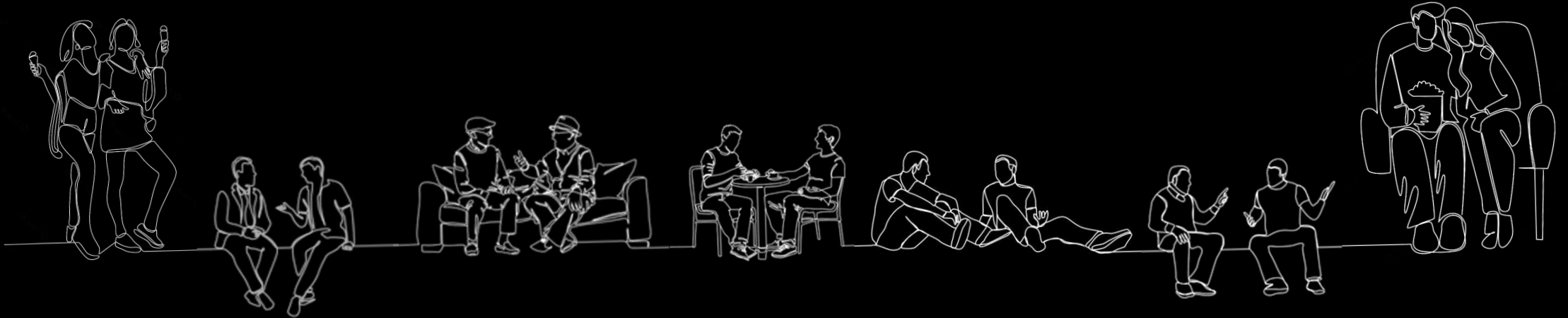


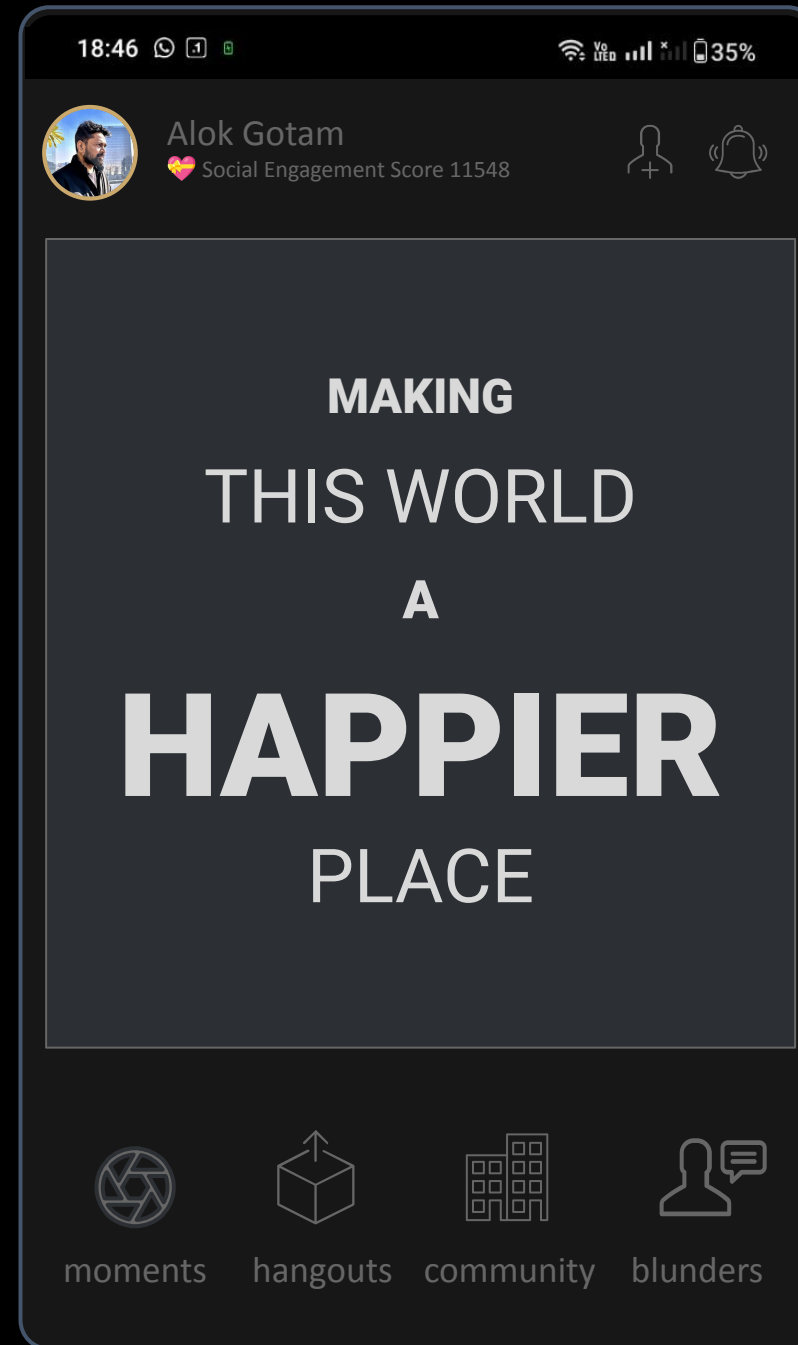


# blunder.one

**PRIVATE** SOCIAL NETWORK



# VISION



