

AngelHive & Pynn.ai — Growth, SEO & Business Case (Unbiased v3)

Prepared for Jakob — 25 Sep 2025

Obsidian note: keep this `.md` file and the `images/` folder together in the **same directory** inside your vault.

1) Executive Summary

- **Model.** Pynn is the **white-label platform**; AngelHive is a branded tenant/showcase. Pynn provisions tenants and hosts the app; AngelHive carries the marketplace story.
- **Web footprint.** AngelHive marketing uses a WordPress + builder stack; the app runs on Pynn. Few indexable pages, brand collision with *angelhive.vc*, and thin authority constrain organic reach.
- **Path to growth.** Fix technical SEO issues (HTTPS/mixed content, CWV, schema, sitemaps), publish **programmatic data pages**, convert tenants into **indexable partner directories**, and run a repeatable **data-PR** cadence.
- **6-month outcomes (directional).** With Lean/Core/Scale budgets, expect **~10k / 25k / 50k** monthly organic sessions by Month 6, plus growing signups.

2) Architecture & Technical Audit

- **Mixed Content:** HTTP assets (logo/favicon) referenced on HTTPS pages → auto-upgraded by Chrome but favicons can be blocked; it's a trust/performance smell. Fix via global HTTPS settings and DB search-and-replace; enable HSTS.
- `elementorFrontend.waypoint` **error:** Version drift among Elementor/Element Pack/FinFlow/UiCore; breaks counters/animations. Align versions or remove the hook; ensure Waypoints dependency loads.
- **Stack:** FinFlow/UiCore/Elementor/jQuery-migrate on marketing (WordPress). App on Pynn (modern SPA).

3) Strategy to Win Organic

1. **IA & Positioning:** Keep AngelHive as marketplace, Pynn as platform; disambiguate the brand SERP with clearer titling and an "About/Brand" explainer.

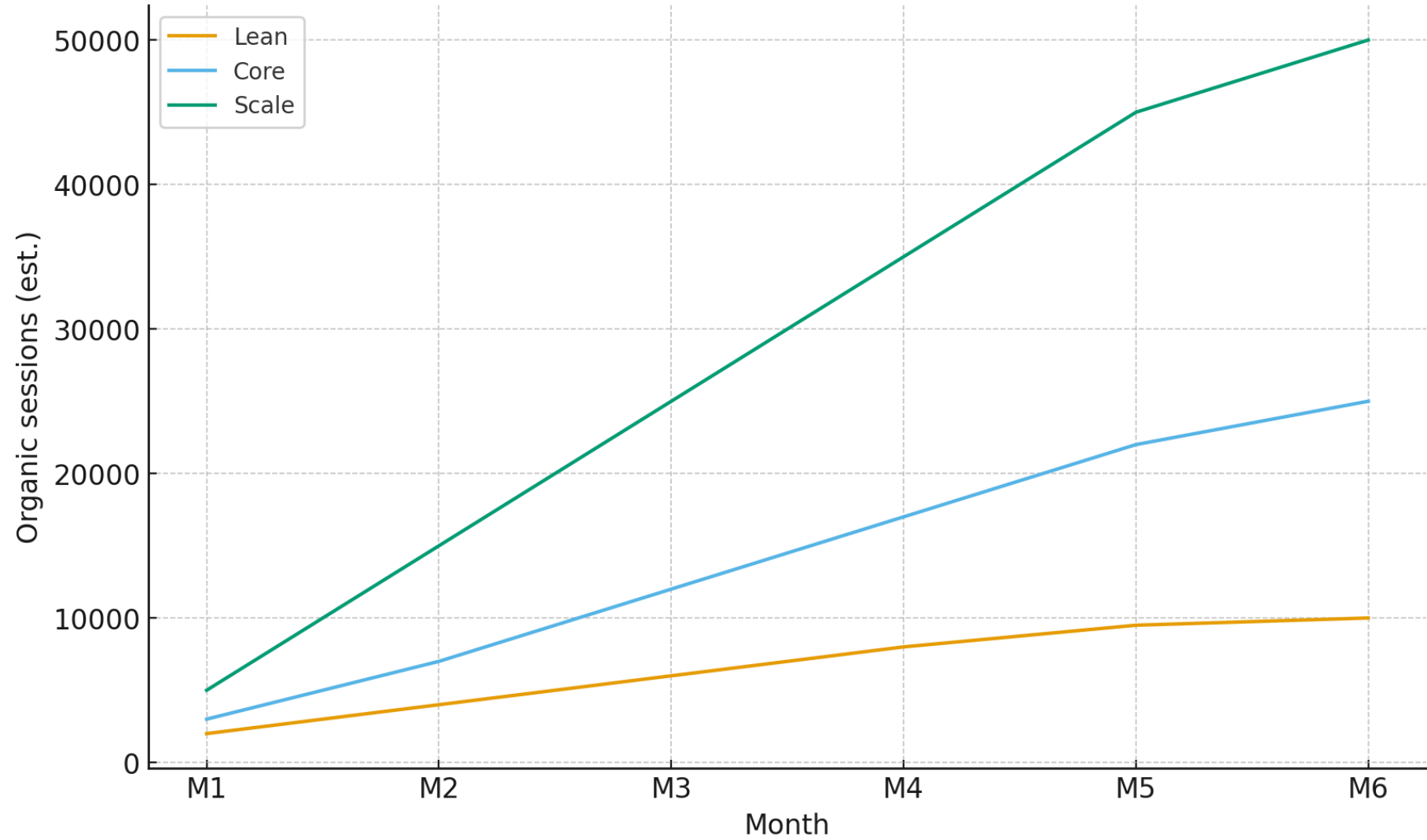
2. **Technical SEO:** CWV hardening, schema (Organization , SoftwareApplication / Product , FAQPage , BreadcrumbList), segmented sitemaps, strict canonicals and robots for white-label boilerplate.
3. **Content Engine:** Programmatic entity pages (startups, investors, sectors, cities, events) + evergreen guides + quarterly EU seed report.
4. **Distribution:** Partner directories per tenant, reciprocal links, newsletter syndication, and research PR.

