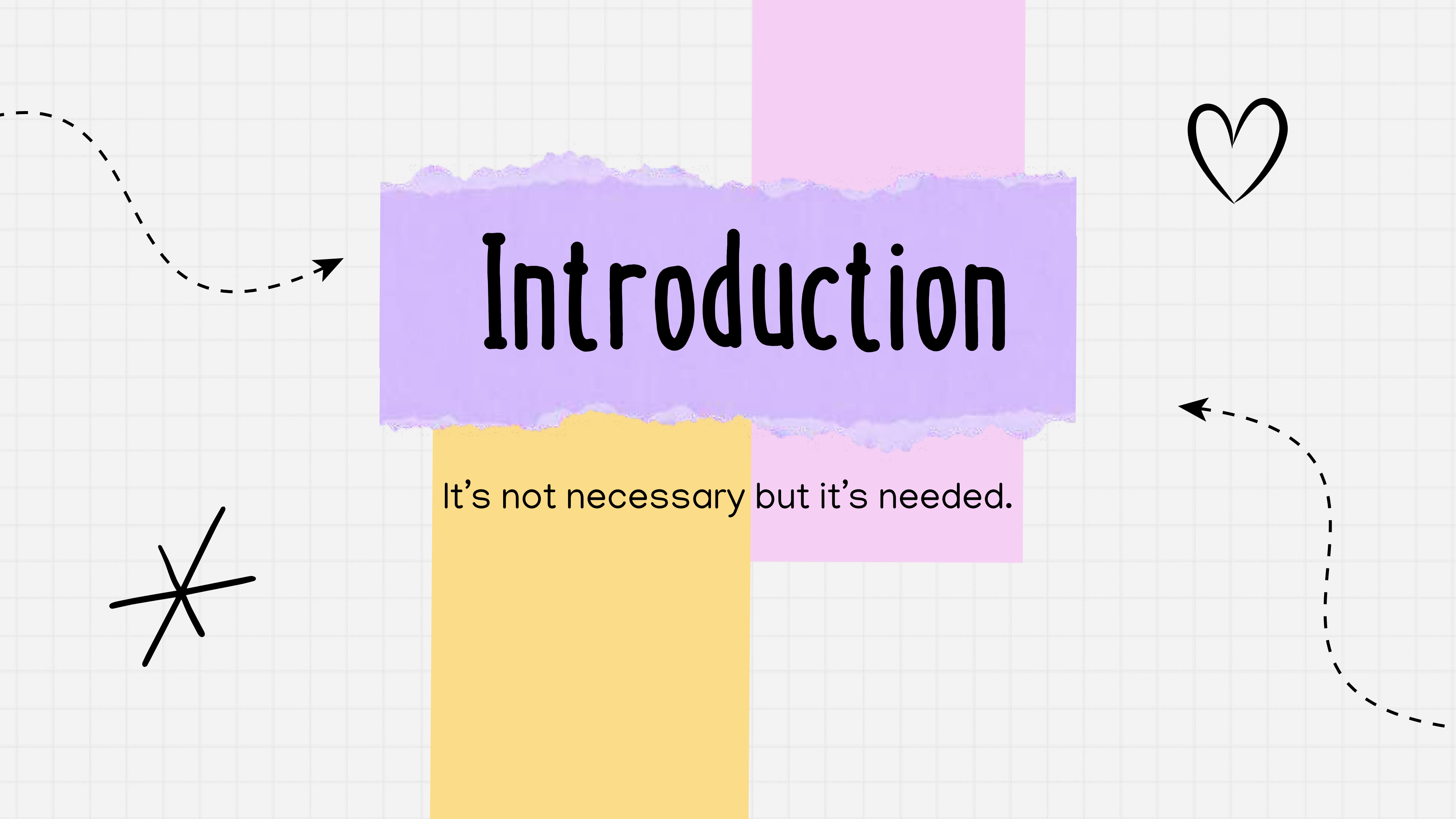




# The Digital Courtyard

Where Family Stories Meet  
and Grow





# Introduction

It's not necessary but it's needed.

# Guess the Song

**Hint : Look at the Picture**

Lakdi Ki Kaathi

Papa Kehte Hain

Mere Angane me Tmhara Ka Kya Kaam Hain

Submit

● Loading...



# Guess the Song

**Hint : Look at the Picture**

Lakdi Ki Kaathi

Papa Kehte Hain

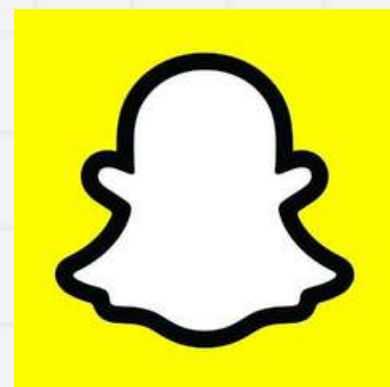
Mere Angane me Tmhara Ka Kya Kaam Hain

Submit

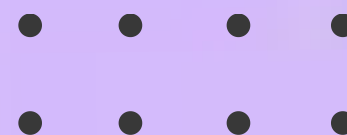
● Loading...



