

From Small Acts, Big Impact, we aim to create and offer everyone the chance to *participate*.

With our project we will show that social commitment and big profits can go hand in hand.

Our plan is simple: We are creating the first media company in Switzerland that is entirely owned by citizens. A sustainable added value for society.

Whitepaper on Fashionpaper 4.0, V3.2

It is not an investment, prospectus, advertisement or offer. Some chapters in this white paper will be published after successful crowdfunding. There will be ongoing updates, see version.



Content

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Please read!

With the following information we create the basic knowledge for you to better understand our idea and the numbers.

Corporate profits in the millions and billions

We have arrived in 2024. Today it is easily possible to generate millions in profits per year as a sole proprietor. Success can no longer be derived from the number of employees and is no longer a matter of luck. We will start with 30 employees.

Tokenized stocks

Previously, shares were issued in paper form. More and more companies are switching from paper shares to tokenized shares, so-called securities rights. They have exactly the same functions, exactly the same rights. The difference is that they exist in digital form. A special law was passed in Switzerland that makes this possible.

Advertising prices in Switzerland

Every newspaper and every magazine publishes advertising prices on their website, which are publicly available. For example, advertising publication in an online newspaper costs CHF 60,000 online for 24 hours. There are also the production costs for text, photography and/or video.

Low company valuation results in a high return

When you determine the price per share, the company valuation plays a mathematical role and the planned return indicator is created accordingly. Our goal is to be able to pay out a high dividend to every shareholder every year.

Be able to understand the mission behind it

Absolutely fair, honest for everyone – that is our personal mission in this project. As initiators, we put the community first. Hence the principles: The offer is primarily for small investors and anyone who expresses their trust in our project with a donation at an early stage will be rewarded with the reduced issue price.



Vision

Our vision for a better future

We firmly believe that every person can contribute to making the world a better place. Our mission is to create the first fully community-based media company in Switzerland that offers better journalism and better entertainment and shares the profits fairly with everyone.



Business plan

VOD and advertising

The company earns money through video on demand (VOD) and the sale of advertising, ads and product placement in online magazines. VOD is video reports that are paid per view. We are aiming for a planned profit of 72 million in the first year, 700 million and 1.4 billion in the following years.

We achieve these goals through the world's best marketing talent, who have already created several brands and personal brands on the international market. Furthermore, through digitally optimized sales processes and AI technology in various areas of the company.

This results in a plan return of 36% to 688% for early supporters.

Early supporter plan return of 36% to 688% (1 share at CHF 10.-)

Late riser plan returns from 3.6 to 68.8% (1 share at CHF 100.-)

Late bloomer plan return of 0.36 to 6.88% (1 share at CHF 1000.-)

The business plan is explained in the following videos:

Part 1: <https://www.fashionpaper.ch/vision/updates.php#10012024>

Part 2: <https://www.fashionpaper.ch/vision/updates.php#11012024>

Part 3: <https://www.fashionpaper.ch/vision/updates.php#12012024>

Part 4: <https://www.fashionpaper.ch/vision/updates.php#13012024>

We will publish more information and detailed target figures as soon as we have founded the stock corporation and can offer shares.

Facts

The market and competitive advantages

Because we let the entire community participate financially in the company, we will make it the largest digital magazine in Switzerland.

Check out the facts:

- ✓ Advertising is about billions. In Switzerland around 7 billion. (Source: Appendix 1)
- ✓ TV streaming is growing worldwide. We watch what and when we want. (Source appendix 2)
- ✓ In the first year we forecast a profit of 72 million CHF.
- ✓ We fly the best marketing and sales talent to Switzerland.
- ✓ The network of initiators through the existing magazine, 16 years of experience in the industry and excellent knowledge of AI technology offers this start-up one enormous competitive advantage
- ✓ We create sustainable values by acting ethically.
- ✓ In this way, we create added value for all small investors and for society.

Advantage: And you don't need millions for that.

- ✓ You have the right to have a say!
- ✓ With your investment, you decide the amount of your annual dividend
- ✓ We share the profits fairly with everyone.

