

I N T E R N A L W H I T E P A P E R

HeroByApp™ Program

Strategic Framework, Operational Boundaries &
Platform Economics

The Founding 50: How 50 Heroes Activate a Nation's Civic Infrastructure

From Activation to Revenue — The Complete Program Lifecycle

CityByApp™ Inc.

Prepared by the Office of the CEO

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This document is the single source of truth for the HeroByApp™ program. It should be read by every team member, advisor, and partner before engaging in any external communication about the program.

1. Purpose of This Document

This white paper is the definitive, authoritative guide to the HeroByApp™ program. It exists so that every team member, advisor, sponsor, and partner understands exactly what this program is, what it is not, how it generates revenue, and why these distinctions matter to the future of CityByApp™ Inc. and ByApp.ai.

If there is ever a question about the scope, trajectory, operational boundaries, or revenue model of HeroByApp™, this document is the answer. No exceptions.

2. Mission & Vision

Our Mission

To honor one extraordinary community leader in every U.S. state capital — and through that honor, activate the civic infrastructure that serves their entire state.

Our Vision

To build the foundation for America's civic platform — 50 heroes, 50 states, one ceremony at a time — creating the trust layer that connects every community, business, and nonprofit to the tools they deserve.

LOCAL HONOR • GLOBAL IMPACT

HeroByApp™ is how CityByApp™ earns trust. The hero is the catalyst. The ceremony is the activation event. The platform is the product. Every state we honor is a state we serve — permanently, freely, and at scale.

3. Core Principle

THE DEFINING STATEMENT

HeroByApp™ is an activation mechanism for CityByApp™ civic infrastructure. It is not an ongoing community hero recognition program. The hero is the catalyst. The platform is the product. The ceremony unlocks an entire state. The platform serves that state forever.

Every decision about the program flows from this principle. If an idea, request, or expectation conflicts with this statement, the answer is no.

4. The Activation Model

HeroByApp™ is the go-to-market strategy for CityByApp™. It is the mechanism by which CityByApp™ earns trust, generates press, attracts sponsors, and activates an entire state's civic infrastructure through a single ceremony.

How It Works

One hero is selected in each of the 50 U.S. state capitals. That hero receives a Certificate of Honor, a ceremony, and a Virtual Key. The Virtual Key opens statewide eligibility for CityByApp™ verified-listing access — every county, municipality, business, nonprofit, and government agency in that state becomes eligible for a free, verified profile on CityByApp™.

This is not a raffle. It is not first-come, first-served. Each hero is vetted and selected based on the strength and authenticity of their community impact. The ceremony is a state-level event with gubernatorial invitations, media coverage, and sponsor recognition.

What the Ceremony Produces

- **Certificate of Honor:** A professionally produced certificate presented at the ceremony, recognizing the hero's contribution to their community.
- **Virtual Key:** A digital credential that opens statewide eligibility for CityByApp™ verified-listing access for the hero's entire state — provisioning verified profiles for every organization statewide.
- **Governor Invitation:** The state governor's office is invited to receive a certificate and Virtual Key, connecting state leadership to the platform.
- **Sister City Activation:** International sister cities of the state capital are automatically provisioned, extending the platform globally.
- **Sponsor Recognition:** HeroByApp™ Sponsors are recognized across every official program surface — ceremony program, state activation page, statewide press, entity-claim onboarding, and embeddable Member Badge widget. The Certificate of Honor itself stays unbranded by design — preserving full ethics compliance for participating federal & state officials.
- **Press & Media:** Each ceremony is a PR event — local, state, and national media coverage that no advertising budget can replicate.

5. The Founding 50

The 50 heroes selected — one per state capital — are the Founding 50. They are not the first batch. They are the only batch. Their role is permanent and historic.

FOUNDING 50 FRAMING

Think of the Founding 50 like the signers of a founding document. They are the individuals whose honor and recognition built the foundation for America's civic platform. Their names are permanently woven into the platform's origin story. They do not get replaced. They do not rotate annually. They are founders.

Scarcity Is the Value

The Founding 50 are special because there are only 50. Each hero represents an entire state — millions of citizens, thousands of businesses, hundreds of municipalities. That weight and significance would be diluted if every community expected its own hero. The message is clear: your state's hero is the one person who made this possible for your entire state.

6. Step-by-Step: From Nomination to Activation

The following is the complete lifecycle of a single state activation, from first nomination to a fully live state on CityByApp™.

Step 1: Nominations Open

The public is invited to nominate a community hero in the state capital via the HeroByApp™ website. Nominations include the hero's name, community, and a written statement of why they deserve recognition. There is no cost to nominate.

Step 2: Vetting & Selection

CityByApp™ Inc. reviews all nominations. Each nominee is vetted through public records, community endorsements, and media presence. The strongest story wins — not the first submission. CityByApp™ retains final selection authority in consultation with sponsors and local stakeholders.

Step 3: Hero Notification & Ceremony Planning

The selected hero and their nominator are contacted. The ceremony is planned in the state capital with coordination across the governor's office (invitation), HeroByApp™ Sponsors, local officials, and media outlets.

