



# WELCOME TO TRECART

## CORPORATE BUSINESS WHITE PAPER

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# COPYRIGHT STATEMENT

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# COMPANY PROFILE

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Trecart was founded in 2017 in California, USA, initially as a small electronic media publicity team. The founders decided to create a company focused on digital marketing and social media strategy after realizing that traditional promotional methods were no longer able to meet the demands of an increasingly digital marketplace.

Trecart was founded with the aim of utilizing the latest web technologies to help brands solidify their position and grow in a changing market environment. It also leads users on the platform to earn compensation for their promotions.





# BUSINESS

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- **Ad Video Viewing Reward Platform :** Trecart provides a platform where users earn rewards by watching ad videos. This not only helps advertisers increase their exposure, but also provides a way for regular users to earn money.
- **Social Media Promotion:** The Company encourages users to share and promote specific advertising content on social media platforms. By sharing this content to their social networks, users increase the exposure of their brand and at the same time can get paid accordingly.
- **Content Creation and Management:** Trecart has also ventured into the area of content creation, helping brands to produce engaging advertising content and manage the distribution and promotion of this content across various platforms.
- **User Engagement Marketing:** The company employs a user engagement marketing strategy that allows users to participate in the creation and distribution of ad content, improving ad effectiveness through active user involvement.
- **Data Analytics and Market Research:** Trecart utilizes advanced data analytics to provide advertisers with market research and user behavior analysis to help them optimize their advertising strategies and improve the effectiveness of their placements.





# BUSINESS MODEL

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- Two-Way Revenue Model: Trecart's core business model consists of providing advertisers with an effective promotional channel, while also offering ordinary users the opportunity to earn money. Users are paid for watching advertising videos and sharing advertising content on social media.
- User Participation and Reward System: The Company encourages users to actively participate in the viewing and sharing of advertising content by establishing a reward system to incentivize user activity and participation. Users' participation behavior is directly linked to their earnings.
- Ad Content Creation and Management: Trecart provides brand clients with professional ad content creation and management services to ensure the quality and effectiveness of ad content. The company's team works closely with brands to develop appropriate advertising strategies to increase the attractiveness and spread of advertisements.





# Business Model

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- **Data-driven market analysis:** The company utilizes advanced data analysis technology to conduct in-depth research on user behavior and market trends, helping advertisers optimize their ad placement strategies and improve placement efficiency and effectiveness.
- **Multi-platform operation strategy:** Trecart operates on multiple social media and online platforms, expanding the coverage of advertising content and also increasing the ways and opportunities for user participation.
- **Community Construction and Maintenance:** The Company attaches importance to the construction and maintenance of the community with users, and continuously optimizes the user experience and enhances user loyalty to the platform through interactive communication and feedback collection.



# CORE VALUES



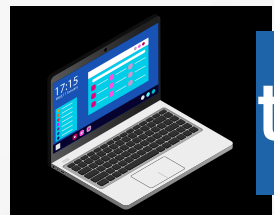
## mutually beneficial and win-win

Trecart strongly believes that by creating win-win opportunities for both users and advertisers, a more active and efficient advertising ecosystem can be built. The company is committed to realizing effective promotion for advertisers and real benefits for users.



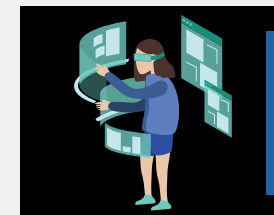
## innovation drive

Our company always puts innovation at the core of our business, constantly exploring and practicing new advertising models and technologies to adapt to the ever-changing market demands and user behaviors.



## the user comes first

Trecart values the user experience and is committed to providing simple, convenient, and fun ways to interact with ads to ensure that users have a positive experience when engaging with ad campaigns.



## Integrity and transparency

The company adheres to integrity and ensures the authenticity and transparency of advertising content, while protecting user privacy and data security and building trust between users and advertisers.



# MARKET ANALYSIS

## Changes in User Behavior

Modern users are increasingly inclined to consume content on social media and online platforms, which makes advertising through these channels more attractive and efficient.

## Advertising market demand

As the need for brands to advertise and promote themselves online increases, so does the demand for advertising targeting social media and online platforms.

## technological innovation

The development of new technologies, such as Big Data and Artificial Intelligence, offers more possibilities for precision advertising and user engagement, which Trecart can leverage for more effective advertising and user behavior analysis.



