

Interest-based Connections

Niche Events

tan  sh

Unique Locations

# Market Issues

## The Market is Fragmented

Ticketing, matchmaking, and chatting happen in different apps. Endless online messaging rarely leads to offline meetings.

## The "Going Alone" Barrier

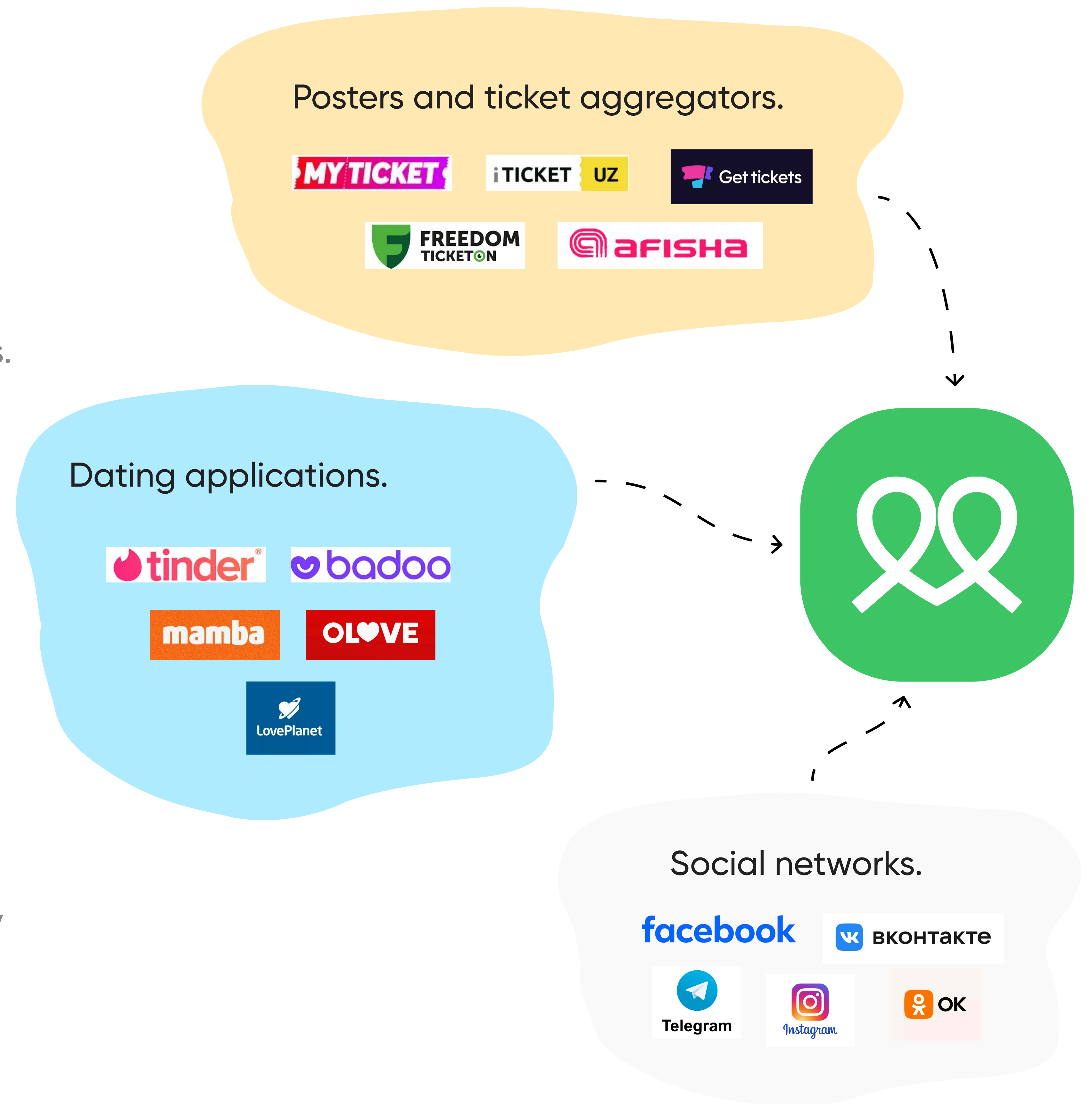
Traditional posters lack social proof. People hesitate to buy tickets when they have no idea who else is attending.

