LinkLess

# 1

# Foundations & Market Landscape

**Introduction & Context**

*Project Overview – What the product does, for whom, and why it matters.*

*Problem Statement – Core unmet need being solved.*

*Vision & Mission – Long-term aspiration + immediate purpose.*

*Value Proposition – What makes the solution uniquely valuable.*

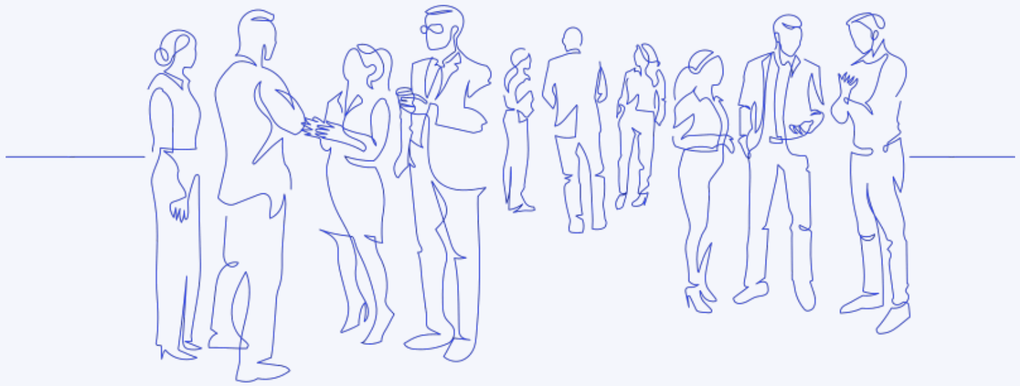
**Market Understanding**

*Market Size & Trends – TAM / SAM / SOM + data-backed validation.*

*Competitive Analysis – Top competitors, SWOT, perceptual map.*

*After-Market / Ecosystem – Partnerships, integrations, post-sale revenue.*

**Akshata Sasalatti**



## What is LinkLess?

LinkLess is a **context-aware networking app** that helps people reconnect with the individuals they crossed paths with in real life — privately, effortlessly, and on their own terms.

People frequently meet interesting others in real-life settings but fail to connect meaningfully afterward due to:

**Existing networking tools don’t bridge this offline-to-online gap.**

## Vision

**To make every meaningful real-world encounter discoverable, memorable, and effortlessly connected.**

## Mission

**To transform spontaneous moments into lasting relationships through privacy-first, context-aware technology.**

## Product

**Benefits:**

No-pressure reconnections
Serendipitous yet safe connections
Stronger social & professional networks

**Features:**

Proximity-based encounter logging
Anonymous until mutual opt-in
Shared-space & shared-interest matching

**Experience:**

Smooth, effortless, human
Privacy-first
Feels natural, not forced

## Customer

**Wants:**

Easy, natural networking
Connect with people they met offline
More meaningful relationships

**Needs:**

Low-pressure, safe way to reconnect
Remember who they met & where
Context-driven matches

**Fears:**

Awkward interactions
Sharing personal info too soon
Missing out on opportunities

**LinkLess delivers authentic, context-driven networking by capturing real-life encounters and enabling mutual, consent-based reconnection — something no existing platform offers.**

## TAM

(Total Addressable Market)

**~64–70 Million Potential U.S. Users**

- 34M urban young professionals
- 18.7M university students
- 10–12M freelancers & creators

- Represents everyone who regularly participates in in-person social or professional interactions.

## SAM

(Serviceable Available Market)

**~28–32 Million target Users**

- People regularly active in high-density areas: events, coworking, campuses, cafés, meetups.

- 40–45% adoption potential for new connection tools.

## SOM

(Serviceable Obtainable Market)

**1–1.5M Early Users (2–3 Years)**

- Driven by: campus rollouts, event partnerships, coworking integrations.

- 3–5% early adoption penetration

- Benchmark: BeReal, Zenly, and Meetup

**Key trends**

📈 Rising Demand for Authentic, Low-Pressure Networking
Privacy-first, context-driven interactions > cold outreach.
📱 Growth of Proximity-Based Tech
Bluetooth + location APIs now mainstream.
🎓 Events & Universities Seeking Better Engagement Tools
Organizers report networking as their #1 attendee pain point.

