Cozy

Turn a post into an interactive mini-app

An agentic social media platform

VIBE ANYTHING

Yijian (Felix) Zhang / Founder & CEO

SECTION 01

Problems & pain points.

01

Why interaction require extra legwork？

01

Interaction is diverse and hard for platform to pre-build

Interaction is diverse and is defined by viewer and author not by platform.(A picture can be an invitation for an event or Sales Pitch for a product)

02

Interrogation-style buying experience

In UGC marketplace, Buyers need to
interrogate seller to get extra info(often the same info).

03

Action require extra legwork

Taking action on a post still requires extra legwork(QR code,any extra steps).

SECTION 02

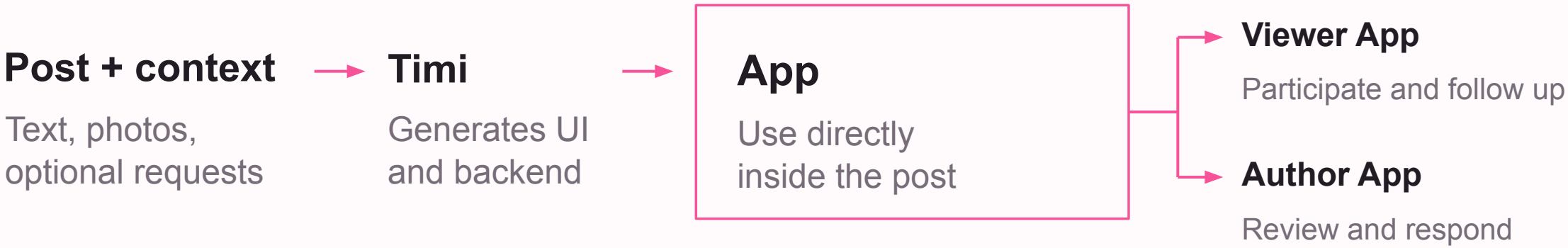
The Solution & The Product and Product example.

02

THE SOLUTION

Posts as an App that can evolve with community

App = a full-stack component



01 Interaction is diverse

Don’t pre-build. Build and evolve with community.

02 Repeated questions

Collect information and **Self-Evolve**.Answer repeated questions.

03 Extra steps

Act directly in the post.
Follow up in linked components.

People share a post.
Timi builds the interaction.

01 Post normally

Share text or a photo.

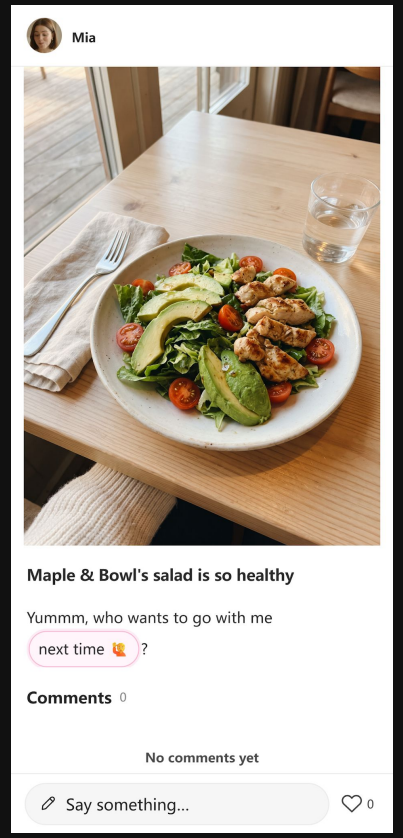
02 Choose Inspiration

Timi builds an App.
Or ask @Timi for one.

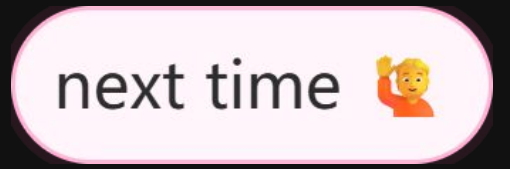
03 Viewer take part

Tap the App.
Keep the connection going.

