



INVEST IN **GROUND FLOOR**

Platform for curing loneliness and reconnecting humanity

groundfloorclub.com San Francisco, CA



Highlights

- 1 \$2M revenue run rate, up 189% from 2022
- 2 3 locations in the Bay Area, LA opening in April, 12 more locations by 2025
- 3 \$3M from investors including 2048 Ventures, Vitalize, Jacob Jaber, (Co-Founder of Philz Coffee)

4 Profitable locations with 70% gross margins

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Featured Investors



Gale Wilkinson
Syndicate Lead

Follow

Invested \$751,000 ⓘ

Vitalize Ventures, Managing Partner

"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."



Jacob Jaber

Follow

Invested \$25,000 ⓘ

Co-Founder of Philz Coffee

"Aside from Groundfloor's impressive technology, their most important asset is thei..."

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Our Team



Jamie Snedden Co-Founder & CEO

Trained architect, Fulbright Scholar, 2nd time founder



Jermaine Ijeh Co-Founder & CPO

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



Leutrim Rexhepi Co-Founder & CTO

Full-stack developer, 12+ years experience, 3rd time founder

Curing the loneliness epidemic through physical space and technology



Groundfloor builds technology and physical spaces to enable community in the real world.



We are more lonely than any time in modern history.

As a species, we are less connected than ever before. Over the past 20 years, time spent with other people has decreased by 70%. This was greatly exacerbated by the Covid-19 pandemic. In 2023 the US Surgeon General declared loneliness to be ‘the new epidemic’, citing that social isolation is more dangerous than smoking 15 cigarettes a day.

We are social creatures but modern life & the decline of traditional institutions (schools, places of worship, physical offices) has left millions of people dangerously disconnected.



Our mission is to cure the loneliness epidemic

Our solution is to rebuild the toolkit required to make friends as an adult. Groundfloor’s solution is to create neighborhood community hubs. These are physical spaces specifically designed to cultivate community and friendship. Members of Groundfloor communities use these spaces for wellness, work and social activities, all powered by our technology.



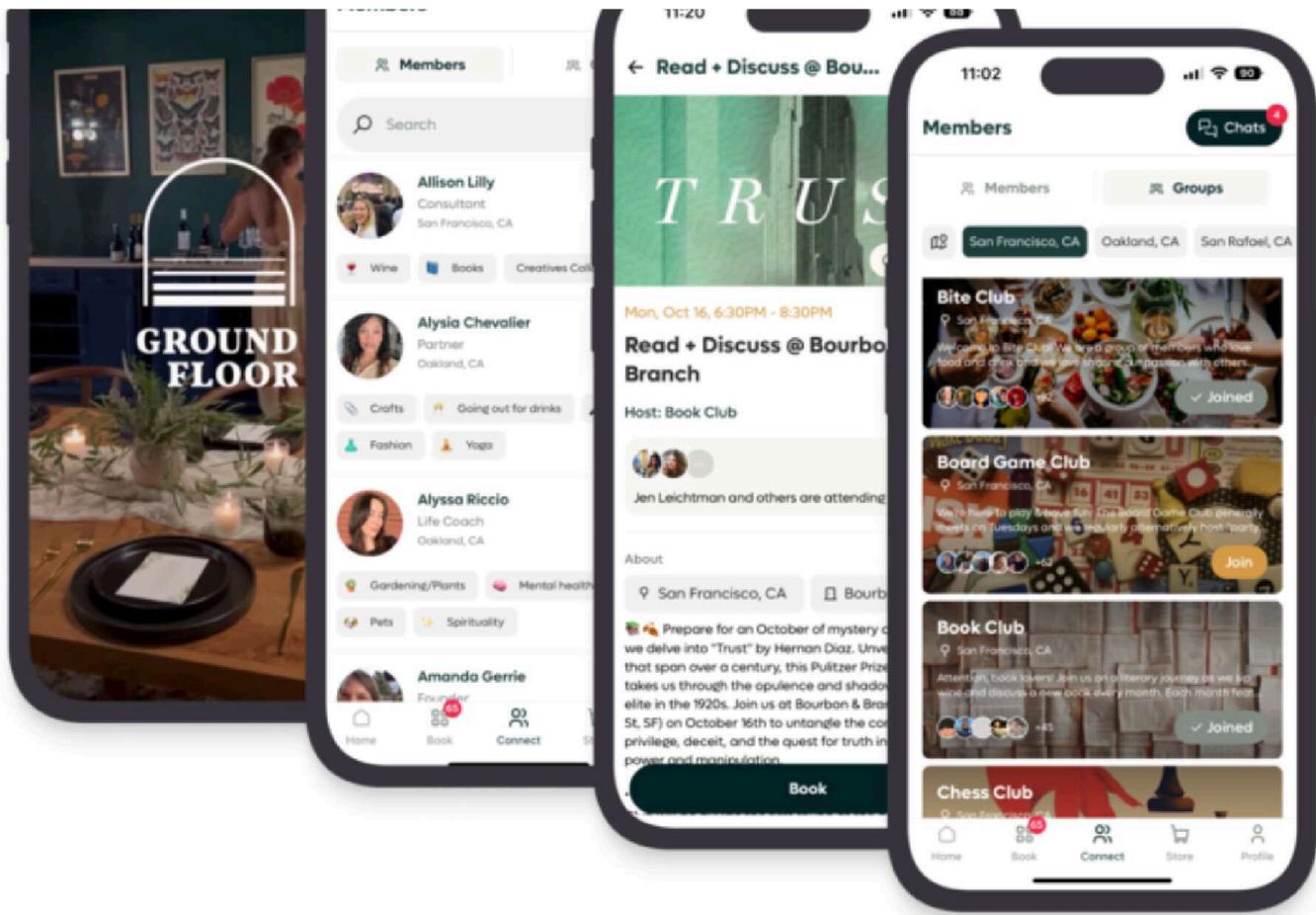
We have a unique community-first approach

