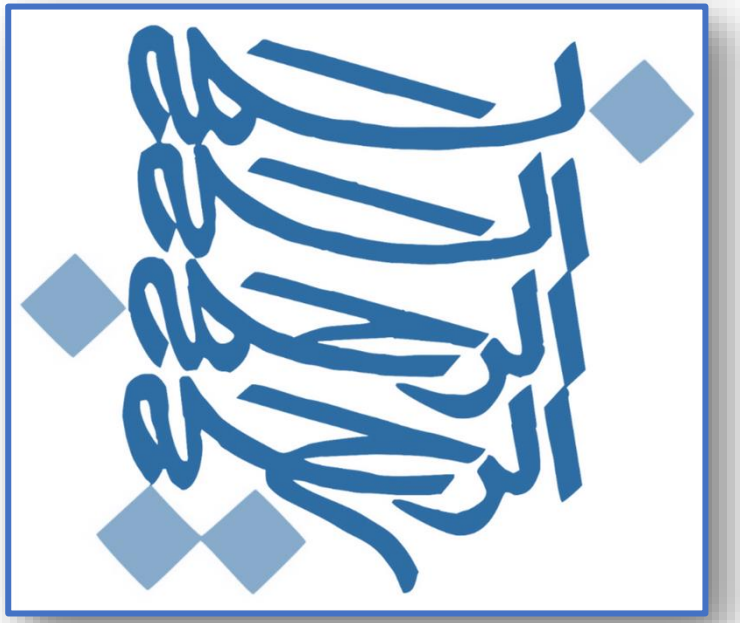
Kasbino

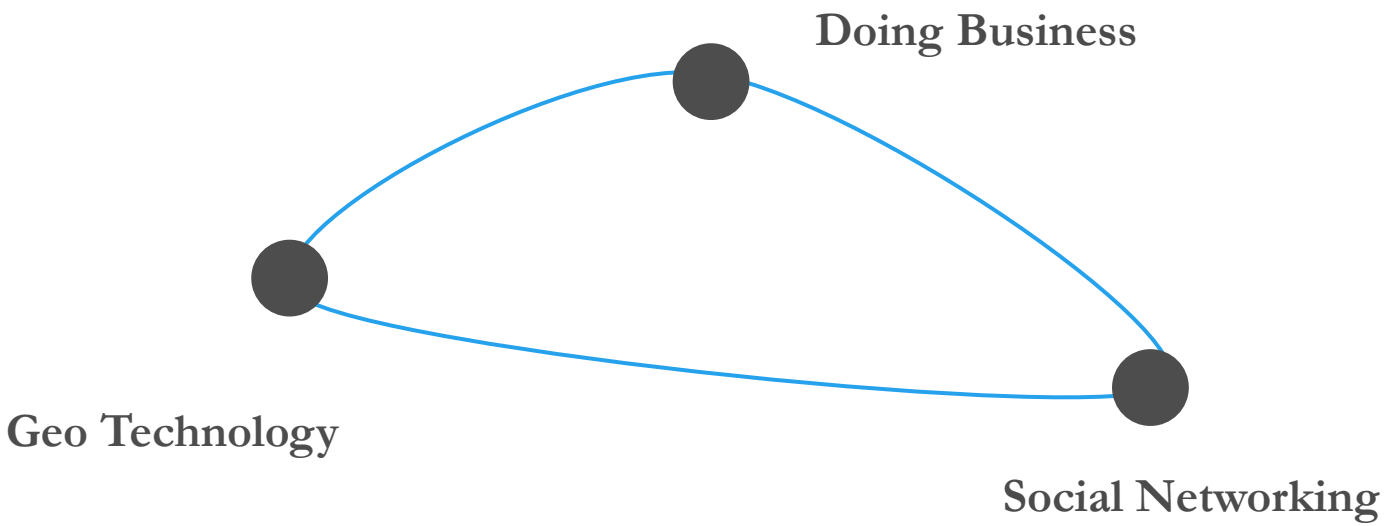
In The Name of GOD



KASBINO Main Idea

A Professional Business GEO Social Network (Marketplace):

