500.00	500	\$30,000.00	\$300.00	\$1,080,000.00	\$3,000.00	\$10.80	\$55,148,000.00
2025	1,000,000	Mayin Level 2	\$252.00	Nano Coach	\$57.00	\$38.48	\$5.20	\$39.00	300	\$500.00	500	\$30,000.00	\$300.00	\$10,800,000.00	\$30,000.00	\$10.80	\$413,780,000.00
2026	20,000	Mayin Level 3	\$252.00	Emuna	\$72.00	\$38.48	\$5.20	\$39.00	3,000	\$500.00	2,000	\$30,000.00	\$300.00	\$108,000.00	\$300.00	\$5.40	<b>\$70,181,600.00</b>
2026	100,000	Mayin Level 3	\$252.00	Emuna	\$72.00	\$38.48	\$5.20	\$39.00	3,000	\$500.00	2,000	\$30,000.00	\$300.00	\$1,080,000.00	\$3,000.00	\$10.80	\$101,948,000.00
2026	1,000,000	Mayin Level 3	\$252.00	Emuna	\$72.00	\$38.48	\$5.20	\$39.00	3,000	\$500.00	2,000	\$30,000.00	\$300.00	\$10,800,000.00	\$30,000.00	\$10.80	\$460,580,000.00
2027	20,000	Mayin Level 4	\$252.00	TetzaPad	\$78.00	\$38.48	\$5.20	\$39.00	30,000	\$500.00	5,000	\$118,800.00	\$1,188.00	\$108,000.00	\$300.00	\$5.40	<b>\$623,021,600.00</b>
2027	100,000	Mayin Level 4	\$252.00	TetzaPad	\$78.00	\$38.48	\$5.20	\$39.00	30,000	\$500.00	5,000	\$118,800.00	\$1,188.00	\$1,080,000.00	\$3,000.00	\$10.80	\$654,788,000.00
2027	1,000,000	Mayin Level 4	\$252.00	TetzaPad	\$78.00	\$38.48	\$5.20	\$39.00	30,000	\$500.00	5,000	\$118,800.00	\$1,188.00	\$10,800,000.00	\$30,000.00	\$10.80	\$1,013,420,000.00
2028	20,000	Mayin Level 5	\$252.00	Yovel	\$101.00	\$38.48	\$5.20	\$39.00	100,000	\$500.00	10,000	\$253,200.00	\$2,532.00	\$108,000.00	\$300.00	\$5.40	<b>\$2,615,401,600.00</b>
2028	100,000	Mayin Level 5	\$252.00	Yovel	\$101.00	\$38.48	\$5.20	\$39.00	100,000	\$500.00	10,000	\$253,200.00	\$2,532.00	\$1,080,000.00	\$3,000.00	\$10.80	\$2,647,168,000.00
2028	1,000,000	Mayin Level 5	\$252.00	Yovel	\$101.00	\$38.48	\$5.20	\$39.00	100,000	\$500.00	10,000	\$253,200.00	\$2,532.00	\$10,800,000.00	\$30,000.00	\$10.80	\$3,005,800,000.00

[LINK](#) - Excel Revenue

The Market analysis, competitive analysis and business model of the company reveal that VAV platform is a unique business model and its target market has sufficient potential to achieve its financial goals. As presented in the graph below revenues and net profits of the company will increase every year. Up to the fifth year of expanding the operation, the company will be able to secure more than **\$2,615,401,600 in revenues and \$1,791,345,279 in net profits**. The complete 5 years profit and loss projections are in the table below.