Step 4: The Ceremony

The hero receives a Certificate of Honor and a Virtual Key at a public ceremony. The governor's office is invited to receive a certificate and Virtual Key. Sponsors are recognized. Press coverage is generated. This is the activation event.

Step 5: Virtual Key Activation

The Virtual Key issued at the ceremony opens statewide eligibility for CityByApp™ verified-listing access. This provisions:

- Every county in the state.
- Every incorporated city, town, and village — eligible for verified municipal profiles.
- Every business — eligible for a free verified listing with publishing tools.
- Every nonprofit and government agency — eligible for a free verified profile.
- Every citizen — access to civic discovery, reviews, and local search.
- International sister cities of the state capital — auto-provisioned globally.

Step 6: Database Pre-Population

CityByApp™ pre-populates the state's database with verified business, nonprofit, and government records sourced from licensed data providers, IRS nonprofit filings, and government registries. Organizations can then claim and enhance their listings at no cost.

INDIANA EXAMPLE (LAUNCH STATE — JULY 29, 2026)

Mary Aurtrey, honored in Indianapolis. Virtual Key opens eligibility across: 92 counties, 1,008 municipalities, 719,099 businesses, and nearly 7 million citizens. 11 international sister cities across 5 continents connected. One hero. One ceremony. One entire state.

Step 7: Sponsor Outreach & Onboarding

With the state active, the sales team begins outreach across three sponsorship tiers: Local & Regional (municipality, county, or region), State Sponsor (statewide recognition across every official program surface — ceremony program, state activation page, statewide press release, entity-claim onboarding, Member Badge widget — cert stays unbranded by design), and National & Global (founding partner across all 50 states and international sister cities). Municipal pilot invitations go out to city and county governments through the CivicByApp™ pilot program.

Step 8: Organic Growth

Organizations discover their pre-populated listings, claim them, and begin publishing content — events, coupons, job postings, photos, and announcements. Citizens discover local businesses, nonprofits, and government services through verified civic search. The platform grows organically from the activation point forward.

7. HeroByApp™ Sponsor Tier Model

Sponsorships are the primary revenue engine for the HeroByApp™ program and the funding mechanism that makes free CityByApp™ access possible for every organization in an activated state. The sponsor model is structured in three tiers, each with distinct scope, visibility, and pricing.

7.1 Local & Regional Sponsors

SCOPE: MUNICIPALITY, COUNTY, OR REGION

Local & Regional Sponsors invest in their immediate community's civic infrastructure. Their branding appears on CityByApp™ listings, search results, and community pages within their geographic area.

Benefits include:

- Branded recognition on CityByApp™ within the sponsor's municipality, county, or region.
- Premium placement in local search results and directory listings.
- Analytics dashboard with engagement metrics, impressions, and community reach.
- Logo placement on the HeroByApp™ website's sponsor section.
- Recognition at the state's HeroByApp™ ceremony (if timing aligns).

7.2 State Sponsor (Flagship Tier)

— STATEWIDE RECOGNITION

The State Sponsor is the flagship tier. This sponsor receives "Presented by [Your Brand]" placement across every program surface — ceremony program, state activation page (e.g., [heroabyapp.com/\[state\]](http://heroabyapp.com/[state])), statewide press release, entity-claim onboarding flow, and embeddable Member Badge widget. Statewide visibility across every CityByApp™ listing, search result, and community page in the activated state. *The Certificate of Honor itself stays unbranded by design — preserving full ethics compliance for participating federal and state officials. This makes the sponsor designation more permanent and more defensible than any logo-on-cert sponsorship.*

State Sponsor benefits include everything in Local & Regional, plus:

- "Presented by [Your Brand]" appears across every program surface — ceremony program, state activation page, statewide press, entity-claim onboarding, Member Badge — permanently associated with the hero's recognition. *The Certificate of Honor itself*

remains unbranded by design, preserving full ethics compliance for participating federal and state officials.

- Statewide branded recognition across all CityByApp™ listings and pages in the state.
- Featured placement in all ceremony press materials and media coverage.
- Premium analytics with statewide engagement, demographic insights, and conversion tracking.
- Named recognition in the hero's permanent archive on the HeroByApp™ website.

7.3 National & Global Sponsors

FOUNDING PARTNER — ALL 50 STATES + INTERNATIONAL

National & Global Sponsors are founding partners of the HeroByApp™ program. Their investment spans all 50 state activations and extends to international sister city connections. This is the highest-visibility, highest-impact sponsorship tier.

National & Global benefits include everything in State Sponsor, plus:

- Branded recognition across all 50 states — every CityByApp™ listing nationwide.
- International visibility through sister city activations across 5+ continents.
- “Founding Partner” designation on all HeroByApp™ materials, ceremonies, and the website.
- Executive-level analytics across the full national footprint.
- Priority access to Platform 2.0 features and CivicByApp™ municipal partnerships.

