

Pitch Deck

February 2026

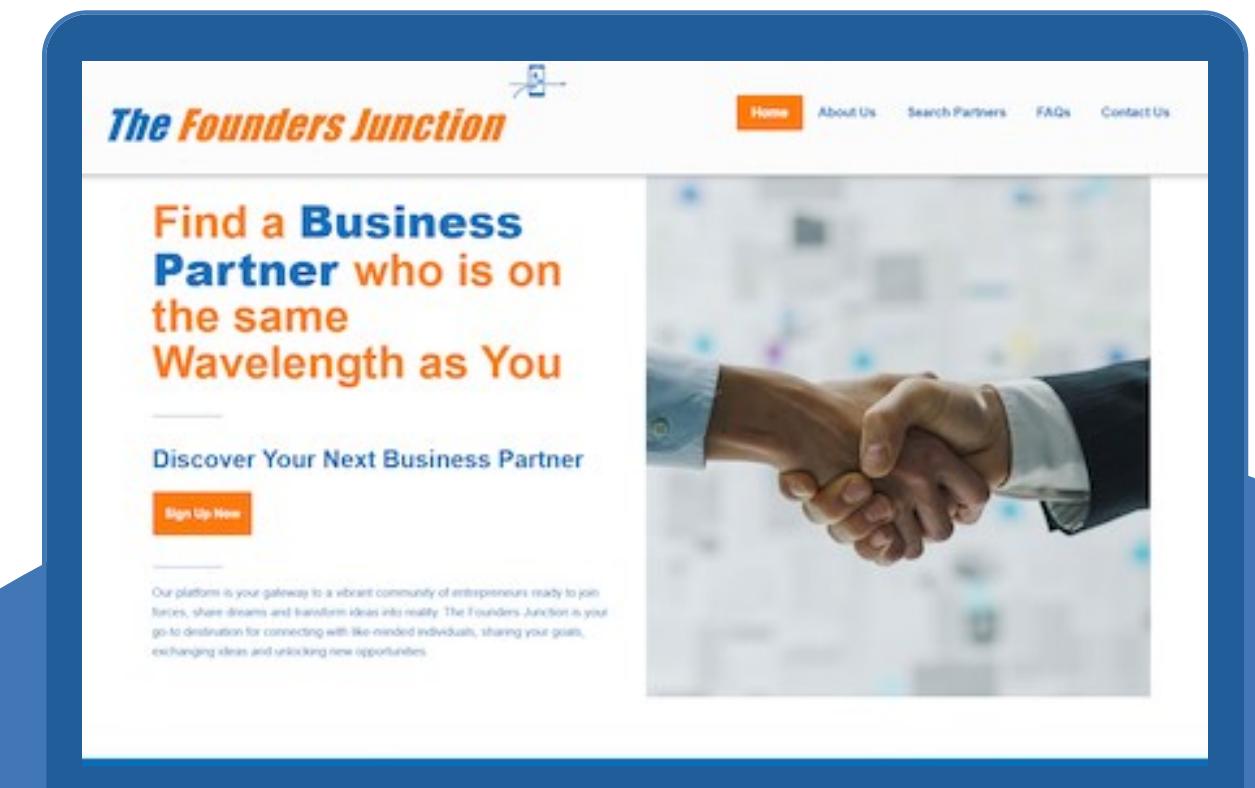


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Introduction

Never before has the demand for finding a business partner been so strong.

As the AI revolution reshapes the job market, this trend is set to keep accelerating over the next years.

Yet, there is a clear lack of platforms that really cater to this growing user base.

Generic professional platforms, most notably LinkedIn, are way too dispersive, making it incredibly difficult to find a suitable business partner.



Purpose-built platforms, on the other hand, present important pitfalls. Through targeted online surveys, we identified these pitfalls and gained a clear understanding of what a next-gen match-making platform should be.

The Founders Junction will be the **go-to platform** for aspiring and established entrepreneurs looking for serious co-founders and business partners.

Current Market Gap

Entrepreneurs often struggle to find suitable co-founders with complementary skills, aligned goals, and commitment levels. Existing platforms like LinkedIn and CoFoundersLab fall short in offering efficient matchmaking.

Based on surveys conducted by us, aspiring cofounders and startuppers would be keen on a purpose-built platform that addresses the current problems.

