

**Ozcar**

# WhitePaper<sub>v1.0</sub>

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A decentralized social networking  
platform empowering its users

## Authors

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# ABSTRACT

Ozcar is a blockchain based social media network that supports social interaction, organic growth, monetization opportunities and community development with OCR reward system. It is an innovative approach towards a transparent and independent means of user data ownership, reward on contribution and free of speech.

Some main factors which increase user's involvement in any ecosystem or cryptocurrency include low fee, discounts and fair economic system reflecting reward and appreciation on each user participation.

After considering these points, Ozcar is offering reward on contribution to unlimited users along with advance features i.e. messenger, wallet, application, boost, voting, tipping, gifts, groups, channels, images, videos, email updates etc.

This whitepaper will provide a detailed description of our target market, current development, associated products in line, solution for the existing problems and fundraising process. This document will also inform our supporters and readers about how Ozcar is going to use the connection and expertise of its team members to revolutionize social networking market by utilizing advance features and technology with high security, optimize speed and efficient services.



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# PROBLEM

The active social media users have an impressive increase in the last few years with a market of 3.26 billion people. Out of which the annual digital growth rate of mobile users is over 10% that indicates there is an investment and start up development opportunity along with a decentralized rewarding system that will use the potential, efforts or funds of advertisers, users, content makers and influencers in a right direction.

Advertisers and investors in 2015 moved away from traditional audio visual domination and printing styles to entered into the digital age of social media and smartphones. The social networking penetration is increased upto 45% in 2019. Over 72% internet users are active on social networking platforms. Out of which 89% usage is between 18-29 years old people. While 71% users use mobile device to access Social media. From 2015 to 2019 mobile apps cause a significant increase in social media users who are interested in new solutions and growing trends

According to 2015 report, the total revenue coming from social media networking and services is over 22.9 billion Euros which is grown by 2 times in the last 3 years. But due to high fees, third party involvement and less data security, investors, marketers and advertisers are scanning for startups that are capable to develop a transparent platform based on advance technology, high security. The traditional social media platforms lack rewards on ads view, free of speech, low fees, fast transactions, escrow system and full control on user data ownership.



1990s



After 2015



Future





# Brief Solution of Ozcar

Ozcar has developed its business idea on the latest trend of using OCR token and blockchain to facilitate social media networking. In the last few years, some talented teams have already worked on social media concept but several advance features make Ozcar unique and successful among all.

- We have a diverse team having market connections with both blockchain and social media industry.
- Our technological aspect is quite strong with 3 unique products in line i.e. Ozcar Messenger, Ozcar App and Ozcar Exchange.
- We are working to create an ecosystem with trending features i.e. Android & iOS mobile wallet with escrow system in messenger; rewarding system in mobile app; and local currency buying option with multilingual support in Exchange.
- We are offering low transaction, and escrow trading fees with easy to understand use case of OCR.
- We are giving 24/7 customer support, special premium packages, high security, tipping and rewarding feature.
- We will prohibit team and founders to sell or share their OCR holding for 1 year. The 365 lockup period indicates high trust level of the team in Ozcar

## What Is Ozcar Target Market?

The primary target market for Ozcar is active social media users, expert marketers, advertisers and creative content makers. These people make a big percentage of social media traffic and always search for advance features with low fees and additional rewards. Therefore, Ozcar team wants to use their activity as an opportunity for the adoption of its platform.

Ozcar secondary target market is marketing, media, PR and advertising platforms, searching for a secure, transparent and trusted platform to publish the content of their Clients. They will get additional support with ranking data of content makers.