7.4 How Sponsorships Fund the Platform

Sponsor revenue directly funds the free baseline access that every nonprofit, business, and government agency receives on CityByApp™. This is the economic engine of the platform:

Tier	Scope	Key Differentiator
Local & Regional	Municipality, county, or region	Community-level visibility and analytics
State Sponsor	Entire state	"Presented by" naming across every program surface (cert stays unbranded)

National & Global	All 50 states + international	Founding Partner across the full platform
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THE SPONSOR VALUE PROPOSITION

Sponsors are not buying ads. They are investing in civic infrastructure. Every dollar funds verified profiles for nonprofits, businesses, and government agencies. Every sponsor's brand is permanently associated with the hero's legacy, the ceremony's press coverage, and the platform that serves their community. This is brand equity that no advertising campaign can replicate.

8. Certificate Framework

Every ceremony produces physical and digital certificates. To maintain operational discipline, production quality, and consistent branding, the certificate program is capped at four tiers. This section defines each tier, its purpose, and the rationale for the cap.

8.1 Tier 1: Certificate of Honor (The Hero)

The Certificate of Honor is the centerpiece of every ceremony. It is a single, comprehensive document that serves as both a recognition award and an activation record. Every element on the certificate is deliberate and operationally significant.

Certificate Elements

The following elements appear on every Certificate of Honor:

- **Program Header:** HeroByApp™ Community Heroes Program, with the tagline “Local Honor • Global Impact.”
- **Hero Name & Service Distinction:** Full name, Service Distinction (e.g., “Veteran (U.S. Army, Ret.)”), and a personalized citation describing the hero’s service and community impact. The certificate reads “Presented to [Name] who is hereby honored as a HeroByApp™ Founding 50 Honoree.”
- **Activation Statement:** “This honor makes CityByApp™ verified-listing eligibility available to the Honoree, all affiliated organizations, and Virtual Key certificates across State, Primary, Legacy, and Sister City levels.” This is the operational trigger — the certificate itself is the record of activation.
- **Honoree Affiliated Organizations:** The hero’s affiliated organizations are listed by name directly on the certificate under two categories. These organizations receive Recognition Certificates and Virtual Keys (Tier 2). The number varies by hero. Example — Indiana inaugural honoree Mary L. Aurtrey’s Letter of Legacy lists 15 organizations:

Member Organizations:

- Women In Networking (WIN) – Indianapolis
- Indianapolis American Legion Women’s Post 438
- Global Society of Female Entrepreneurs (GSFE), Menifee, CA
- Woman’s Life, a Trusted Fraternal Life – Chapter 703, Indianapolis
- National Council of Negro Women (NCNW) – Indianapolis Section
- Sister Soldier Network – Indianapolis

- Indiana Military Veterans Hall of Fame (Inductee)
- Indiana Alzheimer's Disease Research Center (IADRC), Indianapolis
- Community Advisory Board, IU Memory University, Indianapolis
- American Veterans (AMVETS Post 99), Indianapolis
- Veterans History Project (Library of Congress)

Community Support Organizations:

- Hoosier Veterans Assistance Foundation (HVAF), Indianapolis
- Ronald McDonald House, Indianapolis
- Good News Ministries, Indianapolis
- The Julian Center, Indianapolis
- **Virtual Key Certificates (State + Primary + Legacy):** The certificate lists the specific Virtual Key certificates issued: the State, the Primary city (state capital), and the hero's Legacy cities — personal hometowns or places of significance. Example: State of Indiana, Indianapolis (Primary), Sumter SC and Pinewood SC (Legacy).
- **Sister Cities Virtual Key Certificates:** All international sister cities of the state capital are listed individually on the certificate. The number varies by capital. Example — Indianapolis has 11: Campinas (Brazil), Cologne (Germany), Hangzhou (China), Hyderabad (India), Le Mans (France), Monza (Italy), Northamptonshire (United Kingdom), Onitsha (Nigeria), Piran (Slovenia), Santiago de Querétaro (Mexico), and Taipei (Taiwan).
- **CEO Signature:** Signed by Jerome Mark Mikulich, Founder & CEO, CityByApp™ Inc. x ByApp.ai.
- **Official Verification Seal:** Embossed seal with Certificate ID (e.g., HBA-2026-0001) and Issue Date.
- **QR Code:** Labeled "Verify This Certificate" with a link to www.citybyapp.com/herobyapp for digital verification.

In addition to the Certificate of Honor, each hero receives a Community Hero Medal (Section 8.3) and a personalized Letter of Legacy (Section 8.4). All three items are professionally framed and delivered presentation-ready (Section 8.5).

8.2 Certificate of Honor — Visual Reference

The following is the Certificate of Honor design. This is the standard template for all 50 states. The example shown is the inaugural certificate for Sergeant Major Mary L. Aurtrey (Ret.), Indianapolis, Indiana — Certificate #HBA-2026-0001.



Sample Certificate of Honor — #HBA-2026-0001 (Indiana). Each state's certificate follows this design, customized with the hero's name, recognition category, affiliated charities, Virtual Key certificates (State, Primary, Legacy), sister cities, verification seal, and QR code.

8.3 Community Hero Medal

The Community Hero Medal is a custom-minted medal with a red, white, and blue ribbon, presented alongside the Certificate of Honor at the ceremony. The medal features the HeroByApp™ Community Heroes Program emblem with the tagline “Local Honor • Global Impact.”



