

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



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Technology Marketplace B2B Ecommerce B2C

Highlights

Repeat Founder

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

- 1 🚀 Traction: 1.4M+ users since 2025 launch — 23K+ DAU, 24%+ engagement
- 2 💰 -22% conversion — scaled to ~\$1M ARR run rate with subscriptions, tips, and marketplace
- 3 📈 Momentum: Reached #32 in App Store
- 4 ⭐ Satisfaction: 4.6★ rating with 10,000+ reviews and growing rapidly
- 5 🛡️ Moat: Proprietary, fast, modular super-app architecture
- 6 📱 Apps: Dual-app strategy (12+ / 16+) launched in 2025 — maximizing reach across audiences
- 7 🌐 Vision: End app fatigue with an all-in-one platform—like Amazon for apps
- 8 ⌚ Timing: Global shift toward super-apps accelerating

Featured Investor



Garry Weiss
Syndicate Lead

Follow

Invested \$21,000 ⓘ

"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 Faxo 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. Faxo'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. Faxo 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

For the last 36 years, I've had a demonstrated record of accomplishment, the skills, the contacts and resources to power this revolution and the company's meteoric rise. I'm strapped in for the ride."

Team



Steve Urciuoli Founder & CEO

Built e2e Partners to \$16M/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.

wefunder.com

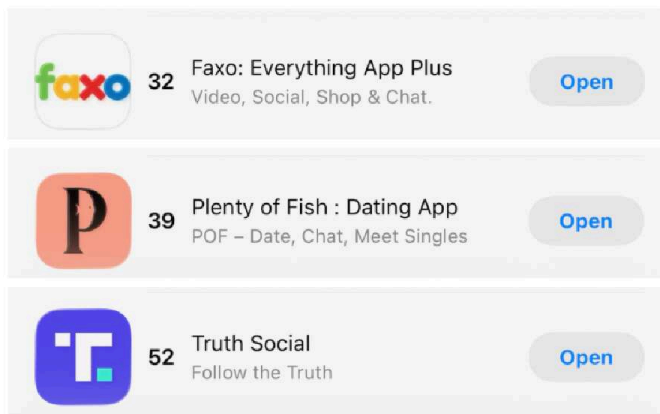
Faxo: The Everything App

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

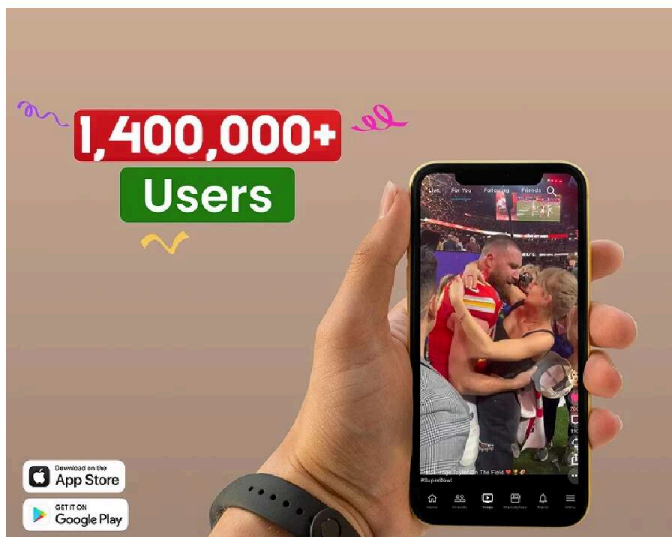
Faxo unites those worlds—into one U.S.-built super app designed for global trust.

One platform. Built for worldwide scale — still early in its growth.

***** Faxo hit #32 in the App Store on 3/15/2026 ahead of Plenty of Fish and Truth Social. Those products are backed by public companies valued in the billions — Match Group at ~\$7.2B and Trump Media at ~\$2.7B.*****



Notably, Faxo reached this level of traction within its first year — a pace that is uncommon for consumer apps.



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.

