

Project Clever

Introduction

Populous United is an organization that incorporates a multitude of businesses on a uniform platform and system for merchants and consumers to utilize. In other words, Populous united hosts an assortment of businesses that were developed to serve consumers and merchants under one umbrella. Each business in the collection was developed to serve an untapped market in different industries, through the development of innovative applications. We bridged the market gaps and create solutions for the travel, food and restaurants, entertainment, transportation, and money transfer industries. Populous united is a lifestyle brand that can be seamlessly integrated into every facet of the everyday consumer.

Problem statement

Trinidad (our nation) was always a few steps behind the world in Technology and innovation. In Trinidad, there aren't many technological advancements, specially targeted to solve an untapped gap in the market for consumers, as a result of funding and lack of resources. Traditional means of conducting business have always been the main driver of our economy. However, this created huge market gaps in different industries that were left unsatisfied. In addition, the current global pandemic further highlighted the unfulfilled needs of customers.

Solution

Populous united was formed as a solution to underserved digital needs in all untapped industries. Populous unite humanity's needs with revolutionary technological advancements to create a digital ecosystem that enhances consumer lives. Six years of intensive market research and development, led us to this point of morale to present the company and services to the public. It's our time, our journey to continue moving forward together, united for a common goal of creating a better life for future generations. For Populous United to be seamlessly integrated into consumer lives, funding to operate the company is the only roadblock that we can unite and overcome together.

The Clever Project(Initial coin offering)

The Clever Project is a public crowdfunding opportunity offered to interested contributors that believe in our vision and purpose. Interested individuals that contribute

funding will receive a gift card of equal value that will be receiving quarterly interests amounting to 30 percent. The money will be converted to digital coins on the clever project website when you scan the barcode on the gift card. The greatest value will be gaining access to all Populous United ground-breaking applications that will guarantee a seamless integration of enhancement to consumer lives. Minimum contributions can be as low as 100 dollars TT. In other words, the initial coin offering is sold retail to contributors that do not possess large disposable income. These digital coins are liquid and can be readily redeemable to cash. Another extremely important incentive for early contributors is being involved in the early stages of Populous United and making money with the business, growing together. Contributors have instant buy-in, meaning there is no bureaucratic red tape, paperwork and labor-intensive process. The Clever Project was designed for contributors to enjoy a simplified, easy crowdfunding process. It's safe, an opportunity for contributors to have multiple sources of income, the system is flexible your account is liquid and no middleman, contributors will be dealing directly with Populous United.

Benefits

Benefits for consumer contributors

Jobs creation

The creation of jobs stems from the company's strategic development of applications that provides solutions to untapped markets. Populous unique technological business model will create thousands of jobs to increase the economic stability of the nation, create financial independence and generational wealth for individuals.

Enhanced Buyer Experience

Contributors will have complete access to the lifestyle brand, Populous united and all the applications under the populous united umbrella. Booking flights and hotel packages, ordering products, groceries and food, booking a car service, cross border transfer money services have never been easier. Integrating Populous united in enhancing your lifestyle, is the solution for individuals to create an easier, more convenient, stress-free, lifestyle, where you can focus on more important aspects of your life such as, family and health.

Benefits for businesses

Increased profitability and sales margins

Participating merchants will be exposed to a broad customer base that will generate sales and in turn profits for the business. The exposure from the populous united service offering will build small to medium business brand equity from increasing

customer awareness, brand accessibility, brand trial and in turn lead to customer retention.

Save money

Businesses that partner with populous united will be marketed and promoted by the company. Therefore, small businesses can strategically reallocate funds to suffering business functions. Paired with being exposed to a broader customer base, will expedite business growth and expansion. This can potentially lead small to medium-sized business expanding into franchises, licensing agreements and global presence.

Conclusion

As a contributor, you are not just supporting a brand but an experience that will live on for future generations. As a contributor, you will not just be supporting a disruptive software company but a new lifestyle that would catapult the economy to a new digital age. This is our journey, our milestone that we cross together. As a contributor your money will support the revolutionized digital ecosystem as we unite humanity and technology.

Contact information