

CHALLENGE



NEW SOCIAL MEDIA APP

ACT TO EARN PLATFORM

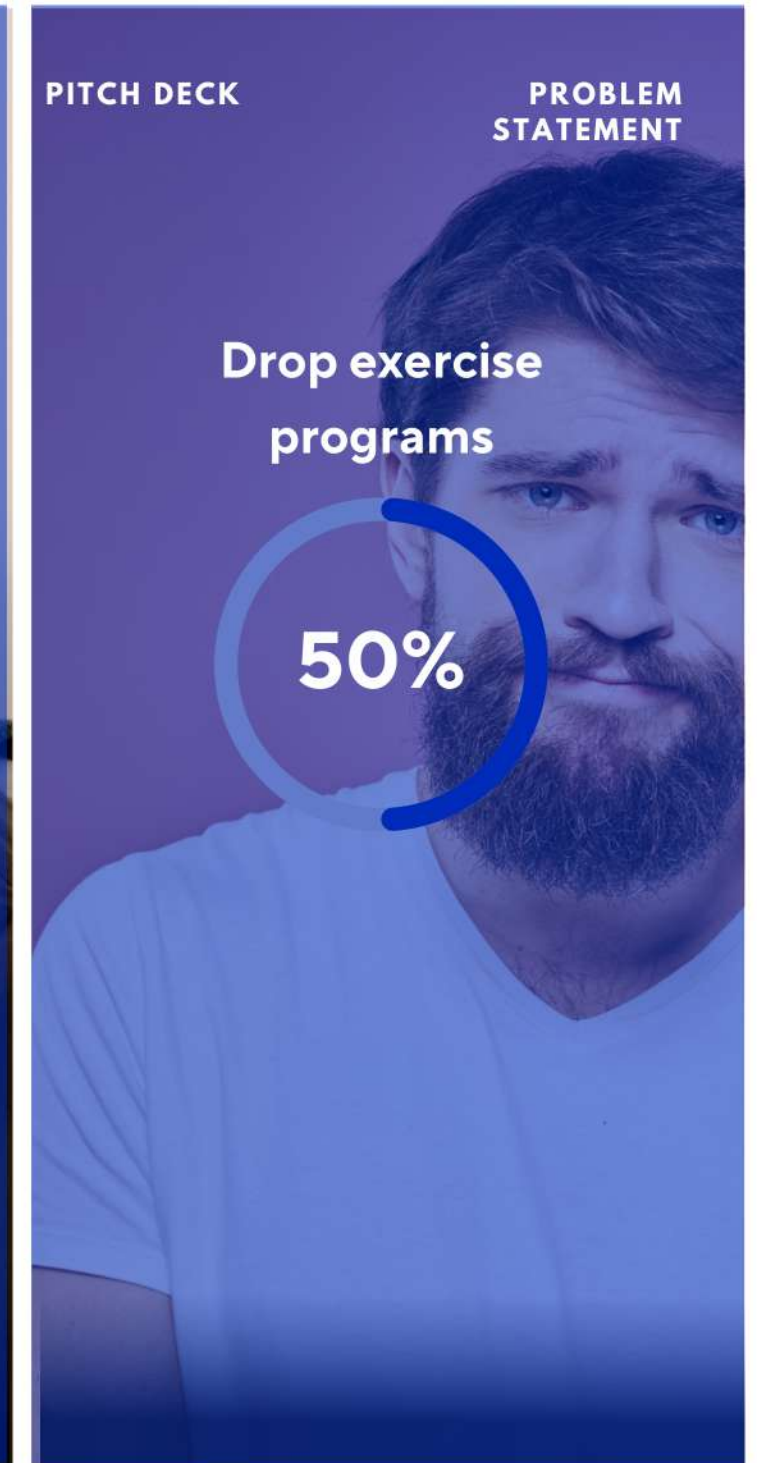
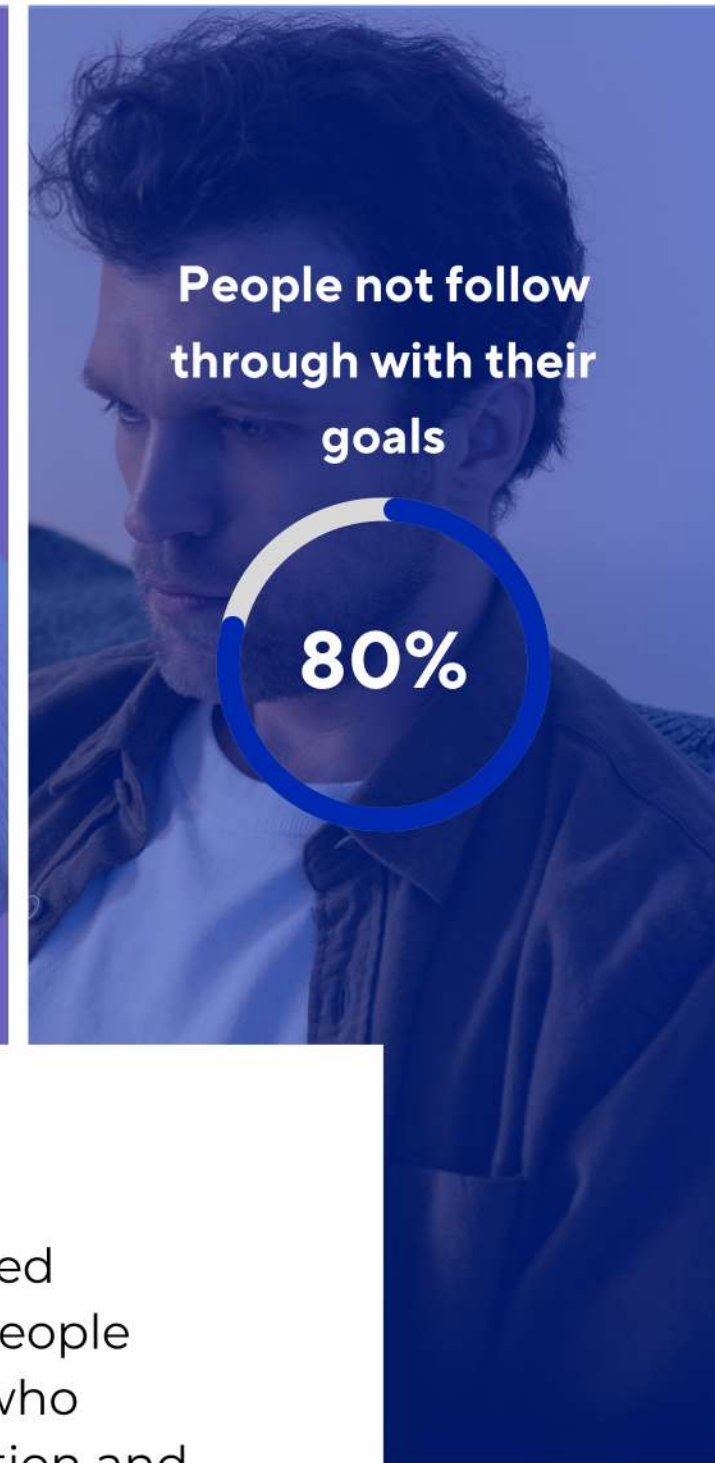
ABOUT

Our app is a new kind of social media platform that encourages users to challenge each other to try new things and push their limits. With a wide range of challenges and a supportive community, our app is the perfect way to connect with like-minded people and explore your passions.