Problem 1

General professional platforms are too dispersive and crowded. As a result, entrepreneurs struggle with irrelevant connections, unsuitable profiles, and significant difficulty finding the right business partner.

Problem 2

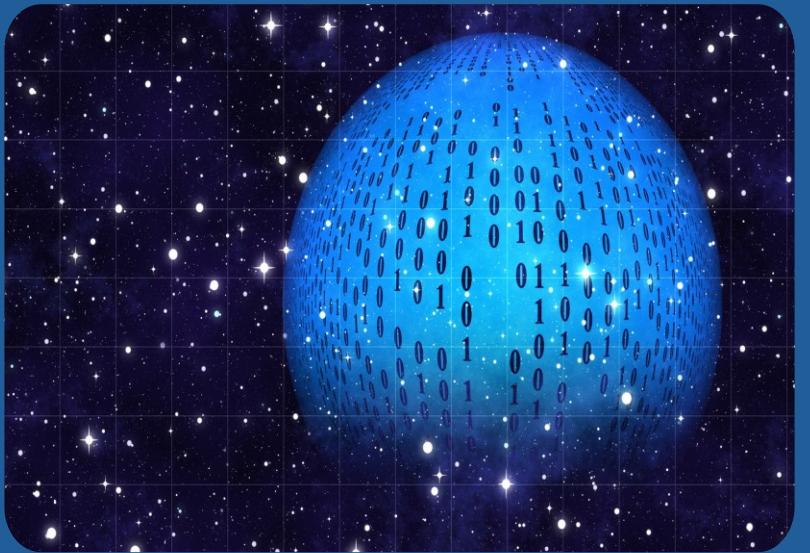
Many purpose-built platforms lack trust and credibility, often becoming cluttered with outdated listings and unverifiable profiles, which undermines user confidence.

Problem 3

Other niche platforms lack advanced search and filtering tools, making it difficult for entrepreneurs to effectively identify and connect with the right potential co-founders.

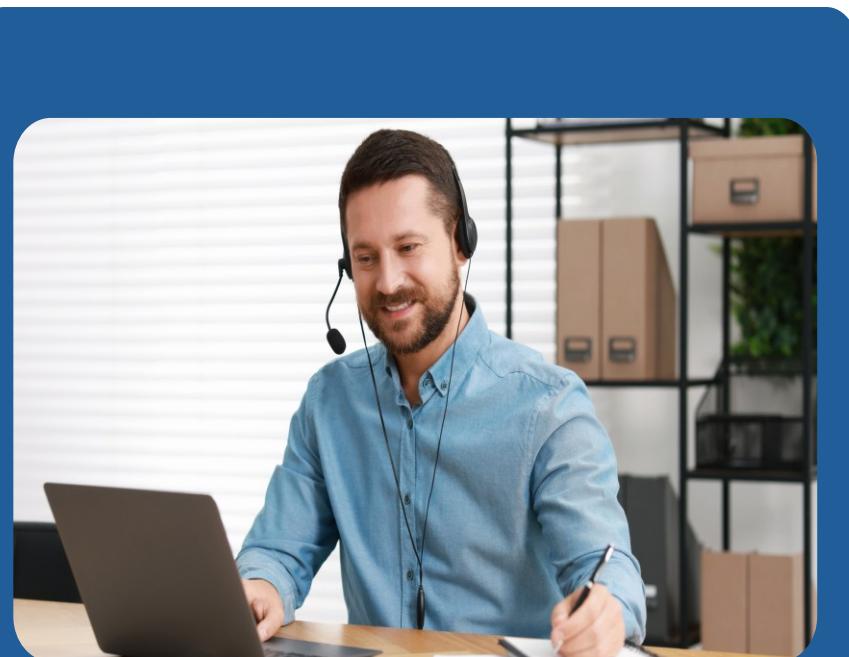


The Solutions



Advanced search

Users will benefit from a powerful profile **search engine** for precise founder matches



