Connecting You To Possibility





Today We Will Be Covering...





Purpose Statement

Competitive Analysis

Go-to Market Theme

Go-to Market Breakdown

Final Thoughts





Purpose of This Go-To Market

To establish clarity of direction for a brand launch of SOFTWARE COMPANY. We will be answering critical questions such as: - What platforms should we focus on - Who do we need to target - What is the marketing and campaign strategy to get the most market share - What is the business model of top direct competitors in the space



Market Analysis





INITIAL TARGET SEGMENT

25 - 55 Male Business owner/entrepreneurs Career changers High end sales/executives Early adopters

INDUSTRY REVENUE

\$49.09 Billion

MARKET GROWTH SNAPSHOT



MARKET SIZE ~ 7,000,000

CAGR 26.2% CAGR



Competitive Analysis



Clubhouse is a social audio app for iOS and Android where users can communicate in audio chat rooms that accommodate groups of thousands of people.

This platform is closest in competition to Biz Exchange in terms of business model and operations.







clubhouse



COST STRUCTURE

- Freemium (free with in-app purchases)
- Can tip and donate your favorite thought leaders



REVENUE STREAMS

- Investors
- Donations/tipping
- In-app purchases



CUSTOMER SEGMENTS

Male

(L) JOB

- 25-34
- Upcoming business owners & entrepreneurs
- Sales reps
- Marketers
- Tech and software professionals
- Medical professionals



bhouse



























ubhouse

Q. Search Facebook



Clubhouse App Private group · 645 members

n Community home



Content of the second secon



Private group · 4.4K members

community home



Clubhouse App: Tips & Networking

About Discussion

About this group

A place where we can share tips to maneuver the Clubhouse app. Share your networking experiences. Post your upcoming discussion events. Share yo... **See more**

Private

Only members can see who's in the group and what they post.

Visible

Anyone can find this group.

History
Group created on December 9, 2020 See more

at Join group 🚓

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Q Search Facebook



Clubhouse App invitations Private group · 5.5K members

🟫 Community home



Clubhouse App invitations

Discussion About

platform. If we all work together and do our part, this in... See more

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■ Verizon 🗢

4:22 PM

Q Clubhouse

Home

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Clubhouse 26,738 followers 1w • 🕓

"Chris and Jess first laid ears on one another on a live conversation based app called Clubhouse and early on discussed their common desire to relocate to Texas." ah, is there any better way to start a love story? we love it when our community members find love on our platform!

read more about Jess and Christopher's love story here! https://lnkd.in/gWmeSGMp



Jess Mears and Christopher Raes's Wedding Website - The Knot

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theknot.com • 1 min read

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11)house 🖬 Verizon 奈 📲 Verizon 奈 4:19 PM) E CLUBHOUSE CLUBHOUSE Follow Posts

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602 likes

clubhouse We launched Houses with the goal of increasing friendship through communities that gather around a purpose, mission or shared interest. Our latest app icons have done just that.

4:19 PM

Posts

Meet @LaloRacer1, @entrepreneurladyhustler (AKA Lady Hustler) and @hiromiacts. Hear more from our new icons by clicking the link in the bio \mathbf{x}

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View all 119 comments December 20, 2022

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602 likes

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clubhouse We launched Houses with the goal of increasing friendship through communities that gather around a purpose, mission or shared... more

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Follow

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KEY STRENGTHS

Heavy repeat user base

Strong backing by thought leaders in different industries

Single venture funded

Strong presence in groups

Networking

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2 clubhouse

OUTSIDE OF THOSE GROUPS THEY HAVE A POOR PRESENCE

KEY WEAKNESSES

LACK OF CREDIBILITY





KEY PARTNER

- Corporations/Brands
- Users
- Equinix (data housing software)

KEY ACTIVITIES

- Bringing on new members
- Refining ad algorithm
- Updating company info



VALUE **PROPOSTIONS**

- Connect the world's professionals to make them more productive and successful
- Create economic opportunity for every professional in the world.

