

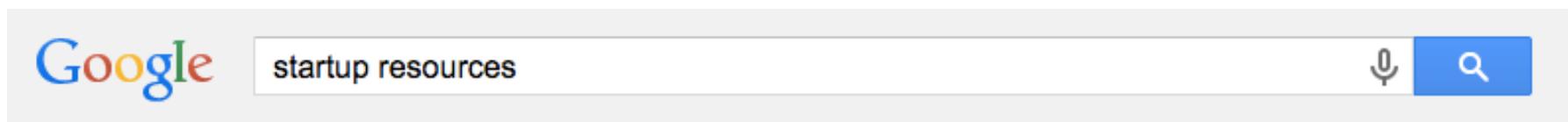


Junto

“Find the needle in the haystack”



Problem



94, 800, 000 results!!!!!!

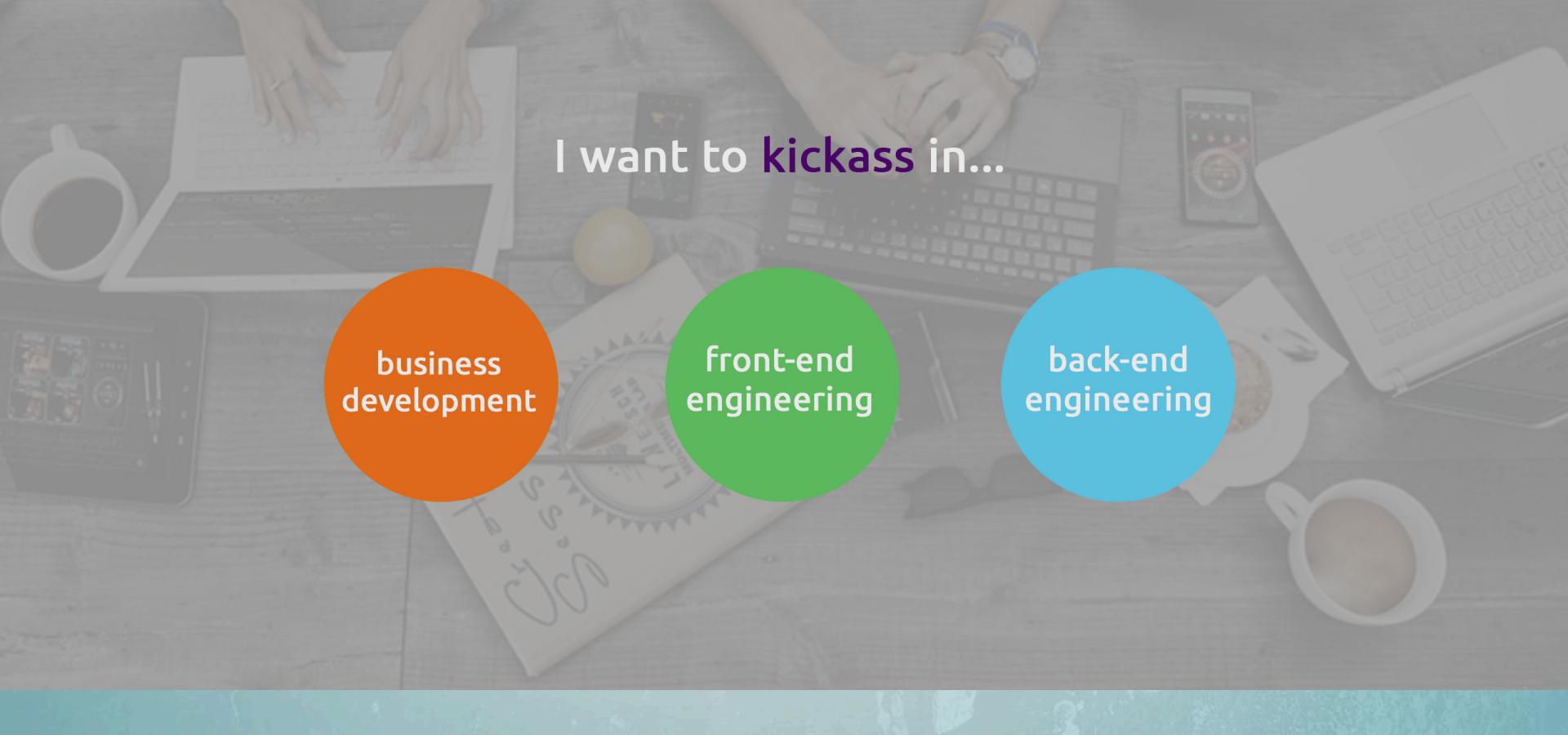


Solution



Build a kickass startup

Discover, collect, and share the best startup resources in the world



I want to kickass in...

