



Inkast — your soulmate is nearby

2022

inkast



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Contents

1. Prime cause	3
2. Blue ocean	12
3. Business plan	14
4. What is ready?	23
5. MVP	30
6. The team	32
7. Conclusions	33

Prime cause

Initially, the idea of Incast came from the observation that people in dating services cannot find a partner for a long-term relationship

It has been hypothesized that current market proposals do not cover the need to find a couple. In order to test it, the survey was conducted

Prerequisite

The person used at least two dating apps:

Tinder, Badoo, Day Vinchick, VK Datings,

Mamba



The total time spent using the service was
at least one week.

What's going on with
the competitors?

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Questions

01 What dating services do you use?

02 How long have you been using them?

03 Did you have successful relationship, in your opinion? If yes, how many of them were successful and why do you consider them to be so?

04 If there were unsuccessful relationships, what reasons do you think led to an unsuccessful outcome?



What questions
do users ask?

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The survey of ~600 people aged 20-30 years old was conducted,



in a written format and verbally.

Only one person among them happened to be in successful relationship. He considered himself happy as his and the partner's taste preferences were very similar: they both enjoyed playing computer games and spending summer in Anapa. They got married after 4 years of relationship and have been married for 2 years now.

Common Reasons Relationships Fail



In addition to the survey, we conducted a search among existing studies and found that only 10-15% of dating app couples end up in a happy marriage

The hypothesis was confirmed and the general tendency was observed as well: people are too different and can't be together as one or two mutual interests are not enough for building a good relationship.

kaspersky.com

bel.biz

journal.tinkoff.ru



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Indirect causes

- Loneliness is an emotional state associated not only with the desire to contact people, but also with a sense of social isolation. People can be alone and not feel lonely, or they can interact with people often but still feel emotionally isolated.

Loneliness associated with a decrease in the quality of communication caused by the spread of the Internet
elar.urfu.ru

Loneliness caused by globalization
guu.ru

rosstat.gov.ru

The global trend towards loneliness, some scientists call it the «epidemic of loneliness»
statista.com

Health damage caused by feelings of loneliness: depression, drug addiction, suicide
cyberleninka.ru

- It has become more difficult for people to build long-term relationships, which has led to a decrease in the birth rate and an increase in the number of divorces in the country

finexpertiza.ru

- The study shows that while marriage is losing much of its social and institutional character, so-called «super relationships» are gaining popularity — an extremely private spiritual union that combines sexual fidelity, romantic love, emotional intimacy and togetherness.

For example, 80% of women believe that a husband who can talk about his deepest feelings is more preferable to someone who earns well.

Among single men and women, the overwhelming majority (88%) agree that «somewhere out there» a special person, a kindred spirit, is waiting for them. Loners who have never been married are sure that they will be able to find a soulmate; a large majority (87%) agree that they will find that special someone when they are ready to get married

Singles Seek Soulmates for Marriage
news.gallup.com

National Marriage Project study suggests that for young people, material and religious status is less important than finding a «soulmate»



Psychologists have found out that men and women tend to fall in love with people with similar ethnic and socioeconomic characteristics, approximately the same level of intelligence, education, visual attractiveness and sense of humor, as well as with common religious, political and social views.

- So in our service a fundamental function appeared: the selection of a person according to a variety of parameters. It is based on machine learning recommender systems and consists of two parts:
 - collection of metadata and open data from various services on the Internet
 - questionnaire used to clarify characteristics

opentextbc.ca

ncbi.nlm.nih.gov

sciencedirect.com

In our service we called this function «find a soulmate», because people are matched to each other according to their character, worldview, the same interests and everyday compatibility — in other words, the selection is carried out according to a digital portrait of a person

Blue ocean

For service creation, we used the Blue Ocean Strategy

The social media market is very competitive, and in order to create not just a new service for finding a soulmate, but a good social network, we used Blue Ocean strategy analytics tools. All the functions that a user can perform in a social network were compared.

The Market Path: Considering Related Areas



Alena Samarina
CEO

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Blue Ocean Leadership Grid

A key analytics tool that allows you to reduce costs and increase the value of the service.

ELIMINATE

This list is large, so let's focus on the other grid points that we have selected for ourselves.

