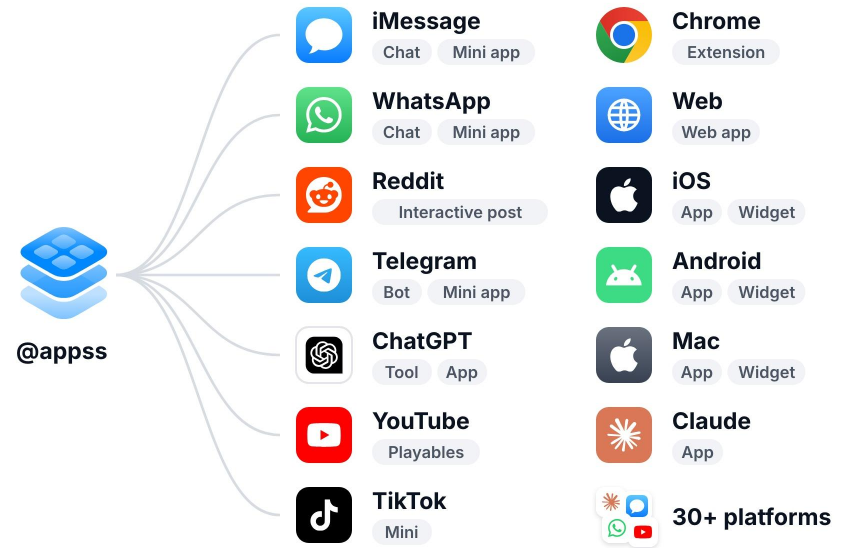


The mass adoption of personal software



Apps built via @appss are:

Capable  85K+ on-the-fly integrated MCPs, connectors and data sources

Super-distributed  25+ platforms

Built in minutes  10-25 min avg. |  Idea →  Real users

It's hard for Tim

Tim is 26. He plans trips, runs group chats, makes things for friends. Creative, but non-tech.

It's still hard to create an app people will pay for.

A person with an idea gets working code from AI in an evening and then meets the rest of a product, the data, identity, payments, hosting, support and updates, which still takes a team to build and keep alive.

It's hard to get users.

The app is done and the hard part begins: you chase people one by one, talk them into clicking a link, signing up and installing, and most of them give up before they ever try it.

 **Hasham Shafiq**
@HashamBuilds
There is something very humbling about trying to build something yourself. Suddenly every...
Sep 25, 2026

 **Fernando Nikolić**
@basedlayer
I would even venture to say that even people who "get it" and picked up AI to build stuff...
Aug 25, 2026

 **r/VibeCodingSaaS · u/Background-Gur-8289 · Mar 6, 2026**
I vibe coded a SaaS in a weekend. Spent the next 3 weeks on auth and payments...
The build itself took 2 days. Cursor did 80% of the...

 **leo**
@leojrr
guys, i'm under attack ever since I started to share how I built my SaaS using Cursor random...
Mar 17, 2025

 **Akarsh Jha**
@akarshjha03
Today I thought: why not host our own chat app? Building it wasn't the hard part. Power...
Sep 3, 2026

 **r/SaaS · Sep 22, 2026**
Vibe coding made building easy. Who maintains the app after you ship it?
I'm not a developer. I started building software because AI...

 **r/SaaS · u/InformalBoat8038 · Dec 30, 2025**
[Discussion] What did you do when you launched and nobody used your product?
I recently launched a small product, and honestly... no one...

 **Will Hawkins**
@WillLovesNoCode
Does this sound like you? Month nine iterating on my fifth vibecoded SaaS. Still stuck at zero...
Sep 25, 2026

 **r/founder · Jun 8, 2026**
I have the product. I have the code. I have zero users.
I've spent months building. The product works. The onboarding is decent. The...

 **caelum**
@caelum0x42
I'm quitting vcpeer and recoder. The products are done. Distribution is not. Zero users...
Sep 15, 2026

