

**CLOSER**  
MAVI TECHNOLOGIES PRIVATE LIMITED



DISCOVER THE MAGIC OF MEETING IN MOMENT



# ABOUT COMPANY



**"Closer"** is a cutting-edge hyper-location-based social networking media application developed by Mavi Technologies Private Limited. With a commitment to transforming interpersonal connections in today's dynamic world, Closer facilitates real-time interactions among users in close proximity. Leveraging innovative location-based technology, the app not only turns missed connections into potential relationships but also introduces a unique advertising model, positioning itself to secure a significant market share.

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# MISSION



We aim to redefine the way individuals connect by transforming overlooked interactions into opportunities for potential relationships.

# VISION



Closer envisions a world where meeting new people is easier and more meaningful in today's fast-paced world.



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## 1 No Viable way to connect with people nearby

With around 1000 daily encounters, there's a vast opportunity for meaningful connections. Yet, in today's fast-paced world, making those connections can be challenging.

## 2 Billion dollar opportunity

With 1.72 trillion photos and videos posted online annually, the absence of an efficient monetization method results in billions of dollars lost in advertising market spending.

## 3 Difficulty in meeting new people

In today's fast-paced world, time is scarce, and conventional social media interactions are becoming dull. Introducing our app, featuring a hyper-location function, facilitating instant connections.

# PROBLEM



# SOLUTION



1

## Location-based discovery

Closer enables individuals to explore and establish connections with people they've come across in their everyday experiences.

2

## A unique API model

Closer stands out with its distinctive location-based technology, providing a novel and innovative method for connecting individuals based on genuine, real-life interactions

3

## Advertising Model

We've developed an innovative advertising framework within our app that allows both individuals and companies to generate income not only by sharing videos but also by showcasing images.

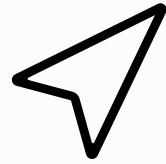


# UNIQUE SELLING PROPOSITION



## LOCATION BASED TECHNOLOGY

The app's distinctive feature of linking users based on proximity or real-life intersections marks a revolutionary shift in the industry



## HYPER-LOCALIZED INTERACTION

With Closer, users can engage with individuals in their vicinity without the need for direct physical interaction



## UNIQUE ADVERTISING MODEL

Closer introduces an innovative advertising model designed to empower creators by enabling them to monetize the photos they share



## OPTIMIZED HOME FEED FOR SEAMLESS UX

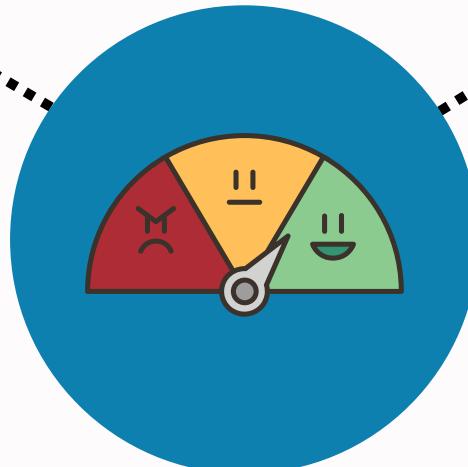
Experience a seamlessly optimized home feed, ensuring a smooth and enjoyable user experience at your fingertips

# GO TO MARKET STRATEGY



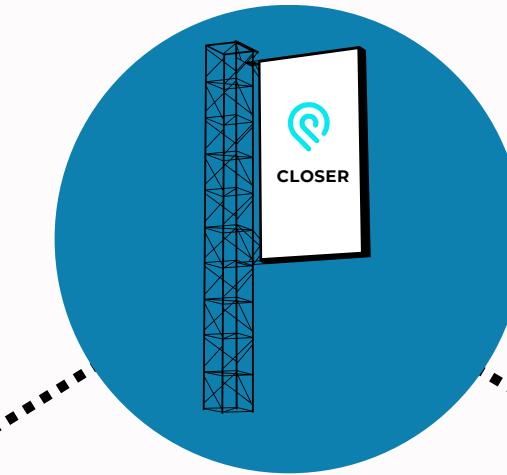
## QR Codes

We aim to strategically place QR codes in diverse locations, each featuring our app's name and tagline, to attract and expand our user base.



