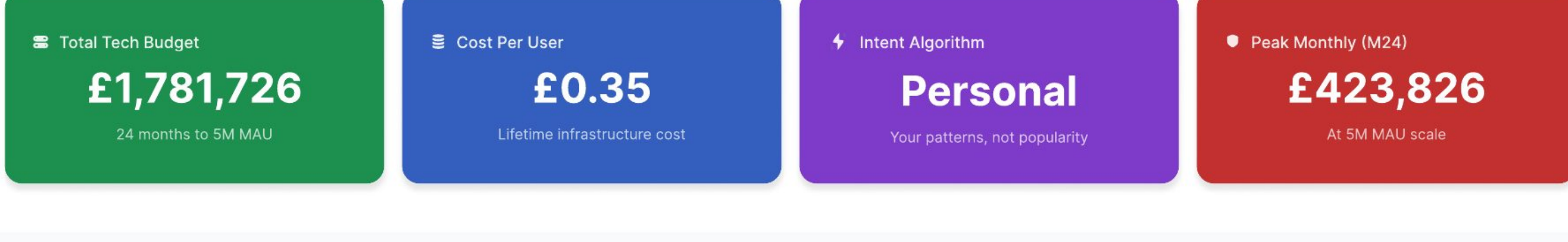
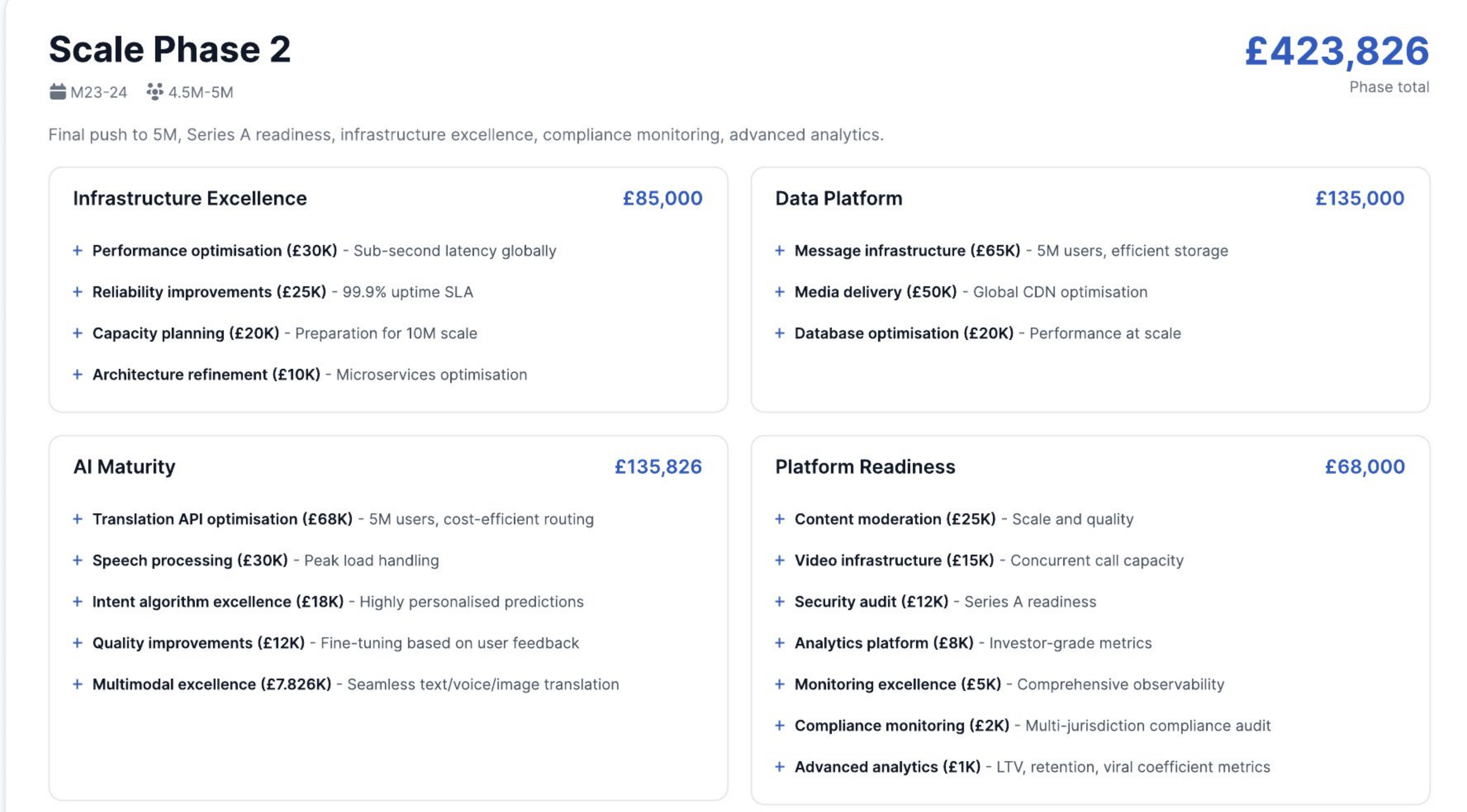
