@appss

Apps are the new UGC

Millions of  regular people can now create

beautiful, capable, super-distributed apps

on **35+ platforms**

4,158 apps • **3,430** creators • **$12.9K** creators' MRR • Soft-launched August 31

Founded by ex- Telegram team  **Mark Okhman**

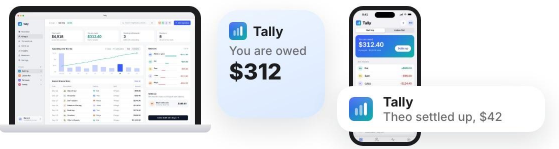
It's still hard to create an app people will pay for.
It's hard to get users.

We give creators capable building blocks to build where the entrance barrier is minimal

Ready business actions

- Parse Instagram account
- Parse website to get menu
- Average check by restaurant
- Collect payments in chat
- Send invoice reminders
- Sync bookings to Notion

Interfaces



- iMessage App
- WhatsApp Flow
- Telegram Mini App
- Messenger Chatbot
- Reddit App
- iOS App and Widget

Distribution

- Group chats with friends
- Organic feeds and reels
- Channels
- Stories and posts

Authenticated account

Open a link in browser

Create an account

Install an app

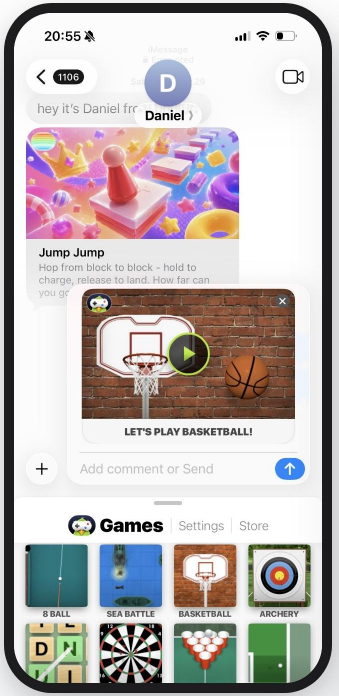
Link a payment card

Invite a friend

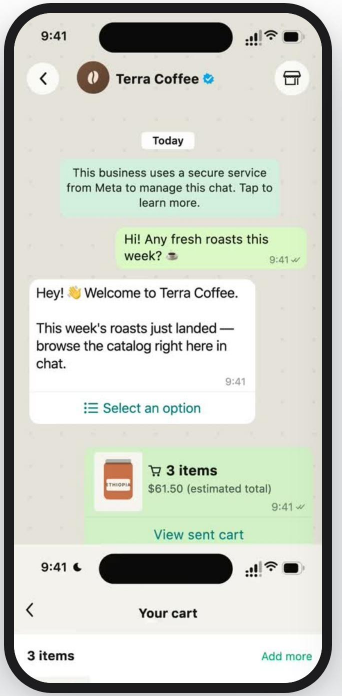
Verify identity

Major platforms are becoming the "app stores"

