


Guppi





Challenges

In today's fast-moving world, where one in four young adults experience loneliness, we're transforming the way friendships are built—making it simpler to connect and form genuine relationships.



Solutions

Yupi provides a fresh, innovative solution for connecting with like-minded individuals by prioritising meaningful interactions over typical dating mechanics.

Using machine learning, Yupi matches users based on shared interests, life moments, and engaging media posts, fostering lively conversations and genuine connections.





Solutions

Yupi also intelligently handles inactive matches, giving users gentle prompts to either reconnect or move forward. Recent moments and posts are always at the top of the feed, making it easy for users to dive back into engagement by sharing or reposting.




A close-up photograph of three young women with curly hair, smiling and posing for a photo. The woman in the center is holding a red heart-shaped prop over her eyes. They are all wearing casual clothing, and the background is slightly blurred.

Solutions

Additionally, Yupi's AI keeps the platform safe by filtering out prohibited content and providing users with the ability to report anything unwanted, ensuring a positive and secure environment for all users.



A photograph of three people standing on a grassy hill at sunset. A woman on the left, wearing a light blue denim jacket and dark pants, is holding a string. A man in the center, wearing a dark jacket, has his arms raised in celebration. Another man on the right, wearing a white shirt, is also visible. The background shows a vast landscape with rolling hills under a golden sky. A black text box is overlaid on the right side of the image.

We celebrate our differences, but we all
share a common love
for living life to the fullest and cherishing
every moment with
understanding souls by our side.

AI / ML technology in the app

At Yupi, our AI simplifies creating meaningful connections. Users share life moments, and our machine learning instantly recommends relevant media and suggests like-minded connections, all without tedious filters or complex profiles. We also offer semantic search, letting users quickly find what they need by understanding the content itself.





AI / ML technology in the app

Our AI encourages engagement by managing inactive matches and promoting reconnections, while also ensuring a safe space by filtering prohibited content and allowing users to report violations, maintaining a positive experience for everyone.



How we got here

2020

Search and Realisation

Dealing with the format has been a challenge for us. While we wanted to avoid duplicating existing platforms, we were cautious

2021

Working prototype and pre-seed Fundraise

We have raised our initial seed funding and kicked things off with a Proof-of-Concept

2022

Positive feedbacks, market tests and confirmation

We've launched our MVP in Australia (minimal viable product) in the market, and now we are available on the App Store.

2023+

Platform pivot And traffic driven tuning

Traffic-driven platform pivot and features development. Constant optimisation.

2024

Moving forward

International End-market enablement and growth test. We have expanded to a first overseas End-Market.



Moving forward

2025 + Beyond

Expanding the Boundaries

Yupi is a highly scalable product with a clear business model that stays on connections, friends and active creative people who use it.

We are planning the following:

1. New End-Markets and Global enablement. We take our path starting from South-East Asia across to America and Europe.
2. Continue to implement market-validated innovative technical & product features to provide an ultimate experience for our users
3. Make the platform a clear place to stay for all kind of activities - just chatting with friends our managing the events, open social groups and even the Trends.
4. Research and Develop the direction of Socio-Fi - this is where our internal Yupi Economy will perfectly with it's own token - Yupi Credit



Yupi's Evolution

/ PoC: Developed and launched a Modular platform

/ MVP: Collected Yupi audience feedback and suggestions

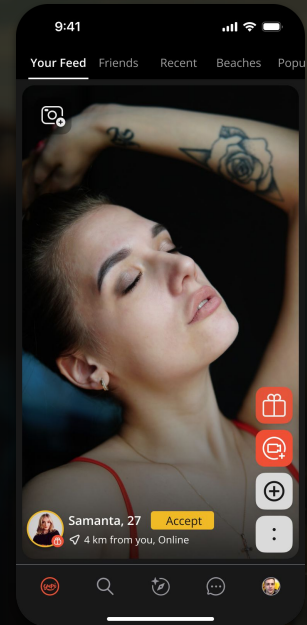
/ Product: Progressed to a proper Product