Groundfloor is unique to other membership based social organizations because of our singular focus on empowering community. 90%+ of experiences, events and classes at Groundfloor locations are led by the members of the community itself, creating a unique bottoms-up approach to building community and a uniquely immersive experience.

Our technology is powerful and proprietary

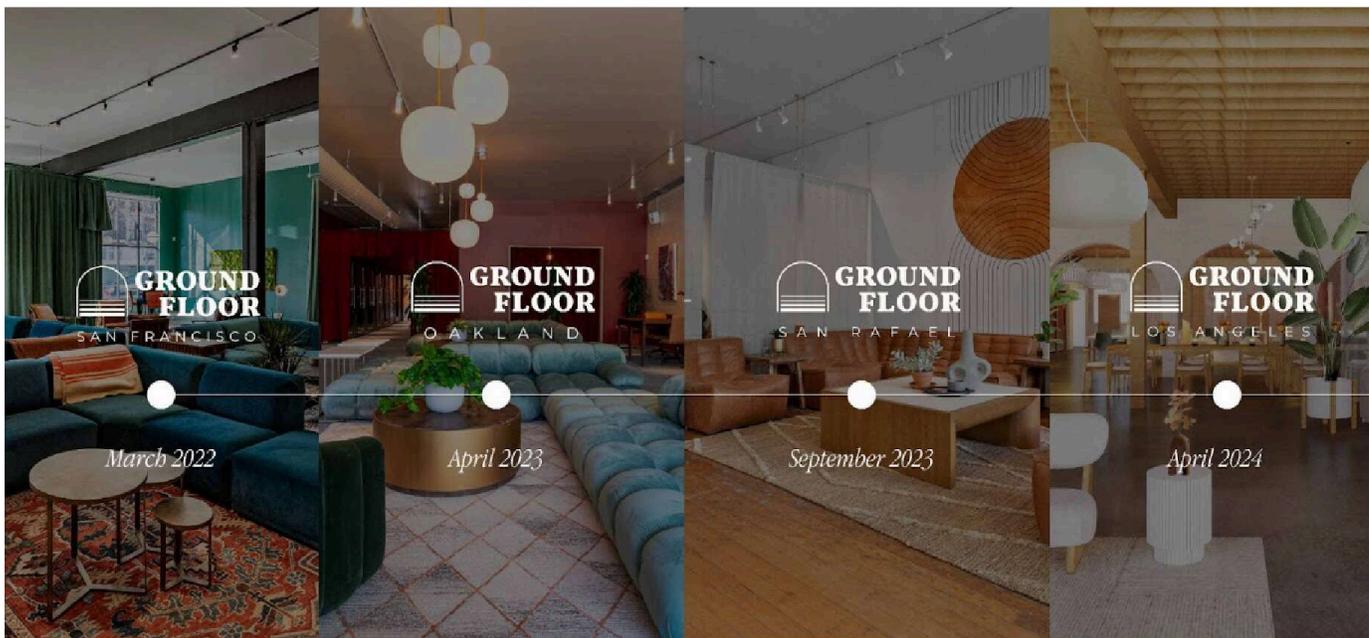
We have built the end-to-end platform to power community in the physical world. Our proprietary algorithm introduces members to each-other based on mutual interests, passions and life stages. We give our members the tools to start groups and share and monetize their passions. Our backend operating system is a single solution to run a physical community space from security to door access and onsite purchases.





