

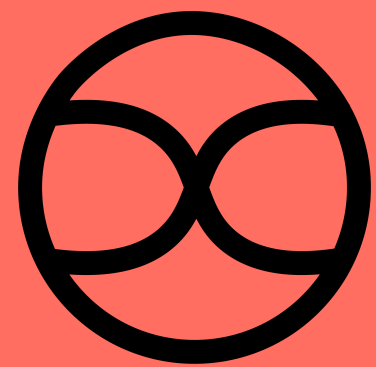
FEBRUARY 27 2025

Conte@t

CONTEXT IS THE PLATFORM INSURING RELATIONSHIPS NEVER FADE AWAY

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We want to fix how people manage relationships



CONTEXT

Approximately 100 million close friends are forgotten or left without contact every year.

Our solution: Context

- Context Tracking
- Message Reminders
- Automated Experience Suggestions & Bookings
- Seamless Integration
- Digital Scrapbook



Mission-Driven Focus:

Empower people to maintain relationships in the ways that matter most.

Future Vision:

Become the go-to platform for nurturing authentic, long-term relationships through AI-powered context.

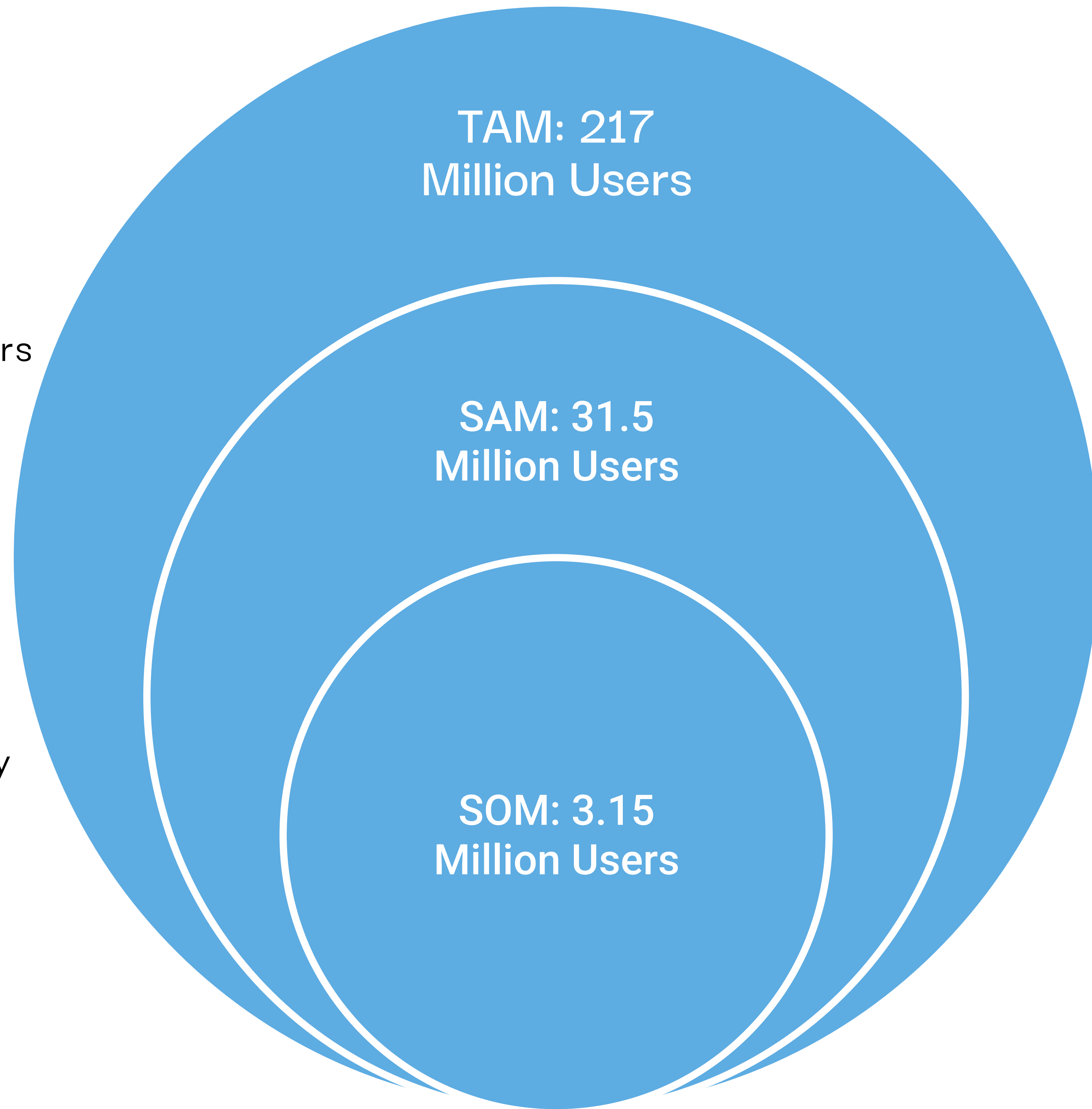
Distinctive Value Proposition:

Prioritize deep, personalized engagement over expanding connection numbers, setting us apart from traditional social apps.

