

What is Meet Up?

Meet Up is a three-dimensional digital ecosystem that integrates social interaction, entertainment, commerce, events, and experiences into a single platform. Unlike traditional applications, where each service operates independently, Meet Up brings all these activities together within a persistent virtual city in which each user is represented by a personal avatar.

The platform is designed so people can meet others, build new relationships, participate in communities, buy and sell products and services, attend events, enjoy multiplayer games, and build a digital identity based on their reputation and participation.

What can users do inside Meet Up?

Inside Meet Up, each user can:

- Create and customize their own avatar.
- Freely explore a virtual city in real time.
- Meet people nearby or from anywhere in the world.
- Chat through private messages.
- Create, manage, and participate in themed communities.
- Organize or attend public and private events.
- Buy and sell products, services, and digital content between users.
- Access an integrated marketplace with reputation and security tools.
- Customize their virtual apartment with furniture, decorations, and collectible items.
- Unlock clothing, accessories, and exclusive items for their avatar through exploration or by purchasing them on the platform.
- Build personal and private connections with other users, including exclusive spaces for consensual intimate interactions between adults, with tools designed to ensure each participant's privacy and control.
- Build a reputation based on interactions, transactions, and participation within the ecosystem.

- Discover businesses, brands, and promotions naturally integrated into the virtual environment.
- Share experiences through live streams, posts, and community-generated content.
- Maintain a single digital identity that accompanies all activities within the platform.

Steps, Rewards, and Meet-Exchange

Meet Up incorporates a progression system based on exploring the virtual city. Every movement users make with their avatar adds steps, representing their level of activity and participation within the platform.

As users accumulate steps, they progressively unlock rewards such as clothing, accessories, decorative elements for their virtual space, and other collectibles that enrich the customization experience.

All these items have different levels of rarity and availability, giving them value within the ecosystem. Users can keep them, use them to customize their avatar, or freely exchange them with other members of the community.

To facilitate these operations, Meet Up includes an official marketplace called **Meet-Exchange**, a secure space where users can purchase digital items. All transactions are carried out using the platform's official virtual currency.

This currency can be earned through participation in certain activities, promotions, or ecosystem rewards, and can also be purchased directly with real money through the payment methods enabled by the platform. In this way, Meet-Exchange creates a dynamic digital economy driven by supply and demand among users themselves, encouraging exploration, retention, and value creation within the Meet Up universe.

The goal of this system is to transform customization and exploration into an experience with real economic value within the platform, allowing users to build unique collections, trade high-demand items, and actively participate in a secure digital economy.

Monetization Model

Meet Up has been designed with a diversified revenue model that enables sustainable profitability without relying on a single source of income. The platform combines subscriptions, integrated advertising, and its own digital economy driven by the internal market for virtual goods.

1. Premium Subscriptions

Meet Up offers a free tier and different Premium subscription levels that provide exclusive benefits, including:

- Greater avatar customization options.
- Access to buying and selling features.
- Exclusive items, clothing, and accessories.
- Access to and discounts within Meet-Exchange.

Subscriptions generate recurring monthly revenue and constitute one of the platform's main funding sources.

2. Integrated Advertising

The virtual city includes strategically distributed advertising spaces such as billboards, LED screens, marquees, street furniture, and other architectural elements. Advertising is naturally integrated into the environment, avoiding intrusive formats that interrupt the user experience.

Companies can purchase campaigns segmented by location, interests, age, time slots, events, or user profiles, enabling highly personalized and measurable advertising.

This model generates recurring revenue through the commercialization of advertising spaces within the digital ecosystem.

3. Meet-Exchange

Meet-Exchange is Meet Up's official marketplace. All transactions are carried out using Meet Up's official virtual currency, which can be purchased with real money through the enabled payment methods.

The platform generates revenue through:

- Direct sale of virtual currency.
- Sale of official digital items, limited editions, and exclusive collections.

