

1. The Founding Team: Mohammed Hammaad (CTO)

Mohammed Hammaad Founder & Chief Technology Officer (CTO) of ZupFam

- hammaadworks@gmail.com
- [linkedin.com/in/hammaadworks](https://www.linkedin.com/in/hammaadworks)
- [+91 8310428923](https://www.github.com/hammaadworks)
- [github.com/hammaadworks](https://www.github.com/hammaadworks)

Executive Role Summary

Proven Backend Architect and AI/ML specialist with 3 years of production experience at Xiaomi India. Expertise in delivering high-volume financial solutions (UPI/MiPay) and sophisticated ML systems, demonstrating the necessary technical leadership to architect ZupFam's scalable Hyperlocal Digital Out-of-Home (HDOOH) platform. The focus is on rapid, intelligent execution.

Work Experience

Backend Developer – Xiaomi India

Aug'21-Oct'24

- **High-Traffic Platform Architect:** Coded the backend for the **Quiz module** within **Mi Summit**, serving over **50,000** participants per season from top graduate schools in India.
- **Scale & FinTech:** Delivered highly valuable contributions to high-traffic, mission-critical products including **MiPay (UPI)**.
- **Applied ML:** Built a **Plagiarism Detector** using Machine Learning and developed an internal AI knowledge base utilizing a **RAG architecture** with **Faiss similarity search and vector databases**, skills essential for ZupFam's AI core.

AI & Product Milestones

Global Winner: Ottomotor AI Hackathon – 1st Rank Globally on Public Voting

Feb-Mar 2025

- **Streambuzz:** Built a **multi-agent YouTube live stream moderator** using Pydantic AI, demonstrating advanced competency in agent-based systems.
- **Recognition:** Achieved the **1st rank globally** based on public voting, validating product utility and rapid prototyping skills.
- **GitHub:** github.com/hammaadworks/streambuzz
- **Leaderboard:** [Leaderboard Link](#)
- **Demo Link:** [StreamBuzz: Control Your Live Chat Like a Pro with AI! \(Demo\)](#)

Academic Background

PES Institute of Technology (Bangalore South Campus)

2017 – 2021

- B.E. in Information Science and Engineering (CGPA 8.8)
- **Certifications:** Completed the Huggingface AI Agents Course. ([View Certificate](#))

2. Executive Summary: ZupFam

VISION AT A GLANCE

ZupFam is creating the first scalable, **AI-driven Hyperlocal Digital Out-of-Home (HDOOH)** advertising network for Small and Medium-sized Local Enterprises (SMEs), starting in Bengaluru. We solve the high-cost, low-ROI problem of local advertising by turning existing **ZupPartners'** (Host Retailers) Smart TVs (our **Display Units**) into affordable, measurable media space. Our proprietary AI (Ad Generator, Geo-Temporal Optimizer, and FTL Reporting) creates a **Data Moat** and **Two-Sided Network Effect (TNE)**, offering Advertisers a measurable ROI and ZupPartners passive income and full control. We have validated strong partner intent (**60%** at **Rs.500/month**) and are building the MVP to scale the network to 100 ZupPartners.

3. Problem Statement

Small and Medium-sized Local Enterprises (**SMLEs**) are currently excluded from effective modern media due to a severe gap in the **Hyperlocal Digital Out-of-Home (HDOOH)** market.

- **The Broad Inefficiency:** Existing city-wide DOOH results in **exorbitant costs** and low geographical specificity. A single billboard campaign is often **10x the cost** of digital media with minimal relevant eyeballs.
- **The Specific Pain Point:** Geo-fenced social media, while affordable, fails to solve the most critical need: influencing purchasing decisions **at the crucial moment of action**. These channels cannot engage customers who are *already* physically present on a neighborhood street, missing the spontaneous and impulse buy window.

4. Solution & Value Proposition

ZupFam solves the Hyperlocal Media gap by transforming existing, internet-enabled **Smart TVs (Display Units)** within local businesses into a managed **Hyperlocal Media Network**.

Value Proposition

- **For the Advertiser:** Achieve measurable **10x** cost reduction by advertising to the precise foot traffic radius (e.g., 500m).
- **For the ZupPartner:** Earn passive income via the **Incentivization Per View (IPV)** model, with the **full veto power** to blacklist/hide disliked ads.
- **Content Utility:** The Display Unit seamlessly reverts to playing the ZupPartner's essential **in-store media** (product lists, promotions) during non-ad time.