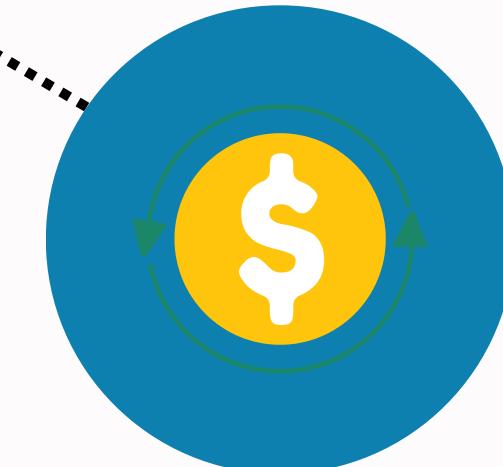
## Feedback Mechanism

Implement a feedback system, promptly address concerns, and encourage positive reviews and word-of-mouth, crucial for app adoption.



## Displays & Banners

We'll strategically place hoardings and banners in colleges, clubs, cafes and cultural events to captivate the Gen Z audience and draw them towards our app.



## Monetization Strategy

Clearly define our app's monetization strategy, through ads, subscriptions, or in-app purchases.



# REVENUE MODEL

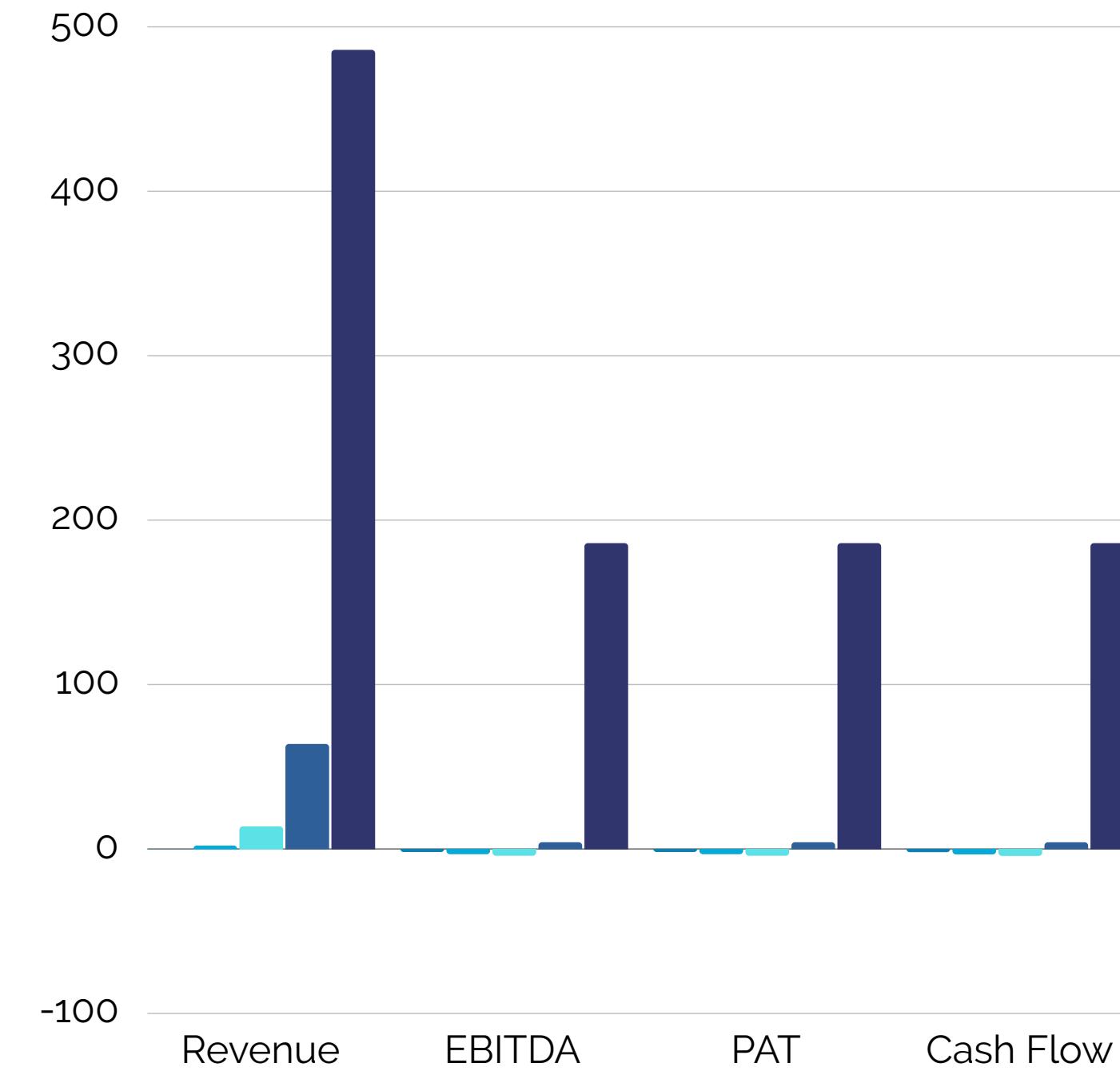
- Main Stream of Revenue is Advertising Commission