This system creates a self-sustaining digital economy in which commercial activity among users generates a constant flow of transactions and encourages retention within the ecosystem.

A Scalable Revenue Model

The combination of subscriptions, advertising, and Meet-Exchange allows Meet Up to generate revenue both from users' daily activity and from the growth of its internal economy. As the number of active users increases, transaction volume, advertising demand, and adoption of Premium services also increase, creating a highly scalable business model with multiple sources of profitability.

An Ecosystem, Not Just an App

Meet Up is not intended to be a single-purpose application, but a digital ecosystem where users always have a reason to return. While other platforms specialize only in messaging, social networking, marketplaces, or video games, Meet Up combines all these experiences in one environment, allowing social interaction, entertainment, and commerce to coexist in an integrated way.

The result is a living, persistent, and constantly evolving platform, where every user action strengthens their digital identity, expands their network, and creates new opportunities for interaction, entertainment, and business.

Future Development: Live Experiences and AI-Powered Interaction

As part of Meet Up's future development, new immersive experiences are planned to increase user interaction and retention within the platform, including new shopping catalogs for both personal spaces and avatars themselves (pets, vehicles, etc.). Among other features, users may be able to attend **concerts, shows, and events broadcast live within the virtual environment**, participating through their avatars and interacting with other attendees. This will also open new monetization opportunities through virtual tickets, sponsorships, and advertising.

In addition, the roadmap includes **AI-powered NPCs (non-player characters)** capable of holding natural, contextual conversations with users through a paid conversation interface. These characters may perform different roles within the ecosystem, from accompanying and guiding new users to discreetly promoting businesses that operate on the platform.

Their implementation will help create more dynamic and active environments, especially during the early growth stages of specific communities or virtual spaces, without replacing interaction between real people, which will remain one of Meet Up's core pillars.

These features are part of Meet Up's **technological expansion** and may be introduced progressively as the user base, infrastructure, and platform capabilities grow. The goal is for Meet Up to evolve from a three-dimensional social network into a **comprehensive digital ecosystem** capable of bringing social experiences, entertainment, communication, events, commerce, and services together in a single application, reducing users' need to constantly switch to other platforms for their digital activities.

MEET-UP - Investor Dashboard

KEY INDICATORS	FINANCIAL MESSAGE
Year 1 Users 606,250 Year 1 Revenue \$17,244,969.00 Annual OPEX \$1,299,360.00 Year 1 EBITDA \$13,358,863.65 Year 1 Gross Profit \$8,683,261.37	The model proposes keeping the development, maintenance, and support center in Argentina. The structure combines engineering, DevOps, security, permanent support, and moderation, with costs expressed in USD and the ability to scale users without increasing headcount in the same proportion. Profitability depends mainly on active users, ARPU, and OPEX discipline.

Revenue and Profit Model

BASE OF 606,250 USERS (*) - PROGRESSIVE USER GROWTH OF 8.6% PER YEAR

Revenue Line	Monthly ARPU (USD)	Users / Base	Year 1 Revenue (USD)	% Revenue	Description
Premium Subscriptions	\$3.99	157,625	\$7,547,085	43.8%	Premium plans and customization
3D Advertising			\$6,060,384	35.1%	Integrated banners and activations
MEET-EXCHANGE (***)	\$10.00	30,313	\$3,637,500	21.1%	Avatar, clothing, and accessory commissions
TOTAL			\$17,244,969	100.0%	

Revenue Line	Monthly ARPU (USD)	Users / Base	Year 2 Revenue (USD)	% Revenue	Description
Premium Subscriptions	\$3.99	171,181	\$8,196,128	44.8%	Premium plans and customization
3D Advertising			\$6,151,290	33.6%	Integrated banners and activations
MEET-EXCHANGE (***)	\$10.00	32,919	\$3,950,328	21.6%	Avatar, clothing, and accessory commissions
TOTAL			\$18,297,746	100.0%	

