



**The social network that protects your personal data**

# Youzzers, the story of one young man's idea for a new and unique social network

Behind Youzzers, we find Steven Hori. This young engineer, who arrived in Switzerland 5 years ago, first created his own company named "HoriLis" which specialized in IT, audiovisual, photography, publicity, on-line shopping and the sale of all sorts of products.

It was at this moment that this idea emerged: "I am someone who likes to have control over my data, to be in contact with my friends and colleagues and profit from the technological advances in the area of communications and Internet sharing".

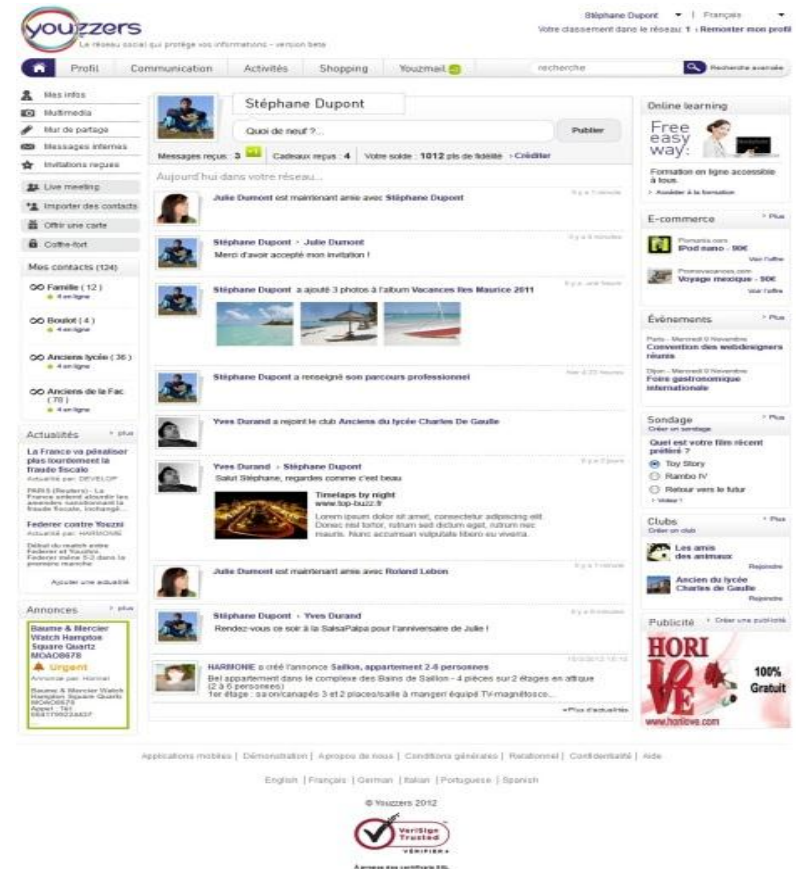
I wanted to offer another alternative to the current social networks. I thought of creating a service where one's personal data is neither revealed nor sold for commercial purposes or to people one does not know, where the user is his own master and is the sole proprietor of his/her data.

Steven Hori then formed an IT, communications and marketing team and created his network named "Horiconnect" in 2010.

In September 2011, to succeed HoriLis, Steven created H-Technologies SA and renamed the Horiconnect social network as "Youzzers".

The first beta version of Youzzers appeared at the beginning of 2012. Youzzers is a communal social network which includes the following functions: e-learning, e-commerce, safety boxes, classified ads, surveys and forums.

Steven Hori describes it as a "hybrid" which is both a professional social network and an interactive one. It protects the private sphere; each user is the sole proprietor of his data, documents, videos, audio, photos, etc. The control over one's private data is, in effect, one of the foundations of Youzzers' philosophy. "When one deletes a photo, it really disappears from our servers". And when one deletes his/her account, everything is deleted and really deleted). At the moment, Youzzers regroups nearly 200,000 members both individuals and private clubs.



# Youzzers' features

## E-learning

This module allows schools and universities to make their courses (electronic version) available online to all members of the network.

The training is divided into the following segments:

- Subject matter and level of Diploma offered
- School / University
- Curriculum
- The possibility of taking an exam on the school/university premises

The schools / universities have the possibility of offering single courses or a curriculum defined by:

- Subject matter and level of Diploma offered
- Timeframe
- Course schedule
- At each stage, possibility of taking online multiple question tests
- Examination process

In the near future, the use of interactive numerical tables will be possible.

