ChatWise Series-A, EIS Approved, $1M ($10m pre-money valuation)

On 15th August 2025 from the Red Fort, PM Modi called on Indians to create an Indian Social Network. This is a huge financial opportunity and ChatWise is currently front-runner in India.

ChatWise is India focussed social network, like Instagram, but it gives creators equity stake. We're experiencing huge support amid political realignment and rising patriotism driven by Donald Trump's bullying tactics towards India. Speed is key for ChatWise to grab the moment as Indians are waking up to the idea that every swipe on Instagram creates wealth for the US at our cost.

After 18 months of building, learning, fixing issues with thousands of ChatWise community ambassadors, our Indian technology team is ready to scale ChatWise from the current 500k+ userbase to serve the entire India. Our product now achieves performance stats that almost match Instagram.

ChatWise Founders are UK based Non Resident Indians and launched in 2024 as India focussed social network – to be majority owned by Indian creators.

The Big Problem (and Opportunity): Instagram makes a crazy amount of money ($140 billion/year); Meta's biggest market is India and our creators get almost nothing. Indian creators said in our survey that they would switch if a reliable Indian social network offered monetization. ChatWise sees a huge opportunity. China, Korea, and Japan all have their own dominant local social networks, but India is still stuck on Instagram, even though it's the world's most populated young country. That's a huge untapped market!

The Investment Goal: ChatWise believes a $10,000 investment could turn into $1 million (or 100x) in just 12-18 months following the growth strategy highlighted in this one-pager. ChatWise founders are NRIs currently residing in the UK with families, but will switch to India as soon as funding round is completed.

How Social Networks are Valued Usually, based on their active users, ranging from $100-$500 per user. Meta (Instagram's parent company) is at the top with $500 per user because of its awesome monetization.

ChatWise's Monetization Plan: Instagram makes money as brands and creators boost their content for views. ChatWise plans to do the same but with a twist: share part of earnings back with Indian creators via equity. This is already working, with over 700,000 creators joining with Android app getting great reviews.

The Secret Sauce - Creator Equity Fund: ChatWise's founders donated a majority of personal equity (16 billion or 60% of existing share capital) to an "India Creator Equity Fund." Investors have a huge opportunity as new share capital is issued for them. Users and creators earn equity just by inviting friends, getting likes, or even finding bugs. This is why thousands are joining daily without any promotion. This equity giveaway will continue for years and years.

Real-World Value: ChatWise shareoptions (1 option gives holder right to 1 ChatWise Ordinary Share) are already being traded by ChatWise Ambassadors for up to 30 rupees each in the open market. Right now, investors can get 30 shares for just 1 INR and benefit from this arbitrage.

Smooth Sailing with Regulations: We've even got Instagram's former head of moderation on the team to make sure we're playing by the rules in India. Plus, since creators are verified, over 99% of content posted is clean and highly entertaining.

AI Power-Up: AI is a game-changer for ChatWise, helping with everything from video search to content suggestions and even coding. We can do things now that were impossible for a bootstrapped startup just a few months ago.

Why Now is the Time: Indian creators and politicians are pleading for a strong Indian social media alternative. With all the trade tensions, Indians are ready to support local businesses. ChatWise is ready to scale and be that alternative.

What we'll do with the money (Post-Funding Strategy): Last year, 20K+ new users joined ***overnight*** on launch as this ChatWise Podcast went live. We will do with the money:

More Podcasts to explain ChatWise to the Indian masses: Get on big podcasts with famous names like Raj Shamani (expensive but worth it!).

Woo Top Creators: Offer a billion equity shares to the top 100 Indian creators to join our mission of an "Indian Creator Owned Social Network."

Share Buyback (Marketing Genius): Use 10% of the raised funds to buy back ChatWise shares-options, which will tell the world that the only way to get ChatWise shares is by using the app, bringing in millions of new users.

Monetization: Build features for marketing agencies to "boost" content and start bringing revenues.

YouTube-like Monetization: Offer ad revenue and monetization for long-form videos.

Beef Up Algorithms and moderation: Improve security and algorithms to meet regulatory requirements.

Your Potential Returns: We're raising $1 million ($100k already committed) for 10% equity. Driven by patriotic support, we're confident of attracting big name creators like Dhruv Rathi and others, which in our experience, will bring millions of new users to ChatWise skyrocketing valuation.

We're aiming for 10 million+ active users within the next 12-18 months (can achieve a lot more!). Depending on speed of user growth, a 10M active userbase would equate to a c$1 billion+ valuation (based on open market valuation methods of social networks), giving your investment a 100x return.

The Big Question: We're ready to take on Meta. Are you ready to join?

The Crew: Gagan Gulati (CEO) and Abhijit Sagar (CTO) are founders. Schedule a call now (please provide company email address or write to gagan@chatwise.co.uk):

https://calendly.com/gulatigagan/30min

www.chatwiseindia.com