5. AI Core & Competitive Advantage

ZupFam is fundamentally an **AI-driven media engine**. Our competitive advantage (moat) is built on a proprietary data loop that automates operations and guarantees measurable ROI for our advertisers.

AI Pillars: The 3x Automation Advantage

- **1. Automated Ad Content:** Our **AI UGC Ad Generator** instantly creates high-quality **Hyperlocal Media** from simple text inputs, eliminating the costly content creation barrier for small businesses (**SMLEs**).
- **2. Dynamic Ad Optimization:** The **Geo-Temporal Ad Optimizer** uses real-time local data (weather, traffic) to dynamically place and price ads, ensuring every campaign is shown at the precise moment for maximum impact.
- **3. Measurable ROI (Foot Traffic Lift - FTL):** We achieve FTL credibility through a phased approach:
 - a. **MVP Proof:** Use **Coupon/QR Redemption Rates** and anonymized mobility data (Proxy Metrics) to prove ad exposure leads to customer action.
 - b. **Scaling Goal:** The Optimizer's historical data is used to predict a traffic "**baseline**". The difference between actual and baseline traffic is the measurable **incremental FTL** attributed to ZupFam.

The Network Moat The combination of **Cheap Pricing** (for advertisers) and **zero ZupPartner CapEx** (using existing Smart TVs) drives a powerful, self-reinforcing **Data Moat**. High volume rapidly improves our AI's FTL prediction accuracy, which in turn increases Advertiser ROI and drives massive network scale.

6. Market Size & Opportunity

Market Size & Opportunity (Bengaluru Focus)

- **TAM (Total Addressable Market):** Annual total B2B advertising spend across all local media channels in Bengaluru, estimated at |**300 Crores**.
- **SAM (Serviceable Available Market):** The addressable spend by Bengaluru's SMLEs on pure Hyperlocal media, valued at approximately |**75 Crores**.

Notes on Market Size Calculation

- **TAM Calculation:** The |**1.2 Crore** figure is estimated by multiplying the total number of registered SMLEs in the Bengaluru Urban district (approx. 500,000) by an estimated average annual local advertising spend per SMLE (|**6,000**) across all channels (print, radio, social, DOOH).
- **SAM Derivation:** The |**75 Crores** SAM specifically targets the portion of SMLE budgets dedicated to **proximity-based marketing**. We conservatively estimate this dedicated hyperlocal budget to be around **25%** of the total TAM, representing our direct revenue pool.

7. Business Model & Monetization

Primary Revenue Stream: Advertiser Pricing

- **Core Metric:** We utilize a **Pay-Per-Display (PPD)** metric, where Advertisers purchase slots on specific Display Units. The pricing is positioned to be very cheap for mass adoption.

Network Growth: ZupPartner Incentivization

- **Incentive Structure:** ZupPartners are paid on an **Incentivization Per View (IPV)** model, earning revenue based on the measurable exposure the ads receive in their location.

8. Competitive Landscape & Moat

Competitive Categories

- **Direct Digital Signage (e.g., Screenox):** Closed networks using proprietary hardware.
- **Traditional DOOH (e.g., Times OOH):** High-cost, city-wide operators offering no granular targeting.

The ZupFam Moat: Technical and Economic Defensibility

- **Proprietary AI Moat:** Our AI models rely on a proprietary, ever-improving pool of **geo-fenced ad performance data**—a feedback loop that increases Advertiser ROI.
- **Economic Moat: Cheap Pricing and zero ZupPartner CapEx** drive a powerful **Two-Sided Network Effect (TNE)**, achieving critical density faster than proprietary hardware solutions.

9. Traction & Milestones (Pre-Seed Momentum)

Market Validation & Proof Points

- **High Partner Intent:** Initial market surveys show strong commercial viability: **60%** of local stores expressed clear intent to join the network for a compensation rate of |**500** per month. This de-risks the supply acquisition model.

Product Status & Immediate Goals

- **Product Status:** The **Idea Phase is complete**, and the Minimum Viable Product (MVP) is in active development.
- **Immediate Goal (Next 3-6 Months):** Complete the MVP and secure a critical launch network of at least **100 ZupPartners** (Host Retailers) in Bengaluru.
- **Key Transaction Goal:** Achieve and report the first **500** successful **Pay-Per-Display (PPD)** transactions.