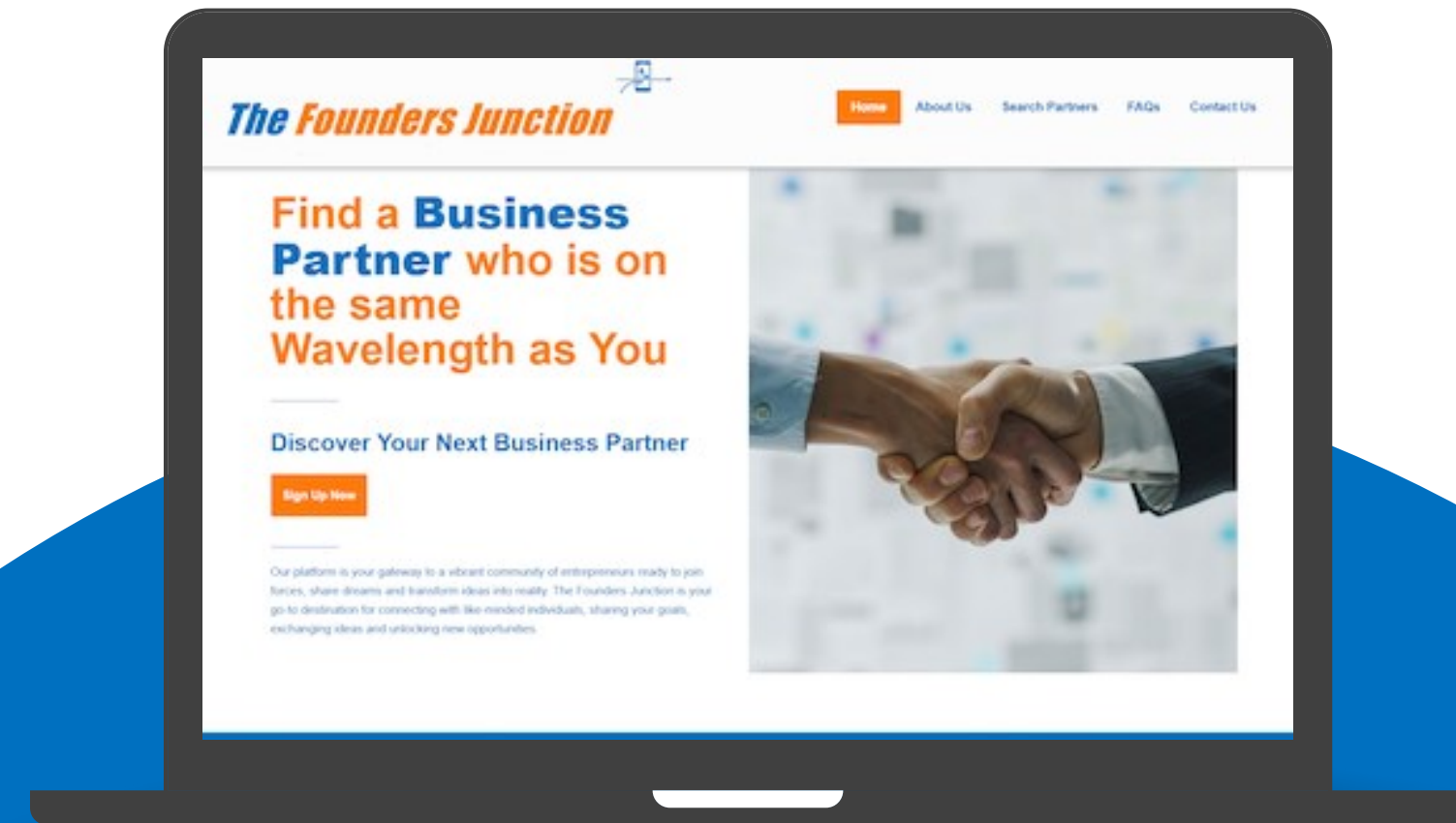


The Founders Junction

Helping founders find
the right co-founder,
faster





The challenge

If you have ever tried to find a **business partner**, you'll know too well how difficult it is to find one, let alone the right one.

The logo consists of the letters 'T', 'E', and 'J' in a bold, blue, sans-serif font. The 'T' is positioned to the left of the 'E', and the 'J' is to the right of the 'E'. The background of the entire slide is a blue-toned collage of digital and network-related icons, including gears, lightbulbs, binary code, and network symbols like Wi-Fi and a globe. A semi-transparent blue rectangle is overlaid on the right side of the image, containing the text.