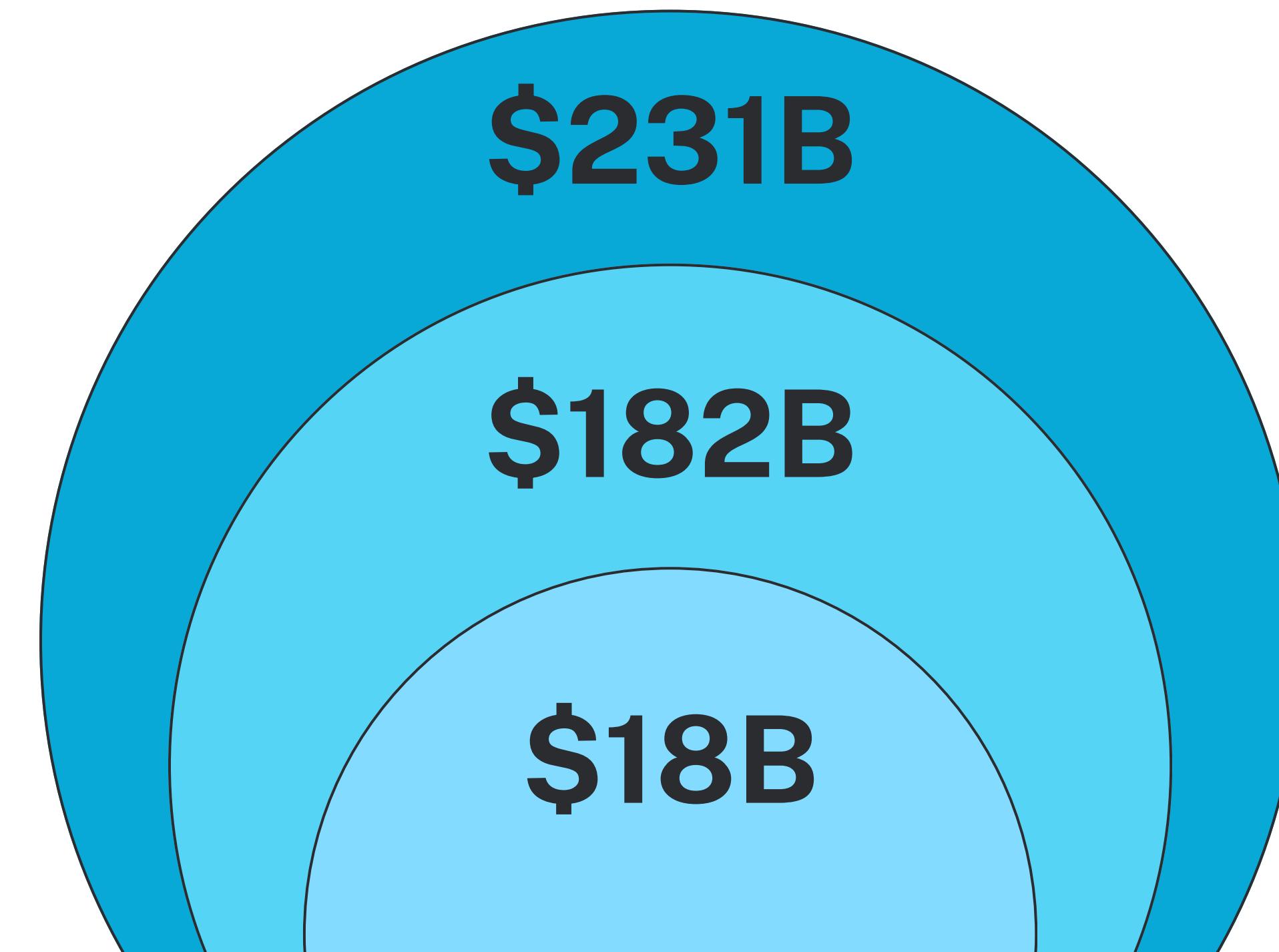
# FINANCIAL PROJECTION

Particular (In Cr.)	Year 1	Year 2	Year 3	Year4	Year 5
Revenue	0.09	2.07	13.72	63.86	486
EBIDTA	(1.86)	(3.21)	(4.13)	4.09	186
PAT	(1.86)	(3.21)	(4.13)	4.09	186
Cash Flow	(1.95)	(3.32)	(4.23)	4.07	186





# MARKET OPPORTUNITY



## TAM

Market demand is the maximum revenue a business can generate by selling its product or service in a specific market.

## SAM

The serviceable available market is the market opportunity aligned with a firm's core competencies and past performance.

## SOM

Serviceable Obtainable Market is the realistically targetable sub-sector within a market niche, considering resource limitations, competition, and market awareness.



# COMPETITOR SCENARIO

Employing innovative strategies and cutting-edge technologies to secure their positions and capture customer loyalty