## 6.2 FIVE YEARS PROFIT & LOSS PROJECTIONS

<b>Profit and Loss Projections</b>	<b>FY-1</b>	<b>FY-2</b>	<b>FY-3</b>	<b>FY-4</b>	<b>FY-5</b>
Gross Revenue	\$ 11,136,600.00	\$ 23,381,600.00	\$ 70,181,600.00	\$ 623,021,600.00	\$ 2,615,401,600.00
Direct Cost (10%)	\$ 1,113,660.00	\$ 2,338,160.00	\$ 7,017,160.00	\$ 62,302,160.00	\$ 261,540,160.00
Operating Income	\$ 10,022,940.00	\$ 21,043,440.00	\$ 63,164,440.00	\$ 560,719,440.00	\$ 2,353,861,440.00
Gross Margin	<b>90.00%</b>	<b>90.00%</b>	<b>90.00%</b>	<b>90.00%</b>	<b>90.00%</b>
Expenses					
Payroll	\$ 1,100,000.00	\$ 1,700,000.00	\$ 2,100,000.00	\$ 3,900,000.00	\$ 5,500,000.00
R&D Expenses	\$ 400,000.00	\$ 1,100,000.00	\$ 2,000,000.00	\$ 4,000,000.00	\$ 7,000,000.00
Marketing Expenses	\$ 1,070,000.00	\$ 1,500,000.00	\$ 1,500,000.00	\$ 1,500,000.00	\$ 1,500,000.00
Consultants Fee	\$ 100,000.00	\$ 300,000.00	\$ 1,000,000.00	\$ 1,300,000.00	\$ 1,750,000.00
User's Acquisition (20,000 users)	\$ 900,000.00	\$ 2,100,000.00	\$ 3,400,000.00	\$ 3,900,000.00	\$ 7,250,000.00
Insurance Costs	\$ 50,000.00	\$ 70,000.00	\$ 100,000.00	\$ 135,000.00	\$ 210,000.00
Management and Operational Cost	\$ 120,000.00	\$ 240,000.00	\$ 330,000.00	\$ 1,240,000.00	\$ 3,120,000.00
Capital Expenditure	\$ 45,000.00	\$ 73,000.00	\$ 110,000.00	\$ 190,000.00	\$ 360,000.00
Depreciation/Amortization of Assets	\$ 22,000.00	\$ 46,000.00	\$ 150,000.00	\$ 365,000.00	\$ 450,000.00
Misc. Expenses	\$ 35,000.00	\$ 100,000.00	\$ 173,000.00	\$ 221,000.00	\$ 299,000.00
Total Operating Expenditures	\$ 3,842,000.00	\$ 7,229,000.00	\$ 10,863,000.00	\$ 16,751,000.00	\$ 27,439,000.00
EBIT	\$ 6,180,940.00	\$ 13,814,440.00	\$ 52,301,440.00	\$ 543,968,440.00	\$2,326,422,440.00
EBIT Margin (%)	<b>55,5%</b>	<b>59,1%</b>	<b>74,5%</b>	<b>87,3%</b>	<b>89%</b>
Taxes (23%)	\$ 1,421,616.00	\$ 3,177,321.00	\$ 12,029,331.00	\$ 125,112,741.00	\$ 535,077,161.00
Interests Expense	\$ -	\$ -	\$ -	\$ -	\$ -
Net Profit	<b>\$ 4,759,324.00</b>	<b>\$ 10,637,119.00</b>	<b>\$ 40,272,109.00</b>	<b>\$ 418,855,699.00</b>	<b>\$1,791,345,279.00</b>
Net Profit Margin (%)	<b>42,73%</b>	<b>45,49%</b>	<b>57,38%</b>	<b>67,23%</b>	<b>68,49%</b>

### 6.3 GROSS PROFIT MARGIN PER USER

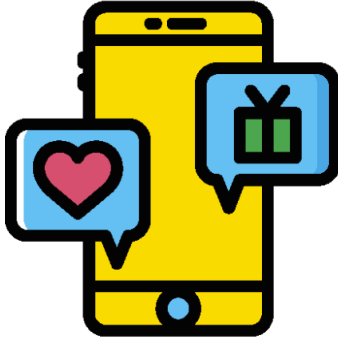
<b>USER Acquisition Cost</b>	<b>\$45</b>
<b>VAV Subscription Sale Price FY-1</b>	<b>\$252/\$21 Subscription</b>
<b>Gross Revenue</b>	<b>\$207</b>
<b>Gross Profit Margin Per User</b>	<b>82%</b>

### 6.4 BREAK-EVEN ANALYSIS

<b>Number of Users</b>	<b>20,000</b>
<b>VAV Subscription Sale Price FY -1</b>	<b>\$252</b>
<b>Additional Revenue From Subscription FY-1</b>	<b>\$124,68 (chapter 7.0)</b>
<b>Total Subscription Sale Price FY-1</b>	<b>\$376,68</b>
<b>Gross Revenue</b>	<b>\$7,533,600</b>
<b>Total Operating Expenditures</b>	<b>\$3,842,000</b>
<b>Unit Variable Cost</b>	<b>\$192</b>
<b>EBIT</b>	<b>\$3,691,000</b>
<b>EBIT MARGIN (%)</b>	<b>49%</b>
<b>Breakeven</b>	<b>10,199</b>
<b>Breakeven Sale</b>	<b>\$1,958,208</b>
<b>Markup Percentage</b>	<b>96%</b>

# 7.0 MARKET SIZE

UNIQUE MOBILE  
PHONE USERS



**5.48  
BILLION**

vs. POPULATION

**68.6%**

**+3.2%**  
YEAR-ON-YEAR CHANGE

**+170 MILLION**

INTERNET  
USERS



**5.07  
BILLION**

vs. POPULATION

**63.5%**

**+3.5%**  
YEAR-ON-YEAR CHANGE

**+171 MILLION**

ACTIVE  
SOCIAL MEDIA  
USERS



**4.74  
BILLION**

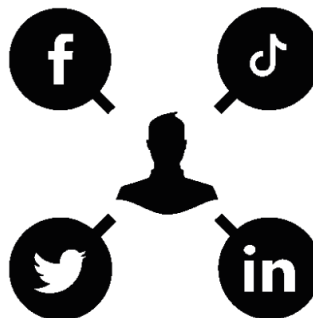
vs. POPULATION

**59.3%**

**+4.2%**  
YEAR-ON-YEAR CHANGE

**+190 MILLION**

TIME SPENT USING  
SOCIAL MEDIA



**2H 28M**

YEAR-ON-YEAR CHANGE

**+0.7% (+1 MIN)**

The mechanisms used in this industry, and more specifically the User Experience that is used, is the fastest addictive "experience" in the world.

On average, 5 Billion people use phone apps, have access to the Internet, and are active on social media. That's about 65% of our population.

