

Friendship starts here.

The social app built purely for real friendships. Not dating.

Investor deck · 2026 · Made in Australia

THE PROBLEM

Finding a friend online is broken

1 in 4

young adults experience loneliness. The apps built to fix it were built for something else.

1. **Dating apps are for dating**
   Swipe, match, flirt. There is no clear, safe way to simply find a friend.

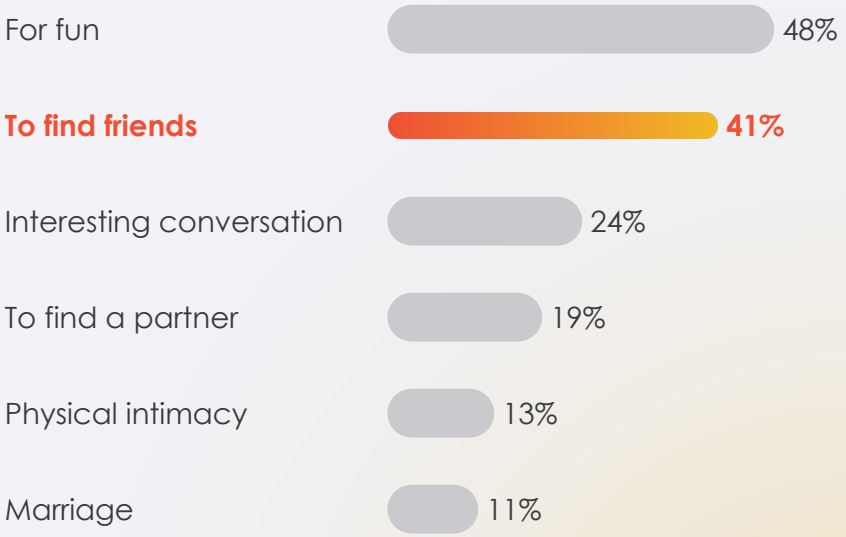
2. **Social networks are for broadcasting**
   Feeds reward reach, not relationships. You follow, you do not meet.

3. **Nothing is built for the plan**
   Friendships start with something to do together. No app starts there.

DEMAND

People want friends more than partners

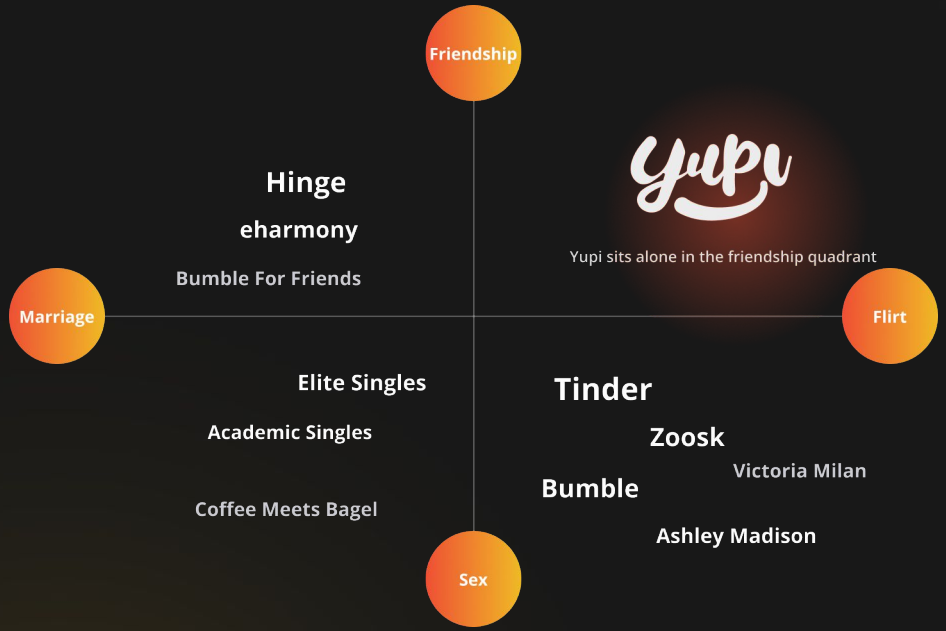
Why people meet new people online, share of respondents. The friendship motive is identical for men and women at 41 percent; every romantic motive skews male.