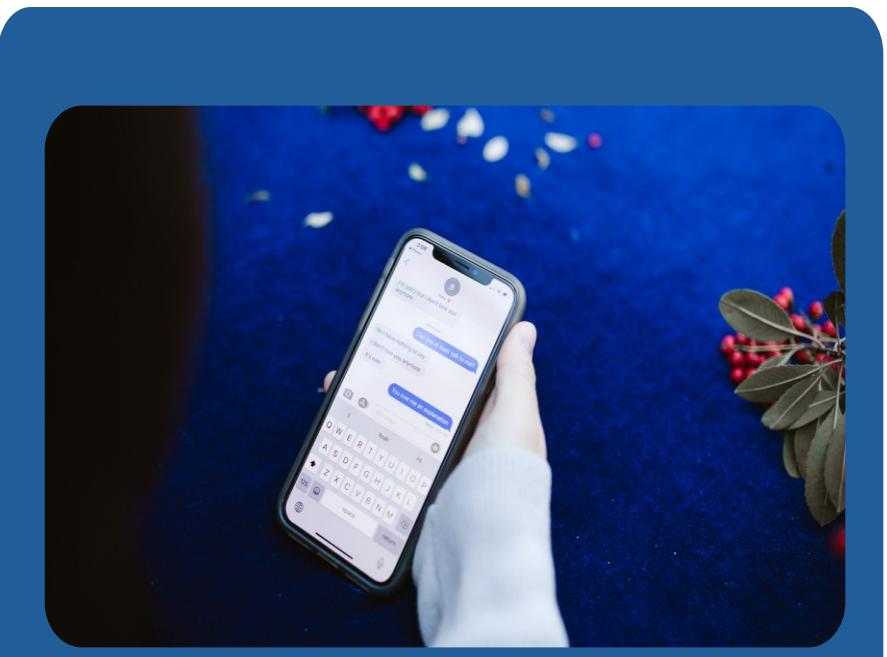
Humanised Profiles

User profiles are humanised with the option of uploading a **video presentation**



AI-assisted search

AI-powered **profile discovery** with **personalised** notifications and reminders



Filtered Private Messaging

Communication only possible between **connected** users

Business Model

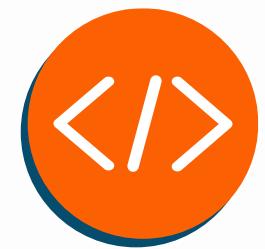
TFJ is a **subscription-based** membership platform with three tiers:

- **Standard** (Free) with basic functionalities;
- **Advanced** with more advanced features;
- **Premium** with all features and posting functionality

Additional upsells will be made available to users such as visibility boosts, ability to post on common newsfeed for payment (for non premium members), and special networking events.

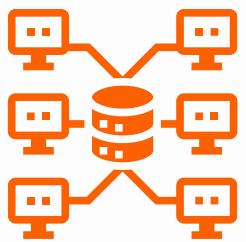


Product and Technology



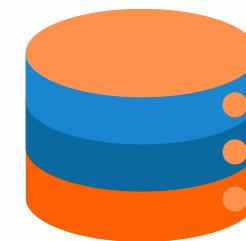
Full-code MVP

The MVP is being developed by an **experienced developer** ensuring maximum control, scalability, and flexibility for future growth..



Infrastructure

A **secure, modern tech stack** will be deployed to deliver seamless, reliable backend operations



Database

Supabase supreme functionalities will enable features including:

- PostgreSQL for complex queries and structured data;
- Instant APIs
- Edge and Serverless functions for maximum performance

Go-to-Market Strategy

We currently have **500 subscribers** on our waiting list, demonstrating strong **early traction**.

Based on results from previous targeted ad campaigns, TFJ will launch a **multi-channel user acquisition strategy** designed to reach the largest, most relevant audience possible.

- 01 **Targeted paid advertising** with Meta to reach specified categories of users on Facebook and, most importantly, on Instagram.
- 02 Dedicated **YouTube** and **Tik Tok** channels broadcasting relevant material for aspiring entrepreneurs and short tutorials showing how to find entrepreneurs on the same wave length as you.
- 03 **Organic SEO** to get TFJ known by publishing blog content and leveraging AI tools for content creation on various channels.
- 04 **Phased launch** in the following regions:
 - UK
 - EEA countries and India
 - Australia and New Zealand
 - North America
 - Rest of the world *

