

VPN Generator

MAKE INTERNET FREE AGAIN

Summary

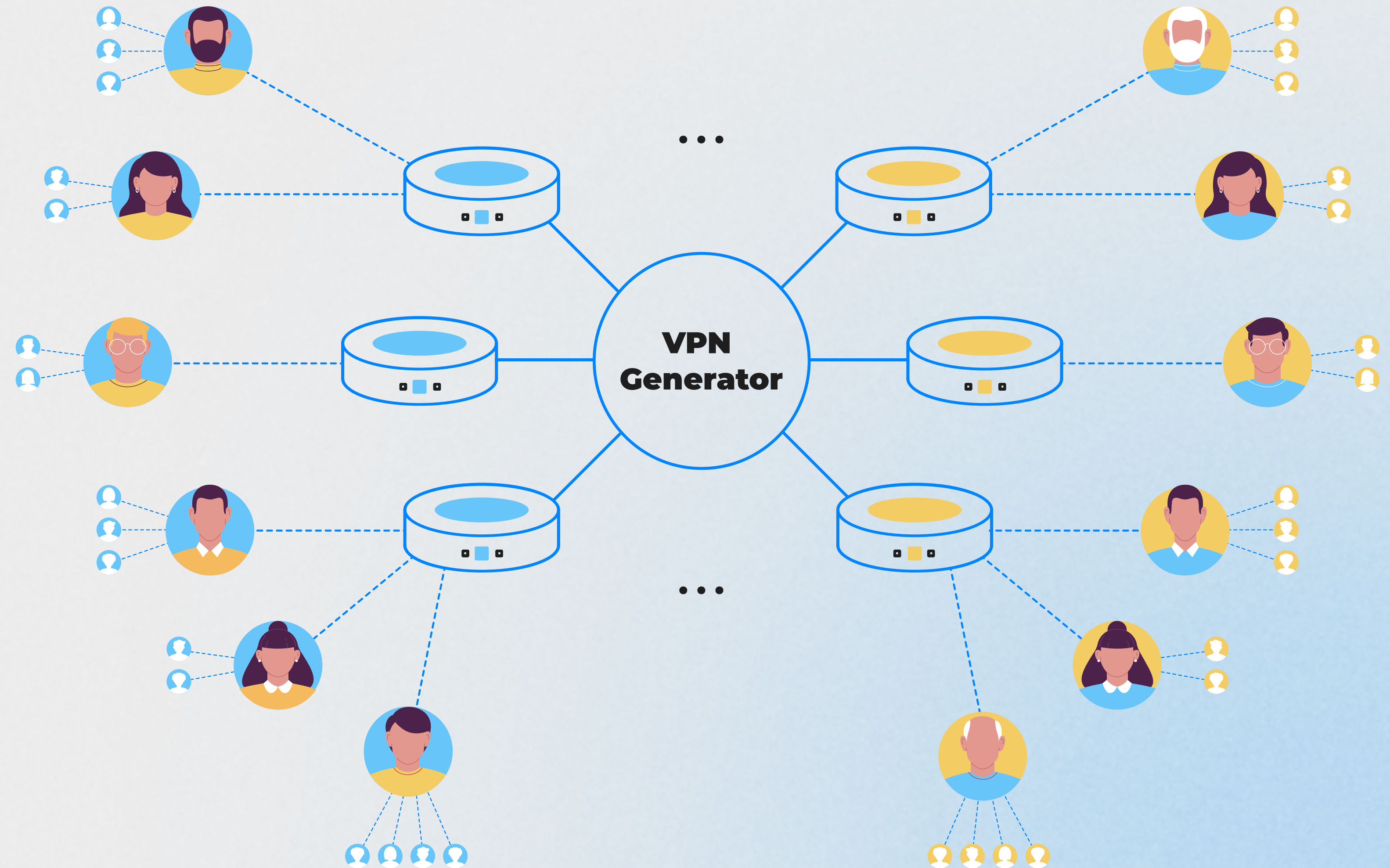
VPN Generator (vpngen.org) is a humanitarian project essential to keep the free internet access for people in oppressed countries.

We are introducing automatically generated independent VPN services for use by small groups (up to 250 people). That solution is effective against heavily centralized government censorship due to its decentralized nature.

How it works

VPN Generator is not just another VPN. It creates just another VPN's.

Leaving the possibility to spread it to it's users the way they see fit for free.

