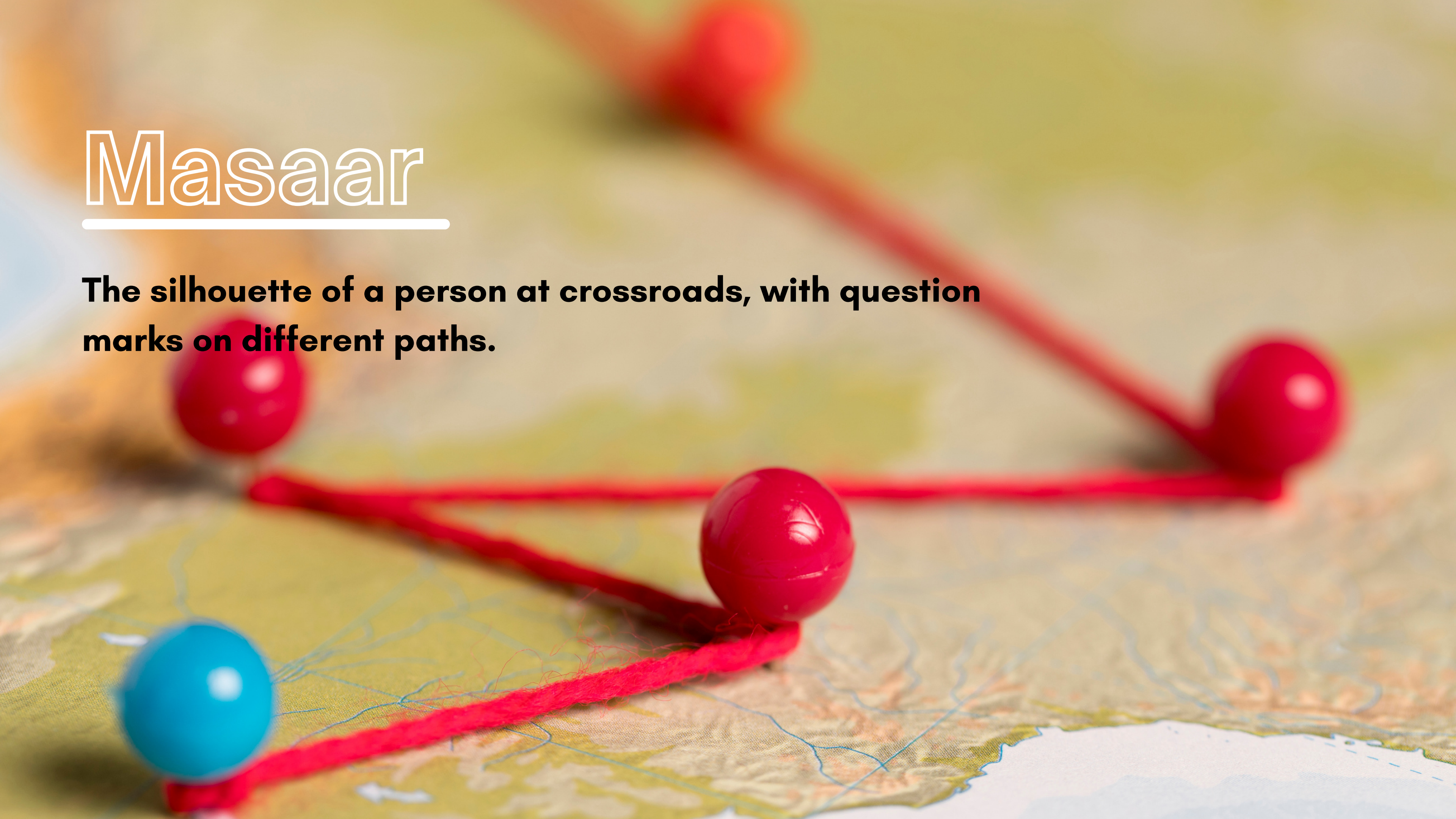


# Masaar

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**The silhouette of a person at crossroads, with question marks on different paths.**





## Problem

A staggering 80% of people admit to being at a loss about major life decisions at least once. With endless information at our fingertips, decision paralysis isn't just common; it's an epidemic.



# Solution

Masaar is the beacon in the fog of choices. Our AI doesn't just process data; it understands context, emotion, and long-term goals. It's like having a life coach, career advisor, and personal mentor, all in one.



# Business model and GTM strategy

Our model is simple: a subscription-based platform with tiered access to Masaar's features. Our go-to-market strategy is equally straightforward—targeted digital campaigns, partnerships with educational institutions, and corporate HR programs.