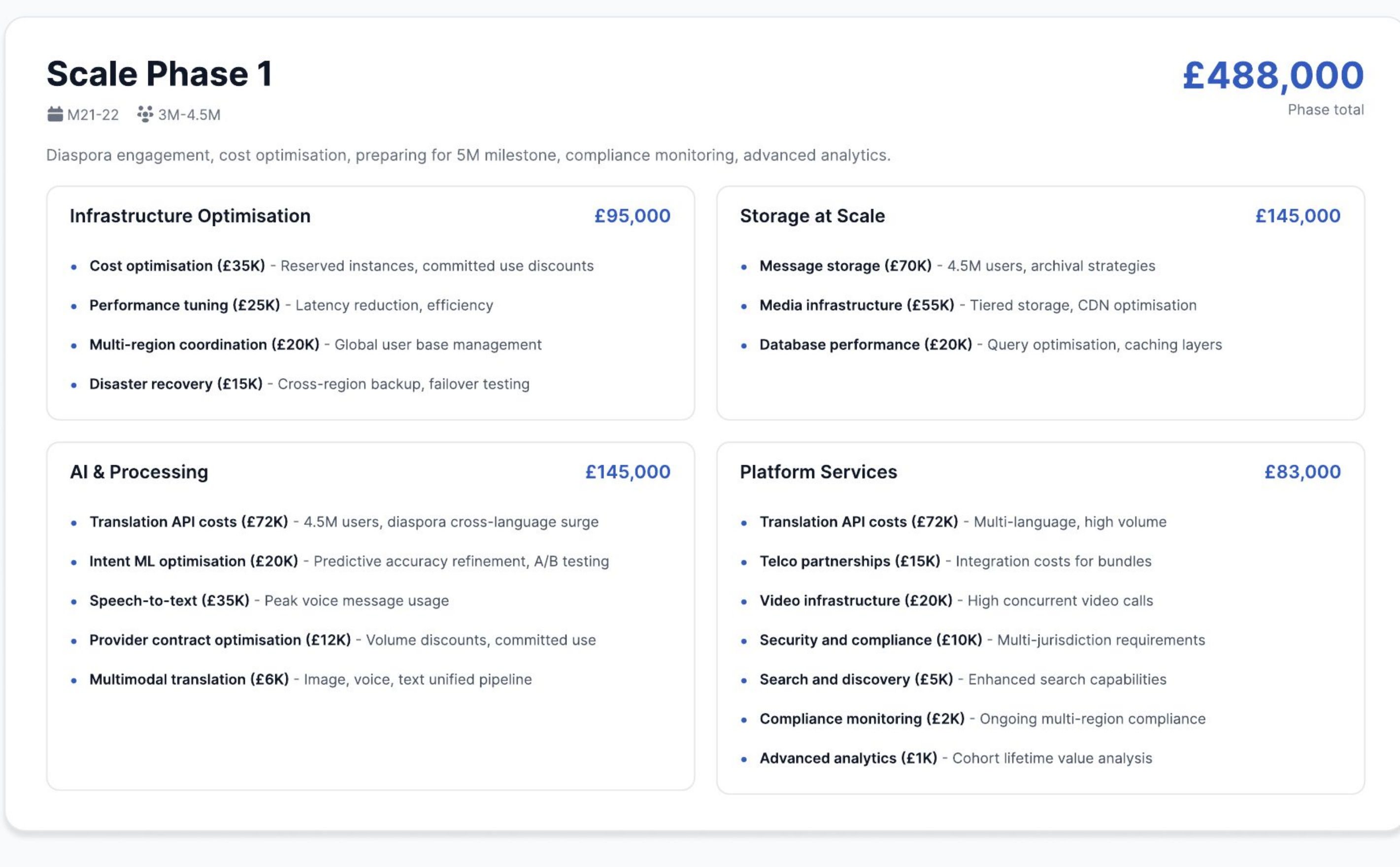