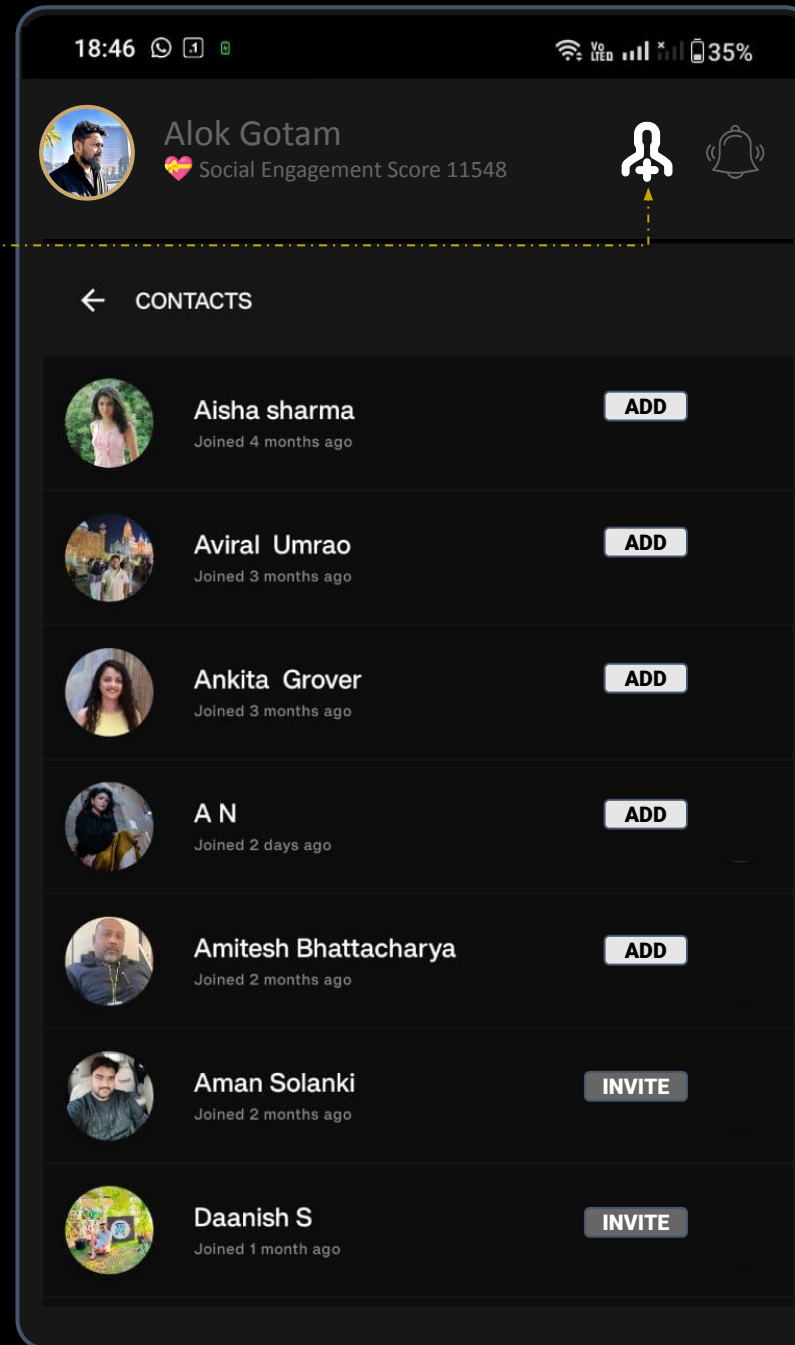
Your  
**HAPPINESS**

depends on the  
**quantity** and  
**quality**  
of your  
