

Cordion: The Social Platform for Real Connections

What is Cordion?

Cordion is a location-first social app that turns everyday coordinates — where you go, who you pass by, and the spaces you belong to — into real, intentional connections.

Current Social Media Pain Points:

- Illusion of connection despite high usage.
- Curated reality instead of authentic life.
- Passive consumption and endless scrolling.
- Lack of real-world interaction.
- Feelings of inferiority and FOMO.
- Emotional burnout from comparison culture.

How Cordion Solves This:

- Prioritizes trust, presence, and proximity.
- No follower counts or public likes.
- Encourages intentional use over mindless scrolling.
- Bridges online and offline with events & circles.
- Privacy-first with Veil Mode.
- Presence over performance.

Target Market:

- University students (18–25) in Karachi, Lahore, Islamabad.
- Mindful social media users (20–30).
- Creative, community-first individuals.

Monetization Strategy:

1. Freemium core access.
2. Cordon Premium subscription:

- Extended discovery range
- Unlimited circles
- Advanced cross paths
- Event boosts
- Unlimited Veil Mode

3. In-app currency (Cords):

- Boost events/posts
- Unlock premium actions
- Buy themes and badges

Competitive Advantage:

- Location-first & privacy-centric.
- No public validation metrics.
- Real-world presence focus.

- Campus-first rollout strategy.

Go-To-Market Strategy:

- Closed early access in universities.
- Campus ambassadors & societies.
- Local events and zones.
- Viral loop through Cross Paths + Circles.

Core Features:

- Easy onboarding
- Personalized feed
- Real-time chat
- Circles (groups)
- Events & RSVPs
- Interactive map
- Zones & geofencing
- Search & discovery
- Strong privacy controls
- Veil Mode
- Custom settings

Vision:

Short-term: Become the go-to campus connection app in Pakistan.

Long-term: Expand globally, integrate local commerce, civic engagement, and smart recommendations.

Pitch:

Cordion is not a broadcast app. Not a dating app. Not an attention game.

It is the future of real-world, mindful, community-first social connection.