The team, the background

A meaningful change

Fashionpaper magazine was created as a “family business” by the couple Ramona Bonbizin (February 18, 1983) and Christian Bruno Bonbizin (June 5, 1981). In bootstrapping style and starting professional self-employment at just +/- 25 years old, numerous milestones have been achieved over the last 16 years. They describe themselves as two types of doers, down-to-earth, reliable and, when they have made a promise, they deliver.

The founders are not listed as CEOs or anything else. office, but also actively contribute as an advisory board to the success of the entire project, to this new company and to further develop the strategy. This is because we offer people in this company space to realize their full potential, which in turn benefits the company.

Potential candidates for all functions with the relevant certificates of skills are available. After its founding, the board of directors will be supplemented with capable people who will make their know-how and network available.

Strategy development and operational business are supported by experts from management, sales and marketing.

Overall, this campaign is a game changer for people who are looking for meaningful change that will positively impact not only their own lives, but also the lives of a larger community. With our project we will show that social commitment and big profits can go hand in hand. It is a project for all of us. #Solidarity that pays off!

We are correcting the imbalance that the 7 billion advertising market in Switzerland is dominated by a few wealthy tycoons. Like Robin Hood, we share the big profits with all readers. Year for year. For families, for single people, for pensioners, just for normal people like you and me.

For a just society and an improved future. This is the path to success to become the largest digital magazine in Switzerland.

The Schedule

Our schedule for your overview

This is our strategic roadmap that guides us through important stages to achieve our goals.

- ① **Crowdfunding**
We create the core of the community with crowdfunding. That's between 1,400 and 10,000 supporters who donated.
- ② **Establishment of a stock corporation**
The financing threshold is reached at CHF 140,000 and the stock corporation is founded. Donations are still possible.
- ③ After another 4 weeks since the financing threshold was reached, the AG was founded. There is the only legal capital increase, the shares are tokenized and the sale of the shares begins. 10/share for early supporters.
- ④ **Sale of tokenized securities (shares)** to EVERYONE. The public offer for those who did not support early, CHF 100 per share
- ⑤ As soon as the financing threshold of 8 million is reached, operational business begins. The remaining shares are still being sold (if there are any left) at CHF 1,000 per share.
- ⑥ The boarding of the employees begins and the setting of all processes takes place.
- ⑦ Production of the first investigative reports begins.
- ⑧ In addition to the launch event, we continually organize other events for the strong community.



Crowdfunding

We need your support too!

All you have to do is make a donation using the link below. Here's the deal for afterwards: As an early supporter, you can then secure shares in our company at the exclusive price of just CHF 10 each - that's a fraction of the usual CHF 100 per share.

Now it's your turn! Become part of this galactic mission by supporting us using the following donation button: Click on www.fashionpaper.ch/vision

FAQ

Questions and answers

1. What is it about?

We have an idea for fellow human beings. An idea for all of us. #Solidarity that pays off!

Our plan is simple: We are creating a digital magazine with interesting articles to read and exciting video reports and documentaries. The special thing about it all: it belongs to the community. Lots of people. And an impressive dividend is paid year after year. For families, for single people, for pensioners, just for normal people like you and me.

For a just society and an improved future. This will make us the largest digital magazine in Switzerland. 🚀 🦄

2. What do you need?

Before the rocket launch can take place, we need 10,000 people - at least 1,400 of whom are early supporters who will show their colors with a donation today. Every early supporter gets the shares at a heavily discounted price of CHF 10 instead of CHF 100 per share! When we have reached the financing threshold of 140,000 CHF, that is the signal for us to start a business. From this point onwards plus 4 to 6 weeks, shares are available to buy - as a donor you will be the first to be notified by email. We need 4 to 6 weeks to set up the company.

Become a part of this special journey. This story is an invitation to everyone who believes in change. Together we can change the world – step by step, dream by dream. Be there!

3. What happens to the donations?

We use the donations to finance the ongoing advertising campaigns. A large part of the advertising and campaign creation is our own contribution from our wallet. Sponsors and investors are warmly welcome.

4. What is the return for my donation?

With a donation you can get our idea started. When you donate, you provide your email address. This means you will be among the first to have the link to where and how you can buy the shares digitally.