B2B & B2C



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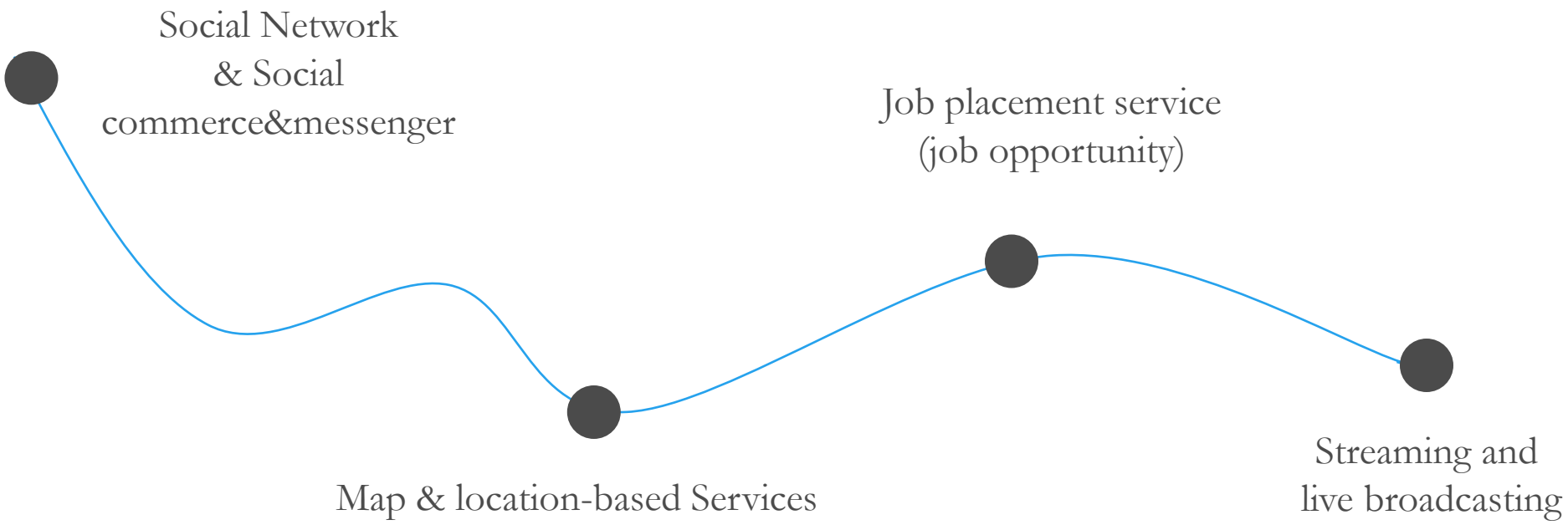
What is kasbino ?



