

The OS for in-person community



San Francisco, CA

Featured Investors



Gale Wilkinson

Syndicate Lead

Invested in [HumanQ](#), [Areto Labs](#) and 12 others

Follow

16 followers coinvesting \$2K/deal

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.

Invested \$1,000 this round & \$750,000 previously

Highlights

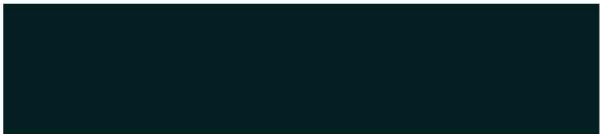
- 1 LTV:CAC = 31:1
- 2 \$2M ARR
- 3 Waitlist of 5,000

Our Founder



Jamie Snedden CEO

Pitch





**GROUND
FLOOR**

The OS for in-person community

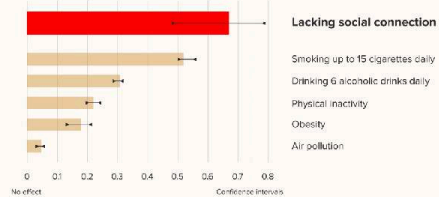
Our mission is to cure loneliness



PROBLEM

Social isolation is more dangerous than smoking 15 cigarettes a day

Odds of premature mortality

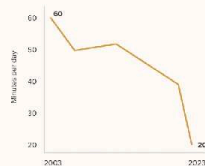


Source: Office of the U.S. Surgeon General

PROBLEM

We are less connected than ever before

Time spent with others has decreased by 70% in 20 years...



... and >4,000 people have applied to Groundfloor to fix this



Watch a sample here



Source: Office of the U.S. Surgeon General

SOLUTION

Groundfloor empowers anyone to find and build community



Infrastructure

- Modular physical space
- End-to-end community management platform



Connection

- Data-driven friend suggestions
- User-led groups



Marketplace

- Exchange of goods, services and ideas
- Peer-to-peer payments



PRODUCT - INFRASTRUCTURE

One platform to scale community management

Data & Analytics:

- Matching Algorithms, Profile & Experience Suggestions

Growth Engine:

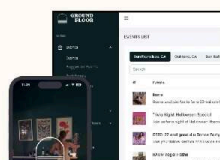
- Whitelist, Tours, Dynamic Pricing, User Context, Referrals

Experience Management:

- Groundfloor / Member / Vendor - Hosted Events, Bookings

Member Management:

- Profiles, Interest Groups



Property management:
 • Reservations, Door Access, Inventory

Communication:
 • Alerts, In-app Chat, Support

Finance:
 • Invoicing, P2P Payments, Subscriptions, Payouts



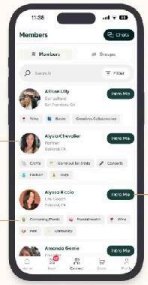
PRODUCT - CONNECTION

We use data to initiate new friendships

Directory of neighbors

Searchable interests, passions, and life stages

Product demo here



Automated introduction suggestions


PRODUCT - CONNECTION

We give members the tools to start groups, and find their people

User-generated groups based on interests, hobbies and activities

Volunteer leaders

Product demo here



Conversations and comment threads

IPL events, trips, and meetups

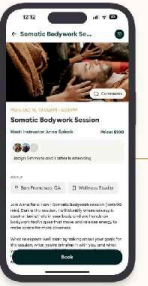
PRODUCT - MARKETPLACE

We empower anyone to share and monetize their passions

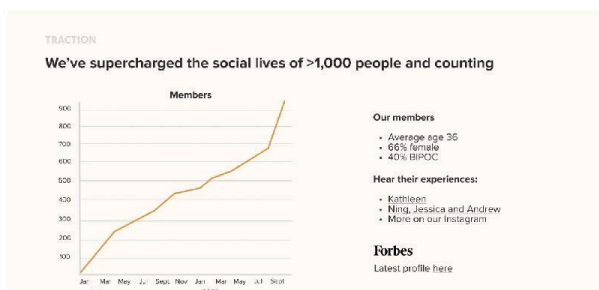
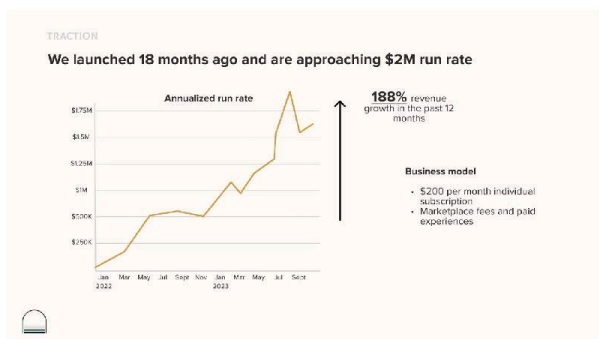
Anyone can publish and host an experience

