

Ketu

PERSONALIZED RECOMMENDATIONS
FOR FOOD, COFFEE, AND EVENTS.
BUILT FOR PEOPLE IN UZBEKISTAN WHO
WANT FAST, RELEVANT SUGGESTIONS.

MAY 2025

TASHKENT

the problem

MOST PEOPLE DON'T WANT TO SCROLL THROUGH
GOOGLE MAPS OR OUTDATED REVIEW SITES.
THEY JUST WANT TO KNOW:

WHERE SHOULD I GO RIGHT NOW?

CEO - KAMILA JURAEVA

solution

WE CREATE **TELEGRAM BOT WITH AI**
RECOMENDATIONS BASED ON YOUR:

PREFERENCES

LOCATION

TIME OF THE DAY

how it works

1. YOU WRITE: "I WANT FOOD" OR "I WANT TO GO OUT"
2. YOU SET YOUR MOOD OR TYPE (E.G. COFFEE, DINNER, CONCERTS)
3. YOU SEND YOUR LOCATION
4. KETTU SENDS 3-5 PERSONALIZED RECOMMENDATIONS

EACH SUGGESTION INCLUDES:

RATING & DISTANCE
PHOTOS & REVIEWS
MAP & DIRECTIONS
BOOKING LINKS

target audience

AGE:

18-40

PEOPLE:

LOCALS, TOURISTS, GROUPS AND
COUPLES

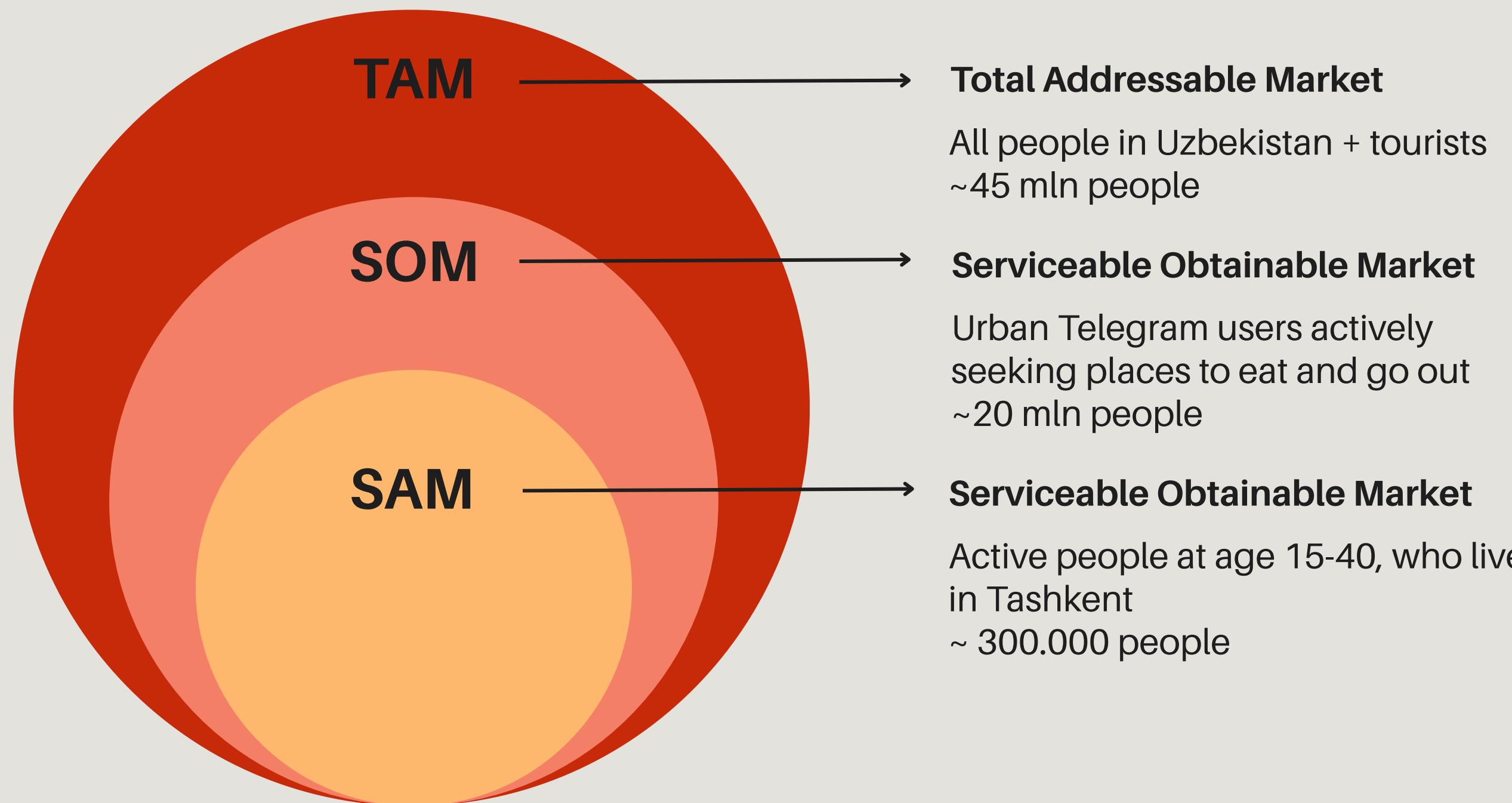
LOCATION:

TASHKENT

(2)

WHO IS THIS
INTENDED FOR?

target segments



Google cafe tashkent

All Images Short videos News Videos Web Books More Tools

Open now Menu Top rated Photos 24/7 B&B Jogeshwari Socials Eco

Results for Tashkent · Choose area :

Places

- Socials Cafe Shevchenko**
4.6 ★★★★★ (1.1K) · Cafe
Taras Shevchenko Street 36 A
Dine-in · Kerbside pickup · No-contact delivery
- Union Café**
4.8 ★★★★★ (98) · Cafe
улица Лабзак 64А
Dine-in · Kerbside pickup · Delivery
- Socials Minor**
4.8 ★★★★★ (493) · Cafe
Amir Temur Avenue 86a
Dine-in · Kerbside pickup · No-contact delivery

More places →

Tripadvisor <https://www.tripadvisor.ru/Restaurants~Tashkent>

10 лучших кафе Ташкента 2025

Кафе Ташкента · 1. Бон! Буланжери & Кондитерская. 4,0. (89) · Coffees Uzbekistan. 4,7. (23). Открыто сейчас · 3. BookCafe. 3,8. (5)

Tripadvisor Поиск Идеи для вдохновения Поездки о

Ташкент Отели Развлечения Рестораны Авиабилеты Круизы Аренда автомобилей Форум Азия > Узбекистан > Ташкентская область > Ташкент > Рестораны Ташкента Лучши

Рестораны Ташкента

Ташкент: лучшие рестораны

Количество результатов, соответствующих критериям: 774 774
Сортировка по: Очистить все фильтры

Рестораны ×

Хотите искать за пределами г. Ташкент? Там есть хорошие предложения
[Расширьте область поиска.](#)

Сорренто Реклама 4,5 ●●●●● (2 отзыва) · Сейчас закрыто
Итальянская · \$\$ - \$\$\$ · Меню
"Сорренто Ташкент"
"Еще немного и будет хорошо"

Cafe 1991 4,8 ●●●●● (648 отзывов) · Сейчас закрыто
Ливанская, Барбекю · \$\$ - \$\$\$ · Меню
"Cafe 1991"
"Придем еще!"

Ember & Embar 4,9 ●●●●● (96 отзывов) · Открыто сейчас
Бар, Международная · \$\$\$ · Меню

Календарь событий Ташкента

Выбрав конкретный день или период вы сможете увидеть все события, вечеринки, концерты, рестораны, выставки, кино и многое другое

МАЙ	ЧТ	ПТ	СБ	ВС	ПН	ВТ	СР	ЧТ	ПТ	СБ	ВС	ПН	ВТ	СР	ЧТ	ПТ	СБ
	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
ИЮНЬ																	
	1	2	3	4	5	6	7										

Рестораны завтра

Вечеринки в Bla Bla Bar с 13 по 18 мая... Bla Bla Bar

Игра «Квиз, плиз!» 16 мая... Bavaria plaza

Концерты завтра

Группа «Хавас» в Самарканде 16 мая... Grand Hall

Концерт Валижона Шамшиева 16 мая... Milliy kino san'ati saroyi / K

Выставки завтра

Для соискателей и работодателей

Ищете работу?
Найдите на ish.uz

**Билеты
В КИНО**

на Afisha.uz

Реклама Контакты О проекте Вакансии

our competitors

Platform	Personalization	Local Coverage	Event Info	Booking
Google Maps	✗	✓	✗	Limited
Tripadvisor	✗	Low	✗	✗
Yandex Maps	✗	✓	✗	✗
Afisha.uz	✗	✓	✓	✗
Kettu	✓	✓	✓	⟳ Coming

Our Vision & Brand Purpose

CMO - ELBEK ERKINBOEV

Kettu

YOUR SMART LIFESTYLE COMPANION

AT KETTU, WE **ENVISION** A WORLD WHERE
MANAGING YOUR DAY FEELS **EFFORTLESS AND
EMPOWERING**.

WE'RE BUILDING MORE THAN JUST AN APP —
WE'RE **CREATING A TOOL THAT HELPS USERS**
ORGANIZE, PRIORITIZE, AND THRIVE.

CMO - ELBEK ERKINBOEV

We aim to become the
most intuitive and trusted
personal productivity app
for young, modern users
worldwide.

Marketing Strategy & Positioning

WHO WE TARGET:

- STUDENTS, YOUNG PROFESSIONALS, DIGITAL NATIVES
- AGED 18-35, TECH-SAVVY, TIME-CONSCIOUS

HOW WE REACH THEM:

- SOCIAL MEDIA MARKETING (TIKTOK, INSTAGRAM REELS)
- CAMPUS AMBASSADOR PROGRAMS
- INFLUENCER PARTNERSHIPS (MICRO-CREATORS IN PRODUCTIVITY/WELLNESS)
- APP STORE OPTIMIZATION (ASO) & SEO CONTENT

Marketing Budget Plan (Initial Phase)

Category	Amount	Purpose
Social Media Ads	\$400	Targeted ads on Instagram & TikTok
Micro-Influencer Collabs	\$200	Sponsored posts from small creators
Campus Ambassador Program	\$150	Incentives & merch for student reps
Content Creation Tools	\$100	Design tools (Canva Pro, templates, etc.)
Branding & Visual Assets	\$100	Logo refinement, post templates, short video intros
Analytics & Tracking Tools	\$50	Basic tools to measure performance (Linktree, etc.)