Source: consumer survey on reasons to meet people, from the Yupi data room.

THE MARKET

The whole market sells dating



The whole measured market is romance

Dating is saturated and consolidated into two groups. Friendship is larger, universal and unserved. Yupi sits alone in that quadrant.

Dating services revenue, 2022: US$8.5bn, forecast US$11.3bn by 2025 (Statista). Friendship-category sizing in progress.

WHY NOW

Three things changed

1. **Loneliness is a health issue**
   Governments now treat loneliness as a public health priority. Demand for safe ways to make friends is rising, not fading.

2. **Dating is done**
   The dating category is saturated and consolidated. Users are tired of swiping. Growth has moved to friendship and community.

3. **AI makes it cheap**
   Meaning-based matching and automated moderation now cost dollars, not teams. A small company can run a safe social platform.



THE SOLUTION

Meet Yupi. A social app purely for friendship

Live on the App Store and Google Play. People share short picture and video Moments, and Yupi connects them with like-minded people nearby or anywhere. No swiping, no dating mechanics, no noise.

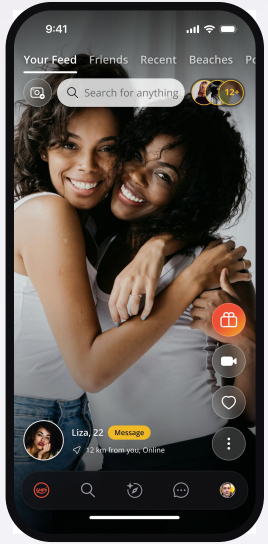
- **Purely friendship** No dating mechanics, no games.
- **Moments feed** Connect through real moments, not profiles.
- **Plans and AI matching** Like-minded, nearby, with something to do.
- **Day and night themes** The whole app, both ways, in one tap.



HOW IT WORKS

Three steps from a Moment to a friend

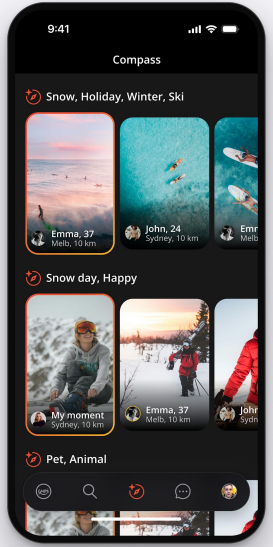
1



Post a Moment

Ten seconds, one photo or video. People nearby see it in their feed and say hi.

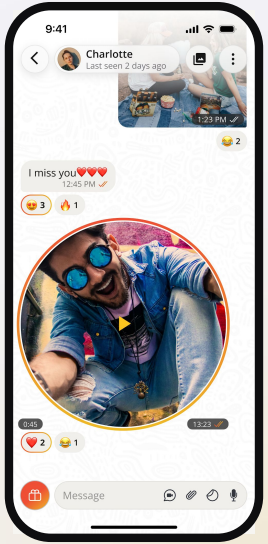
2



Find your people

Compass turns Moments into Plans: coffee, a walk, a surf, a dinner, with seats to fill.

3



Talk, then meet

A chat built for strangers becoming friends: voice notes, video circles, live translation.