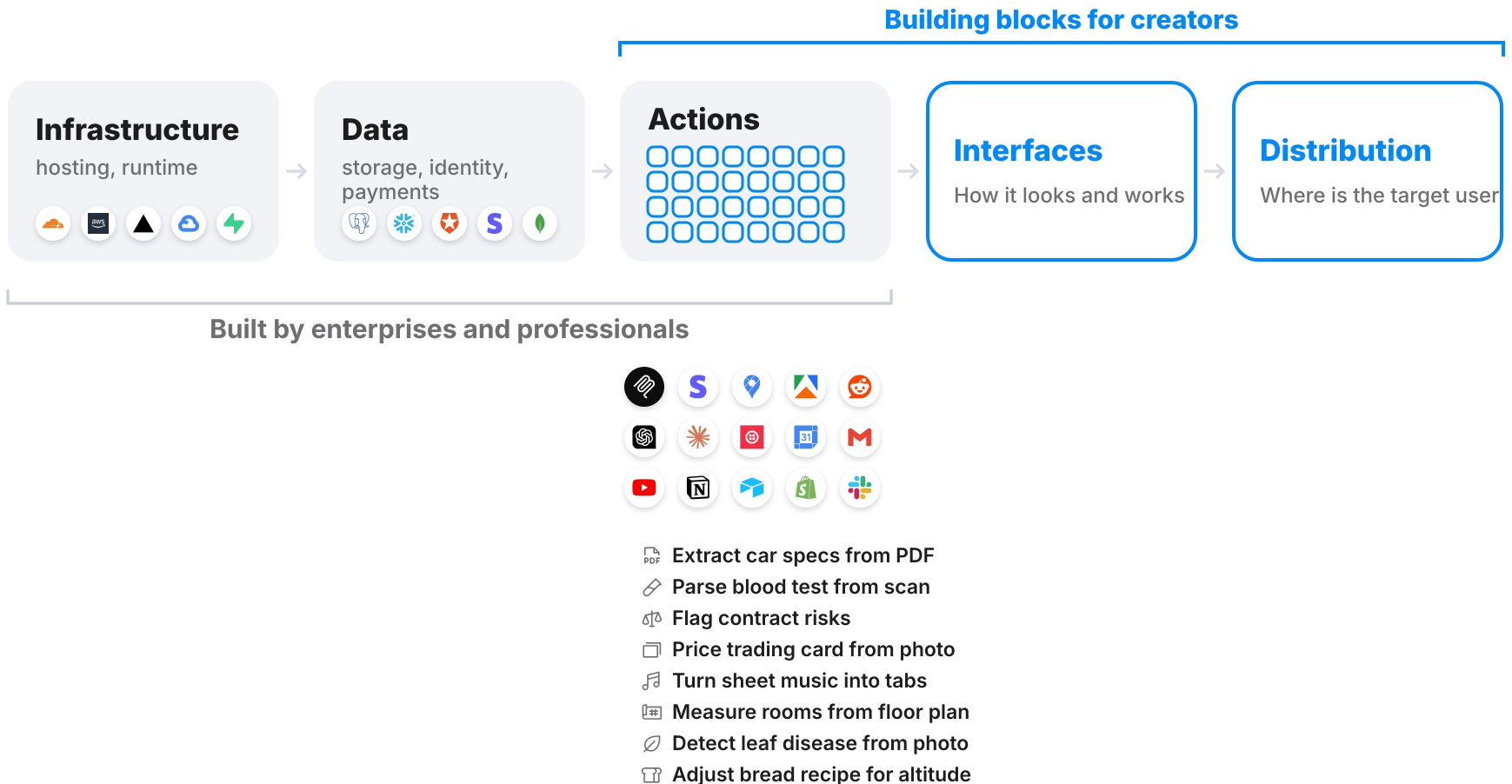
 **r/SideProject · u/aipulusautomation · Oct 7, 2025**
After 2.5 months, this is how many users I have
none. no paid users. How? I wish I knew. I chose to solve a problem...

 **Avi**
@XTeamPal
Day 10: (zero users) Launched on product hunt , tiny launch , hacker news , peer push...
Sep 27, 2026

It's still hard to create an app people will pay for.

Give creators **capable building blocks**

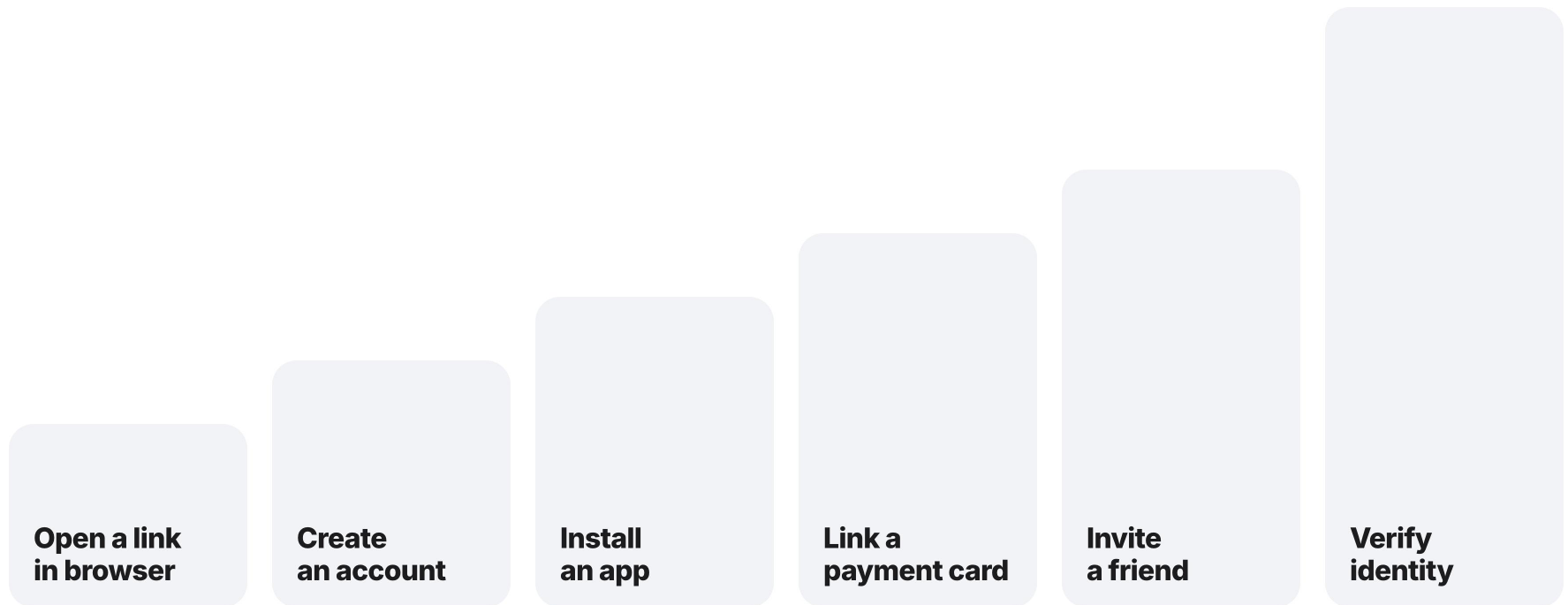
Let's make it easier for creators to focus on what they're best at: **combining useful actions, interfaces and target audience.**



