Incognito

Mobile app to anonymously feedback on your friends, colleagues or anyone you know
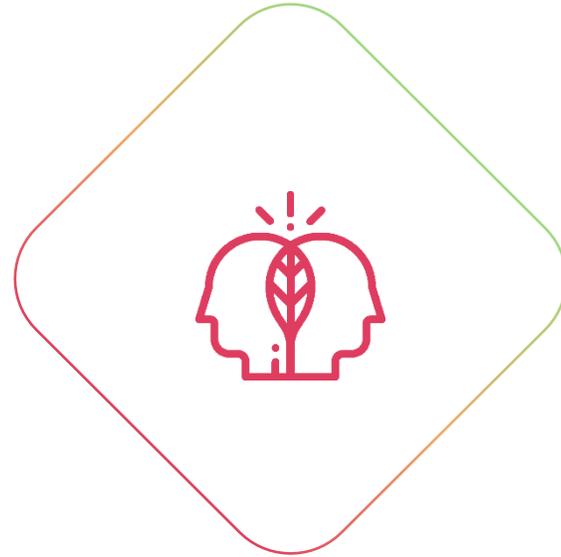
Problems

It is not always appropriate to give a piece of your mind in a direct conversation with the other person
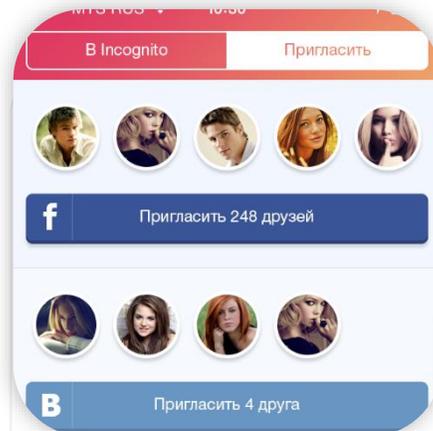
We are not always aware of our negative sides that might prevent us from achieving our greatest potential

We do not know with high certainty what other people really think of us and what they say behind our backs
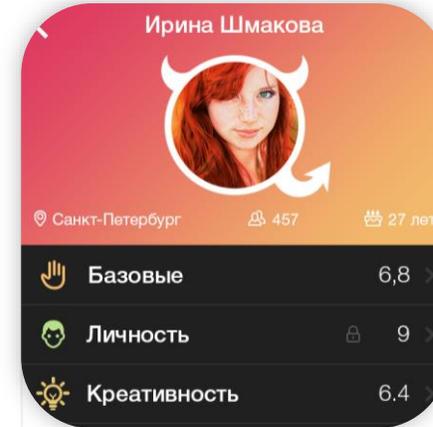
How we suggest you give feedback

Colleagues, classmates, friends and just acquaintances use **the mobile app** to grade (feedback) each other **anonymously** based on a **10-point scale**

Your grade can relate to such criteria as: **personality, sense of humor, punctuality, attention to detail, etc. (around 50 criteria altogether)**

For each criteria, an average point is calculated based on the number of people who graded you. While grading others, **you can change your feedback**
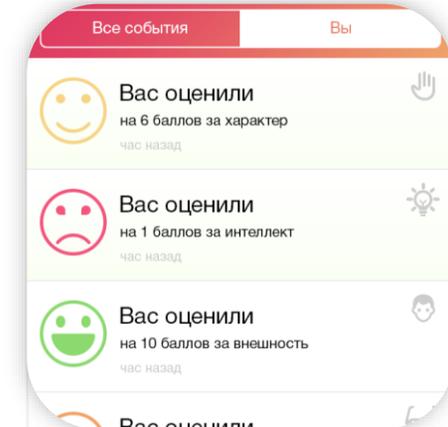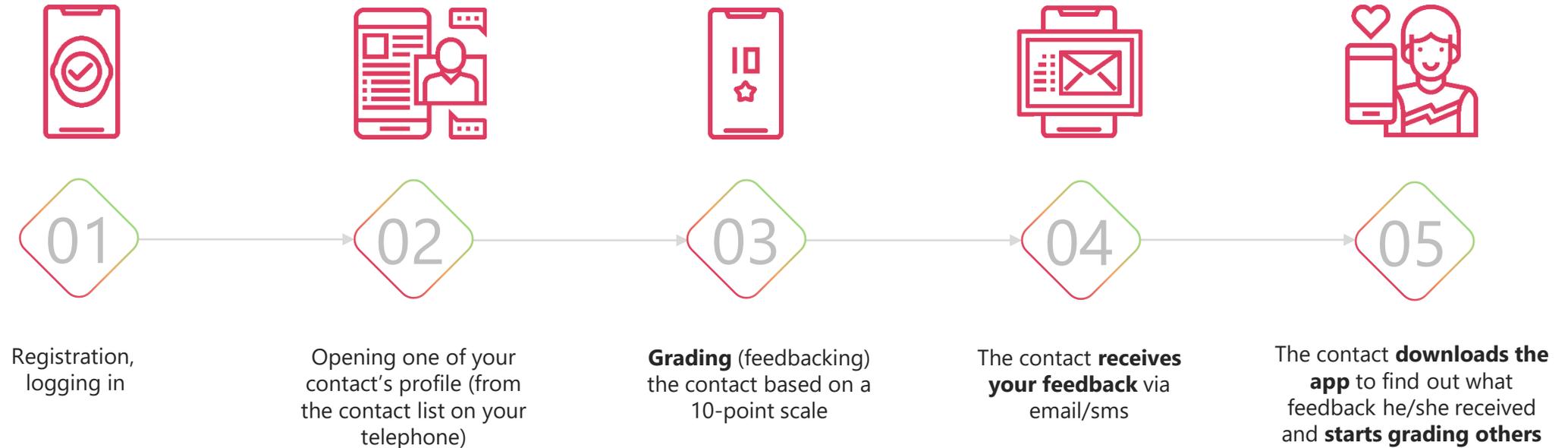

