



dup - dup

Transforming lives. One smile at a time!

EXECUTIVE SUMMARY

Dup-Dup is not just another social media platform, it is a thought to make world a kind and a better place by helping others. While discovering and enjoying fantastic content, curated based on personal interests, as well as mood and other customized factors; fueled by AI and Machine learning.

Our platform helps weed out stuff you don't want to see, while simultaneously preventing you from restrictive echo-chambers, giving you a great social experience. You also get to contribute to the Dup-Dup community, sharing your voice to help generate content which makes others laugh, smile, and feel good throughout the day!

We want every user at Dup-Dup to be someone's hero; by letting their personality shine on the platform. Dup-Dup can work in a unique way for every single user. At Dup-Dup, positive, inspirational, and meaningful content is within everyone's reach!

PROBLEM DEFINITION & OPPORTUNITY STATEMENT

Everyone is on social media these days, but by and large, the major many platforms have failed to offer a curated, personal experience to users. Click baiting them to consume ever increasing amount of mostly useless and/or extreme content, with algorithms designed for only one thing, maximizing the time a user spends on the platform. Some commentators have labeled it a digital dystopia!

Conventional social media platforms, while revolutionizing the way we connect, have failed to have their user's best interests at heart. Psychologists and researchers have pointed out that conventional social media usage is encouraging negative behavior, distracting people from what they hold dear or from their goals. Studies have shown that social media users are, on average, more likely to feel stressed!

Dup-Dup knows what users want (privacy, knowledge, entertainment), and we know what we want to avoid (cyber bullying, irrelevant information.) To understand our users' needs and meet those needs completely, this is the future on the internet unfolding before your eyes!

Revenue Model

1. License Fee from Businesses wanting to reach audiences(SaaS)
2. Advertisement Revenue

We're targeting to reach an ARPU of US\$ 1.50 over the next three years.

GO-TO MARKET:

TARGET: 100 MILLION MONTHLY ACTIVE USERS BY 2022.

We've outlined two scenarios for growth, one where we get funded and the other is a bootstrapping model.

BOOTSTRAP

- Start Beta run in October 2018
- Social Media Marketing at a low burn from personal finances.
- November 2018 - Planning to commence Kick-starter Campaign
- Raise \$20,000
- Reach 70K user across world in 6 months
- Involve influencers (\$150 per month)
- Press Releases
- 30 minutes per day "postings" on all of the popular social media
- Create a buzz on Reddit/Quora and other platforms, growth-hacking our way up.
- Weekly, customized email newsletter January 2019.

FUNDING AVAILABLE:

- All of the above in bootstrap and additionally:
- ATL campaigns in developing countries.
- Dynamic and Broad Digital marketing campaigns on Google, Social platforms etc.
- Rich content including short videos.
- App Store and Play-store boosts
- Local Brand Engagement, enabling O2O impact.

The first monetization is planned for October 2019. After which the goal will be to get to US\$ 1.5 ARPU over the next two to three years.

PRODUCT & VALUE PROPOSITION

DUP-DUP aims to champion the cause of a better, more human centric and productive social media experience by adopting the following key strategies:

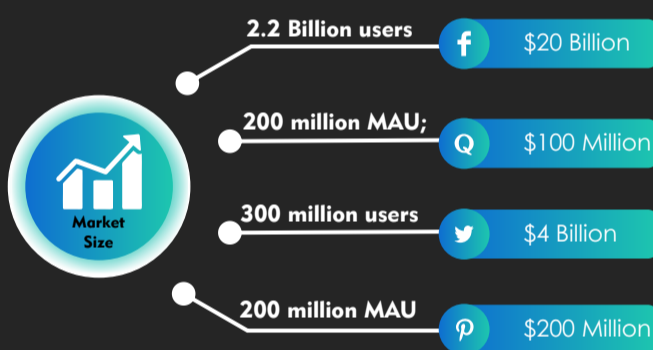
- 1) De-cluttering the information that users interact with based on their personal preferences and interests.
- 2) A dedicated focus on preventing advertising spam, specifically allowing users to interact with content that they're interested in.
- 3) User Privacy at the heart of everything we do.
- 4) Devising positive behavioral AI/Machine learning models which encourage people to achieve their personal goals and aspirations while helping others to achieve the same.

5) Elegant design, giving a user experience which helps us stand-apart.

