

# BLASTIE

Your Gateway to Shared Experiences

BLASTIE


# GIRLS JUST WANNA HAVE FUN... *Together!*

Find Your Partner in Crime & Explore  
Your City's Trendiest Spots

JOIN THE WAITLIST



BLASTIE



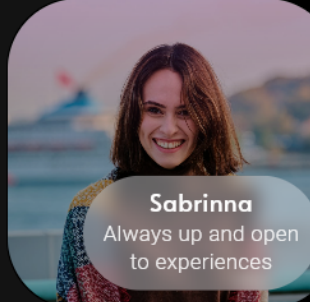
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**Coachella**  
A legendary annual  
extravaganza

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Go!

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**Sabrina**  
Always up and open  
to experiences

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# PROBLEM

**Social Isolation**  
is paradoxically increasing  
In an era of hyper-connectivity.  
People crave meaningful connections  
and shared experiences but struggle  
to find them in the real world.

**The Consequences?**  
Profound impacts on physical,  
mental, emotional, economic,  
and social well-being.

## **PREVALENCE:**

61% of western population feels lonely, and  
22% of young adults reported they have no friends.

## **HEALTH IMPACT:**

Isolation is as damaging as smoking 15 cigarettes  
a day, increasing the risk of heart attacks and strokes.

## **ECONOMIC IMPACT:**

In the EU, loneliness costs €2.5 billion per year due  
to employer turnover and reduced productivity.

## **LIMITED AND UNSAFE OPTIONS TO CONNECT:**

Prevalence of dating-focused platforms, with a lack  
of apps for forging genuine, platonic connections.

## **NEED FOR REAL-WORLD INTERACTIONS:**

Increased interest in local activities, often limited by  
the absence of an available/compatible companion.

# SOLUTION

## Imagine a New Kind of Social Platform

That not only connects you with like-minded people but also enhances your real-world experiences. A platform where genuine connections are fostered, local adventures are discovered, and the joy of shared moments is encouraged and amplified.

### **PLATONIC NETWORKING**

A fresh approach to social connections that focuses on building meaningful friendships.

### **EXPERIENCE ENGAGEMENT**

A curated wide array of local events and activities, encouraging users to explore them together.

### **GAMIFIED MOTIVATION**

A unique gamification model that rewards users for participating in real-world activities.

# BLASTIE

**The Future of Social Networking:**  
BLASTIE App is a social platform that blends cutting-edge technology, gamification, and a focus on real-world experiences to foster genuine connections and shared adventures.

**Our Mission:**  
To create a vibrant community where meaningful connections are forged through exploration, discovery, and rewarding experiences.

- 1 INTELLIGENT COMPANION MATCHING**  
Our advanced algorithm matches you with compatible adventure buddies based on your interests and preferences for memorable shared experiences.
- 2 PERSONALIZED TRENDING ACTIVITIES**  
Discover hidden gems and trending hotspots tailored to your unique taste in your curated feed, and never miss out on the excitement happening around you.
- 3 IMMERSIVE AR COLLECTIBLES AND REWARDS**  
Elevate your adventures with gamified elements, collect unique AR mementos at event locations, unlock badges, and earn exclusive rewards.

# MODEL

**A Thriving Ecosystem with Sustainable Profit Generation:**  
BLASTIE App's innovative business model seamlessly combines community-building, gamification, and diverse revenue streams, creating a self-sustaining ecosystem that fosters engagement and drives profitability.

## **USER ENGAGEMENT**

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- Activity-Based Social Networking
- Edutainment with Cultural Enrichment
- Gamification and Rewards
- Check-Ins and Reviews

## **COMMUNITY BUILDING**

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- Live Streaming Social Sharing
- Safety and Inclusivity

## **REVENUE STREAMS**

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- Premium Subscriptions
- In-App Purchases
- Business Sponsorship & Advertising
- Transaction Fees

## **MARKET EXPANSION**

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- Scalability for International Adoption
- Continuous Innovation

# MARKET

## Target Audience

Professional women aged 25-45,  
who actively seek meaningful connections and shared experiences,  
yet feel underserved by existing social platforms.

## Market Opportunity

BLASTIE fills a significant gap in the social media  
landscape, offering a unique alternative  
that appeals to a wide audience

### EXPERIENCE ECONOMY

Positioned within the \$8 trillion market, BLASTIE taps into the desire for shared outings and experiences.

### SOCIAL MEDIA TRENDS

Users are moving away from traditional and superficial SM interactions in favor of more authentic connections.

### URBAN AUDIENCE

56% of the global population lives in urban areas, a significant amount of which belongs to Millennials/GenZ.