Year on year, this number is increasing by an average of 3.6%.

On average, one person spends 2h 28m (148 minutes) per day on Social Media. This adds up to 54,000 minutes (37 days) per year, that's 10% of the entire year's time spent on Social Media alone.

Singapore has 5.3 million social media users out of a total population of 5.92 million, and this number is projected to climb to around 5.6 million by 2025. This means nearly every citizen of Singapore uses social media in some form.

41% of children aged 4-18 worldwide use TikTok.

Social media addiction is a growing problem, with more and more people becoming psychologically dependent on likes, comments, shares, and desire for recognition. The statistics show that this is a global issue, with people of all ages and backgrounds affected.

The percentage of people feeling 'somewhat' addicted to social media is highest at 40% among those aged 18-22 and 37% among people between 23 and 38.

### **What is social media addiction?**

Social media addiction is a type of behavioral addiction characterized by excessive use of social media platforms and websites.

### **What are the signs of social media addiction?**

Signs of social media addiction include spending excessive amounts of time on social media, feeling anxious or irritable when not using social media, neglecting other activities or relationships, and difficulty concentrating on tasks.

### **What are the effects of social media addiction?**

The effects of social media addiction can include feelings of depression and anxiety, difficulty sleeping, and difficulty concentrating on tasks.

### **How can social media addiction be managed?**

Social media addiction can be managed by limiting the amount of time spent on social media, avoiding triggers that lead to excessive use, and seeking help from a professional if necessary.

### **What are the risks of social media addiction?**

The risks of social media addiction include feelings of depression and anxiety, difficulty sleeping, and difficulty concentrating on tasks.

By understanding the risks and taking action, VAV Platform can help to free from addiction and boost our mental and physical health.

## 8.0 MARKETING

### 8.1 MARKETING STRATEGY

VAV's marketing combines the latest international advertising technologies to effectively promote its operations. The company will rely on the Internet for most of its marketing needs. The aim of VAV's marketing is to generate the highest levels of revenue from its network and to strengthen customer loyalty. One of the key responsibilities of the marketing team will be lead generation. The methods used for lead generation include advertising in trade journals, IT events and conferences, User groups, direct mailing, affiliates, and customer referrals. The basic marketing activities carried out to sell the services of VAV are listed as follows:

**P2P TRANSACTION** - VAV Transaction without gas fees for consumers! Cutting out centralized 3rd party gateways. Our partners will be promoted in our application thanks to the Geolocation search engine. In return, a special sticker will appear at their offline and online outlets with the message "We accept payments in VAV tokens."

**VAV COMMUNITY** - Building an engaged community of new and loyal consumers for VAV Merchant Partners.

**VAV WALLET** - Safe purchases, storage, staking, and redemption of VAV tokens.

**VAV MARKETPLACE** - A group purchases style launchpad of VAV tokens available to an engaged community of consumers. More free from addiction, more goods for the best price!

**TRUST PAY & TRUST DELIVER** - This solution can remove the worry for VAV Marketplace buyers and sellers. Trust Pay & Trust Deliver empowers Users the way they trust most, the solution enables us to liquidate concerns. "VAV enables to make truly successful transactions with others Users".



## 8.2 CONTENT MARKETING

- VAV will effectively use online content tools for marketing, as its marketing team will launch integrated campaigns that not only increase engagement and generate revenue but that also leverage the products and the services that VAV provides.
- Word of mouth.
- Via social media and messaging Apps.
- User stories: “our users tell the stories better than we do”.
- Referral programs rewarding referrer and referral taker with VAV tokens.
- Digital influencers.
- KOL Influencers marketing. Key opinion leaders are influencers who are perceived to have a stronger authority in their industry.

## 8.3 INTERNET MARKETING STRATEGY

Since studies have proved that the most effective marketing channel for business is the Internet, we will focus on online advertising channels. The following is a breakdown of the company’s Internet marketing strategy.

- **WEBSITE DEVELOPMENT** – The website of VAV exists and will further be developed in the first step of the Internet marketing campaign. The website will be updated regularly and provide information regarding the benefits of decentralized mental health services. Additionally, the online User platform will further be expanded to include online support and interactive Q&A.
- **SEARCH ENGINE OPTIMIZATION (SEO)** – VAV will hire a part-time SEO specialist to work on improving the visibility of the website on all major search engines, primarily on Google.
- **MARKETING COMMUNICATIONS** – Major efforts in addition to SEO and development of new website features and contents will be dedicated to marketing communications that include blog posts and promotion via independent professional bloggers, development of a Youtube channel, posts in social networks in VAV’s business page and in related groups (Facebook, LinkedIn, Pinterest, Google+, Twitter, Medium and Reddit) and in online mainstream and professional news sites.

