

Pre-Seed Investment Deck

UpMe: Anti-Social Network

Pushing Users to Real Life

Turning screen time into real-world human connection: an AI assistant that analyzes your habits to match you with the right people for gamified offline meetings.

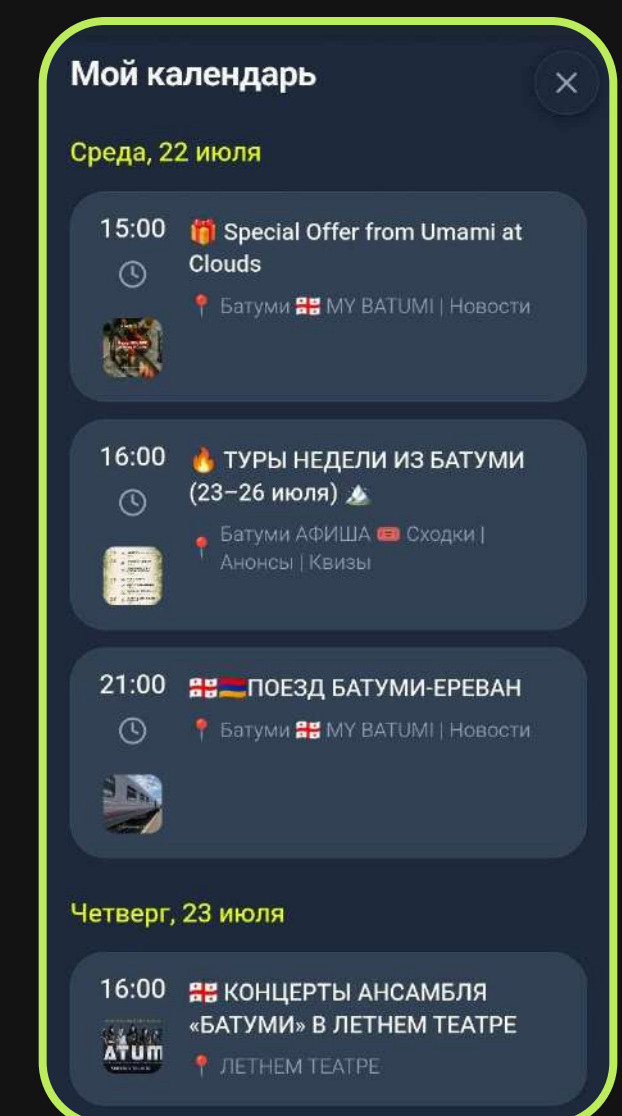
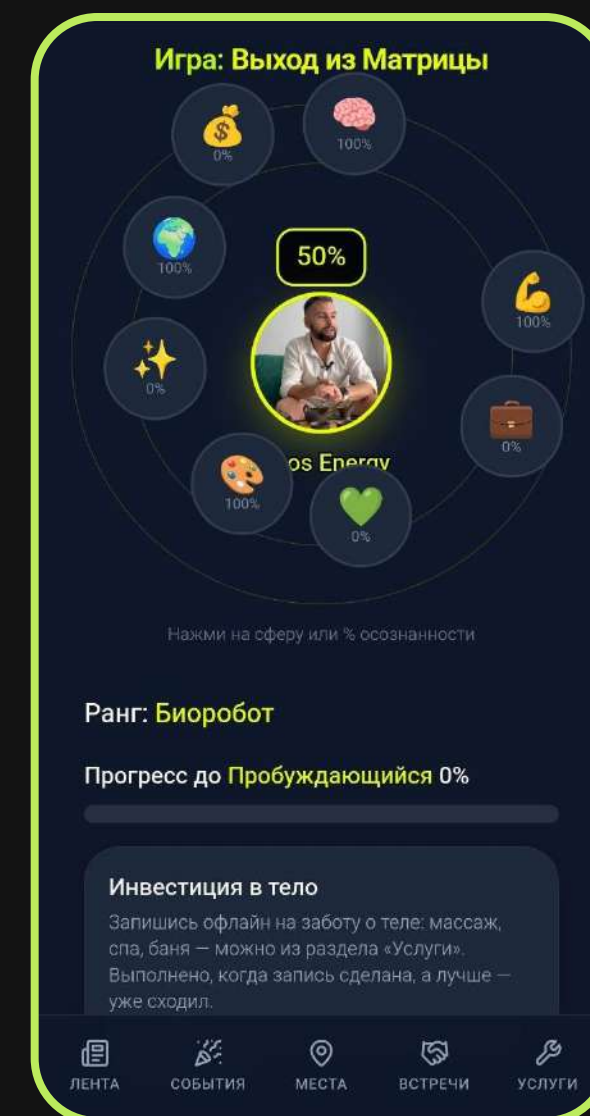
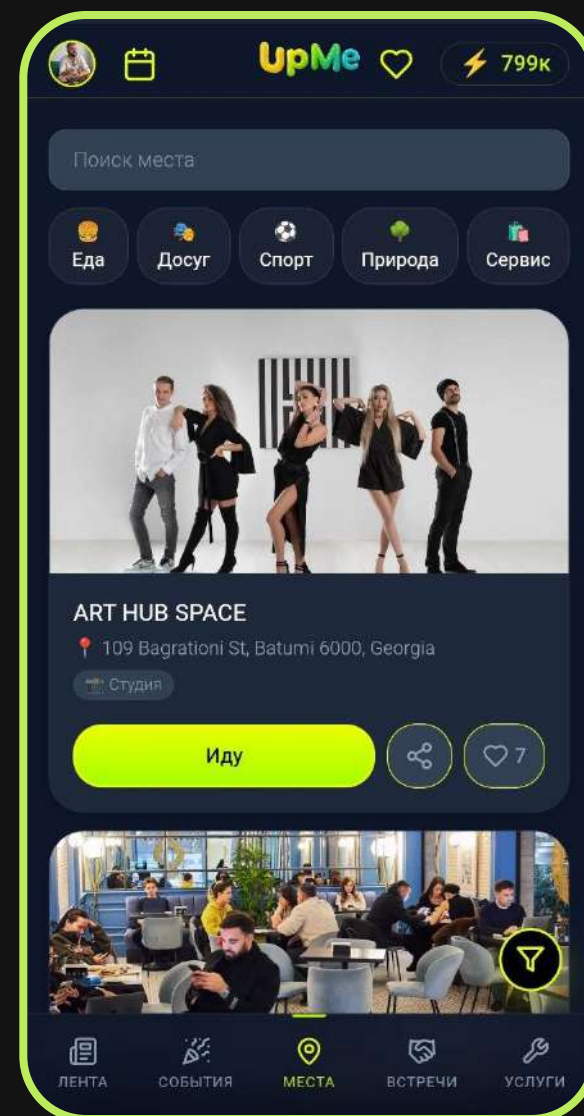
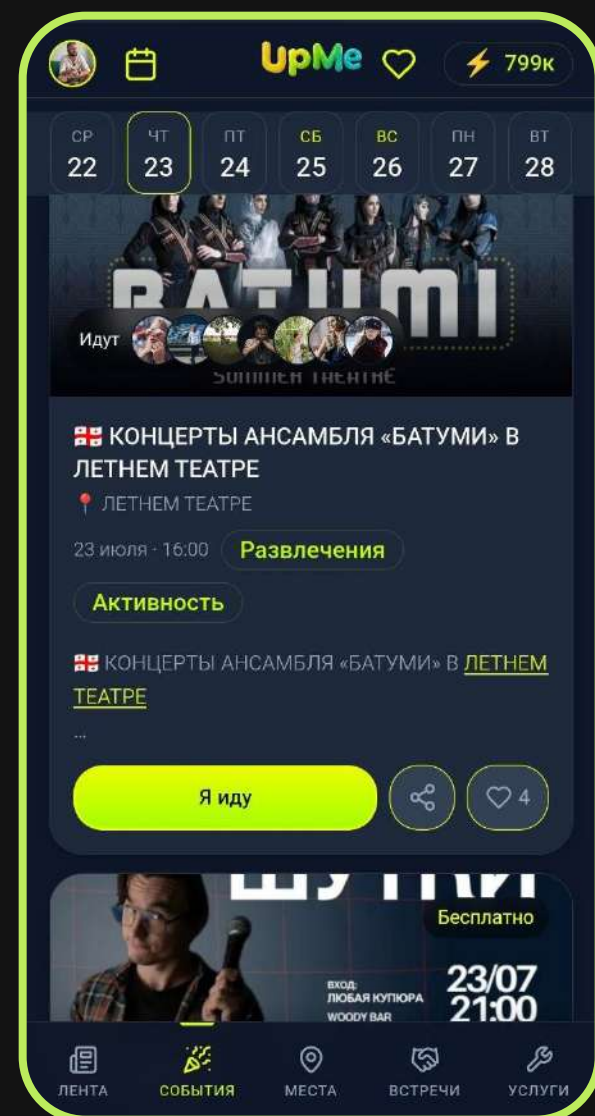
PROBLEM: SOCIAL MEDIA STOLE YOUR DAY

