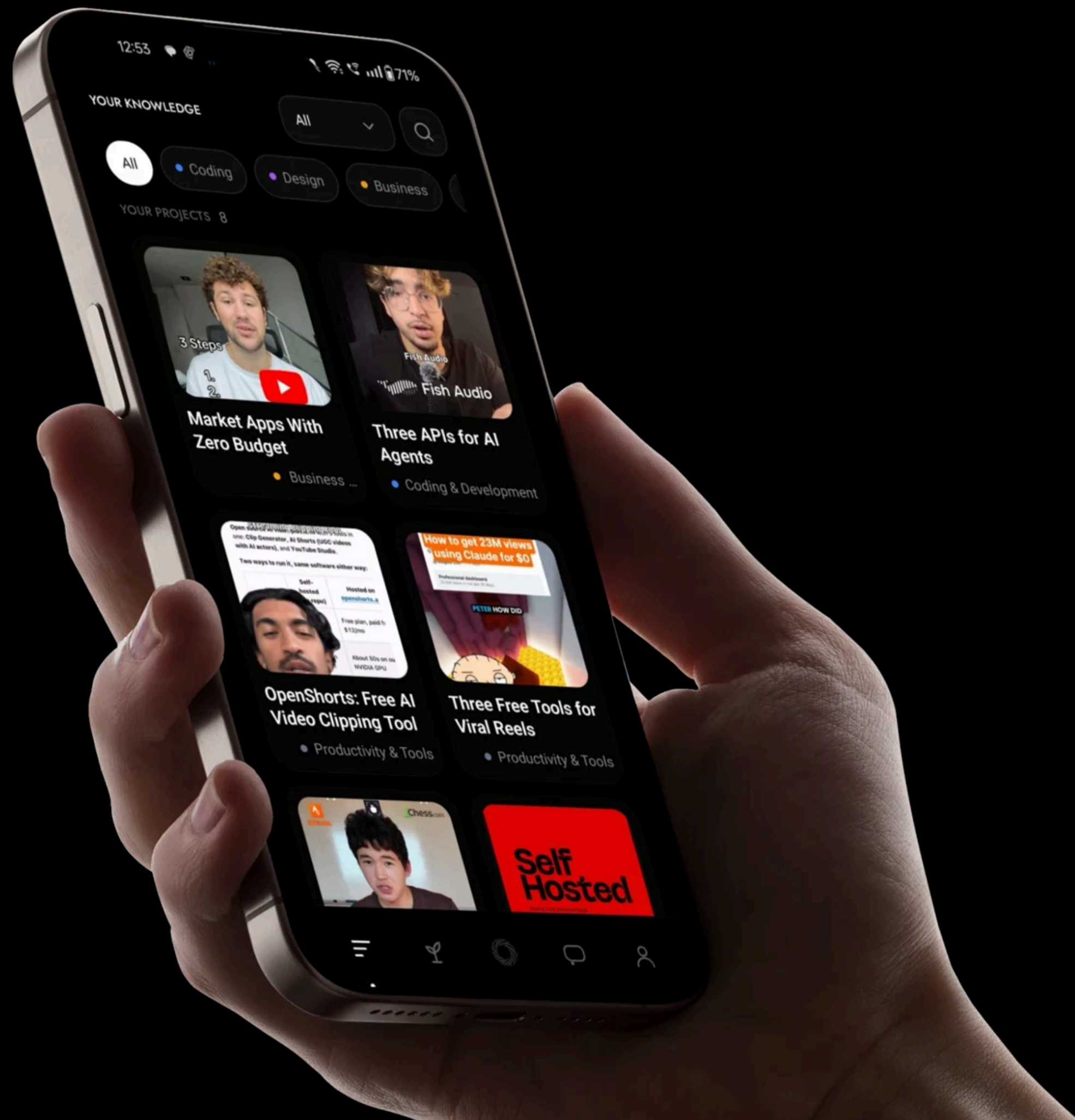




COMPANY OVERVIEW

SAVE. UNDERSTAND. DO.

