

seed₂₇

Transforming dreams into ambition

Seed27 is a **social investing platform** that connects ambitious people with the right network, support and **funding** to build extraordinary businesses.

Ideas
People
Capital
Impact



RAISING SEED

£1M

SEIS/EIS Eligible



BUILDING

We are building the
Tinder for startups and
investors.



PROGRESS

We have a product,
market validation and
a successful launch!
We are pre-revenue.



MARKET

We are based in the UK, but
we are addressing a global
problem and are ready to
launch in the US.

THE PROBLEM

Dreams are everywhere. Opportunity is scarce.

We've never been more educated, connected and capable – yet opportunity remains remarkably inaccessible.



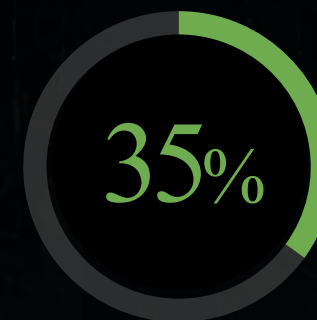
of people
hate their jobs.

For millions, leaving an unfulfilling job, to pursue their dream, is a risk they simply can't afford to take.



of UK graduates
are in low skilled work
or unemployment.

Despite being highly educated and in enormous amounts of debt.



of worldwide VC
funding is in San
Francisco.

Funding is highly concentrated among those with the right networks.

Raising capital needs to go mainstream.

Raising a pre-seed round should be as common as going to university. We're making it happen.



Elevator pitch

Upload an elevator pitch and make your case in 180 seconds or less.



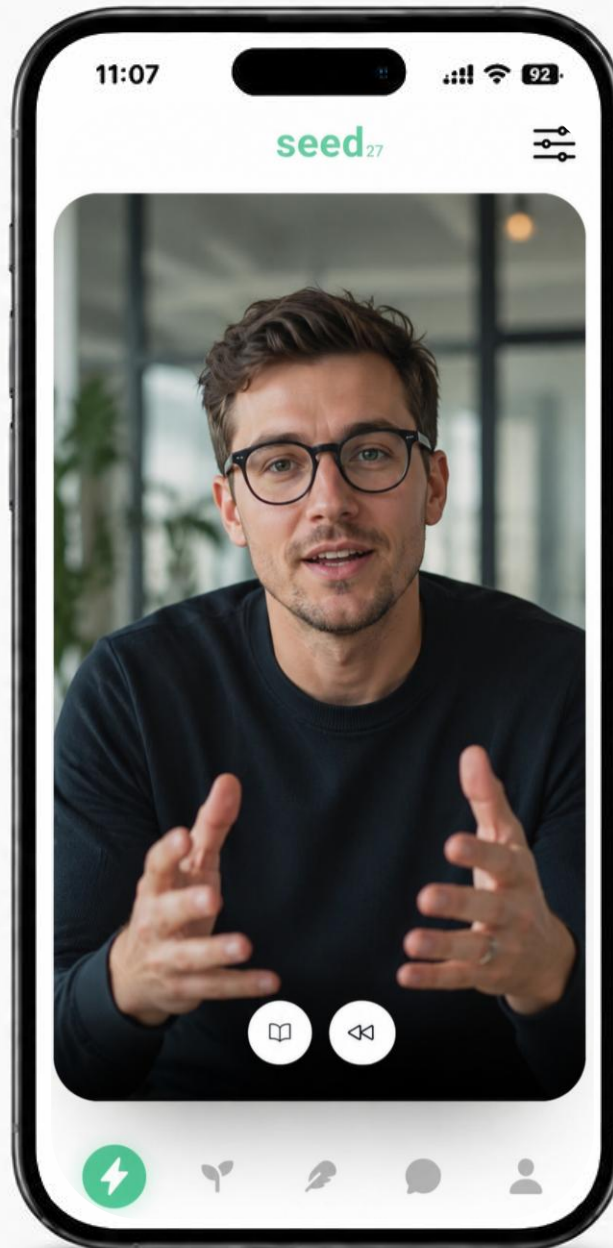
Angel matching

Angels swipe left or right to show interest. Simple, fast and effective.



Start conversations

Connect directly with angels, get feedback and build real relationships.



THE SOLUTION



It's free

No fees, no barriers. Everyone should have a fair shot.



Upskill yourself

Access guides, courses and mentors to help you grow your startup and raise with confidence.