LEAN BUT IMPACTFUL — WE FOCUS ON CHANNELS WITH THE HIGHEST ROI FOR OUR NICHE AUDIENCE.

KPIs & Success Metrics

WE'LL TRACK KEY PERFORMANCE INDICATORS TO MEASURE GROWTH:

App Installs & Cost per Acquisition (CPA)

User Retention (Day 1, Day 7, Day 30)

Active Daily & Monthly Users (DAU / MAU)

Social Media Engagement (shares, saves, comments)

App Store Ratings & Reviews

Data guides our decisions. We optimize, scale, and repeat.

Future Growth & CMO Vision

WHAT'S NEXT FOR KETTU?

Launch premium features (AI recommendations, integrations)

Scale marketing across new regions with localization

Partner with wellness brands and tech creators

Expand into new verticals: journaling, habit tracking, mental clarity

AS CMO, I AIM TO:

Craft a memorable brand identity

Drive authentic community growth

Balance creativity with data-driven marketing

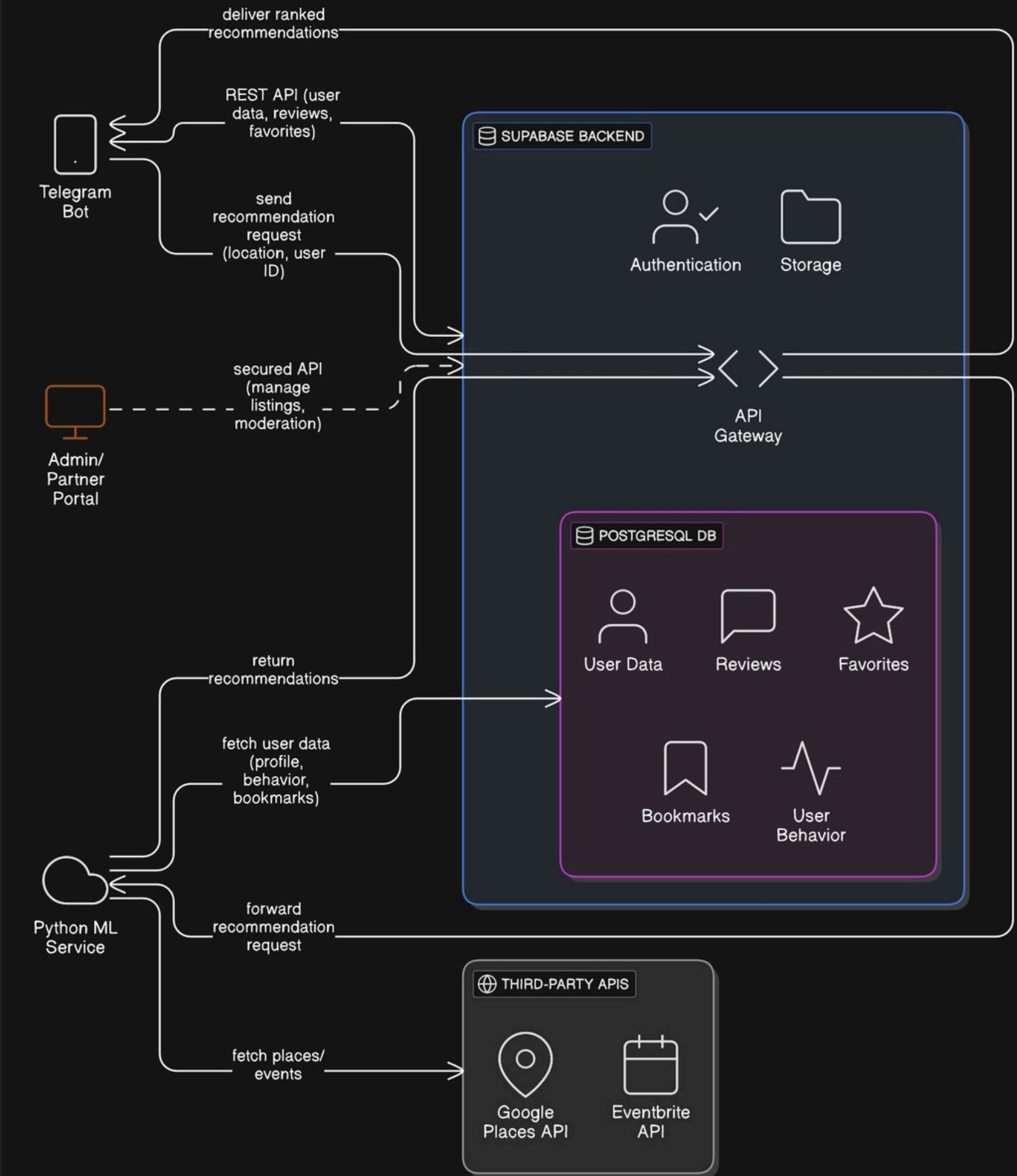
Lead KETTU to become a global productivity brand

Let's not just launch an app — let's start a movement.