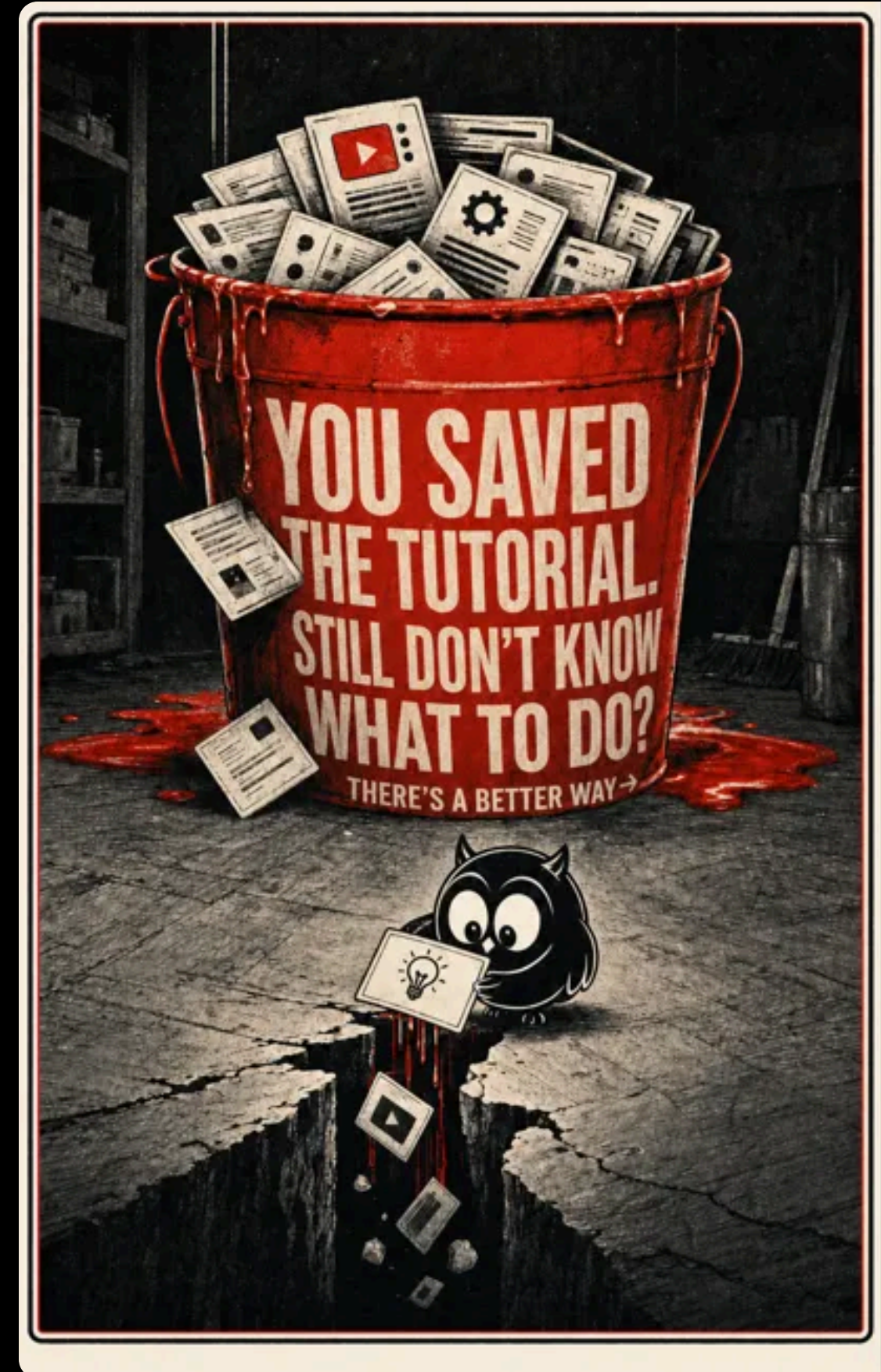


Turn any saved Reel or video into a plan. Live

01 · THE PROBLEM

84%
**OF BOOKMARKS
ARE NEVER FOUND
AGAIN.**

209 of 250 bookmarked items were not retrieved in a bookmark study · 5.79B social users, 58% of social time is short-form video



PEOPLE SAY IT OUT LOUD.

