

A group of students is sitting on a grassy hill, looking out over a city at sunset. The sky is filled with golden light and clouds. In the foreground, several students are sitting on the grass, some with books or papers. In the background, a city skyline is visible, with buildings and a body of water. On the right side of the image, there is a large stone archway, possibly a university entrance, with some greenery growing on it.

We've never been this connected — and never this *alone*.

Lumi — turning understanding into real-world connection.

Technology should push us back into the world, not deeper into the screen.

THE PROBLEM

Loneliness isn't a lack of apps. It's a system that profits from the *feeling* of connection.

- Online social is infinite-scroll, stateless, and leads nowhere real.
- It manufactures the *illusion* of connection while draining the energy we'd spend meeting in person.
- The more we use it, the lonelier we get.

50%

U.S. adults report experiencing loneliness

Source: U.S. Surgeon General Advisory, 2023



From "you plan your life" —→ life is *arranged* for you.

Not recommending content. Recommending *action* – with end-to-end fulfillment.

Semio understands you Lumi matches the right people SOP brings you together offline.

1 · SEMIO

Understands you

The identity engine that learns who you are.

2 · LUMI

Matches you

To the right people, groups, and events.

3 · SOP – THE LEVER

Brings you together

Time, place, an icebreaker, and a standardized high-service venue.

Semio is the underlying engine. Lumi is the matching + offline-fulfillment layer on top of it.

One wedge today. *A category tomorrow.*

NOW

1 • Connect people

Match strangers into the right friends / dates / groups → a real meetup.

unlocks: meetup behavior + taste data

NEXT

2 • Orchestrate your circle

Lumi knows who in your friends is free and compatible – and arranges the meetup.

unlocks: social graph + availability data

HORIZON

3 • Orchestrate your life

When you want to do something – or haven't decided yet – Lumi proposes the action and handles the whole flow.

unlocks: life-decision orchestration

The vision is a decade long. Today we go all-in on Step 1.

WHY IT CAN'T BE COPIED

Stateful. Compounding. Multi-outcome.

Lumi

Your Semio profile thickens with every use; every meetup makes the next match better.

Ditto.ai

Stateless, episodic, "match once and forget" – ~42K users, weekly batch matching.

The orchestration layer needs your social graph + availability + taste – data that only accrues through use, and can't be copied overnight.

Product constitution: ranking always serves fit, never rebates.

Lumi vs. the alternatives.

	Stateful?	Outcome	Offline fulfillment	Aligned with user
Lumi	Yes – compounding	Multi (friends, dates, groups, events)	SOP, high-service	Yes – ranking by fit
Ditto.ai	No – stateless	Single, episodic	Weak / none	Batch matching
Meetup	No	Event-only	Self-organized	Listing-driven
Bumble BFF	Partial	Single (1:1)	None	Engagement-driven

TRACTION

Vancouver closed beta — an early but *real* signal.

30

users

87%

retention
(26 of 30)

9

real-world
connections

3 weeks

closed beta

MEETING POINT

Kitsilano sunset walk

Today · 7:30 PM · 3 matched students

Venue Aperture Coffee, then a seawall walk

Icebreaker Bring one song that feels like Vancouver.

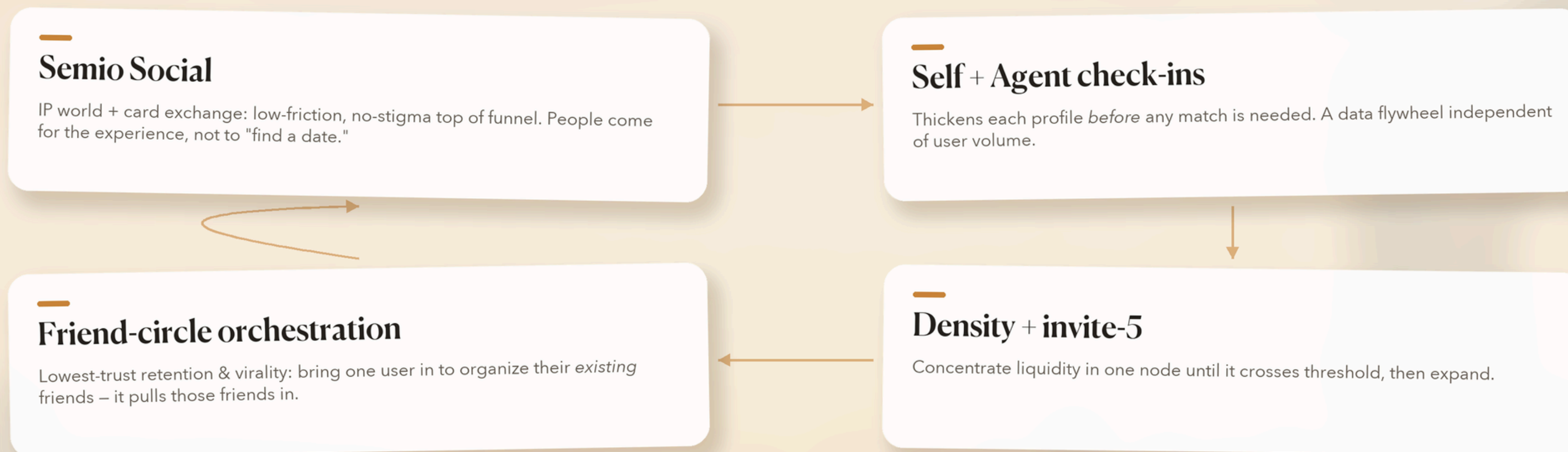
Host SOP Reserved table · warm intro · low-pressure exit

Confirmed offline

3 of the 4 churned users were *outside* our target demographic — the product worked for the people it's for.