App IN THE POST

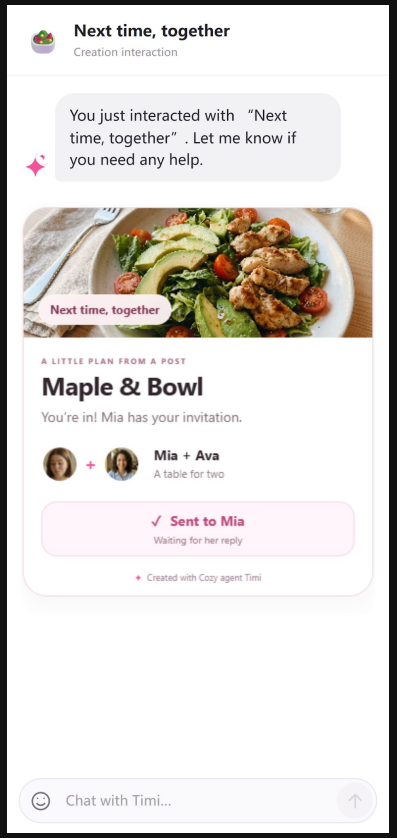


Tap to join



Accept the invitation.
Continue in Timi Chat.

TIMI CHAT



Illustrative flow using Cozy UI

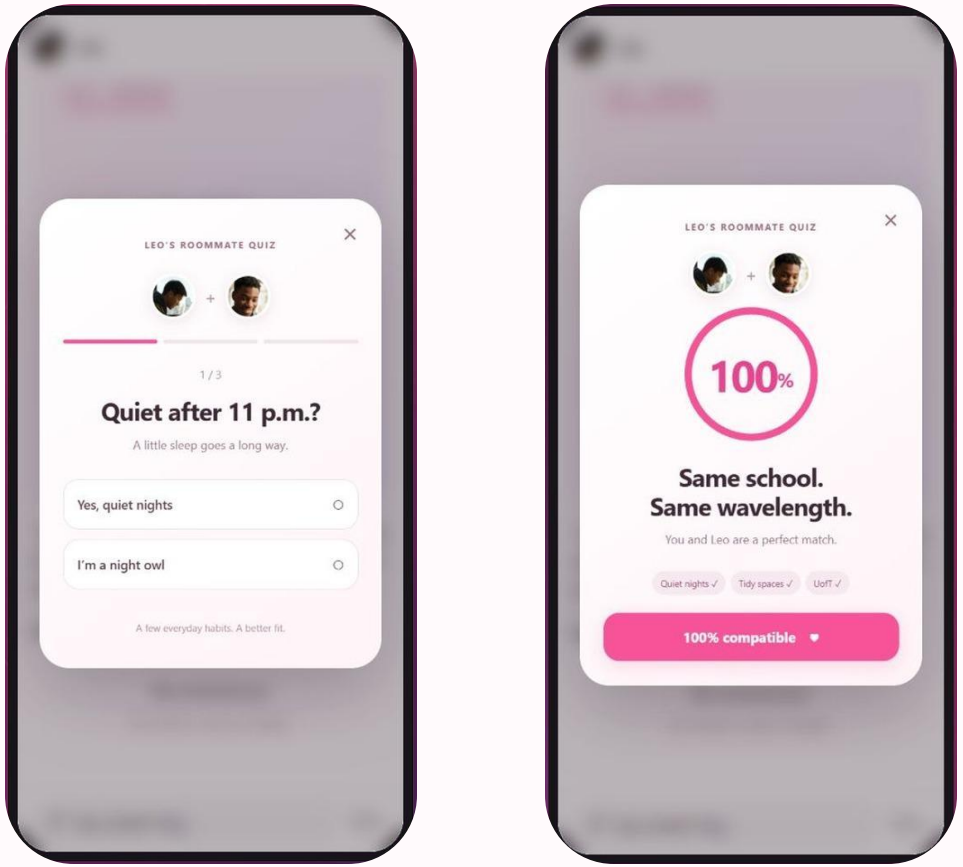
PRODUCT EXAMPLE

A roommate post becomes a matching quiz App

Tab the post and take the quiz

A viewer shares their preferences through a short quiz, then sees how they match with the author.

Reduce the leg work of asking basic questions.



