

Fruüduut

For the woman
you're becoming





Vision /Goals of the application

Our vision is to build a *women-only* mobile platform that systematically converts ambition into consistent action for the demographic 18-49.

We aim to support women in developing confidence, financial independence, and the ability to navigate the world independently through structured micro-challenges directly aligned with their personal goals.

By creating a safe and reliable environment, we encourage women to build self-trust and real-world capability through steady, measurable progress.

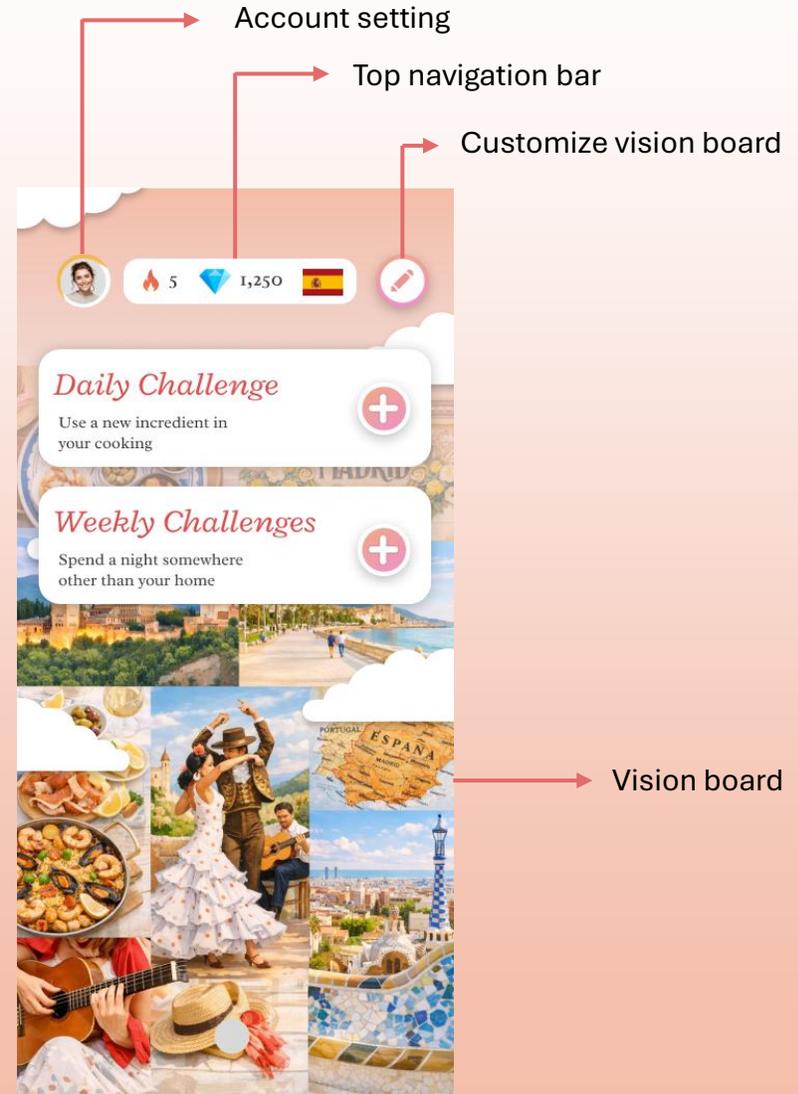
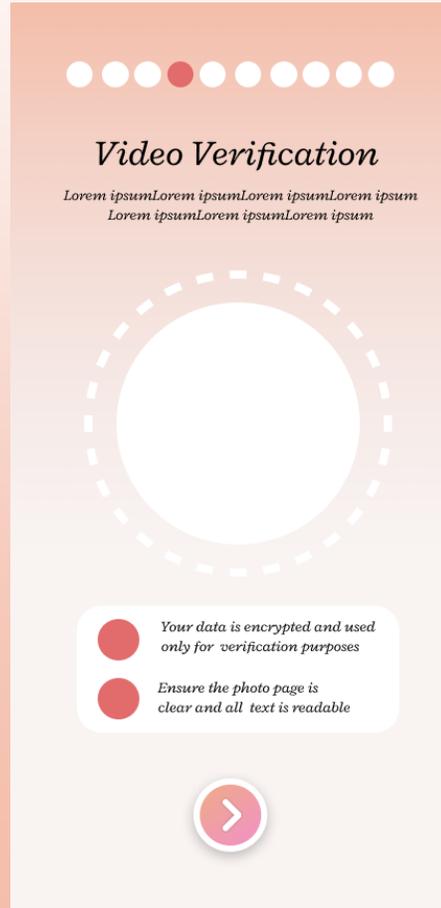
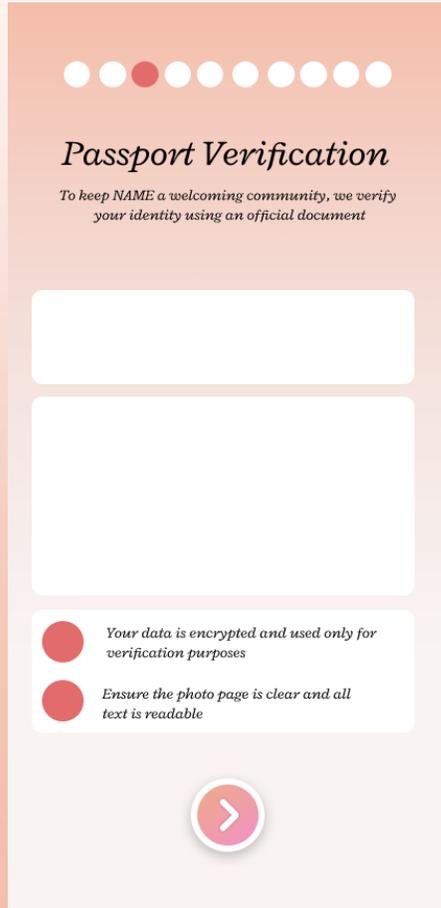