PoC



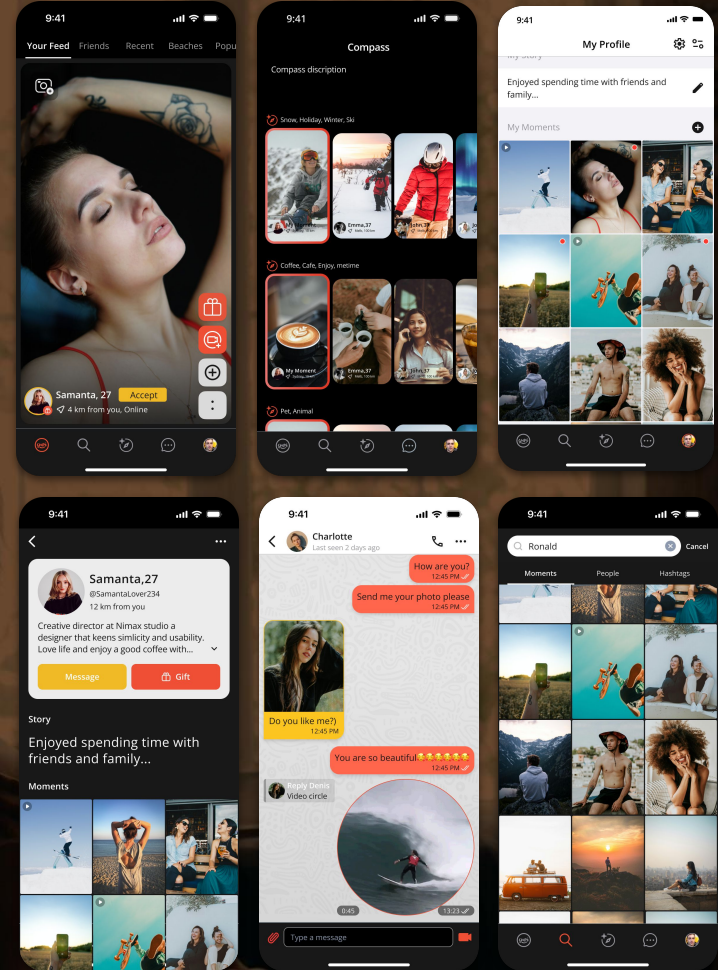
MVP



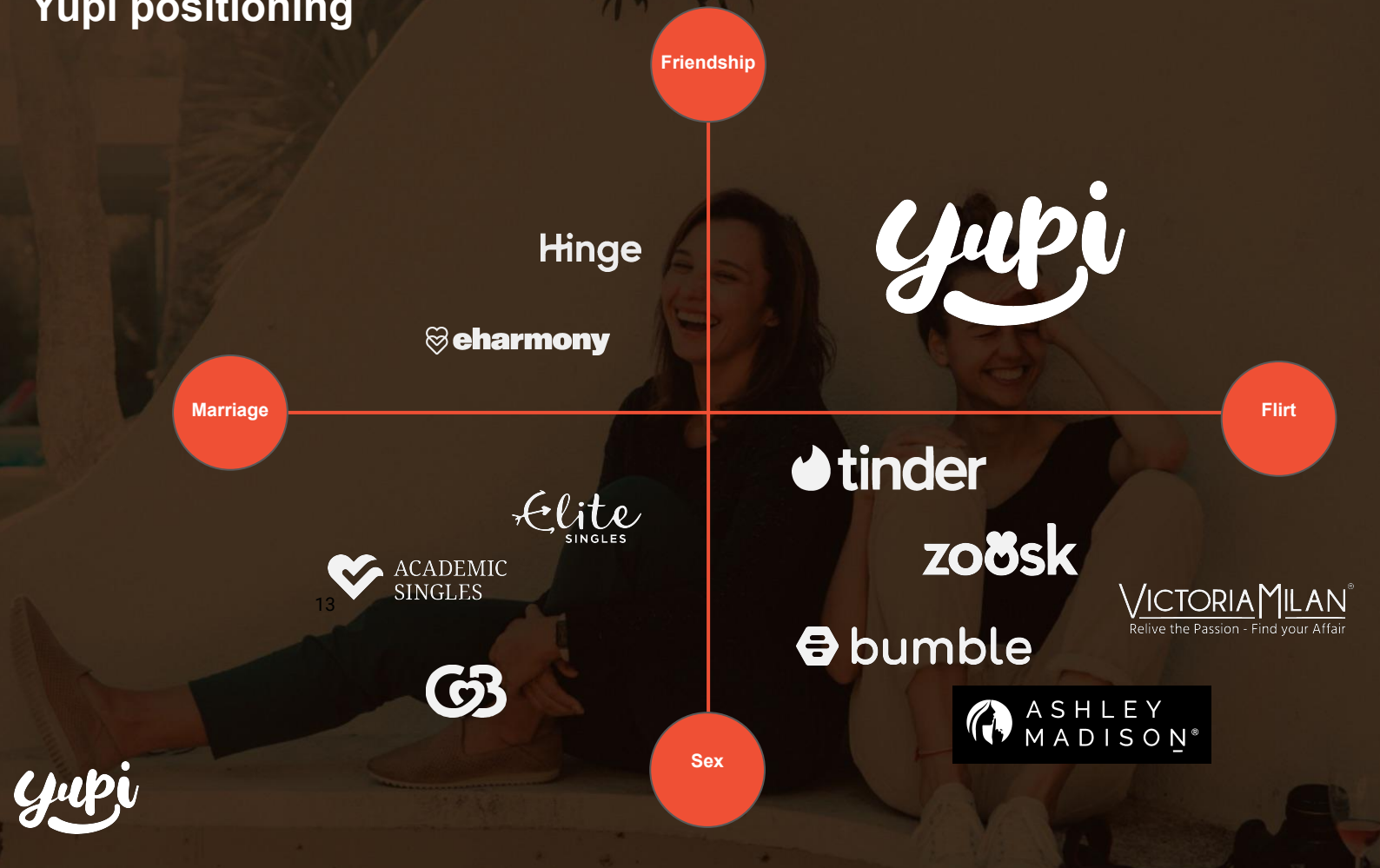
Market Product

YUPI today

- / Data-driven platform architecture
- / Intuitive and simple mechanics. Only known usage technics
- / Straight-forward monetisation
- / Less manual filters. More automation. Faster connections
- / Machine Learning integration in finding connections and moderation