HOW WE EARN

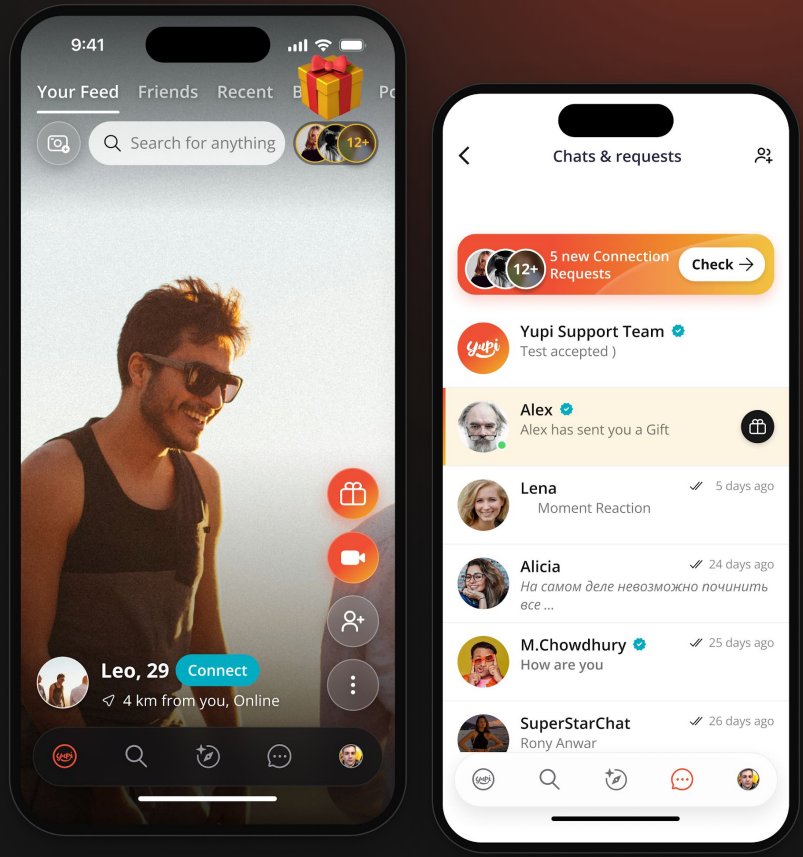
The premium hello lands straight in their chat

A free hello waits in a queue. A gift or a video intro is a premium request: it skips the queue and appears directly in the other person's chats. Every premium request is 9 credits, and this is the engine behind both revenue lines.

Free hello — Joins the queue

Gift · 9 credits — Straight into their chat

Video intro · 9 credits — Straight into their chat



MONETISATION

Two ways to pay

yupi+

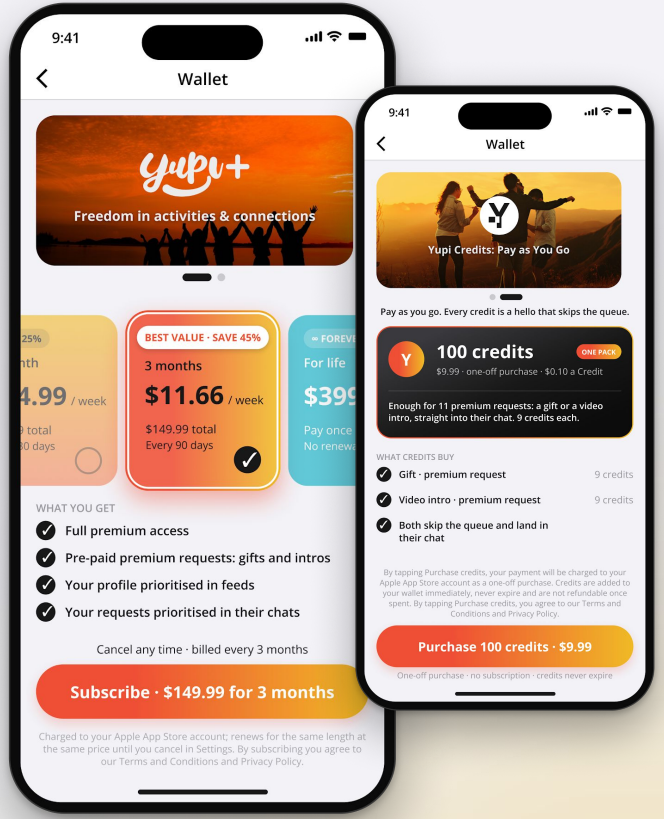
Subscription. Premium requests pre-paid, profile and requests prioritised in feeds and chats. From $11.66 a week on 3 months. 1 week, 1 month, 3 months, for life.

Yupi Credits

Pay as you go. One pack: 100 credits for $9.99, never expire. Eleven premium requests, any mix of gifts and intros.

Third line, B2B

In-feed advertising to free users only, frequency tuned to engagement. The admin platform targets by location, age, segment and behaviour, so brands buy an audience, not an ad slot.