REDUCE

1. Possibility of finding by photo
2. Ability to locate by geolocation

RAISE

1. Possibility to provide a platform for content creation and distribution
2. Personalization features

CREATE

Ability to find human soulmates

Business plan



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Key Partners		IT services with an API containing the necessary data to improve the recommendation system
Key Activities		<ul style="list-style-type: none">• Soulmate selection using recommendation system based on a variety of parameters• A platform for content creators• Blogging
Key Resources		<p>Physical:</p> <ul style="list-style-type: none">• Office space• Servers and Computing powers <p>Financial:</p> <ul style="list-style-type: none">• Funds from donors, investors, venture capital, and grants <p>Human:</p> <ul style="list-style-type: none">• Consulting Council (psychologists, psychiatrists, and marketers)• Bloggers• Creators (content generators)• Qualified and motivated staff <p>Intellectual property:</p> <ul style="list-style-type: none">• Trademark on the Logo and Mascot• Copyright on design and interior stickers• Commercial secret (algorithms, client lists), Database patent

Value Prepositions



Selection of people according to a variety of parameters; focus on the inner world, not on the exterior

Solve the problem of finding the person with whom you are most likely to have a good relationship

Close the problem of loneliness and the resulting indirect problems

A convenient platform for self-expression

Reduce the time of searching for a like-minded person

Customer Relationship



Relationship policy: free style of communication, openness to the user, except for confidential information, free receipt of feedback

We keep in touch through the VK group, Telegram channel, the internal page of the Inkast (which is conducted on behalf of Mascots), the public in Tiktok (in case of restrictions cancellation)

The customer is retained due to the funnel of consumer retention and constant interaction with users. This will be implemented through the release of news, stories, developer streams, offline meetings, a raffle of gifts

Attracting new customers will take place with the help of a sales funnel, a funnel of consumer growth, word of mouth, targeted advertising, advertising from bloggers, and the creation of new content

«Attract, Retain, Grow» Framework

Channels		Direct <ul style="list-style-type: none">• social (VK, YouTube, TikTok, Telegram)• media (VK, YouTube, TikTok)
Customer Segments		People aged 16 to 35: <ul style="list-style-type: none">• living in small towns who find it difficult to find pen pals or friends if their interests are not popular in their region• living in big cities who have a high pace of life — they have little time for dating and maintaining relationships• who are initially set up to search for long-lasting relationships and are waiting for the same person, without starting casual relationships• who feel the need for person who will share their interests• who seek to surround themselves with like-minded people
Revenue Streams		<ul style="list-style-type: none">• Advertising• Subscription payment• Brokerage commission
Cost Structure		<ul style="list-style-type: none">• PR and Marketing• Servers and Computing powers: GPU, Clouds• Staff expenses

