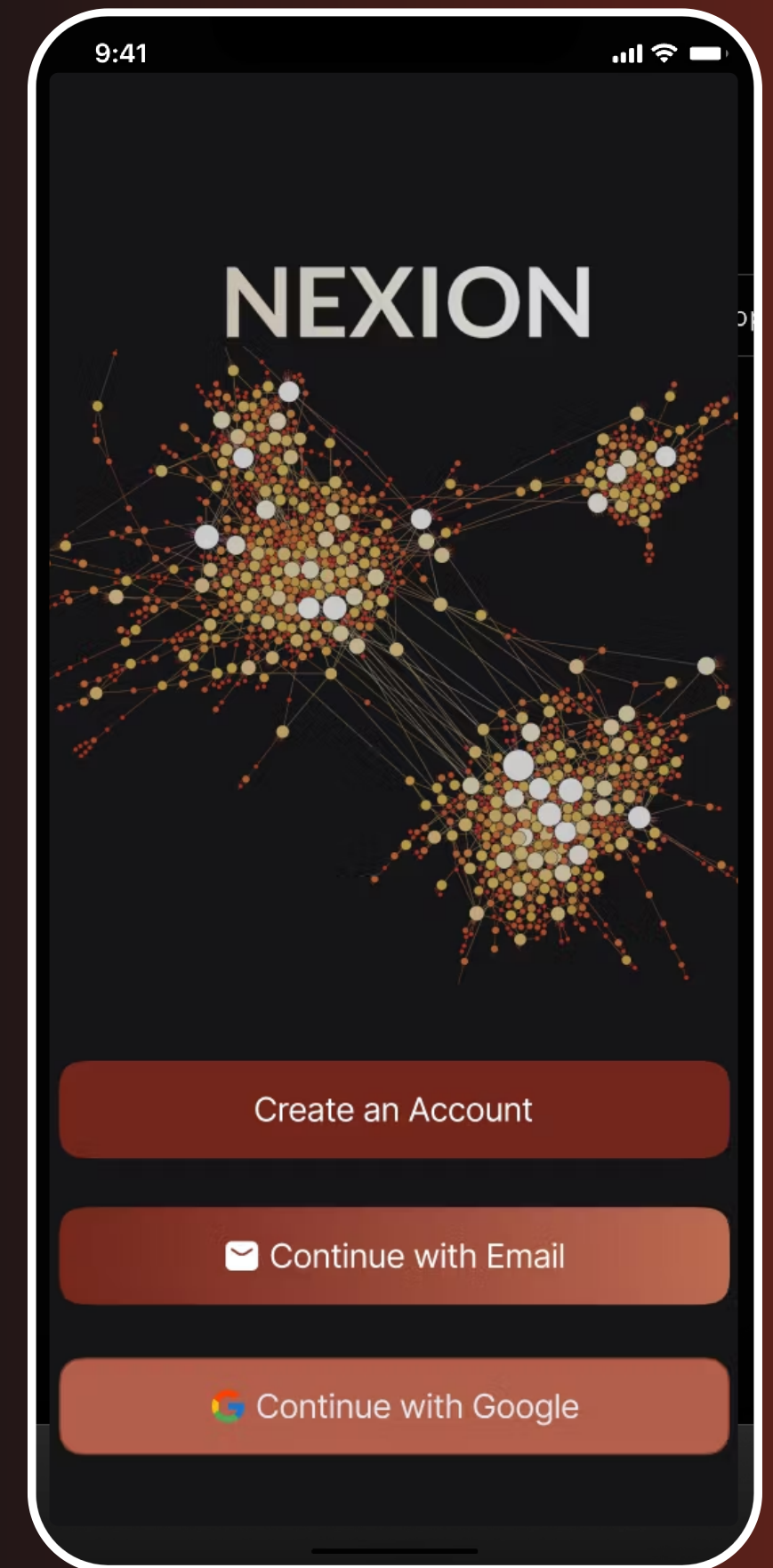


# NEXION

THE HUMAN OS

## The Gap

Nexion knows who you're connected with and why they matter. It organizes your relationships into a **living system** — prompting connection intelligence, surfacing meaningful people, and helping you **act** when it **matters most**.