## Top Competitors (direct and adjacent)

- post-event networking only

- event management, not connection-focused

- discovery > personal follow-up

- novelty apps, not utility-based

### LinkLess Differentiators

- Real-time proximity detection
- Privacy-first tokenization
- Anonymous → contextual reveal
- AI-driven ranking & nudges

## SWOT matrix

### Strenghts

- Unique Encounter-based model
- Privacy-first design
- Strong fit for campuses+events

### Weaknesses

- Needs behavior shift
- Early network dependence

### Opportunities

- University partnerships
- Professional event integrations
- Creator & coworking ecosystems

### Threats

- Feature copy risk (Ex: LinkedIn adding proximity features)
- Event apps expanding feature sets

## Ecosystem & Revenue

### Partnerships

- Universities (career centers, orientation events)
- Conferences + professional events
- Coworking spaces (WeWork, Common Desk)
- Creator communities & workshops

### Integrations

- Eventbrite API
- LinkedIn Import (optional, privacy-safe)
- Calendar integration (Google / Outlook)

### Revenue

- B2B analytics dashboards
- Premium campus/event plans
- Sponsored “instant swap” booths
- AI engagement insights for organizers

# 2

# Customer Insights & Product Experience

**Customer & Product Fit**

*Personas – 2–3 archetypes, motivations, frustrations.*

*Customer Journey – Awareness → consideration → purchase → retention.*

*User Needs & Insights – Research, interviews, survey takeaways.*

*Product Canvas – Key activities, resources, value propositions, channels, revenue.*

**Product Execution**

*Product Roadmap – MVP → V1 → V2, phased feature rollout.*

*Branding + Prototype / Wireframes – Figma, visual demo.*

*AI Implementation – Personalization, automation, analytics, ML features.*

*Tech Stack & Architecture – Frontend, backend, APIs, cloud, data layer.*

**Sysha Sharma**

## Persona 1 — “The Urban Young Professional”

Name: **Riya, 24**

Role: **Marketing Analyst**

Needs: Build career connections, make friends in a new city

Pain Points: Awkward asking for contact details, missed chances at events

Where LinkLess Helps:

***Reconnects with people she meets at coworking spaces & industry events***

## Persona 2 — “The Socially Curious Student”

Name: **Ethan, 20**

Role: **University Student**

Needs: Meet like-minded peers, project collaborators, club members

Pain Points: Doesn’t remember names after class; introverted in real-time settings

Where LinkLess Helps:

***Captures classroom or campus encounters and helps him follow up later***

## Persona 3 — “The Creator / Freelancer”

Name: **Alisha, 29**

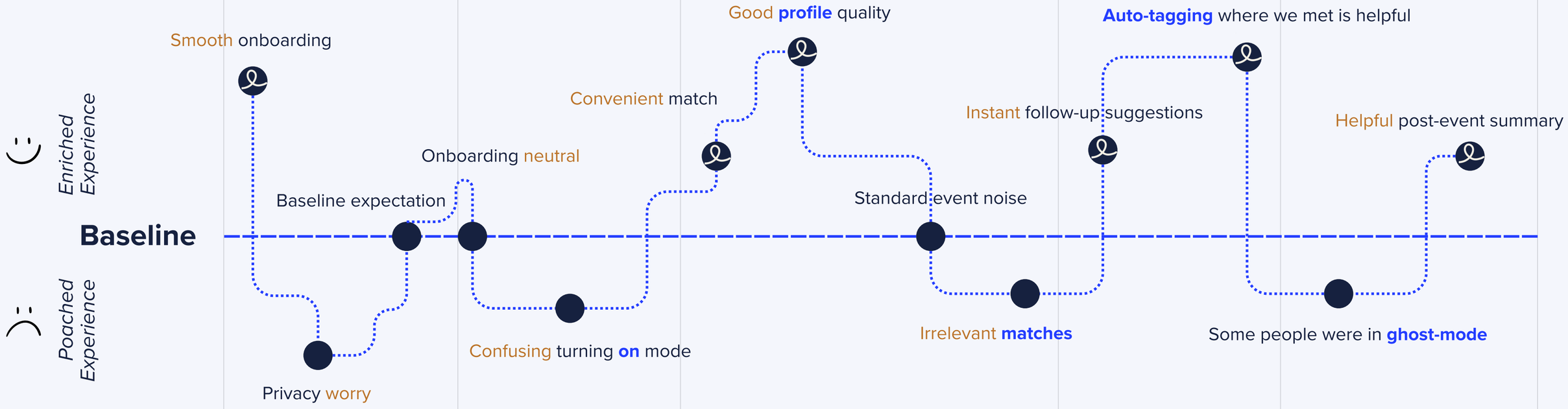
Role: **Independent Designer**

Needs: Meet clients, collaborators, and other creators

Pain Points: Networking feels transactional; opportunities happen randomly

Where LinkLess Helps:

***Helps her reconnect with people she casually interacted with at cafés, exhibitions, or workshops***




| Stages | Anticipate | Enter | Engage | Exit | Reflect |
|---|---|---|---|---|---|
| Emotions | • Curious, hopeful<br>• – Worry about privacy, confusion | • Slight excitement entering venue<br>• – Anxiety about how to start | • Convenience, delight in good matches<br>• – Overload, irrelevance | • Satisfaction if relevant contacts gained<br>• – Disappointment if not | • Appreciation, usefulness<br>• – Regret (“should’ve met more people”) |
| Touchpoints | • App discovery<br>• Learning about Linkless<br>• Setup + onboarding | • Check-in<br>• Turn on Event Mode<br>• Proximity detection starts | • Real-time shortlist<br>• Profile exchange<br>• In-app chat<br>• Live context labels (“Met near Stage B”) | • Summary screen<br>• Export contacts<br>• Follow-up flow | • Feedback form<br>• Rating<br>• Recommendation request |
| Opportunities | • Clear UI for privacy<br>• Simple onboarding<br>• Demo animation | • Warm, confident microcopy<br>• Clear visual that they’re discoverable<br>• One-tap toggles | • Improve match algorithm<br>• Reduce spam matches<br>• Add persona-based filters<br>• Enhance event tagging | • Automated message templates<br>• CRM sync<br>• Categorization (“Mentor / Peer / Recruiter”) | • Show historical maps<br>• Offer next-event suggestions<br>• Provide insights<br>• (“You met 80% people from Product / AI / UX background”) |

## 1. Vision

**To make every meaningful real-world encounter discoverable, memorable, and effortlessly connected.**

Sysha Sharma

## 2. Target Segments

**Primary**
- Urban young professionals (ages 20–34)
- University students (collaboration-focused, high adoption behavior)

**Secondary**
- Coworking members
- Early-career founders, creators, freelancers

**B2B**
- Event organizers
- University career centers
- Accelerators
- Coworking spaces

Sysha Sharma

## 3. Problems / Jobs to Be Done

**User Jobs**
- *"Help me remember the people I meet in real life."*
- *"Help me exchange contact details without awkwardness."*
- *"Help me meet relevant people at events."*
- *"Help me follow up easily after meeting someone."*

**Pain Points**
- Forgetting names and contact details
- Awkwardness in asking for LinkedIn/Instagram
- Poor post-event follow-up
- Irrelevant contacts / spam
- Tools like LinkedIn don't work during an in-person moment

Sysha Sharma

## 4. Unique Value Proposition

Linkless captures real-world encounters and transforms them into meaningful connections — automatically, privately, and contextually.
**A new networking layer that works in the moment, not after.**

Sysha Sharma

## 5. Solution Overview

A mobile app that detects proximity-based encounters using BLE + privacy-safe tokens and enables users to:
- View people they met
- Exchange profiles effortlessly
- Get AI-powered suggestions on who to meet
- Receive curated follow-up nudges
- For organizers: Understand engagement, attendee clusters, event heatmaps

Sysha Sharma

## 6. Key Features (Phased)

**MVP**
- Anonymous initials-only profiles
- BLE proximity-based encounter detection
- 1:1 match requests
- Instant Swap (QR fallback)

**Core Experience**
- Event Mode
- Organizer Dashboard v1
- Interest/skill filters
- Post-event nudges

**AI Layer**
- AI-powered encounter recommendations
- Network Heatmap
- Contextual insights
- Advanced event analytics

**Scale & Monetization**
- Premium filters (seniority, warm intros)
- CRM integrations
- Self-serve onboarding for events
- Multi-city expansion

Sysha Sharma

## 7. Customer Benefits

**For Users**
- Never forget an encounter again
- Reduce networking anxiety
- Meet relevant people faster
- Smarter follow-ups
- Build a meaningful network over time

**For Organizers**
- Measure attendee engagement
- Improve event matchmaking
- Understand audience interests
- Increase event value & retention

Sysha Sharma

## 8. Channels / Growth Strategy

**User Acquisition**
- University partnerships
- Coworking chains
- Startup communities & accelerators
- Event partnerships (hackathons, meetups, conferences)
- Campus ambassadors
- Referral loops ("Unlock advanced filters by inviting 3 friends")

**B2B Acquisition**
- SaaS subscription for organizers
- Event package deals
- Product-led growth via attendee adoption

Sysha Sharma

## 9. Revenue Streams

**B2C (Freemium → Premium)**
- Premium filters ($4.99–$7.99/mo)
- AI insights
- Unlimited event history
- Verified profiles

**B2B**
- Event-based pricing ($300–$800/event)
- Recurring organizer subscriptions ($99–$999/mo)
- Analytics add-ons ($99–$299/event)

Sysha Sharma

## 10. Key Metrics (North Star + Supporting)

**North Star Metric**
Meaningful Connections per User per Event.

**Supporting Metrics**
- Encounter detection accuracy
- Match acceptance rate
- Post-event follow-up rate
- Retention cohorts (Day 7, Day 30)
- Organizer NPS
- Revenue per event
- Event Mode activation %

Sysha Sharma

## 11. Success Criteria

- 1.2M users in 3 years (SOM)
- 4% premium conversion
- $25K–$30K MRR B2B by Phase 5
- 70% renewal rate for organizers
- Consistent match relevance >85% (AI model target)

