

# PITCHDECK

## SPOTLIGHT

Bringing YOU to the Spotlight.

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# Introduction

**Spotlight** is a Platform *for the People, by the People*. Where local issues and the zeitgeist is channeled, and solutions flourish with the approval of those who are actually affected by it.

We are dedicated to bringing attention and "**The Spotlight**" to individuals and communities who are often *unheard*. We believe that **everyone deserves** a chance to **shine**, and our platform is committed to amplifying their voices and giving them the recognition they **deserve**.

# Problem



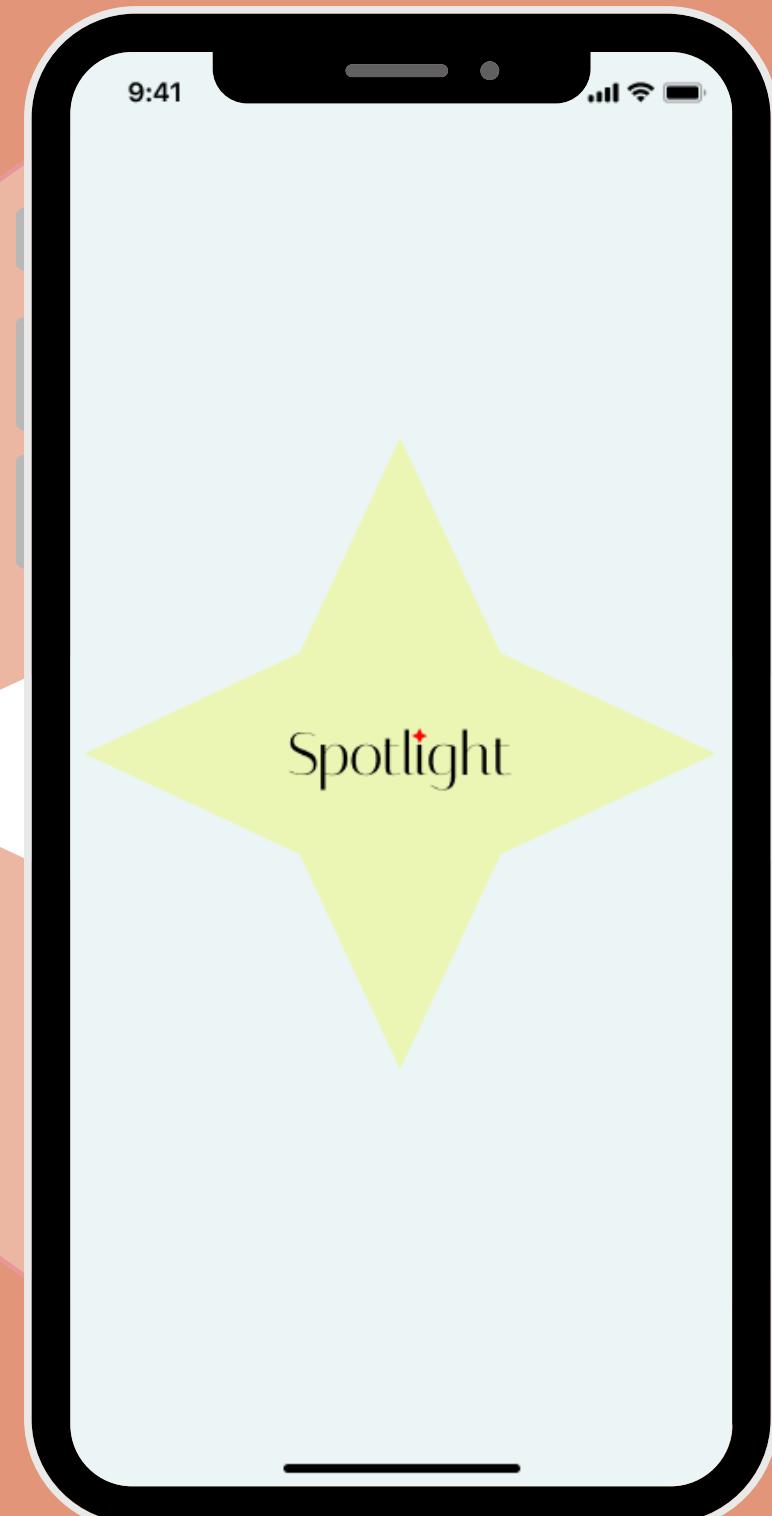
In today's competitive landscape, countless businesses possess incredible potential but remain **underutilized** or **underdeveloped**.

**Despite** having *innovative solutions and talented teams*, these ventures **struggle** to gain traction due to a **lack** of *proper management and funding*.