- **YOUTUBE COMMERCIALS** – Another important channel to market the website effectively to a selected range of target audiences is YouTube commercials. The company will place properties promo videos on YouTube in a cost-effective and customer-focused manner.
- **PROFESSIONAL NETWORKING** – VAV would build a professional network of industry experts mainly through online efforts, such as LinkedIn. Success for any business is dependent on the customer base, and potential supplier base, and LinkedIn offers a simple connection to both. VAV will raise and develop its brand awareness and take advantage of advanced search to reach out to the target audience. VAV page will also be used to promote a brand's core values, nurture leads, and improve the visibility of any job opportunities currently available. Also, as with any social media network, it will be used to deliver traffic to VAV's website.
- **BLOG** – A dedicated blog to educate website visitors about important information and the latest happening in the area of mental health. Blogging will be an inexpensive way for VAV to drive traffic to its site, enhance inbound marketing efforts and attract more prospective customers.
- **VAV WILL KEEP THE AUDIENCE ENGAGED** - The thrill of waiting for your favorite web series after the trailer launch cannot be described. Not only TV series, but if you look at any major event, you will notice it creates hype. The same rules apply to the crypto world. VAV creates massive anticipation for VAV token, and VAV Platform launch.
- VAV will keep pushing updates about the launch VAV platform, inform about which milestones the project achieved, and what is the next step on the roadmap.
- **REFERRAL PROGRAMS TO INCENTIVISE WORD OF MOUTH** - Referral programs have one of the highest conversion and retention rates among all marketing channels. We would trust a product if a friend referred it. And so does everyone. In a referral program, VAV rewards the promoter and the referral. This way, we create a win-win situation for everyone. Apart from referral programs, we also run affiliate marketing programs. These programs bring more traffic as affiliates often have an existing customer base. This strategy is also incredibly powerful when used as a VAV Marketing Strategy to Grow.

## 9.0 SWOT ANALYSIS

Computing together with the psychology industry promise significant opportunities for growth if inimitable services are provided at low costs. The market research and analysis reveal that there is tremendous growth potential in the market and VAV will penetrate it at a fast pace. To determine strategic planning that would best benefit the VAV SWOT analysis presents the various aspects of the business. More importantly, this analysis serves as the groundwork to back up and steer the marketing efforts valuable to the business.

### OPPORTUNITIES

**MENTAL HEALTH** is one of the most prominent industries, and it will continue to grow in demand and in capabilities in the coming years. Public Health Organizations increasingly demand to address their challenges such as addictions, and new requirements. This trend creates tremendous growth opportunities for companies like VAV.

### STRENGTHS

Presently, there are no direct competitors of VAV, as they are offering centralized storage and processing, whereas VAV is going to offer decentralized storage and processing.

**THE BENEFITS OF ONLINE THERAPY.** Online therapists offer many unique advantages for individuals in need of assistance. These benefits can remove the obstacles that prevent people from seeking treatment. As online therapy becomes more widely accepted, patients are increasingly turning to this option.

One of the most common reasons people don't see a therapist is a lack of options nearby. This is especially true if you live in a remote, rural area where therapy centers may be limited. Additionally, since most therapy offices operate during the same 9-5 hours as most professionals, you may not be able to fit therapy into your schedule.

Online therapy has the edge in convenience over traditional therapy. The User can save time and gas money without traveling back and forth to a therapist's

office. For Users who don't drive or otherwise have transportation limitations, online therapy is ideal.

**E-THERAPY IS MORE AFFORDABLE.** The cost of therapy can be prohibitive for many people, especially if the Users don't have insurance. This is compounded by the fact that many mental health conditions make it difficult to work. This can lead the Users to think therapy is out of their reach. For example, depression therapeutic techniques given thru online therapy can be a solution. Online therapy can also be applicable to other mental health conditions, not only to depression. Since there is no physical office to maintain or staff to hire, online therapy is usually more affordable than in-person therapy. Traditional therapy can cost upwards of \$75-150 or more per weekly session. Since therapy usually needs to continue for at least several months to be most effective, these costs add up quickly.

**THERAPY IN A COMFORTABLE, FAMILIAR SETTING.** Some Users find it difficult to open up in the setting of a therapist's office. Online therapy allows the User to receive counseling from their own home or another comfortable location. This can make it easier to open up and speak about difficult issues.

**OPEN COMMUNICATION WITH THE THERAPIST.** With many therapy offices, the User connection to the User's counselor is only maintained during the time they're sitting on their couch. With e-therapy, there are usually no set sessions but instead flexible messaging between the User and the therapist. As a result, the User can reach out to the User's counselor any time that the User needs to without having to wait weeks for an appointment.

**TEXT OR EMAIL THERAPY ALLOWS THE USER TO COMPOSE YOUR THOUGHTS.** Sometimes it can be difficult to put thoughts into words, especially if the User is not used to speaking with someone about their problems or become overwhelmed with difficult emotions. Text-based therapy, such as involving messaging or email, gives the User the room to say what they want to say at their own pace. This can be particularly helpful for those with social anxiety.

**IMPROVED CONVENIENCE FOR THE THERAPIST.** Online therapy not only has benefits for the User as a patient but also for the therapist, as well. When offering online counseling or online counseling, a therapist has more flexibility and convenience in responding to their patients, an open line of communication, and can operate from anywhere they choose.

- Social stigma is eliminated: the Users don't have to worry about people seeing or finding out that they're receiving counseling, as they don't have to drive to or walk into a counseling center.
- Online counseling offers greater convenience: the Users don't have to rework their schedule to ensure they have time to drive to therapy. Instead, the users can attend their counseling sessions from the comfort and convenience of their homes.
- It eliminates intimidation that comes with in-person communication: A lot of Users seeking counseling don't feel comfortable talking openly about their problems. With online counseling, the Users have the option of writing about their problems instead of speaking about them on the phone as opposed to in person.

