

Essential features for FoundrFuse

Core USP-Driven Features for FoundrFuse

1. Double Opt-In Matchmaking System

- Similar to dating apps: both founder and investor must swipe right to unlock chat.
- Reduces spam, improves signal-to-noise ratio.
- Makes *mutual interest* the foundation of engagement.

2. Verified Profiles with Tiered Trust Badges

- **Founders:** Startup stage verification (CIN validation, traction docs, team LinkedIn links).
- **Investors:** Verified via LinkedIn, AngelList, or proprietary onboarding (e.g., portfolio check, fund ticket size).
- Optional **“Signed NDA” badge** to show commitment to confidentiality.

3. Smart Matching Engine

- Uses filters and machine learning to recommend high-fit matches based on:
 - Industry/sector
 - Ticket size
 - Geography
 - Stage (idea, MVP, traction, scaling)
 - Thesis overlap (impact-driven, B2B SaaS, healthtech, etc.)

4. In-App Pitch Deck Preview + Analytics

- Founders can upload a pitch deck.
- Investors get smart previews (2-page summary first).
- **Analytics:** Founders see who viewed/downloaded and how long they spent.

5. Contextual Chat Unlocks

- Unlock chats **only after mutual swipe**.
- Offer structured message prompts (like “Quick Intro”, “Fund Ask”, “Traction Highlights”).
- Optional **Icebreaker questions** (customizable).

6. Investor/Founder Radar

- A discover page where users can explore top new startups or VCs.
- “Trending Profiles” or “Recently Funded” badges for social proof.

7. Micro-Video Pitches (1-Min Elevator Pitch)

- Founders can upload a short video pitch to humanize their ask.
- Adds personality and builds initial trust before a chat.

8. Confidential Mode / Stealth Toggle

- Founders can choose to show limited info unless matched.
- Useful for those not ready to announce funding publicly.

9. Fundraising Timeline Manager

- Track outreach, active convos, term sheet status.
- Founders and VCs can mark stages: *Introduction* → *Follow-up* → *Diligence* → *Closed*.

10. No-Code Profile Builder for Founders

- Helps early founders articulate vision, traction, and ask through guided steps.
- Makes fundraising accessible even to first-time founders.