

KEREK.APP

A marketplace of local services with a map of businesses

One request — instantly to every business nearby. Free for people, a "Business plan" subscription for business. The product is already live on the App Store and Google Play.

50M ₸

for 5% equity

valuation ~\$2.2M · 6 months runway

PRODUCT IS READY — EXECUTION RISK IS OFF THE TABLE

iOS + Android

on the App Store and Google Play

470

service categories

3 languages

rus · kaz · eng

Cloud Run

serverless, ~0 marginal cost

Problem

- Finding a local business and getting in touch is slow: calls, chats, directories.
- Maps give locations, but not contact and not a deal.
- For small businesses, catching leads with ads is expensive and hard.

Solution — KEREK

- One request → instantly to every business nearby → replies in chat.
- Free for people; businesses pay for the "Business plan" subscription.
- Pricing: month 690 ₸ / year 5 796 ₸; ARPPU ~620 ₸/mo, margin ~85%.

GROWTH ENGINE — PARTNER NETWORK, ×10 A YEAR

Year 1
10 000
paying



Year 2
100 000
paying



Year 3
1 000 000
paying

FINANCIAL 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 ₸ (~\$0.16M)	744M ₸ (~\$1.6M)	7.4B ₸ (~\$16M)

Where the money goes (50M ₸ / 6 months)

- Team (core of 7) — 32M ₸
- Partner network + marketing — 12M ₸
- Infrastructure, legal, ops, reserve — 6M ₸

Round milestones

- Public launch, activation of the "Business plan" subscription.
- Thousands of businesses, first paying users → trajectory toward 10 000.
- Proven unit economics → metrics ready for seed (~\$1M).

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Projections are a model, not a guarantee of results