

Comfort

THE PROMOTION GUIDE

Find the comfort that fits the moment.

What Comfort offers, who it is for, and how to show it well. For influencers, live creators and agencies.

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01 · THE PITCH

Comfort in one minute

Comfort is the app for finding the right people, the right place and the right plan for the moment, and having fun along the way. It is free, for adults 18 and over, on Google Play and at icomfortyou.com.

> **"Find the comfort that fits the moment."**
>
> The one-line pitch. Say it at the start or the end of every post.

The 15-second pitch

Comfort puts your people, your places and your plans in one app. Meet someone new or reconnect with your school set. Find a place people actually recommend. Make the plan in the chat, tell your loved ones, and check in when you're home. Then go live, play games, and grow your own audience.

Why it's different

1. **Everything connects.** A person leads to a place, a place leads to a plan, a plan leads to fun. Nothing stands alone.
2. **It's built on trust.** Usernames, never real names. Areas, never addresses. Checks named for what they are: "Identity checked", "Photo checked".
3. **It's made here.** Naija first: Pidgin, Yoruba, Igbo and Hausa rooms, NYSC, campus hostels, Detty December, owambe on lives. It also works in the UK, Ghana, the US and beyond, in each person's own currency.

02 · AUDIENCES

Who it's for

Six audiences. Pick the one your followers belong to, and lead with what they want.

AUDIENCE	WHAT THEY WANT	LEAD WITH
City professionals	New people, things to do after work, a plan that isn't awkward	Comforters, Tables, Experiences, plans in the chat
Students	A roommate, a hostel, their campus crowd	Hostels and roommates, campus groups, Rooms
Corpers	Their state, their platoon, their camp friends	NYSC spaces and platoons, Your past
People who miss old friends	Their school set, their old street, their old community	Reconnect: Your past
Live creators	An audience, gifts, a reason to show up every day	Go live, battles, voice rooms, real gifts, the Creator Programme
Agencies	Hosts to recruit and keep	Agencies, the Creator Programme, Promote Comfort

Comfort is for adults only. Never aim a post at anyone under 18.

03 · HOW IT CONNECTS

How it all connects

People, Places and Plans. Every feature hands you to the next, so sell it in that order: meet someone, take it somewhere, make it a plan, then have fun.



People

who you meet

- Home
- Comforters
- Add friends
- Reconnect: Your past
- Mystery Match
- Chats and calls
- Stories and Channels



Places

where you go

- Map
- Places people recommend
- Rooms
- Vibes
- Hostels
- NYSC
- Gym



Plans

when it happens

- Plans in a chat
- Tell my loved ones
- My week
- Tables
- Experiences
- Detty December
- City challenge

PEOPLE → TAKE IT SOMEWHERE → PLACES → MAKE IT A PLAN → PLANS

Play Fun done with people, at places, as plans: lives, gifts, battles, voice rooms, the Game Centre, Play videos.

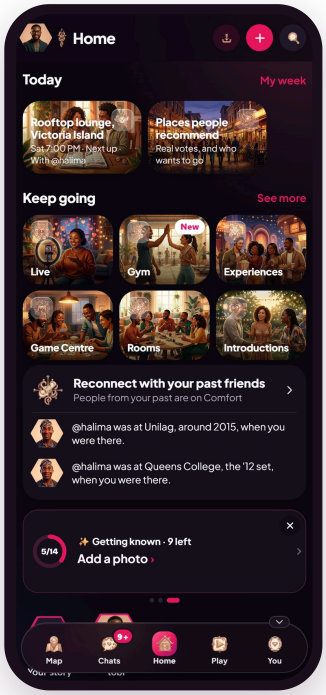
You Where it all adds up: your page, avatar and level, Earn, your invite link, Safety.

04 · PEOPLE

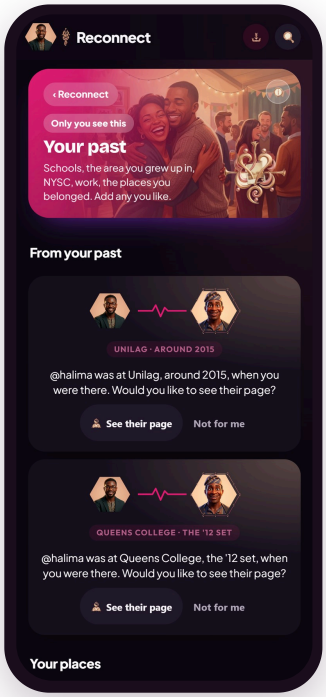
People: who you meet

Sell one feature per post, and always end on the next door: "...and then you can make it a plan."

