

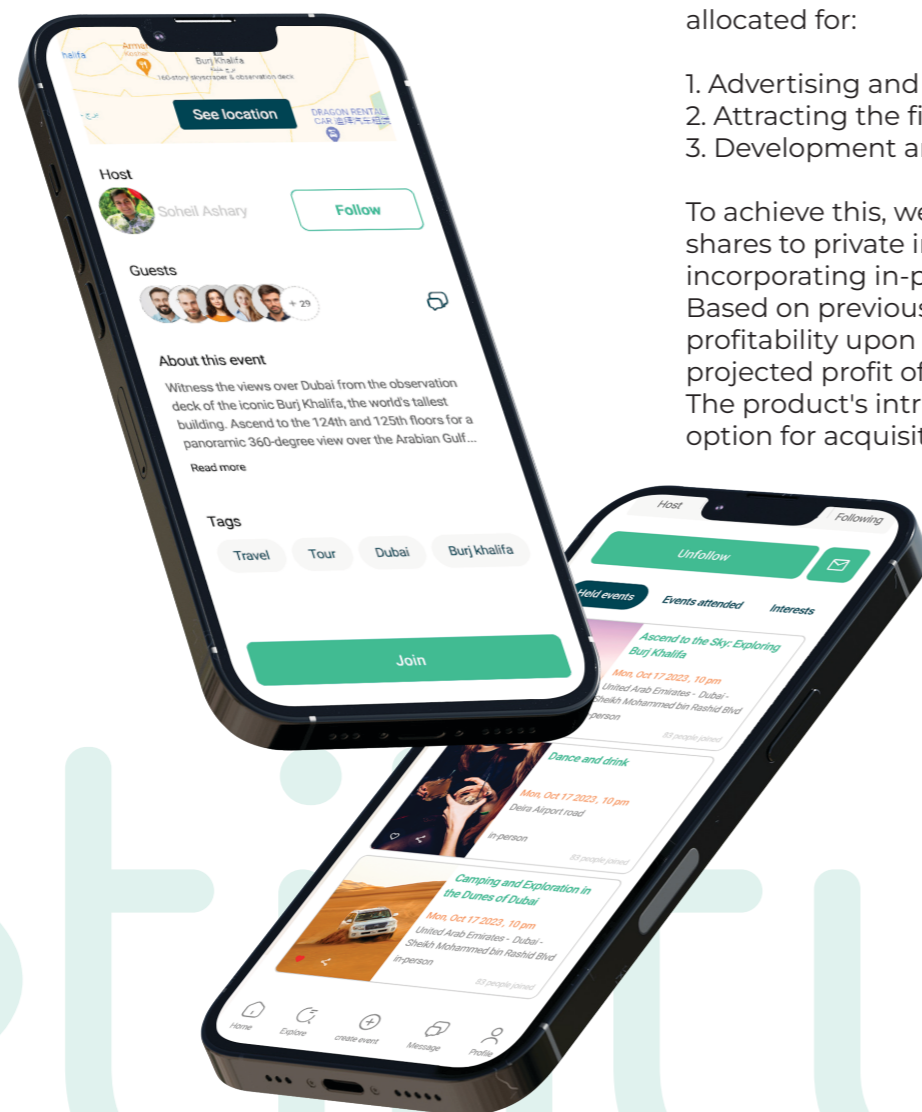
Meetility

Meet + utility

Market Analysis

Given the psychology of the younger generation and their increasing reliance on social networks, it appears that **meetility** has the potential to grow rapidly on a global scale and become one of the top 10 social apps worldwide. Furthermore, **meetility** is entirely free, giving it an edge over the few similar apps in its category. Additionally, its user interface is highly user-friendly. For instance, in this field, we can point to **meetility's** competitive advantage over its closest competitor, which is not free and is more geared toward formal and professional events. In our view, **meetility's** idea and target market remain largely untapped, leaving significant room for growth. The only looming threat is the potential lack of timely financial injections and the possibility of well-funded competitors launching more extensive advertising campaigns in the near future. Our team's recommendation for effective advertising is to leverage well-known influencers and promote various events through artists or, for example, organizers of desert or mountain hiking tours. This way, these influencers can become familiar with the capabilities of our product for cost-effective advertising. We are also considering offering incentives to users for referring others and expanding their networks. Overall, the market analysis suggests that **meetility** has the potential to become a top-tier global social app, with a robust user base and exciting advertising opportunities.

Join the Journeys



Business Model

The initial revenue generation method for this product comprises two main components: advertising (including advertisements and influencer marketing) and the sale of business accounts, along with receiving subscription fees from commercial users. In the next phase, we also contemplate ticket sales and the possibility of receiving commissions from organizers of commercial events. Drawing from previous experiences with social networks like Meta, we believe that as soon as we acquire one million users, the product's costs and revenues will align. However, the intrinsic brand value will increase multiple-fold, possibly several hundred times. From that point on, through the sale of premium accounts or enhancing certain events, the product will become significantly more profitable, stable, and passive income.