- / Easy and well-known interface patterns. Simple app concept
- / Future ready to integrate with Play-to-Earn and WEB
- / Less manual filters. More automation. Faster connections



Yupi positioning



Reasons to meet people



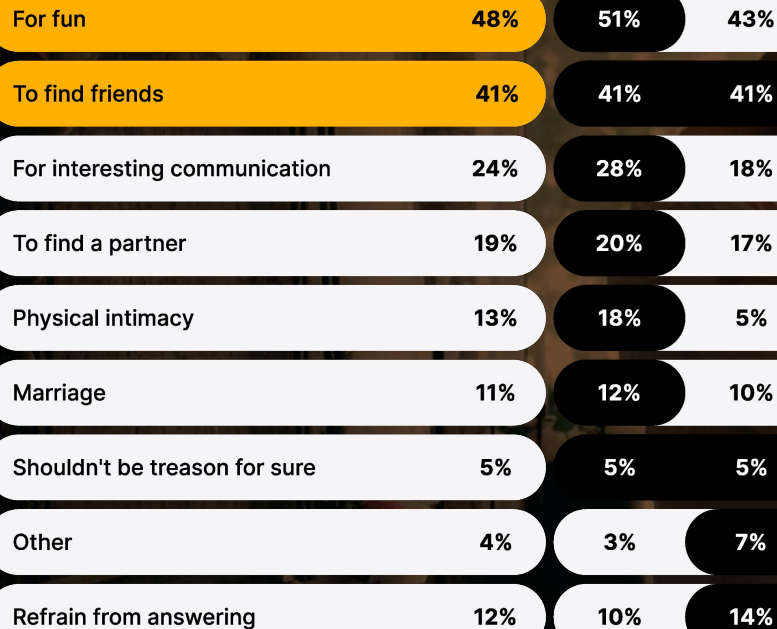
All



Male



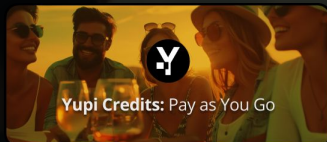
Female



Monetization: Revenue Enablers

Premium Capabilities (B2C):