## Organizers are blind

Ticketing platforms hide attendee data. Event creators have no CRM tools to build and retain their own community.

## Invisible without a budget

Organic reach on social media is dead. Major aggregators only push top-tier artists, ignoring local and niche events.



# Problems addressed by the project

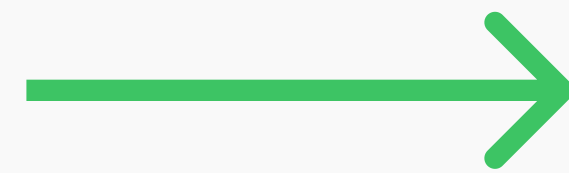
**The Market is Fragmented**



## **All-in-One Hub**

Events, ticketing, matchmaking, and chats in one seamless app.

**The "Going Alone" Barrier**



## **Built-in Social Proof**

Users see who is attending and can chat with them before the event.

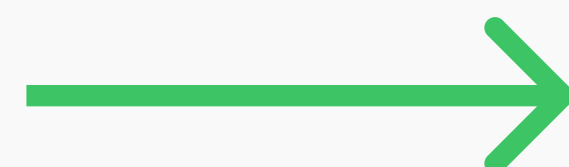
**Organizers are blind**



## **B2B CRM & Data**

Organizers own their audience data to build a loyal community.

**Invisible without a budget**



## **Smart Organic Reach**

Interest-based feed automatically matches niche events with the right users.

# Market segment sizes

## Uzbekistan

### TAM

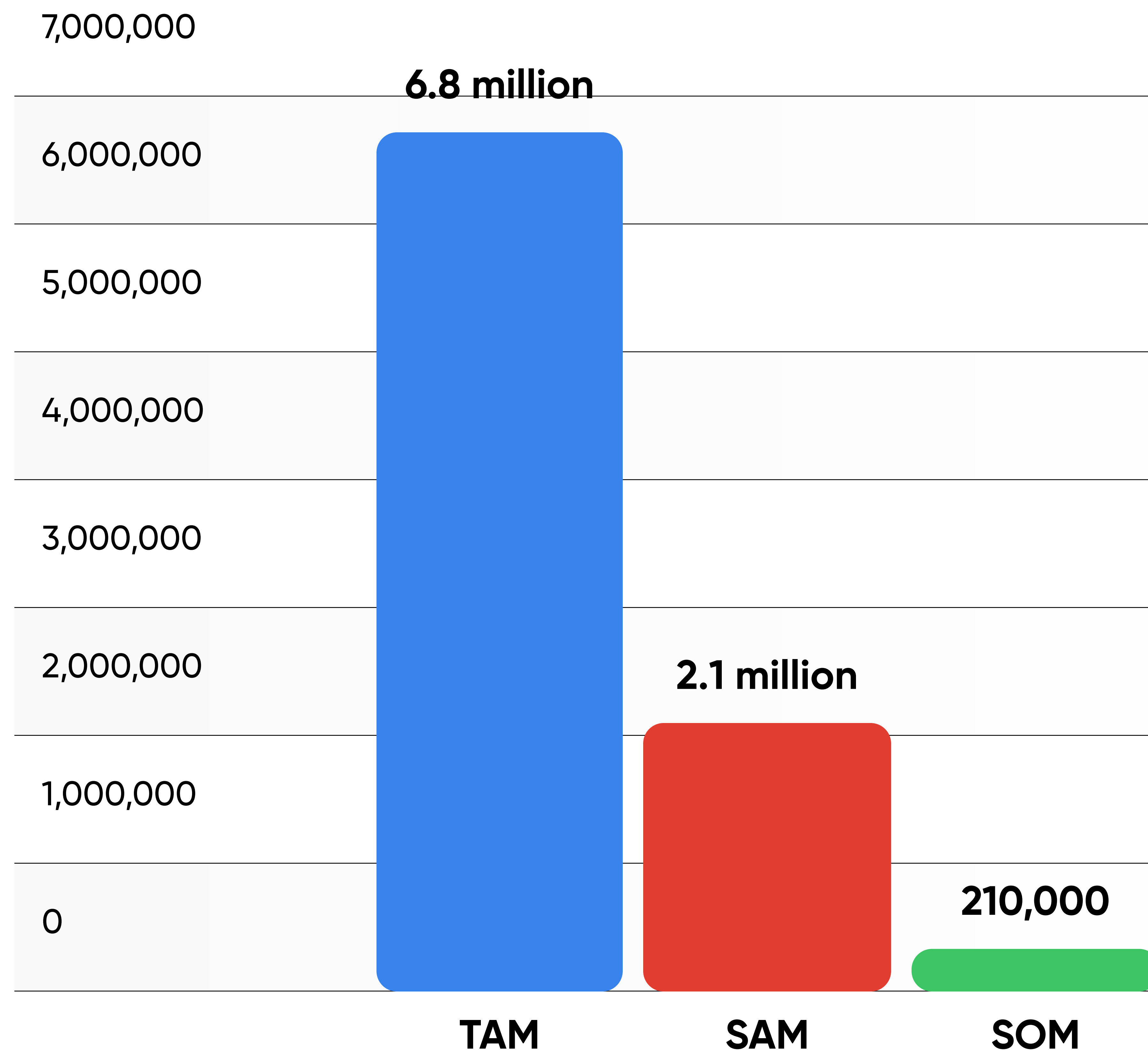
The entire young, digitally active urban population in Uzbekistan seeking socialization and entertainment.