# Recognise the logos



**Social  
Medias in  
Market**











### Banaras Ghat – Pandas

kept handwritten ledgers of births, marriages and family trees for generations.



### Block Office

Maintain official family and resident records for government purposes.

How are they connected





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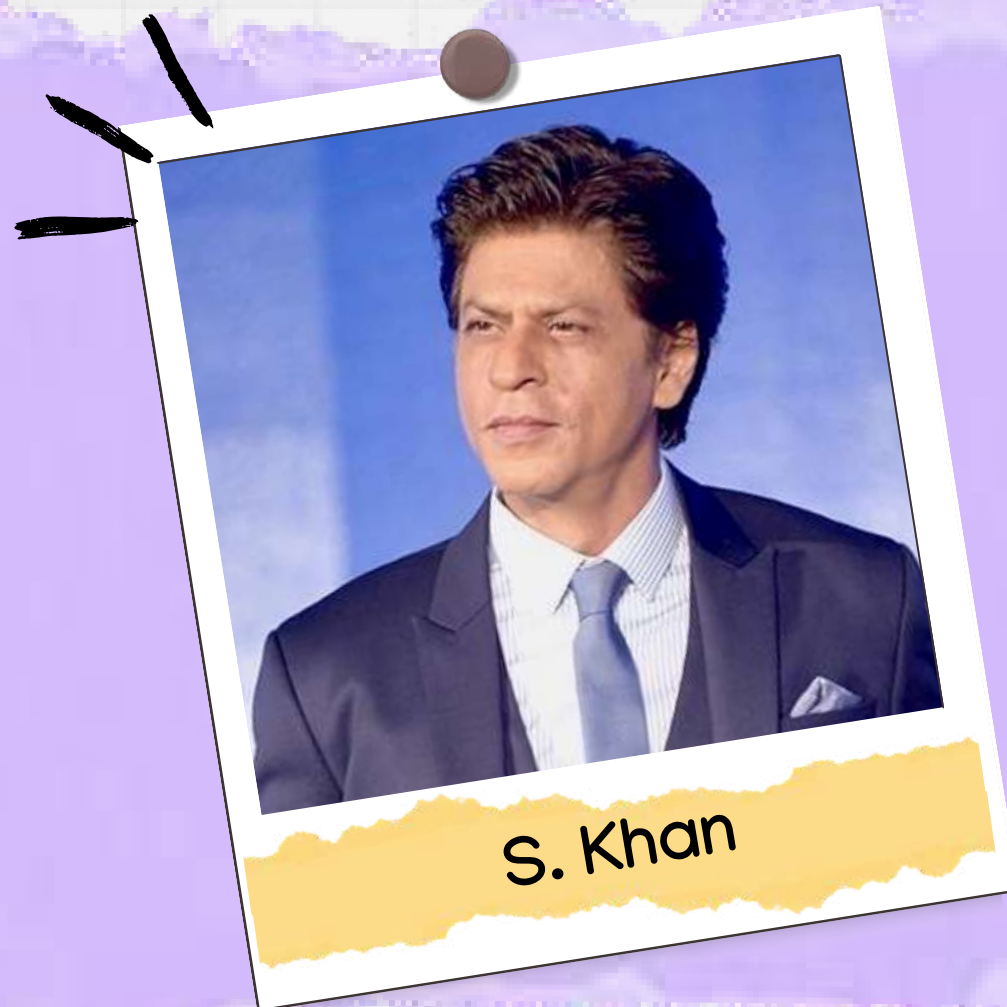


Records are scattered, offline and hard to access.



Automatically mapping family trees, ancestry and relationships in one secure, living platform.