Premium users (users that pay) could be one out of the following:



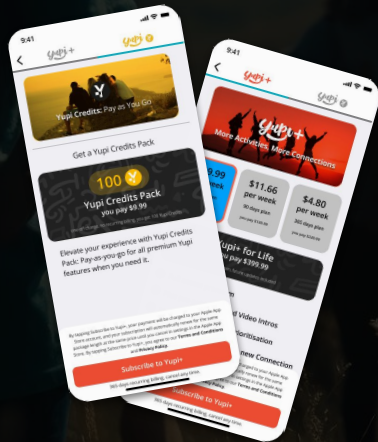
Yupi Credits

- In this case users are only paying for the feature usage, (Pay-As-You-Go or PAYG model)
- Purchased Yupi Credits never expire



Yupi+ Subscription

- Full access premium
- Unlimited Gifts & Video-Intros
- Enhanced Profile Prioritisation
- See who wants to Connect with you
- Your Connection requests prioritisation



Screen-based ads targeting users & appearing in Content Feeds (B2B):

Standard advertising pattern that only appears to Free users.

- Appearance Frequency is dynamically controlled and depends on user's engagement & screening time
- B2B traction & Metrics
- Dynamic button-widget that redirects to a web URL or any other deep-link



Monetization Premium (B2C) realisation: Subscriptions and Packages

Connection request queue

Based on curiosity on who is in the queue to connect visibility in bulk



Subscription: Users can see a queue of who wants to connect with them with no limit while YUPI+ subscription is active



Yupi Credits: Users pay 9 YC for 1 hour Queue Visibility

Gift

Gift allows a priority appearance in chats and a higher chance to connect



Subscription: Users can send Gifts to the others with no limit while YUPI+ subscription is active



Yupi Credits: Users pay 9 YC per each 1 Gift chosen & sent

Video Intro

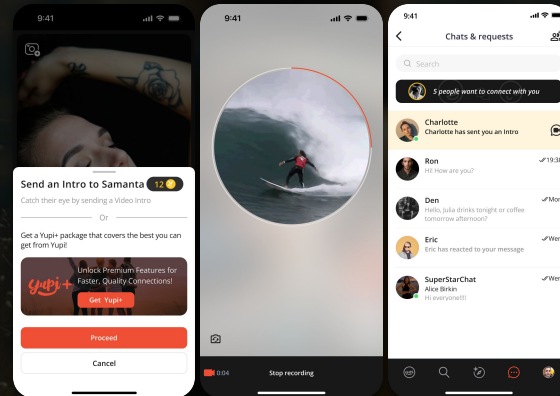
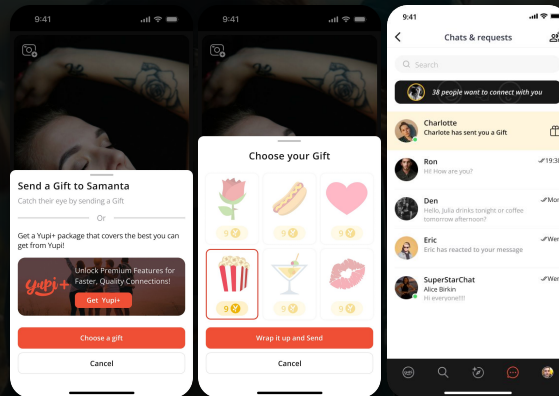
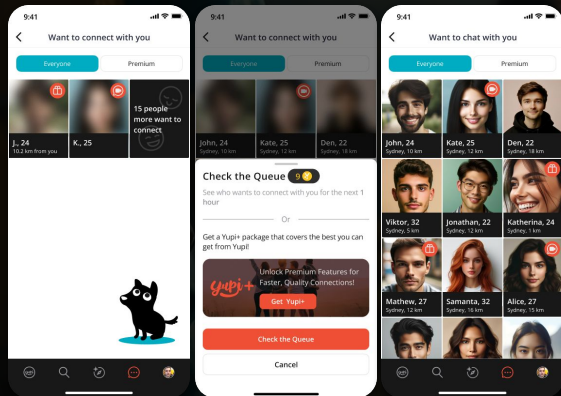
Video Intro allows a priority appearance in chats and a higher chance to connect



