



# ZOTALITY INC.



The US-registered Zotality, Inc. (the "Company") employs karmic astrology for - individual and interpersonal - astro predictions as a preventive protocol for management of relationships and important life issues such as romance, marriage, children, health, career, finance, litigation, and more.



## Zotality's Business

Owens and operates karmic (birth-chart) astrology based on-line (1) social discovery and dating, (2) matrimonial matchmaking, and (3) relational networking & 24/7 astro guidance platforms, and a (4) karmic mall (eCommerce marketplace).



## Milestones Reached

- Released, and tested for market acceptance, the karmic astrology based matrimonial-matchmaking portal, [KundaliMatrimony.com](http://KundaliMatrimony.com).
- Released and tested for market acceptance, the karmic astrology based social discovery and dating platform, [ZoMatch.com](http://ZoMatch.com).
- Developed proprietary astro-algorithms and content for the relational networking & 24/7 astro guidance platform.



## Traction

- [KundaliMatrimony.com](http://KundaliMatrimony.com): Added 8000+ users via PPC campaigns. Brought the user acquisition cost below \$0.08 (Rs. 5) for the last 2,400 users acquired at an exceptionally high "click-to-conversion" rate of 14.5%.
- [ZoMatch.com](http://ZoMatch.com): In a few controlled PPC campaigns brought user acquisition cost below \$0.35 (Rs. 25) for over 900 users.

**The oldest and largest competing Indian matrimonial site was offering \$3.85 (Rs. 245) per user to affiliate sales agents in January 2018!**



Aries



Taurus



Gemini



Cancer



Leo



Virgo



Libra



Scorpio



Sagittarius



Capricorn



Aquarius



Pisces

## Proprietary Tech & Content

Our platforms utilize predictive tools and services driven by proprietary astrological algorithms and content, developed by astrologers with a Postgraduate or Doctorate in Karmic Astrology. They offer authentic products, and credible astrological guidance on relationships and important life issues such as romance, marriage, career, litigation, children, health, and other.



## To be Released

- The karmic astrology and interpersonal relations based "relational networking and 24/7 astro guidance" platform to disrupt & redefine online networking.
- The first Karmic Astrology Marketplace (Karmic Mall) - For credible astrological guidance and services, and authentic products such as astro-gemstones.
- Mobile apps for the karmic astrology based dating and matrimony platforms.



## Sources of Revenues

- Credible astro guidance & services
- Authentic astro-products & gemstones
- Paid subscription to plans on the dating, matrimony, and relational networking & 24/7 astro guidance platforms
- Advertisements
- Wedding and spiritual market services

## Why Start with India?



- The astrology services industry is worth around \$10 bn in India alone.
- More than 600 mn Internet users and over 1.3 bn people, and 600 mn below 30 years.
- Indians consult astrologers regularly on matters pertaining children, marriage, litigation, career, naming of the child, business, and all important life issues.
- Karmic astrology is recognized as a science by the courts of law.
- Astro-compatibility is a prerequisite for a Hindu wedding. One bn Hindus in India.
- Many colleges offer Bachelor, Master, and Doctorate in Karmic Astrology.
- Wedding services market exceeds \$40 bn. The spiritual services market is also \$40 bn.

## USP - Redefining Markets

- Retaining married couples as users and subscribers on the matrimony platform!
- Introducing relational networking, based on karmic astrology and interpersonal relationships between users. And,
- Multiple recurring-revenue streams

## Why the USA?

- Considerable VC interest in astro deals lately
- Nearly 50% Americans believe astrology is scientific. And, 40% American women read their horoscopes at least once a month.

## Management

- Naresh Belwal (Founder & Pr.) - 25 yrs in business development in Investment Banking & Tech. Adept at Sales & Digital Mktg. MBA from Pace University, NY.
- Vipin Belwal (VP Media & Marketing) - Entrepreneur in advertising, media, and finance in India. MBA from LIU in NY.

## Why the USA?

- Astrology's resurgence lead by the millennial
- The Psychic industry's revenues, comprising of aura reading, palmistry, astrology, and others, exceeded \$2 bn in 2018.