

sooua
H E R E A N D N O W

Doing well, while doing good.

Buyer Persona



Travellers seeking experiences

People who are or are about to go to a certain place and need a specific service.



People seeking work or human relationships

People who live in that place, who can fully meet the traveller's need and get paid well for it.

Problem



Travellers seeking experiences

- JIT service
- Easy-to-use and concrete
- Transparency and ethics



People seeking work or human relationships

- Trouble finding a job
- Trouble reentering the work world
- Overcoming disabilities
- Eliminating low hourly wages
- Retired people, housewives...

Solution

SoQua is a free app that connects a “local” and a user in real time :



**Makes the host earn
based on their
knowledge**



**It brings unique
experiences to
travellers and not only**

Here and Now



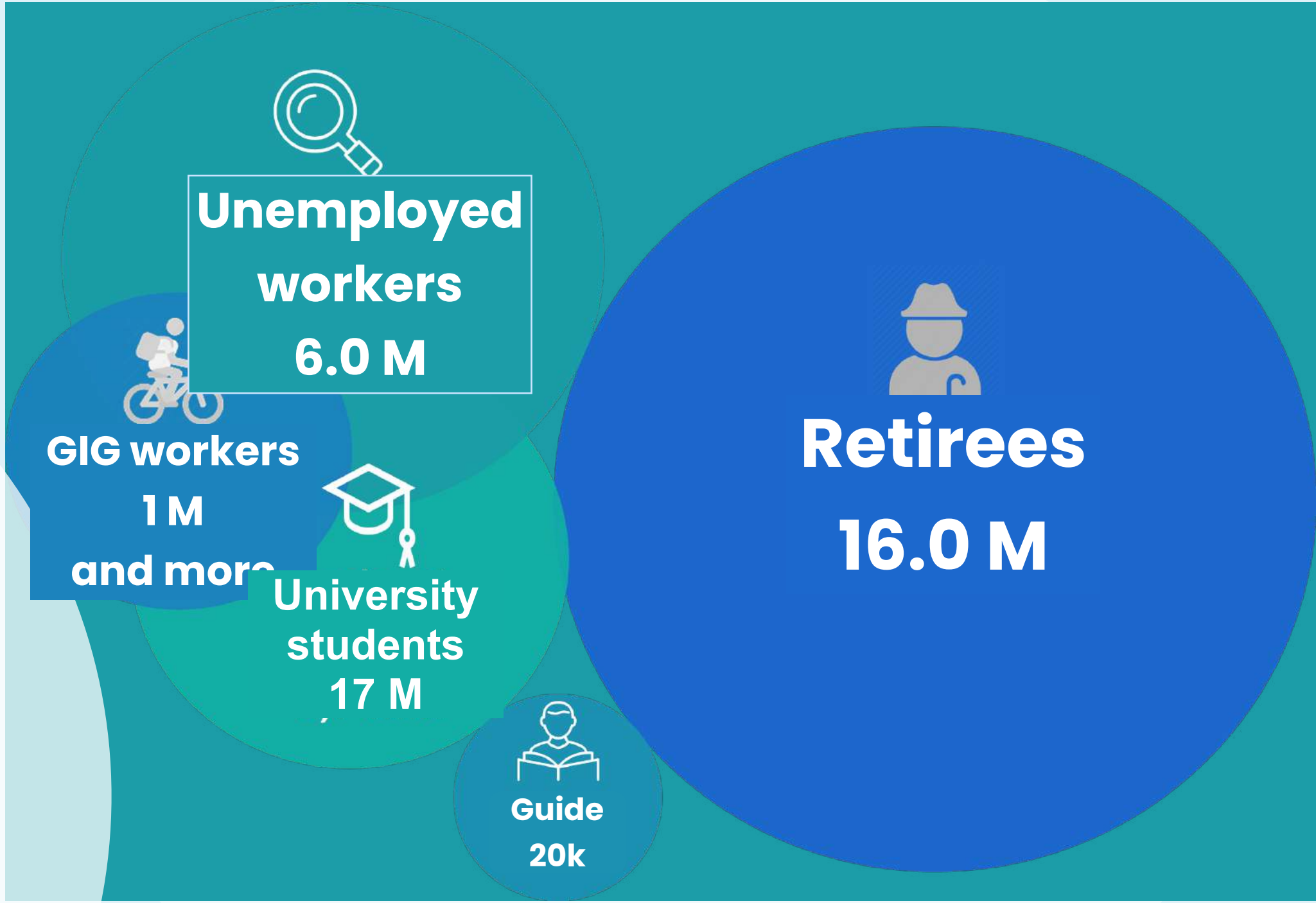
**Mutual sharing of
human experience**

The market scenario in Italy

Demand:
presence of tourists in Italy



Supply:
Potential Hosts



Possible types of experiences



Endorsement and agreements

sooua
HERE AND NOW

Collaborations or agreements with
companies, associations, banks,
media...

