

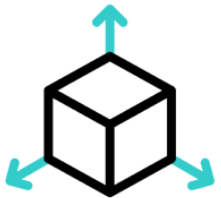


# upstarter

Connect. Build. UpSart

Victor Samsonov , Tony Bui, Maria Fernandes

June 22, 2025



“Aspiring founders struggle to start alone — they lack co-founders, experience, and access to networks.”

 **Upstarter** Is committed to solve this problem:



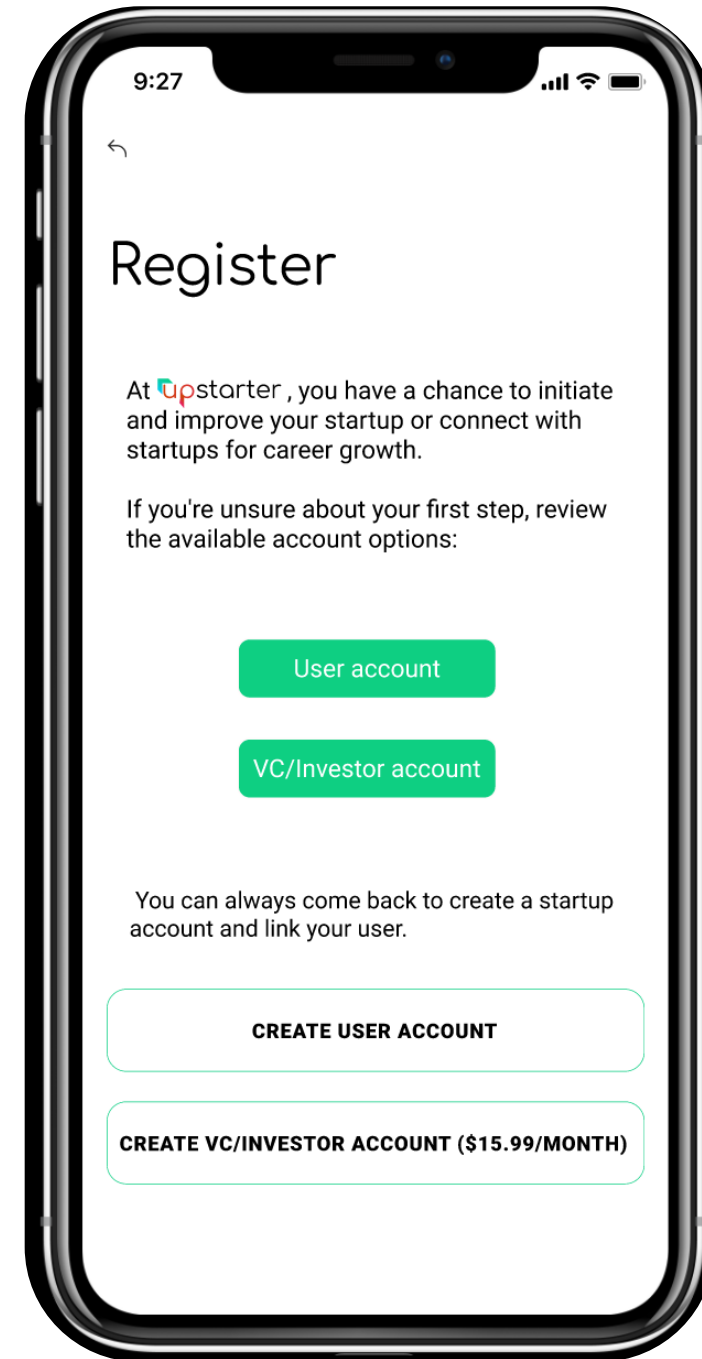
Connecting early-stage entrepreneurs based on aligned goals, skills, and ideas;



Helping investors find the right startups to support—by stage, sector, and shared ambition.



Guiding startups in shaping their ideas into real, buildable projects through AI tools.



## User account

## & Matching Flow



**Swipe-based interface** inspired by dating apps — fast, intuitive, and familiar



**See full user profiles** before deciding — includes skills, interests, goals, and commitment level



**Smart matching algorithm** improves suggestions over time based on behavior and profile data



**Once you match with another user**, you become co-founders and unlock a shared startup workspace to collaborate and build together



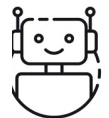
# Workspace



**Organized startup dashboard** includes: Startup summary, task board for planning next steps, quick edit tools for refining your startup profile