Key Indicators



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CEO

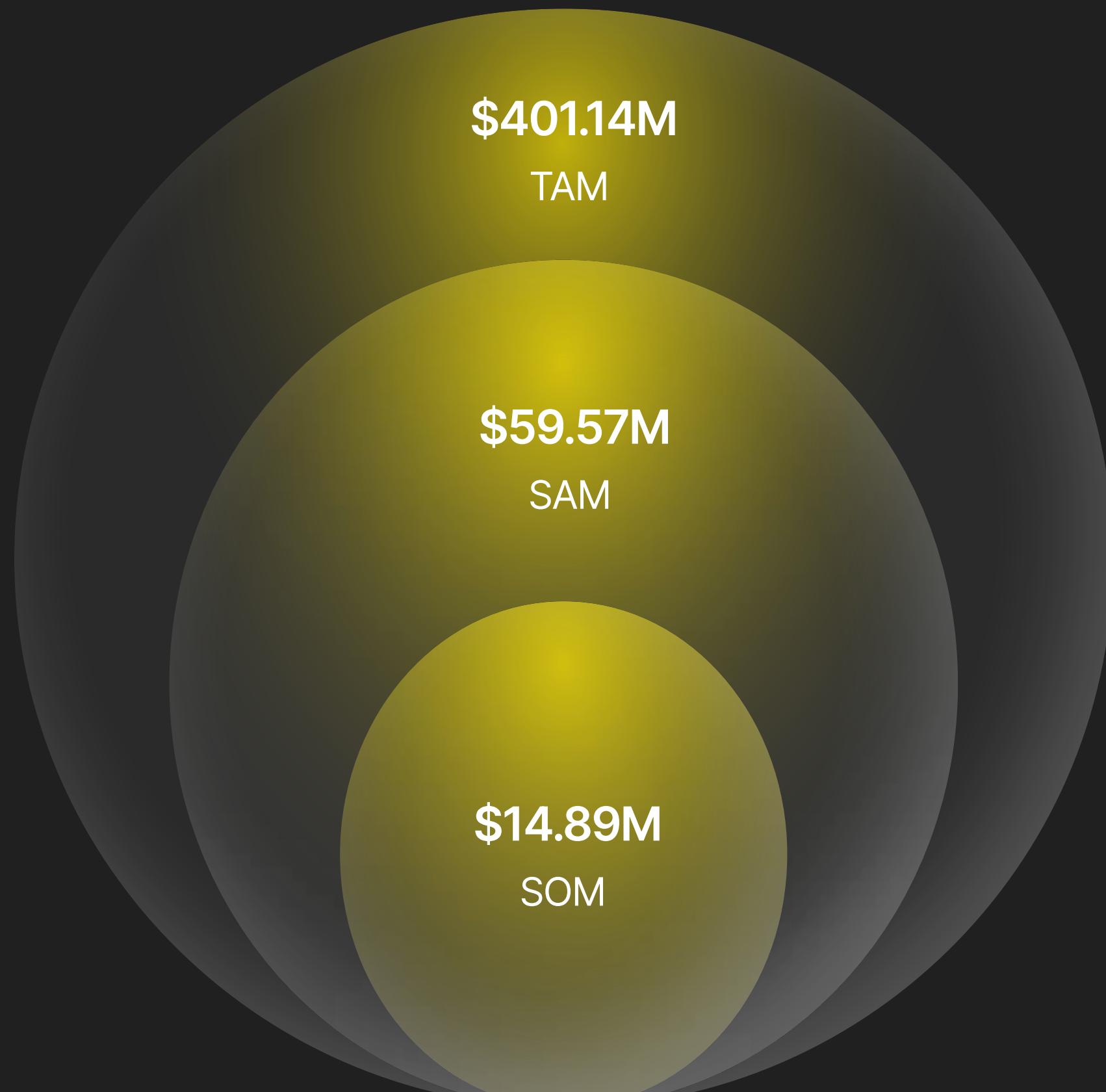


Fedor Kabachenko
CFO

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		1 year	5 years
Revenue Streams	Distribution by devices	50/50	
	Annual visits	~120K MIN ~960K AVG ~2.76M MAX	15.6 billion
Interaction	Monthly visits	~10K MIN ~80K AVG ~320K MAX	1.3 billion
	Monthly unique visitors	~3.6K MIN ~18K AVG ~108K MAX	110 million
	Duration of one visit	12 min	10 min
Marketing Channels	Bounce rate	40%	20%
	Direct	70%	70%
	Organic Marketing	Average CPC = 50 ₽ (10%)	Average CPC = 1.5 ₽ (10%)
	Referral Marketing	Yandex (6%)	Yandex (6%)
	Social Advertising	YouTube, VK, TikTok, Telegram (8%)	YouTube, VK, TikTok, Telegram (8%)
	Media Advertising	Boosty and others (6%)	Boosty and others (6%)

Result



Market sizing

PAM	\$120.2B
TAM	\$401.14M
SAM	\$59.57M
SOM	\$14.89M

References: [Frost & Sullivan](#), [Statista](#)

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Value proposition	Customer Acquisition Cost	₽16.1
	Average Revenue Per Paying User	₽517.8
	Serviceable Addressable Market	\$59 570 000
	Achievable Market Share	Up to 25% in 3 years
	Impact of Referrals	Up to 30% of annual growth
Customer relationship	Total Marketing Expenses	3 969 800 ₽/year
	Conversion Rate	9.3%
	Customer Retention Rate	93%
Market type	Direction	An attempt to resegment current market by delivering a new and unique service
Cost structure	Operating Expenses	1 374 500 ₽/month
Promotion channels	Total costs	1 350 000 ₽/month

Revenue stream

Average subscription cost	₽172.6
Maximum revenue	14 987 000 ₽/year
Annual number of customers	~23 000/year
Customer lifetime	~3 months

Customer spending frequency

Expected monthly revenue	₽4 914 500
Given a one time investment of ₽15M, a timeframe during which Inkast will deplete its resources	12 months

What is ready?