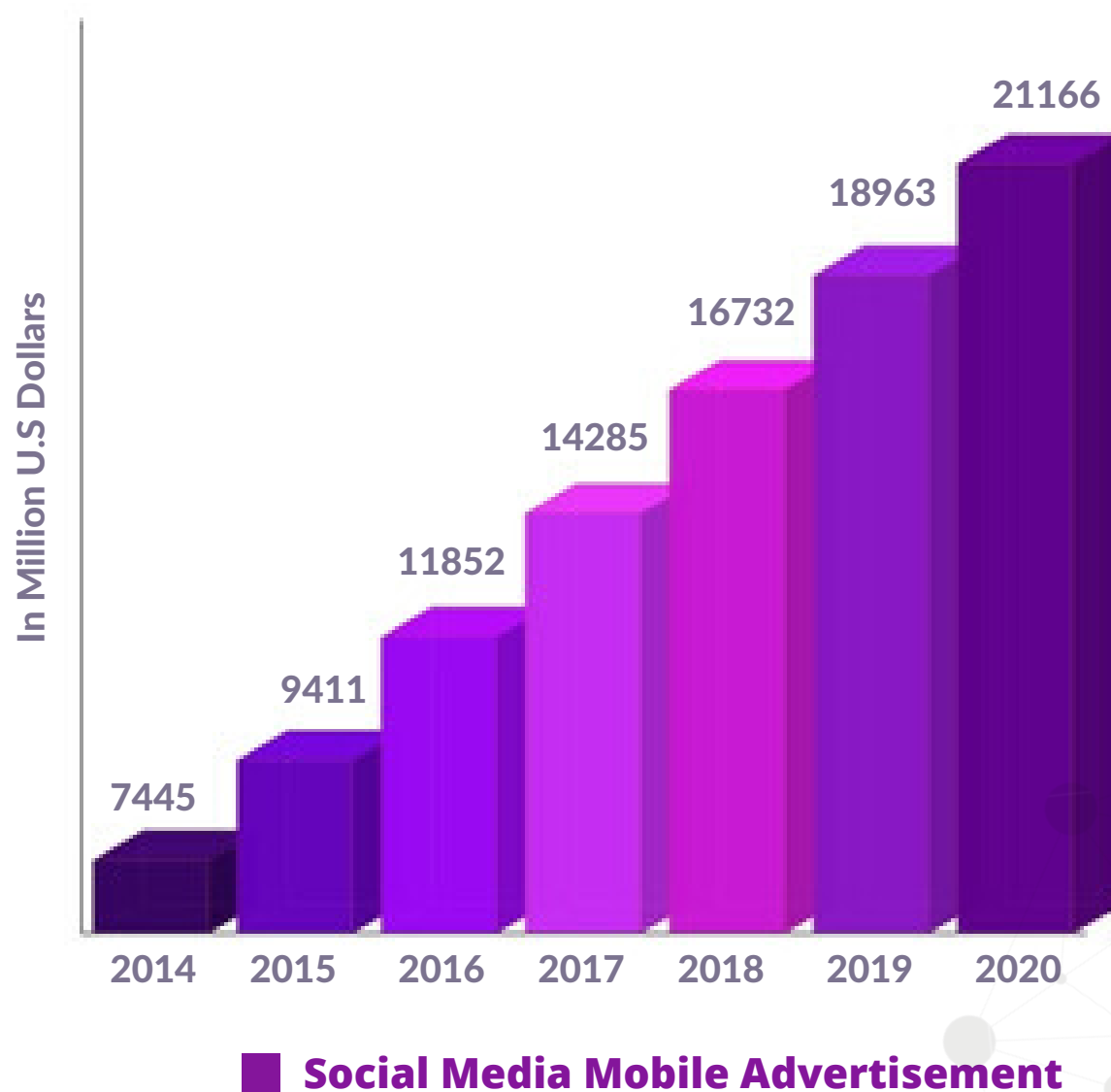


# Market Analysis

According to a report over half population of the planet is active on social media which is leading to increase in social media advertisement and marketing. The revenue generated from social media mobile advertisement will rise upto 21 billion USD in 2020 <sup>(1)</sup>. Over 87% advertisers are doing social media marketing to get traffic for improving sales, generating leads, generating potential customers and fans. While 55% marketers just want to increase brand exposure and credibility. The main aim of Ozcar is to target both social media networking and advertisement market to provide one stop solution to its community members.

## Revenue In Social Media Advertising Market

In Million U.S Dollars



Source: Statista 2015 <sup>1</sup>



# What Is Ozcar Platform?

Ozcar is a decentralized social networking platform which is putting user's privacy and satisfaction as its first priority. It is an innovative approach towards transparent and independent means of user data ownership, reward on ads and free of speech. Being the first get paid to content creation and sharing ecosystem, Ozcar aims to leverage OCR token payments for its reward system.

It offers incentive model for allowing the users to monetize contribution of other contributors which will help to grow the platform in coming years. Furthermore, there is no geographical barriers, so users from any part of the world can use this network to post, share or search their favorite content.

Ozcar platform is using blockchain technology to deal with user and content creator registration, monetization of contribution, automatic collection and distribution of OCR reward. The main features of Ozcar network include messenger, wallet, application, boost, voting, tipping, gifts, groups, channels, images, videos, email updates etc

## Our Vision

Our vision is to become the leading social networking platform for content makers, influencers, advertisers, marketers and active users. Through blockchain technology and tokenized economy, we want to eliminate the interference of third parties and centralized authorities which will result in low transaction and service fee. The reward system along with tipping culture will not only increase user involvement but also reduce the risk of fraud and fake likes on low quality content.





# Benefits

## Low fees

When users will send and receive the digital asset through their Ozcar messenger or App, it will cost them low transaction fees. Also, Ozcar is charging tiny amount as withdrawal and trading fee on Ozcar exchange.

