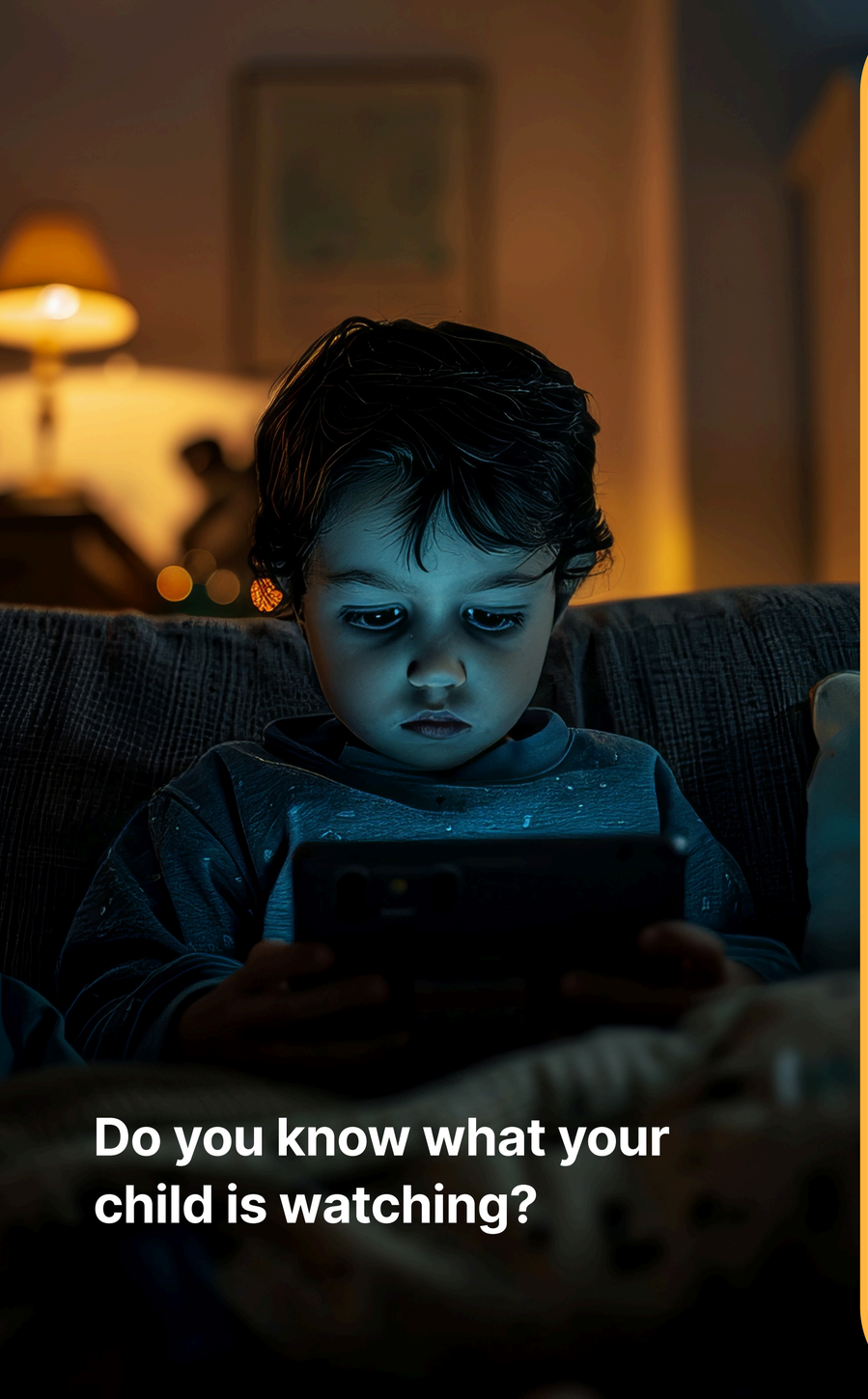
Assalomu Alaikum

This is Fonus a children’s streaming platform where ethics, learning, and fun come together.



The Global Problem

More than 1 Billion parents have lost control over what their kids watch online.