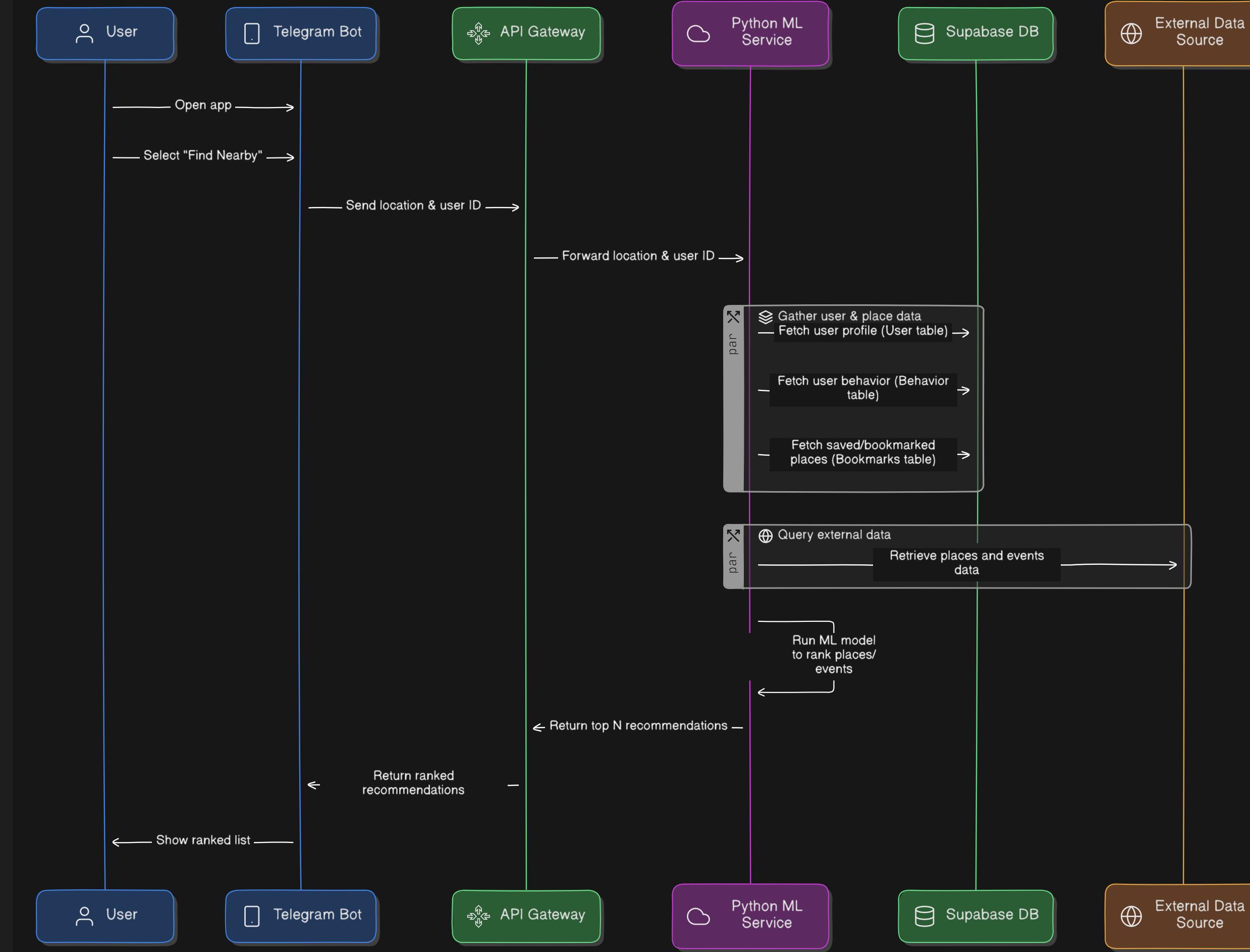
Building the Tech Foundation

