

Name: Notive

Tagline: Tap. Discover. Contribute.

1. Problem

- Existing platforms are great for inspiration, social sharing, or entertainment, but they don't provide actionable, structured guidance.
- Users face questions like:
 - "How do I get a job in the USA after 12th?"
 - "Which online course should I take to learn Flutter?"
 - "How do I design my bedroom efficiently?"
- Currently, they either search scattered info or follow influencers blindly, which can be time-consuming, confusing, or unreliable.
- There's a gap for a platform that provides structured, step-by-step guidance through community-sourced suggestions.

2. Solution

- Notive: Multi-user, branching paths of suggestions.
- Features:
 - Tap-on-suggestions -> each tap unlocks new layers
 - Community co-creation -> multiple users contribute
 - Merge paths -> evolving, living knowledge network
- Users explore, contribute, and discover actionable content.

3. How It Works

1. User posts starter suggestion (e.g., "I want a job in the USA")
2. Others add branches (Internships, Courses, Visa Tips)
3. Tapping reveals deeper layers -> tips, images, videos, resources
4. Paths evolve dynamically -> users can merge, remix, or contribute micro-tips

4. MVP Features

- Starter Posts / AI Seeded Paths
- Tap-to-Explore Layers
- User Contributions

- Path Merging
- Gamification & Recognition (badges, top contributor)
- Search / Discovery
- Profile & Interaction (user contributions, comments)

5. User Benefits

- Discover actionable advice and tips
- Contribute to paths -> recognition + social proof
- Explore multi-layer content -> curiosity-driven
- Dynamic, evolving network -> keeps users returning

6. Market Opportunity

- Target audience: Students, young professionals, hobbyists, lifelong learners
- Gap: No platform offers tap-to-explore + evolving suggestion paths, with structured guidance.

7. Monetization Ideas

- Sponsored paths / featured tips
- Premium accounts -> analytics, badges
- Affiliate links -> courses, tools, or services recommended in paths

8. Competitive Advantage

Platform	What it does	Notive Advantage
Pinterest	Static pins & boards	Interactive, branching, evolving paths with guidance
Instagram	Social photos/videos	Actionable discovery + multi-user content
YouTube	Linear videos	Tap-driven exploration + micro-contributions
Quora/Reddit	Q&A/threads	Tap paths + co-created, evolving knowledge network

9. Pre-Seed Investment

- Target: \$80K - \$120K
- Purpose: Build MVP, seed content, test product-market fit, attract early users

Budget Allocation Example:

Category	Amount (USD)	Notes
Mobile App Development	\$35,000	iOS + Android, tap-path UI + backend

Backend & Database	\$20,000	Scalable server, AI suggestions
UI/UX Design	\$10,000	Clean, interactive flow
Seed Content & AI Suggestions	\$10,000	Starter posts for launch
Marketing / Launch	\$15,000	Social media, influencer outreach
Legal / Admin / Misc	\$5,000	Registration, trademarks, contracts
Contingency / Buffer	\$5,000	Unexpected costs

Use of Funds:

- Build MVP and test core tap-on-suggestions feature
- Seed content and AI-generated suggestions
- Early marketing and user acquisition
- Legal and administrative setup
- Payments for developers, designers, and content creators

10. Equity Offering

- Raise \$80K -> offer ~10% equity
- Raise \$100K -> offer ~10-12.5% equity

11. Contact / Founder Info

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