## Multiple digital asset support

Ozcar is supporting an infinite number of digital assets but initially most demanded cryptocurrencies will be available in messenger wallet.

## 24/7 customer support

Ozcar is offering efficient customer support service through live chat, support group and email. Once users request will be received, the team will instantly solve their issue ensuring both safety and convenience.

## Invitation and user activity reward

To use user's power, referral links will be distributed to all community members. User can earn reward after complete registration of new members through their invitation link. Furthermore, Ozcar is offering activity reward to increase user involvement which is an indirect and direct way of promotion.

## Escrow system

For fair dealing among users, Ozcar has introduced escrow feature in the messenger which will decrease fraud risks. Funds will be released after proper agreement between two parties and each transaction record will be kept on the platform.

## Easy to use platform

Ozcar is providing optimize exchange services with easy to understand user interface. Exchange will directly receive withdraw and deposit requests through Ozcar messenger and Ozcar application..



### Saving in marketing price:

There is a big competition among the influencers and content makers. So, Ozcar is allowing content makers and users to use their daily reward to boost the content. They can also do boosting with OCR in low marketing budget.

### Global community

Ozcar is offering multilingual feature to cover millions of users from different countries





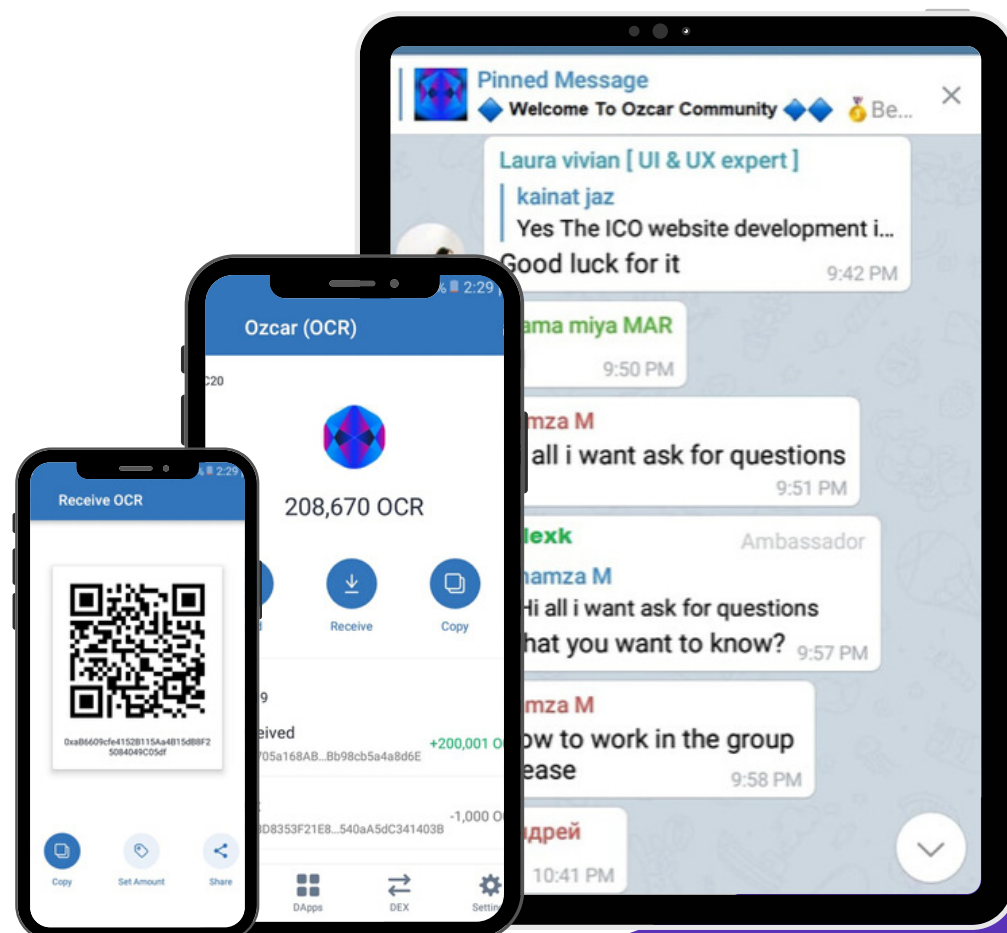
# Products Description

## Ozcar Messenger

Ozcar messenger is a unique approach towards a transparent, light and free peer to peer network with a crypto wallet that supports digital assets. Furthermore, Escrow feature is available for transparent dealing with 1% fees of the total trade. The messenger wallet is capable to perform fast peer to peer transactions between Ozcar users.

