# Opportunity

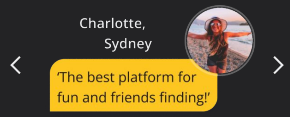
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## Problem

1 in 4 young adults experience loneliness. Dating apps are built for dating - there is no trusted, purpose-built platform for finding genuine friends.

## Solution

Yupi is a friendship-first social app, live on iOS and Google Play. Users share short picture or video moments, and our AI matches them with like-minded people nearby or globally - no swiping, no dating mechanics, no noise.

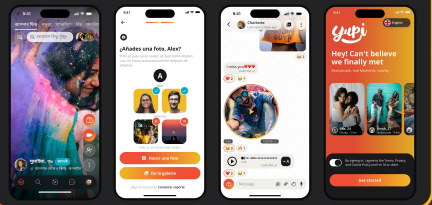



## Current Traction

- 75k registered users in 30 markets
- 2k daily active users
- ~8 min avg session time
- 100+ connections per user in their first fortnight
- 4.8 App Store rating
- ESIC qualified · patent granted · AWS and Nvidia startup programs

## Key features

- Endless picture or video Moments feed
- Plans and AI semantic matching
- Chat with voice notes, video circles and live translation
- AI content moderation for safety



# Friendship starts here.

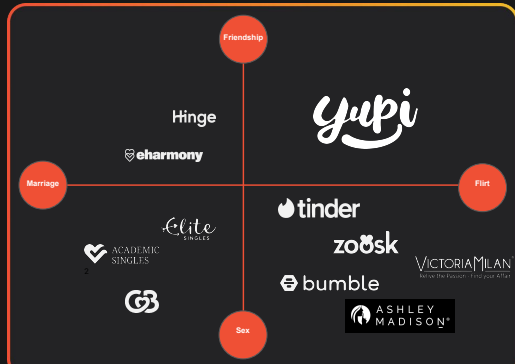
yupi.com.au

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# The Business

## Market

The social connection app market is a multi-billion dollar global opportunity. Yupi is uniquely positioned at the top of the friendship quadrant - a space no major player owns.




## Target Markets

- Overall LTV/CAC target 1.5–3x, beaten in every launched market
- Payback: 6 months
- First: Bangladesh and India, then South-East Asia and Latin America

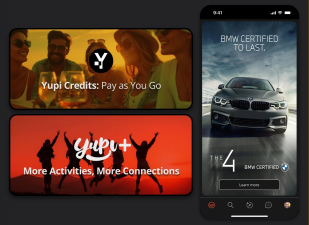
## Market Actuals

- AU LTV: ~$75 AUD | AU CAC: ~$25 AUD → ratio = 3x
- US LTV: ~$70 USD | US CAC: ~$20 USD → ratio = 3.2x
- BD LTV: ~$5 USD | BD CAC: ~$1 USD → ratio = 5x
- IND LTV: ~$13 USD | IND CAC: ~$1.50 USD → ratio = 4.7–7.3x

Live in 30 markets, from Australia to the USA, India and Brazil

## Unit Economy

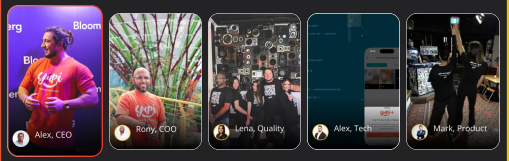
- Yupi Credits (Pay-as-you-go): 100 for $9.99; a Gift or Video Intro (9 credits) skips the queue
- Yupi+ Subscriptions: unlimited premium features, ad-free, from $11.66/week
- B2B Advertising: targeted in-feed ads served only to free-tier users
- Tech Infra run costs are < $2,000 p. m.




## The Ask

- We are raising A$250K–A$500K at a $10M valuation to reach 250,000 users in 18 months.
- 80% into growth & marketing
- 20% into platform & ops.

## The Team




Brand

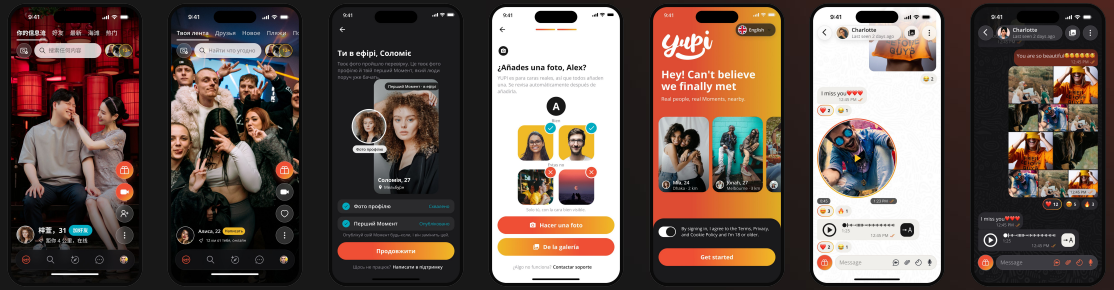



Google play
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# The Platform

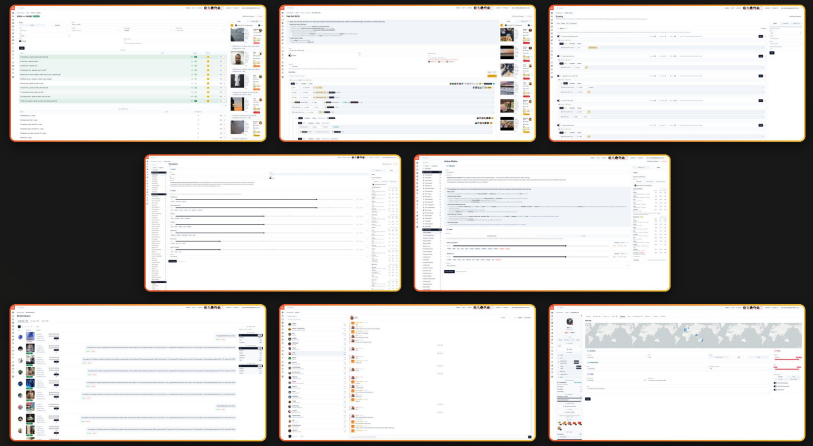
## App

iOS and Android app, redesigned for 3.8 with day and night themes and live translation




## Admin

Web admin we wrote ourselves: users, feeds, moderation, finance and traffic in one place






ANDROID APP ON Google play

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