Meetility – Comprehensive Business Plan

1. Executive Summary

Meetility is a next-generation social app designed to help people connect with like-minded individuals and discover events that match their personal interests and lifestyle. It acts not only as an event creation and discovery platform but as a meaningful community builder that turns loneliness and disconnection into shared experiences and deep social engagement.

2. The Problem

In today's hyperconnected yet emotionally isolated world, many individuals:

- Feel lonely even when surrounded by people.

- Have niche interests that their friends or family do not share.

- Want to engage in activities but lack companions (e.g., morning walks, sports, cultural workshops).

- Struggle to find reliable information about events or people on platforms like Google or Instagram.

This results in a growing demand for a structured platform to connect people based on genuine interest and lifestyle alignment.

3. The Solution

Meetility provides a seamless, fast, and intelligent way to:

- Create or join events with a few clicks.

- Discover and connect with people who share specific interests.

- Use smart filters (interest, age, gender, language, location, category) to find meaningful matches.

- Monetize by creating paid events, promoting content, or becoming VIP users.

- Always have someone to experience new activities with, even when personal circles don't align.

4. Market Analysis

⬚ Target Audience:

- Individuals aged 16–35.

- Urban explorers, hobbyists, social connectors.

- Freelancers, digital nomads, and expats (e.g., Iranians in Dubai, Turkish youth).

- Brands, influencers, event organizers.

- Interest-based communities (sports, arts, tech, wellness, spirituality, parenting, gaming, volunteering, foodies, etc.).

⬚ Geographical Focus:

- Phase 1: UAE (Dubai, Abu Dhabi), Turkey.

- Phase 2: All GCC and broader MENA countries (excluding Iran explicitly).

⬚ Market Size:

- Dubai alone hosts over 3 million potential users including migrants, youth, and professionals.

- Meetility currently has 14,500 registered users.

5. Revenue Model

Meetility's diverse revenue channels include:

- Ticket sales commission for events.

- VIP memberships with premium features (exclusive filters, enhanced visibility, invite-only access).

- In-app ads from businesses, services, and event sponsors.

- Community monetization tools for users (paid event creation, affiliate promotion).

- Direct & indirect marketing services to businesses (sponsored events, influencer partnerships, gamified brand campaigns).

6. Current Status

- iOS and Android apps are live and stable.

- 14,500+ active users.

- Ticketing system fully integrated.

- 120+ events successfully organized.

- Over 10,000 organic Instagram followers gained in less than 6 months.

- Powerful and user-centric UX/UI.

7. Use of Funds

⯀ 1,000,000 AED investment will be allocated as follows:

- 400,000 AED – Strategic marketing and user acquisition.

- 200,000 AED – Advanced technical development and feature expansion.

- 200,000 AED – HR, staffing, and operations.

- 150,000 AED – Real-world events and campaigns.

- 50,000 AED – Infrastructure, legal, and customer support.

8. Competitive Advantage

- Minimal yet intuitive design tailored for younger demographics.

- Real-world utility beyond social posts (people + events integration).

- Enhanced discoverability through interests rather than only data.

- Real monetization opportunities for users.

- Emotional connection and gamified interaction focused on human experience.

9. Vision (5-Year Outlook)

- 1 million users across the MENA region.

- Presence in 5+ major countries including UAE and Turkey.

- Establish Meetility as the go-to platform for event-based social discovery.

- Attract strategic acquisition or IPO (ADX, DFM, or other).

Meetility

10. Founding Team

- Soheil Mola Ashary – Founder, brand strategist and UX/tech expert.

- A multidisciplinary team across design, development, marketing, and support.

11. Investment Ask

- Total Funding Required: 1,000,000 AED.

- Investment Vehicle: SAFE or Equity, valuation cap: 8,000,000 AED.

- Objective: Reach 300,000 users and operational breakeven within 18 months.

12. Why Invest in Meetility?

- Addressing a profound emotional and social human need.

- Large untapped market with low direct competition.

- Scalable, diversified, and monetizable business model.

- High user engagement potential and network effect.

- Structured exit options within 3–4 years with high ROI potential.