## Market and Traction

The personal development industry is booming, expected to reach \$56 billion by 2027. Masaar taps into this with a unique AI offering. We've seen a 300% growth in user engagement this quarter alone, with a user base spread across 30 countries.



# Team

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**Suraja Muhammad**

Full-stack web  
Software engineer



**Maryam Lutffullah**

Business Analyst and  
BSc in Physics

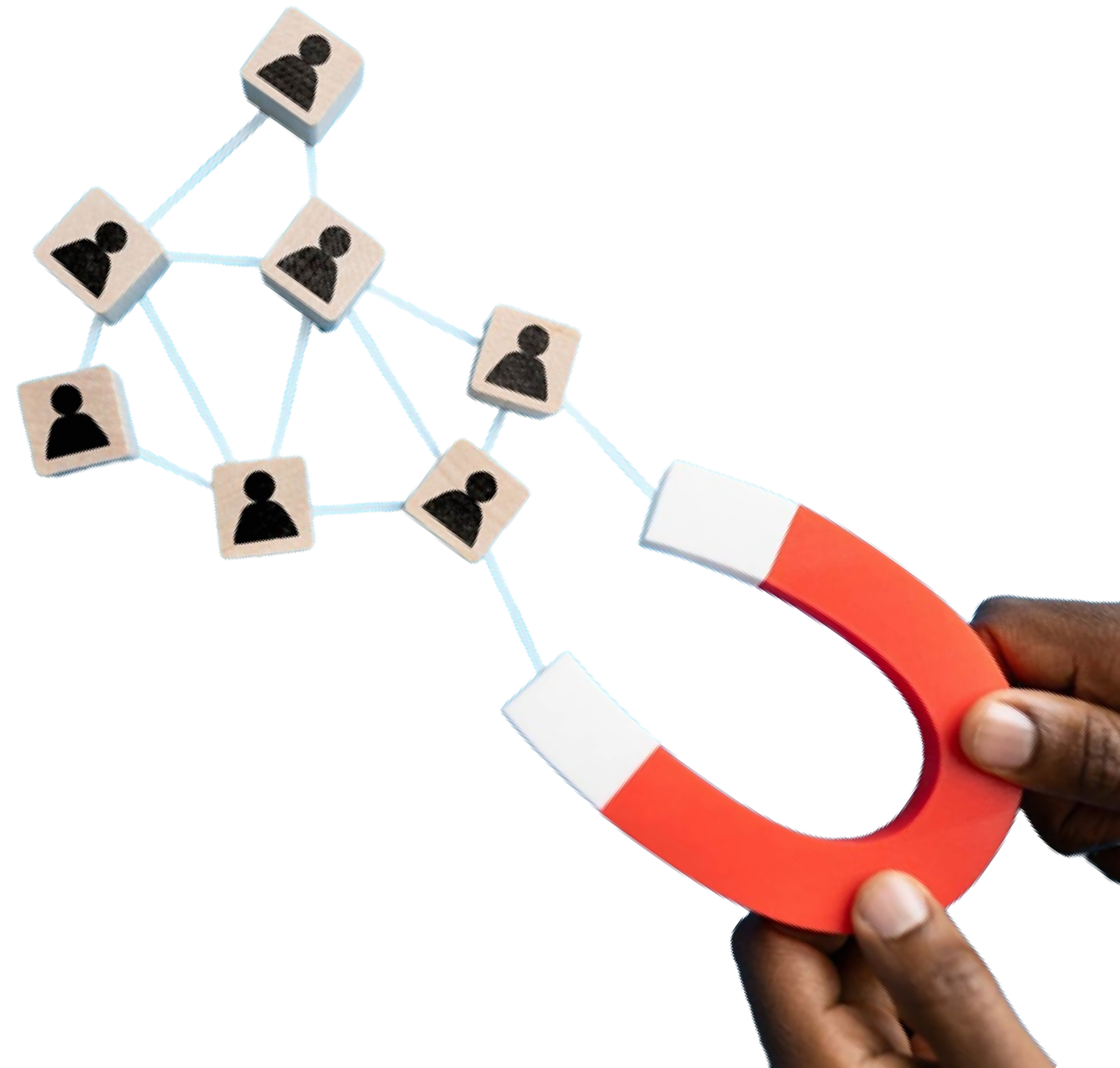


**Ahmad**

AI & Machine learning  
engineer

# Call to Action

It's time to take the first step on your journey with Masaar. Visit us today, and let's unlock the potential of your path together. Because knowing 'What's next?' is good, but discovering 'What's best for you?' is better.



# Contact Information

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A dark, blurry night scene of a city street. The background is filled with out-of-focus lights in various colors, including blue, green, and red, creating a bokeh effect. The overall atmosphere is dark and moody.

**THANK  
YOU**