Thanks to partnerships with schools and universities, the "e-learning center" will be available on a worldwide scale. This should also lead to aiding developing nations.

The user will register on the social network and will be able to follow a chosen training for an estimated cost of 1 or 2 Euros.



# Safety Box

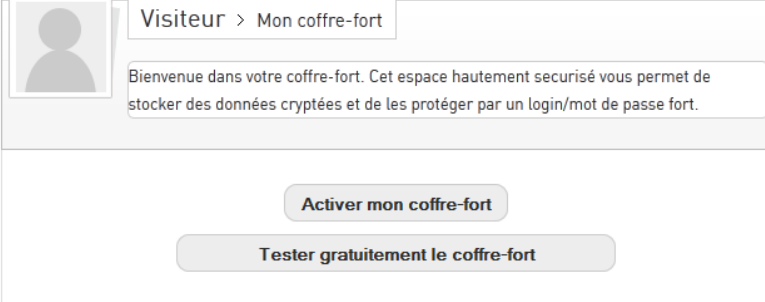
Directly incorporated into the user's profile is the "safety box" feature which enables the user to store all his/her personal data. Only the user himself/herself has access to this data.

The features of this service:

- Activation of the safety box
- Creation of a space which is protected by a password
- Within this space the user can define the characteristics, for e.g.
  - Name (e.g.: bank)
  - URL of the service (e.g.: www.mybank.ch)
  - Login
  - Password
  - Remarks

The data is stored and encrypted (AES 128 à 256 bits) for a price ranging from CHF 20.- à CHF 30.- per year.

If the password is lost, the data cannot be recuperated.

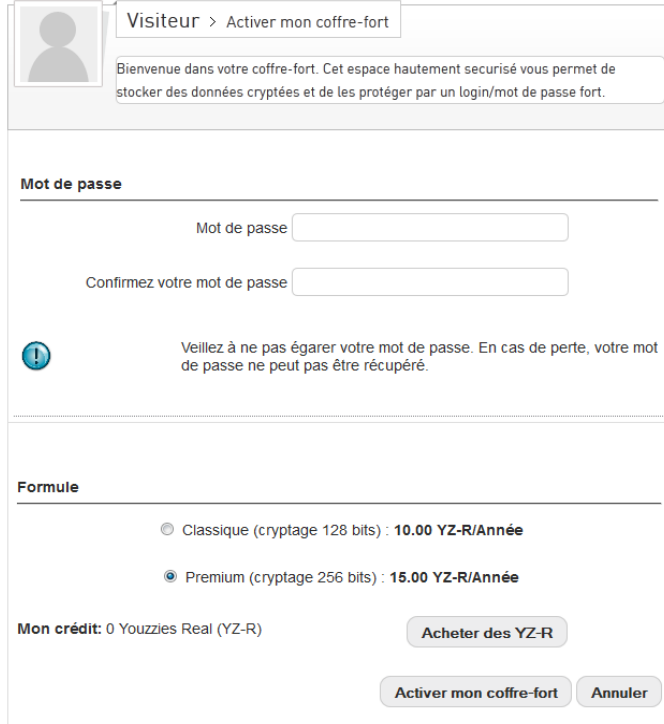


Visiteur > Mon coffre-fort

Bienvenue dans votre coffre-fort. Cet espace hautement sécurisé vous permet de stocker des données cryptées et de les protéger par un login/mot de passe fort.

[Activer mon coffre-fort](#)

[Tester gratuitement le coffre-fort](#)




Visiteur > Activer mon coffre-fort

Bienvenue dans votre coffre-fort. Cet espace hautement sécurisé vous permet de stocker des données cryptées et de les protéger par un login/mot de passe fort.

**Mot de passe**

Mot de passe

Confirmez votre mot de passe

 Veuillez à ne pas égarer votre mot de passe. En cas de perte, votre mot de passe ne peut pas être récupéré.

**Formule**

Classique (cryptage 128 bits) : 10.00 YZ-R/Année

Premium (cryptage 256 bits) : 15.00 YZ-R/Année

Mon crédit: 0 Youzzies Real (YZ-R) [Acheter des YZ-R](#)

[Activer mon coffre-fort](#) [Annuler](#)

# Management of Mailboxes

Youzzers offers a real mailbox which has a capacity of 1Giga and offers the possibility of creating e-mail addresses.