### MOBILE APP POTENTIAL

Valued at \$150 billion and growing, BLASTIE App is positioned in a thriving industry.

# COMPETITORS

## EXPERIENCES : MEETUP

- 60M Active Users
- 30M \$ Annual Revenue

Differentiator:

- Personalized and curated activities
- Rewarding experiences

## FRIENDSHIP : BUMBLE

- 60M Active Users
- 600M \$ Annual Revenue

Differentiators:

- Interest-based filters
- Activity suggestions

## AR GAME: POKEMON GO

- 170M Active Users
- 600M \$ Annual Revenue

Differentiator:

- Real-value collectibles
- Business promotion opportunities

## LIVE STREAM: SNAPCHAT

- 750M Active Users
- 6B \$ Annual Revenue

Differentiator:

- Shared real-world experiences
- Purpose-driven networking



# ROADMAP

## Pre-Launch

### FUNDING SOURCES:

- Personal Savings: \$10K
- Government Capitalization: \$20K
- Potential Seeking Investors

### MVP FEATURES:

- Matching and Curation Algorithm
- AR Geolocation and Collection
- Security and Privacy

### COMMUNITY BUILDING:

- Meetup Group: Successfully settled w/2K active users
- New SM Channels: TikTok, Instagram, Pinterest, etc.
- Content Engagement: Local Trending Events & Fun Facts

## Post-Launch

### NET REVENUE PROJECTIONS:

- Year 1 - Initial Launch and Market Penetration: \$1M
- Year 2 - Growth and Expansion: \$10M
- Year 3 - Consolidation and Tokenization: \$100M

### ADDITIONAL FEATURES:

- Avatar Customization
- Local Culture Quizzes and Rewards
- Travel Mode and Internationalization

### MARKETING INITIATIVES:

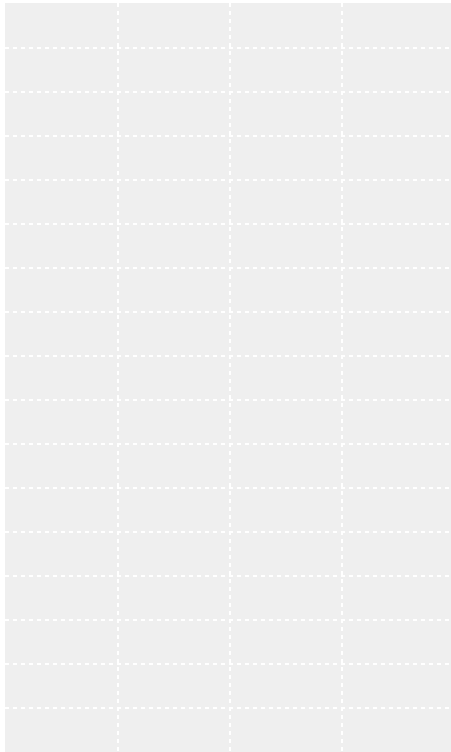
- Awareness: Influencers, Press and Targeted Digital Ads
- Engagement: AR Collection Viral Challenges
- Growth: Events Sponsorship

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# TEAM



## Nadya GIL

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Founder & CEO

A seasoned **Tech Lead** and **Entrepreneur**, Nadya founded and ran a successful IT business for five years before transitioning to Europe, where she led tech teams at industry giants like **eBay**, **Seat**, and **CaixaBank**.

Currently residing in France, where she has been honored with the **Talent Passport** status, she leads a specialized team to bringing BLASTIE App to life - leveraging innovative technologies to create a connected, vibrant global community.

# FUNDING

## High ROI Potential:

- Massive Market
- Unique Differentiation
- Experienced Team
- Multiple Revenue Streams
- Inherent Scalability
- Early-Stage Investment

## Solid Model Viability:

- Rigorously assessed and approved by the Spanish Ministry of Economy and Finance, resulting in a rare and highly competitive capitalization of social benefits to support the company's creation.

### **\$25,000 - Achieved**

Quality assurance of BLASTIES MVP functionality, social media community growth, content creation, and launching campaign.

### **\$50,000 - In Progress**

Commission original artwork for limited-edition 3D AR collectibles, badges, avatar accessories; Community engagement.

### **\$100,000 - On Hold**

Scale user acquisition, Expand development team, Develop premium features, Develop premium features, Explore strategic partnerships.

# THANK YOU

By backing BLASTIE App, you'll become part of a cutting-edge solution that addresses a significant social issue, contributing to the creation of more meaningful connections in our increasingly digital world.

Together, we're shaping the future of social media.

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