Experiences happen everywhere

Product demo here



Members book, and the host is paid





ENGAGEMENT

Groundfloor is an addictive product with compounding network effects



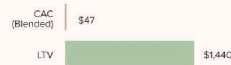
Engagement (September 2023)

- >900 events and gatherings
- 45 active member-led groups
- 250 algorithmically generated connections
- 390 user-initiated connections



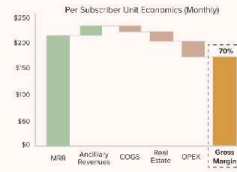
UNIT ECONOMICS

We earn back 4x our acquisition cost at first subscription payment



Acquisition

- LTV:CAC = 3:1
- Waitlist of 5,000
- 30% referral rate
- Our LA community sold out in 6 minutes (!) on Sept 20 2023



DEFENSIBILITY

Data and emotion is our moat

- Our connection algorithm is a proprietary combination of user generated data and unique offline datapoints
- Everything from initial application to time spent in person is measured, and this dataset is our moat
- Our product has a compounding emotional stickiness: the more friendships initiated for an individual, the deeper their network, the harder it is to leave
- We have 95% monthly retention



DEFENSIBILITY

Brick and mortar locations are our secret weapon - and we don't pay for them

We'll have 4 locations live by EOY



Brick and mortar playbook

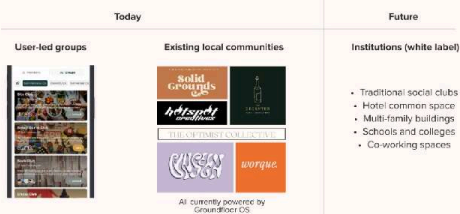
- Find shuttered retail stores in residential neighborhoods
- Open at \$0 upfront cost to us through underfunded spaces and furniture leasing

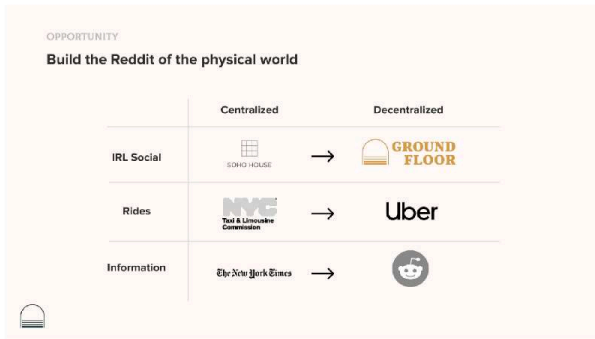
- \$1.5M ARR per location
- 500 members per location



OPPORTUNITY

One platform to power community in any form





Forward-looking projections are not guaranteed.

TEAM

We are architects, engineers, and community builders

Jamie Snedden
CEO

- Trained architect
- Fulbright Scholar
- 2nd time founder


Jermaine Ijeh
CPO


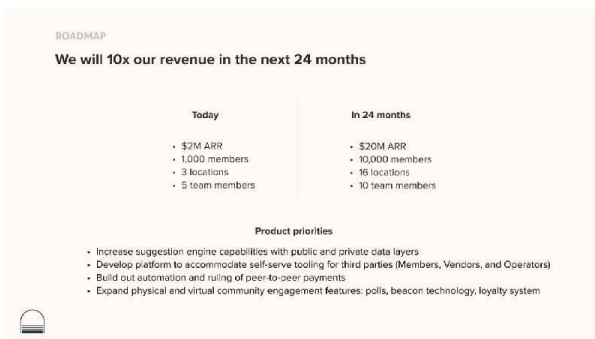
- Community builder
- Product and data lover
- 2nd time founder

Leutrim Rexhepi
CTO

- Full-stack dev
- 12+ years experience
- 3rd time founder

Early backers include:




Forward-looking projections are not guaranteed.

LONG TERM VISION

Most in-person communities in the world will begin through Groundfloor



Forward-looking projections are not guaranteed.



GROUND
FLOOR

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