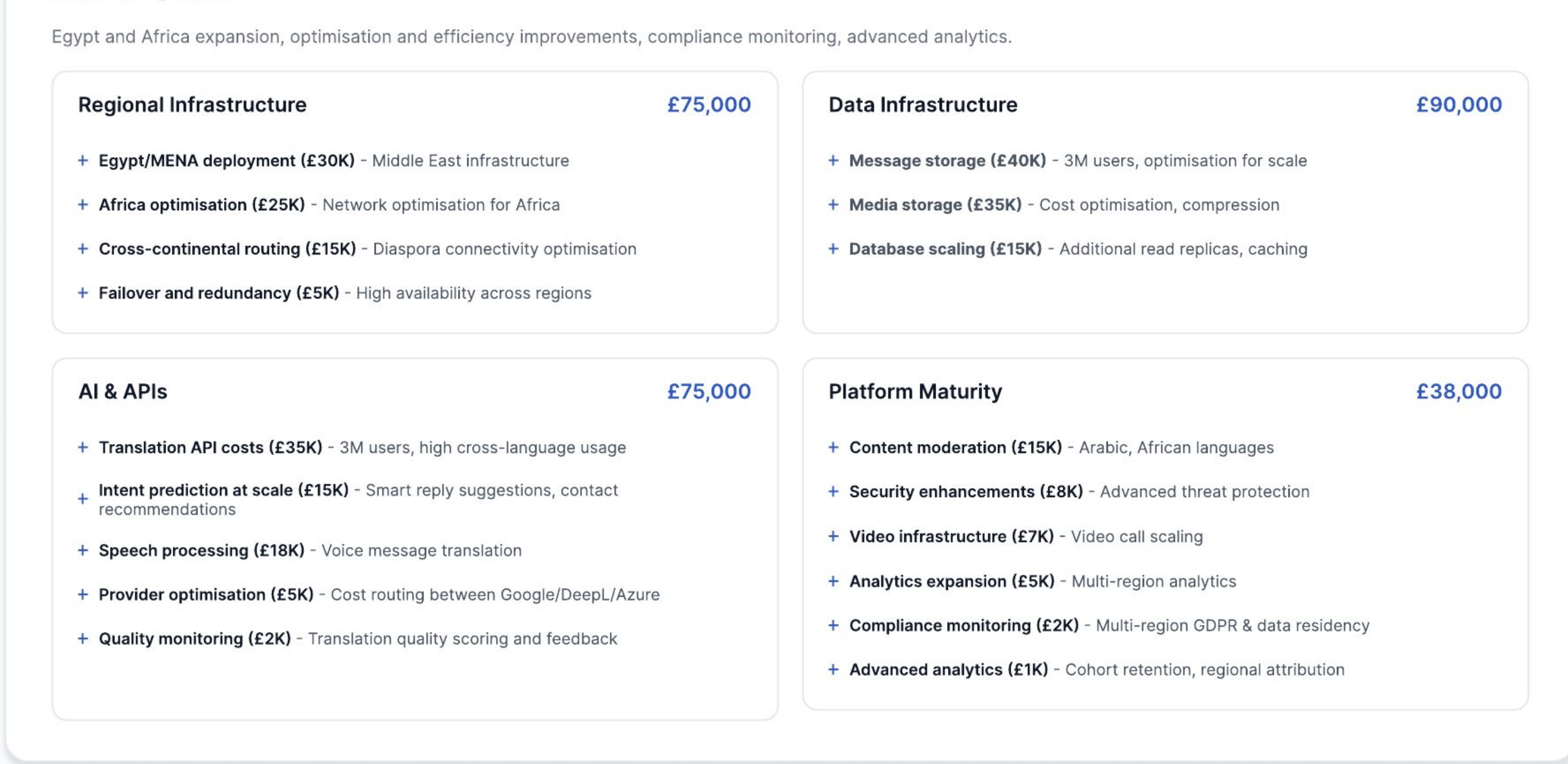
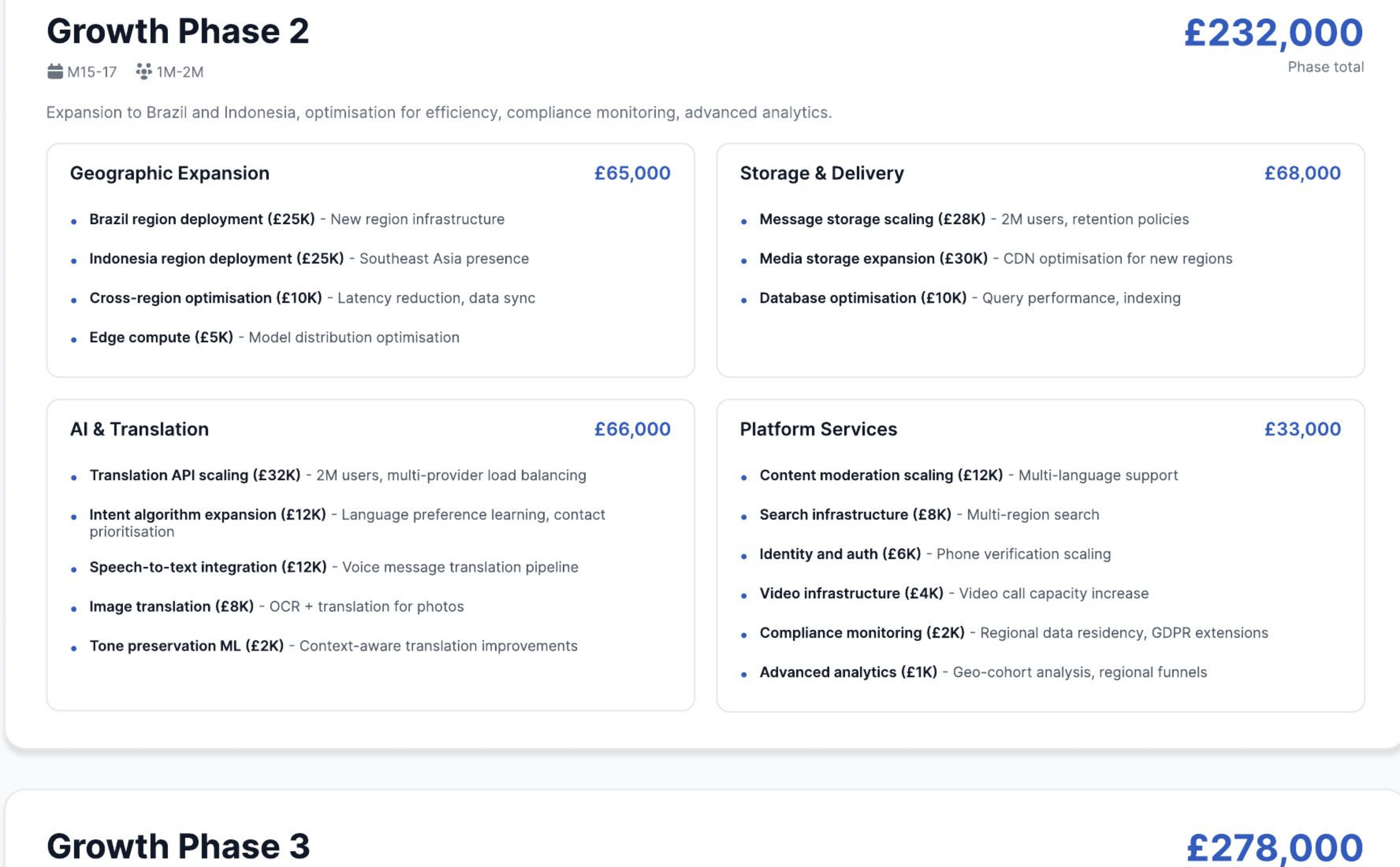
