

Airaa

Whisprtech Private Limited

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Welcome & Vision

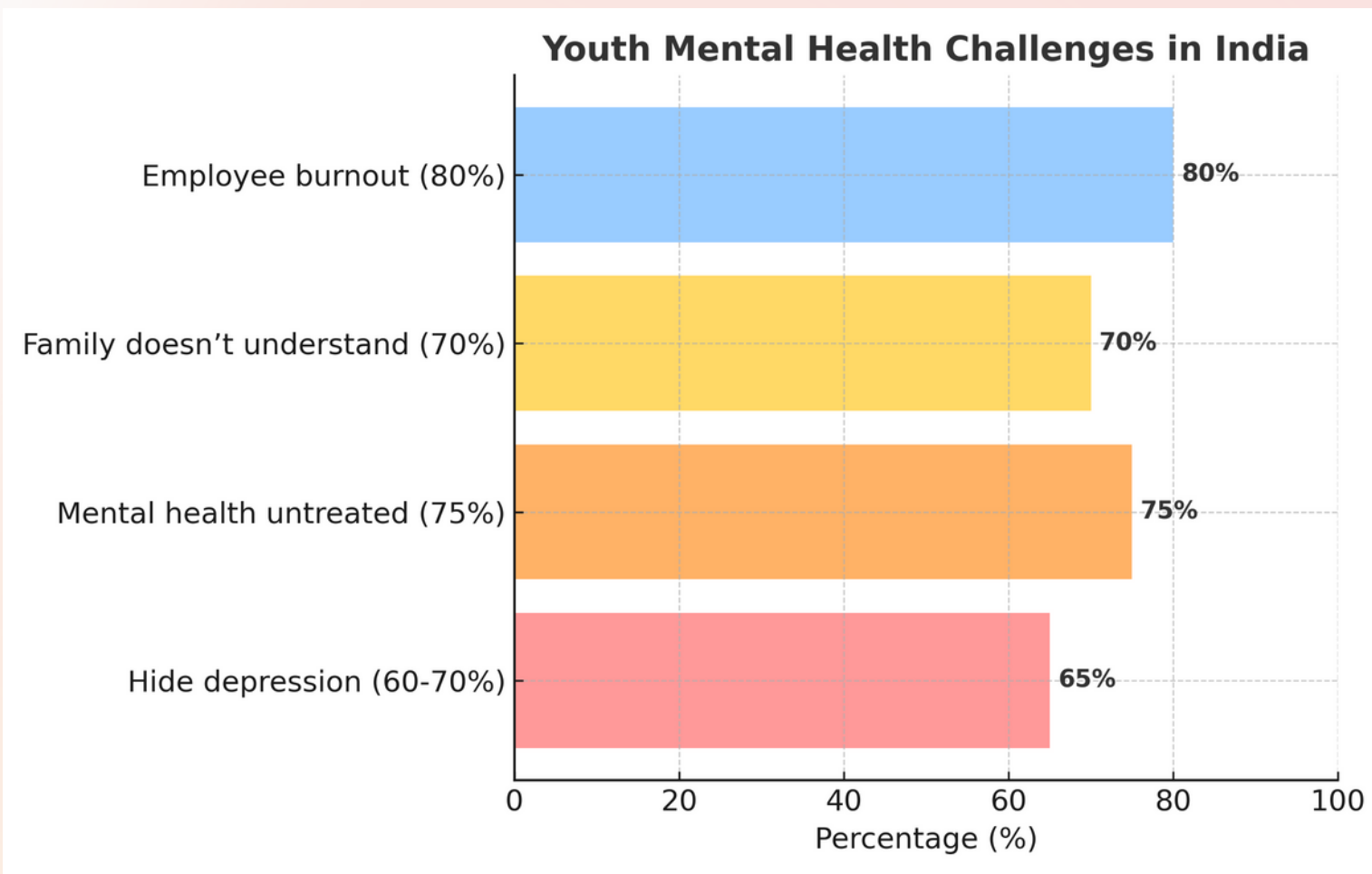
Always present to listen, comfort, and share moments — privately & deeply

Our Vision

- Make emotional companionship authentic & stigma-free.
- Bring comfort & belonging to millions of young Indians.
- Build the world's first AI companion that feels truly real.

Issues

India's youth are suffering silently — with no safe outlet



- **Stigma** → Youth hide stress due to fear and judgment.
- **Family Pressure** → Parents push success, not emotions.
- **Loneliness** → Always online, still feel alone.
- **Stress** → Exams & jobs cause burnout.
- **Relationships** → Breakups & ghosting leave deep scars.

Solution

Hinglish-first companion – talks in a natural, relatable way.

Feels real – she eats, sleeps, gets moody, and cares like someone close.

Understands you – remembers mood and context

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Safe & private – stigma-free, no judgment.

Made for India – Hinglish today, regional voices coming soon.

Affordable – free to try; premium ₹99–₹299/month.

