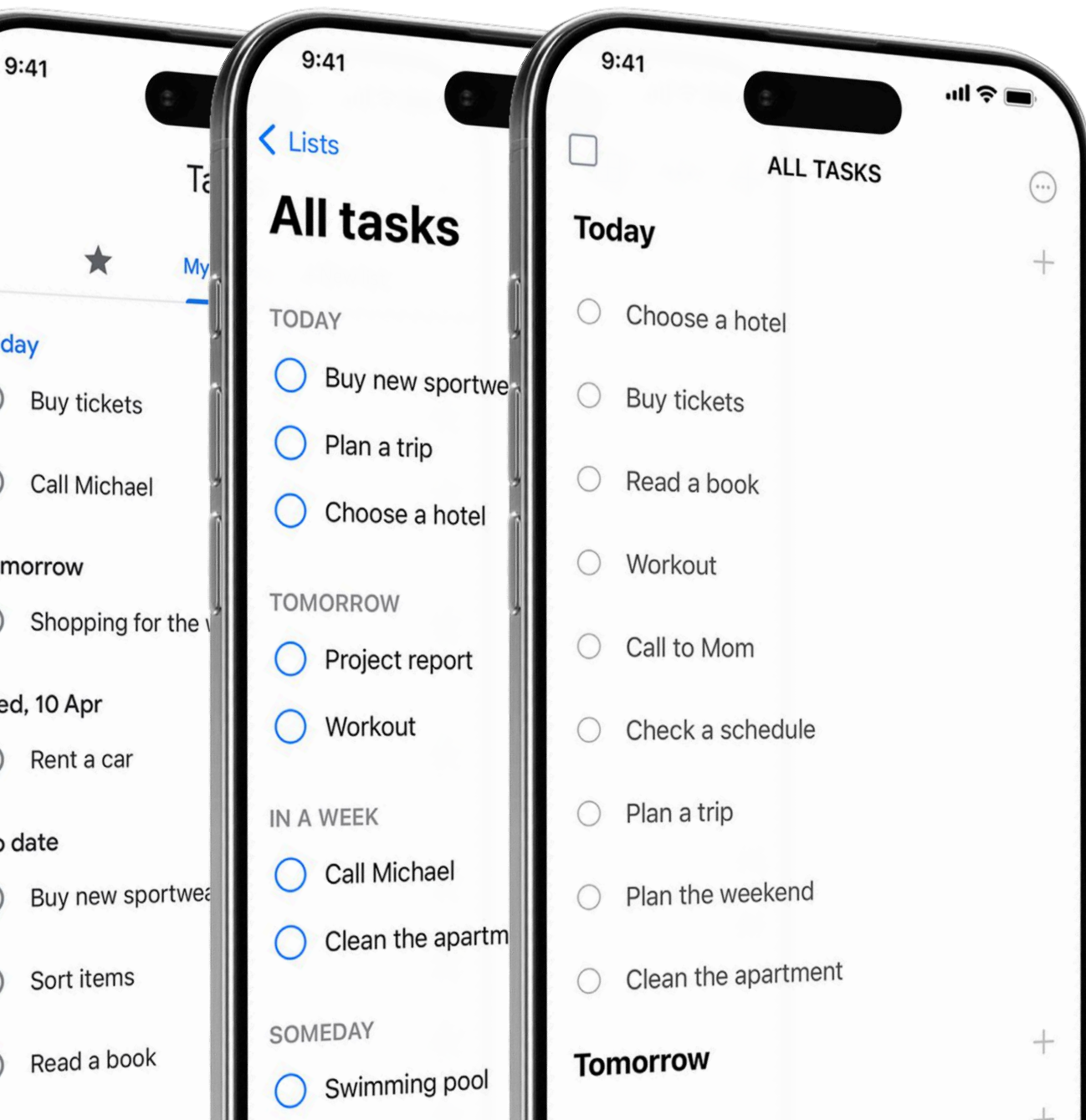




Investor Introduction

A short context before the live demo



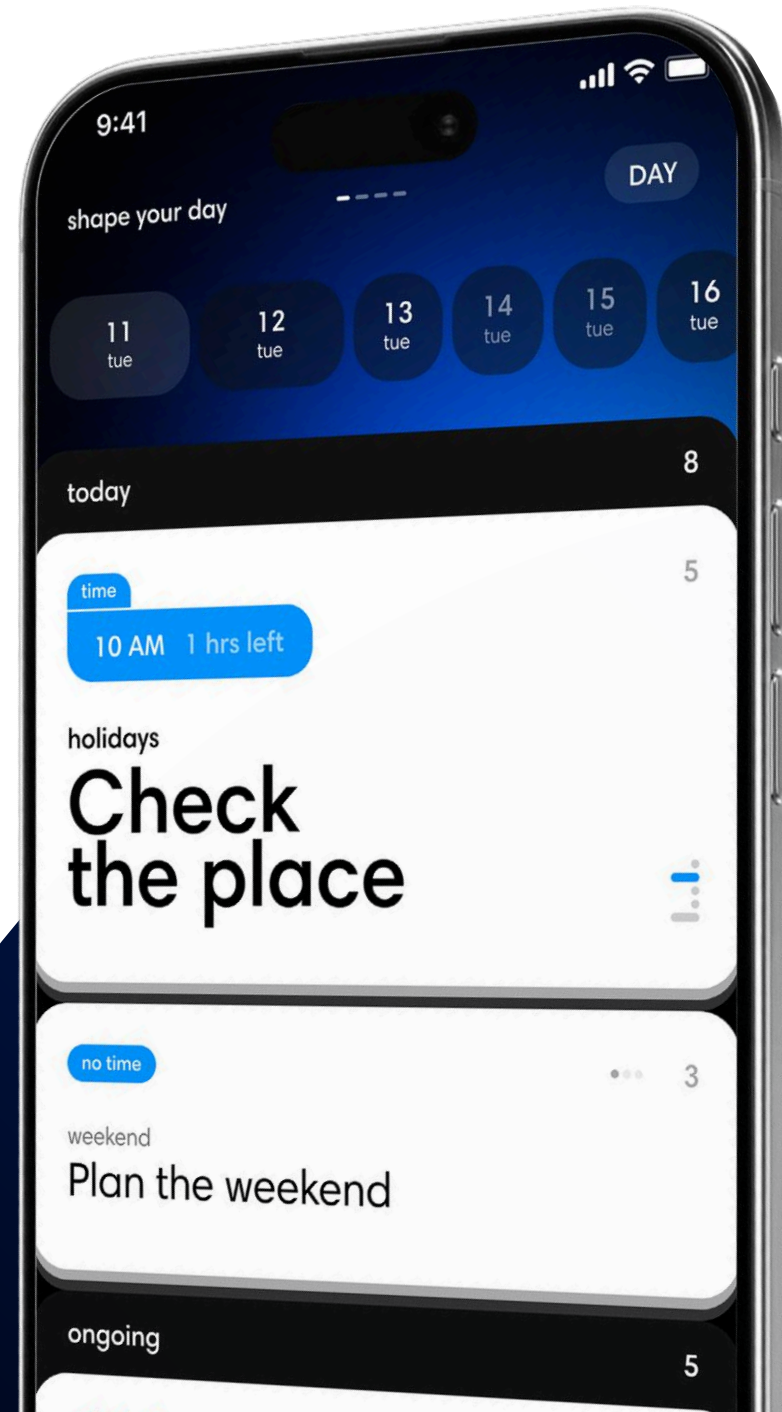


There's **no product today**, that works the way a human life flows

That connects desires, ideas, and actions — without pressure, but **with support**.

We're building the first

not another tool for the
productive, but a smarter
system for living



We don't believe in control

Lists scare me. I live in motion. I don't need structure. I need rhythm

I'm okay investing time in a tool — but I want it to give back much more than it takes.

Everything keeps changing — and tools can't keep up. I spend more time setting them up than moving forward

