

INVEST IN **BEENTHERE**

## A knowledge-sharing platform for those who've BeenThere - 1 Billion users already in the network

[beenthere.tech](https://beenthere.tech)

San Francisco CA



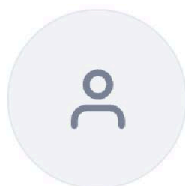
Technology

SaaS

B2C

Edtech

## Featured Investors



**Nick Singh**

Syndicate Lead

Follow

2 followers

I see this as a huge gap in the market with a widespread need that has yet to be addressed. Looking forward to see this blow up and become the go-to for mentors and mentees and excited to be a part of it. I've had mentors and mentored during my career, and something like this platform would have been amazing, no doubt others will find this highly beneficial. I'm especially interested to see how the Been There will begin to capitalise on AI and ML to further advance the platform and address growing needs of the market audience.

Invested \$15,000 this round

## Highlights

1 📈 The current e-learning market size is \$300BN and is expected to 3x in the next 5 years

2 🧑🏫 We leverage a platform of 1BN users whose professional experience is double verified

3 🌱 Crucial mission: Mentors pass most valuable knowledge to the next generation for a better future

- 4 🏆 Team have experience growing successful companies from pre-seed, seed, Series A-D and IPO!
  - 5 🤝 Investors & Advisors from Cameo co-founder, Forbes 30 under 30, 7x best-selling author, + more
  - 6 🤑 Overfunded the last round on Wefunder! Current investor momentum is stronger than previous round
  - 7 🤖 Super Easy: Our experts can earn money from their automated AI conversations while they sleep
  - 8 🏆 Still Early! Valuation under 5M makes it one of the lowest-priced AI companies in Wefunder history
- 

## Our Team



**Jamie Goulding** Founder & CEO

Jamie has been an entrepreneur & leader since the age of 14. After being a consistent top sales performer and leading two start-up sales teams to success it's time to turn his passion for mentoring into a world phenomenon. \$2 million in deals closed.

Mentorship has always been a big part of my life. My life's motto is "A stranger is a friend I haven't met yet". It was also my Dad's. I love connecting, meeting and learning from people. I strongly feel it's the best way to experience life. I want to give more people the opportunity to connect, share and learn from one another easily.



**Aman Sharma** Technology Advisor

Founder of 3 tech start ups and UX/AI Lead at AI Upsell. Featured as one of the top CTO's in India.



**Conor Smyth** Data Scientist/Machine learning Advisor



Conor holds two degrees, a master's and PhD in mathematics and 10+ years experience as a research mathematician/data scientist, applying statistical machine learning, artificial intelligence, and topological analysis to large heterogeneous data sets.



**Neil Vinod** Chief Technology Officer

Amazon full-stack developer for the past four years, building impressive tools that have improved team revenue by 500%. In-depth knowledge of building plugin extensions and application software. Youngest programmer on a 45-person team.



**Tom Goulding** CFO & Project Leader

Cambridge Masters graduate in Economics. Spent the last 3 years solving complex economic and strategic problems in the Space Industry. Understands demand after being stuck on tough problems and in need of mentors with specific industry experience.



**Nektarios Singh** Technology Sales Advisor

After rapidly climbing the ranks during a 7-year tenure at IBM, Nektarios became the youngest Technology Sales Leader in the UK. A specialized focus on understanding the world of missing pieces, and presenting solutions that fit those gaps.



**Alex Cuthbert** Design Advisor

Over 20 years experience in product and design innovation (3 apps with 1B+ downloads). Ex Lead UX Designer at Google & currently Global Head of Design at Gojek (South-East Asia's leading on-demand service tech platform)

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**It takes a lifetime to learn it all the hard way.**





# Been There

Save time and money with verified experts who have already BeenThere


  ChatGPT  Bard	  Poe	  Been There
<b>Sources</b> Wikipedia, books and news articles	<b>Sources</b> Quora data set	<b>Sources</b> <u>Verified experts with publicly vetted qualifications</u>
<b>Problems</b> Generic non-specific, outdated quickly	<b>Problems</b> Unverified responses, subjected community voting	<b>Problems</b> Not ideal for generic/general information

Chat GPT, Bard, and Poe are fantastic tools for simple questions and general knowledge. However when you are looking for specific knowledge that less than 1% of the population knows, data quality becomes critical. This information also tends to be the most valuable.

