

# NuDeel

It's more than just a social media application

## **BUSINESS PLAN**

*Because the freedom of liberty requires the responsibility of participation.*

Prepared by:  
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## **I. EXECUTIVE SUMMARY**

American Voters Association Inc, (referred to from here on in as the "Company") was established as a C-corporation at 4600 NE 11th Ave, Oakland Park, Florida 33334 with the expectation of rapid expansion in the applications / social media industry. The Company is soliciting financial backing to introduce its new service (described below).

### **Business Description**

The Company was formed in October of 2022 as C-corporation under Florida state laws and founded by Richard C Kersey. Mr. Kersey is educated in the fields of engineering, political science, business, and economics. He has over 30 years of experience as an entrepreneur and is currently the president of a successful multimillion dollar distribution company. He is passionate about our civic responsibility and how vital our participation is in determining the quality of life, economic security, and health of Americans. He is committed to securing responsible civic participation and inclusion on social media, while also providing secure, accurate, and verifiable anonymous digital polling. The future of civic participation will be digital, and NuDeel is securing that future for our investors.

### **Business Mission**

Attention is the greatest currency of value. With it, we can change the world. We need more active interest in civics. We make voting easy by making it simple, fast, secure, and right in the palm of your hand, from registration to participation and social media content. NuDeel is the future of civic engagement everywhere as a source for news and entertainment that promotes *participation-with-integrity* as a platform for social engagement.

### **New Service**

NuDeel is a free app for users that is available on IOS and Android, providing information about current civic representatives and candidates running for office as well as the user's voter registration status and polling locations. Our service offers a low-cost option for instant dissemination of information and interaction with local constituencies and activists for candidates and community leaders. NuDeel also provides an easy-to-use interactive social media environment that encourages responsible and constructive participation both online and in local communities via a subject based media feed and local calendar of events. Picture and election year and looking at your phone, tablet, or laptop at a small list of candidate picture icons, and being able to click on each one to view a 30 second clip of their reasons for running, then selecting the person you like and moving on to the next office up for election and quickly doing the same until you have your list of preferred representatives to vote for. Now picture sharing those selections and discussing your choices with family and friends on local community digital forums and on a global digital town square that follows FCC regulations and provides a safe environment for general discussions and posts for all age groups.

NuDeel is a social media platform of local, statewide, and national digital town squares where people can gather and register, (no fake accounts, names, or bots), to find out about their representatives and candidates, discuss and share concerns in and about their communities, plan local events, and entertain themselves and others with memes, streams, and other G-Rated materials. NuDeel is designed to be an educational and entertaining interactive digital community devoted to civic engagement and encouraging respectful participation on a public platform committed to FCC policies and our first amendment freedoms, where words and actions have accountability because no one posting is anonymous, and anyone anywhere can tune in.

The world has moved into the 21st century. It's time our civic responsibility does too. NuDeel is the innovation we need that is free to the community, profitable for proprietors and shareholders, and preserves our sacred duty as citizens of a republic. The future of NuDeel also offers the necessary security with biometric scanning for account logins and verified government issued ID's for user authenticity on the platform, while multilayered encryption allows for secure verification of user polling across the network. NuDeel is the future of politics and a true digital public forum with entertainment, accountability, and eventually even digital voting. The future of civic participation is here, and it is NuDeel.

### **Funding Request,**

Company is valuing itself upon inception at 2 billion, with 100 million preferred shares available at \$20/share. Company is offering 10 million preferred shares as a first round private equity funding security. Initial Shares will mature in 5 years with a right to exercise up to 5% quarterly. Following an IPO, mature shares may

continue to be executed quarterly at an exchange ratio of 1 preferred share for 1000 common shares at current market rates. Funding proceeds will be used for the following purposes:

<b>Purpose</b>	<b>Loan Amount</b>
Marketing	\$25,000,000.00
Staffing	\$80,000,000.00
Executive Administration	\$27,500,000.00
Operations	\$8,400,000.00
Sales & Support	\$39,000,000.00
Product Development	\$1,600,000.00

Product development and real estate acquisitions will be scheduled immediately following the completion of our initial round of funding. Quarterly financials will be provided as subject to SEC guidance by public entities for all private round and pre-IPO investors. Additional funding rounds may be necessary if and wherever goals are not met.

