

• PRE-SEED INVESTMENT OPPORTUNITY



JUSTUS

Private Messenger

The first messaging app built to protect senders.

LIVE

IOS & ANDROID

6

PATENT
JURISDICTIONS

\$450K

ALREADY
DEPLOYED

\$2.2M

RAISING

Mount Enterprises Pty Ltd · Geelong, Australia · Patent Pending: US · EU · UK · AU · NZ · CA

Image-Based Abuse Is an Epidemic

1 in 3

Australian women have experienced image-based abuse

90%+

of victims personally know their perpetrator

Zero

existing apps protect the sender from misuse

The root cause

Once you send a private photo, video or message — you lose all control. Recipients can screenshot, screen record, or photograph your content and share it without consent. Existing apps do nothing to stop this. Legislation is growing globally — but no technology solution exists yet.

JustUs Private Messenger

The first messaging app that puts control in the hands of the sender — not the receiver.

01

Facial Recognition

Only the intended recipient can view content — verified in real time using device biometrics



02

Camera Detection

Detects external cameras and blocks viewing if a recording device is present nearby



03

Screenshot Blocking

Native OS-level screenshot and screen recording prevention — works across both platforms



04

Depth Perception

Requires the device to be held at the correct distance to view sensitive content



05

Dynamic Privacy Screen

Auto-blurs content if the device is angled away or tilted — no shoulder surfing



06

Customisable Privacy

Users control which privacy features apply to each conversation — launching in v2



Two Markets. One Platform.

BEACHHEAD MARKET

Image-Based Abuse Prevention

- 1 in 3 Australian women affected
- Growing global legislation — Online Safety Acts
- NGO, advocacy & government partnership potential
- Clear, acute pain point — zero tech solutions exist

SCALE MARKET

Private Messaging (\$Billions)

- WhatsApp: 2B+ monthly active users
- Signal, Telegram growing post-privacy concerns
- Privacy is the #1 consumer messaging concern
- JustUs technology applies across all private messaging

WEDGE STRATEGY

Image-Based Abuse

Beachhead



All Private Messaging

Scale



B2B Licensing

Enterprise

JustUs is building the privacy layer the entire messaging industry is missing.

Zero Marketing. Real Users.

300+

Downloads

iOS & Android combined

21.7%

Conversion Rate

App Store (industry avg ~3%)

Daily

Active Users

Verified beyond analytics data

Known Retention Challenge — And the Fix

User feedback is consistent: the app is loved, but 'always-on' privacy features feel restrictive. We've diagnosed the exact cause — missing customisable privacy settings. This is our #1 development priority and ships in v2.

LIVE on App Stores

Available on iOS & Android with real users and real feedback. Platform analytics undercount actual active usage. \$450K invested — all on product, zero on marketing.

- **US Marketing Partnerships CONFIRMED** — ready to activate on investment: **YMC** (Youth Marketing Connection) — 250K college students, 50K influencers · **Adolescent Content** — global youth creator network (Meta, Tinder, American Eagle)

How JustUs Makes Money

FREE TIER

JustUs Free

Ad-Supported · Core Privacy Features

~\$0.50

per user / per month
from targeted ads

- ✓ Full protected messaging
- ✓ One-to-one private messages
- ✓ Facial recognition & camera detection
- ✓ Screenshot & screen recording blocking
- ✓ Depth perception & dynamic privacy screen

Privacy-First Ad Model

Users who prefer not to share data can fill out a survey to receive relevant ads — no tracking required.

PREMIUM TIER

JustUs Premium

Subscription · No Ads · Full Control

From \$5

per month
pricing grows with the platform

- ✓ Everything in Free
- ✓ Zero ads — complete privacy
- ✓ Send same protected message to multiple recipients at once
- ✓ Customisable privacy settings per conversation
- ✓ Personalise the app to your liking

Revenue Potential

At 100K users: ~\$50K/mo ad revenue + premium subscriptions. Pricing scales as user base grows.

