



Fan'sGlobal - The Next Generation Social Network

Never Get Tracked Again

<http://fanzglobal.com>

The Internet, which was initially invented for the free sharing of information, is gradually becoming a resource for big tech companies to extract user data and use them for ad targeting and generating revenue. The collection of user data by companies like Google, Apple, Facebook, etc., has been increasing, but users have no choice other than to keep using them. Seeing this problem, Manoj Kumar Padhi, the CEO of Fan'sGlobal SocialNGN, has been working towards creating a secure social media network as well as other tools like email, which are free from the big data companies and do not collect or misuse user data. We had an interview with him to know more about his vision with his company. Here are a few excerpts of the interview:

What motivated you to re-invent social networking? Have you always been entrepreneurial?

Yes, I am a born risk-taker with an entrepreneurial and analytical mind; I find peace only after finding a solution to problems

that no one else is willing to work. When I got this idea to create a Green Zone in Internet for people who doesn't want to be tracked, I called a VC in Austin, TX, and he said, why you want to invent something that no one wants. No Venture Capitalist would fund an idea that would be seen as an alternate or rival to Facebook and other Big Tech Companies who track users. Still, I put my Pension fund, took home equity loans, credit card loans, and used about 50% of my monthly salary for several years to work on this solution. Earlier, when we used to have a laptop and a flip phone, we had some degree of privacy. Today, when we use a much expensive smartphone with Apps - we see a completely monopolized internet world where Apple, Samsung, Google, Facebook and the Cellular Service Providers - all track us to monetize our likes, preferences and even our daily travel. I disdained the way businesses make money by spying on web users - hence got motivated to create an Area 51 type secluded and secret zone on the Internet where people and businesses can move from Red Zone and find/list products and services

they need without being tracked or becoming a victim of fraud, phishing or hacking. In Green Zone, we invented a new way of hosting domains and services with a role-based registration fully integrated with LatterBox™.

Tell us about LatterBox™?

As soon as a user completes registration on a Green Zone website, he/she is taken into Web4Everything (W4E) Dashboard based on the Award Winning ZDR (Zone-Domain-Role) Model. The name speaks for itself - 'Web for Everything' aka W4E - you name a service and your role, we have a defined zone and one or more easy-to-remember premium domains containing that service name for you to subscribe and get a LatterBox™. In Internet Red Zone, most of the hacking happens because of phishing using emails. In Green Zone, we use the symbol £, whose appearance is close to the English Alphabet L for LatterBox™. So, in Green Zone, whether people or businesses - use LatterBox™ addresses like John. Doe[£]TechMalls.com, John. Doe[£]Job2Apply.com etc., to

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“The LatterBox™ is an enterprise product as well - that reduces dependency on email by 90%.”



About the CEO

Manoj Kumar Padhi is the CEO of Fan'sGlobal SocialNGN LLC. He landed in the USA in the year 2002 and has worked with Nokia, Verizon, and others in several capacities. He founded Fan'sGlobal SocialNGN LLC to do research on Next Generation Social Networking and is a recipient of several awards, including BEST CEO of the YEAR 2020 from KMH Media Group, UK. He also won #6 Visionary CEO of 2020 in the USA by CEO Today Magazine. He holds a MS degree in Software Systems from BITS (Pilani), India.



Manoj Kumar Padhi, CEO

communicate with other consumers or business people.

How does The Fansial™ Network Ensure Privacy?

If an internet user with a smartphone got the ability to hide from Facebook and Google in addition to the capability to live without using email for 99% of the communication - the user could assume he or she has achieved a considerable level of privacy. So what would replace Facebook, Google, and email? There are LinuxOS based Cell Phones, but hardly anyone cares as apps are not available. If Linux OS-based smartphones become Green Zone compatible that uses the Zone-Domain-Role model, we can just end the monopoly of Apple, Google, Facebook. With possible collaboration among - LinuxOS

makers like Ubuntu, Linux OS based SmartPhone Makers and Fan'sGlobal users can subscribe to the Fansial™ Network in Green Zone and gradually invite their Facebook and WhatsApp friends to Green Zone who are willing to hide from Facebook and Google.

The Fansial™ Network is a Privacy-Focused Fan-Connected Networking and Listing Service in the secluded Green Zone, where the domain name got the service name (e.g., Service2Buy.com, ReleasedBooks.com, etc.), so people can easily remember and do a non-invasive search in the domain to find the product or service they are interested. As opposed to Social Network where everyone is a friend or follower, this provides five different types of networking - Family, Friends, Business, Civic and Dating. The user gets complete control on the level of privacy needed - whether to leave open to

all across all services or open for some categories and strict for some. If the corporates adapt to this Green Zone model, they need not worry about phishing, which opens the door to stealing trade secrets or intellectual property.

Could you tell us about the services you offer?

We invented a revolutionary way of registration based on roles where the services share common data that can be owned and hosted by businesses and Fan'sGlobal Manages services using SaaS minus the databases. For the very first time we use Collaborative SaaS model where Applications are managed by Fan'sGlobal and Database can be Managed by Customers. Each corporate entity can just provide us their MongoDB and MySQL endpoints, and we set up a customized LatterBox™

based communication system and Employee-Vendor-Customer Networking System within few weeks. All stakeholders of their existing websites, which are based on legacy LDAP/MS Active Directory, can be migrated to LatterBox™ and subscribe to the departments they need to interact with. No spamming, No Phishing, and Super Secure. Above all, it comes with a role-based Dashboard that would make tools like Cherwell, Jira, Confluence, Smartsheet, etc., unwanted because custom forms, exactly the way a company would need, is provided in a super-integrated fashion. The user can write a user story and a form is created in 24-48 hours in SmartBlockz Services. We also offer services in Consumer Domain where a Business can subscribe to a Privacy-Focused Fan-Connected Networking and Listing Service with prices as low as \$100/year. Premium features like group listing etc., would cost a little more but still better than the amount spent on Facebook or Google.

How does The Fansial™ encourage sponsors to sponsor local events and have a personal connection with Fans?

Facebook provides only likes to talented bloggers, singers, dancers, poets, actors, etc – no money. Now, with 4FANZ™ Studios, Businesses would be getting the opportunity to sponsor local events and can invite their LatterBox™ connected Fan base to events and showcase their products and services. E.g., Currently, Karaoke Singers, who are now casually performing in various clubs for free, would be able to start their own 4FANZ™ Group and find a sponsor from the Businesses Listed on the Green Zone. One can explore this Business model by searching ‘4FANZ Events’ and find out how

it has been helping Businesses to reach out more customers by effort of Karaoke Singers.

What does the future hold for your company?

A big idea needs considerable investment to quickly develop the features required for 100 plus services. We would love to hear proposals from interested investors who can go to <http://fanzglobal.com> and contact us. Interested Businesses can request us an exclusive Demo site setup for them to evaluate LatterBox™. We have barely implemented about 20% of ideas that created the buzz about the true ‘privacy’ - that won us CEO TODAY Magazine USA Awards 2020; still, 80% of ideas need to be implemented. We expect to hear proposals from various Linux Smartphone makers to market them with LatterBox™ and Fansial™ Network. We can provide secure APIs to develop Linux based Native Apps for their smart phones for about 100 services.

“ We have hundreds of service domains where you could promote your products with a nominal yearly subscription.”