## **WEAKNESSES**

VAV is new in the market, while many mental health companies are already there. It will take time to penetrate the market and to realize the customers that VAV offers unique services that are different from its competitors. – Heavier marketing and advertising expenditures and efforts are required to create awareness.

**POTENTIAL DRAWBACKS OF ONLINE THERAPY.** As with anything, there are some negative factors to consider when choosing whether or not to pursue online therapy. While not all of these cons may apply in your case, it still helps to have this information.

**THE SCOPE OF THERAPY MAY BE INSUFFICIENT.** Online counseling can be beneficial for Users with many mental health and mood disorders. However, for those individuals with more complicated and significant diagnoses, online therapy may not be sufficient enough to provide adequate help.

**POOR INTERNET.** A strong internet connection is crucial to participate in e-therapy, especially video chatting. Depending on the User's location, the User's internet connection may be insufficient. There can also be occasional disruptions due to bad weather or poor connection speeds can also sometimes be a concern; for example, if the Users have roommates or people in their house, the User doesn't want to be overheard.

**GETTING STARTED WITH ONLINE THERAPY.** Online therapy is an affordable, way to get the counseling the User needs to manage their mental and

behavioral health better. However, before the User gets started, the User should do research to determine the scope of insurance coverage and what technological requirements may be involved.

- There is less intimacy: Some Users need that in-person meeting to create that intimate therapist-client bond that makes for a successful therapy journey.
- It isn't always covered by insurance: Some insurance companies do not cover online counseling.
- Unreliable technology can get in the way of the session: If the User has an iffy internet connection or the User's laptop suddenly stops working.
- It might not be as effective as in-person counseling if the User has a serious illness: Online counseling is often effective and proves successful, but this isn't always the case if the User has a serious mental illness. A serious mental illness might require in-person therapy so that the User counselor can best understand what the User is going through and what needs.
- It can eliminate nonverbal communication: In in-person therapy, counselors often analyze their client's nonverbal communication, such as one's eye contact and body language.

## **THREATS**

The market is already moving towards intense competition for mental health service providers, and new entrants can easily join it. The existing large companies may also offer services to their Users at lower prices. If this situation prevails, it may lead to stiff competition.

**PHISHING ATTACKS.** the hacker's goal in a very phishing attack is to steal the User's credentials. They'll send legitimate-looking emails to the owner of the wallet key. The User is required to enter access details via an attached fake hyperlink. Having access to a User's credentials and other sensitive information might lead to damages for both the User and therefore the blockchain network. They're also liable to follow-up attacks.

**PRIVATE KEYS.** Private Key or seed phrase is the main key to your funds. If your private key is weak, it can be easy for a hacker to guess. This means that they could gain access to your funds. Private keys should be kept secret and strong enough that they can't be easily guessed.

**SCALABILITY ISSUES.** Blockchain technology continues to be in its infancy and so has quantifiability problems. This implies that the network will solely handle a restricted variety of transactions at any given time.

<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>- Immediate support at the point of need</li> <li>- 24/7 support</li> <li>- Social equity</li> <li>- Personalised service tailored to needs</li> <li>- Service access to more people</li> <li>- Consistency of service</li> </ul>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>- Choice overwhelm</li> <li>- No guidance on efficacy and suitability</li> <li>- Lack of empathetic human care</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>- Convenience</li> <li>- Anonymity</li> <li>- Introduction to care</li> <li>- Spreading awareness</li> <li>- Leveraging capacity of clinicians</li> </ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>- Lack of evidence-based effectiveness</li> <li>- Acceptance &amp; usability issues</li> <li>- Risk of overreliance on technology</li> <li>- Privacy / Data security</li> <li>- Top-down design / no user-centricity</li> </ul>

## 10. VAV TOKEN SALE

During the presale and ICO, Users will be able to send BTC/USDT/USDC to a launch address, thereby committing to buying VAV tokens at the current price at the time the transaction is received (and as indicated on the VAV Token ICO site).

A total of 101 million VAV tokens will be created. The auction will be governed by a smart contract whose code will be open for public review.

Token Allocations	%inpool	Tokens
Pre-Seed Investor	1.40%	1,414,000
Pre-Seed Application Users	7.20%	7,272,000
Public Sales	11.40%	11,514,000
Team & Development	12.00%	12,120,000
Partners & Advisors	9.00%	9,090,000
Staking & Rewards	21.00%	21,210,000
Exchanges Listings & Liquidity Pool	21.00%	21,210,000
Marketing	7.00%	7,070,000
Company Reserves	10.00%	10,100,000
<b>TOTAL:</b>	<b>100.00%</b>	<b>101,000,000</b>

**Pre-Sale:** VAV Token will run a 15-day presale round capped at \$7,272,000 (7,20%) BTC/USDT/USDC starting at 00:00 GMT on the 15th September 2023 and ending at 00:00 on the 30th September 2023. All presale tokens will be locked for a period of 18 months vesting after the IEO has been finalized to safeguard participants' token value.