Groundfloor was founded coming out of the Covid019 pandemic as an antidote to loneliness and social isolation. We have expanded rapidly. In March 2022 we opened our first location in San Francisco. In April 2023 we opened in Oakland, and in September 2023 we opened in San Rafael. In April 2024 we open in Echo Park, Los Angeles.





Since launching in San Francisco 2 years ago we have supercharged the social lives of >1,000 members. We've spawned countless lifelong friendships, grown to launch dozens of interest groups, hosted >5,000 events and had become the default gathering spot in the communities we serve.



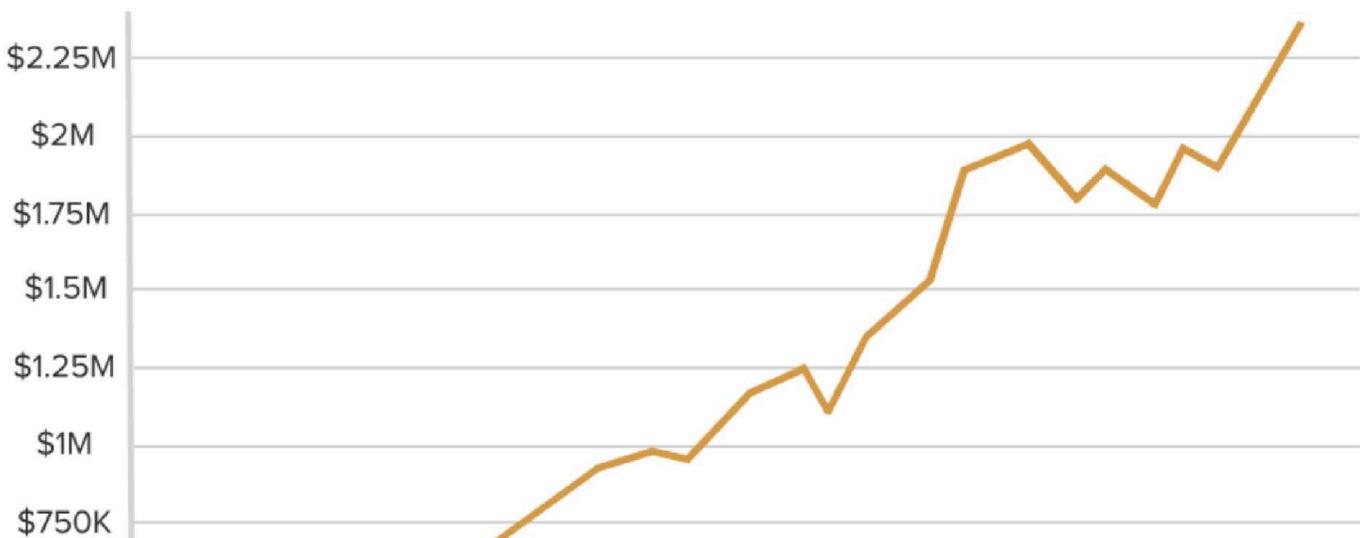
"I'm really passionate about building community, and Groundfloor has become a large part of that"

Daniel E.