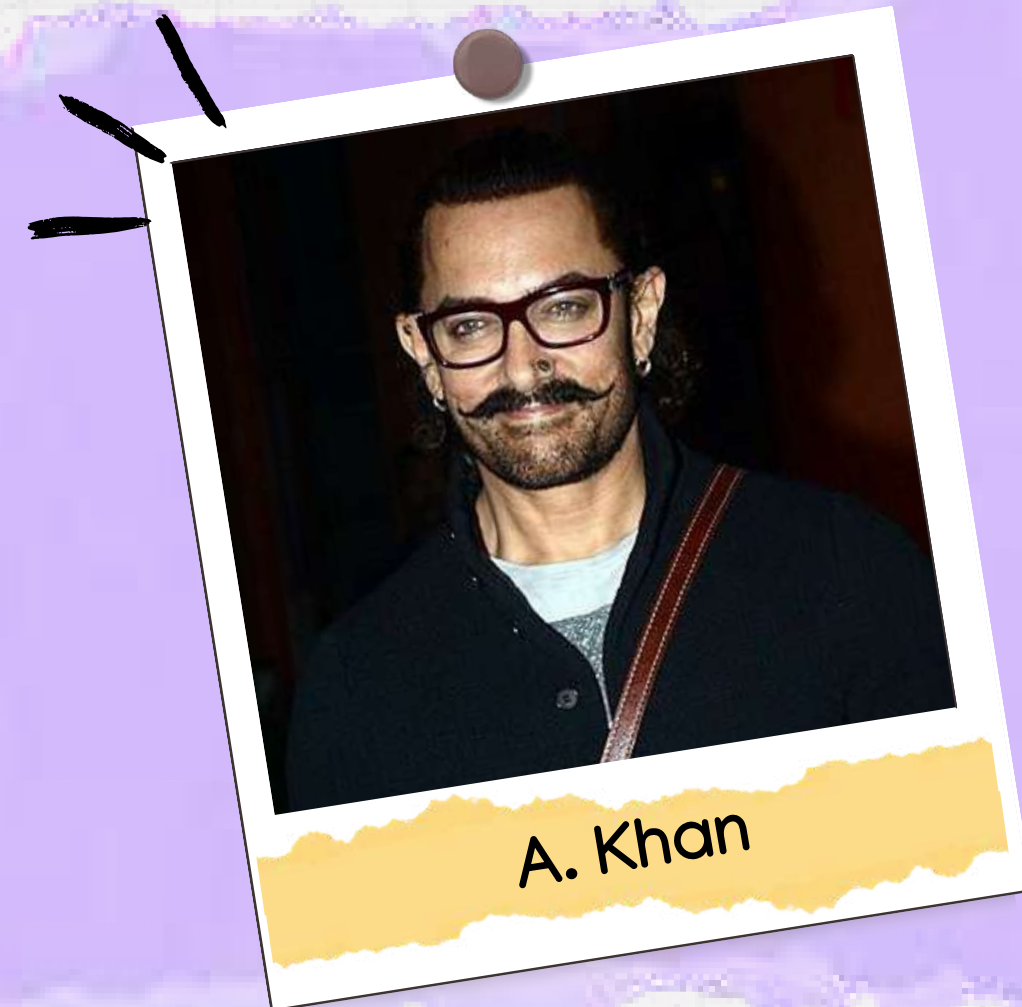




S. Khan



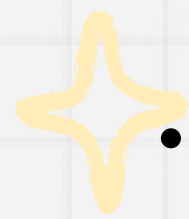
S. Khan



A. Khan

**"Imagine if they're actually relatives—how intriguing would that be?"**

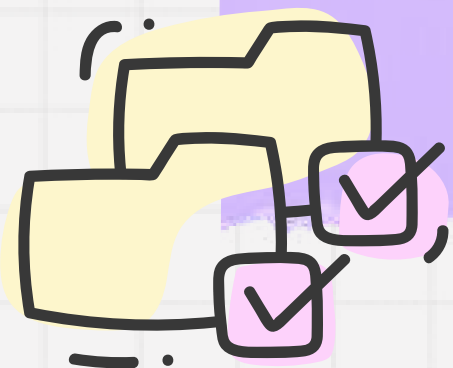




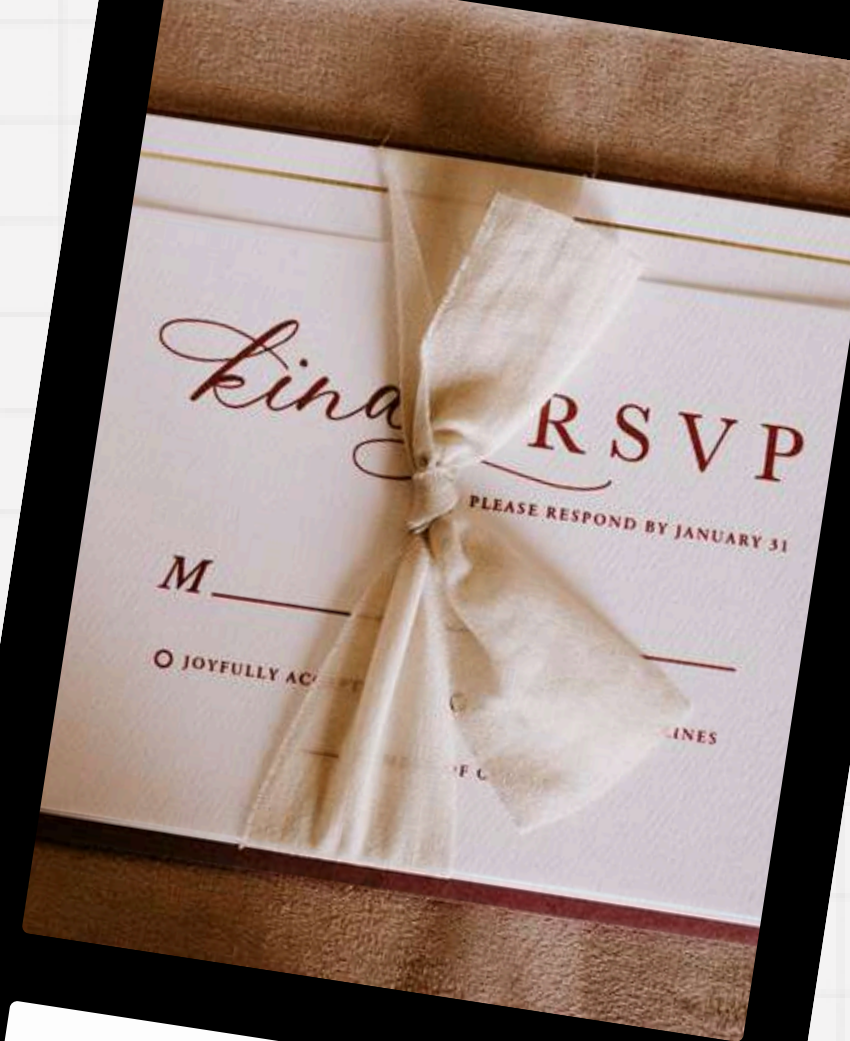
- One-tap Invites: Instant event invitations to family are unavailable.
- Collective Albums: Challenges exist in allowing relatives to share photos and videos in a shared album.
- Private & Organized: No option for selected relatives to access events and memories.