# PROBLEM

Broken Relationship Infrastructure.

## The Information Age Parallel

In the Information Age, data without structure is noise. Relationships without structure are **lost opportunities**.

## Pain Points

- ✦ Social tools are noisy and designed for performance over depth and personalization
- ✦ Consumer apps don't let us use AI to surface, search or prompt *relationship intelligence*. The data exists, but it's locked in passive systems
- ✦ Missed opportunities, weak follow-ups, and lost connections happen **every day**

# SOLUTION

A next-generation Human OS that makes your contact book intelligent, timely, and actionable.

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- ★ **Second-Degree Activation:** Reach trusted second-degree connections without friction. If you trust someone, and they trust someone, you can act. Powered by Network Health Scores.
  - ★ **Prompt Engineering:** Surface relationship intelligence fast. "Who do I know in NYC?" "What's John been up to lately?" Contextual prompts give you real-time insight to connect smarter, whether you're meeting someone new or preparing for a meeting.
  - ★ **Intentional Proximity:** Discover people on a similar trajectory—based on who they've recently connected with, where and when. It's not just about who's close, but who's relevant to where you are and where you're going.
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# Why Now?

We're at the intersection of AI maturity, social regression, and a cultural shift toward behavior-based design.

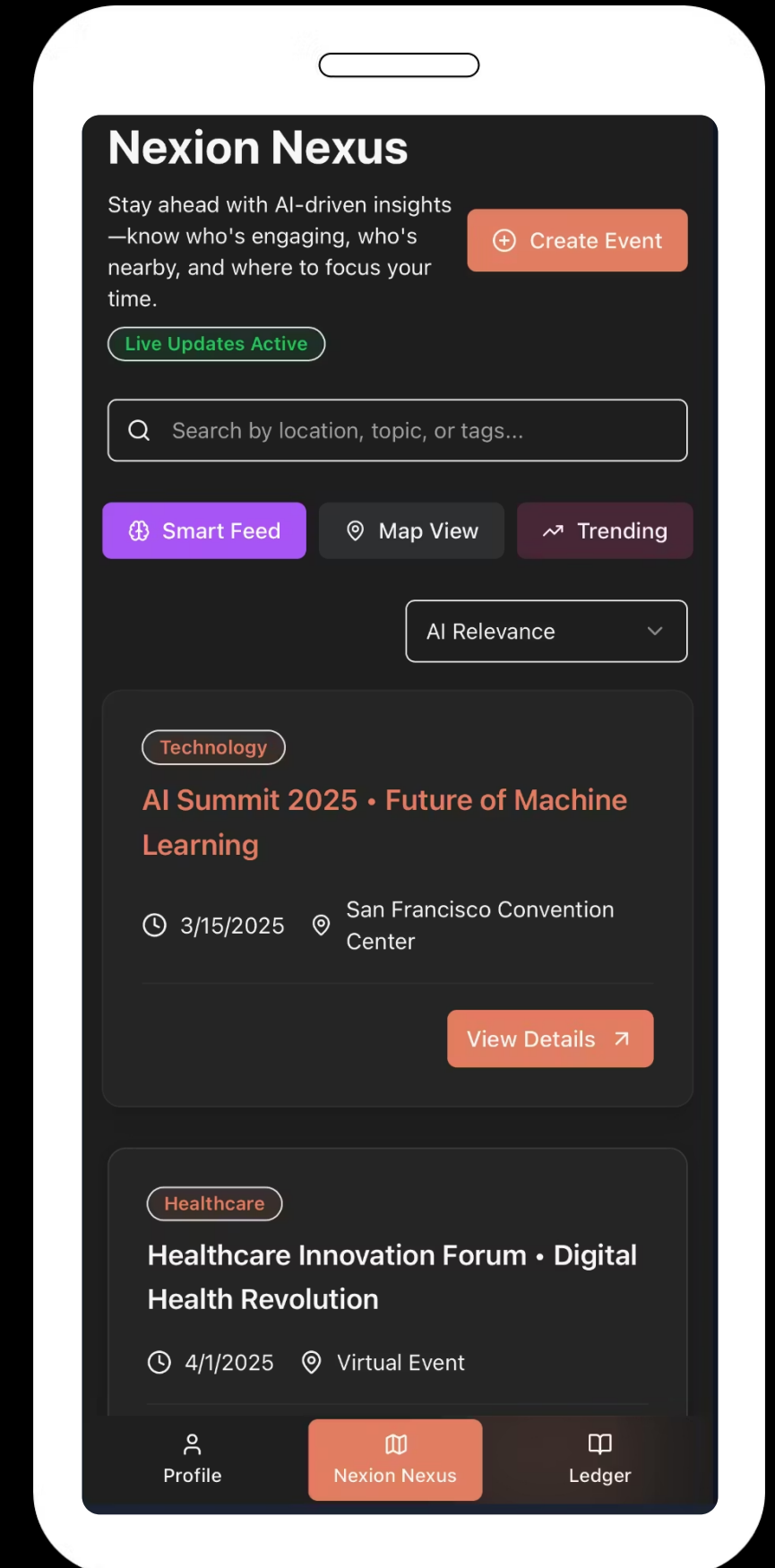
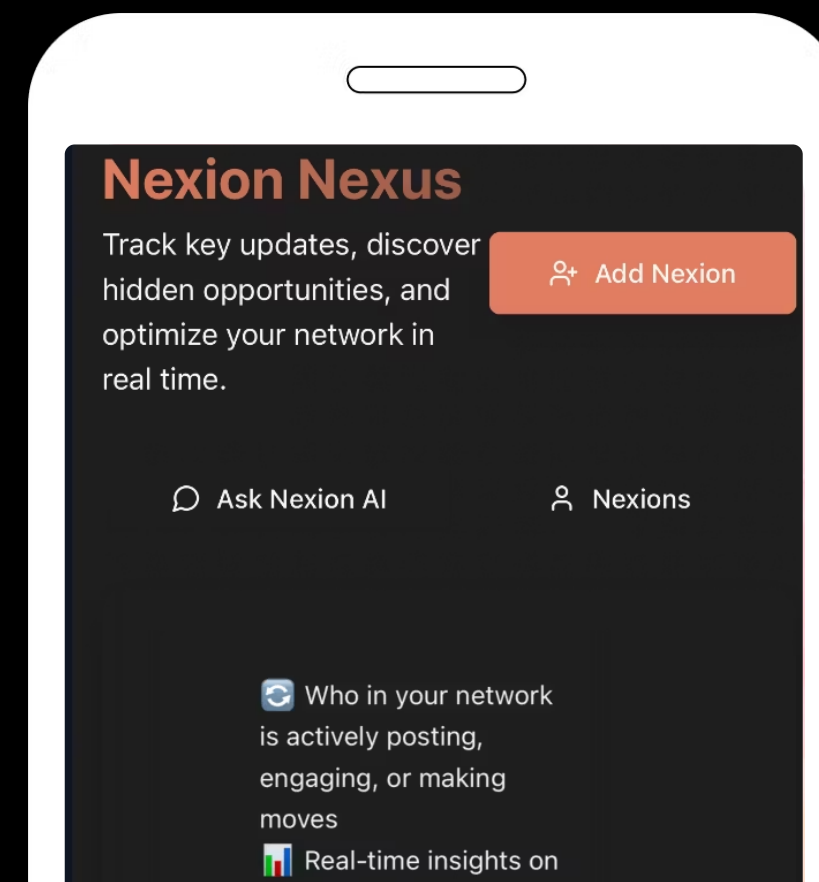
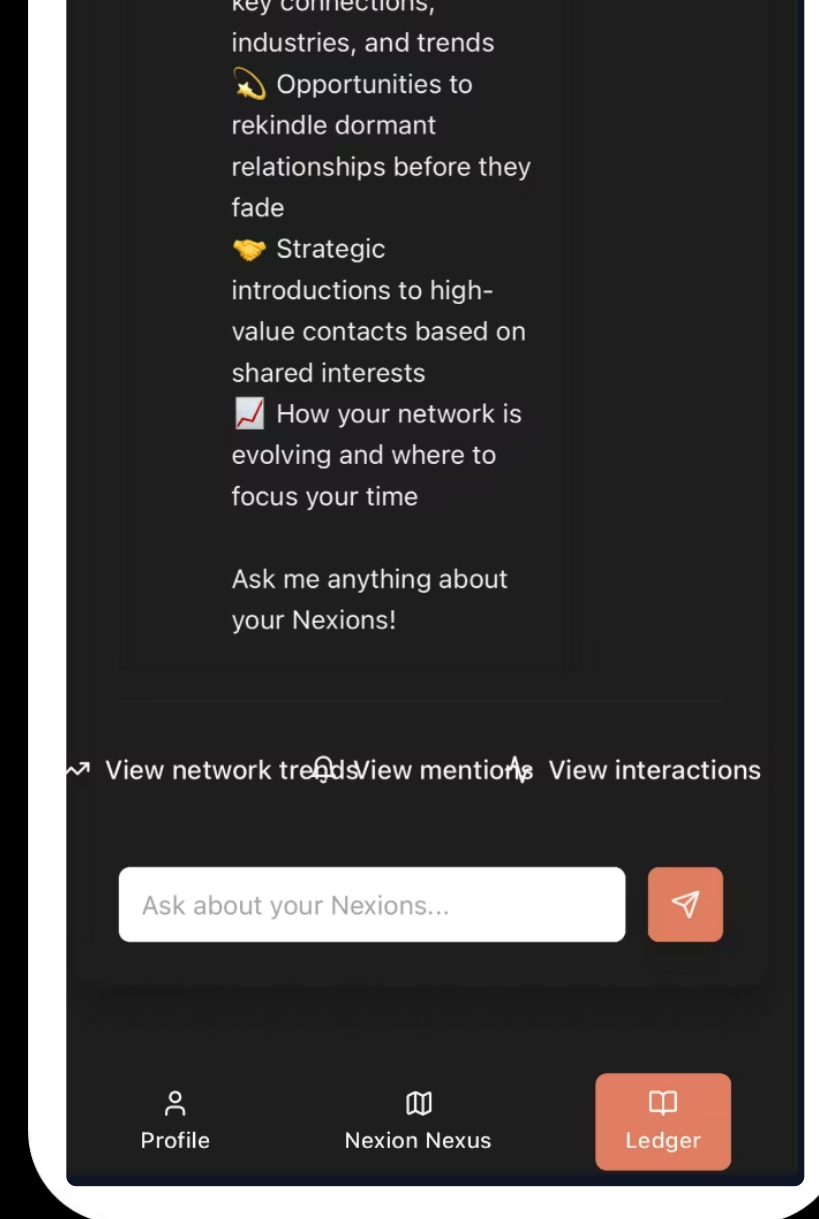
There is a **cultural rejection of broadcast platforms**: X has become extreme, LinkedIn spammy, and Instagram empty. People are leaving the noise, seeking context and control.

