



forghetti.®

Forget your passwords. Forever

5th September 2024

Google Meet

Agenda

- Latest Numbers
- Marketing Activity
- Patent Progress
- AOB

Latest Numbers

	2023	2024
Total number of users:	18,068	20,360
Total number of services:	27,804	38,726
Total number of groups:	26,927	31,605

Active users in the past month:		248
Active users in the past three months:		516

Avg. groups per active user:	2.5	2.8
Avg. services per active user:	33.5	35.1

Active regions:
China,
Hong Kong,
GB,
US

Patent progress

- European and U.K.
 - 11 September 2024 - (Expected) Publication of the Mention of Grant (no action needed);
 - 11 October 2024 - Deadline by which to request the Unitary Effect of your European Patent;
 - 11 December 2024 - Deadline by which to proceed with the national validations; and
 - 31 December 2024 - Deadline for the payment of renewal fees.
- U.S.
 - Response is due on 21 December 2024

Marketing activity

- Social media presence (active)
 - Instagram, LinkedIn, Facebook, Twitter
- Regional targeted Google and Apple Search advertising to increase subs numbers (small activity using the current revenue income)
 - Cost per click on Android - 52p per user
 - Cost per click on iOS - £2.10 per user
- New investor portal

Any other business