How is Friidut different?

- Friidut turns passive dream collection to active actions to achieve the goal with micro actions and visual engravement.
 - Made only for women with judgement free and trustable space.
- Unlike from a generic habit tracker or collection of inspiration just to forget, this application encourages people with more personal 'One step at a time to reach the goal' mindset.

Application overview

Strict community

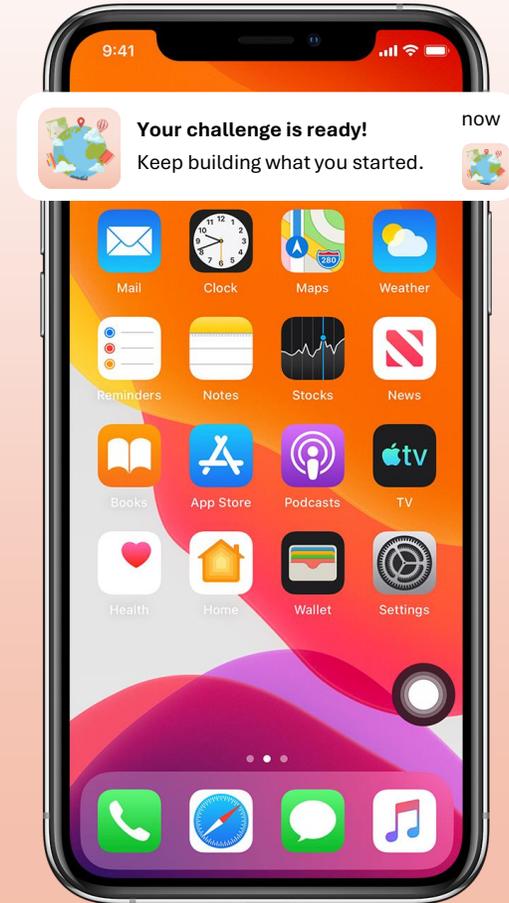


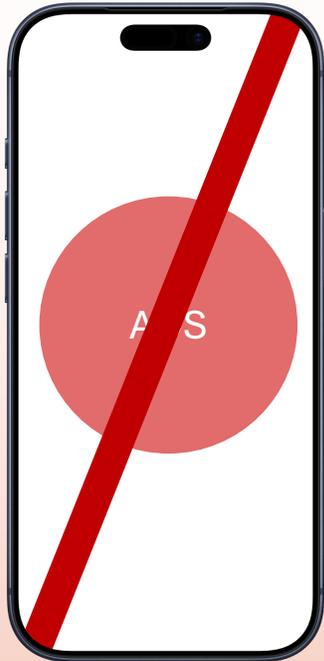
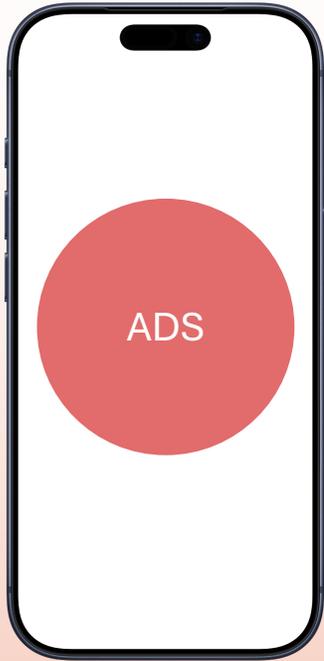
Application overview