NEXT →

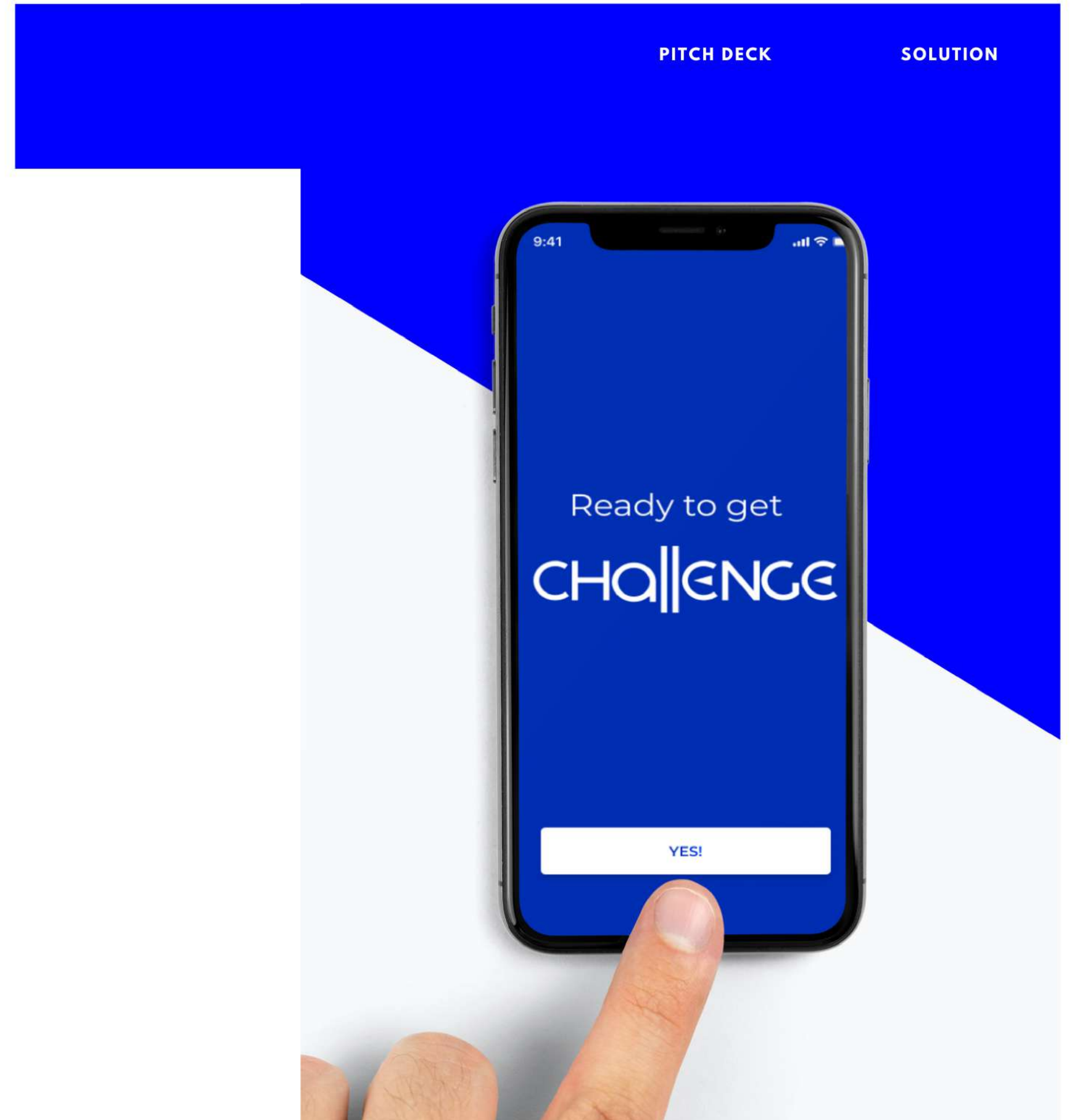
PROBLEM STATEMENT

Research has shown that many people struggle with staying motivated and connected when working towards their goals. For example, studies have found that only 8% of people who make New Year's resolutions actually achieve them, while nearly half of people who start a new exercise program drop out within the first six months. This lack of motivation and support can make it difficult for people to achieve their goals and lead to feelings of frustration and isolation.



OUR SOLUTION

Our solution, the Challenge App, offers a comprehensive approach to tackling the issue of motivation and goal setting. By leveraging the power of social media, blockchain technology, and a token-based system, we provide users with a platform to connect with others who share their interests and aspirations. This not only fosters a supportive community, but also incentivizes users to stay focused on their goals. Through setting and completing specific challenges, users can earn real financial rewards, adding a tangible aspect to their motivation and progress.