**“I have 3,847 saved
Reddit posts and
I’ve never looked at
a single one
again.”**

r/SideProject

**“I have 3,000+
saved posts on
Instagram and I’ve
looked at maybe
10.”**

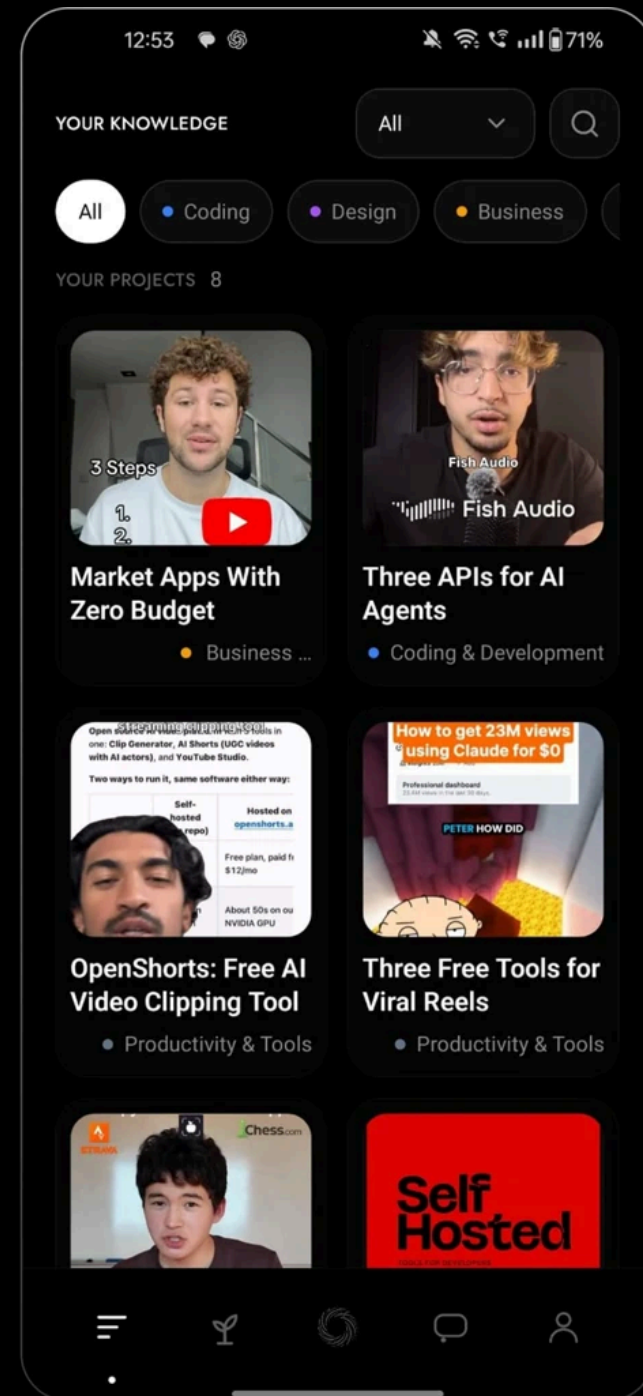
r/instagram