The user can send/receive e-mails to/from both network members and non-members.

The user has direct access to the mailbox and the number of new messages received is indicated.

The e-mails are highly encrypted and therefore very secure.

## Features:

- Creation of e-mail addresses (ex: my-email@youzmail.com)
- SMTP service (Postfix) for sending/receiving e-mails
- Antispam (spam assassin) and anti-virus
- Configuration of your e-mail addresses with other suppliers, such as Yahoo, Gmail, etc.)
  - Quota 1 Go + POP connection on the additional mailbox (leaving the mail on POPS)
  - Possibility of creating files to organize the mail
  - Possibility of moving the mail
  - Box for spam
  - Research function (full text search) under name, title, content

All these services are accessible on iPhone and Android.



Creez votre adresse email sur youzzers.com

@youzmail.com Disponible ?  
Créer mon adresse youzmail !

This screenshot shows the 'Paramètres email premium' configuration page. It includes a sidebar with navigation options like 'Boîte de réception', 'Éléments envoyés', 'Brouillons', 'Corbeille', 'Spam', and various folders. The main content area shows the user's profile and a search bar. Below the search bar, it indicates 'Vous utilisez 3.66% de votre espace (Compte Prémium - 1GB limite)' and provides a 'Retour à webmail' button. The 'Ajouter plus de temps pour email premium' button is also visible. The 'Paramètres email premium' section includes fields for 'Serveur pop\*', 'Utilisateur\*', and 'Mot de passe\*', along with a 'Port\*' dropdown set to '109' and an 'SSL' dropdown set to '(si nécessaire)'. An 'Ajouter' button is located below these fields. At the bottom, a table lists existing POP accounts with their respective servers, usernames, passwords, ports, and SSL settings.

Serveur pop	Utilisateur	Mot de passe	Port	SSL	action
pop3.mondomaine.ch	info@mondomaine.ch	*****	110		
mail.mondomaine.fr	say@mondomaine.ch	*****	110		



# Multimedia albums

Each user can create albums containing videos, photos, audio files or documents (formats PDF, TXT, DOC, PPT).

These albums can be configured as follows:

- Non visible
- Visible only to my friends
- Visible only to my friends and their friends

Users can create and organize their play lists. The interface for managing an album facilitates the insertion / transfer of a file from one album to another.

Users can access their play lists and listen to their selected titles anywhere, anytime.

Since Youzzers is also available on iPhone and Android, it is also possible to enjoy these videos, photos and music anywhere.



The image shows a social media post and a mobile application interface. The top part is a screenshot of a post by Stéphane Dupont, titled "Stéphane Dupont a ajouté 3 photos à l'album Vacances Iles Maurice 2011". It features a profile picture and three landscape photos of a tropical beach. Below this is a section for mobile applications, showing three smartphones (BlackBerry, iPhone, and Nokia) displaying the Youzzers app. To the right of the phones, there are two bullet points: "On your iPhone & Android!" with sub-points about connecting from anywhere, working with camera and contacts, and quick download; and "Youzzers Control, Innovation, Secure sharing". At the bottom, there are two buttons: "Mobile Applications" with a phone icon and "Demonstration" with a play button icon.

Stéphane Dupont a ajouté 3 photos à l'album **Vacances Iles Maurice 2011**

- On your iPhone & Android!
  - ▶ Connect from your smart phone from anywhere you are!
  - ▶ Works with photo camera and contacts of your phone!
  - ▶ Download the application in just a few moments
- Youzzers Control, Innovation, Secure sharing

Mobile Applications      Demonstration

# Live Meeting A/V

Youzzers includes a conference system with incorporated whiteboard.

Several users can meet together and work on the same whiteboard with the writing and drawing tools provided. The background can also be personalized.

This feature opens new possibilities for e-learning, presentation of products and online conferences; several users can communicate with one another without any limit to the number of video conference participants.

This feature is also a bridge to instant messaging.

MSN, AIM, Yahoo, ICQ users can access their accounts from any place at any time.