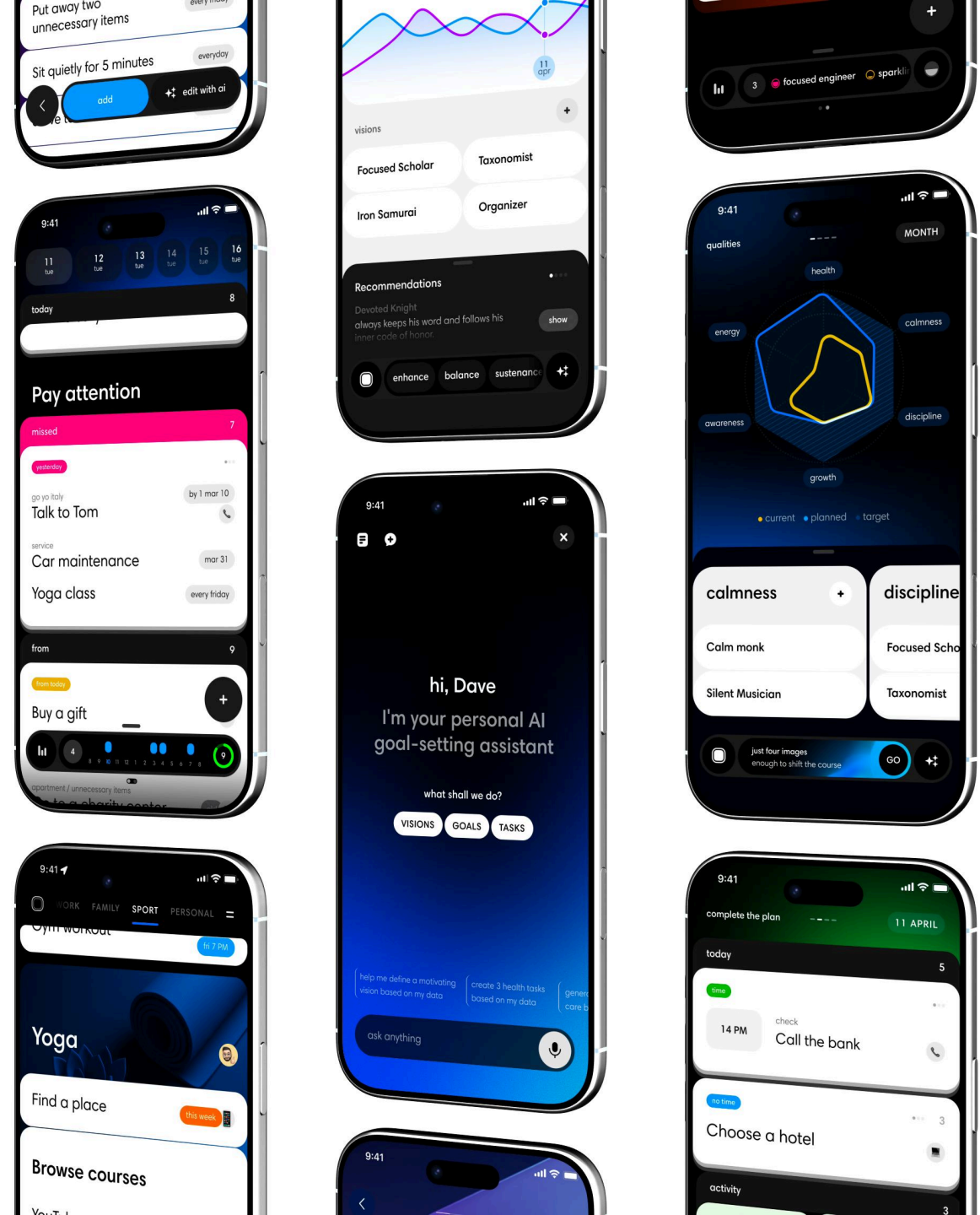
I'm not lazy, I just don't have a system that works my way



