



▶ Help user regain control over their phone



## ▶ Our Manifesto

**We believe user should be the one in control. No one else. And this is exactly what our service helps to achieve.**

- Because behind a smartphone there is a real person, each user has essential rights, and user-ignorance, user-oversight or user-lack-of-attention should not be responsible for breaching those essential rights.
- Regaincontrol.io is a service with fundamental objective to grant back to user his essential rights, ease usage of digital devices and restore privacy, freedom and independence.
- All user has the right to configure his phone in the way he wants, not the way he is implicitly accepting to.

# ▷ Emancipation: We call it technological freedom

- **Our story**  
We all know that something is wrong. As users, our online activity is being tracked and sold to highest bidder. Large corporations get rich, and us users keep getting abused. Not mentioning the whole system is fueled by ad fraud.
- **Our vision**  
At Regaincontrol© we work hard in making the internet a great place once again. Through our different apps, we ensure the power gets back in people's hands. Or better said, that people can decide what is done with their information or phone activity.
- **Our technology**  
Our proprietary technology is maintained every day to ensure you get the best service as possible and top value for your money. By being an application, we act directly on your mobile phone, tackling the problem at it's root.
- **Our service**  
Technology changes constantly, and as such our service is accessible via a subscription model, with the guarantee you will keep your freedom whatever happens. The rest is on us: developing new apps, doing updates, maintaining the services, etc.



# ▷ What is this service about

Portal from which apps can be downloaded to actively protect and empower user. 3 different apps (and more coming):



- **Right to avoid advertising & notifications.**

**Cokun:** restore silence on your phone by disabling all ads and notifications.



- **Right to remain incognito.**

**Amachay:** gives you back power. Get unmatched speed, security and privacy by blocking trackers. Your browsing history is no more used behind your back and sold. Specially sensitive visits for jobs and health conditions.



- **Right to access any content.**

**Baybee:** Let no one decide for you what you can access or not on the internet. With VPN access what you want, wherever you want. Our network of premium servers spread across the globe provide state-of-the-art anonymity.



- **Right to be defended (under development)**

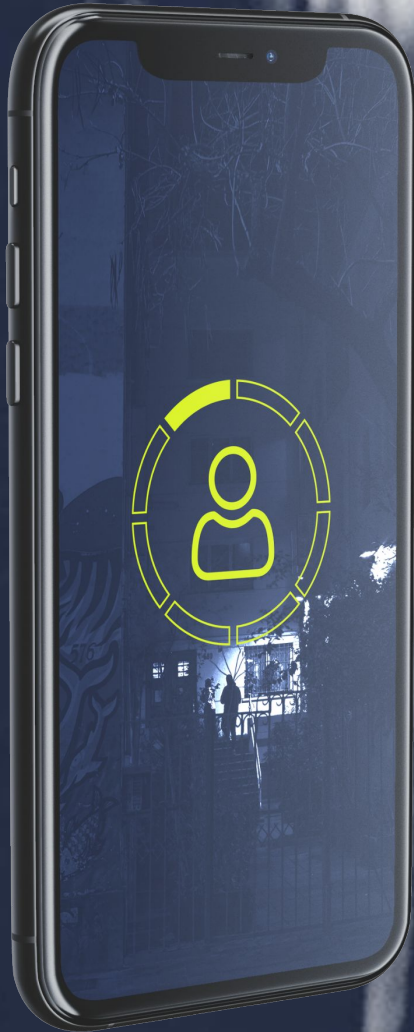
Informative blog specialized in smartphone user defence, tutorials on customer in control phone functionalities and hot line of personal counselling.



# ▷ Why is this service unique

- Subscription model since **added value** is related to constant maintenance, updates and development costs + worldwide servers.
- One-stop-shop for user to regain control over his phone
  - Service as application suite, stronger guarantee to deliver on promise
- All apps are genuine, proprietary and developed by us.
  - No open source code or syndicated content
- Restricted access to the apps on the Play store
  - Only RegainControl© customers can access them
- Universal access code: one activation code open access to all applications
- Website currently under works to include hotline for users.





## ▶ Business Model

Subscription model, payment per week, as a “payment for privacy”. Just like payment for music streaming or video streaming services.

A universal key pass (Activation code) is given to user and it allows him unlimited access to applications. Without the code, no application is accessible.

Apps are available on Playstore, and only accessible to subscribers



# ▶ Marketing strategy

All marketing is held IN HOUSE by the editor himself.  
Mainly using Push marketing technique on contextual advertising.

Service is promoted using the App as a tangible product to get.  
Activating the App, the user gets his universal keypass, identical for all RegainControl© services



In House Media  
Buying

Hosted landing  
pages

MO/MT SMS  
(Universal  
keypass)

Download

Activation