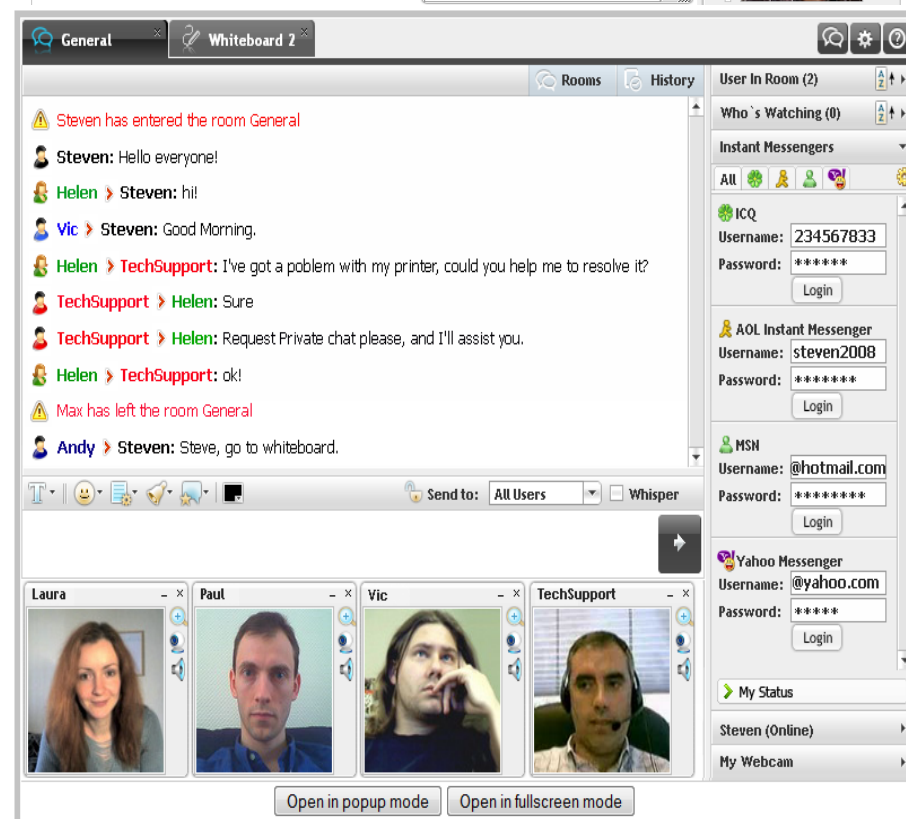
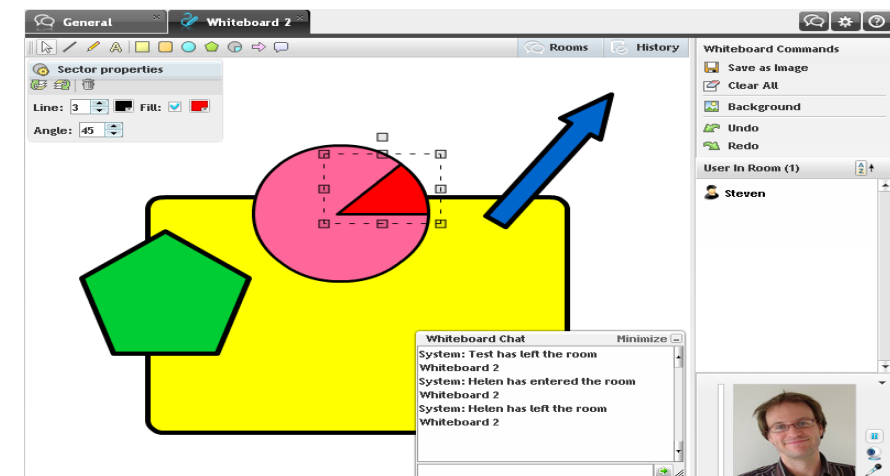
For Live Meeting, Youzzers offers all basic features of the regular Desktop Messenger software such as: chat, list of friends, administration of contacts.

Users have access to these functions: Firewall / Webcam and micro pause / Forbid and authorize viewing of my webcam / Deactivate audio and video / Who can see me.

Youzzers also enables users to participate online in games such as chess, checkers and all sorts of multi-user games.

It enables the user to create new game rooms or join existing ones.

Each game room is comprised of chat text, game alerts, and a chat which creates an atmosphere of real presence.



# Other tools which make up the uniqueness of Youzzers

## What's new?

A simple feature to post on one's wall or on the news thread, one's desired contacts, one's mood or occupation.

## News

On the lefthand side of the sharing wall, Youzzers offers a box for urgent notices and news as it happens. An efficient tool for alerting all of the social network's users and for distributing information.