Funding Request

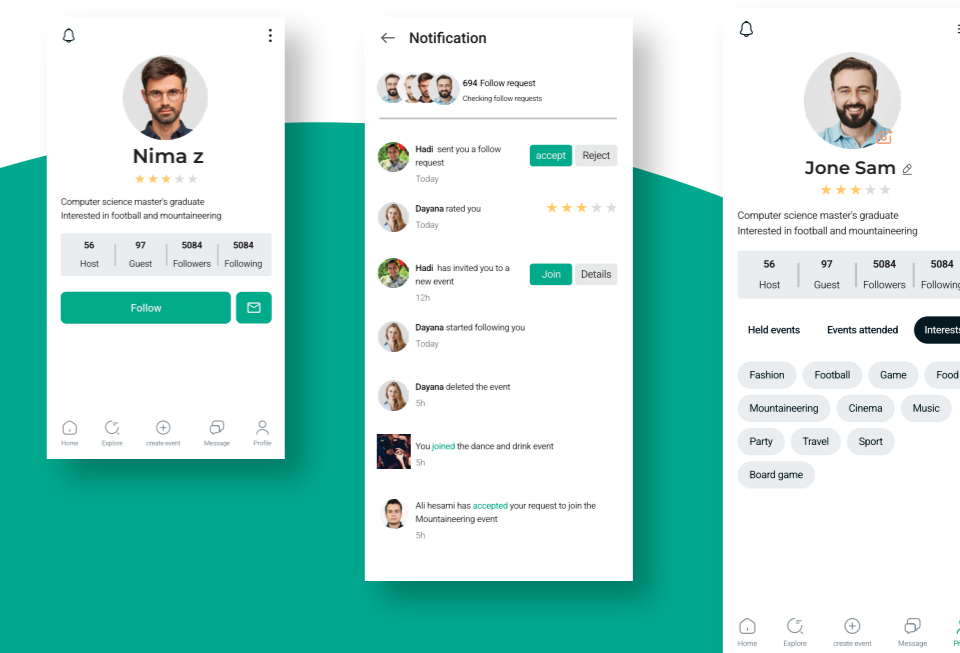
Our initial funding requirements at this stage are estimated to be between one to three million dollars. This funding will be allocated for:

1. Advertising and brand consolidation.
2. Attracting the first million users.
3. Development and provisioning of new servers.

To achieve this, we are considering options such as selling shares to private investors or companies, securing loans, and incorporating in-product advertising. Based on previous experiences and calculations, We believe in profitability upon acquiring one million users, with a minimum projected profit of \$100 million. The product's intrinsic value can also make it a desirable option for acquisition by larger social networks.

Product Development

Currently, the MVP of this product is ready. Throughout the development process, in every domain, we have employed the best experts with the aim of testing and enhancing the user experience at each stage of design. We have rigorously tested the product with a diverse group of individuals across different age groups and social strata, under strict confidentiality agreements. The testing and improvement process is ongoing and will continue.



Team and Partners

meetility is a product of the company "Aitisalddhby" registered in the United Arab Emirates, specializing in project management. This company has a successful track record, having executed various projects in the IT and virtual space domains. The core team members of this product are:



Soheil Ashari
Initial investor
visionary
and creator
CEO



Mohsen Madani
Shareholder
and Frontend
programmer



Mohsen Miri
Shareholder
and backend
programmer



Melika fallah
UI UX Designer



Meetility

Gathering people to Share Exciting Experiences

meetility is a new social network designed to assist individuals in organizing thrilling collaborative events. These events can be recreational, sports-related, scientific, musical concerts, or virtually anything else.

Many times, due to our busy work schedules, the physical distance from our friends, or other factors, we have found it challenging to plan our weekends or leisure activities. Sometimes, it's simply because our best friend isn't interested in watching a movie we love, which has left us with no choice but to stay home.

Or, for instance, when we wanted to experience group cycling, but our current friends were less motivated to make it happen! In this context, **meetility** can connect individuals who share common interests for the purpose of experiencing exciting events with either old or new friends.

meetility is not just a friend seeking, dating app or a time planning tool, it seamlessly achieves all three objectives at once! Furthermore, with its commercial objectives, **meetility** can be the most effective word-of-mouth advertising tool for events such as music concerts, theaters, local tours, and sports activities.

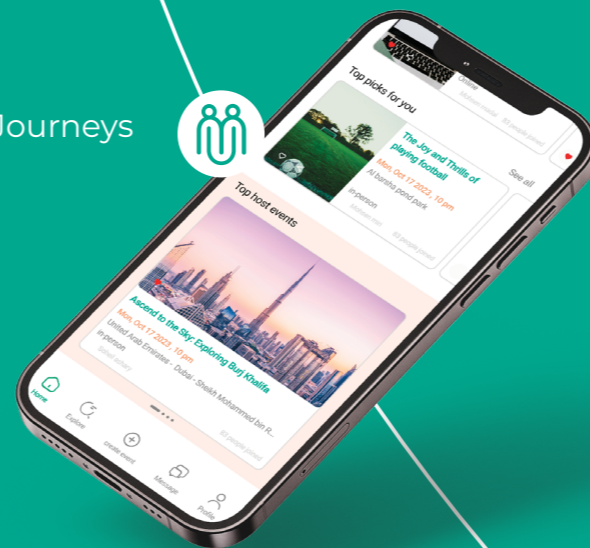
meetility aims to revolutionize how people connect and plan events, providing a unique platform that combines social networking, dating, and effective advertising. It not only allows users to discover new activities but also to connect with people who share their interests. By using the **meetility** app, they can easily create or join events, invite friends, and share unforgettable experiences.

Meetility

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