LLMs make it possible to ask your software real questions. Not just "Who do I know?" but "Who did I meet at [event]?", "What's this person's online update before my meeting?" or "Who in my network specializes in pre-seed venture capital?"

Other tools are chasing the surface: LinkedIn, Apple Invites, Happenstance. They validate the demand but stop short. They don't solve the root problem: your existing ecosystem is untapped.

## Who We're For (User Scenarios)

Everyone is focused on building louder tools—more meetups, more followers, more notifications. But **high-intent individuals** want less noise and more precision.







## The Optimized Catch-up

Two former colleagues are grabbing lunch after 9 months without seeing each other. They've both been busy, and there's no time for small talk.

On the way, one opens Nexion and prompts:  
"What's John been up to?"

Nexion pulls recent updates—work milestones, shared interests and relevant topics. They skip the small talk and dive straight into a more meaningful catch up.



## The Silent Intro

Jeremy, a prominent tech leader in SF, is in NYC for 2 days meeting with Wall Street. He's not wasting time on apps or cold intros. He opens Nexion.

Jeremy has a 90% network health score with Brandon, a close friend in SF who's well-connected in NYC. Brandon has 2 close friends in NYC.

Nexion shows Jeremy who they are. No friction. Jeremy connects with them, meets, and makes his time count.





## The Trajectory Signal

A pre-seed founder at a VC event in Stanford meets an investor focused on consumer tech. They connect.

Later, Nexion's Intentional Proximity shows the founder who else that VC met at the event—other founders on similar paths, with shared challenges and goals.

Now they're not just meeting random people. They're building momentum with like-minded peers, at the right time, with the right connections.

# MARKET ENTRY STRATEGY

## Supernode Onboarding

- **We've lived the problem:** We know firsthand what high-intent users need: personalized, secure and smart control over their relationships.
- Over 1,000 early users are already signed up. These are not casual sign-ups. These are signal-seeking individuals tired of the noise and inefficiency of traditional social platforms.
- We're building for them, with them and starting within the market, not from outside looking in.

## Real-Time Market Research via X

- Nexion will leverage X (formerly Twitter) as a powerhouse for continuous user feedback, similar to Tesla's strategy.
- Monthly X Spaces will provide a direct channel for user insights, feature requests, and engagement.

## Painful Moments as Entry Points

- Moving to a new city/job
- Post-event follow-ups
- Preparing for key meetings (catch-ups, fundraising, partnerships)

## Network Effects → Real Use

Every warm intro is a distribution node. When Nexion improves existing behaviors, it grows organically.

# BUSINESS MODEL

**Premium Model**

**\$20/month**

- ✦ **Prompt-Driven Interface:** "Who did I meet last quarter?" → Interactive node map + list  
"Show me Jane's profile" → Node view with contextual insights
- ✦ **Network Health:** Fuel second-degree access, align with your goals, and surface who matters most- especially when on the move
- ✦ **Nexion Ledger:** Journal your goals to strengthen Nexion's Intelligence across the platform
- ✦ **Proximity Discovery:** Uncover relevant people based on trajectory

# BUSINESS MODEL

## Freemium Model

**Free— refer 3 people to unlock core features**

- ✦ **Presence-based discovery:** See who's nearby or recently active, without noise or notifications
- ✦ **Basic smart prompts:** "Who do I know in [city]?", "Who can help me with my resume?"
- ✦ **Contact Sync:** Consolidate contacts from your phone, social and professional network
- ✦ **Nexion Check-Ins:** Manually log important interactions for better future prompts

# THE TEAM

## Founder

Brandon Moses

Founder @ Nexion

## Consulting Eng.

Lexi Mattick, Engineer @ Neuralink

Ian Field, Engineer @ Vaire  
Computing

## Consulting Product

Tatiana Kassem, Consultant @  
Nexion

Justin Moses, Group PM @ Zocdoc

## Community

Danish Hussain, Head of Surgery  
ME @ Neuralink

Sushrut Sharma, Head of Quality  
Engineering @ Neuralink

Christine Yi, General Partner @  
GoldHouse

## Advisory

Ronald Star, Sr. Partner @ Arnold &  
Porter

Manish Vora, Founder @ Museum of Ice  
Cream

Adam Hacking, Sr. Scientist @ Neuralink

Rich Adao, Head of Talent @ Anyscale

# Why We Can't Be Caught

No one else is building memory for human relationships.

01

## Proprietary Context Graph

Every usage builds personalized memory. Context compounds. Your prompts, proximity, and patterns are unique to your journey and stay locked in Nexion.