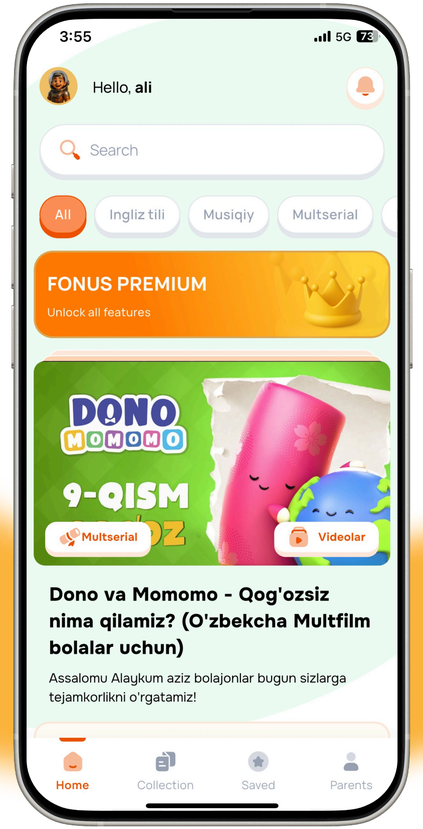
They're exposed to addictive, inappropriate content on platforms like YouTube harming their *focus, behavior, and values.*

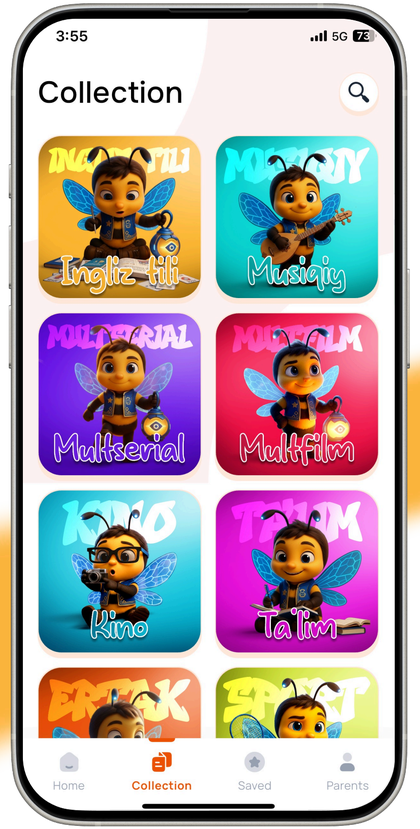
How do we solve the problem?

We're building a safe and culturally intelligent ecosystem for kids

- Filtered Contents
- Parental Control
- Zuzu (AI helper)
- Learning through play

Our App


3:55
Hello, ali
Search
All
Ingliz tili
Musiqiy
Multserial
FONUS PREMIUM
Unlock all features
DONO MOMOMO
9-QISM
Multserial
Videolar
Dono va Momomo - Qog'ozsiz nima qilamiz? (O'zbekcha Multfilm bolalar uchun)
Assalomu Alaykum aziz bolajonlar bugun sizlarga tejamkorlikni o'rgatamiz!
Home
Collection
Saved
Parents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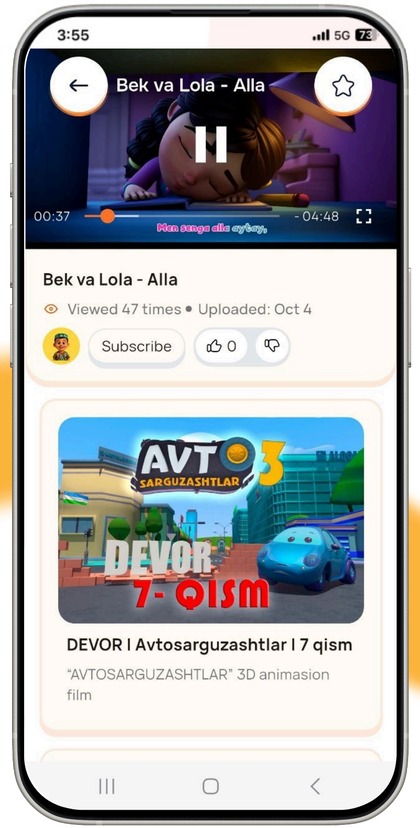
Parents


