QUITR

YOU ARE NOT ALONE.

Find Your People. Share Your World.

THE NEXT GENERATION OF SOCIAL NETWORKING

Business Plan & Investment Proposal

Prepared for prospective investors

An existing iOS and Android application with a vision to become a global social networking platform.

1. Executive Summary

Quitr is an existing social networking application developed for iOS and Android. It is designed to connect people through shared habits, interests, experiences and personal behaviours.

Its concept is based on a simple observation: people seek connections with others who understand them, share their interests or have experienced similar situations. Traditional social networks are largely built around existing friendships, followers, entertainment and public content. Quitr introduces another approach by organizing its social environment around what people have in common.

From shopping, gaming, alcohol consumption and smoking to relationships, sexuality, workaholism, gambling and other personal interests, Quitr provides dedicated communities where people can interact, exchange experiences and establish connections.

YOU ARE NOT ALONE. Somewhere in the world, there are people who understand what you experience. Quitr helps you find them.

Quitr is not intended to remain a small community application. Its long-term ambition is to develop into a global social networking platform offering communities, social interaction, content sharing, messaging, professional services and commercial partnerships.

The business model will combine contextual advertising, sponsored communities, premium memberships, brand partnerships and a professional services marketplace. The investment opportunity is to recover, modernize, expand and scale an existing product, subject to technical, intellectual property and commercial due diligence.

2. The Opportunity

People use digital platforms to communicate, exchange information, share experiences, discover communities, seek advice and establish relationships. Yet many personal interests, habits and behaviours remain poorly served by conventional social networking environments.

People may hesitate to discuss certain subjects on their personal profiles because of professional image, family relationships, social expectations or fear of judgment. At the same time, people around the world share similar experiences and seek others with whom they can communicate.

Quitr addresses this opportunity by enabling users to discover people through shared behaviours and interests rather than relying only on existing friendships. The common denominator is shared experience.

3. The Quitr Concept

Quitr is built around three principles:

Connection

People should be able to find others who share their interests, habits and experiences.

Expression

People should have the opportunity to discuss subjects they may not feel comfortable discussing in their conventional social circles.

Community

People should be able to participate in organized groups where conversations are relevant to their interests.

The platform will evolve into a comprehensive social networking environment where users can create profiles, discover people, join communities, participate in virtual tables, share photographs and videos, publish updates,

exchange private messages, follow people and communities, discover events and access professional services.

4. Community Structure and Categories

Quitr will organize its social environment into categories representing different aspects of human behaviour and personal interests. Initial categories may include:

- **Shopping and consumer behaviour:** fashion, spending habits, retail experiences and consumer behaviour.
- **Alcohol:** drinking habits, social experiences, consumption and recovery discussions.
- **Sex and relationships:** relationships, intimacy, sexuality and personal experiences.
- **Pornography:** consumption, personal experiences, compulsive behaviour and related concerns.
- **Smoking and vaping:** smoking habits, vaping, personal experiences and cessation.
- **Workaholism:** excessive working habits, professional pressure, work-life balance and burnout.
- **Gambling:** gambling experiences, betting behaviour, responsible gambling and related difficulties.
- **Gaming:** gamers, gaming enthusiasts and online gaming experiences.
- **Food and eating habits:** food preferences, eating patterns and related experiences.
- **Digital and social media habits:** technology, screen time, social media usage and digital dependency.
- **Other interests and personal experiences:** expandable categories introduced in response to user demand.

The platform is not exclusively for people trying to overcome addictions. It also accommodates people who want to discuss, share or explore habits and lifestyles without necessarily wanting to change them. Sensitive categories will have appropriate age restrictions, moderation and privacy controls.

5. Virtual Tables: Quitr's Core Differentiator

One of Quitr's original features is its virtual discussion table concept. Rather than relying exclusively on traditional social media feeds, users can enter dedicated virtual discussion rooms and interact with people who share their interests.