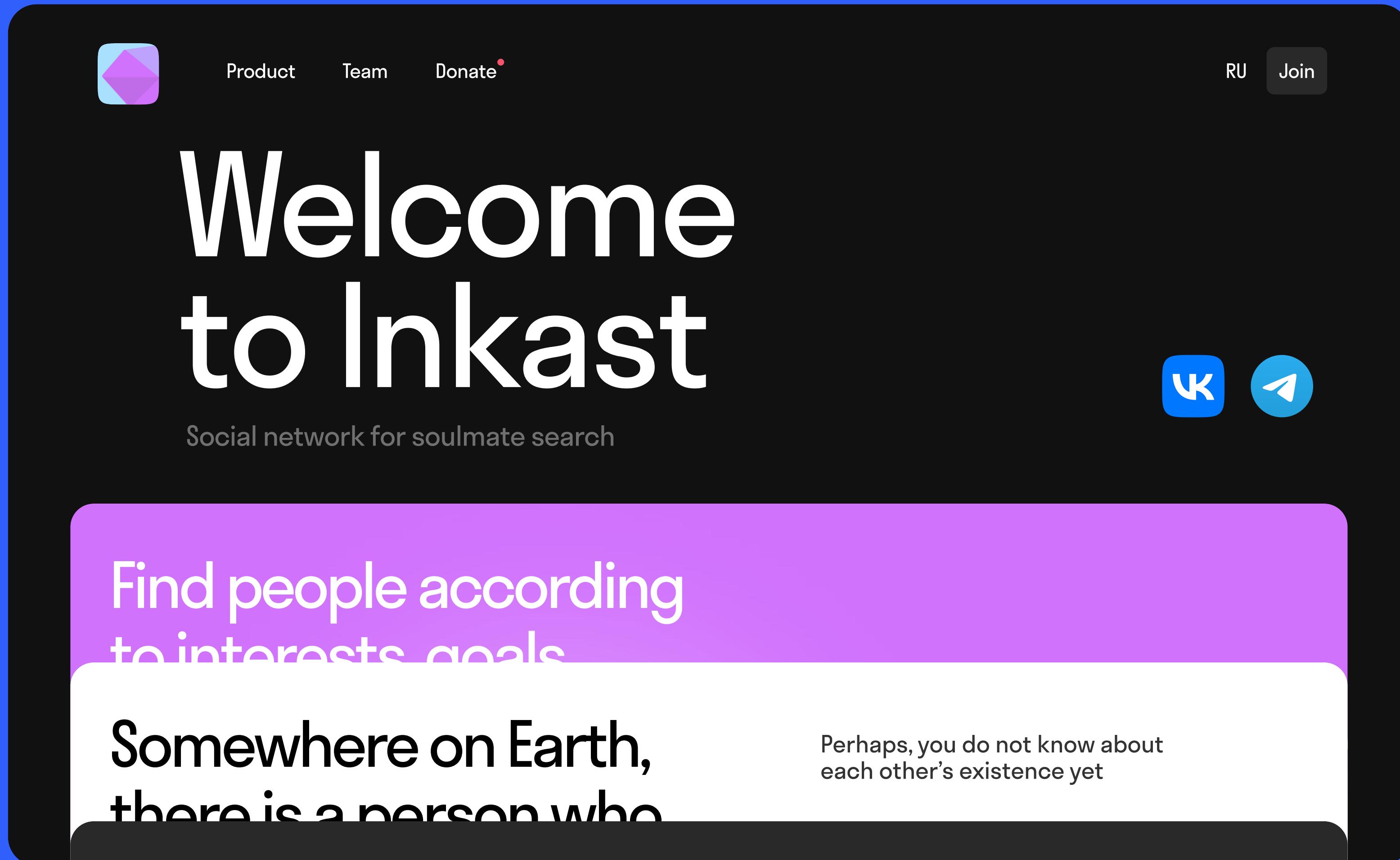


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The image shows a screenshot of the Inkast website. The header features a logo icon (a blue square with a pink diamond shape inside), navigation links (Product, Team, Donate), and language/region options (RU, Join). A large, bold title 'Welcome to Inkast' is centered, with the subtitle 'Social network for soulmate search' below it. To the right of the title are social media icons for VK and Telegram. A prominent purple call-to-action button contains the text 'Find people according to interests, goals'. Below this, a white text box contains the slogan 'Somewhere on Earth, there is a person who...'. To the right of the slogan is a smaller text block: 'Perhaps, you do not know about each other's existence yet'. The background of the page is black, and the overall design is clean and modern.

Product Team Donate • RU Join

Welcome to Inkast

Social network for soulmate search

Find people according to interests, goals

Somewhere on Earth, there is a person who...