business
development

front-end
engineering

back-end
engineering



business development

popular

sort by:
daily
weekly
monthly
all-time

like
favourite/save
share

trending/hot

most recent

feedback



ment

▼ business development

sales
Funding
SEO
growth hacking
HR
legal
social media

➤ front end

➤ back end

ular

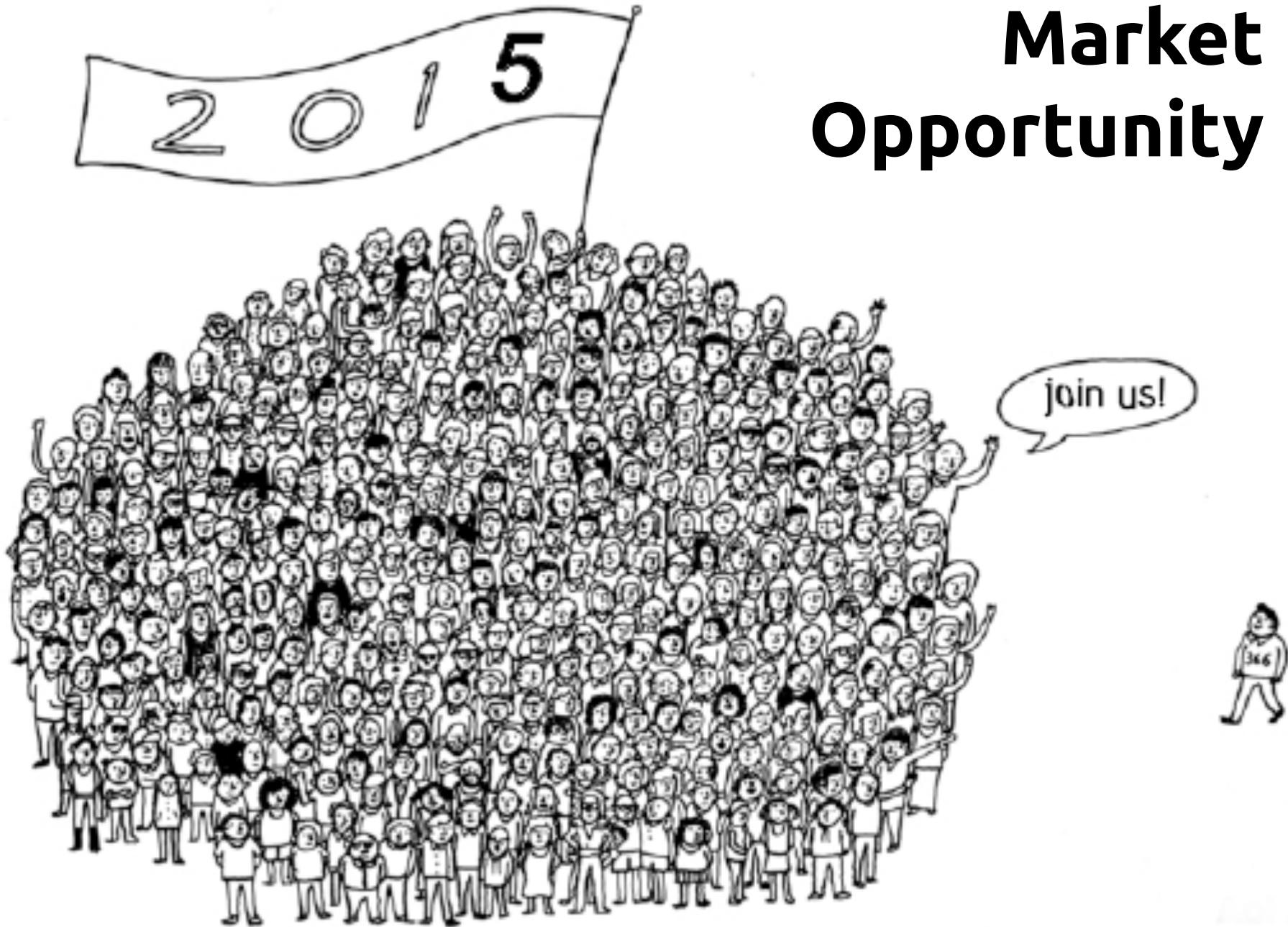
hly

trending/hot

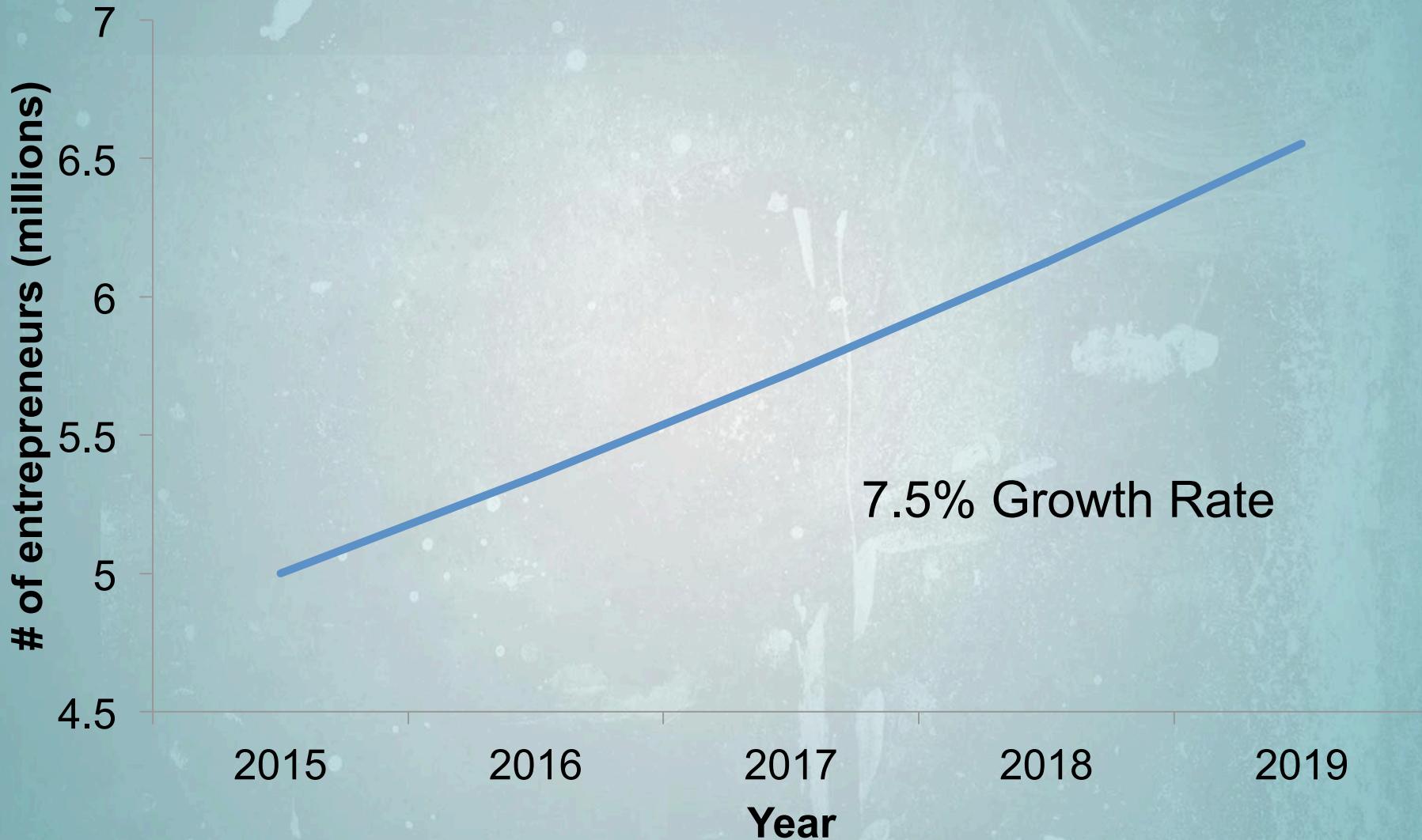
most recent

feedback

Market Opportunity



Market Trend & Opportunity



Market Attack Plan – Step 1



Market Attack Plan – Step 2



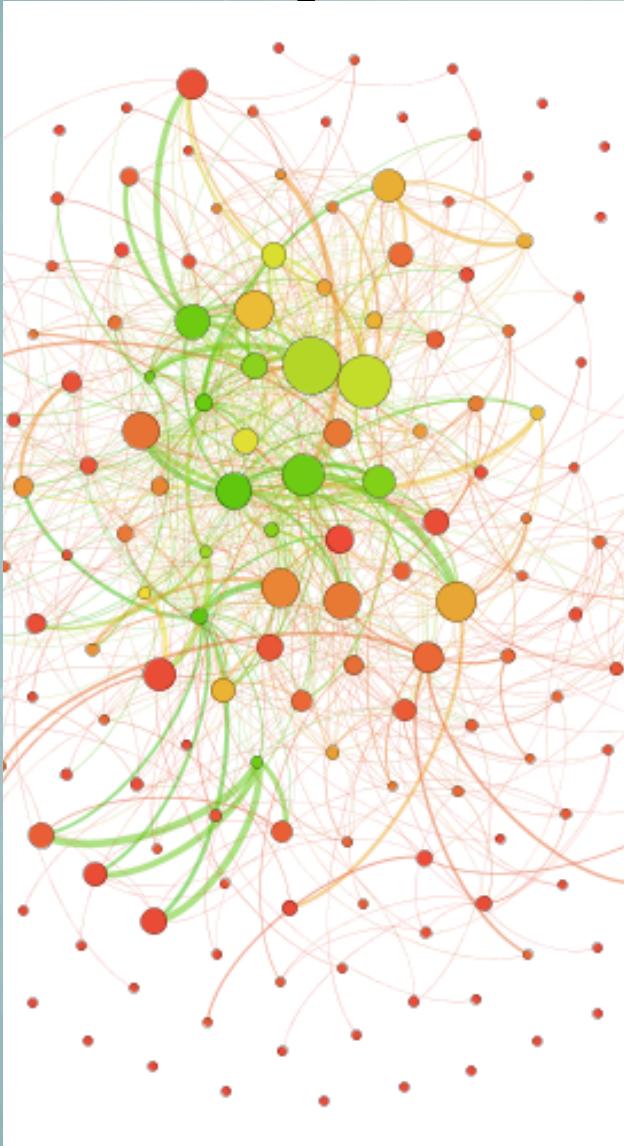
Path to Market



Product Hunt