**Social**

**Connects**  
around you

# ADD YOUR BLUNDERS

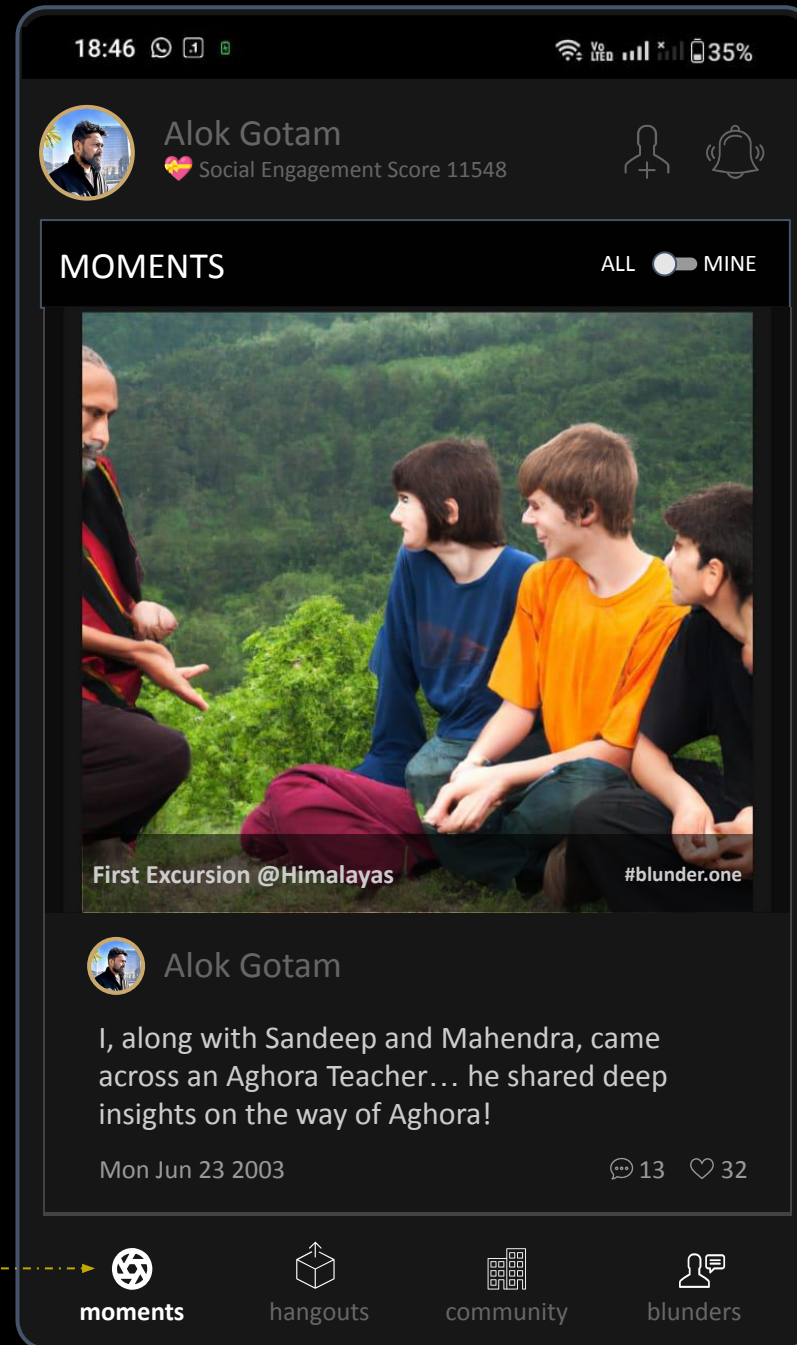
Your Social Connects whom you  
want to Deepen Bonds with