**We believe in *rhythm* —
and in systems that help
you stay with it**

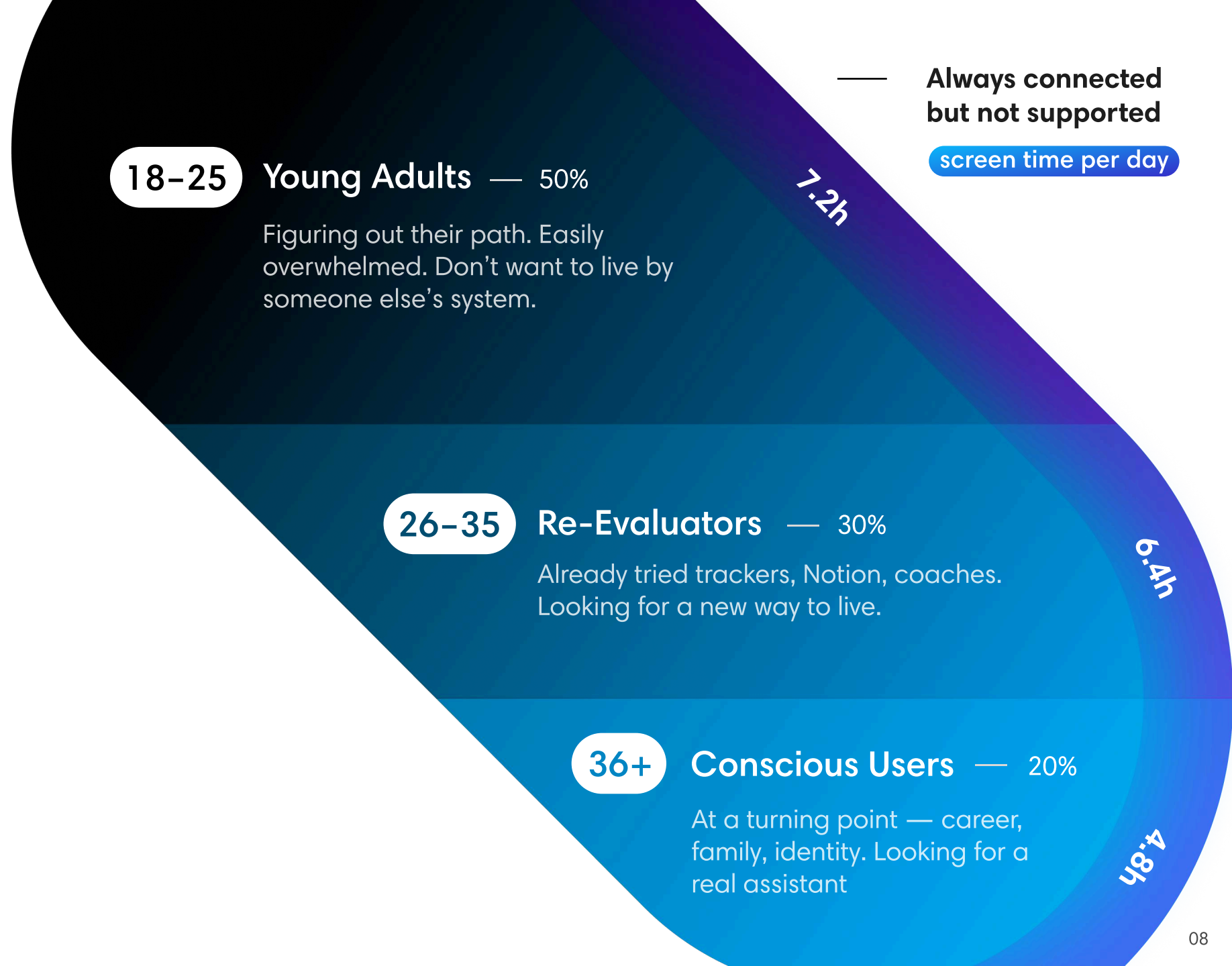
**You live not by lists, but by
signals and meaning**