Can only see few information
to make a safe space

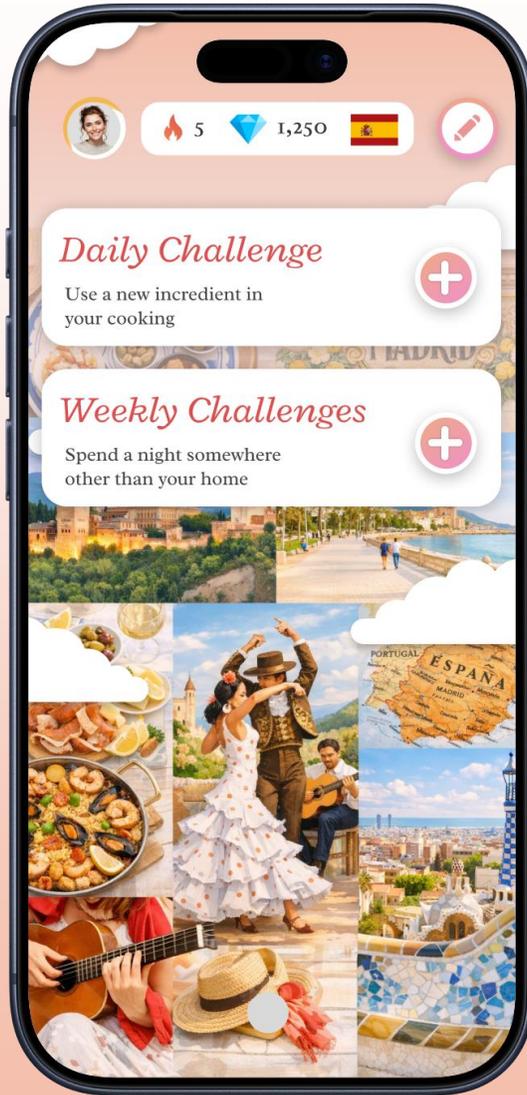


Timer to prevent
procastination

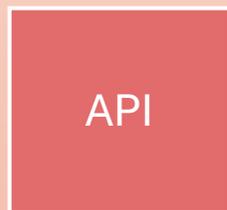
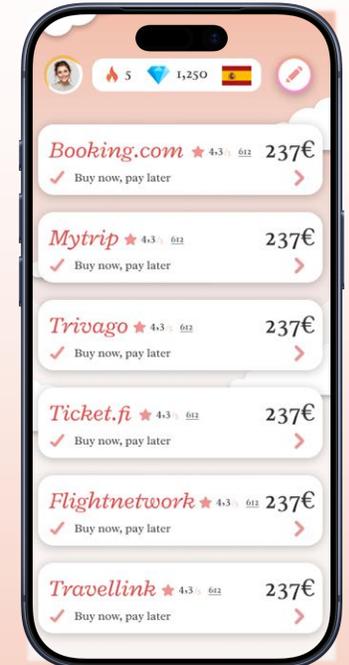
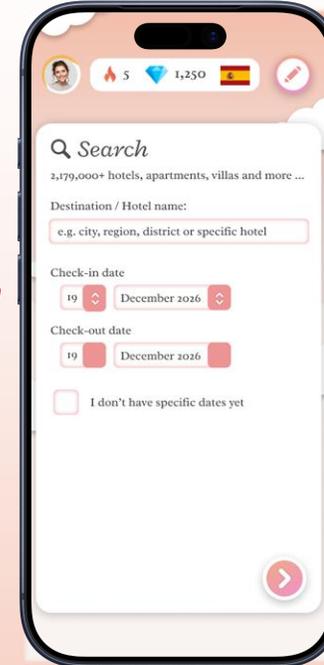




RevenueCat



Affiliate program



Backend

Achievements social sharing



Technical description

Key features

- Restricted only for women
- System maintained only by women
- Daily challenges
- Weekly challenges
- Inspiring success stories
- Vision boards
- Notifications

Technologies

- Frontend app is React native for iOS and Android
- RevenueCat service for payments and ads control
- Backend hosted on Microsoft Azure App Service with API in C# and Azure SQL Database
- Authentication uses Microsoft Entra and System Managed Identities

Why?

