

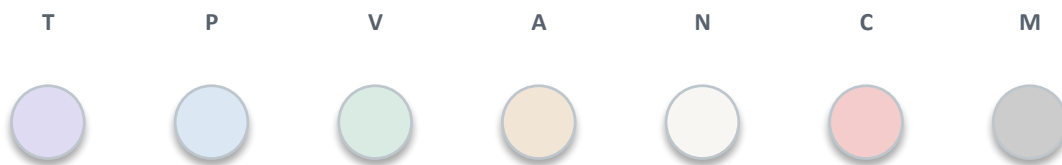
Preevo

A word that combines the essence of **P**resence and **E**volution

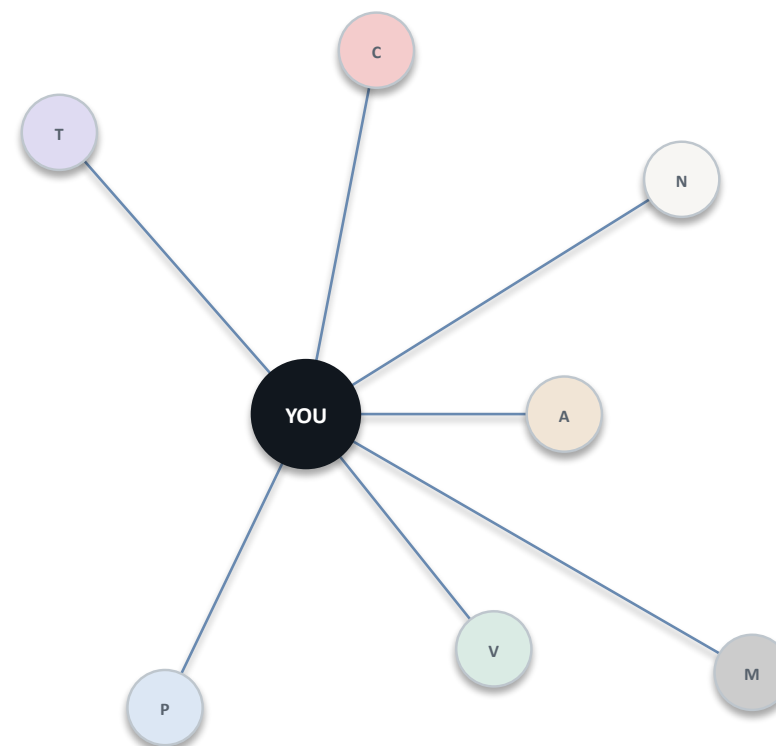
One social media platform.
Seven ways to be you.

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

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 seven different places?

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

This has led to:

Fragmented identity

People rebuild audiences, preferences and context across disconnected services.

Fragmented attention

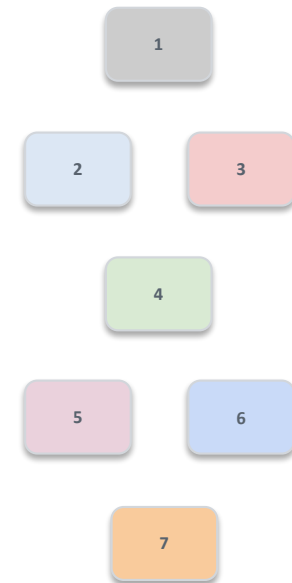
Constant switching turns social life into an endless series of interfaces.

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 should not need seven disconnected lives.

The next opportunity is integration.

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 and professional relationships can increasingly overlap.
- 3 Commerce** Trust and transactions can emerge from the same ecosystem.
- 4 Agency** People do want clearer controls over attention, privacy and platform dependence.

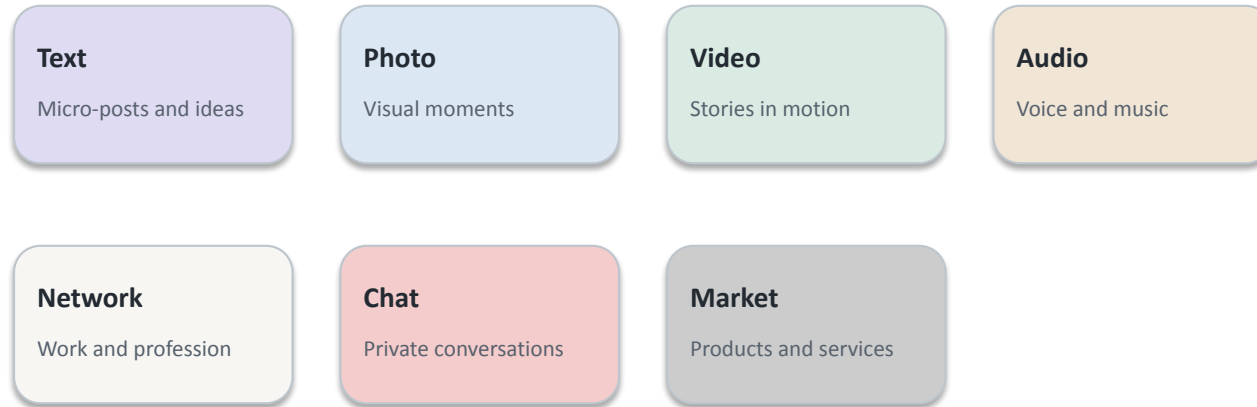
THE OPPORTUNITY

**Building around the whole person,
not a single content format.**

A unified identity can create multiple forms of participation.

One identity. One ecosystem.

Preevo unifies seven forms of human interaction without turning them into seven separate products.



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, work and products 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.



Unity over
fragmentation.

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.

Marketplace services

Trusted transactions and commerce can grow from social context.

Professional tools

Advanced workflows and business utility for professional presence.

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.

Diverse discovery

Avoiding unnecessary repetition and narrow feedback loops.

Explainability

Providing understandable reasons for significant recommendations.

User agency

Offering meaningful controls, not hidden preferences.

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

AI-NATIVE, CAPITAL EFFICIENT APPROACH

24 MONTHS

The immediate objective is to build, launch and validate the foundation of Preevo, establishing the technology, trust systems and user experience required to prove a unified social ecosystem.

Preevo: Different media. A single story. You.

PRIMARY USE OF CAPITAL*

Product, technology and core team (40% - ₹1 Crore)

Product leadership, AI development tools and cloud/technical infrastructure

Research, design and product validation (10% - ₹25 Lakhs)

User Research, testing and validation

Trust, security and legal foundations (10% - ₹25 Lakhs)

Incorporation, compliances and safety

Launch, marketing, operations and strategic runway (40% - ₹1 Crore)

Community Building, operations and contingency

*Complete break-up of the allotment available upon request