



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

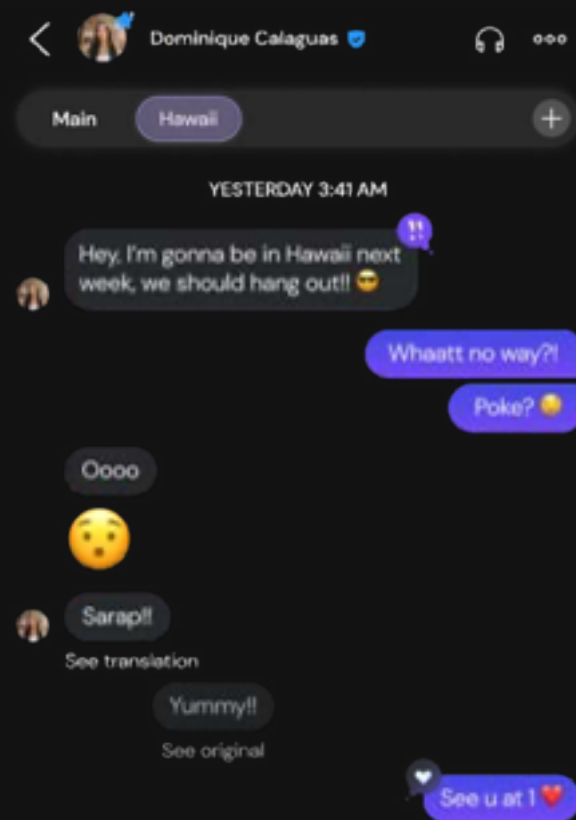


Joyn is intentionally designed for 1:1 interactions and connections

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

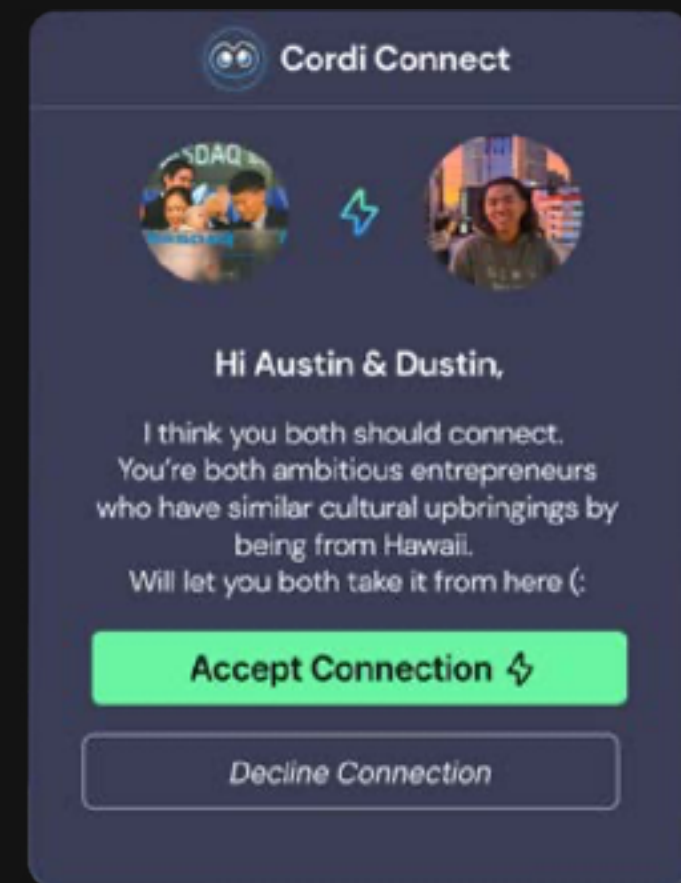


Supercharged by Cordi

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

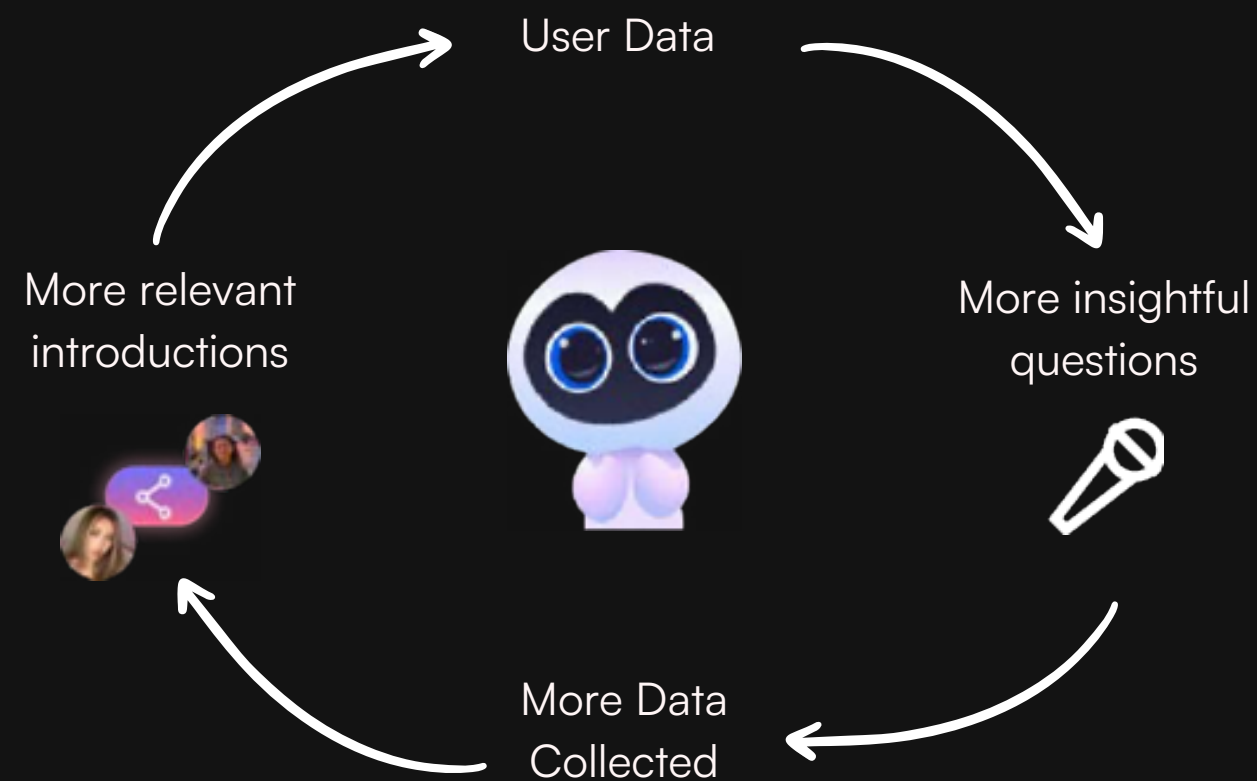


AI generated introductions centered around who you are, not what you do



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

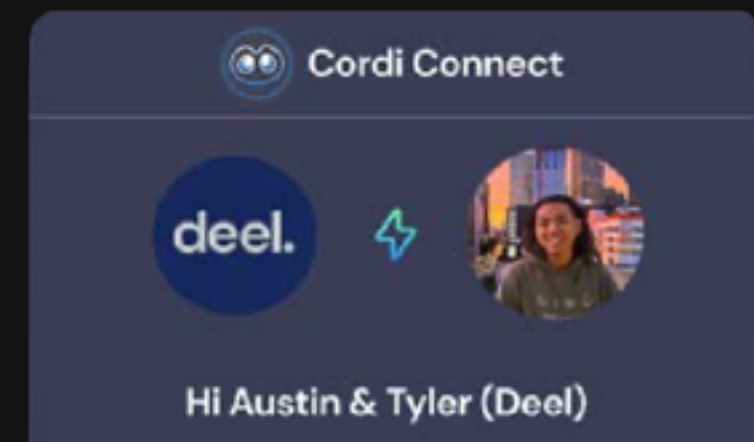