**“Anyone else have
800+ saved posts
on Instagram?”**

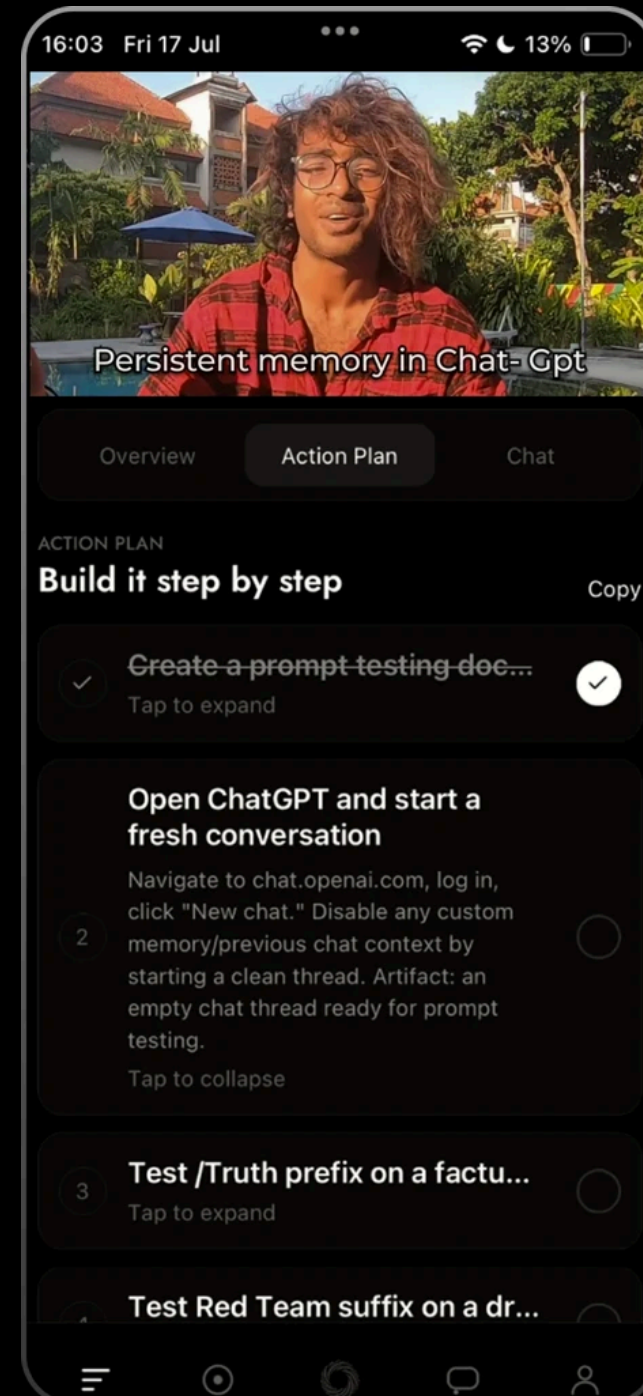
r/instagram

Public Reddit posts · qualitative signals, not a representative survey

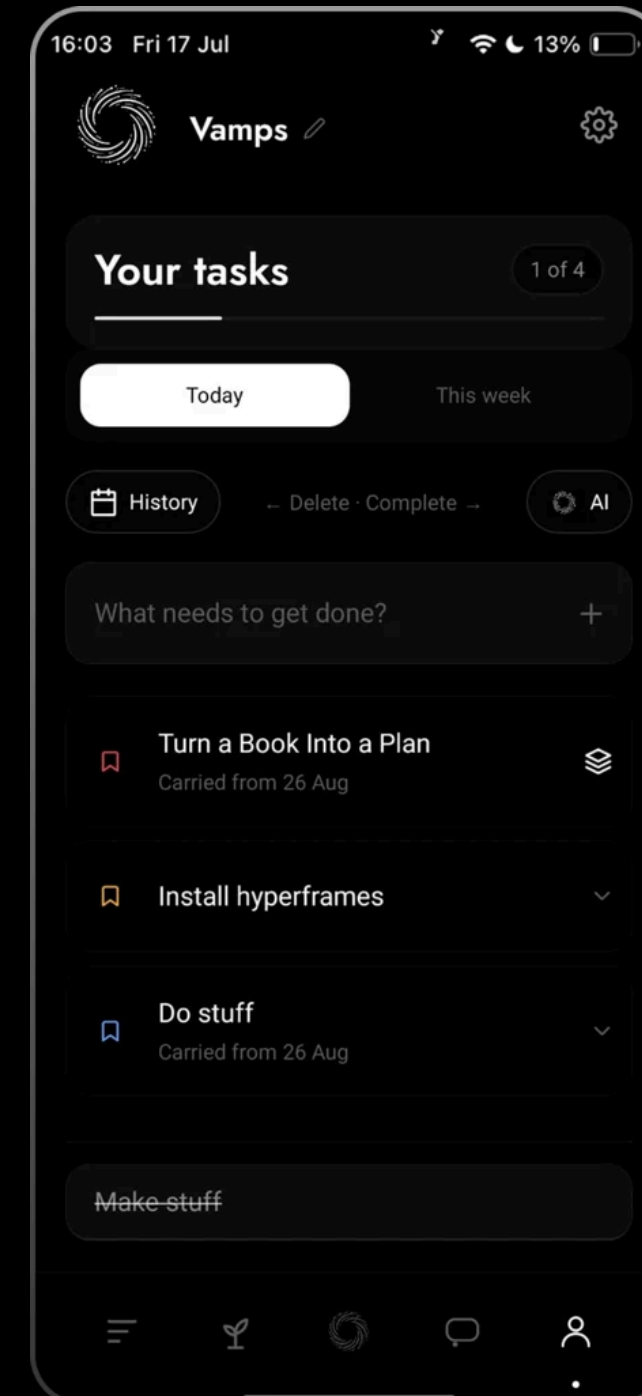
SHARE A VIDEO. GET A PLAN.



