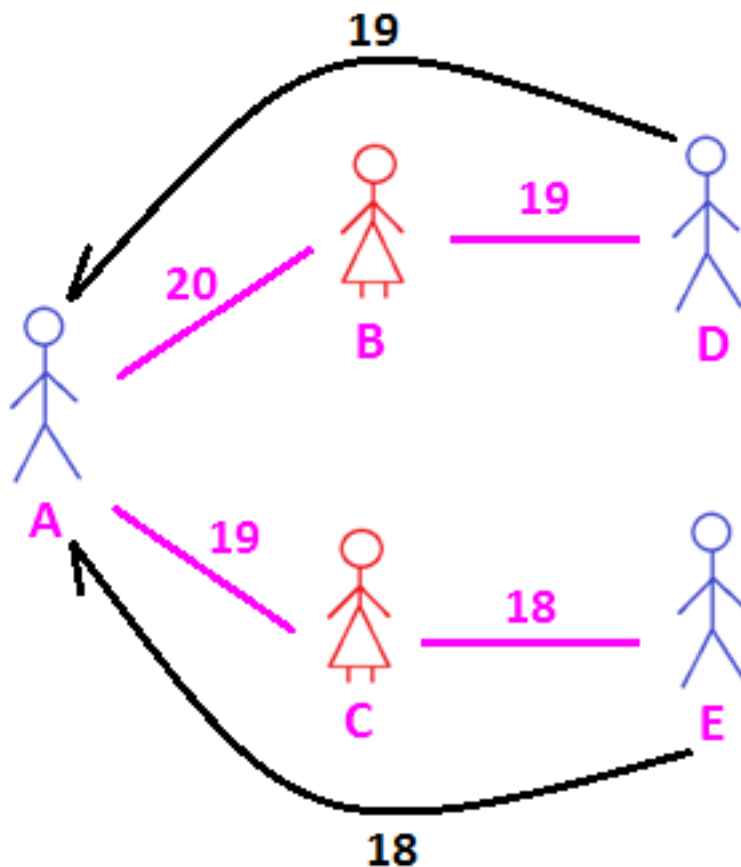


## 1. Summary presentation of the Project:

“Money helps people count on one another, specialize and increase production.”  
Discrimination pushes africans to lie. In Africa we often pay for a product and get scammed. A rating system would reduce lies and help Money do its function. The 2008 subprime crisis is du to a miss rating. I worked on this Rating System and it is functional for android and iOS but not yet for windows phone. I installed the app on my phone. It requests me for my profession and web site, it reads my contacts and asks me to select 20 Tunisian professionals. It sends them invitations by SMS. Then asks me to order them from the one that holds promises to the one lying. Rates from 20/20 to 10/20 are distributed accordingly. It does the same for any invited that chooses to install the app. The app offers to search people by profession.

How is the rating computed ?



**We are assuming that the rating from A to B is the same then the rating from B to A for the graph simplicity.**

Person A added person B and C and rated them respectively 20 and 19.  
Person B added person A and D and rated them respectively 20 and 19.  
Person C added person A and E and rated them respectively 19 and 18.

When person D searches A the result would be 19/20 with the following details:  
D rated B 19/20 and B rated A 20/20.  
As the best path linking D to A is D-B-A and 19/20 is the worst rating on that path.

When person E searches the same person A the result would be 18/20 with the following details:  
E rated C 18/20 and C rated A 20/20.

The rating of a person depends on the requester.  
Person E could call person C to get introduced to person A.  
A person can create an account if and only if it receives an invitation. It is to guarantee the existence of a path between any 2 users.  
The person must have a Tunisian gsm number.  
The lack of computation resources pushes for nationalism.  
This Rating System could be reproduced for each state.

I made a second app for my self to send the pending SMSs on the server from my phone.  
The All bonus Orange account offers me around 5000 SMS for free.

2. Analysis of the market :

- Offer :

FaceBook and twitter are available networks of friends.

LinkedIn is an available network of professionals with professional references and curriculums.

As Tunisians speak French and those networks are available in French they more or less succeeded in Tunisia.

The rating System is available in french with tutorial videos in the Tunisian dialect.

- Demand :

We are looking for Tunisians that would hold their promise especially at work. LinkedIn does not tackle the problem directly especially that most new graduates and jobless with diplomas have no references to show.

- Question to the public :

What do you think of the described idea ?

60% Very good, I like the search by profession, did you finish it ?

20% How are going to have money out of it ?

15% Lying is a very harsh word but the idea is excellent.

5% Excellent but not for Tunisians.