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| PHASE 1 | *Months 0-3* |
|---|---|
| **Key Milestones** | • **BLE encounter detection prototype**<br>• **Anonymous initials-only profiles**<br>• **Instant Swap (QR fallback)**<br>• **First 50 real-world encounter logs** |
| Features | Basic encounter detection (BLE + location fuzzing) \| 1:1 match requests \| Minimal onboarding \| Privacy-safe encounter tokens |
| Success Metrics | 80%+ detection accuracy \| <3 sec match confirmation \| **≥40% users complete one swap** |
| Dependencies | BLE tuning, backend setup, privacy framework |

| PHASE 2 | *Months 3-6* |
|---|---|
| **Key Milestones** | • **Event Mode launch**<br>• **Organizer Dashboard v1**<br>• **Interest-based filters**<br>• **First campus/coworking pilot** |
| Features | User tags (skills, industries) \| Post-event nudge cards \| Encounter categories \| Basic analytics for organizers |
| Success Metrics | 30%+ event attendees activate \| Event Mode \| 1 recurring B2B partner \| **20% increase in relevant matches** |
| Dependencies | Profile enrichment, event tagging model |

| PHASE 3 | *Months 6-10* |
|---|---|
| **Key Milestones** | • **Network Heatmap v1**<br>• **Personal timeline ("People met this month")**<br>• **Interest clustering / groups** |
| Features | Smart follow-up reminders \| Improved connection funnel \| Verified tags (student/mentor/founder) |
| Success Metrics | **≥50% users return post-event** \| Users add ≥3 tags \| 25% of connections become multi-touch |
| Dependencies | Stable identity graph, encounter history storage |

| PHASE 4 | *Months 10-18* |
|---|---|
| **Key Milestones** | • **AI encounter recommendations**<br>• **Relevance scoring engine**<br>• **Skills/industry clustering engine**<br>• **Advanced B2B analytics suite** |
| Features | AI summaries of encounters \| "People you should meet" carousel \| Organizer insights (cluster maps, funnels) |
| Success Metrics | **40%+ matches from AI** \| 70%+ B2B renewal rate \| 25% increase in match relevance |
| Dependencies | ML pipeline, adequate dataset volume |

| PHASE 5 | *Months 18-30* |
|---|---|
| **Key Milestones** | • **Premium tier launch (individuals)**<br>• **B2B subscription packages**<br>• **Automated self-serve event onboarding**<br>• **Multi-city rollout** |
| Features | Premium filters (seniority, warm intros) \| CRM integrations (HubSpot, Notion) \| Verified profiles \| Affiliate partnerships |
| Success Metrics | $30K MRR from B2B \| **≥20% premium conversion** \| Presence in 5+ cities |
| Dependencies | Mature analytics, infra scale, governance compliance |