Software and AI

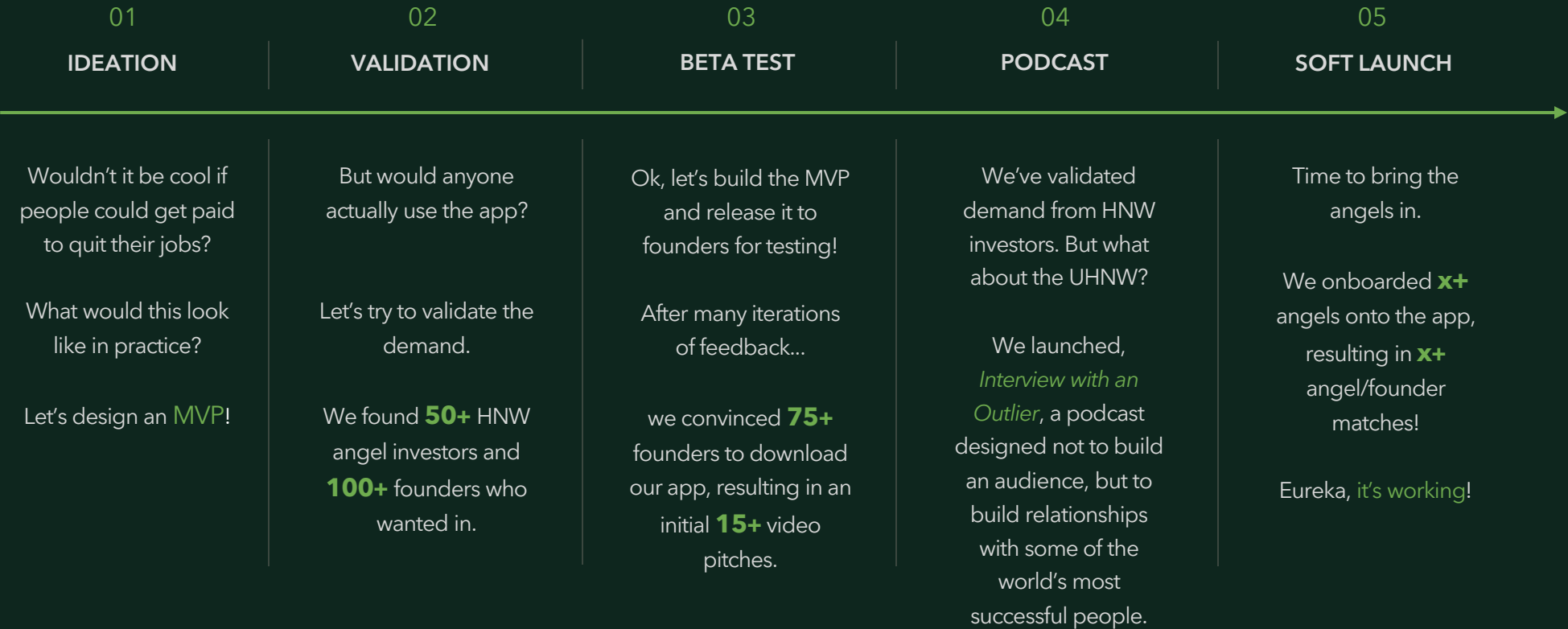
Create pitch decks, financials, term sheets and much more with our built-in tools.



Startup marketplace

Find the right service providers to take our startup further.

From an idea to a valuable network



06
NOW

RAISING
SEED

We've validated the idea, built the product and proven early demand from both founders and angels.

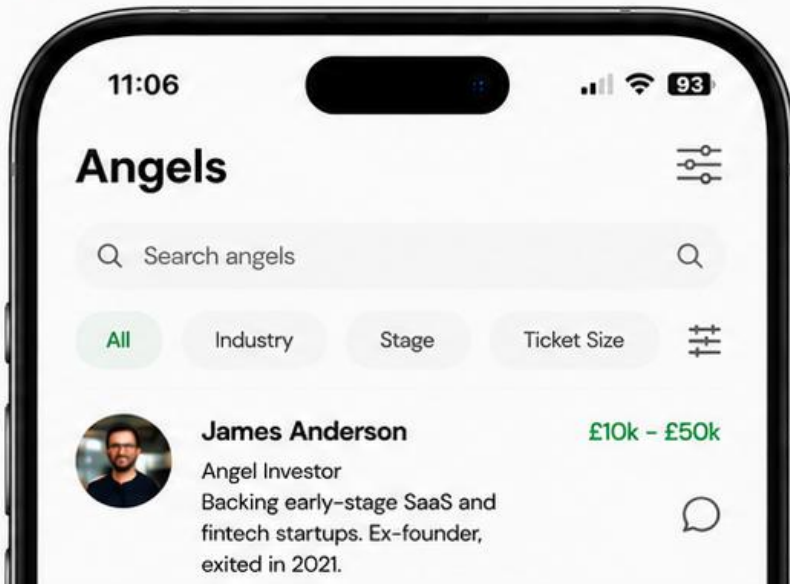
Now we're raising investment to launch and **dominate** this space **globally**.

Bootstrapped from day one. Working from a shoestring budget. No paid ads, just conviction and execution.

An enormous amount of value. For free.