## **II. BUSINESS SUMMARY**

### **Industry Overview**

In the United States, the applications / social media industry presently makes over fifty-six billion dollars in annual sales revenue. And it is increasing steadily.

A greater percentage of ad revenue continues to move from mainstream broadcast media venues to social media venues. This trend is a result of more mobile apps offering increased convenience and ease of use and will continue due to intrinsic adoption by younger generations of mobile media streaming formats.

Research shows that most political campaign ad spending is based on quantity of messaging over effectiveness due to the nature of subject material and a growing polarization in the community. New distribution and presentation methods along with social media development that promotes discussion rather than discontent are now necessary for effective messaging dissemination and greater interest in civic responsibility. Our app fills this need by providing the platform and structure for respectful dialog on local, state, and national levels.

### **Business Goals and Objectives**

The successful launch and adoption of NuDeel, an app for voting and civic action making local participation easy and fun for everyone on a safe and secure platform. We put the political process in the palm of your hands. And it's free.

Second year following launch –

- All Corporate & Satellite offices in top 50 cities operating
- \$226,000,000.00 in revenue generated
- Fifty million or more app downloads and users registered

Five years following product launch –

- NuDeel is adopted as a mainstream/primary source for election information
- Targeted ROI for shareholders exceeded
- 80% of users retained and actively using NuDeel
- IPO completed
- Annual revenue goals and shareholder ROI exceeded

Ten years following product launch and

Five years post IPO operational objectives realized –

- App adoption increasing at over 10% annually
- All local, state, and federal agency approvals, licensing, permits completed
- NuDeel is the first Digital Voting Platform successfully used in an election

Ten years post IPO –

- NuDeel becomes the USA's official Digital Voting Platform and used in National Elections
- NuDeel begins international expansion and adoption efforts

## **Legal Issues**

The Company affirms that its promoters will have acquired all legally required trademarks and patents.

## **III. MARKETING SUMMARY**

According to an article in Human Rights Magazine, Vol 45 No 3: Voting in 2020, Titled: Political Advertising on Social Media Platforms, Billions of political advertising dollars are currently spent on these platforms with an upward trend that will only continue well into the future. The major concern is that there is little to no accountability for providing accurate and factual data. The article concludes:

“Social media possesses very different characteristics from the media that have come before it. Regulation of political ads on social media, whether by the platforms themselves or government actors, needs to take into account that allowing candidates to micro target ads while at the same time refraining from factchecking their statements creates an environment where false information can spread unchecked.”

A viable resource for information and social media platform providing for the protection of first amendment rights while also securing accountability of its users and advertisers alike to insure against misinformation and defamation of character is necessary as we move into the digital realm of community and commerce. There is a very clear and evident need for our product.

### **Target Markets**

Our initial core market and revenue source is political advertising. This clientele will initially include community representatives and candidates, civic groups, political action committees, and commercial organizations interested in messaging across a network of active and civic minded users who are engaged in their communities, looking for information, and discussing current issues.

The estimated number of clients within the Company's core target market is 200,000. Capturing additional market share in ad revenue is exponentially greater with commercial interests once mainstream adoption of our app occurs, which we anticipate in 2025.

### **Pricing Strategy**

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

We offer an innovative subscription / notification hybrid advertising solution that is passively intrusive. We allow our clientele a selection of subscription options along with additional targeted notification messaging. This strategy has been proven extremely effective among TIOT services yet remains unique in the nature and presentation of messaging. To capture market share initially, our pricing options are tiered allowing for entry level rates and discounts for early adopters of our products and remain well below industry average for targeted ad pricing compared to most social media platforms.

### **Promotional Strategy**

We are utilizing up to 30% of our marketing budget introducing our product to users nationwide, with additional focus on the development of sales and creative teams to generate revenue. A summary outline includes:

#### **Product Marketing:**

- App placement in top 10 "new", "popular", "trending" and other sponsored ad programs for IOS and Android App Stores to increase visibility.
- Purchase of digital contact information for all known registered voters and students and subsequent email, text, & direct mailing campaign to introduce the app to our "base" of users.
- Social media ad campaign introducing our app as a non-competitive and non-biased information source.
- Grass roots word of mouth and sharing synergies using the app itself.
- Televised Public Service Announcements via media broadcast networks and streaming services.

