

Instructions: have a lock in the page where only people with a password can enter.  
I will be promoting the password in webinars and events.

You guys decide on what that is

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# OZ TECH SEED ROUND LANDING PAGE STRUCTURE

## Long-Form Pitch Deck Application Page

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### SECTION 1: HERO / ABOVE THE FOLD

#### Visual:

- Clean, minimal design
- Real team photo (working, building, human)
- No stock photos, no corporate sterility

#### Copy:

[Headline - Direct, Grounded]

## We're Pulling Back the Curtain on Software Development

**And Building a Company That Empowers Businesses to Own Their  
Technology**

[Subheadline - Plain Truth] Most businesses pay \$500-\$2,000/month for software they'll never own. We build custom software for the same price—except you own it forever.

[Simple Statement] We're raising \$100,000 to scale from 5 clients to 50. We're looking for 4-10 investors who believe businesses should own their tools, not rent them.

[CTA - Clear] [Read Our Story & Apply Below ↓]

[Trust Line - No Hype] 100+ projects delivered. \$100M+ generated for clients. 10-person team. Real results.

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## SECTION 2: THE TRUTH ABOUT SOFTWARE

Headline:

### Here's What Nobody Tells You About Business Software

Copy:

**The Industry Wants You Confused**

For decades, software development has been mystified. Made complicated. Wrapped in jargon.

Why? Because complexity creates dependency. And dependency creates recurring revenue.

You're told you need:

- Zapier subscriptions (\$500-\$2,000/month)
- 17 different SaaS tools that barely talk to each other
- Agencies charging \$30,000-\$100,000 per project
- "Technical co-founders" because "this is too complex for non-technical people"

**Here's the truth:**

Software isn't magic. AI isn't magic. It's just **systematic problem-solving with code**.

And the monthly bill you're paying to Zapier, Make, or whoever else? You could be paying that same amount to **own** custom software built specifically for your business.

**The Oz Difference:**

We don't mystify. We **systematize**. We don't create dependency. We **empower ownership**. We don't sell you the wizard. We **show you how the curtain works**.

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## SECTION 3: WHY THIS MATTERS (The Big Vision)

## Headline:

# Our Mission: Democratize Software Ownership

## Copy:

### The Problem We're Solving:

Right now, only two types of businesses can afford custom software:

1. Large enterprises with \$500K+ budgets
2. Funded startups burning VC cash

Everyone else is stuck renting:

- Paying Zapier \$2,000/month for workflows that break
- Subscribing to 10 SaaS tools at \$200-\$500 each
- Cobbling together platforms that don't integrate
- Hitting complexity walls they can't break through

### Do the math:

- Zapier Pro: \$2,000/month = \$24,000/year
- CRM: \$3,000/year
- Email platform: \$1,500/year
- Analytics: \$2,000/year
- Automation tools: \$3,000/year

**Total: \$33,500/year**

And you own **nothing**.

### Our Approach:

For \$3,500-\$4,500/month (\$42,000-\$54,000/year), we build:

- Custom software tailored to your business
- AI-powered tools that capture leads 24/7
- Integrated systems (no more 10 separate tools)
- Code you **own forever**

Same monthly cost. Except you're building **assets**, not expenses.

### The Vision:

We're not building a dev shop. We're building a **movement**.

A world where:

- Small businesses can compete with enterprises through technology
- AI is accessible, not mystified
- Software is an **investment**, not a subscription
- Businesses **own** their tools and their data

We call it: **Technology Sovereignty**.

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## SECTION 4: HOW WE DO IT (The System)

Headline:

### The Unlimited Build Method: Our 9-Step System

Copy:

We've delivered 100+ custom software projects. Here's the system we've perfected:

#### Stage A: Foundation

##### Step 1: Vision to Blueprint

- 2-hour discovery workshop
- We translate your business vision into technical roadmap—in plain English
- You see wireframes before we write code
- **Result:** You know exactly what we're building and why

##### Step 2: Professional Infrastructure

- Real databases (not spreadsheets)
- Secure authentication
- Scalable architecture
- **Result:** Software that doesn't break when you grow

##### Step 3: 4-Week MVP Launch

- Core features live in production
- Real users, real feedback
- 2-week sprint cycles with demos
- **Result:** Working software in 4 weeks, not 6 months