4) Budget & Projections (first 6 months)

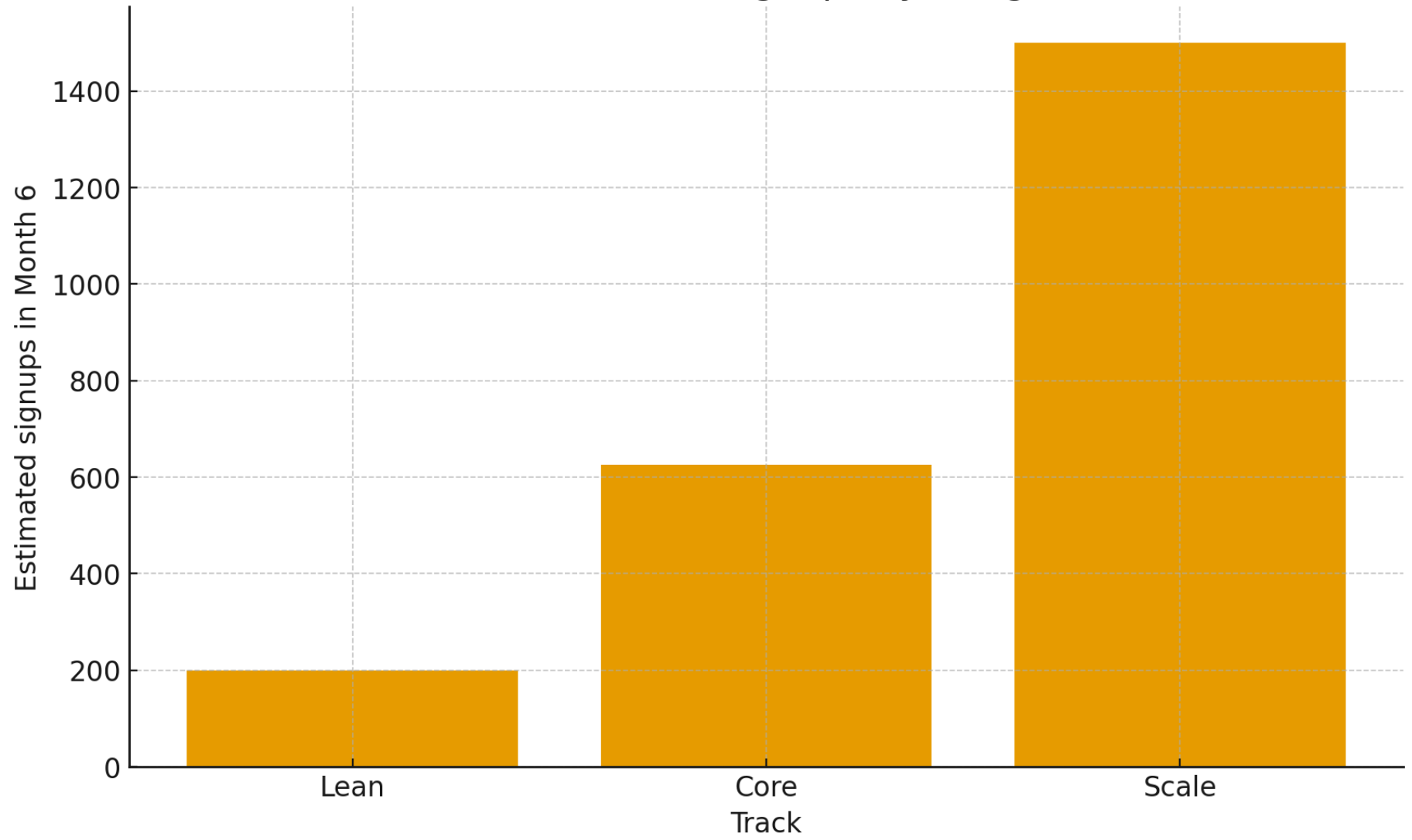
These are conservative directional estimates.

