



WE MAKE
REAL-LIFE SOCIAL
INTERACTION EASY

www.pertalks.group

One of the most disruptive startups showcasing at Web Summit 24.

Web Summit Rio 2024



PERTALKS DESENVOLVE APLICATIVO PARA FOMENTAR CONEXÕES E INTERAÇÕES MAIS HUMANAS

10/11/23 | Publicado por Redação Start

A plataforma estará disponível para uso em novembro de 2023

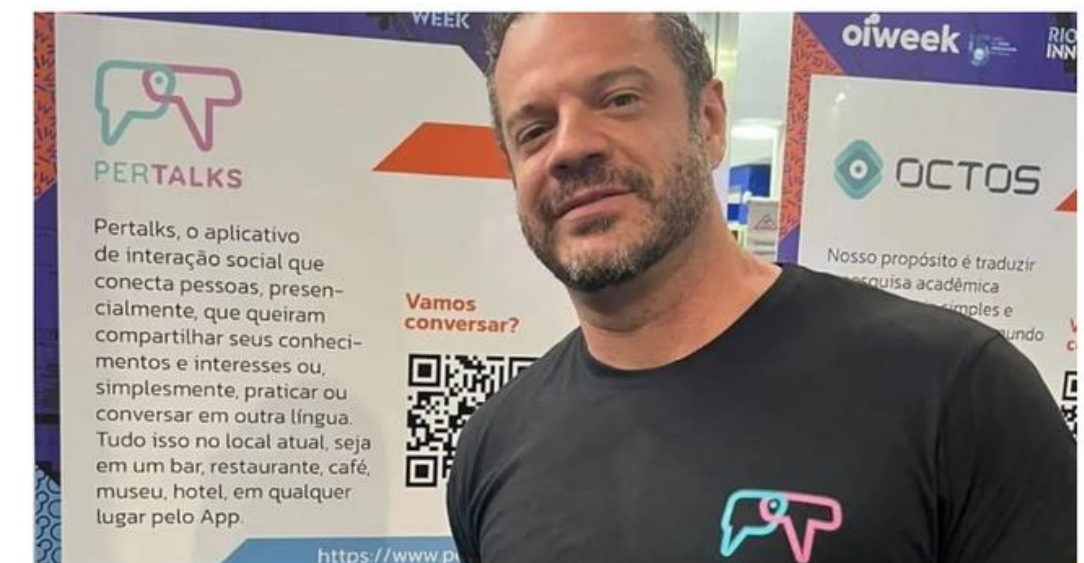


Foto: Arquivo pessoal - Luis Quadros, CEO da Pertalks

"Pertalks develops an app to foster more human connections and interactions."

Portal Start

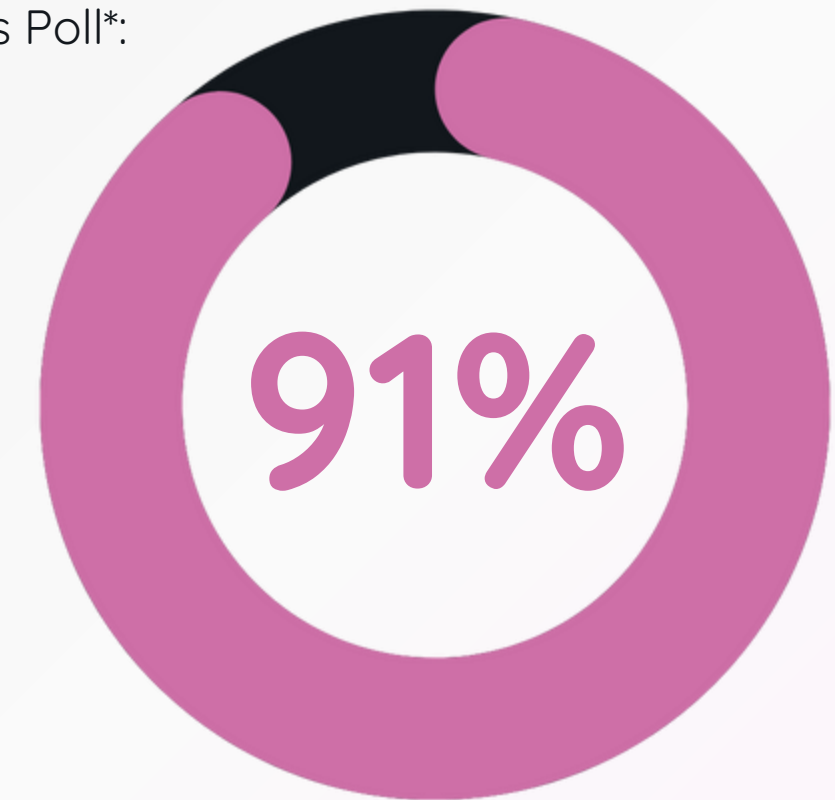
Gen Z & Millennials Are Craving IRL Social Connections