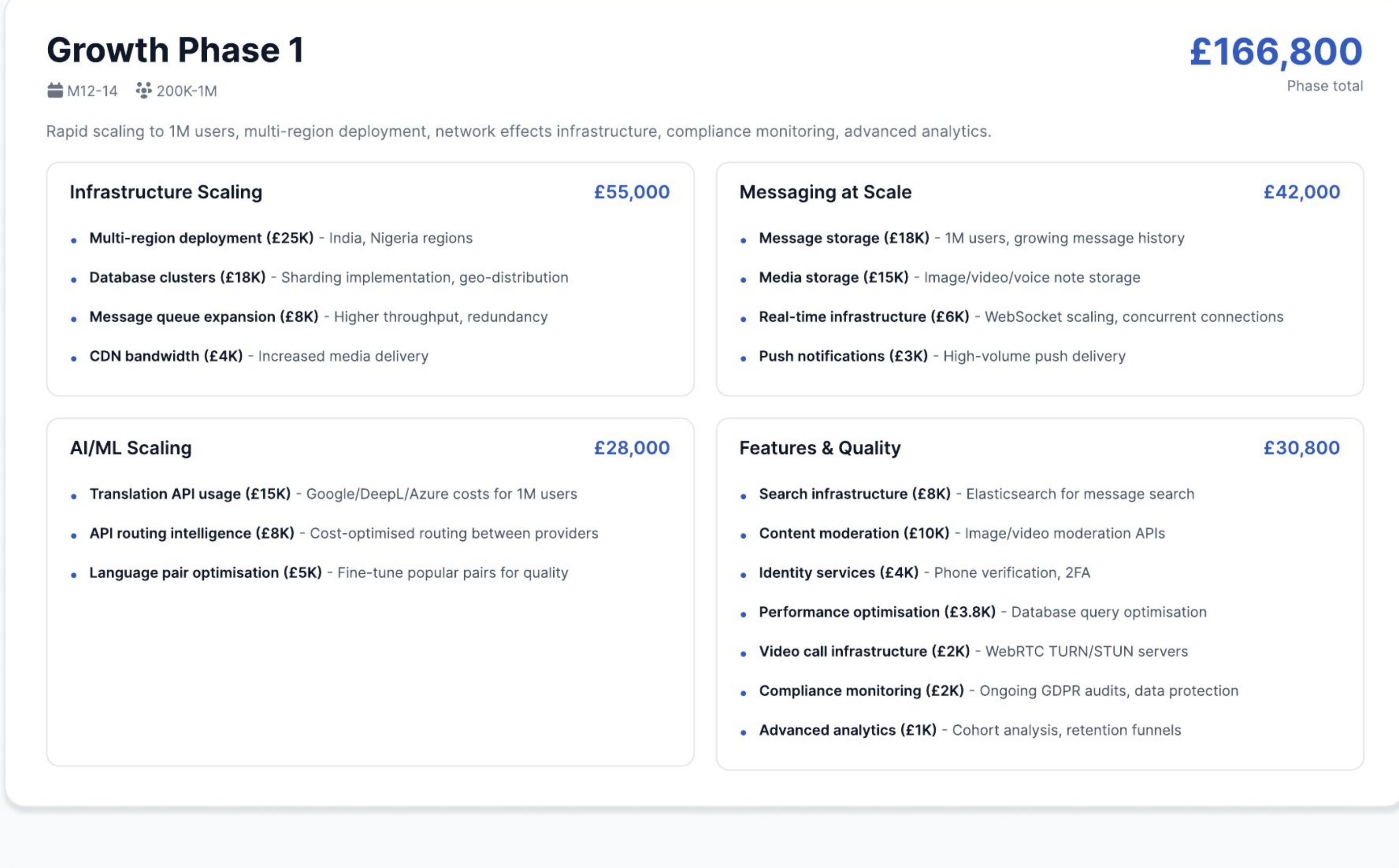