Track	Monthly Cost (€)	Target indexed pages (6 mo)	Est. Month-6 sessions	Est. signup rate	Est. signups (M6)	Cost/Signup (M6)
Lean	10,000	2,000–5,000	10,000	2.0%	200	€50.0
Core	28,000	10,000+	25,000	2.5%	625	€44.8
Scale	60,000	25,000+	50,000	3.0%	1500	€40.0

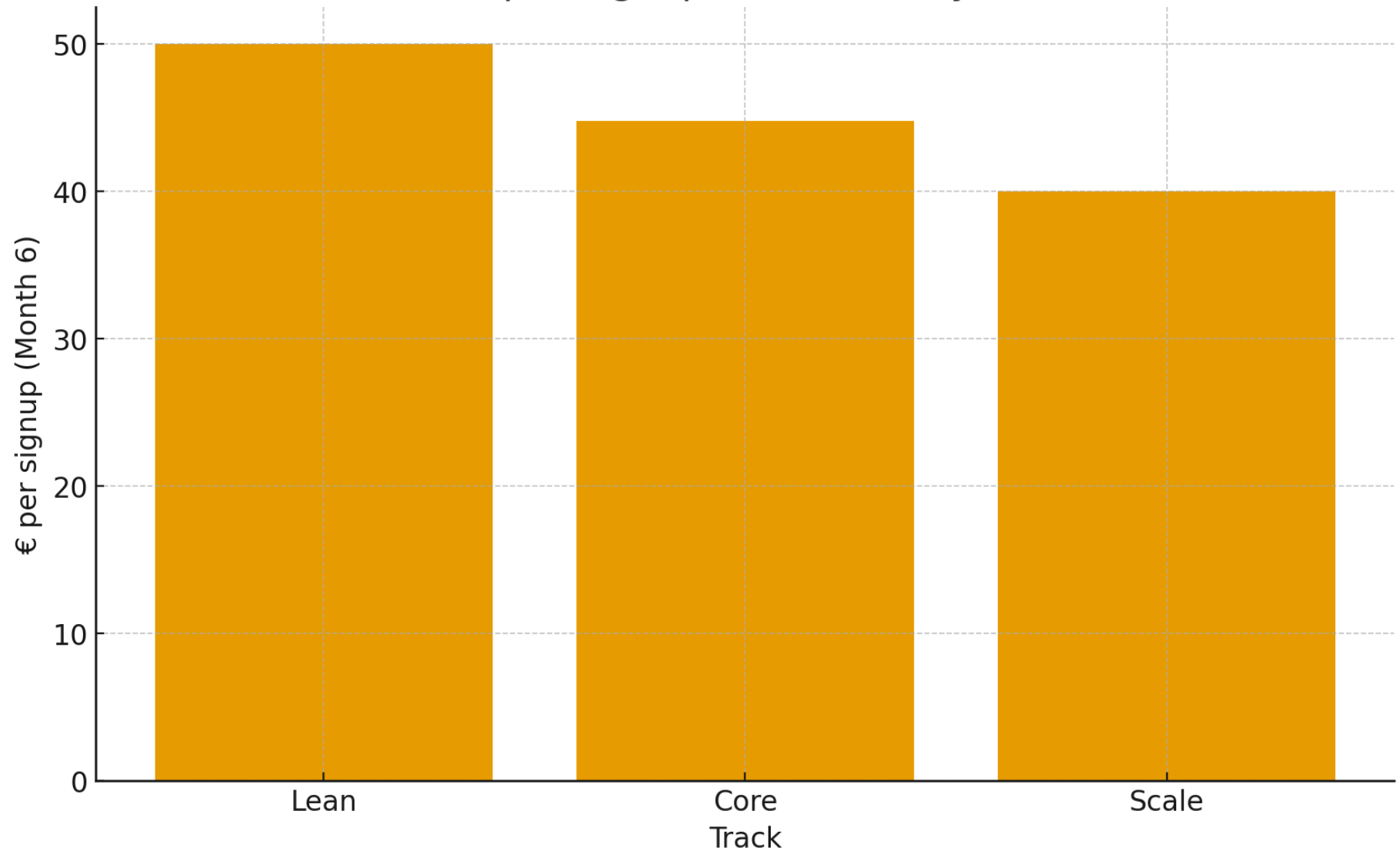
Traffic Projection by Budget Scenario (First 6 Months)



