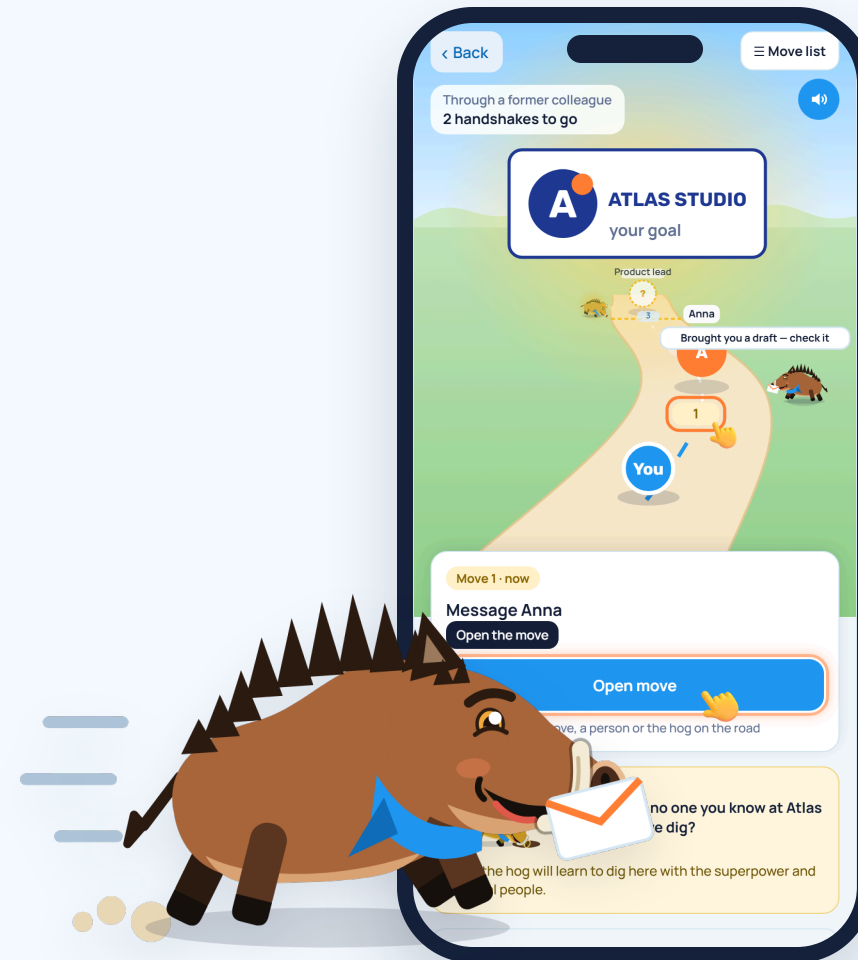




The right people, via your network

An AI networking game: a route to your goal, your next move and a message draft.

Working MVP · Pitch for investors and partners



You have contacts. What is the next step?

Who can help you reach the right person?

You have a goal, but your contacts are spread across your phone, spreadsheets and social networks.

Choosing a route is hard

Who can help, who have you lost touch with and where do you still need a connection?

Making the first move is hard

What to write, how to ask for an introduction and what to do when there is no reply.

Product hypothesis: a concrete next step helps people turn their network into action.