deel.

"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.



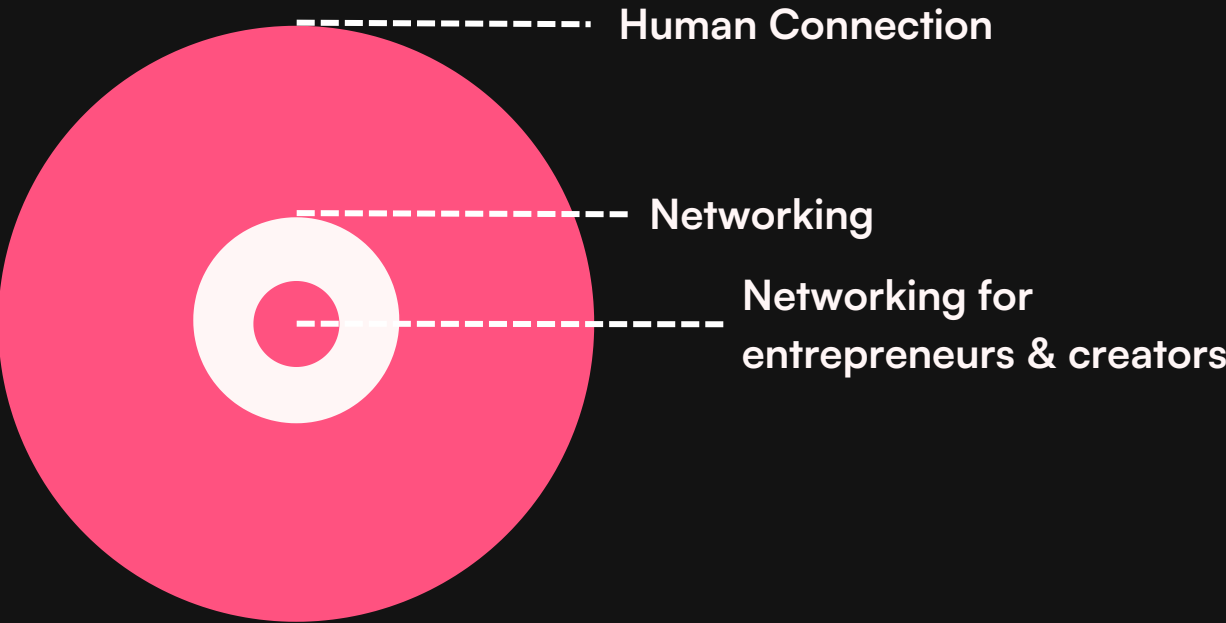
G2M

Traction

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

➡ 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

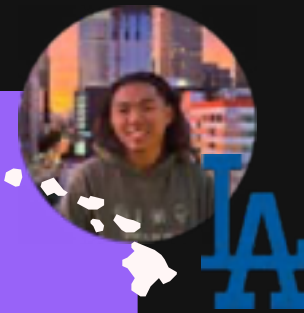
Dustin Shindo, Chairman
Hawaii / Palo Alto / Japan

- 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"> • Launch product (MLP) • Alpha & beta cohort
→ 1m	Q3 2023	<ul style="list-style-type: none"> • 1m downloads • \$100k total rev • Enhance AI capabilities