### SAM

Active spenders on offline events, ticketing platforms, dating apps, and local leisure.

### SOM

Our realistically reachable early adopters. Captured efficiently through the existing, loyal customer bases of our onboarded B2B organizers.



# Market Segment Size

## Assessment of TAM, SAM, and SOM for Taneesh (🇺🇿 Uzbekistan)

### 1. TAM

Total audience of young urban internet users in Uzbekistan:

- Population of Uzbekistan – 37.7 million
- Aged 18–40 years – ~40% of the population (~15.1 million)
- Internet penetration – 89% (~13.4 million)
- Urban population – 50.7% (~6.8 million)

Real TAM ≈ 6.8 million people

Source: World Bank, Datareportal, IndexMundi

### 2. SAM

Active audience frequently spending on offline events, dating, and digital leisure:

- Ticketing platforms & lifestyle media (iTicket, Afisha.uz) – ~1,000,000 / month
- Active dating app & matchmaking users (Tinder, Badoo, Olove) – ~600,000
- Niche Telegram communities (local events, networking, meetups) – ~500,000+

Real SAM ≈ 2.1 million people

Source: Similarweb, Wordstat, Play Store, Telegram Analytics

### 3. SOM







Realistically reachable user base within 1–2 years via B2B partnerships (10% of SAM):

- B2B-led acquisition: Direct onboarding of users through our event organizers' existing loyal databases (via Taneesh CRM).
- Organic viral growth: Driven by Social Proof features (group chats, "who is going" avatars).
- High conversion: Zero reliance on expensive paid ads, focusing on highly engaged micro-communities.