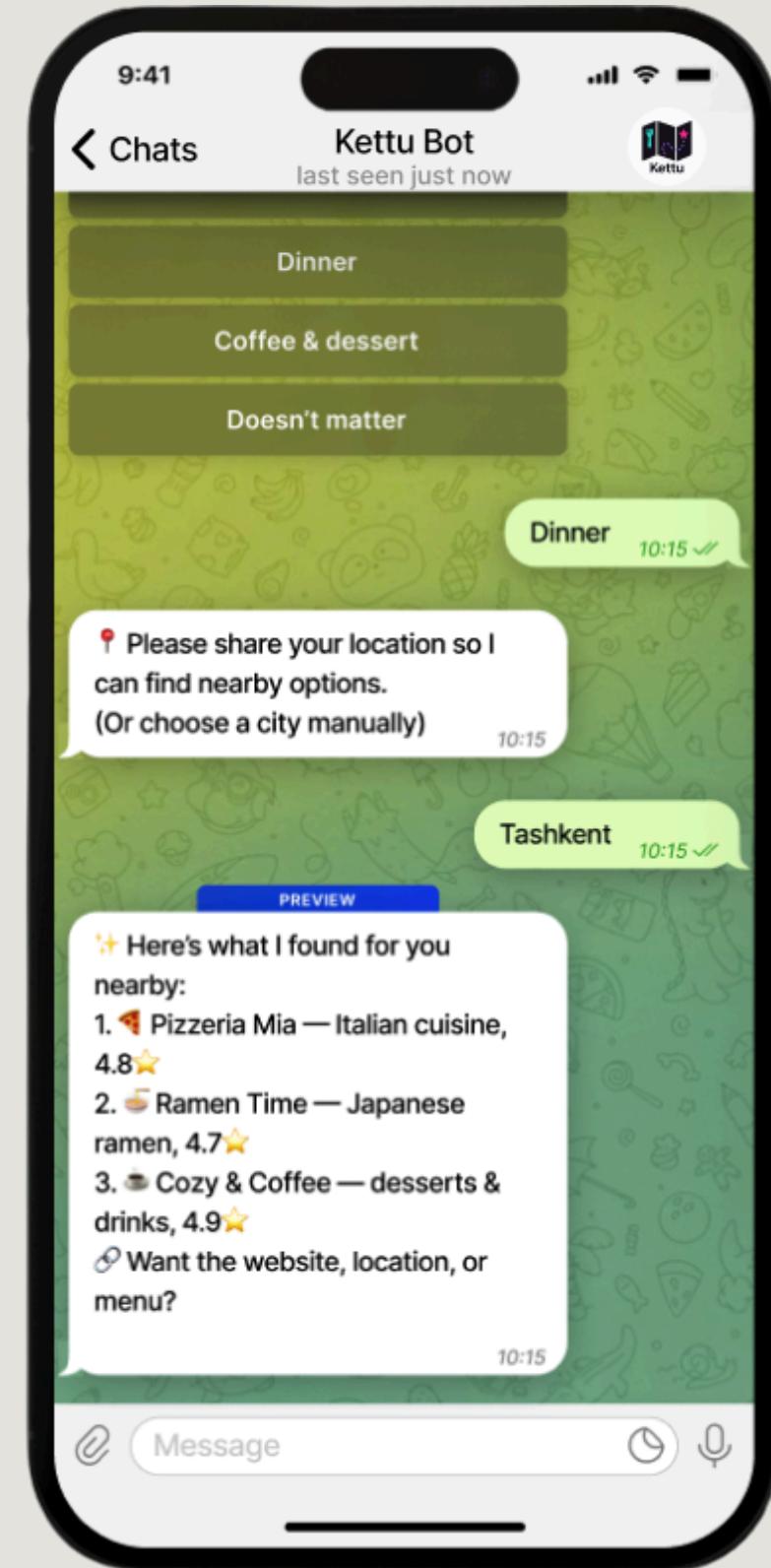
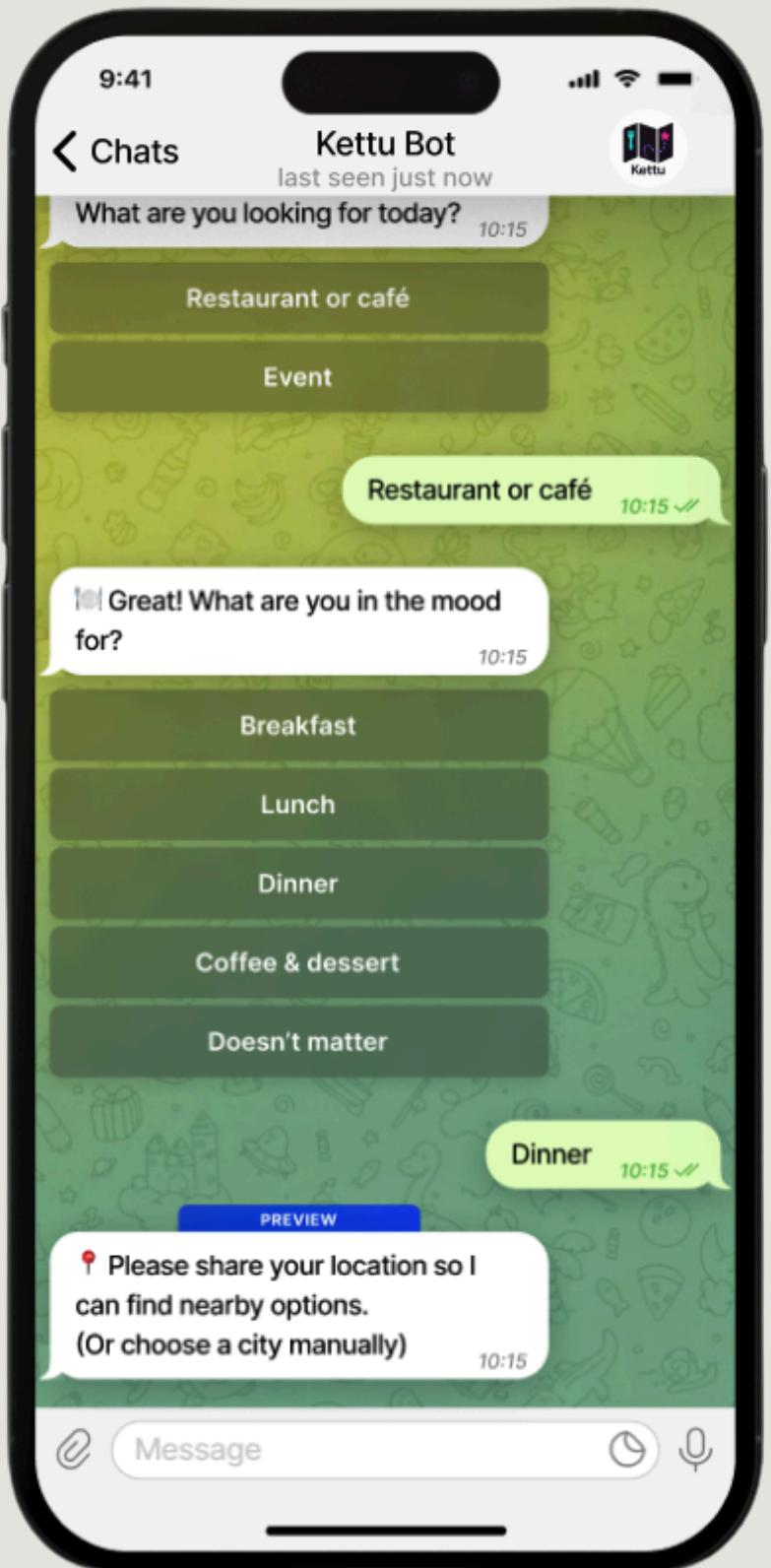
