

Investment offer · Pre-seed



KEREK.APP

A marketplace of local services with a map of businesses

One request — instantly to every business nearby. The product is already live on the App Store and Google Play. We're raising 50M ₹ for 5% to go live and grow ×10 in a year.

kerek.app/invest

PROBLEM

Finding a local business and getting in touch — still painful

- Directories are dead, social media is noisy, and calling a dozen companies eats up hours.
- Maps and catalogs show locations but don't deliver contact or a deal.
- Small businesses can't and won't pay for expensive ads just to get leads.

SOLUTION

One request — instantly to every business nearby

1

Map of businesses

Companies nearby with their logos.

3

Replies in chat

Businesses reply right inside the app.

2

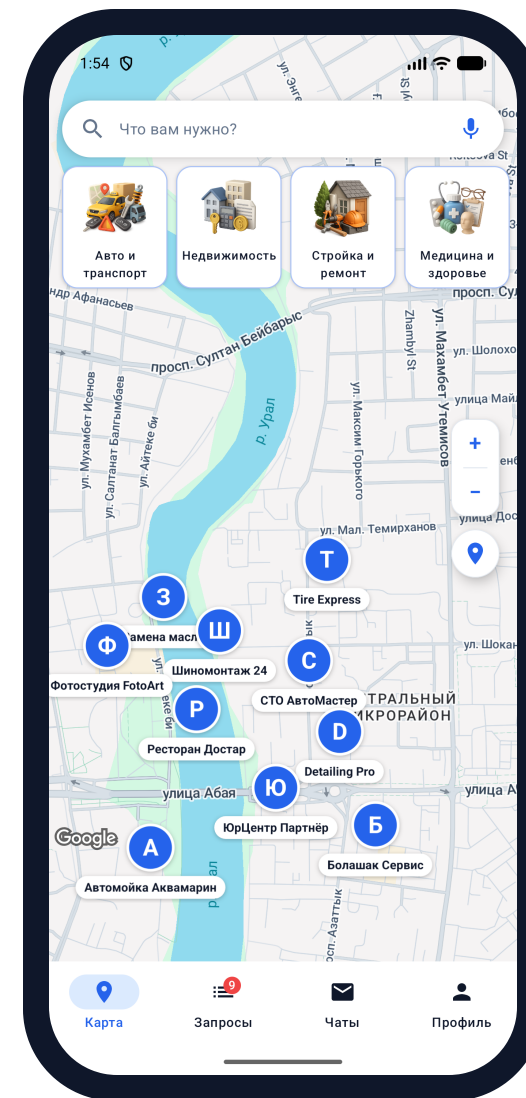
One request to many

Pick businesses and describe what you need.

4

Subscription

Free for people, subscription for business.



TRACTION

Execution risk is off the table — the product already works

iOS + Android

apps in the stores

470

service categories ("tree of life")

3 languages

rus · kaz · eng

Cloud Run

serverless backend, ~0
marginal cost

- Ready: the product, backend, legal entity (KEREK.APP LLP), partner program.
- This isn't an idea — it's a working product with a team and a monetization mechanism.

MARKET

The mechanism is universal — from Kazakhstan to the world

TAM

The global market for local services
— hundreds of \$B in turnover.

SAM

Emerging markets across Central
Asia + CIS, tens of millions of
SMBs.

SOM

Kazakhstan: ~1.5–2M active SMBs
— the launch beachhead.

→ Land-and-expand strategy: prove the unit economics on the beachhead → replicate the template globally.

BUSINESS MODEL

The "Business plan" subscription

Current pricing

Week 180 ₹ · month 690 ₹ · year 5 796 ₹.
First 10 replies free forever.

ARPPU ~620 ₹/mo

Blended across plans. Card payment via FreedomPay.

Free for people

Only businesses pay — for access to unlimited replies.

Gross margin ~85%

Serverless, marginal cost of serving a subscription ≈ 0.

Network effects

More businesses → more users → more subscriptions.

Low CAC

Businesses are brought in by a partner network for a share, not paid traffic.

GROWTH ENGINE

×10 paying subscribers every year



- A partner brings in businesses **and** refers new partners ($k > 1$) — geometric growth.
- Sales are a distributed commission-based network, not a salaried department: low CAC.

FINANCIALS

Projection (Base case)

Metric	Year 1	Year 2	Year 3
Paying subscribers (per month)	10 000	100 000	1 000 000
Monthly revenue (year-end)	6.2M ₹	62M ₹	620M ₹
Annual run-rate (ARR)	74M ₹	744M ₹	7.4B ₹
Run-rate in \$ (rate ≈ 455)	~\$0.16M	~\$1.6M	~\$16M

Projection model: paying subscribers grow ×10/year through the partner network. Revenue at current "Business plan" pricing, ARPPU ≈ 620 ₹/mo. Rate ≈ 455 ₹/\$. Full financial model (Excel) — on request.

ROUND

Where the 50M ₸ goes over 6 months

Team (core of 7)		32M ₸
Scaling the partner network		8M ₸
Marketing / brand		4M ₸
Infrastructure		2.5M ₸
Legal / accounting / ops		2.5M ₸
Reserve		1M ₸

Milestones over 6 months

- Public launch in Almaty / Astana / Atyrau.
- Partner network and referral tree active.
- Thousands of businesses, first paying subscribers — trajectory toward 10 000.
- First subscription revenue, proven unit economics.
- Metrics ready for a seed round (~\$1M).

TEAM

Founders + a commission-based partner network



**Dyussenaliyev Nurzhan
Serikuly**

Founder / CEO · product and
development



**Nadirov Azamat
Mukhanbetzhanovich**

Co-founder



**Kuzbayev Amandyk
Abdeshovich**

Co-founder

The product, backend, and both apps were built by our own team. There are already active investors on the cap table; we disclose it as part of due diligence.

ROUND

What we're offering

50M ₹

for 5% equity (pre-seed)

~\$2.2M

post-money valuation

6 months

runway to the seed round

The money goes to the public launch, scaling the partner network, and proving the unit economics.
Round goal: 10 000 businesses and metrics ready for seed (~\$1M).

Let's grow together

Get in touch

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