REAL-TIME HYPER LOCATION API TECHNOLOGY



NO



NO



NO



NO

ADVERTISING MODEL FOR PHOTOGRAPHS

NO

NO

NO

NO

POST SUGGESTION BASED ON LOCATION

NO

YES

NO

NO

PEER-TO-PEER CHAT

YES

YES

YES

YES

SEARCH BASED ON LOCATION

NO

NO

NO

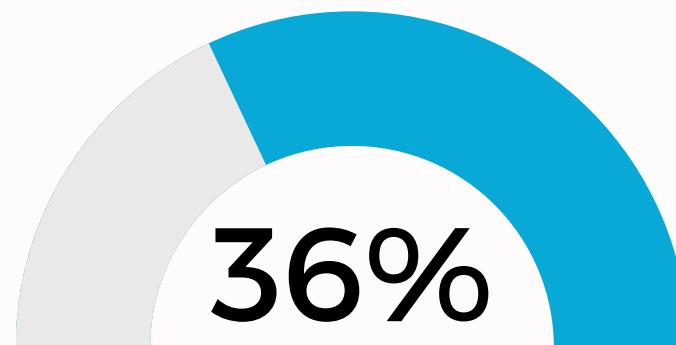
NO



# ASK & UTILIZATION



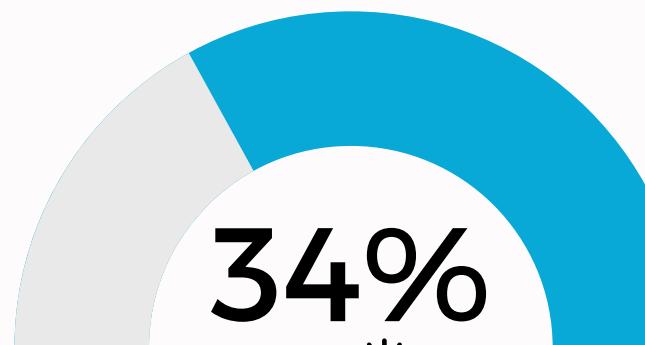
1.95 Cr



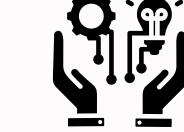
36%



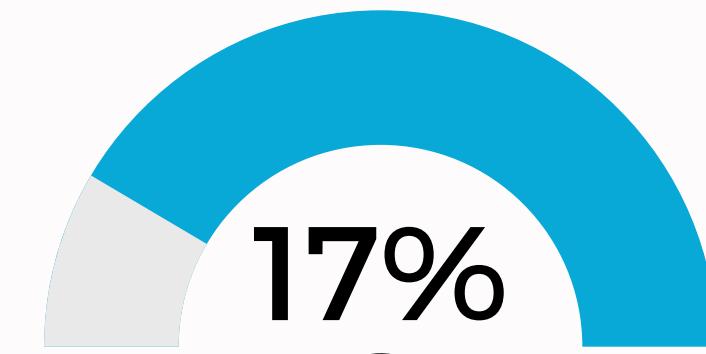
Capex



34%



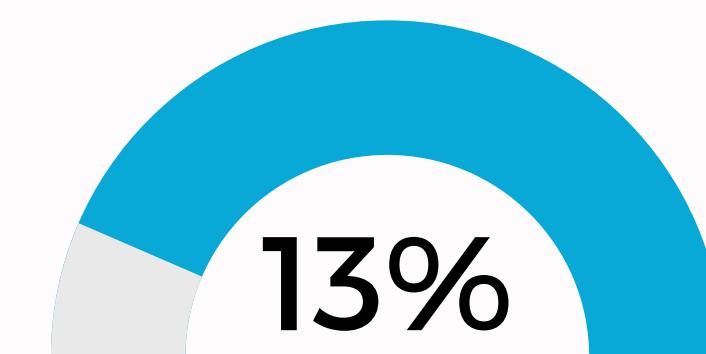
Technology



17%



Operations



13%



Marketing



# Team Members

Meet our talented team members who bring diverse expertise, passion, and a shared commitment to driving innovation and success.