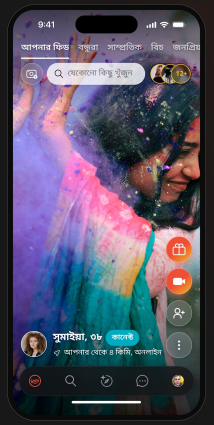


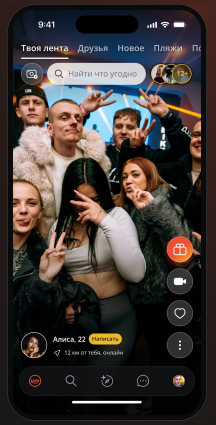
GLOBAL BY DESIGN

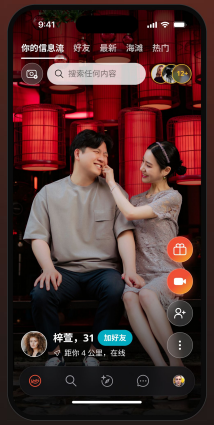
Speaks your language from day one

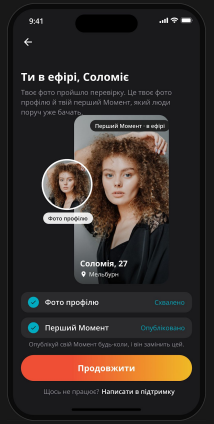
The app picks the language from the phone and runs end to end in it: registration, feed, chats, payments. In chat, live translation lets two people each read their own language.

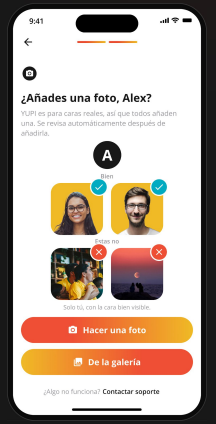
- **Plenty languages.** Matches with user's system language by default.
- **Built for South Asia & Oceania first** Bangladesh and India, then South-East Asia and Latin America.
- **Live translation in chat** Reply in your language, they read theirs.

