



PERTALKS

WE MAKE  
REAL-LIFE SOCIAL  
INTERACTION EASY

[www.pertalks.group](http://www.pertalks.group)

# Selected as the future of Social Media startups showcasing at Web Summit Lisbon 2025.



“One of the most disruptive startups showcasing at Web Summit RIO24.”

“Pertalks develops an app to foster more human **connections** and **interactions**.”

Portal Start

## PERTALKS DESENVOLVE APPLICATIVO PARA FOMENTAR CONEXÕES E INTERAÇÕES MAIS HUMANAS

10/11/23 | Publicado por Redação Start

A plataforma estará disponível para uso em novembro de 2023

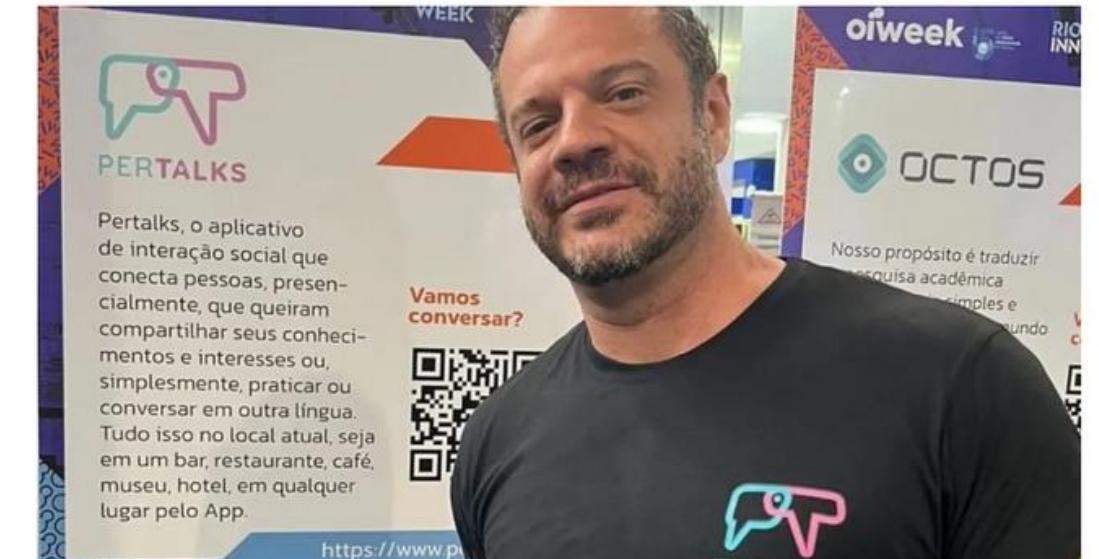
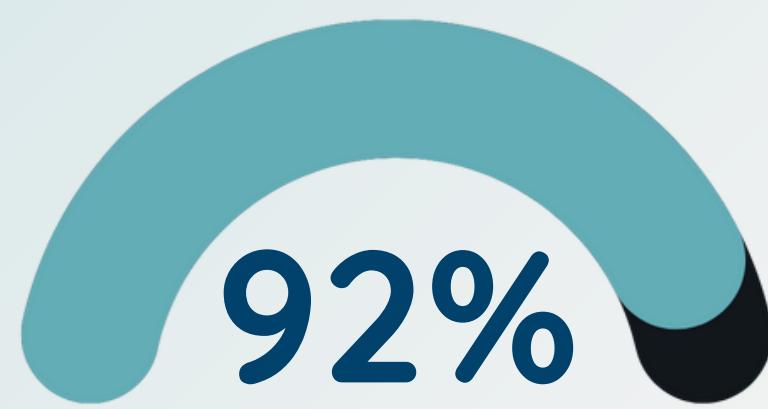


Foto: Arquivo pessoal - Luis Quadros, CEO da Pertalks



# Gen Z & Millennials Are Craving IRL Social Connections

Our research\* shows:



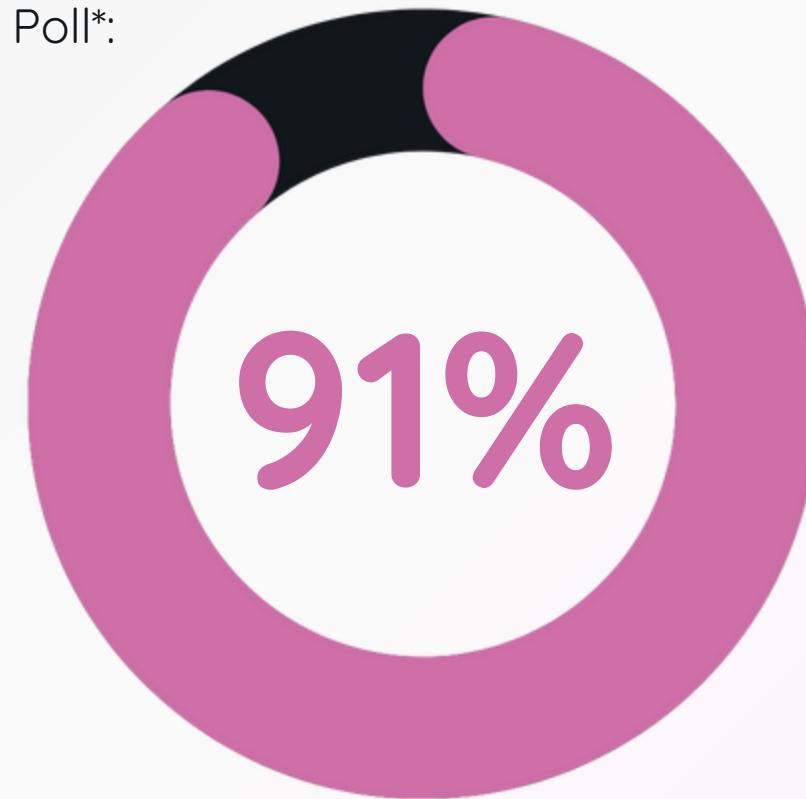
of Gen Z - ages \*18-27

&



of Millennials - ages 28-46

Aligning with findings  
from a recent Harris Poll\*:



Approve the idea of an app  
promoting social interaction IRL

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

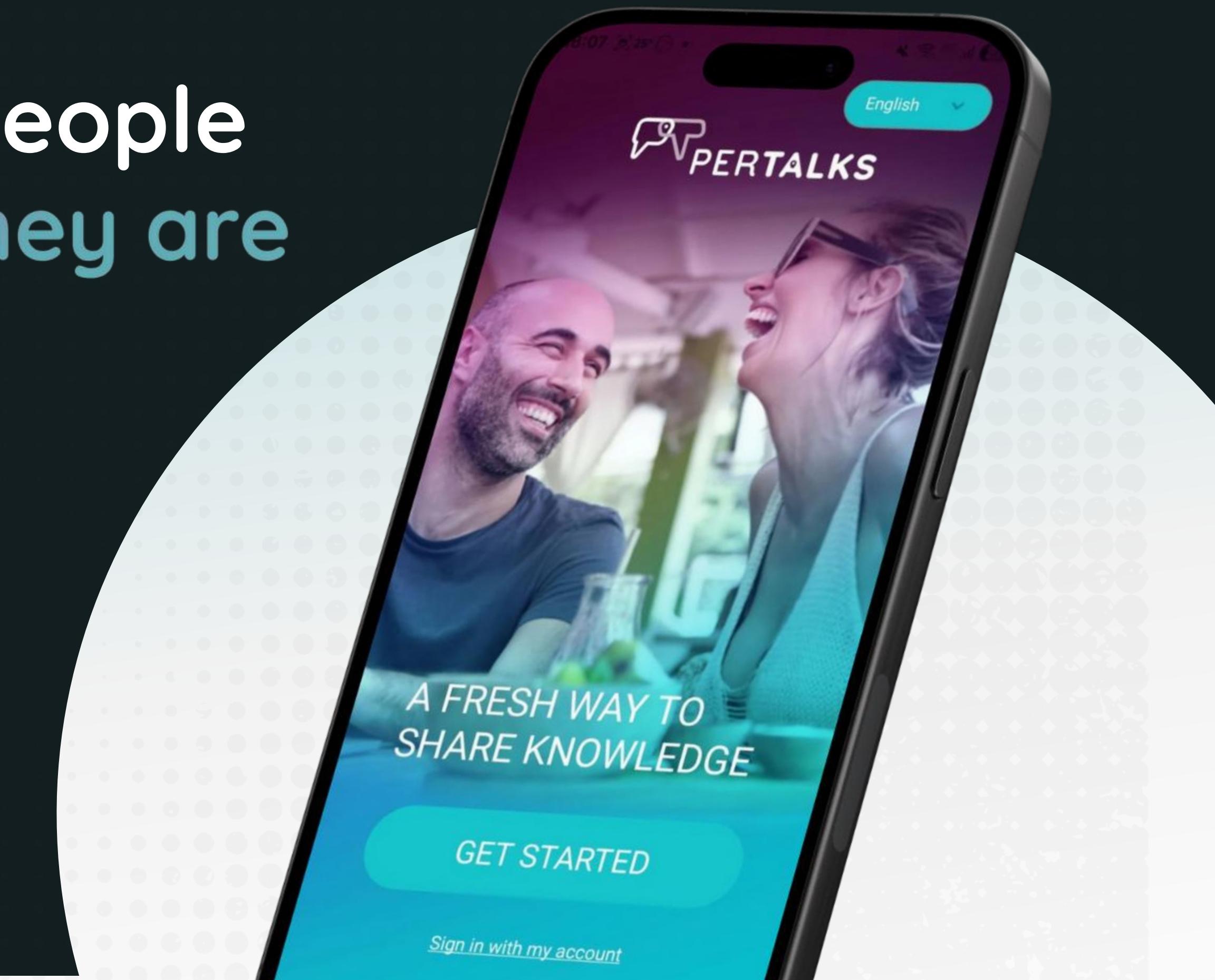
## Recent Issues Caused by Current Social Apps

- 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.



