

TURN YOUR SAVES INTO PROJECTS.

Share a video or link. Get the key idea and the steps to use it.

REELS • TIKTOKS • SHORTS • ARTICLES • REPOS • PDFS



WE **SAVE** MORE THAN WE USE.

A save feels useful. But most saves never become a next step.

84%

of bookmarked targets were not retrieved through the bookmark tool in a user study.

THE GAP

SAVE → FORGET → SEARCH AGAIN

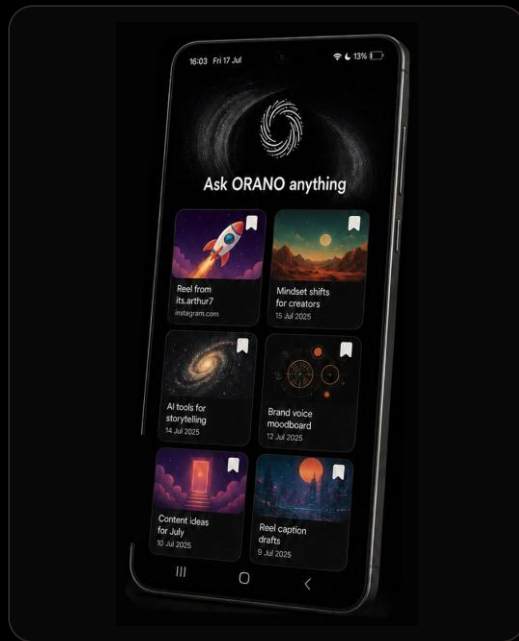
The link survives. The reason and the action do not.



A **SAVE** BECOMES SOMETHING YOU CAN **USE**.

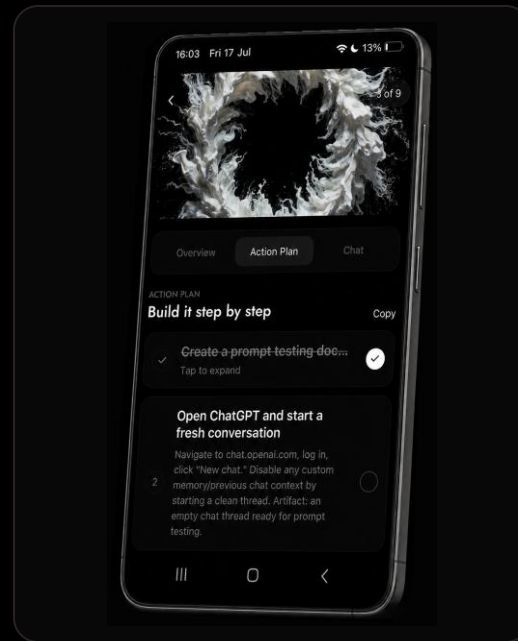
One project. Four simple answers.

WHAT DID I SAVE?



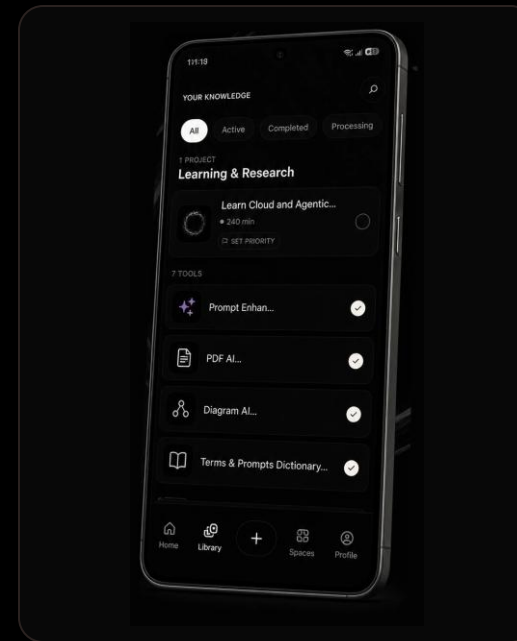
One organized project

WHAT DO I DO?