Community Hero Medal — custom-minted with HeroByApp™ Community Heroes Program emblem, “Local Honor • Global Impact.”

8.4 Letter of Legacy

Each hero receives a personalized Letter of Legacy from the CEO, detailing their impact, the scope of their state activation, the complete list of Honoree Affiliated Organizations, and the permanence of their recognition. The letter serves as the authoritative source document for all organizations activated through the hero's ceremony.



Dear Mary,

June 17th, 2026

On behalf of CityByApp® Inc. and the HeroByApp™ Community Heroes Program, it is my deepest honor to recognize you as our inaugural HeroByApp™ Community Hero Honoree — Certificate #HBA-2026-0001.

Your decades of military service, senior leadership, and sustained community impact represent the very spirit this program was created to celebrate. You have lived a life of duty and discipline, and you have continued that same service through unwavering commitment to others. This recognition is designed to create lasting benefit — not just as a moment, but as a permanent civic legacy.

Locally — Your recognition opens CityByApp® access for you and your selected affiliated organizations and issues Virtual Key certificates for the State of Indiana, Indianapolis (Primary), and your legacy hometowns Sumter and Pinewood, South Carolina (Legacy) — ensuring your name remains connected to the communities that shaped your journey. Your Virtual Key Certificate makes platform access available to all **6,785,528 citizens, 92 counties, all 1,008 cities, towns, and villages**, and more than **620,000 businesses** across Indiana.

Member Organizations:

- Women In Networking (WIN) — Indianapolis
- Indianapolis American Legion Women's Post 438
- Global Society of Female Entrepreneurs (GSFE), Menifee, CA
- Woman's Life, a Trusted Fraternal Life — Chapter 703, Indianapolis
- National Council of Negro Women (NCNW) — Indianapolis Section
- Sister Soldier Network — Indianapolis
- Indiana Military Veterans Hall of Fame (Inductee)
- Indiana Alzheimer's Disease Research Center (IADRC), Indianapolis
- Community Advisory Board, IU Memory University, Indianapolis
- American Veterans (AMVETS Post 99), Indianapolis
- Veterans History Project (Library of Congress)

Community Support Organizations:

- Hoosier Veterans Assistance Foundation (HVAF), Indianapolis
- Ronald McDonald House, Indianapolis
- Good News Ministries, Indianapolis
- The Julian Center, Indianapolis

Nationally — You are the first of 50. This recognition is part of a scalable civic recognition model designed to connect leadership, organizations, businesses, and citizens through a unified civic ecosystem — built to strengthen engagement and measurable outcomes over time. When a hero is honored in every state capital, 50 Virtual Key Certificates will have made platform access available across the entire United States — all 3,243 counties, more than 51,000 communities, and over 33 million businesses eligible for one unified civic platform. Your recognition, Certificate #HBA-2026-0001, is the foundation of that national vision.

Globally — Indianapolis's sister-city relationships are also honored through Virtual Key certificates spanning multiple continents, including Campinas (Brazil), Cologne (Germany), Hangzhou (China), Hyderabad (India), Le Mans (France), Monza (Italy), Northamptonshire (United Kingdom), Onitsha (Nigeria), Piran (Slovenia), Santiago de Querétaro (Mexico), and Taipei (Taiwan) — reflecting our program principle: Local Honor. Global Impact.

Mary, your service matters. Your legacy endures. And through HeroByApp™, the impact you have already made will continue to be discoverable, verifiable, and celebrated — locally, nationally, and globally — for generations to come.

With great respect and gratitude,

Jerome Mark Mikulich
Founder & CEO
CityByApp Inc. x ByApp.ai
HeroByApp™ Community Heroes Program

Letter of Legacy — Sergeant Major Mary L. Aurtrey (Ret.), Indianapolis, Indiana.

8.5 Framed Award Presentation

All three items — Certificate of Honor, Community Hero Medal, and Letter of Legacy — are professionally framed together and delivered presentation-ready. The following is the framed award presentation for the inaugural honoree:



Framed Award Presentation — Certificate of Honor, Community Hero Medal, and Letter of Legacy for Sergeant Major Mary L. Aurtrey (Ret.), Indianapolis, Indiana.

8.6 Tier 2: Recognition Certificates (Hero-Affiliated Organizations)

Each organization listed in the hero's Letter of Legacy receives a Recognition Certificate and Virtual Key. The Letter of Legacy is the authoritative source for the complete list of Honoree Affiliated Organizations — it includes both Member Organizations (groups the hero belongs to or leads) and Community Support Organizations (groups the hero actively supports). This is limited to the hero's named affiliations, not all nonprofits in the state. The number varies by hero.

The Recognition Certificate is landscape-format, matching the Certificate of Honor's design language (flags, eagle medallion, gold/navy palette, parchment background). Each includes the organization's name, their connection to the hero, a Virtual Key activating their CityByApp™ profile, verification seal, and QR code. All are professionally framed.