## **Stage B: Optimization**

### **Step 4: Conversion-Focused Design**

- Data-driven UX improvements
- A/B testing
- Onboarding flows
- **Result:** 30-50% conversion rate increases

### **Step 5: Integration & Automation**

- Connect CRM, payment, email, analytics
- Build real APIs (not Zapier band-aids)
- Automated data flows
- **Result:** One unified system, no manual data entry

### **Step 6: AI Implementation**

- AI-powered lead qualification
- Personalized recommendations
- Predictive analytics
- **Result:** Capture 3x more qualified leads with less manual work

## **Stage C: Scale**

### **Step 7: Analytics Dashboard**

- Real-time visibility into your business
- Track leads, conversions, ROI
- Automated reporting
- **Result:** Make decisions based on data, not guesses

### **Step 8: Performance Optimization**

- 2-3x speed improvements
- Database optimization
- Server cost reduction
- **Result:** Fast, reliable software that scales

### **Step 9: Continuous Evolution**

- Monthly feature additions
- Security updates
- Competitor analysis
- **Result:** Software that evolves with your business

**This isn't theory. This is the exact system we use for every client.**

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## SECTION 5: PROOF (Real Results)

Headline:

**We've Done This 100+ Times. Here's What We've Built.**

Copy:

### Case Study 1: Better Teams Build Calculator

- **Client:** Professional network with 100,000+ members
- **Challenge:** Generate qualified leads at Web Summit
- **What We Built:** AI-powered assessment tool
- **Result:** 50+ qualified leads in 3 days, zero ad spend
- **Timeline:** 3 weeks from concept to launch

### Case Study 2: Mentoria Youth Platform

- **Client:** Youth development organization
- **Challenge:** Context-aware AI platform for career guidance
- **What We Built:** AI platform with 25+ implementations
- **Result:** Serving thousands of users across multiple organizations
- **Timeline:** Ongoing partnership, continuous improvement

### Case Study 3: Civy Payment Infrastructure

- **Client:** Multi-tenant payment platform
- **Challenge:** Handle complex payment routing for 1,000+ sub-accounts
- **What We Built:** Enterprise-grade payment system
- **Result:** Processing thousands of transactions, zero downtime
- **Timeline:** Mission-critical infrastructure, 18+ month partnership

### Case Study 4: Rare Philippines Dashboard

- **Client:** Marine conservation non-profit
- **Challenge:** Track conservation efforts across remote locations
- **What We Built:** Real-time monitoring dashboard
- **Result:** 70% faster load times, data-driven conservation decisions
- **Timeline:** Built and optimized over 12 months

By the Numbers:

- 100+ projects delivered
- \$100M+ generated for clients
- 4-week average launch time
- 18+ months average client tenure
- Zero missed deadlines

**Awards:**

- Gold SaaS Award (2024)
  - 2 Comma Club Award (2024)
- 

## **SECTION 6: THE BUSINESS MODEL (Unit Economics)**

**Headline:**

### **How This Business Works (Complete Transparency)**

**Copy:**

**Current State:**

- 5 Founding Members at \$3,500/month (locked in forever)
- Monthly Recurring Revenue (MRR): \$17,500
- Annual Run Rate (ARR): \$210,000
- Team: 10 people (AI engineers, developers, product managers)
- Profitable at current scale

**The Math:**

**Per Client:**

- Revenue: \$3,500-\$4,500/month
- Client Lifetime: 18+ months average
- Lifetime Value (LTV): \$63,000-\$81,000

**Capacity:**

- Current: 5 clients, 2 active projects per client = 10 active projects
- Our 10-person team can handle: 20-30 active projects simultaneously
- This means: 10-15 total clients at capacity

**Growth Plan with \$100K:**

### **Use of Funds:**

- Hire 2 senior developers: \$60,000 (increases capacity to 30 clients)
- Marketing & lead generation: \$25,000 (drive qualified applications)
- Operations & infrastructure: \$10,000 (CRM, tools, systems)
- Runway buffer: \$5,000 (6-month safety net)

### **18-Month Projection:**

- Month 6: 10 clients = \$35,000-\$45,000 MRR
- Month 12: 20 clients = \$70,000-\$90,000 MRR
- Month 18: 30 clients = \$105,000-\$135,000 MRR (\$1.26M-\$1.62M ARR)

