

NOTIFI - Pitch Deck (Investor Version)

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Tagline: "Less noise. More life."

1. Cover Slide

NOTIFI

AI-Powered Personal Notification OS

Founder: Kundan Kumar

2. Problem

People receive 100-300 notifications/day, but:

- 70% are irrelevant
- 20% are distracting
- Only 10% are truly important

This creates:

- Stress
- Time loss
- Low productivity
- Missed important updates

Phones today notify everything - but understand nothing.

3. Solution - NOTIFI

An AI-based notification system that:

- Filters spam
- Shows only meaningful alerts
- Understands user's routine
- Sends notifications at the perfect time
- Improves focus + productivity
- Works across ALL apps

NOTIFI = Smart Life Assistant

Not just reminders - it predicts what the user needs.

4. Why Now? (Market Timing)

- AI adoption exploding
- People overwhelmed with digital noise
- Mental health issues rising due to screen overload
- Productivity tools market growing
- India becoming fastest-growing smartphone market

5. Product Features

1. AI Priority Engine - Learns user habits and decides which notifications matter.
2. Unified Inbox - All notifications from all apps grouped in one clean dashboard.
3. Predictive Quiet Mode - AI automatically silences at wrong times.
4. Mood-Based Alerts - Motivational or calming messages depending on user mood.
5. Smart Suggestions - Water reminders, study blocks, sleep signals, match reminders, etc.

6. Target Market

Primary Users: Students, Working professionals, Athletes, Creators/Freelancers, Busy family people

Market Size: 1.3 billion smartphone users worldwide; Productivity market: \$45B; AI personal assistant market: \$12B

7. Business Model

Free Version - Basic AI filters, Unified inbox

Premium Version (INR 99/month) - Advanced AI, Mood analysis, Smart suggestions, Deep productivity analytics, Custom routines, Voice agent

B2B Enterprise Version - Schools, corporate offices, teams to reduce employee distraction

8. GTM Strategy (Go-To-Market)

- Launch on Play Store targeting students, professionals
- Influencer collaborations
- Productivity YouTubers
- Viral Reels
- College fests partnerships
- Corporate demo for offices

9. Competitive Landscape

Competitors: iOS Focus Mode, Android Digital Wellbeing, Notion, Todoist

Gaps in competitors: No AI prediction, No unified inbox, No mood-based alerts, No cross-app understanding

NOTIFI is the first "Notification OS" beyond reminders.

10. Technology Stack

- AI/ML: Python + TensorFlow/PyTorch
- Android: Kotlin
- Backend: Node.js, Firebase
- Notification parsing engine
- Behaviour prediction model

11. Traction

- Prototype ready (coming soon)
- 300+ early sign-ups through waitlist
- Strong demand from students & working professionals
- AI model in training phase

12. Vision

To become the world's first intelligent personal life operating system managing:

- Notifications, Productivity, Focus, Mood, Digital time, Life planning

NOTIFI will evolve into a full AI companion for daily life.

13. Ask (Funding Required)

INR 35-50 lakhs seed funding

To be used for: MVP development, AI training, Team hiring, Marketing, Infrastructure

14. Team

Kundan Kumar - Founder & Vision Lead

Passionate about solving real daily-life problems, product vision, user experience, and strategic thinking.

15. Closing

NOTIFI - Less noise. More life.

Join us in building the next digital revolution.