## Problem



**J** Who's approval do I need to build a parking garage on my land in downtown Austin, USA?

 To build a parking garage on your land in downtown Austin, USA, you would need to obtain the necessary permits and approvals from the local government authorities. This would likely include approvals from the city of Austin Planning and Zoning Department, the Building Inceptions Department,

and potentially other departments such as the Transportation Department.

ChatGPT is an incredible tool for finding publicly available general information. But it's absolutely useless when it comes to highly specific information that only a handful of people in the world know. This information also tends to be the most valuable.

# Solution



The screenshot shows a chat interface with a user profile for John Doe and a response from Been There AI. The user asks: "Who's approval do I need to build a parking garage on my land in downtown Austin, USA?". The AI response provides specific information about the Austin Planning and Zoning Department, including approval statistics and contact details. Below the response, there is a "Connect with experts" section featuring three profiles: Judith Rodriguez (Property Developer, 58 Reviews, 74 Sessions), Ricky Smith (City Legislator, 32 Reviews, 45 Sessions), and Lisa Martin (Property Developer, 18 Reviews, 31 Sessions). Each profile includes a "Double Verified User" badge and a list of skills.

John Doe  
1:15 PM

Who's approval do I need to build a parking garage on my land in downtown Austin, USA?

Been There AI  
1:15 PM

It is possible to build a parking garage in Austin Texas. Over 29 approvals were made by Jessica Montford in 2022 within the local Austin Planning and Zoning Department. You have a much higher chance of approval if you apply in January as it sees the least number of applications. Most of the rejected projects were over 6 stories tall.

To get approval, speaking to this department is necessary, as they will only provide up to 75 permits for 2023. You can email their office at [planning@austinplanningandzoning.com](mailto:planning@austinplanningandzoning.com), but there is normally a waiting time of 3 months after the submission of your request. Speaking directly to them to review your submission beforehand will speed up the process.

Connect with experts

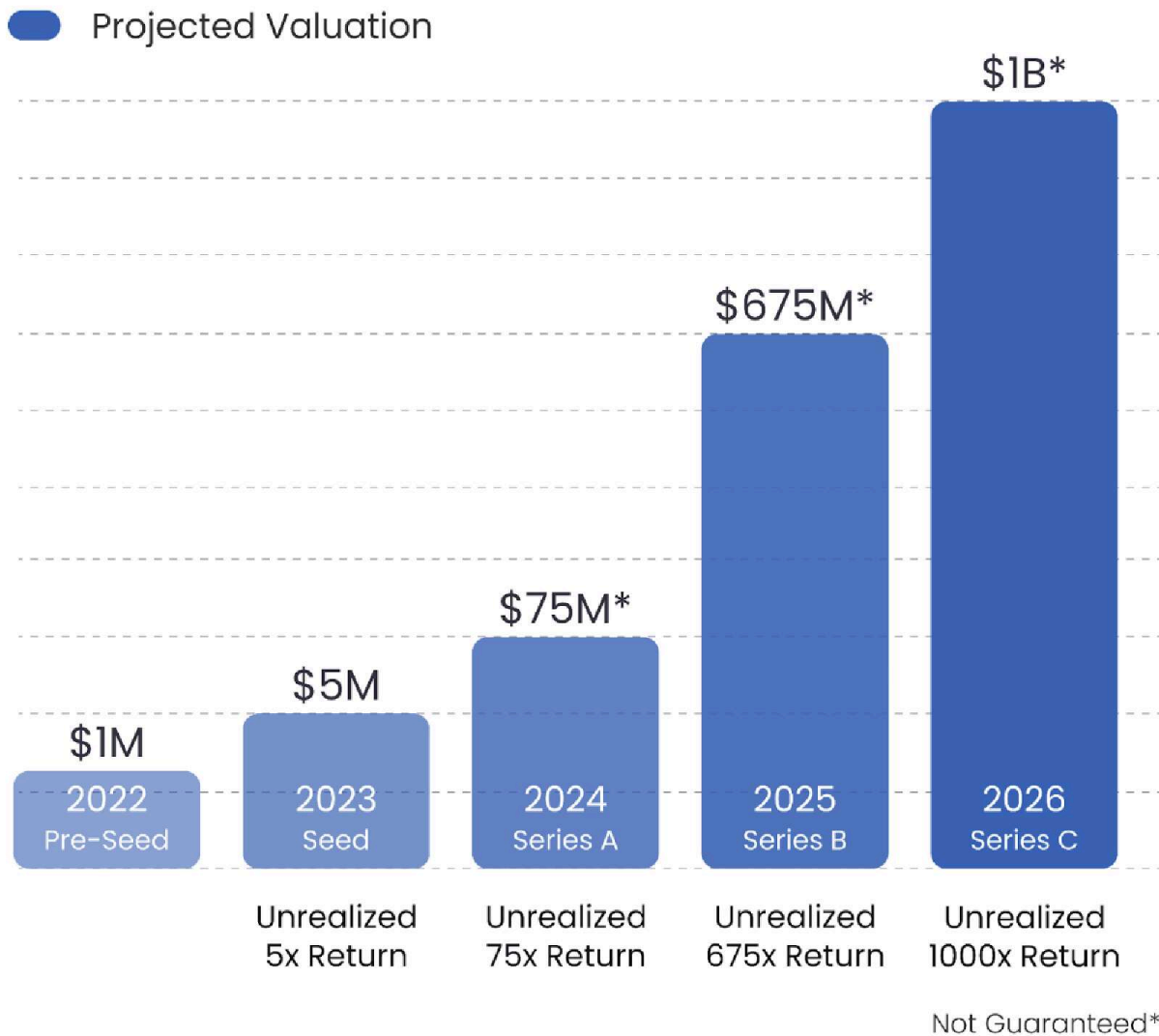
Expert Name	Role	Rating	Reviews	Sessions	Skills	Additional Info
Judith Rodriguez	Property Developer	5.0	58	74	Real Estate, Contractors, Building	15 years of experience building parking lots in cities in Texas.
Ricky Smith	City Legislator	5.0	32	45	Urban Planning, Legal Knowledge, Regulation	24 years in the role of Austin City legislation planning.
Lisa Martin	Property Developer	5.0	18	31	Real Estate, Contractors, Building	Owner of 14 garages in Austin area.