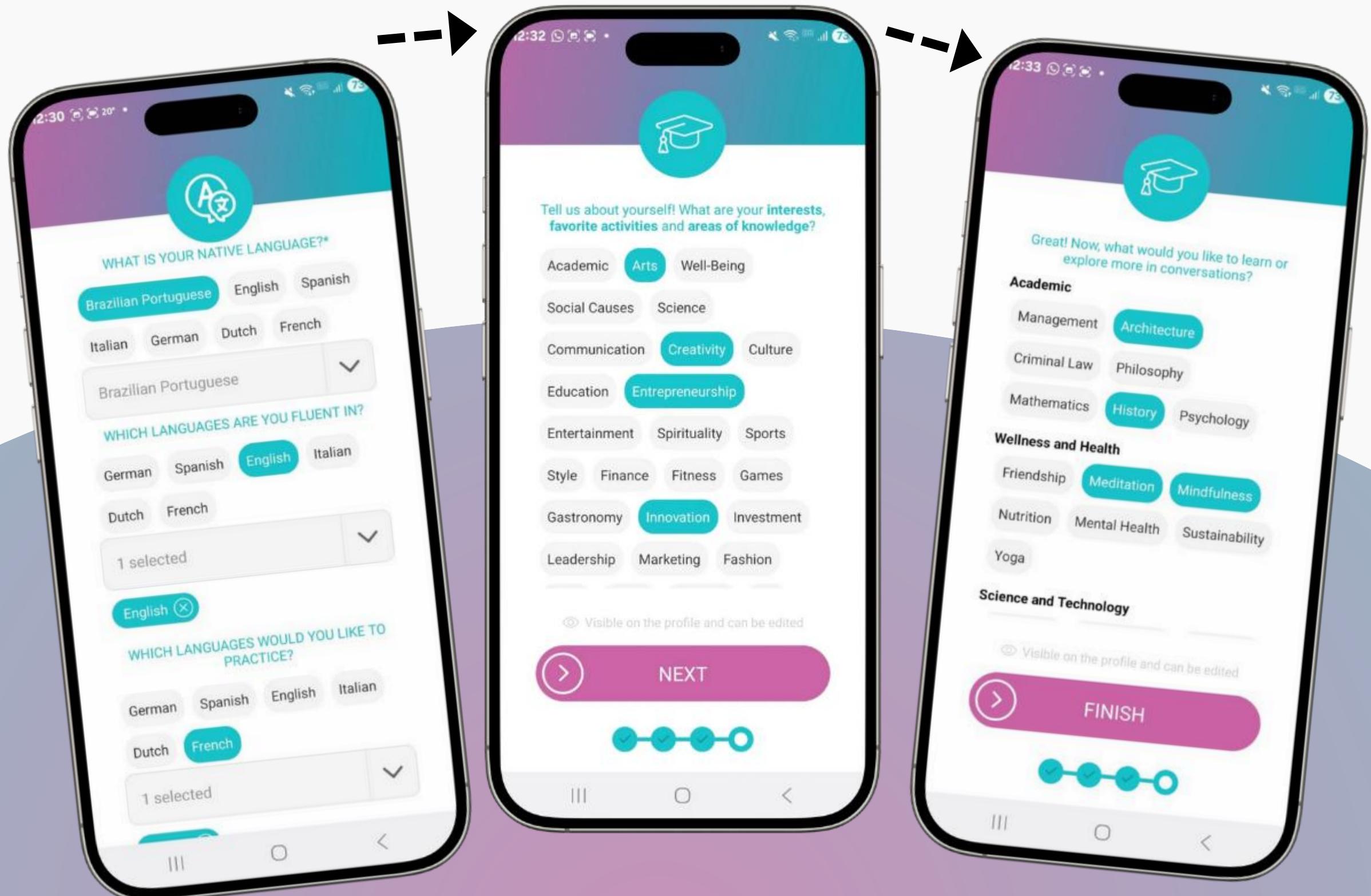
**All happening right where you are.**

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.

