



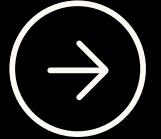
ANESIS : Guide To Your Inner Peace



# INVESTMENT PITCH DECK



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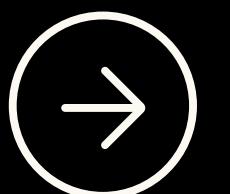
# INTRODUCTION

Anesis is a mobile app that enhances your mood by suggesting personalized activities based on your feelings. It provides tailored recommendations for local movies, live shows, scenic drives, and dining options that fit your budget. Whether you want a relaxing evening or an adventurous outing, Anesis helps you find enjoyable experiences that suit your needs.





# PROBLEM STATEMENT



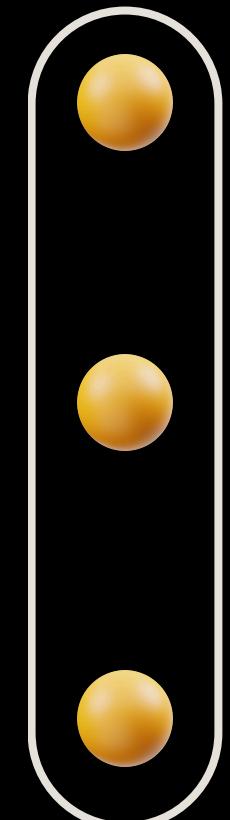
Many people struggle to find fun activities when they feel down or unsure. Traditional entertainment apps don't offer personalized recommendations based on mood, budget, and location.

## Paying Customers

Businesses in entertainment, hospitality, and food services gain more customers.

## End Users

Individuals seeking entertainment that matches their mood.



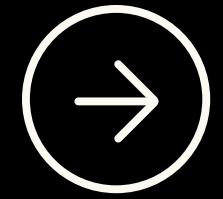
76% of people report difficulty choosing entertainment options due to decision fatigue.

The global mental wellness market is valued at \$4.2B, projected to grow at 15% CAGR.

82% of young professionals prioritize convenience and personalization in entertainment choices.



# OUR INNOVATIVE SOLUTIONS



Anesis is an intelligent mood-based activity recommendation app that suggests personalized activities such as:

- Nearby movies, concerts, or theater shows
- Scenic drives or local attractions
- Restaurants and meals within their budget
- Engaging hobbies and at-home activities

- Benefits:
- For Businesses: Increased customer engagement and revenue through targeted recommendations.
- For Users: Reduces decision fatigue, improves mood, and enhances life experiences through AI-driven suggestions.



# PRODUCT



## FUNCTIONALITY DEMO

- You can share your current mood to get activity suggestions just for you.
- An interactive chatbot provides live recommendations.
- You can book activities, reserve tables, or buy tickets directly in the app.
- If you need help, you can request an image or video walkthrough.