Message

Been There's AI can generate highly specific answers that only a handful of people in the world have access to. It will also generate a list of people based on their double verified linked-in details who know the answer.

Our experts own their data. Answers will be populated from their transcribed calls and they will be paid for their knowledge. Essentially creating their own AI avatar that can chat with users. If a deeper conversation is needed you can connect with specific experts for consulting calls.

# Your Potential Returns



BeenThere is a fast growing AI company, 6 months ago our valuation was \$1M. If we follow a similar growth rate to Cameo a \$1000 investment today would result in a \$300,000 return in 5 years (not guaranteed).

2 Secrets To Success

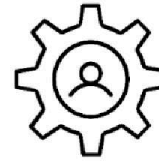
# 3 SECRETS TO SUCCESS



1. Our creators own their data



2. World's highest quality data



3. Auto Profile Creation

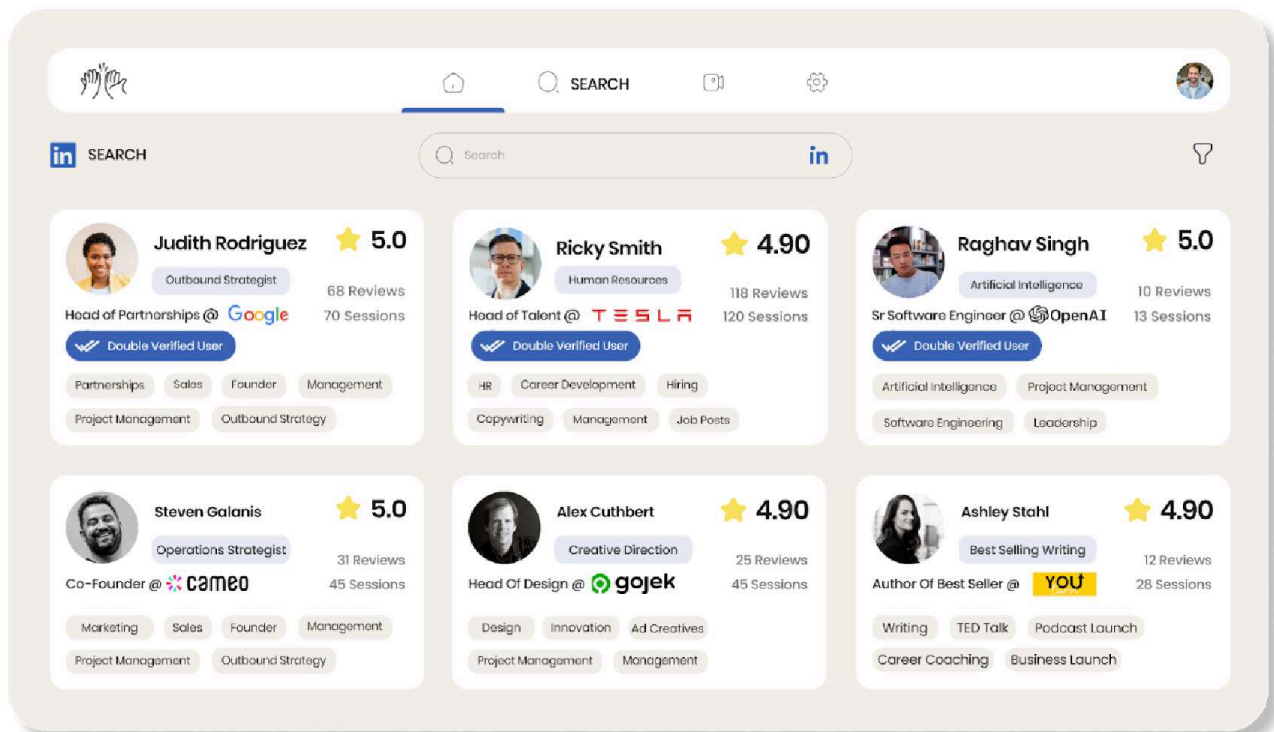
1.) **Our Creators Own Their Data:** We use AI for good to empower people to monetize their knowledge. After hundreds of calls experts will have the option to create a chatbot using their transcribed calls database that other people can pay to chat with, further scaling their income for their knowledge.