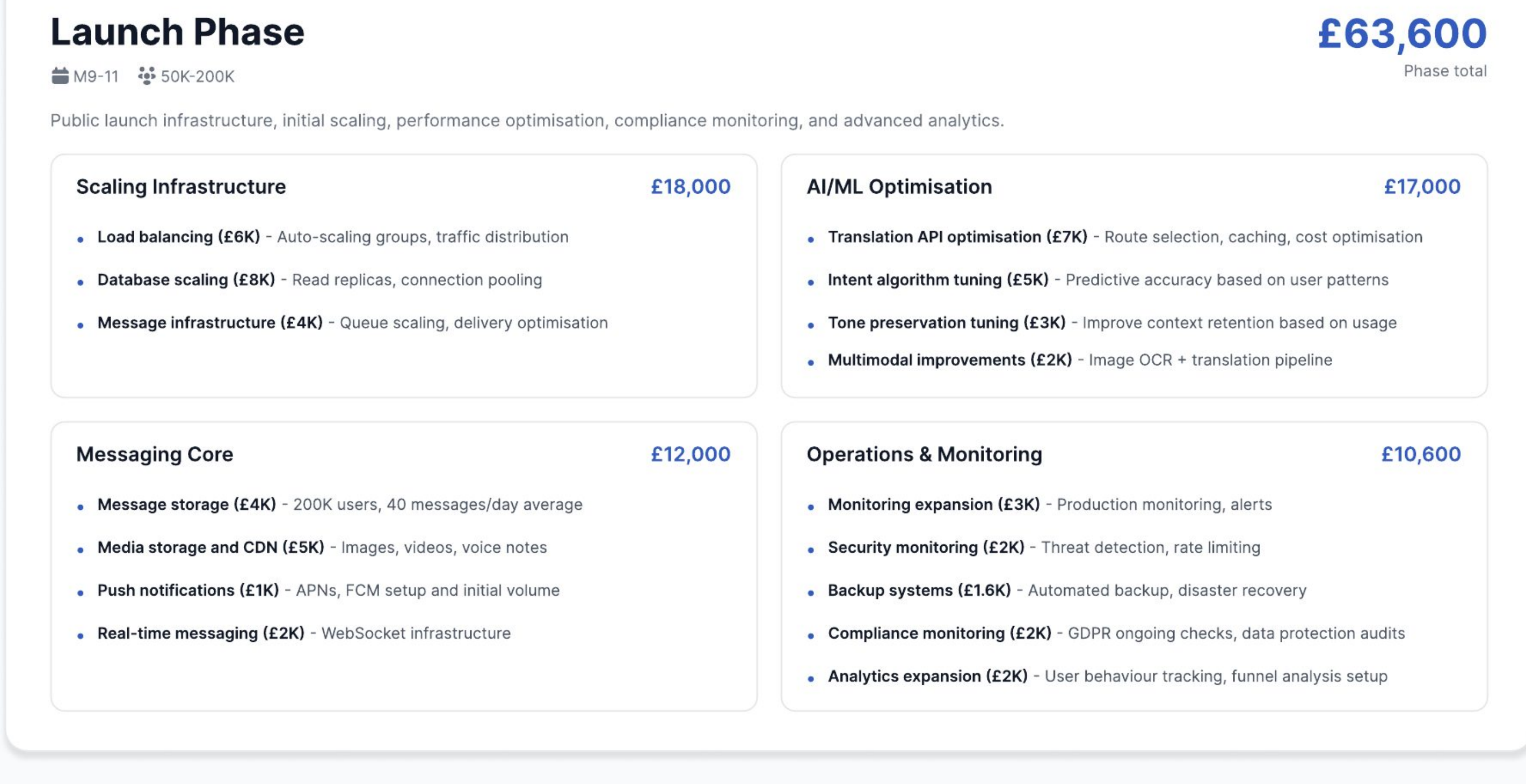
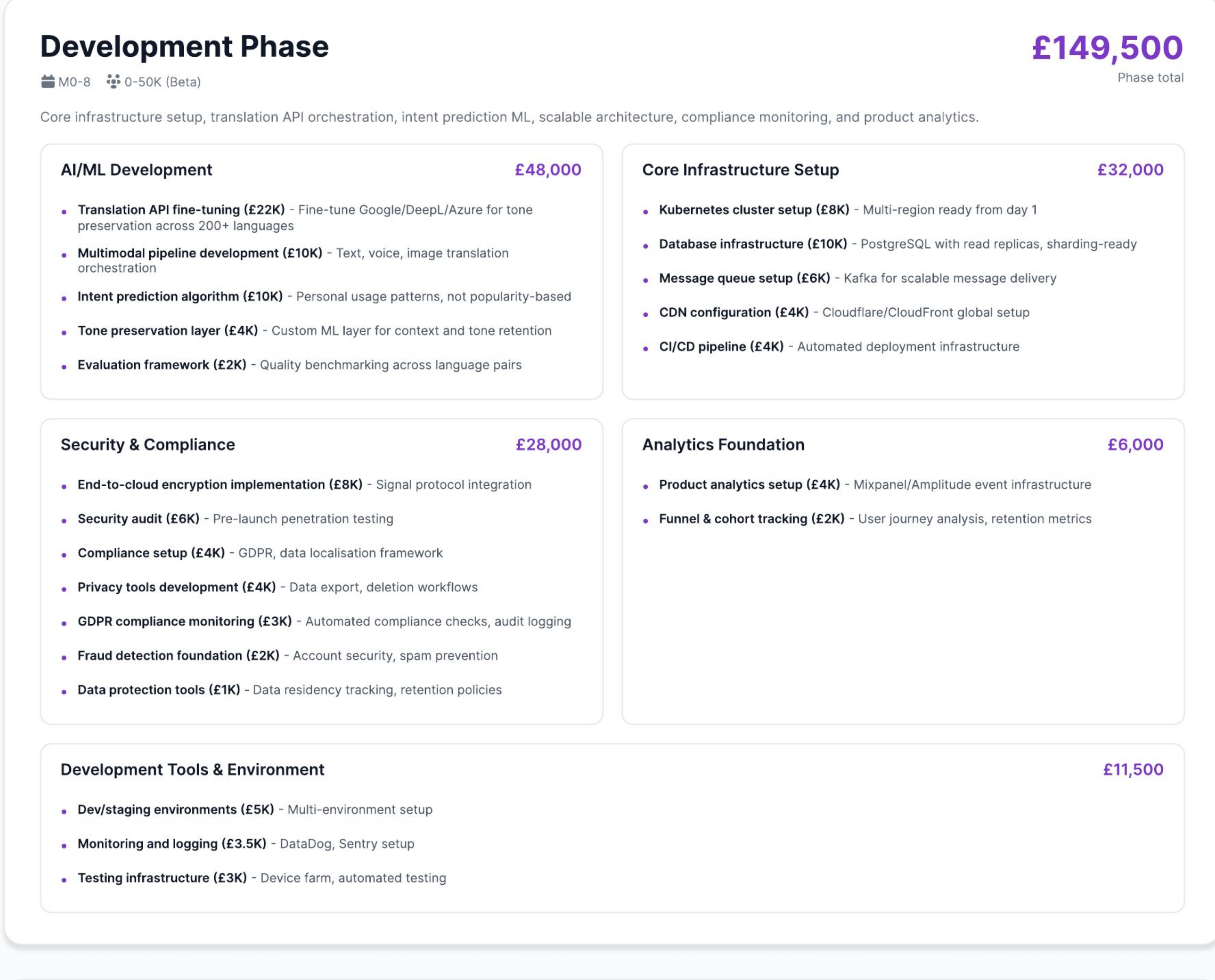