Why women only?

- Safety and psychological comfort ↗ participation ↗ actions ↗

Why daily challenges?

- Small, repeatable action reduces resistance and builds behavior momentum

Why will users stay?

- Progress visibility, soft encouragements, streak and increasing challenges creates psychological investment

Why ads?

- Psychologically, people are used to in-app ads but tend to step back from paying even 5-10\$.

Women-only app's key functionalities

Challenges

- Challenges guides you with one concrete baby step at the time closer to your dreams
- Daily tasks are easier to accomplish
- Weekly tasks are a bit harder
- You need to take picture for evidence in every task
- You can share your achievements to your friends in social media

Goals

- You can read other women's inspiring success stories
- You have vision board based on your interests and personal development goals
- You can adjust and change it on your way to your goals
- You can share your vision board to other women

The business Model

Key Partnership

- Revenue Cat
- Affiliate programmes (booking.com, trivago, hotels.com)

Key Activities

- Social Media marketing
- Website and event promotion
- Digital marketing
- Collaboration with influencers

Key Resources

- Female developers and moderators
- Infrastructure provider

Value Propositions

- Confidence to travel, handle situations and learn to manage finances effectively in a safe and trustable community

Customer Relationships

- FAQ and support form on the website
- Personalized recommendation for challenges
- Upgraded version to customers after usage for 2 years

