

Welcome to Timelii - The Social Network Where Time Is Currency!

Timelii is a social network where time is the real currency. Instead of likes or followers, you earn by sharing your time through activities like meals, travel, mentoring, or simple conversations. Users auction their time, others bid to join, and once reserved, real-life connections happen. No skills required - just your presence. Timelii turns moments into opportunities in the same time also remove loneliness and isolation.

- ✓ Imagine a social network where your time is your most valuable asset — not likes or followers.
- ✓ Timelii lets you earn by sharing your time through activities like traveling, lunch, mentoring, language exchange, or conversation.
- ✓ Here's the twist — you auction your time for specific activities, and others bid to buy those moments. Once accepted and paid, you meet in real life to share the experience.
- ✓ No special skills needed — **just your presence**. Timelii opens the door to new friendships, memorable experiences, and earning money while connecting.
- ✓ Say goodbye to lonely scrolling and hello to meaningful meetups. Timelii is where time becomes opportunity and connection comes alive.
- ✓ Get ready for the next big thing in social networking — because at Timelii, time is currency, and connection is everything!



Vision and Mission



We strive to become the world's leading human-centered social network.

A global platform where millions connect not through posts, but through presence — building a new economy of trust, time, and togetherness.



We envision a world where time is a currency.

Timelii empowers people to monetize simple, meaningful moments like companionship, conversation, or hosting, turning their presence into valuable income without no special skills required.



We aim to remove loneliness and isolation.

Timelii helps people feel less alone — not just through conversation, but through companionship that also empowers them to earn, grow, and be valued for simply being present.

How Timelii works

Create Profile

After verification users highlight their interests, availability and activity such as travelling, watching movie, launch, host in house etc.

Place auction for time

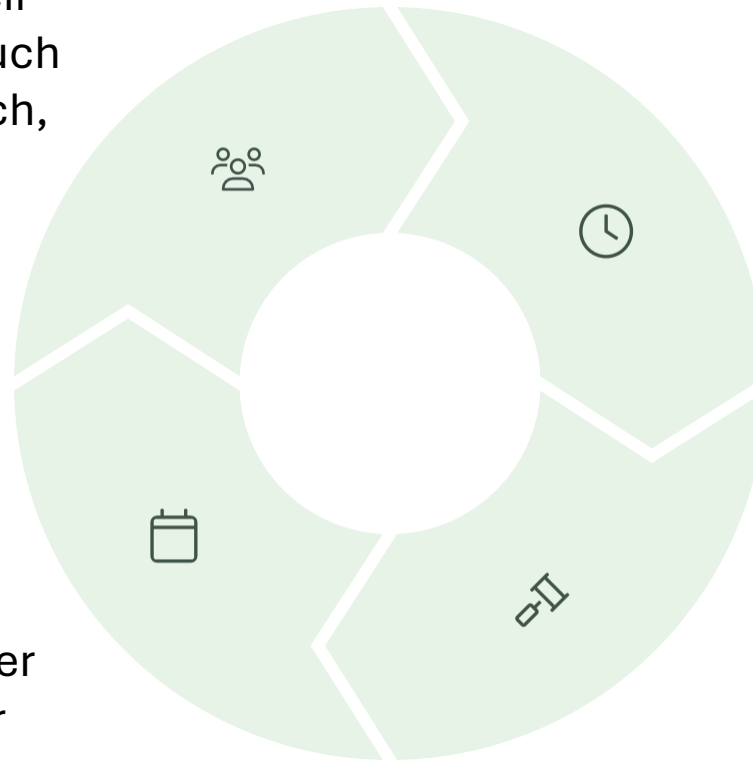
Users place auction for their time for companionship activities that mentioned before with a base price

Bid to reserve time

Other users place bids above the base price in the auction

Meet in real world

After accept bid both users time sharer and time seeker meet in real world for companionship activities



Problem Statement

Loneliness and Isolation

Modern lifestyles have created conditions where people are physically separated (isolation) and emotionally unfulfilled (loneliness).

according Meta-Gallup survey conducted across 142 countries in early 2023 one in four adults worldwide self-reported feeling very or fairly lonely.