3:55
Bek va Lola - Alla
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Bek va Lola - Alla
Viewed 47 times • Uploaded: Oct 4
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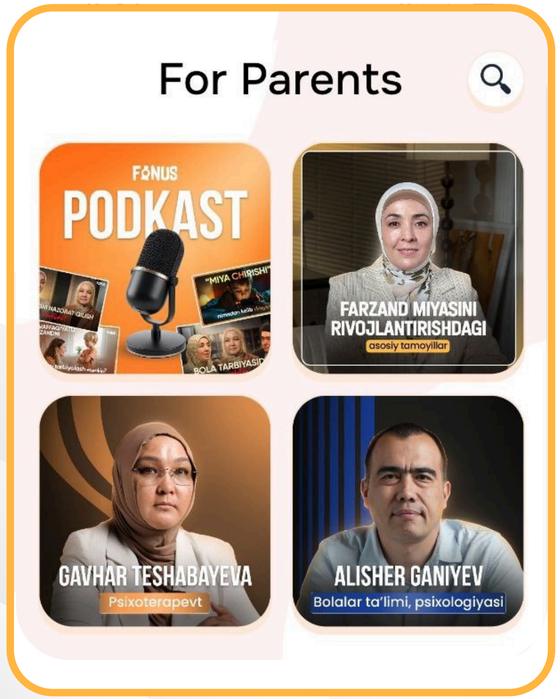
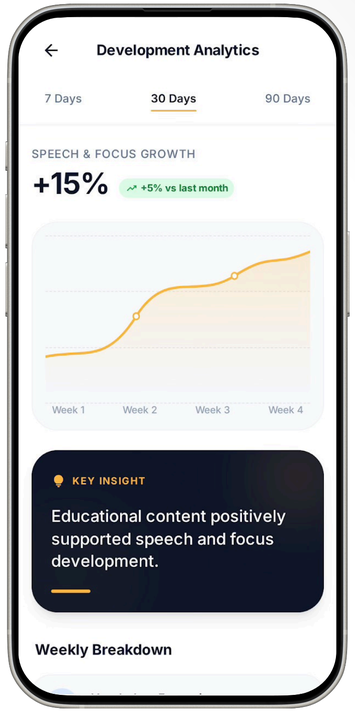
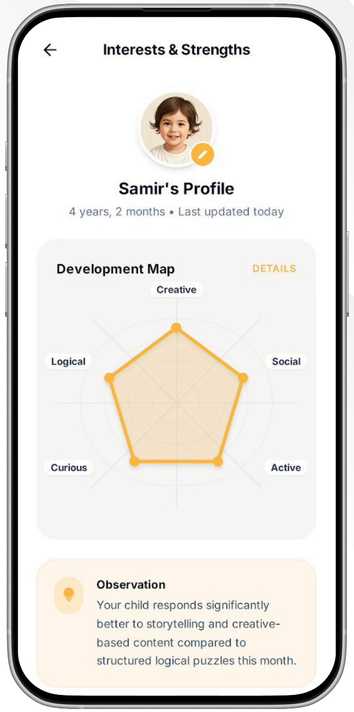
AVTO SARGUZASHTLAR 3
DEVOR
7- QISM
DEVOR I Avtosarguzashtlar I 7 qism
"AVTOSARGUZASHTLAR" 3D animasion film

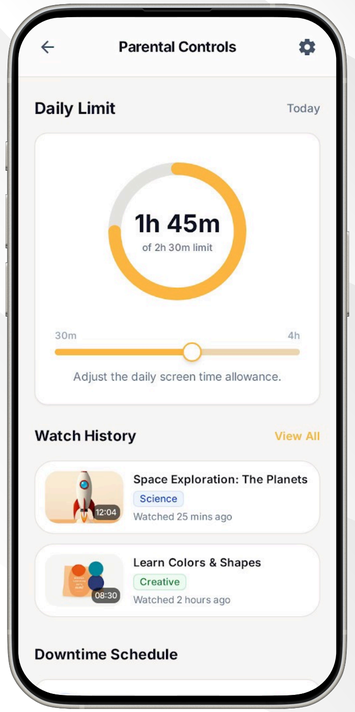
Hilola Sodiq qizi
Search
BOLALAR MIYASINI RIVOJLANTIRUVCHI
o'yinlar
Videolar
Miya Rivojlantiruvchi O'yinlar
Ushbu video-darslikda Dr. Hilola Sodiq qizi farzandlarimiz miyasini rivojlantiruvchi o'yinlar
GADJETSIZ
hayotga qadam
Videolar

