

What

Ads displayed on the phones screen every time it is activated.

How

The Mytoz app downloads ads from the central server and pushes them to the phones screen every time it is activated, i.e. goes from sleep mode to active mode. The ads are shown even before the unlock screen.

The ads can be closed immediately, or the user can visit the advertiser's internet site by clicking the ad.

The ads cover the whole screen and are guaranteed to be seen by the user.

Who

Everyone worldwide who has an Android phone can download the Mytoz app for free from the Google Play store.

User can register becoming members against a small fee and get a free smartphone loaded with free calls, SMS and surf.

When

- Launching of the app in **Sweden** summer **2018**,
- Launching of the SIM and phone in Sweden 2019 (reality check)
- Launching in a major market 2020.

User benefits

1. Earning points every time the phone is activated
2. Use the points for payments in Mytoz web-shop
3. Free Mytoz smartphone
4. 1000 free call minutes, 1000 SMS and 2 GB data per month
5. Other member benefits
6. User manages his own interest's database

Customer benefits

1. Every ad is guaranteed to be seen
2. Lower cost per ad
3. Targeted ads as per users self-declared interests
4. Ads that are geo-targeted
5. Lead time from ad idea to distribution only some minutes



Where we are

First version of the app, the front end and the back-end systems are ready. The internet site and the webshop are also ready. We have a supplier of the Mytoz phone. We also have a principle agreement with a supplier of the network.

Next step

Building version 2 of the systems (autumn 2018). Acquire app-users. Launching 2000 phones with SIM cards (2019)

Potential

500 billion € marketing worldwide. 20% of this is by smartphone, i.e. 100 billion €. The Mytoz concepts works worldwide.

Who is behind Mytoz

Rolf Lundqvist, founder and CEO, leading positions at IKEA, H&M, Gap, Banana Republic, OWIO and other companies. Rolf has worked internationally with retail, development, start-ups and marketing and speaks 5 languages fluently.