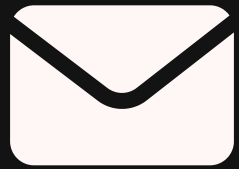


Summary

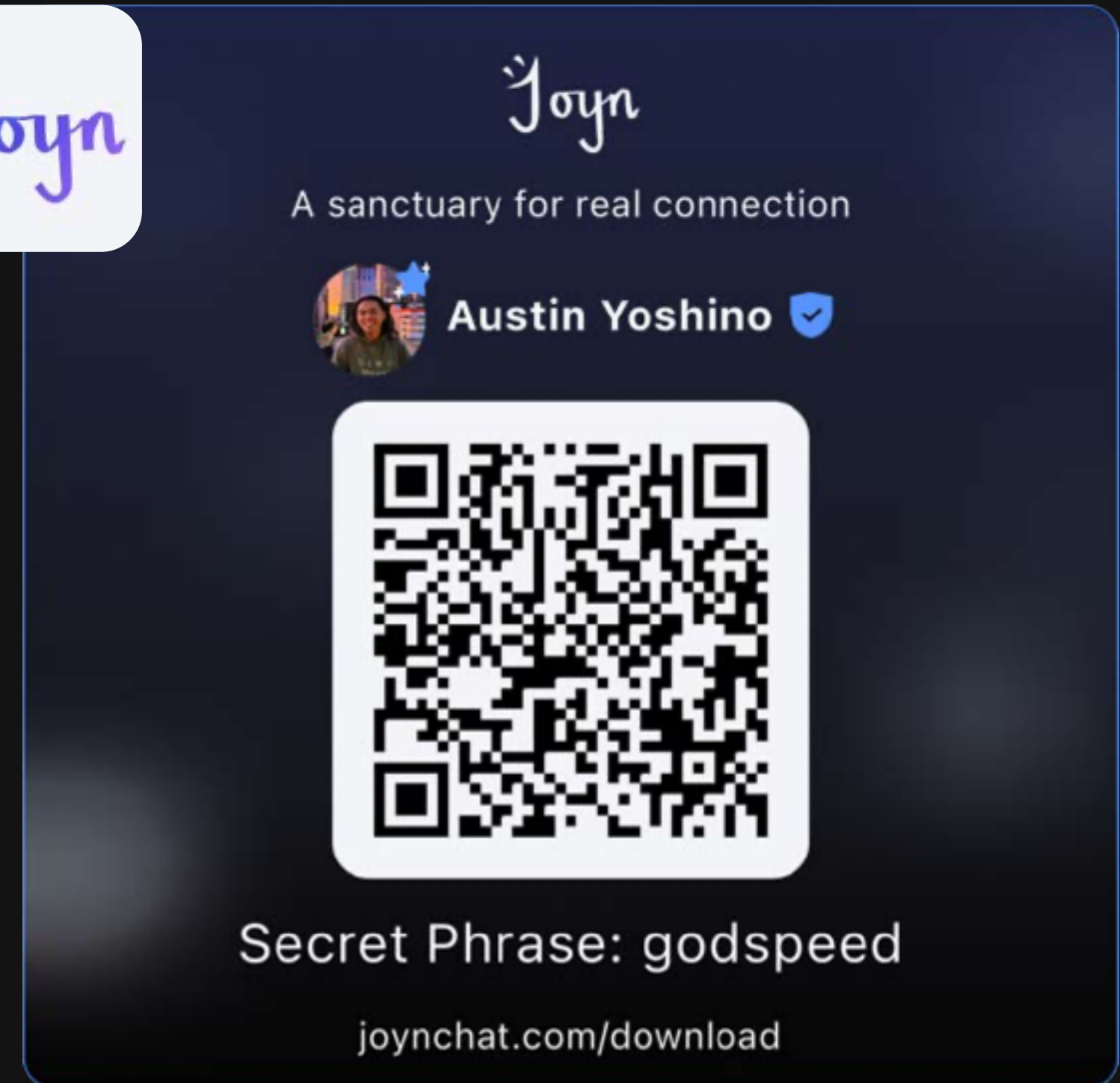
1. Leveraging emerging technology to solve a core human need while also enabling the next generation of a \$500b+ opportunity
2. Beta cohort validated insights and next steps to PMF with strong retention KPI's
3. Experienced founding team with previous exits, unique insights, and strong technical / consumer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



Get in touch 🌙



austin@joynchat.com



Appendix

Team

Market

Product

KPI's / Finances

Projections



Team



Austin Yoshino, CEO



Core Responsibilities

- Product Roadmap
- G2M

Previous Relevant Experiences

- Cofounder of Phenom, venture-backed, consumer sports-tech
- Marketing / Product / Operations role at a vertically integrated cannabis company
- Mechanical Engineering, Univ of Hawaii at Manoa
- Multiple leadership positions for social fraternity



Dustin Shindo, Chairman



Core Responsibilities

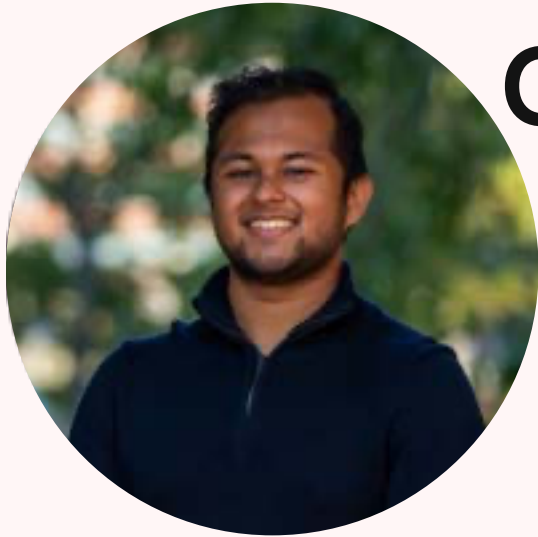
- Fundraising
- Business operations

Previous Relevant Experiences

- CEO of SPAC (Pono Capital x AERWIN)
- CEO of Junify. Raised \$1.7m, small exit to cofounders.
- CEO of HOKU, renewable energy, IPO'd in 2005



Rishab Nayak, CTO



Core Responsibilities

- Product Roadmap
- Engineering

Previous Relevant Experiences

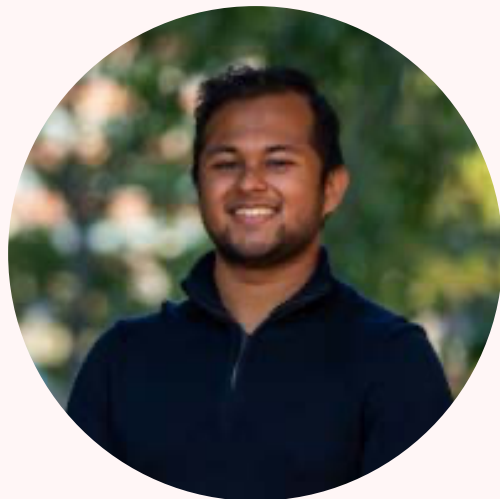
- M.S. in Computer Science from Boston University
- B.S. in Computer Science & Chemistry from Boston University
- Cofounder of Mount, raised \$1.5m+, consumer shared economy



How we met



Austin and Dustin met 3 years ago through a college professor and have worked together since. They previously founded a sports start-up together. While Dustin has also been a mentor by sharing wisdom, they have complimentary skill sets.



Austin and Rishab met 2 years ago through a start-up accelerator. Although they were working on different teams at the time they kept in touch and took the jump together when Rishab was looking for his next step and Joyn needed a CTO.



Unique Insight

Austin, Dustin, & Rishab all have ties to Hawaii - a culture that is built around genuine relationships...not about what you do but, who you are.

We noticed that:

- 1. The most important factor for life quality is good personal relationships**
- 2. This also carries over professionally where trust, integrity, and alignment of values are better gauged by judging someone based on who they are is instead of what they do.**

Joyn is an extension of a life philosophy that has treated us well.