### Transparent Escrow system

On Ozcar Messenger, each escrow transaction is transparent revealing date of agreement, amount of funds transfers and status of funds. To safe Ozcar messenger users safe from frauds 1% escrow fee will be shared 50-50 percent between both sender and receiver. Once the order is completed and both parties get satisfied, the selected amount will be released and added into seller or content creator account in the form of OCR tokens. The ranking or trust status will help the users to finalize a deal. In case of a conflict, any party involved in the agreement can request for dispute resolution. Ozcar platform will select a jury from trusted users and Ozcar administration to make a decision according to terms and conditions of the agreement.





## Integrated Wallet

Ozcar messenger has its own encrypted wallet which will support funds transfer and crypto adoption among regular users. Ozcar messenger will become the future of sending funds and messaging. Initially the wallet will support the OCR token and top cryptocurrencies but with the passage of time we will keep adding other digital assets. Ozcar messenger will interact with blockchain as





## Ozcar Application

The Ozcar application is based on decentralized social media network that will bridge the gap among influencers, artists, content creators film makers, advertisers and users for the promotion of creative work. It has a decentralized framework that utilize blockchain technology for marketing, rewarding, engagement, contribution, clearing payments and tipping. That simply means Ozcar members will be directly rewarded and paid in OCR for their contribution. Ozcar Application also have advance features of chatting, voting, status and picture posting along with search tool. Through regular notifications users will keep updated about each new move of the content makers which can be customized from setting. Ozcar team aims to treat each member as an Ambassador of Ozcar platform so the new members joining Ozcar community with their referral will become a way to earn OCR tokens for them. User will also earn OCR by following other contributors, watching videos and high user activity. Status and Ozcar live feature will provide a platform to members for broadcasting live videos from smartphones.

Content creator will get a share in reward by creating and posting high quality content to engage more followers. Donation on content, paid subscription to exclusive content and rewards from users will allow content creators to get direct support from Ozcar community. It will also provide autonomous peer to peer monetization to reduce the risk of demonetization, fake likes and censorship. Ozcar team has a mission to provide high reliability, security and user data ownership to increase user activity that will maximize their reward. The reward pool is based on a point system which will be discussed in detail under Ozcar reward system.

Ozcar application will become a way to connect the content makers to famous brands and advertisers who can pay directly in OCR for their promotion. With few OCR in wallet publishers can boost their posts, pages or websites locally or globally. They can get access to special effects, background music and ozcar gifts through content creator premium package.





Ozcar group or page membership will be best for users who are new to advertising or content creation world. With this membership they can interact with other businesses, influencers and fan bases. Ozcar platform moved one step ahead by offering special paid promotion packages to advertisers including hyper targeting, promotion advice, main page promotion, mention in newsletter and push notifications.







## Ozcar Exchange

Users can buy, sell and exchange OCR token along with other assets on Ozcar exchange. Exchange connection with Ozcar app and messenger will make trading more secure for creators, users and advertisers. Listing fees, Trading fees and withdrawal fees which make main part of exchange income is very low. Also, Ozcar is going to offer invitation bonus, incentive bonus and trading fee discount to OCR holders.

Incentive bonus simply means 40% total trading fees collected by Ozcar exchange will be recycled back in the form of bonus to content creators, users and advertisers account who are holding OCR. Bonus will be calculated on daily basis but it will be distributed on the end of the week. Furthermore, 30% of the income will be used for advance technology, security, customer support and promotion.

Ozcar aims to offer decentralization in true sense through its platform with financial safety, efficient services, digital bonus and Multilingual support. More features will be shared in future announcement. OCR holding will give a chance to users to increase their wealth and get discounts which will become a source of their passive income. On every 1000 OCR holding, user will get 1% discount on trading fees.





OCR daily base shares can be traded with other cryptocurrencies but users can buy OCR tokens only from Ozcar exchange. Furthermore, data security and safe trading is the first priority of Ozcar team. That's why for the protection of user assets and privacy, Ozcar security team has included periodic reviews and system updating in the development goals. After conducting a deep research of blockchain market, Ozcar team has made this technical architecture of Ozcar exchange to deliver efficient and seamless services to community members.