Parental section





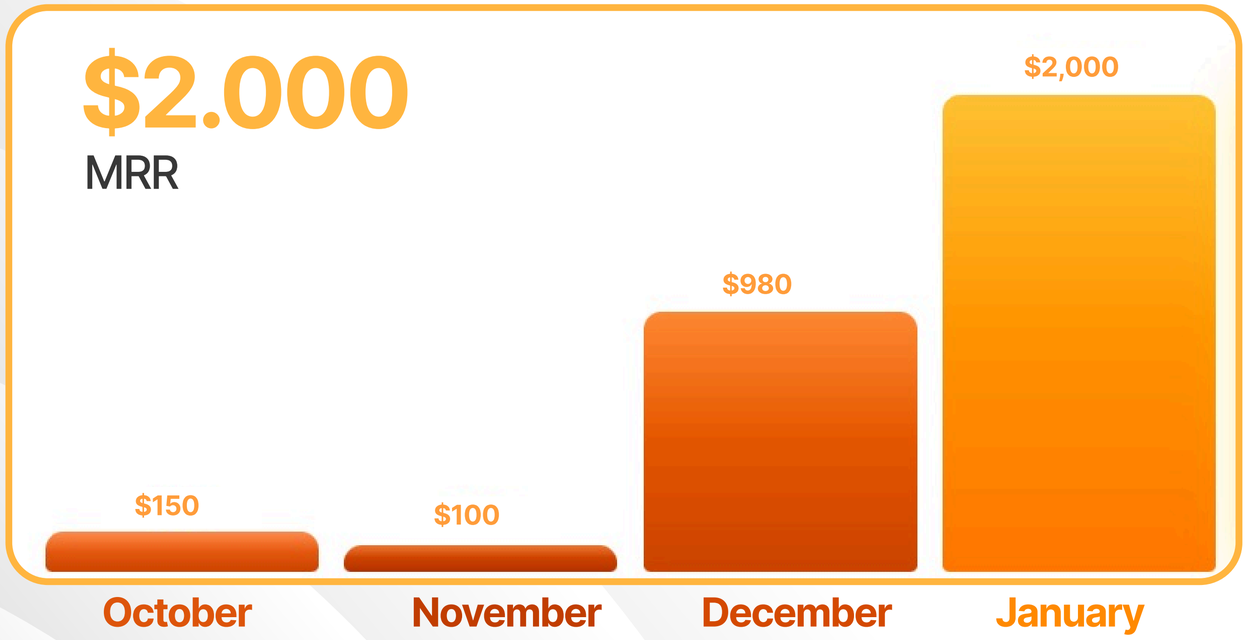




Traction

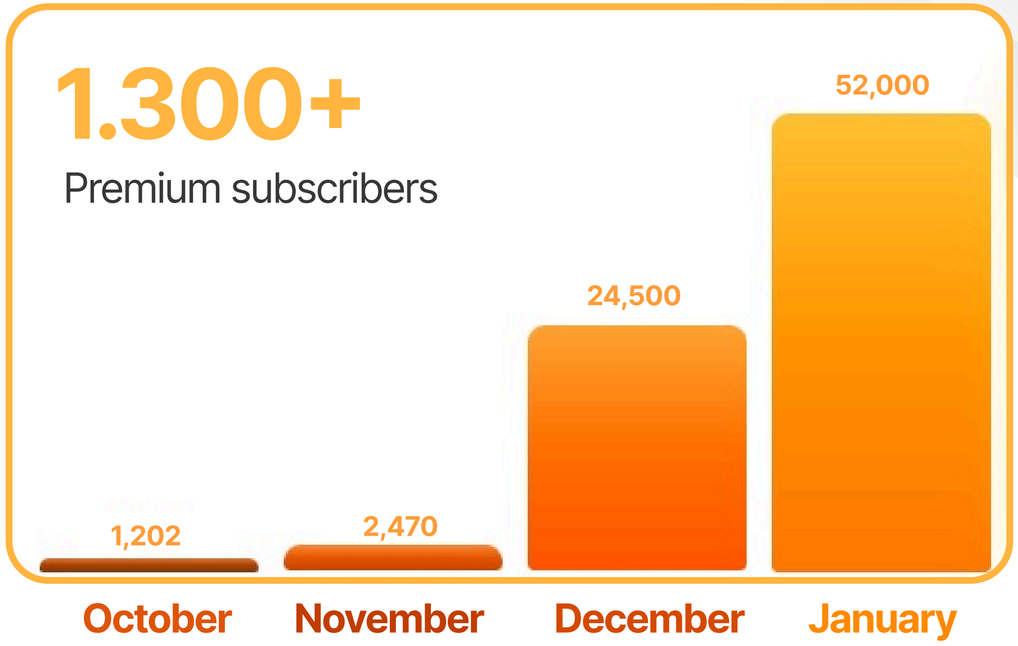
Total revenue $4.210

+1 233%



Total users 52.000+

+4 226%



Funds Allocation & Outcomes

Product development **40%**
Marketing & Growth **35%**
Operations & Infrastructure **25%**

