



## Re-defining connection

with a social-communication platform leveraging AI to create new social experiences and enable the next generation of advertising



# In a explosive era of "connections", we're paradoxically **isolated**

Social platforms emphasize numerical popularity over quality. Leaving us surrounded, yet alone



And simple communication apps don't  
help us stay in touch



# Joyn is intentionally designed for 1:1 interactions and connections

Built around conversations,  
not posts

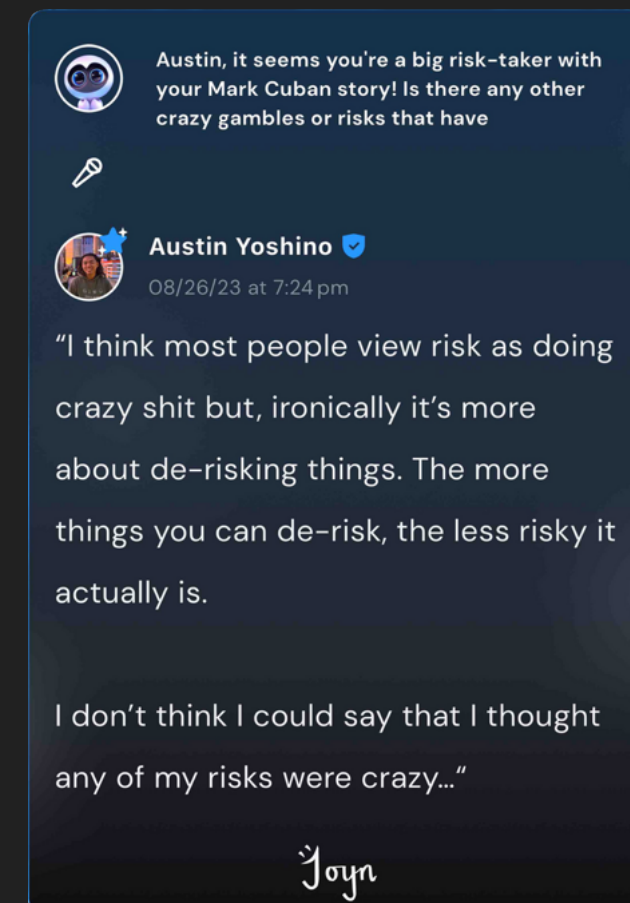
## Best-in-class chat features

- End to end encryption
- Auto-translate
- Channels
- Snoozing / archiving
- Shared calendars
- No spam / cold DM's
- + more