The public IEO will start at 00:00 GMT on the 30th of September 2023. VAV Token aims to level the playing field and allow as broad a participation as possible. Ownership of VAV carries no rights other than the right to exchange and claim over the platform or via exchanges. VAV token does not represent or confer any ownership right or stake, share or security or equivalent rights, or intellectual property rights.

### MARKET MAKING

During the lock-up period, the company will utilize its reserves to protect the token's market value to the best of its abilities, with a protective bottom targeted at ~20% off a compounded 5% week-on-week appreciation rate. The



company will also protect prices from artificial 'pumps' by stabilizing prices should malicious trading patterns be detected.

## **USE OF FUNDS**

Platform development will be the primary cost driver, including but not limited to

- Development of a market-ready product
- Integration of third-party services
- Development of proprietary API
- Secure wallet creation
- Development of state channels
- Development of internal economic model
- Marketing & Business Development will be a major area of focus, particularly, the establishment of agreements and integrations with exchanges, ICO consultancy companies and blockchain early adopters to win a first-movers advantage in the space.

## **11.0 PERSONNEL PLAN**

The top management team of VAV has extensive experience in mental health and Blockchain technologies. The senior management team has passion and a future vision of the cloud computing mental health industry that will be powered by the advanced capabilities of AI and Blockchain technology, thereby competing in price, the efficiency of storage, processing, and security of data. The management team's core strength includes its extensive understanding of decentralized storage capacities and processing power coupling multiple smart devices into a decentralized Blockchain.

## **12.0 COMPANY FOUNDERS**

The initial management team consists of 3 founders, Michael Keter, Kate Keter, and Przemyslaw Furman, who are specializing in consciousness encryption algorithms, and experts, who are fully fledged in the art of IT as well as Blockchain technology. As the business continues to grow, the company will hire more experts and staff members.

## 13.0 DISCLAIMER

Unauthorized reproduction or distribution of this business plan or any of its contents in any form or under any circumstances without prior written consent is prohibited. The information contained herein is: (i) provided by the principal founders of the business and (ii) publicly available from directories, publications and websites. In some cases, non-publicly available information was used, including independent research, studies or paid services from individuals and organizations. While the information set forth herein is deemed by VAV Corporation to be accurate, VAV Corporation shall not be held liable for the accuracy of or any omissions from this Whitepaper or for any other written or oral communication transmitted to the Recipient and any other party in the course of its evaluation of transactions involving the VAV Corporation.

The information contained in the plan will require careful scrutiny, verification and due diligence efforts from the recipients of the business plan. Any person or entity seeking to make a contribution in the business should not rely on the information set forth in the plan as complete. In addition, the analyses contained herein do not claim to be appraisals of the assets or the valuation of any entity. The business makes no guarantees regarding any benefits received from contributions, nor the legal, tax or accounting effects of any transaction; and this plan does not constitute an offer to sell, or a solicitation of an offer to buy securities. In furnishing the Whitepaper, the VAV Corporation undertakes no obligation to provide recipients of the Whitepaper with access to any additional information or to update this Whitepaper or to correct any inaccuracies that may be contained herein. There exists substantial information with respect to the business and its future prospects, and there are a substantial number of risks associated with a contribution in VAV Corporation, which are not set forth in the plan. Furthermore, the potential fulfillment of 'forward-looking statements' contained in the plan are subject to change due to unexpected events, market shifts, or circumstances that cannot be known at this time.

Forward-looking statements are based on expectations, estimates and projections at the time the statements were made that involve a number of economic, business, and numerous risks and uncertainties which could cause actual results or events to differ materially from those presently anticipated. Forward-looking statements in the plan may be identified through the use of words such as, but not exclusively to: "expects," "will," "anticipates," "estimates," "believes," or statements indicating certain actions "may," "could," or "might" occur. Such estimates and projections are subject to significant uncertainties beyond the control of VAV Corporation. Although such projections are believed to be realistic, no representations are made as to their ultimate attainability. Please be advised that the below-proposed execution business plan, could be subject to change due to legal, compliance, technological or other factors without prior notice.

By participating in VAV AS' ("VAV") Pre-sale and/or Token Generating Event (the "TGE"), defined in the VAV Whitepaper (the "Whitepaper"), or making use of any information in the Whitepaper or in VAV's business plan or available on the vavapp.com website, you agree to the statements provided in this disclaimer (the "Disclaimer"). You further understand and accept that the information provided in the Whitepaper and on the website are of descriptive nature only, and does not provide any legal rights to the User unless explicitly stated.