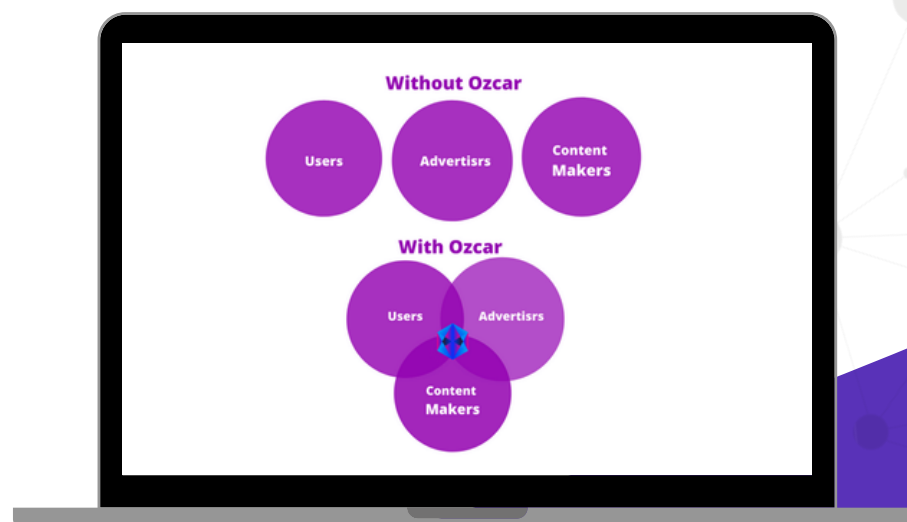
# Use Case

## Advertisers

- Advertiser can approach a content maker for specific promotion and advertisement to make them stand out. From tipping to payments everything will be done in OCR tokens.
- Ozcar members will contribute to set the ranking of content makers which will help advertisers to select the best influencer for their promotion. They can directly speak to influencers and content makers to reflect their business idea.
- Advertiser can directly use ozcar premium packages to reach the valuable potential users. They can start and run paid marketing campaigns by using specific tools and track its performance through analytic tool. Ozcar consulting team will provide 24/7 support to search for best marketing strategies for their brand or client. Also, they will help to find the target audience.

## Content makers

- Content creators can collaborate with advertisers, brands and marketing agencies to speak for their users with influence and authenticity. All dealings will be fixed in OCR tokens.
- Content creators and publishers are an important part of Ozcar platform. They add value for community and advertisers, that's why Ozcar platform will use monetization tool to help content creators to generate revenue for their activity and engagement.
- Ozcar is going to introduce a tipping culture. Standard Ozcar members can tip any Content creator from their collected OCR reward. The gifts and tipping feature will free the community from fake likes and views.







## Users

- Users can also earn and invest from each other's high-quality content through tipping and content investment strategy. They can send tips and gifts to other users by using OCR tokens.
- Users can also earn the reward for their valuable time from Ozcar platform. With the help of automatic system, random users will be selected for big rewards and contests.





# Reward System

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## Reward system On Ozcar Application

For Ozcar application, team has picked the point based reward system after analyzing the target market, business processes, and blockchain challenges. The points can be earned by inviting new users through referrals, video views, posting, sharing, following users, tipping content makers etc.

## How community members can earn OCR reward?

Users involvement is essential for the growth of decentralized social network because they attract many new users. That's why Ozcar wants to fairly reward its community members for their contribution. The activity based decentralized user reward system will be valuable for both Ozcar network and potential users considering hourly active users, daily active users and monthly active users plays an important role in the adoptability and development of advance social media applications.

### Referral Reward:

Community members can earn the random referral reward by inviting new members from their personal referral link on Ozcar platform. (Each new member will give them random points)

### User activity reward:

After Joining Ozcar ecosystem, users can earn reward by

- Following others
- High User activity
- On watching videos etc

### Random reward winners:

Through regular analysis and monetization, Ozcar platform will select random winners for OCR reward and contests.



### **Content creation reward:**

After creating and uploading an engaging content, content creators can earn tokens for

- New subscribers
- Sign up with their referral link
- Receiving views on their video
- Driving traffic etc.

Also, they can use OCR reward bonus to get premium package including special stickers, effects, background music and global marketing.

### **Developer Reward:**

Due to innovations, a successful blockchain based project require constant development to achieve the vision of global adoption. After considering its importance, Ozcar team plans to reward the developers for their contribution in new feature, suggesting advance tools, identifying bugs and security vulnerabilities in codes. All submissions will be critically analyzed by Ozcar development team. However, contribution to the new features will be accepted or rejected after checking exponential reach, community member rights, improved monetization etc. Ozcar platform will issue developer reward only for approved features which will be implemented on the Ozcar network.





# Reward Usage

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Total points earned in one month will have a 50/50 share which mean 50% points will be available for instant use While remaining 50% will be saved for future investment. It will be unlocked after 1 year. Instant Points earned daily will be burned after 30 days. These points will be valuable for users as

## 1. Points can be used on Ozcar platform

- To give tips to other users
- To boost their content to receive high engagement from network
- To send gifts to other users
- To give merit and tips to other users or content creators
- To pay for marketing packages, exclusive content, plus and premium subscription.

