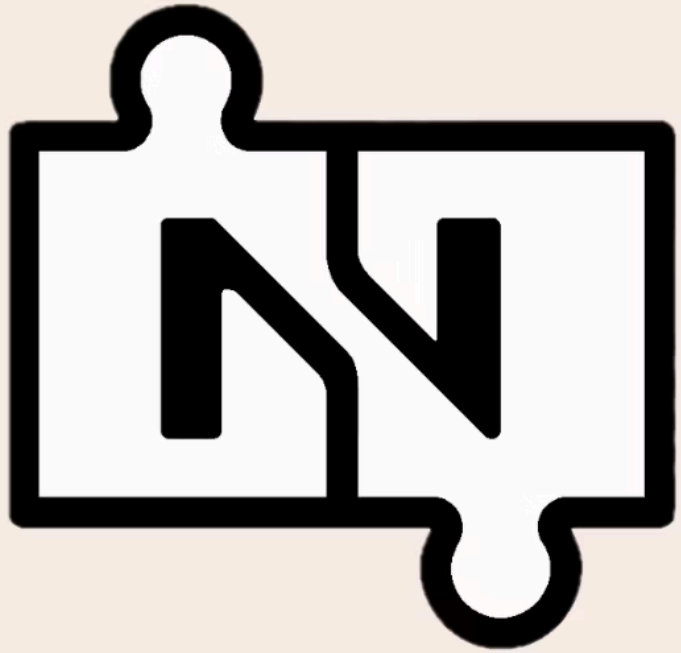
Nexus — The App Store for AI Capabilities



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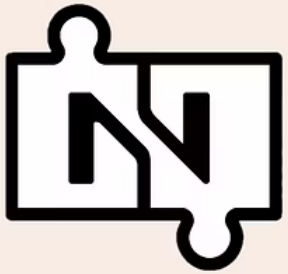

✅ For users: Discover and use AI superpowers from your phone
✅ For developers: Finally monetize your AI tools from day 1
✅ For enterprises: Access AI workflows anywhere, not just desktops

Mobile-first • Monetization Planned • Cross-platform compatible

The AI Tool Distribution Crisis

Proven Market, Broken Monetization

The numbers tell a compelling story: ChatGPT's Custom GPT Store has thousands of AI tools with massive engagement - some reaching 100,000+ ratings and 50+ million conversations.

Yet despite this impressive traction, developer earnings remain at $0.

The Reality

Discovery Fragmented

Users search through Reddit posts, GitHub repositories, and Twitter threads to find tools

Setup Broken

JSON configurations, terminal commands, and desktop-only interfaces create barriers

No Monetization

OpenAI promised payments in Q1 2024, but developers are still waiting

High-quality AI tools die while basic chatbots with marketing succeed

Perfect Timing Convergence

Nov 2024

Anthropic launches MCP protocol

1

Mar 2025

2

OpenAI adopts MCP across ChatGPT

Apr 2025

Google announces MCP for Gemini

3

May 2025

4

Microsoft integrates MCP into Windows 11

Universal AI Standard Finally Emerging

All major AI companies now use the same "USB-C for AI tools," creating a standard infrastructure for the first time.

Mobile AI Demand Exploding

- Mobile AI app revenue: **$4.5B in 2024** (+130% YoY)
- AI smartphone penetration: **33% by end of 2025**
- Users want AI that **does things**, not just chats

Developer Frustration at Breaking Point

- **Thousands of frustrated Custom GPT creators** earning nothing
- **Proven AI building skills** but zero monetization options
- **Ready to migrate** to platforms offering real revenue

Nexus: Complete Mobile AI Ecosystem

True Marketplace

Curated AI tools with ratings, reviews, and easy discovery

One-Tap Installation

No JSON configs, terminal commands, or technical setup

Enterprise-Ready Security

OAuth, Secure token handling built-in

Unified Chat Interface

Use any installed AI tool from single mobile conversation

Monetization (Planned)

Developers earn immediately with automatic payouts

Onboarding (Planned)

Built-in capabilities (memory, reminders, calendar) so users see value instantly

Live Demo: What Competitors Are Missing

Part 1: Mobile Commerce Revolution

"While others focus on developer productivity, we've unlocked something bigger..."