Product Team



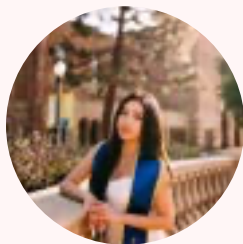
Oleskii Bondar, Sr. Backend Engineer

- **Kyiv National University of Technologies & Design**
- **Volunteer instructor for teaching kids how to code**



Vadym Kopachev, Full Stack Engineer

- **4+ years of development experience**



Dominique Calaguas, Product Designer

- **B.A. Psychology, UCLA**
- **Prev designer for San Francisco State Univ**
- **Prev video game design project**

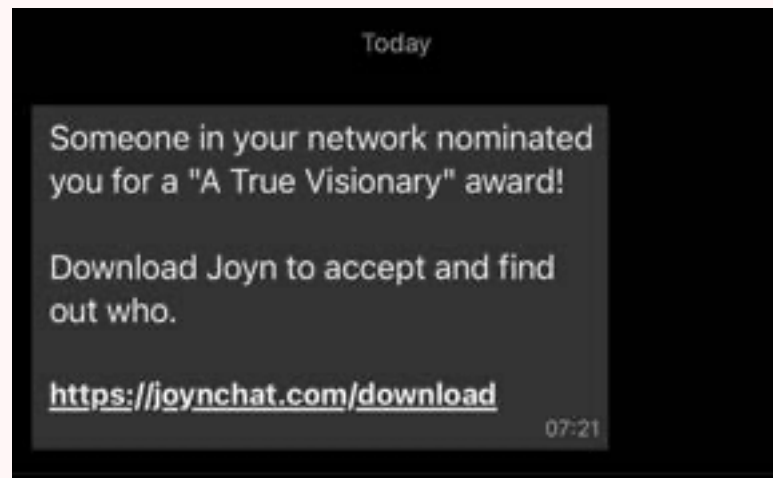


Market



Growth Strategy

Product-Rooted Word of Mouth



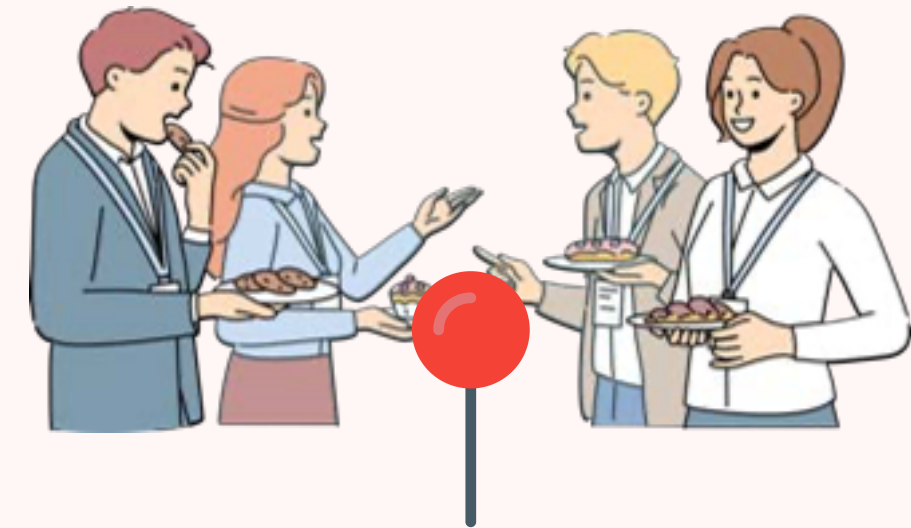
Drives deeper engagement and strengthens network moat

Influencer Campaigns



Rapid, explosive, scalable user acquisition

In-Person Events



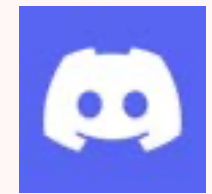
Allows us to directly target geographical hot-spots

***Roadmap to 1m users in projections section**



Competitive Positioning

Joyn fills the gap between limiting private conversations and noisy social media.



**Family &
best friends**

**Social Circle /
Close Network**

Acquaintances



Market Analysis



Company	Advertising Revenue (2022)	Estimated Market Share
Google	\$224b	30%
Meta	\$113.6b	15%
LinkedIn	\$5.91b	<1
TikTok	\$5.6b	<1
Twitter	\$4.95b	<1
Snapchat	\$4.6b	<1
Pinterest	\$2.5b	<1
Reddit	\$1.4b	<1
Youtubè	\$1.3b	<1

Estimated Total Revenue from Digital Advertising: \$746b

Combined revenue for these companies was \$363b or 49% of estimated total market.

New privacy policies & emerging technology prime this market for disruption.



Lessons from Beta Cohort

AI introductions need to be more about Connection vs Networking

- Add Q&A social feed to gather personal user insights needed to make connections based off shared life experiences & ambitions
- Revise AI matchmaking prompts & algorithm

AI introductions, auto-translate, and channels were our most used features but, needed better UX

- Prioritized polishing & enhancements

Privacy needed to get rid of spam adds friction to adding people on Joyn

- Simplified invite process
- Added QR code option
- Superlatives for intentional invites
- Updated on-boarding for education / focus on invites

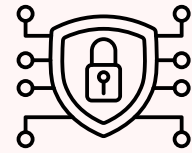


Product

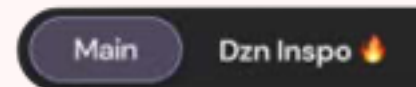


Current Chat Features

End to end encryption



Message channels

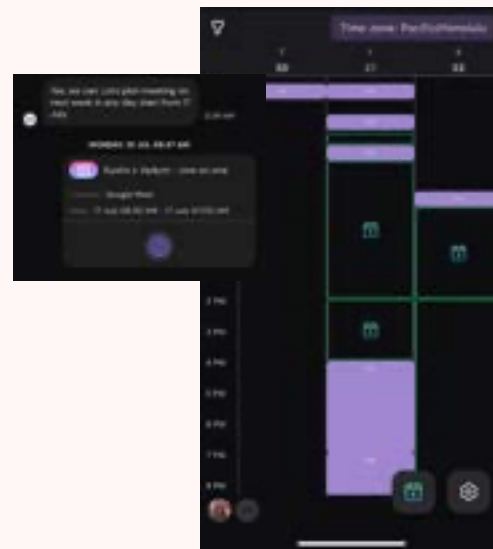


Audio, photos / videos, files, & gifs

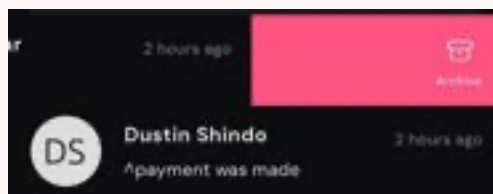


Shared calendars & event creation.