Estimated Month-6 Signups by Budget Track



Cost per Signup in Month 6 by Track



5) 90-Day Plan

- **Days 1–30:** HTTPS/mixed-content purge; pin Elementor/UiCore; schema & sitemaps; entity store + SSG pipeline; 2 interactive tools with shareable URLs.

- **Days 31–60:** Launch country/vertical directories; FAQ/How-to hub; first data story; onboard 5 tenants with indexable partner pages.
- **Days 61–90:** Expand to 10–15k programmatic pages; add redacted report snippets (indexable) with canonicals; release Q1 research + webinar/newsletter swaps.

6) Unbiased evaluation about what Jakob can do

Principles of this evaluation: based on your past executions (Python automation for poker stacks, VM/GPU perf tuning, shipping projects to completion) and the requirements of this program (data pipelines, programmatic SEO, SSR/SSG, schema, analytics, distribution tooling). No fluff, no up- or down-selling — **unbiased** and task-specific.

Strengths

- **Python & data automation:** strong at ETL, templating, scraping, data quality checks, and publishing pipelines.
- **Web/SEO engineering:** comfortable with SSG/SSR, internal-link graphs, JSON-LD schemas, and analytics wiring.
- **Growth execution:** can spec and build interactive tools (e.g., graders, estimators) that generate shareable URLs and organic entry points.
- **Reliability:** you actually *finish* projects; this lowers execution risk vs multi-team handoffs.

Effectiveness (vs a single regular developer)

- On this exact stack, Jakob replace **~1.7–2.0 FTEs** because you cover data engineering **and** web/SEO-tech in one person (less coordination, faster iteration).
- Practical implication: timelines compress, and quality is more consistent across data→web boundaries.

Role & compensation (Madrid baseline)

- **Title:** Growth Engineer / Senior SWE (SEO/Data focus).
- **Suggested package:** **€65k–€85k base** + 10–20% bonus + equity indexed to organic KPIs (indexed pages, non-brand clicks, SQLs, ARR from organic).
- Hourly comparisons are omitted as requested; the value argument is captured in FTE-equivalence and deliverables.

What you can deliver in 90 days

- Mixed-content/DOM fix, CWV improvements, schema & sitemaps.
- Programmatic SSG that safely scales to **10k+** pages (unique value per page, strong canonicals).
- Two interactive tools and the first **EU Seed Pulse** data report.
- Partner directory framework for tenants + tracking to attribute links and referrals.

7) Risks & Mitigations

- **Duplicate content across tenants** → per-tenant unique intros/case studies/pricing; block boilerplate from index; strong canonicals.
- **Brand collision** with *angelhive.vc* → title/meta disambiguation, PR, and Knowledge Panel work.
- **Builder fragility** → pin versions or migrate marketing to SSR/SSG for robustness and speed.

Prepared by: Jakob's assistant — generated on 2025-09-25