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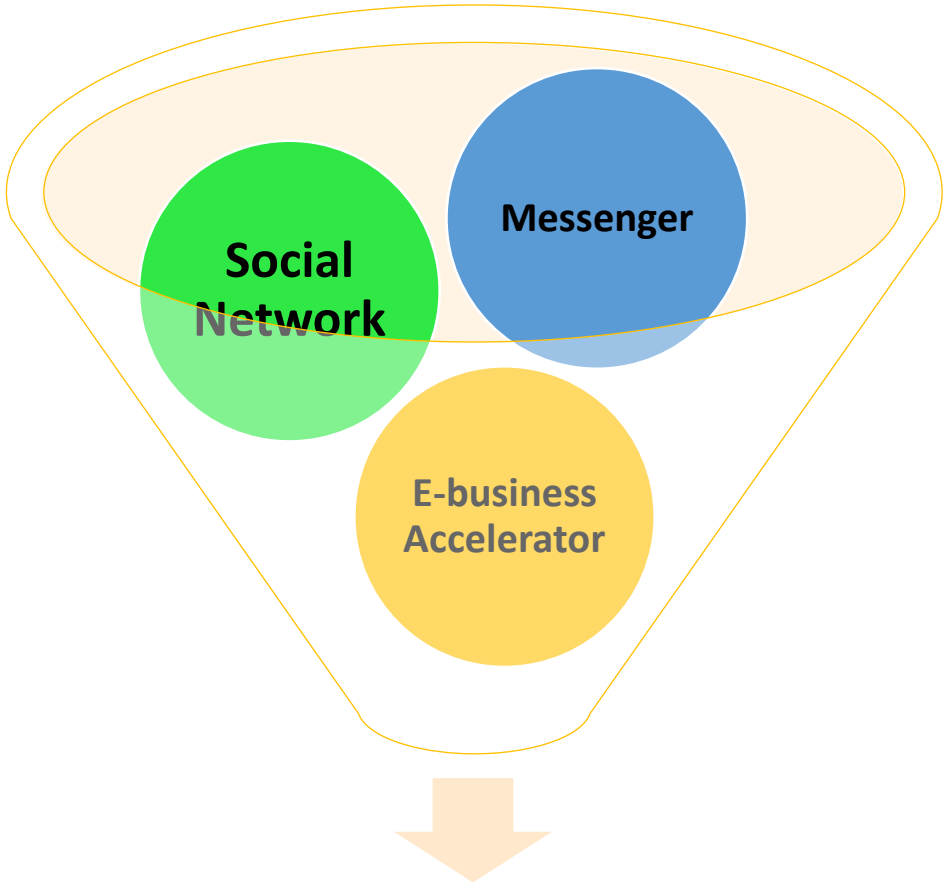
Kasbino Dimentions

KASBINO, as a national messenger and social network with more than 3 million users, has professional business tools and a special location-based capability based on national technology for meeting national needs. All people and enterprises can use KASBINO in order to social network communications, e-business and e-shop affairs, introduction and promotion of their business and economic identity with professional tools completely free of charge in virtual space and also develop and promote their business.



KASBINO SuperApp

KASBINO MISSION

KASBINO is a startup company with a mission focused on supporting progressive businesses, products and brands as a '**Smart Life Network**'. This platform provides location-based services on smart phone and web using national/domestic technological infrastructures.

In **KASBINO**, the businesses in addition to beneficial networking, can easily and remarkably improve their achievements through announcing and advertising their products and events to the society, people and consumers.

In **KASBINO**, the citizens can comfortably find and utilize suitable goods and services most fitted to their needs.

KASBINO facilitates collaboration between businesses and citizens relying on locational information and map.

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Digital Iran Digital Economy

This super application, which is directly related to the economy and livelihood of the people of Iran, with the grace and favor of God, by employing experts and experienced manpower in order to serve the dear people of our country, as well as in the direction of enhancing domestic production and speeding up and facilitating the purchase process on the platform and virtual space has taken an effective step to be able to put into practice this people-based slogan.

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Certificates & Main Contracts

This national platform currently provides all the standards and infrastructures required for business activities in the virtual space and has obtained all the necessary certificates from the relevant specialized authorities: National Association of Virtual Businesses, Creative Company Certification Office, Knowledge-based Company Certification Office, TV advertising Certification Office (SATRA), Messenger Certification Office, Online Job Search Certification Office, Computerized Systems Union, Digital Cultural Unit, Electronic Commerce Symbol (E-Nomad), Payment Assistance Certification Office; as well as numerous contracts and memorandums have been signed and exchanged with organizations and bodies such as the Technical and Vocational Education Organization of Iran, the Vice President of Iran in the affairs of women and family, the Electronic Commerce Development Center, Iran Broadcasting Organization and etc.

Becoming a member of KASBINO...