SAVE

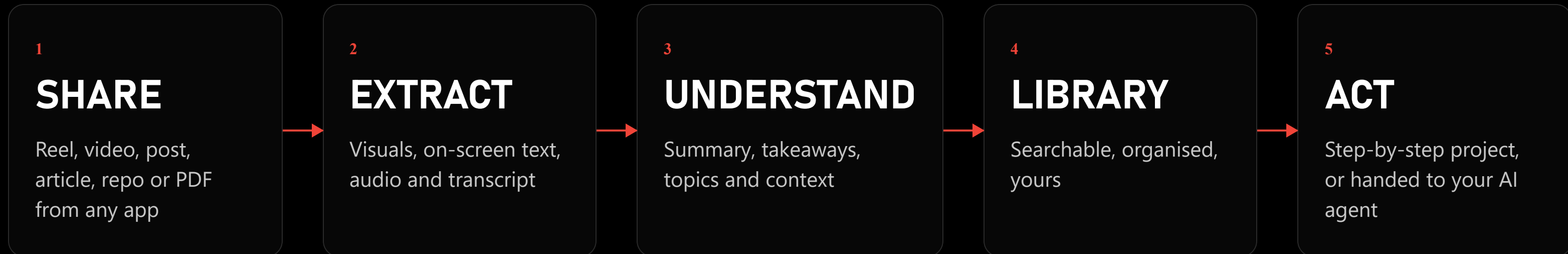


UNDERSTAND



DO

FROM A LINK TO AN ACTION PLAN.



MULTIMODAL

Reads what is shown, said and written in a video, not just the caption.

PERSONAL CONTEXT

Your whole library becomes searchable memory.

AGENT READY

Open via MCP and API so ChatGPT, Claude and Cursor can use your context.

BOOKMARKS SAVE LINKS. ORANO SAVES THE WHY.

	SAVE	SORT	FIND	USE	DO
BOOKMARKS	☒	☐	☐	☐	☐
SUMMARISERS	☒	☒	☐	☐	☐
TASK APPS	☒	☒	☒	☐	☐
NOTES APPS	☒	☒	☐	☐	☐
ORANO	☒	☒	☒	☒	☒

06 · WHY NOW

THE MISSING LINK.

