

## The OS for in-person community



San Francisco, CA

### Featured Investors



**Gale Wilkinson** ✓

Syndicate Lead

Invested in [HumanQ](#), [Areto Labs](#) and 12 others

Follow

16 followers coinvesting \$2K/deal

We are excited about Groundfloor for a number of reasons. The management team has proven their ability to execute since VITALIZE Fund II's initial investment in August 2022. All three co-founders have extensive startup and operations experience. Groundfloor's product offering is tech-first, making the experience seamless for customers. We believe that the company has taken a truly unique approach in the space with its focus on tech and community. Lastly, the revenue traction has been impressive as the company has achieved almost \$2M in annual revenue. This is a truly unique opportunity for our angels to back a company at this stage.

Invested \$1,000 this round & \$750,000 previously

### Highlights

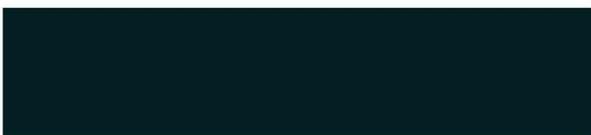
- 1 LTV:CAC = 31:1
- 2 \$2M ARR
- 3 Waitlist of 5,000

### Our Founder



**Jamie Snedden** CEO

### Pitch



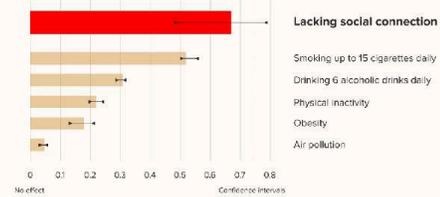
Our mission is to cure loneliness



PROBLEM

Social isolation is more dangerous than smoking 15 cigarettes a day

Odds of premature mortality

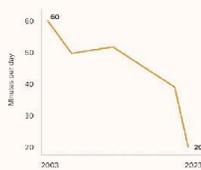


Source: CDC and the U.S. Surgeon General

PROBLEM

We are less connected than ever before

Time spent with others has decreased by 70% in 20 years...



... and >4,000 people have applied to Groundfloor to fix this



Watch a sample here

Source: CDC and the U.S. Surgeon General

SOLUTION

Groundfloor empowers anyone to find and build community



Infrastructure

- Modular physical space
- End-to-end community management platform



Connection

- Data-driven friend suggestions
- User-led groups



Marketplace

- Exchange of goods, services and ideas
- Peer-to-peer payments



PRODUCT - INFRASTRUCTURE

One platform to scale community management

Data & Analytics:

- Matching Algorithms, Profile & Experience Suggestions

Growth Engine:

- Waitlist, Tours, Dynamic Pricing, User Context, Referrals

Experience Management:

- Groundfloor / Member / Vendor - Hosted Events, Bookings

Member Management:

- Profiles, Interest Groups



**Property management:**  
 - Reservations, Door Access, Inventory

**Communication:**  
 - Alerts, In-app Chat, Support

**Finance:**  
 - Invoicing, P2P Payments, Subscriptions, Payouts



**PRODUCT - CONNECTION**

**We use data to initiate new friendships**



Directory of neighbors

Searchable interests, passions, and life stages

Automated introduction suggestions

[Product demo here](#)

**PRODUCT - CONNECTION**

**We give members the tools to start groups, and find their people**



User-generated groups based on interests, hobbies and activities

Volunteer leaders

Conversations and comment threads

IRL events, trips, and meetups

[Product demo here](#)

**PRODUCT - MARKETPLACE**

**We empower anyone to share and monetize their passions**

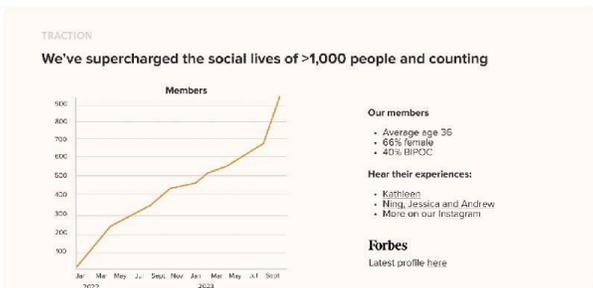
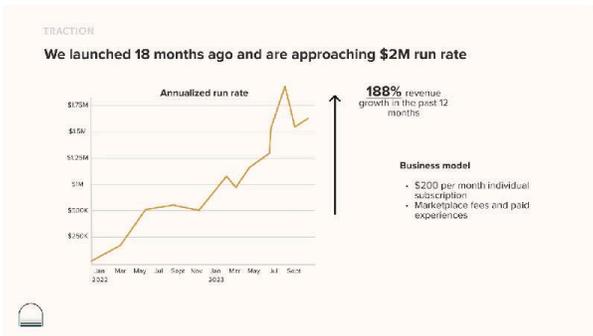