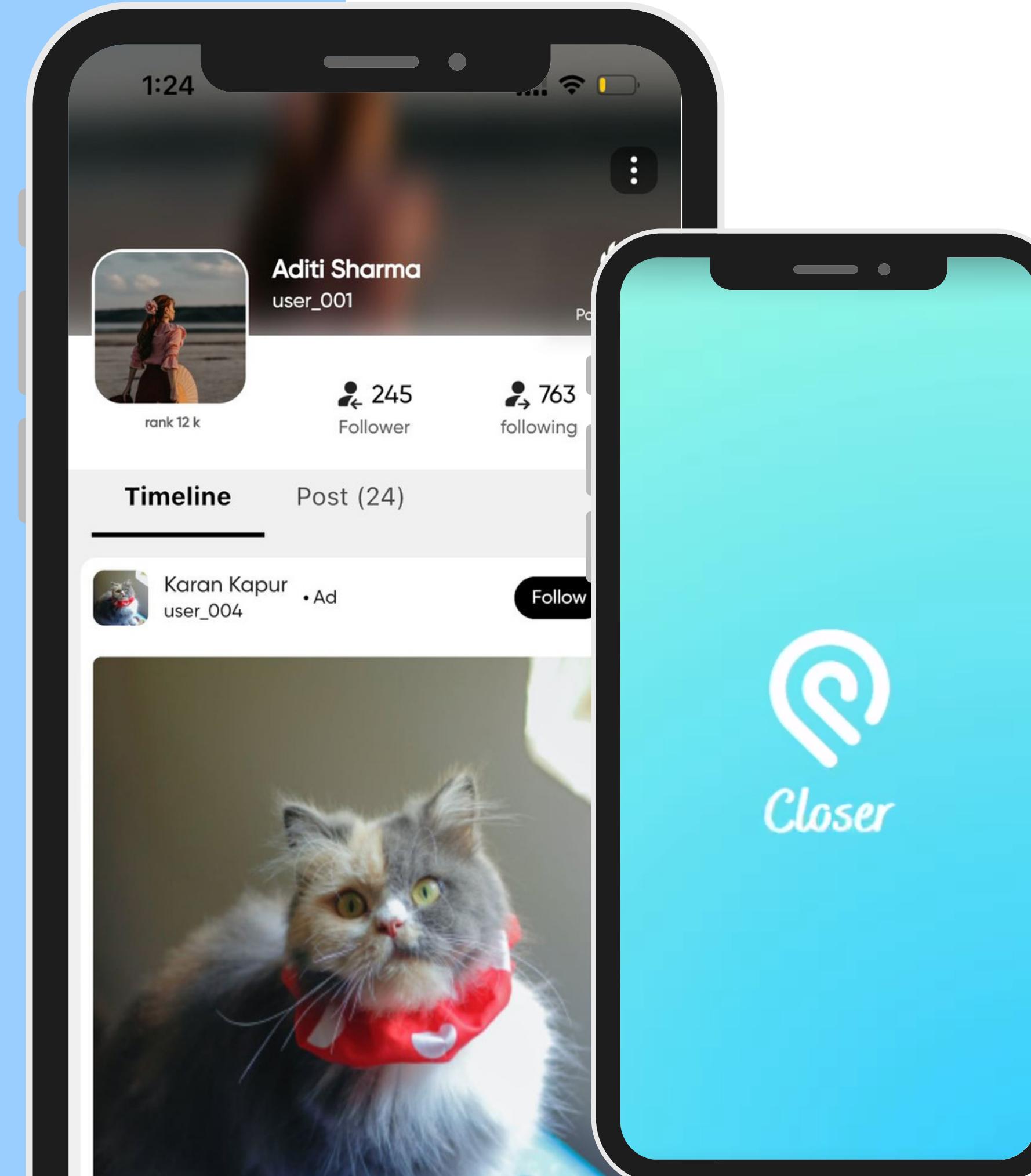


**Kirtik Mavi**  
**Founder (CEO)**



**Uditya Prakash**  
**Developer**

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# OUR PROTOTYPE

Innovative design and robust functionality set the stage for our groundbreaking prototype, poised to revolutionize the industry.