Revenue - $4.200
Users - 52.000
Premium Subscribers - 1.300
MRR - $2.000
Smart Tv App
IOS | Android APP
Team 15+
Premium lessons for parents 40+

Marketing Statistics

$0,05
CPI (Cost per Install)

$1,8
CAC (Customer Acquisition Cost)

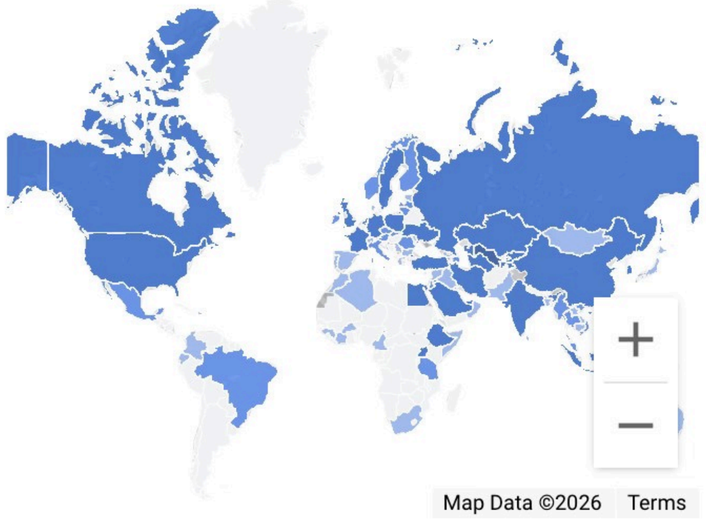
20months/$33
LTV (Lifetime Value)

Top 5 Rank
Google Play – Video Players Category (UZ)

6k/30k
DAU / MAU

5%
Churn rate

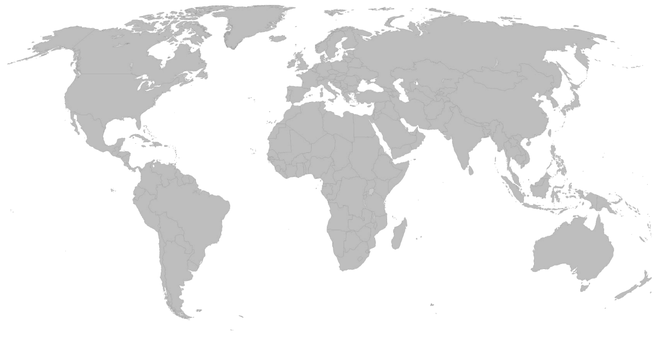
Active users by Country



COUNTRY	ACTIVE USERS
Uzbekistan	57K
Russia	402
Kyrgyzstan	322
Indonesia	292
United States	274
Netherlands	259
Poland	250

Market Size

TAM



Global Market

$13.6 B

SAM

MENA

$1.1 B

SOM

Central Asia

$240 M

Business model

FREE

$ 0 / 1 month

Plan includes:

- Ad-free environment
- All videos and stories

Fonus mini

A convenient plan for an easy and safe start

$ 1.6 / 1 month

Plan includes:

- Ad-free environment
- All videos and stories
- Blocking Apps (IG | YT | Tik Tok)
- Premium lessons for parents
- 1 month of app usage