Explosive growth from launch to >\$2M recurring revenue in < 2 years

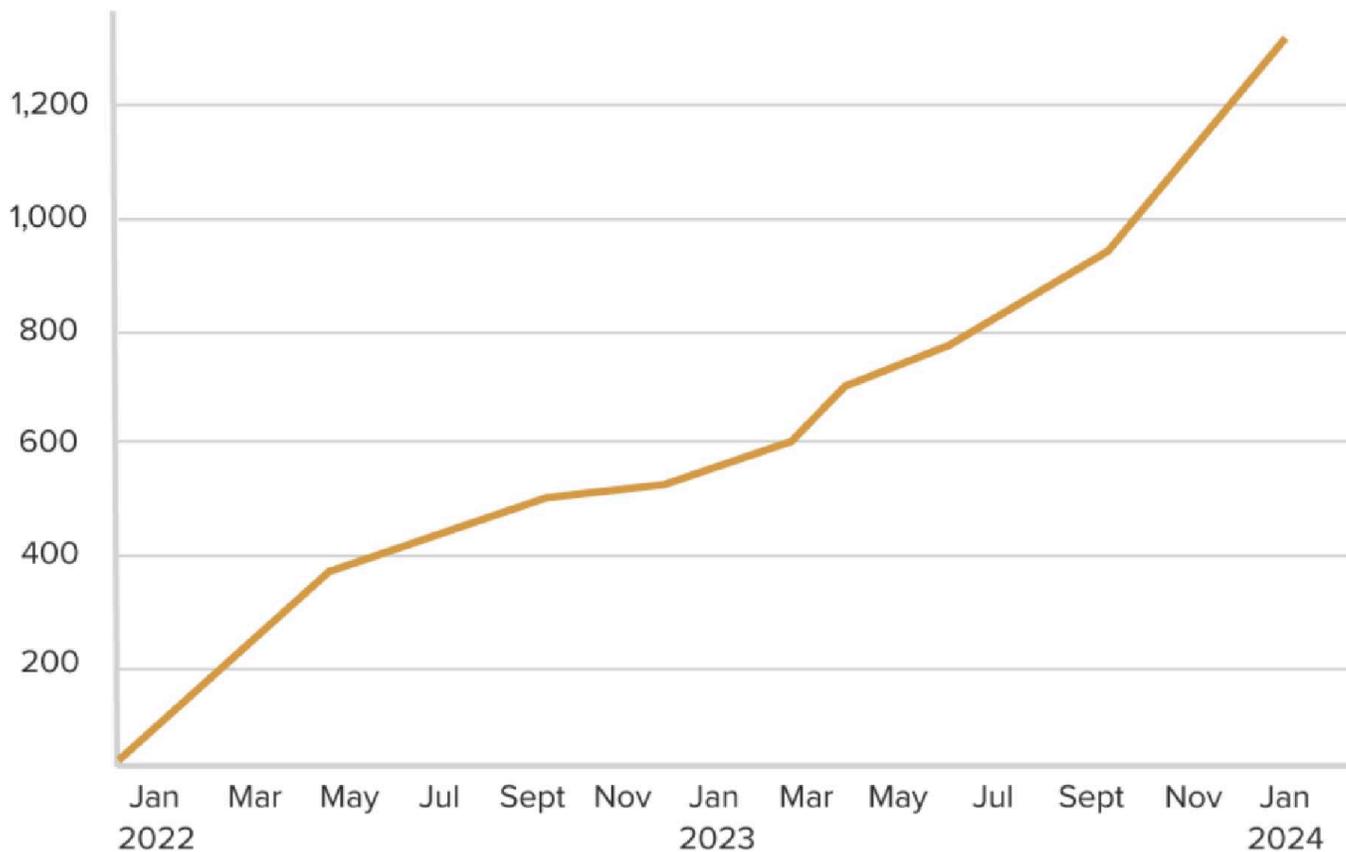
- Membership is growing 10-20% MoM with 1.4K current members across all locations
- >350 LA members confirmed already pre-opening; last drop sold out in 6 minutes
- 2023 revenues were \$1.47M, up 189% YoY from \$507K in 2022
- All time revenues at \$2.28M

Annualized run rate





Members



Highly profitable model: 70% gross margins and fast expansion

Our business model is straightforward, and sustainable. We charge a \$200 monthly membership fee. We pre-sell memberships to new locations to ensure that every location is at (or near) break-even before doors open.