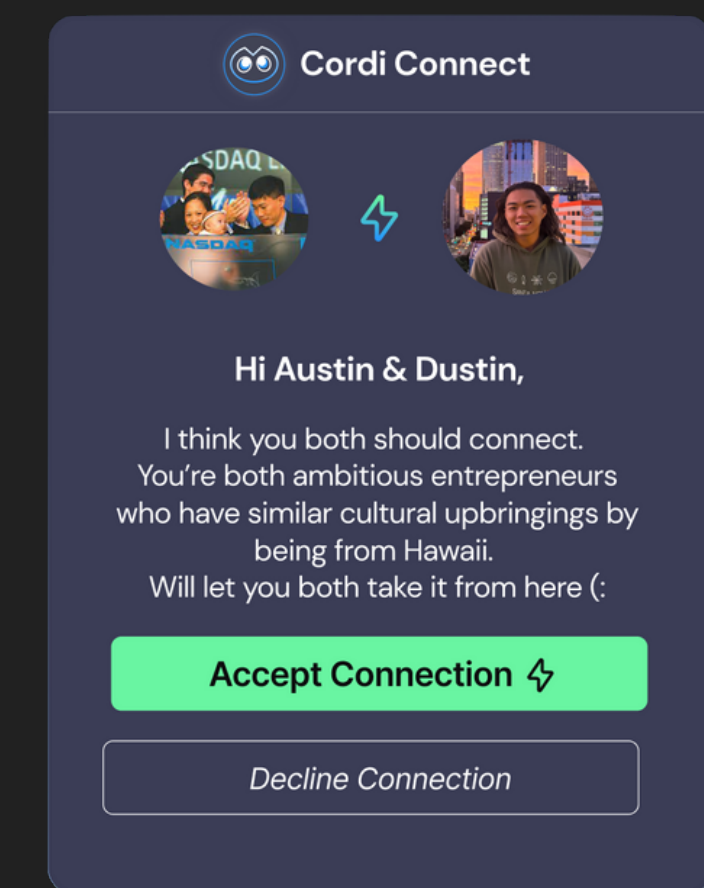


Supercharged by Cordi

Social feed w/ AI generated questions centered around insights, not promotion

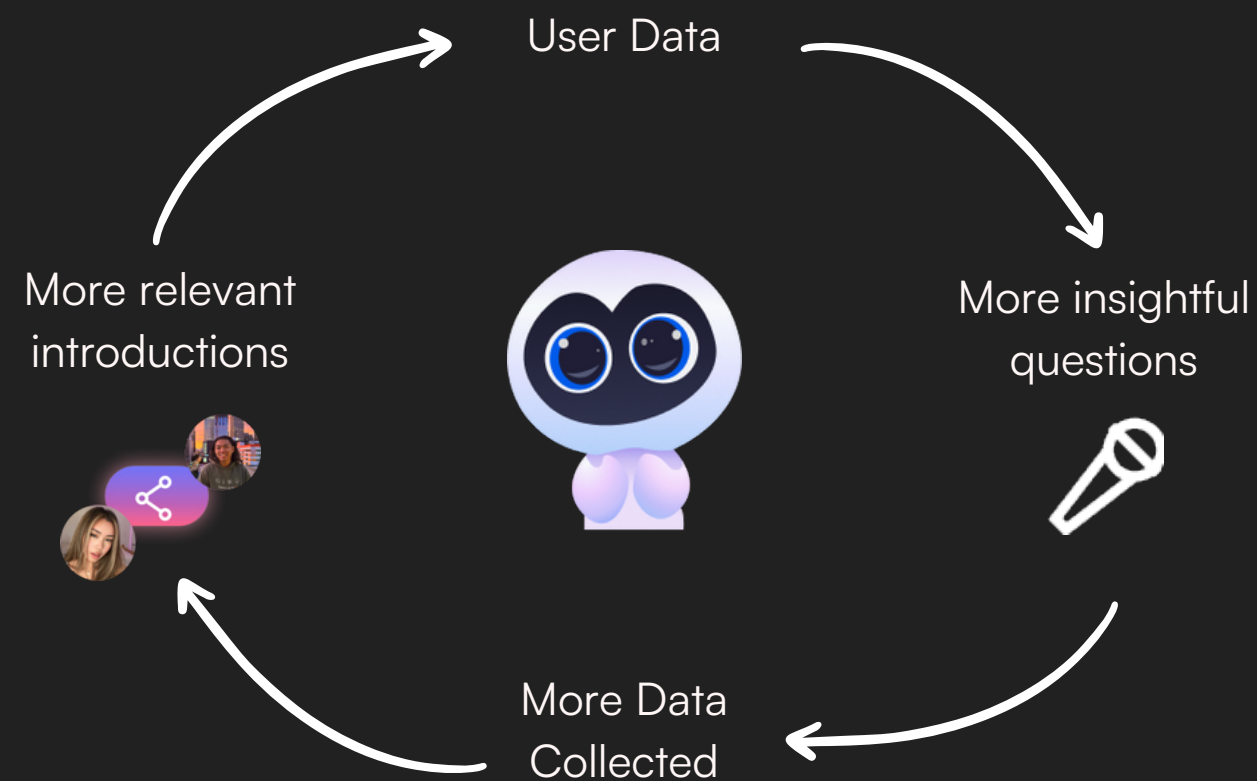


AI generated introductions centered around who you are, not what you do



# Eventually, Cordi will become your favorite thought partner

AI generations get better the more you use it



Soon, Cordi will also make highly-relevant suggestions

I found an article that you might be interested in, a new consumer AI startup just raised \$5m.

Since you liked Billions & Ballers, have you checked out Succession? A new season is out.

Check out this new KBBQ spot in Koreatown, they just opened



# Enabling the next generation of a \$500b+ opportunity - advertising

Hyper-targeted leads through Cordi's insights

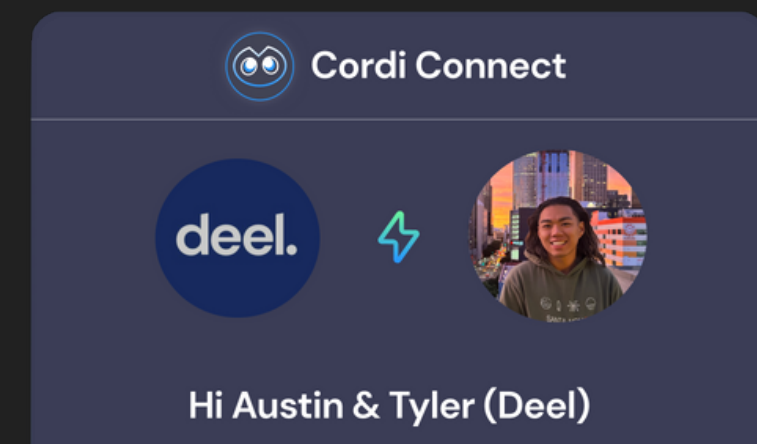
**deel.**

"I want to meet CEO's with international payrolls"

Presented to as sponsored suggestions

Since you have international employees would you be interested in a platform that could help streamline operations?

With direct connections to interested leads



Compared to other advertising options, Joyn will be the most efficient.