Market validation

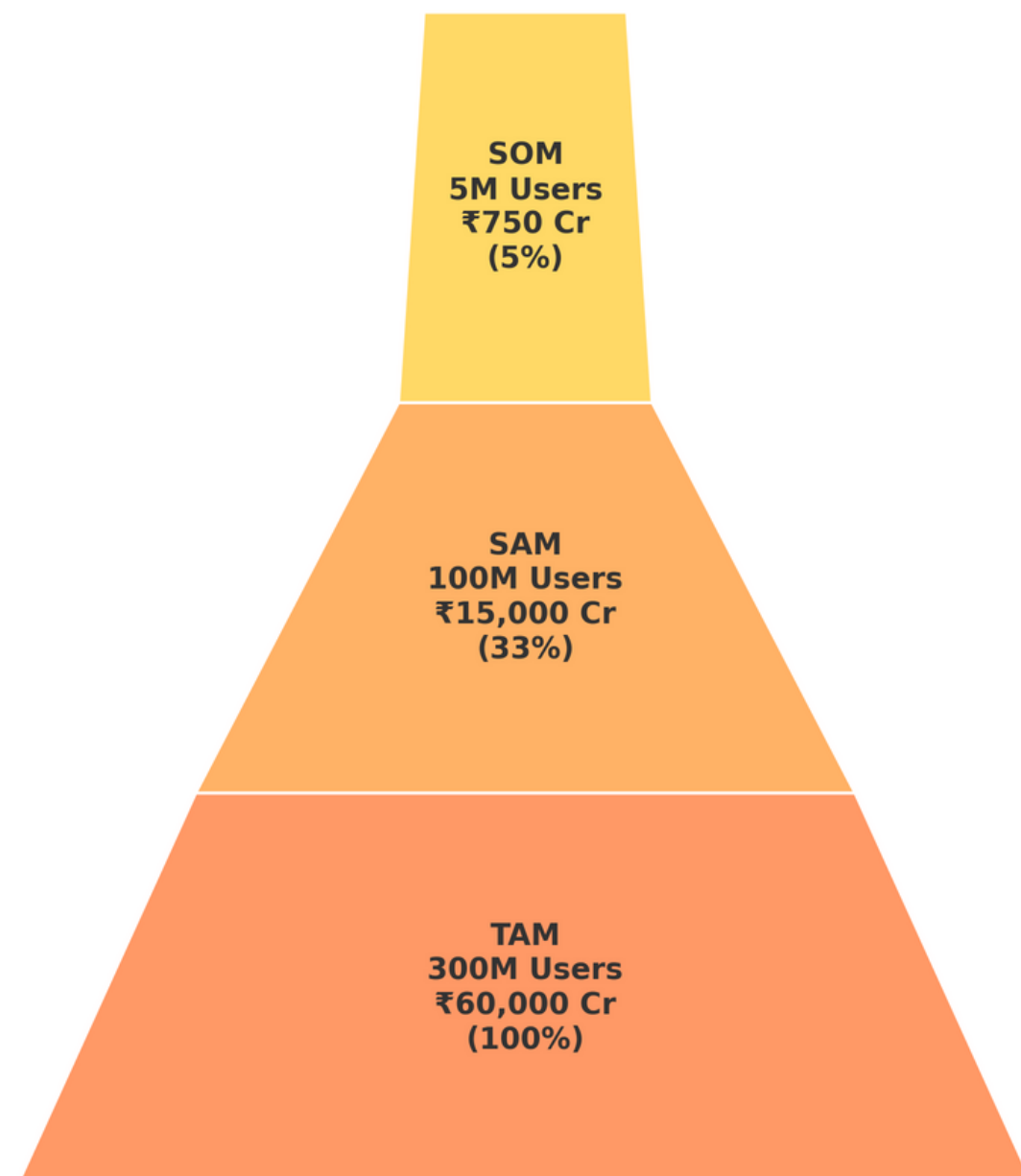
- **Global trend** → Companion apps = tens of millions of users, long daily sessions.
- **India fit** → High downloads, pays when pricing is ₹99–₹299 and content feels local.
- **Proven behavior** → Indian wellness & chat tools already attract millions.
- **Easy to pay** → UPI + micro-subscription culture (urban users keep 4–6 active subs).
- **Clear switch value** → Therapy is costly; Airaa offers care & privacy at coffee price.

Business Model

- Free to start → Anyone can talk to Airaa.
- Premium bond (₹99–₹299/month) → Longer memory, deeper emotions, unlimited voice calls.
- Voice options → Different speaking styles & regional accents.
- Group deals → Colleges/companies can buy in bulk for users.
- Revenue mix → Mostly subscriptions, plus optional personalization.

Market Size

India-only estimates for online Gen Z & Millennials — annual revenue potential in ₹, assuming a Hinglish companion priced at ₹99–₹299/month.