LinkLess

Primary

LinkLess

Wordmark

Positive version

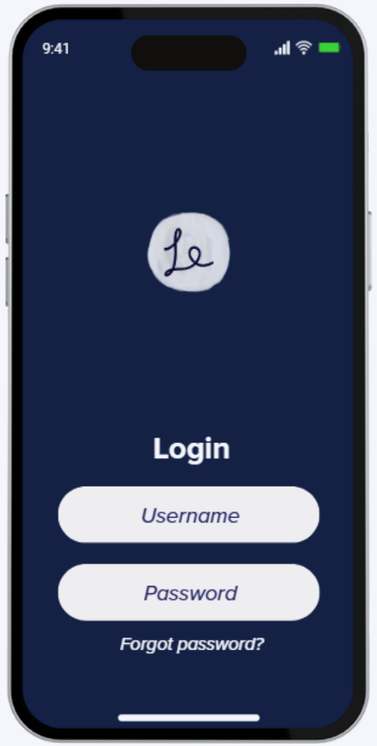
Negative version

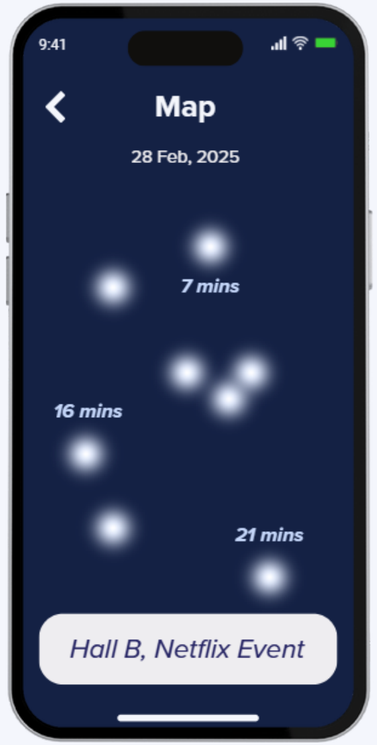
Submarks

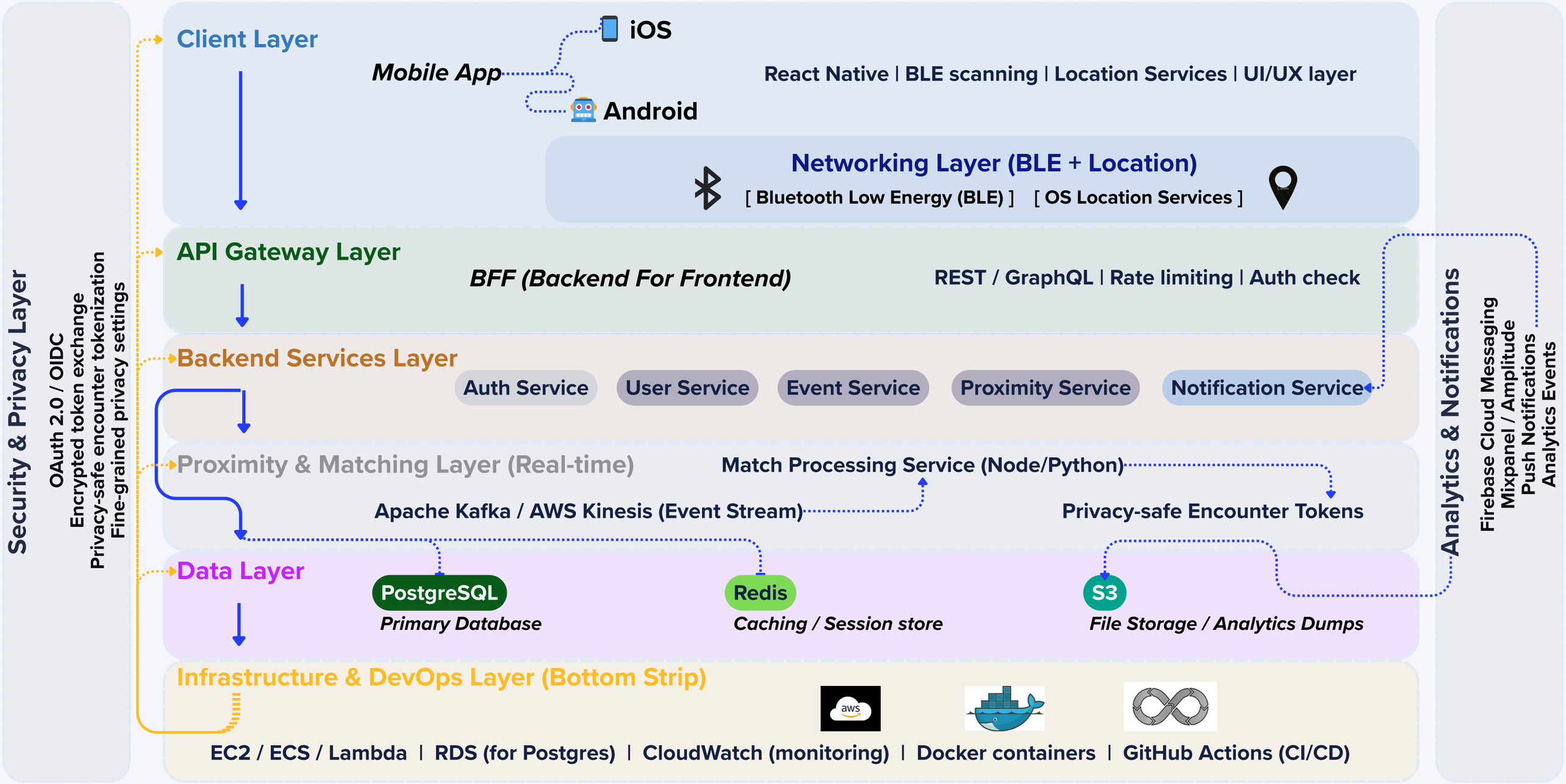
Favicon

LinkLess x NETFLIX

Co-branding




Security & Privacy Layer
OAuth 2.0 / OIDC
Encrypted token exchange
Privacy-safe encounter tokenization
Fine-grained privacy settings
Client Layer
Mobile App
iOS
Android
React Native | BLE scanning | Location Services | UI/UX layer
Networking Layer (BLE + Location)
[ Bluetooth Low Energy (BLE) ] [ OS Location Services ]
API Gateway Layer
BFF (Backend For Frontend)
REST / GraphQL | Rate limiting | Auth check
Backend Services Layer
Auth Service
User Service
Event Service
Proximity Service
Notification Service
Proximity & Matching Layer (Real-time)
Match Processing Service (Node/Python)
Apache Kafka / AWS Kinesis (Event Stream)
Privacy-safe Encounter Tokens
Data Layer
PostgreSQL
Primary Database
Redis
Caching / Session store
S3
File Storage / Analytics Dumps
Infrastructure & DevOps Layer (Bottom Strip)
aws
EC2 / ECS / Lambda | RDS (for Postgres) | CloudWatch (monitoring) | Docker containers | GitHub Actions (CI/CD)
Analytics & Notifications
Firebase Cloud Messaging
Mixpanel / Amplitude
Push Notifications
Analytics Events