Real SOM ≈ 210,000 people

# Regional market comparison

SOM (Total potential for regional expansion) > 1.1 million people

Country	TAM	SAM	SOM	Status
 Uzbekistan	6.8 million	2.1 million	210 thousand	Primary market
 Kazakhstan	9.5 million	2.8 million	280 thousand	Expansion Year 2
 Kyrgyzstan	1.8 million	300 thousand	30 thousand	Expansion Year 2
 Azerbaijan	5.2 million	800 thousand	80 thousand	Expansion Year 3
 Tajikistan	2.1 million	300 thousand	30 thousand	Expansion Year 3
 Turkey	32 million	5.0 million	500 thousand	Expansion Year 4

# Competitor analysis

## Direct competitors:

Platforms with events + social features

Meetup.com










## Indirect competitors:

Event listings, dating, social platforms

Event listing platforms (iTicket.uz, Afisha.uz)

Dating apps (Tinder, Bumble, Badoo)

Social platforms (Telegram, Instagram)

Features									
Event search by interests	✓	✓	◇	◇	✗	✗	✗	◇	◇
Niche events	✓	◇	✗	◇	✗	✗	✗	◇	◇
Social interaction	✓	◇	✗	✗	✓	✓	✓	✓	✓
Company search for events	✓	◇	✗	✗	✗	✗	✗	✗	✗
Personalized recommendations	✓	✗	✗	✗	✓	✓	✓	✗	◇
Local adaptation	✓	◇	◇	✗	◇	◇	◇	✓	✓
Security and verification	✓	◇	✗	◇	◇	✓	✓	◇	◇

# Overview of the business model

## Partners

- Local event organizers and independent creators
- Venues, clubs, and coworking spaces
- Niche Telegram communities
- Payment providers (Payme, Click)

## Activities

- Ticketing and automated B2B payouts
- B2B CRM maintenance and data processing
- User and event moderation
- Marketing, collaborations, and offline activations
- Development of matching algorithms

## Resources

- Event and user database
- Core development team
- B2B clients and partner network
- Mobile and web platform

## Value

- For B2C: Events + Social Proof. Buy a ticket, see who is attending, and find company in one seamless app.
- For B2B: Ticketing + CRM. Transparent sales dashboard, audience ownership, and free organic reach for niche events.

## Clients

- B2B: Self-service web cabinet with transparent financial tracking.
- B2C: Community-driven engagement, event group chats.
- Automated support via Telegram bot.
- Community on social media

## Distribution

- B2B-led acquisition: Organizers bringing their existing loyal audience to our platform.
- Organic viral growth via Social Proof ("who is going" sharing).
- Advertising through Telegram, Instagram, TikTok
- Mobile App Stores (iOS/Android).

## Consumers

- B2C: Urban youth (18-35) actively seeking offline connections and entertainment.
- B2B: Niche event managers, stand-up clubs, speed-dating hosts, local creators.

## Expense structure

- Direct COGS: Payment processing fees (~2%) and SMS-auth costs.
- Platform development and maintenance.
- Marketing and user acquisition
- Server hosting and API costs.

## Revenue structure

- Ticketing Commission (Main): 10% Gross Take Rate on every ticket sold.
- Freemium model: basic features for free + paid subscription (main offering)
- B2B Promoted Listings: Paid visibility for organizers in the app feed.
- Advertising: banners, native listings for places and brands

# Monetization Model

Parameters	<b>Freemium Model (30%)</b> User Subscription	<b>Ticketing Commission (70%)</b> Main Revenue Stream
Sales Channels	Mobile App, Telegram Bot, Landing Page	Mobile App Checkout, Business Web Cabinet
Products and Services	Premium Features: Who viewed the profile, priority in feed, advanced filters, unlimited messages	Ticket processing, automated B2B payouts, CRM access for organizers
Monetization Principles	Subscription for 7, 30, or 90 days	12% commission on every ticket sold (Gross Take Rate)
Key Goals and Methods	Increase subscription conversion, retention, enhance LTV	Increase total GMV, onboard new B2B partners, boost sales conversion
Target Audience	Youth, those looking to find companions for events	Organizers, clubs, local creators, cafes, art spaces

# Monetization Model

## Freemium Model

Basic features are free, while advanced features require a paid subscription.