JustUs Is in a Category of One

Feature	WhatsApp	Signal	Snapchat	JustUs ✓
End-to-end encryption	YES	YES	YES	YES
Screenshot blocking	PARTIAL	PARTIAL	PARTIAL	YES
Facial recognition lock	NO	NO	NO	YES
Camera detection	NO	NO	NO	YES
Depth perception viewing	NO	NO	NO	YES
Dynamic privacy screen	NO	NO	NO	YES
Sender controls content	NO	NO	NO	YES
Privacy-first ad model	NO	NO	NO	YES


No existing app combines these features. JustUs holds patents pending across 6 jurisdictions.


A Defensible Moat


Core Technology Patent


Patent Pending · 6 Jurisdictions


Covers: continuous facial recognition, object & camera detection, depth perception-based access control, and the dynamic privacy screen system.


 **United States**

 **Europe**

 **United Kingdom**

 **Australia**

 **New Zealand**

 **Canada**

Pipeline: Provisional patent in development for proprietary biometric identity verification tech — stops catfishing without requiring ID documents.

From Beachhead to Platform

NOW

Live & Building

- App live on iOS & Android
- Core privacy features active
- 300+ organic downloads
- Patent pending — 6 jurisdictions
- User feedback loop established

6 MONTHS

V2 Launch & Growth

- Customisable privacy settings
- Worldwide launch campaign
- Activate YMC & Adolescent Content
- Target: 500K downloads in 6 months
- Subscription revenue live

12-18 MO

Scale & B2B

- US market entry
- B2B enterprise licensing pilot
- 10,000 paying subscribers
- Biometric catfishing prevention*
- Series A positioning

* Biometric catfishing prevention: proprietary tech in development — no ID documents required.

Pre-Seed Round

TOTAL ROUND

\$2.2M

\$450K already invested & deployed — live product in market

Seeking: \$1.75M to complete the round

MILESTONES THIS ROUND UNLOCKS

- 01 V2 launch with customisable privacy settings
- 02 Worldwide launch — target 500K downloads in 6 months
- 03 Activate YMC & Adolescent Content — 250K+ student reach
- 04 First B2B licensing pilot signed
- 05 Subscription revenue live from day one
- 06 Series A positioning within 18 months

USE OF FUNDS

40% **Product Development**
V2 build, customisable privacy, platform stability

30% **Marketing & Growth**
Activate YMC & Adolescent Content + AU launch

20% **Team**
Key engineering and growth hires

10% **Legal & IP**
Patent prosecution, US entity formation



Chris Fresle

Founder & CEO

Mount Enterprises Pty Ltd · Geelong, Australia

JustUs was born from a conviction that technology should protect the vulnerable, not enable those who would exploit them. I built this for the 1 in 3 women who've had their trust violated — and for everyone who deserves to communicate privately without fear.

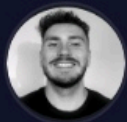
01 Founded, designed & launched JustUs — available on iOS & Android

02 Secured patent pending status across 6 global jurisdictions

03 Product vision & architecture — built by Wesoft Vietnam

04 Based in Australia (Geelong/Melbourne) — US expansion in progress

Built to Scale



Chris Fresle

Founder & CEO

Mount Enterprises Pty Ltd · Geelong, Australia

Product Vision & Strategy

IP & Patent Strategy — 6 jurisdictions

Go-to-Market & Investor Relations

US Expansion & Partnership Development

Marketing Strategy — YMC & Adolescent Content



Wesoft Vietnam

Development Partner

Ho Chi Minh City, Vietnam

Full-stack mobile & backend development

Swift (iOS) · Kotlin (Android) · React Native

Java backend · Facial recognition integration

Delivered JustUs v1 — live on iOS & Android

Trusted partner — ready to build v2

Capital-efficient model: experienced dev partner delivers enterprise-grade tech without full-time engineering overhead.



JUSTUS

The Privacy Messenger Built for Senders.

Chris Fresle

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