The image shows a LinkedIn profile for Jamie Goulding, founder of BeenThere. The profile includes a search bar, a home button, and a profile picture. The main content area features a background image of a mountain range and a circular profile picture of Jamie Goulding. Below the profile picture, the name 'Jamie Goulding' is displayed with '2nd' next to it, followed by the text 'Founder at BeenThere - A people person with a love for start-ups & sales'. There are also links for 'Contact info', 'Book me for a FREE mentor call', and follower/connection counts. An overlay on the right side of the profile shows service statistics: a 4.9 rating with 39 reviews, 39 calls taken, 43 calls requested, and an average hourly price accepted of \$130. A 'Book Now' button is visible at the bottom of the overlay. The profile also lists affiliations with 'BeenThere' and 'Aston Business School'.

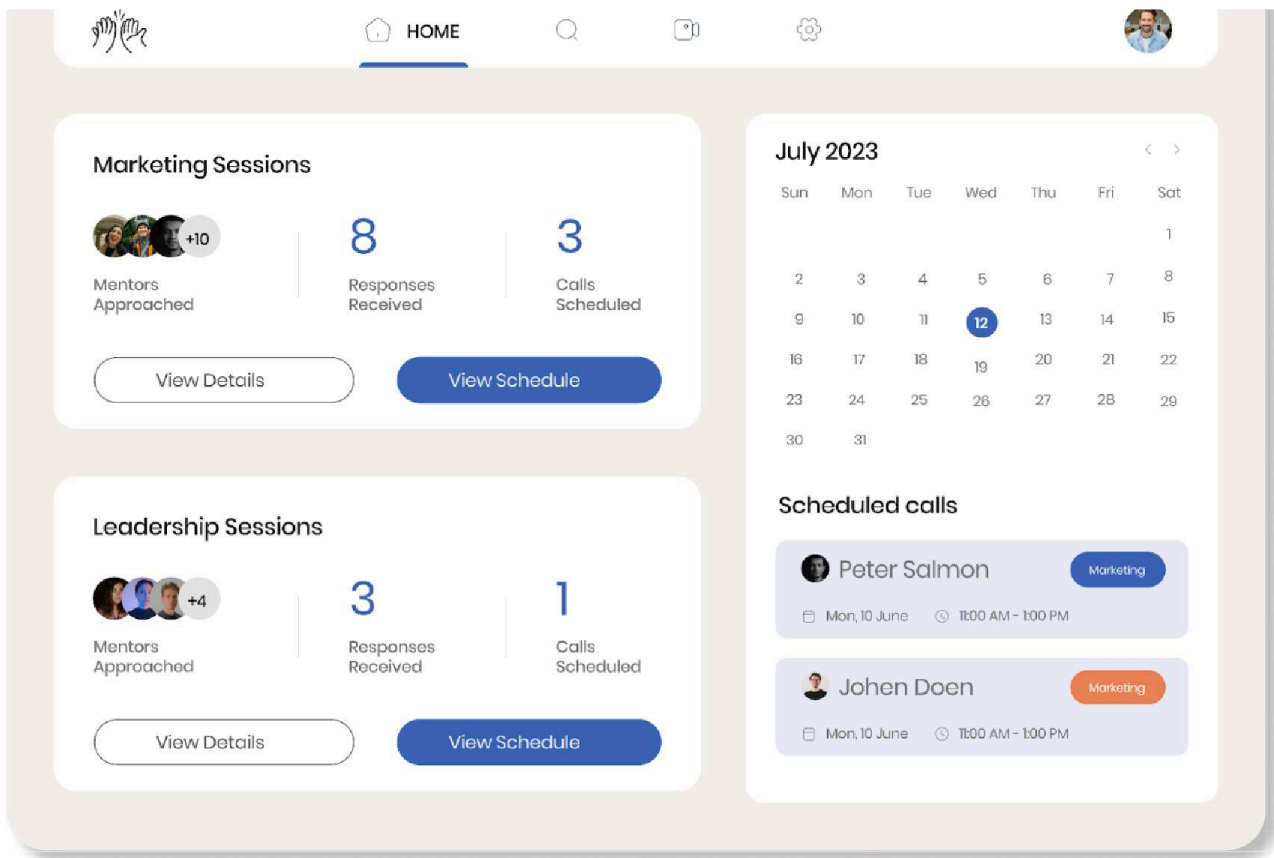