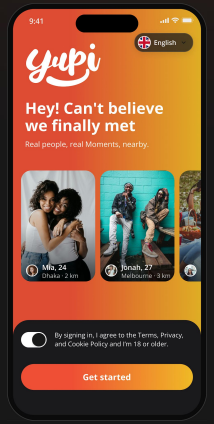










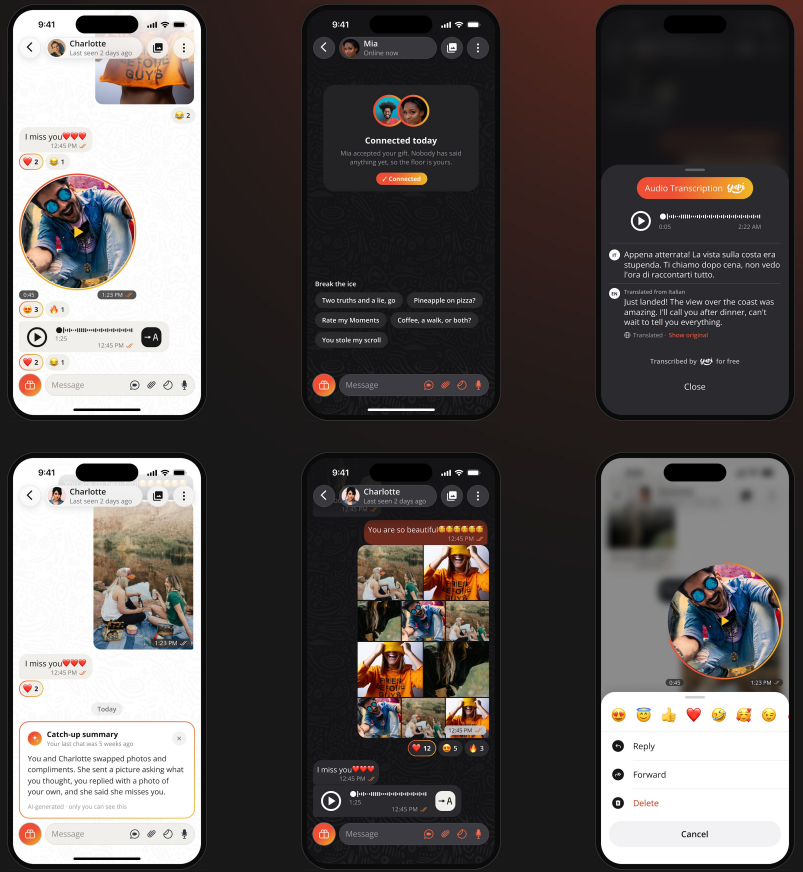


THE MOAT

A chat no friendship app has

Strangers become friends in conversation, so we built the best one in the category. None of Bumble For Friends, Yubo, Boo or Frienda has asynchronous rich voice and video.

- **Voice notes with free transcription** Listen or read, in any language.
- **Video circles** Telegram-style round video, the warmest hello there is.
- **Live translation** Reply in your language, they read theirs.
- **Ice breakers and group chats** Funny prompts when you connect, groups when you meet.



TRACTION

Shipped, rated, and already in 30 markets

75k
registered users

4.8
App Store rating

30
markets live, from Australia to the USA, India and Brazil

<$2k
monthly infrastructure cost for a live video social platform

1 click
to open a new country: language, pricing, moderation

100%
of the technology IP owned in-house

UNIT ECONOMICS

The economics work in every market

Market	LTV	CAC	LTV to CAC
Australia	~150 AUD	~50 AUD	**3x**
USA	~120 USD	~35 USD	**3.4x**
India	~7 to 11 USD	~1.5 USD	**5 to 7x**
Bangladesh	~5 to 7 USD	~1 USD	**5 to 7x**

6 mo

payback period on acquisition spend

<$2k

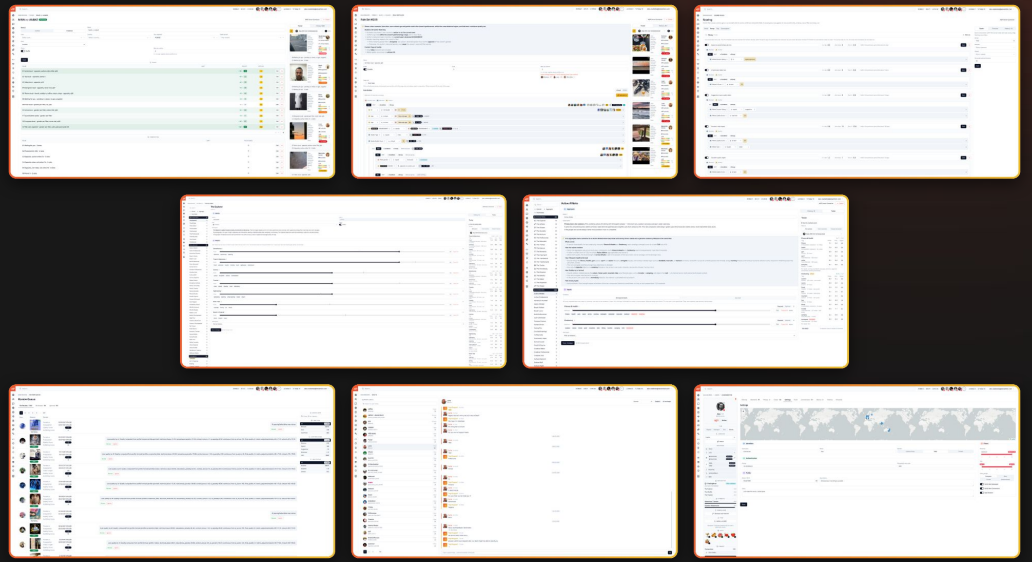
a month to run the whole platform

Figures from the Yupi data room, deck 3.6 set. Cohort refresh in progress.

THE PLATFORM

One app, one admin, all built in-house

iOS and Android app, plus a web admin we wrote ourselves: users, feeds, moderation, finance and traffic in one place. Every line of code is owned by Yupi.



Scan to download

ANDROID APP ON Google play

Download on the App Store

MADE IN AUSTRALIA

TECHNOLOGY

An in-house stack, built to scale and to sell

Multi-region content and streaming
4K pre-cached Moments across every feed, loss-free HDR uploads.