Perhaps, you do not know about each other's existence yet

A VK group (~1K followers) and a Telegram channel that we have been actively running for two months



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Loving and supportive followers

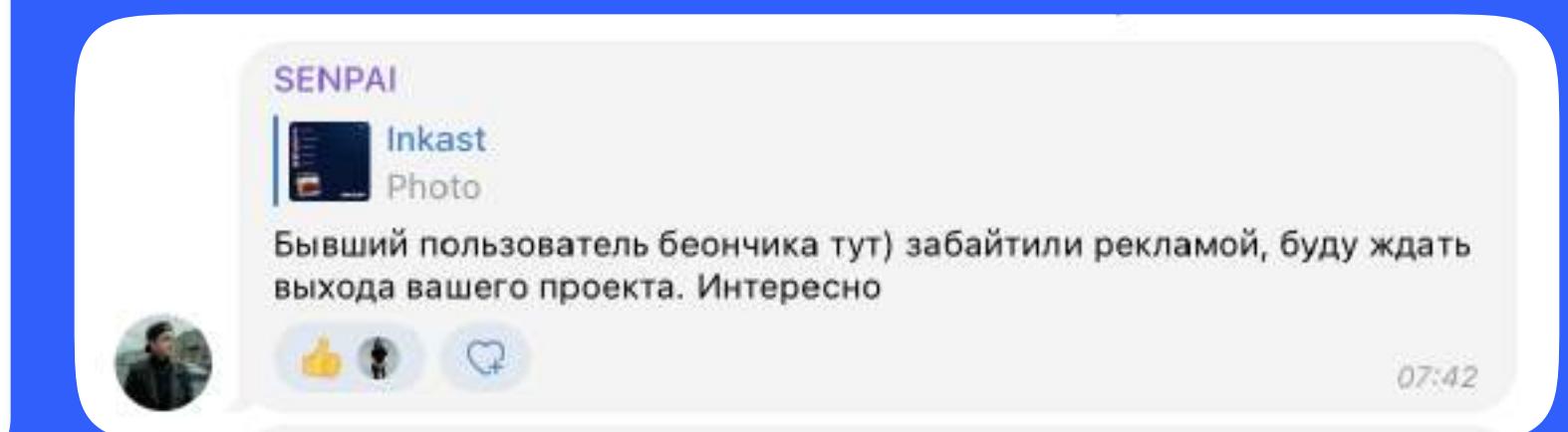
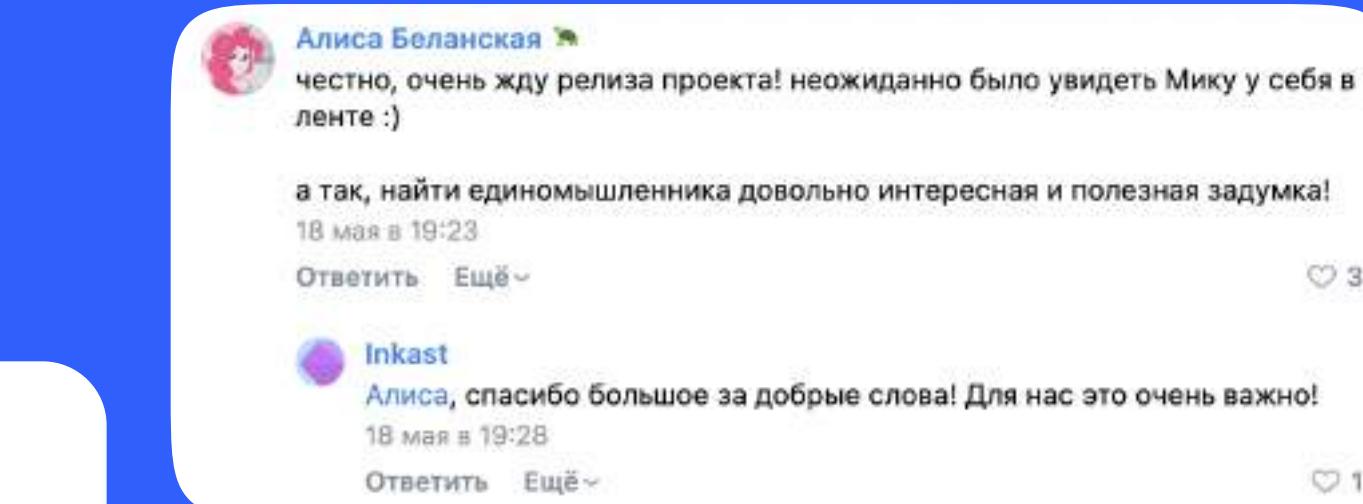


[Павел Керам](#)

В группе с таргета по лету, сначала наткнулся на рекламу со Славей, а потом и с Леной
На первый взгляд вся эта движня вызвала лишь смех, а потом почитал несколько постов и проникся, что-ли
Хотя до сих пор есть ощущение, что не выйдет ничего, но надежда, как известно, всегда умирает последней, так что я буду тут пока не станет известно наверняка, подвела ли меня моя вера, или хоть теперь всё вышло гладко
Естественно я Вам, ребята, желаю лишь удачи и того, чтобы всё прошло как надо, и буду не без интереса наблюдать за всем происходящим