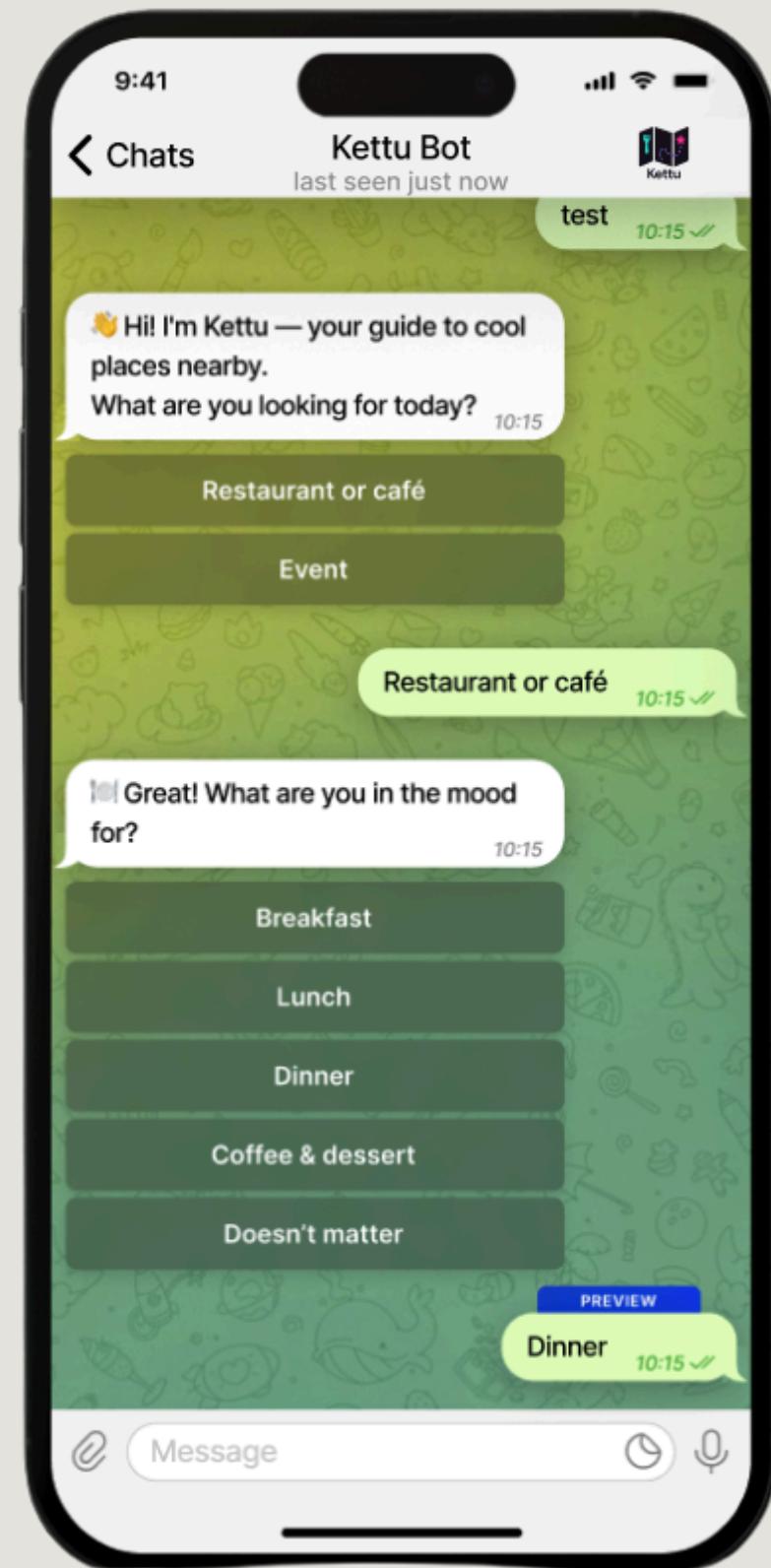
CTO - RAVSHAN ZARIPOV