APP

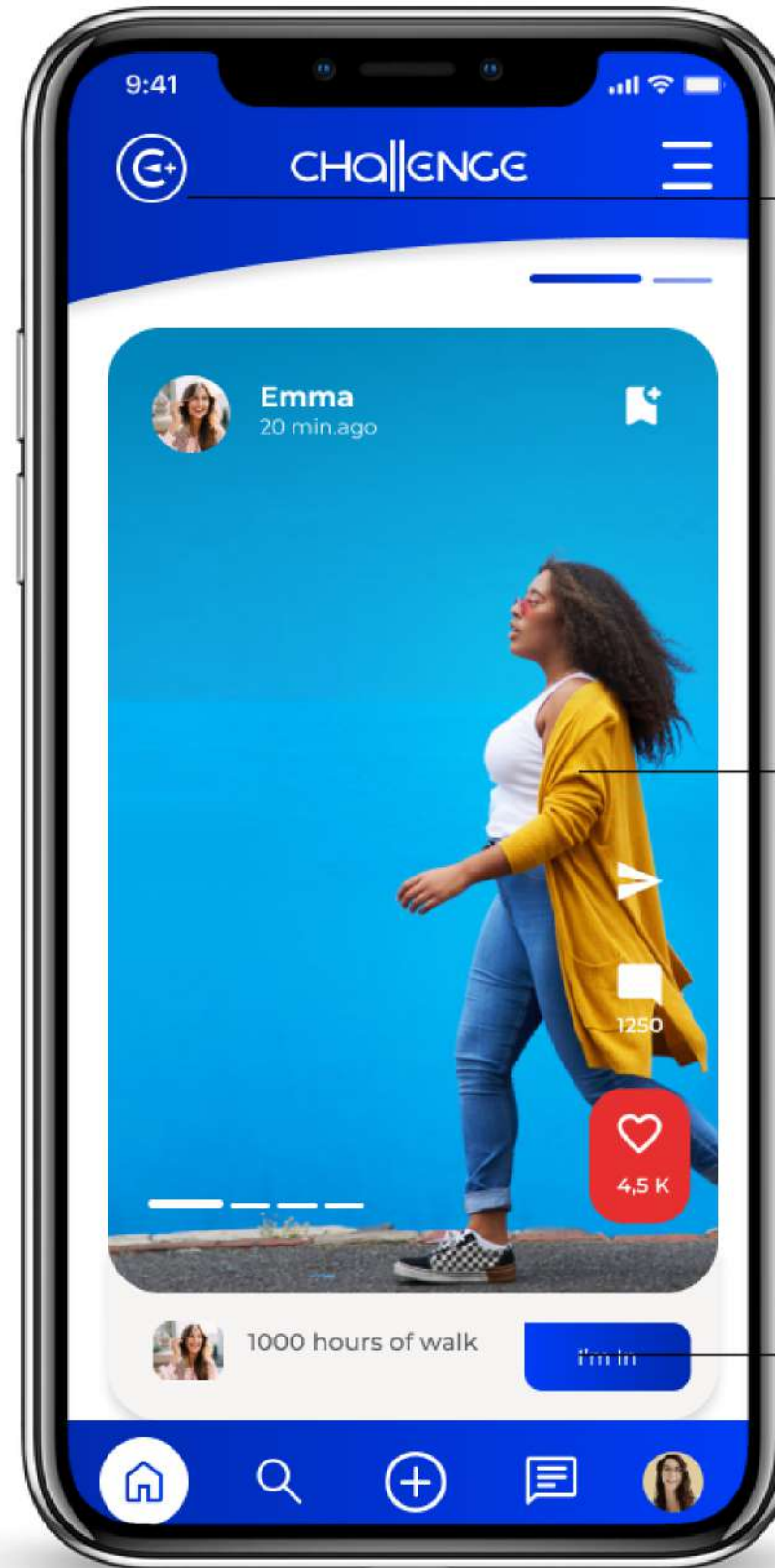
UNIC FEATURES AND BENEFITS

TRACKING SYSTEM

- Calendar
- Challenge Management
- Detail Planing System

SOCIAL ANGAGEMENT

- Posts
- Messaging and Chat
- Comments Section