Drive for  
**Social**  
**Connects**  
is the  
Fundamental  
Human  
Drive

# DOCUMENT MOMENTS

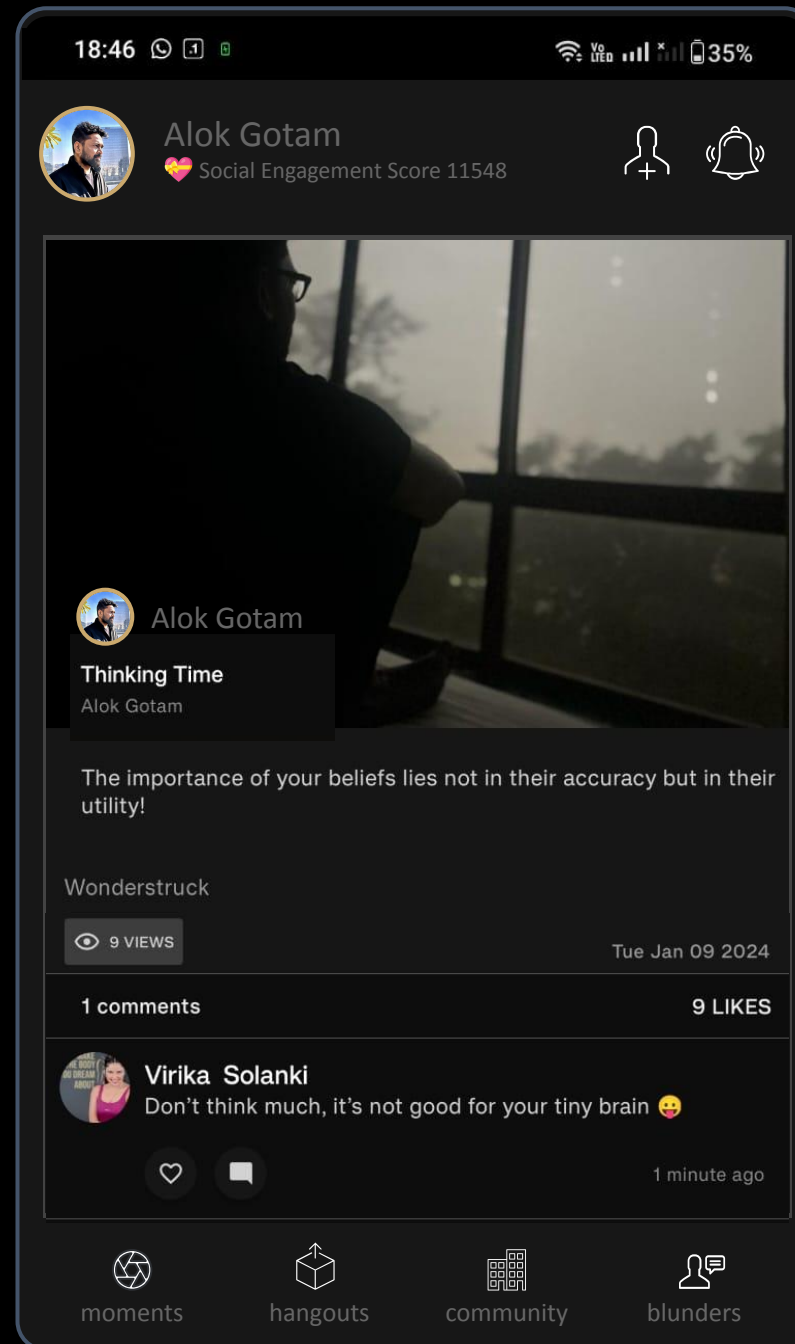
from your life to share with your  
blunders - tell 'who you are' to  
those who matter



No one  
wants his  
life to go  
Unnoticed

# BE **VULNERABLE**

Comments on your Moments are  
Visible only to You



You make  
**Deep Bonds**  
when you are  
**VULNERABLE**  
with your  
Connects

# Expand Your Network




CREATE


# HANGOUTS


Secure exclusive company for various social activities whether it's meeting over a cup of coffee or for playing a badminton match from within your COMMUNITY:



1. College Campus
2. Office Complex
3. Residential Society
4. Members Club

18:46



Alok Gotam  
 Social Engagement Score 11548

←

 CREATE HANGOUT 

➤

@

 Select Community 

▼

⌵

 Select Activity 

▼

PREFERRED TIMESLOT

Sun Jan 14 2024

15:06:08

PREFERRED GENDER


Male ☐


Female ☐


Non Binary ☐


PREFERRED AGE

Between 18 and 100 years

 moments

 hangouts

 community

 blunders

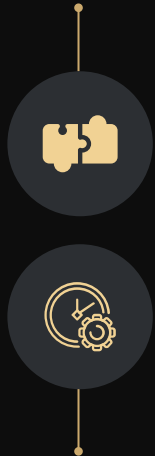
Make **New**  
**Connects**  
wherever you  
are!

# GO TO MARKET - PLAN



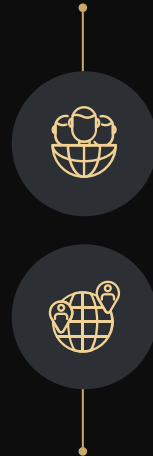
## WHAT ARE WE SELLING?