**Revenue Generation:**

- Direct sales via online and in person contacts with current representatives, candidates, campaign managers, political action committees, civic organizations, and commercial organizations that want to support civic engagement.
- Implementation of value-added incentives for our customers via creative media stream development teams.
- Discounted subscription options for early adopters and customers willing to promote the app.
- Aggressive commission packages for sales reps.

**Fig 1.1 Minimum Core Revenue Estimates from Political Advertising (additional general ad revenue not included)**

13800 Schl Bds x5 members		# is based on 1 out of 5 officials (School Board & Judges) running unopposed per year & purchasing a standard annual subscription
31000 Judges	\$ 20,000,000.00	
3200 Counties x4 officials		# is based on 1 out of 4 officials (Sheriffs & Commissioners) running unopposed per year & purchasing a standard annual subscription and 1 ad push notification, then divided by 2 for annual rev dist.
3000 Sheriffs	\$ 22,000,000.00	
432 Congress Members		# is based on 1 out of 2 officials (Assembly & Congress) running unopposed per year & purchasing a standard annual subscription and 1 ad push notification, then divided by 2 for annual rev dist.
250 Assembly Members	\$ 25,575,000.00	
104 Senators		# is based on 1 out of 3 officials (Senators & Governors) running unopposed per year & purchasing a standard annual subscription and 1 ad push notification, Then divided by 3 for annual rev dist.
55 Governors	\$ 35,510,000.00	
Executive Primaries		# is based on 6 candidates buying 4 monthly PRO+ subscriptions each with 1 ad push notification (24 subs & 24 Ads), then divided by 4 to get annual distributed revenue over 4 years
Presidential Race	\$ 123,000,000.00	
Minimum Annual Revenue	\$ 226,085,000.00	Minimum projections based on revenue from representatives ONLY with no candidate or opposition to incumbents during an

**Competition**

Virtually no competition exists in this market due to the current non-profit status of every form of online media, be it a website or an app, that provides information related to voting. Any competition relies almost entirely on donations, and is understaffed, which also limits their ability to generate ad revenue. These “competitors” also do not offer any form of entertainment or social content and are only useful in a limited capacity by providing a little information or links to other sources. This limits their use and causes frustration among users already frustrated with the process. Virtually no political ad revenue is spent here.

There’s no real competition with popular social media companies either due to their limited ability to provide data further than hyperlinking to other sites or embedding feeds from other sites to entertain users while keeping them on their own forums. This will work to our benefit by offering a free means of marketing for us. These apps and forums are designed to entertain and have begun to capture a greater market share of mainstream ad revenue and a small percentage of revenue from political campaigns.

This leaves traditional forms of messaging like TV, radio, and print, but these also cannot provide the library of information our app offers, nor are they interactive. Most of the ad revenue for political campaigns still resides in this market segment and is over \$50 billion.

To conclude, information-based sites are non-profit and offer no entertainment, popular social media sites only offer entertainment with limited information, and traditional broadcast media offers no interaction, limited information, and limited entertainment. There is not a single one-stop-shop for every elected official in

existence, (website, database, app, etc.), and everyone everywhere wants one. And there is virtually no local information about our civil servants or any platform securing the sanctity of respectful civic discussion on any website or app. This makes our product viable, and a very lucrative opportunity for investors. Lastly, the future of civic participation will be digital, and NuDeel is securing that future for our investors.

#### IV. FINANCIAL PLAN

##### 12-Month Profit and Loss Projection Summary

Gross Revenue:       \$226,085,000.00  
 Expenses:             \$80,466,966.00  
 EBITDA                \$145,618,000.00

**Fig 1.2 Securities Capital Repayment Schedule**

Loan Balance	Funding Requested	Minimum ROI/YR	Fiscal Year
\$ -	\$ 200,000,000.00	0	0
\$ 200,000,000.00	\$ -	\$ -	1
\$ 200,000,000.00	\$ -	\$ 79,129,750.00	2
\$ 120,870,250.00	\$ -	\$ 79,129,750.00	3
\$ 41,740,500.00	\$ -	\$ 79,129,750.00	4
\$ (37,389,250.00)	\$ -	\$ 79,129,750.00	5
\$ (116,519,000.00)	\$ -	\$ 79,129,750.00	6
		\$ 395,648,750.00	