KITTIl

What's yours found



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[Date to add]

Lost items cost Canadians money, and recovery is broken

Millions of items are lost each year. Replacements become an unbudgeted cost.

40%

Permanently lost an item in the last three years.

16%

Did nothing and assumed it was gone.

77%

Are 25 to 34, a digital-first early-adopter base.

Primary user survey.

KITTIl: What's yours found





Both sides of the market fail: seekers and finders

Seekers

21% each

Search is cluttered or takes too much effort.

Finders

31% need a fast, effortless process.

79% value anonymity; 23% would not use an app that reveals their identity.

The police pipeline adds friction

30 to 90 day holds, then auction or destruction. Phones, laptops, cameras and items under $50 are never returned to finders.

Primary survey and recovery-pipeline findings supplied by KITTII.

KITTII makes recovery fast, private and rewarding

A dual-sided marketplace powered by multimodal AI.

Proactive matching

AI connects text, images, location and time.

Blind verification

Seekers and finders, “Sherlocks”, never contact each other.

Frictionless returns

Public drop-offs now. Mailing, drop points and Concierge delivery next.

Hero rewards

A tip, gift card or charity donation rewards the return.



WORKING PROTOTYPE

See it live

kittii.ca

01

Report

Walk through the reporting flow.

02

Match

Show how recovery moves forward.



Human-in-the-loop moderation today. The dataset trains AI agents to automate verification as we scale.

KITTII: What's yours found

A 20 million Canadian market, starting in Halifax

TAM · about 20M+ Canadians

18M Millennials and Gen Z; 1.8M adults with ADHD; about 750,000 living with dementia.

SAM · about 520,000 HRM users

Halifax Regional Municipality includes 25,000+ students and 103,000+ daily transit boardings.

SOM · Year 1 revenue of $30,000 to $55,000

$3,000 to $5,000 MRR by month 12.

Downtown Halifax: 500 to 1,000 seekers → HRM: 3,000 to 5,000 users → Nova Scotia: 8,000 to 12,000.

KITTIl: What's yours found

Hybrid B2B2C: transactions up front, SaaS underneath

Revenue stream	Pricing	Margin / model
Seeker fees	$6.99 · $12.99 · $21.99 · $29.99	By item value
Concierge delivery	$24.99	80%+ margin
Priority	$9.99	95%+ margin
Enhanced Protection	Additional protection	90%+ margin
Venue SaaS	$99 · $199 · $580 per month	Recurring revenue

Shipping margin splits and unclaimed-item liquidation add revenue shared with venues.

Traction: validated demand and a staged beta

VALIDATED PROBLEM

40%

Lost an item for good.

79%

Value anonymity.

Primary user survey.

PRODUCT AND VALIDATION PATH

Live prototype

kittii.ca

01

Beta 1

25 to 30 users from a closed network.

02

Beta 2

About 100 cold-traffic users on the Halifax Peninsula.

[Add waitlist, pilots or letters of intent if you have them]

Three phases take us from the Peninsula to Nova Scotia

Peninsula Pilot

Alpha, two betas, local SEO and social.

Full Halifax launch

Chamber of Commerce recovery booths. First venues on the $199 tier. Sherlock drop-off zones and Concierge pilot.

Nova Scotia expansion

Influencers, campus ambassadors and a shipping partner. $3,000 to $5,000 MRR.

Planned rollout. MRR is an expansion target.

KITTIl: What's yours found

A team that covers product, tech, design and growth

Nidhin

Executive Chairman and Co-founder

10+ years in media and technical production. 3 startups.

George

Product Manager and Growth Lead

5+ years in financial advisory at RBC, TD, BMO.

Savio Victor

Product Lead

8+ years in B2B SaaS and AI products.

Karthik

Lead Engineer

10 years. PowerSchool, .NET Core and AWS.

Mariyan

UI/UX

7+ years. Amazon, Shell.

Charulatha

Marketing

7+ years B2B growth. 180+ MQLs per event.

Alberta connection: Calgary and Edmonton are the planned Tier 2 expansion. [Add any founder ties to Alberta]

KITTIl: What's yours found

$15K moves KITTIl from pre-launch to launch

$15K

3 to 4 more months of operations.

Build social proof

Advertising and marketing.

Ship the product

A full-time developer.

Create quality social content

A full-time designer and video editor.

Next 12 to 24 months: Halifax, Nova Scotia, then Calgary

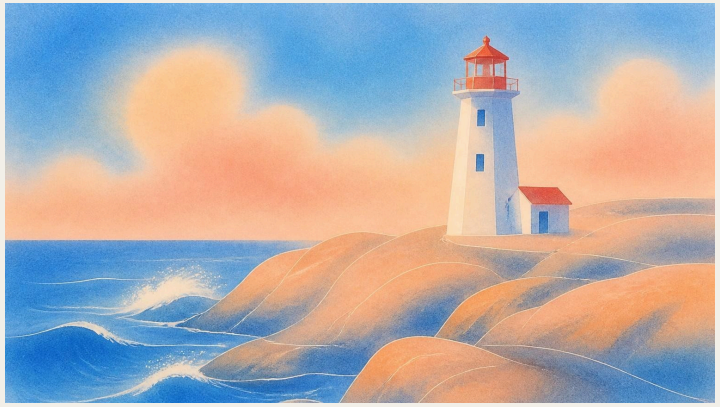
01



Halifax

Peninsula, then all of Halifax. Shipping partners, drop-off methods and Concierge.

02



Nova Scotia

Tourist sites: Cape Breton, Fortress Louisbourg, Peggy's Cove.

03



Alberta

Tier 2 test in Calgary and Edmonton while running Halifax.

KITTIl: What's yours found