Week

0% Discount

**20,000 sum**

20,000 sum / week

Month

20% Discount

**64,000 sum**

16,000 sum / week

3 months

40% Discount

**144,000 sum**

12,000 sum / week

### Premium Features:

💖 Discover who likes you

🚫 Ad-free experience

🎯 Advanced filters

💬 Unlimited messaging

👤 Invisible mode

🔥 Priority in search results

### Key Metrics

**4-6%**

Conversion to paid users

**\$15-20**

LTV

## Ticketing Commission

Banners, videos, native integration, interactive ads

Gross Commission

**12%**

(per ticket)

Net Revenue

**10%**

(platform profit)

Acquiring Fee

**2%**

(payment processing)

### B2B Premium Features:

🎫 Instant QR-tickets

👤 Audience CRM access

📊 Transparent sales dashboard

🚀 Smart organic reach

📄 Automated B2B payouts

💬 Attendee messaging

### Key Metrics

**\$8-10**

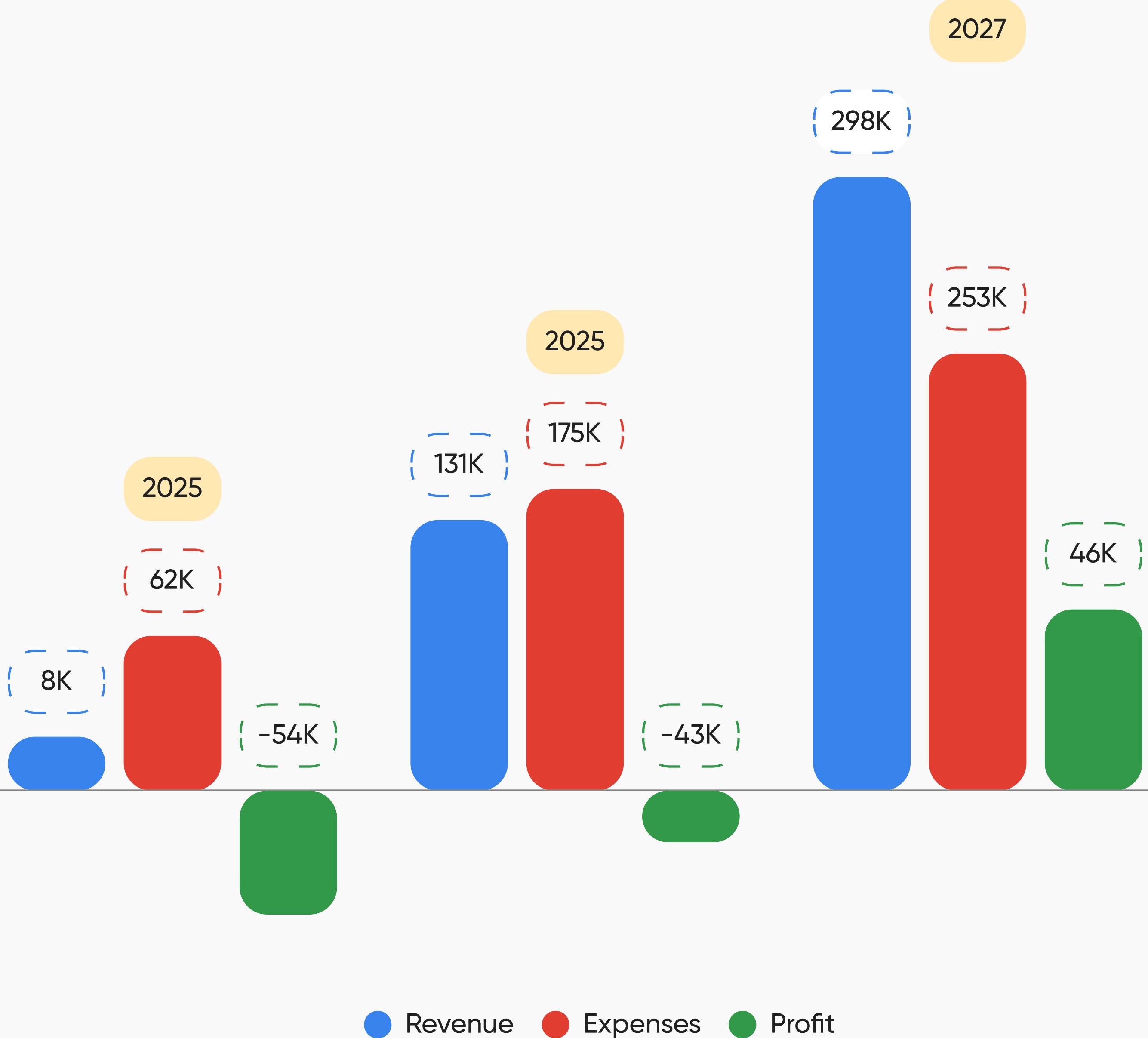
(Average Order Value / AOV)