- Centralized Media: No system to store all media in one place for easy future access by family.



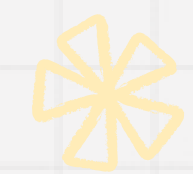
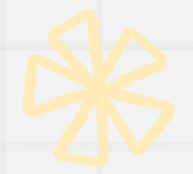
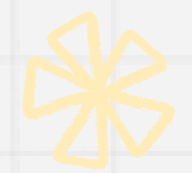
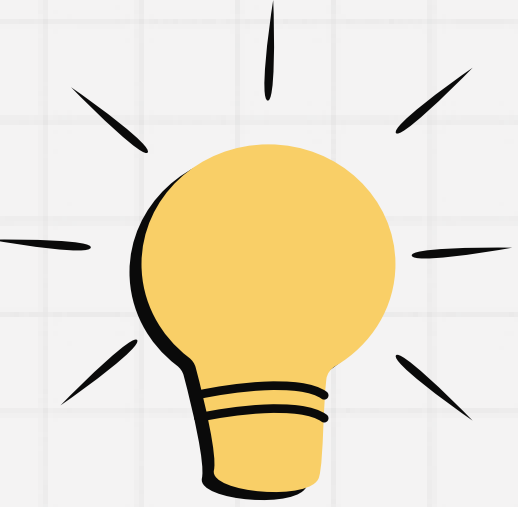
## Sharing Events & Memories Easily



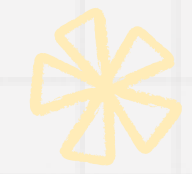
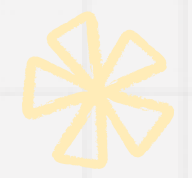
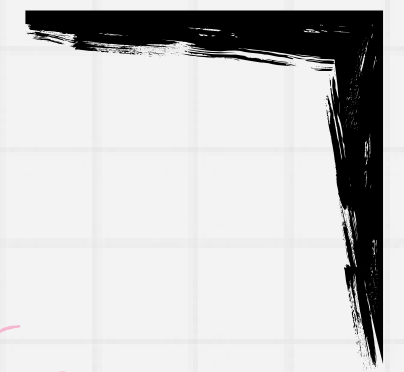
Event Invitations, Highlights