TEJ

LinkedIn and general-purpose platforms are **highly dispersive**, mixing recruitment, sales, job-seeking, and other networking profiles, which makes the co-founder matching totally inefficient.

Existing co-founder platforms suffer from **low trust and engagement**, plagued by idle profiles, inadequate search capabilities, and poor user responsiveness.



The Solution

Advanced Search Engine

Powerful profile search engine for precise founder matches

AI-assisted search

AI-powered profile discovery with personalised notifications and reminders

Filtered Private Messaging

Communication only possible between connected users

Humanised Profiles

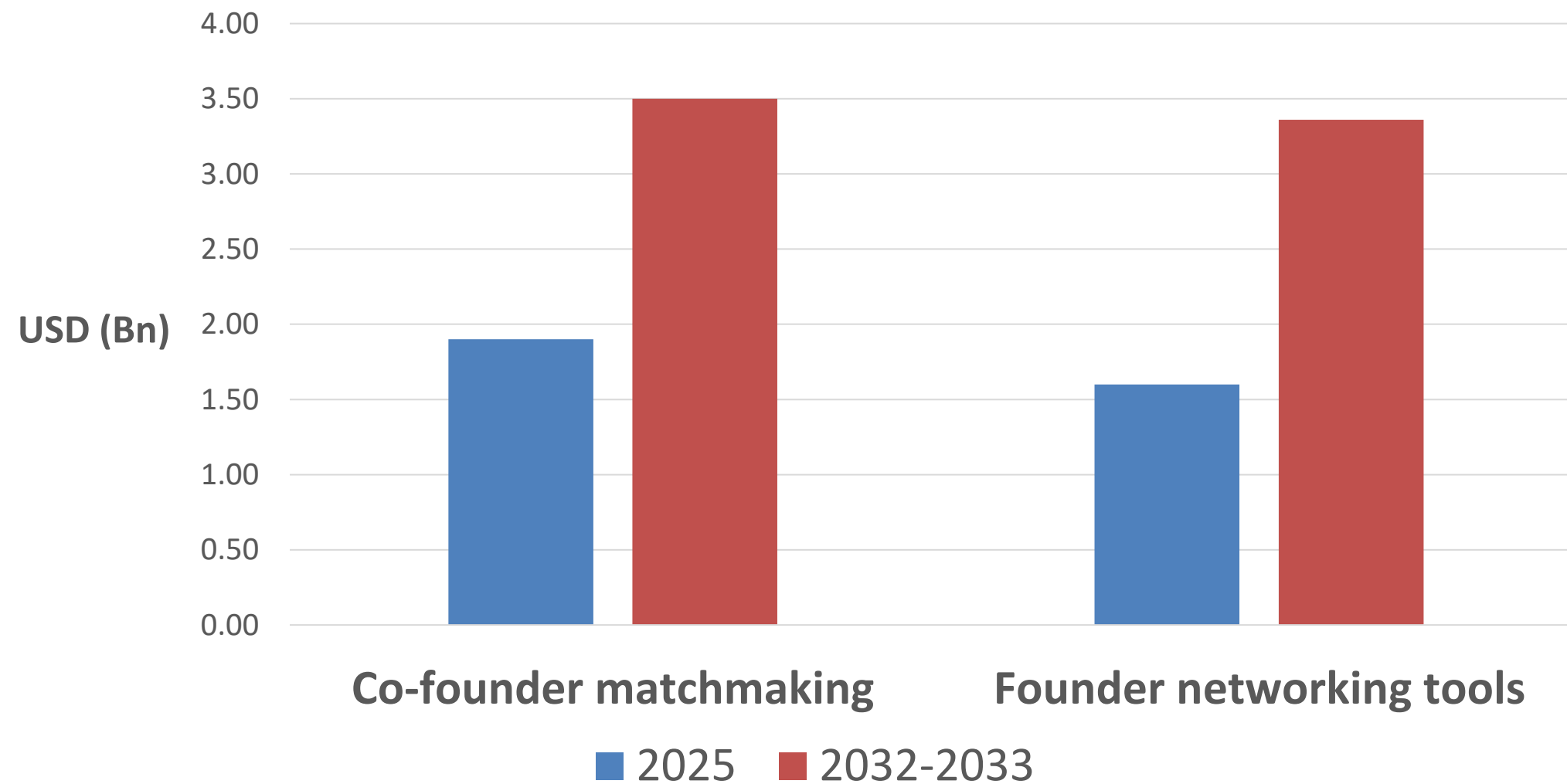
User profiles humanised with option of video presentation





Market Opportunity

Market Value



Substantial Growth Ahead

The co-founder matchmaking market is valued at \$1.9 billion in 2025 and forecast to grow at **14.5% CAGR**, reaching \$3.5 billion by 2033.