8.7 Tier 3: State Certificate (Governor)

The state governor's office receives a State Certificate and Virtual Key, representing the activation of CityByApp™ across the entire state. This certificate connects state leadership to the platform, generates executive-level press coverage, and provides the governor's office with direct access to the platform. The certificate mirrors the design language of the Certificate of Honor with state-specific branding.

8.8 Tier 4: Certificate of Civic Partnership (Host / Dignitary)

A single, flexible certificate for whoever provides the most significant support for the ceremony. This could be a U.S. Representative, a mayor, a university president, a corporate venue host, or another civic leader. One certificate per ceremony — the recipient is determined on a case-by-case basis. No precedent is set across states.

8.9 Production Scope Per Ceremony

Each state activation ceremony produces the following:

- 1 Certificate of Honor + Community Hero Medal + Letter of Legacy (Tier 1) — the hero.
- 1–15+ Recognition Certificates with Virtual Keys (Tier 2) — hero-affiliated organizations (varies by hero; Indiana’s inaugural hero named 15 organizations across Member and Community Support categories).
- 1 State Certificate with Virtual Key (Tier 3) — governor’s office.
- 1 Certificate of Civic Partnership (Tier 4) — host or key dignitary.

Total per ceremony: 4–18+ certificates (varies by hero). Across all 50 states: estimated 250–900 certificates total depending on each hero’s organizational affiliations. This remains a manageable, high-quality production run that can be executed by the core team without dedicated fulfillment staff.

8.10 Why the Cap Matters

The certificate framework is intentionally constrained because every certificate added creates a production cost, a logistics step, a coordination point, and — most importantly — a precedent.

THE PRECEDENT TRAP

If a U.S. Representative receives a certificate, the state senator will ask for one. Then the mayor. Then the city council president. Then the county commissioner. One additional certificate type can quickly become 8–12 per ceremony, turning a focused activation event into a political recognition exercise. The program is about honoring one hero — not distributing participation awards to every official in the room.

The Tier 4 “Certificate of Civic Partnership” solves this by being a single, flexible certificate. It can go to a congressman in one state and a mayor in another — without creating an expectation that every official at every level gets recognized. One certificate. The company decides who receives it based on the specific event.

8.11 What Is NOT Included

The following are explicitly excluded from the certificate framework to maintain operational discipline:

- No certificates for elected officials beyond the governor and one Tier 4 dignitary.

- No separate certificates for sponsors — sponsors receive branded recognition across every official program surface (ceremony program, state activation page, statewide press release, entity-claim onboarding flow, embeddable Member Badge widget), at the ceremony, and on the platform. The Certificate of Honor itself stays unbranded by design — preserving full ethics compliance for participating federal & state officials.
- No certificates for attendees, media, or other ceremony participants.
- No certificates for organizations not listed in the hero's Letter of Legacy as Honoree Affiliated Organizations.
- No community-level hero certificates managed by the company (see Section 14 for self-service options).

CERTIFICATE FRAMEWORK SUMMARY

Four tiers. 4–18+ certificates per ceremony (varies by hero's organizational affiliations). Estimated 250–900 total across all 50 states. Every certificate serves a strategic purpose: the hero (activation), the affiliated organizations (platform value), the governor (state authority), and one dignitary (ceremony support). The Certificate of Honor is the comprehensive activation record — listing the hero, their affiliated organizations, Virtual Key certificates for State/Primary/Legacy cities, and all sister cities. The Letter of Legacy is the authoritative source for the complete list of Honoree Affiliated Organizations. No exceptions. No expansion.

9. Post-Activation: What Happens After a State Is Live

Once a state is activated, the hero ceremony is complete. The hero is permanently honored. The platform is live. Here is what happens next:

9.1 The Hero's Permanent Legacy

- The hero's name, story, and community are permanently displayed on CityByApp™.
- The hero is featured in the Founding 50 archive on the HeroByApp™ website.
- The hero's ceremony becomes part of the company's origin narrative in all future materials.
- There is no annual renewal, replacement, or rotation. The honor is permanent.

9.2 Platform Operations

The company's operational focus for that state shifts entirely to platform growth:

- Sponsor acquisition and retention (premium tier sales).
- Municipal adoption through CivicByApp™ pilot program.
- Business onboarding and listing claims.
- Content publishing and community engagement.
- Analytics, reporting, and performance tracking for sponsors.

9.3 No Further Hero Ceremonies

There are no additional hero ceremonies in that state. The Founding Hero activated the state. The platform now operates independently. The HeroByApp™ team moves to the next state capital on the activation schedule.

10. The NFP & Community Organization Model

This section defines how HeroByApp™ provides ongoing, lasting value to nonprofits, community organizations, and government agencies — and how that value transitions into a sustainable revenue model.

10.1 Baseline Access: Free, Forever

THE NFP PROMISE

Every nonprofit, community organization, and government agency in an activated state receives a verified profile on CityByApp™ at no cost. This baseline access is permanent. It does not expire. It is not a trial. It is not reduced over time. What you receive at activation is yours to keep. When Platform 2.0 launches, organizations can optionally upgrade to premium features — but baseline access is never reduced and never requires payment.