Our research* shows:



Approve the idea of an app
promoting **social interaction IRL**

Aligning with findings
from a recent Harris Poll*:



of Gen Z want a balanced
mix of virtual and in-person
connection opportunities

Connect to disconnect?

Although connected online,

1 billion
people report
feeling lonely

Recent Issues Caused by Current Social Apps

- Doomscrolling
- Dating Burnout
- Social Media Fatigue
- Brain Rot

named Oxford Word of the Year 2024

What if, instead,
we connected people
exactly **where they are**
on the spot,
face-to-face,
in real-time?

REAL CONVERSATIONS, WITH REAL
PEOPLE



meet PERTALKS

Pertalks is the social interaction app for real-life (IRL) connections.

It brings people together, **IN REAL TIME**, to:

- Share knowledge and interests,
- Make new friends,
- Exchange tips and Discuss ideas,
- Networking,
- Practice or talk in another language.



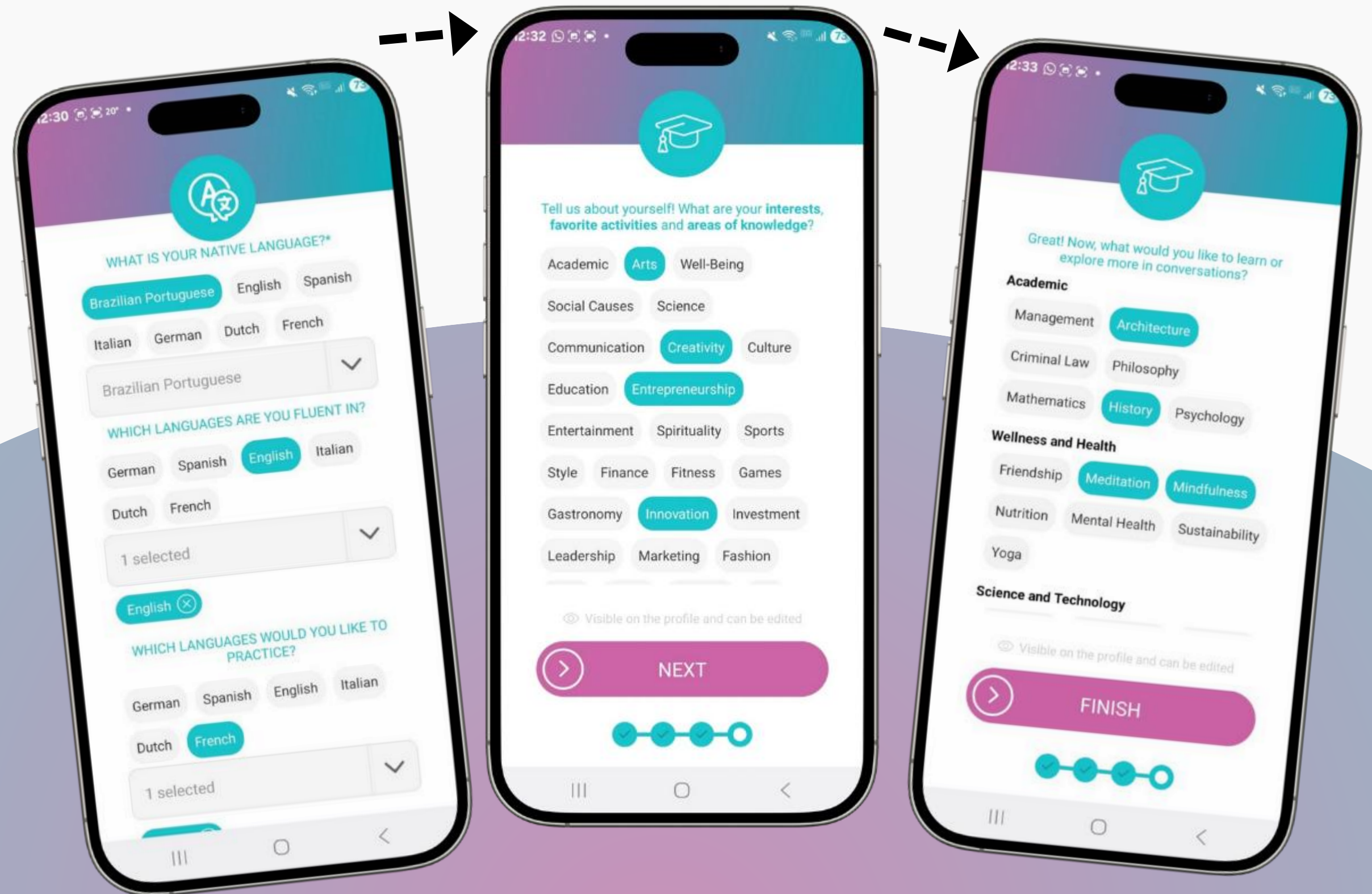
All happening right where you are.

