

SPARK · OCTOBER 2026

Find people to do things you enjoy.

Activity partners. Hosted events.
Real-life connections.

US\$600K pre-seed extension

Updated 17 October 2026 · Activity photography is illustrative.



THE PROBLEM

You have the idea. You need the company.

You want to try a café, visit an exhibition or get outside. Your friends are busy, or you're new in town.

Finding something to do is only half the problem. Finding someone to go with is the other half.

Customer problem to validate through interviews, participation and repeat use.



FIRST AUDIENCE

A new social circle in Auckland

Our proposed first audience: adults new to Auckland, or rebuilding their social circle, who want company for everyday activities.

Start with an easy first meeting in a public place. Learn which activities bring people back.

Initial customer hypothesis. Broader age and city populations are context, not proven demand.



THE SOLUTION

Something to do. Someone to do it with.

SPARK helps people connect around shared interests and make a plan to meet.

1. Discover someone with a shared interest.
2. Agree an activity, time and public place.
3. Meet, then make another plan.

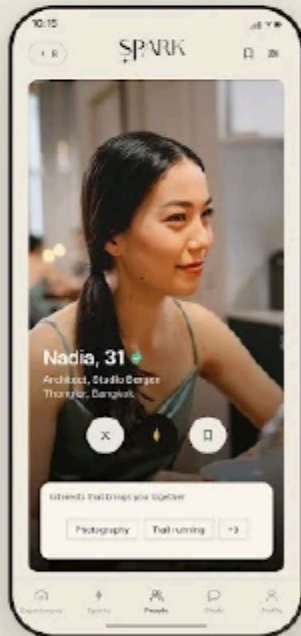
Booking routes and activity costs vary. A chat or invitation is not a venue reservation.



The product already moves from trust to meeting.

Connect through shared interests

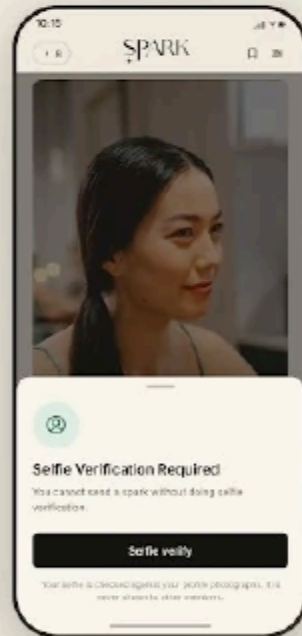
Meet people through the interests, ideas and places you share.



Discover shared interests

Verification before connection

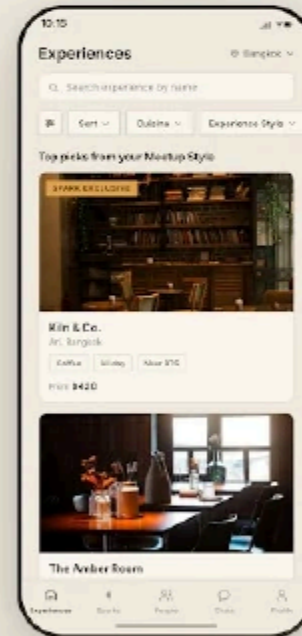
Selfie verification is required before anyone can send a Spark.



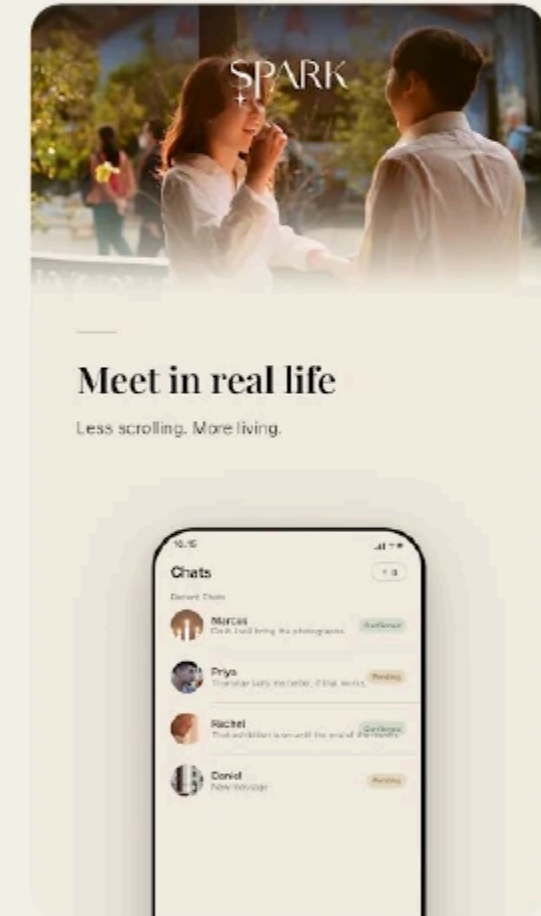
Verify before connecting

Find places worth meeting in

Explore SPARK selected restaurants by cuisine, style and neighbourhood.