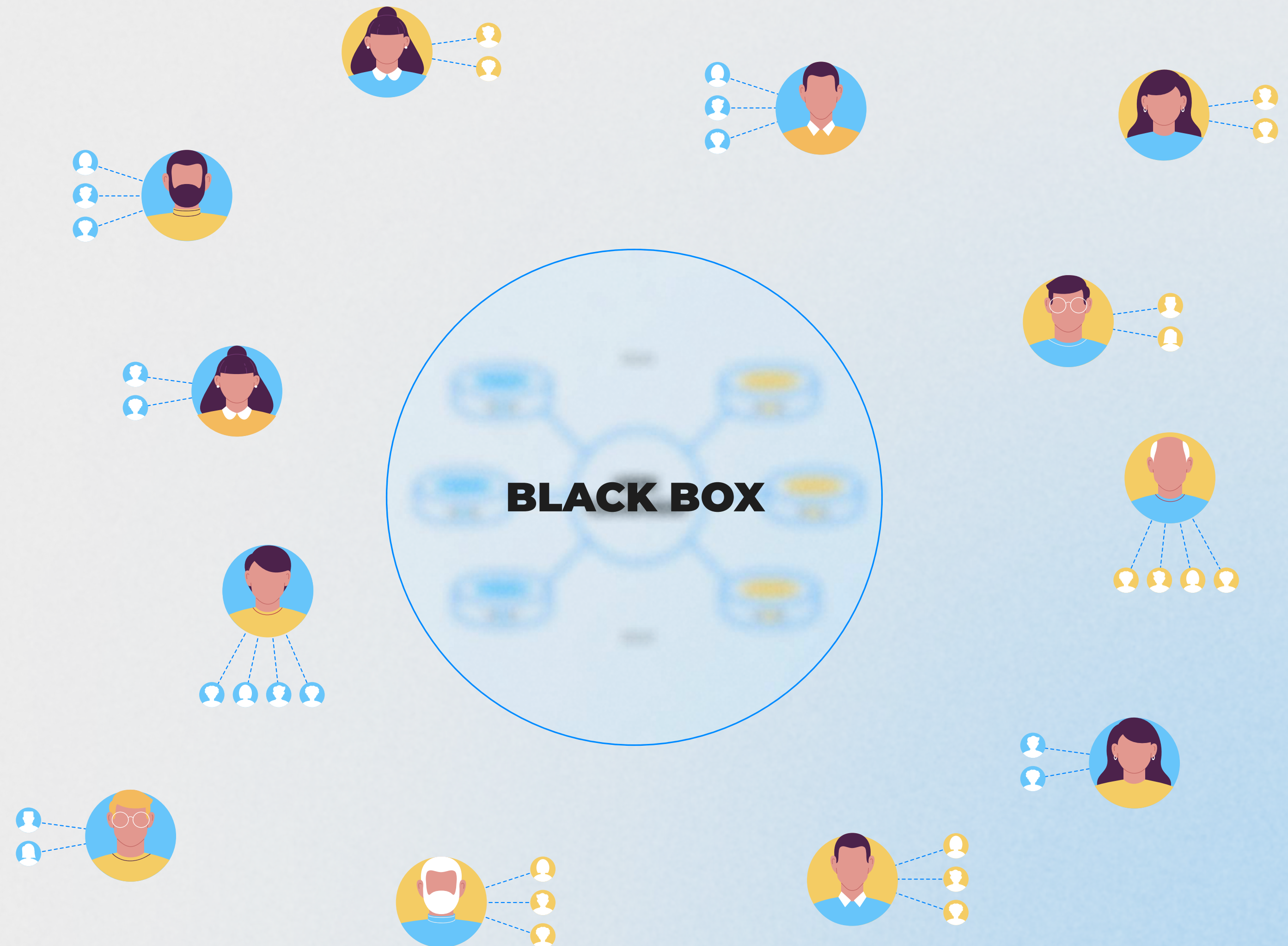


Why it's effective?

The product is made in a way, that it seems from the outside, that every VPN server is independent.

Censorship agencies can't run after each 30-people VPN, they are looking for a bigger target.

The trick is, that there is no bigger target.



Project milestones

Starting as a best way to counter censorship in Russia — a big scary guy of today, we are striving to become a layer of safe and uncensored infrastructure for the whole world in need.