BETA
LI.ST

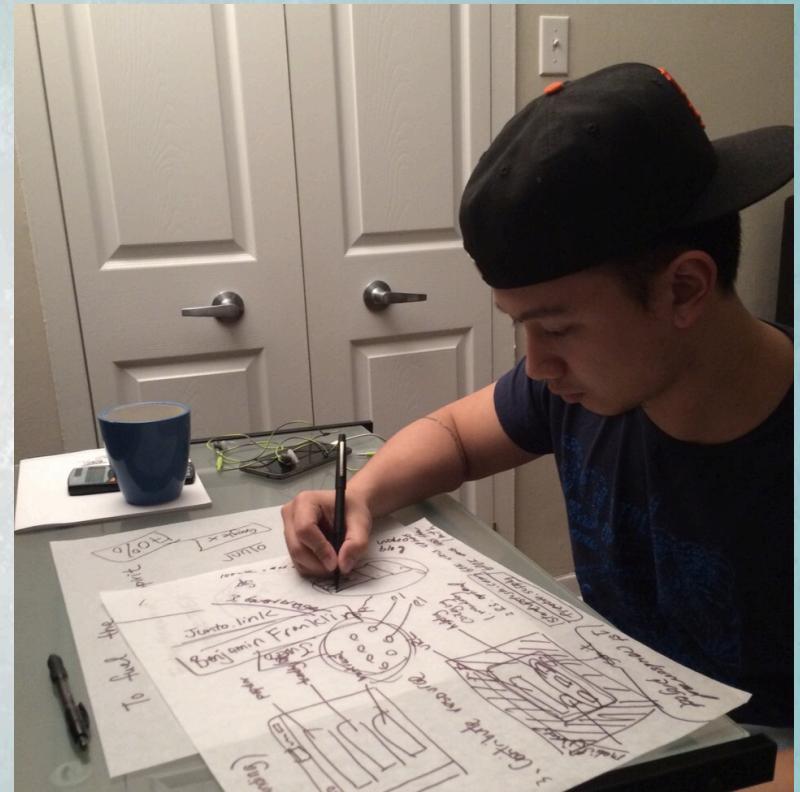
Competitive Advantage



Co-founders



Saeid Jobs



Barney Tong

Business Model

- Promoted resources & tools
- Guest blogging
 - Useful and relevant content created by businesses selling to startups
- Lead generation for 3rd party sales
 - Amazon
 - Commission Junction

Milestones strategic alliances/ key customers

- Resource and tool owners
- Industry thought leaders
 - Incubators/accelerators, Investors, startup & entrepreneurial education
- Affiliate partners
 - Amazon, Commission Junction
- Businesses who complements Junto's value proposition

Use of proceeds



Target Milestones

7 %

- Growth in Monthly-Active-Users (MAU) week-over-week
- Growth in number of favorite/saved resources
- Growth in number of resources in resource contribution/database
- Viral coefficient > 1
 - (**Invitation rate** x **acceptance rate**) > 1
 - (**# of invites / # of users**) x (**# of invitee signups / # of invites**) > 1

Investment Highlights

- Market Validation
 - Tremendous traffic on individually curated resource lists
 - www.freebie.supply
 - 600, 000 + views within 1 month of launch
 - www.startupstash.com
 - 60, 000 views within 48 hours of launch
- Growth of Market
 - 7.5% annual growth of new ventures