CUSTOMER RELATIONSHIPS

- •Tik Tok
- Forums
- LinkedIn
- Influencers
- •Direct Search

KEY RESOURCES

- Thought leaders
- Headquarters
- Data storage center
- Corporations/brand
- Groups/communities



CHANNELS

- Email & SMS FB & IG
- Tik Tok Forums
- LinkedIn
- Influencers

COST STRUCTURE

- Talent Solutions: \$99.95/Month
- Marketing Solutions: Varies (\$300/month minimum)
- Premium Tier 1: \$29.99/Month
- Premium Tier 2: \$59.99/Month
- Premium Tier 3: \$99.99/Month



REVENUE STREAMS

- Talent Solutions
- Marketing Solutions
- Premium Subscriptions





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Female **45.30%**

• Male 54.70%



75.18%





0.04%



Display



36.74%







11.70%







in	LinkedIn @ @LinkedIn 203K subscribers							
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linkedinnews and caffeinatedkyle

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Have talking points

Develop a list of key talking points you wish to get across during each interview.

Then, if asked a curveball question, you can pivot your response to one or more of your talking points.

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Come (un)prepared

You can never fully predict what questions an interviewer will ask, but come prepared with solid answers for more typical ones, like:

"Tell me about yourself" or "Why do you want to work here?"

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LinkedIn 24,456,212 followers 14h • **S**

Finding your dream job can seem daunting, but **Prabir** & **Shruti** are here with expert tips! What's the one interview tip you swear by?

#CareerTips #Interviews

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You'	You're not expected to know everything.								
	Be open to learning, reading, studying things you don't fully understand yet.								
	But stop telling yourself you're an imposter. This helps no one, especially you.								
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HIGH MEMBER COUNT

KEY STRENGTHS

BRAND CREDIBILITY AND ESTABLISHMENT



NETWORKING









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....... Male



Female **29.66%**

70.34%





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StartEngine Collectibles -Jackie Robinson

216 views • 11 months ago





Events







StartEngine Investing

Kevin Fulmer February 16 at 12:25 PM · 🕤

Crowd-favorite Virtuix is back! They're now raising on StartEngine at a \$180M valuation cap. While they have a bustling commercial business, they're looking for additional funds to begin selling their VR rig directly to consumers. Is this opportunity a buy?

Virtuix Step Into the Game

Experience VR without boundaries. Walk and run in 360 degrees inside video games.

Virtuix | StartEngine Step Into the Game

things.

🔁 3 5 comments ⇔ Share 🖒 Like Comment Top comments -90000 Write an answer... Bryan Johnson I believe it's a buy. Especially for the future Like Reply Share 1w Adam Sam

They are about to install their 70th arena also. I think this company will do great



11ffany 12h · 📀

in funding.



StartEngine Investing

Tiffany Brown

Hi there! My company, Bone Apetreat!, a Dog Treat Food Truck business (and so much more) out of Denver, CO, launched our campaign 2 weeks ago, and are off to a great start with \$13K

After two very successful years, we have big growth plans, and we hope you want to join us on our journey to reach more dogs across the United States! We cannot do it without you! Learn more about our campaign on our page at : https://www.startengine.com/offering/boneapetreat

> We believe that every day should be the very best day for all dog

💵 Verizon 奈 4:11 PM STARTENGINELA Follow Posts startenginela 🤡

start b X **INDIEGOGO** [JOINING FORCES]

"At a pivotal moment for founders when many VC firms have slowed their pace of investments, we've joined forces with a fellow leader in crowdfunding [Indiegogo] to ensure startups consistently raise the capital they need"

StartEngine CEO, Howard Marks 8

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75 likes

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startenginela As you may know, StartEngine just inked an exclusive deal with Indiegogo to enable founders the opportunity to raise capital from... more

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StartEngine **Funding** Round Surpasses \$6,000,000

That brings us to a lifetime total of more than \$65M raised from the crowd.