Social media network does more than connecting people with each other. As advertisers and content makers want to increase their brand awareness, so after considering the high demand for advance features Ozcar team has added boosting, plus and premium packages in Ozcar application. Without affecting user privacy, boost feature will facilitate content makers, influencers, ambassadors and publishers to exponentially increase their content exposure. Ozcar planned to move its advertising and marketing business in crypto world by connecting social network with blockchain technology, so community members will get high transparency with the elimination of fraud, censorship, geographical restriction and demonetization.

## 2. Points can be exchanged with OCR

- To exchange points to OCR tokens, users require minimum 60,000 points
- 1 day withdraw limit is 30,000 points (30 OCR)

It means if a user has earned 90,000 points in 5 days then he can withdraw total amount in 3 days.

### User Warning:

Due to less user activity or offending posting, if users will get a warning ticket then it will affect their ranking. Also, for the next 30 days they will not appear in the random winners list.



# Economic Structure

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## Messenger & Application Earning

- **Escrow fee:** Ozcar is charging 1% escrow fee of the total traded amount.
- **Transaction fee:** Transaction fees is kept very low which will be split 50-50 percent between both sender and receiver.
- **Premium packages:** Both content makers and advertisers can take advantages from premium content packages and premium marketing packages after paying in OCR tokens.
- **Boosting feature:** Depending on the time period and budget, both advertisers and content makers can use boosting feature to increase their brand credibility.

## Expenditures

- **User Activity bonus:** Ozcar platform will distribute bonus among community members based on their activity.
- **Content Creation reward:** Publishers and content makers will get OCR tokens reward for their engaging content.

## Ozcar Exchange Earning

- **Listing fee:** On the demand of community, news assets and digital currencies will be added in the Ozcar messenger and application. New emerging crypto teams can also submit their coin/token after clearing the listing fee on exchange.
- **Withdraw fee:** Very low withdrawal fee will be charged to withdraw funds from Ozcar exchange.

## Expenditure

- **Exchange development and promotion:** 30% Exchange earning will be used for future development, security and marketing.
- **Incentive bonus:** 40% exchange earning will be distributed among OCR holders.
- **Discounts:** OCR holder will get 1% discount on services for holding OCR in accounts



# OCR Token

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Ozcar platform is utilizing Ethereum blockchain to tokenize its business framework and offer services to content makers, users and advertisers. The decentralized payment Methode will ensure transparency and security which was missing in centralized social media networking models.

## Token Detail

OCR is an ERC-20 compatible token which is developed by using the latest pragma version 0.5.12. The Ethereum network is selected due to its general purpose and open source leading blockchain specially designed for smart contracts. After development, testing period was important to identify bugs & security vulnerabilities, fine tune the codes, audit smart contracts, finalize token economy and token distribution before listing OCR token in trust wallet.

During sale, OCR tokens will be distributed among the investors through a well-planned structure. There will be 3 stages of token purchase:

- Pre ICO for early potential investors
- 1st round of ICO
- 2nd round of ICO for the Crowdsale

The sale of 2% OCR tokens in Pre ICO will raise initial funds for platform development, crowdsale preparation and marketing. While crowdsale will help to use community power to maximize token adoption.





## Token Utility:

- OCR is a utility token which will be used to pay transaction fee, listing fee and withdraw fee along with rewarding users on the basis of their activity and engagement.
- OCR tokens will give access to community members to features and tools available within OZcar ecosystem i.e. users can buy gifts, analytical tool etc.
- OCR tokens will serve as a payment mode within Ozcar platform i.e. an advertiser can pay a content creator directly.
- After with getting discounts and rewards, OCR token holders can buy premium packages for marketing or group memberships with the collected funds.

All transactions on Ozcar platform will be saved on Blockchain, containing anonymized data of of the two parties involved in dealing. Also, The fee and premium packages payment collected from the Ozcar ecosystem will be used for platform development and upgrading or it will be recycled back to reward pool.