Loneliness

Untapped value for time

There is no platform that gives you maximum value for your time as per your convenience.

Now days for earning need quality education, Robust skill, Lots of time.



Solution statement

Maximum value for time

Timelii, Where time is currency.

Get maximum value by Auction-Bidding system of your time

- ✓ Set your own price & schedule
- ✓ Choose activities you enjoy
- ✓ Get paid for sharing your time

Earn money easily — just by being you.



Solution statement

Remove isolation, loneliness

Timelii helps you fight loneliness on your terms.

Share your time or Bid for time when you're free, choose activities you enjoy, and connect with real people — anytime, anywhere.

- ✓ No pressure, total flexibility
- ✓ Meet when and how you want
- ✓ Feel connected, not alone



Unique Selling Proposition

- ✓ World's First Auction-Bidding Model to Share Time
- ✓ Pioneering the Use of Time as Currency
- ✓ No Specific Skills Required to Earn
- ✓ No Follower Pressure – Start Earning from Day One
- ✓ Real-World Connections, Not Just Virtual Chats
- ✓ Combat Isolation While Earning Income
- ✓ Monetize Your Hobbies and Interests
- ✓ Verified Users Only – Safe and Secure Interactions
- ✓ Ultimate Flexibility – Your Time, Your Activity, Your Terms
- ✓ Engagement Features Included – Post, Like, Comment, Share

5000/Hour

3000/Hour

2000/Hour

1000/Hour

Biding for Coffee time

Market Size – A New Economy of Shared Time

Sector	Global Market Size (USD)	INR (₹) Approx.	Examples
Online Dating	\$5.64 billion	₹0.46 lakh cr	Tinder, Bumble, etc.
Social Networking	\$95.3 billion	₹7.9 lakh crore	Facebook, Twitter, Snapchat etc.
Gig Economy	\$455 billion	₹37.4 lakh crore	Upwork, Freelancer, Urban company etc.
Experience Economy	\$1.2 trillion	₹100 lakh crore	Airbnb, Couchsurfing etc.

- ✓ TAM – Total Addressable Market - 145 lakh crore globally
- ✓ SAM – Serviceable Available Market - 60 lakh crore globally
- ✓ SOM – Serviceable Obtainable Market - 1 lakh crore globally
- ✓ We are expecting only 10% of SOM, that is ₹10,000 crore in the next 3 years globally
- ✓ We are expecting only 10% of Global SOM for the Indian market, that is ₹1000 crore in the next 3 years

Revenue Model



Transaction Fee: Timelii takes a 10-20% cut per successful bidding.



Premium Memberships: like VIP, VVIP, Celebrity - Unlock exclusive features.



Promote Auctions: User can promote auction as City, State, Country wise



In-App Advertising: Use ad network like Google Admob, Media.net and more



Ad removal charges: We charge a fix monthly amount to stop ad

Go-To-Market Strategy



Phase 1: Seed the Community

- ✓ Target micro-social media influencer (YouTube, Instagram)
- ✓ Use ambassador program to build trust and spark word-of-mouth



Phase 2: Build Awareness

- ✓ Start targeted performance marketing
- ✓ Run "Become Timeliian" content campaign (Reels, YouTube shorts)



Step 3: Increase engagement

- ✓ Get celebrities involved to generate virality
- ✓ Engage famous influencers (Mentors, travelers, Financial experts)
- ✓ Aggressive targeted performance marketing

Traction / Progress



MVP will Launch

- ✓ Core features: time auction, bidding, secure payments, and user profiles
- ✓ Cross-platform availability: iOS, Android



Global Early Adoption

- ✓ We will acquire users from 15+ countries
- ✓ Top markets: US, Japan, Germany, India, China



User Growth

- ✓ 10,000+ registered users in first 3 months
- ✓ 2500+ Daily Active Users (DAU)



Platform Trust

- ✓ ID verification & AI-powered moderation in place
- ✓ Escrow-based payment system

Competitive Landscape

There is no direct competitor combining:

- ✓ Time auctions
- ✓ Monetization
- ✓ 1:1 companionship activities
- ✓ Real-world connections

This positions Timelii as a first-mover in a new category

“The Marketplace for Human Time & Intentional Companionship.”