"HAPPY-NESS"



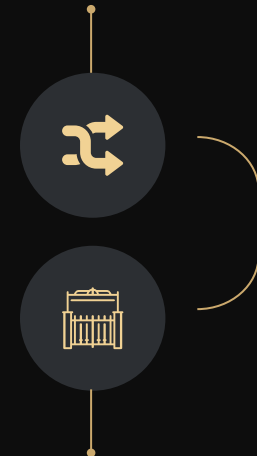
## WHO ARE WE SELLING IT TO?

18-50 Year old Upper-Middle Class  
Humans in Tier-1/2 Cities Globally



## WHY DO OUR USERS NEED THIS?

Drive for Social Connects is  
the Fundamental Human Drive



## WHEN ARE WE LAUNCHING?

Launching in Jan 2024  
@IIM-Ahmedabad Campus

## HOW DO WE GO TO MARKET?

**Champion** of 1<sup>st</sup> Community would  
onboard 2<sup>nd</sup> Community ... and so on

## WHERE CAN WE REACH OUR USERS?

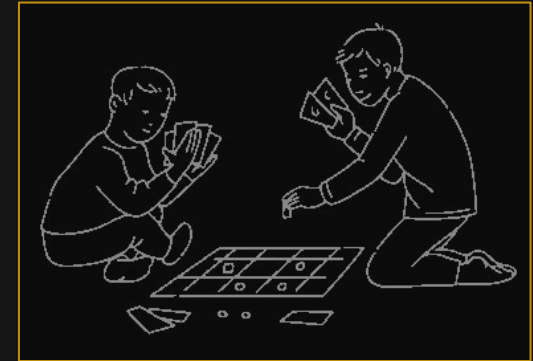
**Communities** - College Campus,  
Residential Society, Business Complex,  
Members Club

# BUSINESS MODEL



## FREEMIUM

Document '**unlimited**' moments per day but only '**one**' hangout per day and '**no**' image generation



## SUBSCRIPTION

Create **unlimited** hangouts per day + **unlimited** image generations

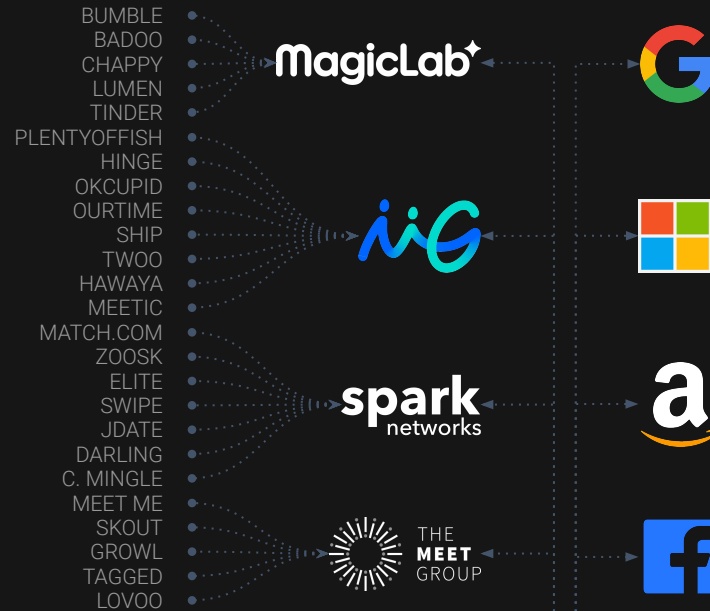
## PAY PER HANGOUT



For Only New Connects



# EXIT CASES FOR YOU



## ↓ VALUATION SCENARIOS BY 2034 ↓

Best Case

\$ 100 B

Realistic Case

\$ 10 B

Base Case

\$ 1 B

Likely Case

\$ 100 M

Worst Case

\$ 10 M



DATING CONGLOMERATES → NEW ENTRANTS

Multiple Funding Rounds needed for New Market Expansion

Multiple Potential Buyers → Competitive Bidding

Bumble IPO at \$13 Billion in 7 years

FUNDING

M&A

IPO

2023

2024

2025

2026

2027

2028

2034

# FOUNDER DUO



**ALOK GOTAM**

MBA | IIM Ahmedabad

-----  
**Man with a Vision.** Regularly speaks on AGI, Artificial Theory of Mind and Pursuit of Happy-Ness



**NISHANT SINGH**

B.Tech | IIT Kanpur

-----  
**Seasoned AI Architect.** Brain behind the algorithm of UID Project of India, being used by over 1 billion people.



# INVEST IN OUR ROCKET-SHIP

... it will take you to the Moon and Beyond

reach us at < **alok@blunder.one** >

# THANK YOU