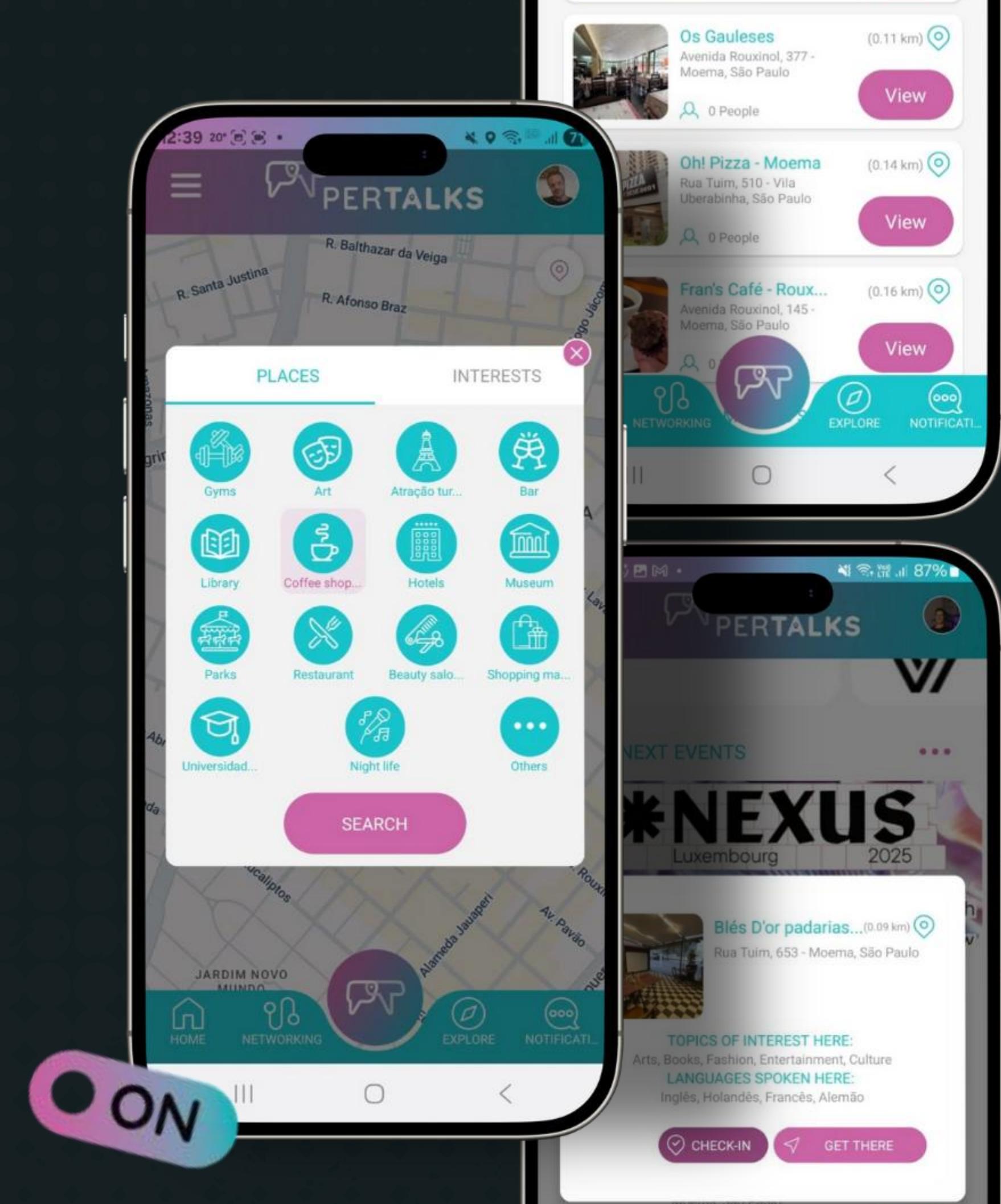
Frictionless UX, powerful data



# 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.

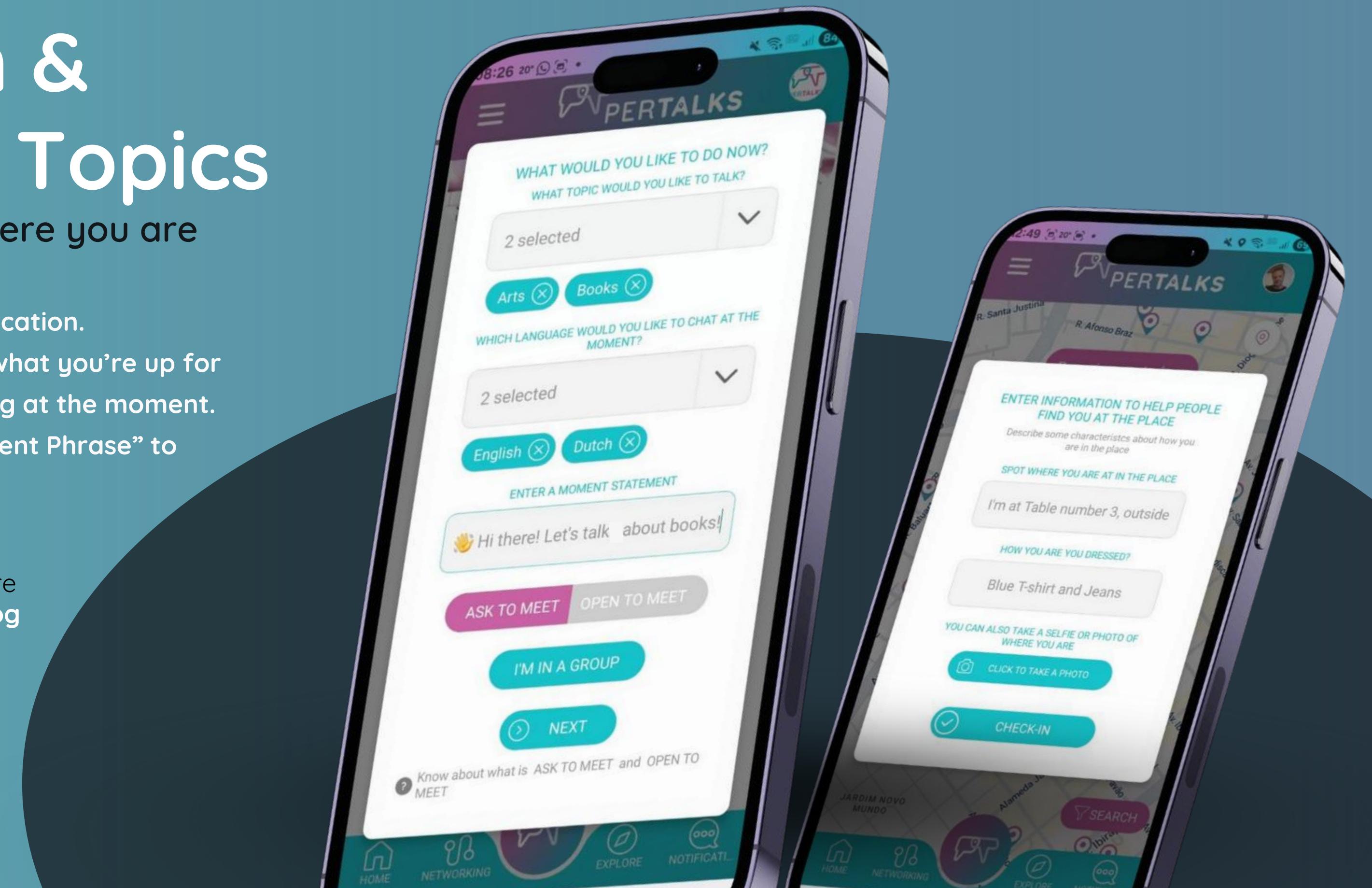