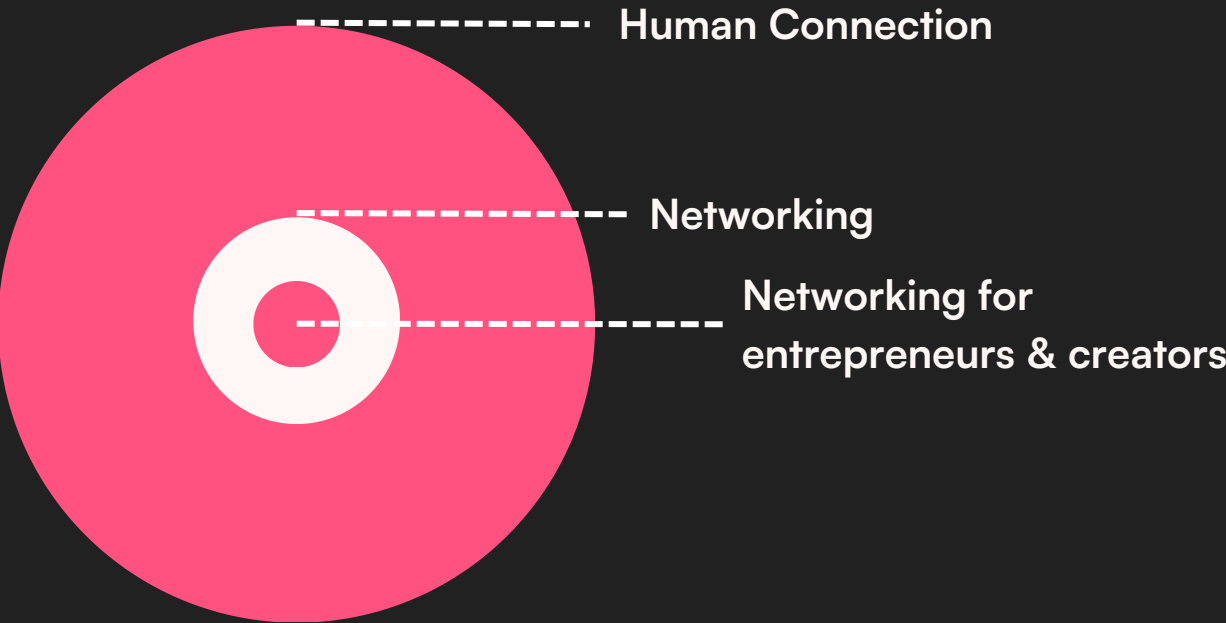
# G2M

## Traction

| Cohort | Timeline    | Milestones   |
|--------|-------------|--|
| Alpha  | April       | <ul style="list-style-type: none"> <li>Launched on Apple &amp; Google Play</li> <li>Identified &amp; fixed scale bottlenecks</li> </ul>  |
| Beta   | May -> July | <ul style="list-style-type: none"> <li>Validated insights &amp; next steps to PMF</li> <li>58.3% 28-day retention (90th+ percentile among other social apps on Apple)</li> </ul> |

➡ **Full Launch / Growth: Q4 2023**

## Demographics



### Core Insight

For entrepreneur's & creators:

- 1) Social isolation is 10x'd as they are often misunderstood by their peers
- 2) Social platforms are extremely saturated with noise & shallow transactions





# Why We Will Win

Joyn will be best in the world at building and maintaining online relationships



**Mainstream social apps are great for promotion (1:∞ interactions), not connections.**  
Would need to disrupt business model to pivot to 1:1



**Simple messaging aren't social enough**  
Won't risk losing existing users with drastic product changes



**While other AI assistants will perfect task automation,  
Cordi will be the most individualized**

**Our team's unique insights, grit, and experience is our unfair advantage against newcomers**



# Founded by an experienced team who understand the art of connection

Dustin Shindo, Chairman  
Hawaii / Palo Alto / Japan

- Lifelong entrepreneur
- 4 IPO's
- \$2b+ in financing deals



Austin Yoshino, CEO  
Hawaii / Los Angeles

- 2nd time founder
- Consumer marketer
- Engineer



Rishab Nayak, CTO  
Boston / India

- 2nd time founder
- M.S. Computer Science  
from Boston University





# Raising \$1m

## \$100k committed



| Amount | Timeline | Milestones  |
|--------|----------|---|
| 200k   | Q1 2023  | <ul style="list-style-type: none"> <li>• Launch product (MLP)</li> <li>• Alpha &amp; beta cohort</li> </ul>                     |
| 1m     | Q3 2023  | <ul style="list-style-type: none"> <li>• 1m downloads</li> <li>• \$100k total rev</li> <li>• Enhance AI capabilities</li> </ul> |



# Summary

1. Leveraging emerging technology to solve a core human need while also enabling the next generation of a \$500b+ opportunity
2. Beta cohort validated insights and next steps to PMF with strong retention KPI's
3. Experienced founding team with previous exits, unique insights, and strong technical / consumer background
4. Raising \$1m to advance AI capabilities, execute growth strategy, and monetize

