

BUSINESS OVERVIEW

Company Background & Mission

In an era dominated by digital interactions, genuine human connection has become increasingly exclusive. Our Brisbane-based technology startup is on a mission to bridge the gap between digital convenience and authentic real-world social engagement. We have developed a unique, location-based social networking platform designed to solve one of modern life's most persistent challenges: connecting with the people we encounter in our daily routines. Our platform removes the anxiety of traditional social approaches, offering a seamless, tech-enabled solution to foster real-life community interactions.

Market Opportunity

While social media use remains at an all-time high, there is a profound disconnect between online profiles and offline reality. Data consistently shows that many individuals desire to connect with others they encounter in their daily lives—whether at a café, a transit hub, or a social gathering—but are held back by the fear of rejection or social awkwardness. Our app addresses this massive, untapped market by providing a non-intrusive, digital-first bridge that facilitates introductions. By lowering the barrier to entry for social interaction, we are tapping into a global demand for more human-centric networking technology.

Business Model & Operations

Our business operates as a scalable SaaS model, built on a robust, launch-ready application infrastructure. Having fully developed and stress-tested the platform, we have transitioned from the concept phase to a fully functional digital product. Our operations focus on high-engagement user experiences, prioritising privacy and intent-based discovery. The business model is designed for rapid user acquisition and high-velocity network effects, positioning the platform to become a staple in social-tech ecosystems across major Australian cities before scaling internationally.

Track Record & Team

Leadership is the cornerstone of our strategy. Our founder brings an exceptional track record in capital markets and business scaling, having previously spearheaded a childcare sector IPO that raised over \$100 million and ultimately achieved a market valuation of \$650 million upon exit. This pedigree in high-stakes execution provides the business with a clear roadmap for governance, capital management, and long-term exit viability. We are backed by a team that understands the rigors of building high-growth enterprises from the ground up.

Growth Strategy & The Opportunity

We are currently seeking between \$50,000 and \$500,000 in strategic growth capital to accelerate our market entry and user acquisition campaigns over the next twenty-four months. This capital deployment will focus on aggressive digital marketing, influencer partnerships, and localised community growth. In return for this partnership, we are offering between 10% and 20% equity ownership in a venture that has already attracted significant market interest, including previous unsolicited offers for the IP alone at a \$20 million valuation. With the technology now fully developed, we believe the business is positioned for a multi-hundred-million-dollar exit potential.

Key Highlights

- Proven Leadership: Led by a founder with a history of delivering successful IPOs and significant exit valuations.
- High-Value IP: The core concept has previously attracted multi-million dollar offers for intellectual property alone.
- Launch-Ready Technology: A fully developed, high-performance application ready for immediate market rollout.
- *Addressing a Market Gap: Directly solves the psychological barrier to real-life socialising in an increasingly digital world.
- Clear Scaling Roadmap: Strategic capital deployment plan focused on user acquisition and rapid market penetration.