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115 likes

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startenginela At StartEngine, we practice what we preach – our own current funding round just surpassed \$6M in investments from everyday... more

 (\pm)



123 likes

startenginela Boxabl's Close Date on StartEngine is now 8/26 (and they might close even sooner if they hit their max ())! They just crossed \$22M and the raise is still growing. Check out what Boxabl's Co-Founder Galiano Tiramani has to say about raising from the crowd

*This Reg A+ offering is made available through StartEngine Primary, LLC. This investment is speculative, illiquid, and involves a high degree of risk, including the possible loss of your entire investment. For more information about this offering, please view Boxabl's offering circular & related risks here: @clicktoviewcircular. In addition, as described in the Offering Circular, the Company retains the right to continue the offering beyond the Termination Date, in its sole discretion.

#boxabl #startengine #closingsoon #equitycrowdfunding #investing #finance #boxablcasita

View 1 comment August 23, 2022





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16,480 followers

2mo • Edited • 🕥

Earn up to 100 shares of **#startengine**.

We're GIVING AWAY a share of StartEngine for every friend you refer – all the way up to 100 members of your squad. Oh and your pals? They earn a share too. All they need to do is open and fund an investment account, and you'll both get a piece of the Investopedia-ranked #1 equity crowdfunding platform for investing. Like we said: give a share, get a share. Start referring: https://lnkd.in/gK88Hbzc

See terms: https://lnkd.in/gdSWtewf

Kevin O'Leary is a paid spokesperson for StartEngine. View the details here: https://lnkd.in/dcpAyW2

The shares issued through this referral program are being issued through a Regulation A ("Reg. A+") Tier II offering of securities.

This Reg A+ offering is made available through StarEngine Crowdfunding Inc.. No broker-dealer or intermediary involved in offering. This investment is speculative, illiquid, and involves a high degree of risk, including the possible loss of your entire investment. For more information, please see the most recent Supplements, Offering Circular, and Risks Related to

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StartEngine 16,480 followers 4mo • 🕲

This week **StartEngine** is going on offense: we've agreed to acquire **SeedInvest** from **Circle**.* So what happens when two of the biggest names in equity crowdfunding come together? Try a boost in deal flow and one of the largest - and most engaged - investor communities in the industry. Learn more here: https:// Inkd.in/gxHAXuUu

*Completion of the acquisition is subject to closing conditions and regulatory approval. See additional information here: https://lnkd.in/gx3YJGwf.

Reg A offering made available through StartEngine Crowdfunding, Inc. No broker-dealer or intermediary involved in offering except for Florida, where Dalmore Group LLC is participating as broker-dealer of record. This investment is speculative, illiquid, and involves a high degree of risk, including the possible loss of your entire investment. For more information, please see the most recent Supplements, Offering Circular, and Risks Related to this Offering.

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Go-to Market Theme



Drive heavy memberships for 3-6 months and then get high volume thought leaders to accelerate growth/credibility



ORGANIC CHANNEL STRATEGY



Discord:

- Targeted Topic Server
- Internal Server

Reddit:

- Competitive CommunitiesTargeted Topic Communities

Tik Tok:

- On page content
- Hashtags



← 37 communities for "startups"

startups

All (37)

Science & Tech (23)

Business (22) P

Programming (13)

Education (12)

General Chatting (9)

X

Content Creator (8)





/r/startups

We exist to support those interested in pursuing their own startup or a career in startups through collaboration.

2,204 Online • 26,024 Members





Hyper

Thousands of communities and startups use Hyper to generate millions in revenue every month.

2,006 Online • 10,534 Members



Collaboration (9)





Google: • Networking Campaign

Facebook & Instagram:

- Giveaway Campaign
- Keynote Speaker Promotion

LinkedIn:

- Keynote Speaker Promotion
- Startup Group Target
- General Platform Showcase

	professional networking events	170	+24%	+91%	Low	_	\$1.60	\$5.16	
	small business networking even	210	+24%	+86%	Medium	_	\$1.53	\$4.86	
	marketing networking events	110 ~	+27%	+56%	Low	-	\$1.45	\$5.31	
	wd livewire	40	+33%	-43%	High	_	_	-	
~	startup networking events	50	+75%	+40%	Medium	_	\$1.54	\$5.36	
	professional networking groups	170	+24%	0%	Low	_	\$2.14	\$6.16	
	speed networking event	210	+129%	+129%	Low	_	\$1.75	\$4.80	-
	digital network solution	210	+24%	+24%	Low	_	\$2.37	\$19.46	
~	small business networking grou	110	+55%	+89%	Medium	_	\$1.94	\$6.68	X
	social media for professional ne	50	+50%	-73%	Low	_	\$1.82	\$4.80	
	industry networking	590 ~~~~	+22%	+22%	Low	_	\$2.85	\$16.33	
			/ *						
	business networking groups	480	+22%	0%	Medium	-	\$1.88	\$5.85	
	online network marketing	70	+29%	+29%	Medium	_	\$1.64	\$5.25	
	networking groups near me	1,000	+82%	+82%	Low	_	\$1.33	\$4.78	
	networking groups	880	0%	+14%	Low	_	\$1.34	\$5.22	X
	networking opportunities	1,000 _///	+30%	+30%	Low	_	\$2.26	\$9.46	~
	business networking events	720	+39%	+69%	Low	_	\$1.44	\$4.44	
	digital ocean vpn	140	0%	0%	Low	_	\$8.17	\$41.49	
	online networking events	210	0%	0%	Low	_	\$2.14	\$7.46	
	synchronous digital hierarchy	6,600	0%	+22%	Low	_	\$0.56	\$2.69	
	networking for introverts	390 ////	+23%	+50%	Medium	_	\$0.20	\$1.33	

Google Networking Campaign



Startup company (business & finance)

Interests > Business and industry

Entrepreneurship (business & finance)

Small business (business & finance)

Q Add demographics, interests or behaviors

Suggestions Browse

and must also match 🚯

Behaviors > Digital activities

Technology early adopters

Owner and Founder

Owner/Manager/CEO

Interests > Additional interests

Self-employment (careers)

Small and medium enterprises (business & finance)

Social entrepreneurship (business & finance)

Behaviors > Digital activities

Small business owners

Demographics > Work > Industries

Business decision maker titles and interests

Business Decision Makers

Demographics > Work > Job titles

Business Owner

	udience definition
Sp	ecific
Es	timated audience size: 2,800,000 - 3,300,000 6 Estimates may vary significantly over time by your targeting selections and available data.
Busir	ness Owner
Co-Fo	ounder and COO
Foun	der and Managing Director
Foun	der, Director, CEO
Owne	er
Owne	er and CEO
H	







Job Titles (Current)

Owner, Co-Owner, Principal Owner, Small Business Owner, Franchise Owner, Agency Owner, Founder, Co-Founder, Entrepreneur, Entrepreneurship, Entrepreneur in Residence, Independent Owner, Medical Device Sales Representative, Medical Device Sales Specialist, Medical Device Sales Executive, Pharmaceutical Sales, Pharmaceutical Sales Representative, Pharmaceutical Sales Manager, Specialty Pharmaceutical Sales Representative, Pharmaceutical Sales Consultant, Medical Sales Representative, Vice President of Sales, Sales Director, Senior Sales Director, Director of Strategic Sales

LinkedIn Platform Showcase Targeting



Target audience size 330,000+		
Segment breakdown 🕝		
Business Development	33%	
Operations	10%	
Education	9%	
Sales	9%	
Engineering	7%	

Include people who have ANY of the following attributes:

Member Groups

Internet Start-Ups, Franchise Start-Ups, EdTech Start Ups, StartEngine, Join Clubhouse , ANGEL INVESTORS AND ENTREPRENEURS , Angel Investor Group, Angel Investment Network, Angel Investors Network, Angel Investors Group, Angel Investors Forum, Angel Investor Matchup – Investors Collaborate on Crowdfund Finance as Compassionate Capitalists, STARTUP SPECIALISTS NETWORK GROUP Entrepreneurs Business Startups Social Digital Media IT Marketing, STARTUP AND ENTREPRENEURS NETWORK, Startup Study Group – Education Community Network, StartUp Business and Entrepreneurs Network – boescify.com, Startup Mastermind, Startup Weekend, Early Adopters, Business Owners, Entrepreneurs & StartUps, Business Owners Idea Cafe, Business Owners & Entrepreneurs, Business Owners and Startup Owners Group, Small Business Owners Group, The "Business Owners Network"