## Events

On the righthand side of the sharing wall, the user's upcoming events or public events are visible. One click on "plus" gives access to the events page.

## Surveys

Youzzers enables the posting and creation of random surveys. On the righthand side of the wall, the users can access the survey page.





## Clubs

The Youzzers member can create a club and invite other users to join it.

This free option enables the creation of clubs with paying memberships and the possibility of receiving payment via "Paypal" through a secondary account.

The creator becomes the administrator of his/her club.

He/she determines the club's rules and regulations.

Youzzers permits, above all, the total isolation of the club from the social network. Thus, if he/she so desires, the user-creator can possess his/her own mailbox enabling the exchange and sending of text, audio and video messages emitted from a microphone and a webcam.

## Personal diary

Along the same lines, Youzzers enables the creation of a personal diary and the possibility of sharing it with users of his/her choice.

## Forums

The user can participate in forums where discussions, the sharing of knowledge and information on specific subjects takes place.

The interface enables the user to sort by theme the subjects which interest him/her and also to create a subject or theme at will.

The screenshot displays three distinct sections of the Youzzers user interface, each with a user profile picture and a breadcrumb trail.

**Section 1: Clubs**  
Breadcrumb: Horinal > Clubs  
Search: Rechercher (Taper le nom du club recherché)  
Buttons: Créer un club, Afficher mes clubs, Invitations, Demandes  
Content: Tous les clubs

**Section 2: Mon journal intime**  
Breadcrumb: Horinal > Mon journal intime  
Privacy: Qui peut voir mon journal intime? (Personne à part moi)  
Button: Ajouter une publication quotidienne

Date	Titre de la journée	Description de la journée	Action
24/03/2012	My life	Hello This is my life	
25/03/2012	My Heart	My love. Hello I love you	

**Section 3: Forums**  
Breadcrumb: Horinal > Forums  
Search: Rechercher (Taper le nom du forum recherché)  
Display: Afficher: Tout le monde  
Button: Créer un nouveau forum.

**First date!**  
tell us about your dates!

Ice-breakers at a date.	8 post(s)	<a href="#">Editer</a>
What if the photo won't match?!	3 post(s)	<a href="#">Editer</a>
Votre avis sur Youzzers	0 post(s)	<a href="#">Editer</a>
Les Jouets en Bois	2 post(s)	<a href="#">Editer</a>
Que pensez vous de mes 200 vidéos sur Youtube	0 post(s)	<a href="#">Editer</a>

**Break-ups!**  
Ways to break up onoine and in a real life. Caeses, thoughts, opinions.

If a girl leaves you...	2 post(s)	<a href="#">Editer</a>
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## Classified ads

Youzzers offers users the possibility of inserting, consulting and selecting different ads by category. Users can also carry out a search using a key word or consult their own ads.

## Shopping

Youzzers' members may benefit from an online boutique through which they can benefit from products on sale (high quality) at very advantageous prices and this exclusively.

2% of the price will revert to charitable associations and to humanitarian projects.

## E-cards

(virtual cards with a musical background)

Youzzers enables its users to send a virtual card with a musical background to a friend for a birthday or any other event. Youzzers also offers cards for sale. The money received for these will be used to support free education for all and create a fund to finance start-up IT projects.

The image shows a screenshot of the Youzzers website interface. It is divided into three main sections:

- Annonces** (Classified Ads):
  - Top ad: **Saillon, appartement 2-6 personnes**. Annonce par: HARMONIE. Description: Bel appartement dans le complexe des Bains de Saillon - 4 pièces sur 2 étages en attique (2 à 6 pers...)
  - Bottom ad: **Baume & Mercier Watch Hampton Square Quartz MOAO8678**. Urgent. Annonce par: HARMONIE. Description: Baume & Mercier Hampton Square Quartz MOAO8678 Appel : Tél: 004179922443
- E-commerce**:
  - Offer 1: **IPod nano - 90€** from Pixmania.com. Voir l'offre
  - Offer 2: **Voyage mexique - 90€** from Promovacances.com. Voir l'offre
- Free E-cards**:
  - Header: Faites plaisir à un(e) ami(e) en lui envoyant une carte.
  - Card 1: **Abstrait** (2) - L'art est mystérieux...
  - Card 2: **Anniversaire** (1) - Image of a birthday cake.
  - Card 3: **Amour** (1) - Aimer une personne est un désir d'être près de lui. Dites lui que vous avez besoin de lui!
  - Card 4: **Amour** (1) - Image of a couple.