# 3

# GTM Strategy & Business Model

**Business Strategy**

*B2B/B2C/hybrid, scaling plans, competitive defensibility.*

**Billing Type / Pricing Model**

*Subscription, freemium, usage-based, tiered, or one-time.*

**Sales Strategy**

*Channels (direct, partner, online), funnel, lead nurturing.*

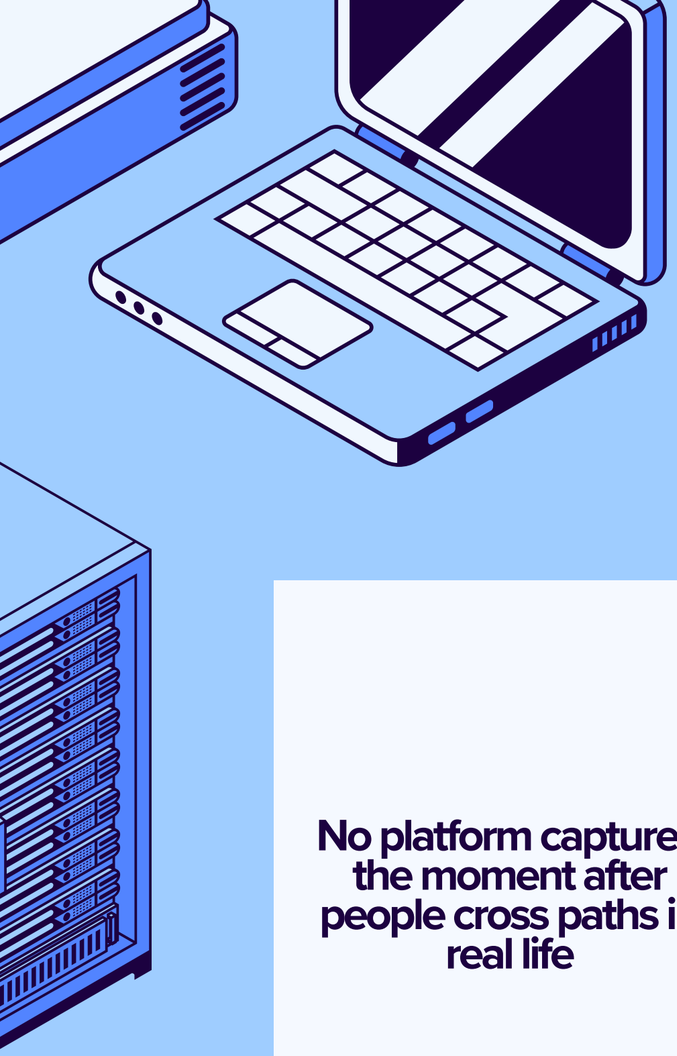
**Marketing Strategy / GTM Plan**

*Brand positioning, target audience, social/content/ads plan, launch timeline.*

**Anika Tasnim**

# MARKET OPPORTUNITY

- ~30M urban young professionals in the US
- ~18M-19M college students enrolled nationwide
- 64M freelancers, with an estimated 10-13M client-facing creatives
- >90 of Gen Z adults regularly use social media → fast adoption curve for new connection tools



# Market Gap & User Needs

No platform captured the moment after people cross paths in real life

Existing tools (LinkedIn, Bumble BFF, Meetup) require active effort-swiping, searching, or exchanging socials

Users want anonymous-first, low-pressure, context-based reconnection

Common pain point: “I met someone interesting, but the moment to exchange information passed”

# How Linkless Works
## PRODUCT MODEL

1. **Time-Based Filtering:** must remain near you for several minutes or through repeated micro-interactions
2. **Location-Context Filtering:** only logs people in shared zones, not whole buildings
3. **Signal-Quality Filtering:** ignored weak/noisy Bluetooth signals in crowded environments
4. **Affinity Signals:** shared dwell time, micro-clusters, contextual patterns, not raw device detection
5. **Anonymous-First:** no identity revealed until both users opt in

# GTM Strategy
## & BUSINESS MODEL

- Hybrid Growth Model
  - B2C: fast adoption via freemium networking app
  - B2B: scalable revenue through events, coworking, and universities
- Monetization:
  - Freemium: limited connections and filters
  - Premium $6.99/mo or $49/yr: advanced filters, heatmaps, unlimited nudges
  - B2B licensing: event passe and annual plans with analytics dashboard
- GTM & Marketing:
  - Networking without the awkwardness
  - Target: young professionals, students, creators, event attendees
  - Channels: TikTok, LinkedIn, micro-influencers, coworking and campus partnerships
- Launch Plan:
  - Beta: campuses + coworking
  - Expands: events + pro communities
  - Scale: national rollout