whether at a bar, café, restaurant, museum, hotel, coworking, gym, or event venue. Just check in with the app and start connecting.

Quick & Easy Onboarding

Set up fast, profile done.
Jump right in.

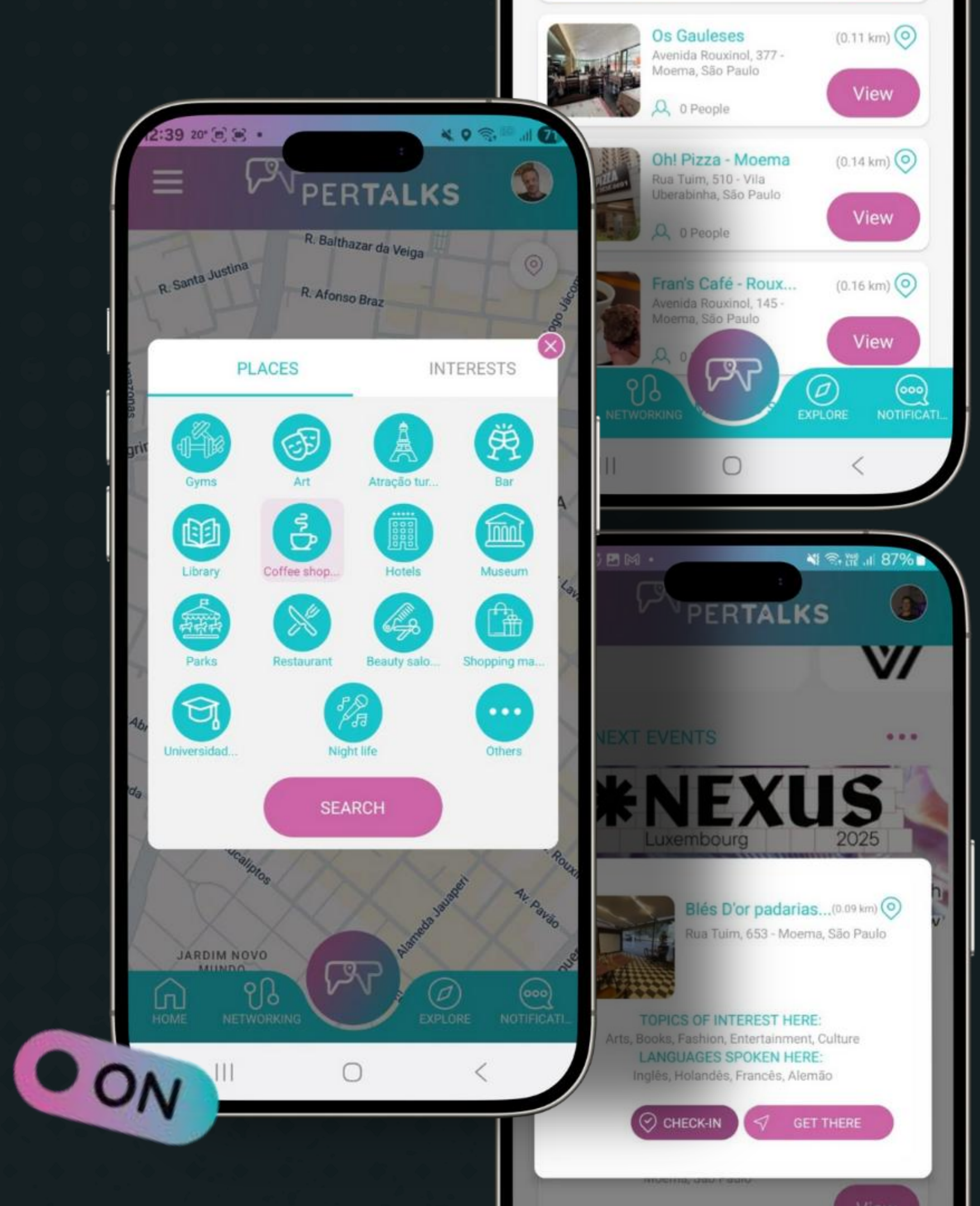
Frictionless UX, powerful data



Explore the Map & Real-Time Details

See what's happening around you, live.

- Discover nearby places
- See how many people checked-in right now.
- Instantly view what topics, interests, or languages they're open to sharing.