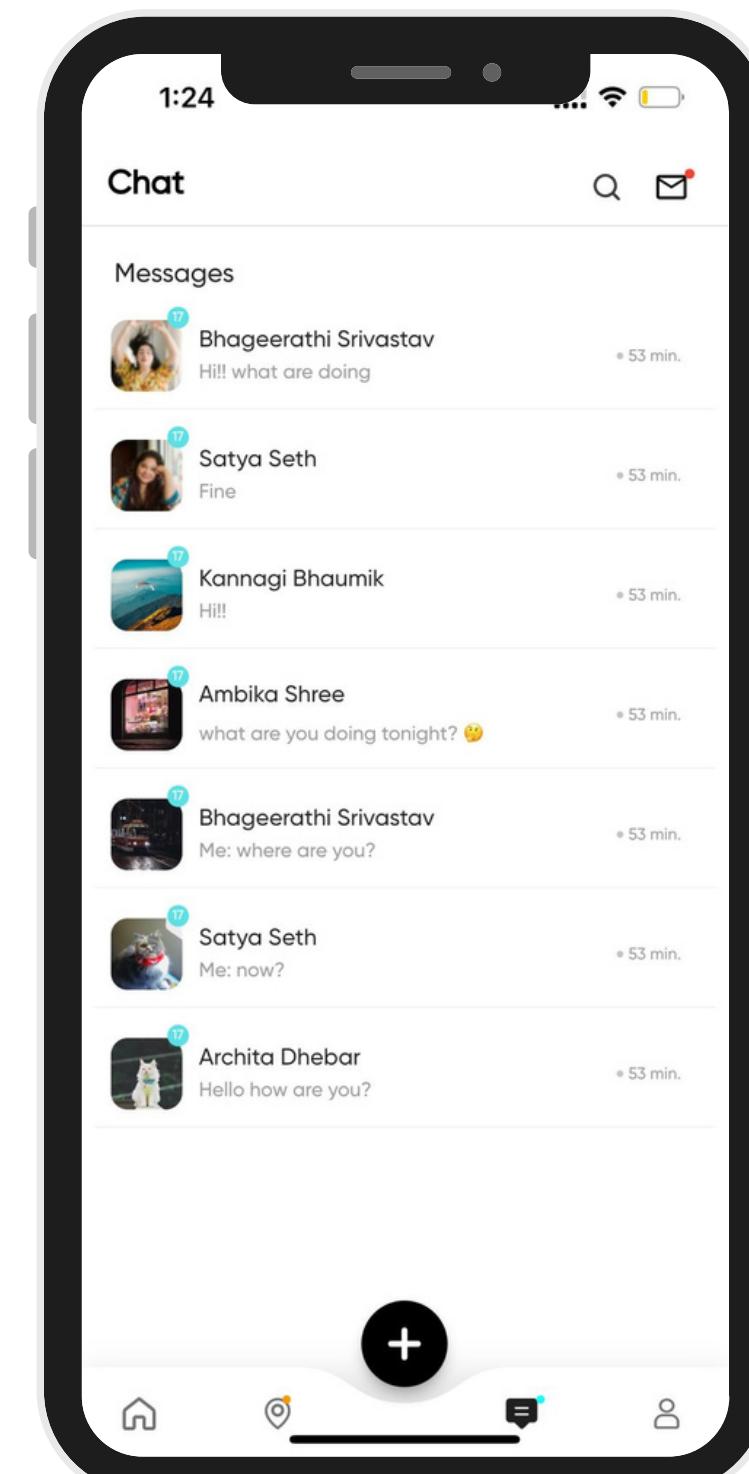
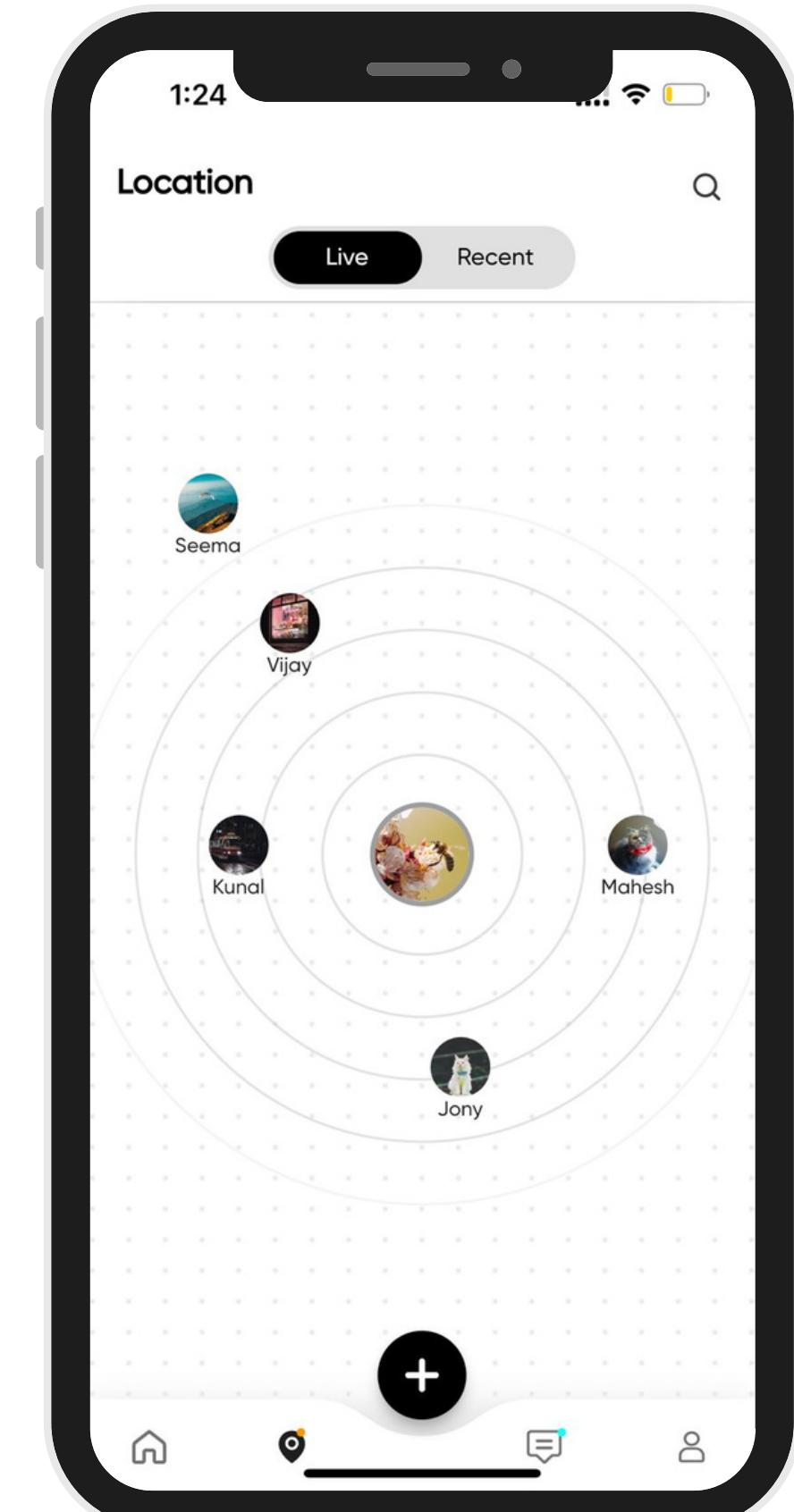
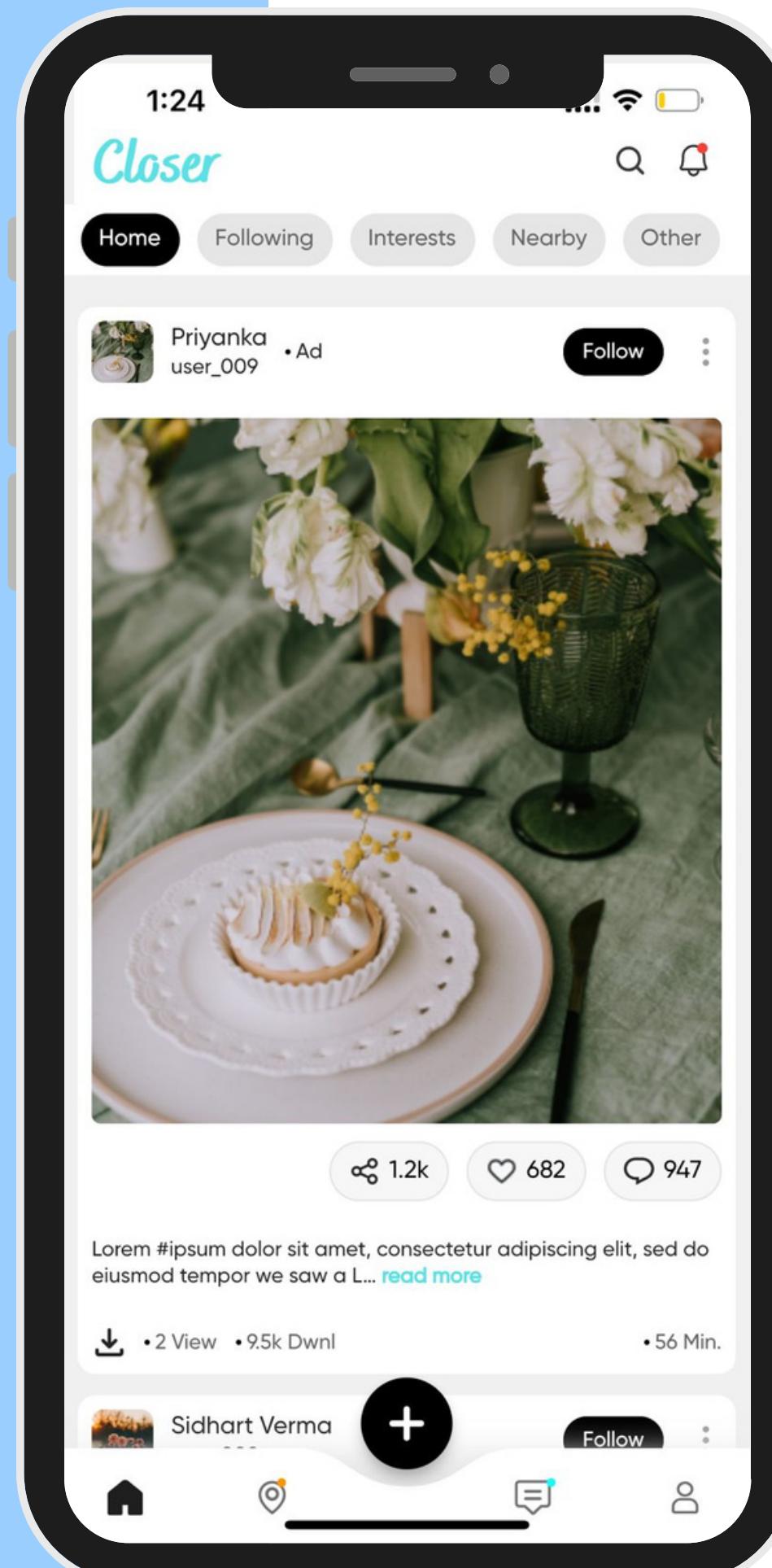


Closer 

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# OUR PROTOTYPE

Redefines industry standards with innovative design and robust functionality





# Contact



## Location

**Plot no. E-1 industrial area  
site-3, Meerut Road,  
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Uttar Pradesh, India-  
201001**



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## Phone

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# Q&A Session

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Thank you for listening!