Preevo

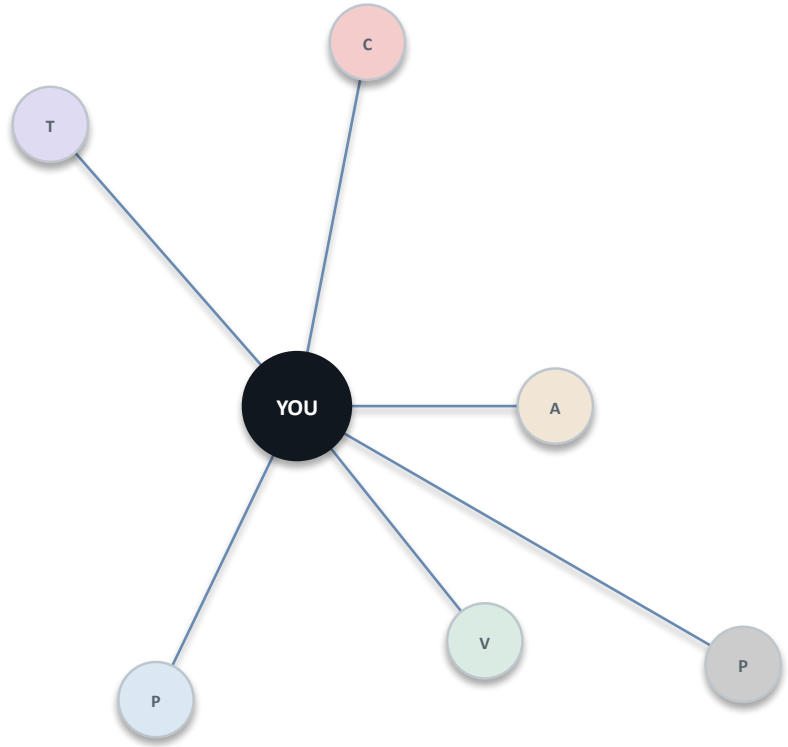
A word that combines the essence of **Pre**sence and **Evo**lution

One social media platform.
Six ways to be you.

A unified social media ecosystem for connection, creativity, communication and play.

An evolution of human presence in a connected world.





Different media. A single story. You.

Digital Life is fragmented.

The medium changes, so people have to repeatedly change platforms too.
I am one person but then why does my digital presence have to live in six different places?

Somewhere along the way, we stopped being one person online.

Now, fragmentation isn't necessarily the problem. Disconnection is.

And this has led to:



Fragmented identity

People rebuild audiences, preferences and context across disconnected services.

Fragmented attention

Constant switching turns social life into an endless series of interfaces.

Fragmented relationships

The same relationships live in different systems depending on what was shared.

Fragmented control

Opaque rules and attention-first incentives can leave users with little clarity or control.

One person shouldn't need six disconnected digital identities.

The next opportunity is one connected identity.

Social media platforms have become specialised. The unmet opportunity is a coherent experience across how people actually live online.

1. **Expression** — People can move between words, images, video and voice naturally.
2. **Connection** — Personal relationships can carry across every form of expression.
3. **Creativity** — People can create, play and share interactive work, not only consume it.
4. **Agency** — People do want clearer controls over attention, privacy and platform dependence.

THE OPPORTUNITY

Different experiences.
One connected digital presence.

A unified identity can create multiple forms of participation.

Integration can become the next social advantage.

Six distinct expressions. One connected identity.

Preevo keeps each context meaningful while connecting the person behind them.

Text
Micro-posts and ideas

Photo
Visual moments

Video
Stories in motion

Audio
Voice and music

Chat
Private conversations

Play
Interactive creativity

The unifying principle:
Every expression belongs to the same person and the same ecosystem.

Designed as one social system.

The product advantage is the coherence across the experience.

One unified profile

A person's thoughts, visuals, voice, stories and play belong to one presence.

One social graph

Relationships can remain naturally connected across relevant forms of interaction.

One creation layer

The same creation system supports different media without forcing artificial separation.

Mindful by design

Clarity and respect for attention are product requirements, not settings.



The expression changes.
The context can change.
The person doesn't.

Preevo does not require people to abandon existing platforms. It must earn a place in their digital lives by creating value through connection.

Preevo belongs to a larger purpose.

Empathy provides the constitutional foundation for how Preevo is designed, governed and will evolve.

EMPATHY'S VISION

To help you live right.

EMPATHY'S MISSION

To help you become spiritual, story-driven and technology-conscious.

Preevo will apply Empathy’s vision to social media by helping people socialize and interact right.

A platform that can create value across the ecosystem.

The strategic objective is to diversify value creation without depending on attention extraction alone.

Supporter funding

People can choose to support Preevo, with every rupee shown publicly.

Play experiences

Deeper creative and interactive tools for people who build in Play.

Optional premium value

Additional utility for users who choose deeper capabilities.

Creator services

Publishing, distribution and community tools for sustainable creative work.

THE STRATEGIC FUNNEL

More ways to participate → **A stronger unified identity** → **More ecosystem utility** → **More durable value creation**

Long-term commercial potential will require user trust, product maturity and responsible scale.

Discovery without manipulation.

Preevo's intelligence layer will be designed to help people find relevance without reducing them to engagement and attention grabbing targets.

THE RANKING PRINCIPLE

Relevance + user intent + quality signals + diversity + wellbeing constraints

The system should optimise for meaningful discovery while limiting repetitive, sensational and compulsive loops.

User intent

The consumer can influence what they want to see and why.

Diversity discovery

Avoiding unnecessary repetition and narrow feedback loops.

Explainability

Providing understandable reasons for significant recommendations.

User agency

Offering meaningful controls, not hidden preferences.

Discovery should serve the person, not exploit attention.

Trust is part of the product.

Preevo's differentiation will be visible not only in what it offers, but in how it treats people.

Clear standards	Policies and enforcement will be understandable and consistently applied.
Proportionate action	Responses will distinguish mistakes, patterns and serious harm.
Meaningful appeals	People will get a fair path to challenge important moderation decisions.
Privacy and agency	Consumers will have clearer choices over data, visibility and recommendations.

Preevo's promise will not be the absence of rules.

It is a commitment to build rules and systems that are clearer, more proportionate and more accountable to the people affected by them.

Trust is infrastructure for long-term scale.

Building the foundation for Preevo.

Seeking strategic capital to build, validate and launch a unified Preevo ecosystem.

INVESTMENT SOUGHT

₹ 2.5 Crores

$265,000

AI-NATIVE, CAPITAL EFFICIENT APPROACH

24 MONTHS

The immediate objective is to build, launch and validate Preevo, proving that distinct forms of digital expression can create greater value when connected through one identity, without sacrificing the context and boundaries people value.

Preevo: Different media. A single story. You.

PRIMARY USE OF CAPITAL*

Product, technology and core team (40% - ₹1 Crore / $106,000)

Product leadership, AI development tools and cloud/technical infrastructure

Research, design and product validation (10% - ₹25 Lakhs / $26,500)

User Research, testing and validation

Trust, security and legal foundations (10% - ₹25 Lakhs / $26,500)

Incorporation, compliances and safety

Launch, marketing, operations and strategic runway (40% - ₹1 Crore / $106,000)

Community Building, operations and contingency

*Complete break-up of the allotment available upon request

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