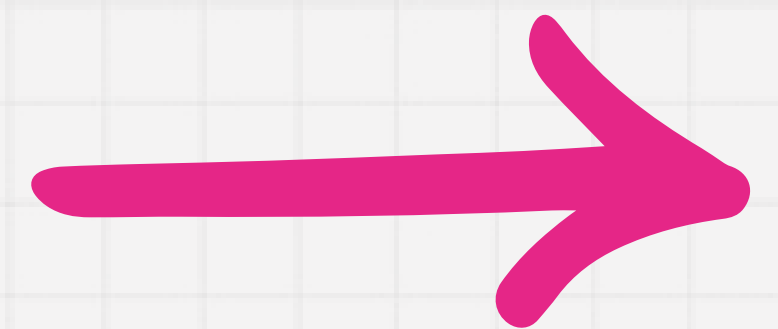
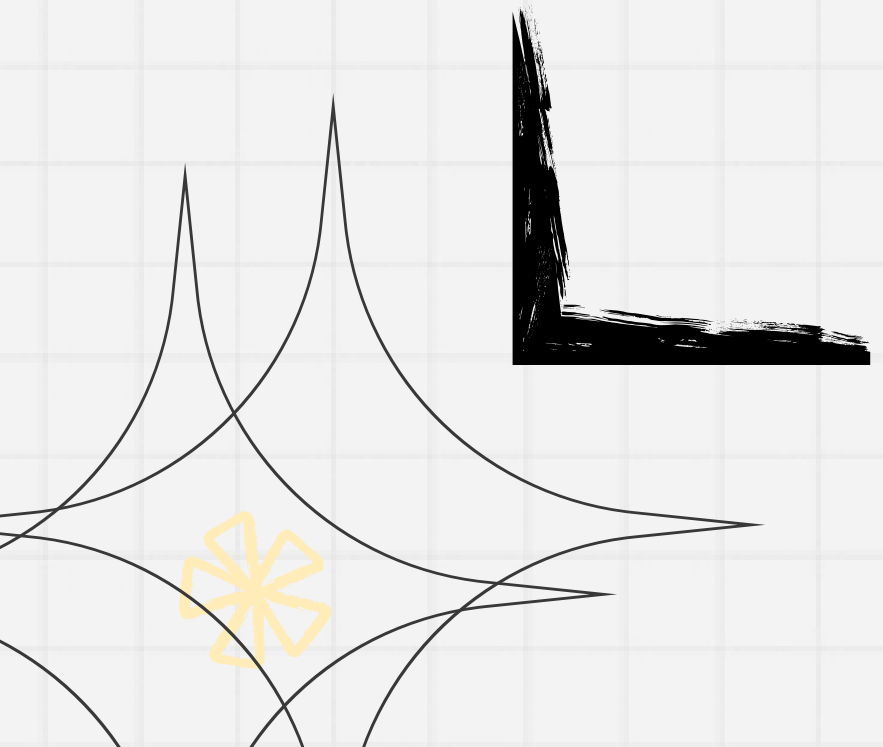
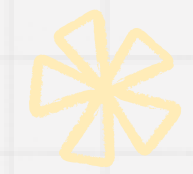
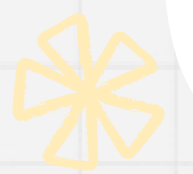
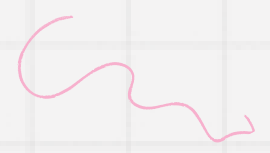