18 мая в 19:26

[Ответить](#) [Ещё](#)



[Наташа Иванова](#)



17 мая в 22:15 [Ответить](#) [Поделиться](#)



[Лаура Наурзбаева](#)



17 мая в 21:49 [Ответить](#) [Поделиться](#)



[Юля Тильченко](#)



17 мая в 22:41 [Ответить](#) [Поделиться](#)



[Татьяна Пиньковская](#)



18 мая в 12:45 [Ответить](#) [Поделиться](#)



[Юлиана Голова](#)



18 мая в 19:25 [Ответить](#) [Поделиться](#)

[Сначала новые](#)



[Владислав Мельник](#)

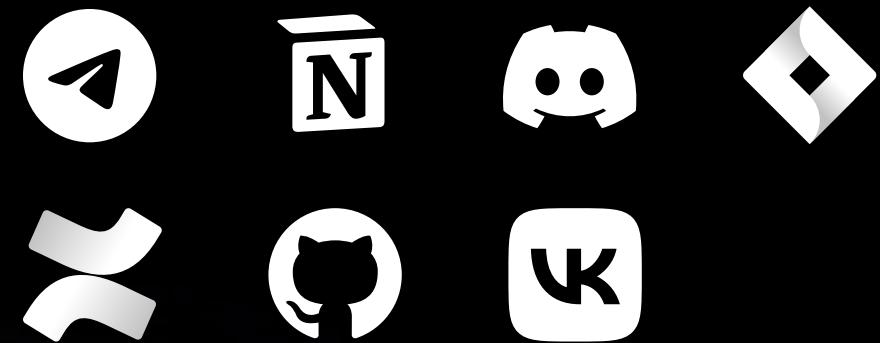
Если вы реально найдёте мне соулмейта, я буду очень шокирован

15 мая в 19:18 [Ответить](#) [Поделиться](#)



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- We are using SCRUM methodology with two-week sprints to manage development process. We have mandatory team calls at 20:00 on Mondays and Wednesdays. Also every department has additional meetings.



TELEGRAM

- It's the main communication channel for our team. We use 8 channels: general team channel, ML department, marketing department, developers department, outsource people, creators department, random chat, testing channel



NOTION

- General pages: business templates, posting backlog, timetable, financial data
- Pages of every team member for drafts and our own progress reports

JIRA

- Here we create sprints and tasks (by SCRUM methodology backlog, to do, in progress, in review, done)

GITHUB

- Main repository

DISCORD

- Communication channel
- Subchannels for every department
- Mandatory team calls at 20:00 on Mondays and Wednesday