- Tables of 10 participants.
- Tables of 20 participants.
- Tables of 30 participants.
- Open tables with no fixed participant limit.

Each table creates a focused environment for discussion. A user entering the Gambling category can choose a table of 10 participants to discuss experiences. Someone interested in shopping can join a table with people who share that interest. Gaming enthusiasts can participate in larger discussions.

Future development can introduce live audio discussions, video discussions, moderated professional sessions, scheduled community events and private discussion rooms. The virtual table concept will remain an important part of Quitr's identity while being integrated into a broader social network.

6. From a Niche Application to a Global Social Network

Quitr's long-term ambition is to become a major international social networking platform. The strategy is not to copy established platforms feature for feature. It is to develop a different entry point into social networking and expand into a complete digital ecosystem.

- **Personal social profiles:** profiles, updates, photographs, videos, follows and social connections.

- **Community feeds:** dedicated content feeds for categories and groups.
- **Private messaging:** individual and group communication.
- **Social discovery:** recommendations for people, communities and discussions based on user-selected interests and permitted activity signals.
- **Content sharing:** photographs, videos, opinions, stories and other content.
- **Live interaction:** audio rooms, video discussions, live community events and interactive experiences.
- **Global communities:** local and international participation.

The objective is to give users multiple reasons to return to the application throughout the day and to establish Quitr as a daily social destination.

7. Commercial Opportunity: Community-Based Advertising

Quitr's ability to organize users into clearly defined communities creates a distinctive advertising opportunity. Instead of competing only for attention in broad content environments, brands can sponsor relevant community spaces and place advertising in appropriate contexts.

- A fashion retailer could sponsor the Shopping category.
- A gaming hardware manufacturer could sponsor gaming communities.
- A technology company could sponsor digital lifestyle discussions.
- A productivity platform could sponsor professional wellbeing initiatives.
- A relationship education provider could sponsor appropriate educational content.
- A food delivery company could sponsor food-related communities.

Revenue opportunities include category sponsorships, community advertising, sponsored discussions, brand partnerships and clearly identified native advertising. The commercial advantage is reaching audiences through the context of a community.

Quitr will not sell personal disclosures or expose users' sensitive behavioural information to advertisers. Advertising within sensitive categories will require additional restrictions and contextual safeguards.

8. Professional Services Marketplace

Quitr can develop a professional services marketplace connecting users with qualified psychologists, psychotherapists, addiction specialists, counsellors and other relevant healthcare professionals.

Professionals will be able to establish verified profiles and offer paid consultations. Users will be able to search by specialization, review qualifications, check availability, book consultations, pay through the application and attend private online sessions.

Potential services include individual psychological consultations, addiction counselling, smoking cessation support, gambling addiction counselling, alcohol dependency support, compulsive shopping counselling, relationship and sexual health counselling, stress and burnout support, group sessions and educational webinars.

Revenue model

Professionals establish their consultation fees. Quitr receives an agreed commission on completed bookings. For example, a professional charging $60 for a consultation could generate $12 in platform revenue at a 20% commission rate. This is an illustrative example, not a confirmed pricing structure.

Additional opportunities include professional subscription plans, paid webinars, group programmes, sponsored educational content and partnerships with clinics and healthcare organizations.

Professional services will remain distinct from peer discussions. Credentials must be verified, consultations must remain confidential, and services must comply with applicable licensing and healthcare regulations.

9. Revenue Model

Quitr will pursue complementary revenue streams to avoid dependence on a single source of income.

- **Advertising revenue:** contextual advertising and appropriate sponsored placements.
- **Community sponsorships:** sponsorship of categories, communities and events.
- **Premium memberships:** subscriptions offering additional features, customization and enhanced privacy controls.
- **Professional services commissions:** commissions from paid consultations and bookings.
- **Business partnerships:** approved campaigns and commercial collaborations.
- **Sponsored events:** virtual discussions, educational sessions and online events.
- **Premium community features:** paid private communities, advanced group management and specialized services.

Each revenue stream can be developed progressively as the platform establishes an active user base.

