

INVEST IN FAXO

Faxo: The Everything App — One Platform Designed to Replace \$2 Trillion Worth of Apps



faxo.com

St. Louis, MO



Technology

Marketplace

B2B

Ecommerce

B2C

Highlights

Repeat Founder

Started a prior company with
\$2M+ in funding or revenue

- 1 🚀 Traction: 800K+ users in months ★ 2,700+ ratings (iOS & Android)
- 2 💰 Growth: ~277% avg MoM (last 4 mos); ~18,600% total growth; ~\$1T TAM
- 3 ★ Ratings: iOS > Facebook·X·Tinder | Android > TikTok·Instagram·YouTube·X·Tinder·LinkedIn·WhatsApp

- 4 🛡️ Moat: Proprietary, fast, modular super-app—hard to replicate
- 5 💰 Revenue: Subs, in-app, ads, marketplace fees, and business tools all live
- 6 📱 Apps: Faxy+ (18+) & Faxy (12+)—launched Jan '25 / Apr '25
- 7 🌐 Mission: End app fatigue with an all-in-one platform—like Amazon for apps
- 8 ⌚ Timing: Global platforms converging—perfect setup for the rise of super-apps

Featured Investor



Garry Weiss
Syndicate Lead

Follow

Invested \$21,000 ⓘ

Managing Director, Leveraged Finance for a global bank

"I am drawn to visionaries, revolutionaries and market disruptors who have the skill, experience and deep-seated intuition to create the blueprint and roadmap to ride the next digital wave. Powered by AI, Super Apps have the potential to unleash a digital tsunami in the apps market. The inroads made by Faxy and its founder, Steve Urciuoli are unlike any other currently available in the United States. Super Apps already dominate in Asia, with the U.S. market ripe for consolidation and domination. I have known the founder for many years and have confidence in his ability to execute the disruption of a total addressable market in excess of \$2 trillion in size. Faxy's metrics are growing exponentially, with web traffic doubling every week, or maybe even every day at this point (the latter, conjecture on my part). This is likely driven by users' realization of the benefit of having all their apps in one place. Faxy also boasts multiple revenue sources (e.g., advertising, subscriptions, In-app purchases,

marketplace fees, event tools). With users residing in one place for longer, Faxo has a birds-eye view of users' interests, transactions, relationships and behavior, which will prove invaluable to prospective advertisers. Faxo also has cost efficient scaling and low customer acquisition costs, translating into viral growth potential. Faxo is not just a collection of apps or a Super App, but an ecosystem that simplifies and enhances a user's web experience, while providing Faxo with valuable info about each user's behavior. Steve has created a truly unique business for the U.S. market. He also has a demonstrated record of accomplishment, the brains, work ethic and resources to power this revolution and the company's meteoric rise. I'm strapped in for the ride."

Our Founder



Steve Urciuoli Founder & CEO

Built e2e Partners to \$1.6M/year; now solo founder of Faxo. With 36 years shipping large-scale systems for Fortune 100s, startups, and U.S. agencies, I'm unifying it all in one platform to change how the world connects.