FEATURE	WHAT IT DOES	SAY ON CAMERA
Home	Today's plans, the doors you use most, people near you	*"Open it and it already knows what's next."*
Comforters	Company for a moment: dinner, a listening ear, a night out, a city tour	*"Don't go alone. Find someone for the moment."*
Add friends	By username, a six-digit code in person, or your invite link	*"Met someone at the party? Swap codes, done."*
Your past	Add your school, NYSC camp, street or workplace; you're both nudged when your years meet	*"Your '12 set is on here. Comfort tells you both."*
Mystery Match	A five-minute voice call; faces only if both tap a heart	*"Voice first. Faces only if you both want."*
Introductions	A friend introduces two people; a chat opens only if both say yes	*"Let your friends play matchmaker, safely."*
Chats	Messages, voice notes, video calls, groups, plans, time capsules	*"From hello to plans, in one place."*
Stories, Channels	24-hour stories with polls and quizzes; a channel for your followers	*"Your day, your updates, your people."*



Home



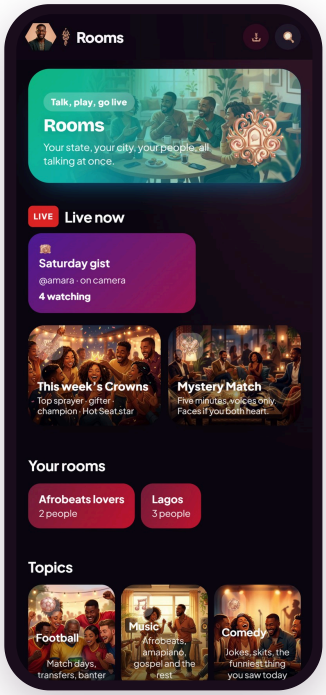
Your past

05 · PLACES

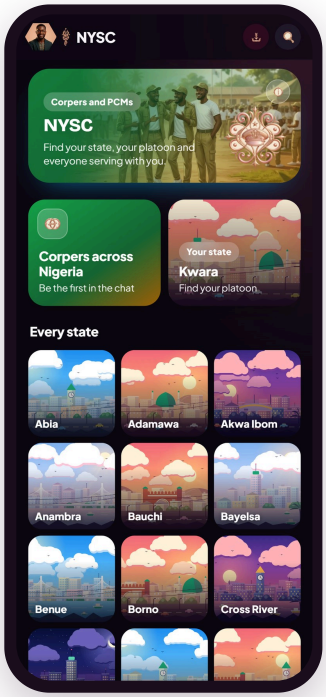
Places: where you go

Found your people? Now find the place.

FEATURE	WHAT IT DOES	SAY ON CAMERA
Map	Your country and its cities, by area; never anyone's exact spot	*"See where the vibe is, without seeing where anyone lives."*
Places	Spots people recommend with a thumbs up or down, then go with someone	*"Real votes from real people, not ads."*
Rooms	City rooms, topic rooms (football, music, comedy, faith, health, games), language rooms	*"Talk football in Pidgin with your city."*
Vibes	Experiences, Asks and plans in your city	*"What's happening this weekend, in one scroll."*
Hostels	Roommates, hostels and what people really paid; known scams blocked	*"Find a roommate without the agent wahala."*
NYSC	A space for every state and platoon	*"Your platoon is already here."*
Gym	Check in, train with a partner, the Food Calorie Checker	*"Snap your plate, see roughly what's on it."*



Rooms



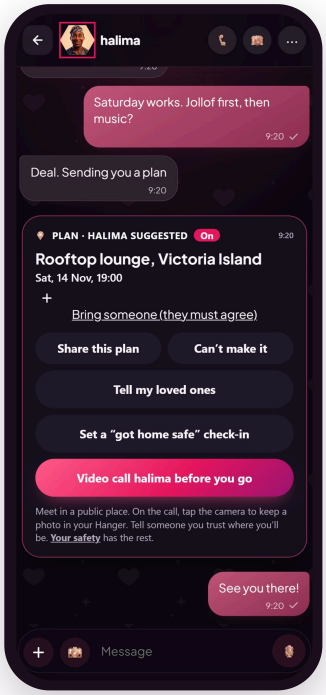
NYSC

06 · PLANS

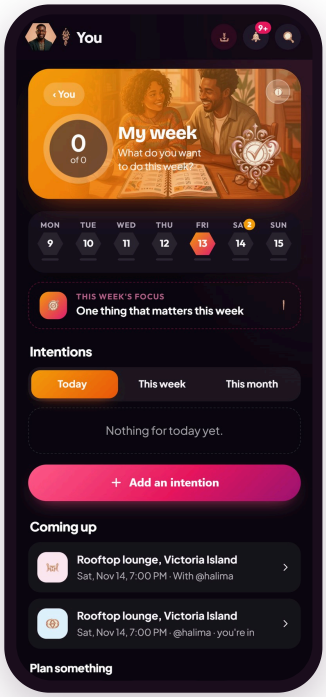
Plans: when it happens

Got a place? Make it a plan.