Kettu - System Design



How a User Gets Recommendations





Business model

MARKETPLACE MODEL

KETTU CONNECTS TWO SIDES – USERS AND VENUES.
THE PLATFORM LOGIC IS THE PROJECT'S BACKBONE.

- FREE BASIC LISTINGS CREATE CRITICAL MASS OF CONTENT.
- OTHER REVENUE STREAMS (COMMISSION, ADS) PLUG NATURALLY INTO THE MARKETPLACE.

CFO - DANIEL KAPRANOV

RESTAURANT PROMOTION SUBSCRIPTION

- PREDICTABLE REVENUE FOR US; PREDICTABLE SPEND FOR RESTAURANTS
- NO NEED FOR PER-BOOKING INVOICING OR AD-TECH KNOW-HOW
- BOOSTED VISIBILITY DIRECTLY SOLVES VENUES' PAIN POINT (FOOT-TRAFFIC).
- RESTAURANTS PAY EITHER SUCCESS-BASED (PER COVER) OR VISIBILITY-BASED (SUBSCRIPTION), MAXIMIZING UPTAKE.

AD-BASED

LOCAL CAFÉS, EVENT AGENCIES AND DELIVERY SERVICES HAVE GROWING DEMAND FOR TARGETED ADS.

- BANNER AND SPONSORED CARDS
- NATIVE PROMO POSTS AND PUSH CAMPAIGNS ON A CPC/CPM BASIS
- QUICK INTEGRATION VIA GOOGLE ADMOB OR AN IN-HOUSE AD SERVE.

Adds & Subscription

IN APP ADS

SPONSORED BANNER

\$3

ONE-OFF PROMOTION

24-HOUR “BOOST”
SLOT

\$25

**MONTHLY
SUBSCRIPTION**

TOP PLACEMENT
FOR A MONTH

\$49

Funding

1. IT PARK UZBEKISTAN - "DIGITAL STARTUPS" GRANTS + IT PARK VENTURES FUND

WHY?

- FLAGSHIP NATIONAL PROGRAM; TAILORED FOR EARLY-STAGE TECH IN TASHKENT.
- MONEY ARRIVES FAST, ZERO OR LOW EQUITY LOSS.
- COMES WITH FREE COWORKING, CLOUD CREDITS AND PR SUPPORT.

2. LOCAL ANGELS & PRE-SEED ROUND (UZVC, ALOQAVENTURES, SEMURG.VC, PRIVATE ANGELS)

WHY?

- UZBEKISTAN'S ANGEL NETWORK AND 15+ ACTIVE MICRO-VCS ARE NOW WRITING PRE-SEED CHEQUES (MEDIAN \$200 K).
- INVESTORS BRING F&B CONTACTS AND MARKETING EXPERTISE; PERFECT FOR A VENUE-DRIVEN MARKETPLACE.
- FUNDING SIZE MATCHES OUR PROJECTED \$250 K NEED FOR 18-MONTH RUNWAY.

CFO - DANIEL KAPRANOV

Costs

KEY MARKETING COSTS (YEAR 1)

- PAID USER ACQUISITION (META, GOOGLE UAC, TIKTOK) ≈ \$5 000
- MICRO-INFLUENCER COLABS ≈ \$5 000
- REFERRAL INCENTIVES ≈ \$3 000
- CONTENT PRODUCTION ≈ \$4 000
- OFFLINE PROMO (MALLS, EVENTS) ≈ \$3 000
- ANALYTICS TOOLS ≈ \$1 000
- CONTINGENCY BUFFER ≈ \$3 000

TOTAL: ≈ \$24 000

KEY TECHNICAL COSTS (YEAR 1)

- DEVELOPER SALARIES ≈ \$17 000
- CLOUD & API INFRASTRUCTURE ≈ \$2 000
- DEVOPS / MONITORING TOOLS ≈ \$2 000
- WORKSTATIONS ≈ \$10 000
- CONTINGENCY BUFFER ≈ \$2 000

TOTAL: ≈ \$33 000

KEY OPERATIONAL COSTS (YEAR 1)

- CORE SALARIES – \$18 000
- CUSTOMER-SERVICE REPS – \$3 000
- OFFICE & UTILITIES – \$7 000
- OPS SOFTWARE & TOOLS – \$1 500
- TRAVEL & PARTNER OUTREACH – \$1 500
- CONTINGENCY BUFFER – \$2 000

TOTAL ≈ \$33 000

Financial projection

YEAR-1 — KEY METRICS (BASELINE ≈ 10 K MAU)

GROSS REVENUE: \$104K

- ADS \$67K
- COMMISSIONS \$12K
- VENUE SUBS \$18K
- PREMIUM USERS \$7K

AVERAGE REVENUE PER ACTIVE USER (ARPU): \$0.87 / USER / MONTH

CUSTOMER-ACQUISITION COST (CAC): \$4.40

LIFETIME VALUE (LTV, 12-MO HORIZON): \$10.4

- LTV / CAC ≈ 2.3 (HEALTHY > 2)