Infrastructure Investment Overview

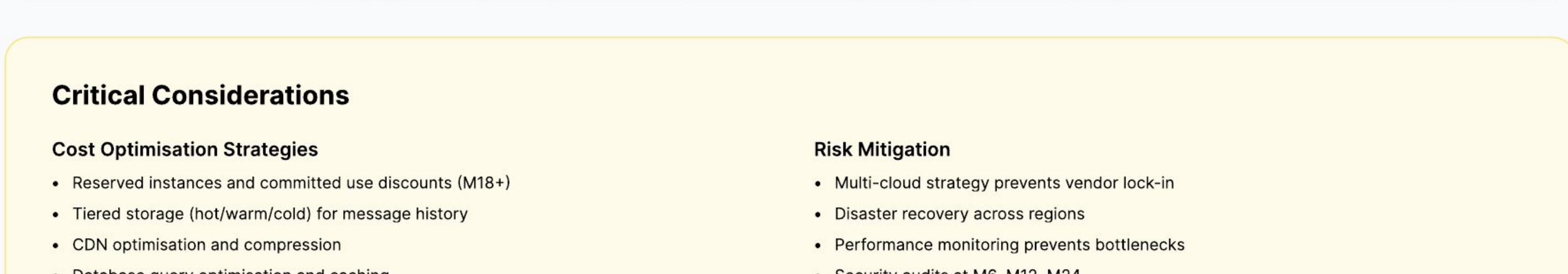
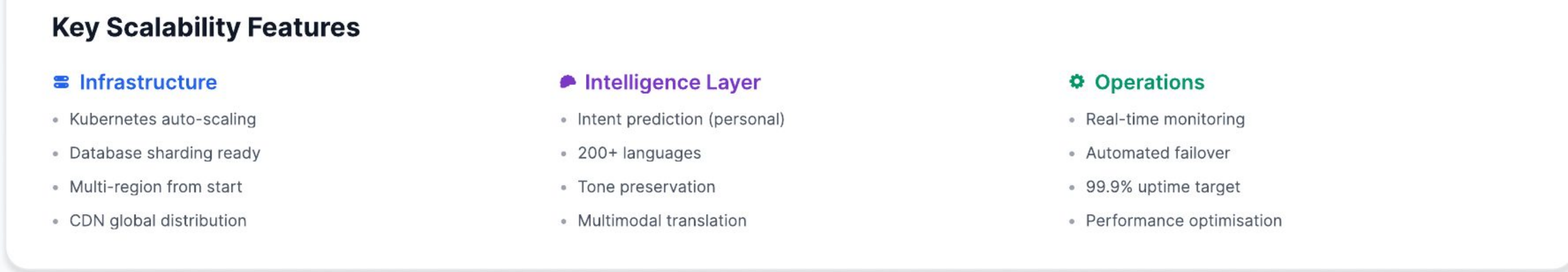
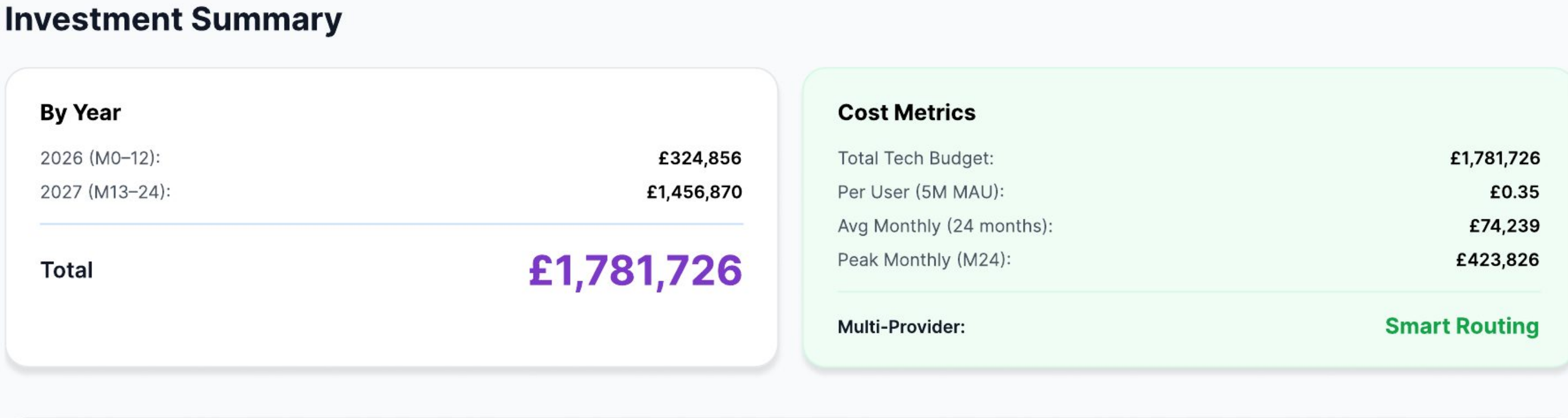
Comprehensive cost analysis for scaling to 5M monthly active users