Multi-LLM AI
Claude, OpenAI and Ollama behind one interface: tagging, moderation, semantic matching.

Semantic search
Across people, Moments and media, by meaning rather than tags.

Patented matching
Patent granted, trade mark registered, ESIC qualified.

Commercial admin platform
Real-time feed curation and segmentation. An ad product, not just an ad slot.

No vendor lock-in
AWS today, multicloud by design. Every line of code owned by Yupi.

ROADMAP

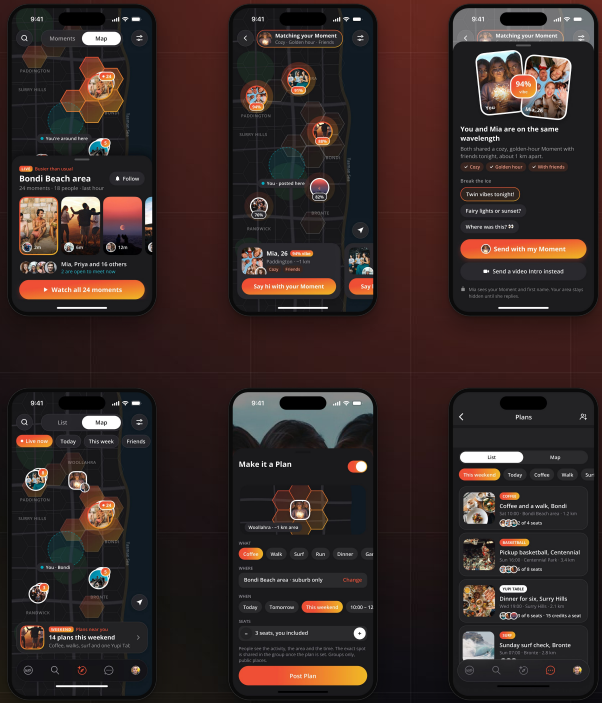
The next 12 months

Now · 3.8.x
Redesigned app, Plans replacing Compass, premium flow, onboarding that teaches itself, day and night themes.

3 months
Yupi Tables: hosted plans in launch cities. Group plans and group chats. Verified profiles.

6 months
AI group matching, local meetups and events, venue partnerships on the Plans map.

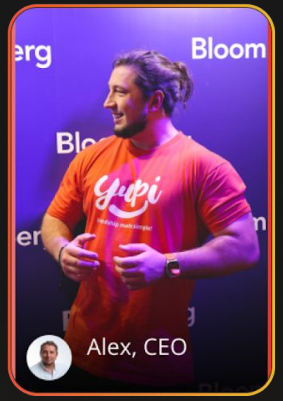
12 months
Live video hangouts, personalised AI feeds, expansion South-East Asia, Americas, Europe.



Night mode: Moments on the map, vibe matches, Plans. All built, shipping with 3.8.x and after.

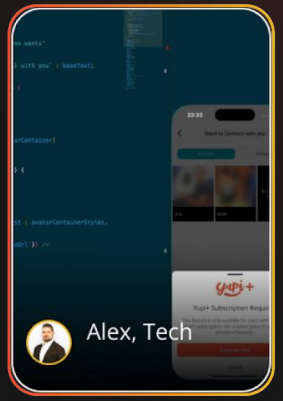
MANAGING TEAM

Founders who ship











Alex Vasilenko, co-founder and CEO. Technology and product leader; built and shipped the platform end to end, drives product, growth and the data behind every decision.

Rony Anwar, co-founder and COO. Operations leader with deep technology and innovation experience; runs execution, partnerships and the commercial side.

Lena runs quality, Alex runs the stack, Mark runs product. Approved on the AWS and Nvidia startup programs.