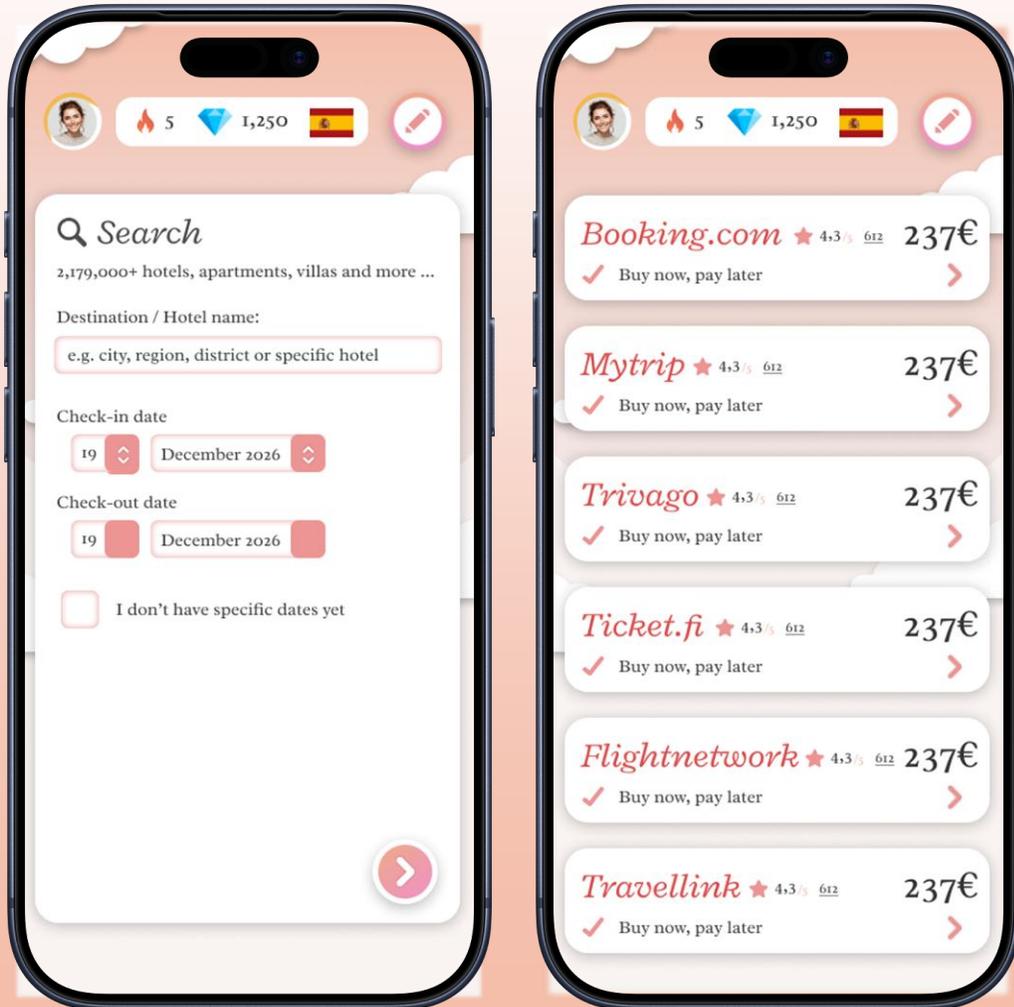
Revenue Streams

- Paid premium features
- Affiliate commission (Booking.com 25-40%)
- ADS
- Collaboration with content creators

Customer Segments

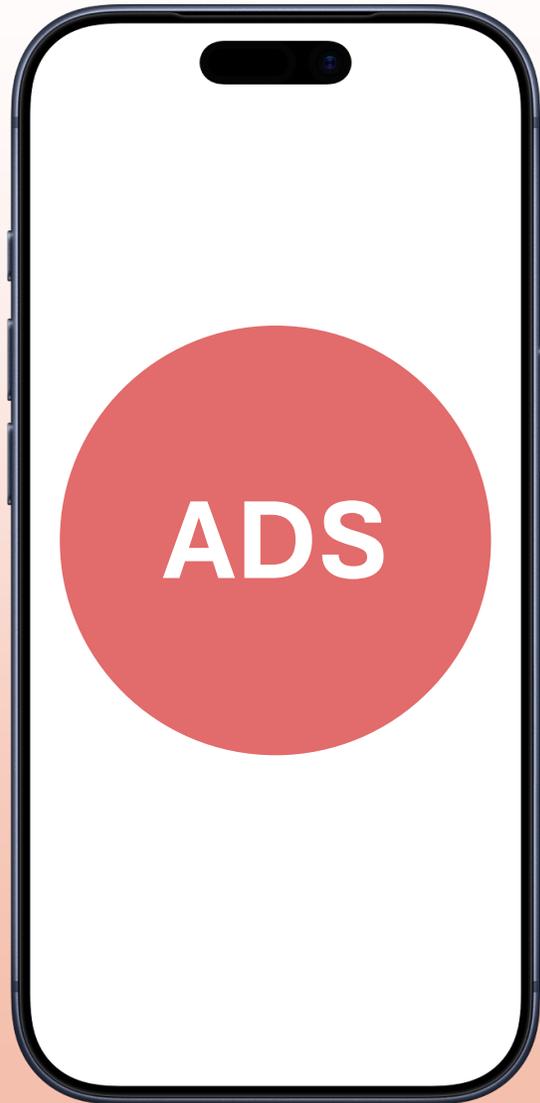
Women wanting to travel
Age Demographics 18-49

Revenue stream



Affiliate commission

- Booking.com pays 25-40%
- Mytrip pays 2.25% or 63.75€ per booking
- Trivago pays 4%
- Hotel.com pays 6%