# 4

# Financials & Future Roadmap

**Financials**

*Revenue Streams – Primary + secondary.*

*Cost Assumptions – Dev, marketing, ops, AI maintenance.*

*Forecast – 3–5 year revenue projections.*

*KPIs – CAC, LTV, churn, MAU, DAU, retention.*

**Future Outlook**

*Future of Product – Expansion, innovation pipeline, AI scalability.*

*Sustainability & Impact – Ethical/social/environmental considerations.*

*Risk Analysis & Mitigation – Technical, market, financial risks + solutions.*

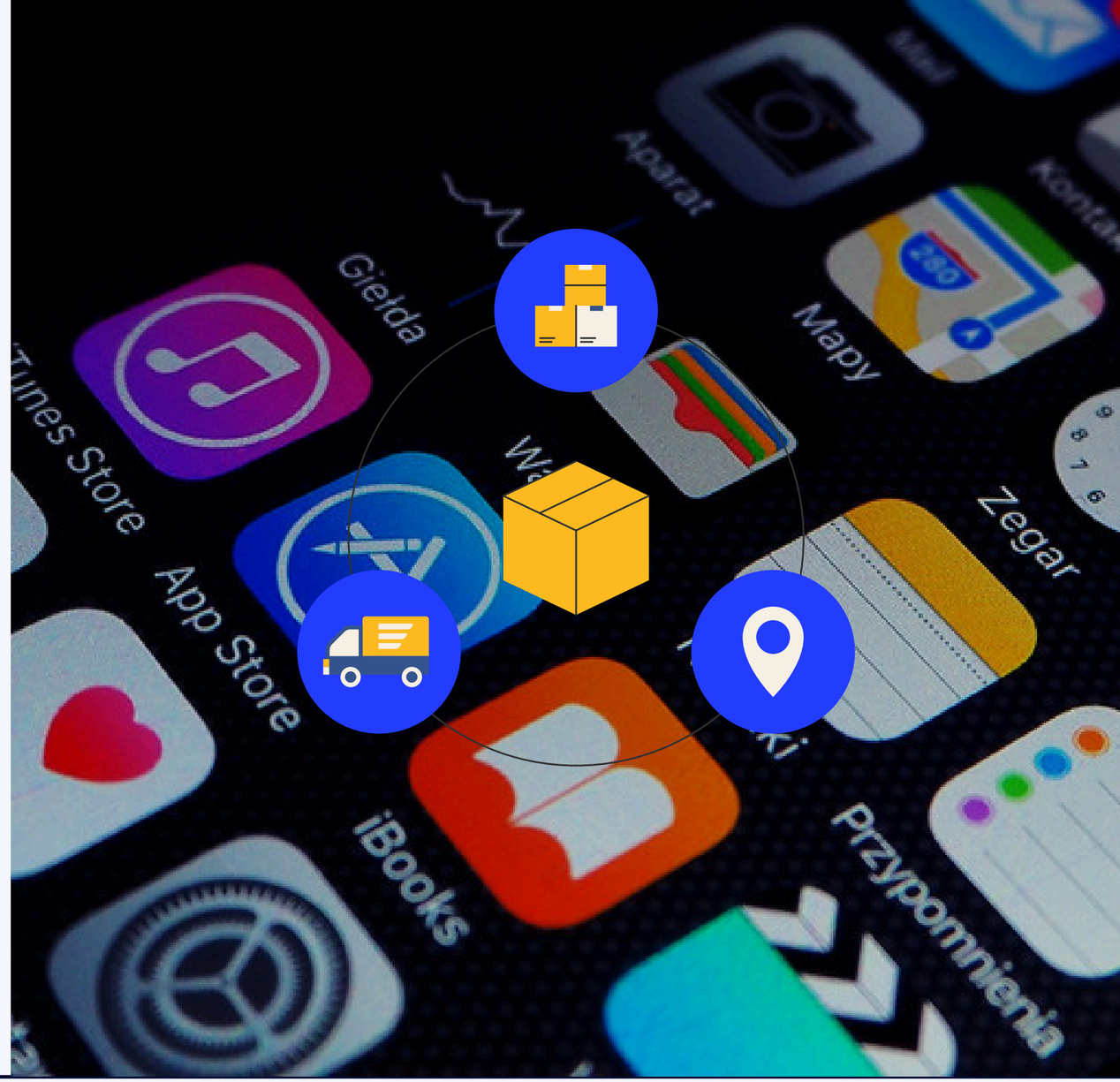
**Abrar Serniabat**

# 4.1 Revenue Streams

1. Freemium subscription model (primary B2C revenue)
2. B2B licensing for events, campuses, and coworking spaces
3. Sponsored partnerships with conferences and professional meetups
4. Premium analytics dashboard for organizational clients
5. Add-on features: Network Heatmap, advanced filters, event analytics