3. Identification of the market opportunity

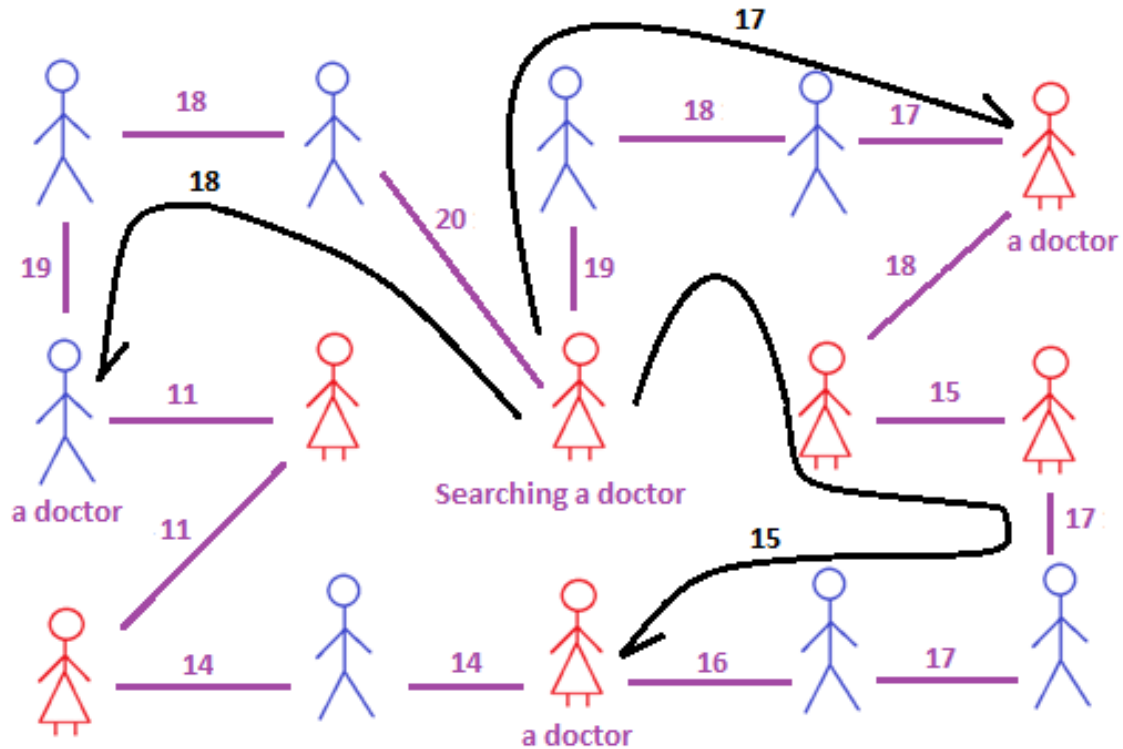
The lack of none educated workers and the important number of jobless educated people in Tunisia pushes for ways to put the proper Worker at the proper work.

Facebook used the contacts (emails) in the user email account to send invitations by email. After Facebook it became much harder to read the contacts of an email account. Reading the contacts of a cell phone and sending invitations by sms is still relatively easy. It's an opportunity.

Since 2008 After I finished my engineering diploma at Ottawa University in Canada. I decided to return to Tunisia and develop it. Making Tunisia administrative papers as perfect as the ones of Canada is still until today a far to reach dream. I decided in front of

my self to no longer lie not even for politeness. With the years it made me closer to reality. It is an opportunity for me to be at the root of this trust network.

#### 4.Presentation of the product/service proposed :



**We are assuming that the rating from A to B is the same then the rating from B to A for the graph simplicity.**

If a person A looks for a doctor the system finds doctors then finds the best paths that links them to person A.

The rating of each doctor is the worst value on that path.

When the rating of person A to person B is 20/20 the system replaces the value with  $20-20=0$ , when it is 15 the system replaces it with  $20-15=5$ , the worst value is 9/20 and it becomes 11.

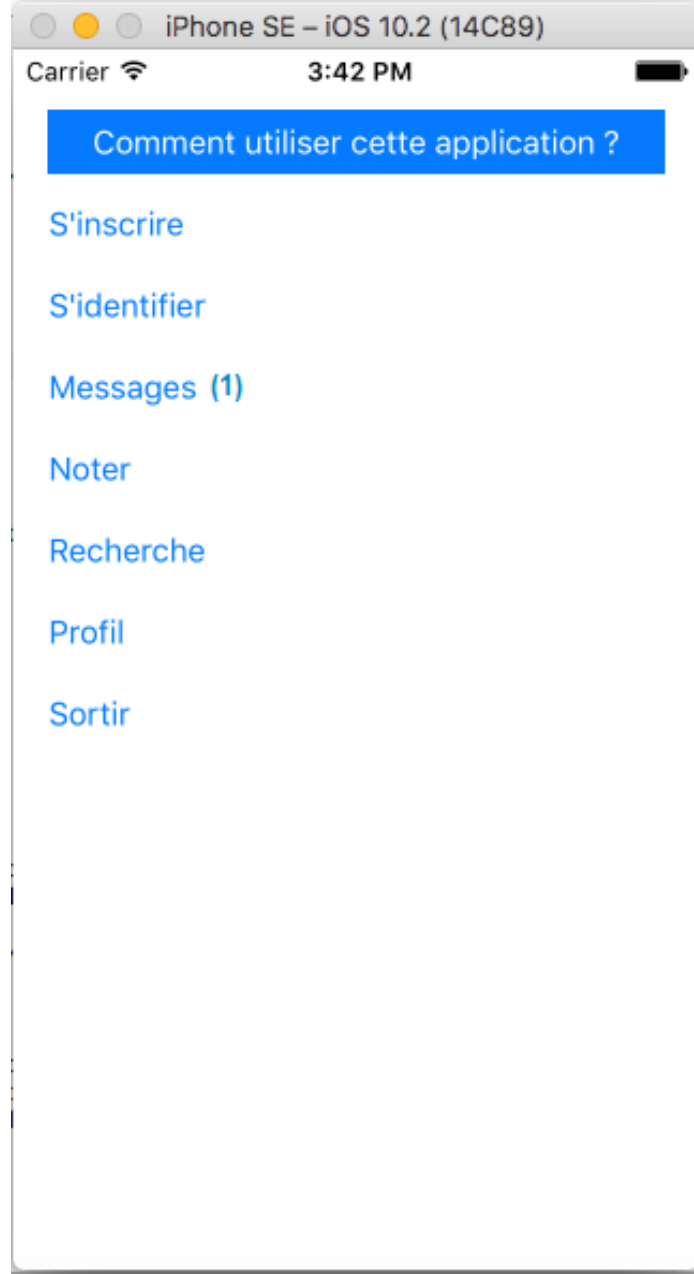
To find the best path the system looks for the shortest path using the translated ratings. It uses the Dijkstra algorithm. Dijkstra is usually used to find the shortest path a car has to travel between 2 points on a map. Instead of the roads lengths we are having the translated ratings.

