



iz

some connections start with a single sentence.

a location-based anonymous platform for sharing poetry, thoughts,
music, books, and postcards.

leave traces, discover traces, send feelings, match, feel the city.

getizapp.com

[app store](#)

[google play](#)

investor presentation - march 2026

problem

cities are full of people.
yet everyone is lonely.

social media noise

algorithms decide what we see. feeds are filled with ads and ego. real connection doesn't happen.

dating app fatigue

1.6 billion swipes happen daily on tinder. yet 50% of matches never even start a conversation.

physical disconnect

people walking the same streets, feeling the same things, never meet each other. the digital world is detached from the physical one.

privacy concerns

gen Z values privacy. but current platforms make everything public. there's no anonymous alternative.

solution

iz — the invisible layer of the city

leave an anonymous thought, poem, or note at your current location. when someone else visits that spot, they discover it. if a trace touches you, send a feeling to its author. mutual acceptance opens an encrypted chat.

1

leave a trace

writing, feeling, music, book, postcard



2

discover

find within 50m radius via radar



3

send a feeling

curiosity, admiration, connection, nostalgia



4

match

mutual acceptance → encrypted chat

"like finding writings on old walls during a night walk — a digital urban explorer experience."

competition

what makes iz different?

feature	tinder / bumble	yik yak	geocaching	iz
matching basis	photo	none	none	thought / feeling
location discovery	distance filter	feed	GPS coordinate	physical proximity (50m)
anonymity	none	fully anonymous	nickname	gradual (revealed on acceptance)
content type	profile card	short text	physical box	writing, feeling, music, book, postcard
message encryption	none	none	none	AES-256 E2EE
content lifespan	permanent	24 hours	permanent	30 days (lives if read)

"tinder looks at your face. iz looks at what you write."

product

tinder looks at your face. iz looks at what you write.

on dating apps, matching is based on a photo. on iz, matching is based on a thought, a poem, a feeling. this creates real bonds — not superficial, but deeply personal connections.

✦ writing

short thoughts, poems, notes. poetic display with serif font. a literary feel.

◎ feeling

share your mood from ready-made templates. instant emotional expression.

♪ music

youtube integration. location-based music discovery. "listen to this on this street."

📖 book

google books integration. leave a book recommendation. build a reading culture.

✉ postcard

photo + text. save as a memory, share, remember.

🔒 encrypted chat

AES-256 client-side encryption after matching. not even the server can read messages. whatsapp-level privacy.

sending feelings: the new phenomenon in dating

on tinder you swipe — your intent is unclear. on iz you send a feeling — curiosity, admiration, connection, or nostalgia. the other person knows why you're interested.

? curiosity ✦ admiration ◎ connection ~ nostalgia

not a startup, a product company

iz is not an idea — it's a live, working, scalable product. the entire technical infrastructure was built from scratch, with minimal external dependencies, production-ready.

 **mobile app**

framework	expo SDK 54 + react native 0.81
routing	expo router (file-based, typed)
maps	mapbox GL + native clustering
animation	react-native-reanimated
language	typescript strict mode
platform	iOS + Android (single codebase)

 **backend & infrastructure**

database	postgresql + postGIS (self-hosted)
auth	supabase auth (email, phone, social)
realtime	supabase realtime (websocket)
push	expo push API + cron job pipeline
encryption	AES-256 client-side E2EE
server	self-hosted VPS (cost: ~\$50/mo)

 **architecture**

clean architecture + DDD. domain, application, infrastructure, presentation layers. testable, scalable.

 **landing & web**

astro SSR + netlify. TR/EN multilingual. SEO optimized. universal links (iOS + Android deep linking).