Addressing Unmet Needs:

Target the gap where busy students and young professionals struggle to maintain meaningful connections.

5.22 BIILION SOCIAL MEDIA USERS



TAM: 217
Million Users

SAM: 31.5
Million Users

SOM: 3.15
Million Users

Social Connectors:

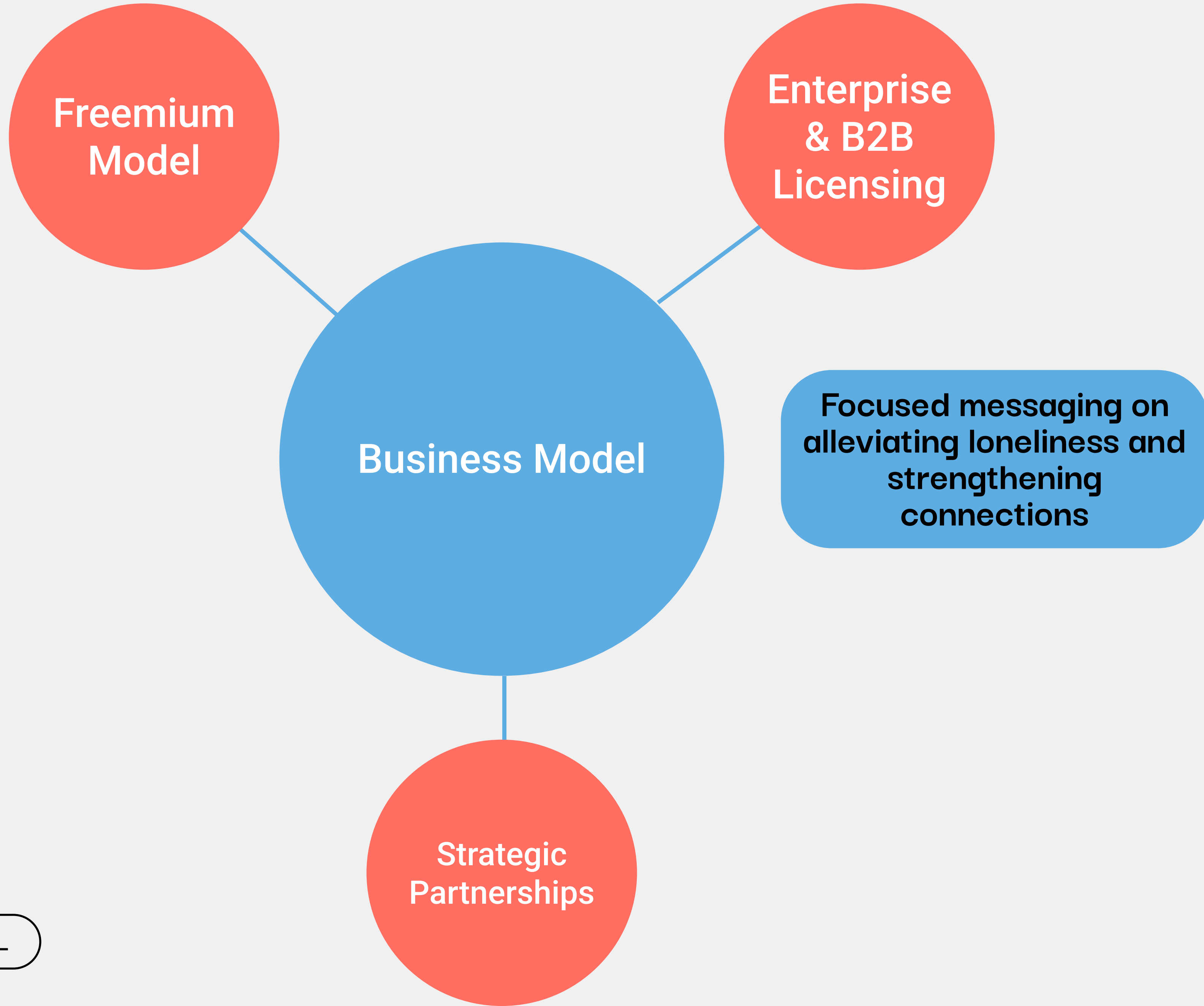
- Undergraduates, highly engaged & early adopters
- Estimated 10M digitally active actors