10. Target Market and International Expansion

Quitr is designed for international use and is not restricted to one country, profession or social group. Potential users include people who want to meet others with similar habits, discuss personal experiences, find communities around interests, participate in online discussions or access professional support.

The initial launch strategy should focus on defined English-speaking markets. Potential markets include the United States, United Kingdom, Canada, Australia and selected Middle Eastern markets. Lebanon may serve as an initial operating and development base, subject to the company's technical, legal and commercial structure.

Following validation, Quitr can expand into additional markets through multilingual functionality. Arabic and French should be among the first additional languages considered.

11. Competitive Positioning

Quitr will operate within the broader social networking and digital community market.

- **Facebook:** broad social networking, personal relationships, pages, groups and content sharing.
- **Reddit:** community-driven discussions organized around subjects.
- **Discord:** communities, group communication and real-time interaction.
- **Meetup:** connections through common interests and activities.
- **TikTok:** short-form video content and discovery.

Quitr will learn from successful features of these platforms while establishing its own identity through behaviour-based social discovery, organized categories, virtual tables, personal social networking, private messaging, community content, professional support and contextual commercial opportunities.

The objective is not to become a smaller version of an existing platform. It is to create a social network with its own reason for existing.

12. Technology and Product Development

Because Quitr already exists as an iOS and Android application, the first technical priority is to recover and assess the existing product. The original development work may provide an advantage if the source code, infrastructure and intellectual property remain accessible and usable.

Stage One: Technical recovery

- Recover the original source code and establish intellectual property ownership.
- Review the iOS and Android applications, backend, database, APIs and third-party integrations.
- Review hosting arrangements and recover relevant developer account access.
- Assess historical application performance and user statistics.

Stage Two: Modernization

- Update the application architecture and interface.
- Modernize registration and authentication.
- Improve messaging, notifications and community management.
- Upgrade security, privacy controls and cloud infrastructure.
- Implement reporting and moderation systems.

Stage Three: Platform expansion

- Introduce comprehensive profiles, social feeds and community discovery.
- Expand virtual tables and multimedia sharing.
- Develop advanced messaging and professional profiles.
- Integrate consultation booking and payment processing.
- Develop contextual advertising capabilities.

Stage Four: Intelligent social discovery

As the platform grows, Quitr can introduce recommendations based on user-selected interests and permitted activity signals. Artificial intelligence may support community recommendations, discussion categorization, spam and abuse detection, moderation assistance, community management and search.

Technology development will prioritize scalability, privacy and operational efficiency.

13. User Acquisition and Growth Strategy

Quitr's success will depend on establishing active communities. The initial strategy will focus on community acquisition rather than attempting to attract everyone simultaneously.

1. **Community launch:** introduce selected categories, establish active discussions and recruit early users and community ambassadors.
2. **Influencer and content partnerships:** collaborate with creators whose audiences overlap with relevant communities.
3. **Referral programme:** encourage users to invite people who share their interests, rewarding genuine participation rather than fake accounts.
4. **Paid user acquisition:** introduce suitable digital campaigns and monitor acquisition cost, activation and retention.

5. **International expansion:** enter additional countries and languages after establishing sustainable engagement in initial markets.

Growth principle: Quitr must prioritize active communities over registration numbers. A community with 1,000 active participants is more commercially valuable than a community with 50,000 inactive accounts.

14. Trust, Privacy and Content Governance

Trust is essential because Quitr addresses personal and potentially sensitive subjects. Privacy and responsible operation must be core product requirements.

- User-controlled anonymity and profile visibility.
- Strong account security and clear privacy policies.
- Secure data storage and transparent data-processing practices.
- Age verification and appropriate age restrictions.
- Community guidelines, reporting, blocking and moderation.
- Protection against harassment and exploitation.
- Restrictions on inappropriate advertising.
- Verification of professional credentials and confidentiality protections for consultations.