Fonus MAX 42% cheaper

One year of peace and security – maximum savings

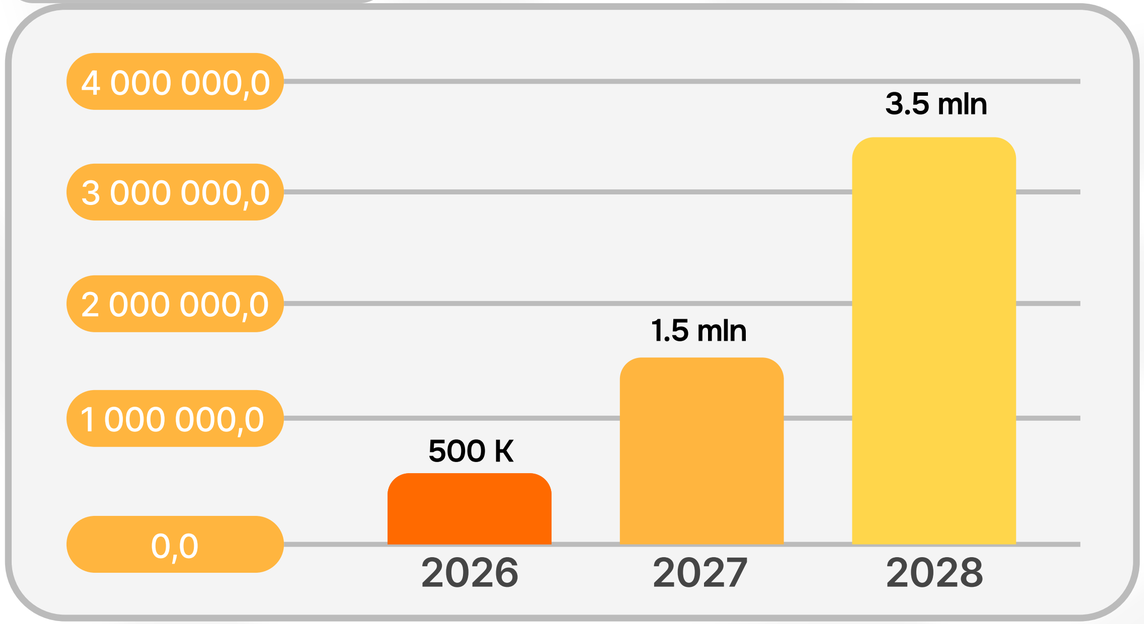
$ 13.5 / 12 month

Plan includes:

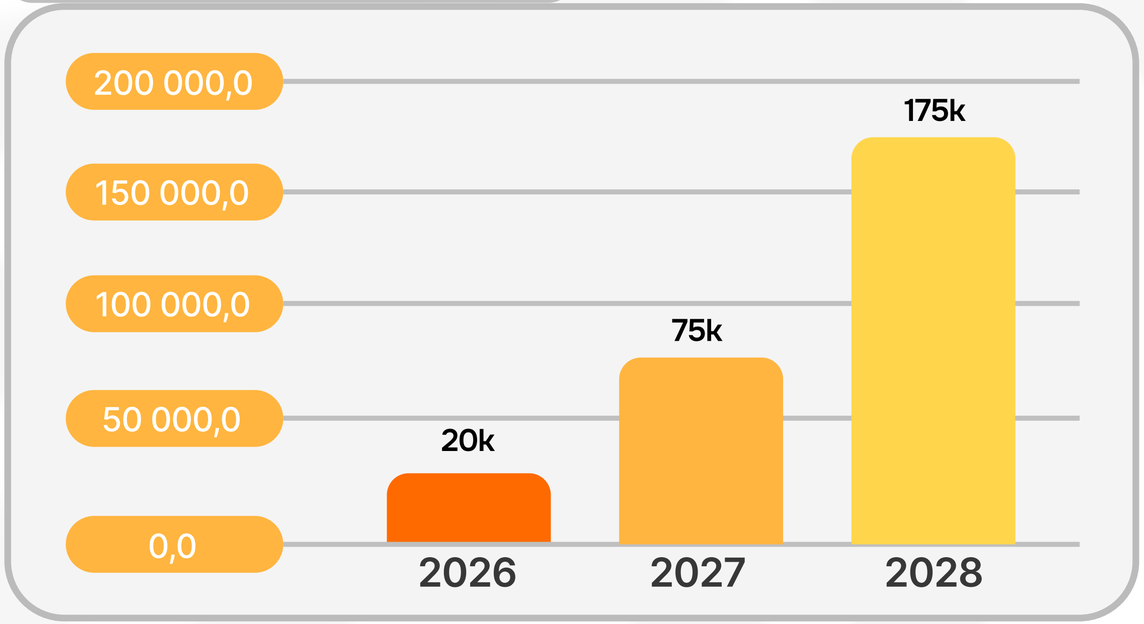
- Ad-free environment
- All videos and stories
- Blocking Apps (IG | YT | Tik Tok)
- Premium lessons for parents
- 1 year of app access