- Link google, outlook, & icloud calendars
- Create meeting locations from Google Meet, Zoom, or Joyn Audio / Video calls

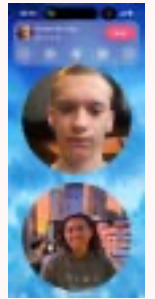


Swipe right to archive, swipe left to snooze with reminders

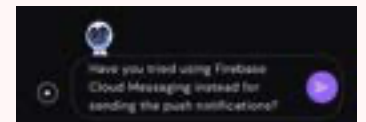


Audio / video calls

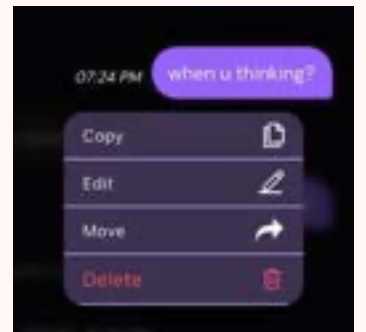
Joyn



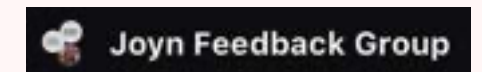
AI-generated messages w/ context



Edit, delete, & move messages across channels



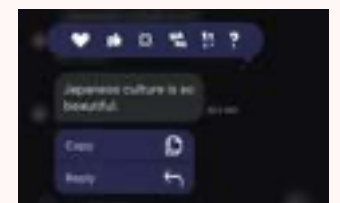
Group chats (up to 5 people)



Auto-translate for global languages

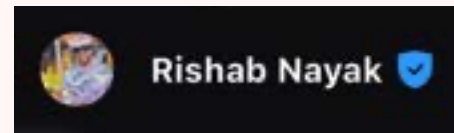


Message reactions

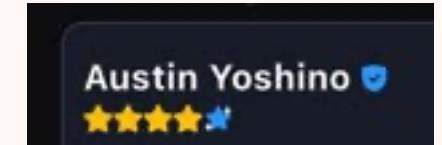


Current Connection Features

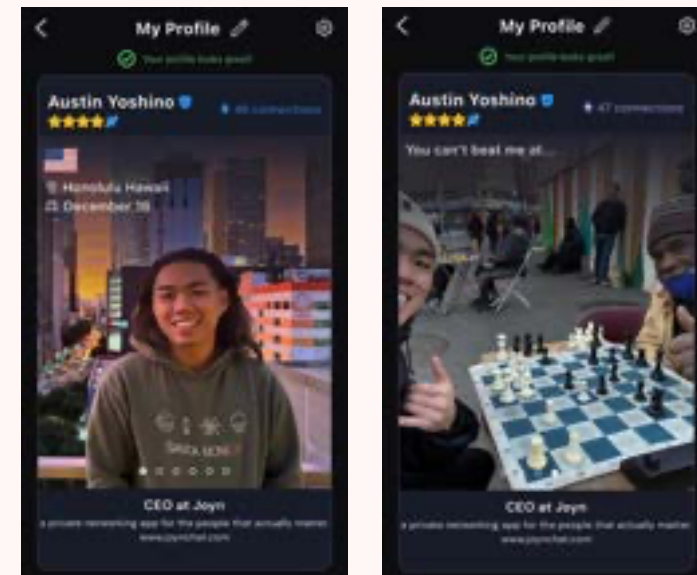
Verification



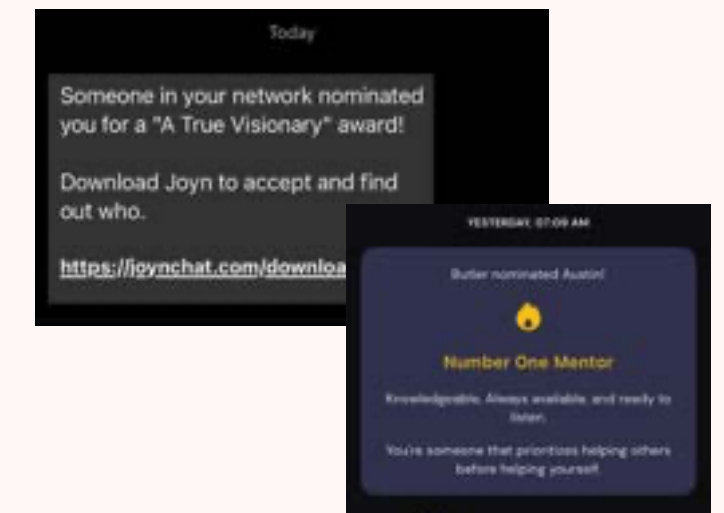
Exclusive blue star for hand-selected Joyn power users



Advanced profile characteristics with dynamic profile prompts

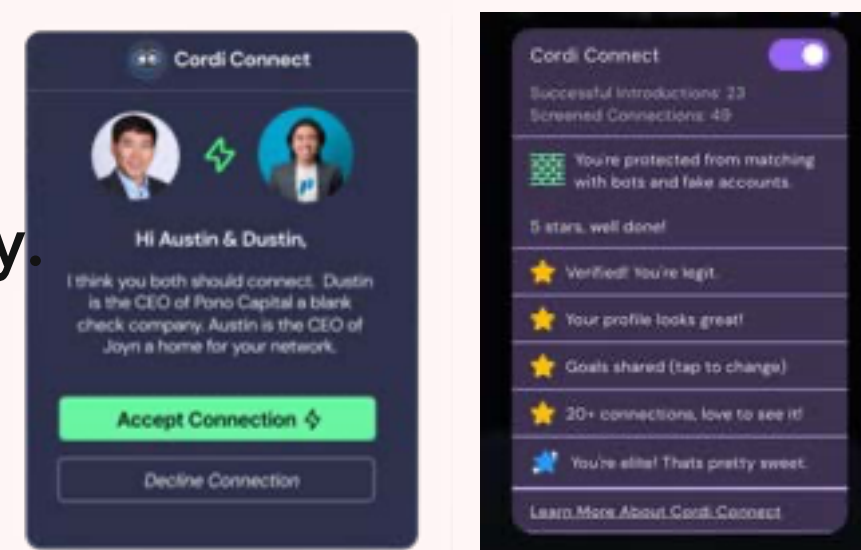


Nominations for intentionally inviting people you know to Joyn

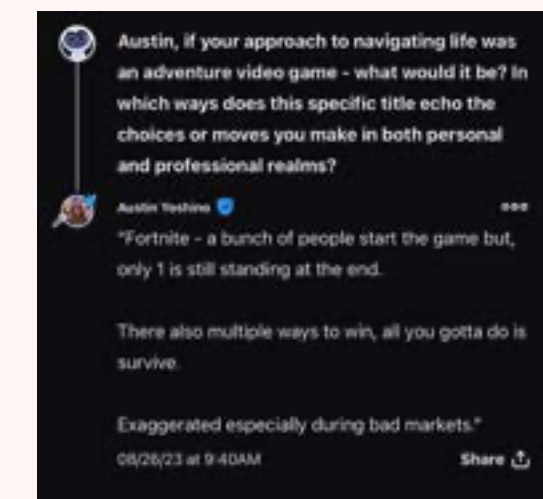


Cordi Connect uses both an algorithm and AI-analysis to determine quality compatibility.

