

# GILEU SOCIAL GAMING + ENTERTAINMENT APP

*Play. Connect. Earn. Repeat.*

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## The Problem Gaming apps are boring & disconnected

- ◉ **No Real Interaction** — Games don't let you actually talk and connect while playing
- ◉ **No Growth Potential** — Users play for hours but get nothing back
- ◉ **No Social Bond** — Apps lack features that keep users emotionally attached long-term
- ◉ **No Identity** — Boring, generic experiences with no personalization or status symbols



## The Solution GILEU – Where Gaming Meets Connection

- ◉ Classic Ludo + Voice – Multiplayer with live voice chat, coins at stake
- ◉ Voice Rooms – Free + paid themed rooms with singing competitions
- ◉ Chat + AI Companions – Private chat, calling, plus default AI chatbot (boy AI for girls, girl AI for boys)
- ◉ Virtual Gifts & VIP – Gift economy with premium perks and status
- ◉ Coin Economy – Earn via deposits, ads, daily login. Spend on games & gifts



Core USP – Video Ludo Video Ludo – The game-changer no one else offers

★ Real face-to-face video while playing Ludo

★ React, laugh, tease opponents in real-time

★ Emotional bonding = extreme retention

★ Users come back daily to play with friends



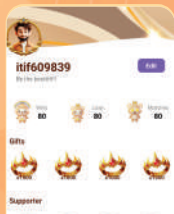
No other Indian app offers this combination

3x Higher Retention | 40% Longer Sessions | Zero Direct Competitors

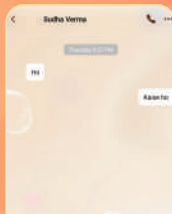
# AAP Ui



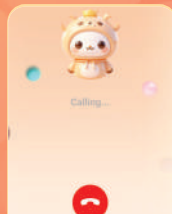
Voice Room



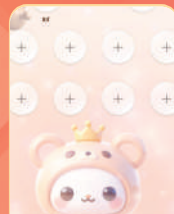
Profile Section



Chats



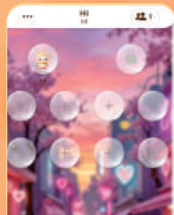
Calls



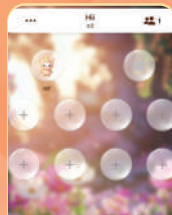
Default Voice Room



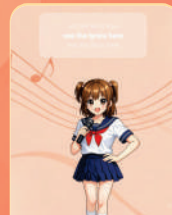
Said Voice Room-Paid



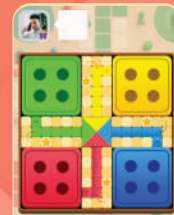
Nature Room-Paid



Love Room-Paid



Songs Competition



Video Ludo

## Feature Deep Dive – Voice Rooms Live Rooms That Keep Users Hooked

### Total Rooms: 4

1 Free Room – open to all, default entry point

3 Paid Rooms (unlocked via coins):



Love Room

+



Sad Room

+



Nature Room

Mic Grab – Singing Competition Up to 5 users can grab the mic and sing randomly. High entertainment value, high time-on-app.

Paid rooms = direct monetization + exclusivity appeal

## Feature Deep Dive – Social & AI Connection Features That Create Addiction

### Private Chat System

- ◉ Users can message each other privately
- ◉ After becoming friends: voice & video call unlocked
- ◉ Social bonding keeps users attached to the app forever



### AI Chat Companions (Default, always on)

- ◉ Girl gets a Boy AI companion
- ◉ Boy gets a Girl AI companion
- ◉ Always available, always engaging – like Snapchat's AI but more personal

*This is not just a game. It is a social platform.*

# Virtual Economy Coins Power Everything

## EARN COINS:

- Real Money Deposit  
— Primary revenue source
- Watch Video Ads  
— 1 ad per hour, timer-gated, feels like a feature
- Daily Login Bonus  
— Drives daily habit and retention