In reality the graph is oriented meaning that the rating from person A to person B is not necessarily the same then the rating from B to A.

There exist a version of the Dijkstra algorithm that operates on none oriented graphs.

The one this rating system uses is for oriented graphs.

On the above picture each user added 2 other persons. In reality each person adds 20 other persons that are not necessarily new to the system.



The above picture is a screen capture of the main menu.

The first button is a web link to a video explaining in Tunisian dialect how to use the system.

Using the language of your clients is very important in this type of products.

We could use a translated software (a different server) for each country.

Creating an account, logging in, the received messages, the possibility to rate, to search a person, edit the profile or to logout are the other options.

Carrier 3:43 PM

### Menu

[Lire les termes de service](#)

J'accepte les termes de service

To activate an account a user 'A' must off received an invitation.

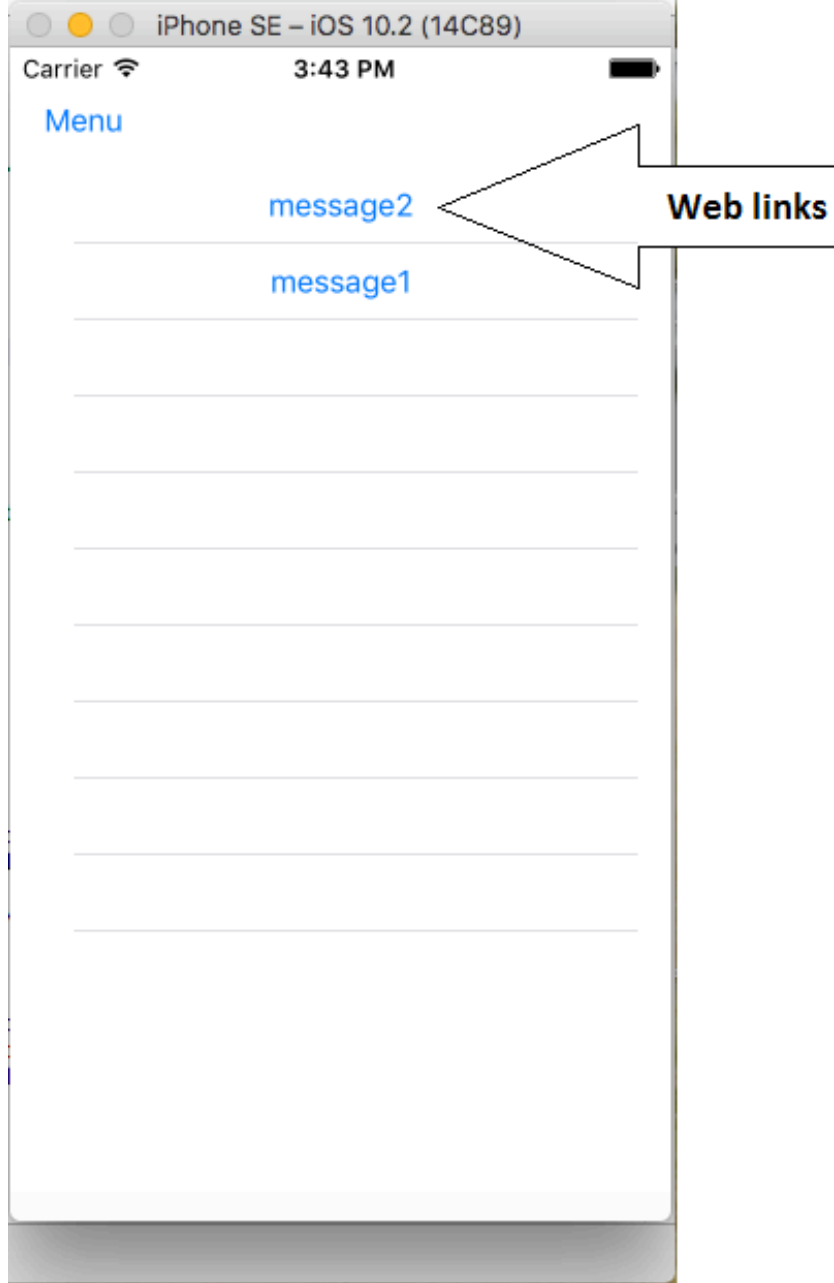
The invitation is an SMS that was sent when the user 'A' got selected as a Tunisian professional by a colleague.

A code is added to the SMS to confirm the phone number of user 'A'.

User 'A' is requested to provide a phone number, a code received by SMS, a name, a birthdate, a password and if available a web site.

The user is also requested to provide a professional specialty from a popup list.

Finally the user can click on the web link to read the terms that must be approved before activating the account.