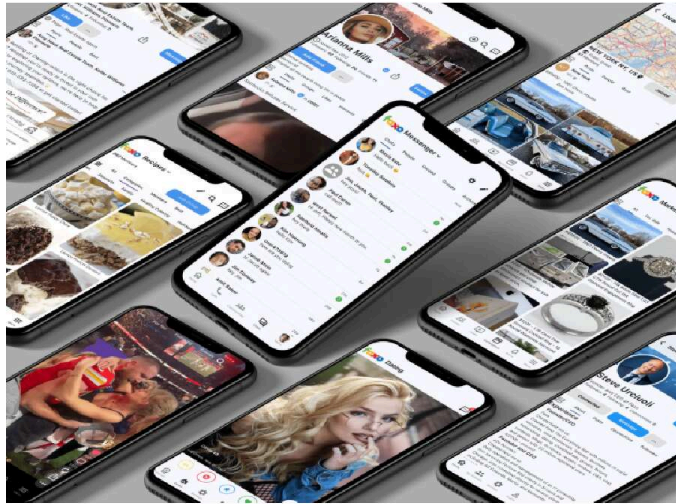
With *proprietary tech that scales to unlimited features* and multiple revenue streams already live, Faxo is positioned to become the default digital hub for billions worldwide (not guaranteed) — *just as WeChat has in China*, but built in the U.S. and trusted globally.

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 Faxo 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, Faxo comes in two versions: *Faxo+* (mature, includes dating) and *Faxo* (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. for a global audience, Faxo 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 Faxo*, and early investors will share in the upside.



Key Benefits of a Super App – and Why Faxo 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

Faxo 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.

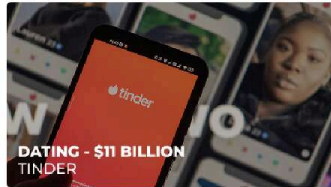
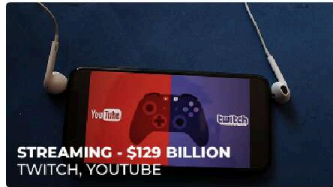
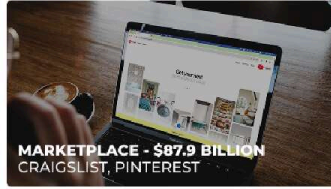
When your *professional network* boosts your *social life*, or your *purchases* enhance your *reputation*, value compounds across the ecosystem. Our AI learns from every

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 Faxe, 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.

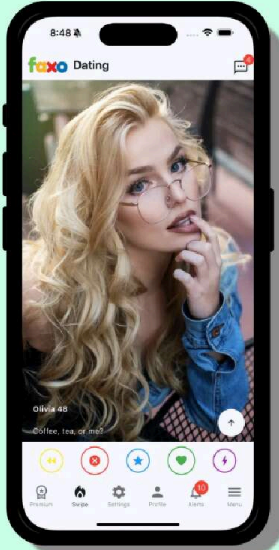
Social network

friends, fans, live, groups, make money



Dating

Find a date with singles near you



Massive Monetization Potential

Five Revenue Streams Already Working

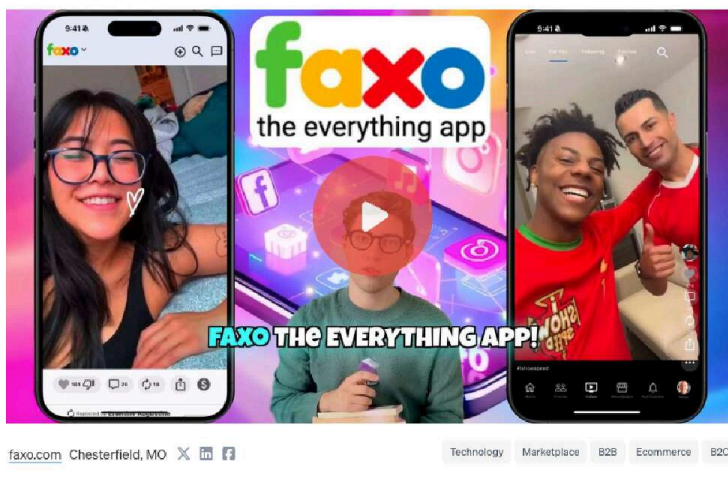
- 📺 **Ads** — Targeted placements across social, work, dating, and shopping (*Facebook-like*).
- ⭐ **Subscriptions** — Separate premium plans for dating, business, and social (*LinkedIn-style*).
- 🛒 **In-App Purchases** — Gifts, boosts, and coins for live streams, creators, and dating (*TikTok-like*).
- 🛍️ **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	✓	✓	✓	✓	✓
TikTok	✓	—	✓	✓	—



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🚀 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 — and this window won't stay open for long.



🚀 Own Faxo — the U.S.-built super app.

1.4M+ users and growing — still early.