Timeline View | By Category | Scalability Strategy

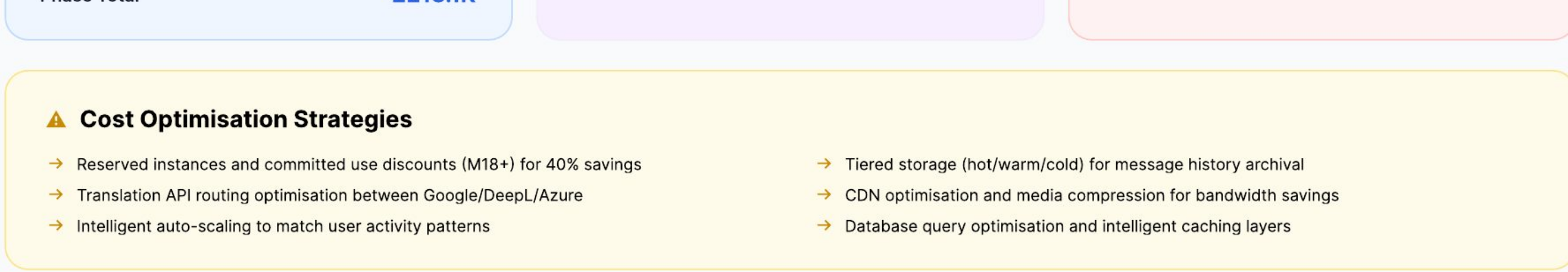
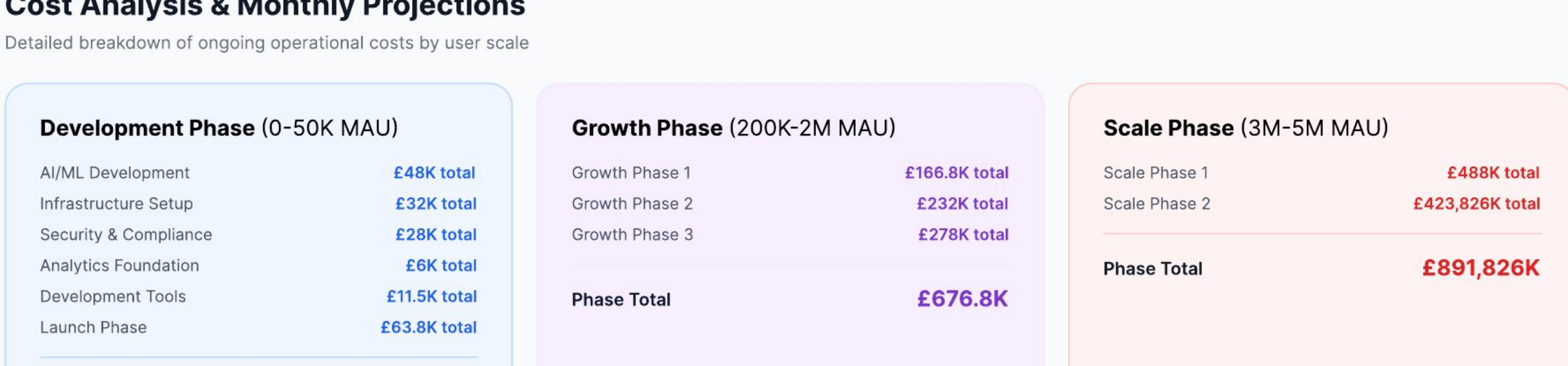