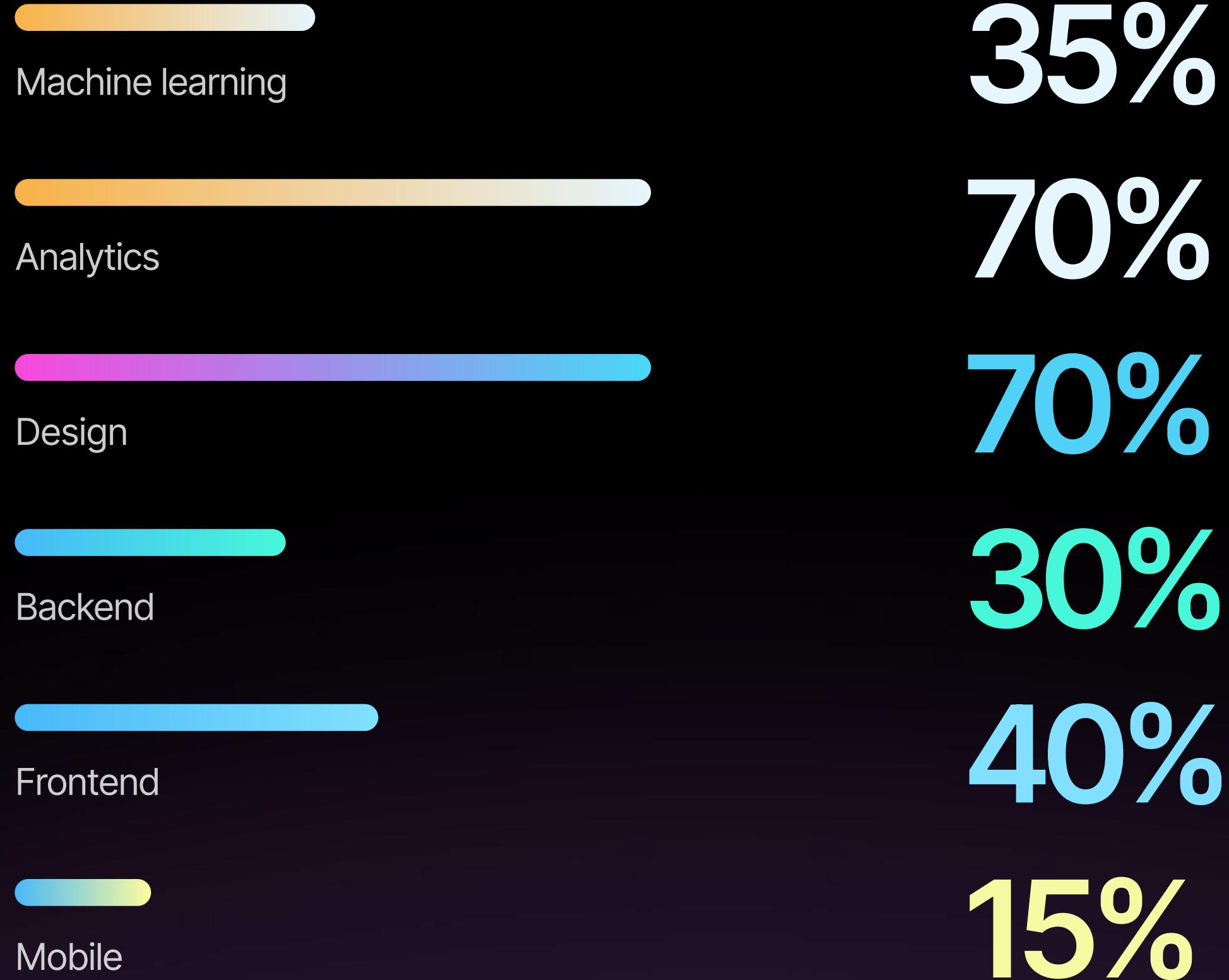
CONFLUENCE

- Official documentation with versioning (current version v2.0)

VK

- Discuss memes and ideas, random chat

Product readiness by department:



Minimum Viable Product

MVP

Improve after MVP

Matching functional includes 4 metadata collection services, and compatibility survey

More metadata sources, improved survey, as well as the ability to make recommendations based on external data