- Social Sharing



● CREATE CHALLENGE

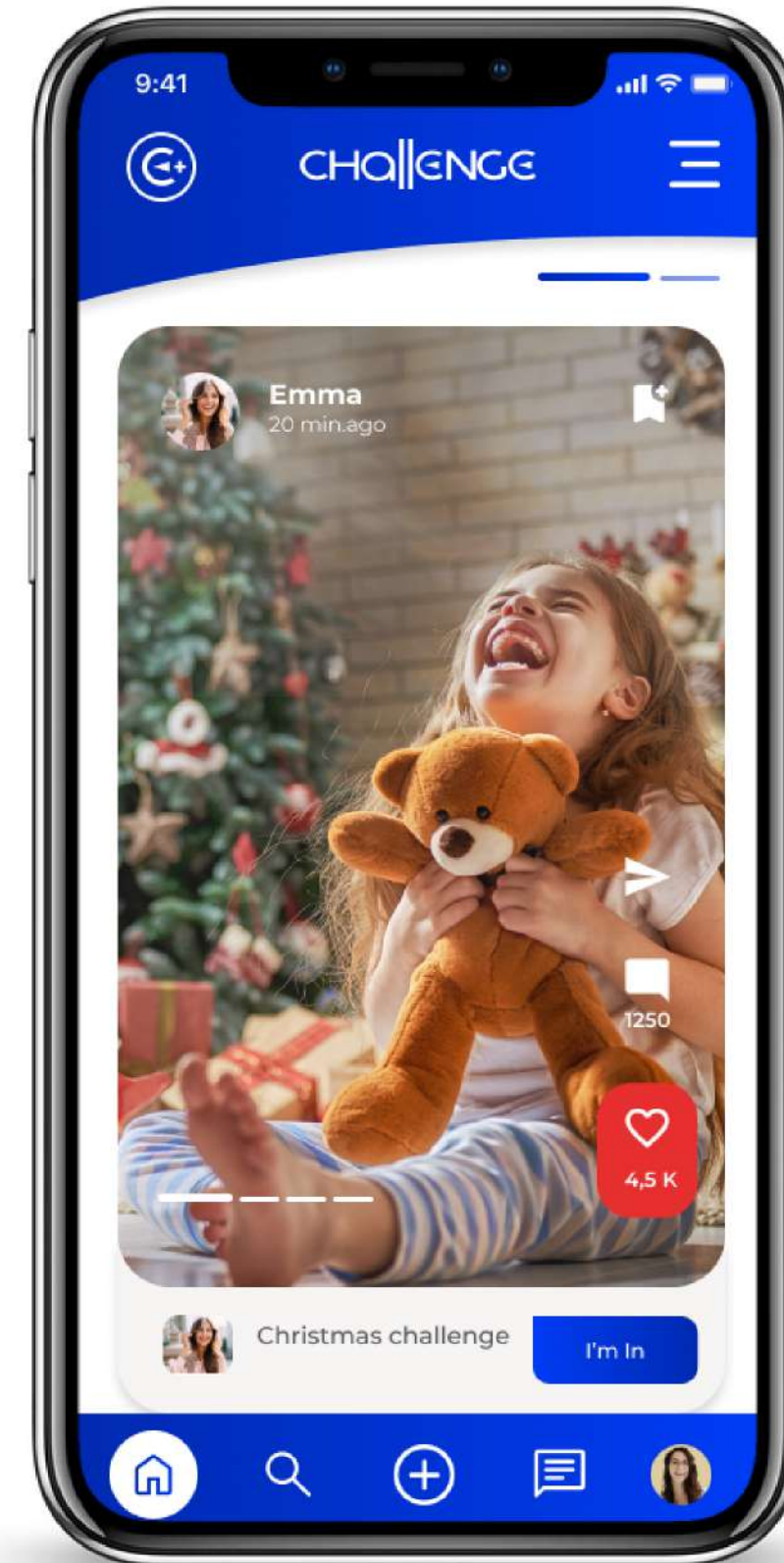
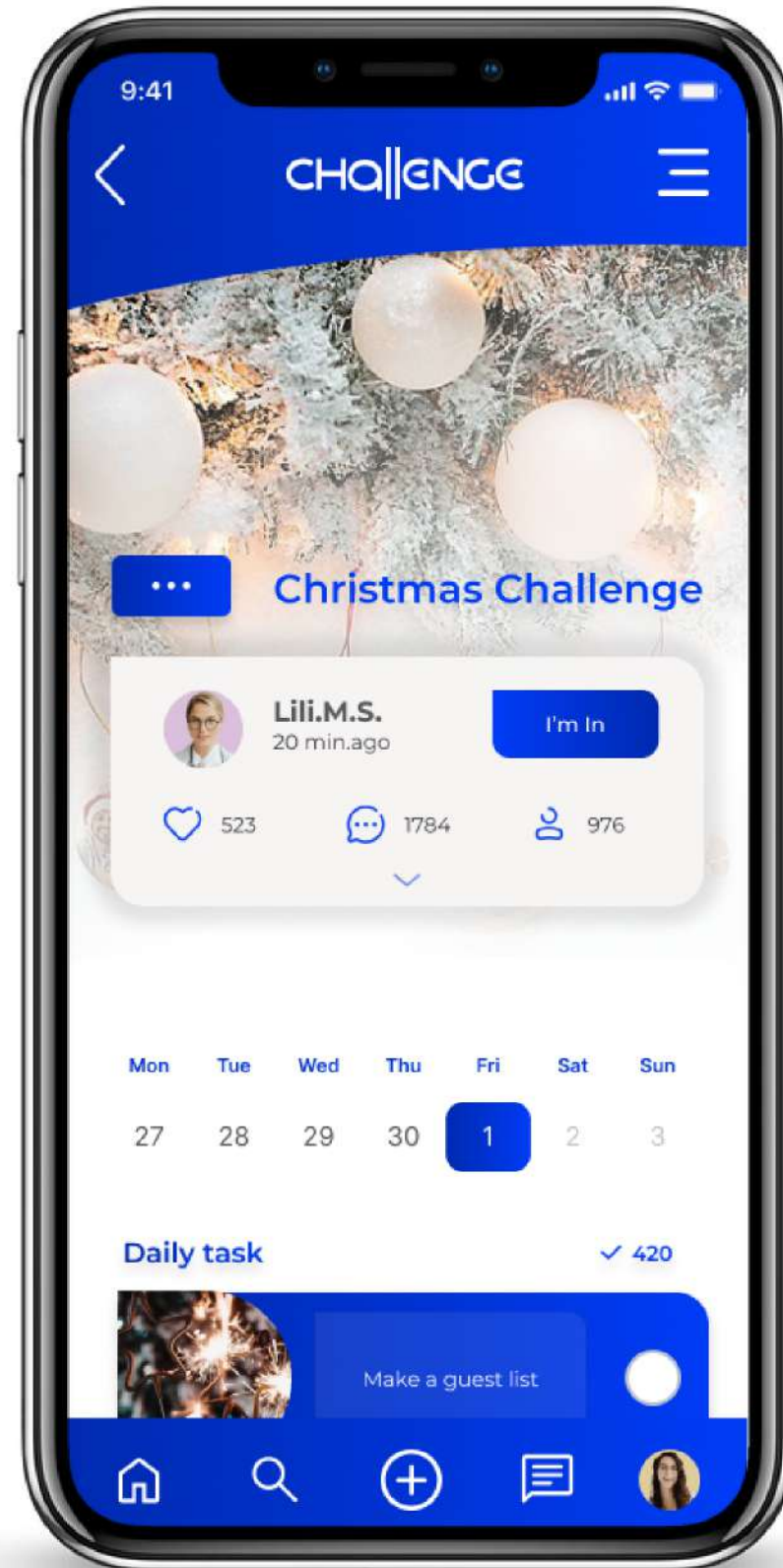
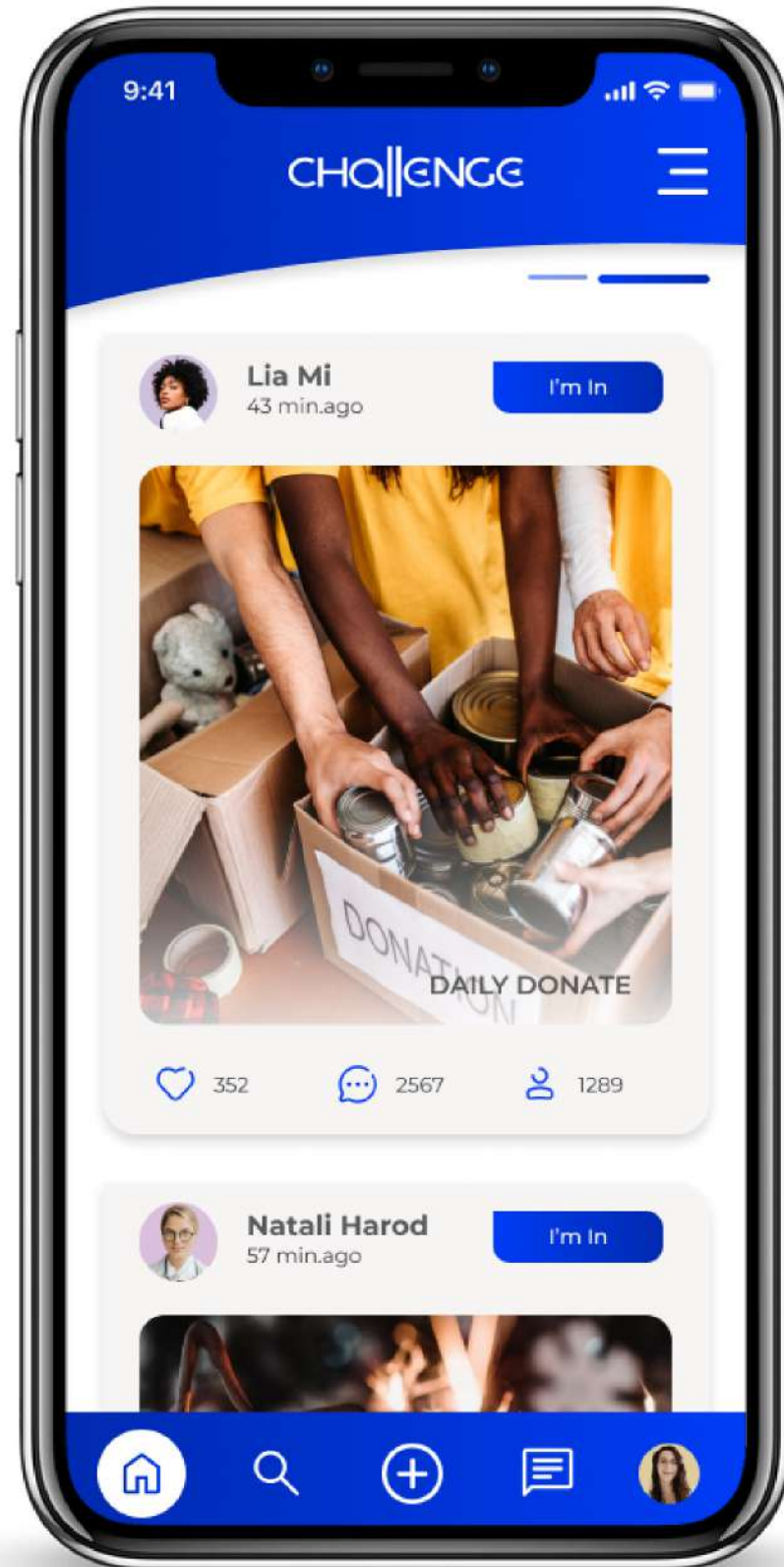
Create your challenge and make a community