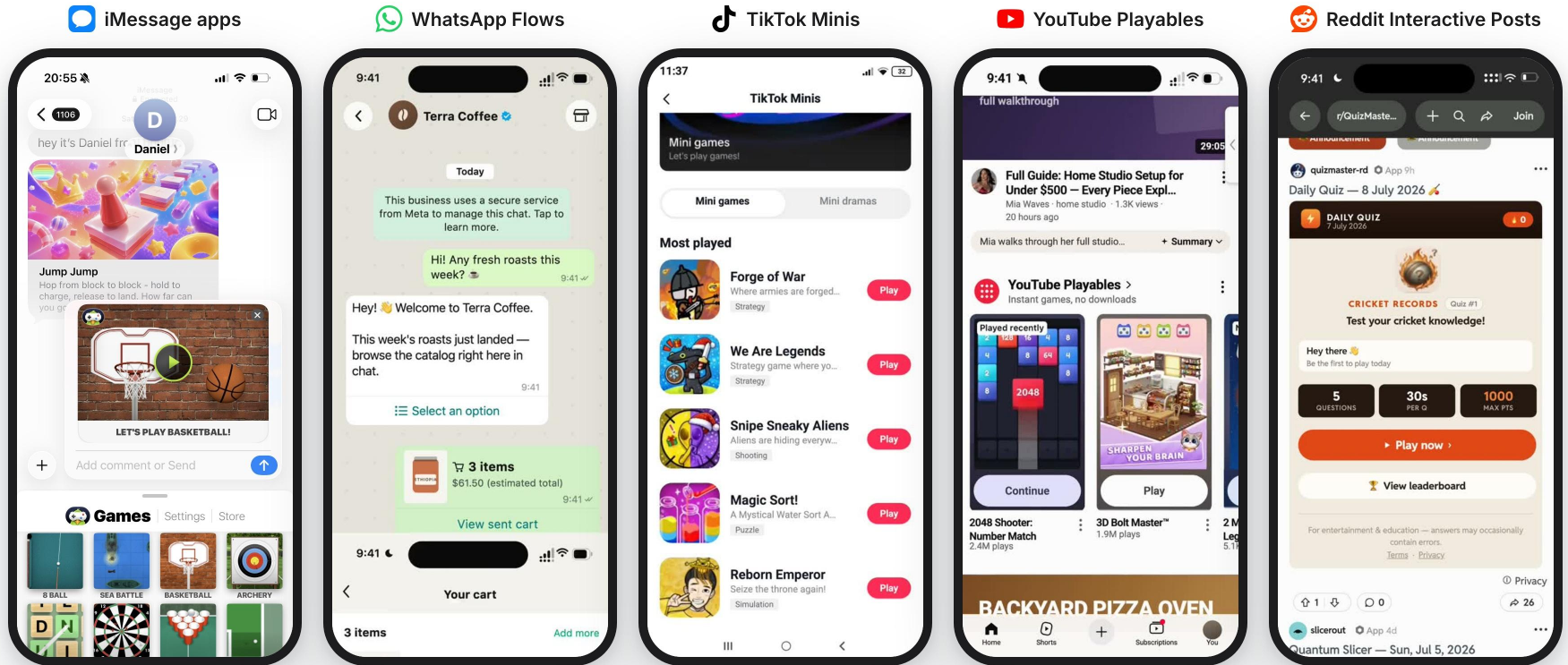
It's hard to get users.

Build where the entrance barrier is minimal

Below is the commitment ladder: what an app asks of a person before it does anything for them. Each step up loses most of the people who reached it.