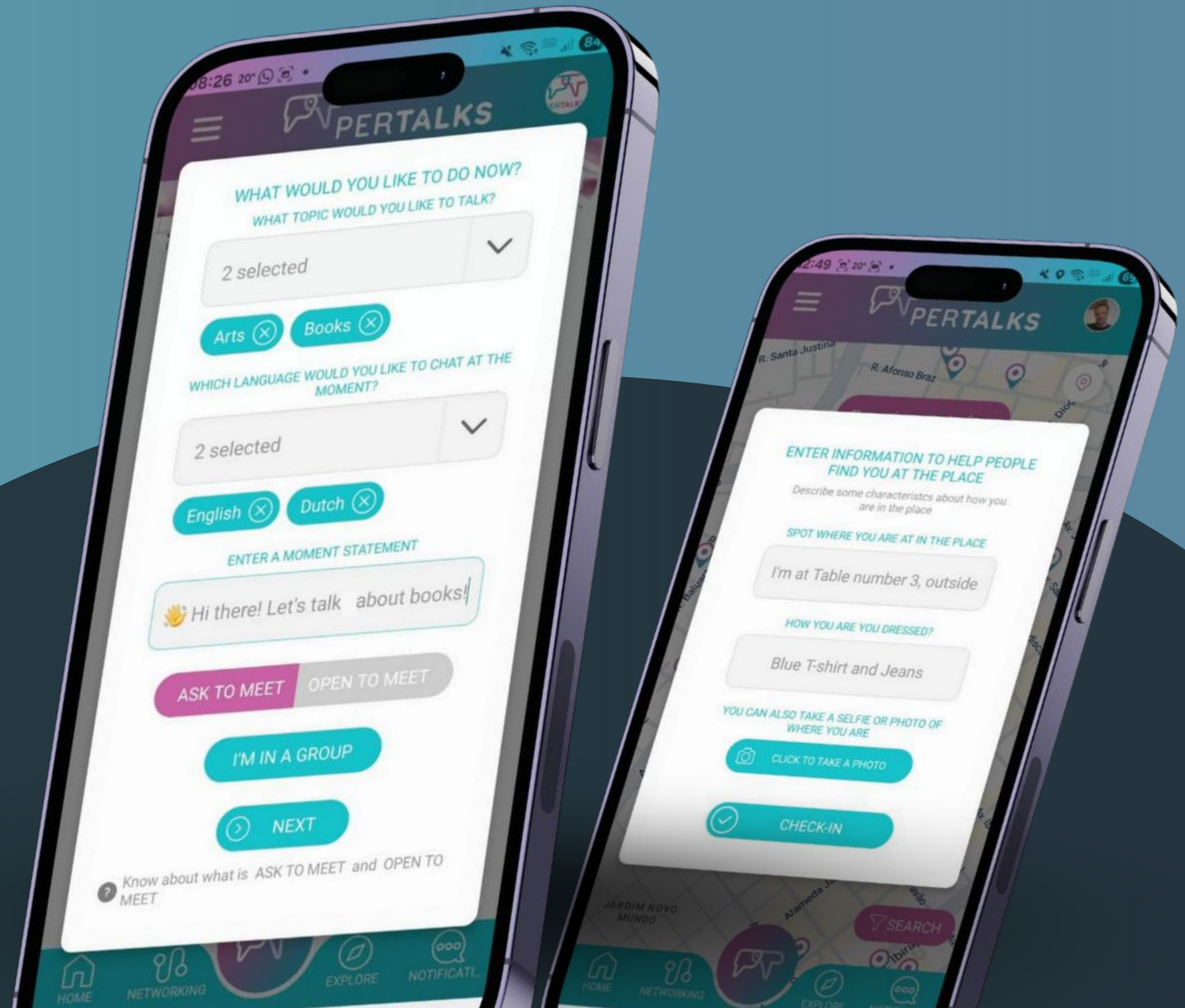


Check-In & Floating Topics

To meet people where you are

- Check-in at your exact location.
- Select Floating Topics - what you're up for talking about or exploring at the moment.
- Add a Selfie and a "Moment Phrase" to show your vibe.

+ You can indicate if you are **in a Group** or **with your Dog** too



Engage & Connect

Turn check-ins in real conversations

- Explore detailed profiles of people at your location.
- See their interests and their exact spot.