**GENERAL WARNING** – By using the services provided by VAV Corporation, you as either a Crowdfunding participant or User of VAV's products or services (the "User"), fully understands and agrees with the following:

- VAV AS is a European/Polish entity, being subject to European/Polish laws and regulations. The TGE is being performed from European/Polish under European/Polish rules. The User understands and accepts to be subject to the laws and regulations in the jurisdiction in which the User is domiciled and that VAV accepts no responsibilities for the legal status of the User as a Crowdfunding participant or otherwise being linked to VAV (e.g. as token holder after the TGE). The User should obtain local legal advice to clarify the legal status of the User in its own jurisdiction before participating in the Crowdfunding.
- The Smart Contract System creating VAV tokens ("VAV tokens"), the User understands and accepts that the User makes a contribution into a Smart Contract System for the development of the VAV platform, as described in the Whitepaper. The User understands and acknowledges that VAV tokens will be provided by the Pre-sale and/or TGE smart contract in the order that transactions are received by it and no alteration of this can be made by any party. However, the User understands and accepts that smart contract technology is still in an early development stage and its application of experimental nature, which carries significant operational, technological, financial, regulatory and reputational risks.
- User understands and accepts that VAV, including its shareholders, directors, management, employees and any other person affiliated with VAV, carries no liability for the ability to take part in the Crowdfunding for reasons beyond the control of VAV including but not limited to the Pre-sale and/or TGE duration, transaction mining delays and node-related issues.
- Pending successful Crowdfunding, VAV team members will be focused on completing the company start-up and delivering on milestones according to the Whitepaper. Furthermore, the User understands and accepts that while VAV will make reasonable efforts to develop and complete VAV platform, as described in the Whitepaper, it is possible that such development may fail and that User's VAV tokens may become useless and/or lose its value due to reasons of technical, commercial or regulatory nature or any other reason, within or outside VAV's control.

- The User is also aware of the risk that even if all or parts of VAV's platform is successfully developed and released in full or in parts, the VAV platform could be fully or partially closed, remain commercially unsuccessful or shut down due to lack of public interest or for any other reason. VAV has the right to engage subcontractors to perform the entire or partial development and execution of the VAV platform. The scope and extent of the development of the VAV platform will be determined by the amount of contribution received during the Crowdfunding, as set forth in the Whitepaper.
- The User understands and accepts that VAV undertakes no obligations to act on behalf and in the interests of the User in any Pre-sale and/or TGE being held in the future.

**TAX WARNING** – The User understands and accepts that VAV does not act as a tax agent of the User. The User bears the sole responsibility to determine its tax responsibility of the contribution into the Smart Contract System to create and obtain VAV token(s), and to determine whether the ownership, usage, potential value appreciation or depreciation, or any gain or loss by the purchase or sale of the VAV token, have tax implications for such User. More specifically, the User fully understands and agrees to the following:

- The User and VAV carry their own tax obligations solely under the applicable laws of the jurisdiction they reside in.
- If Value Added Tax (VAT) obligations or other indirect taxes will apply as a result of trade of products/services VAV reserves the right to adjust the product/service price by adding a VAT/ indirect tax as applicable for each respective country.
- The User understands and accepts that VAV may have to disclose information on the User, including but not limited to the value of any VAV tokens held, if explicitly requested by any government authorities in accordance with any applicable jurisdiction.
- By creating, holding or using the VAV token, and to the extent permitted by law, the User agrees not to hold VAV or any associated third party, including developers, auditors, contractors or shareholders, liable for any tax liability associated with or arising from the creation, ownership or use of VAV token or any other action or transaction related to the VAV platform.

**NO WARRANTIES** – All information provided within the Whitepaper and within VAV's business plan is provided "AS-IS" and with no warranties whatsoever on the VAV token, the Smart Contract System and/or the success of the VAV platform, including the accuracy, completeness or the use of any information provided therein, to the extent permitted by any applicable law. This includes, but is not limited to,

express or implied warranties of title, merchantability or fitness for a particular purpose, are made with respect to the information, or any use of the information, on this site or platform.

**DISCLAIMER OF LIABILITY** – The User acknowledges and agrees, to the extent permitted by any applicable law, that the User will not hold VAV or any associated parties, including but not limited to any group entity, management, developers, contractors or shareholders, liable for any and all damages or injury whatsoever caused by or related to the use of, or the inability to use VAV token, the Smart Contract System or VAV platform, under any cause or action whatsoever of any kind in any jurisdiction. VAV specifically, without limitations, disclaims liability for any loss or damages, including incidental or consequential damages, and assumes no responsibility or liability for any loss or damage suffered by any person as a result of the use, misuse or reliance of any of the information or content in the Whitepaper or in VAV’s business plan or on the [www.vavapp.com](http://www.vavapp.com) website.

Under no circumstances shall VAV, or any associated parties as stated above, be liable to the User for any special, indirect, incidental, consequential, exemplary or punitive damages (including lost or anticipated revenues or profits and failure to realize expected savings arising from any claim relating to the services provided by VAV) whether such claim is based on warranty, contract, tort (including negligence or strict liability) or otherwise or likelihood of the same.

The User further specifically acknowledges that VAV, or any associated parties as stated above, are not liable, and the User agrees to not hold them liable, for the conduct of any third parties, including other creators of VAV token(s), and that the risk of creating, holding and using VAV token(s) rests entirely with the User.

**USE AT YOUR OWN RISK** – By utilizing the Crowdfunding Smart Contract System for VAV, the VAV platform or the [www.vavapp.com](http://www.vavapp.com) website, including but not limited to, the transferring of any assets to VAV AS, the User undertakes and understands all possible risks that directly or indirectly arise from the activity connected with the User’s participation in the Crowdfunding and/or use of VAV’s services and products.