DISCOVERY ENGINES



Instagram



TikTok



YouTube



Reddit



X



LinkedIn



ORANO

Save · Understand · Do

ACTION ENGINES



ChatGPT



Claude



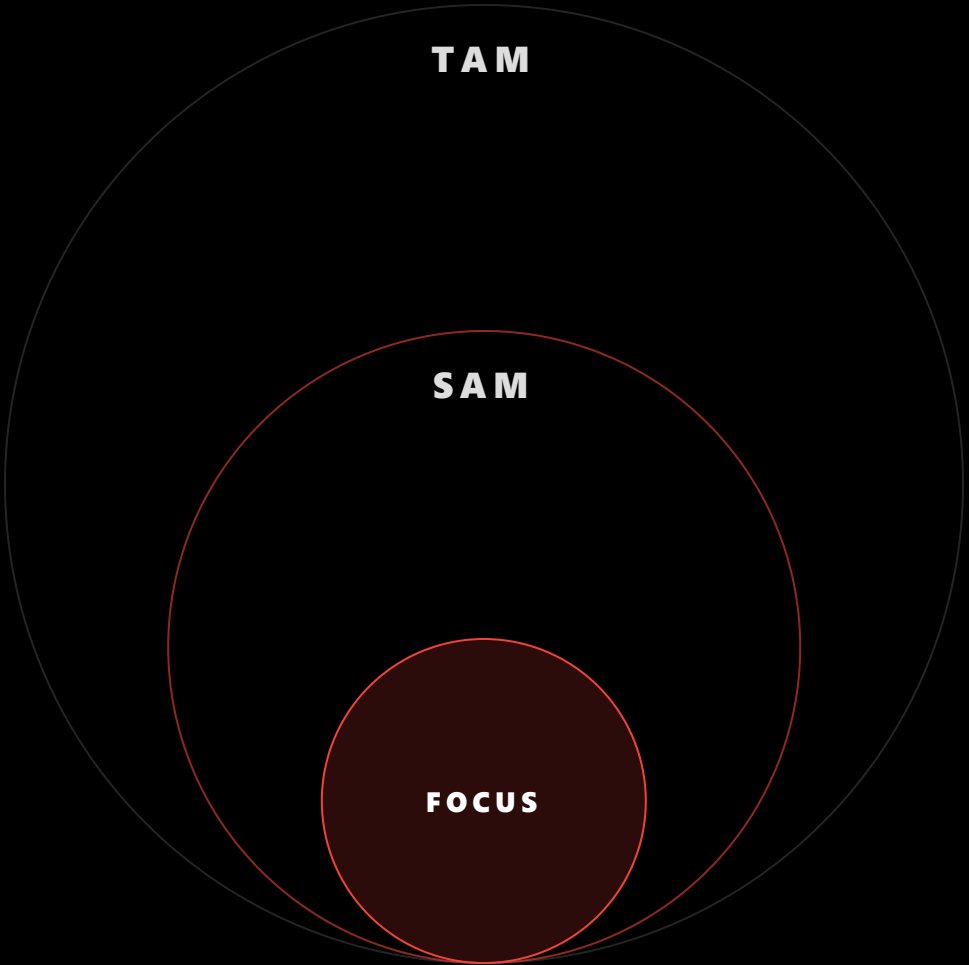
Cursor



Ollama

People discover in feeds. They get work done in AI. ORANO connects the two.

A \$2B MARKET GROWING 30% A YEAR.



\$14.1B

TAM

AI productivity tools today. Heading to \$36.4B by 2033.

\$2.16B

SAM

Personal knowledge AI: apps that organise what you save. Heading to \$6.15B by 2030.

5.79B

REACH

social media users, most of them saving short-form video every day.

Grand View Research (TAM) · Research and Markets (SAM) · DataReportal · market estimates, not ORANO forecasts

START WITH LEARNERS AND BUILDERS.

FIRST

LEARNERS + BUILDERS

They already save tutorials, tools and ideas, and want to act on them.

DISTRIBUTION

FEEDS + CREATORS

Creators introduce ORANO to the people who follow them. Short video, where saving already happens.

LOOP

SHARING

Every shared plan is a product demo. Organised saves are easier to revisit and share.

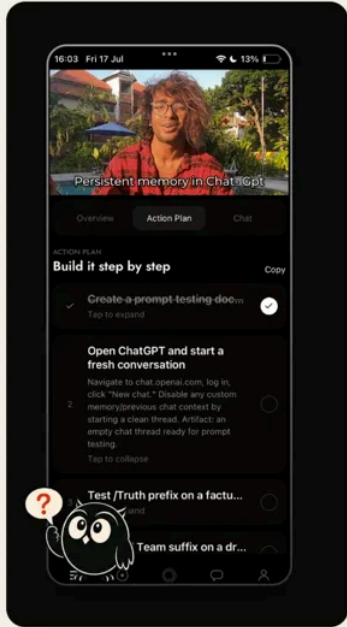
ONE VIDEO. SIX PLATFORMS.

ORANO

THE ORANO LOOP

SAVE. UNDERSTAND. DO.

Everything you need between "this looks useful" and actually using it.



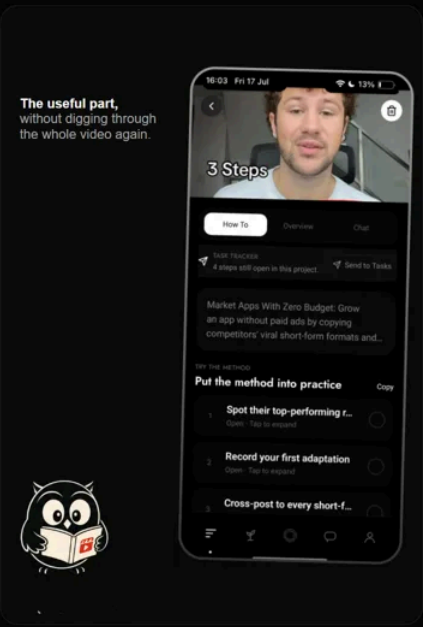
ORANO

DON'T REWATCH IT

What did that video actually say?

ORANO transcribes it, keeps useful links and pulls out the key points.