FEATURE	WHAT IT DOES	SAY ON CAMERA
Plans in a chat	Where and when, agreed by both; a plus-one only if the other says yes	*"Make the plan right in the chat."*
Loved ones	Your saved loved ones get the plan, with a got-home-safe check-in	*"Your people know where you're going. You stay in control."*
My week	Daily, weekly and monthly goals with streaks; an optional cheer-on friend	*"Plan your week, tick it off, keep your streak."*
Tables	Small tables of four to six, one moment, a public place	*"A seat at a table, not a crowd."*
Experiences	Occasions in each city, plus Detty December and the season's specials	*"December is planned. Are you coming?"*
City challenge	A weekly theme per city; the most real likes wins Comfort money	*"Post your best, win the week."*



A plan in a chat



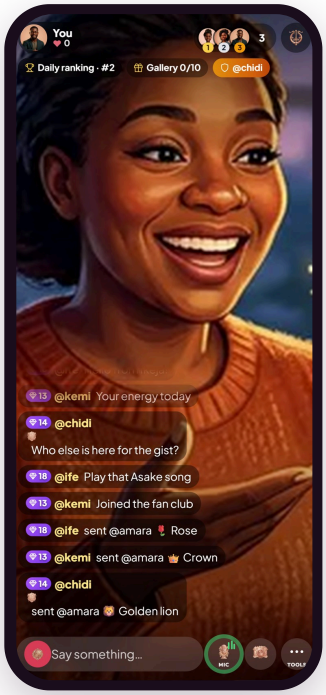
My week

07 · PLAY

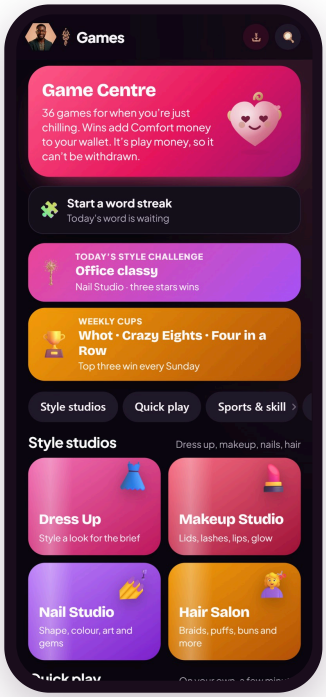
Play: the fun part

Plans made? Now play.

FEATURE	WHAT IT DOES	SAY ON CAMERA
Go live	Camera or voice only, up to eight guests, battles, voice rooms, polls, games on the live	*"Go live with your friends, not alone."*
Gifts	Hundreds of drawn gifts, cinematic moments, fan clubs, gifter levels	*"Every gift lands like a movie scene."*
Real gifts	Viewers pay the host directly; 100% goes to the host and Comfort holds nothing. Gifts on the web and the Play app, tickets on the web	*"Your fans pay you, not the platform."*
Creator Programme	Monthly stages with live and app tasks; awards up to ₦201,000 after the team's review	*"Show up, hit your targets, get rewarded."*
Game Centre	36 games: board, cards, style studios, skill games; alone or with people	*"Ludo, Whot, chess, dress-up. One app."*
Play and Create	Short videos, duets, stories, vibes, the weekly challenge	*"Post it, duet it, win the week."*



A live



Game Centre

08 · YOU

You: your world

FEATURE	WHAT IT DOES	SAY ON CAMERA
Your page	Avatar, status, level, the steps to a complete profile	*"Your page feels like home."*
Earn	Comfort money for real steps; play money for gifts and games	*"Every real step earns you something to play with."*
Invite friends	Your own link; friends who join and finish their profile are counted for you	*"Bring your people. Your link counts them."*
Safety	Panic button, loved ones, reports and blocks, your standing	*"Safety you can feel, not just read about."*

09 · TRUST

Safety and trust

Trust is why people say yes to meeting. Say it plainly in every post that shows people meeting up.