Baseline access includes:

- A verified, published profile with organization name, contact info, hours, and location.
- Ability to publish events, announcements, photos, and community updates.
- Search placement in CityByApp™ civic discovery.
- Review management — receive and respond to community reviews.
- Analytics dashboard — profile views, engagement, and search impressions.
- For government agencies: department sub-accounts with role-based publishing.

10.2 How This Is Funded

Baseline access for nonprofits, government agencies, and all organizations is funded by HeroByApp™ Sponsors. Sponsors invest in their community's civic infrastructure, and in return receive branded recognition, premium placement, and analytics across the state. The sponsor model subsidizes free access for all stakeholders — this is the economic engine that makes CityByApp™ viable as civic infrastructure, not just another directory.

10.3 How HeroByApp™ Lives On Through NFPs

Even after the Founding 50 ceremonies are complete, HeroByApp™'s impact continues permanently through the organizations it activated:

- Every VFW post, food bank, youth sports league, church, shelter, and community foundation in an activated state has a free, verified digital presence.
- These organizations publish events, fundraisers, volunteer opportunities, and resources — making CityByApp™ a living civic platform, not a static directory.

- The hero's ceremony made this possible. Every time a nonprofit publishes an event or a citizen finds a local resource, that is the hero's legacy in action.

This is how the program lives on. Not through more ceremonies — through the infrastructure the ceremonies built.

11. Platform 2.0: Revenue-Generating Features

While baseline CityByApp™ access is free and permanent, the Platform 2.0 roadmap introduces premium, revenue-generating features that organizations can optionally upgrade to. These features are designed to solve real operational problems for nonprofits, businesses, and government agencies — and they represent the company's primary long-term revenue model beyond sponsorships.

11.1 The Freemium Model

FREE → PAID UPGRADE PATH

Every organization starts with full baseline access at no cost. When Platform 2.0 launches, organizations can choose to upgrade to paid features that handle billing, transactions, and advanced operations. There is never pressure to upgrade. Baseline access remains free and fully functional. Upgrades solve specific operational needs and are priced to deliver immediate ROI.

11.2 Platform 2.0 Paid Features

The following features are under development for the 2.0 platform. CityByApp™ manages the billing, processing, and infrastructure — the organization simply uses the tools.

Fundraising Management

Nonprofits can create, publish, and manage fundraising campaigns directly through their CityByApp™ profile. CityByApp™ handles payment processing, donor receipts, tax-deductible acknowledgments, and campaign analytics. The nonprofit focuses on the mission; the platform handles the operations.

Revenue model: Transaction-based fee on donations processed, plus optional premium campaign features.

Ticket Sales & Event Management

Organizations can sell tickets to events (galas, festivals, workshops, sports, performances) through their CityByApp™ profile. The platform handles ticket generation, payment processing, attendee management, check-in tools, and post-event analytics.

Revenue model: Per-ticket processing fee, plus optional premium features (reserved seating, multi-tier pricing, early access).

Membership Management & Billing

Organizations with recurring membership models (chambers of commerce, civic associations, clubs, fitness centers, professional orgs) can manage member enrollment, dues collection, renewal reminders, member directories, and tiered membership levels — all within CityByApp™.

Revenue model: Monthly SaaS fee or per-member processing fee for recurring billing.

Enhanced Analytics & Reporting

Advanced analytics for sponsors and premium organizations: conversion tracking, demographic insights, competitive benchmarking, custom report generation, and exportable data. Goes beyond the baseline analytics dashboard included in free access.

Revenue model: Monthly subscription tier.

ShopByApp™ Commerce Layer

Local businesses can sell products and services directly through their CityByApp™ listing. E-commerce functionality, order management, local delivery/pickup coordination, and payment processing — purpose-built for local commerce, not competing with Amazon.

Revenue model: Transaction-based fee on sales processed.

CivicByApp™ Government Tools

Premium municipal tools: department publishing workflows, permit and license integration, public notice management, constituent communication tools, and cross-department analytics. Extends beyond the free government profile into a full civic operations layer.

Revenue model: Annual municipal SaaS contract.

10.3 Revenue Model Summary

Feature	Who Pays	Pricing Model
Baseline Access	No one (sponsor-funded)	Free — permanent
Fundraising Mgmt	Nonprofits (optional)	Transaction fee on donations
Ticket Sales	Any organization (optional)	Per-ticket processing fee
Membership Billing	Membership orgs (optional)	Monthly SaaS or per-member fee
Enhanced Analytics	Sponsors / premium orgs	Monthly subscription
ShopByApp™	Local businesses (optional)	Transaction fee on sales
CivicByApp™ Premium	Municipalities (optional)	Annual SaaS contract

KEY DISTINCTION

Baseline access is never reduced to pressure upgrades. The free tier is real, permanent, and fully functional. Paid features solve new problems — they don't gate existing functionality. This is how trust-based civic infrastructure works. Organizations upgrade because the tools deliver ROI, not because their free access was degraded.