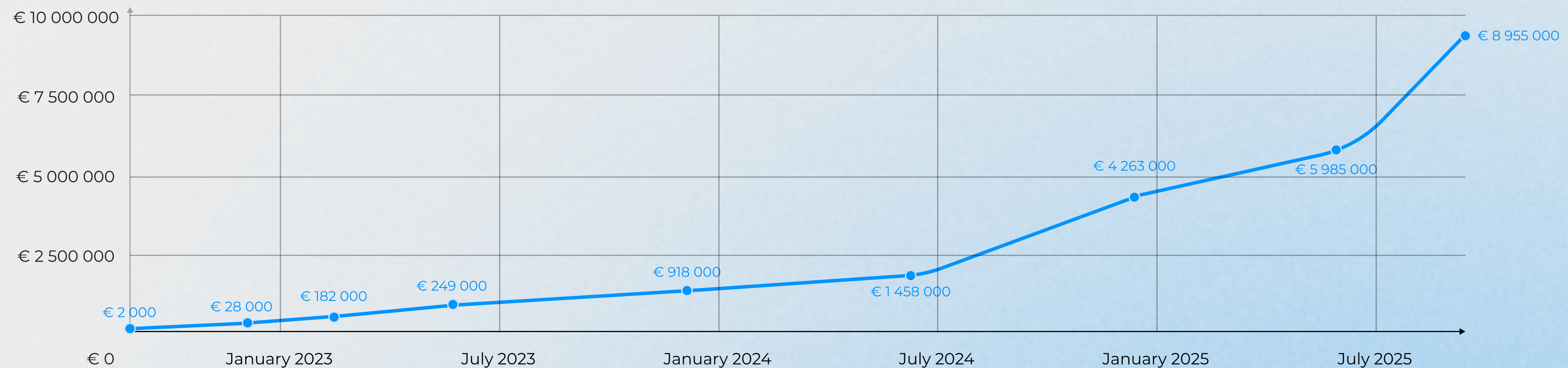
Development plan

Some numbers to crunch about our ambitions

	Current state	Goal 2023	Goal 2024	Goal 2025
Users	2500	1 000 000	10 000 000	50 000 000
VPN servers created	500	69 444	476 190	1 666 667
People on server on average	5	14.40	21	30
Protocols	WireGuard	+ IPSec, OpenVPN	+ Shadowsocks	
Team	4	16	30	50
Own App	-	-	+	+
Own Protocol	-	-	-	+
Coverage	Former USSR	Former USSR	+ Iran	Global

Expenses forecast

	August 2022	December 2022	April 2023	June 2023	December 2023	June 2024	December 2024	June 2025	December 2025
SUM	€ 2 000	€ 28 000	€ 182 000	€ 249 000	€ 918 000	€ 1 458 000	€ 4 263 000	€ 5 985 000	€ 8 955 000
Salary	€ 0	€ 18 000	€ 98 000	€ 120 000	€ 600 000	€ 700 000	€ 1 200 000	€ 1 800 000	€ 2 400 000
Infra	€ 0	€ 0	€ 2 000	€ 10 000	€ 60 000	€ 180 000	€ 2 000 000	€ 3 000 000	€ 5 000 000
Marketing Budget	€ 0	€ 0	€ 67 000	€ 104 000	€ 198 000	€ 518 000	€ 913 000	€ 935 000	€ 1 155 000
Adminstrative	€ 0	€ 0	€ 5 000	€ 5 000	€ 20 000	€ 20 000	€ 50 000	€ 100 000	€ 200 000
Contractors	€ 2 000	€ 10 000	€ 10 000	€ 10 000	€ 40 000	€ 40 000	€ 100 000	€ 150 000	€ 200 000
Summ	€ 4 000	€ 56 000	€ 364,000	€ 498,000	€ 1,836,000	€ 2,916,000	€ 8,526,000	€ 11,970,000	€ 17,910,000



Marketing plan

A key to our marketing strategy is virality. Most of our efforts will be focused on increasing it in order to make the growth sustainable.

	April 2023	June 2023	December 2023	June 2024	December 2024	June 2025	December 2025
Goal users	100 000	350 000	1 000 000	3 500 000	10 000 000	20 000 000	50 000 000
Avg brigade size	10	12	14	17	21	25	30
Brigades	10 000	29 167	69 444	202 546	482 253	803 755	1 674 490
Virality	1.5	1.7	1.9	2.2	2.5	2.9	3.3
Users from marketing	40 000	92 000	220 000	776 000	1 840 000	2 572 000	6 989 000
Brigades from marketing	4 000	7 000	15 000	44 000	87 000	100 000	231 000
Dead brigades percent	40%	40%	40%	40%	40%	40%	40%
Brigade price	€ 10.00	€ 8.91	€ 7.94	€ 7.07	€ 6.30	€ 5.61	€ 5.00
Marketing budget	€ 67 000	€ 104 000	€ 198 000	€ 518 000	€ 913 000	€ 935 000	€ 1 155 000

Virality

It's basically a product\market fit on steroids, that is sustained by:

- UI\UX perfection
- Gamification
- Adoption of more and more distribution methods
- Specific product communication
- Security transparency

And of course the fact, that we are basically giving the food to the starving for free:)

Monetization

- Become a fundraising agent for Media and NGO's
- Become a sales agent for trusted services e.g. Netflix or Spotify
- Become a accessibility provider for big networks like Facebook or Google in the countries, where they are blocked, getting a cut of ads revenue stream
- Make a paid plan, obviously
- Introduce freemium model

Cost per user per month

This is our performance indicator and this is one figure, that is enough to explain how close the freedom of speech can actually be.

	April 2023	June 2023	December 2023	June 2024	December 2024	June 2025	December 2025
Expenses	€ 182 000	€ 249 000	€ 918 000	€ 1 458 000	€ 4 263 000	€ 5 985 000	€ 8 955 000
People	100 000	350 000	1 000 000	3 500 000	10 000 000	20 000 000	50 000 000
Person per month	€ 0.61	€ 0.12	€ 0.15	€ 0.03	€ 0.07	€ 0.05	€ 0.03

<0,03€ PER PERSON PER MONTH

Seems to be enough to fight billion dollar industries of censorship and
free speech oppression

**IS IT REALLY SUCH
A BIG PRICE TO PAY?**

Who supports us

FBK 

WIRED

 RadioFreeEurope
RadioLiberty

O3H
INTERNET PROTECTION SOCIETY

EUROPEAN
ENDOWMENT FOR DEMOCRACY

The Washington Post

The New York Times

Le Monde

meduza

 **accessnow**

 **DW** Deutsche
Welle

НОВАЯ
газета