## Youzzers Agenda

<https://www.youzzers.com/agenda>

Youzzers Agenda enables the user to organize his schedule online; accessible through a simple Internet navigator. Also accessible via iPhone and Android under the heading "Organization". Youzzers Agenda is free but requires the creation of a Youzzers account. The calendar, by default, is shown in weekly view, (though other views are available at the bottom of the calendar).

The agenda is functional immediately, therefore it only needs to be filled in.

Creation of reminders. The user receives reminders in his/her personal mailbox.

The appointments created can be modified; the format of the hours, dates and weeks on the agenda can be configured; possibility of adding several alerts (reminders).

Créer un RDV

Titre\*

Toute la journée

Dès\*: 03/21/2012 00 00

Jusqu'à\*: 03/21/2012 00 00

Lieu

Ajouter une alerte

Avant: 1 Jours

Enregistrer Annuler

Périodicité:  Jamais  Chaque jour  Chaque semaine  
 Chaque mois  Chaque année

Commentaire: Votre commentaire

Fermer Enregistrer

Horinal > Agenda

Rechercher Taper le nom de rdv recherché

Créer un RDV

Mars 2012 Aujourd'hui

Lu	Ma	Me	Jeu	Vend	Sam	Dim
27	28	29	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

Rendez-vous

Music Lundi pur 16h00  
Dès: 26/3/2012 16:00  
Jusqu'à: 26/3/2012 19:00  
Lieu: Pur Lausanne  
Music Lundi Bar pur 16h00  
Alertes

Ajouter une alerte

O2-UK 11:09 85%

youzzers

Le réseau sociale qui protège vos informations

Actualité Multimédia Message Activité

Organisation Mes amis Profil Relationnel

Réglages

# Interview with Steven Hori

## **How did you come up with the idea for Youzzers ?**

I am someone who likes to have control over my personal data, to be in contact with my friends and colleagues and to take advantage of the technological advances in the area of communications and internet sharing.

I wanted to offer an alternative to the current social networks. I thought of creating a service where one's personal data is not revealed or sold for commercial purposes or to people one does not know. The user is his own master and the sole proprietor of his/her personal data.

## **Why did you choose the name of Youzzers ?**

We place our users at the center of the action so that they have the possibility of changing their environment without having to wait for others. The "You" in Youzzers means that the user is at the center of our development and our concerns.

## **What differentiates Youzzers from other social networks ?**

It is a "hybrid" which is both a professional social network and an interactive one. It protects the private sphere; each user is the sole proprietor of his data, documents, videos, audio, photos, etc.

The control over one's private data is, in effect, one of the foundations of Youzzers' philosophy. "When one deletes a photo, it really disappears from our servers".

And when one deletes his/her account, everything is deleted (a deleted account is really deleted). The system is not going to say to you "welcome back" if you register again. Our cookies respect the authorized limit; we listen to our users. That is what makes us different!

## **What does Youzzers offer “in addition”?**

Through our social network platform, users have greater control over the content they publish. The platform provides the most up-to-date means of information sharing and learning throughout the world and gives users access to our “Online e-learning” (Free Easy Way).

Youzzers enables one, among other things, to administer one’s personal profile, to improve one’s mind, to participate in surveys, to create clubs, to communicate with other users, to encrypt data, to write personal diaries, to buy products through e-commerce.

The network is equipped with advanced security in relation to the management of personal data (user accounts) and all unwanted publicity is avoided.

## **What are Youzzers objectives in the near future?**

I now have the good fortune to be working with a team of 15 people (7 in France and 8 in Switzerland); creative and motivated people who are not afraid to meet the challenges that the future holds. Our wish is to create 100 jobs in Switzerland, Europe and North America.

Youzzers is THE IDEAL PLACE to meet on the Internet. A secure place which offers maximum video conference quality.

I have also provided for the sharing of our systems in Europe by the end of 2012.

On the technical level, the platform doesn’t yet have API (Application Programming Interface). In the 3<sup>rd</sup> phase of the project, we will integrate Application Programming Interface (API) to enable other developers to build additional applications on an interface which is healthy and improved compared to that of our competitors.

I like technology and high definition; I am therefore going to put into place technological tools which will influence everyone’s daily life.

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