Disconnected Undergraduates:

- Undergraduates, less engaged & early majority
- Estimated 6M digitally active actors

Busy Grad Professionals:

- Graduates, moderately engaged & early majority
- Estimated 2.6M actors



3.15 M

TARGET MARKET

FREE

w/ basic approachs

\$10

Premium Features
30% Users

\$30

Business Features
20% Users

\$28.35 M

Subscription

Revenue

2025 - 2027

Go-To-Market Strategy

University Campaigns
to Target College
Students

COLLEGE CAMPUSES

Partnerships with
Professional
Organizations for Early
Adoption

PROFESSIONAL ORGANIZATIONS

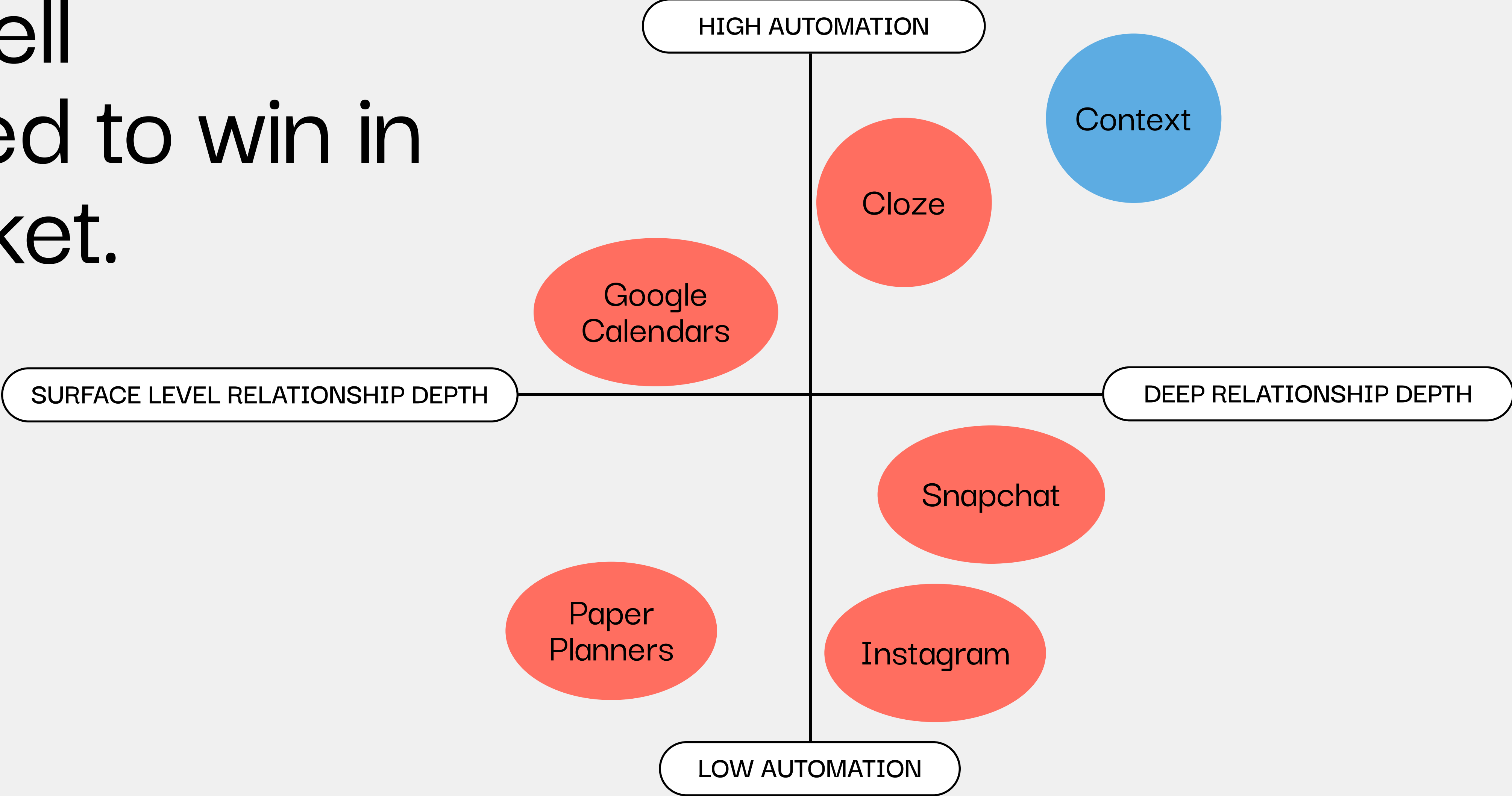
Social media
campaigns, influencer
partnerships, and
referral programs