02

## Trust-Driven Activation

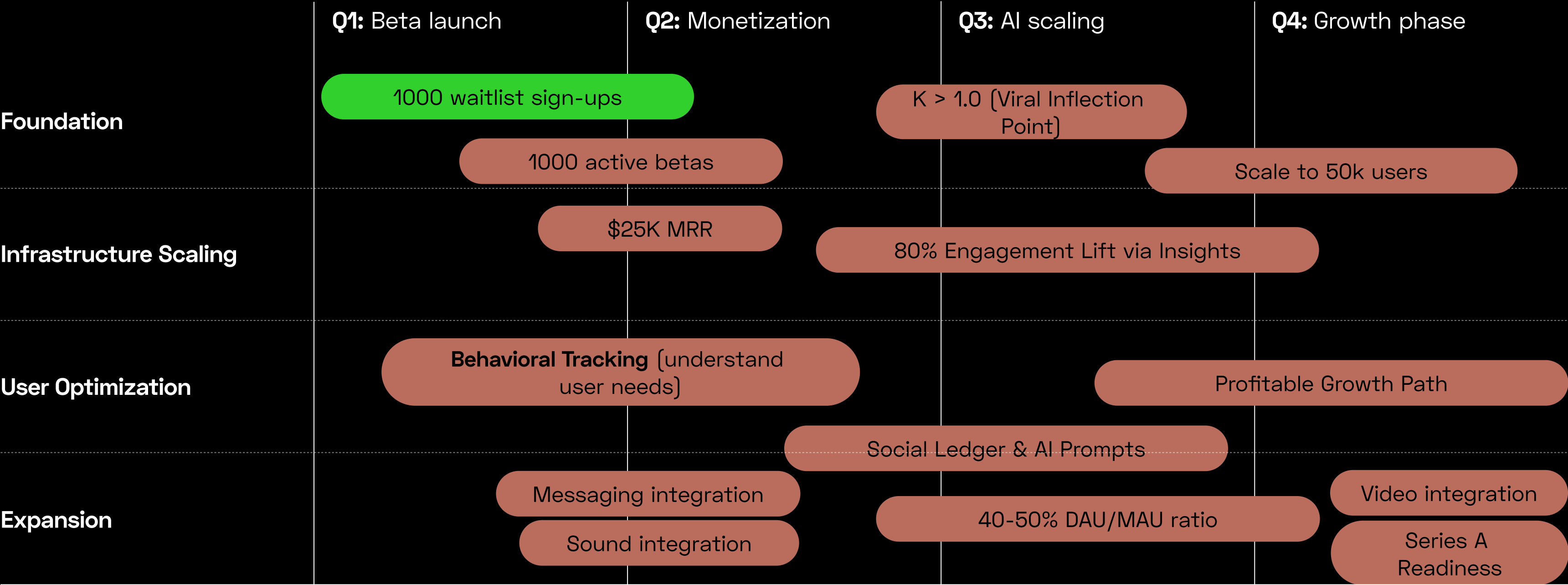
People don't want to network - they want access. We unlock second-degree action without friction. We enable this by understanding relationship depth.

03

## Memory>Feeds

Everyone builds for visibility. We build for intent. We're the first network memory system. People are done with the broadcast era.