12. Program Lifecycle Phases

Phase	Timeline	Description
Phase 1	June 2026 – ~2028	The Founding 50. Select and honor one hero per state capital. Full ceremony, Certificate of Honor, Virtual Key, governor invitation, sponsor recognition, media coverage. Indiana launches Wednesday, July 29, 2026. Each ceremony activates an entire state.
Phase 2	Post-50 Activation	Brand Legacy & Platform Growth. HeroByApp™ becomes the origin story. The Founding 50 are permanently honored. 100% of operational resources shift to CityByApp™ platform growth, municipal adoption, sponsor revenue, Platform 2.0 feature launches, and ByApp.ai development.
Phase 3	Optional / Ongoing	Self-Service Community Recognition. If sponsor demand exists, a lightweight, self-service feature within CityByApp™ allows sponsors to fund local hero recognition. The company does not manage ceremonies, vetting, or logistics. This is a platform feature, not a company-managed program.

13. Why Not 60,000 Heroes

There are approximately 19,500 incorporated cities and towns in the United States. Including census-designated places, unincorporated communities, and townships, the number exceeds 60,000.

If HeroByApp™ were to honor a hero in every community — with vetting, a ceremony, a certificate, a medal, a framed letter, sponsor coordination, governor/mayor outreach, and media — the operational requirements would be:

THE OPERATIONAL REALITY OF “EVERY COMMUNITY”

Vetting and selecting 60,000+ nominees. Coordinating 60,000+ ceremonies with local officials, sponsors, and media. Producing 60,000+ certificates, medals, and framed letters. Managing sponsor relationships for each individual community. If annual: repeating all of the above every year — that is 230 ceremonies per business day, every business day, forever.

This would require a dedicated team of **20–50 people** just to manage the hero program — event coordinators, regional managers, logistics and fulfillment, sponsor relations, public relations, and administration. That is not a program feature. That is an entirely separate operating company with its own P&L, its own headcount, and its own leadership.

That is not our business. Our business is building the Intelligent Infrastructure Platform™ for an AI-connected world. HeroByApp™ is how we activate it. It is not the business itself.

14. Phase 3: Optional Self-Service Community Recognition

If there is demonstrated sponsor demand for community-level hero recognition after the Founding 50 are complete, CityByApp™ may offer a self-service feature within the sponsor dashboard. This is optional, sponsor-funded, and entirely distinct from Phase 1.

Phase 1 vs. Phase 3 Comparison

Dimension	Phase 1 (Founding 50)	Phase 3 (Self-Service)
Who selects the hero	CityByApp™ Inc.	Local sponsor
Who manages the process	CityByApp™ Inc.	Sponsor (self-service tools)
Ceremony	Company-produced event	Sponsor-hosted (optional)
Certificate	Company-designed, branded	Template-generated by sponsor
Medal / Framed Letter	Yes — company-produced	Optional — sponsor-funded
Scope of impact	Opens statewide eligibility	Community-level recognition only
Company staffing required	CEO + core team	Zero staff required
Frequency	Once per state (permanent)	At sponsor's discretion

NON-NEGOTIABLE BOUNDARY

CityByApp™ Inc. will never commit to managing hero ceremonies in 60,000+ communities. Any future community-level recognition must be sponsor-initiated, sponsor-managed, and require zero company operational resources beyond providing the platform tools.

15. Team FAQ

Every team member should be able to answer these questions clearly and consistently. These are the most common questions we receive from sponsors, government officials, and the public.

Q: Will we honor a hero in every community?

A: No. We honor one hero per state capital — 50 total. These are the Founding 50. Each hero's ceremony makes CityByApp™ statewide eligibility available. There is no plan to expand to community-level hero ceremonies managed by our team.

Q: What happens after all 50 states are activated?

A: HeroByApp™ becomes the origin story of CityByApp™. The Founding 50 are honored permanently. The company's focus shifts entirely to platform growth, municipal adoption, sponsor revenue, Platform 2.0 paid features, and ByApp.ai.

Q: Can a sponsor get a hero for their specific community?

A: Not during Phase 1. After the Founding 50 are complete, we may offer a self-service community recognition feature that sponsors can manage themselves. This is optional, sponsor-funded, and requires zero company staff involvement in ceremonies or logistics.

Q: Will there be a new hero every year?

A: No. The Founding 50 are permanent. They do not rotate. They are not annual selections. Their honor is a one-time, lasting recognition that built the platform for their state.

Q: Is HeroByApp™ the company's core business?

A: No. HeroByApp™ is the go-to-market activation strategy. The core business is CityByApp™ (verified civic platform), ByApp.ai (intelligent infrastructure), and the ecosystem of products they power — ShopByApp™, CivicByApp™, and the global sister city network. HeroByApp™ is how we earn trust and launch. It is not the product itself.

Q: Do nonprofits have to pay for CityByApp™?

A: No. Baseline access is free and permanent for every organization in an activated state — nonprofits, businesses, and government agencies. This access is funded by HeroByApp™ Sponsors. When Platform 2.0 launches, organizations can optionally upgrade to paid features like fundraising management, ticket sales, and membership billing — but they are never required to, and their free access is never reduced.

Q: What are the paid features?

A: Platform 2.0 introduces optional tools: fundraising campaign management (with payment processing and donor receipts), ticket sales and event management, membership billing and dues collection, enhanced analytics, ShopByApp™ local commerce, and CivicByApp™

premium government tools. CityByApp™ manages the billing infrastructure; the organization uses the tools.