 **marketing infra**

meta ads + tiktok ads API integration (pipeboard MCP). AI-assisted campaign management. sentry error tracking.

all of this was built by 2 people, with an AI-first approach, in 3 months.
minimal external dependencies — server cost \$50/month. ready to scale.

market

location-based social network market

1

first dense market: Turkey

2

first community: campuses + creative
youth

4

trace → feeling → accept → chat

target segment

ages 18-28, university students and young professionals. interests in poetry, literature, music, and art. privacy-conscious gen Z.

turkey (initial market)

8M university students. istanbul, ankara, izmir. strong poetry culture.

europe + US (expansion)

erasmus students, university campuses.
berlin, amsterdam, NYC, LA.

business model

two revenue channels, global pricing

B2C - feeling economy

5 free feelings per day. when depleted, purchase packs or subscribe to premium.

package	turkey (TRY)	global (USD)
10 feelings	₺59.99	\$8.99
30 feelings	₺89.99	\$20.99
100 feelings	₺359.99	\$53.99
premium	₺149.99/mo	\$49.99/mo

tinder plus US: \$24.99/mo · hinge+: \$34.99/mo
iz premium is competitively priced globally, 40-50% cheaper in TR.

~\$0.90 revenue per feeling from global users — 3x more than TR.

B2B - iz business

cafes, bookstores, galleries appear on the map. paying venues get a copper pin.

starter	\$59/mo
growth	\$159/mo
premium	\$399/mo

stripe payments — no app store commission (30% savings). pin removed when payment stops.

 active campaign: US university discovery

meta + tiktok · US ages 18-24 · art, literature, philosophy · 500 TRY/day (~\$14)

3x

global revenue

growth

from campuses to cities

phase 1: hyper-local launch

university campuses & ambassador program.
create density on a single campus and become a campus legend.

phase 2: niche targeting

TikTok and Meta
'Discovery' ads. low-cost growth directly targeting art, literature, and philosophy students.

phase 3: city-wide expansion

'Trace Walks'
(community city walks) and iz Business integration with independent venues.

psychological advantage: on tinder, people pay hoping "maybe someone will show up."
on iz, people pay instantly driven by "I absolutely need to reach the person who wrote this."

D30 trace→feeling repeat

retention proof

core conversion

feeling-pack
purchase

financials

milestones this round will validate

measurable evidence that unlocks the next round, not unsupported volume forecasts.

area	metric to validate	evidence investors will see
density	weekly active traces and readers in 2 hyperlocal zones	zone cohorts and map density
retention	D1, D7 and D30 return rate	retention cohorts by channel and persona
social loop	trace → feeling → acceptance → chat	step conversion and time-to-value
revenue	first and repeat feeling-pack purchase	net revenue, repurchase and refund rate

months 0-6

density in two locations, complete instrumentation and reliable cohort baselines.

months 6-12

D30 retention and a repeatable trace-to-chat social loop.

months 12-18

a repeatable acquisition channel, repurchase proof and next-round readiness.

investment

\$150,000 pre-seed

from a working product to repeatable growth. this round funds 15-18 months to prove density in two locations, D30 retention, trace-to-chat conversion, and repeat purchase.

	area	amount	details
52%	marketing & user acquisition	~\$78K	meta + tiktok ads, campus ambassadors, content, trace walks
33%	team & operations	~\$49.5K	1 backend dev, 1 community mgr, incorporation
15%	infrastructure & buffer	~\$22.5K	server scaling, adapty, buffer budget

month 3

2 zones

density cohorts

month 6

D30

retention proof

month 9

trace→chat

repeatable loop

month 12

repeat

purchase proof

next-round readiness

success is measured by evidence of local density, retention, a repeatable social loop and repurchase - not by unsupported user-count promises.



two dense zones



D30 retention



trace-to-chat loop



repeat purchase

goal: a data-backed next-round story within 15-18 months.

team

we're friends, partners, and builders.

AE

alperen eser

founder, manager & developer

designed and built iz's entire technical infrastructure from scratch. deep experience with react native, node.js, postgresql, supabase, and mapbox. set up the architecture, deployed the server, shipped the product.

TT

tuna tasmaz

co-founder & product lead

manages iz's brand identity, user experience, and growth strategy. from content curation to marketing plans, shapes the soul of the product.

why us?

we're proficient with all AI tools. we iterate extremely fast with an AI-first approach in development, design, and marketing. we previously built connectlist together, brought it to market, learned from failure, and shut it down. that experience taught us what we need to do right.

post-investment team plan

- growth lead — user acquisition, campus campaigns
- backend developer — scaling, B2B panel
- community manager — communities, venue relations



*a single trace can be the beginning of
everything.*

a friendship. a collaboration. maybe even love.

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