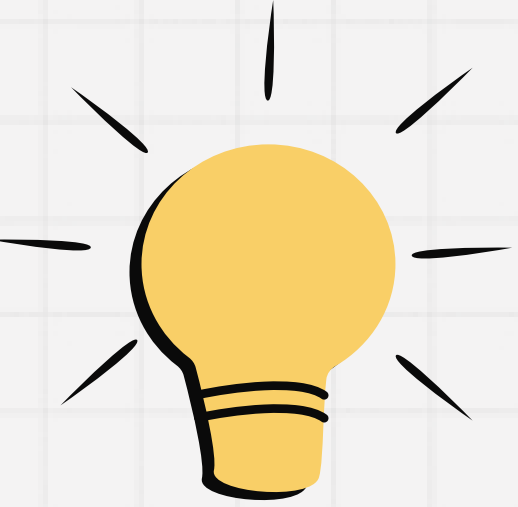


# Presenting



**GUESS**  
**WHAT!**

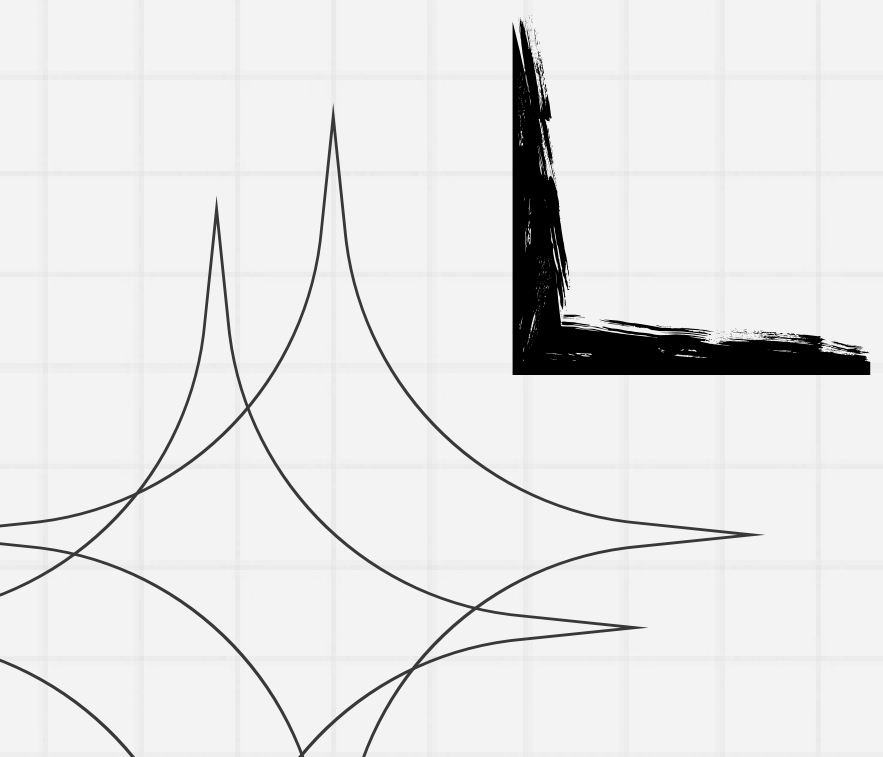
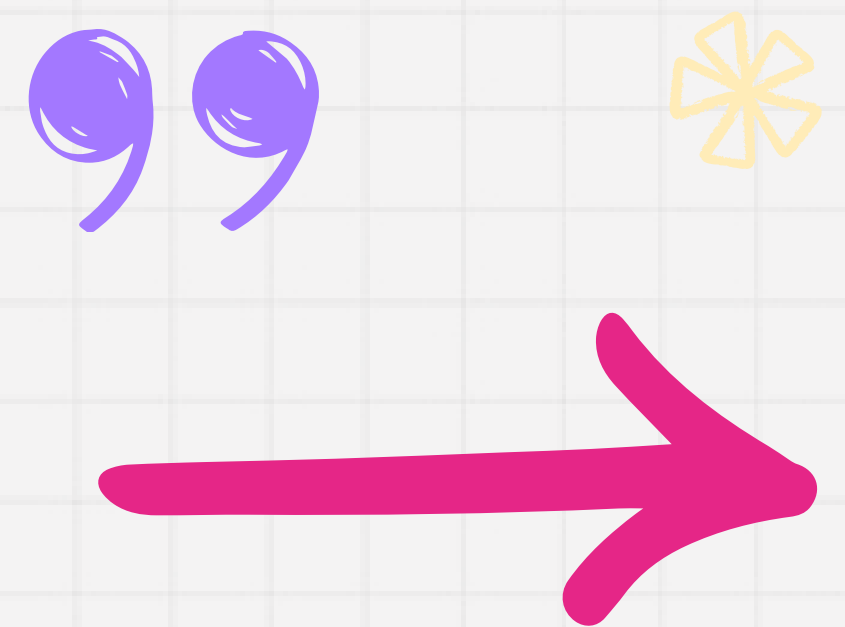
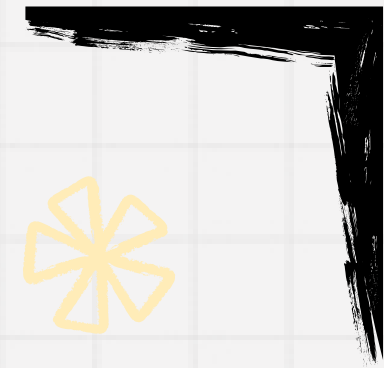




Presenting

Our Digital Courtyard

A place where every relation  
matters



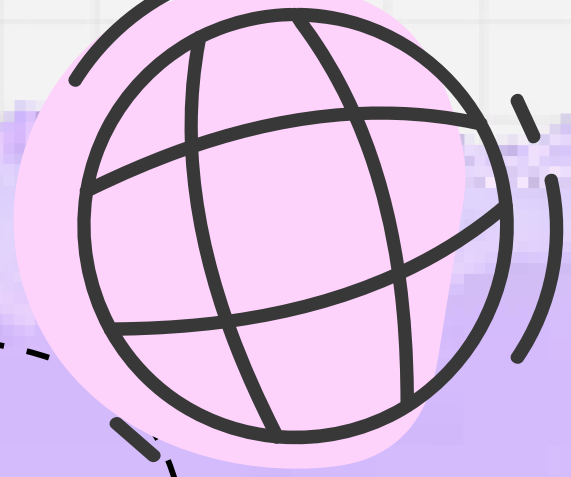




# Aangan

All Challenges, One Answer

A social media platform centered on the Universal Family Tree, allowing users to add themselves and relatives to create a living tree that maps connections and ancestry. It helps discover relatives, send invitations, and share memories securely, fostering a nostalgic, private space for family interactions and announcements.