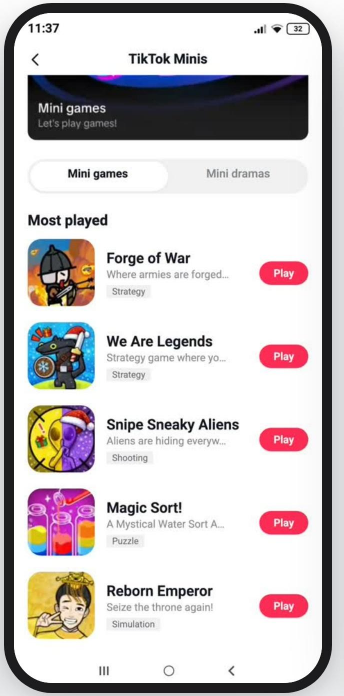
iMessage apps



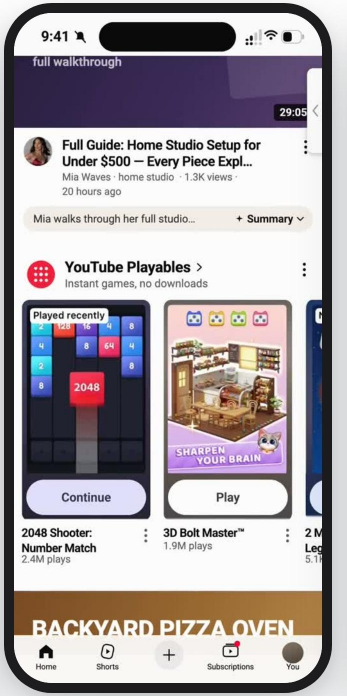
WhatsApp Flows



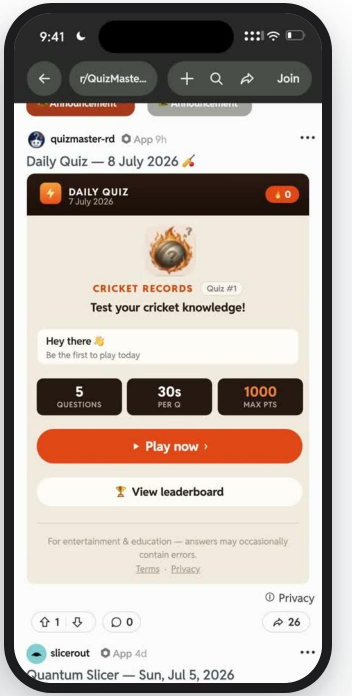
TikTok Minis



YouTube Playables



Reddit Interactive Posts



YouTube Playables · WhatsApp Flows · Instagram DM bots · Facebook Instant Games · TikTok Minis · WeChat Mini Programs

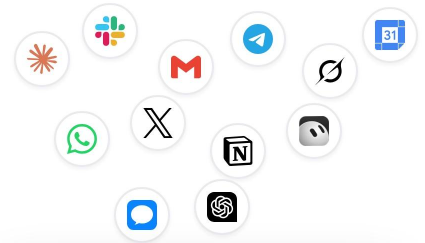
Messenger DM bots · Telegram Mini Apps · iMessage apps · X chat agents · Alipay Mini Apps · ChatGPT apps · Reddit Devvit apps

Discord Activities · World Mini Apps · Base Mini Apps · Farcaster Mini Apps · LINE Mini Apps · KakaoTalk Mini Apps · Zalo Mini Apps

Roblox experiences · Slack apps · Shopify apps · Microsoft Teams apps · Zoom Apps · Twitch Extensions · Claude apps

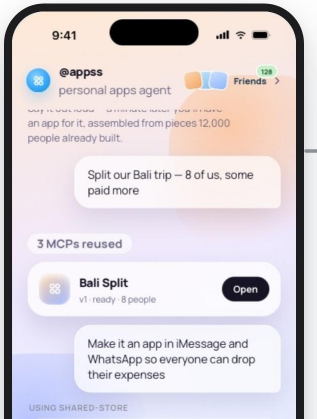
Your user is authenticated · Native notifications · Native sharing · Friends open in the same app

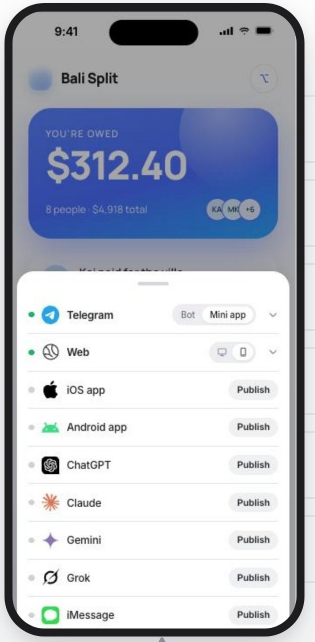
Your real use case becomes an app for millions



3 @appss 2m ago
New app idea
Your Bali group keeps asking who paid what. Want a split in the chat?

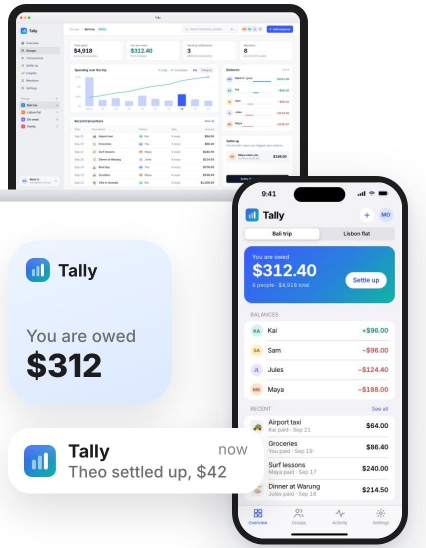
- Parse Instagram account
- Parse website to get menu
- Average check by restaurant
- Menu picks for the group





- @appss Mini App
- Web App
- iMessage App
- Reddit App
- ChatGPT App
- WhatsApp Flow