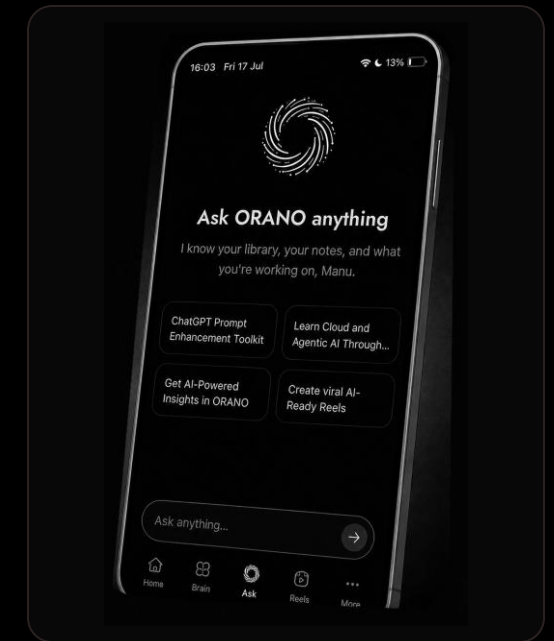
Clear steps in order

WHERE IS IT?



A searchable library

WHAT DOES IT MEAN?



Answers from your saves

GIVE AN AGENT A REEL. GET CONTEXT IT CAN USE.

Reels first. YouTube videos, carousels and social posts too.

01

SHARE THE LINK

Reel · YouTube · carousel

02

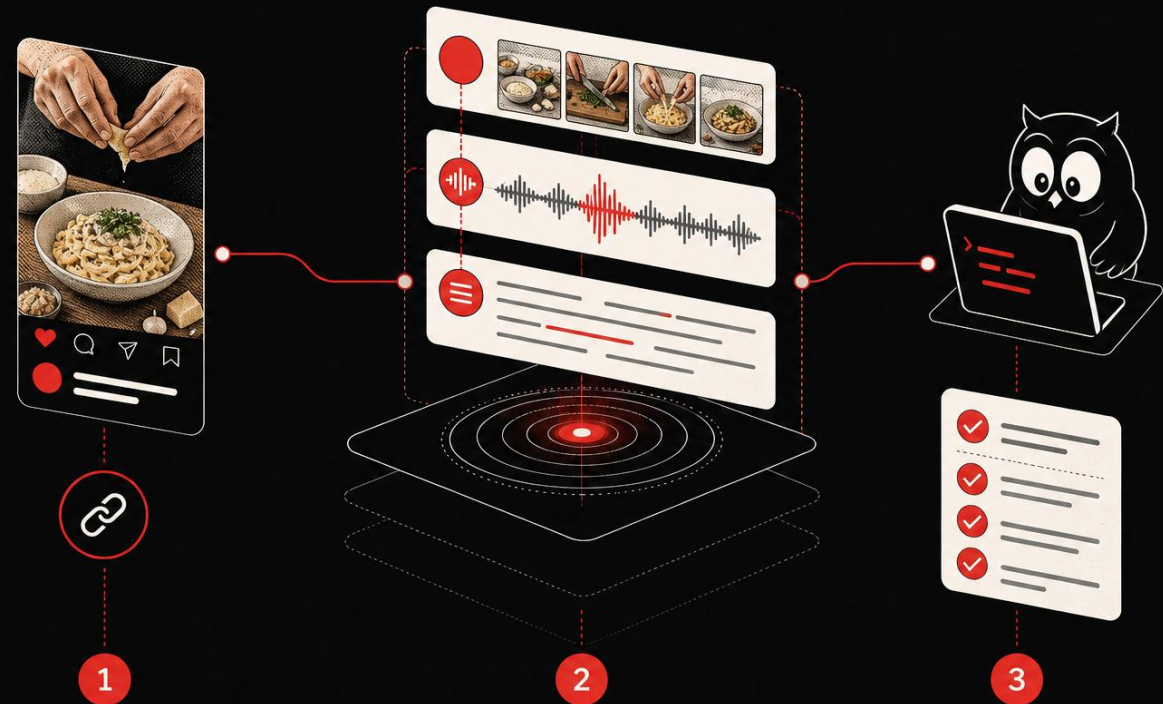
ORANO ANALYZES IT

Frames · OCR · audio · transcript

03

THE AGENT CAN ACT

Answer · plan · remember



CONNECT **ANY AI AGENT** THROUGH MCP + API.