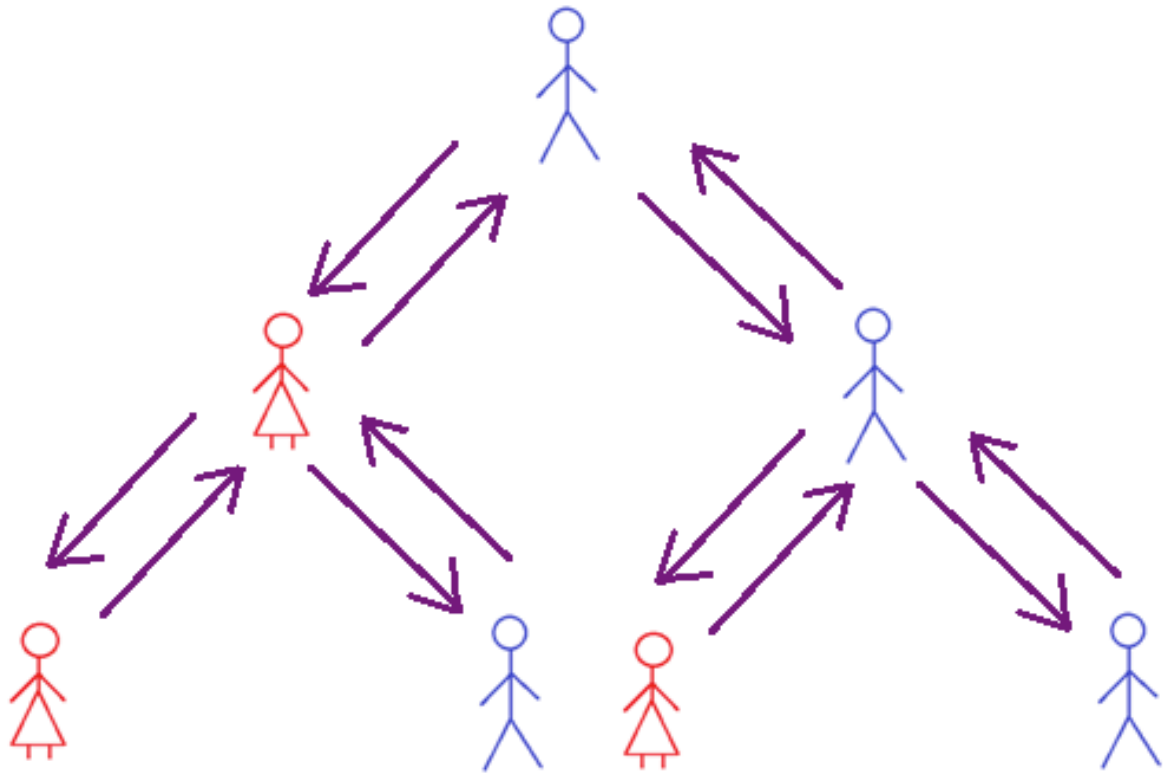


A message is a web link.

A message is yet not flagged as read or not. It is some work to do.

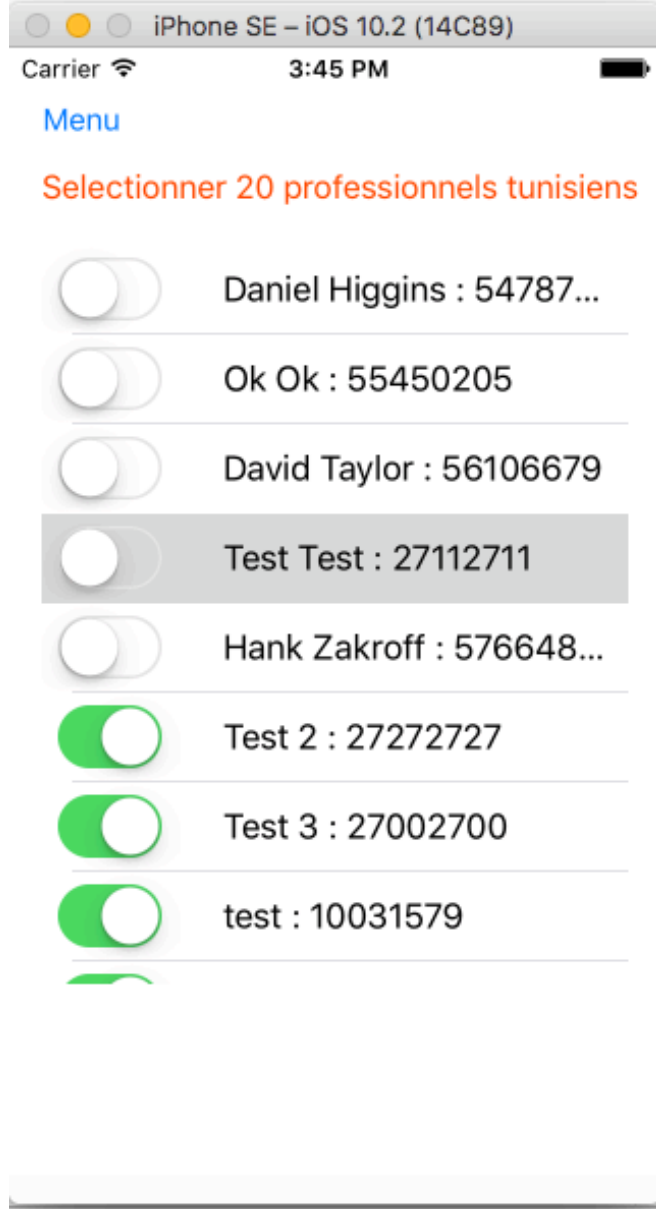
On the main menu the number of unread messages should be shown.

It is very important as this software only source of revenue is its publication capability.



**We assumed that a person adds 2 new persons instead of any 20 for the graph simplicity.**

When a person 'A' adds person 'B', Person 'B' have to rate person 'A' back.  
It is to guarantee the existence of a path between any 2 users.  
At worst case if we want to link person 'E' to person 'D' we link 'E' to the root then we link the root to 'D'



After logging in or clicking on rate from the main menu the program shows the phone contacts list to the user.