Open Nexus → "Install Minimalist Skincare"

One-tap OAuth → Automatic configuration

In chat: "Show me vitamin C serums under ₹500"

Browse products → "Add the 20ml bottle to cart"

Part 2: Developer Apps

1. **Install Cloudflare** → One tap
2. **One-Tap OAuth** → Auto Config
3. **Check Traffic** : "Check traffic on my website" → Done

Part 3: Enterprise Productivity

1. **Install Asana** → One tap
2. **One-Tap OAuth** → Auto Config
3. **Create bug report**: "Remind to Triage Iphone bug tomorrow 11 AM" → Done

Same interface, **different capability**

Our Secret GTM Advantage

Target 1: Frustrated Custom GPT Creators

- **Thousands of proven AI builders** with 100K+ user ratings signalling millions of installs.
- **50+ million conversations** generated but **₹0 earned**
- **Ready to migrate** for real monetization opportunity
- **Proven track record** of building engaging AI experiences

"Has anyone made money from GPTs? Developers aren't seeing revenue despite demand."

– ChatGPT Forum

"I really want the GPT Store to succeed, but at the moment, it isn't: What I'm missing is..."

– Reddit

Expansion Targets

GitHub MCP developers

5,000+ existing servers ready to monetize

Enterprise partnerships

Shopify, Stripe, Atlassian integrations

AI developer communities

Discord, Reddit, Twitter outreach

Migration Strategy

01

Direct outreach to high-engagement GPT creators

02

Technical migration support - convert GPT concepts to MCP

03

Early adopter incentives - better revenue share initially

Market Validation

$12.1B

Consumer AI Market in 2025

Projected market size, indicating strong user demand.

$2.4B

Specialized Tools Segment

Portion of the consumer AI market focused on niche applications.

30%

AI Market CAGR

Consistent annual growth rate across the broader AI industry.

3.5%

Freemium Conversion Rate

Average conversion for SaaS, validating our monetization strategy.

$44B

Total Addressable Market (TAM)

Consumer AI Market by 2030

$8.8B

Serviceable Available Market (SAM)

Specialized AI Tools Market by 2030

$30M

Serviceable Obtainable Market (SOM)

Nexus Annual Revenue by 2030

Key Assumptions (by 2030)

Targeting **0.5% of 1.8B AI MAU**, equalling **9 Million users** on Nexus

3% conversion to paying users with an **ARPU of $250**

15% take rate on App Store transactions

1% of users opting for premium 'Pro' features at **$10/mon**

Projected Annual Revenue (by 2030)

$10M

App Store Model (15% take rate)

$10M

Ad Placement & Featured Tools

$10M

Premium Developer Tiers

Total: $30 Million USD

Revenue Streams

Primary: App Store Model

Graduated take rate: 10-30% based on developer earnings

Example: Developer earning ₹10L keeps ₹8.5L monthly

Secondary (Scale Phase):

- Premium placement for featured tools
- Pro analytics for developers
- Enterprise private marketplaces

Competitive Positioning

Category	Examples	Strength	Critical Limitation
Custom GPT Store	ChatGPT Store	Proven demand	**₹0 developer earnings**
Desktop MCP	Claude Desktop, Cursor	Great dev tools	**No mobile, no monetization**
Mobile AI Limited	Claude Mobile, ChatGPT	Good chat UX	**15-25 tools, $20/month paywall**
🏆 **Nexus**	**Us**	**Mobile marketplace + monetization**	**100+ tools, freemium model**

Our Unique Position

Only mobile MCP marketplace

With real monetization

Frustrated developer migration

Ready-made opportunity

Mobile commerce focus

Competitors ignore e-commerce

Production Platform + Clear Path Forward

Current Traction

100+ AI tools integrated

50 productivity + 50 Shopify stores

Mobile app built

Deployed to mobile via Capacitor

OAuth authentication

Working across major platforms

25+ beta users

With positive engagement signals

Technical Priorities

1. Native development
2. Payment infrastructure
3. Automated marketplace
4. Enterprise security

Technical Evolution Path

- **Current:** Web app + mobile (rapid validation approach)
- **Next 6 months:** Native Kotlin/Swift development using official MCP SDKs
- **Why this works:** Proven concept first, then production infrastructure

1 **Q1**

Native Android & ios App automated developer onboarding, 250+ users

2 **Q2**

Monetization live, 500+ users, first developer payouts

3 **Q3**

Custom MCP Servers, 750+ users, ₹2L+ monthly GMV

4 **Q4**

Enterprise Onboarding, 1,000+ DAU, ₹5L+ monthly GMV.

Founder-Market Fit

Lucky Wamankar - MBA IIM Ahmedabad '21-23

- Product Manager at Ignosis.ai (Finance infrastructure company)
- Ex-Digital Product Manager, IDFC First Bank (fintech/payments, 2 years)
- Built and launched multiple mobile products end-to-end
- Deep understanding of marketplace dynamics + AI technical infrastructure

₹2 Crores for 8% Equity

Strategic Use of ₹2 Crores

40%

Team Expansion

30%

Infrastructure & Tech

20%

Marketing & Growth

10%

Legal & Ops

API costs covered: ₹30L annually at 1,000 DAU