ORANO turns what you watch and see into memory an agent can actually use.

SOCIAL INPUTS

REELS

Instagram · TikTok · Shorts

YOUTUBE

Short and long-form video

CAROUSELS

Every image and text slide

SOCIAL POSTS

Caption, media and source

VISUAL UNDERSTANDING

ORANO VISUAL CONTEXT

01 KEY FRAMES

objects · scenes ·
actions

02 OCR

text shown on screen

03 AUDIO

speech · transcript

04 MEANING

source · context ·
intent

CONNECTED AGENTS



CHATGPT



CLAUDE



CURSOR



OLLAMA

RICHER AGENT MEMORY

WHAT THE USER WATCHED, SAW, HEARD AND SAVED.

BETTER ANSWERS · BETTER PLANS · BETTER CONTINUITY

THREE SHIFTS MAKE ORANO POSSIBLE **NOW.**

5.66B

Social identities

Discovery happens inside feeds.

88%

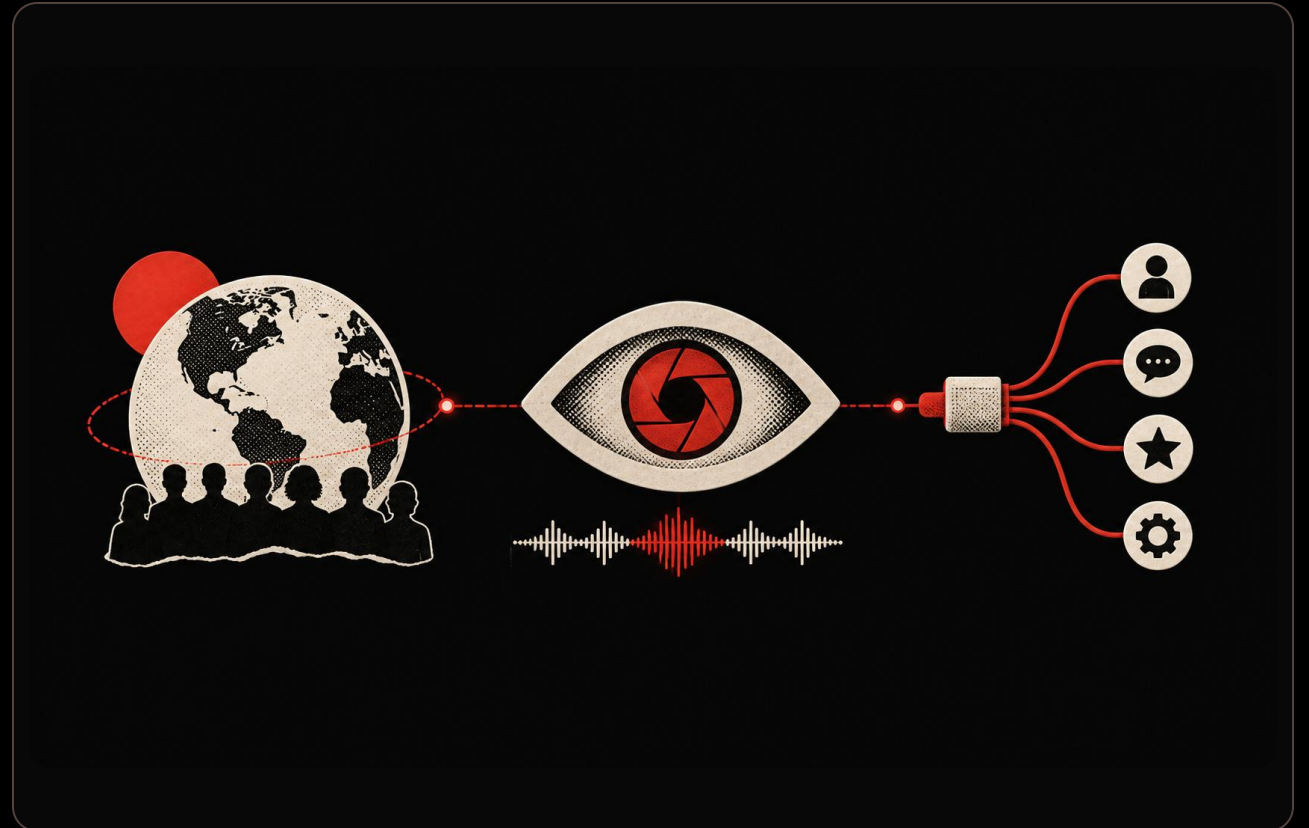
Organizations use AI

AI is becoming part of daily work.

MCP

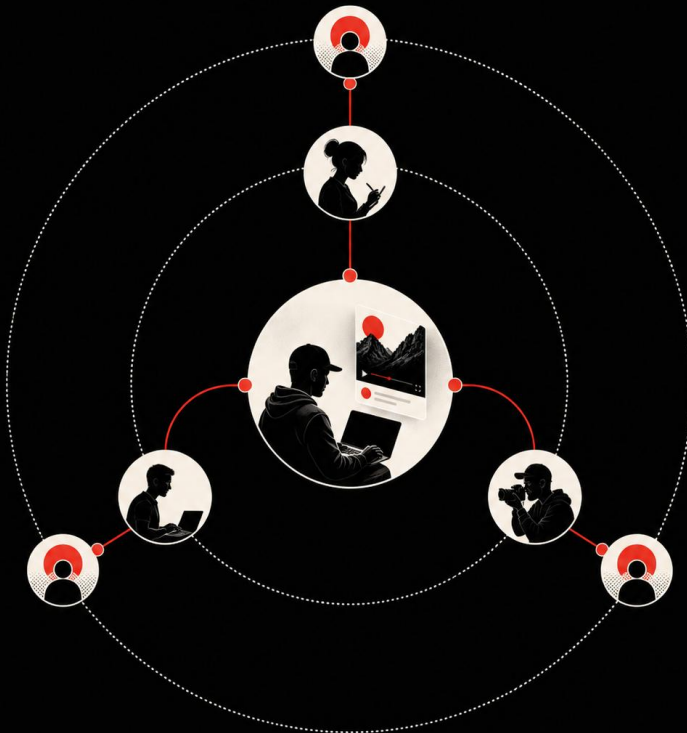
One open handoff

Personal context can move between agents.



START WITH PEOPLE WHO **SAVE TO LEARN.**

A focused entry into a very large behavior.



5.66B

SOCIAL IDENTITIES

People already discover in feeds

50M

GLOBAL CREATORS

A natural distribution channel

\$480B

CREATOR ECONOMY

Projected by 2027

FOCUS FIRST: LEARNERS + BUILDERS

\$5/MONTH. ONE SIMPLE PLAN.

No tier maze. Pay for a useful loop from save to action.

\$5

/ MONTH

\$60

ARR PER PAYING USER

ONE PLAN. UNLIMITED SOCIAL CONTEXT.