**FORCE-MAJEURE** – The User understands that VAV will not be liable to the User for any breach hereunder, including for failure to deliver or delays in delivery of the Services occasioned by causes beyond the control of VAV including but not limited to unavailability of materials, strikes, labour slowdowns and stoppages, labour shortages, lockouts, fires, floods, earthquakes, storms, droughts, adverse weather, riots, thefts, accidents, embargoes, war (whether or not declared) or other outbreak of hostilities, civil strife, acts of governments, acts of God, governmental acts or regulations, orders or injunctions, or other reasons, whether similar or dissimilar to the foregoing (each a “Force Majeure Event”).

**MISCELLANEOUS / FINAL WARNING** – Pre-sale and/or TGE participations can be considered high-risk trading; utilizing VAV tokens via Crowdfunding or utilizing

services offered in the Whitepaper, through the Smart Contract System, the VAV platform, and on the [www.vavapp.com](http://www.vavapp.com) website, may result in significant losses or even in a total loss of all value submitted and obtained.

- This Disclaimer, VAV Whitepaper, VAV website, and platform, or any related documents or site do not constitute a prospectus of any sort, is not a solicitation for investment, and does not pertain in any way to an offering of securities in any jurisdiction.
- VAV tokens are only functional utility tokens and its ownership carries no other rights other than being intended to be applied on VAV's platform, if successfully completed and deployed as stipulated in the Whitepaper. In particular, the User understands and accepts that the VAV token do not represent or constitute any ownership right or stake, share or security or equivalent rights or any right to receive future revenues, IP rights or any other form of participation in or relating to the VAV platform, other than enabling access for token holders and Users to VAV's platform. VAV tokens and VAV's platform are not for speculative investment. No promises regarding value or future performance are made regarding VAV tokens. No promises regarding any particular value of VAV tokens are made. No other rights associated with holding VAV tokens are given. Proceeds of VAV token Crowdfunding may be spent as VAV Corporation sees appropriate, which may change as deemed necessary in the maturation and advancement of the VAV token and VAV's platform.
- VAV's team is investing heavily in the safety and security of the services that VAV provides. However, we cannot protect against all possible sources of error and malicious deeds initiated by any party. Therefore all risks assumed by using VAV's platform in any capacity, transferring, receiving and accumulating VAV tokens are solely assumed and accepted by the User.
- VAV tokens are meant to be held and used by those well experienced and knowledgeable in cryptographic tokens, their acquisition, transfer, and use only for accessing the services offered on VAV's platform. The User represents and warrants that it has a deep understanding of the functionality, usage, storage and transmission mechanism associated with cryptographic tokens and blockchain-based software systems.
- The User further represents and warrants to have knowledge of the token creation process and that the User will have its own account on Blockchain, with a private key. Following the creation of VAV token by the Smart Contract System, VAV token will be transferred to the User's address by the Smart Contract System. The User understands that if the User lost his/her Recovery Phrase/Private Key, the User will not be able to generate a new account with previous assets..
- By transferring BTC/USDT/USDC to the Smart Contract System and/or receiving VAV token, no form of partnership, joint venture, or any similar relationship between the Users and/or other individuals or entities involved

with the deployment of the Smart Contract System and the setting up of the VAV platform is created.

- The User understands and accepts that no market liquidity may be guaranteed with regard to the VAV token and that its value may experience extreme volatility over time, including depreciation in full.
- Should the User be a consumer and should any applicable consumer legislation or cancellation rights apply to such User in relation to the creation and obtainment of VAV token, the User waives any such consumer and cancellation rights, unless otherwise prescribed by mandatory law. The User further acknowledges and accepts that any applicable cancellation rights are waived and lost when the User transfer BTC/USDT/USDC through the Smart Contract System and thereby creates and obtains VAV token(s), unless otherwise prescribed by mandatory law.
- The User understands and accepts that Blockchain technology allows new forms of interaction and that it is possible that certain jurisdictions will apply existing regulations on, or introduce new regulations addressing, blockchain technology-based applications, which may be contrary to the current setup of the Smart Contract System and which may, inter alia, result in substantial modifications of the Smart Contract System and/or the VAV platform, including its termination and the loss of VAV token for the User.
- By participating in the Crowdfunding by either the Pre-sale and/or TGE, the User confirms that he has read, understood, and agrees to comply with all restrictions set forth above. The User further confirms to not obtain the VAV token for any illegal purposes and that BTC/USDT/USDC transferred through the Smart Contract System has not been obtained by any illegal means, including but not limited through money laundering or corruption of any sort or any other illegal means in the jurisdiction in which the User resides.
- The User acknowledges and agrees that if any part of this Disclaimer or the Whitepaper is found illegal or unenforceable, in whole or in part, such provision shall be ineffective solely to the extent of the invalidity or unenforceability under the laws of the applicable jurisdiction without affecting the validity or enforceability thereof in any other manner, and without affecting the remaining provisions of this Disclaimer or the Whitepaper, which shall continue to be in full force and effect.
- VAV's Whitepaper, its business plan, its website and this Disclaimer, may be subject to changes by VAV's discretion, either before, during or after the Crowdfunding.

This Disclaimer is valid as of 06 April 2023, as amended from time to time.