5. Where can I find the updates/news about this project?

You can find ongoing updates about this project on our landing page at www.fashionpaper.ch/vision.

6. What are the next milestones?

- ① Crowdfunding on the way to 10,000 community, 1,400 early supporters
- ② Founding of a stock corporation, capital increase, advertising campaign
Selling shares, you will be notified by email.
- ③ Employees take off, produce profits, and from there it's year after year fat harvest. 🌱

The 1,400 early supporters who show their colors with a donation today will receive the shares at a heavily discounted price of CHF 10 instead of CHF 100 per share!
As soon as we have reached CHF 140,000, that is the signal for us to start a business. From this point on, shares are available to buy - as a donor you will be the first to be notified by email.

7. Does a business plan exist? Does a standard cost estimate exist?

In order to create our master plan, we spent months developing the business plan and calculations. However, because we are in the crowdfunding phase, we will only publish these documents at a time when shares in this social start-up can be purchased. This by means of a brochure.

But we explain our business plan and all the numbers in these videos:

Part 1: <https://www.fashionpaper.ch/vision/updates.php#10012024>

Part 2: <https://www.fashionpaper.ch/vision/updates.php#11012024>

Part 3: <https://www.fashionpaper.ch/vision/updates.php#12012024>

Part 4: <https://www.fashionpaper.ch/vision/updates.php#13012024>

The current phase is about supporting the idea with a donation. We bring people together into a group who want to pursue the same goal as us. We are collecting donations to finance the next advertising measures.

According to legal regulations, detailed information about an investment is only available to professional investors and institutional investors (investments of 2 million or more). Please inquire by email or telephone.

8. What do you do differently than competitors?

The basic philosophy of this social start-up is to be able to share the profits among many people. The business model behind this social start-up, or to put it simply how money is made, is the sale of ads, product placement and a large part of VOD (video on demand).

The formula for success is:

Large reach and an active community [x] Power Sales Team [=] large sales

[-] Lean company with digitally structured processes [=] big profit.

0% ego and self-interest of the founders [=] profit for the entire community as a whole.

9. What happens if the goal is not achieved?

We have not made a plan B for how we will share our success. We know that with this project we have been presented with a master plan that has never existed before.

10. Why will you be successful with your business model?

We ourselves have 16 years of experience as publishers in the Swiss advertising market. So someone who offers brands advertising opportunities. In our time we have gotten to know extremely strong personalities and service providers who have themselves implemented many successful projects. And we also rely on these personalities to install all processes in this form and in this start-up.

11. If you are so successful, is there no danger of a copy of it?

The success is the community. Of course, we hope that we will inspire other entrepreneurs to also share their profits and success with people. This requires opening up the company and sharing shares with the public.

12. What is the Build in Public?

This means that we make the founding phase public. In many videos you can look over our shoulders and learn how we do everything.

13. What are Ads?

These are banners on the site or reports, articles that are paid for by brands.

14. What are product placements?

If there is a video report, products can be visibly placed there.

15. What is VOD Video on Demand?

These are videos that the user pays to watch.

16. Why should I believe you?

Have you had a chance to watch our videos with the latest updates? If videos aren't enough to convince you of our authenticity and you're considering a significant donation, we'd be happy to meet you for coffee.

17. How can I pay?

You can send us your donation using a credit card. Link ↗[Credit card payment](#) The payment is processed via the service provider stripe. A bank transfer is also possible; you can find the QR payment slip here. Link ↗[QR payment slip](#)
Or via Twint: +41799498286

18. Which account can I donate to?

We have the following Postfinance account for donations:

CH66 0900 0000 9019 3890 8
Christian Bonbizin
Schwalbenweg 4
9436 Balgach

Purpose: Donation in favor of the “visionary social start-up” project

19. Can donations be made via TWINT?

Donations via TWINT are possible. We can accept donations on the following number. Please send us your email address with the payment.

TWINT: +41799498286

20. How many people have already donated?

At www.fashionpaper.ch/vision you can find our counter showing how many people have already donated. Currently around 690 people have donated.

