Spojiti

Spojiti knows no one. That's the whole point.

A free, private messenger with **no name, no number and no email**. No ads in your chats. No feeds you didn't choose. No strangers you can't stop.

The problem, and how we solve it

Today's messengers are free because they learn about you. Spojiti has nothing to learn.

WHAT HAPPENS TODAY	WHAT SPOJITI DOES
Your phone number is your identity The same number opens your bank, UPI and SIM. Once it is out, anyone can find you.	**No number, name or email** Your account is a key made on your phone. In India the number is sealed; only a court order opens it.
Who you talk to is the product Who, when, how often and from where: collected and used to profile you.	**We can't see who talks to whom** Sealed sender, no IP-address logs, nothing kept once a message is delivered.
Ads that follow you In WhatsApp since June 2025; your chats with Meta AI pick your ads since December 2025.	**No ads in your chats, no tracking ever** Private chats never carry ads. In Echoes, a business reaches a topic, never a person.
Feeds push a narrative What you watch, for how long, and your mood decide what you see next.	**You choose what you see** Topics you pick, tuned on your phone. Views are counted blind: never who, never how long.
Scams and spam reach you first Indians lost ₹22,845 Cr to cyber fraud in 2024 and got 4,168 crore spam calls in 2025.	**Strangers can't find you** No directory, no number to dial. People reach you with the code you share.
A SIM swap steals your account One SMS code is all a SIM-swap fraud needs.	**No OTP to steal** Keys live on your devices. Recover with 12 words, your face, a passkey or trusted friends.
Your friends' numbers are uploaded Address books are copied to servers without anyone asking them.	**Your contacts stay on your phone** Friends are found through blinded fingerprints our servers cannot read.
Data held is data leaked Every database of people is one breach, or one bulk request, away from exposure.	**Nothing to leak, built for tomorrow** We hold almost nothing, and encryption is post-quantum on every device.
Privacy is a luxury Private apps charge before the first message, or live on donations.	**Free for ever** Every privacy feature is free. Yearly packs only raise limits.

What people get

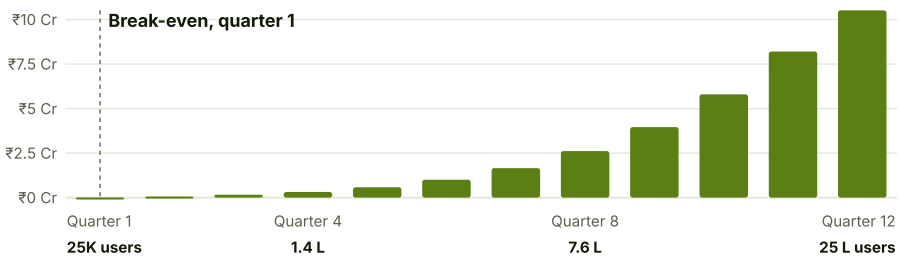
- **Calm** — No ads in chats, no pushed feeds
- **Safe** — Out of scammers' reach
- **Yours** — Nothing to sell or leak
- **In control** — You decide who and what
- **Free** — Packs from ₹99 a year
- **Everywhere** — Phone, desktop, browser

The business

Our model, India first. Assumptions in the footnote.

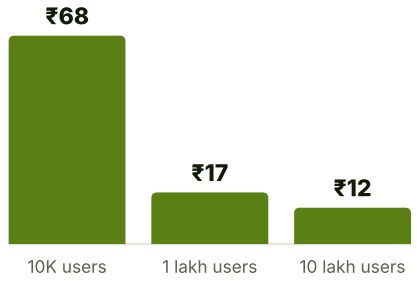
Operating profit, each quarter

₹ crore · users at each point below



Cost to serve one user, a year

falls with scale



1 in 5 users buys a pack, ₹99–₹999 a year

₹1.24 L a month runs Spojiti for 10,000 people

₹28.5 Cr operating profit in year 3

83% margin in year 3, on ₹34.3 Cr revenue, ~25 L users

Pre-seed round: raising ₹5 Cr for 10% to go live

where it goes



- **Where we are.** Running in beta on iPhone, Android, Mac and Windows; approved on the App Store and Google Play. This round takes it live.
- **Lean by design.** We store almost nothing, so there is little to pay for and little to guard. Our own payment rail costs ~3%, not a store's 15–30%.
- **Built to comply.** India's IT Rules, DPDP Act, CERT-In and SIM binding; Europe's GDPR. India's data stays in India.

Model (the investor site's): 25,000 users in the first quarter, growth from 85% a quarter, easing, to ~25 L by year three; 1 in 5 users pays; pack mix and prices from our price book (₹, $, €, £); servers at our load-tested cost per user; operations 10% of revenue (floor ₹8 L a year); excludes the round's spending and Echoes revenue. Sources: MHA (₹22,845 Cr, 2024); Truecaller (4,168 crore spam calls, 2025); Meta (ads in WhatsApp, June 2025; AI chats used for ads from 16 Dec 2025).

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