



i6

People are surrounded by others but meeting new people has become hard because modern environments lack social signals and reduce spontaneous human interaction.

We tend to be trapped in our own bubble,
thinking finding friends or a partner is difficult,
wondering if someone meaningful passed us by in that subway?



Digital Approaches & Physical Approaches



Eventbrite

Bars

Meetups

Clubs

Communities

Requires *profiles*,
not *moments*.

Creates
expectation, not
memories.

Too much friction.

We naturally have
to ask,

**Is someone like me
nearby?**

Meet Iro.



A modular companion robot built to be your **social catalyst**.

It connects you with **like-minded** people **around you** who you **resonate** with.

Iro is built to **reduce** friction in **spontaneous** human relations.

It connects people only with others seeking the **same kind** of connection.



Personality Matching.

Iro represents personality as a colour gradient shaped gradually by interests, habits, and intent. Instead of rigid categories or profiles, these gradients evolve naturally over time.

Why gradients?

Gradients give people a shared, intuitive language to understand compatibility at a glance without labels, or scores.

Designed To Work Before Density.

Iro works as a calm desktop companion when you are alone, and a social bridge when others are nearby.

Builds emotional familiarity with the product.

No dependency on scale to feel useful.

Transitions naturally into social interaction when others are present.

This removes dependency on early network density while building user attachment from day one.

When social moments occur, Iro is already trusted and integrated into daily life.



Modularity.

Iro is designed to live across multiple form factors, adapting to where life happens.

From keychains to pendants to future desktop bodies, Iro acts as a single, continuous brain.

It snaps into place magnetically and understands its context, adjusting behavior automatically.

This allows Iro to stay present throughout the day without asking users to change habits.

Built For Repair, Not Replacement.

Modular internal architecture.

Core components are designed to be individually serviceable.

Low-cost fixes over full replacement.

Most failures are resolved by replacing a single module, not the entire device.

Two repair paths.

User-assisted replacement with guided parts, or in-house servicing for convenience.

Iro is designed as a long-term companion.

Repairability reduces ownership anxiety, lowers support costs, and builds trust over time.

A Moment With Iro.

You are standing at a busy intersection, surrounded by people you do not know. You are listening to a podcast about design.

A soft buzz.