+ verification wall for bot protection



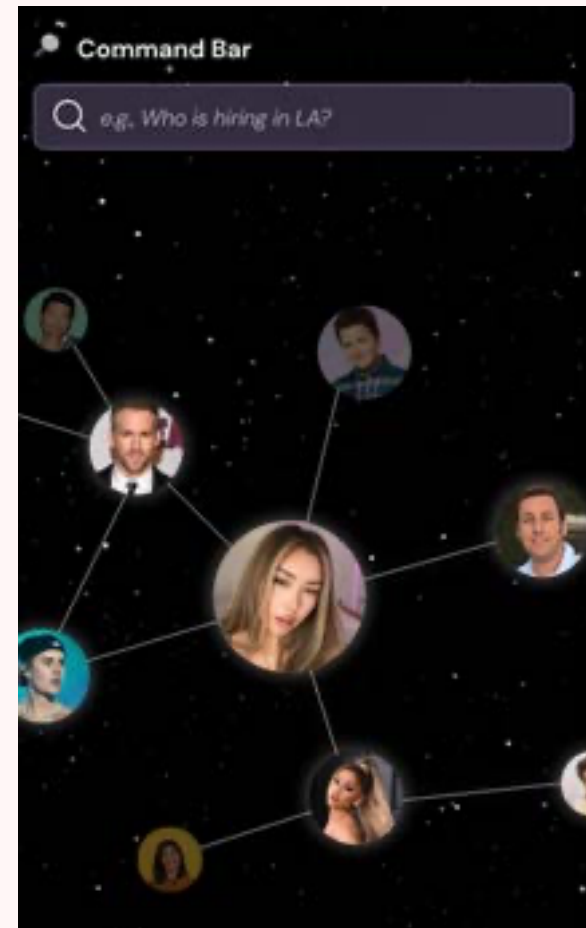
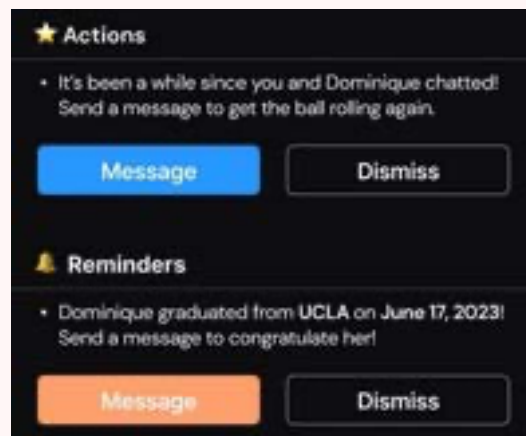
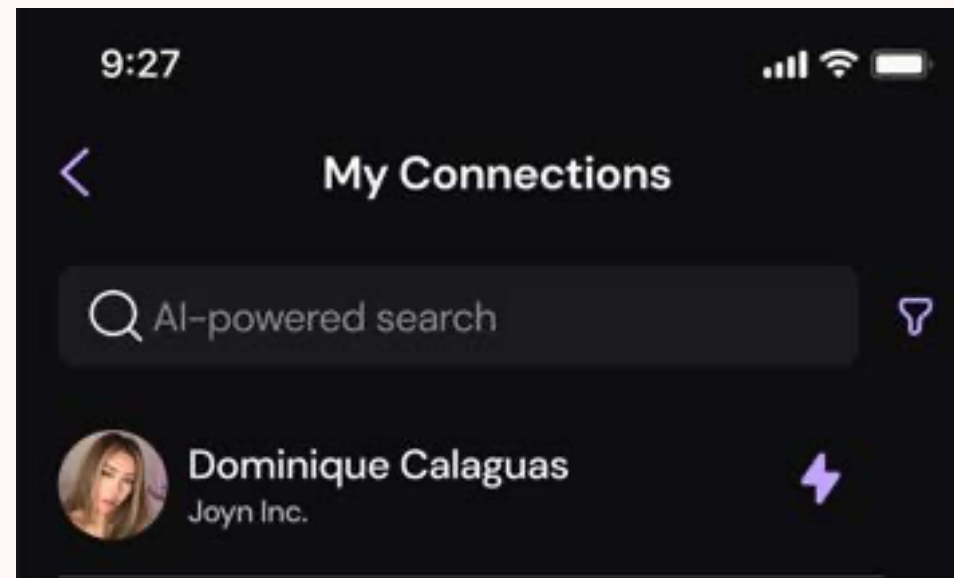
Q&A response social feed with Cordi generated questions



Product Roadmap

Enhanced AI Capabilities

AI-powered Personal relationship manager



Cordi 2.0

- Integrated in conversations & calls
- Advanced data storage to increase capabilities and accuracy
- Capable of taking actions, ie: "Cordi find us a time to meet"
- AI-generated suggestions



Product Roadmap

Integrating Emerging Technology

Blockchain Wallets to enable Data / Asset Transferring to Joyn

- Social graphs
- NFT's / digital asset
- On-chain user data

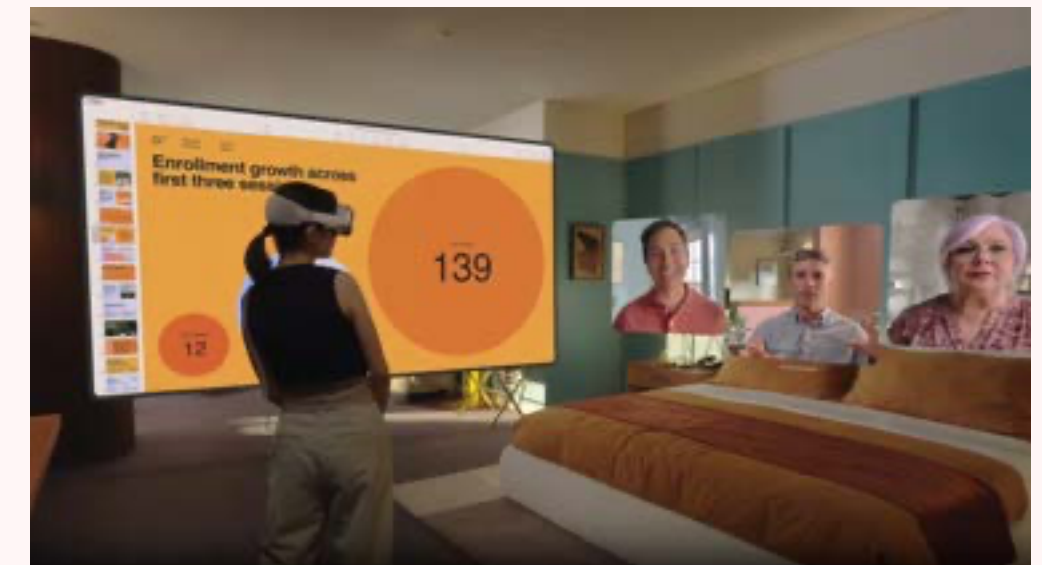


Avatars + In App Purchase Add-ons

- Emotes
- Branded accessories



Immersive Social Experiences w/ Spatial Computing



Cordi AI Depth



Layer: Cordi is a data layer on top of OpenAI that uses personal information to customize relevant outputs