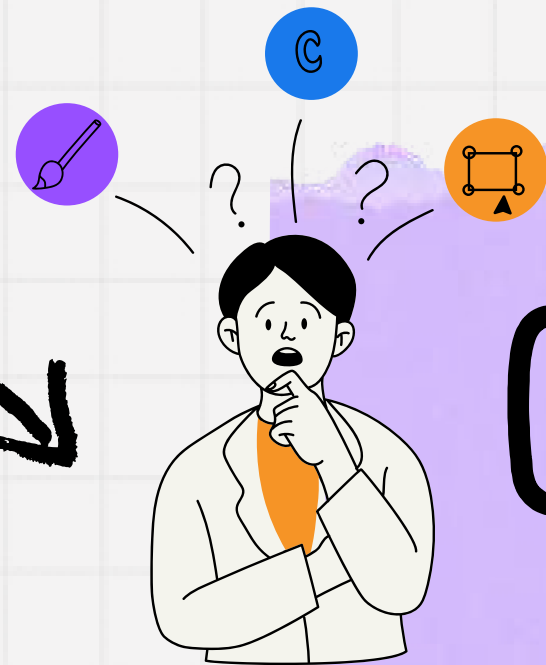


# Vision

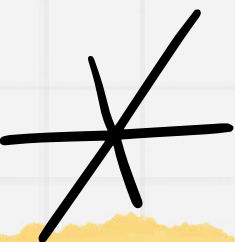
To build the world's first universal family network — a living digital courtyard where every person can trace their roots, celebrate family bonds, and connect with relatives anywhere.

To revive the sense of togetherness from the traditional Indian courtyard, but on a global scale, creating a trusted, private space for generations to come.





# Core features



## Universal family Tree

Add yourself once, Aangan auto-maps your relatives and degrees of relations.

## Privacy Controls

Share posts, events, and announcements only up to the degree you choose.

## find Relatives Nearby

Discover family in new cities or events.

## One-Tap Invitations

Invite entire family groups to weddings, functions, or gatherings instantly.

## family-first Media Sharing

Shared gallery where everyone uploads their photos and videos from events.