**Path to Profitability:** We're already profitable at 5 clients. Every client we add increases margin.

### **Exit Strategy (5-7 years):**

- Strategic acquisition by agency platform (Toptal, Upwork, Fiverr)
- Financial buyer at 5-10x revenue multiple
- Merger with complementary SaaS

**At \$1.5M ARR, 5x multiple = \$7.5M exit At \$1.5M ARR, 10x multiple = \$15M exit**

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## **SECTION 7: THE OPPORTUNITY (Why Invest)**

### **Headline:**

## **Why We're Raising \$100,000 (And Why You Should Care)**

### **Copy:**

#### **What We're Building:**

This isn't just a dev shop. This is a **systematic approach to democratizing software ownership**.

We're building:

#### **1. A Proven, Repeatable System**

- The 9-Step Unlimited Build Method
- Tested across 100+ projects



- Works for lead-gen tools, AI platforms, dashboards, payment systems
- Can be taught, scaled, and replicated

## 2. A Movement for Technology Sovereignty

- Businesses should **own** their software, not rent it
- AI should be **accessible**, not mystified
- Technology should **empower**, not create dependency

## 3. A Scalable Business Model

- Retainer model = predictable revenue
- Long client tenure (18+ months) = high LTV
- Monthly fees comparable to SaaS subscriptions = easy sell
- Full code ownership = no vendor lock-in = ethical

### Why This Will Be Big:

#### Market Size:

- Thousands of businesses paying \$2,000-\$5,000/month in SaaS subscriptions
- \$30B+ traditional agency market
- Growing demand for AI implementation
- SMBs can't afford \$30K-\$100K agency projects

#### Our Competitive Advantage:

- **Speed:** 4-week launches vs 6-month agency timelines
- **Price:** \$3,500/month vs \$30K-\$100K per project
- **Ownership:** Clients own the code (agencies create dependency)
- **System:** Proven 9-step method (not custom chaos every time)
- **Integrity:** We pull back the curtain (industry mystifies)

### Why Now:

#### AI Democratization:

- Every business needs AI implementation
- Most can't afford \$50K-\$100K custom builds
- Our retainer model makes AI accessible

#### Platform Refugee Crisis:

- Zapier, Make, n8n users hitting complexity walls
- \$10K-\$30K wasted on broken DIY attempts
- They need professional rebuilds—we're ready

### SaaS Subscription Fatigue:

- Businesses tired of paying \$500-\$2,000/month for tools they don't own
  - Our pitch: "Pay the same, own the asset"
- 

## SECTION 8: THE INVESTMENT (Terms)

### Headline:

## Investment Structure: SAFE, Simple, Founder-Friendly

### Copy:

### What We're Offering:

**Instrument:** SAFE (Simple Agreement for Future Equity)

- Industry standard (created by Y Combinator)
- 5-page document, fast close
- Converts to equity at next priced round

### Terms:

- **Total Raise:** \$100,000
- **Investment Range:** \$10,000 - \$25,000 per investor
- **Target Investors:** 4-10 strategic investors
- **Valuation Cap:** \$2.5M (your equity converts at this cap or lower)
- **Discount:** None (standard practice)
- **Board Seats:** None (founders maintain control)
- **Information Rights:** None (we choose when/how to update)

### What This Means for You:

At \$2.5M cap, a \$25K investment = ~1% ownership.

**If we exit at \$10M in 5 years:** Your \$25K becomes \$100K (4x return)

**If we exit at \$25M in 7 years:** Your \$25K becomes \$250K (10x return)

### Why SAFE:

- **Fast:** Can close in weeks, not months
- **Simple:** No complicated term sheets

- **Founder-friendly:** We maintain control to execute our vision
- **Investor-friendly:** Cap protects you if valuation goes up

#### **What You Get:**

##### **Strategic Advisor Status:**

- Quarterly investor update calls (optional)
- Direct Slack access to founders
- First look at Series A (12-18 months)

##### **Customer Referral Program:**

- 10% commission on clients you refer (first 3 months of their payments)
- Example: Refer a \$3,500/month client = \$1,050 bonus

##### **Founding Investor Perks:**

- Listed on website as "Founding Investor" (if you approve)
- Invited to annual Oz Tech Summit
- Early access to new product launches