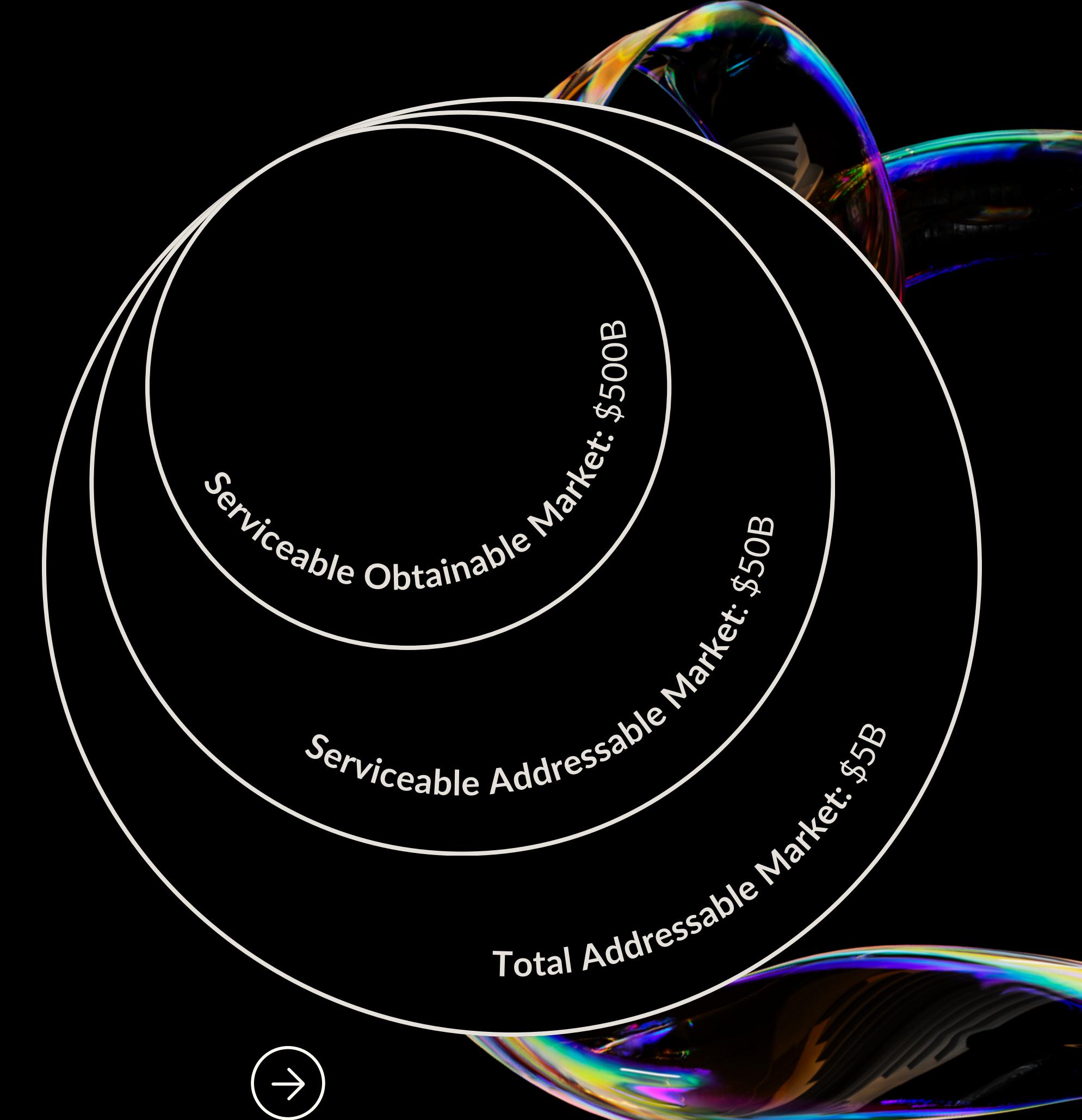
## TECH STACK

- We use Artificial Intelligence and Machine Learning with TensorFlow to analyze moods and create a recommendation engine.
- Our mobile app is built with React Native for a smooth experience on any platform.
- For data storage, we rely on Firebase and AWS to handle real-time data processing.
- This setup helps us provide fast, scalable solutions and personalized suggestions driven by AI.

# SIZE OF MARKET



- 1) Total Addressable Market (TAM):** The global entertainment and leisure market is over \$500 billion.
- 2) Serviceable Available Market (SAM):** The market for AI-driven entertainment discovery is about \$50 billion.
- 3) Serviceable Obtainable Market (SOM):** We are initially targeting \$5 billion from urban professionals in major cities.
- 4) This approach helps solve the problem of decision fatigue in a large and growing industry.**





# BUSSINESS MODEL



## Basic Plan

### Features

- Free recommendations based on mood , Limited access to activity suggestions , No AI-driven premium insights

## Standard Plan

- Everything in Basic Plan , AI-enhanced personalized recommendations , Ad-free experience , Priority access to trending events

## Premium Plan

### Revenue Streams

- Freemium Model: Free access with optional upgrades

- Affiliate Partnerships: Earns commissions (5-10%) from ticketing platforms, restaurants, and travel agencies

### Pricing

- Free

- 599/month
- 4999/year

- In-App Purchases: Premium AI insights and event bookings

- 999/month
- 7999/year

### Why Customers Pay

Access to basic mood-based recommendations at no cost

Users get better-curated experiences and save time , Businesses benefit from increased conversions

- Users get VIP-level, highly curated experiences , Businesses generate more engagement and revenue

# GO - TO - MARKET STRATEGY

## Customer Acquisition

- Influencer marketing and social media campaigns.
- Partnerships with theaters, restaurants, and entertainment venues.

