

When Light Arrives ([App](#))

- **The AI that helps you find kindred spirits: True Love, Close Friends, Project Partners...**
- [More info \(App store links and screenshots\)](#)

Vision

- To build an AI-powered app that helps people find kindred spirits — whether for true love, close friendships, or project partnerships.
 - Create meaningful connections, instead of wasting people's time with low-quality content like many existing social platforms.
 - Help users avoid the overwhelming task of searching for real connection in a sea of misaligned or irrelevant interactions — like finding a needle in a haystack.

Problem

- Most social platforms follow a similar pattern:
Person **A** posts contents, and the system recommends these to Person **B** based on primitive mechanisms like tags, keywords — or even randomly.
The result: users must scroll through large volumes of low-quality content to find someone they truly resonate with. It's tedious, inefficient, and often leads nowhere.

Solution

- Let AI do the heavy lifting of finding the right people.
 - Each user chats with our AI, allowing it to understand and summarize their thoughts, feelings, and personality.
 - These **mind summaries** are vectorized using large language models and stored in a vector database.
 - Vector similarity search enables fast, efficient, and meaningful matching of users with similar minds.
- The app also uses AI to enforce strict content moderation, allowing only high-quality, thoughtful contents — ensuring a meaningful user experience.

Market Size

- Total Addressable Market (TAM)
 - ~1.5B English-speaking, internet-connected users globally
 - ~25% actively seek new romantic, platonic, or collaborative connections → 375M users
 - Assuming \$50/year ARPU → TAM = \$18.75B/year
- Serviceable Available Market (SAM)
 - Initial focus: USA, UK, Canada, Australia
 - Combined estimated target audience (ages 18–50, socially active): ~70M users
 - SAM = 70M × \$50 = \$3.5B/year
- Serviceable Obtainable Market (SOM)
 - Conservative 3–5 year goal: 1M users

- $SOM = 1M \times \$50 = \$50M/\text{year}$
- Summary
 - Large, underserved market for meaningful digital connections
 - Existing platforms optimize for content engagement, not human resonance
 - *When Light Arrives* leverages LLMs + vector search to match users by mind similarity — targeting depth over volume

Team

- **Ricky Ding** (b. Nov 1997)
 - 2016–2020: BSc in Physics (First-Class Honours, Full Scholarship)
National University of Singapore
 - 2021: Research Assistant (Software Development)
Centre for Quantum Technologies, Singapore
 - 2022–2025: Co-founder & CTO
Frontline Industrial Software (B2B SaaS – Mathematical Optimization), Singapore

Use of Funds

- I (Ricky Ding) designed, developed, and launched the MVP — now live on [Google Play](#) and the [App Store](#).
- However, I lack experience in marketing and user acquisition.
- I am raising funds to:
 - Hire marketing talent to attract users
 - Hire developers to improve and scale the app
 - Set up business operations and infrastructure