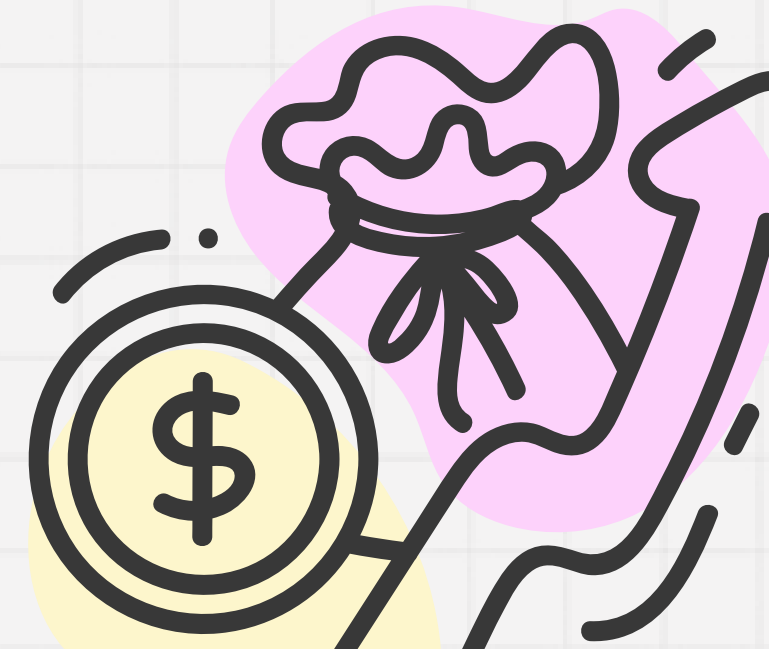
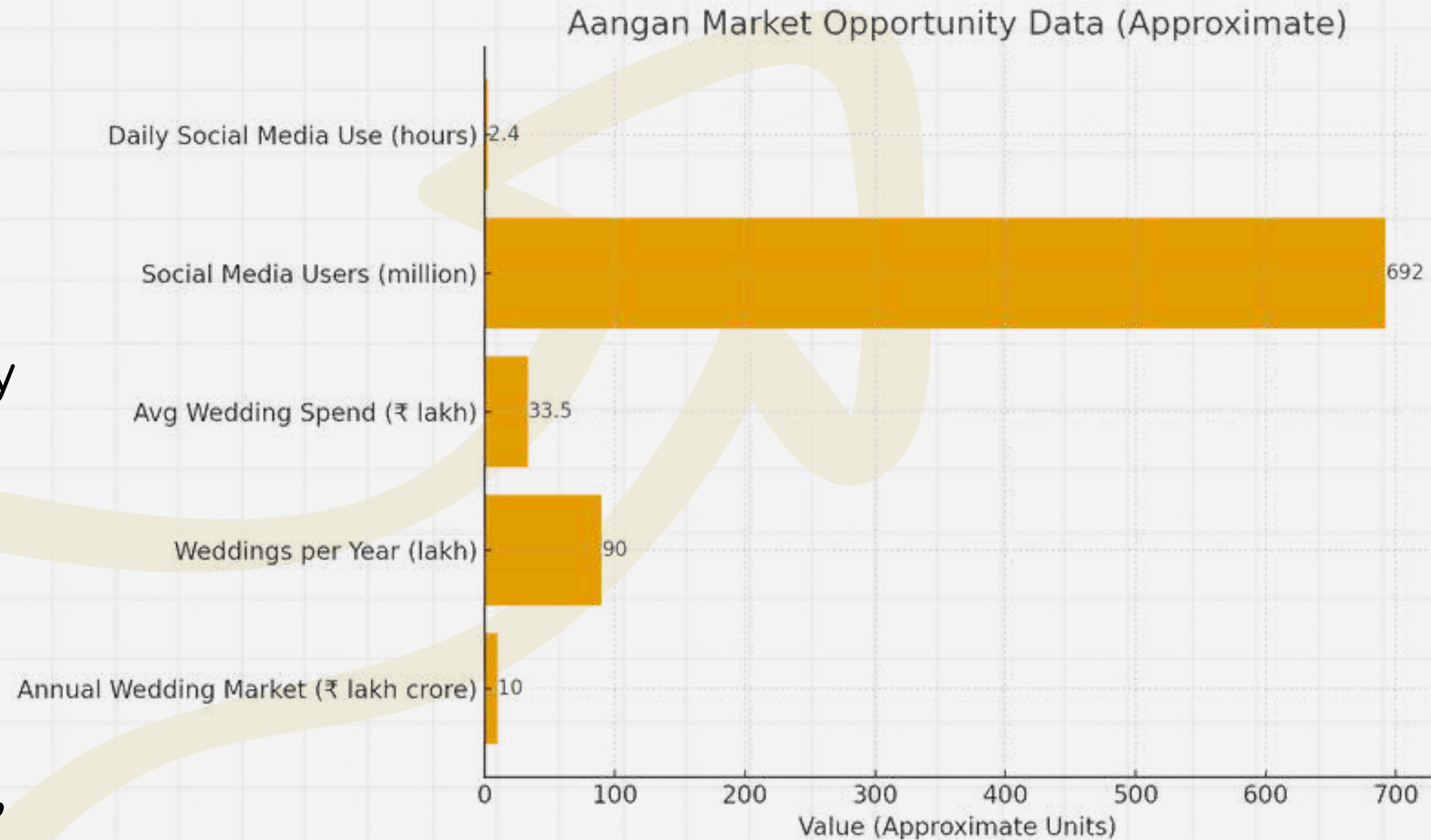
## Ancestor Mapping & Matchmaking

Over time, see ancestors or potential matches for marriages.



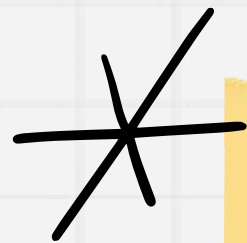
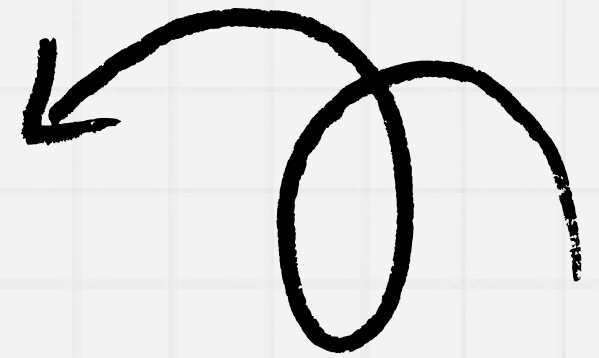
# Opportunity

India has over 1.4 billion people, with families playing a central role in society yet lacking a dedicated digital space. Over 80% of social media interactions are among family and friends, while existing platforms focus on mass networking. The ancestry market is expected to exceed \$8 billion by 2030, highlighting the interest in family heritage. Additionally, family events like weddings contribute to a multi-billion-dollar ecosystem, positioning Aangan as a promising digital hub for family connections.





# Business Model



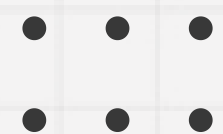
## Premium feature

Paid upgrades could include advanced analytics, unlimited media storage, or enhanced event management tools.



## Partnerships

Minimal, relevant advertising that adds value to users without disrupting the experience.





AANGAN

Thank you!

Ranveer Gautam

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☎ 7079039397