We're building a social investing platform that connects founders and angels, fuels better conversations, and opens doors to opportunity.

| Our network is our **moat**



HOW WE INTEND TO GENERATE REVENUE



Sponsorships

Warm introductions to founders ready to launch, scale or exit; and high-net-worth investors ready to deploy capital.



Advertisements

Reach a highly targeted audience of founders and investors through native ads.



Affiliate Services

We generate qualified leads for our partners and earn a commission on every successful referral.



Bespoke High Ticket Sales

Like our pitch deck? From pitch decks to bespoke support, our services can be tailored to your individual needs.

WHO WILL FIND OUR USERBASE VALUABLE?



Venture Capital
& Funds



Wealth Managers
& Banks



Legal, Accounting &
Compliance Firms



Data & Market
Intelligence Platforms



Startup Tools, SaaS
& Cloud Providers



Accelerators,
Incubators & Studios

Even before we're ready to generate revenue, companies are already approaching us to partner – because they recognise the value of the audience we're building. The demand is coming from both sides. Founders are already reaching out directly to join the platform, with one even asking if we can launch in Singapore!

The Competition

COMPETITOR LANDSCAPE



Investment Platforms



AngelList



Republic



Crowdcube



Crowdfunding Platforms



Kickstarter



INDIEGOGO



gofundme



Incubators & Accelerators



Y Combinator

techstars_

CASE STUDY: ANGELLIST



AngelList

AngelList built the world's leading platform connecting founders and investors— and turned that network into a diversified business

Estimated Annual Revenue

\$188m+

Active Investors

72k+

Active Startups

13k+

How AngelList Leverages Its Network

- ✓ Fund Services & Administration
- ✓ SPV Management Fees
- ✓ Carry & Performance Fees
- ✓ Investor Subscriptions
- ✓ Jobs & Talent Solutions
- ✓ Advertising & Sponsorships
- ✓ Data & Market Intelligence
- ✓ API & Developer Access
- ✓ Events & Community
- ✓ Other Platform Services

TAM - Online Investment Platforms

\$5.9b by 2030

We are on the verge of a societal shift from traditional education to entrepreneurship, driven by necessity and accelerated by AI. We believe this market is in its infancy.



There's a clear opportunity

The current solutions are a combination of **expensive, selective, slow** and/or **difficult**. There's huge potential not only to dominate this market, but also to grow it significantly.

Building the go-to platform for founders.

£1M

FOR 20% EQUITY
SEIS/EIS ELIGIBLE

18 MONTHS RUNWAY

The capital will provide us the runway to not only start generating revenue, but to turn this early validation into a global, category defining platform for founders and investors.

WHAT WE WILL ACHIEVE WITH YOUR INVESTMENT

01 LAUNCH SOCIALS IN A BIG WAY

Multiple posts every day. Bold, audacious and absolutely anything to get the word out! This will include **social media hires!**

02 CONNECT WITH SPONSORS & MONETISE

This will buy us time to focus on identifying and meeting potential sponsors, turning our network into **sponsorship revenue**. Multiple smaller companies have already reached out to partner with us. To that end, we are looking for investors who can **open doors** at large companies that would make strong sponsors.

03 BUILD A FULL SUITE OF FOUNDER TOOLS

Finish building the ultimate suite of tools for founders—from fundraising documents and education to investor discovery. Our goal is to make **paid competing solutions obsolete**.

04 GROW THE NETWORK

Right now, we're at 50 HNW investors. With your investment, we'll be positioned to scale that to **c.5,000**, creating a powerful network effect and establishing ourselves as a major player on the market.

The Team

A message from the founders:

Hello, and thanks for taking the time to read our deck. This all started with a slightly crazy idea: *what if people got paid to quit their jobs?* The more we thought about it, the more we realised that for most people, the biggest barrier is having the right people around them. Most people simply don't have access to a powerful network; we are going to change that. Neither of us has raised outside capital before, and this is our first attempt at building something with a venture scale vision. Both of us are very at home at building something without a budget, but to achieve the scale of our vision, this time around we are going to need your help!



Charlie

Founder



First-Class Degree in Mathematics with Finance

Works in investment consultancy, specialising in risk and data analytics.



Experience Running Multiple Small Businesses

Turned a £500 overdraft into a recruitment business, then an Amazon business, and now a property development project worth six figures.



Over a decade of coding

Coding for a long time and built Seed27 from the ground up. We've built an AI-powered workflow that lets us ship new features to the app on the same day.

Justin

Co-Founder



15+ Years in Sales, Recruitment & Relationship Building

Winning countless clients and ultimately driving commercial growth.



Investment & Trading Industry Experience

Extensive commercial experience within investment and trading firms, giving him a strong understanding of investors and financial markets.



Built & Led High-Performing Teams

Hired and mentored teams, and most recently helped scale a national sales operation by onboarding 50+ people.

