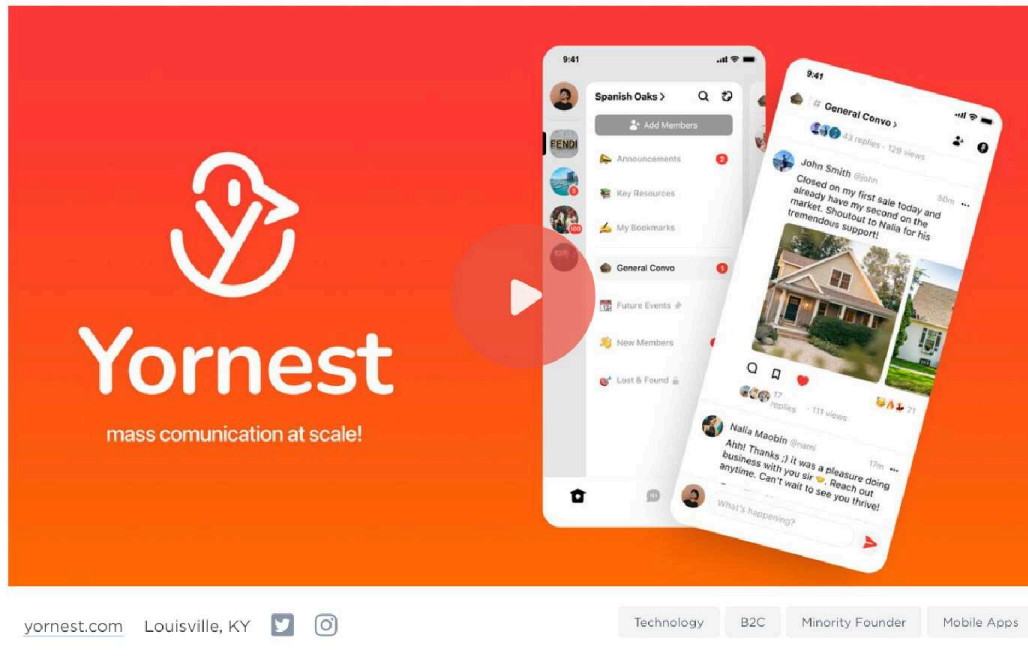




We are scaling communication for member-based communities!




The image shows the Yornest logo, which consists of a stylized white 'Y' inside a circle, with the word 'Yornest' in a bold, sans-serif font below it. Underneath the logo is the tagline 'mass communication at scale!'. To the right of the logo is a large red play button icon. Further right are two overlapping smartphone screens displaying the Yornest app interface. The left screen shows a community page for 'Spanish Oaks' with options to 'Add Members', 'Announcements', 'Key Resources', 'My Bookmarks', 'General Convo', 'Future Events', 'New Members', and 'Lost & Found'. The right screen shows a 'General Convo' thread with a post from John Smith about a house sale and a reply from Nalia Meobin.

yornest.com Louisville, KY  

Technology B2C Minority Founder Mobile Apps

Highlights

- 1  Fully Developed Product available in iOS & Google Play Stores
- 2 Over 8K users, that span 10 vibrant communities
- 3 💰 200K raised to date from Angels
- 4 🧑‍💻 Product lead team, with strong technical experience

Our Team



Michael Brizendine Co-Founder & Chief Growth Officer

Formerly a software engineering student at Bellarmine University, that's where I initially identified the need for a more effective way for member-based community managers to scale communication for their members. Since then, we've embarked on the journey

As a student, I was part of many group chats with 100s-1000s members. Usually the ones that grew larger went stale, due to most members muting or leaving. It was then I quickly realized that group chat applications are not suitable for large groups. Soon after, me and my Co-founder set out to build Yornest.





Shaq Noor Co-Founder & Chief Technology Officer

Previously the co-founder of a successful digital agency (WDAT) which built dozens of commercial products, I am now a Multi-stack developer and CTO focused on building out the next generation of chat applications and social media.

Why Yornest?

Yornest



 **Yornest**


The easiest way to scale communication for **member-based** communities!


Yornest.com


Proprietary and Confidential


©2023 - Community Platform

Yornest









Built for communities like:

- Commercial communities
- Creators doing newsletters
- Customer-based communities

Misused by communities like:


- Residential communities
- Congregations communities
- Member-based organizations

Yornest.com

Proprietary and Confidential


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Yornest




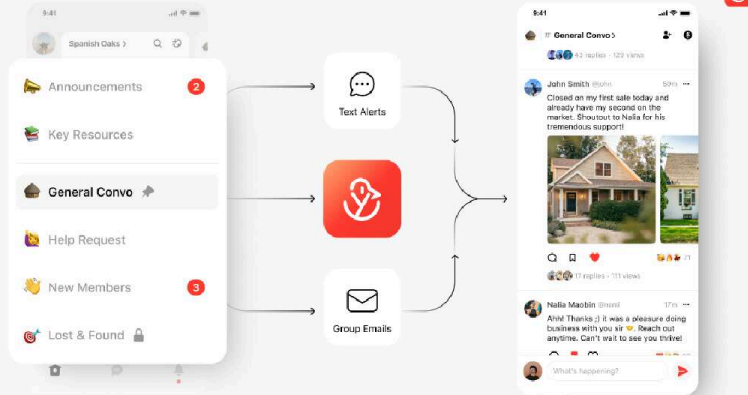
The Solution!

We're creating a platform that scales and makes email and sms communication interactive!


Text Alerts




Group Emails



Business Model

How do we make money?



We serve only premium communities

\$147.99 per month for base plan
sms usage will incur additional costs

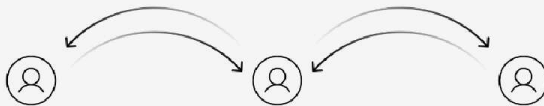
\$1,760

Per year for a community on base plan



Go to market strategy

Niche markets distribution



Member-based organization

Country clubs, gated social groups, lawyers club, fitness clubs & bouldering communities.

Congregation Communities




Think about large worship center, this can be a church or a jewish/ muslim temple.

Residential Communities

Apartment complexes, gated neighborhoods, home owner associations or hoa, and so on.



Competitors

			
Focus on marketing communication	✗	✓	✓
Mobile first product	✓	✗	✗
Engagement focus communication	✓	✗	✗
SMS & Email channel	✓	✗	✗



Team



Michael Brizendine

- Co-Founder & Product/Growth
- Previously Software Engineer student



Shaquile Noor

- Co-Founder & Product/Tech
- Previously CTO at Chekmate