

Sokhrates

The first social network that unites people from all over the world to support the planet and build a new ethical economic model.

WHAT IS SOKHRATES

Sokhrates is the first worldwide social network that brings together people who share an ethical and humanitarian vision for the future.

Anyone who wants to contribute to humanitarian, social, environmental, and technological innovations that support ethical goals, can easily do so by joining, using and promoting the virtual platform Sokhrates.

THE ISSUE

The economic model purely based on profit maximization can no longer effectively respond to the constant and increasing demand for ethical renewal.

Existing social networks, focused on maximizing profit, are unable to reflect the humanitarian vision of increasingly conscious users who share universal ethical values such as solidarity for those in need and respect for nature.

THE SOLUTION AND SOKHRATES' COMPETITIVE ADVANTAGE

Sokhrates is the first social network that is committing at least 70% of its profits to directly support humanitarian, social and environmental projects on a global scale. The realization of these projects is one of the main pillars of Sokhrates' strategy. To enhance and guarantee full financial transparency, charitable foundations and non-profit organizations will be part of the social network's shareholders and executive board of directors.

MARKET OPPORTUNITY: UNTAPPED DEMAND IN A GROWING SECTOR

All social network users who want to be part of a global humanitarian initiative sharing an ethical and humanitarian vision are potential Sokhrates users.

A significant portion of promoters including social, environmental, human and animal rights associations/ foundations/ organizations with millions of active followers will have a real incentive to participate and promote Sokhrates platform. The more these groups promote Sokhrates, the more they will see their own projects flourish and being funded.

By joining Sokhrates, celebrities from the world of sports, art and entertainment sharing Sokhrates' values will attract millions of users who can directly contribute realizing their personal, or their foundation's humanitarian projects. All ethical, environmental and humanitarian conscious companies, especially 'Green economy' companies, whose estimated global value in 2015 exceeded USD 70 billion (in exponential growth), will provide a large client base for social network advertising.

WHY INVESTING NOW?

Sokhrates is an engaging and innovative concept for promoting, funding and co-invest in ethically conscious businesses and projects. It aims to create a platform to satisfy a hugely untapped demand for justice, environmental and ethical renewal in projects and ventures, allowing active users to sponsor, support and directly take part of the planetary change we are all waiting for.

From the very first launch day (the Beta version of) the website has received extremely positive feedback and impressive number of followers and active users.

With additional investment in marketing and IT development, Sokhrates will quickly achieve a significant position in the growing landscape of global social networks.

THE BUSINESS MODEL

Free web social services for like-minded individuals and companies who join an ethical social network committed to supporting humanitarian and environmental initiatives also promoted by their own organizations.

Agreements and partnerships with major non-profit organizations and celebrities from the world of sports, art and entertainment to promote a pipeline of initiatives, projects and ventures. Placing advertising space to 'green' and ethical companies.

Online shop for the sale of selected products.

Creation of ethical-coins (Sok-coins) that can be used as real contributions for specific projects, that users will be able to collect from social use of the platform depending on how much traffic they generate on the social network. The same coins can also be used for discounts on the online shop.

INVESTMENT USE OF PROCEEDS

The investment will be used to: (1) cover growing overhead expenses (servers, sales network, management, programmers) to sustain substantial growth in the number of users; (2) carry out growing marketing activities to promote the social network worldwide, including the implementation of Sokhrates' initial social and environmental projects.

KEY MILESTONES

- 11/16 – Association agreements for at least 30 million followers
- 11/16 - Completion of initial list of projects pipeline to be financed
- 12/16 – Development of Android app
- 02/17 – Partnerships with celebrities to promote Sokhrates
- 03/17 – Development of iOS app
- 09/17 - Official launch of the website
- 04/18 - Official media launch event





SoKhrates