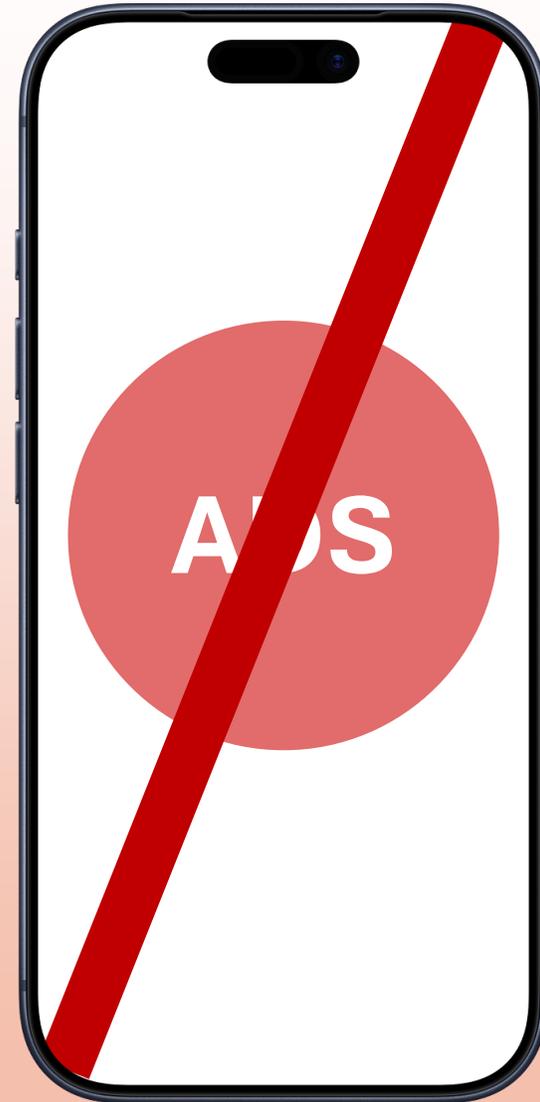
Free with ads



RevenueCat



*Paid, no ads,
premium
features*



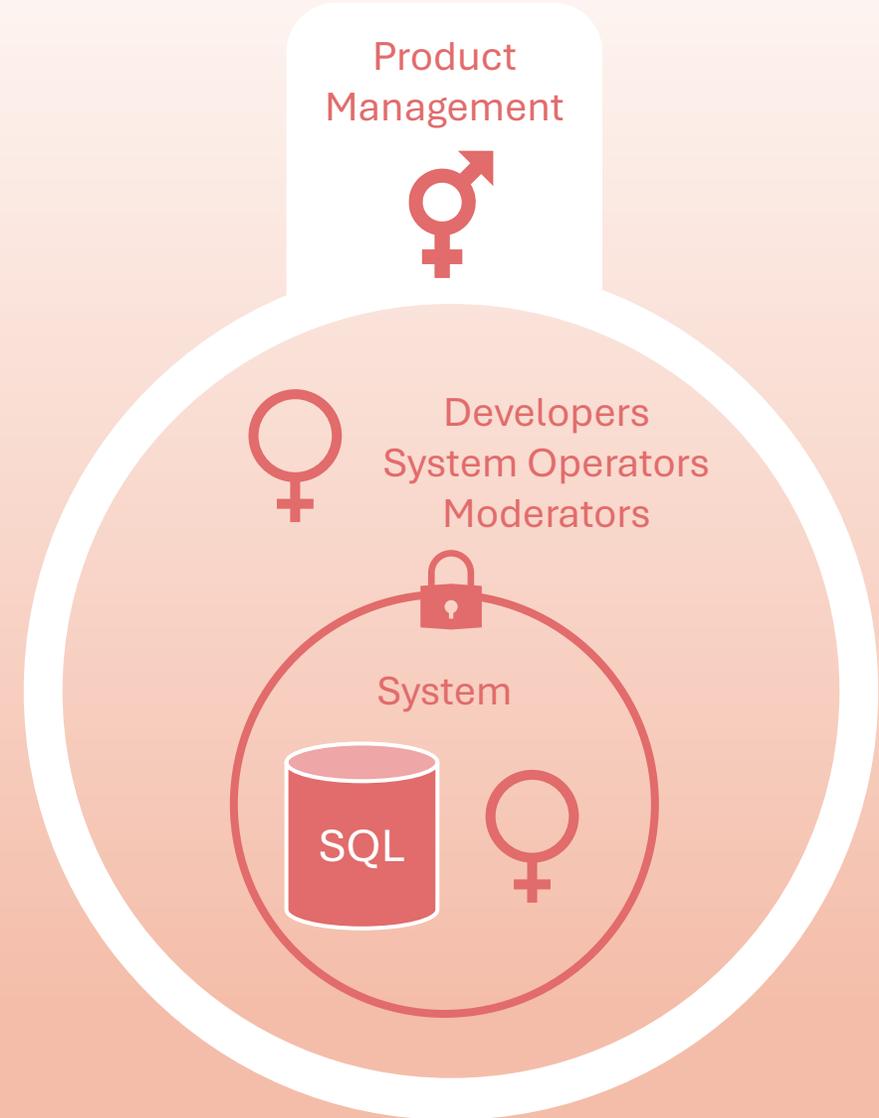
Who can see my Data?

WOMAN

- Core production database
- Developers
- System Operators
- Moderators

MIXED GENDER

- Product Management/
Outer Shell of the product





Thank you!!

Contact us

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