Subscription: Users can send Video Intros to the others with no limit while YUPI+ subscription is active



Yupi Credits: Users pay 12 YC per each Video Intro sent



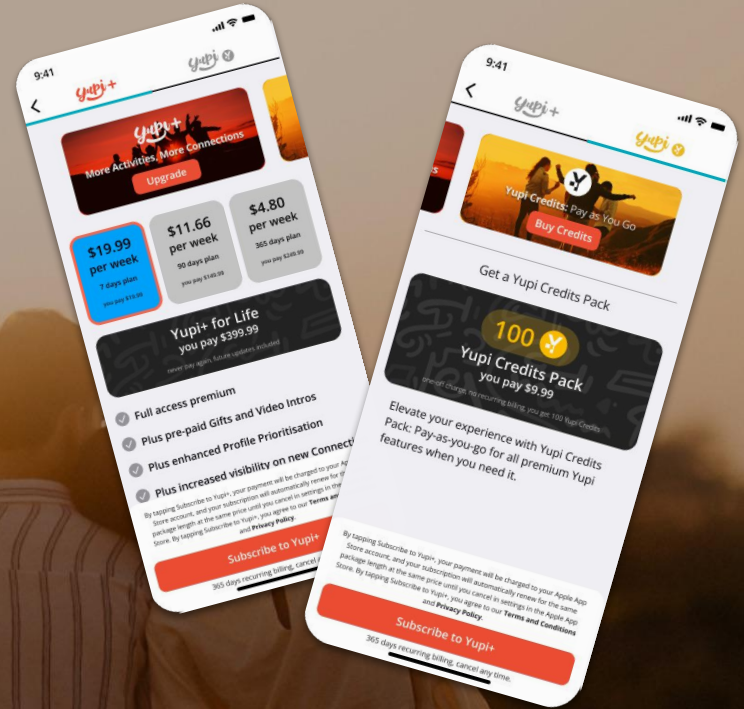
Monetization

Charging Methods:

- / Pre-paid Yupi Credits: Buy credits in advance and pay per feature.
- / Yupi+ Bundle: Unlimited access to premium features with no ads for a set price and time.

Future Expansion:

- / Monetized Group Chats: Users can create exclusive groups and charge for entry.



Our average proven metrics

22%

22% active users VS all users per day (DAU)

15+

Connections per person in average in the first fortnight

2.5k

WAU (AVG) ~ 2,5k users per week

25k

25k users in total

10mins

~ 10 min AVG session time per user

4.8

Our App Store rating



Business model

We aim for:

5%-7%

Market share

~ 500 000

MAU

~ 130 000

WAU

Financial goals:

1.5 - 3

LTV/CAC

LT

2 - 6 months

LTV (avg)

🇦🇺 AU: ~ 150 AUD per user

🇺🇸 US ~ 120 USD per user

🇧🇩 BD ~ 5-7 USD per user

🇮🇳 IND ~ 7-11 USD per user

CAC:

~ 50 AUD per user

~ 35 USD per user

~ 1 USD per user

~ 1,5 USD per user

VS

The Audience

Our Initial markets*:

🇦🇺 Australia (allready launched)

~ 25 000 000

Australians

~ 3 000 000

Potential active users

🇺🇸 USA (coming soon)

~ 340 000 000

Americans

~ 28 000 000

Potential active users

*Yupi is a globally scalable product, with plans to expand into South-East Asia and America in the first wave, while also being equipped for a presence across the Globe

🇧🇩 Bangladesh (allready launched)

~ 171 000 000

Bangladeshis

~ 21 000 000

Potential active users

🇮🇳 India (coming soon)

~ 1.5 billions

Indians

~ 3 000 000

Potential active users

How do we earn:

- / Premium features (Gifts and Gift Marketplace, Account Boost, Unlimited feed scroll)
- / Yupi Credits (internal digital currency) realization
- / Advertisements

- / Potential subscriptions
- / Play to earn readiness (currently in the phase of research)