##### **Early Close Advantage (First \$50K Only):**

- Guaranteed allocation in Series A
- Pro-rata rights protection
- Priority for future rounds

##### **The Guarantee:**

We commit to:

- Maintaining 75%+ founder ownership through Series A
- No board seats sold in this round or next
- If we pivot away from stated strategy, you can request buyback at 2x

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## **SECTION 9: WHO WE'RE LOOKING FOR**

#### **Headline:**

**We're Selective About Our Investors (And You Should Be Too)**

## Copy:

### Who We Want:

#### ✓ Strategic Angels

- Tech entrepreneurs who've built and exited
- Understand SaaS economics and retainer models
- Can provide mentorship, network, customer referrals

#### ✓ Agency Owners / Dev Shop Operators

- Currently running \$500K-\$2M agencies
- See the unlimited retainer model as the future
- Might want strategic partnership or future acquisition

#### ✓ Customer-Investors

- Current Founding Members who love the product
- Future clients who want skin in the game
- High conviction based on firsthand experience

#### ✓ Micro-VCs / Pre-Seed Funds

- Pre-seed focused (\$2M-\$10M fund size)
- \$25K-\$100K typical check sizes
- Looking for proven traction + strong unit economics

#### ✓ Tech Community Insiders

- Successful indie hackers, SaaS founders
- Active on Twitter/X, Indie Hackers, Product Hunt
- Relate to the "escape Zapier hell" problem personally

### Who We Don't Want:

✗ Direct competitors (other dev agencies, retainer shops) ✗ Investors requiring board seats or control ✗ Investors expecting immediate shares or dividends ✗ "Tire kickers" who don't understand early-stage investing ✗ Anyone expecting liquidity in <3-5 years ✗ Investors who don't align with our values

### Our Values (Non-Negotiable):

**Systemize Success** - We build repeatable systems, not one-off chaos **Empower First** - We give clients ownership, not dependency **Integrity Always** - We pull back the curtain, no mystification **Legacy Thinking** - We build for 10+ years, not quick flips **Kaizen Spirit** -

Continuous improvement in everything **Love and Truth** - We tell the truth about the industry  
**Groundedness** - No hype, no BS, just real results

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## SECTION 10: THE FOUNDERS (Who We Are)

**Headline:**

### Meet the Team Building This

**Copy:**

**[Founder Photo + Bio]**

**[Founder Name], CEO & Lead Architect**

[Write authentic bio - include:]

- Years in software development
- Philosophy on democratizing technology
- Why pulling back the curtain matters
- Personal mission for Oz Tech
- What legacy thinking means to you

**The Team:**

- 10 people (AI engineers, full-stack developers, product managers, designers)
- [X] years combined experience
- Built systems for: [industries you've served]
- Based in: [Location]

**Why We're Building This:**

[Personal story - could include:]

- Times you've seen businesses trapped by vendor lock-in
- Frustration with industry mystification
- Belief that technology should empower, not control
- Vision for what software development could be
- Commitment to integrity and transparency

**This isn't a startup hustle. This is legacy work.**

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## SECTION 11: RISKS & TRANSPARENCY

**Headline:**

### What Could Go Wrong (Because Honesty Matters)

**Copy:**

**Investment Risk Disclaimer:**

Investing in early-stage companies involves significant risk, including loss of your entire investment. Here's what could go wrong:

**Business Risks:**

#### 1. Market Risk

- Economic downturn could reduce business spending on software
- Larger players (Toptal, Upwork) could copy our retainer model
- AI automation could reduce need for custom development

#### 2. Execution Risk

- We might not scale from 5 to 50 clients as projected
- Hiring challenges could limit our capacity
- Quality could slip if we grow too fast

#### 3. Competitive Risk

- Agencies could pivot to retainer models
- New AI-powered dev tools could reduce need for human developers
- Platform tools (Zapier, Make) could improve and retain customers

#### 4. Founder Risk

- Key team members could leave
- Founders could burn out
- We could make strategic mistakes

**Mitigation Strategies:**

**Against Market Risk:**

- We're targeting anti-fragile businesses (SaaS, ecommerce, agencies)
- Our model is capital-efficient (profitable at 5 clients)
- Multiple market segments (Platform Refugees, Growth Augmenters)