* Rest of world not included in financial projections

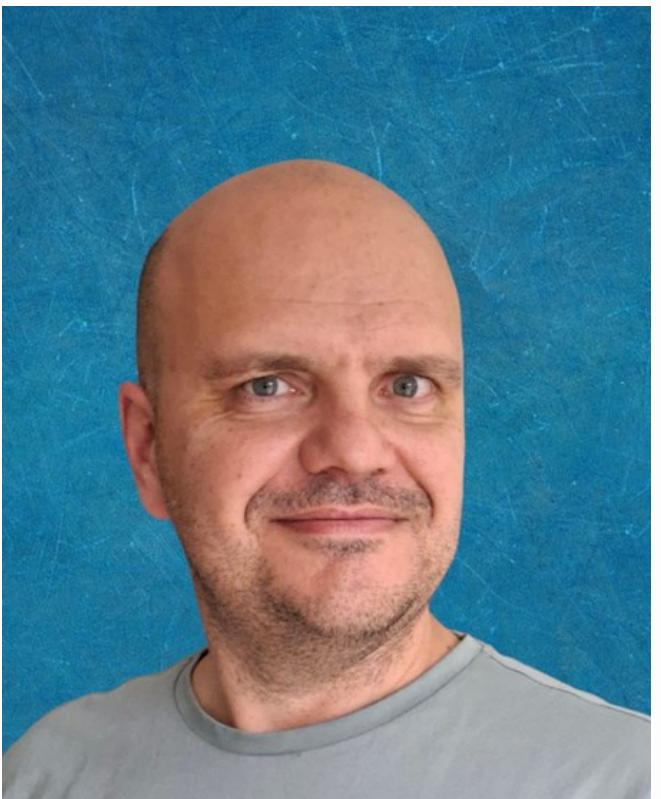
Competitors

Current main providers offering co-founder matching functions or professional networks:

- **CoFoundersLab** offers an attractive layout but suffers from low engagement. Many users report that potential partners either do not respond or appear to be fake profiles;
- **StartHawk** is a well-organised platform, but its layout and functionality are limited and, according to some users, not up to standard;
- **YCombinator** co-founder matching tool is well known but lacks a proper search engine, making it tedious to browse and evaluate potential co-founders;
- **LinkedIn**, with its huge user base, is the leading professional network. However, it lacks a dedicated space for entrepreneurs and is crowded with profiles focused on selling services or showcasing status — making it largely irrelevant for effective business partner matching.



Team



**Alessandro
Bolasco**

Founder and CEO



**Alessandro
Santese**

Technical developer and
CTO

Team Expansion Plan

At **end of Year 1** we plan a hiring review based on growth needs.

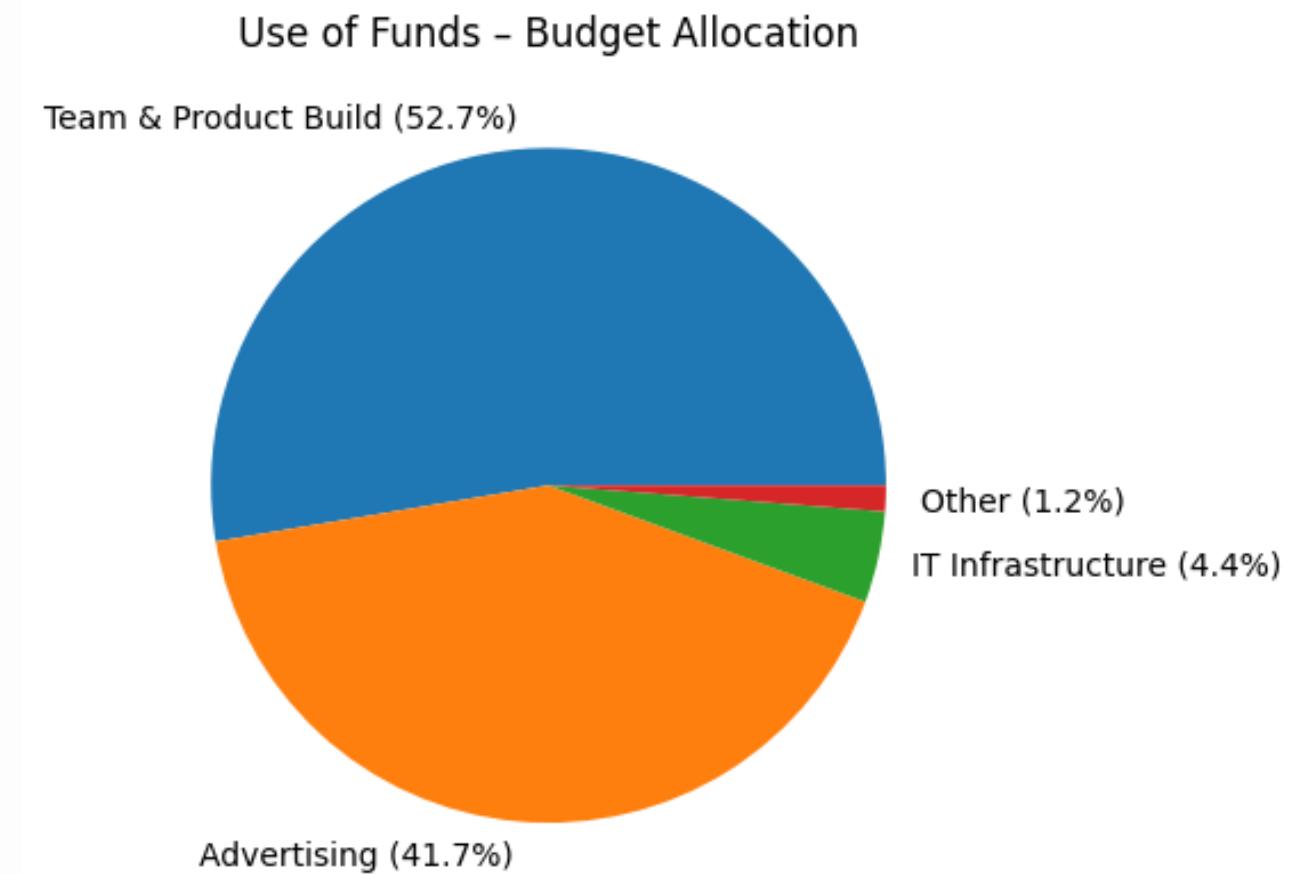
We anticipate the need for:

- **Community manager** to support engagement and user satisfaction following the platform's public launch;
- **Digital marketing specialist** on a freelance basis to accelerate brand awareness and user acquisition;
- **More developers** for additional support in the technical development of the platform.

The Ask

Ask and Allocation

We are seeking an investment of **£80,000** to enable sustained commitment, support further market research, fund advertising and customer onboarding, and cover key operational expenses during the first months.



Review

A **comprehensive review** of our financial requirements and investment plan will be conducted towards **year-end** to support the company's next phase of growth.

Main indicators

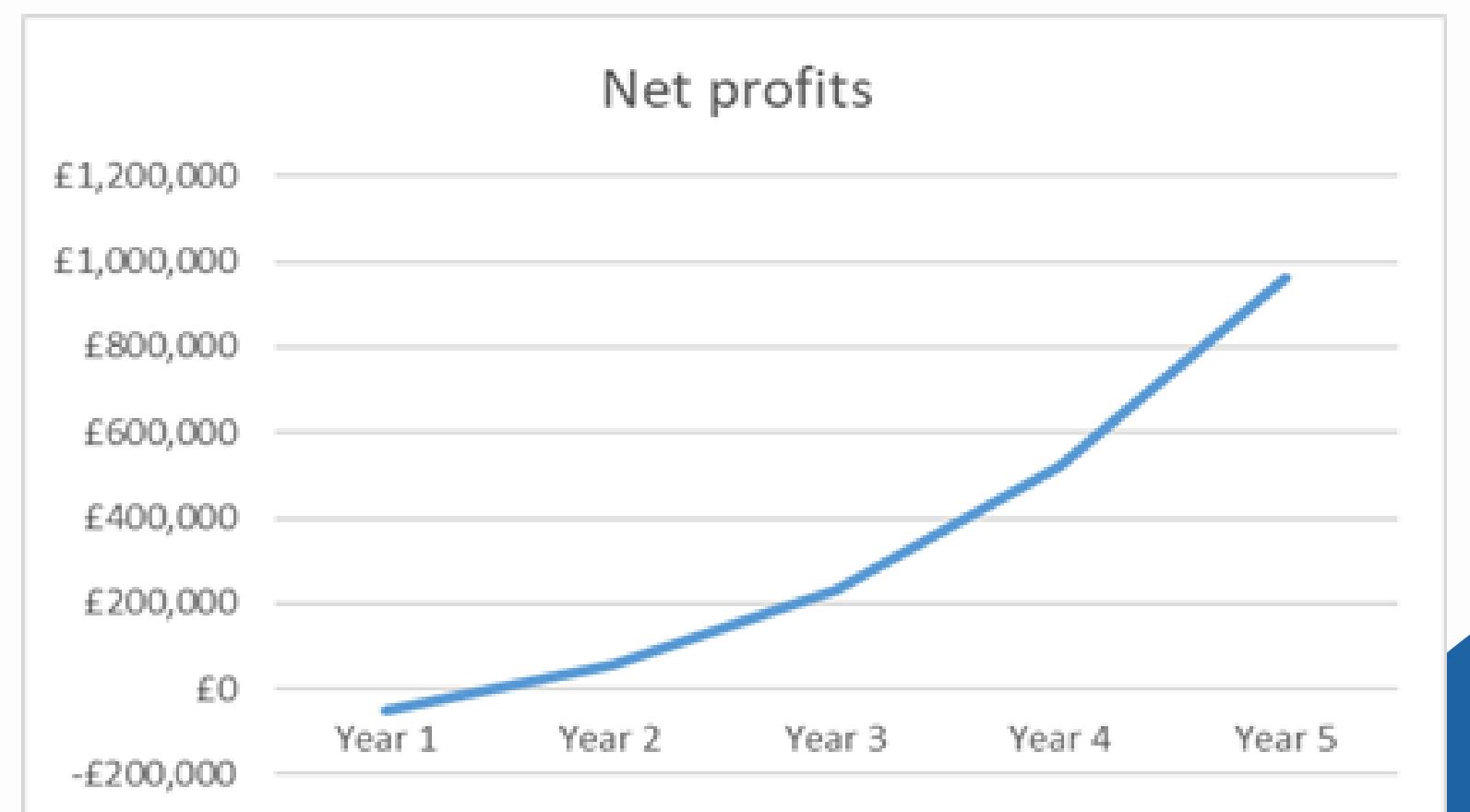
Key Financials

The financial model projects steady growth in revenue and controlled expenses.

Based on conservative estimates, we forecast:

- Steep upfront marketing spend fuels rapid user growth and revenue;
- Break-even achieved during Year 2, accelerating cash-flow positivity;
- Margin expansion driven by scalable membership revenues and controlled fixed costs;
- Net profit of over £950k by Year 5, representing strong unit economics and operational leverage.

N.B.: Regions included in financials are: UK, EEA countries, North America, India, and Oceania.



Customer metrics

- **Average Revenue Per User** will climb steadily;