Key perfomance indicators

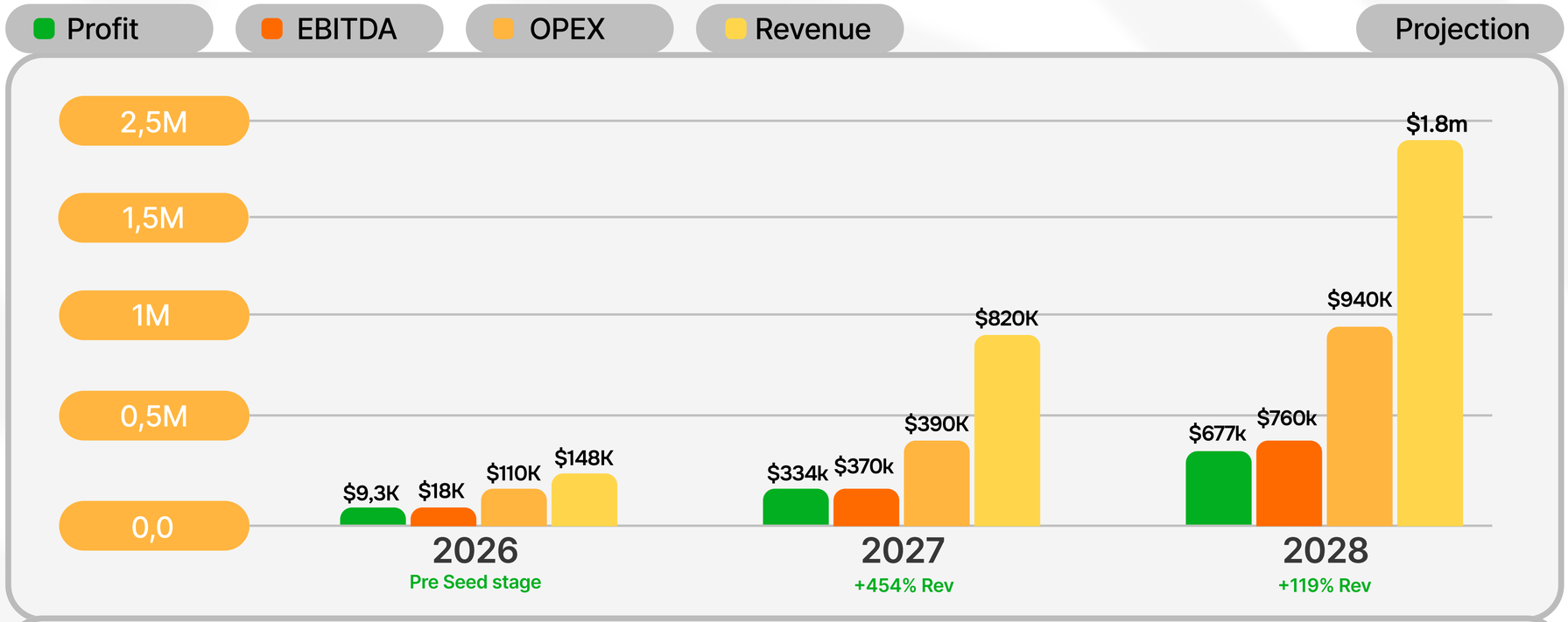
Users growth



Premium subscribers grrowth



3-Year Financial Forecast



12x	73x	42%	$1.8M	$677k	$16M
Revenue	Profit Growth	EBITDA Margin 2028	Revenue Target 2028	Net Profit 2028	Projected Valuation

Competitors in the Global market

	FONUS	YouTube Kids	durioo +	Local TV / OTT
Filtering	✓	(Limited)	✓	✓
Parental Control	✓	✗	✗	✗
Ad Free Envirement	✓	✗	✓	✗
Educational Course with experts	✓	✗	✗	✗
AI Helper Blocking Apps	✓	✗	✗	✗

Product Development Plan

2025 ✅

- Core kids video library
- Parental control system
- Mini courses for parents
- Smart TV application
- Product–market fit