# Check-In & Floating Topics

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

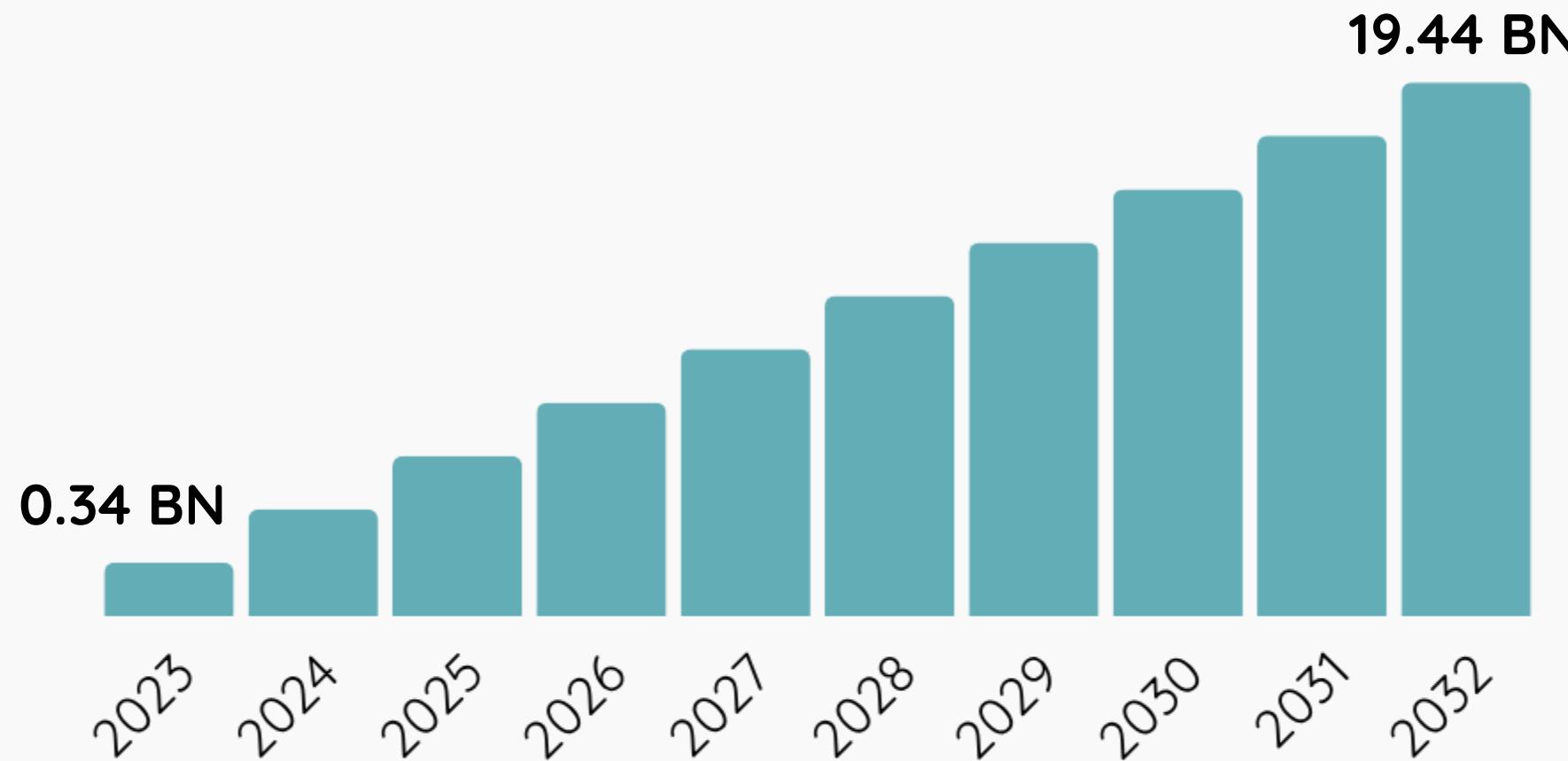
## Sponsored & Private Events

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

