



'Knowledge Czar gives business owners the platform to position themselves as 'experts' and attract a social following that they can sell to.'

Market specific: this BtoB, Q&A platform fills the on-trend demand for a social-soapbox that has been only partially filled by the highly successful Clubhouse.'

Social media has millions of fragmented groups and forums where business owners are encouraged to pass on their knowledge with a view to building a 'tribe' whilst positioning themselves as trusted leaders in their field.

In 2021 everyone wants to be a 'Guru', Coach', 'Thought Leader', 'Influencer' or 'Expert' as they believe that it builds trust and attracts customers.

Knowledge Czar is a space on the Internet where business questions are asked and answered.

Our unique algorithm rewards consistency, appreciation and relevance, and users who answer questions regularly and achieve user appreciation, can become 'Crowned Knowledge Czar's.

Czar's can earn up to 3 Crowns in each category.

Their answers are highlighted to match their Crown status and people recognise them as the Knowledge Czar's that they are.

Knowledge Czar will be the first UK platform to rival LinkedIn, Quora and Reddit.

Scope:

Knowledge Czar is a game-changing, disruptive platform, that will shake up the BtoB social landscape currently occupied by LinkedIn.

In 2021; businesspeople are scrambling to position themselves as experts, but the social landscape is fragmented into micro-communities that do not do their efforts justice.

Knowledge Czar is a brand new service that makes the effort of positioning worthwhile. Recognition becomes a reward of effort and good advice, and not how large one's social promotional budget is.

The screenshot shows the KnowledgeCzar platform interface. At the top, there is a navigation bar with the logo, a search bar labeled 'Ask a question', and a 'My account' button. Below the navigation bar, there are four summary cards: 'Questions I asked' (18), 'Questions I answered' (54), 'Upvotes I got' (24), and 'My Crowns' (3). On the left side, there is a sidebar titled 'Recent reactions' containing a list of topics with counts: Email opening rate (2, ▲40), Client Issues (23, ▲37), Google My Business listing (10, ▲12), Customer motivation (15, ▲23), Digital marketing issues (17, ▲32), Value proposition (23, ▲37), Slow website (3, ▲21), and Business loan (10, ▲22). In the center, there is a main content area featuring a user profile for 'User Name 3' (Business title) with a recent post about 'Email opening rate'. The post includes a small image of a person working at a laptop. To the right of the main content area, there is a sidebar titled 'My topics' listing: Business systems, Business software, People, Training, Legal, and Start-ups. At the bottom, there is a section titled 'Newly crowned experts' showing a profile for 'User Name 1' with 168 interactions and 3 crowns. The profile includes fields for expertise: Customer communication, Leadership & management, Traditional marketing, and a 'Profile' button.

The Software:

Wire-framed and ready to build once initial funding is in place.

Knowledge Czar is a major platform development, which will be built in the highly robust AngularJS 2, by our own, world class, in house, specialist team.

Sites built in AngularJS 2.0 include: Netflix and PayPal.

Partners and Growth Agents:

Early Adopters.

Startup Disruptors led by Becky Lodge has helped more than 4,000 small businesses achieve greatness. For an agreed, small equity stake: Startup Disruptors' will add 1,500 active business users to the platform in the first few months.



Digital PR for Blitz-scaling Growth.

Rise at Seven led by Carrie Rose and Stephen Kenwright are an international, multi award-winning, digital PR company with offices in Sheffield, Manchester, London and the USA.

We will work with their team to set achievable KPI's that reflect the speed of the growth curve.



Partnerships and USA Growth.

HMS16 led by Richard Hammond, is a highly connected and successful marketing and video production agency based out of London:For an agreed fee and a small equity stake: HMS16 will introduces us at board level, to several of the worlds largest media companies.



The Team:

Chris Hill - Founder

Chris is a seasoned businessman who has raised over £4 million for three successful businesses in the last 20 years. Chris exited his last venture Snizl Ltd (£2mil raised) after 4 years as CEO after adding 500,000 users and 10,000 businesses to the platform.

Janos Antal – CTO and Development

A World class, Derby based coder with multiple disciplines. Janos is passionate about people and designing intuitive systems that make life easier. A natural problem solver, Janos leads an amazing team of multi-disciplined, world class developers.

Gary Woolerton - Governance, Operations and Asia Business Development

Gary is based in Hong Kong where he runs the Project Management Office for a Global Insurer. He has over 25 years' experience in operations and software delivery in start-ups and multiple enterprises.

Martin Swain - Non-exec Finance Director – External/part-time

Martin Swain is a qualified accountant and natural networker. His business "360 Accounting" has over 100 clients including some well-known high-profile sports personalities. (Ideal for helping with initial, influencer traction)

Becky Lodge - Non-exec Marketing Director

Sky news 'one of 100 women to watch in business'; Becky runs Startup Disruptors and works alongside Portsmouth University to help start-ups with business advice, sales and marketing. Becky has a network of over 25,000 business owners and has personally assisted 4500 business owners to start and scale companies from home since 2016.

Digital Assets: URL's

Knowledgeczar.com

Knowledgeczar.co.uk

Kczar.com (*We are zeroing in on this as the url*)

Kczar.co.uk

Social Media:

facebook.com/groups/knowledgeczar (group)

facebook.com/knowledgeczar (page)

instagram.com/knowledgeczar (profile)

reddit.com/user/KnowledgeCzar (profile)

We have pre-approval for SEIS and EIS from HMRC

Contact:

Chris Hill

E: chris@pinynn.com

T: 07506 404077