Major platforms are becoming the “app stores”



YouTube Playables WhatsApp Flows Instagram DM bots Facebook Instant Games TikTok Minis WeChat Mini Programs
 Messenger DM bots Telegram Mini Apps iMessage apps X chat agents Alipay Mini Apps ChatGPT apps Reddit Devvit apps
 Discord Activities World Mini Apps Base Mini Apps Farcaster Mini Apps LINE Mini Apps KakaoTalk Mini Apps Zalo Mini Apps
 Roblox experiences Slack apps Shopify apps Microsoft Teams apps Zoom Apps Twitch Extensions Claude apps

👤 Your user is authenticated

🔔 Native notifications

📶 Native sharing

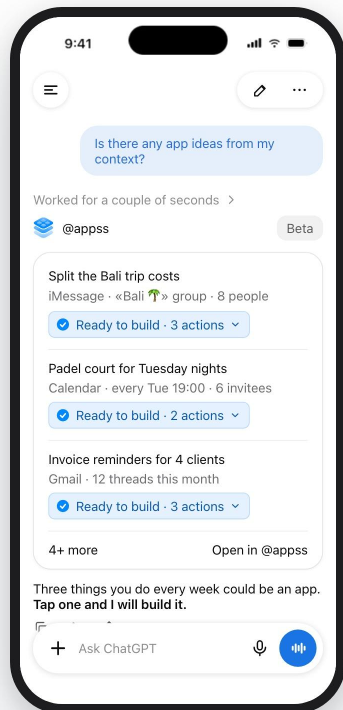
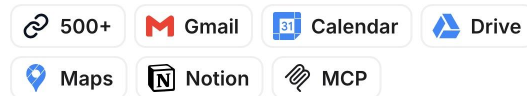
👥 Friends open in the same app

Connected & comfy for "every day" and "pro" use

@appss 

Connectors & agents

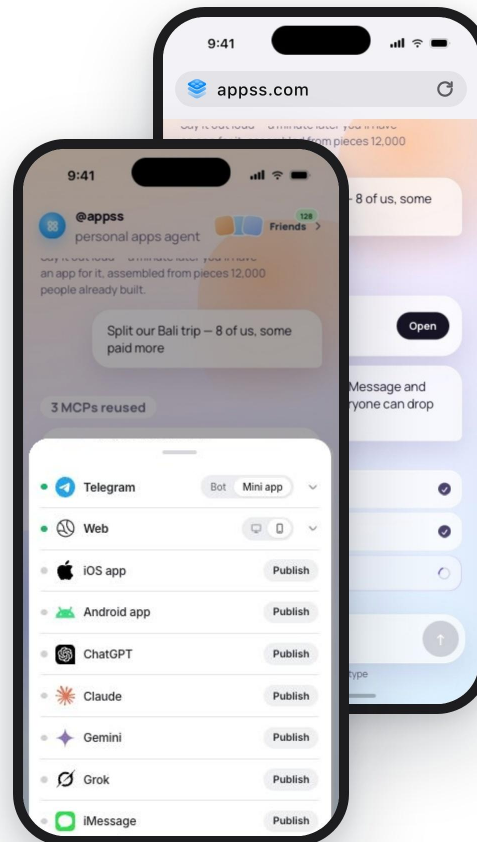
Our connectors securely source app ideas for you based on your context. You can also fully manage your apps via agent of your choice.



@appss 

Personal apps gone viral

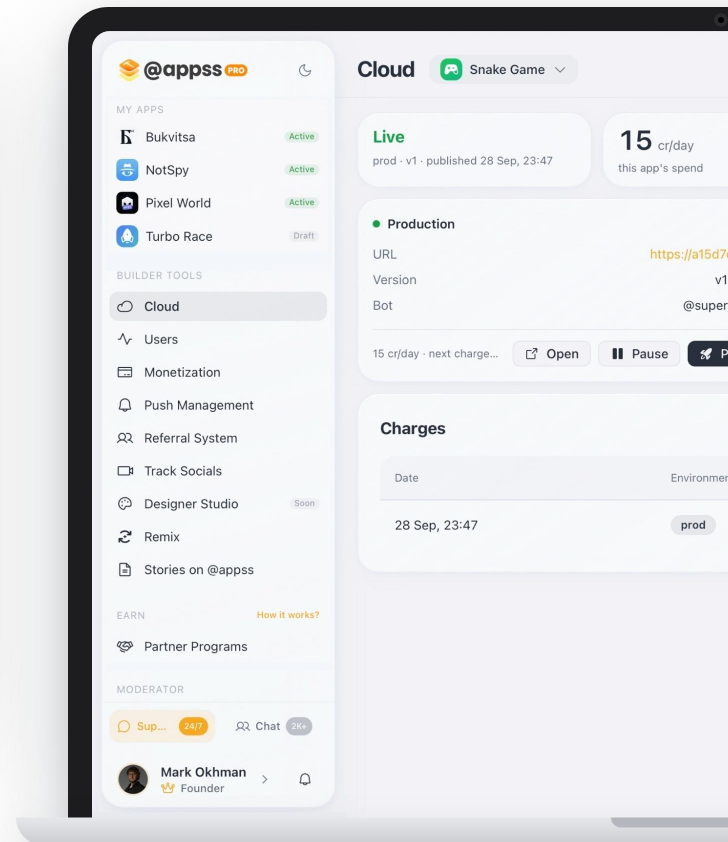
Your use cases become mini apps daily. You use them on your own, invite friends or make it public on multiple platforms.