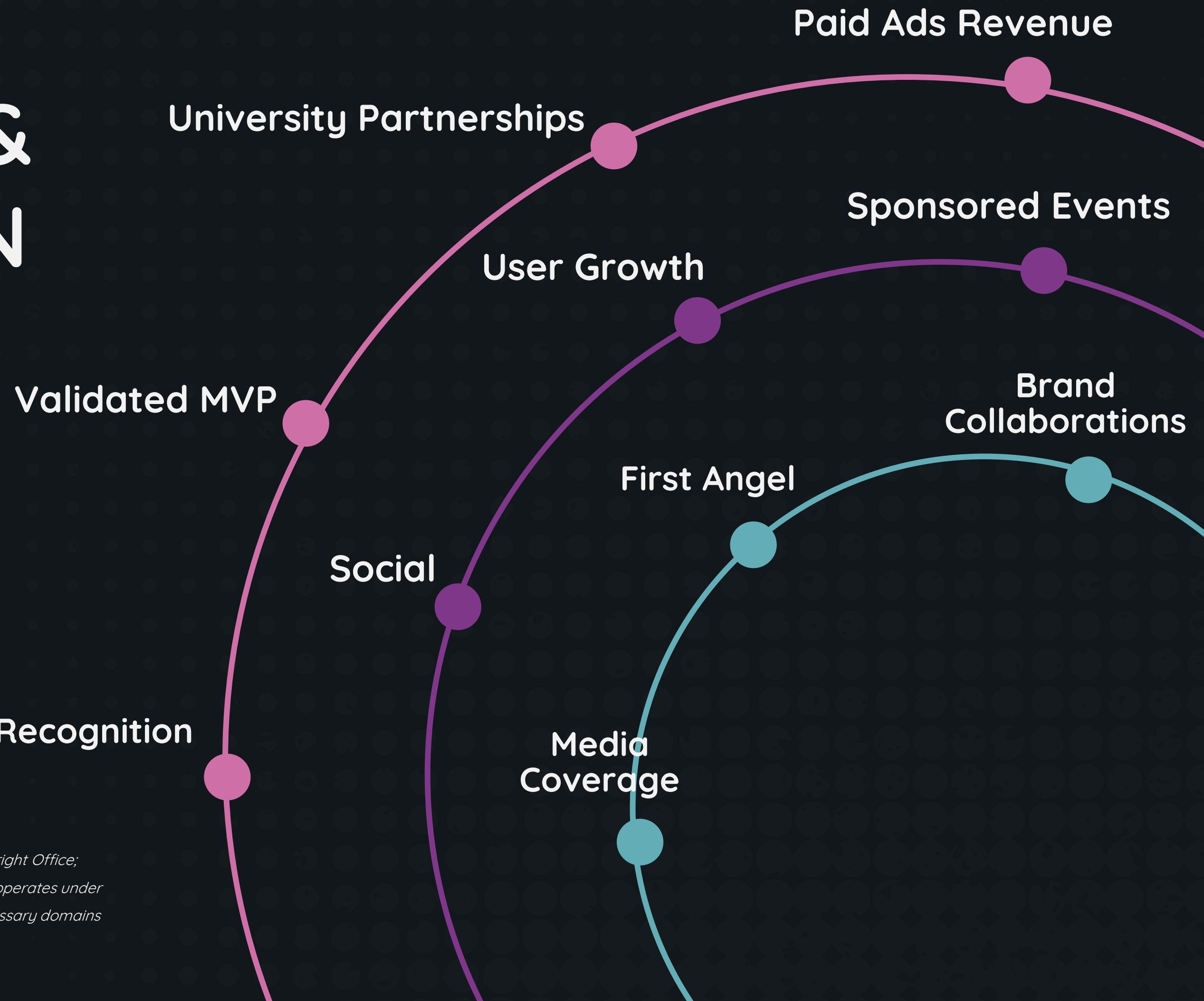
## How **They** Do Social... Ironically:

- 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 deep 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**.