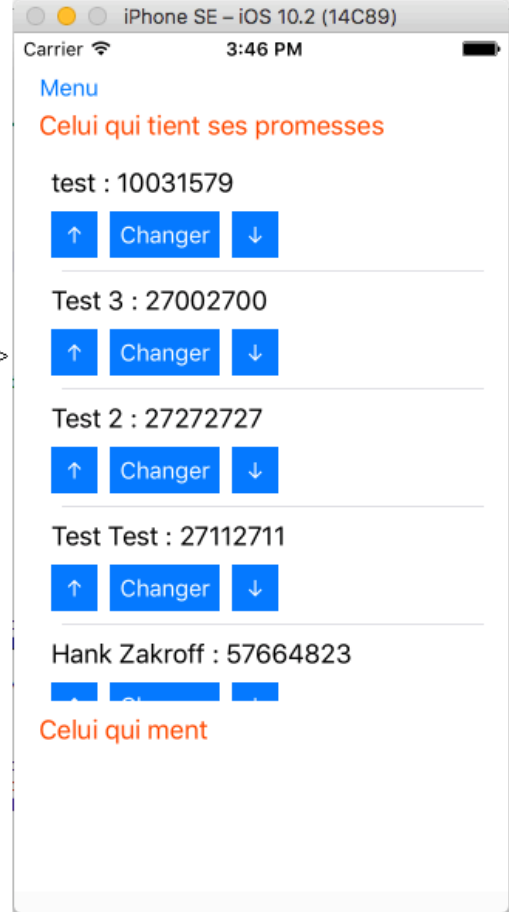
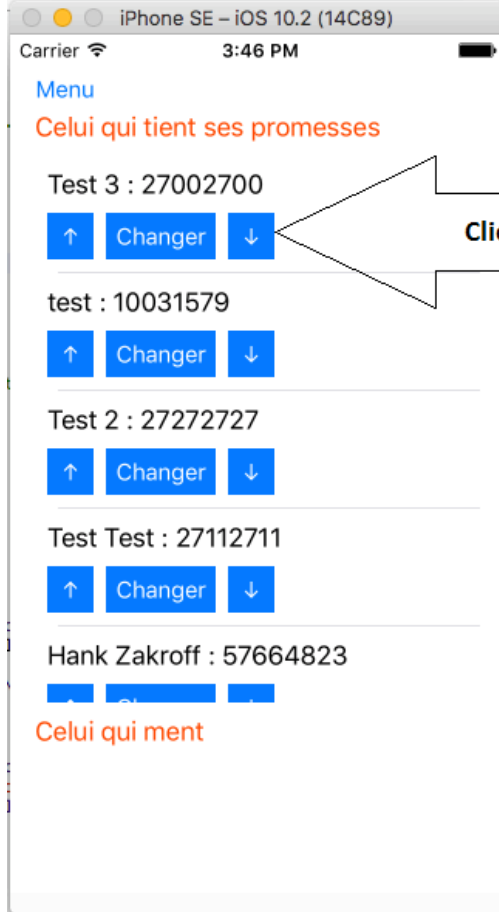
The user would have to choose 20 Tunisian professionals.

When a professional is selected an invitation SMS is scheduled to be sent.

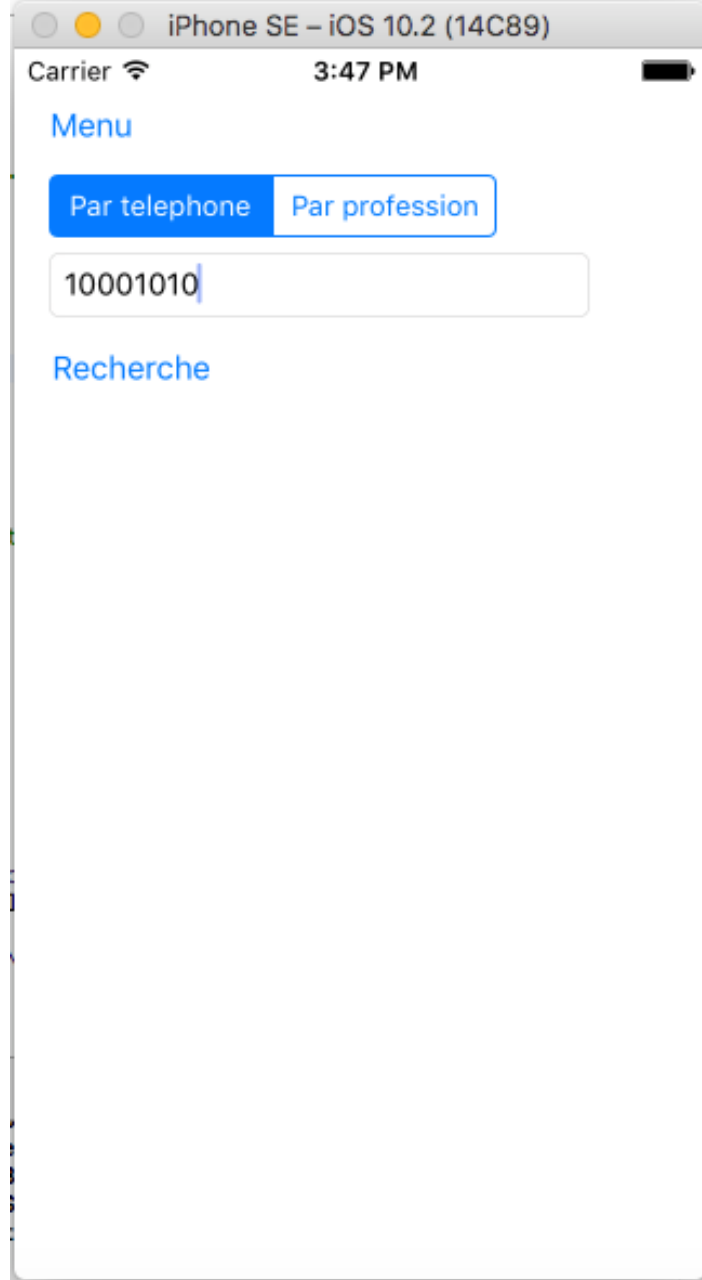
The professional that invited the user can't be deselected.