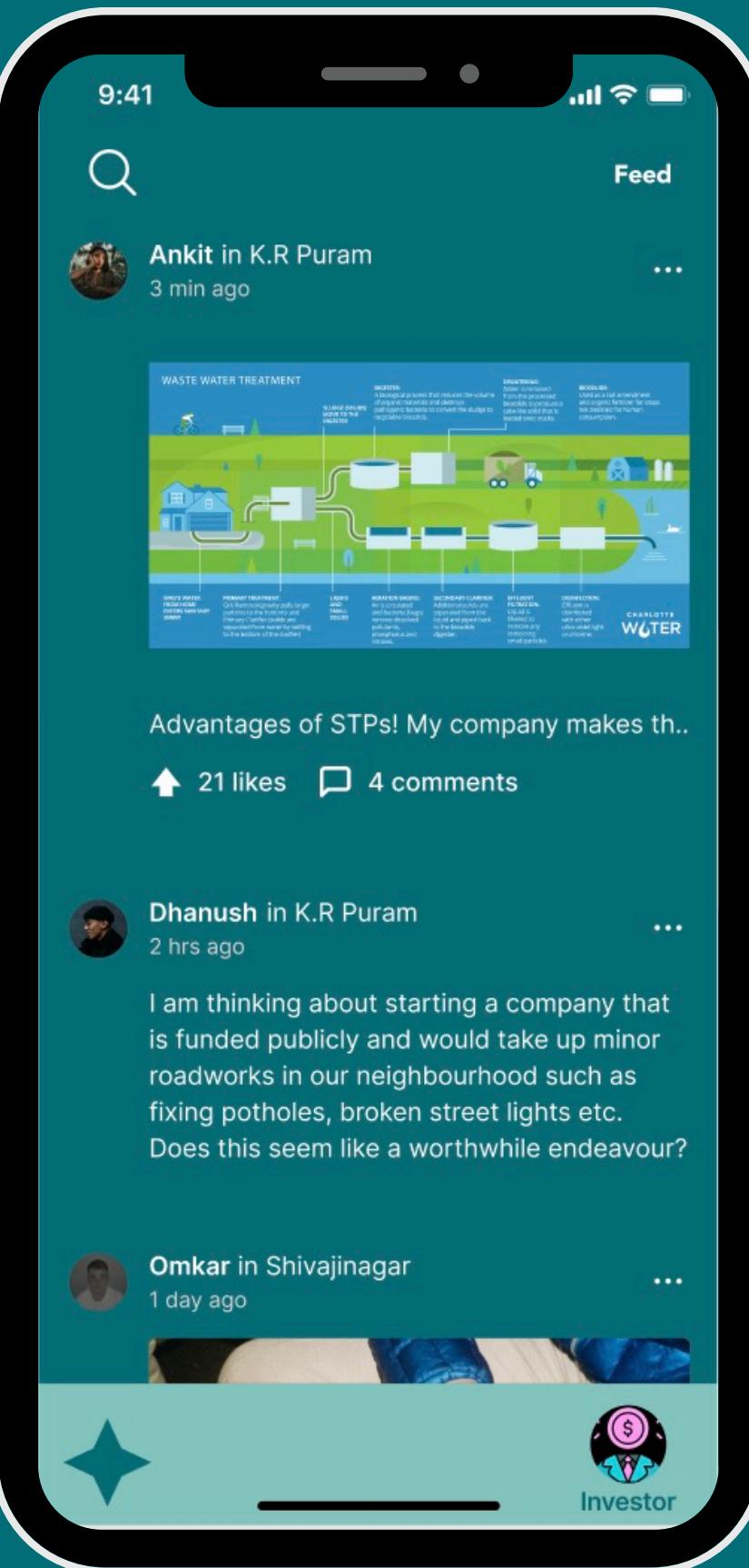
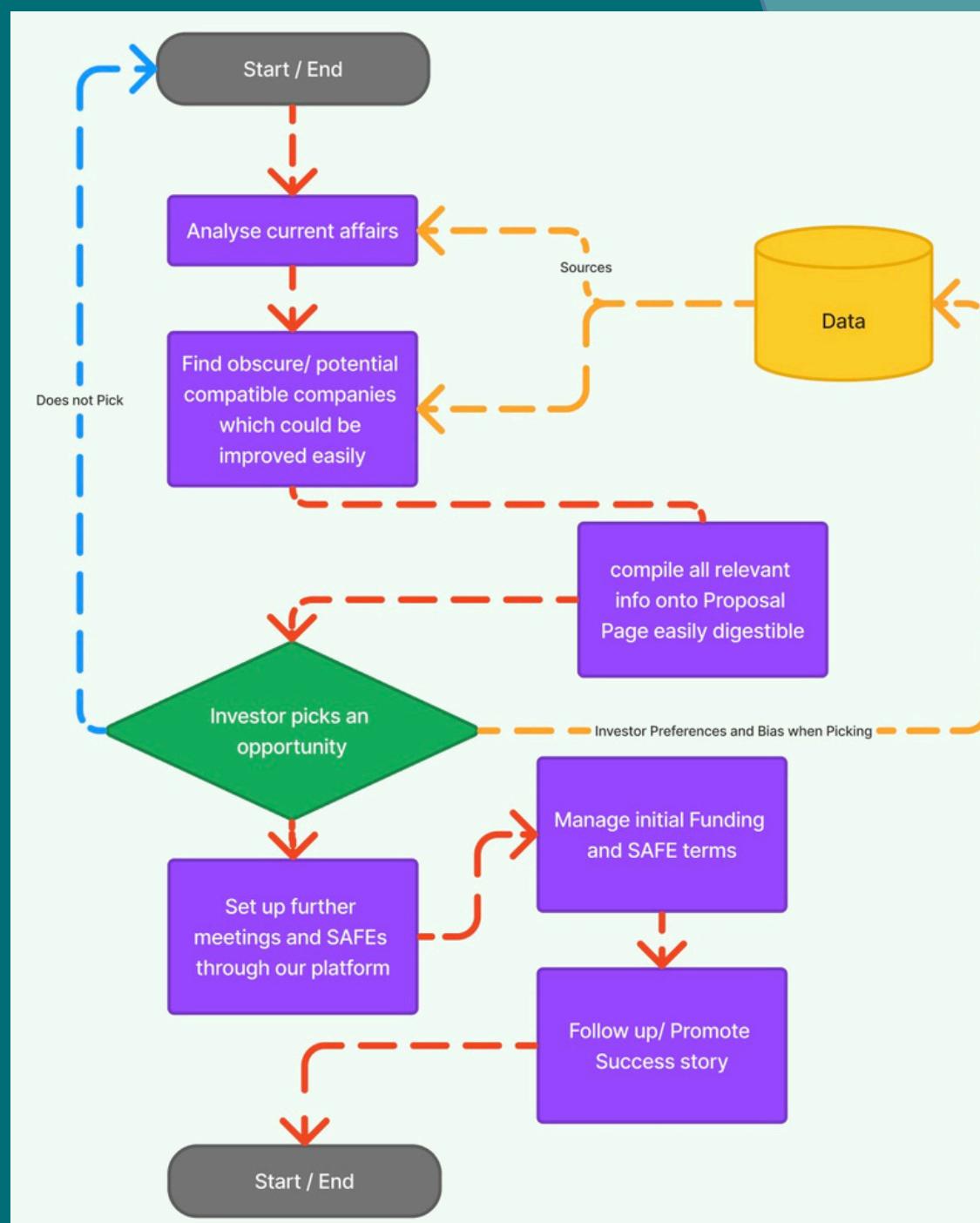
Many could easily **succeed** with the **right support**, but are held **back** by *mismangement and a lack of resources*.