2.) **Vetted User Database:** Anyone can lie about their credentials online. However they are least likely to lie on LinkedIn where their professional work is on display for all their colleges and former employers to see. Without leaving LinkedIn, our Chrome extension will display calls requested and taken, prices accepted, and reviews to verify someone's experience.

This double verification will allow us to have one of the highest quality data sets in the world; with expert advice that is directly tied to someone's professional publicly vetted qualifications and experience on BeenThere.



3.) **Auto Profile Creation:** Over 1 billion publicly vetted people available to connect with. Using BeenThere's software, profiles are automatically generated behind the scenes. Mentors can take calls and get paid without needing to make a profile. Experts who typically would never mentor in the past now have a seamless and frictionless way to get paid simply by taking calls at their convenience. Just how Uber and Airbnb turned normal people into taxis and landlords. BeenThere will turn the most knowledgeable people in the world into consultants seamlessly.

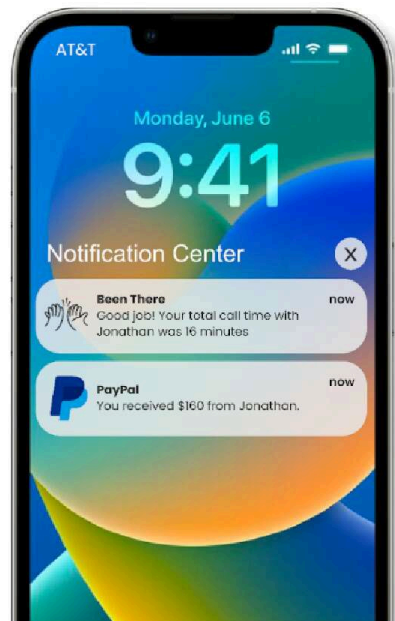
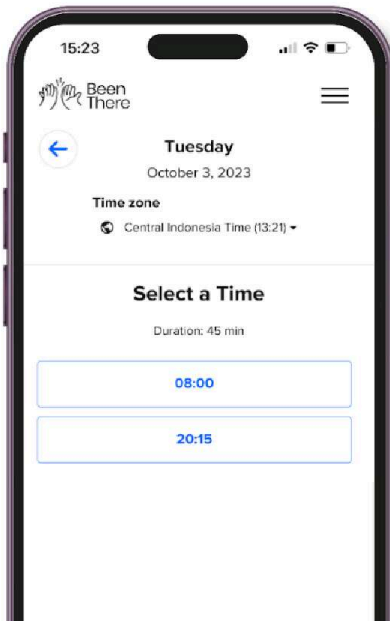