● MAKE YOUR GOALS PUBLIC

Share your interests and goals, and support each other to achieve that goals.

● PARTICIPATE IN CHALLENGES

Participate in challenges that you would like to achieve.



CONNECTIVITY



HOW CHALLENGE CAN SOLVE THESE PROBLEMS

Challenge provides a social platform for setting and tracking goals, offering a wide variety of challenges across different areas of life. Users can connect with like-minded people, hold each other accountable, and find the support they need to achieve their goals.

INCENTIVIZATION

WE BELIEVE THERE'S A BETTER WAY

COMPETITORS

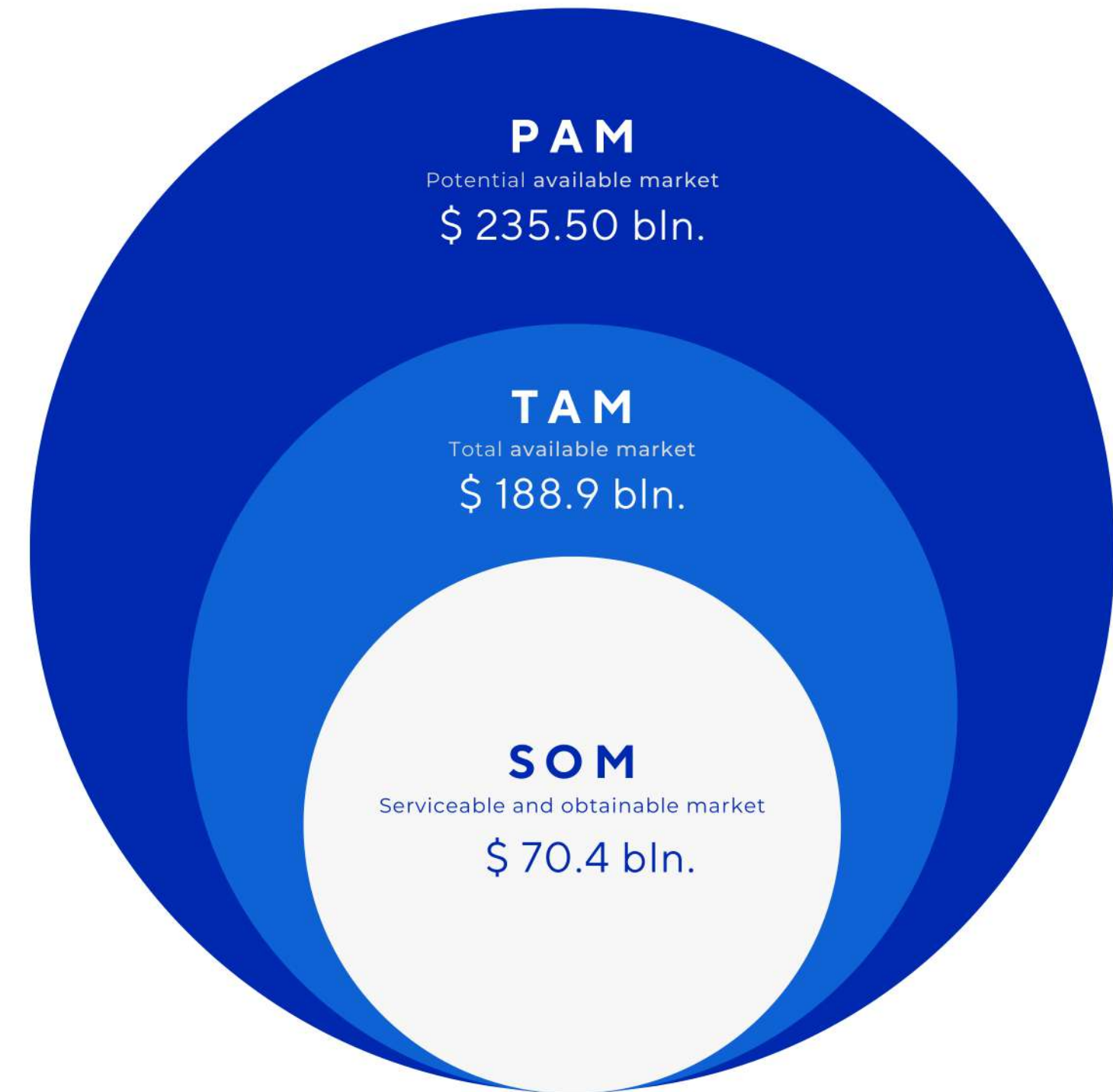
PROBLEMS OF SOCIAL MEDIA AND GOAL SETTING TOOLS

Traditional goal-setting tools and social media apps, such as to-do lists, habit trackers, and Instagram, often fail to provide users with the social support, accountability, and motivation needed to achieve their goals. Social media apps can be too broad and impersonal, making it difficult to connect with like-minded people, while traditional goal-setting tools can lack the social element and may not offer enough variety to keep users engaged.



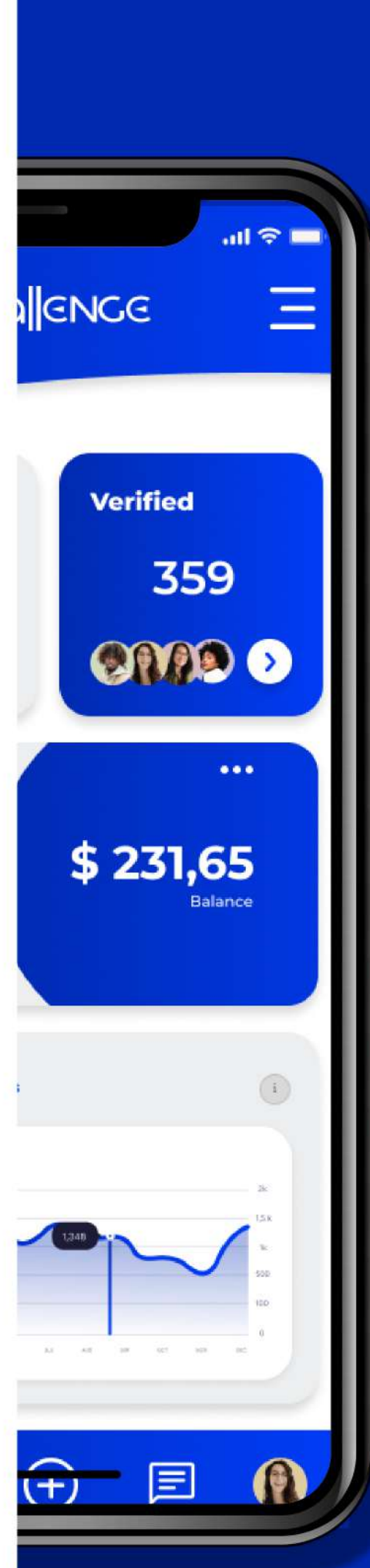
TOTAL ADDRESSABLE MARKET

Challenge offers a comprehensive solution to the problem of goal setting and motivation by providing a supportive community and a unique token-based system. The platform incentivizes users to achieve their goals by rewarding them with tokens for completing challenges. These tokens can then be used to access premium features, participate in challenge proposals, enhance their accounts, and even create challenges for other users. With Challenge, users have a platform to set and achieve their goals, all while earning financial rewards for their efforts. Organizations and non-profit entities can benefit from creating socially-oriented challenges that drive personal growth and development, without relying on intrusive marketing techniques.



POTENTIAL DEMAND FOR CHALLENGE

Market research and data are essential tools for assessing the potential demand for a social media app. By analyzing trends and identifying user needs, we can develop an app that meets the needs of users and stands out in a competitive market.