#### **Against Execution Risk:**

- Proven system (100+ projects delivered)
- Systematic hiring process
- Quality control through 9-step method

#### **Against Competitive Risk:**

- Speed advantage (4 weeks vs 6 months)
- Ownership model (clients own code)
- Relationship-based (18+ month tenure)

#### **Against Founder Risk:**

- 10-person team (not dependent on one person)
- Documented systems (9-step method)
- Committed to legacy building (not short-term hustle)

#### **The Bottom Line:**

This is a bet on:

- Proven founders with a track record
- A validated business model (5 paying clients)
- A growing market (AI democratization, platform refugee crisis)
- Systematic execution (not founder magic)

But it's still early-stage. Only invest what you can afford to lose.

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## **SECTION 12: FAQ**

### **Headline:**

### **Questions Investors Ask (Answered Honestly)**

### **Copy:**

### **About the Business:**

**Q: Why only \$100K? That seems small.** A: We're capital-efficient. We're already profitable at 5 clients. \$100K gives us 12-18 month runway to reach 20-30 clients (\$1M+ ARR). We don't need to burn cash on growth at all costs.

**Q: What's stopping agencies from copying your model?** A: Nothing. But most won't. Traditional agencies are built on project pricing. Their entire sales, delivery, and staffing model assumes \$30K-\$100K projects. Pivoting to \$3,500/month retainers would cannibalize their business. By the time they adapt, we'll have a 3-5 year head start.

**Q: How do you know you can scale from 5 to 50 clients?** A: We don't, 100%. But we have proof of concept: 5 paying clients with a waitlist. Our 9-step system is documented and repeatable. And we've delivered 100+ projects, so we know what we're doing technically. The risk is execution, not validation.

**Q: What if you run out of money?** A: We're profitable at 5 clients (\$17.5K MRR). Worst case: we stay at 10-15 clients and run as a profitable lifestyle business. Not the outcome we want, but not bankruptcy either.

#### **About the SAFE:**

**Q: What's a SAFE? I'm used to buying equity.** A: SAFE = Simple Agreement for Future Equity. Created by Y Combinator. It's a promise that converts to shares at the next priced round (Series A). Simpler than traditional equity, faster to close, no valuation debate today.

**Q: Why no discount?** A: Standard practice. Most SAFEs don't include discounts. The valuation cap (\$2.5M) is your protection—if we raise Series A at \$10M, you still convert as if we're worth \$2.5M (4x advantage).

**Q: What if you raise Series A at a lower valuation than \$2.5M?** A: Then you get even more equity. That's the cap's purpose—it caps your conversion price, protecting you from both higher AND lower valuations.

**Q: When do I get my money back?** A: On exit (acquisition or IPO), typically 5-7 years. Or if we do a secondary offering before that. This is a long-term investment, not liquid.

#### **About Control:**

**Q: Do I get a board seat?** A: No. SAFE structure doesn't include board seats. We maintain control to execute our vision without committee-based decision making.

**Q: Do I get monthly financial reports?** A: We'll send quarterly updates (not monthly). This is standard for SAFE investors—you get visibility without overwhelming founders with reporting requirements.



**Q: What if I disagree with a decision you make?** A: You can voice feedback, but ultimate decisions rest with founders. If we pivot away from our stated strategy, you can request buyback at 2x. Otherwise, trust is the foundation of this relationship.

#### **About Returns:**

**Q: What's a realistic return expectation?** A: Early-stage software: high risk, high reward. If we execute well and exit at \$10M-\$25M in 5-7 years, your returns could be 4x-10x. But this is speculative. Many early-stage investments return zero.

**Q: How do you plan to exit?** A: Three paths: (1) Strategic acquisition by agency platform (Toptal, Upwork, Fiverr), (2) Financial buyer at 5-10x revenue, (3) Merger with complementary SaaS. Timeline: 5-7 years.

#### **About the Market:**

**Q: Isn't custom development being replaced by AI?** A: AI makes developers more productive, but businesses still need: (1) Strategic thinking (what to build), (2) Integration work (connecting systems), (3) Maintenance & evolution. AI is a tool, not a replacement. And we're leveraging AI to build faster—that's our advantage.