**50-70%**

(Average sell-through rate)

# Financial Forecasts

## Revenue, Expenses, and Profitability Dynamics



## Revenue 2027

**\$298,470**

+3.771% over 3 years

## Users 2027

**100,000**

+814% growth

## Profitability

**15.3%**

By 2027

## Break-even Point

**2027**

\$46K+ profit

## Revenue Structure 2027

### Ticketing Commission

**\$208,929**

70%

### Advertising Revenue

**\$89,541**

30%

# Project Organizational Structure

Currently: CEO + 4 developers = 5 people

With investments: +5 key roles = 10 people by the end of 2025

## Development

Creation and maintenance of the platform: mobile app, backend, admin panel, API

Frontend Developer

1 person

Backend Developers

2 people

Mobile Developer

1 person

QA Tester

+1 person

## Content and Moderation

Uploading media content, venue cards, verifying profiles, support

Content Manager / Moderator / Support

+1 person

## Product and Design

Function design, UX, hypotheses, analytics, team coordination

Product Manager

+1 person

Product Designer / UX Analyst

+1 person

## Marketing and Growth

Attracting and retaining users through Telegram, social media, partnerships

SMM / Creative / Promotion

+1 person

Sales Manager (B2B Advertising)

+1 person

# Roadmap

1

## MVP Development

2025 Q2-Q4

### Key Tasks:

- Completion of core functionality development
- Testing and debugging of the platform
- Setting up the monetization system
- Preparing the marketing strategy

### Key Metrics

0

Users

0

Conversion

\$0

Revenue

2

## Early Launch and Marketing

2026 Q1-Q2

### Key Tasks:

- Launching marketing campaigns
- Attracting first advertisers
- Collecting user feedback
- Optimizing conversion rates

### Key Metrics

10K

Users

3%

Conversion

\$10K

Revenue

3

## Achieving target metrics

2026 Q3-Q4

### Key Tasks:

- Scaling marketing channels
- Developing the advertising platform
- Enhancing user experience
- Expanding the development team

### Key Metrics

55K

Users

5%

Conversion

\$140K

Revenue

4

## Profitability and Expansion

2027 Q1-Q4

### Key Tasks:

- Reaching 100K users
- Achieving operational profitability
- Preparing for international expansion
- Developing new product lines

### Key Metrics

100K

Users

7%

Conversion

\$298K

Revenue

# Investment proposal

## Where we stand now

2025

- ✅ MVP launched and operational
- 📈 Attracting our first users
- 🚀 Ready for scaling up
- 💡 Already sold 10% for \$50K

Current valuation

**\$500K**

10% for \$50K

## Our request

2025

- 🎯 For scaling purposes
- 📣 Marketing and user acquisition
- 👥 Team expansion
- ⚙️ Operational expenses

**\$50K for 5% equity**

\$25K (50%) - Marketing

\$15K (30%) - Team

\$10K (20%) - Operational expenses

## Forecast for 2027

2027

- 👥 100K active users
- 💰 \$298K annual revenue
- 📊 15.3% profitability
- 🎯 Ready for expansion

Company valuation

**\$1.5M**

Profit +\$25,000 (ROI: 1.5x)