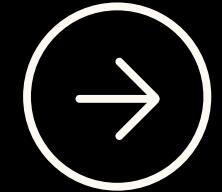


## Marketing Tools

- AI-driven advertising to target users based on their behavior.
- Referral programs to drive organic growth.
- Content marketing through blogs and mood-enhancing tips.

## SALES CHANNELS

- Direct partnerships with event organizers and businesses.
- Mobile app with built-in monetization strategies.
- API integrations for third-party services.





## COMPETITORS

- Google recommendations do not consider your mood when suggesting options.
- Yelp and TripAdvisor have fixed reviews and do not use AI to personalize your experience.
- Netflix and Spotify focus on entertainment, but they offer few activity recommendations.

## DIFFERENTIATION

- Recommendations based on your mood powered by AI.
- A comprehensive platform for discovering entertainment, food, and activities.
- Easy booking with real-time availability integration.



# FINANCIAL PLAN



YEAR	2025	2026	2027	2028
Revenue	\$2M	\$4M	\$20M	\$40M
Expenses	\$1.6M	\$5.6M	\$22M	\$22M
EBITDA Margin	20%	30%	40%	45%



# FINANCIAL PLAN TIMELINE



## 2025 - Product Launch & Initial Growth

- Launch MVP and acquire 100K+ users
- Establish initial affiliate partnerships (ticketing platforms, restaurants)
- Freemium model brings early traction

## 2026 - Market Expansion & Customer Growth

- Scale to 500K+ active users
- Introduce AI-driven premium features
- Break-even achieved late in the year

## 2027 - Profitability & AI-Driven Monetization

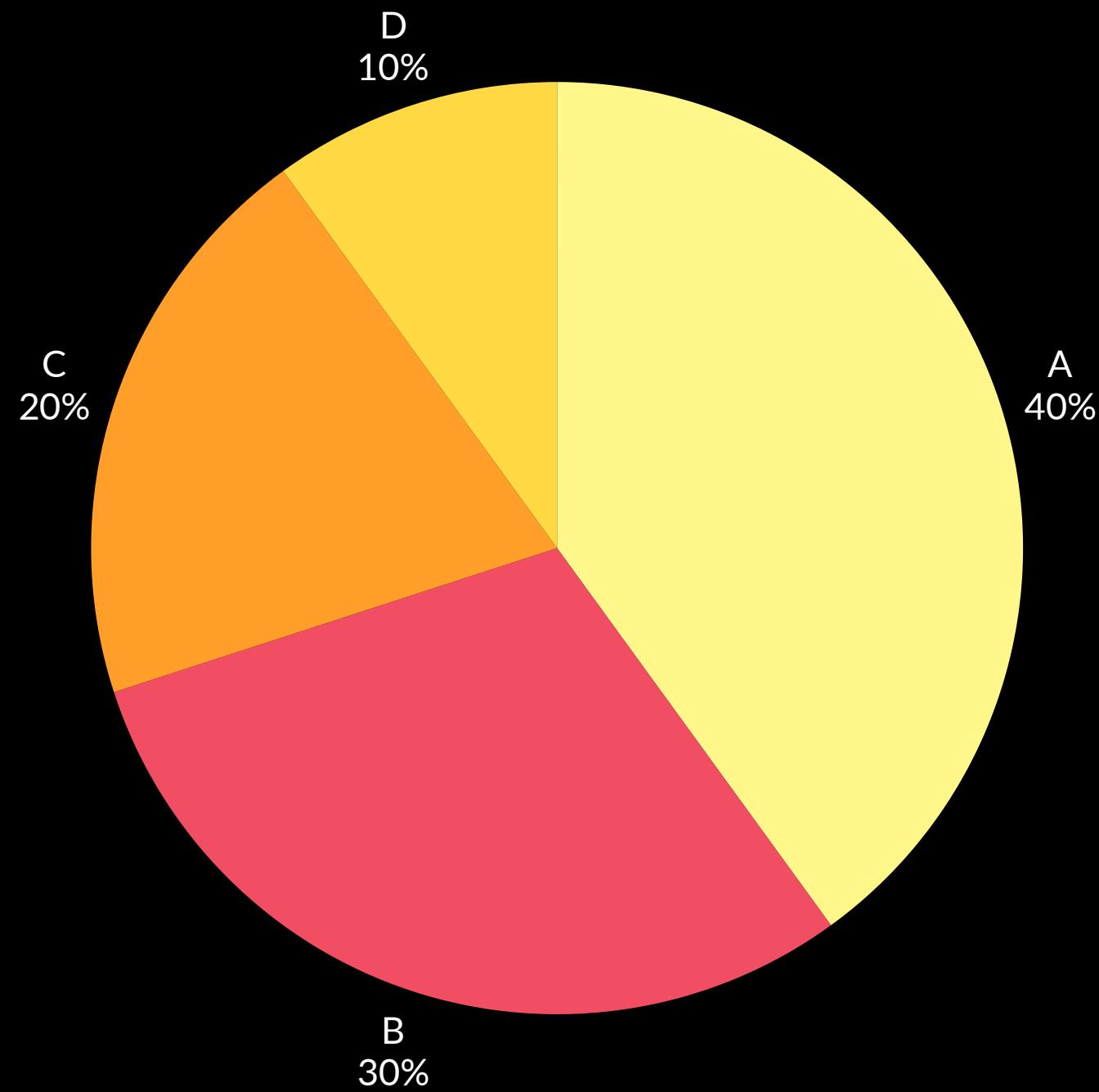
- Expand internationally (targeting key cities)
- 1M+ paying users
- Achieve net profitability