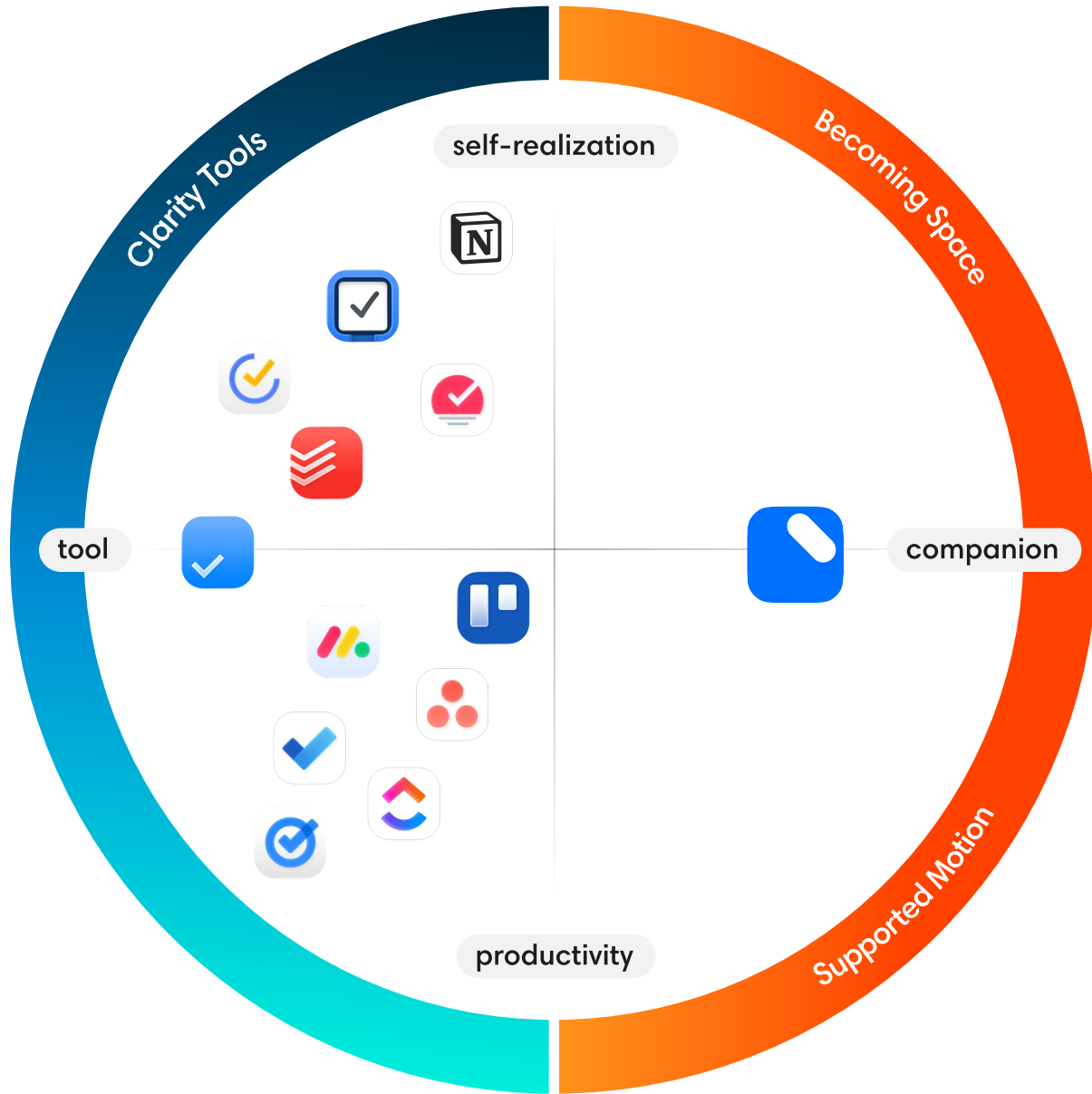
It feels you —
and helps you move
in your own rhythm,
without losing yourself



Our People

born digital — they
are ready to act, they
just need a system
that moves with them





Choosing doUp - for your becoming

not another tool for
the productive, but
a smarter system for
the alive

because

behind the feeling
the system that
makes it real

	 doUp	 Todoist	 Any.do	 Things 3	 Sorted³	 Microsoft To Do
learns from your behavior and preferences	●	◐	◐		◐	◐
algorithm shaped by patterns and personalities	●				◐	
dynamic feed that keeps your rhythm	●					
knows your state not just your schedule	●					
structured for speed, clarity, and flow	●	●	◐	●		●
built to handle the full load of your roles	●	●	◐	◐	◐	◐
designed for joy — not just utility	●		◐	●	◐	
real-time support in every movement	●	◐				

We are one

Believe in a future where exchanging tasks and shared goals feels as effortless and universal as sending a message.



by one



Setting the standard

SOM \$100-250mlns

Based on 2-5 million users,
~\$50 ARPU/year

18 months post-launch
starting with the US. Expanding
to a global behavioral OS
market.