@appss PRO 

For experienced users and teams

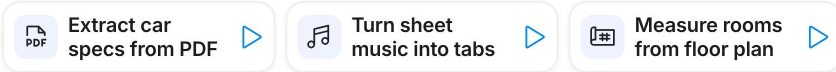
Run your apps at scale with integrations, analytics, push and marketing tools, and publish your own actions that every creator on @appss can build with.



Capable building blocks

Actions

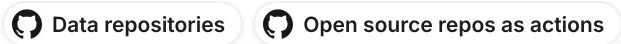
We maintain a unified and verified market of actions ready to be used by apps and agents.



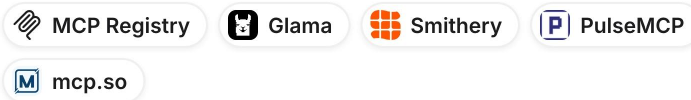
Actions by @appss



GitHub repos



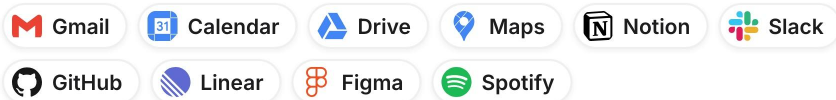
MCP servers 85K+



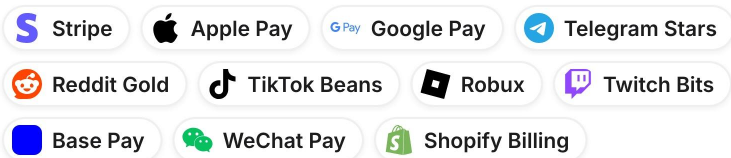
Data sources



Connectors 500+



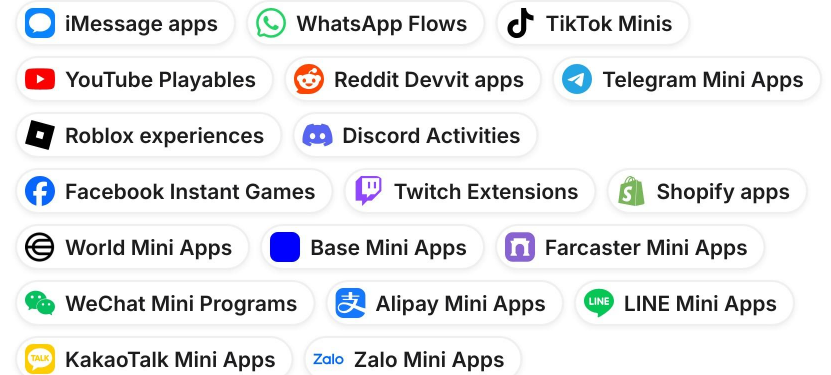
Payments and identity



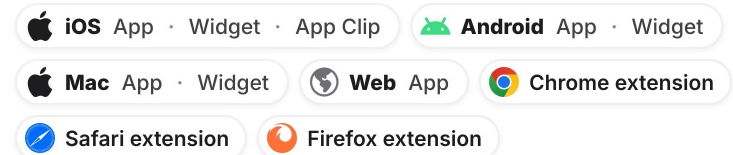
Platforms

Every platform has own stack, runtime, provisioning process and organic traffic rules.