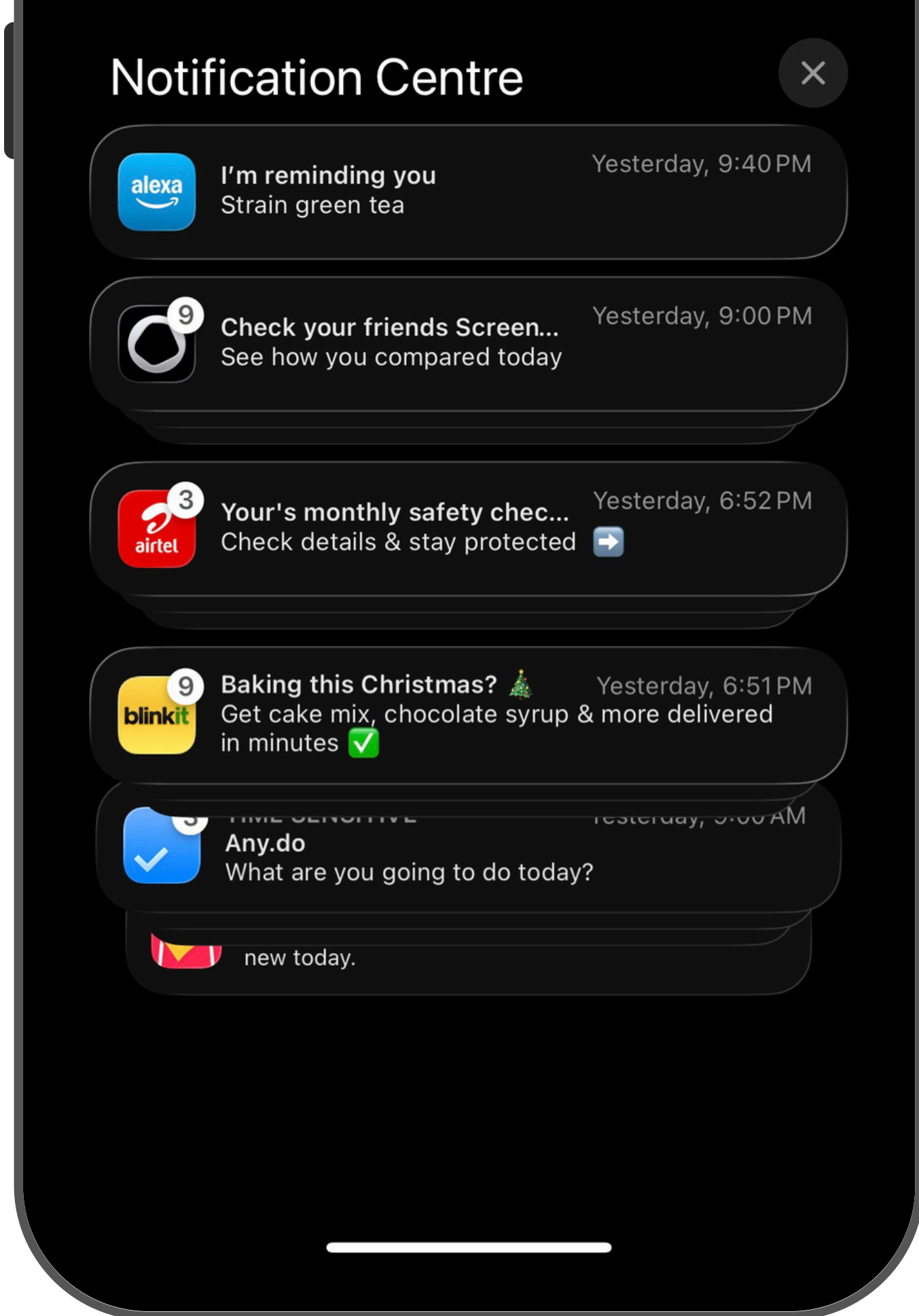
Your Iro glows with a warm, shifting light. Nearby, another Iro responds.

They are open to conversation. They share your curiosity for design, learning, and the outdoors.

You glance down. They do too. You both accept.

Guided by subtle haptics and gentle cues, your Iros lead you toward each other.

Minutes later, you are deep in conversation with someone who was a stranger moments ago.



Why not just an app?

Nearly **one-third** of people are sidetracked within **30 seconds** of picking up a device.

These spontaneous connections **break** when attention **shifts**.

Where Iro Fits.

Total Addressable Market

People who regularly spend time in shared public environments.

Universities, Offices, Conferences, Festivals.

In the U.S. alone, over **150 million** adults regularly spend time in such spaces.

Serviceable Addressable Market

People open to meeting new people in real life.

Gen Z, Urban Professionals, Students, Expats.

Over **46M** urban U.S. adults aged 18–30.
70% express openness to meeting new people.

32M potential early adopters.

TAM

~150M U.S. Adults

SAM (~21% of TAM)

~32M U.S. Adults

Why Iro Works Today.

1 in 3 Americans feels lonely every week.

Connection is no longer a niche problem.

2 in 3 Americans are actively tired of social media.

Digital-first connection is losing trust.

4 in 5 young adults say real-world interaction is the goal.

People want connection to happen offline again.

What is changing?

People still want connections just without feeds, notifications, and endless scrolling.

Why now?

A physical object like Iro can enable connection without turning it into content.

The Start.

Where?

Urban university districts and creative hubs.

U.S.: *New York City, San Francisco, Boston.*

Asia: *Seoul, Tokyo, Singapore.*

Chosen for repeat proximity, safety, and public density.

Who?

Aged 18-30, students and young professionals.

Curious, Socially open, frequent public space interaction.

Already dissatisfied with apps.

How?

Campus ambassadors, social media, and in-person demos.

Early users introduce Iro to friends.



The First 1,000.

Primary question to answer:

Does Iro lead to real world conversations?