## 2028 - Scaling & New Revenue Streams

- AI-powered insights licensed to businesses
- Exclusive deals with high-profile entertainment venues
- Expansion into mental wellness & lifestyle verticals



# USE OF FUNDS



A. 40% Product Development & AI Enhancements

B. 30% Marketing & User Acquisition

C. 20% Strategic Partnerships & Business Development

D. 10 % Operational Costs





# INVESTMENT ASK

## Funding Details

- 💰 Total Investment Required: \$2M (Seed Round)
- 📈 Pre-Money Valuation: \$10M
- 📊 Equity Offered: 20%
- 📈 Post-Money Valuation: \$12M

## Current Capitalization Table (Before Investment)

- 💤 Founder: 50%
- 💳 Early Investors: 30%
- 💼 Employee Equity Pool: 10%
- 🚀 New Investors (Post-Funding): 10%





# USE OF FUNDS BREAKDOWN

## Product Development & AI Enhancements

- Improving AI-driven recommendation engine
- Enhancing mobile app UX/UI
- Expanding cloud infrastructure

## Marketing & User Acquisition

- Influencer collaborations
- Referral programs & paid ads
- PR & brand awareness campaigns



## Strategic Partnerships & Business Development

- Integrating with ticketing, travel & restaurant platforms
- Expanding partner network for exclusive deals

## Operational Costs

- Hiring key talent
- Legal, compliance & admin expenses



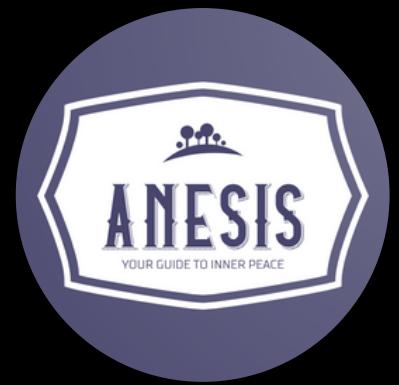
# INVESTMENT OUTCOMES

- 📈 1M users in 24 months
- 💰 5x revenue growth in 3 years
- 🌐 Global expansion strategy
- 🏆 Profitability achieved by Year 3





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THANK YOU