- Use the “MEET” feature to start chatting in real life.



APP RULES

For Better User Experience and Safety

1

Location-Based Check-In

Users can only check in
when physically present
at the location



2

View Profiles after Check-In

You only see who's there
and their full profiles
after checking in



3

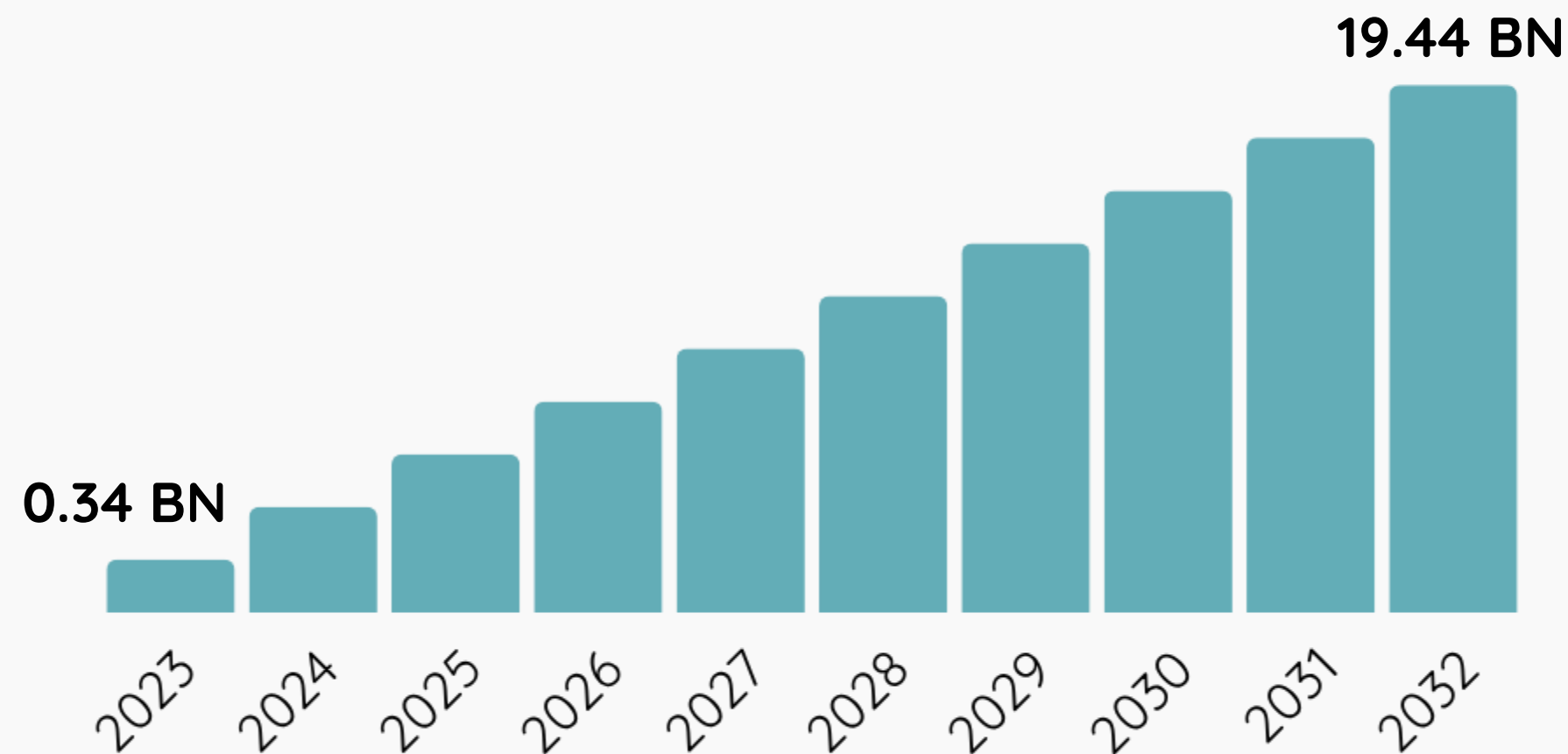
Sponsored & Private Events

Join special events with
an invite key for
exclusive networking
and precise meetups