Key behaviours measured:

Carry frequency, interaction attempts, repeat encounters.

Desity Insights:

When and where connections begins to happen.

Outcome?

A scalable behavioural pattern.

Will people wear it daily?

Will people accept real world matches with current system?



Revenue Model.

The device:

One-time purchase for Iro.

The modules:

One-time purchase for modular bodies and future physical extensions.

Limited editions and collaborations expand cultural relevance.

The optional membership:

Wider discovery radius.

Connect beyond immediate proximity when you choose.

Personal connection tendencies.

Private summaries of the kinds of people you naturally click with.

Private connection reflections.

Optional private reflections that let Iro better align future connections with what feels right to you.

Monetising Physical Presence.

How discovery works.

Hardware nodes placed
at businesses.

Fixed venue nodes act
as location anchors.

After a real
connection, Iro
suggests nearby
places to continue
it.

*Connected with someone?
Continue the
conversation at a nearby
coffee shop.*

Who pays, and why.

Businesses pay for
nearby, intent-rich
visibility.

Only shown to people
already in the area.

Interest-aligned and
context-aware.

Metrics we provide:
*Advert views, visits,
time windows, interest
alginment, footfall in
proximity.*

Why this scales.

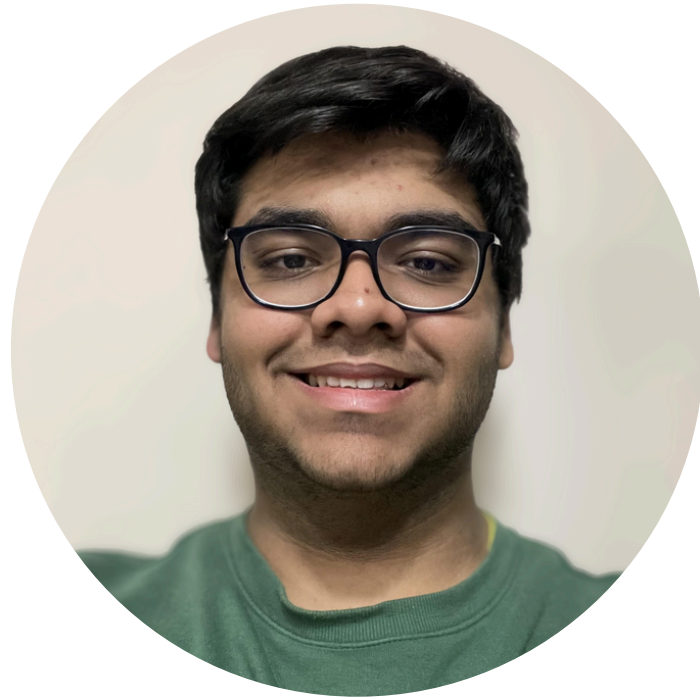
Businesses host nodes
which expands user's
connection network.

Membership revenue
funds hardware
deployment.

More nodes leads to
better discovery.

Better discovery
leads to higher ROI
for businesses.

The Team.



Neil Arora
Founder. CTO.

neilarora.in

Lead Hardware and Firmware Engineer at
Bern Technologies and June Kids.

Environmental sociology researcher at
Delhi University.

Active experience in Electronics
Engineering and Team Management.

Advisors and Oversight.



Mehak Gupta
Legal Advisor.

Alumna of the University of Cambridge.
Corporate Counsel and Global Insurance
Counsel at Infosys Limited.

"Top In-House Counsel" in Forbes India
Legal Powerlist, 2023.

"Star Woman Lawyer of the Year" at the
13th Legal Era India Conclave, 2024.

What This Round Enables.

Build the first real Iro.

From concept to a functional product.

Hardware MVP.

Proximity and consent system.

Minimal companion app.

Node-based expansion for discovery and local partnerships.

Observe real consumers.

Selective private beta testing to strengthen core systems.

Campuses, cafés, dense urban spaces.

When people opt in. When they hesitate. What feels natural.

Refine product direction.

Learn what to keep, remove, or rethink.

Outcome: Testing and strengthening before scaling.





Connect with us.

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