## Tokenomics

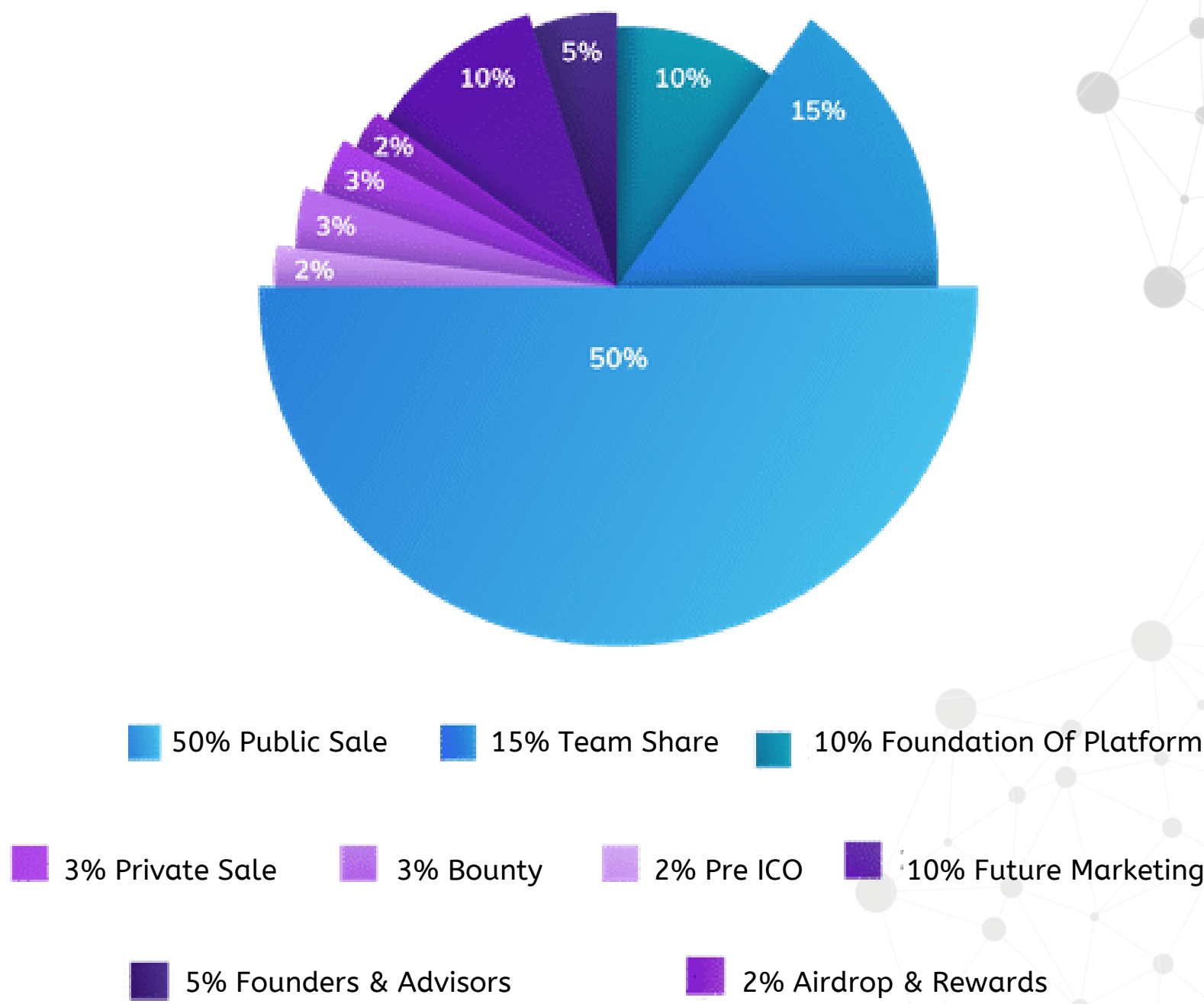
Token Name:	OCR Token	Soft Cap:	0.5 Million USD
Ticker:	OCR	Hard Cap:	5 Million USD
Blockchain:	Ethereum	Pre ICO Price:	1OCR = 0.25 USD
Token Type:	Erc-20	ICO 1st Round:	1OCR = 0.30 USD
Total Supply:	1.25 Billion	ICO 2nd Round:	1OCR = 0.35 USD
Supply For ICO:	625 Million	KYC Required:	Yes
Purchase Methode:	Btc, Eth, LTC, XRP, XLM, BCH, USDT, TRX, Dash & USD:		



# Token Allocation

Total 1,250,000,000 OCR tokens will be issued, out of which 625,000,000 OCR are fixed for public sale. While 5,000,000 OCR tokens will be distributed among early adopters of Ozcar messenger. The detail of token allocation is

Token allocation







# Funds Allocation

For successful practical implementation of Ozcar platform in the social networking market, the team has devised a proper funds distribution plan for platform continued development, research, user adaptability, PR and marketing.

## Funds allocation







# Roadmap

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# Ozcar Team

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The team behind Ozcar has years of experiences in crypto and Social Media Market. The lead team consists of Media specialists, blockchain developers, marketers, influencers and ambassadors from different countries. Investors trust in Ozcar, make it strong in decentralized social networking market.



**Yuvraj S**  
**CEO & Founder**

Yuvraj founded Ozcar platform with an aim to provide sustainable and reward based decentralized social network to active users. He is managing company resources and overall operations by creating and implementing Ozcar strategies. With his business mindset, he is building strong market relation and partnership with other teams.