Revenue Line	Monthly ARPU (USD)	Users / Base	Year 3 Revenue (USD)	% Revenue	Description
Premium Subscriptions	\$3.99	185,902	\$8,901,004	45.8%	Premium plans and customization
3D Advertising			\$6,243,559	32.1%	Integrated banners and activations
MEET-EXCHANGE (***)	\$10.00	35,750	\$4,290,054	22.1%	Avatar, clothing, and accessory commissions
TOTAL			\$19,434,617	100.0%	

Revenue and Profit Model - Years 4 and 5

Revenue Line	Monthly ARPU (USD)	Users / Base	Year 4 Revenue (USD)	% Revenue	Description
Premium Subscriptions	\$3.99	201,890	\$9,666,493	46.8%	Premium plans and customization
3D Advertising			\$6,337,212	30.7%	Integrated banners and activations
MEET-EXCHANGE (***)	\$10.00	38,825	\$4,659,000	22.5%	Avatar, clothing, and accessory commissions
TOTAL			\$20,662,705	100.0%	

Revenue Line	Monthly ARPU (USD)	Users / Base	Year 5 Revenue (USD)	% Revenue	Description
Premium Subscriptions	\$3.99	219,253	\$10,497,812	47.7%	Premium plans and customization
3D Advertising			\$6,432,271	29.3%	Integrated banners and activations
MEET-EXCHANGE (***)	\$10.00	42,164	\$5,059,674	23.0%	Avatar, clothing, and accessory commissions
TOTAL			\$21,989,757	100.0%	

TOTAL REVENUE / METRIC	VALUE
Marginal Cost (OPEX)	\$1,299,360.00
Revenue (5 years)	\$97,629,793.98
EBITDA (5 years)	\$91,132,993.98
EBITDA Margin (5 years)	93%
Estimated Gross Profit (5 years)	\$59,236,446.09
Estimated Gross Margin (5 years)	61%
Investment Payback	1.49
Months	18

(*) The sample consisted of 3,000 surveys distributed across different parts of Argentina (CABA, La Matanza, Córdoba City, and La Plata), representing a population of 4.8 million. The results indicated that 12.5% of respondents would use the application, 26% stated they would subscribe to the Premium tier, and 5% would use MEET-EXCHANGE. The base of 606,250 users is derived from the statistical study.

(**) The 8.6% annual increase in users was calculated from statistical studies, observing a consistent comparative growth trend with similar applications.

(***) A Premium subscription is required to exchange rewards, promote businesses, sell private content between users, and access MEET-EXCHANGE.

(****) Total revenue figures apply a 35% tax directly to EBITDA. This is a useful approximation for a preliminary model, but it is not exactly accounting net profit, because depreciation, amortization, financial expenses, and then taxes normally occur between EBITDA and net income. These values must be verified by a qualified professional.

MEET-UP - Advertising Inventory & Revenue

700 3D locations or banners
 Each banner can commercialize **8 advertising spaces**
 Total capacity: **700 x 8 = 5,600 advertising spaces**

PERIOD	Occupancy	Spaces Sold	Available Spaces
Year 1	25%	1,400	4,200
Year 2	50%	2,800	2,800
Year 3	75%	4,200	1,400
Maturity	90%	5,040	560
TOTAL SOLD	100%	5,600	0

Format	Approx. Dimensions	Structures	Spaces	Suggested Price per Space / 10 Days	Monthly Revenue
Small	1.5 x 0.8 m	450	3,600	\$24.99	\$269,892.00
Medium	3 x 1.5 m	180	1,440	\$34.99	\$151,156.80
Large	8 x 4 m	70	560	\$49.99	\$83,983.20
TOTAL		700	5,600	-	\$505,032.00
TOTAL ANNUAL					\$6,060,384.00

PROGRESSIVE ANNUAL INCREASE OF 1.5%

Year 2	\$6,151,289.76
Year 3	\$6,243,559.11
Year 4	\$6,337,212.49
Year 5	\$6,432,270.68