A goal becomes a plan of action

1. A goal and your contacts

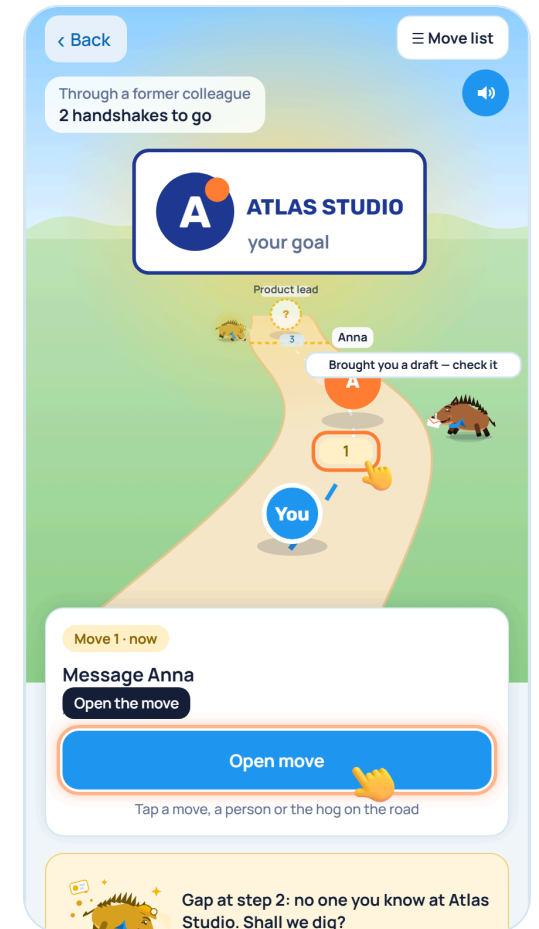
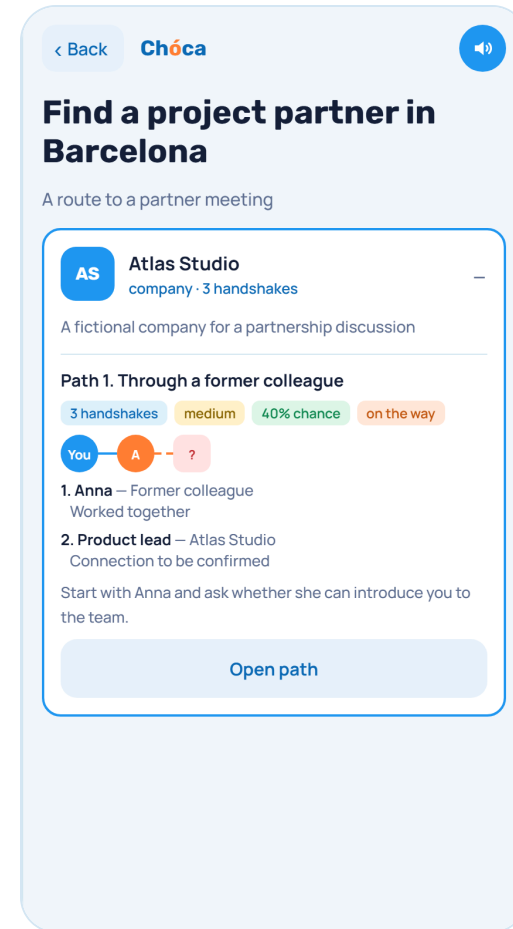
The user describes a goal and adds their contacts.

2. A route through people

AI suggests routes and marks unconfirmed connections as hypotheses.

3. The next move

Who to contact, why and what to write. The user records the outcome.



Screens from the web MVP. The people, company and data in this example are fictional.

Working MVP

2

Platforms

Android and a web app
with a shared account

Contact import: phone contacts,
LinkedIn, files and text.

Game mechanics: experience,
levels, streaks and badges.

Stage: early MVP. Next: validate demand and repeat use.

4

Languages

Russian, English,
Spanish and Catalan

AI engine: routes, tasks,
message drafts and replanning.

Reasons to return:
reminders and friend invitations.

Context carries over between moves

Contacts and a goal

Recommendations use the user's contacts, their goal and relevant geography.

A route and an action

Each route becomes an ordered set of tasks with message drafts.

An outcome and the next move

A reply, introduction or pause is recorded in the product. The route can be replanned using that history.

Unconfirmed connections are marked as hypotheses. Users send messages themselves.

First users and the pilot partner

Proposed first pilot

Founders and independent professionals

Reach a client, partner or investor through existing contacts.

Start with a professional community or accelerator: one group with concrete goals.

Next use case

Professionals with a career goal

Find a route to a company, recruiter or future team.

A pilot with a career community or conference organiser.

Segments and channels are hypotheses to test. We choose the first pilot's location with the partner.

How Chóca could earn revenue

Monetisation hypotheses to test after validating value and repeat use.

Pro subscription

Users pay for higher limits, several goals and additional AI assistance.

Partner scenarios

A community, conference or employer pays for its own scenario and support.

Further development: Networking Engine for other products. A public API and branded versions are planned.

A pilot with measurable outcomes

Proposed cycle: 8 weeks with one partner community.

Weeks 1–2

Recruitment and first goals

Participants add contacts, set a goal and make their first move.
We identify onboarding barriers.

Weeks 3–6

Actions and introductions

We support participants along their routes, gather feedback and fix recommendation errors.

Weeks 7–8

A decision on development

We assess repeat use, willingness to pay and AI costs.

We measure the first move, return after one week, user-reported introductions and AI spend per active participant.

Creator and next stage



Greg Petrov

Creator of Chóca

The foundation for a pilot is ready: a mobile app, a web app and a shared AI engine.

Next: product analytics and a partner to help run the pilot.

Networking Engine is designed as a shared foundation for the game and future partner products.

Support for the first pilot

Claude / API credits

Route planning, task generation and message drafts. Cloud resources to run the pilot.

A partner community

Participants with real goals, feedback and validation of the product's value.

Investment or a grant

Product improvements, analytics and preparation for market launch.

Support depends on the group size and AI budget. This stage delivers evidence on value, retention and cost.