- Locations are 4-8 week build-out, average cost \$200K, break-even in <2 months
- All locations are profitable; 50-70% four wall gross margin at full capacity
- 31:1 LTV:CAC ratio; \$50 cost to acquire member repaid 4x in month 1 of membership

We will 10x our revenue in next 2 years

Forward-looking statements are not guaranteed.

On a daily basis we have people reaching out to us to open a Groundfloor in their city. Over the next 24 months we will open 12 more locations, going from 1K members to 10K and \$2M ARR to \$20M ARR.



This is a \$10B opportunity

There are 7.2M people in our target demographic across the US giving us a total available market of \$10.2B. Based on performance to-date we only need 36K of

them to hit \$100M in annual revenue (0.005% of the total available market).

Experienced founding team backed
by world-class institutional VC



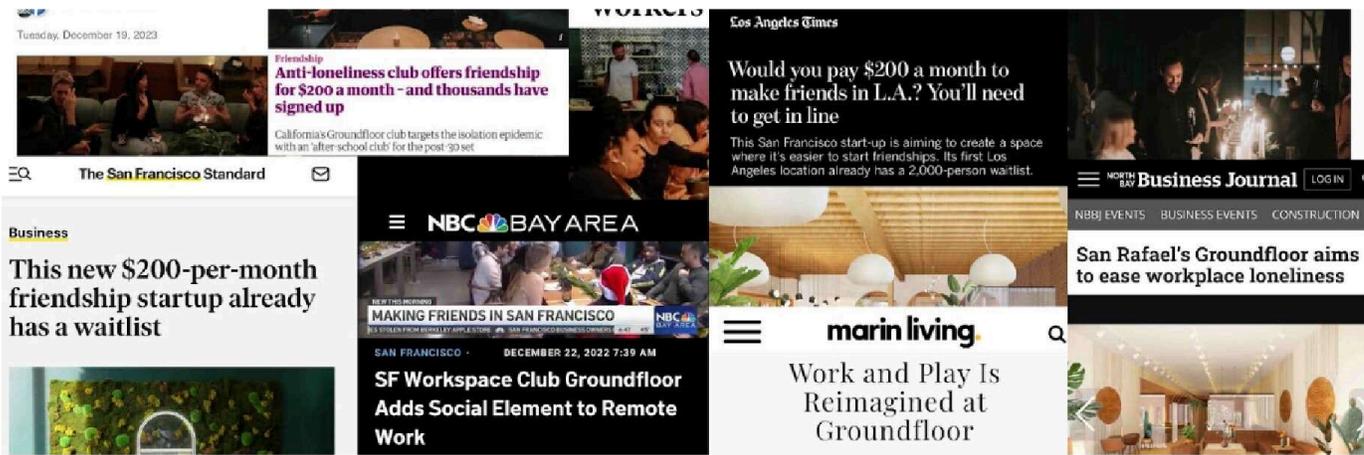
We've raised \$3M to-date from institutional venture capitalists including 2048 Ventures, Vitalize, Gaingels and notable angels including Jacob Jaber, Co-Founder & CEO, Philz Coffee and Varsha Rao, former COO, Airbnb.

Founding team are all repeat founders: CEO [Jamie](#): architect, Fulbright scholar, hospitality background; CPO [Jermaine](#): Product, community, data science; CTO [Leutrim](#): >10 years full-stack development.

Our story has resonated since day 1 - be part of it!

We've been featured in [Forbes](#), [ABC News](#), [The Guardian](#), [LA Times](#), [SF Chronicle](#) and others:





Our website is [here](#) and Instagram is [here](#)

Thank you!

Team Groundfloor