Market Positioning: Cordi is focused on learning (vs helping) it's users



Moat: Data

more product usage = more data = better outputs



IP:

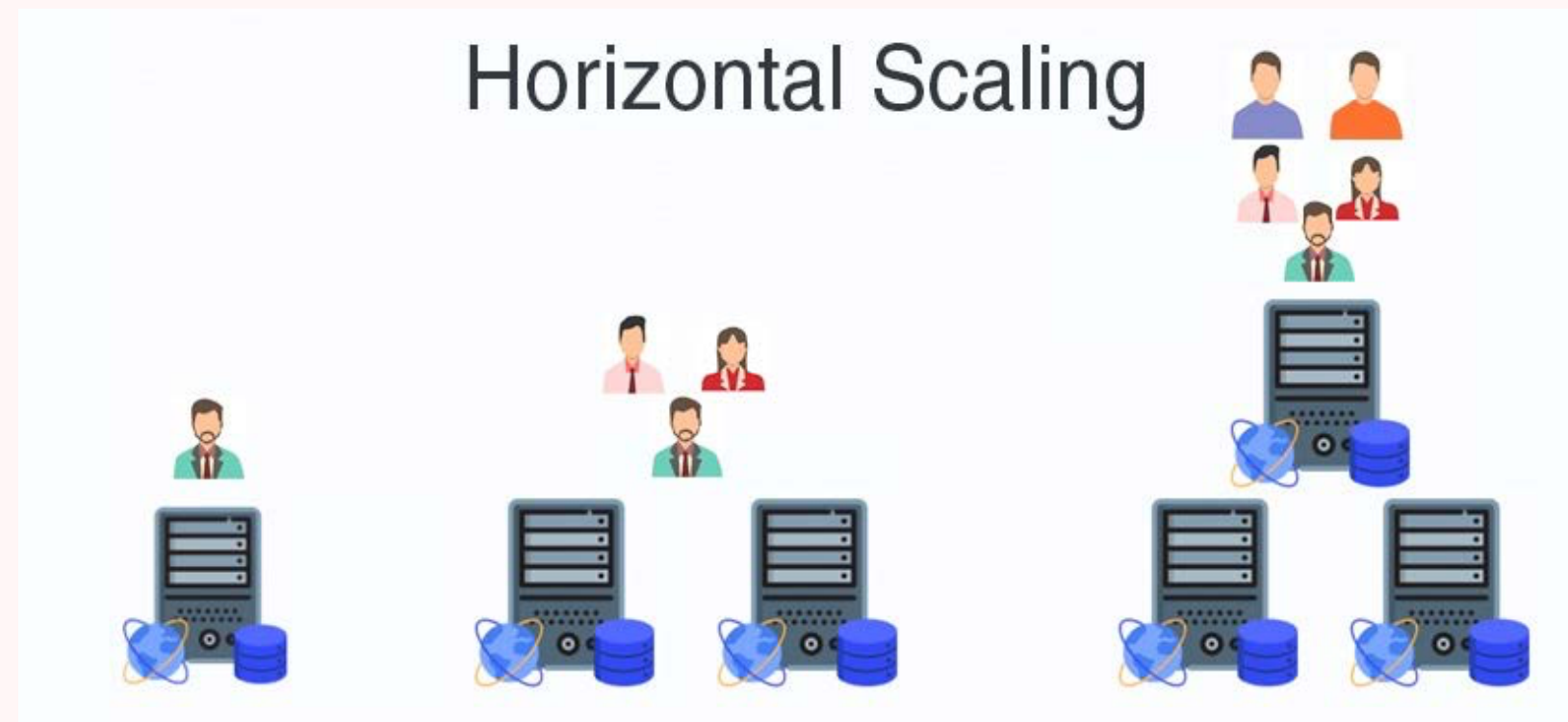
- Proprietary & exclusive user data
- Fine tuned models for Joyn-specific generations (soon),
- Prompt engineering



Scale Infrastructure

Joyn was architected to handle rapid customer growth.

Infrastructure is hosted on AWS using horizontal scaling practices that will auto-scale as Joyn acquires more users. As the product grows the team will continue to optimize the infrastructure to reduce costs,



Messaging Platform Comparison



Joyn vs current top platforms

	<u>Spam Free</u>	<u>Calendar</u>	<u>Social Information</u>	<u>File Size Limits</u>	<u>Sending Pictures / Videos</u>	<u>Audio Messages</u>	<u>Audio / Video Calls</u>	<u>End to End Encryption</u>	<u>Gifs</u>
Joyn	Yes	Yes	Yes	1 GB	Yes	Yes	Yes	Yes	Yes
WeChat	No	Yes	Limited	300kiB	Yes	Yes	Yes	No	Yes
Line	No	Yes	Limited	1 GB	Yes	Yes	Yes	Yes	Yes
Slack	No	Limited	No	1 GB	Yes	Yes	Yes	Yes	No
iMessage	No	No	No	25 MB	Yes	Yes	Yes	Yes	Yes
Facebook Messenger	No	No	Yes	25 MB	Yes	Yes	Yes	No	Yes
Telegram	No	No	No	2 GB	Yes	Yes	Yes	No	Yes
Discord	No	No	No	8 MB	Yes	No	Yes	Yes	Yes
Whats App	No	No	No	16 MB	Yes	Yes	Yes	Yes	Yes
Instagram Messenger	No	No	Yes	n/a	Yes	Yes	Yes	Yes	Yes
gmail	No	No	No	25 MB	No	No	No	No	No
Snapchat	No	No	Yes	n/a	Yes	Yes	Yes	No	Yes
Signal	No	No	Limited	25 MB	Yes	Yes	Yes	Yes	Yes



Social Platform Comparisons

Joyn vs current top platforms

	<u>Real Conversations</u>	<u>Facilitates 1:1 Interactions</u>	<u>SPAM / Noise Free</u>
Joyn	Yes	Yes	Yes
Instagram	Sometimes	Sometimes	No
Facebook	Sometimes	Sometimes	No
Snapchat	Sometimes	Yes	Sometimes
Threads	No	No	No
X	Sometimes	Sometimes	No
Discord	Sometimes	Sometimes	Sometimes
Reddit	Sometimes	No	Sometimes
TikTok	No	No	No
LinkedIn	Sometimes	Sometimes	No