# 4 Simple Steps

1. Book A Call

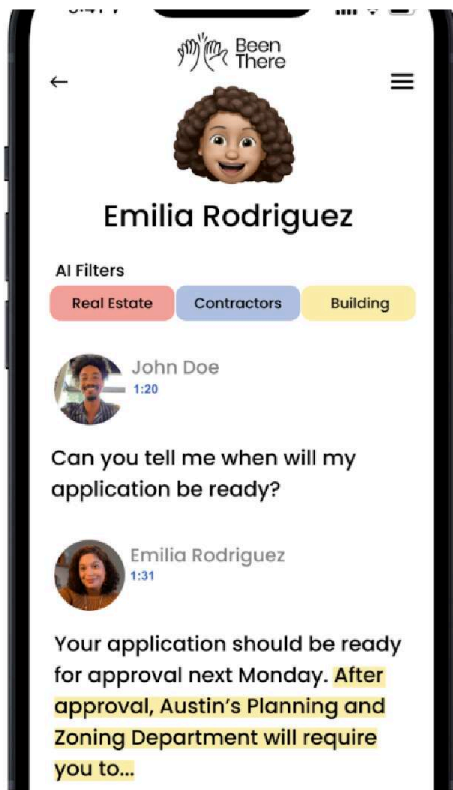
2. Speak

3. Get Paid!



4. Monetize Your Knowledge With AI





In a world where many companies offer foundational models, RLHF and proprietary training data are two key differentiators that are impossible to replicate.

**Chamath Palihapitiya**

*Venture Capitalist, Founder & CEO Of Social Capital,  
Early Sr Executive At Facebook*

With BeenThere's AI integration, you can earn money whilst you sleep. Our unique approach involves transcribing hundreds of calls from the mentors on our platform into their very own chatbot, creating a database of their knowledge. In the ever-evolving landscape of AI, where most LLMs are open source, proprietary data will be the advantage to business success, not the model itself. This is how BeenThere will be a winner within the second wave of AI companies.

Thanks to our Wefunder investors from 2022, the business has completely transformed.

Here are some of the incredible accomplishments they made possible!

# Before & After Our Last Wefunder Campaign

Valuation



### Before Last Wefunder

Been There  
Last Funded April 2023

**OVERSUBSCRIBED: ACT FAST**

## \$123,745

raised from 117 investors

INVESTMENT TERMS

\$1M valuation cap | Future Equity

Early investors believed in the team and mission, and now have ~7x unrealized returns.

### After Last Wefunder

Seed Round  
**\$500k**  
Max Limit

Current investor momentum is stronger than previous round

## Artificial Intelligence

### Before Last Wefunder



Calls were connected without data collected

### After Last Wefunder



Calls are transcribed and tagged to feed the AI Avatars



## User Sign Ups

Before Last Wefunder



0

We had no platform built,  
and we had no marketing

After Last Wefunder



2500

5x growth from September  
to October

## Investors

Before Last Wefunder



Bootstrapped and  
crowdfunded

After Last Wefunder



Influential investors have  
joined, engagement with  
VC is underway

## Advisors

Before Last Wefunder



After Last Wefunder





No advisors



World class board of advisors

## Verification

### Before Last Wefunder

Follow the steps to become a verified expert

Continue

Verification was an opt in manual process

### After Last Wefunder



Judith Rodriguez ★ 5.0

Property Developer

Double Verified User

Real Estate

Contractors

Building

15 years of experience building parking lots in cities in Texas.

Double verification is essential to AI Avatars

# Our Investors & Advisors



**Steven Galanis**

Cameo, Co-Founder

\$1BN+ Founder



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## Alex Cuthbert

Ex-Google, Ex-Go-Daddy,  
Head Of Design At Gojek



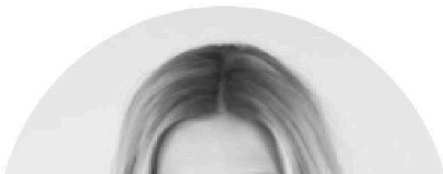
## George Furla

\$2BN In Gross Film Revenue,  
Produced 123 Films,  
Angel Investor



## Sean Noble

Former Capitol Hill Chief Of Staff,  
Angel Investor,  
100+ Podcast Host



## Kate Wilson



Serial Entrepreneur, 12 Start-Ups,  
Ex-CMO At Pela + Lomi

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**Sercan Topcu**

Forbes 30 Under 30,  
Author, Speaker,  
Mass Challenge Winner



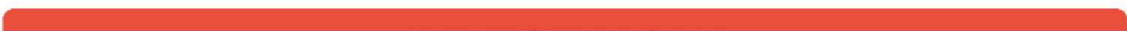
**Colin Shaw**

LinkedIn Top Voice With 280k+  
Followers, Best-Selling Author X7,  
Financial Times Award Leading  
Consultancy 4 Straight Years

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**Max Rascher**

AI Expert & LinkedIn Thought  
Leader





# INVEST NOW

(IT ONLY TAKES \$100)

1. Make sure you are signed up and logged in to your WeFunder account.
2. Fill in the amount of USD you would like to invest in BeenThere and click "Invest".
3. WeFunder will take you to your checkout page. Fill in your investor and payment information. Make sure to read and agree to the terms and conditions.
4. Click "Complete Investment". You now own a part of BeenThere!