LinkedIn Group Targeting



Target audience size 890,000+

Segment breakdown 😮

Function 🔻

Business Development	31%
Media and Communication	11%
Operations	11%
Marketing	11%
Sales	10%

Include people who have ANY of the following attributes:

Job Seniorities

Director, VP, CXO, Owner, Partner, Senior, Manager

AND also have ANY of the following attributes:

Company Industries

Market Research, Public Relations and Communications Services, Marketing Services, Strategic Management Services, Think Tanks

LinkedIn Industries Targeting

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MONTH 2 PAID CHANNEL STRATEGY



Networking Campaign

Giveaway Campaign
Keynote Speaker Promotion

Keynote Speaker Promotion
Targeted Interests
Remarketing

	professional networking events	170	+24%	+91%	Low	_	\$1.60	\$5.16	
	small business networking even	210	+24%	+86%	Medium	_	\$1.53	\$4.86	
	marketing networking events	110 ~	+27%	+56%	Low	-	\$1.45	\$5.31	
	wd livewire	40	+33%	-43%	High	_	_	-	
~	startup networking events	50 _///	+75%	+40%	Medium	_	\$1.54	\$5.36	
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	networking for introverts	390 ////	+23%	+50%	Medium	_	\$0.20	\$1.33	

Google Networking Campaign





Target audience size 9,500,000+		
Segment breakdown 🕝		
Business Development	96%	
Operations	9%	
Sales	7%	
Arts and Design	5%	
Education	3%	

Include people who have ANY of the following attributes:

Member Interests

Marketing and Advertising, Artificial Intelligence, Business Administration, Business Intelligence, Business Technology, Self-Employment, Financial Investing

AND also have ANY of the following attributes:

Job Seniorities

Director, VP, CXO, Owner, Partner, Senior, Manager

LinkedIn Interests Targeting

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BIZEXCHANGE

MONTH 3 PAID CHANNEL STRATEGY



•Networking Campaign

- Giveaway CampaignKeynote Speaker Promotion

Keynote Speaker Promotion
Targeted Interests
Remarketing

- Thought Leader/influencer In-Feed Video
- Giveaway Promotion: In-Feed Video
- Find a Mentor Campaign: In-Feed Video

	professional networking events	170	+24%	+91%	Low	_	\$1.60	\$5.16	
	small business networking even	210	+24%	+86%	Medium	_	\$1.53	\$4.86	
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Google Networking Campaign



KEY PARTNERS

• Thought Leaders

BMSG



KEY ACTIVITIES

- Updating the platform
- Maintaining positive relationships w/ thought leaders and Mentors Moderating Chats/groups Updating groups/businesses on platform

KEY RESOURCES

- Video Conference Software
- Platform
- Social Channels



VALUE PROPOSTIONS

- Community & Member Driven Find new connections Find a mentor/men-tee
- Find an an angel investor Collaborate in real time Refine your career craft Expand your network
- Generate demand for your business No ads

COST STRUCTURE

- Free Tier
- Added Feature Tier Mentor to Mentee Tier Enterprise Tier Tip and donate your favorite keynote speakers



REVENUE STREAMS

- Feature Tier
- Donations/tipping
- Mentor Mentee tier Enterprise Tier



CUSTOMER RELATIONSHIIPS

- FB Groups
 IG
 LinkedIn Tik Tok
 Discord Reddit
 LinkedIn
 Google
- YouTube

CHANNELS

• On platform

CUSTOMER SEGMENTS

• Male

(L) Marine

- **25-**55
- Upcoming business owners
 & entrepreneurs
- High end sales executives
- Career Changers
- Early Adopters



Conversation