Connection Matching Comparison

Joyn vs current top platforms

	<u>Personable</u>	<u>Facilitated on a Platform that Retains Connections</u>
Cordi	Yes	Yes
LinkedIn	Sometimes	No
YC Co-founder Matching	No	No
Lunchclub	Sometimes	No
Bumble BFF / Bizz	Yes	No



Scheduling Tools Comparison

Joyn vs current top platforms

	<u>Consumer Friendly.</u>	<u>Shows 2-Way Schedules</u>	<u>Directly Integrated with Communication Channel</u>
Joyn	Yes	Yes	Yes
Calendly	No	No	No
When2Meet	No	No	No
Superhuman	No	No	Yes
Google Calendar	No	Yes	Yes
iCloud Calendar	No	Yes	No
Outlook Calendar	No	Yes	Yes
TimeTree	Yes	Yes	No



KPIs / Finances



Retention KPI's

90th + percentile in all categories

	5/1 - 5/7	5/8 - 5/14	5/15 - 5/31	5/22 - 5/28	5/29 - 6/4	6/5 - 6/11	6/12 - 6/18	6/19 - 6/25	6/26 - 7/2	7/3 - 7/9	7/10 - 7/16	7/17 - 7/23	AVG
Day 1 Retention	42.86%	35.71%	57.14%	35.71%	85.71%	71.43%	42.86%	85.71%	28.57%	85.71%	85.71%	85.71%	61.90%
75th Percentile	34.59%	34.47%	34.61%	34.63%	34.50%	34.54%	35.00%	34.80%	34.29%	33.77%	34.36%	34.30%	34.49%
50th Percentile	23.04%	22.89%	22.77%	22.66%	22.46%	23.53%	22.86%	23.16%	22.87%	22.69%	23.15%	23.10%	22.93%
Day 7 Retention	28.57%	28.57%	57.14%	28.57%	85.71%	57.14%	42.86%	85.71%	28.57%	85.71%	85.71%	85.71%	58.33%
75th Percentile	11.78%	11.71%	11.71%	11.35%	11.90%	11.80%	11.60%	11.64%	11.11%	11.54%	11.58%	11.27%	11.58%
50th Percentile	5.37%	5.51%	5.48%	5.35%	5.41%	5.47%	5.69%	5.70%	5.48%	5.47%	5.44%	5.47%	5.49%
Day 28 Retention	28.57%	28.57%	57.14%	28.57%	85.71%	57.14%	42.86%	85.71%	28.57%	85.71%	85.71%	85.71%	58.33%
75th Percentile	5.20%	5.49%	5.16%	5.56%	5.44%	5.31%	5.41%	5.35%	5.29%	5.36%	5.02%	5.37%	5.33%
50th Percentile	2.01%	2.05%	1.94%	2.07%	2.01%	1.96%	2.08%	2.03%	1.98%	1.94%	1.89%	1.94%	1.99%

- *Data sourced from Apple developer platforms
- *Benchmark data compared to Social Networking category
- *Defined as the percentage of active devices that opened the app 1/7/28 days after install.



Executive KPI's

<u>KPI</u>	<u>September</u>	<u>August</u>	<u>Analysis</u>
Total Downloads (Cumulative)	178	254	● Needs to grow, but hasn't been primary focus
Growth Rate	44%	43%	● Good, considering it was organic w/ very little resources / effort
MAU / WAU / DAU (Avg)	-	42 / 25 / 9	● 2nd half of August's metrics were 1.5-2x better, trending in right direction
K-Factor	0.14	0.163	● Current primary focus is improving referrals
1st App Open -> 2nd Open Conversion	-	58.97%	● Users are coming back after signing-up
Messages Sent (Cumulative)	14,282	16,536	● Joyn is being used as a messaging platform
Active Cordi Connect Users	54	78	● Validates interest in Cordi Connect
Crash Free Sessions	98.72%	99.39%	● Current primary focus is improving referrals



Company Finances

The company is capital efficient while closely managing operations as if “they were to go public one day” - organized, standardized, and record-keeping.

Burn Rate	\$8-10k / Month
Runway	4-5 months
Estimated Burn Post Raise	\$50-100k / month
Estimated Runway Post Raise	12 - 15 months

*Chairman, CEO, & CTO are not currently paying themselves

*2 developers and 1 designer on payroll

*\$0 spent on advertising



Use of Funds: Current vs Projected

Joyn will remain capital efficient while precisely increasing spend to speed up progress.

Department	Headcount (Current / Projected)	Current Spent	Projected Spend	Milestone
Product	2 / 4	\$8-10k	\$12-15k	Build product / enhance AI
Design	1 / 1	\$1-3k	\$3-4k	Build product, 1m downloads
Marketing	0 / 1	\$300	\$10-20k	1m downloads
Leadership	1 / 1	\$0	\$7k	\$100k total rev, 1m downloads, enhance AI



Projections



Roadmap to 1m Users

- Based on real prior data from a comparable product with similar target demographics
- \$234k needed to get from 1,200 -> 879,000 downloads in 1 year

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	SUM
N Factor / Referral Count	1.2	1.56	2.03	2.64	3.16	3.80	4.56	5.01	5.51	6.06	6.67	7.34	
Total Downloads	1,200	1,170	7,436	13,534	22,736	35,469	55,331	79,123	104,443	137,865	181,981	240,215	879,304
Budget for User Acquisition	\$1,500	\$1,500	\$5,500	\$7,700	\$10,780	\$14,014	\$18,218	\$23,684	\$28,420	\$34,104	\$40,925	\$49,110	\$233,957
CPI on Paid UA	\$3.00	\$2.00	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.50	\$1.67

Assumptions

- Android + iOS campaigns
- Running multiple GEO's (not just USA)
- Month 3+ actual CPIs will be solidified after 1-2 months of AB testing



Business Model Validation Roadmap

- Step 1: Acquire audience large enough to start monetizing
- Step 2: Test & validate pricing model for ads & leads by partnering with start-ups / SMB’s
- Step 3: Scale to enterprise clients

Phase	Timeline	Estimated Users	Estimate Revenue
I	Q4 2024	100k	\$10k
II	Q4 2025	500k	\$100k (total)
III	Q4 2026	1m+	\$1m+ (total)



Future Financing Rounds

Leadership team, market size, and product timing position Joyn to grow & mature quickly.

Amount	Vehicle	Valuation	Timeline
200k	SAFE	Uncapped, 20% discount	Q1 2023
1m	TBD	TBD	Q3 2023
5-7m	Equity	20-30m	Q1-Q3 2024
20m+	Equity / IPO	100m+	Q4 2024 - Q2 2025