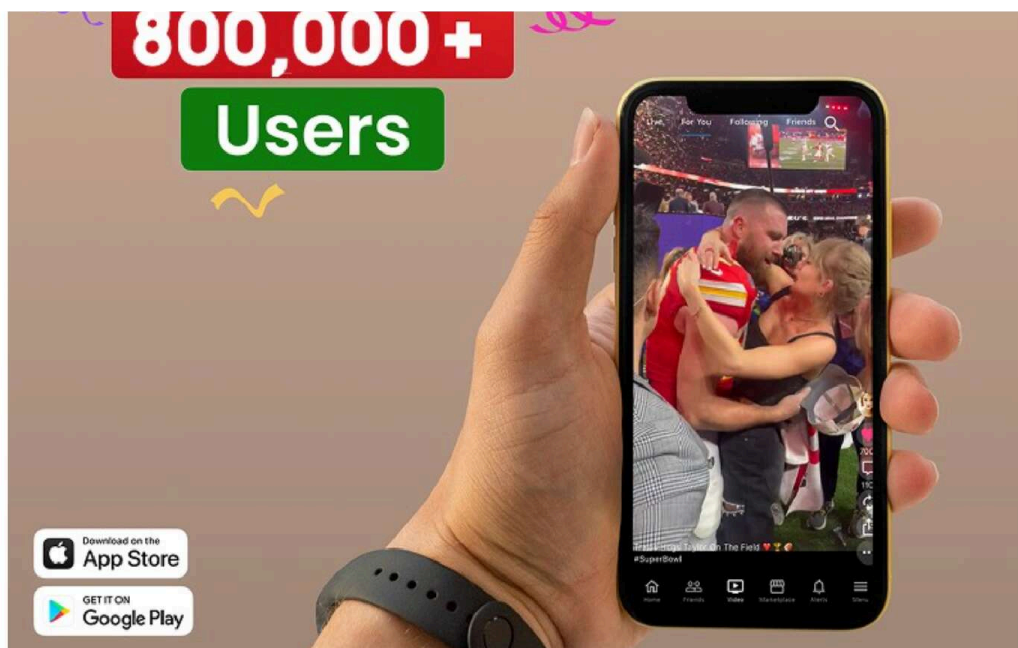
Faxo: The Everything App

Before Facebook, TikTok, YouTube, Instagram, X, Pinterest, Tinder, LinkedIn, Reddit, Craigslist, Coinbase, and WhatsApp became giants, each reshaped how people connect.

Faxo unites those worlds—into one U.S.-built super app designed for global trust.

One platform. Built for worldwide scale. *Invest while it's early.*





Why Invest in Faxo?

Faxo is a U.S.-built super app — combining social, business, commerce, dating, messaging, media, and more into one seamless platform. The super app model has already transformed life in Asia, but *global adoption has stalled* because WeChat's ties to China limit trust.

Tech leaders like Brian Chesky (Airbnb) and Mark Zuckerberg (WhatsApp) have publicly expressed their ambitions to build super apps, but they're modifying existing products. Faxo was **built from day one to integrate everything in one place — fast, secure, and global.**

Even Elon Musk has called the absence of a global, consolidated super app a “fundamental gap” in the market. Faxo is designed to fill that gap — and we already have the traction to prove it. The market is fragmented, the opportunity is massive, and we have an early-mover edge.

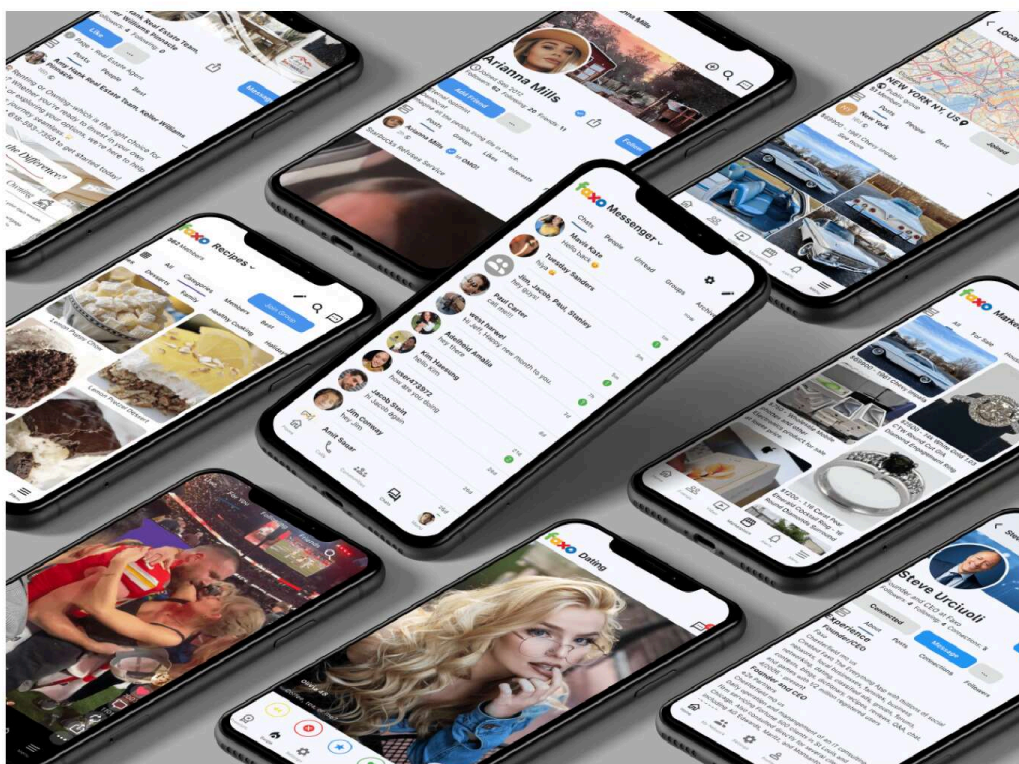
With proprietary tech that scales to unlimited features and multiple revenue streams already live, Faxo is positioned to become the default digital hub for billions worldwide (not guaranteed) — just as WeChat has in China, but built in the U.S. and trusted globally.