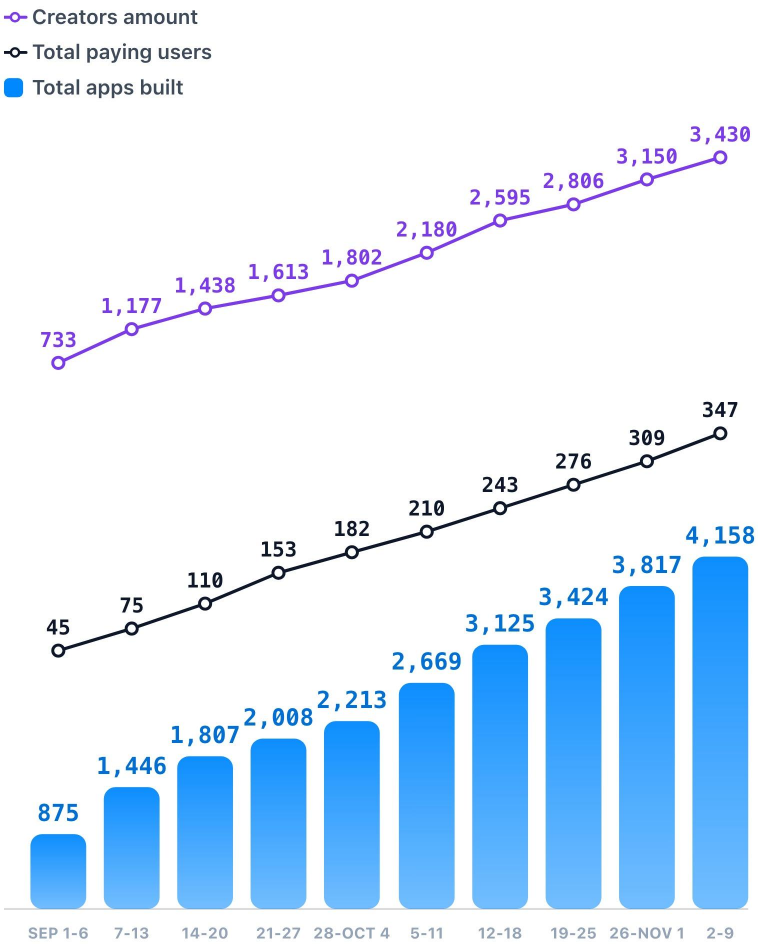
Tally · Expense tracker for Mac



Combine business actions
Iterate on interfaces and platforms
Find the perfect combination that will go viral
Grow it into a profitable business

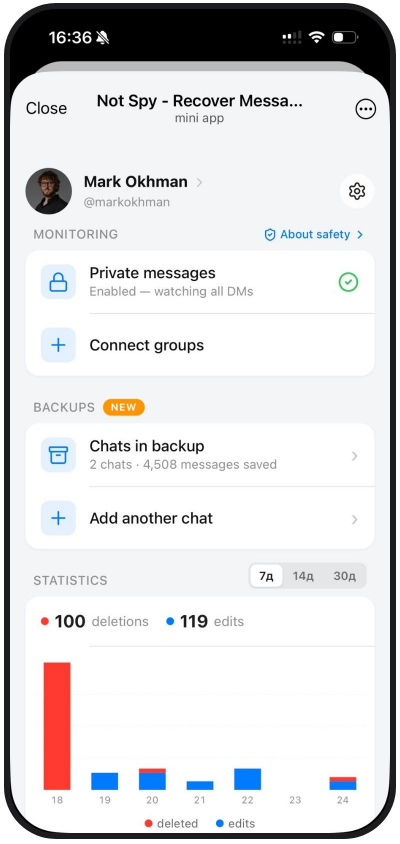
Traction

Launched August 31 · 4,158 apps



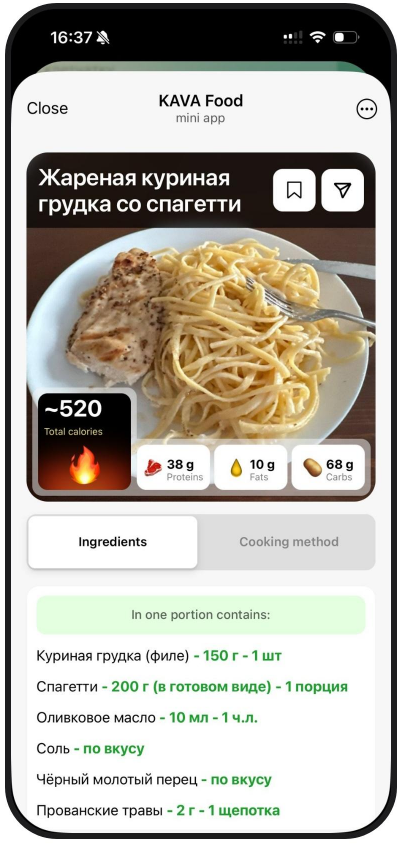
NotSpy

882K $12.9K MRR



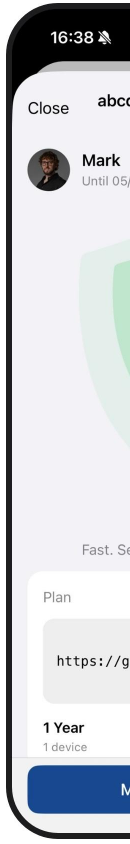
KAVA Food

11.8K $540 MRR



ab

300



Business model

The model is built to compound: each revenue stream multiplies the others.