**Senthilkumar Veeramani**  
**Investor & Co-founder**

As a co-founder of Ozcar platform, Senthil is passionate to work closely with lead team to suggest the best methods to develop and increase the value of platform in community. He keeps an eye on new market demands to evolve Ozcar global blockchain community with the updated proposals.



**Satheesh Chandrasekar**  
**Indonesia Manager & Head Of Marketing**

Indonesia has an emerging and dynamic market with bright chances of growth in coming years. The Island nation is rewarding and supporting digital networking startups. That's why being an Indonesia manager and marketer of Ozcar, Satish is using his strategies to connect Ozcar team with Indonesia market.



**Srinivasa Prabhu**  
**Blockchain Developer & Expert**

Being a blockchain expert, Prabhu is using his expertise to develop blockchain based decentralized Application and messenger for Ozcar Platform. He executes financial and technical analysis to provide real time solutions related to blockchain problems. He aims to make workflow efficient and minimize the barriers of Ozcar development to crush the competition.



# Ozcar Team

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**Dariush**  
**Digital Marketer**

Dariush is responsible to manage and plan the marketing campaigns to promote services and products of Ozcar platform. He has experience of digital and social media marketing.



**Deeba Javed**  
**Managing Partner & Head Of Marketing**

With expertise in Digital marketing, blockchain analysis and campaign management, Deeba has worked with different ICOs for assistance in launching phase. Being a marketing head, she will work on the effective strategies to transfer service and product information to Ozcar community. Her ideology for publicity and project management is the strength of Ozcar promotion.



**Prajesh**  
**Senior Blockchain Coding & Smart Contract Expert**

Prajesh is expert in developing smart contracts, blockchain system and blockchain protocols. He has deep understanding of blockchain architecture and its working. By using the technical skills, he is helping Ozcar to develop an advance blockchain based platform.



**Murat Krakas**  
**Growth Marketer**

Murat is a specialized growth marketer with expertise in diversification, platform promotion, market development and market penetration. He is supporting the non-profit and profit motive of Ozcar platform with his unique business marketing strategies. He keeps community engage and search for innovative ways to increase platform value.



**Taha Yasin Bedük**  
**Growth Marketer**

Being a growth marketer, he knows how to keep users engage with each new move of Ozcar platform. He put efforts to improve knowledge sharing, internal conversation and event organization with his management strategies.



# Ozcar Team

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**Mostafa Fattahi**  
**Digital Marketer**

He is responsible to implement, develop and manage vast field of digital marketing, Within digital space, he is increasing brand image to drive more traffic towards ozcar platform.



**Mohammad Rifai**  
**Indonesia Growth Marketer**

Being Indonesia Growth Marketer, Rifai keeps customer engage, drive user acquisition and finally turn users into active customers. He has expertise of data driven marketing and growth hacking. He uses several techniques and tactics to explore Indonesia market



**Carstoiu Remus Cosmin**  
**Legal Advisor**

Carstoiu is a lawyer specialized in commercial law, corporate compliance, e-Commerce, General Data Protection & Regulation, T&C, Privacy Policy, etc. He is expert in blockchain field of law and helps to oversee a conduct, mediate dispute and advise about blockchain management.



**Nirmalkumar Jesudoss**  
**Solidity Coding expert**

As the solidity coding expert, he is responsible to design, research, test and develop blockchain technology. He maintains server and client side applications. Also, he helps main team to solve blockchain related issues.



**Kannan**  
**Financial Advisor**

Kannan set long term and short term goals by using his market investment strategies. On the basis of financial crisis and situation, he suggests and offers financial services to ozcar team.



# Ozcar Team

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**Sridevi**  
**HR Senior Manager**

She is well trained in each human resource discipline i.e. benefits, training, employee relations, selection and recruitment. Sridevi has strong decision making power based on critical thinking and analytical skills.



**Rosy Rosalita Angela**  
**Local Marketer**

She develops product and service sale strategies by sponsoring events and special promotion packages. By using customer support service skills, she maintains amazing relationships with clients.



**Ayuk wijaya**  
**Communication Manager**

Ayu Wihaya is working as a spokesperson to the general public and media. By developing unique strategies, she delivers Ozcar policies and announcement on different situations. Furthermore, other duties include arranging interview, issuing press release and compiling press kits.



**Umu Solicha**  
**Marketing Assistant**

She assists in developing marketing strategies and organizing marketing campaigns. Her work is essential for smooth marketing operation and long term growth of Ozcar.

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# Contact us

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in



Buy Now



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[admin@ozcar.io](mailto:admin@ozcar.io)

[https://t.me/ozcar\\_support](https://t.me/ozcar_support)



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