The Future is All-in-One

Super apps have already transformed digital life in Asia — now the same shift is coming to the rest of the world, and Faxyo is designed to be at the forefront. We're not just an app, *we're an ecosystem* where every feature makes the others more valuable, keeping users engaged and revenue flowing.

To maximize reach and comply with app store policies, Faxyo comes in two versions: *Faxyo+* (mature, includes dating) and *Faxyo* (teen-rated, excludes dating). Both deliver the same super app experience, ensuring *we can serve the broadest possible audience worldwide*.

Built in the U.S. but designed for a global audience, Faxyo is positioned to capture markets everywhere. We believe *this shift is inevitable* — the only question is who will own it. We believe *it's going to be Faxyo*, and early investors will share in that growth.



Key Benefits of a Super App – and Why Faxe Leads

Unmatched User Retention

When one platform delivers *social networking, messaging, dating, business tools, a marketplace, content creation, and live streaming* in one seamless experience, it becomes part of a user's daily life. Each feature fuels engagement in the others, creating habits single-purpose apps can't match.

When everything users need is in one place, they don't just visit — they stay.

Category Disruptor in a \$2 Trillion Market

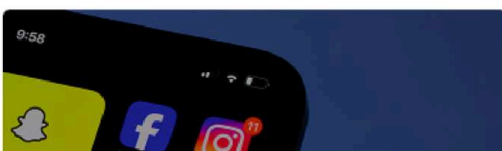
Faxe unites the strengths of apps worth \$2+ trillion — Facebook's social, LinkedIn's professional tools, Tinder's dating, WhatsApp's messaging, and Craigslist's marketplace — into one platform where everything works together.