SAM \$10B

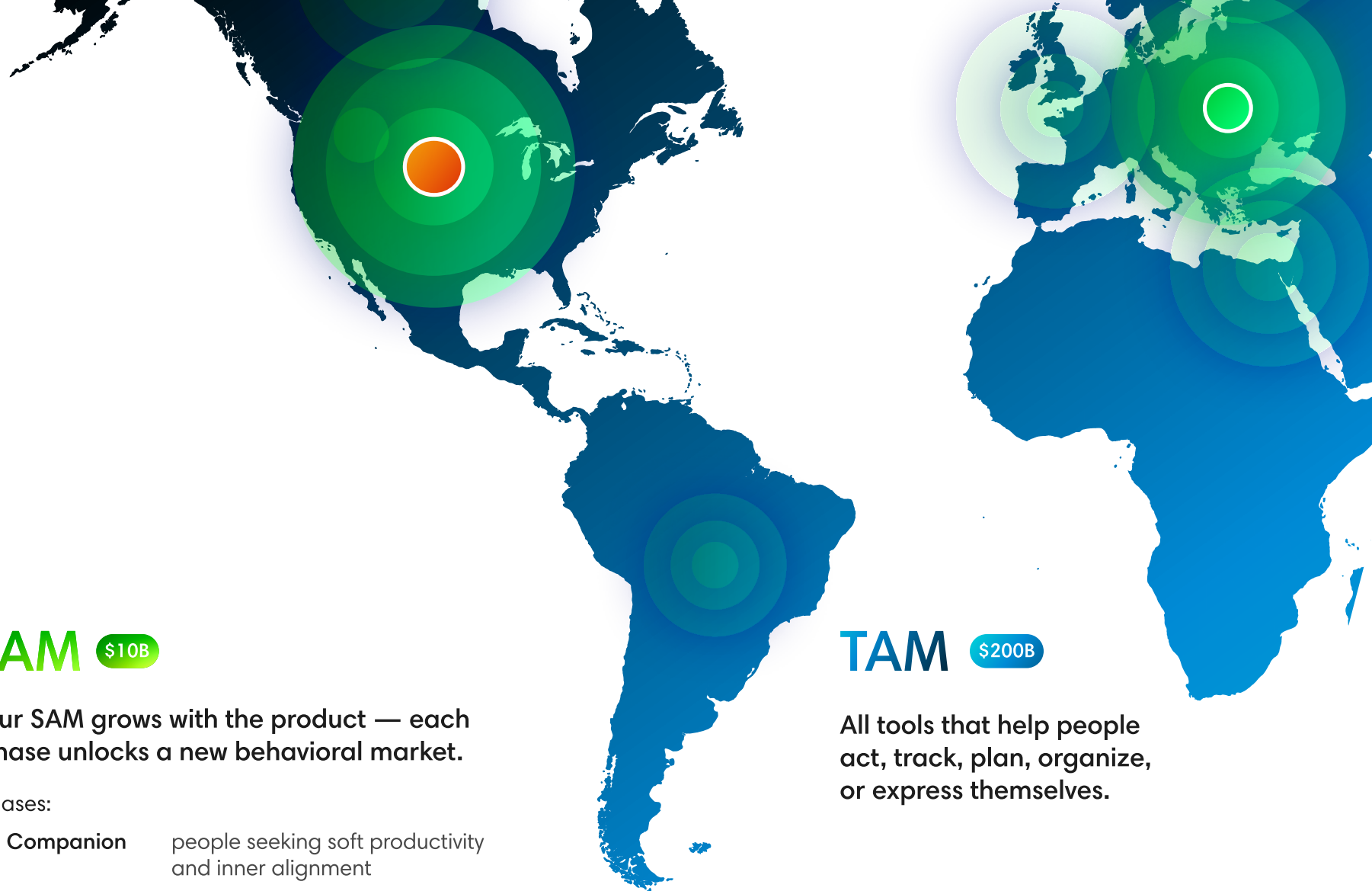
Our SAM grows with the product — each
phase unlocks a new behavioral market.

Phases:

- 1 • **Companion** people seeking soft productivity
and inner alignment
- 2 • **Social** uniting around shared interests
and rhythms
- 3 • **Explore** uncovering new interests
and directions

TAM \$200B

All tools that help people
act, track, plan, organize,
or express themselves.



We took our time

While we searched — no one solved it

2019'20

First attempts

Dozens of iterations.
Searching, not
copying.

2021

Identified the
behavior algorithm
of each person

Registered in Belarus
(Hi-Tech Park).

2022

Defined product
strategy and
architecture

Set our course toward
mass adoption.

2023

Crystallized the
behavioral OS

Found the simplest
structure — never
changed since

2024

Embedded
intelligence into
the core

Five full product
versions behind us.

2025

doUp became a
system of inner
growth

A language of actions,
rhythms, and qualities.
Registered in Dubai
(IFZA).