We solved the matching cold-start by decoupling data from liquidity.

Most matching products can't match well until they're big. Lumi doesn't wait.



Beachhead: UBC campus → other Canadian and United States campuses → World Wide markets

Free for users. Venues pay.

15% rebate on venue spend Lumi drives.

VENUE-DRIVEN REVENUE

$$\text{\$30 / person} \longrightarrow \text{2 people } \text{\$60 GMV} \longrightarrow \times 15\% \longrightarrow \sim \text{\$9}$$

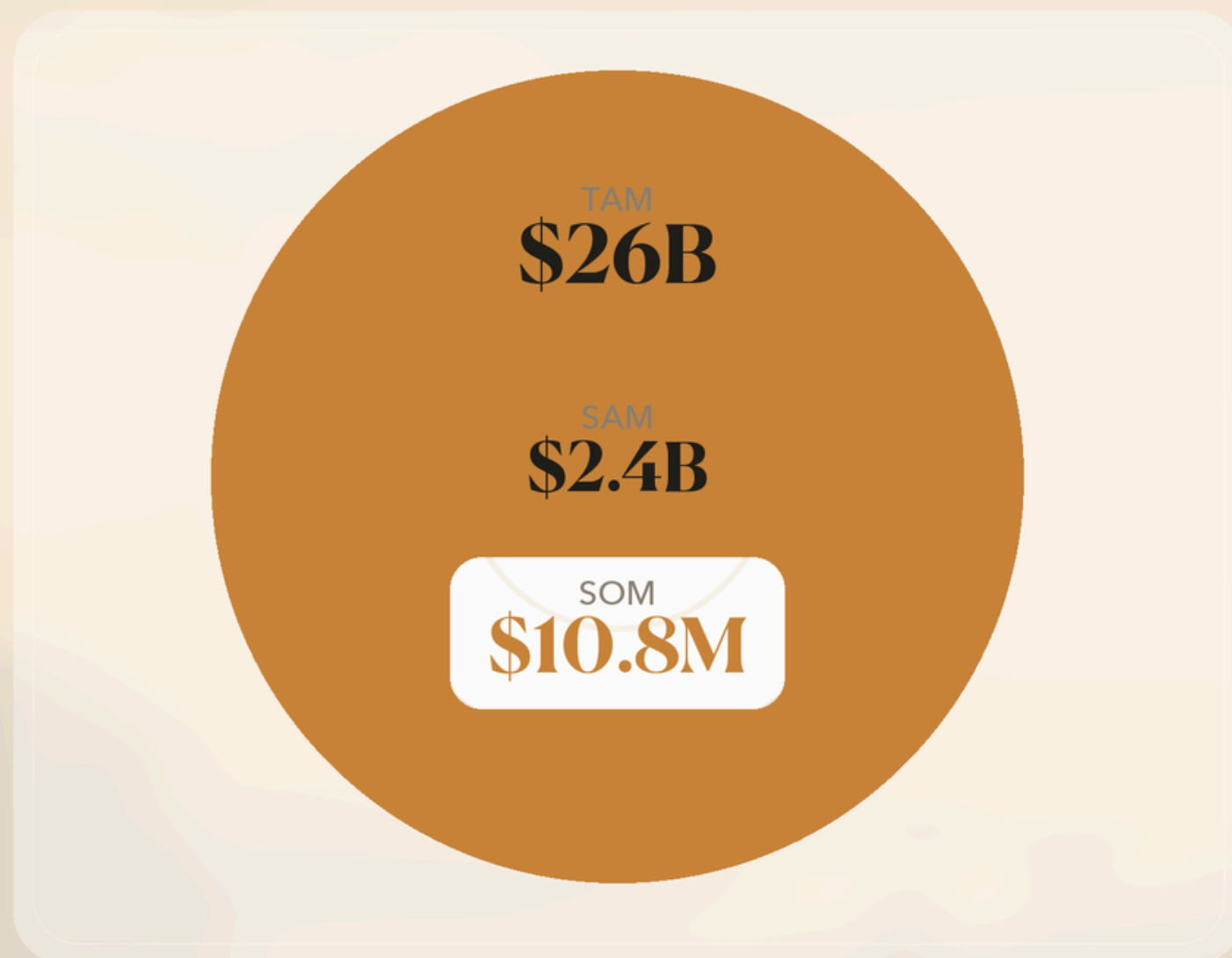
gross revenue / match

Base case: 2 matches / active user / month \times \sim \\$9 = \sim \\$18 gross revenue / active user / month

6-month gross LTV: \sim \\$108 / active user

Counter-cyclical: our demand comes from real-world transactions – we're not selling AI to AI companies.

Sized bottom-up, not top-down.



— TAM ~1.6B global young adults aged 18-30; 15% active × \$108/year ≈ \$26B

— SAM ~90M English-speaking campus + adjacent young adults; 25% active × \$108/year ≈ \$2.4B

— SOM 50 campuses × 2,000 active/campus × \$108/year = ~\$10.8M

Sources: UN WPP age bands; national higher-ed/population sources. Revenue uses \$30/person × 15% × 2 matches/month × 12 = \$108 active-user/year.



**The future of social isn't more screen time.
It's a thread that pulls us back to *each other*.**

Lumi – turning understanding into real-world connection.