## STEP 2

INVEST  
min \$100

\$ 100

INVEST

WATCH FOR UPDATES

## STEP 3

### 2. Investor Info

Address  
Myself

Full Name

Address

City NY - New York ZIP Code

Country United States

### 3. Fund Your Reservation

Back your reservation by funding your WeFunder Cash account or by pre-authorizing a credit card. You can use WeFunder Cash to invest in any company. You can also withdraw funds at any time.

Bank Account

Credit Card

## STEP 4

### 4. Complete Investment

Reservation amount	\$100
Estimated fees	\$8
<b>Total</b>	<b>\$108</b>

Fund Reservation

INVEST  
min \$100

\$ 1,000

INVEST

WATCH FOR UPDATES

Click 'WATCH FOR UPDATES' for our latest business progress

# Rewards & Perks

\$500



Shape Our Future! Be an integral part of BeenThere's co-creation group—a select network driving our vision and mission. Your voice. Real impact.

\$1,250



👉 **Customized Content Collaboration Perk!** Co-create content with BeenThere – blogs, webinars, videos. Showcase your expertise, enhance your brand. Ideal for networking.

\$2,450



🌐 **Profile & Marketing Spotlight Perk!** Feature prominently on BeenThere for a month. Elevate your personal brand, and enjoy the marketing spotlight.

\$6,450



🌴 **Biohacking & Coworking Retreat!** Dive into a week-long Bali retreat: experience biohacking, coworking, and networking with some of the most influential creators in the world. Connect and collaborate with the BeenThere team and get inspired. (\*Accommodation & Events)

\$12,500



💡 **Influential Spotlight Perk!** Featured for 3 months as one of BeenThere's Highlighted Knowledge Sharers. Enjoy higher chances of booked calls and emerge as a thought leader in your field. Exclusive Podcast Feature.

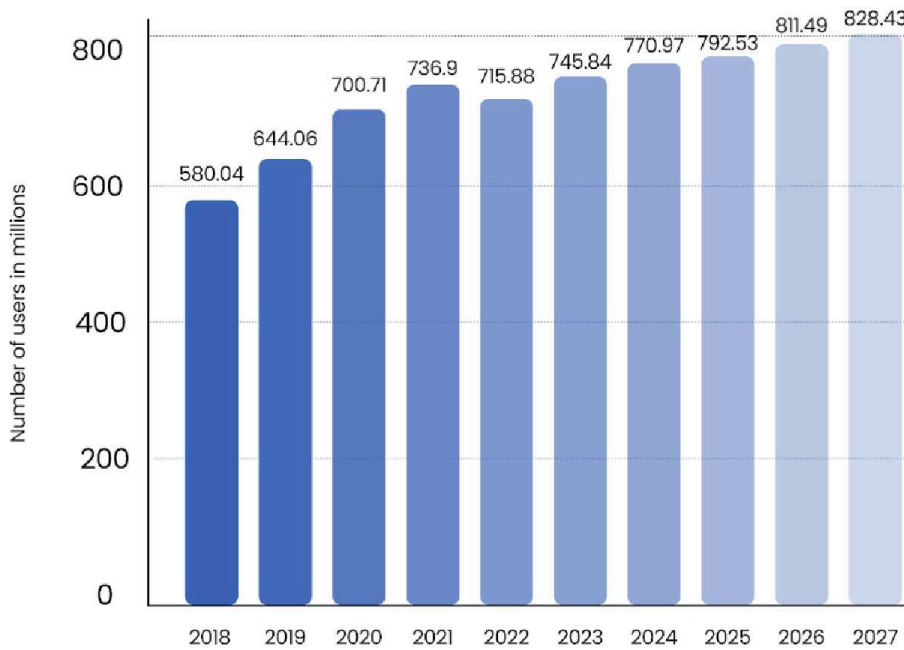
\$24,500



🌟 **BeenThere Advisory Board Member Perk!** Gain a year's honorary position on the BeenThere advisory board. Offer strategic input and enjoy unique company insights. Influence at the highest level.