Mini apps



Apps



MCP apps



Chat bots and agents

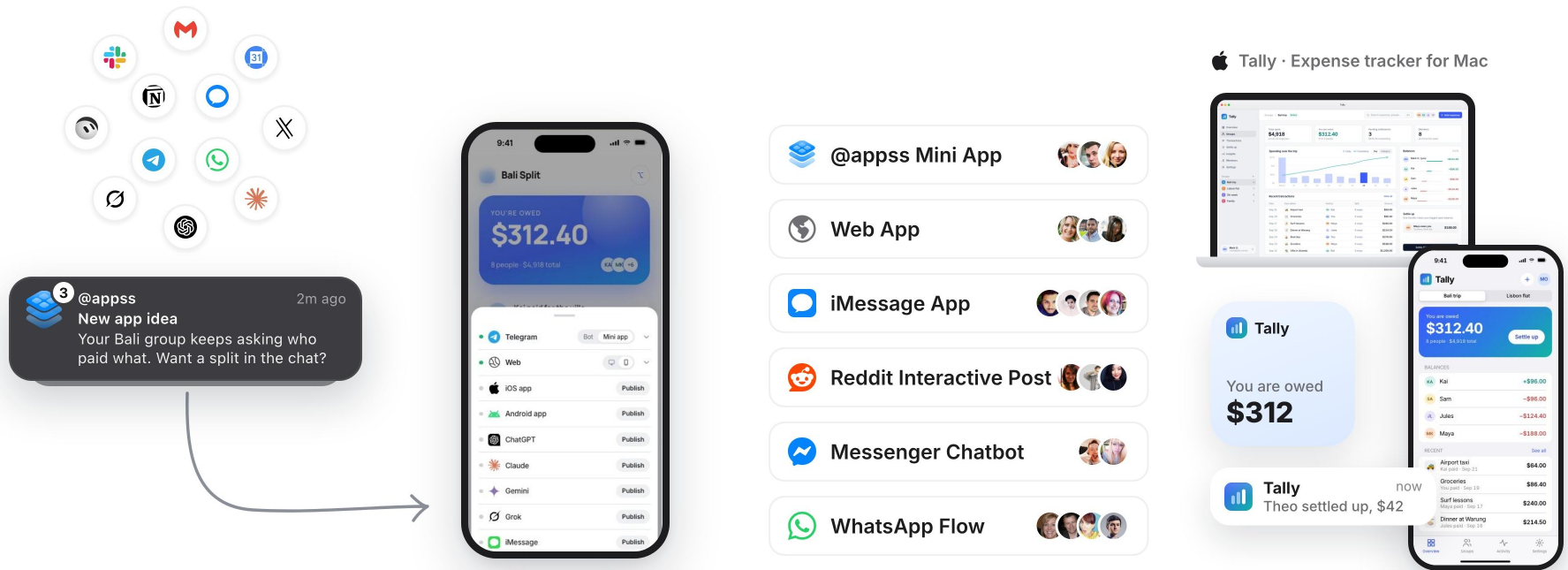


Workspace apps



Your real use case becomes an app for millions

You do not bet on one idea. You make many, and each one goes live where your people already are, with no install and no review queue.



Yourself

Your use case becomes an app you and your agents use daily.

Your people

Your friends get involved and use your app

It spreads

Idea's usefulness gets multiplied by virality factor

Becomes a business

Simple idea grows into a solid product

Market size

\$480B

the creator economy by 2027
brand deals + platform payouts + direct monetization

\$100B+ /yr

what creators spend on tools
builders + social + monetization + infra

\$1B+ /yr

Our target - 1% of the tools budget.

Checks out bottom-up: **500K creators × \$2K/yr.**

MORE NUMBERS BEHIND THIS MARKET

\$1T+/yr

what a mature app layer pays: WeChat mini-programs alone move over \$280B a quarter (Tencent, Q3 2024)

86%

of creators already use generative AI in their work (Adobe Creators' Toolkit, Oct 2025)

200-300M

people worldwide identify as creators, ~50M of them professional (Linktree · Adobe · Goldman Sachs)

Categories & competition

Personal software

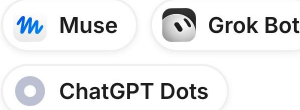


We start from the same idea: software for one person's own use, which their friends use too.

Wabi's apps live in its messenger threads, so users must join Wabi.

Ours live in @appss too, but also inside everyday messengers and platforms people are logged into, and can become independent native and web apps, which is what drives monetization.

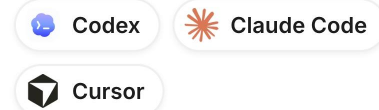
Personal agents



These general-purpose agents know the person deeply. Building and publishing an app is heavy for them, and expensive to repeat per idea.

We empower them: through @appss an agent can turn ideas into apps for the person and run them as a business.

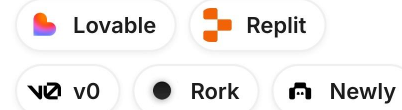
Coding agents



These agents build anything, but the person must spell out the task, and across every platform we support that brief gets very long.

Checking each platform's result depends on how technical the person is.

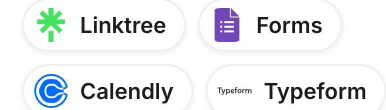
Web and mobile builders



Existing builders do the technical part well: a description becomes a website or store app, one platform at a time, and the person takes it from there.

With the person's permission we generate and keep the app alive on far more platforms at once, so ideas get tested and an audience builds up.

Single-purpose tools



Each tool began as one job done well on its own site, where the result stays: a booking link leads out of the conversation.

They are our map: each job has many use cases people would rather own as an app in their everyday chats, and we build for those markets one by one.

