Nexus — The App Store for AI Capabilities
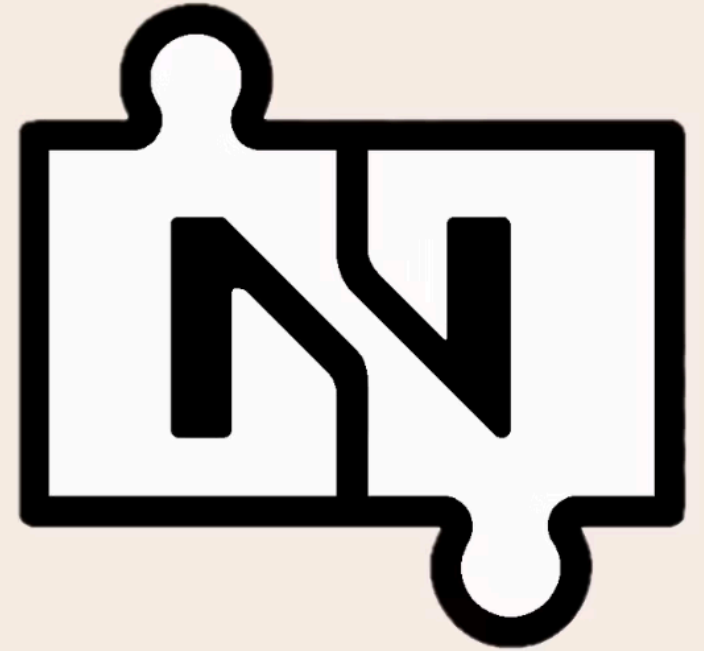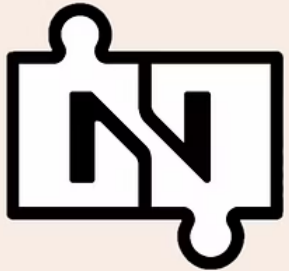
Nexus — The App Store for AI Capabilities

✅ **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

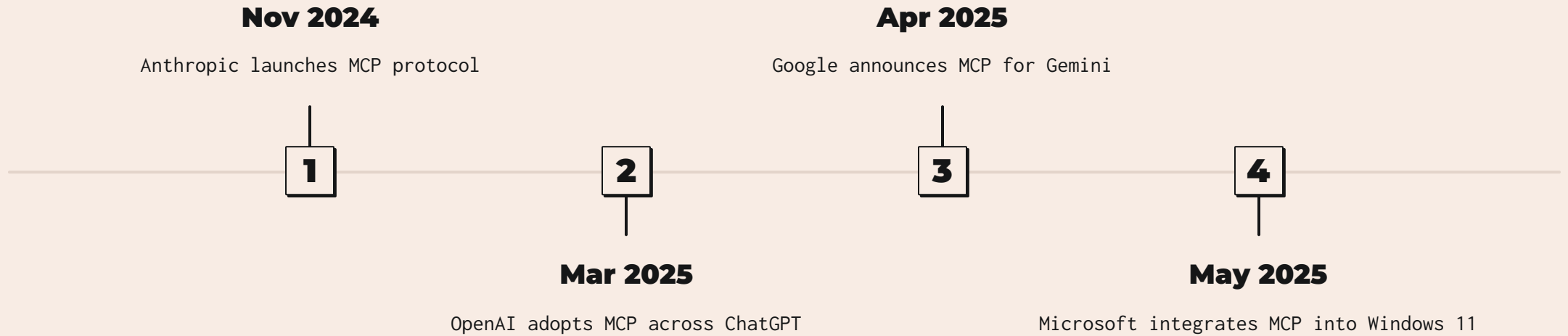JSON configurations, terminal commands, and desktop-only interfaces create barriers

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

2

3

4

Mar 2025

OpenAI adopts MCP across ChatGPT

Apr 2025

Google announces MCP for Gemini

May 2025

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

Made with GAMMA

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