- **Churn** (or cancellation) rates will fall across tiers over time;
- **Lifetime value** will far outpace acquisition cost by end Year 1 in all paid Tiers;
- **Contribution margin** per user in paid tiers will turn positive in Year 2 and grow remarkably.

METRIC	Year one	Year two	Year three	Year four	Year five
ARPU (Average Revenue per User): Net sales per tier / Avg users	£25.43	£27.00	£43.66	£58.43	£72.95
Standard membership (sales from ID verifications)	£5.55	£0.78	£0.89	£0.88	£0.81
Advanced membership	£333.80	£351.14	£369.01	£387.69	£407.25
Premium membership	£477.11	£501.90	£527.44	£554.14	£582.10
Churn rates	-	-	-	-	-
Standard membership	9.01%	47.50%	44.50%	41.50%	39.00%
Advanced membership	61.05%	60.00%	55.00%	50.00%	45.00%
Premium membership	54.92%	36.00%	32.00%	29.00%	26.00%
LTV (LifeTime Value) per user: ARPU * ACL	-	-	-	-	-
Standard membership (sales from ID verifications)	£61.61	£1.65	£2.00	£2.12	£2.09
Advanced membership	£546.79	£585.24	£670.93	£775.39	£905.01
Premium membership	£868.66	£1,394.18	£1,648.26	£1,910.84	£2,238.87
Paid CAC (Customer Acquisition Cost): Markng expss / users acqurd from paid ads	-	-	-	-	-
Standard membership	£9.87	£7.78	£7.97	£8.16	£8.36
Advanced membership	£111.02	£76.09	£68.51	£62.31	£57.14
Premium membership	£444.09	£228.28	£171.28	£137.07	£114.27



CONTACTS



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