When the number of selected reaches 20 the program goes to the next view.

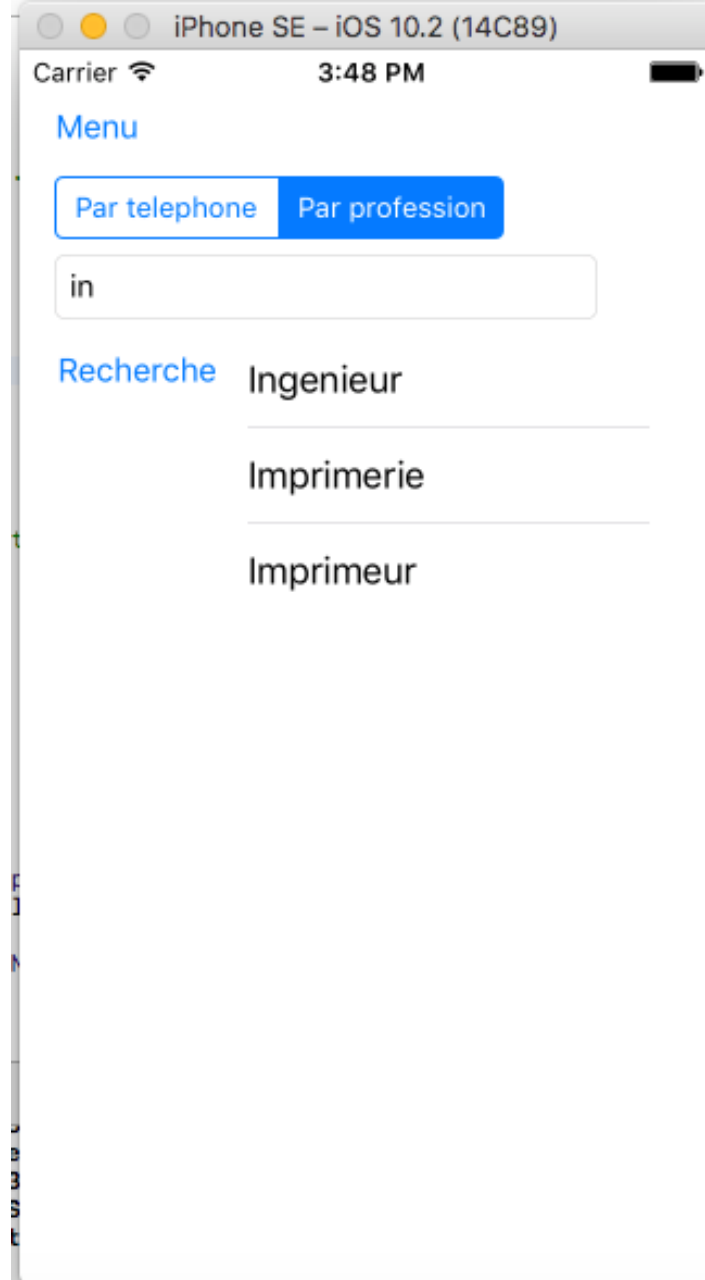




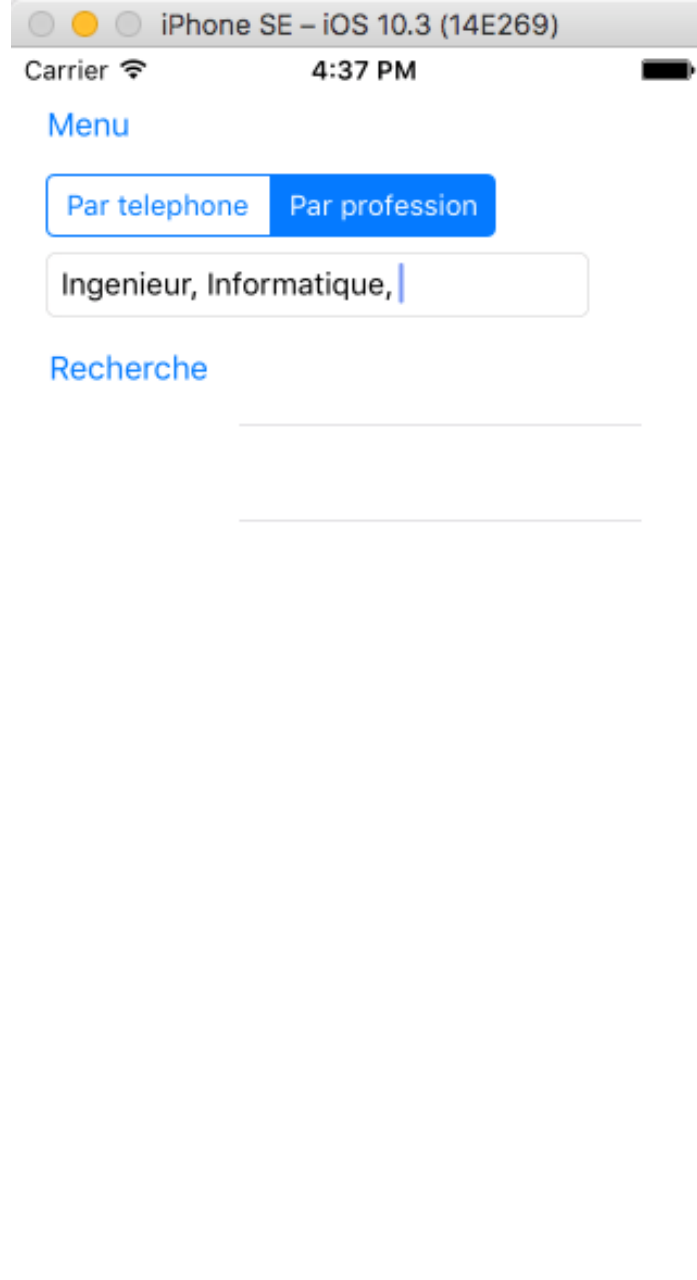
The user could click on change to deselect a professional.  
 When clicking on change the program goes to the previous view to allow selecting a different professional.  
 The deselected professional would have a rating of 9/20.  
 The user could click on up or down for every selected professional.  
 As a consequence the rating of the professional would change.  
 The one at the top would have a rating of 20/20.  
 The second would have a rating of 19.5/20 and the last would have a rating of 10/20.  
 Every user has a rating system of his own.  
 The program is there to link the rating systems of the users.  
 The user has to order the selected professionals.  
 For a user, two professionals could not have the same rating.