TRANSCRIPT LINKS KEY POINTS

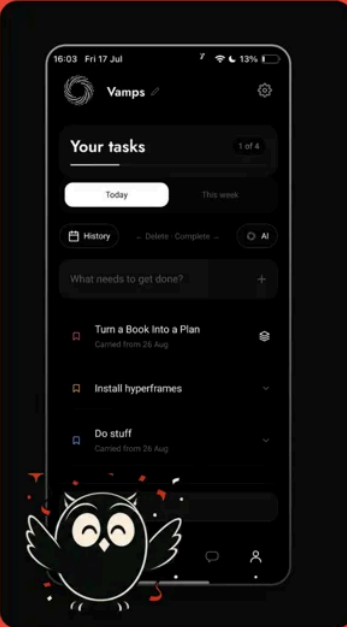


ORANO

YOUR SAVES NEED A NEXT STEP

From "later" to today's tasks.

ORANO turns actionable saves into tasks you can check off.



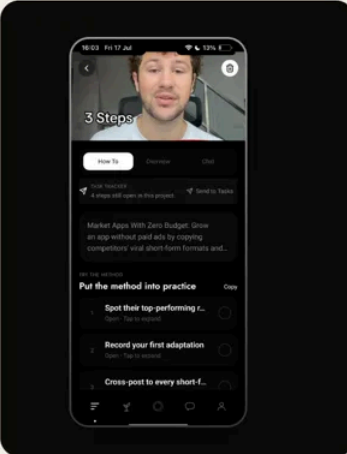
ORANO

ONE REEL. THREE USEFUL THINGS.

1 Reel → something you can use.

ORANO keeps the video's useful context together.

- 01** Transcript + key points
- 02** A clear action plan
- 03** Tasks you can check off

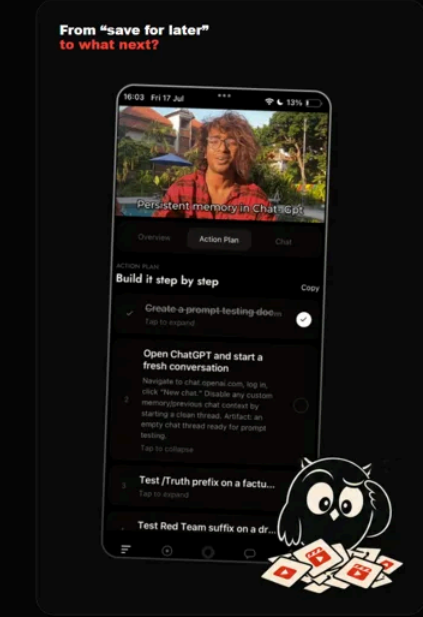


ORANO

THE PROBLEM WITH SAVING

100 saves ≠ one useful plan.

ORANO turns the saves worth acting on into clear projects and next steps.

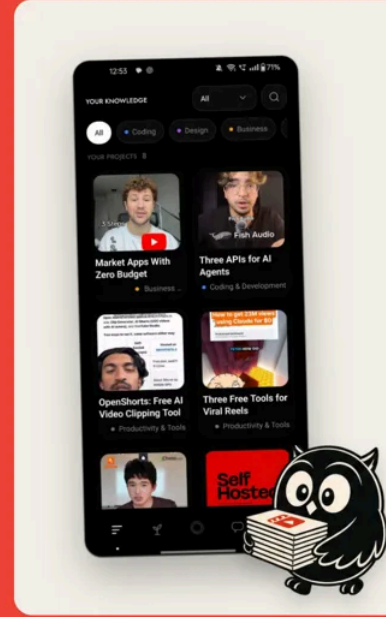


ORANO

FOR EVERYTHING YOU SAID "LATER" TO

1 place for the stuff you meant to use.

Save it. Understand it. Turn the useful part into something you can act on.



Founder-made hand-held UGC, screen-recorded how-tos and creator content, repurposed across every short-video platform.

A SIMPLE SUBSCRIPTION.

FREE TO TRY

START IN MINUTES

Save your first videos and see the plan ORANO builds.

SUBSCRIPTION

ONE PLAN

Your whole library, with more projects and more AI over time.

AGENTS

OPEN TO YOUR AI

Connect ChatGPT, Claude or Cursor to your personal context through MCP.

BUILT END TO END BY ONE PERSON.



MANU PARASURAMAN

Founder · designer · builder

Master's in Human-Computer Interaction from the University of Nottingham, with a design background from IIT Guwahati. Built ORANO from product insight to shipped experience.

Glob Studio · Infotik · ORANO



LET'S TALK

SAVE A REEL. GET A PLAN.

hello@oranoai.com · oranoai.com

