



Sangam

संगम · the gathering

QUARTERLY REPORT

Transparency Report

*Quarterly disclosure of users,
content, and moderation.*

FOUNDER

Agent In

LAUNCH DATE

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Built in India. For India.

Sangam - June 2026

Transparency Report

Quarterly disclosure of users, content, moderation, and financials. This is the template for the first report, to be published after launch.

Why We Publish This

Trust is earned through disclosure, not claimed through marketing. Every quarter, Sangam publishes a complete transparency report covering growth, content, moderation actions, appeals, and financials. This is not a legal requirement; it is a commitment we made in our manifesto. The report exists so that users, journalists, researchers, and regulators can hold us accountable to the principles we claim to uphold.

The numbers below are the template for the first report, covering the launch quarter ending 31st December 2026. Actual figures will be filled in after launch. We will publish the good and the bad, the growth and the failures, the takedowns and the appeals we got wrong. No spin, no selective reporting.

Growth Metrics

0 Total Users (target: 1,000)	0 Daily Active Users	0 Monthly Active Users	0 Posts Per Day (avg)
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These four numbers tell the core growth story. Total users is the registered account count. Daily active users is the count of unique users who posted, commented, or scrolled on a given day, averaged across the quarter. Monthly active users is the same metric over 30 days. Posts per day is the average across all users, excluding deleted or removed posts.

Moderation Actions

0 Posts Flagged by AI Filter	0 Posts Removed After Review	0 Accounts Warned (Strike 1)	0 Accounts Banned (Strike 3)
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Every post runs through three moderation tiers before and after publication. Tier 1 is the pre-publish AI filter using OpenAI Moderation API and Google Perspective API. Tier 2 is the custom Indian-language classifier covering Hindi, Hinglish, Tamil, Telugu, Bengali, and Marathi. Tier 3 is human review with a four-hour takedown SLA. The numbers above show how many posts were caught at each stage and what actions were taken against repeat offenders.

Appeals and Corrections

Any user whose post is removed or whose account is warned can appeal. Appeals are reviewed by a human within 48 hours. If the appeal is upheld, the post is restored or the warning is cleared. If the appeal is denied, the user receives a written explanation citing the specific policy clause. We track appeal outcomes to measure moderation accuracy: if more than 15 percent of appeals are upheld, we re-train the classifier and revise the policy.

Metric	Q4 2026	Notes
Total appeals filed	0	Users who contested a takedown or warning
Appeals upheld (in user favor)	0	Post restored or warning cleared
Appeals denied	0	Original decision confirmed with written reason
Uphold rate	0%	Target: below 15%. Above triggers policy review
Avg appeal response time	0 hrs	SLA: 48 hours maximum

Financials

Sangam is completely bootstrapped. We publish what we spend so users know the business model is not selling their data. The table below shows the quarterly cost breakdown. Revenue in Phase 1 is zero; we run on the founder budget and free-tier infrastructure until the product reaches scale.

Item	Cost (INR)	Notes
Domain (sangam.in)	800/yr	Annual, non-negotiable
Play Store developer account	2,100	One-time Google Play fee
MSG91 SMS credits (OTP)	420	250 SMS for first users
OpenAI Moderation API	420	50k calls at \$0.0001 each
Cloudflare R2 (storage)	0	Free tier: 10GB + 1M reads/mo
Neon Postgres	0	Free tier covers first 5k users
Fly.io compute	0	Free tier: 3 shared-cpu VMs
Total quarterly burn	~4,200	Approximately \$50 USD for 3 months

What We Do Not Track

We do not track time-on-platform, scroll depth, or engagement-bait metrics. We do not optimize for session length. Success at Sangam is measured by posts per user per day, retention at 7 and 30 days, referral rate, and the percentage of users who report feeling better after using the product. We would rather have 1,000 users who post once a day and feel good than 100,000 users who scroll for three hours and feel worse.