Market size estimation

7.22%

CAGR (compound annual growth rate) until 2025

US\$ 8.537bn

Dating Services revenue forecast by 2025

US\$ 11.28bn

Projected market value by 2025

US\$ 15.18

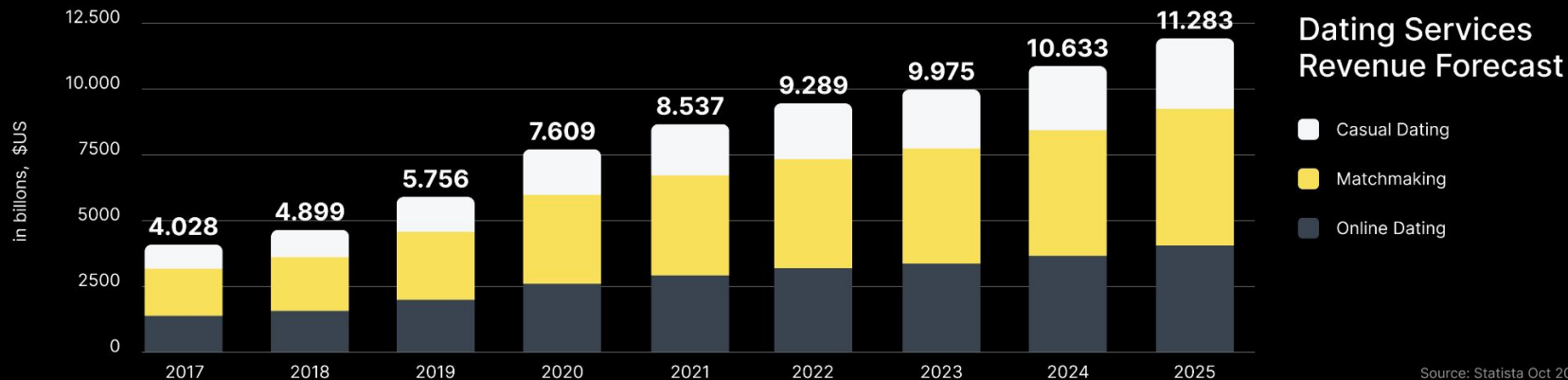
ARPU (average revenue per user) in 2022

733.5m

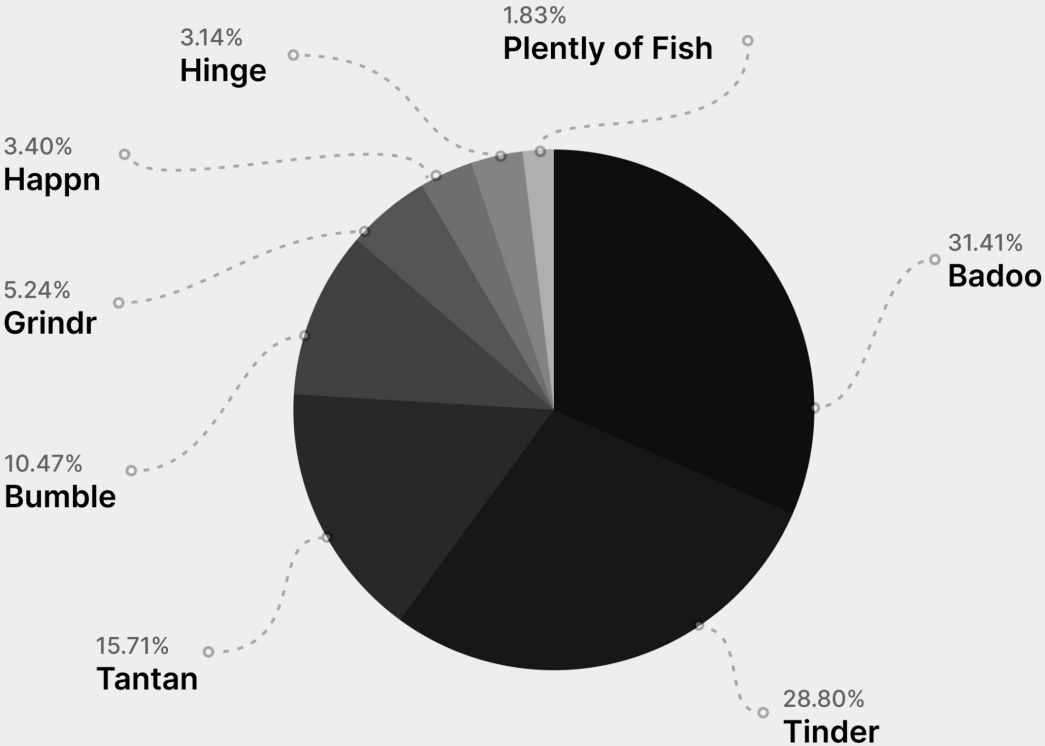
Expected number of users by 2025

7.5%

User penetrations in the Dating Services segment in 2022



Global market Share



Advanced Platform Management Facility developed by us in full

Yupi has an advanced Platform Management panel that allows for highly customized user feeds based on specific topics, types, objects, or brands. Admin users on the Yupi Management Platform can curate feed content in real-time for different user groups, segmented by location, age, gender, or specific behaviors that are also tracked. Additionally, the feeds can be self-adaptive, with media content adjusting according to user reactions.

This capability makes Yupi a valuable commercial partner, as it can dynamically target individual users, clusters, or specific user segments with tailored branding and loyalty campaigns, while effectively measuring feedback and reactions.



The image is a composite of three screenshots from the Yupi Management Platform. The top screenshot shows the 'Status' and 'User' settings for a specific user, 'Mark Booy #13748', including a 'Scope' section with rules like 'Recent - 1 day - any gender - current Geosession - max 3'. The bottom-left screenshot shows a 'Moment's Creator's' settings panel with filters for ID, Age, and Gender. The bottom-right screenshot shows a 'Premium Grants' table with columns for ID, Title, Active?, Days Left, Store SKU ID, and Actions, followed by a 'Transactions' table with columns for Transaction, Price, Amount, Sub Title, Description, Date, Product ID, Transaction/Order ID, ID, and Credit Source.

Yupi's Tech

- / Multiregion content servers
- / Streaming video and media
- / AI content analysis with multi-backend support (Claude, OpenAI, OLLAMA), LLM based tagging
- / Semantic search across all type of content including media
- / Scalable & Maintainable codebase
- / Multicloud deployment
- / No vendor locks - all development is done in-house, all tech IPs are owned by us
- / Full traction on customer behaviour and advanced analytics - customer 360-degree visibility





Trade Mark

YUPI trade mark has been registered,