Dup-Dup will be an exciting social media experience; sitting at the intersection of traditional content sharing based platforms like facebook, twitter etc. and growth/learning oriented platforms like Quora, stack-overflow and others. We plan to find the perfect balance between these two domains to let individuals consume content at their own terms. While seeking and giving help and becoming everyday heroes. Paving way for a more productive and rewarding social behavior.

MARKET SIZE

Dup-Dup, positioned at the intersection of social, interest based content, and self-help/personal growth platforms can ideally target for a user-base of around 100 million users over the next 4 years. Estimating an average ARPU of around US\$ 0.7 per user, the worst case revenue potential is about US\$ 70 million. A best case scenario, with an ARPU of 1.5 US\$ per user/year leads to a revenue potential of US\$ 150 million within 4 years.



COMPETITIVE ANALYSIS:

- Quora
- StackOverflow
- Pinterest
- Facebook
- Twitter

Dup-Dup is different because it is a more human centric and growth mindset oriented platform, encouraging everyday heroes to help their community members in need.

Dup-Dup is more personalized with much wider variety of topics to seek/give help on. Furthermore, our User Experience will be a class apart.

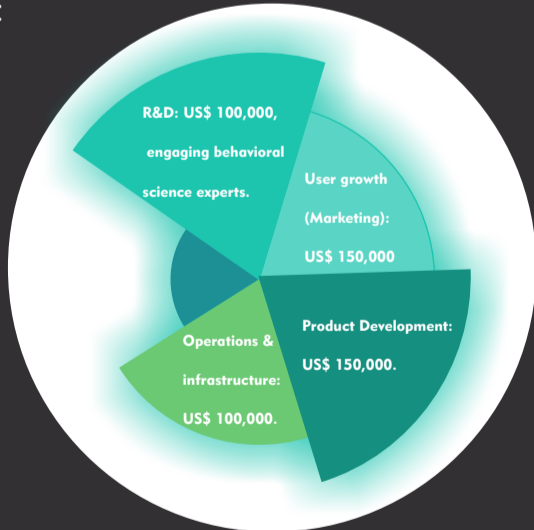
Pinterest is an interesting example of curated, interest based content platform and is growing rapidly in revenue. Instead of treating Pinterest as competition, Dup-Dup sees it as validating the core concept of Machine learning based content curation. What Pinterest does with images, we want to do with digital content on a wider scale.

A behemoth of social networking, we do not plan to directly compete with facebook. The goal being to offer a hands-down better internet social experience.

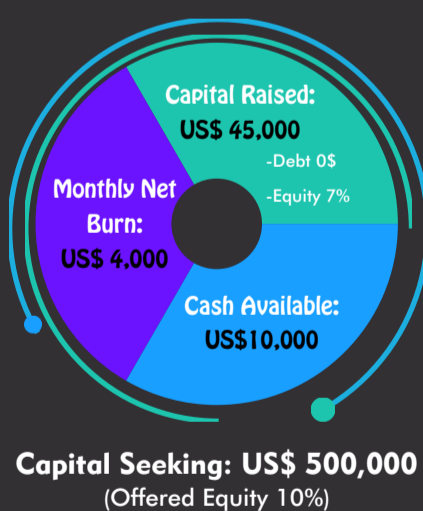
Again, we do not compete with twitter directly. Dup-Dup with its AI assistant will be the next evolution of social media where users interact with a platform that humanizes their mutual interaction, learning from and adapting to the user's preferences.

COST MODEL/ MAJOR EXPENSES

Funds Utilization:



FINANCIAL INFORMATION:



Traction Milestones To-date

Dup-Dup V1:

- UX completed – June 2018
- 2 out of 3 features completed: interest/mood based feed and community feature to become someone's hero.
- Alpha testing and development currently under way
- Beta Release planned for October 2018.

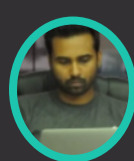
Investment Sought/Type of Investment/Use of Funds /Next Milestones

- We are looking to raise US\$ 500,000 with a one year runway
- We are offering 10% equity in return.
- The valuation is based on the potential pipeline and projected business value over the next 36 months in mind.
- We are open to valuation discussion and market analysis in discussions going forward.

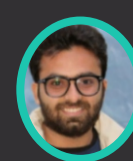
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