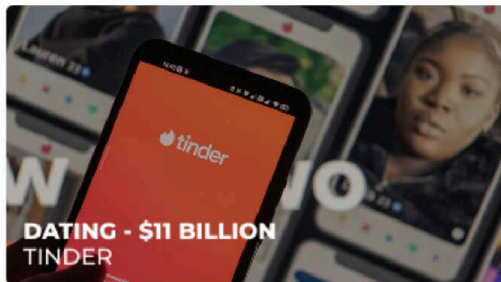
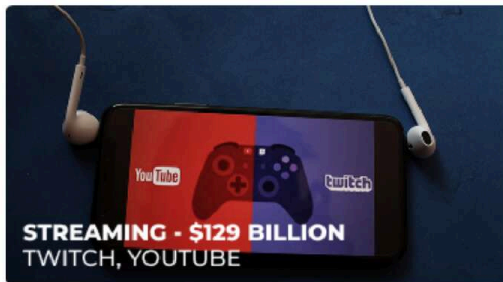
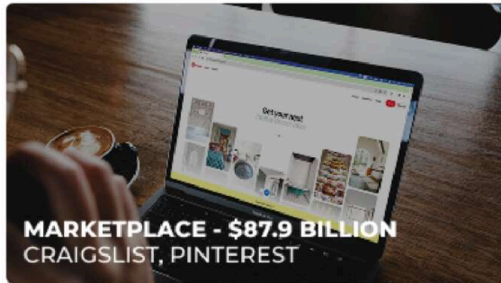
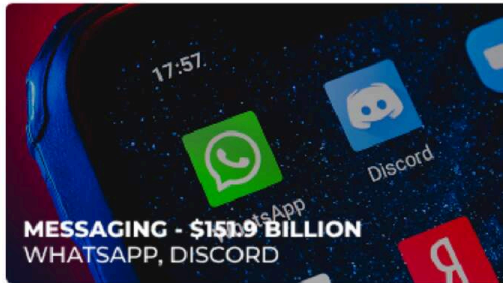
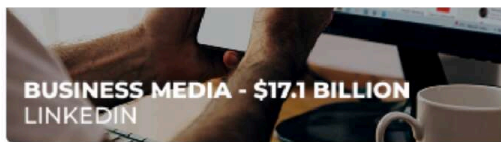
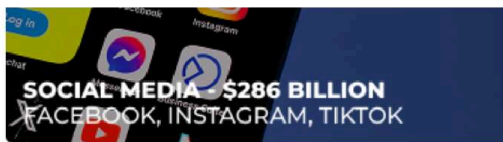
When your *professional network* boosts your *social life*, or your *purchases* enhance your *reputation*, value compounds across the ecosystem. Our AI learns from every interaction to make each feature smarter — a synergy single-purpose apps can't replicate.

Following WeChat's \$62B playbook in America

THE SUPER APP MARKET HITS **\$426B** BY 2030, GROWING **25.6% YEARLY**. WECHAT ALREADY PROVED THIS WORKS WITH **1.38B USERS** AND **\$62B REVENUE**. AMERICANS ARE ACTUALLY MORE VALUABLE—WE SPEND **3X** MORE PER USER THAN ASIAN MARKETS.