People already building



@Temabro123, Kyzylorda 🇰🇬

+ "beauty booking with prepayment"  



Alisher, Semey 🇰🇬

+ "bakery orders via WhatsApp"  



Firdavs, Tashkent 🇺🇿

+ "apple store priced in Uzbek sum"  



Monarch, Kyiv 🇺🇦

+ "creator marketplace paid per view"  



danil.amyashkin, Kyiv 🇺🇦

+ "photo of a meal, calories counted"  



@hrrbl4me, Warsaw 🇵🇱

+ "spontaneous meetups within 2 km"  



@vlados0008, Denver 🇺🇸

+ "paper-trading bot over prediction markets"  



@timur_kabizhanov, Tbilisi 🇧🇪

+ "dream diary that decodes and draws your dream"  



@Bema_02_11, Bishkek 🇰🇬

+ "booking bot for a hairdresser, free slots and services"  

1,305 apps

 **25%** Personal tools and health

 **24%** Local business and shops

 **17%** Content, education, AI

 **17%** Earn, Stars and crypto

 **14%** Games

 **4%** Marketplaces

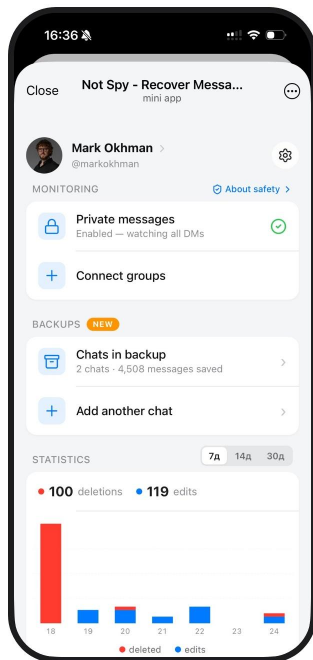


Success stories



NotSpy Telegram

Recover deleted & edited Telegram messages



last 3 months

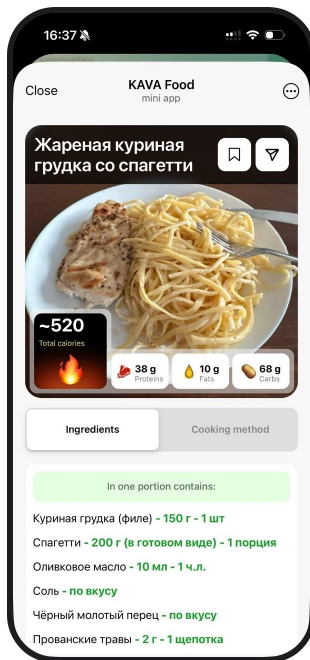
715K **\$9.5K** MRR

2.4M /mo views



KAVA Food Telegram

Recipes with calories & macros per portion



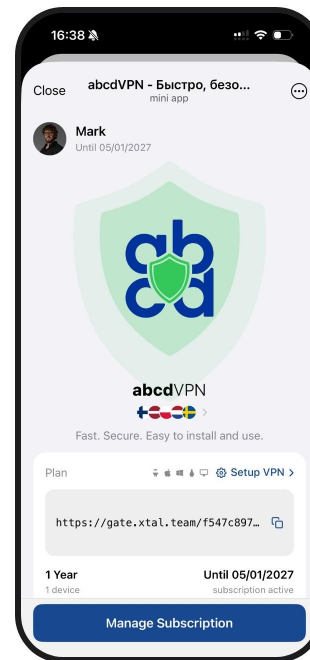
last month

11.8K **\$540** MRR



abcdVPN Telegram

One-tap VPN, subscriptions inside Telegram



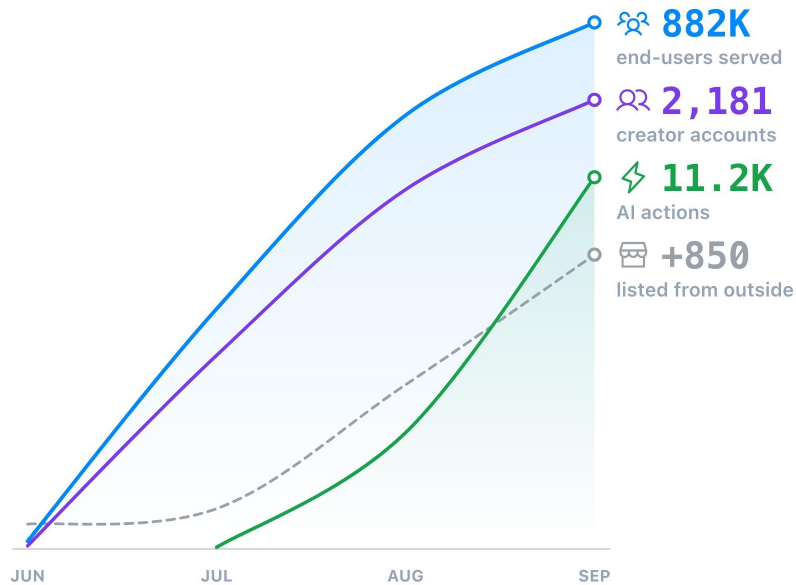
last month

300 **\$1,200** MRR

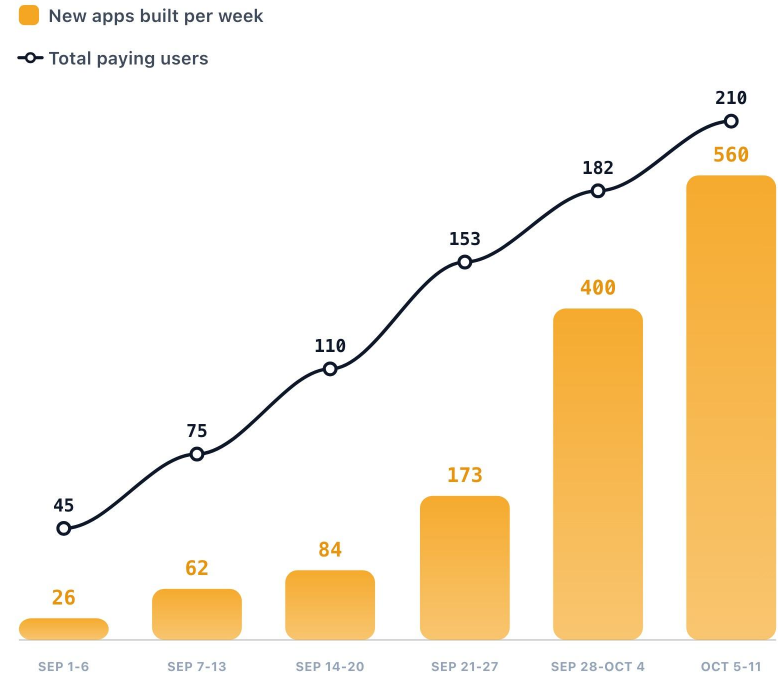
Traction

Right now we are focused on one thing: turning our existing traffic into paying users. The harness and the core building blocks are built, and we are proving the full loop on one platform first.