Q: How does the company make money?

A: Three revenue streams: (1) HeroByApp™ Sponsorships — three tiers from Local & Regional to State Sponsor to National & Global. (2) Platform 2.0 transaction and SaaS fees — fundraising, ticketing, memberships, commerce. (3) CivicByApp™ municipal SaaS contracts. Baseline access is always free, funded by the sponsor model.

Q: Who gets a certificate at the ceremony?

A: Four tiers only, no exceptions: (1) The Hero — Certificate of Honor with medal and framed letter. (2) The hero's affiliated organizations as listed in the Letter of Legacy — Recognition Certificates with Virtual Keys. (3) The State Governor — State Certificate with Virtual Key. (4) One host or key dignitary — Certificate of Civic Partnership. The total varies by hero (Indiana's inaugural ceremony produced 18 certificates). We do not issue certificates to other elected officials, sponsors, attendees, or media. See Section 7 for the full framework.

16. Messaging Guidelines

When communicating about HeroByApp™ externally — to sponsors, press, government officials, or the public — use the following language framework.

Use This Language

- “The Founding 50 — 50 heroes, 50 states, one platform for the nation.”
- “One hero per state capital makes CityByApp™ statewide eligibility available.”
- “Heroes built the foundation for America’s civic platform.”
- “From Honor to Infrastructure™ — one ceremony at a time.”
- “The hero is the catalyst. The platform is the product.”
- “Everyone in the state gets free, permanent baseline access. No trial. No expiration. Premium tools available when you’re ready.”
- “When you’re ready for more, Platform 2.0 tools are there — but they’re never required.”

Avoid This Language

- “Every community will get a hero.” (Implies a commitment we are not making.)
- “We’ll honor heroes in your town next.” (Creates expectation of community-level ceremonies.)
- “Annual hero selection.” (Implies rotation or replacement of the Founding 50.)
- “Your hero is coming.” (Overpromises to communities outside state capitals.)
- “Free for now.” (Implies baseline access will be taken away. It won’t.)
- Any framing that positions HeroByApp™ as an ongoing events company or recognition program.

17. Strategic Rationale

This framework is not about doing less. It is about protecting the company's ability to do what it was built to do.

CityByApp™ x ByApp.ai is a world-class corporation in its own right — a verified civic platform connected to an intelligent infrastructure layer, serving every municipality, business, nonprofit, and citizen in the United States and, through sister cities, globally. Building, scaling, and operating that platform — and the 2.0 revenue features that make it self-sustaining — is a massive undertaking that requires the company's full focus.

If the company were to simultaneously manage an ongoing hero recognition program across 60,000 communities, the operational burden would consume the resources that should be building the platform, closing municipal deals, supporting sponsors, launching Platform 2.0 features, and developing AI-powered civic tools. The hero program would become the tail wagging the dog.

The Founding 50 model gives us everything we need: trust, press, emotional resonance, sponsor engagement, and a clear activation path — with a defined finish line. After that finish line, every resource goes into building the platform that the heroes made possible and the revenue-generating features that make it self-sustaining.

THE BOTTOM LINE

HeroByApp™ is a 50-hero activation program with a clear finish line — not an ongoing community recognition engine. After activation, the company's entire focus shifts to platform growth, municipal adoption, sponsor revenue, Platform 2.0 paid features, and ByApp.ai. The heroes built the bridge. Now we cross it. The nonprofits, businesses, and government agencies they activated will use that bridge forever — and when they're ready, Platform 2.0 gives them the tools to do even more.

18. About CityByApp™ x ByApp.ai

HeroByApp™ is a program of CityByApp™ Inc. — a world-class civic technology corporation building the future of civic trust. The following mission and vision represent the company and platform that every HeroByApp™ ceremony activates.

Company Mission

To build the trusted civic infrastructure that connects every community, business, and citizen to the services and opportunities that shape daily life.

Company Vision

To become the operating system for civic trust — starting in the United States and scaling to every community on Earth.

The Platform

CityByApp™ is the verified civic platform — connecting municipalities, businesses, nonprofits, and citizens through trusted, verified profiles and tools. **ByApp.ai** is the intelligent infrastructure layer — AI-powered civic agents, real-time data, and governance-grade automation. Together, they form a unified ecosystem serving every community in the United States and, through sister city partnerships, globally.

The platform ecosystem includes ShopByApp™ (local commerce), CivicByApp™ (municipal AI tools), RealtyByApp™ (real estate), and a growing suite of department-specific AI agents — all governed by a Civic Trust Layer that ensures no AI action is taken without explicit human authorization.

THE FUTURE OF CIVIC TRUST

CityByApp™ x ByApp.ai is not a directory. It is not an app. It is civic infrastructure — a verified, AI-powered platform designed to serve every municipality, business, nonprofit, and citizen in the United States. HeroByApp™ is how we earn the trust to build it. The platform is what we build with that trust.

Jerome Mark Mikulich

Founder & CEO
CityByApp™ Inc.
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