TARGET REVENUE SEGMENTS



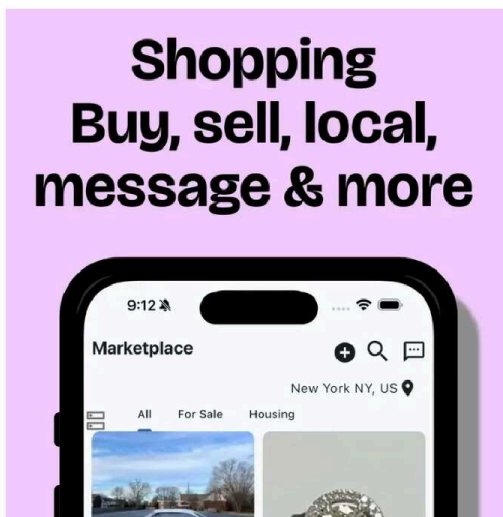


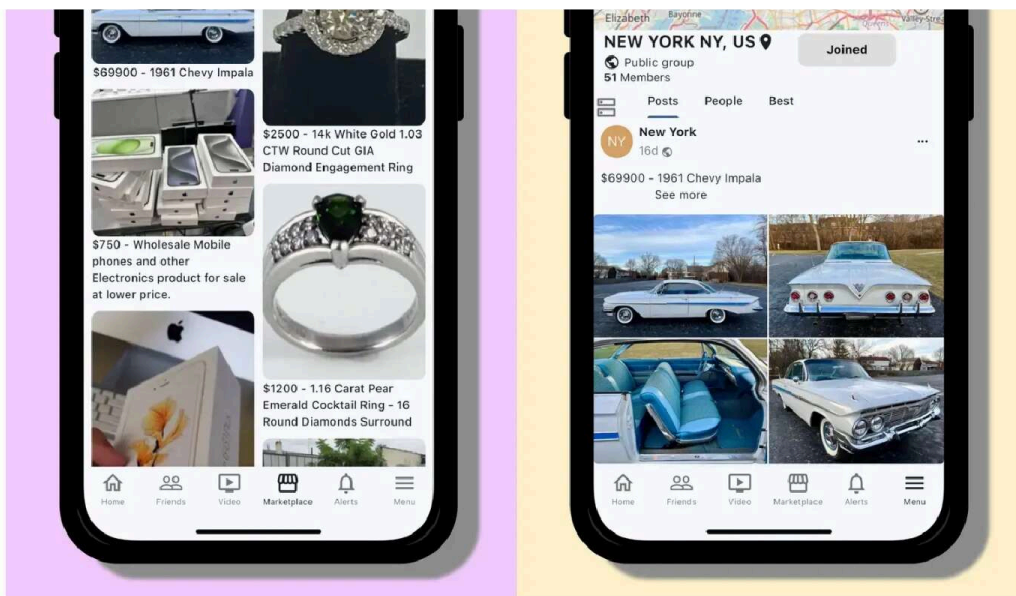
Viral Growth Through Network Effects

In Faxyo, every new feature and every new user amplifies value for the entire ecosystem:

1. A dating user becomes a marketplace buyer.
2. A business user creates content and joins groups.
3. A seller becomes a content creator, streamer, or mentor.

The more users join — and the more features they use — the faster growth compounds.





Massive Monetization Potential

Five Revenue Streams Already Working

- 📣 **Ads** — Targeted placements across social, work, dating, and shopping (*Facebook-like*).
- ★ **Subscriptions** — Separate premium plans for dating, business, and social (*LinkedIn-style*).
- 🛒 **In-App Purchases** — Gifts, boosts, and coins for live streams, creators, and dating (*TikTok-like*).
- 🛒 **Marketplace Fees** — Take-rate on local services & goods with identity and messaging (*eBay-style*).
- 🛒 **Business Tools** — Paid pages, CRM, analytics, bookings, and self-serve ads for SMBs (*Shopify-style*).

Why this compounds: Multi-feature users are more engaged and more monetizable—value single-purpose apps can’t capture.

Industry example: As seen with **Grab** (a leading Southeast Asian super app), cross-service users spend **~4× more** and order **up to 5× more often**, driving higher retention and ecosystem stickiness—effects single-purpose apps struggle to match.

One identity. One wallet. One feed. Each stream reinforces the

others—**compounding** engagement and revenue.

	Ads	Premium Subs	In-App Purchases	Marketplace Fees	Business Tools
 Meta	✓	✓	✓	✓	✓
	✓	—	✓	✓	—
	✓	✓	—	—	✓
	—	✓	✓	—	—
	✓	✓	—	✓	—
	—	—	—	✓	✓
	✓	✓	✓	✓	✓

Cost-Efficient Scaling

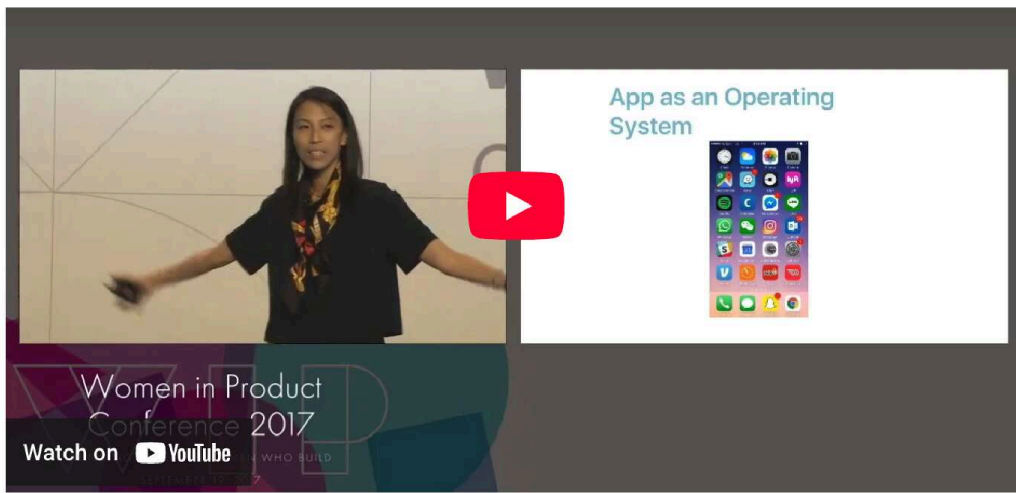
Super apps unify infrastructure, driving lower **customer acquisition costs** and **leaner operations**:

1. **One brand, one app, one account** — market once, onboard once, retain for life.
2. **Shared backend across multiple functions** — less complexity, faster updates, lower overhead.

Connie Chan (Andreessen Horowitz) on the rise of super apps in China

For context only.

1. **The super-app flywheel**: Bundling apps → higher retention, lower CAC
2. **Platform > product**: Each new feature/app amplifies the whole
3. **Monetization & moat**: One identity + wallet → diversified revenue, stickier users



Next Revenue Drivers in Development

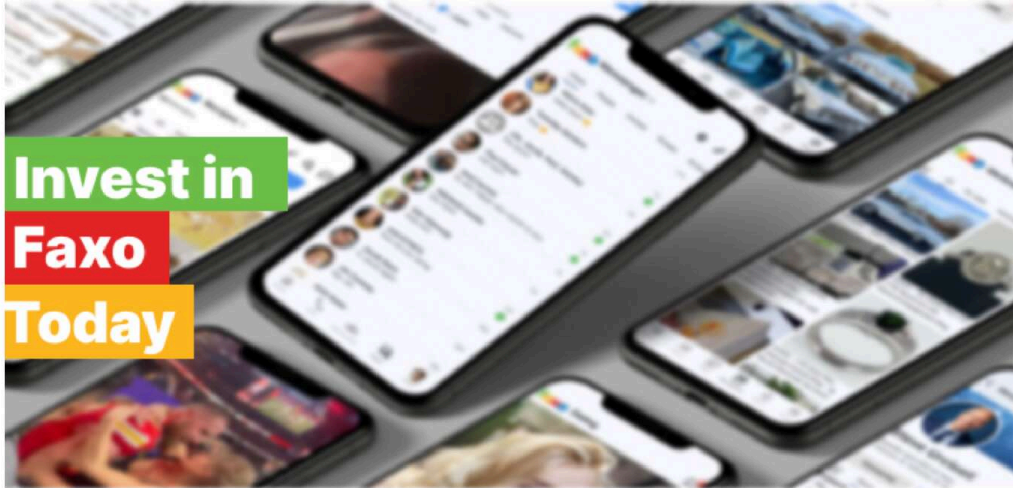
We're building three major features to power the next stage of Faxo's growth:

1. **Create Your Own Social Network** – For *both individuals and corporations*, like Discord or Slack's "create your own server," users can launch their own branded communities inside Faxo — driving engagement and monetizable micro-networks.
2. **Direct Ads** – Businesses and creators will buy and manage ads directly inside Faxo, leveraging unmatched targeting across social, business, dating, and marketplace activity.
3. **Crypto Wallets** – Secure, integrated wallets enabling transactions, payments, and digital asset storage — positioning Faxo for the global Web3 economy.
4. **Update - Faxo Crypto Wallet is Live w/Stock Trading Preview**

These features open **entirely new monetization streams** while making Faxo even more essential for daily use — all inside one scalable, all-in-one platform.

U.S. Market Timing Advantage

While super apps dominate Asia, *the U.S. market is fragmented* — and ripe for consolidation. Faxo is an early mover with a *native all-in-one platform*, built in the U.S. for both American and global users.



🚀 Own Faxo — the U.S.-built super app engineered for worldwide scale. *Invest now.*