Anyone can publish and host an experience

Experiences happen everywhere

Members book, and the host is paid

[Product demo here](#)





ENGAGEMENT

Groundfloor is an addictive product with compounding network effects



Engagement (September 2023)

- >900 events and gatherings
- 45 active member-led groups
- 250 algorithmically generated connections
- 390 user-initiated connections



UNIT ECONOMICS

We earn back 4x our acquisition cost at first subscription payment



DEFENSIBILITY

Data and emotion is our moat

- Our connection algorithm is a proprietary combination of user generated data and unique offline datapoints
- Everything from initial application to time spent in person is measured, and this dataset is our moat
- Our product has a compounding emotional stickiness: the more friendships initiated for an individual, the deeper their network, the harder it is to leave
- We have 95% monthly retention



DEFENSIBILITY

Brick and mortar locations are our secret weapon - and we don't pay for them

We'll have 4 locations live by EOY



Brick and mortar playbook

- Find shuttered retail stores in residential neighborhoods
- Open at \$0 upfront cost to us through landlord funded spaces and furniture leasing

- \$1.5M ARR per location
- 500 members per location



OPPORTUNITY

One platform to power community in any form



OPPORTUNITY

### Build the Reddit of the physical world

	Centralized	→	Decentralized
IRL Social	SOHO HOUSE	→	GROUND FLOOR
Rides	Toll & Unwieldy Commission	→	Uber
Information	Ely, New York Times	→	

OPPORTUNITY

### \$10B ARR available now; \$15B by 2027

- 28-48 years old
- Live in large metro areas
- Employed full time
- Experience isolation

7.2M people, growing 15% YoY

7.2M	x	\$1.4K	=	\$10.2B
Number of potential customers		Value of each customer (based on current LTV)		Potential ARR

**36,000**

Number of members needed to hit \$100M ARR (0.005% of TAM)

Sources: MetLife, MetLife; CBEL; Pew Research Center

*Forward-looking projections are not guaranteed.*

TEAM

### We are architects, engineers, and community builders

**Jamie Snedden**  
CEO

- Trained architect
- Fulbright Scholar
- 2nd time founder

FOOTMAKER  
 FULBRIGHT

**Jermaine Ijeh**  
CPO

- Community builder
- Product and data lover
- 2nd time founder

TIC

**Leutrim Rexhepi**  
CTO

- Full-stack dev
- 12+ years experience
- 3rd time founder

F

Early backers include:

 Gaingels 2Q48  
 STERLING ROAD VITALIZEE  
 Varsha Rao, former CPO airbnb

ROADMAP

### We will 10x our revenue in the next 24 months

Today	In 24 months
<ul style="list-style-type: none"> <li>• \$2M ARR</li> <li>• 1,000 members</li> <li>• 3 locations</li> <li>• 5 team members</li> </ul>	<ul style="list-style-type: none"> <li>• \$20M ARR</li> <li>• 10,000 members</li> <li>• 18 locations</li> <li>• 10 team members</li> </ul>

**Product priorities**

- Increase suggestion engine capabilities with public and private data layers
- Develop platform to accommodate self-serve tooling for third parties (Members, Vendors, and Operators)
- Build out automation and routing of peer-to-peer payments
- Expand physical and virtual community engagement features: polls, beacon technology, loyalty system

*Forward-looking projections are not guaranteed.*

LONG TERM VISION

### Most in-person communities in the world will begin through Groundfloor

*Forward-looking projections are not guaranteed.*





GROUND  
FLOOR

[janie@groundfloorclub.com](mailto:janie@groundfloorclub.com)