Business audiences enter the social network of professionals and can solve their most important problems in the field of advertising and branding through the service of cheap and audience-oriented location-based advertising. Accordingly they can advertise their business throughout the country for the target audience and community. Also, as a social network with location-based capabilities, this platform has been selected as a national platform by the "digital economy working group of the government", and so far, in addition to these honors, it has been selected as the best platform for the Fava Festival in the government by the honorable Minister of Communications and Information Technology

KASBINO SUSTAINABLE COMPETITIVE ADVANTAGES

- Recording the location and descriptive information for each post as well as business events related to businesses using local technology.
- The possibility of streaming and live broadcasting for any user or business
- The possibility of creating a e-shop with professional tools, financial services, marketing, customer club etc.
- The possibility of searching location for people, goods and services with desired classification based on local Gita map
- Use of specialized VOD and dedicated IPTV for every organization with video archive capability

KASBINO SUSTAINABLE COMPETITIVE ADVANTAGES

- Introducing virtual billboards and cheap location-based advertisements for the first time in Iran: the possibility of advertising services based on the distance to the user or users present in a certain radial range, anywhere on the map that a person or business considers to advertise their post.
- Professional payment tools and facilities and wallet: All payment tools for instalments, crediting, lending, investment in business projects are available in KASBINO, and it solves the financial and payment needs of a person.
- Job search service (job opportunity): KASBINO acts as an intermediary between employer and job seeker for free, and every job seeker can find a job near their place of residence or favourite place.
- Using the unique and exclusive feature of Treasure Map and Club in line with effective local advertising, branding and business introduction.

KASBINO SUSTAINABLE COMPETITIVE ADVANTAGES

- Registering the situation and descriptive information for every post and related commercial events of a business in a location-based form using national/domestic technologies.
- Tax exemption for two years for KASBINO member businesses for a part of the sales they made in the KASBINO.
- The ability to conduct surveys and view users' opinion
- Streaming and live broadcasting for every user and business
- Creating electronic/digital shop using professional tools, financial services, marketing, customer club and etc.
- Searching people, goods, services in accordance with interested classification and codification in a location-based form on national/domestic map GITA.

KASBINO Main Services and Revenue Streams

- Location-based advertising: location-based advertising, events, festivals, conferences, seminars, etc.
- Revenue from traffic: obtained from data transformation
- Digital marketing: content marketing, digital advertising, networking, etc.
- Data analytics: analyzing location-based data
- Data processing and presenting the map of developing needed software (API): obtaining shared revenue with businesses who are active
- More: training, consulting and brokering

KASBINO Content Statistics

User Active

Online Users

concurrent Users

Monthly Registered Business

monthly Active Users

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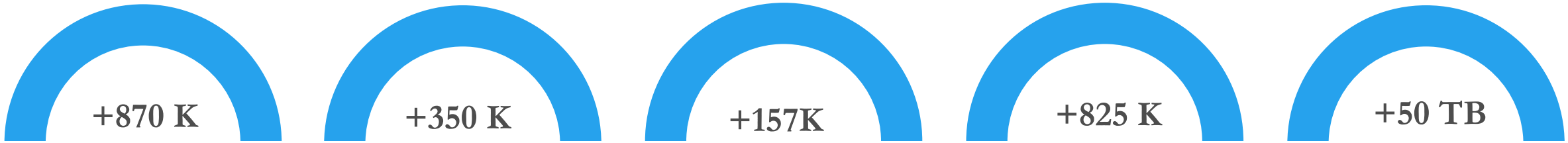
KASBINO Users Statistics



My dream for the BRICS Women's Union by Kasbino

I am Mina Mehrnoosh, 49 years old, and I have two children, a 28-year-old daughter and a 22-year-old son. Both my children have their own business. My daughter has two co ذ mpanies, one in the field of design, decoration and architecture, and the other is a clothing company. My son has a company in the field of artificial intelligence (AI) and digital marketing. Besides, he helps me in KASBINO affaires. Since I was 18 years old, I have started various businesses in the private sector, in all of which I have been the CEO. Businesses such as building construction, block beam making, mold making, shirt embroidery, production of disposable dishes, etc. But since 2004, I have been completely focused in the field of digital economy, and for the first time in Iran, I have designed and established the university course of e-commerce economics. I have taught for about 16 years as a faculty member at the University of Tehran as the oldest and best university of Iran (known as a national symbol of higher education).