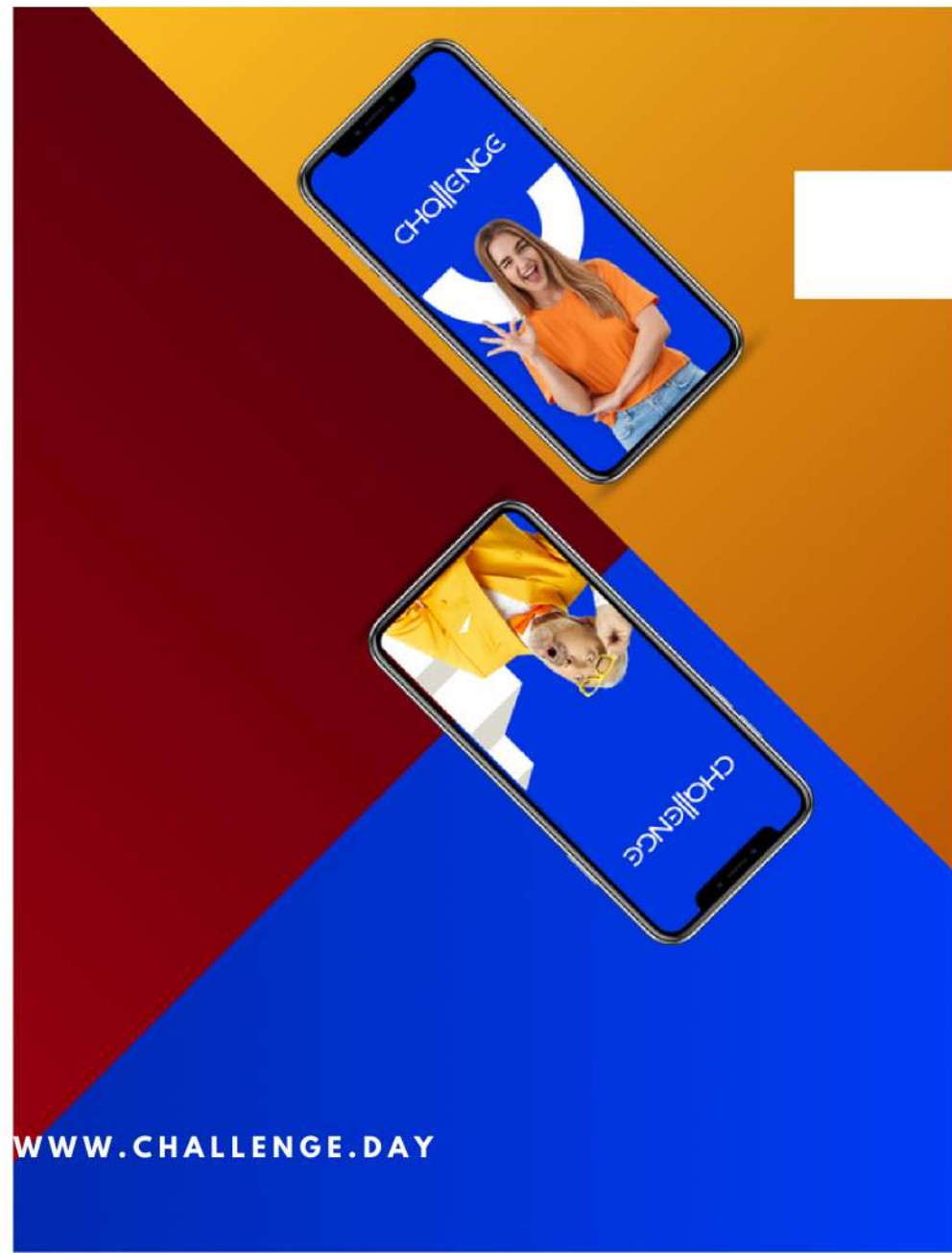


According to a report by Hootsuite, as of January 2021, there were over 4.2 billion active social media users worldwide. This represents a 13% increase from the previous year. This growth is expected to continue, with an estimated 4.4 billion social media users by 2025.

According to Statista, as of 2021, there were over 3.5 million apps available on the Google Play Store, and over 2.2 million apps available on the Apple App Store. Mobile apps are popular among users, with over 218 billion app downloads in 2020. Social media apps are among the most popular types of apps downloaded.

CHALLENGE

REVENUE MODEL



WWW.CHALLENGE.DAY



PITCH DECK

REVENUE MODEL

01

ADVERTISING

Advertising involves displaying targeted ads to users and charging advertisers for impressions or clicks.

02

SUBSCRIPTION

Subscription models offer exclusive features or content for a fee.



REVENUE MODEL

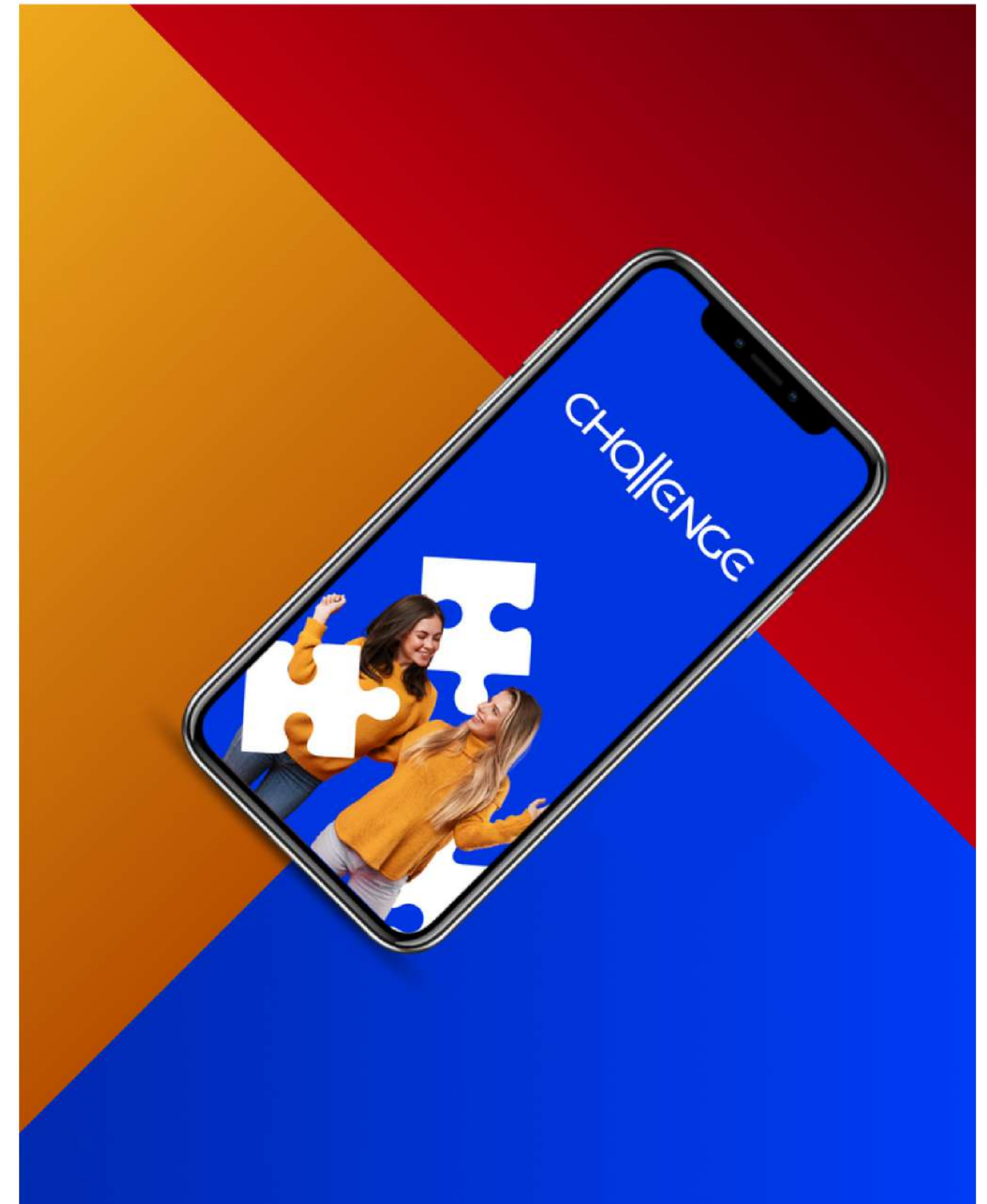


03 SPONSORSHIP AND PARTNERSHIP

Sponsorships or partnerships with other brands or organizations can also generate revenue and provide value to users through exclusive discounts or promotions.