Quitr will not sell personal disclosures or use sensitive addiction, sexual or health information to create advertising profiles. Sensitive categories will receive additional moderation and advertising restrictions. Procedures will address harmful content, threats, exploitation and situations requiring professional or emergency intervention.

15. Business Development and Strategic Partnerships

Quitr will pursue partnerships that support community growth and commercial development.

- **Advertising partners:** retailers, technology companies, consumer brands and organizations seeking suitable sponsorship opportunities.
- **Healthcare professionals:** psychologists, therapists, counsellors and specialized providers.
- **Healthcare organizations:** clinics, wellness organizations and professional networks.
- **Content creators:** influencers and online personalities who can introduce Quitr to relevant communities.
- **Technology partners:** cloud infrastructure providers, payment processors, analytics platforms and software developers.
- **Strategic investors:** partners contributing capital, business expertise, commercial relationships and international expansion capabilities.

Partnerships must create measurable commercial value without compromising user trust.

16. Development Roadmap

Stage One: Recovery and due diligence — Month 1

Recover the application, source code, developer accounts and infrastructure. Review the development agreement and intellectual property ownership. Establish the cost of modernization.

Stage Two: Product modernization — Months 2–4

Update the iOS and Android applications, improve the user experience, upgrade security and backend infrastructure, and prepare the platform for controlled relaunch.

Stage Three: Controlled relaunch — Months 5–6

Launch in selected markets, activate initial communities, recruit moderators and ambassadors, and monitor registrations, active users, engagement and retention.

Stage Four: Commercial development — Months 7–9

Introduce sponsorship opportunities, premium membership functionality, professional providers, paid consultation booking and payment capabilities.

Stage Five: International expansion — Month 10 onward

Expand communities and languages, develop advanced social discovery, increase advertising and partnership revenue, and grow the professional services marketplace.

These are planning targets. The final schedule depends on the technical audit, funding, regulatory requirements and development capacity.

17. Financial Strategy

Quitr will pursue a staged investment strategy. Capital will be allocated according to measurable development milestones rather than committed in full before the product demonstrates commercial traction.

Funding will support technology and infrastructure, product development, marketing and user acquisition, operations, legal and compliance, and contingency requirements.

The financial model will be developed after the technical audit and selection of initial launch markets. It will include:

- Initial capital requirement and monthly operating expenditure.
- Development expenditure and customer acquisition cost.
- Monthly active users, retention and average revenue per user.
- Advertising, sponsorship, subscription and professional services revenue.
- Gross margin, monthly cash flow and break-even analysis.
- Three-year financial projections.

The model will use conservative, base and growth scenarios. Forecasts will rely on explicit acquisition, engagement and monetization assumptions rather than unsupported market-share estimates.

18. Investment Requirement and Proposed Structure

Quitr is seeking a strategic investment partner to finance its next stage of development and international expansion. Funding will support the transformation of the existing application into a modern, scalable social networking platform.

The funding requirement and equity structure will be finalized following technical due diligence, intellectual property verification, redevelopment assessment, market validation, financial forecasting and agreement on the commercial strategy.

The investment may be structured through an equity partnership, subject to valuation and negotiations. The preferred investor will ideally contribute more than capital. Experience in technology, digital platforms, marketing, advertising, healthcare services or international business development would provide additional value.

The founder will lead the business vision, commercial strategy, product direction and operational development. Governance, reporting, budget approvals, responsibilities and future financing requirements will be agreed between the parties.

19. Key Performance Indicators

Quitr's performance will be measured through product, business and operational indicators.

- **User acquisition:** new registrations, cost per acquired user, registration conversion and referral registrations.
- **User engagement:** daily and monthly active users, session duration, discussion participation, messages and communities joined.
- **User retention:** Day 1, Day 7 and Day 30 retention and monthly returning users.
- **Community performance:** active communities, participants per community, discussion frequency, growth and moderation response times.
- **Commercial performance:** advertising, sponsorship, subscription and consultation revenue, average revenue per user and acquisition payback.
- **Operational performance:** uptime, application stability, security incidents, complaints and moderation effectiveness.