2026

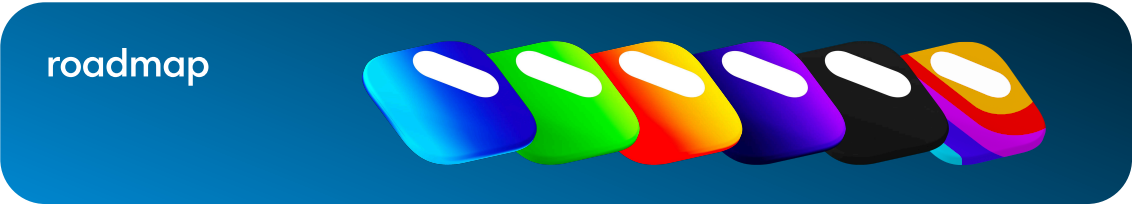
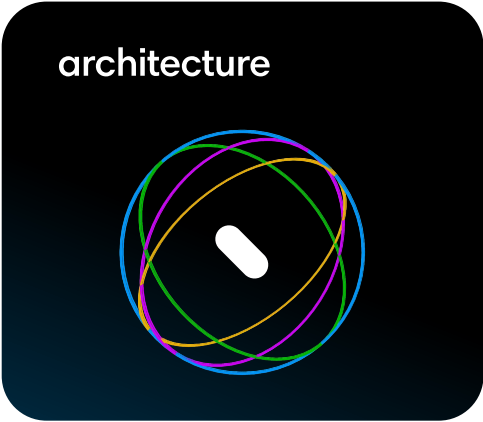
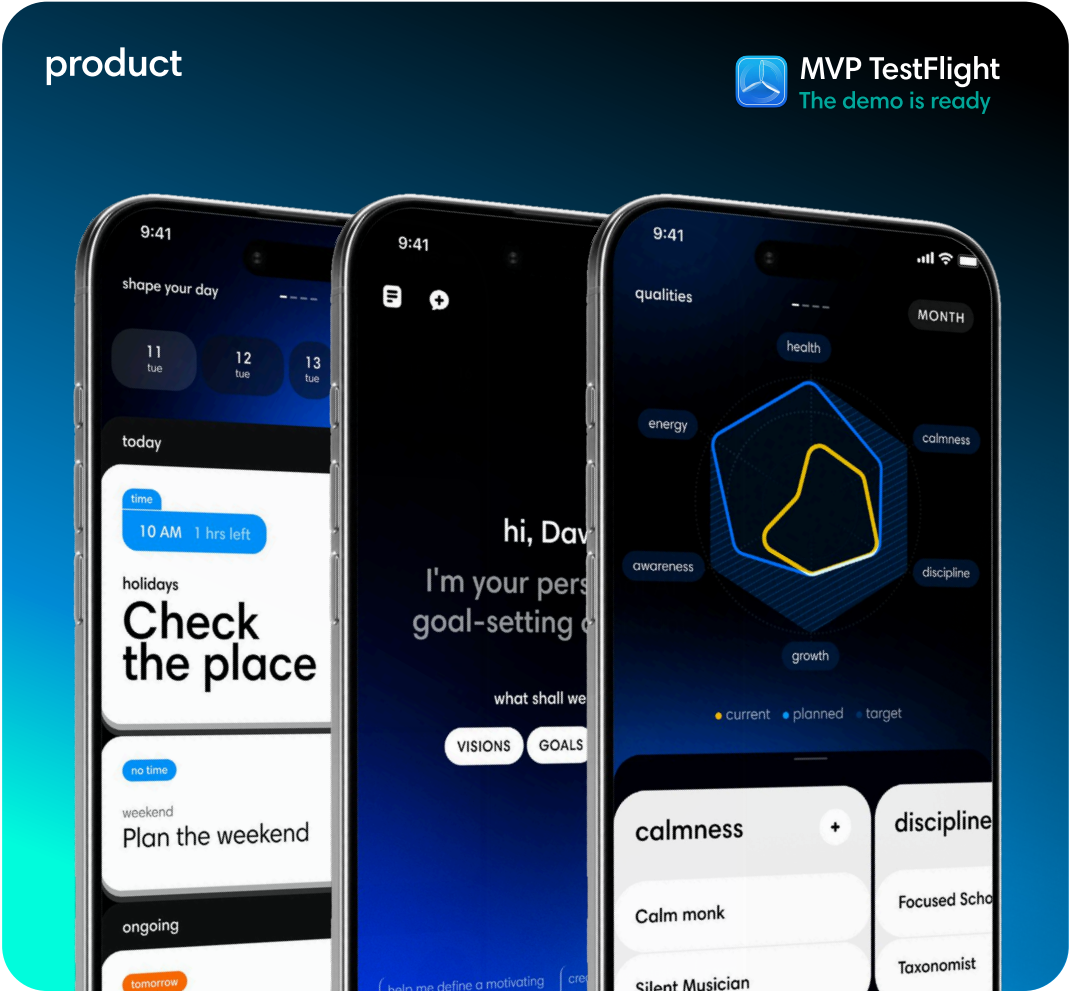
Time for team,
intelligence and
scale

Big things need a team
— and their impact will
be undeniable.