CAMPAIGNS

CONTEXT

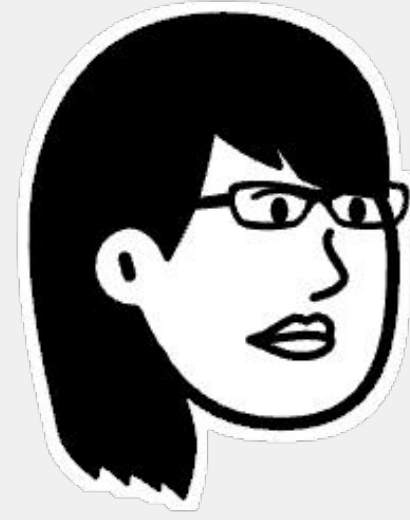
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We're well positioned to win in this market.



THE TEAM

Jing Yang



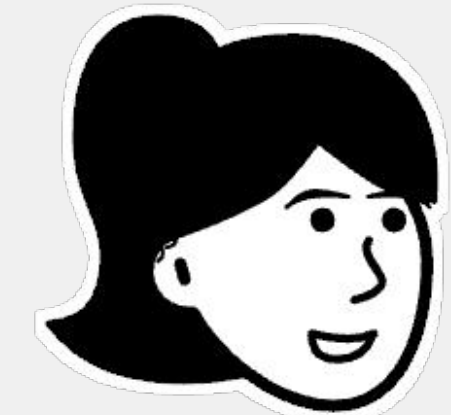
Marketing Lead (Market research and outreach)

Brendan Thoreson



Team Leader (Coordinating and scheduling)

Medhavi Goyal



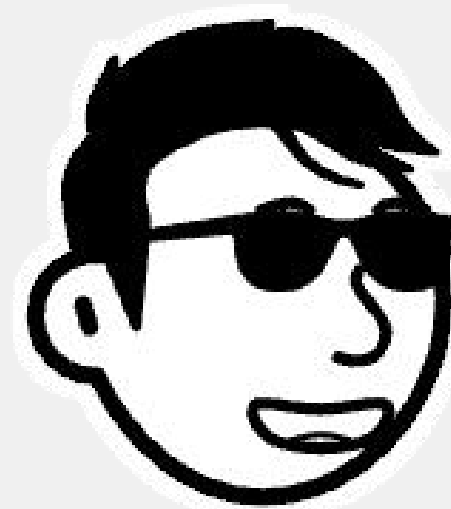
Tech Lead (MVP development and system design)

Atulya Mohan



Product Manager (JTBD and feature design)

Jayson Zhu



Brand Strategist (Visual and verbal identity)

CONTEXT

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We're raising a new round to grow our business.

Target
Investment
\$1MM for 10%

WHICH WILL BE USED TO ↓

Product Development

Development of MVP and AI-
Based Contextual Tracking

Marketing & Customer
Acquisition

Team Expansion and
Operational Scaling

Free Tier:

- Includes up to 100 contact connections
- Basic features such as chat, reminders, and minimal context tracking

Pay-Per-Connection Model:

- Beyond 100 free connections, each additional connection costs 0.5¢ (i.e., \$0.005)
- Keeps pricing transparent and usage-based

Optional Upgrades:

- Premium subscription bundles unlimited connections with advanced features (e.g., deep AI insights, enhanced digital scrapbook)
- Tailored enterprise plans for organizations needing large-scale relationship management

Key Metrics:

- 3.15M target users in 3 years
- \$157 Million ARR by Year 3

HIGH IMPACT

- Collection and display of shared experiences (akin to Snapchat memories)
- Manual input of shared history and relationship context that automates and evolves into a digital scrapbook
- AI-driven suggestions for new experiences to try together based on mutual interests and available dates/times
- Deployment of an AI agent to automatically book experiences for participants

- End-to-End Encrypted Messaging
- Recording and storing of interactions and text conversations
- Categorization of contacts into family, close friends, friends, professional
- Periodic reminders to reach out to contacts, including summaries of past conversations
- Reminders to respond to messages (similar to email reminder features seen in apps like Spark)

LOW URGENCY

- Ability to share mini-portfolios with selected professional contacts
- Automated notifications when a contact is present at an event (e.g., a conference)
- Tracking of important dates such as birthdays and anniversaries.
- Location-sharing functionality similar to Apple's Find My

HIGH URGENCY

- Mini-portfolio creation and updating (work experience, roles, short bio)
- Ability to share mini-portfolios with selected professional contacts
- Display of key context including previous interaction summaries, conversation snippets, updated bios, and professional life updates
- Categorization of contacts into family, close friends, and friends

LOW IMPACT