Choose a place worth meeting



Meet in real life

Less scrolling. More living.

Carry the relationship forward

WAYS TO MEET

One purpose. Different ways to join in.

Make a plan

Connect around a shared interest and agree an activity together.

Join a hosted event

Meet the community through recurring events around shared interests.

Share a small table

Up to six people around food. SPARK Tables are in development.

Dedicated Plans, broadcast invitations and provider discovery are development directions. Tables are in development. Availability must be confirmed feature by feature.



People did not just connect. They met again.

573

people met a stranger in person

133

returned for another meeting

23.2%

observed repeat rate

18 days

median gap to the next meeting

The signal that matters: behaviour moved from digital discovery to real-world repeat.

Thailand only. Analytics from 5 August 2026, reconstructed from production records. About one third of meeting events carry the import date. Definitions and reconstruction notes available for diligence.

People are booking through SPARK

1,400

bookings made through the app

12,825

app installs from the Bangkok launch

US\$0

paid marketing for the Bangkok launch

Bookings: founder update, 9 Sep 2026. Installs and spend: Bangkok launch figures, 3 Sep 2026.

The first hello can happen in a room.

SPARK has organised gatherings in Bangkok and Auckland. Hosted evenings give people a concrete reason to meet.

The next test: do attendees return, join the app and arrange another shared activity?

Measure paid attendance and event contribution after costs, separately from registrations.

How much of Auckland do we actually need?

771k

Auckland Region residents aged 30–64

Stats NZ · 2023 Census · a modelling lens, not SPARK’s market

INITIAL PROOF TARGET

1,000

paying Auckland members — about 0.13% of that cohort

$1,000 \times \text{NZ\$}20/\text{month} = \text{NZ\$}240,000$
annualised membership billings

MATURE-CITY ILLUSTRATION

~NZ\$1.85m

at 1% paid penetration

$770,949 \times 1\% = \sim 7,709$ members $\times \text{NZ\$}240$
annualised

12.4m

Australians in the same age band, for expansion context only.

Not multiplied by price and not presented as TAM. Further cities follow evidence of paid conversion, repeat meetings and retention.

ABS · ERP at 30 June 2025

Auckland first. Learn with Bangkok.

Auckland

Test the activity-partner proposition and paid community model.

Bangkok

Continue local events and learn from historical meeting behaviour.

Further expansion

Follow evidence of retention and viable city economics.

Paid events. Recurring membership.

Event tickets

Each event states its price and inclusions. Track revenue less delivery costs.

Membership

Published pricing: NZ\$20/month in NZ; US\$20/month in Thailand. Validate conversion and renewals.

Later opportunities

Partner commissions and other packages depend on proven demand and agreements.

Turn a first event into a second meeting.

1. Reach a defined Auckland audience through venues, local communities and referrals.
2. Invite them to a relevant hosted experience.
3. Help them connect and arrange something else.
4. Measure repeat participation and membership renewal.

Why choose SPARK?

Eventbrite, Luma and Meetup

Alternatives for finding events and organised communities.

Timeleft and curated gatherings

Alternatives for a hosted social experience.

Friendship apps and group chats

Alternatives for finding people or organising together.

Our intended difference: combine shared-interest discovery with hosted local gatherings and a path to the next meeting.

Prove people come back.

1. Deliver a focused Auckland event calendar.
2. Measure paid attendance, cost per attendee and event contribution.
3. Track profile creation and subsequent shared activities.
4. Measure repeat attendance and membership renewals.

Use the results to decide what to scale.

THE TEAM

The people building SPARK



Sunny Khurana

Founder and CEO · product and fundraising

[LinkedIn](#) ↗



Jesper Hansson

Thailand lead · local community and events

[LinkedIn](#) ↗



Jean-Claude Schrater (JC)

New Zealand lead · local community and events

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Claudia Scheffler Perrone

CCO - Thailand

[LinkedIn](#) ↗



Gagan Ajmani

CFO

[LinkedIn](#) ↗



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Strategy Advisor

[LinkedIn](#) ↗

Shared platform. Local cost added gradually.

CENTRAL PLATFORM COSTS

Product and engineering · infrastructure · data and analytics · trust and safety · customer experience and support · finance, legal and administration · central operations.

VARIABLE CITY COSTS

Local market lead · community acquisition · events · venue and Experience working capital · creators and PR · partnerships · local support · paid acquisition once economics justify it.

US\$600K — ALLOCATION AND MILESTONE

30%	Product, data and trust	US\$180K
25%	Auckland acquisition test	US\$150K
25%	Core team and operations	US\$150K
10%	Legal, finance and compliance	US\$60K
10%	Reserve	US\$60K

Milestones: paid conversion · 90-day repeat · contribution margin · CAC and payback · a documented city playbook.

US\$600K of new funding

Close the existing round

US\$400K raised. US\$100K remaining at the existing US\$5M SAFE cap.

Proposed follow-on funding

US\$500K at a proposed US\$8M SAFE cap.

Current runway

Approximately four months, founder estimate as at 17 October 2026.