We weren't just building a product
we were assembling a system

Today

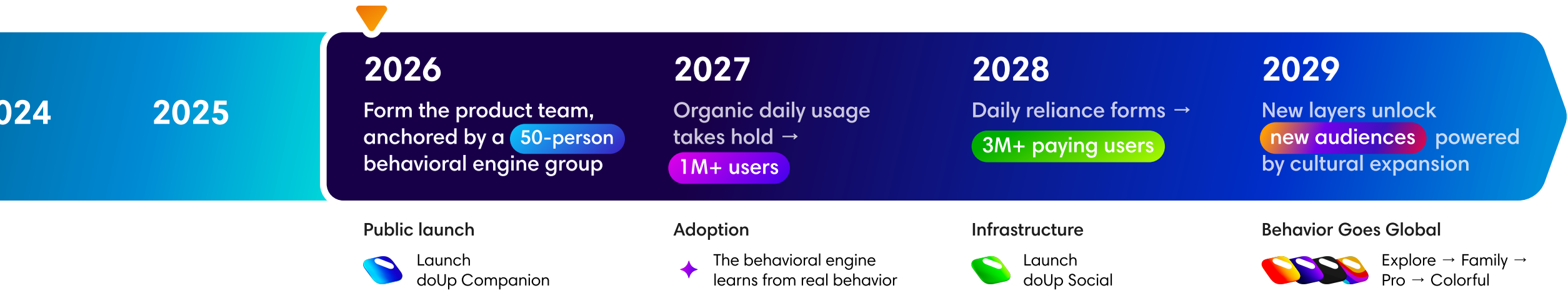
we have everything it takes to scale



we're ready to grow

The **foundation**
already exists

Seed — to bring the
system into reality



Not projections — the algorithm unfolding...

We're building a platform for living

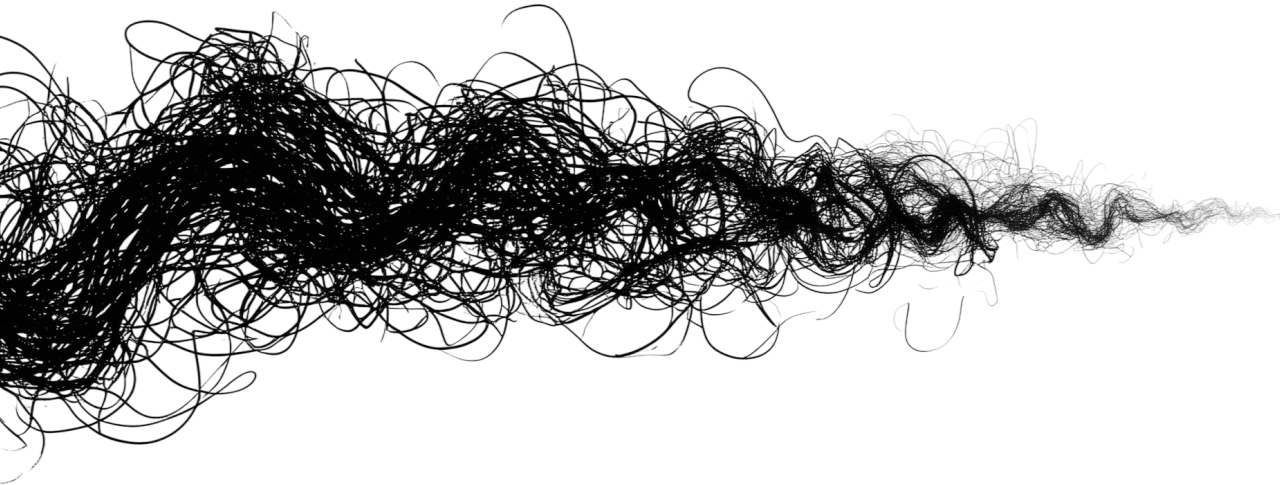
growing into a **protocol** that unites goals, meaning, and action.

- Trello — for teams
- Notion — for workflows
- **doUp** — for people



Why it works

Human inventions move from complexity to simplicity — and simplicity is what lasts



Human Model

We uncovered the behavioral structure behind everyday actions

so the product follows the person, not the other way around. Recognizable instantly in your own patterns.

Predetermined Evolution

Its evolution was designed in advance

each stage unlocks the next instead of replacing it. doUp grows as a coherent system, not a feature set.

We'll share plans not to control each other — but to help and move together around what matters

This is too alive to fit into a PDF

We'll demo the product, the Feed, the algorithm, and how the engine scales



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Schedule a live demo