THE ASK

We are raising

A$250K to A$500k

at a $10M valuation

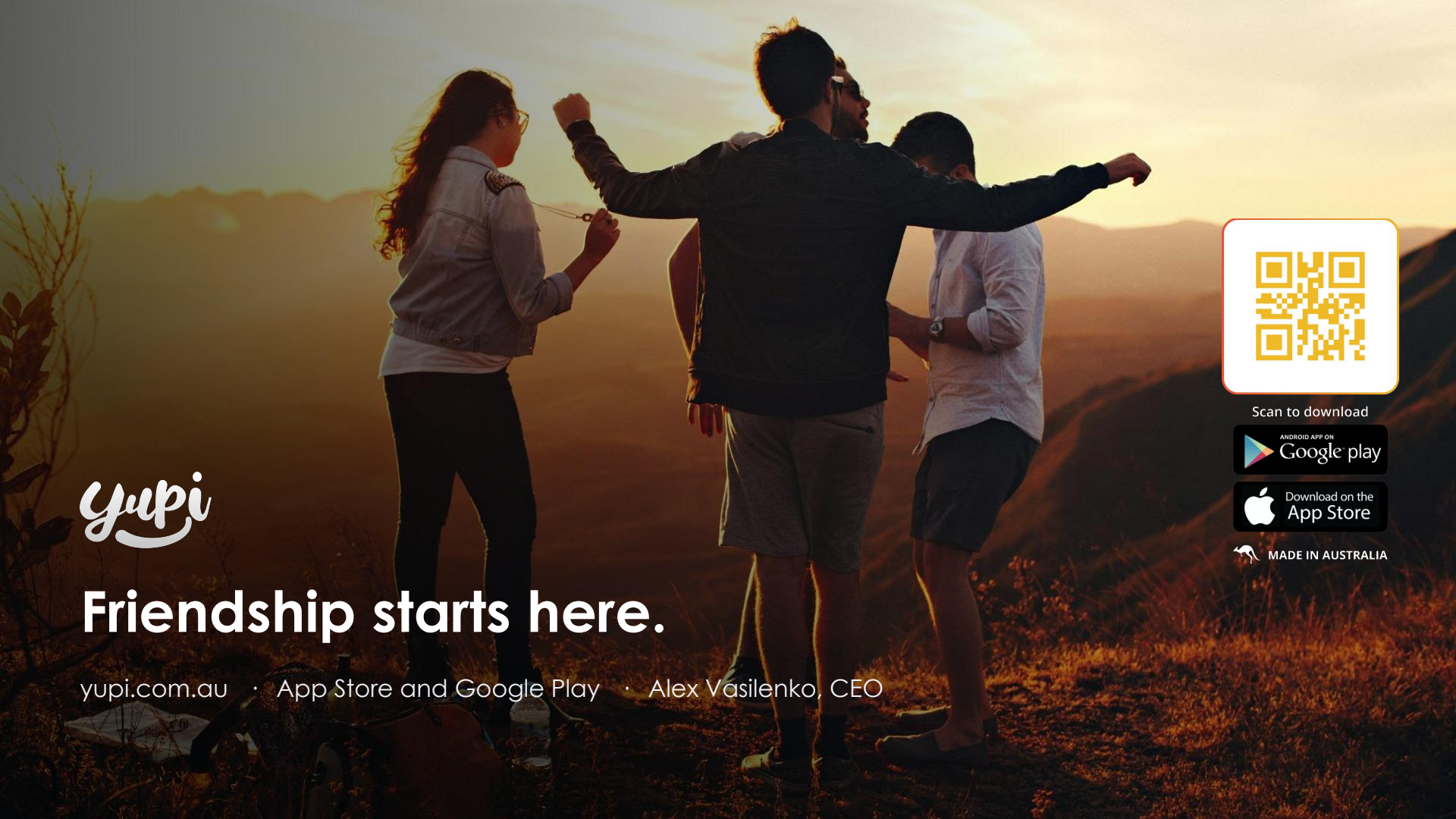
80% growth and marketing

20% platform and operations

Goal: 250,000 users in 18 months, premium revenue from day one of the raise, and a company built to be acquired.

- ESIC qualified
- Patented matching
- Trade mark registered
- AWS and Nvidia programs
- Made in Australia




yupi
Friendship starts here.
yupi.com.au · App Store and Google Play · Alex Vasilenko, CEO
Scan to download
ANDROID APP ON Google play
Download on the App Store
MADE IN AUSTRALIA