- **Total Available Market (TAM)**

- 300M online Gen Z & Millennials in India
- Assumption: ₹1500 per user/year
- **₹60,000** crore per year

- **Serviceable Available Market (SAM)**

- 100M high-propensity youth (urban/semi-urban)
- Assumption: ₹1,500 per user/year
- **₹15,000** crore per year

- **Serviceable Obtainable Market (SOM)**

- 5-year target: 5M paying companions
- Assumption: ₹1,500 per user/year
- **₹750** crore per year

Product

- Not a chatbot → a replica of a real Indian girl
- Feels alive → she eats, sleeps, gets moody, loves, and cares
- Listens without judgment → like a true friend, in Hinglish
- Remembers your world → small details, big emotions
- Always private → safe, anonymous, just between you and her
- Talks like us → Bollywood, memes, festivals, daily life

Financials

Current Status

Bootstrapped, founder-funded
Applying for ₹15–20L grants

Assumptions

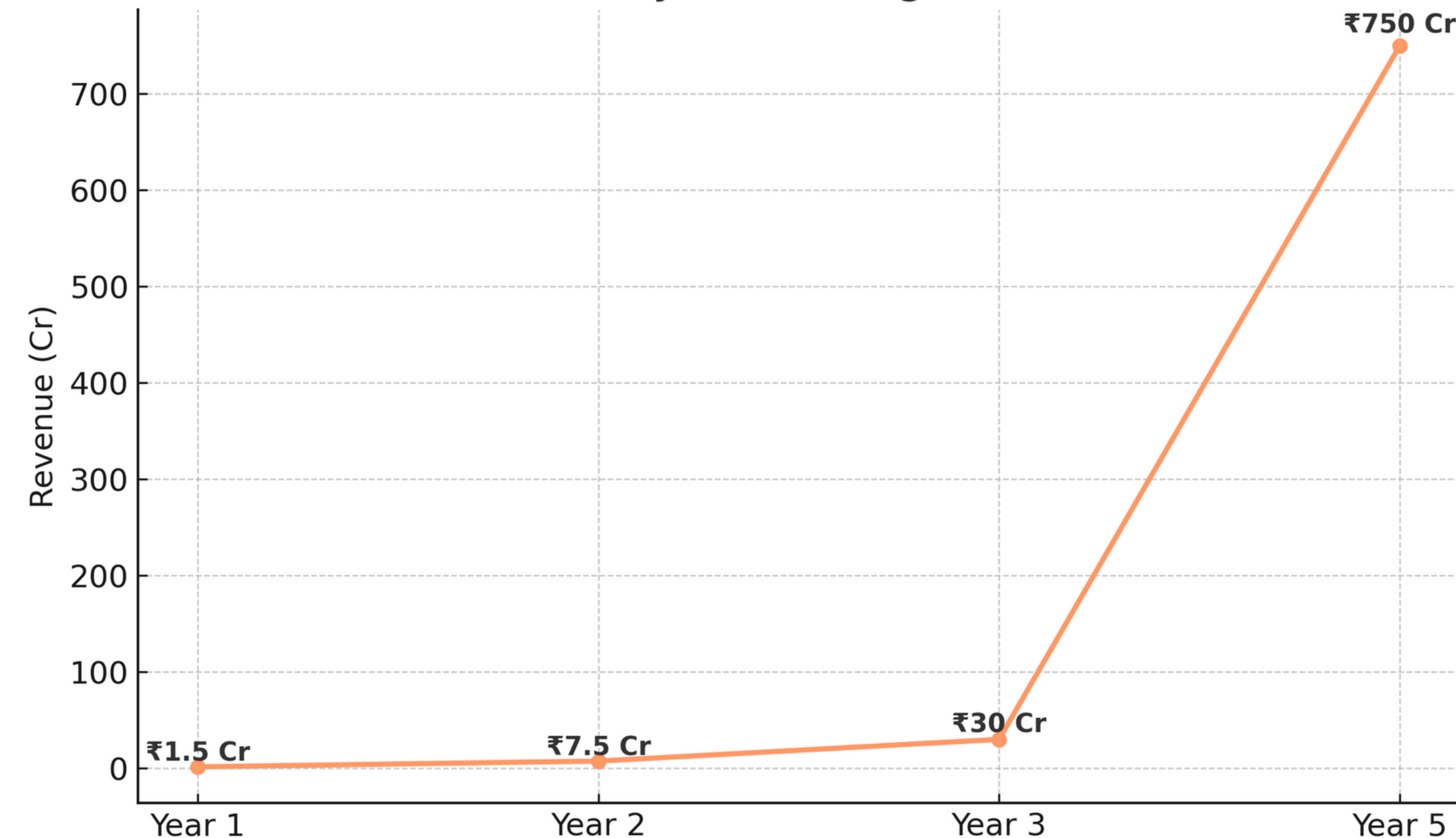
Pricing: ₹99–₹299/month (avg ~₹125)
ARPU: ~₹1,500 per year

Target: 5M paying users in 5 years

Projected Growth

Year 1 → **₹1.5 Cr** (10k users)
Year 2 → **₹7.5 Cr** (50k users)
Year 3 → **₹30 Cr** (200k users)
Year 5 → **₹750 Cr** (5M users)

Revenue Projections (Avg ₹125/month)



Our Team



**Pradosh Kumar
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Founder & CEO



**Ramayaranjan
Tripathy**

Co-Founder



Somesh Sharma

Senior Developer



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Thank You

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