These indicators will help management and investors evaluate performance and determine when the business is ready for further expansion.

20. Risk Management

User acquisition risk

The platform may struggle to attract sufficient users during its initial launch. Mitigation will involve focused communities, early participation and measurement of acquisition efficiency.

User retention risk

Users may register without becoming active. Mitigation will involve better discovery, community quality, notifications, relevant content and social interaction.

Content and moderation risk

Some categories involve sensitive or harmful discussions. Mitigation will include clear policies, active moderation, age restrictions and reporting systems.

Privacy risk

Users may disclose sensitive personal information. Mitigation will include privacy-by-design architecture, data minimization, access controls and strict restrictions on advertising data use.

Technology risk

The original application may contain outdated technology or infrastructure. Mitigation will involve an independent technical audit and staged redevelopment.

Regulatory risk

Countries impose different requirements on social networks, advertising, healthcare services and personal data. Mitigation will involve legal review before entering each market and separate compliance requirements for professional services.

Commercial risk

Advertising revenue may take time to develop. Mitigation will involve multiple revenue streams and a focus on active users before relying on advertising.

21. Long-Term Vision: Building a Global Social Network

Quitr's ambition extends beyond its initial community concept. The long-term objective is to establish a global social networking platform that becomes part of people's daily digital lives.

The platform will progressively integrate social networking, personal profiles, community discovery, multimedia sharing, private communication, live discussions, virtual events, professional consultations, premium digital services, and brand and business partnerships.

The strategy is to create an ecosystem in which each service strengthens the others. More communities attract more users. More users create more opportunities for interaction. More interaction increases the platform's value to users, partners and advertisers. A growing professional network adds another dimension of utility and revenue.

The ambition is to compete in the broader social networking market over time, not remain confined to one category or audience. Established platforms have substantial advantages in scale, infrastructure and network effects. Quitr's opportunity is to build a differentiated platform, establish strong communities and earn the right to expand.

22. Why Invest in Quitr?

- **Existing product:** Quitr has been developed for iOS and Android. Its technology and intellectual property may provide a foundation for further investment, subject to verification and recovery.
- **Distinct social concept:** Quitr connects people through shared behaviours and experiences.
- **Multiple revenue opportunities:** advertising, sponsorships, subscriptions, partnerships and professional services.
- **International scalability:** a digital model that can expand across countries and languages.
- **Community-driven growth:** specialized communities can encourage participation and recurring engagement.
- **Expandable technology:** the application can evolve into a comprehensive social network.
- **Broader commercial ecosystem:** social networking, advertising and professional services create several potential revenue streams.

23. The Founder's Vision

Quitr was developed around an idea that remains relevant today. People have habits, interests, experiences and personal subjects that they may not openly share in everyday life. Yet these experiences connect people across countries, cultures and backgrounds.

The objective is to give those people a place to find one another. The next stage is to take that original concept and develop it into a global technology business.

The founder's ambition is to build a platform that combines social interaction, community development, professional services and commercial opportunities within one digital ecosystem. This requires investment, technology, strategic partners and disciplined execution.

24. Investment Invitation

We are seeking investors and strategic partners who share the ambition of building the next generation of social networking.

Quitr has an existing product history and an original concept. The next stage is to recover and modernize the application, expand its capabilities, establish active communities, introduce commercial revenue streams and build an international presence.

We invite interested investors to participate in the development of Quitr through a strategic investment partnership.

The opportunity is not simply to invest in another social media application. It is to participate in building a platform that connects people through the experiences, interests and behaviours they share.

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YOU ARE NOT ALONE.

Find Your People. Share Your World.

A new social networking experience. A global community. A scalable business opportunity.
Let's build the next generation of social networking.

Investor document. All financial projections, market assumptions, technical capabilities and intellectual property claims are subject to verification and due diligence. The roadmap and revenue models are proposals for future development, not representations of currently operational features.