The app gives you an opportunity to express your opinion about others digitally and receive an honest feedback on yourself. The estimators remain **Incognito**

Non-insulting. Intriguing. Engaging. Motivating.

How to use the app

01 Registration, logging in

02 Opening one of your contact's profile (from the contact list on your telephone)

03 **Grading** (feedbacking) the contact based on a 10-point scale

04 The contact **receives your feedback** via email/sms

05 The contact **downloads the app** to find out what feedback he/she received and **starts grading others**

For users who are not willing to initiate any feedback, the Incognito app sends random proposals to grade one of the friends from their contact lists.

This will not affect personal relationships because the process of grading is anonymous.
Rapid spreading among friends due to the virality effect.

Opportunities worldwide

Deloitte* discovered that the level 4 maturity companies, demonstrating the highest financial performance due to smart HR-policies, allocate almost 40% of their hiring criteria to emotional and psychological characteristics, such as ambition, aptitude for learning, keenness, and sense of purpose.

Therefore it will be important for HR departments to get the informational numeral model of candidates, their emotional and psychological traits.
The trend to check candidates' personal qualities will intensify in the next three years.

*Deloitte is a multinational professional services network which provides audit, tax, consulting, enterprise risk and financial advisory services with approximately 312,000 professionals globally.

Psychologists* report that every human on earth estimates other humans on a daily basis

* Based on the research by N.A.Baturina, academist, Psy.D.

By 2020**, as a result of global digitalization and China's social credit system, at least 1,4 billion people (population of China) will have a personal social digital rating

**https://time.com/collection/davos-2019/5502592/china-social-credit-score/

B2B and B2C monetization
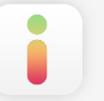
Social life background check

Employers can increase the percentage of successful recruitments:

- Access to the database on the candidate's feedback scores by relatives and friends
- Access to the database on the candidate's feedback scores by former colleagues and management

Employee social and professional rating in comparison to colleagues

Employees can progress faster and help colleagues strengthen their weak sides:

- Anonymous feedbacks to colleagues, project teams, management in real time
- Gamification of the feedback process. Much easier and faster than the 360 Degree Feedback Methodology

Dynamic map of the employee's development in the company

Employees can get an insight into their future in the company, while employers can obtain an effective employee promotion instrument:

- Estimation of the current competence (as is)
- Estimation of the desired competence (to be)

Booking employees from other departments

Employers can optimize their recourse loading:

- Monitoring employees' schedules
- Booking proper employees with windows in the schedule (using 'search by estimation' rating)

Check out your friend's scores

Users can find out scores (and background) of their friends, new acquaintances, partners

Anonymous messages

Users can text anonymous messages to their friends

Texting is moderated so users can't insult others

How to use Grams in the Incognito app

01

Every user gets a **numeral model** of his/her personality or a **social rating**

02

The more rating you have on a 10-point scale, the more Grams you get

03

People are motivated to be a better version of themselves, because they **get Grams for high grades and social achievements**

People all over the world will be motivated to get **higher grades, more grams**. To get them they need **to become a better friend, colleague, person.**

Founders

Rustam Samatov (CEO)

- Co-founder
- 9 years of experience in implementing project management information and BIM systems at Deloitte, Gazprom-neft, Sibur, Rosatom, NLMK, FSK, MRSK, founder of RUS BIM (consulting and education in BIM)
- 2 years of CEO experience

Telegram
@samrustam

Evgeniy Gavrilin (CBO)

- Co-founder
- Founder of NECTARIN digital agency, crowdfunding platform BOOMSTARTER, Evolution.life, Mediatoday.ru, Creative.family, BYYD
- First business-blogger in Russia (YouTube - almost 400 000 subs; Instagram – 154 000 subs)

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