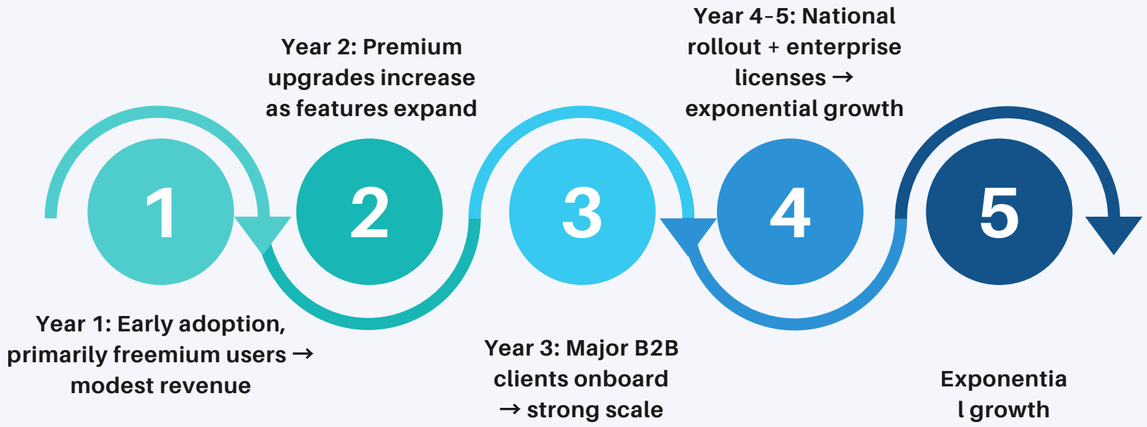
# 4.2 Cost Assumptions

1. App development & engineering
2. AI recommendation engine maintenance
3. Cloud hosting, security, and data storage
4. Marketing & acquisition (social, influencers, events)
5. B2B sales operations and support
6. UX/UI design + product updates
7. General operational overhead



# 4.3 Revenue Growth per Year (Projections)

- Year 1 $120,000 : Early adoption, primarily freemium users ➔ modest revenue
- Year 2 $480,000 : Premium upgrades increase as features expand
- Year 3 $1.2 million : Major B2B clients onboard ➔ strong scale
- Year 4 $2.5 million:
  - National rollout ➔ enterprise interest
  - Higher-margin analytics add-ons included
- Year 5 $4.2 million:
  - Fully established B2B + growing premium subscriber base
  - Expansion to new markets and cities



# 4.4 KPI’s / Success Metrics

- CAC (Customer Acquisition Cost)
- LTV (Lifetime Value)
- MAU / DAU
- Premium conversion rate

- Event partner retention
- Churn rate
- Encounter-to-connection success rate

# 4.5 Future of the Company/Product

- AI-driven professional graph building
- Expansion to international university campuses
- Integrations with LinkedIn & event ticketing platforms
- API for event organizers and coworking spaces
- Enterprise-level internal networking tools

# 4.6 Sustainability & Impact

- Privacy-first interactions promoting safe digital networking
- Reduces reliance on intrusive data-harvesting platforms
- Enables authentic relationships instead of superficial networking
- Supports community growth in urban/campus environments

# 4.7 Risk Analysis & Mitigation Plan

- Privacy Risk: Mitigated with encryption + no precise location tracking
- Low Adoption Risk: University + coworking partnerships accelerate usage
- Competition Risk: Proprietary AI + context-based matching is defensible
- Revenue Risk: Diversified (Freemium + B2B + analytics)
- Technical Risk: Scalable cloud infrastructure + phased product rollout

# Thank **You**

- **Freelancer & Creator Economy Size**

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**Revenue Model (Freemium → Premium + B2B / hybrid approach)**

- https://billingplatform.com/blog/what-is-the-freemium-revenue-model?utm_source=chatgpt.com
- https://www.altexsoft.com/blog/revenue-model-types/?utm_source=chatgpt.com
- https://technext.it/startup-revenue-models/?utm_source=chatgpt.com

**SaaS / Software Monetization Strategy & Advantages**

- https://www.sage.com/en-us/blog/how-to-optimize-a-saas-monetization-strategy-to-drive-revenue/?utm_source=chatgpt.com

**Freemium Model Benefits (low barrier to entry, user growth, conversion strategy)**

- https://stripe.com/resources/more/freemium-pricing-explained?utm_source=chatgpt.com

**Subscription / Recurring Revenue Model as part of SaaS**

- https://productschool.com/blog/product-strategy/monetization-strategy?utm_source=chatgpt.com

**Tradeoffs of Freemium & Challenges (need for upgrade value, balancing free vs paid tiers)**

- https://stripe.com/resources/more/freemium-pricing-explained?utm_source=chatgpt.com