## Sponsored & Private events

Event sponsorships actively **generating revenue, acquisition collabs & organic growth**.

**Brand Collaborations & Monetization** via in-app ads enhancing visibility, credibility & revenue

## Media Coverage & Events Recognition

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

# New Deals Driving Growth

## Europe Expansion and Holding Incorporation in LUXEMBOURG, E.U.

A strategic move that reinforces credibility, governance, and investor trust, paving the way for EU and global scale.

## Partnership with the State University of São Paulo and its Junior Companies for user Acquisition, On-campus Events, and Sound Research.

## 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
- And a growing events waiting list

## New partnership with Advertising Agencies and Associations

for in-app ads and sponsorships

# Building... Pertalks Places

From Venues to Users:

How Our B2B Engine Fuels Organic Growth

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

**73.9%** value our customer data & insights dashboard most and

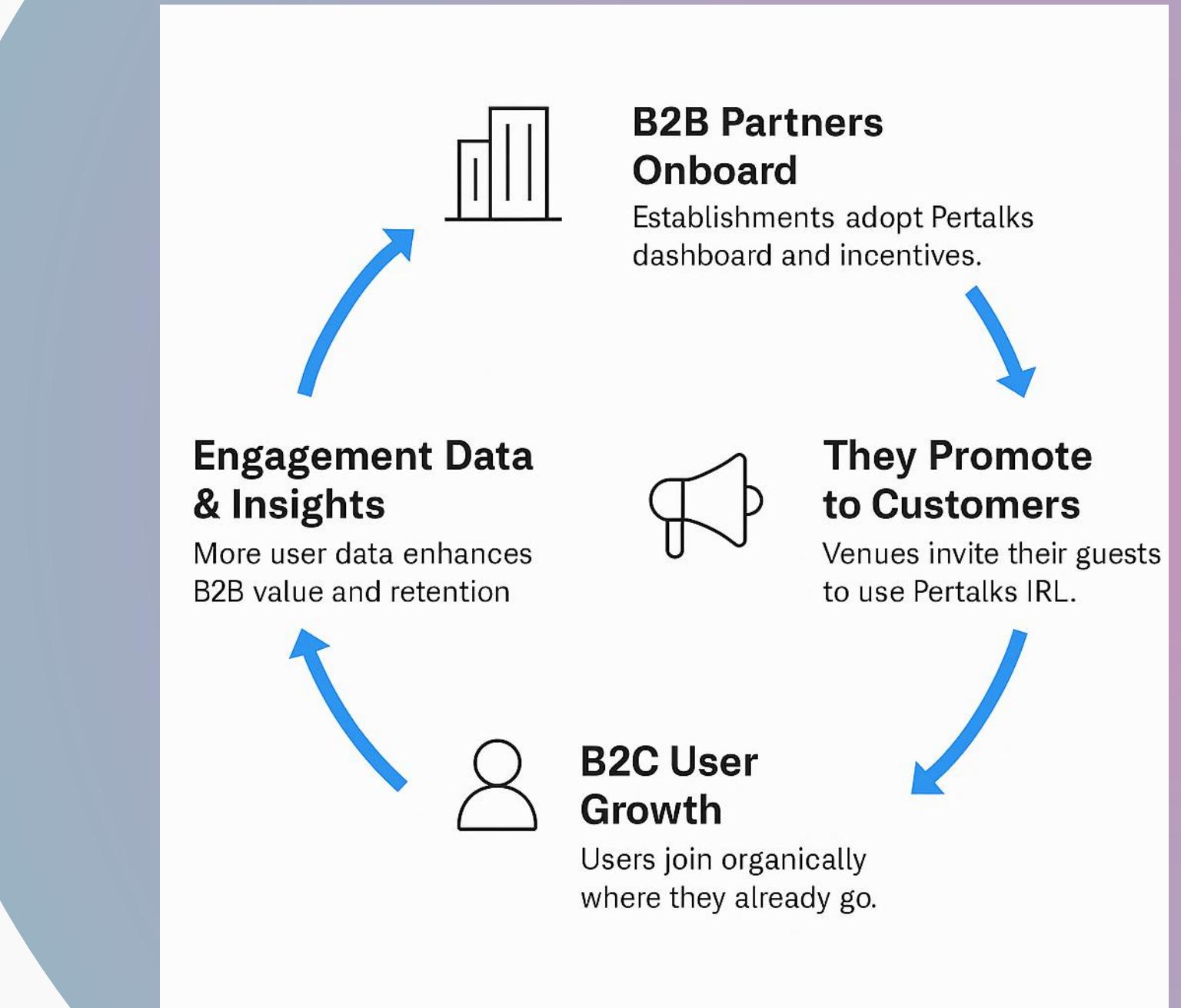
**60.9%** real-time promotions and news/push notifications