Google

 **CROSSABILI**
by Mattia Cattapan
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ITINERARTE
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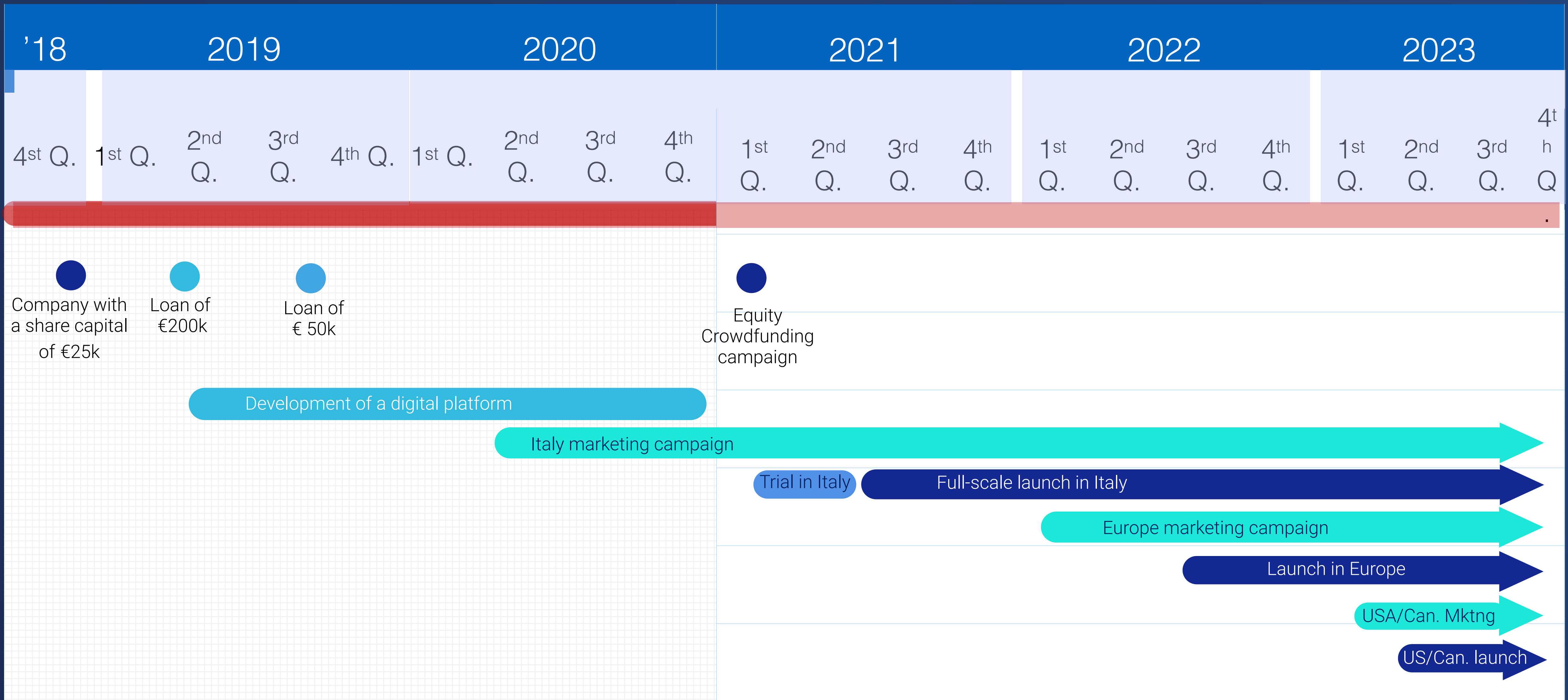
 **BANCA**
CREDITO COOPERATIVO

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DI SANT'ELENA E PIOVE DI SACCO

B-happy LTD
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 **MONTE
DEI PASCHI
DI SIENA**
BANCA DAL 1472

Roadmap



Use of funds

Minimum funding scenario
of € 450,000

Maximum funding scenario
of € 700,000

31%

Marketing investments

50%

29%

Staff expansion

23%

27%

Fixed structural costs

14%

13%

Purchase of tech. fixed assets

14%



Why invest

It is a simple, accessible, and globally scalable win-win business that leverages the human need to build solid and enriching relationships for all.

It can be profitable while also helping the weaker sections of society earn a good living with dignity.

Tax reliefs are available when investing in innovative startups like Inclusive Srl.

A promising business strategy does not exclude the option of a profitable exit, including:



M&A deals - There have been numerous corporate acquisitions in the experience economy, justifying a possible sale to big players in the industry or to institutional investors.



IPO - Some startups have already made it to the stock market after successful equity crowdfunding campaigns.



Sale on the secondary market
– Several portals are being created for trading shares in startups and SMEs (e.g. [Crowdarena.it](https://www.crowdarena.it)).

Rewards

The company will also reward investors based on the amount subscribed during the equity crowdfunding campaign:

Subscription amount (including share premium)	Rewards
€ 500 to € 999.99	1% off SoQua services booked as users by 30/04/2022
€1,000 to € 4,999.99	<ul style="list-style-type: none">• 1% off SoQua services booked as users by 30/04/2022• a company webinar on SoQua's latest news every 60 days• 1 free SoQua branded t-shirt
Over € 5,000	<ul style="list-style-type: none">• 2% off SoQua services booked as users by 30/04/2022• a company webinar on SoQua's latest news every 60 days• 1 free SoQua branded t-shirt• 1 dedicated call of max 30 minutes with the CEO of SoQua• a free dinner organised by SoQua with the staff and investors

Together we can make money and
make the world a better place.