PAYBACK PERIOD: ≈ 5 MONTHS (CAC ÷ MONTHLY ARPU)

TOTAL OPERATING EXPENSES: \$141 K

Risks and Mitigation

Key Risk	Mitigation Plan
Revenue shortfall (slower MAU or venue uptake)	Track weekly cash burn vs. rolling 13-week forecast.
API cost spikes (Google Places, Supabase overages)	Set daily caps & alerts; cache results aggressively. Renegotiate volume discounts once usage > 500 k calls/mo.
Funding gap (next round delayed)	Maintain at least 9 months runway; Open investor conversations 6 months before cash-out. Prepare convertible-note bridge line with top angels.
Regulatory fines / data-privacy non-compliance	Adopt GDPR-level policies Annual external audit Budget \$5 k legal reserve for fines/consulting.
Key-person dependency in finance & ops	Document all processes in Notion Dual-signatory banking Cross-train COO on cash-flow model & payroll.

here, the operations run on Bobur*

"I TURN BIG DREAMS INTO DAILY DELIVERABLES"

I TURN OUR VENUE BOT INTO A SMOOTH, EVERYDAY COMPANION—SO USERS
SPEND LESS TIME SEARCHING AND MORE TIME ENJOYING THE RIGHT PLACE.

COO - BOBUR IBRAGIMOV

My Day-to-Day

Ensuring Operational Excellence

- OVERSEEING DAILY OPERATIONS AND OPTIMIZING BUSINESS EFFICIENCY.
- MANAGING WORKFLOWS, RESTAURANT PARTNERSHIPS, AND EVENT LOGISTICS.
- IMPLEMENTING DATA-DRIVEN PERFORMANCE TRACKING SYSTEMS.

- STREAMLINE OPERATIONS - DEVELOP EFFICIENT INTERNAL WORKFLOWS FOR RESTAURANT AND EVENT ONBOARDING.
- BUILD STRATEGIC PARTNERSHIPS - ESTABLISH LONG-TERM RELATIONSHIPS WITH RESTAURANTS, CAFÉS, AND EVENT ORGANIZERS.
- MEASURE & OPTIMIZE PERFORMANCE - IMPLEMENT KPIs TO TRACK SERVICE EFFICIENCY AND USER ENGAGEMENT.

DATA IN CLEAN & VALIDATE REFRESH MODEL MONITOR SUPPORT.

What's Next

OVER THE NEXT SIX MONTHS

I WILL DOUBLE THE NUMBER OF TASHKENT AREA WE COVER,

CUT REPLY TIME IN HALF,

AND LAUNCH A ONE-CLICK PORTAL FOR VENUE OWNERS.

THESE STEPS MAKE THE BOT FASTER FOR USERS AND EASIER FOR PARTNERS

—AND THEY PREPARE OUR PLATFORM FOR THE NEXT WAVE OF GROWTH.

- **Develop a standardized partner onboarding process** – Create a clear step-by-step guide for restaurants to join the platform.
- **Implement a restaurant/event rating system** – Ensure user-generated feedback is collected and analyzed to improve recommendations.
- **Set up automated support channels** – Use chatbots or a simple ticketing system for user inquiries.
- **Ensure service reliability** – Establish operational procedures to handle peak demand times.

Charting the Road Ahead

I BRIDGE OUR BIG-PICTURE VISION WITH DAILY DECISIONS —
ALIGNING PRODUCT, PARTNERSHIPS, AND GROWTH INITIATIVES.

CSO - NAJMIDDIN TOJEDDINOV

Strategic Pillars

WHAT DRIVES OUR GROWTH

USER-CENTRIC EXPANSION

DOUBLE DOWN ON FEEDBACK LOOPS AND COMMUNITY ENGAGEMENT.

SMART PARTNERSHIPS

SECURE DEALS WITH LOCAL ECOSYSTEMS — DELIVERY APPS, CITY
GUIDES, DIGITAL WALLETS.

SCALABLE INFRASTRUCTURE

ENSURE EVERY SYSTEM WE BUILD CAN HANDLE 10X GROWTH.

GLOBAL-READY MINDSET

BUILD KETTU IN UZBEKISTAN, WITH FEATURES READY FOR ANY CITY.

Next Moves - Strategy Roadmap

1. LOCAL STRATEGIC ALLIANCES

Co-create value with malls, festivals, food apps, city tourism boards.

2. BENCHMARKING & COMPETITOR TRACKING

Build an intelligence loop to map our position in the region monthly.

3. PRODUCT DIFFERENTIATION PLAN

Push exclusive "Kettu-only" venue deals and AI-driven features.

4. STRATEGIC FUNDING READINESS

Prepare strategic narratives for Series A: value proposition, market wedge, long-term moat.

Ketu team

KAMILLA JURAEVA
CEO

ELBEK ERKINBOEV
CMO

RAVSHAN ZARIPOV
CTO

DANIEL KAPRANOV
CFO

BOBUR IBRAGIMOV
COO

NAJMIDDIN TOJEDDINOV
CSO

thank you