Demo result, not a validated matching score

SECTION 03

Unique Advantage Insight

03

SECTION 03

Insight：How to get action from viewer

- Social media post can be divided into two categories:
  - Post that want action from people.
  - Post that want to send a information.

- Current social media platform can deliver information very well but lack at deliver interaction.
  - Interaction require no friction between viewer and author.
  - Interaction require zero interaction cost & short decision Journey .
  - Interaction require Attention → Interest→ Desire→ Action with no break point.

SECTION 03

Insight: Action can be diverse and should be defined by interaction.

- Current Social media platform can create two type of actions:
  - Offline Actions defined by Content Creator
  - Predefined Online Action(chat,like,comment,etc) defined by platform.
    - Both action is defined based on a predetermined meaning by platform.
      - User interact → platform interpret info → Repeat

- Our Social media platform can create three type of actions:
  - Offline Actions defined by Content Creator.
  - Predefined Online Action defined by platform.
  - Dynamic Online Action defined by Content Creator and Viewer
    - Online Interaction that share dynamic state between Content Creator and Viewer
    - For example:
      - “Share Geolocation” is a Predefined Online Action with same state for all user.
      - “Meet up” between Felix and Ava is a Dynamic Online Action since it is derived from dynamic state (derived from interaction between these two people).

Insight: Example

Dinner invitation

Mia posts a photo of her salad at Maple & Bowl and asks, “Who wants to go with me next time?” On other social platforms, Ava would need to message Mia to arrange it. On Cozy, she taps “next time” and accepts the invitation. In Timi Chat, Ava uses @Timi to ask Mia where the restaurant is. Mia shares the location, which is added to the invitation. When Kevin later taps the same post, his invitation already includes the location—he doesn’t need to ask again.

Finding a U of T roommate

Leo, a University of Toronto student, posts that he is looking for a roommate from the same university. Cozy turns his post into a matching quiz. After taking it, a viewer uses @Timi to ask Leo whether he accepts pets. Leo replies, “No pets of any kind.” The quiz adds a question about pets and uses Leo’s answer in the match. The next person who opens the quiz sees the new question and the no-pets requirement, without having to ask Leo again.

SECTION 04

Business Model & Market Opportunity & Current Stage

04

SECTION 04

Early stage: subscriptions + vertical advertising

Premium subscriptions

Users pay for additional AI creation capacity and agent usage.

Vertical advertising

Brands pay to reach relevant interest communities, from food to campus life.

Later stage: retain both + add a transaction fee

Take a share of eligible purchases made through Apps on Cozy, once payments and settlement are supported.

Planned model. Pricing, ad yield and transaction fees will be tested in pilots.

SECTION 04

Where social media meets AI creation

SOCIAL ADVERTISING

$286.2B

Global social ad spend

2025 forecast · WARC

A large advertising market built
around shared content and attention.

AI CREATION & UGC

$4.9B Roblox

Company revenue · FY2025
User-generated games and experiences

$150M Replit

Annualized company revenue · Sep 2025
AI software creation

Adjacent demand signals, not an additive TAM. All figures in USD.

Sources: WARC (Apr 2025) · Roblox FY2025 shareholder letter · Replit (Sep 2025)

SECTION 04

Start focused. Build toward a new category.

50 / 50

Social media + AI creation / UGC

Our proposed market mix.

20%

Long-term share ambition

Of this proposed combined opportunity.

Start with Toronto university communities. Targeting Specific student and programmer first.

Category boundaries and an obtainable market share still require validation.

Our roadmap to launch

Stage 1 · NOW	Generate Apps from text & image posts. Self-evolution is not yet supported.
Stage 2	Add self-evolution and dynamic interaction to text & image Apps.
Stage 3	Combine text & image Apps into Topic Apps; add App generation from video posts.
Stage 4	Add self-evolution, dynamic interaction and Topic Apps for short-video Apps.
Stage 5	Debugging and launch preparation.

FOUNDER

Yijian (Felix) Zhang



U of T SICIEEIL participant

Founder & CEO

University of Toronto student
International Development

Programming since high school.
Building Cozy as its sole technical founder.

US$15,000 annual revenue

Prior education business in China, founded during a gap year.

Vibe Anything

Raising US$400,000 for 8% equity

Next milestone: Stage 3

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