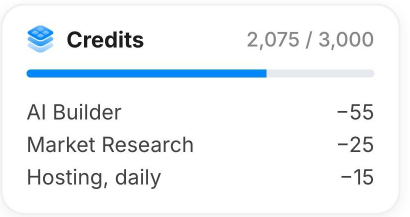
Free usage

1,000
credits/mo

50%
ownership of each app

Free apps aggregate end-user traffic. We advertise to that audience directly and hold half of each app.

@appss



Subscription

$34
3,000 credits/mo

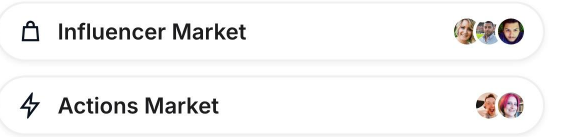
0–10%
ownership of each app

Every tool costs credits, charged by usage, and we keep the margin over cost.

×2
margin on AI tools

×3–5
margin on infra and ops

@appss PRO



3–10%
of every deal

Creators hire influencers and buy each other's actions on @appss Pro. We take a cut of each deal.

Categories & competition

Personal software

@appss · Wabi

We start from the same idea: software for one person's own use, which their friends use too.

Wabi's apps live in its messenger threads, so users must join Wabi.

Ours live in @appss too, but also inside everyday messengers and platforms people are logged into, and can become independent native and web apps, which is what drives monetization.

Every app built on @appss makes us a bigger distribution hub.

Personal agents

Muse · Grok Bot · ChatGPT Dots

These general-purpose agents know the person deeply. Building and publishing an app is heavy for them, and expensive to repeat per idea.

We empower them: through @appss an agent can turn ideas into apps for the person and run them as a business.

Coding agents

Codex · Claude Code · Cursor

These agents build anything, but the person must spell out the task, and across every platform we support that brief gets very long.

Checking each platform's result depends on how technical the person is.

Web and mobile builders

Lovable · Replit · v0 · Rork · Newly

Existing builders do the technical part well: a description becomes a website or store app, one platform at a time, and the person takes it from there.

With the person's permission we generate and keep the app alive on far more platforms at once, so ideas get tested and an audience builds up.

Single-purpose tools

Linktree · Forms · Calendly · Typeform

Each tool began as one job done well on its own site, where the result stays: a booking link leads out of the conversation.

They are our map: each job has many use cases people would rather own as an app in their everyday chats, and we build for those markets one by one.

Roadmap



2027 in projection

3M

mini-apps launched through the stack

150M

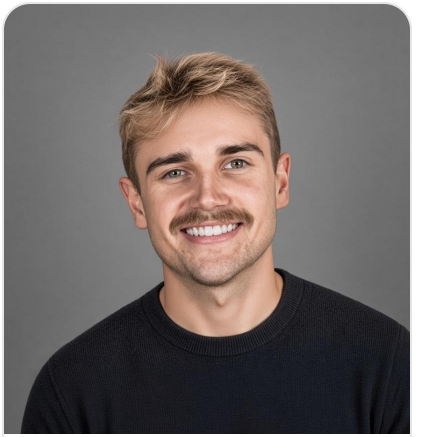
MAU of mini-apps launched

Team



Mark Okhman

CEO & founder, ex- Telegram team (TON Foundation)



Jack Roberts

CTO, ex-co-founder & CTO of Series, the AI social network backed by Pear VC



Michael Sedique

CPO, ex-Fortune 500, serial founder. MBA (Rice University), MS (Boston College)



Anton Strekalov

CMO, billions of organic views on Instagram, TikTok and YouTube

Top schools Rice University · Boston College · Arizona State University · University of South Florida · Hyper Island

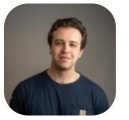
Previously at Telegram · Series · CDW · Gap · Starbucks · Saks Fifth Avenue



Olgu Cilfaoglu

Early backer, serial entrepreneur and angel investor

by Wassies



Yahia Bakour

Angel, founder of Context.dev (YC S26)

Context.dev **YC S26**