**Q: What about no-code/low-code platforms?** A: That's our market. Those platforms create "Platform Refugees"—businesses that hit complexity walls after investing months in Zapier/Make. They need professional rebuilds. That's 1/3 of our target market.

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## **SECTION 13: SOCIAL PROOF & TESTIMONIALS**

### **Headline:**

### **What Clients Say About Working With Oz Tech**

#### **Copy:**

**[Client Testimonial 1 - Founding Member]** "[Quote about the transformation, results, working relationship]" — [Name, Title, Company]

**[Client Testimonial 2 - Platform Refugee]** "[Quote about escaping Zapier hell, owning their code]" — [Name, Title, Company]

**[Client Testimonial 3 - Growth Augmenter]** "[Quote about AI implementation, lead generation results]" — [Name, Title, Company]

**[Partner Testimonial - if applicable]** "[Quote about working with the team, execution, professionalism]" — [Name, Title, Organization]

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## SECTION 14: THE APPLICATION FORM

**Headline:**

**Ready to Invest? Apply Below.**

**Copy:**

**Here's What Happens Next:**

1. **You complete this application** (7 questions, takes 5 minutes)
2. **We review within 48 hours** (checking for strategic fit)
3. **If qualified, we'll invite you to book a 30-minute call** (Platform Audit for investors)
4. **On the call, we'll discuss:** Financial projections, SAFE terms, your questions, next steps
5. **If it's a mutual fit, we'll send the SAFE agreement** (via DocuSign)
6. **You review, sign, and wire funds** (within 5-7 days)
7. **Welcome to the Oz Tech investor family** (onboarding, Slack access, quarterly updates)

**We're looking for 4-10 investors who:**

- Align with our values (integrity, empowerment, transparency)
- Bring strategic value beyond capital (network, mentorship, referrals)
- Think long-term (5-7 year horizon)
- Understand early-stage risk

**Investment Range:** \$10,000 - \$25,000 **Total Raise:** \$100,000 (limited) **Timeline:** Rolling close, round closes April 28, 2026

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## THE APPLICATION FORM

**Basic Information:**

1. **Full Name\*** (text field)

2. **Email Address\*** (email field)
  3. **Phone Number** (optional) (phone field)
  4. **LinkedIn Profile URL** (optional but encouraged) (URL field)
- 

**Investor Qualification:**

5. **Are you an accredited investor?\*** (required for legal compliance)
    - ☐ ( ) Yes - I have annual income of \$200K+ OR net worth of \$1M+ (excluding primary residence)
    - ☐ ( ) No - I do not meet accredited investor requirements
    - ☐ ( ) Unsure - Please explain accredited investor requirements
  6. [If "Unsure" selected, show help text:] *An accredited investor is someone with either: (1) Annual income over \$200,000 (\$300K joint) for the last 2 years, OR (2) Net worth over \$1 million (excluding your primary home). This is an SEC requirement for SAFE investments.*
  7. **How did you hear about this investment opportunity?\***
    - ☐ ( ) Referral from [Name: \_\_\_\_\_]
    - ☐ ( ) LinkedIn / Twitter
    - ☐ ( ) Web Summit or conference
    - ☐ ( ) I'm a current Oz Tech client
    - ☐ ( ) Tech community (Indie Hackers, Product Hunt, etc.)
    - ☐ ( ) Other: \_\_\_\_\_
- 

**Investment Intent:**

7. **What's your investment range for this round?\***
  - ☐ ( ) \$10,000
  - ☐ ( ) \$15,000
  - ☐ ( ) \$20,000
  - ☐ ( ) \$25,000
  - ☐ ( ) Still exploring / want to learn more
8. **When are you looking to invest?\***
  - ☐ ( ) Within the next 30 days (ready now)

- ( ) 30-60 days (need some time to review)
- ( ) 60-90 days (later in the round)
- ( ) Just exploring at this stage

**9. Do you need to consult with anyone before making this investment decision?\***

- ( ) No - I make this decision independently
  - ( ) Yes - Partner or spouse
  - ( ) Yes - Investment advisor or attorney
  - ( ) Yes - Investment committee or fund partners
- 