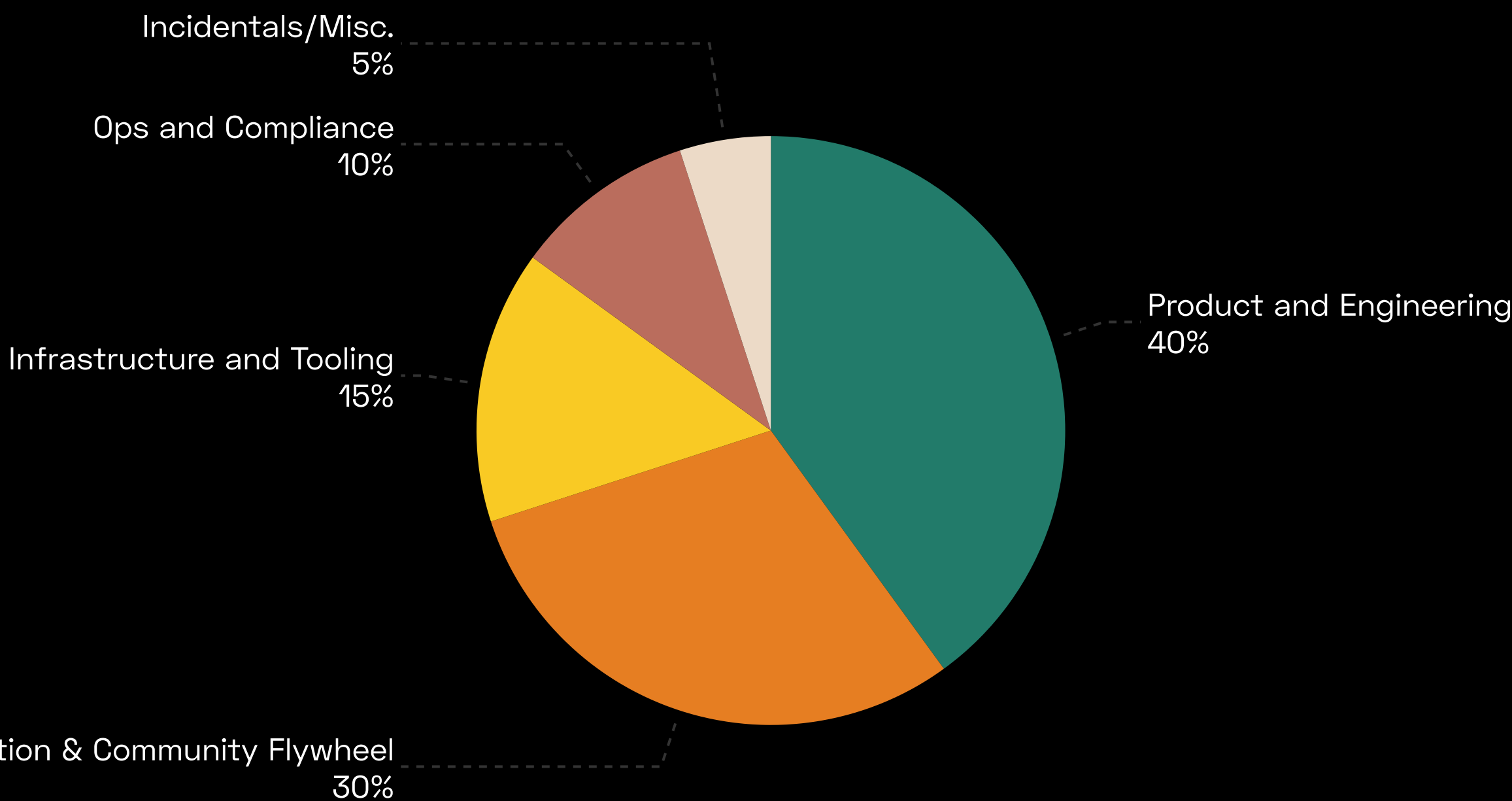
# 2025 Roadmap





# The Ask – Why We’re Raising

Raising \$1.3M to build the AI-powered relationship OS



## The Goal

**12-18 months of runway** → Focused on rapid iteration, AI intelligence, and early adoption.

**60% allocated to Product & AI development** → Ensuring a world-class Human CRM experience.

**Designed for capital efficiency & viral adoption** → Community-driven virality, X Spaces insights, and strategic partnerships.

This funding positions Nexion to **scale fast, validate key assumptions, and set the foundation for a category-defining company.**

# WHAT THIS ROUND DE-RISKS

**Product-Market Fit:** Targeted private beta with highly-connected early users

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**Behavioral Data Engine:** Proof that ambient, permission-based signals outperform traditional engagement metrics

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**Distribution Design:** Build and validate a scalable GTM motion that doesn't rely on spam, noise, or fake virality

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**Privacy Architecture:** Legal and technical implementation of user-owned data and local inference models

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