04 IN-APP PURCHASE

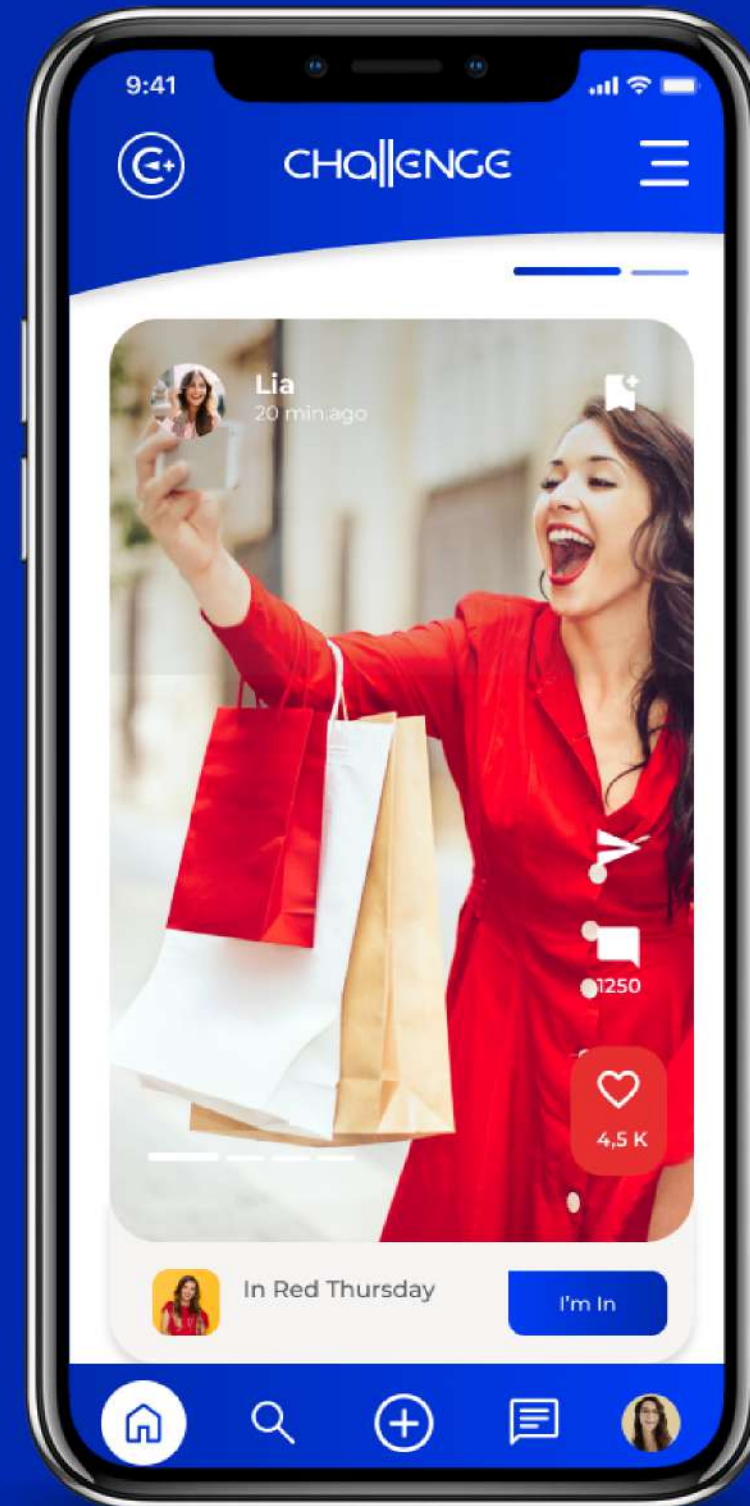
In-app purchases allow users to buy virtual goods or services.



MARKETING STRATEGY

SOCIAL MEDIA MARKETING

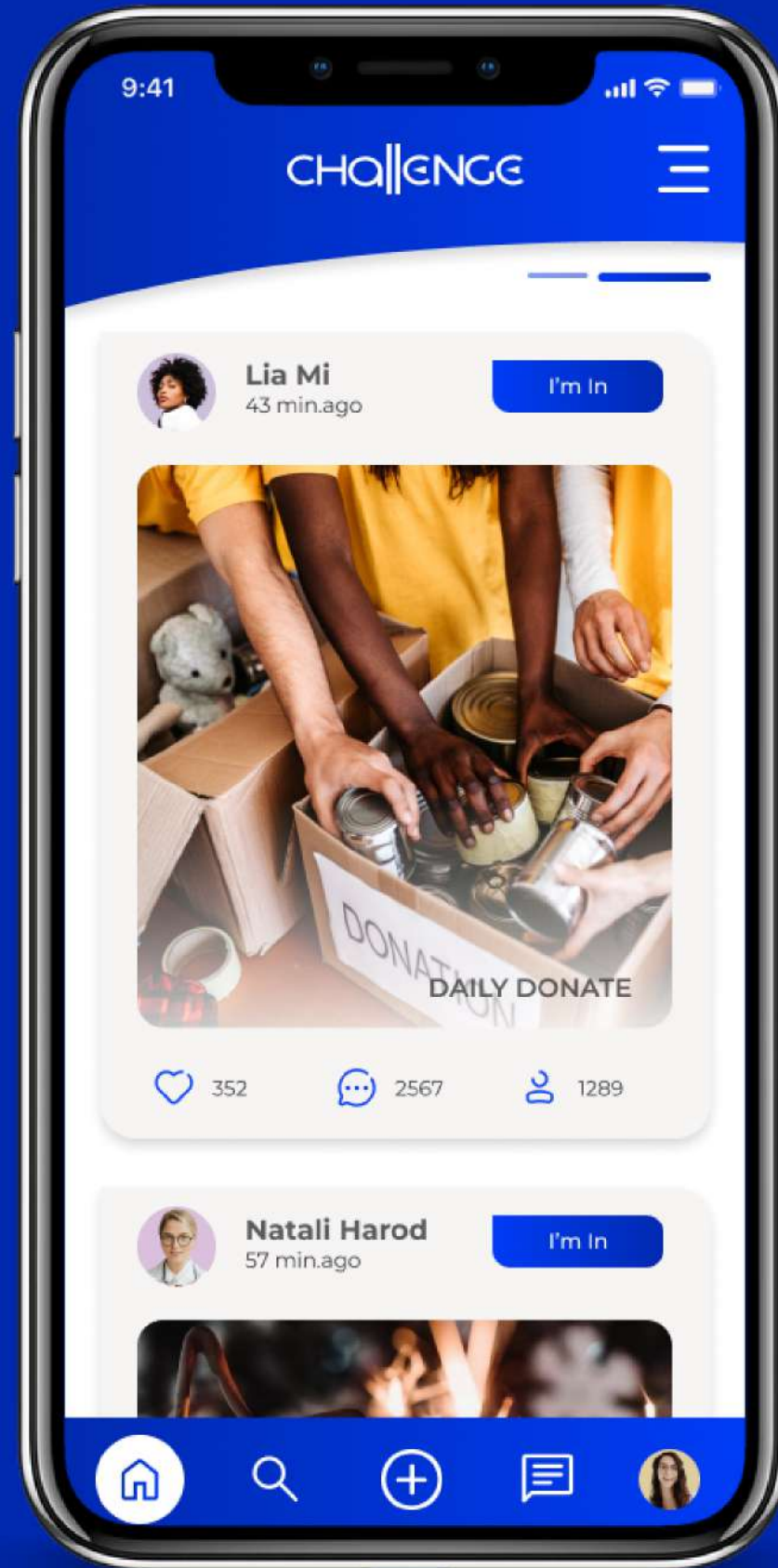
We will leverage social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to promote our app and engage with our target audience. We will create engaging content, share user success stories, and run targeted ads to increase our app's visibility and attract new users.



OVERVIEW

INFLUENCER MARKETING

We will collaborate with social media influencers, bloggers, and content creators to promote our app to their followers. We will identify influencers who align with our brand values and have an engaged audience that matches our target audience.



PUBLIC RELATIONS

We will develop relationships with journalists and media outlets to secure press coverage for our app. We will pitch our app as a new and innovative solution to motivate and support individuals in achieving their goals.



EVENT MARKETING

We will participate in relevant events and conferences to promote our app and network with potential users, partners, and investors. We will also host our own events to engage with our community and showcase our app's features.

USER ACQUISITION AND RETENTION

In terms of user acquisition and retention, we plan to focus on creating a positive user experience that encourages users to engage with our app and share it with others. Here are some of the strategies we will use:

01

USER ONBOARDING

We will provide a simple and intuitive onboarding process that helps users understand the app's features and how to use them. We will also provide a tutorial or video that walks users through the app's key features and benefits.

02

GAMIFICATION

We will incorporate game-like elements into our app, account enhancing, badges, and leaderboards, to incentivize users to engage with the app and complete challenges. We will also offer rewards for users who achieve certain milestones or complete specific challenges.