**Strategic Fit:**

**10. What interests you most about Oz Tech?\*** (select all that apply)

- [ ] The retainer business model (disrupting project pricing)
- [ ] Technology sovereignty mission (empowering ownership)
- [ ] SaaS growth potential (scalable, recurring revenue)
- [ ] Team track record (100+ projects delivered)
- [ ] Market opportunity (Platform Refugees, AI democratization)
- [ ] Values alignment (integrity, transparency, legacy thinking)
- [ ] Personal connection to the problem (I've experienced vendor lock-in / Zapier hell)
- [ ] Other: \_\_\_\_\_

**11. Have you invested in early-stage software companies before?\***

- ( ) Yes - Multiple investments, I understand the risk profile
  - ( ) Yes - 1-2 investments, still learning
  - ( ) No - This would be my first early-stage investment
  - ( ) No - But I have other investment experience (real estate, public markets, etc.)
- 

**Value Beyond Capital:**

**12. Beyond capital, what value can you bring to Oz Tech?\*** (open text, 500 char max)

*Examples: Network in [industry], mentorship in [area], customer referrals from [your business], expertise in [domain], strategic partnerships, etc.*

[Large text box]

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**Your Background (Optional but Helpful):**

13. **Tell us about your professional background** (optional) (open text, 500 char max)

*What do you do? What have you built? Why are you interested in this space?*

[Large text box]

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**Final Questions:**

14. **Do you have any questions or concerns we should address before scheduling a call?** (optional) (open text, 500 char max)

[Large text box]

15. **How did you find this landing page?** (optional—for our tracking)

- ☐ ( ) Direct email from Oz Tech team
  - ☐ ( ) Referral email from someone in my network
  - ☐ ( ) LinkedIn post
  - ☐ ( ) Twitter/X post
  - ☐ ( ) Search engine
  - ☐ ( ) Other: \_\_\_\_\_
- 

**Legal Acknowledgment:**

16. **I understand and acknowledge:**\* (checkbox required to submit)

- ☐ [ ] This investment involves significant risk, including loss of my entire investment
  - ☐ [ ] This is suitable for accredited investors only
  - ☐ [ ] There is no guarantee of returns or liquidity
  - ☐ [ ] This investment is not registered with the SEC (under Regulation D exemption)
  - ☐ [ ] I have read and understand the risks disclosed on this page
- 

**[SUBMIT APPLICATION BUTTON]**

[Submit My Application]

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## **[Post-Submit Confirmation Message]**

### **Thank You for Applying!**

#### **What Happens Next:**

#### **✓ We'll review your application within 48 hours**

If you're a strategic fit based on your responses, we'll email you to schedule a 30-minute Platform Audit call with [Founder Name].

On that call, we'll:

- Walk through our financial projections in detail
- Answer all your questions about the SAFE structure
- Discuss how you can add strategic value beyond capital
- Determine if this is a mutual fit

#### **Not Qualified?**

If this seed round isn't the right fit right now, we'll let you know and invite you to stay in touch for our Series A (planned for 12-18 months from now).

#### **Questions?**

Email us at: [invest@oztech.com] or [founder email]

We're excited you're interested in building the future of software ownership with us.

— The Oz Tech Team

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## **DESIGN NOTES FOR DEVELOPER:**

#### **Visual Style:**

- Clean, minimal, grounded
- Real photos (team working, building, actual product screenshots)
- No stock photos, no corporate sterility
- Color palette: Professional but human (think: blues/grays with warmth)

#### **Typography:**

- Headlines: Bold, clear, direct
- Body: Readable, spacious, easy on eyes

- No fancy fonts, no design theatrics

#### **Layout:**

- Long-form scroll (single page)
- Generous white space
- Clear section breaks
- Sticky "Apply Now" CTA in header (appears on scroll)

#### **Trust Elements:**

- Awards/badges naturally integrated
- Case study cards with real screenshots
- Founder photo humanizes the pitch
- Numbers/data visualized simply (no flashy infographics)

#### **CTA Strategy:**

- "Apply Below" at top (scrolls down)
- Section-ending CTAs: "Ready? Apply below ↓"
- Final CTA: Application form
- No pop-ups, no aggressive tactics

#### **Mobile Optimization:**

- Must be fully readable on mobile
- Form easy to complete on phone
- Collapsible sections for long content

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This is **grounded, transparent, strategic investor education** that leads to qualified applications.

Does this structure align with the Oz vision? Any sections to adjust before I detail the copy?