The founder networking tools market stands at \$1.6 billion in 2025, projected to grow at **16.4% CAGR** to \$3.36 billion by 2032.



Early Traction & Validation

500

Pre-Registered Users

Individually screened founders on our waiting list, demonstrating strong demand

1

MVP in Development

Built based on comprehensive user survey responses

100%

Proven Strategy

User acquisition approach tested and validated to generate consistent sign-ups

Business Model

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.

Competitors

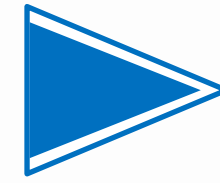
- **CoFoundersLab** offers attractive layout but suffers from low engagement
- **StartHawk** well-organised platform, but layout and functionality are limited
- **YCombinator** co-founder matching tool is well known but lacks search engine
- **LinkedIn** is crowded with profiles focused on selling services or showcasing status



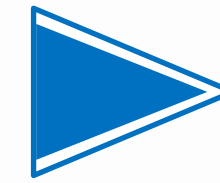


Go-to-Market Strategy

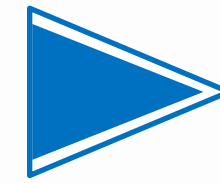
We will use our **well-established** user acquisition strategy and launch **more ad-hoc strategies** designed to reach the largest, most relevant audience possible.



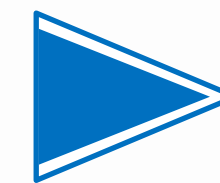
Targeted **paid advertising**



Dedicated **YouTUBE** and **Tik Tok** channels



Organic SEO publishing blog content and leveraging AI tools



Phased launch:

- UK
- EEA countries and India
- Australia and New Zealand
- North America
- Rest of the world

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.

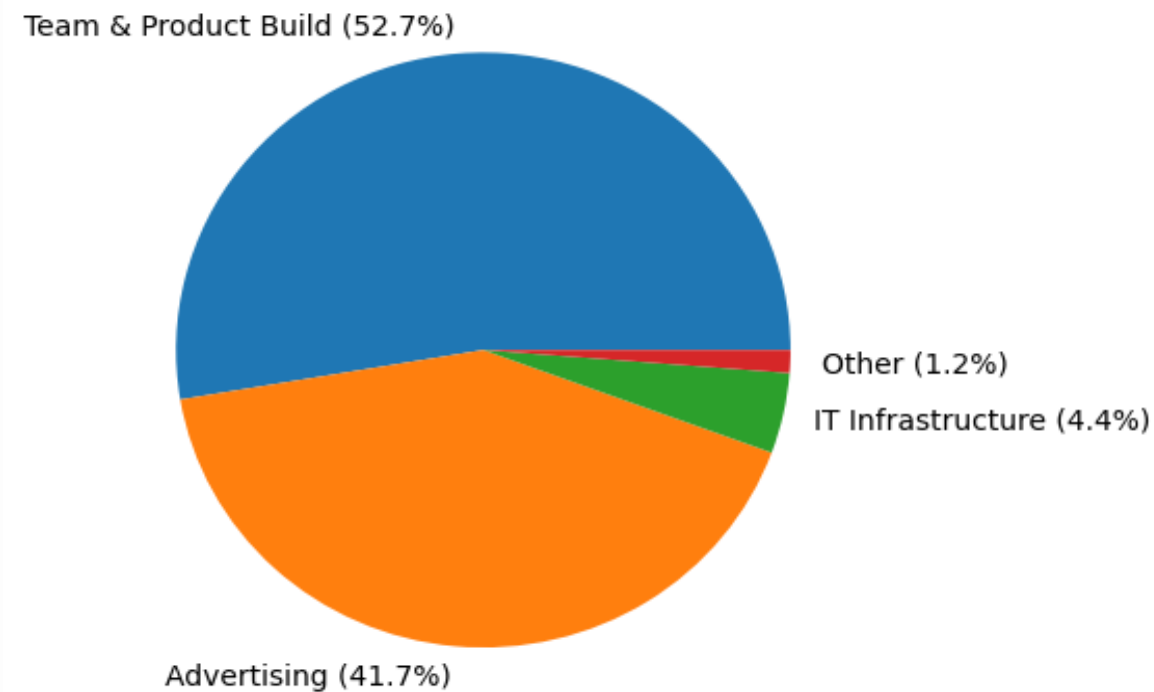
We anticipate the need for:

- **Community manager;**
- **Digital marketing specialist;**
- **More developers for additional support.**



Investment Opportunity

Use of Funds - Budget Allocation



Tax Advantage

We hold SEIS Advance Assurance from HMRC, offering investors up to 50% income tax relief

We are seeking an investment of **£80,000** to:

- ✓ Enable sustained commitment,
- ✓ Support further market research,
- ✓ Fund advertising, and
- ✓ Cover key operational expenses during the first months.