01

SAVE

Reels · videos · links

02

UNDERSTAND

Summary + meaning

03

ACT

A clear project plan

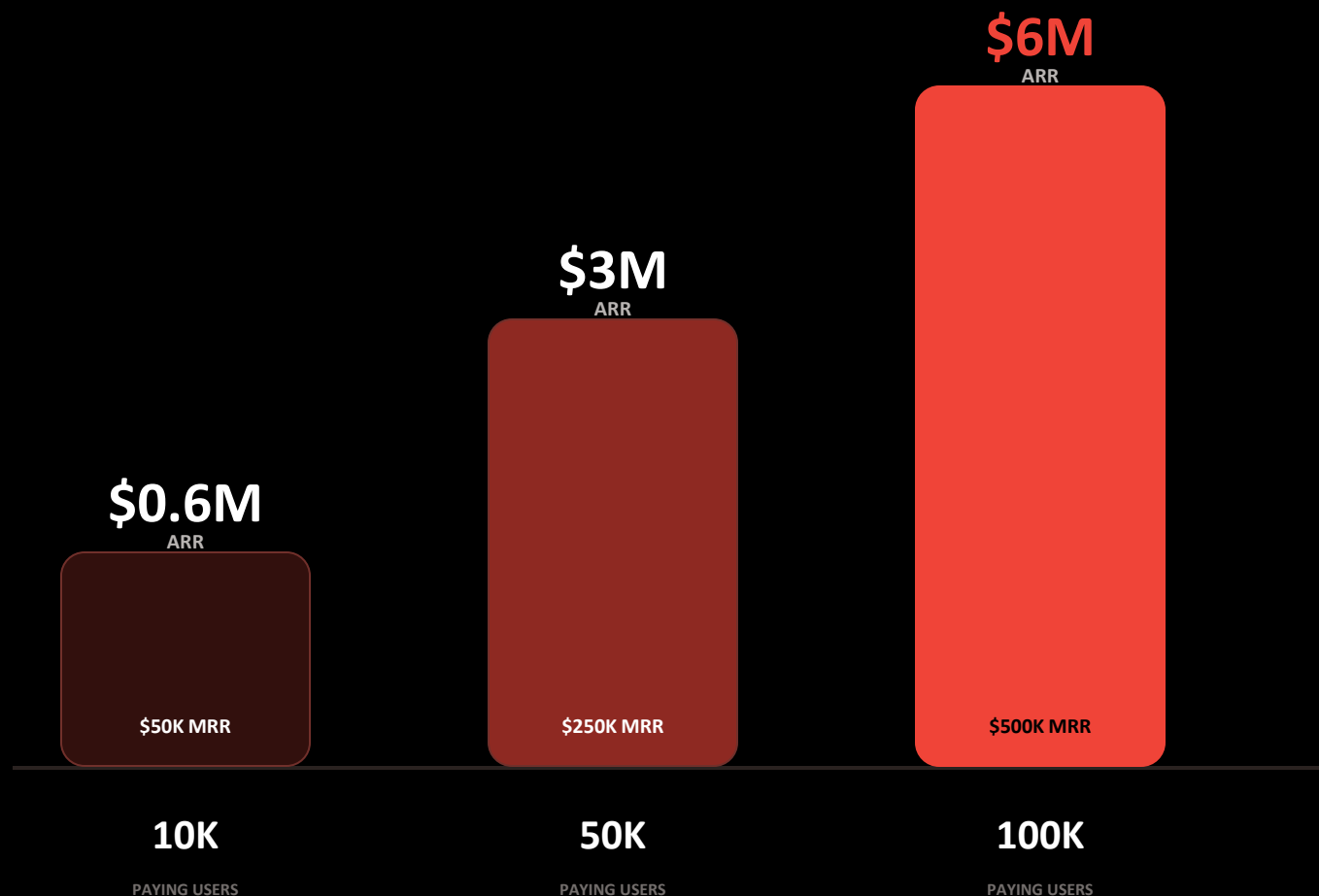
04

CONNECT

Read-only MCP

100K PAYING USERS = \$6M ARR.

Simple subscription math. Three milestones show the scale.



DIRECTIONAL PRIVATE SAAS BENCHMARK

4.8–5.3x

ARR multiple

\$29–32M

illustrative value at \$6M ARR

SCENARIO — NOT CURRENT
REVENUE OR VALUATION

THE BEHAVIOR IS **REAL**. THE PAIN IS **PUBLIC**.

Research measures the retrieval gap. Users describe the same problem in their own words.

ACADEMIC RETRIEVAL STUDY

84%

NOT RETRIEVED
VIA BOOKMARKS

209 of 250 saved targets

R/SIDEPROJECT

"I have 3,847 saved Reddit posts and I've never looked at a single one again."

R/INSTAGRAM

"I have 3,000+ saved posts and I've looked at maybe 10."