03

COMMUNITY BUILDING

We will foster a supportive and inclusive community within our app, where users can connect with like-minded individuals, share their progress, and hold each other accountable. We will also encourage users to share their success stories and promote our app to their friends and family.

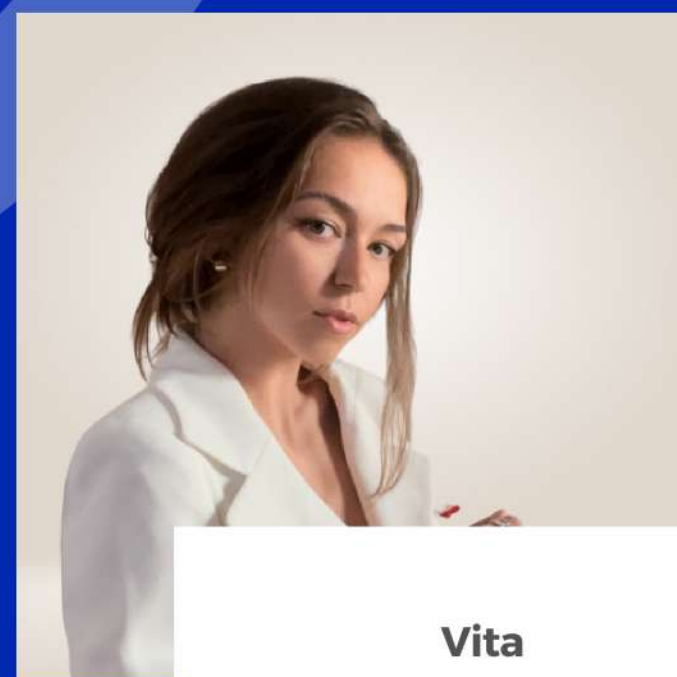


CHALLENGE

TEAM



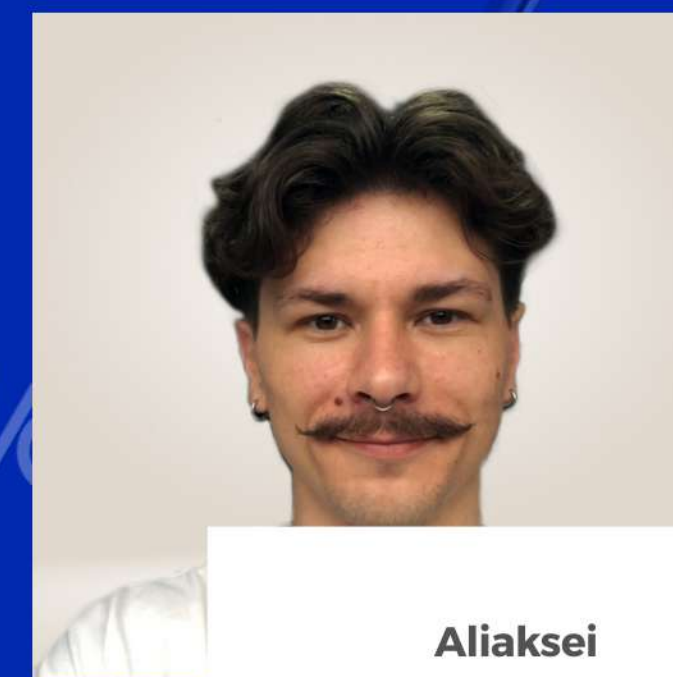
Gleb
CEO



Vita
CMO



Nikolay
CTO

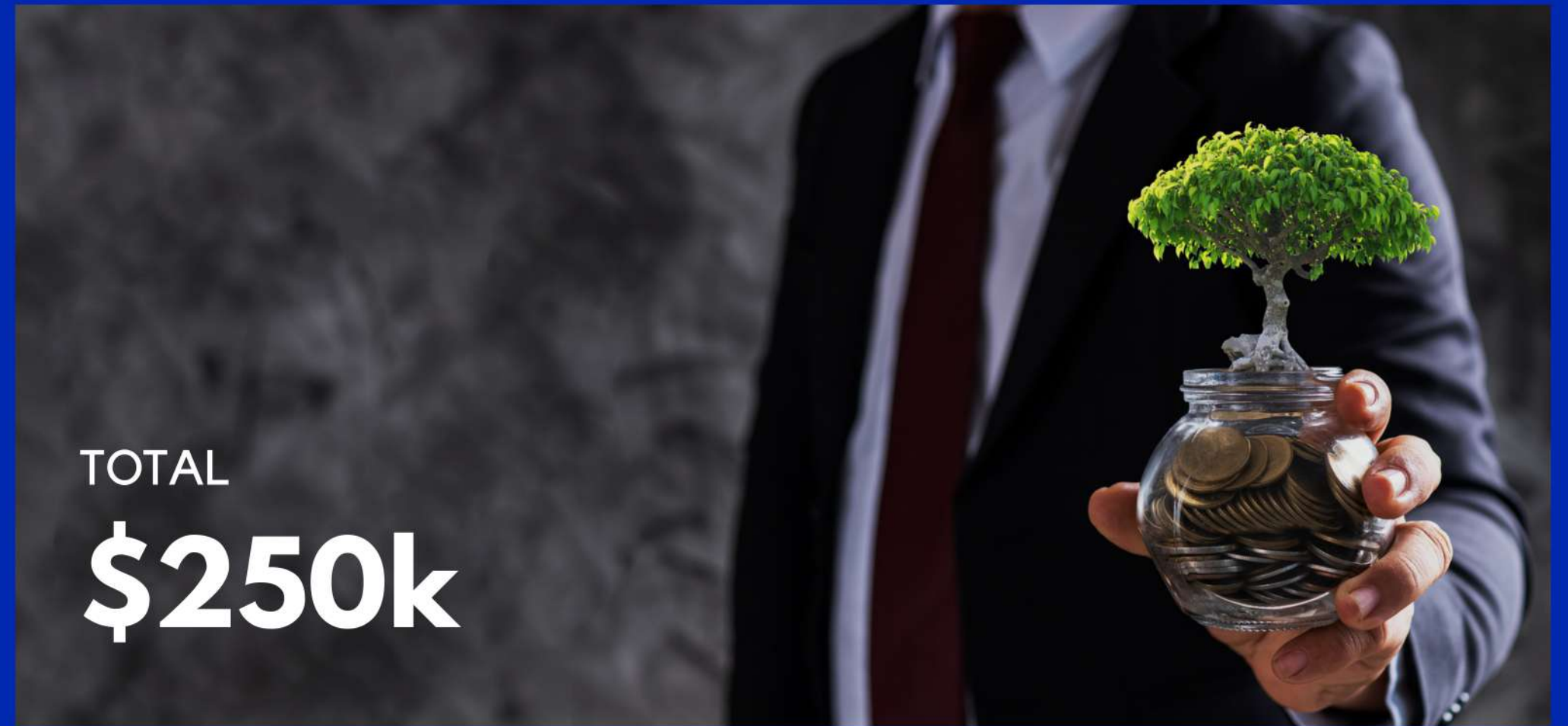


Aliaksei
CPO

CHALLENGE

INVESTMENT AND USE OF FUNDS

TOTAL
\$250k



CONCLUSION

In conclusion, the Challenge app represents a unique and innovative solution to the problem of motivation and engagement in charitable giving. By incorporating blockchain technology, social media, and a unique token-based system, we are able to incentivize users to take action and make a positive impact on the world.

CONTACT US

For any inquiries or questions, please feel free to reach out to us at email or phone. We'd be more than happy to hear from you and discuss any potential opportunities or partnerships.

PHONE

+48 66 88 38 027

E-MAIL

info@challenge.day

WEBSITE

www.challenge.day