**Leveraging LinkedIn**

Number of LinkedIn users worldwide from 2018 to 2027



Source : Statista

The E-learning market is booming, and LinkedIn is the most powerful platform positioned to capture it. By leveraging LinkedIn's growing user base, BeenThere will seamlessly connect experts to a broader audience. Through knowledge sharing and one-on-one connections, Beenthere enables experts to scale their income whilst enhancing their brand presence, and emerging as influential thought leaders in their respective fields.

## 2024 Goal & Revenue Model

Been There Charges 20% In Fees On All Calls, Like Cameo

63M Monthly active users on LinkedIn

LinkedIn 10,000 users use the service per month

3.8M ARR  
750k

*Forward-looking projections cannot be guaranteed.*

## Our Future Looks **Bright**

2023  
**MVP**

Bring our 2,500 waitlist onto our built and working application

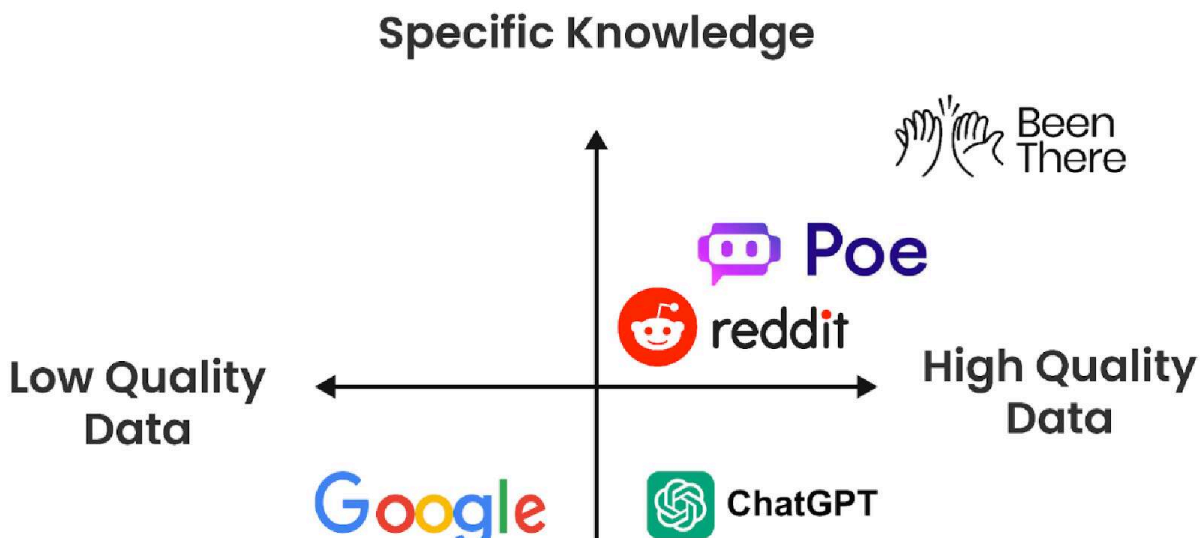
2024  
**Complete AI product & integrations**

Launch a two-sided marketplace for mentors and in-platform profile search

2025  
**Growth**

Launch our own online-offline community and marketplace

# Competitor Analysis







## Generic Knowledge

Chat GPT and Poe (a competitor using Quora's data set) are fantastic tools for simple questions and general knowledge. However when you are looking for specific knowledge that less than 1% of the population knows, data quality becomes much more important.

Our strength lies in minimizing credential inaccuracies often found online by leveraging LinkedIn's transparency, allowing us to have one of the highest quality data sets in the world for precise expert advice tied to publicly verified professional qualifications.

## Founder's Note



I want to thank you for your time in reading about our start-up. With your investment, I will lead our team to solve the issues I've presented above with everything I have.

I have been growing tired for some time now after spending thousands on courses that lead to no quantifiable outcomes. I knew there had to be another way. So I went searching...

I found the process and used it manually for many years that I'm now building because I've successfully connected with dozens of entrepreneurs and sales leaders that have grown my businesses significantly. This is in addition to the free mentoring, self-development and life advice that has prepared me to bring this solution to the world.

After being part of two successful and three failed start-ups, I'm ready to take the lessons I learned and apply them to a critically important market: knowledge sharing. I dream of leaving the planet a better place than I found it. I hope you will join us in doing the same.

Thanks again, Jamie.

PS: I always welcome non-financial help, suggestions and support if you want to participate in the ongoing project. I will be creating a "Momentum group" to take on each challenge as they come. Register your interest to co-create the future together by [filling out this form](#).