# COMPETITIVE ADVANTAGE

- 1. Innovative business model:** Trecart adopts the models of "making money by brushing advertisement videos" and "making money by publicizing and promoting", which are relatively unique in the market, attracting the participation of a large number of users and increasing the effective coverage and participation of advertisements.
- 2. User participation mechanism:** The company encourages users to actively watch and share advertisements through a reward system, which not only increases the dissemination effect of advertisements, but also improves users' participation and loyalty.
- 3. Technology application and data analysis:** Trecart's investment in technology application and data analysis has enabled it to more accurately target audiences and improve the efficiency and effectiveness of advertising.
- 4. Multi-platform operation strategy:** The company operates on multiple social media and online platforms, enabling it to reach a wider user base, which is an important attraction for advertisers.
- 5. Flexible customization services:** Trecart provides advertisers with flexible customization services, and is able to design personalized advertising solutions according to the needs and characteristics of different brands.



# FUTURE OUTLOOK

## Short-term goals

Trecart's short-term goal is to further expand its brand presence and market share. The company plans to enhance its market competitiveness by strengthening the effectiveness of its existing services, improving the professional competence of its team, and expanding more partnerships. At the same time, Trecart is committed to strengthening its research and application of emerging social media platforms in order to adapt to the ever-changing market demands.

## Long-Term Planning

In terms of long-term planning, Trecart aims to become the world's leading electronic media publicity company. The company plans to expand its business to more countries and regions through continuous innovation and technological upgrades. In addition, Trecart will also explore new business areas and service models, such as utilizing artificial intelligence and big data analytics to provide clients with more accurate and efficient promotional strategies.







# CONCLUDING REMARKS

Since its establishment in 2017, Trecart has risen rapidly in the electronic media publicity industry and has become one of the leaders in the industry with its innovative operation model and professional service quality. The company has successfully helped several brands increase their market influence and awareness by blending traditional media promotion methods with the latest digital marketing strategies. Trecart's success lies not only in its technology and innovation, but also in its deep understanding of customers' needs and accurate grasp of market trends.

## Commitment to Customers

Trecart's commitment to its clients is to provide the highest quality services and the most effective promotional strategies. The company is committed to continuous innovation and optimization of its service processes and methodologies to ensure that its clients are able to stay ahead of the curve in an ever-changing marketplace. Trecart promises to work closely with its clients to develop a deep understanding of their brand identity and market needs, customize personalized promotional solutions to help them achieve their business goals, and maintain a high level of transparency and communication during the collaboration process. Through these efforts, Trecart expects to become the most trustworthy partner of our clients and create a brighter future together.



# COMPANY CERTIFICATES

**Legal Operation:** The Company has been operating its business legally in compliance with all applicable laws, regulations and standards of the State of Washington, USA since its inception.

**Tax Compliance:** The Company has filed and paid its taxes in full compliance with the tax laws and regulations of the State of California, USA.

**Business Operations:** The Company is currently operating normally and is not facing any known legal or financial impediments to its continued operations.

**Compliance Record:** To date, the Company has complied with relevant laws and regulations in all of its business activities and has no record of violations.



## California Secretary of State

Business Programs Division  
1500 11th Street, Sacramento, CA 95814

Trecart LLC  
235 MONTGOMERY ST  
SAN FRANCISCO, CA 94104

### Initial Business Filing Approved

December 19, 2023

**Entity Name:** Trecart LLC  
**Entity Type:** Limited Liability Company - CA  
**Entity No.:** 202360113475  
**Document Type:** Initial Filing  
**Document No.:** 202360113475  
**File Date:** 12/14/2023

Congratulations! The above referenced document has been approved and filed with the California Secretary of State. To access free copies of filed documents, go to [bizfileOnline.sos.ca.gov](https://bizfileOnline.sos.ca.gov) and enter the entity name or entity number in the Search module.

#### What's Next?

Be sure to review the Welcome Letter for key information and contacts you may need.

Corporations and limited liability companies must file a Statement of Information **within 90 days** of the initial filing and annually or every other year, thereafter. For additional resources, view Starting A Business Checklist for key steps you may need to take when launching a business in California.

For further assistance, contact us at (916) 657-5448 or visit [bizfileOnline.sos.ca.gov](https://bizfileOnline.sos.ca.gov).



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# THANK YOU