## SPEND COINS

- Paid Ludo Matches —  
Competitive coin games
- Unlock Paid Voice Rooms —  
Love, Sad, Nature
- Send Virtual Gifts —  
Emotional bonding driver



## VIP System

- Invisible Mode — hide your profile
- Extra coins on every deposit
- Bonus rewards and premium experience
- Targets high-value users



## Revenue Model

## 2 Main Revenue Streams + Referral Engine

# REFERRAL SYSTEM

₹10 reward per successful referral

Condition: referred user must login 3 consecutive days

Prevents fake referrals and abuse automatically

### Deposit Revenue

Users buy coins with real money. This is the primary earning engine. Even if only 1% of users deposit, monthly running costs are covered. Coin economy creates stickiness that monetizes at every session.



### Ads Revenue

Rewarded video ads, 1 per hour per user (timer-gated). Users see it as a feature — they watch willingly to earn coins. A positive ad environment is created naturally inside the app.

- 20–30K active users → ~1,00,000 video ad views/day
- AdMob/Unity CPM in India: ₹80–150
- Result: ₹3–4 lakh/month from ads alone

## Revenue Projection Conservative Estimate – Ads Only

### Metric

- Active Users
- Video Ad Views/Day
- CPM India (AdMob/Unity)
- Monthly Ads Revenue

### Number

25,000

1,00,000

₹80–150

₹3–4 Lakh



This is just ads. Deposit revenue, VIP upgrades, paid room unlocks, and virtual gifts sit on top of this. 20–30K active users is the conservative base case, not the ceiling.

## Traction & Advantage Why GILEU Wins – Right Now

- ⦿ App is fully built – zero development risk for investor
- ⦿ Video Ludo – no direct competitor in India
- ⦿ Social + gaming + gifting in one app = maximum stickiness
- ⦿ Coin economy creates real monetary value for users
- ⦿ Safe referral model prevents fraud from day one
- ⦿ Revenue starts from Month 1 – not Month 12



### India Gaming Market:

- ⦿ 56 Crore+ mobile gamers
- ⦿ \$5B+ market by 2025
- ⦿ #2 globally by app downloads
- ⦿ UPI-ready audience – payments are frictionless

The Ask ₹30,00,000 for 10% Equity Pre-money Valuation: ₹3 Crore App is already built. We are launch-ready. Your money goes 100% into growth. Fund Utilisation. We are actively seeking a Co-Founder to join and scale the company.

Area	Amount	%
Marketing & User Acquisition	₹14,00,000	47%
Server & Infrastructure (Scaling)	₹6,00,000	20%
Team Hiring (Support, Moderation, Sales)	₹5,00,000	17%
Legal, Compliance & Payment Gateway	₹2,00,000	7%
Content & Influencer Partnerships	₹2,00,000	7%
Contingency / Working Capital	₹1,00,000	3%
<b>Total</b>	<b>₹30,00,000</b>	<b>100%</b>

## What Investor Gets

- ◉ 10% equity in GILEU
- ◉ Board visibility & monthly performance reporting
- ◉ First right of refusal on next funding round
- ◉ Entry at ground floor — app live, revenue starting Month 1
- ◉ Participation in India's fastest growing digital market



## Why 3 Crore valuation is fair:

- App already built (saved ₹8–10L in dev cost)
- Unique USP with zero direct competition
- Two revenue streams active from Day 1
- Conservative ads revenue alone: ₹3–4L/month at 25K users

## Month Roadmap

Month	Milestone
1-2	Official launch, influencer push, 5,000 active users
3-4	15,000 users, ads revenue ₹1-2L/month active
5-6	25,000 users, deposit & VIP revenue kicking in
7-9	40,000 users, ₹5-7L/month total revenue
10-12	Series A ready / break-even achieved



*GILEU Play. Connect. Earn. Repeat*



Thank You