Usernames only. Nobody sees your real name unless you tell them.

Areas, never addresses. The map shows cities and areas. Distance is worked out on your own phone and rounded.

Checks named for what they are. "Identity checked" and "Photo checked" are done by Comfort's team. Comforters who meet in person need both and are 18+.

Plans you control. Both agree the plan. Tell your loved ones, set a got-home-safe check-in, share "On my way" without your location.

A Panic button. One press alerts Comfort's team and your saved loved ones, with your location only if you allow it.

Blocks that hold everywhere. Chats, lives, rooms, stories and suggestions, both ways.

Your past stays yours. Nobody can browse who went to a school. Either person can say "Not for me" without the other being told.

Money stays with people. Comfort records nothing on lives and never holds money: real gifts and tickets go straight to the host.

10 · TALKING POINTS

Influencers

Make one feature feel personal, then point to the rest. Post the film once, then follow it with short videos of your own, one feature each.

The reunion. "I added my secondary school on Comfort and it told me someone from my set was there too." Show Your past, never the other person.

The plan. "We made the plan in the chat, I told my sister, and I checked in when I got home." Show the plan card.

The night in. "Ludo with my guys, then I joined a voice room in Pidgin." Show the Game Centre and Rooms.

Your first posts, day by day

DAY	POST	FEATURE TO SHOW
1	The film, with your link	Everything
2	"Who I'd meet"	Comforters, Add friends
3	"My school set is here"	Your past
4	"Where we're going"	Places, Rooms
5	"How we planned it"	Plans in the chat, loved ones
6	"Going live tonight"	Go live, gifts
7	"Game night"	Game Centre
8	"My page"	Your page, avatar, Earn
9	Recap: the film again	Your link in caption and bio

Always: your own link from Promote Comfort in the caption and your bio, the word "free", and "18+".

Live creators

Sell the live as an event your followers don't want to miss, and give them a reason to come back tomorrow.

- **One tap to go live.** Camera or voice only. No title needed.
- **Bring guests.** Up to eight people on camera, nine layouts, or a voice room with numbered seats.
- **Battles.** Best of three or one five-minute round, scored in points from gifts and free cheers. Nothing to bet on.
- **Gifts that feel like a show.** Big gifts get film bars, a flash and the sender's name like a film credit, with their own sound.
- **Fans who stay.** Fan clubs, gifter levels, your Guardian badge, scheduled lives with Remind me.
- **Real money, 100% yours.** Real gifts on icomfortyou.com and in the Google Play app; paid-live tickets on icomfortyou.com. The money goes to your own payment account; Comfort takes nothing and holds nothing. The iPhone app follows once Apple approves.
- **The Creator Programme.** Seven stages a month. Stage 5 unlocks a ₦75,000 award and Stage 7 a ₦201,000 award, both after the programme's requirements and the team's review.
- **Your numbers.** Live Center shows each live's minutes, viewers, comments, gifts and new followers.

> "I'm live on Comfort every evening at 8. Come through, join the fan club, and if you want to go live too, use my link."

Don't say "You will earn ₦201,000." Say "The programme has monthly awards for hosts who hit their targets."

Agencies

An agency recruits hosts, keeps them showing up, and grows with them. Sell Comfort to your hosts as the place where showing up is measured fairly and rewarded.

- **Start or join an agency** from Agencies in the app. Hosts join with your agency ID.
- **A monthly path for your hosts:** clear stages, tasks, progress they can see, and awards after the team's review.
- **Your hosts keep their real money.** Real gifts and tickets go straight to each host's own payment account.
- **Only real activity counts.** That protects honest hosts and honest agencies.
- **Recruit with the film,** using the agency captions and your link.

> "We're building a team of hosts on Comfort. Battles, voice rooms, fan clubs and a monthly programme. Join through our link and message us."

11 · THE FILM

The film, and how to post it

2 minutes 42 seconds, vertical 9:16, with original music. Download it from icomfortyou.com/promote, where there is also a shorter 1:39 cut. Every face in it is a drawn character; no member appears.