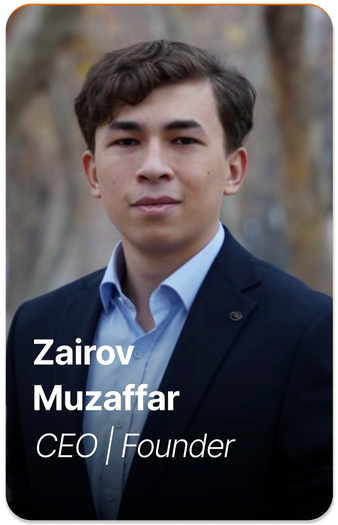
2026

- **Gamification system**
- **AI Helper for kids and parents**
- **Individual recommendation system**
- **Central Asia launch**
- **Offline kids mode**

2027

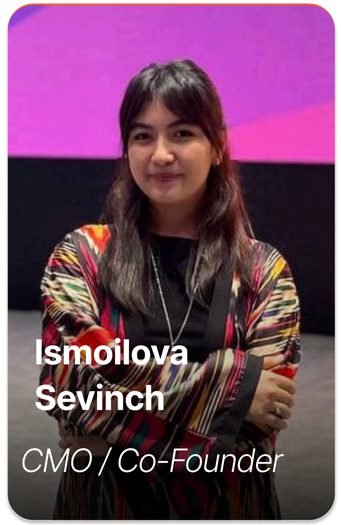
- Merchandise and educational kits
- B2B plans for schools and kindergartens
- Parents dashboard
- Multilingual content engine
- Parents community

Team



Zairov Muzaffar
CEO | Founder

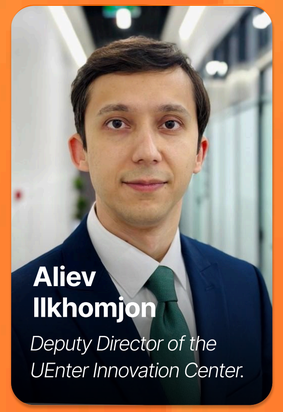
Tavakkalov Diyorbek
CFO | Co-Founder



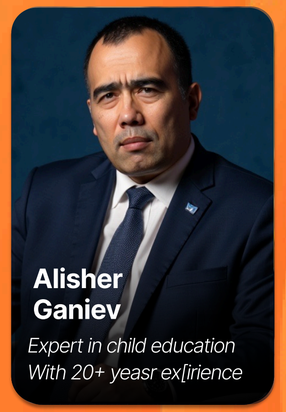
Ismoilova Sevinch
CMO / Co-Founder

Usmonov Ziyomukhammad
CTO

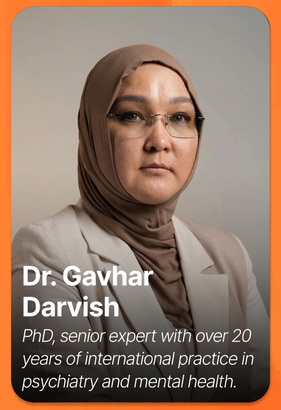
Advisors



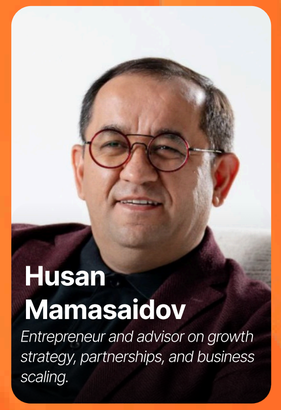
Aliev Ilkhomjon
Deputy Director of the UEnter Innovation Center.



Alisher Ganiev
Expert in child education With 20+ yeasr ex[irience



Dr. Gavhar Darvish
PhD, senior expert with over 20 years of international practice in psychiatry and mental health.



Husan Mamasaidov
Entrepreneur and advisor on growth strategy, partnerships, and business scaling.

Investment ask

$10.000
Bootstrapped
IDEA STAGE

$25.000
IT Park Venture
MVP STAGE

$100.000
PRE - SEED Round

USE OF FUNDS

$100,000 • PRE-SEED ROUND ALLOCATION

PRODUCT DEVELOPMENT	40%
MARKETING & GROWTH	30%
OPERATIONS & INFRASTRUCTURE	30%

Expected results

Registration 500.000
(Conversion rate: 4%)

Premium users 20.000
(ARPU: $1.6)

MRR $30.000

- Entry to Central Asian market
- Ai integration
- Gamification system
- Individual recommendation system

FONUS

We don’t just filter — **we guide, we teach, we protect.**

App Store

Android