Trade mark number: 2224360.
Please visit IP Australia page
for more details



Powered by AWS

Wevention / YUPI have been approved
for AWS Startups program and powered
by AWS for best practice cloud
infrastructure usage



Patent

Patent 'Media files matching approach
with the help of computer vision/
machine learning to discover like-
minded people', #2023900192
has been obtained



ESIC Qualified

Wevention/Yupi has received
recognition as an Early Stage Innovation
Company by the Australian Federal
Government, entitling our investors
to a range of incentives



CO-FOUNDER, CEO



Alex Vasilenko

A forward-thinking and motivating leader possessing an entrepreneurial perspective within the dynamic realm of evolving technology. Demonstrated history of fostering excellence, cultivating a performance-driven and innovative team culture. Emphasis on effective delivery and adherence to best practices as a results-oriented manager. My primary areas of focus include: individuals and teams, growth, and ongoing advancement. An agile strategist readily attuned to the latest trends in disruptive technologies. Firmly rooted in the belief that possibilities are boundless, and teamwork, coupled with a coherent strategy and strong team cohesion, has the potential to drive significant transformation.

CO-FOUNDER, COO



Rony Anwar

A strategic and innovative operations leader with an entrepreneurial mindset in the rapidly evolving technology sector. Proven ability to streamline processes, enhance operational efficiency, and drive scalable growth, effectively complementing co-founder's visionary leadership and expertise in team cultivation. Dedicated to fostering a high-performance and collaborative team culture that encourages excellence and continuous improvement, ensuring the seamless execution of Yupi's strategic initiatives.

Expertise in operational excellence, strategic planning, and the implementation of best practices bridges essential management gaps, creating a balanced and comprehensive leadership team. Adept at navigating disruptive technologies and staying ahead of industry trends, working synergistically with Alex to position Yupi at the forefront of innovation. Together, diverse skills and strengths ensure Yupi's mission to create meaningful connections and transformative social experiences for a global community is successfully realized.

Thank You



yupi.com.au

yupi