Meeting a Real Need in a Rapidly Expanding Market

Global Digital Detox Apps Market Size



Predicted to grow to around

**USD 19.44B
by 2032**

18.20% CAGR (2024-2032)

The 'Digital Detox' industry offers consumers a range of goods and services designed to help them disconnect: from apps that promote real-life experiences to technology-free wellness retreats that foster genuine connection.

Our Competitive Edge

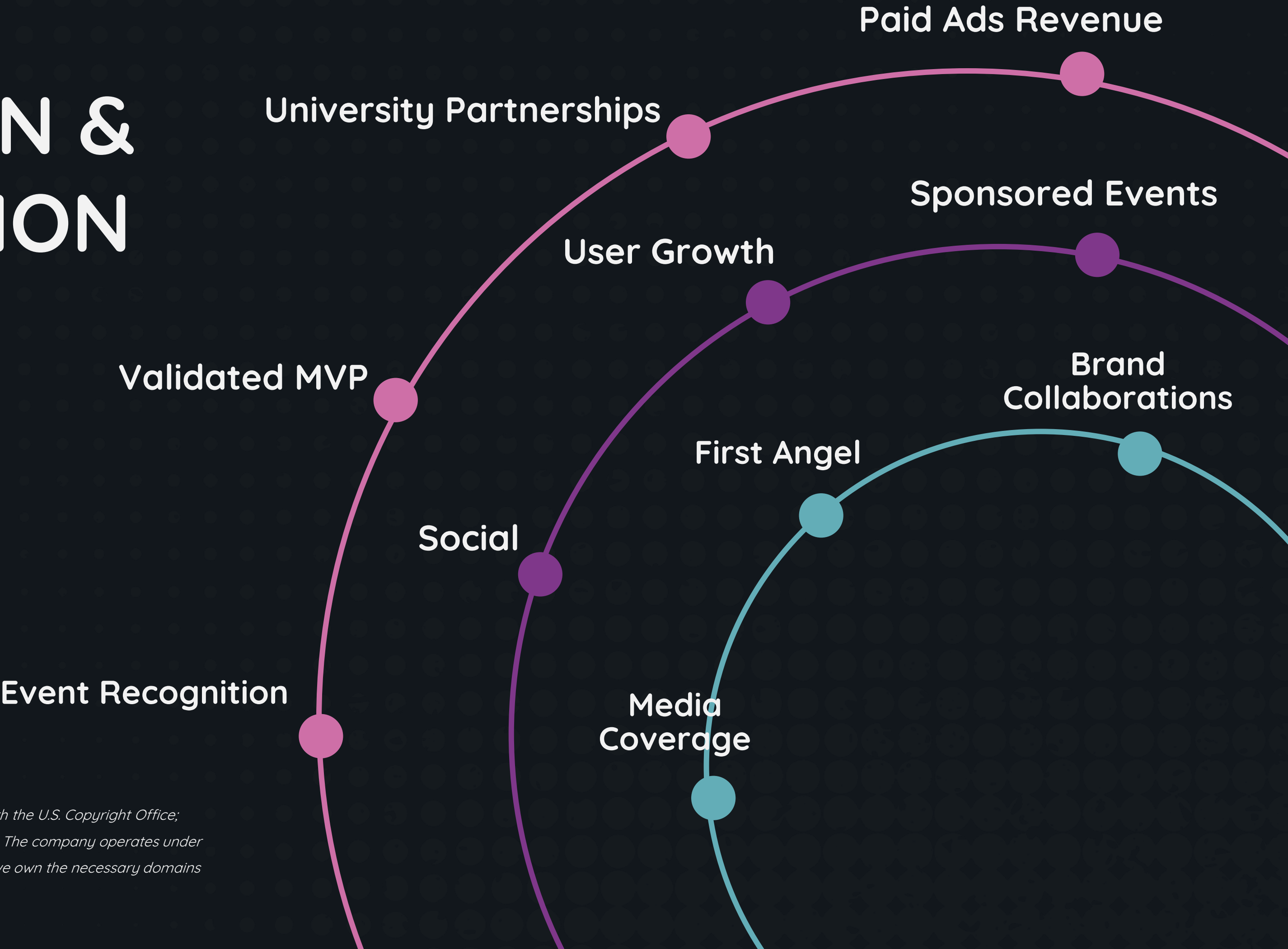
How **They** Do Social... Ironically:

- Most community & event platforms pick the place and/or interest, **but fail to get people to actually connect in the moment.**
- The (old and new) Social Media? became **more Media than Social**
- Dating apps tacking on “making friends” **rarely sticks**
- New dating apps for serious/meaningful connections; **lose users once they succeed.**

How **We** Do Social... Differently:

- We deliver **REAL IRL** connections.
- **The more you use, more you get!**
- New places, new topics, new faces.. **And more reasons to return**
- As people interact IRL across interests and locations, we build **both network effects and data network effects**

TRACTION & VALIDATION



***Legal Protections and Assets:** Copyrights registered with the U.S. Copyright Office; Brand is registered with INPI (Brazil's Trademark Office). The company operates under a formal Company Identification Number. Additionally, we own the necessary domains to protect our online presence and brand identity.*

Traction & Validation

University Partnerships

with **5 major universities** in Brazil & **1** in Colombia for **user acquisition and research**.

User Growth

Over 3,500 users with a low churn rate of 8%.

Social

102k followers on Facebook; **6k** Instagram

Investment

From **founders bootstrapping** to our **first angel investment** and a follow-on

Validated MVP

Fully operational on **iOS and Android**, supporting **English and Portuguese**.

Monetization via in-app ads and sponsored events

In-app advertising and event sponsorships actively **generating revenue**.

Brand Collaborations

Partnerships with brands and advertisers **to enhance visibility & acquisition collabs**

Media Coverage & Events Recognition

Featured in the news **for innovation and impact**.
Selected in major innovation & startup events.

Smart Business Model

B2B Revenue Streams *(Partner-driven)*

Sponsorship

Branded sponsorship of the app, sections, interest categories, and even specific topics & trending conversations.

Gamification Partnerships

Branded mini-games and challenges designed to drive interaction and engagement, powered by brands and places.

B2B Premium Profiles

Partner establishments offer promotions, perks, and deals to users. Notification pushes and management dashboard for visibility and engagement.

Event Solutions

Special plans for conferences, summits, and private events and tools to promote interaction during the event.

Smart Business Model

Platform Monetization (*User-driven*)

Add-On Features & In-App Purchases

Monetize through badges, profile boosts, and premium features.

Targeted Advertising

Ad placements based on user interests, knowledge, location, timing, and language.

We have a **varied, valuable, and structured revenue** model including **B2C, B2B, and ad-driven streams**.

We Are Accessible, Guided by Purpose, Revenue-Drive, And Remarkably Scalable.

New Deals Driving Traction

Partnerships, Events & B2B Activation

Partnership with the State University of São Paulo and its Junior Companies for user Acquisition, On-campus Events, and Sound Research and **with 4 major private Universities in Brazil and 1 in Colombia** for user acquisition, in class interactions and on-campus IRL events

Official Networking App at Major Events

- **SAE (Society of Automotive Engineers) Brazil Events** (sponsored by brands such as Volvo, Caterpillar, VW, Renault, plus city & state governments)
- **Uniandinos Summits** – Colombia & Caribbean Region

New partnership with Advertising Agencies and Associations for in-app ads and sponsorships

B2B Profile Building, Sales Pitch & Pricing Model

Ongoing in-depth research, **mapping pain points, revenue potential, organic growth and developing premium B2B profiles** and WTP testing.