R/INSTAGRAM

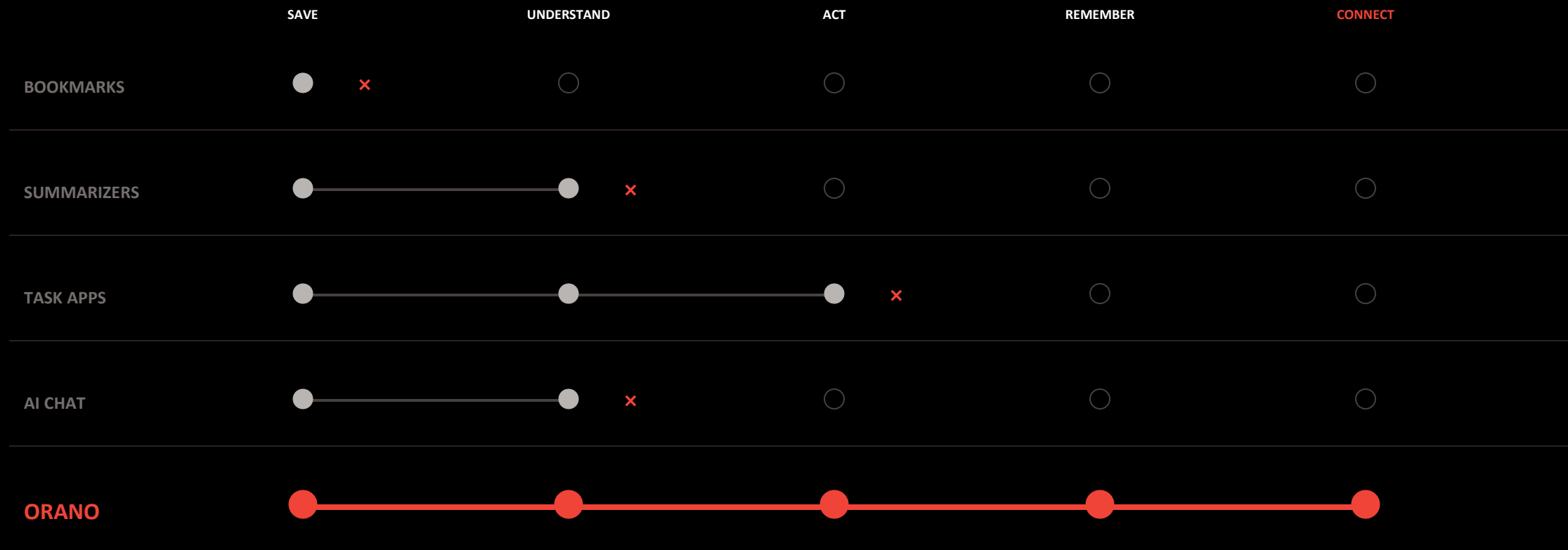
"Anyone else have 800+ saved posts?"

REAL USER SIGNALS · ANECDOTAL, NOT REPRESENTATIVE

PEOPLE DO NOT NEED ANOTHER SAVE BUTTON. THEY NEED A WAY TO USE WHAT THEY SAVED.

MOST TOOLS STOP. **ORANO** KEEPS GOING.

The difference is continuity, not another isolated feature.



ONE LOOP

SOURCE → PROJECT → STEPS → MEMORY → AGENT

I BUILD FROM INSIGHT TO **SHIPPED PRODUCT.**



MANU PARASURAMAN

DESIGNER · HCI RESEARCHER · FOUNDER

I built ORANO end to end - product, mobile, backend, AI pipelines and MCP.

2021

GLOB STUDIO

Brand, web, product and motion

2024

INFOTIK

Learning-first social products

NOW

ORANO

Saved content becomes useful work

glob.studio

• infotik.co

• oranoai.com/blog



LET'S TALK

LET'S TURN SAVED ATTENTION INTO **ACTION.**

Open to funding, strategic partnerships, pilots, distribution
and creative collaboration.

FUNDING · PARTNERSHIPS · PILOTS · COLLABORATION



CONNECT WITH ORANO

**EXPLORE FUNDING
OR BUILD WITH US.**

hello@oranoai.com

oranoai.com