Investment Summary



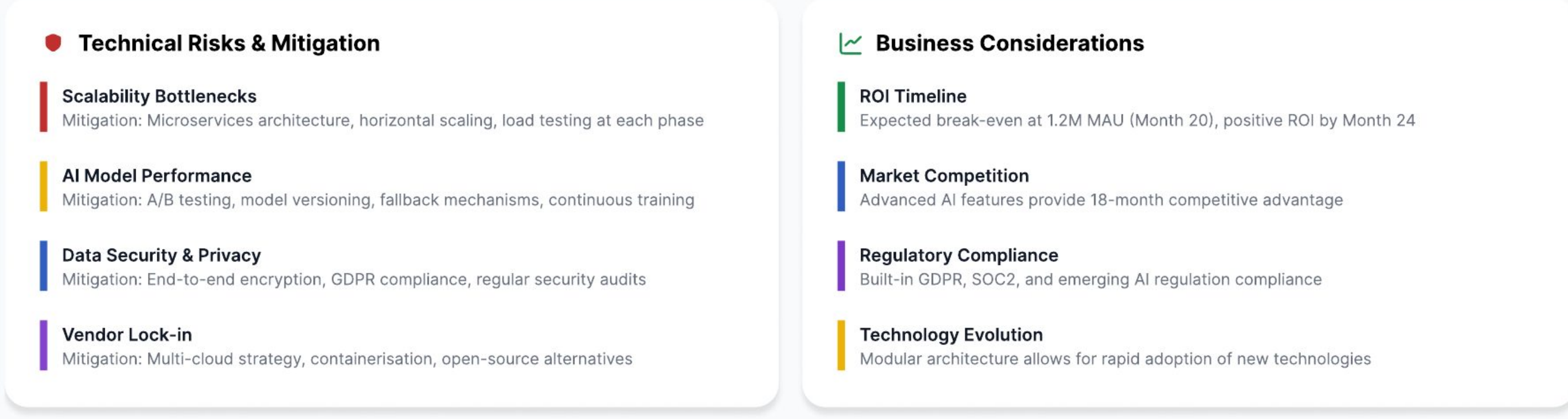
Cost Analysis & Monthly Projections

Detailed breakdown of ongoing operational costs by user scale



Risk Mitigation & Strategic Considerations

Comprehensive risk assessment and mitigation strategies



Total Investment by Category

Storage at Scale

£145,000

8.1% of total budget

AI & Processing

£145,000

8.1% of total budget

AI Maturity

£135,826

7.6% of total budget

Data Platform

£135,000

7.6% of total budget

Platform Services

£116,000

6.5% of total budget

Infrastructure Optimisation

£95,000

5.3% of total budget

Data Infrastructure

£90,000

5.1% of total budget

Infrastructure Excellence

£85,000

4.8% of total budget

Regional Infrastructure

£75,000

4.2% of total budget

AI & APIs

£75,000

4.2% of total budget

Storage & Delivery

£68,000

3.8% of total budget

Platform Readiness

£68,000

3.8% of total budget

AI & Translation

£66,000

3.7% of total budget

Geographic Expansion

£65,000

3.6% of total budget

Infrastructure Scaling

£55,000

3.1% of total budget

AI/ML Development

£48,000

2.7% of total budget

Messaging at Scale

£42,000

2.4% of total budget

Platform Maturity

£38,000

2.1% of total budget

Core Infrastructure Setup

£32,000

1.8% of total budget

Features & Quality

£30,800

1.7% of total budget

Security & Compliance

£28,000

1.6% of total budget

AI/ML Scaling

£28,000

1.6% of total budget

Scaling Infrastructure

£18,000

1.0% of total budget

AI/ML Optimisation

£17,000

1.0% of total budget

Messaging Core

£12,000

0.7% of total budget

Development Tools & Environment

£11,500

0.6% of total budget

Operations & Monitoring

£10,600

0.6% of total budget

Analytics Foundation

£6,000

0.3% of total budget

Scalability Strategy

Architecture Principles for Scale

Built for 10M+ from Day 1

- ✓ **Microservices architecture** - Independent scaling of components
- ✓ **Database sharding** - Horizontal partitioning ready from M0
- ✓ **Multi-region** - Geographic distribution prevents single points of failure
- ✓ **Message queues** - Kafka handles millions of messages/sec and
- ✓ **CDN / R2A** - Global content delivery from start

Smart Intent Prediction

- ✓ **Personal pattern learning** - Anticipates what YOU want, not what's popular
- ✓ **The engagement algorithm** - Based on your usage, not other users
- ✓ **Contact suggestions** - Who you likely want to message based on context
- ✓ **Smart reply predictions** - Language-aware quick responses
- ✓ **Translation preferences** - Learns your preferred language pairs and tone

Intent-First Intelligence

Personal ML predicts your needs based on YOUR patterns, not viral content or engagement metrics. Privacy preserving personalisation.

Performance

Sub-second translation latency globally through regional deployment and edge optimisation. Target: 99.9% uptime SLA.

Future-Proof

Architecture scales to 10M+ users without fundamental changes. Ready for Series A & growth.

Scaling Milestones

M0-8 (Development) Foundation

Kubernetes, sharding ready DB, multi-region setup

£169,900

M9-11 (Launch) Production ready

Auto-scaling, monitoring, initial users

£63,600

M12-18 (1M users) First scale test

Multi-region, sharding activated

£166,800

M18-20 (3M-5M) Geographic expansion

Brazil/Indonesia, Egypt regions

£278,000

M21-24 (5M+) Optimisation

Cost efficiency, performance tuning

£891,826