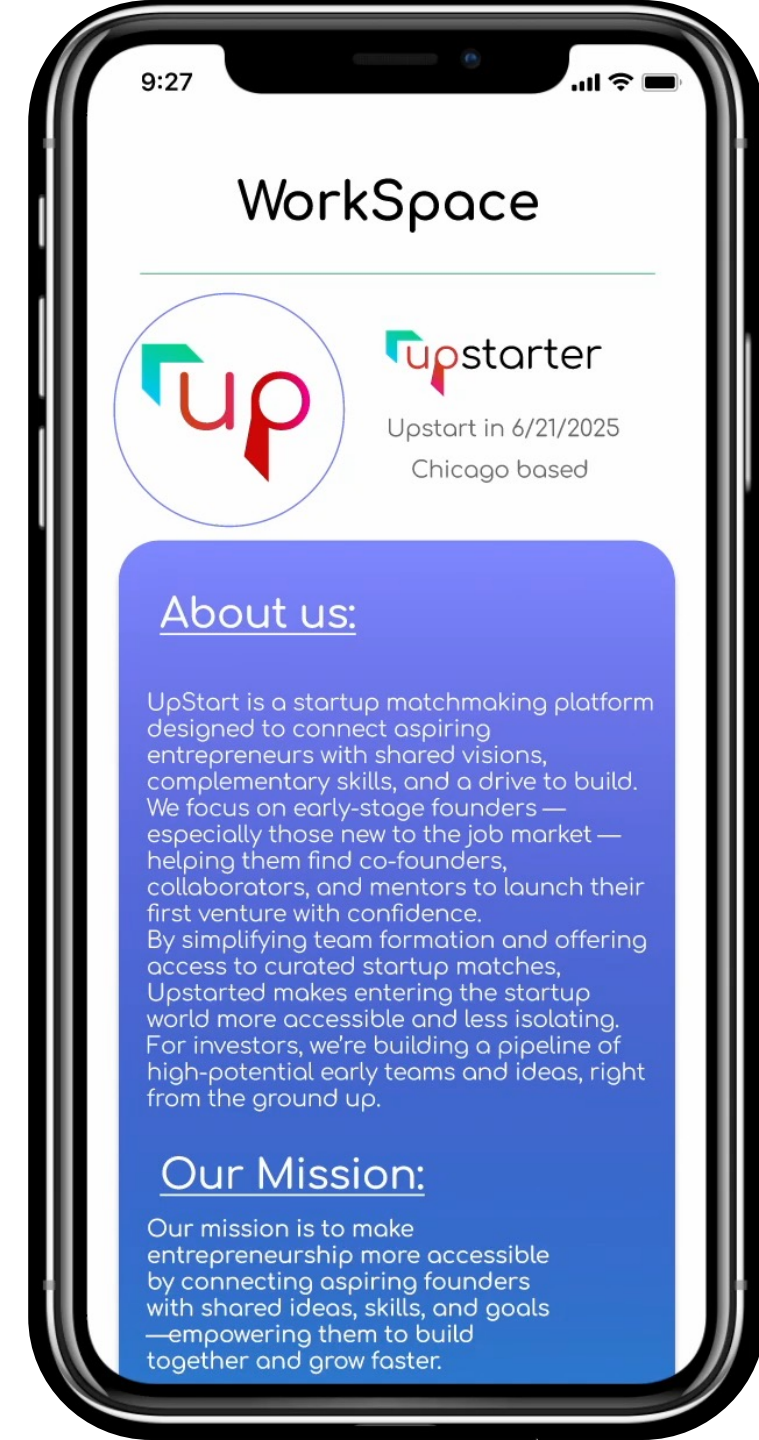
**Investor chat unlocked** once your startup profile reaches a certain level of completion



**AI startup agent** helps guide users through building their startup profile—filling in idea summaries, business model, target audience, and more



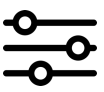
**AI is synced with co-founder chat** to store and structure key ideas, decisions, and updates as the startup evolves



## VC/Investor account

## & Working Flow

 **Simple, streamlined profile** highlighting investment focus, interests, and preferred stages

 **Smart filters** let investors search for startups by industry, traction, founder background, business model, and more

 **Connect directly with startups** that match their criteria

 **Investors initiate the conversation**, giving them full control over who they engage with

 **Investors can search for specific startups** by name



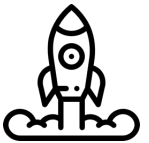
## Technical & Product Development

- What AI models or tools are powering the chat agent? (e.g., GPT-4, Claude, open-source?)
- How are you training or customizing the AI to guide startups?
- What programming language or framework did you use for the demo?
- Is this a native mobile app or a cross-platform build? (e.g., React Native, Flutter)
- How do you ensure data security, especially in chats and startup IP?

# Market opportunity



New Grads Are Struggling to Enter the Market



Massive Startup Ecosystem



Rise in Student Entrepreneurship

## Benchmark or Comparable Platforms

LinkedIn, CoFoundersLab, AngelList, or Techstars

## Why ?

UpStarter is low barrier to entry, accessible for non-experienced users, co-founder + AI-driven, and student-oriented.

## Why Now?

Tech layoffs + AI disruption = more people are building their own thing

Post-COVID normalization of remote work makes virtual co-founding feasible

Universities are not solving job-readiness → Upstarted fills that gap