# Solution

**Spotlight** bridges the *digital visibility gap* by actively **seeking out and promoting** **outstanding** but *underrepresented* companies and individuals. Through our platform, we **showcase** their stories, products, and achievements to a wider audience, **amplifying** their impact and *fostering* a more **inclusive** digital ecosystem.



# How it works



- Community-powered solutions:** Our app connects neighbors to address local challenges.
- Identify and discuss:** Residents report issues and others brainstorm solutions.
- AI-powered impact:** Our app leverages AI to connect communities with the resources they need.
- Problem identification:** Residents report local challenges, and AI helps categorize them. Users brainstorm, and AI identifies the most promising ideas.
- Smart investor matching:** AI connects these solutions with interested investors.
- Accelerating change:** We use technology to turn community ideas into funded solutions, faster.

# Impact

**Spotlight** empowers marginalized communities to voice their concerns when traditional channels fail. It fosters a seamless connection among affected individuals, innovators, and investors. This symbiotic relationship benefits all parties involved, creating a win-win scenario for everyone.

**Spotlight** empowers these hard-to-reach communities, addressing their diverse needs and nurturing development at every level. By catering to both major challenges and minor issues, it plays a pivotal role in advancing societies and ensuring comprehensive growth.



# Market Opportunity



Spotlight presents a unique opportunity to connect overlooked businesses with prospective investors. Through our platform, we facilitate investment deals utilizing SAFE financial instruments. In such agreements, a provision will be included to grant Spotlight deferred equity in the company, subject to specific conditions being fulfilled.

Our strategy also extends beyond traditional markets by catering to KaiOS users, a demographic often overlooked by competitors. By tapping into this underserved market segment, we anticipate reduced competition and increased opportunities for growth and market penetration.

Finally, Spotlight serves as a voice for the unheard, highlighting the concerns of marginalized communities.

# The Team



Ashwin

Ashwin is exceptional at Jiu-Jitsu.



Mayur

Self proclaimed potato chip expert.



Daksh

Daksh is exceptional at Karate.



Niketh

Niketh wants to know who would win in a fight, Ashwin or Daksh?

# Plans for the Future

**Spotlight** will be available on KaiOS, a move that extends our reach to a vast user base that is often overlooked by mainstream platforms. KaiOS, with its growing usership in emerging markets and among older demographics, presents a unique opportunity for Spotlight to connect with audiences who may not have access to traditional digital platforms.

With over **100 million active users**, KaiOS represents a significant yet underserved market segment. By expanding into this platform, Spotlight is not only reaching new audiences but also fulfilling our mission of amplifying underrepresented voices and businesses. Through our presence on KaiOS, we're ensuring that even those with limited access to technology have the opportunity to discover and engage with the remarkable talents and solutions showcased on Spotlight.

**KaiOS**  
enable tomorrow



IMAGINE YOU, IN THE



SPOTLIGHT

THANK YOU