**65.2%** already on our waiting list for partnership

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

## Revenue & Organic Growth

- Our B2B research shows **High Willingness to Adopt and Pay**.
- And establishments will, themselves, **promote us to their customers, bringing us users organically and promoting IRL interaction locally**



# 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 IRL 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 with tools to promote live interaction and meeting 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.

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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.

# 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 MEDIATEST 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**

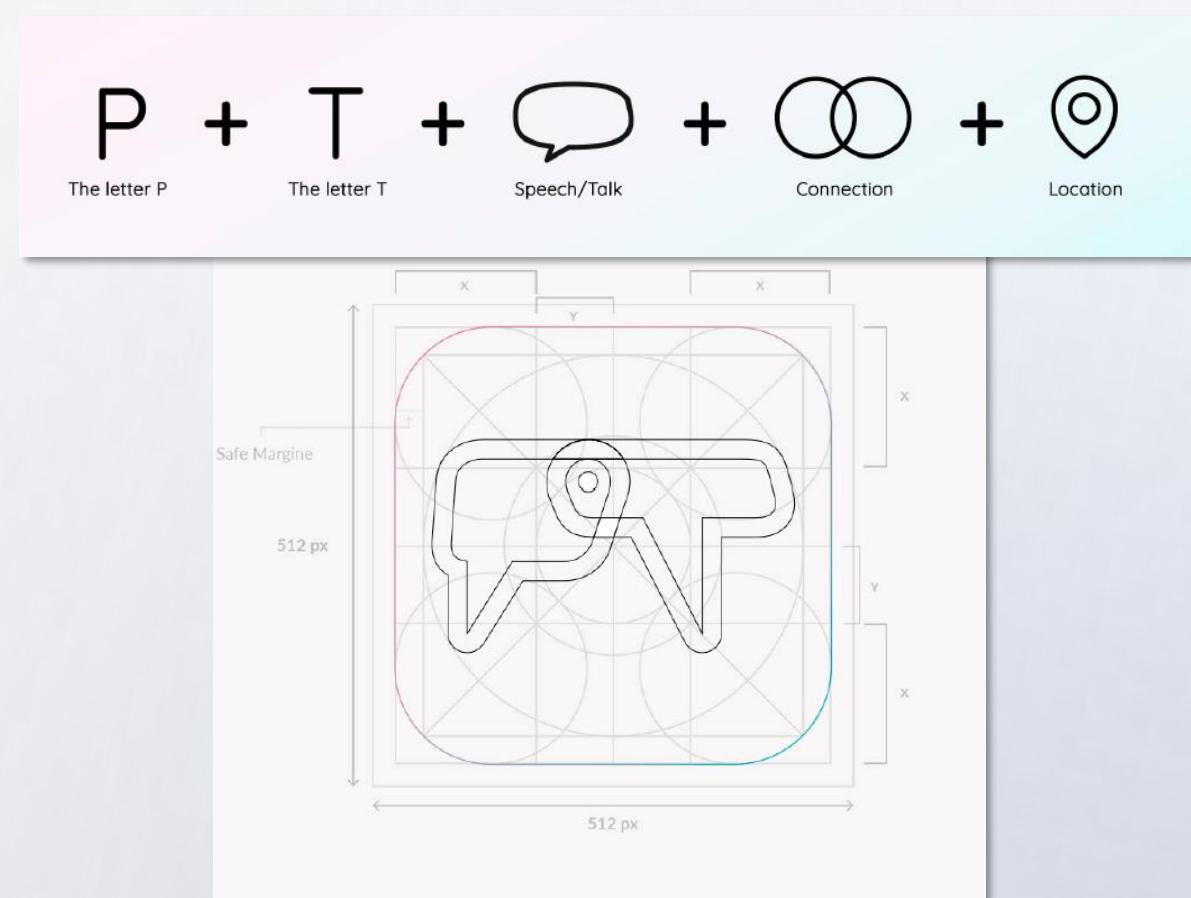
STRATEGY DIRECTOR, MBA  
Vibra Digital

ISOBAR  
BBH GLOBAL

## TECH SQUAD

Experience in projects for

- HEINEKEN
- ITAU Bank
- REDBULL
- TOKENNATION



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**PERTALKS**

# THANK YOU!

Let's talk!

**LUIS QUADROS - CEO & Co-Founder**

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