TIME	CHAPTER	WHAT IT SHOWS
0:00	Opening	The emblem: "Find the comfort that fits the moment"
0:07	Everything connected	People, Places and Plans arrive one by one
0:15	People	Home, Comforters, adding friends, Your past, Mystery Match, chats
0:58	Places	The map, places people vouch for, rooms in your language, campus and corpers, Gym and the Food Calorie Checker
1:35	Plans	The plan in the chat, getting home safe, your week
1:59	Play	Going live and gifts, 36 games and Houseparty, Play videos and creators
2:23	You	Your avatar, your month wrapped
2:33	End card	"Free on Google Play · icomfortyou.com"

How to post it

1. Open **icomfortyou.com/promote** on your phone, signed in, so the captions carry your own link.
2. Tap **Share the video** to send it straight to TikTok, Instagram, WhatsApp or Status, or **Download the film** and post it from your gallery.
3. Paste a caption from the page. Put your link in your bio too.
4. Shorter limits: trim to the opening, one chapter and the end card. Never cut the end card or its small print.

Captions, ready to post

On the Promote Comfort page each caption already carries your link. Below, {link} stands for it.

Everyone

1. Found my new favourite app. Comfort: people, places and plans for the moment, plus chats, lives, rooms and games. Join me: {link}
2. Your school, your NYSC camp, the street you grew up on. Comfort nudges you when someone from your past is there too. Join me: {link}
3. Plans with people you actually want to see. Make the plan in the chat, tell your loved ones, check in when you're home. {link}

Live creators

1. I'm going live on Comfort. Come say hi, send a gift, join my fan club: {link}
2. Creators: go live on Comfort with guests on camera, battles and voice rooms. Join with my link: {link}
3. Comfort's Creator Programme rewards hosts who show up every month. Join me and start your season: {link}

Agencies

1. Building a team of live hosts? Start your agency on Comfort and grow together: {link}
2. Our hosts go live on Comfort: battles, voice rooms, fan clubs and a monthly programme. Join through our link: {link}
3. We're looking for new hosts for our Comfort agency. Sign up here, then message us: {link}

Hashtags: #Comfort #ComfortApp #icomfortyou #LiveOnComfort #NaijaApps

What to say, and what never to say

One wrong claim can get a post taken down or mislead someone. These rules protect you, your followers and Comfort.

SAY	NEVER SAY
"Comfort money is play money for gifts and games."	That Comfort money is real money, or can be withdrawn, sold or swapped for cash
"Real gifts go straight to the host. Comfort holds nothing."	That Comfort pays out gifts or keeps a cut
"The Creator Programme has monthly awards, after the team's review."	"You will earn ₦201,000", or any promised income
"Identity checked" or "Photo checked"	"Verified", "guaranteed safe" or "100% safe"
"Comfort is free and for adults 18+."	Anything aimed at people under 18
"Areas, never addresses."	That you can find where someone lives or is right now
"Comfort nudges you both when your past meets."	That Comfort matches people, or shows who went to a school
"Company for a moment: dinner, a chat, a night out."	Anything sexual or suggestive about Comforters or meeting up

- No one else's face, chat, username or location in your posts without their yes.
- Keep the film as it is. Trim it if you need to, but add no claims, other brands' logos, or music you don't have the rights to.
- Don't explain how levels, rewards or the programme count things. Say "only real activity counts".
- Use your own link only. No spam, no fake accounts.

Questions people will ask

Is it free?
Yes. Comfort is free to join and use.

Where do I get it?
Google Play on Android, or open icomfortyou.com on any phone and add it to your home screen. The iPhone app is coming.

Is it a dating app?
No. It's for finding people, places and plans for the moment: friends, company, events, games and lives. Some people meet up; nothing is sexual.

Who are Comforters?
Members who offer company for a moment, like a dinner, a city tour or a listening ear. Those who meet in person have their identity and photo checked by Comfort's team and are 18+.

Can people see where I live?
No. Comfort shows areas and cities only, never an address or anyone's live location.

What is Comfort money?
Play money everyone gets for gifts, games and fun inside Comfort. It is never withdrawn and has no cash value.

How do creators make real money?
Real gifts and paid-live tickets go from the viewer straight to the host's own payment account. Comfort takes nothing. Creator Programme awards are paid by Comfort after the team's review.

How does Your past work?
You add places from your life. If someone else added the same place and your years meet, Comfort nudges you both by username. You decide whether to say hello. Nobody can look up who went where.

What if someone bothers me?
Block or report them from their page, a chat or a live. Blocks hold everywhere, and the team reviews every report.

How does my invite link work?
Friends who join with your link and finish their profile are counted for you in People you invited, and you get the invite reward in Comfort money.



Comfort

Find the comfort that fits the moment.

Free on Google Play · icomfortyou.com

18+ only · Usernames only · Areas, never addresses · Comfort money is play money and is never withdrawn