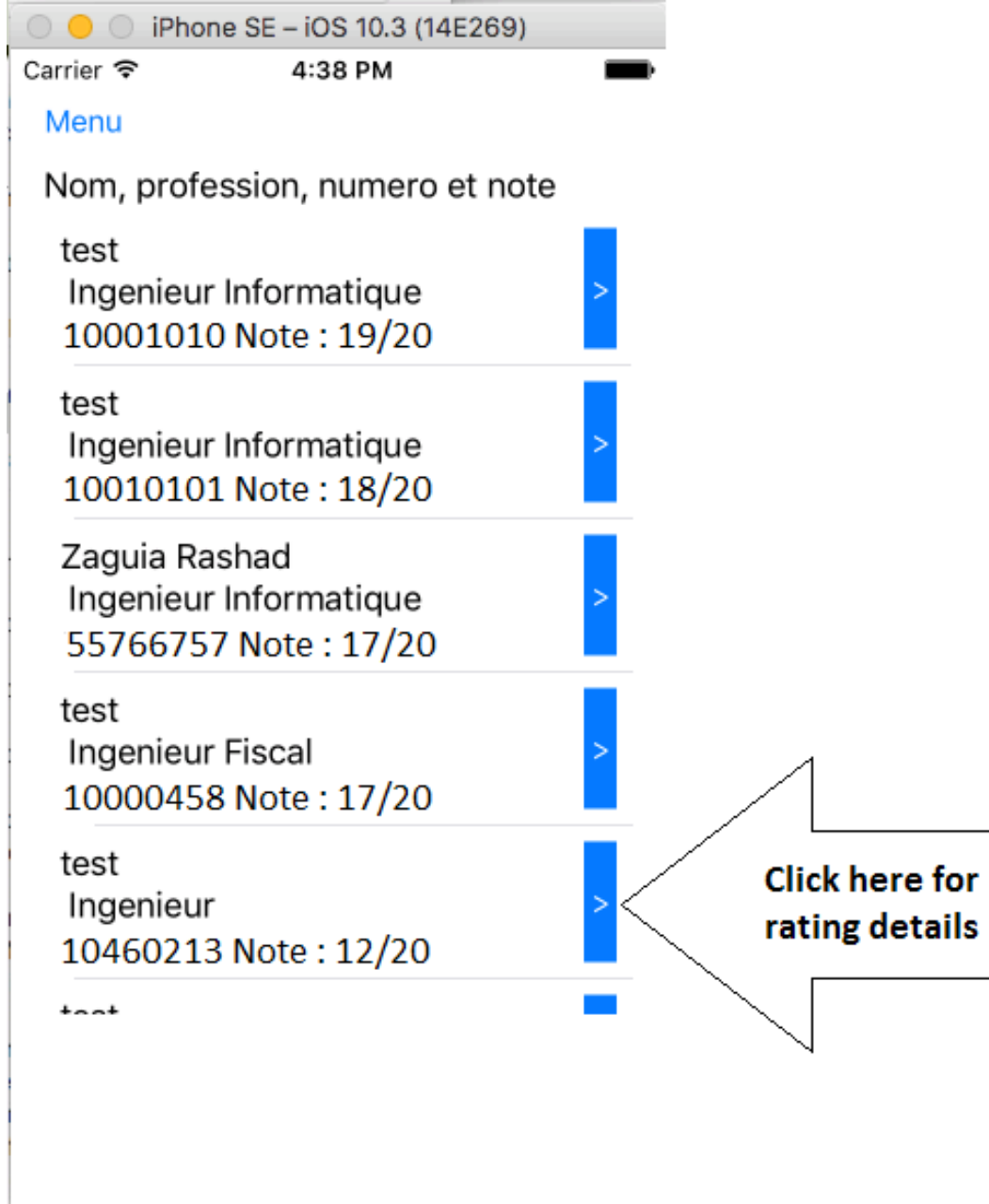
To find the rating details and how to reach a professional the program offers the option to search by phone number.