The ecosystem · Jun to Sep 2026

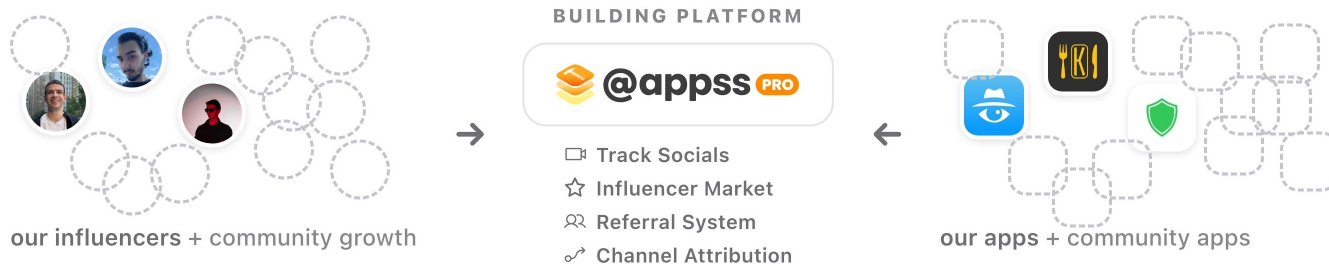


AI Builder · launched Aug 31, week by week · 1,305 apps



Our marketing engine

We grew our own influencers instead of renting ads. They already monetize our apps - and the same accounts push creators' apps, pumping the market we take a cut of.



44

owned accounts
across    

78K

followers

46.7M

views all time

 @m_shulgga  15.6M	 @serebryanka...  1.9M	 @notnpcguy  151.7K	 @notspybot_...  44.1K
 @kinoko037  12.8M	 @serebryan...  798.8K	 @banans.lif...  110.6K	 @cher_poli...  33.2K
 @bilimbi72  10M	 @notspybot  536.5K	 @nasty_noti  90.8K	+30 more owned accounts
 @banans.life  3.9M	 @notspybot1  508.8K	 @ilya_appss  53.4K	

Roadmap

As our stack covers all the ecosystems supporting mini apps, our North Star metrics are the amount of mini apps launched through the stack and the MAU of mini apps launched.



BY MARCH 2027

3M

mini-apps launched
through the stack

150M

MAU of mini-apps launched

Team



CEO · FOUNDER

Mark Okhman

ex-Telegram team (TON Foundation). Shipped multi-app portfolio on the substrate. Operator-founder; eats own stack daily.



EARLY BACKER

Olgu Cilfaoglu

Known on X as @loomdart, 300K+ followers. ♦ Ethereum maxi, serial entrepreneur and angel investor.



CMO

Anton Strekalov

Master of organic social media who generated billions of views on Instagram, TikTok, and YouTube. Owns growth + creator pipeline. The marketing engine.



CTO

Max Zhers

Senior engineer from the Telegram Mini Apps space. Owns the platform: backend, builder, hosting, push, store infrastructure.