21. How does the share sale work?

The shares can be purchased digitally. Every donor will receive the link by email.

When the shares are sold, we digitally publish all documents that must be prepared for a share purchase (articles of association, shareholders' agreement, etc.).

22. Are so many shareholders possible in an AG?

Swiss stock corporation law (since 1.2023) and the new Swiss blockchain law (since 2.2021) allow this form of a stock corporation with so many shareholders - in which everything is displayed digitally. The General Meeting has therefore also received a renewal, which can also be carried out digitally.

23. What is the minimum and maximum number of shares that can be purchased?

Each buyer must make their own assessment of risk and profit and will therefore decide how many shares to purchase.

Minimum: 1 piece

Maximum: - (We haven't decided on a limit here yet, people we've spoken to will want to invest an average of 10,000 CHF)

24. How many shares are available?

The stock corporation will have a number of shares of 20,080,000 shares.

If each shareholder invests an average of CHF 10,000, this amount of shares is only enough for 15,000 people in Switzerland (cf. 15K vs ~10 million inhabitants).

25. Why should companies advertise on this platform?

This is the further development of our magazine Fashionpaper. Our goal behind this is to act ethically and create sustainable values.

In summary, the platform offers an opportunity for companies to advertise to a broad and active community. Here the community doesn't just "consume" content. Because the community also has a fair financial stake in the success, there is a high level of interest in content generating a lot of attention.

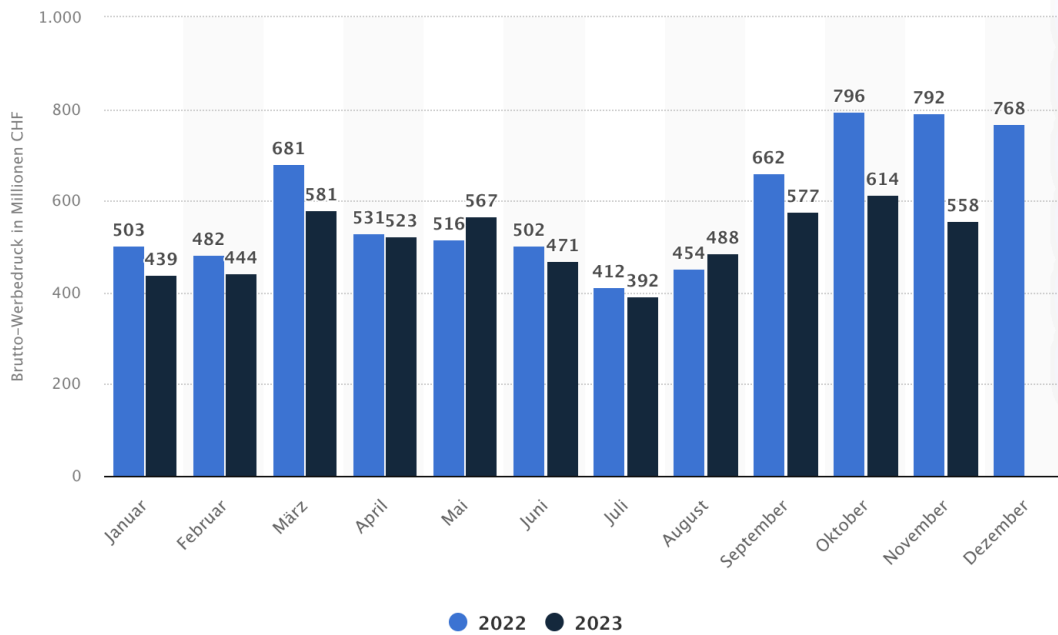
26. What exactly is happening on this platform that customers should advertise?

As part of this further development, high-quality investigative video reports will be added to today's fashion paper.

In order to create a wide reach and an active community, we hire the world's best marketer who is behind many successful brands.

Attachments

1. The following statistics give you an overview of the advertising expenditure made in Switzerland become. Figures in millions of CHF.



[Details zur Statistik](#)

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[Quellen anzeigen](#)

2. The following statistics give you an overview that VOD is a global growth market.

UMSATZ NACH MARKT

UMSATZVERÄNDERUNG NACH MARKT