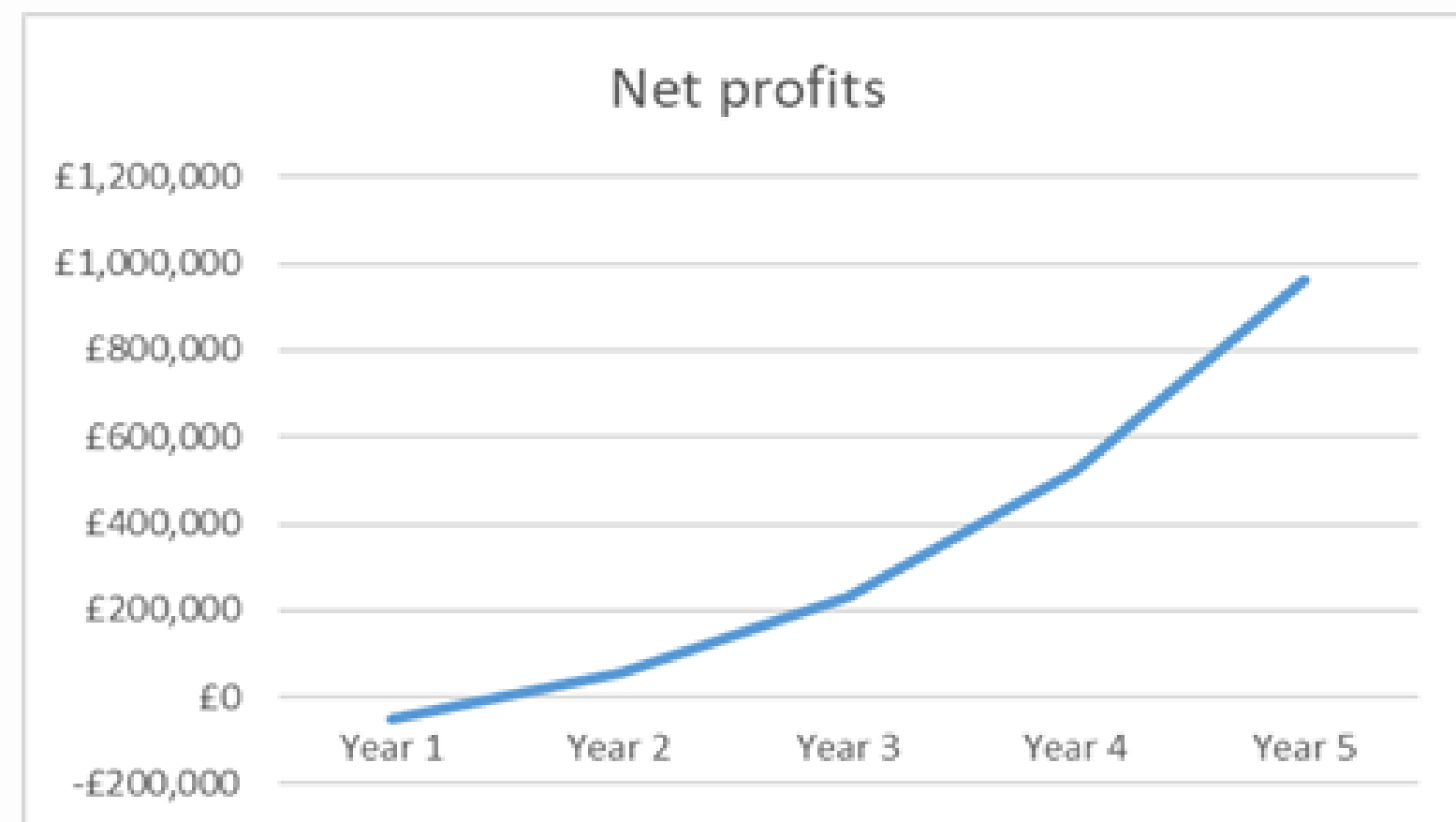
Key Financials

Based on conservative estimates, we forecast:

- Steep upfront marketing spend to fuel rapid user growth
- Break-even achieved during Year 2
- Margin expansion driven by scalable membership revenues and controlled fixed costs;
- Net profit over £950k by Year 5

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

Main indicators



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): Marktng expss / users acquird 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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