95.7% of establishments interested in our B2B features to be built*

73.9% value our customer data & insights dashboard most*

→ Strong product-market fit with clear demand for our solutions

Revenue & Organic Growth

- Our B2B research shows **high willingness to adopt**.
- And establishments will, themselves, **promote us to their customers, bringing us users organically and promoting IRL interaction locally**

→ Current Waiting List: **55 Places**

Team Members



LUIS QUADROS
CO-FOUNDER & CEO

M.A. LONDON MET, MSc ESCM FRANCE,
M.I.T. Certificate in Technical Innovation

Former BRAND NEW BRANDS,
STARCOM MEDIAVEST UK (PUBLICIS),
JELLYFISH AGENCY* UK
**Skype Global Account – One of the
first European Unicorns*



ANTONIO MACHADO
CO-FOUNDER & CFO

Former Office Company
MACHADO & BARBOSA
B.A. Law; M.A. in Corporate Law &
Mergers and Acquisitions (M&A)



DONIZETE BARBOSA
CO-FOUNDER & CLO

Former Office Company
MACHADO & BARBOSA
B.A. Law; M.A. Tax law,
Litigation Law & Financial Law



VICTOR REUTER
**EMEA REPRESENTATIVE
& ADVISORY BOARD**

PACCA TECH Board
WILD AT LIFE Board
ELOGROUP B.D.

Zimmer Biomet & AkzoNobel

Non-Exec ADVISORS & MENTORING



FERNANDA CAMPOS
**CHRO, ESG, COMM. &
EXECUTIVE BOARD
At BNP Paribas Cardif**

AMAZON, Dir
MOTOROLA, Dir



RENATO PAIVA
**CEO & FOUNDER
Webedia Portugal**

JELLYFISH Portugal
WEBEDIA BRASIL



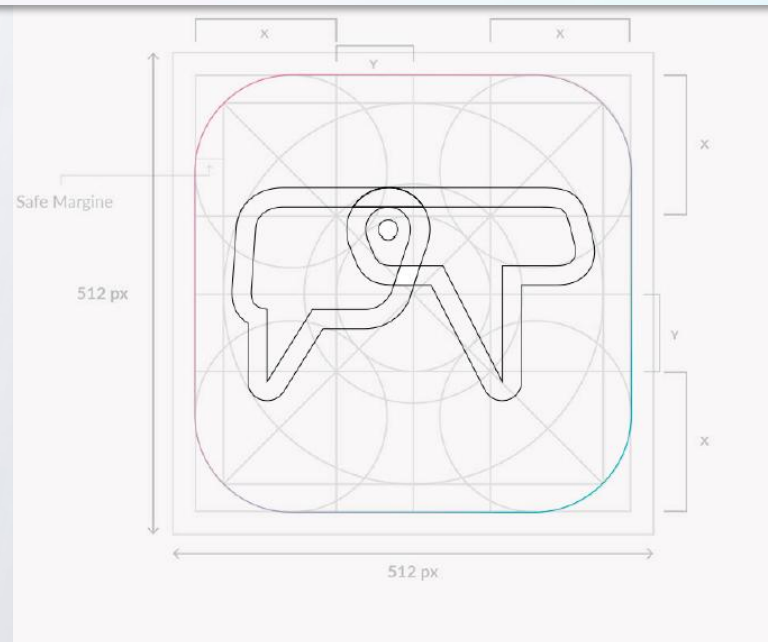
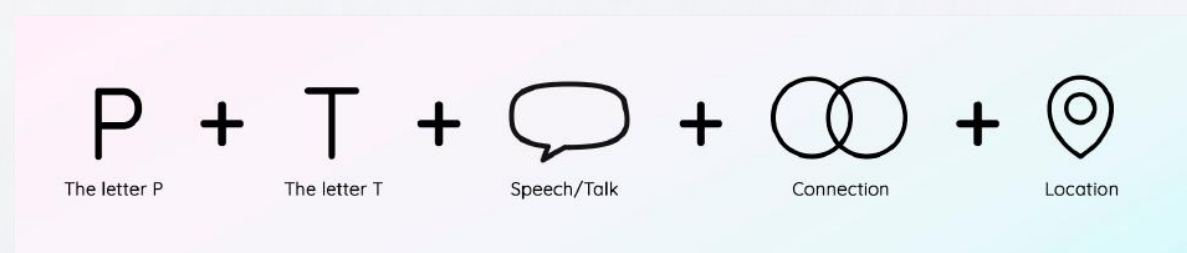
EMANUEL SPYER
**STRATEGY DIRECTOR, MBA
Vibra Digital**

ISOBAR
BBH GLOBAL

TECH SQUAD

Experience in projects for

- HEINEKEN
- ITAU Bank
- REDBULL
- TOKENNATION



PER(SON)
PER(SONAL)
PERTALKS

THANK YOU!

Let's talk!

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