Apps are engineered for endless doomscrolling, failing to align with your personal goals or connect you with the right people in the real world.



SOLUTION: YOUR UPME AI ASSISTANT

One prompt—and the system instantly matches you with the right people and events tailored to your psychotype and goals. It analyzes real-world meetings and turns your personal growth into a gamified offline experience.



MARKET OPPORTUNITY

TAM ~ \$75B

Global market of social media, communities, and offline events

SAM ~ \$10B

Target market across the top 100 global megacities

SOM ~ \$300M

3% of SAM / UpMe ecosystem GMV in top 100 cities within 2–3 years,
driven by the synergy of mass reach and deep profiling.

BUSINESS MODEL & UNIT ECONOMICS

- Revenue Streams: Subscriptions (\$10–\$25/mo), offline meeting commissions, and in-app "Energy" purchases.
- Target Unit Economics: LTV \$120+ | CAC < \$25 | LTV/CAC > 4.5x

MILESTONES & GROWTH PROJECTION

- 2026: Launch, MVP testing & regional validation
 - 2027: Core scaling & market expansion
 - 2028: \$300M+ GMV (3% of SAM)

TRACTION (EARLY VERSION: ALL CITY EVENTS)

Startup Results: 1,300+ users in 2 months

Paid Ads (\$400): 800 users (~60%) | Cost per lead: \$0.50

Founder's Personal Networking: 200 users (~20%) via active public speaking and live event invitations

Organic Growth: 200 users (~20%) via word-of-mouth



COMPETITIVE LANDSCAPE

~\$ 3.6B+ Ticketmaster, Eventbrite, Meetup

~\$ 4.5B+ Match Group, Bumble Inc.

~\$ 18B+ LinkedIn, Lunchclub, Shapr

Precise algorithmic matching of people for specific target activities,
driving real-world offline engagement.

UpMe

TEAM & BACKERS



Nikos Stoyannidis

Founder



STRATEGY, VISION,
& OPERATIONAL
MANAGEMENT

Angel

FINANCIAL &
STRATEGIC SUPPORT
FROM 3 ANGEL

Angel

Angel

Lead Dev



CORE PRODUCT
ARCHITECTURE
(EQUITY PARTNER)

GO-TO-MARKET STRATEGY

1. B2B2C Traction Loop: Managers attract event organizers with free software that automates routine tasks. Organizers bring their audience and verify participants through photo tags, earning "Energy" to boost their own event promotions.

2. Targeted Ad Campaigns:
Focused acquisition for the AI assistant and the immersive offline game mechanic: "Matrix Escape".



INVESTMENT ASK

Pre-seed Round: \$12,000 for 1% equity (SAFE, Y Combinator standard)

Use of Funds: Mobile app development completion, hiring managers, and market testing in Batumi, Almaty, Dubai, and other key regions.



ROADMAP

2026 Q1: MVP launch & initial validation — 1,300+ users acquired. ✓

2026 Q2: Core scalable architecture development. ✓

2026 Q3: Mobile app engineering
& pilot testing in Batumi, Almaty, & Dubai. ■ ■ ■

2026 Q4: Marketing rollout, AI assistant monetization
& game mechanics release.

2027–2028: Global scaling of the validated business model.

The future is offline

UpMe: Anti-Social Network

Stop scrolling — escape the matrix

Escaping the matrix of digital isolation through algorithmic matchmaking:
an offline ecosystem that turns daily habits into real-world human connections.