Possibility of blogging and chatting

Possibility of blogging and chatting

Uploading and monetization of content

Uploading and monetization of content

Premium features

Premium features

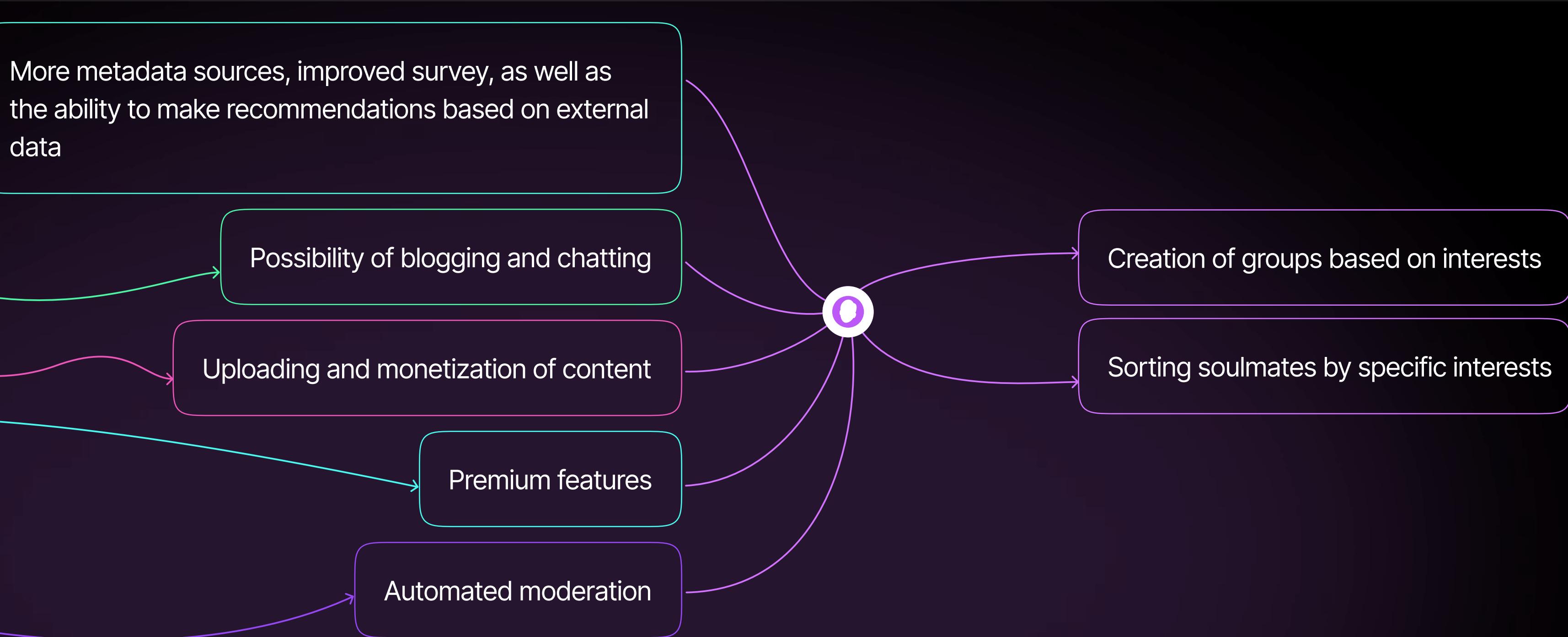
Manual moderation

Automated moderation

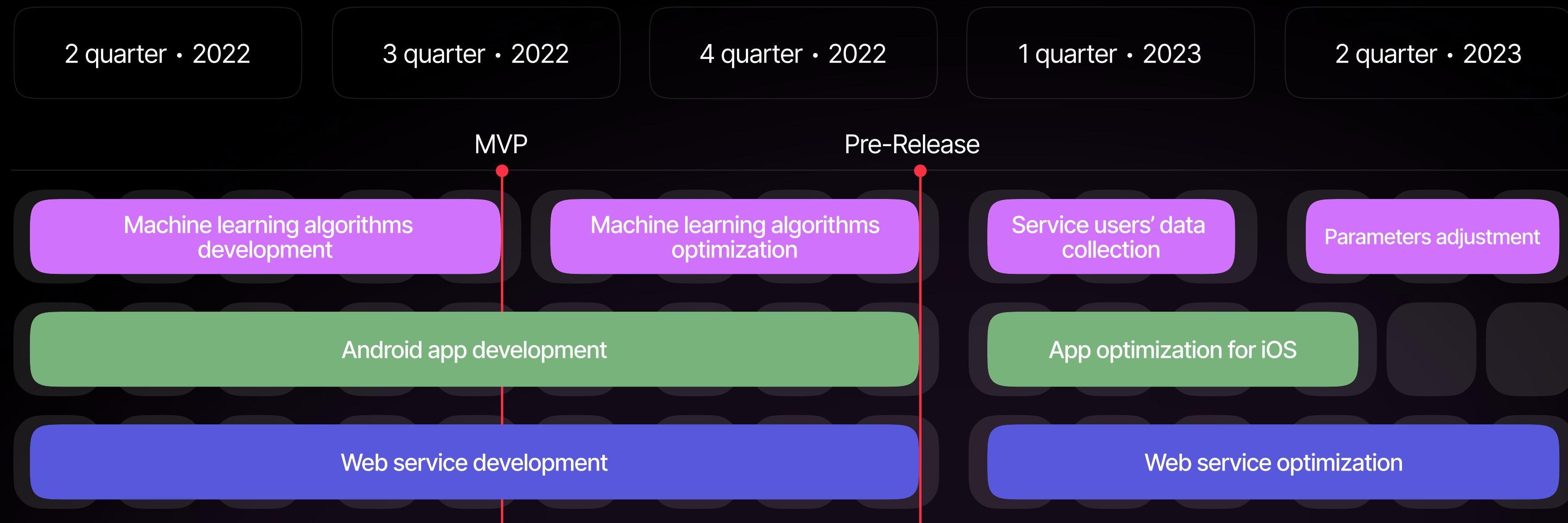
Minimum Viable Product

Improve after MVP

Create after MVP



Roadmap



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Team

10

+ 6 outsource members



Alena S.
CEO & Analyst



Fedor K.
CFO & ML engineer



Alexander S.
COO & Designer

Board of directors



Platon L.
Front-end developer



Natalia M.
Back-end developer



Dmitry T.
Back-end developer



Ulyana S.
Flutter developer

Development



Eugene V.
ML engineer



Yaroslav M.
ML engineer



Machine learning



Anna G.
Marketing expert



Marketing

Conclusions

Inkast is a service that has no analogues in the market. It helps the users:

- find their soulmate, friend or conversationalist with similar interests
- solve challenges of relationships of our time



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