# UNSEEN Business Case

## 1. Executive Summary

UNSEEN is a privacy-first, blind-first connection app targeting emotionally-aware singles, offering deeper engagement via AI-guided prompts and staged reveal workflows.

## 2. Financial Projections

* Year 1: 10,000 MAUs, 10% trial-to-paid conversion → €99K ARR.
* Year 2: 50,000 MAUs, 12% conversion → €594K ARR.
* ARPU: ~€8.25 per paying user per month.

## 3. Cost Structure

* Monthly overhead: €650 infra + €30 AI costs → €780/month.
* Variable costs scale linearly with MAUs: ~€0.05/user/month.

## 4. ROI Analysis

* Breakeven at ~800 paying users.
* Profit margin ~85% post-breakeven.

## 5. Risks & Mitigation

* AI scoring inaccuracies: implement user feedback loop.
* Regulatory changes: maintain compliance monitoring.

## 6. Timeline & Milestones

* MVP Beta Launch: Month 3.
* GTM & Growth: Months 4–12.
* Expansion to Enterprise: Year 2.