My dream for the BRICS Women's Union by Kasbino

Also I have written several books, one of the most important of which expresses my view about the universities and their role in the society, is the book "Entrepreneurial University". But since 2022, despite my interest in working for the university as faculty member, I realized the impact of social networks on people's lives in the areas of education, culture and business, and for this reason I left the university and dedicated my full time on developing KASBINO. The use of e-business tools has always been very important to me, that's why I wrote a book titled e-banking in 2015. I got married at the age of 18, and after 12 years, we separated due to my wife's opposition to living in Iran.

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My dream for the BRICS Women's Union by Kasbino

I loved Iran and wanted to serve my country. Therefore, for 18 years, I have been alone with the heavy burden of taking care of my two children, and I have raised them with many problems. Since 2014, I have established several accelerators in the fields of GIS, business and IOT, the strongest of which is KASBINO accelerator. KASBINO is a private-owned company without any government aid or even loans. All of which has been done with the efforts of me and my colleagues. Although I have been offered several government positions over the years, I have accepted two or three of them, but I left immediately because my thoughts and attitudes are not aligned with government and employee jobs..

My dream for the BRICS Women's Union by Kasbino

I feel that I can be more effective for my country in the private sector and social entrepreneurship. Considering the world vision and the shift of a major part of people's lives to the virtual space, specifically the economic and business sphere of people's lives to the digital economy; and the desire of generation Z to facilitate business and use advanced knowledge, especially artificial intelligence, I felt that in order to create the necessary data and a suitable platform for the development of the digital economy in Iran, we need a social network and messenger at the national and international level. In addition, the sanctions against Iran and the restriction of Iranian users in publishing information and sharing knowledge and facilitating business were very uncomfortable and painful for me, and I always said to myself why we should not be free to express our opinions and information easily and through all business facilities with our countrymen.

My dream for the BRICS Women's Union by Kasbino

In Iran, the number of female entrepreneurs in the field of ICT is very limited, and no female entrepreneur has a social network or messenger. I am the only woman who has launched and managed a very tough and advanced business with international and national competitors at the cutting edge of technology. Iran's business environment is such that in order to have a messenger and social network, in addition to securing the government's opinion, you must also gain a lot of popularity and credibility among the people, and this is a very difficult task. Thanks God that KASBINO has been successful in both during these two years that it has entered the business market. I wish to create a big change in the area of digital economy in Iran with the business tools that I have provided in the field of empowerment in KASBINO for all Iranian people, especially small businesses. I am sure that Iranian women and girls can change their life and business fate by accessing and using this application.

My dream for the BRICS Women's Union by Kasbino

I have always dreamed of being able to start a regional common market or related to a specific union. I have been nurturing this dream in my mind since 20 years ago with organizations like ECO and the Islamic Common Market. I think the confirmation of Iran's participation and membership in BRICS can be a brilliant opportunity to use KASBINO as a common market platform for BRICS businesses. I wish very much that before using KASBINO as the business platform for entire BRICS, the BRICS Women's Union can be pioneer of using this application and its very strong facilities. Accordingly, the "professional business network of the BRICS Women's Union" can be formed applying KASBINO, of course, with a new international name and brand. By this way BRICS women can share their business value and exchange their goods and services, labor, money and credit through such a digital platform. This is my wish to serve the people of the BRICS countries, especially the BRICS Women's Union. I believe women have always been the flag bearers of change and transformation in all societies and eras.

Thanks for your Kindly Attention