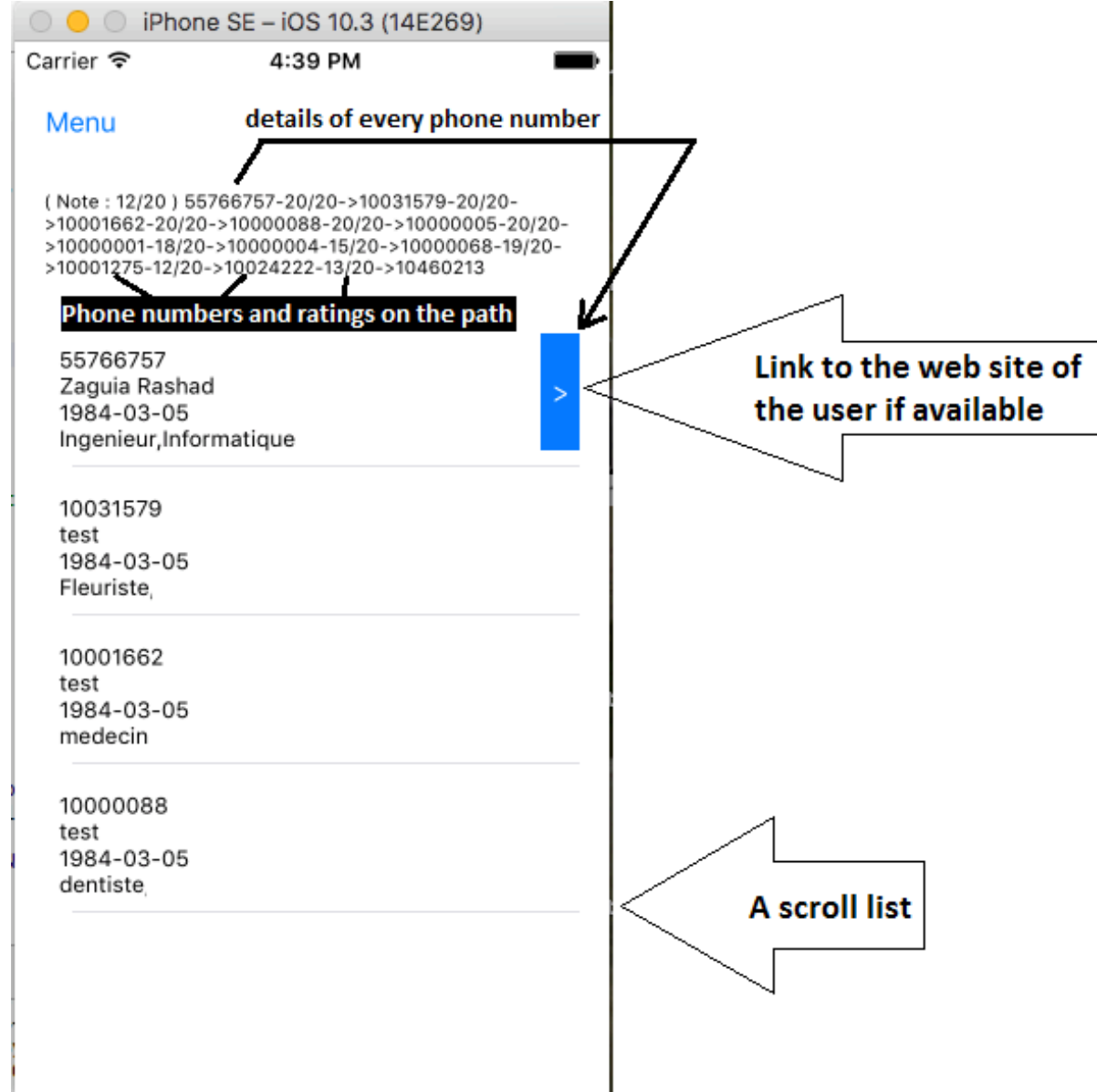
The system has a list of professions in the data base. When typing to fill the professional specialty the user would have a list of propositions to pick from.



The system allows picking many words. The order of those words do matter. It would not allow typing words that are not proposed and that is for search efficiency witch makes the list of professions in the data base critical. It must have all professions. An email to contact the technical team in order to add a profession should be added.



After searching by profession a list of found professionals along with their ratings is shown.  
For more details a small button on the right could be clicked.



When clicking on a found professional a view showing the phones and ratings chain to get to that professional is shown.

Each phone on the chain is detailed in a scroll list.

A button to get to the website of the detailed professional is shown if the website is available.



A User could edit the profile and change the data provided when the account was activated.

## 5.Information about the management team :

The network is based on professions. We could have the best rated ones to order each profession In an effort to have the structure of the application equal to its management structure.

## 6.Financial forecasts :

If launching the app succeeds hosting the web service is going to cost me money. that was the deal I had with my Canadian friend that gave me space on his server.

The app if successful is going to give me a publication capacity.

I could use it to make publicity for fathers real estate products.

If it is successful I could start counting on others and have publicity contracts from diverse companies.

Assigning a publicity to a set of professions is easy with the current implementation.

On the short term, terms of service should be written (a lawyer).

On the long term as the accounts are created by invitation only the invitation message and the Tutorial video should be optimized according to real time performance also a phone call script to make sure that an invitation becomes an activated account. (a marketing team).

## 7.Evaluation of the societal impact :

In Tunisia somebody saying the truth is considered naive and idiot. Lying smartly is often the chosen solution.

This rating system would reduce lies and help its Users realize that they can get anything they want if they do work and do not lie.

Holding to the truth would make the content of the brain equal to its environment.

Measuring correctly what we don't know would ease our capability to make it fit its place and learn.

Having them understand that lies are a waist of their mental capacity, a disconnection from reality and understand that holding promises could be materialized to money would be an achieved goal of developing the African society.

Functional Money, a higher administrative papers value and a better rating for the country are the direct consequence of it.