Indirect competitors- Facebook, Rent A Friend, Airbnb Experiences, Couchsurfing, Meetup, Tinder, Upwork, Urban Company

Why It Has Market Fit Potential

1. People want meaningful real-life connections

✓ Users today (especially Gen Z & Millennials) crave real-world interactions — for lunch, conversation, travel, or mentoring — but don't have a good way to find or organize them.

2. Solving a real, unmet need

✓ There's no major platform that lets people auction their time for non-dating companionship activities (like language exchange, local hosting, shared meals, etc.).

3. Tapping into real trends

- ✓ Experience economy (people pay for moments, not things)
- ✓ Rise of solo travel, remote work, alone working professional and digital nomads
- ✓ Growth in microtransactions and time-based services

Why It Has Market Fit Potential

✓ **Ivanka Trump – Auctioned “Coffee Chat”**

In December 2016, Ivanka Trump listed a 30–45-minute coffee meet-and-greet, with a top estimated value of \$50,000. Bidders could enjoy a face-to-face conversation at Trump Tower in NYC or the Trump International Hotel in DC.

✓ **Justin Bieber** sold meet-and-greet packages during his world tours at approximately \$1,500–\$2,000.

✓ **Shawn Mendes** offered fan meet-and-greets for around \$450–\$550.

✓ **Yana Gupta** reportedly charged ₹50,000+ for a simple coffee meet-up, with higher rates for mingling/events.

* These examples show that paid person-to-person connections are well established and growing rapidly; But there is no platform like this that allows people to do this. We are confident that timelii will go viral once it launches.

Challenges to Address for Product-Market Fit

1- Trust & Safety

Real-life meetings around can raise safety and ethical concerns. Need robust trust infrastructure (verification, reviews, community standards).

2- Avoiding Misuse / Mispositioning

If not clearly positioned, it could be misinterpreted as a dating or escort-like service. Messaging must focus on companionship with purpose.

3- Supply & Demand Balance

Important to manage the liquidity of the time marketplace — ensuring there are enough quality hosts and interested bidders in each city.

4- Cultural Acceptance Varies

In some cultures, paying for companionship may be frowned upon. A phased geographic rollout and clear branding will help.

Required fund to launch

1. Product Development (MVP) – ₹9,00,000

Mobile App, UI/UX Design, Backend + APIs, Hosting + DevOps, Admin Panel etc.

2. Third party Services - ₹250000

Payment gateway, KYC / Verification, Content Moderation, Reviews, Chat, Notifications, SMS etc.

3. Marketing & Launch – ₹4,50,000

Influencer Launch, Meta & Google Ads, SEO + Blog Content, Branding + Video, Referral Campaign

4. Team & Operations – ₹4,00,000

Technical team, Customer Support , Day to day Operations, Legal, Accounting, Misc Tools

Team

1- Name: Kaushlendra Varma (Founder & CTO)

Education: B.E. in computer science, Rewa institute of technology, Rewa

Work Experience:

12+ years in Software & Web development

Currently CTO at Posthangr online services Pvt Ltd

2- Name: Neeraj Dwivedi (Founder & CEO)

With a background in Pharmaceutical Sciences (B. Pharma), Neeraj Dwivedi brings a unique, cross-disciplinary approach to building and scaling technology-driven businesses. As the founder and CEO of Posthangr online services Pvt Ltd, he has led product strategy, business development, growing the company from concept to a real-world solution with School ERP: e.g. 100+ School are our client.

While not a developer, Neeraj Dwivedi has deep experience in:

Product management – defining product vision, roadmap, and user experience. Startup operations – driving growth, marketing, and execution. Strategic thinking – identifying tech opportunities and translating them into scalable business models

Team

Startup name

Timelii

Website link:

<https://timelii.app/#prototype>

Tagline:

" Where time is currency "

Number of fulltime employee:

2

Logo:

