

PRIVILEGED & CONFIDENTIAL



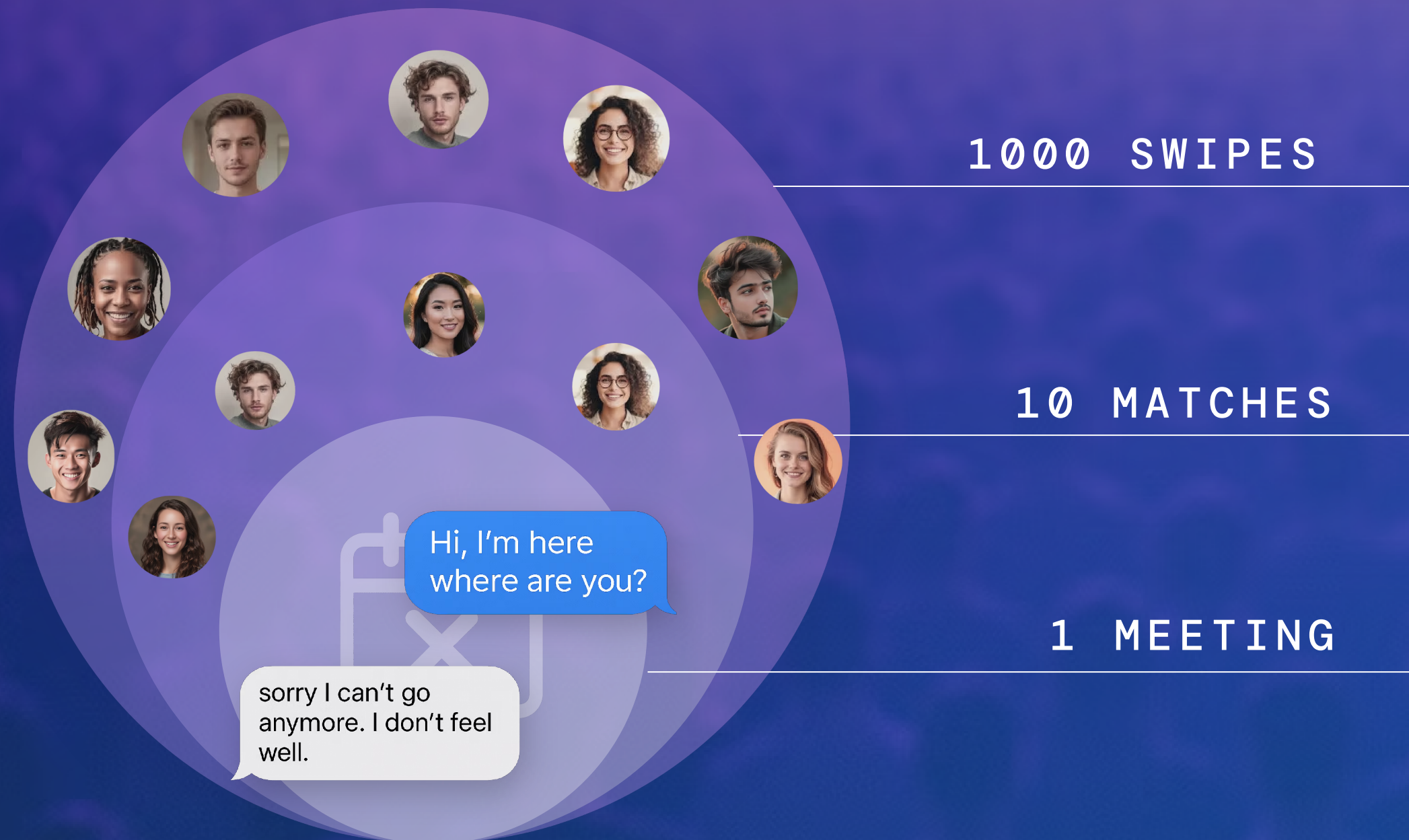
Never Go Solo



[JOINPLUS1.COM](https://joinplus1.com)

THE PROBLEM

Swipe fatigue is real. Conversations drag on for days, and many end up in canceled plans



THE SOLUTION

Meet Plus 1..The Everything Social Connection App

FOR DATING, FRIENDS AND NETWORKING



Omakai Dinner Date

 Oct 12, 2025

 2107 NW 2nd Ave, Miami, FL 33127, USA



Football Game

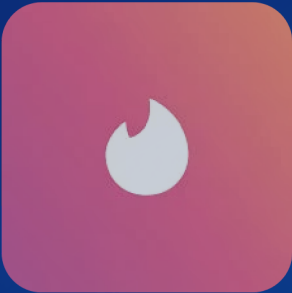
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 2107 NW 2nd Ave, Miami, FL 33127, USA

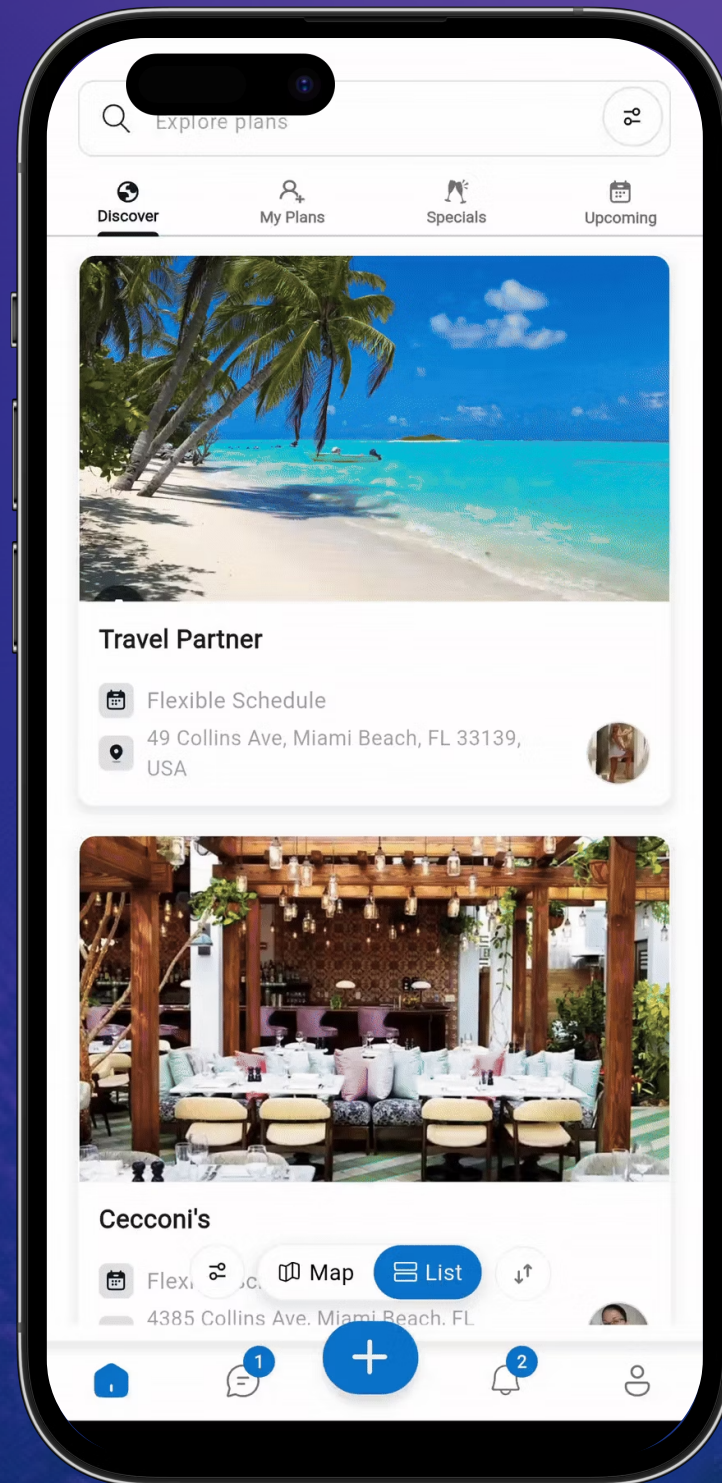


PLANS, NOT SWIPES

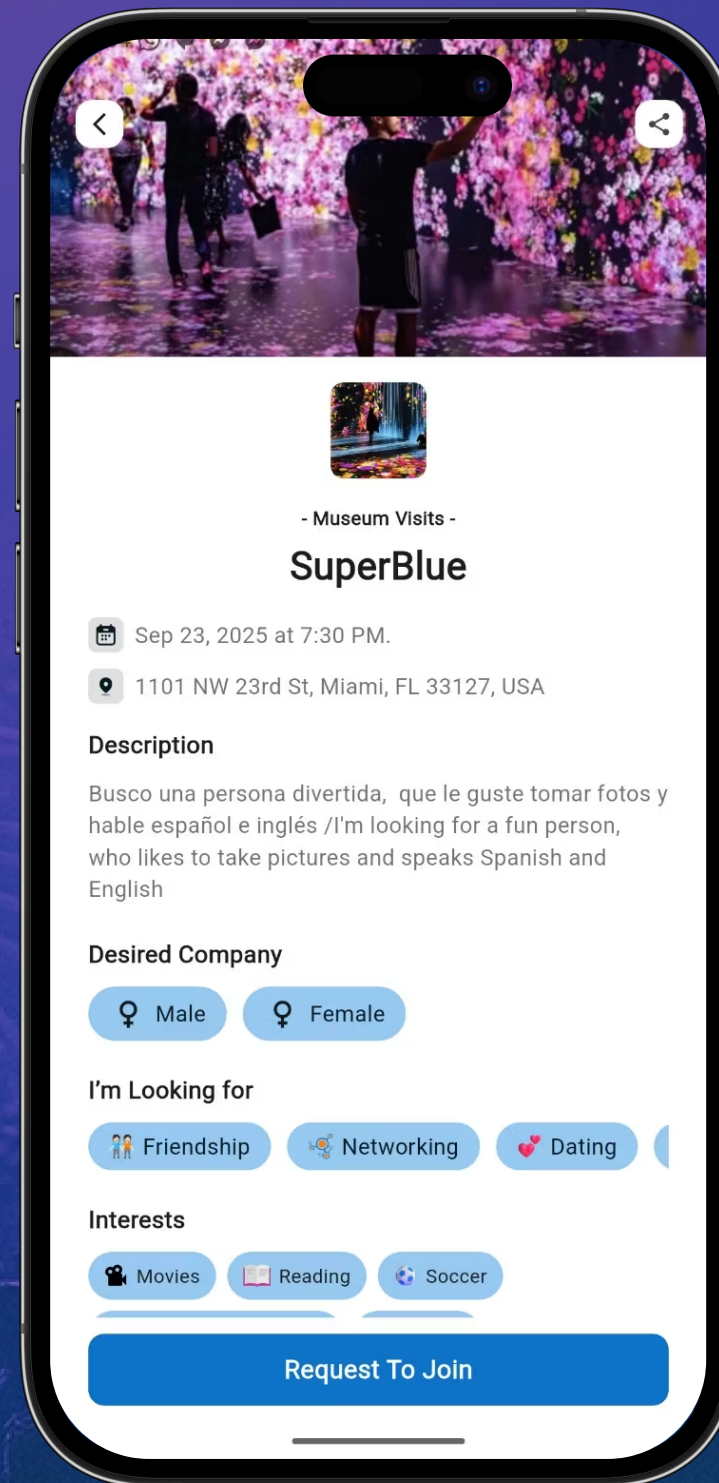
The only plans-first platform — bridging the gap between dating and meetup apps

				
 Plans Before Profiles				
 Meet Instantly, Not Someday				
 Flake-proof backups				
 Networking, Friends & Dating				
 Monetized Partner Specials				

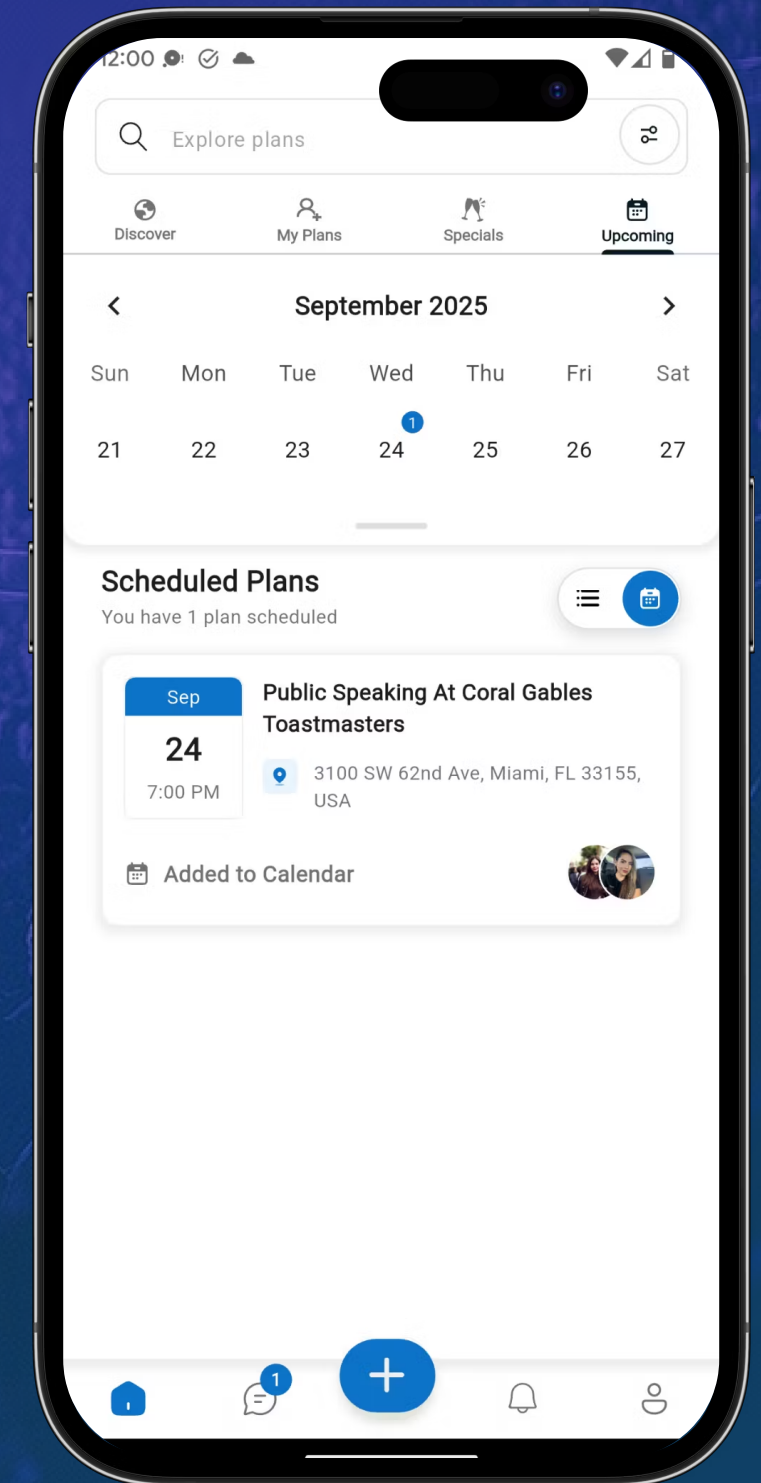
HOW IT WORKS



01
POST OR BROWSE PLANS
IN <1 MIN



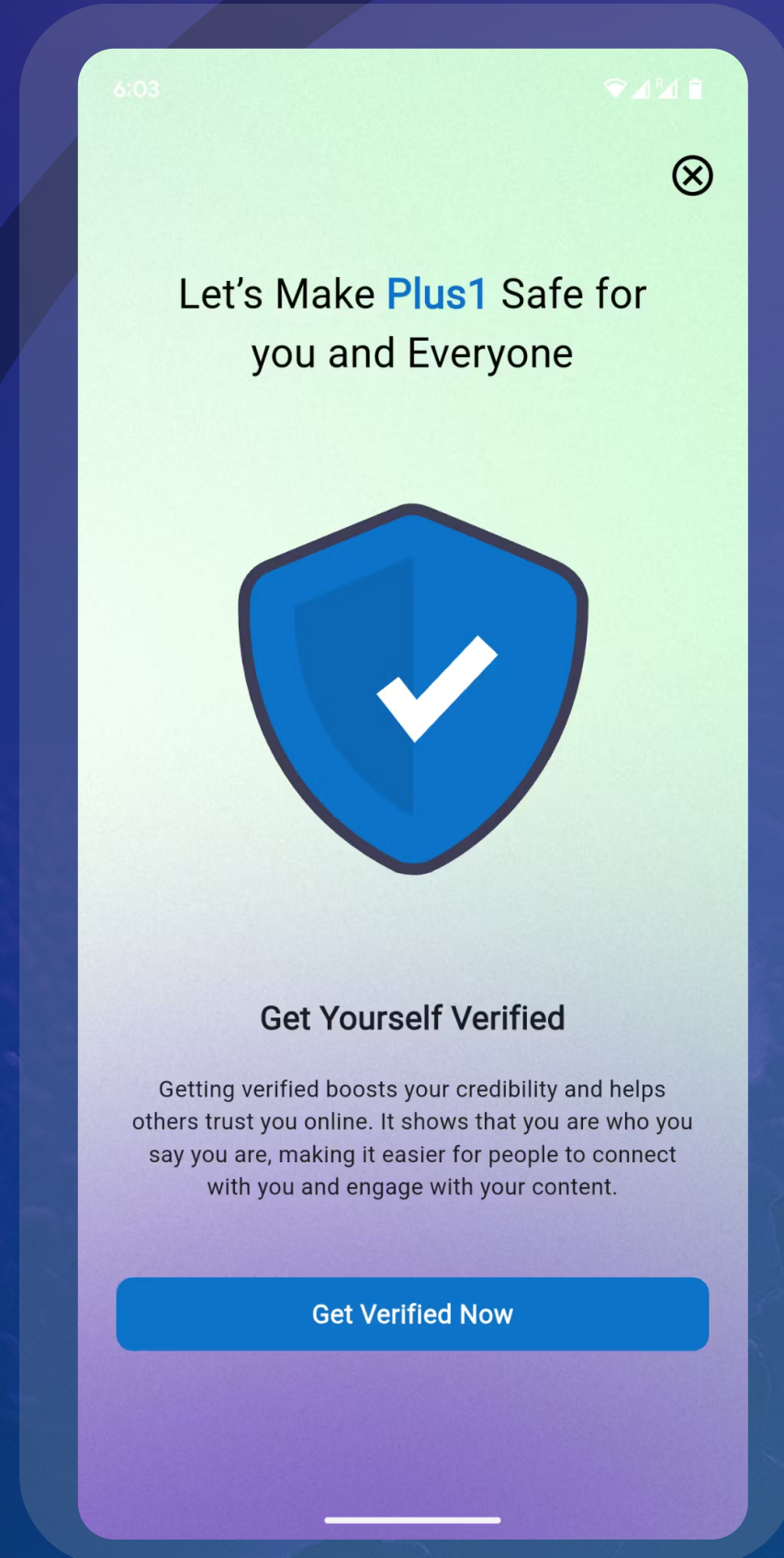
02
REQUEST & APPROVE
WITH SINGLE TAP



03
ADD TO YOUR CALENDAR &
SHOW UP WITH YOUR PLUS1

SAFETY FEATURES

Our objective is to make Plus1 safe for everyone using a suite of safety features



OPTIONAL REAL ID VERIFICATION

***AT LEAST ONE SOCIAL MEDIA IS REQUIRED
TO BE LINKED TO ACCOUNT***



ACCOUNT PRIVACY SETTINGS

DESIGNED TO MEET IN PUBLIC



BLOCK & REPORT USERS

Reliability scores

EARLY TRACTION

Consistent praise highlights demand for a plans-first platform



ANGBANEZ, 07/24/2025

Cool App!

Such a cool way to meet people. So much better than those dating apps. More authentic connections based on similar interest in things you actually want to do putting the plans first.

App Store Preview

Ratings and Reviews

4.9



out of 5

32 Ratings



Pixel Aroma, 06/29/2025

A Refreshing Take on Dating/Friendships: User-Fri...

This app is fantastic—it's user-friendly and incredibly quick to set up, allowing you to start posting or joining plans in no time. It truly stands out as a game changer compared to traditional dating apps, [wh more](#)



Reviewedby17, 06/10/2025

Love it

Plus 1 is a groundbreaking new app designed for people who are tired of going out alone whether it's to events, dinners, concerts, or community meetups. It merges the functionality of Eventbrite, Instagram [more](#)



Super_dari_daaa, 08/23/2025

Great app

I really love this app! It's so hard to make new friends as an adult, and sometimes you want to go to an event but don't have anyone to go with. This app makes it so much easier to meet people with [sim more](#)



Amberbythesea, 07/18/2025

Love the app!!

I'm used to basic dating apps that sometimes plans never follow through. This app is amazing because you get to add your own plans or you can add

STRONG MOMENTUM

High conversion from downloads to active users proves strong product-market pull.

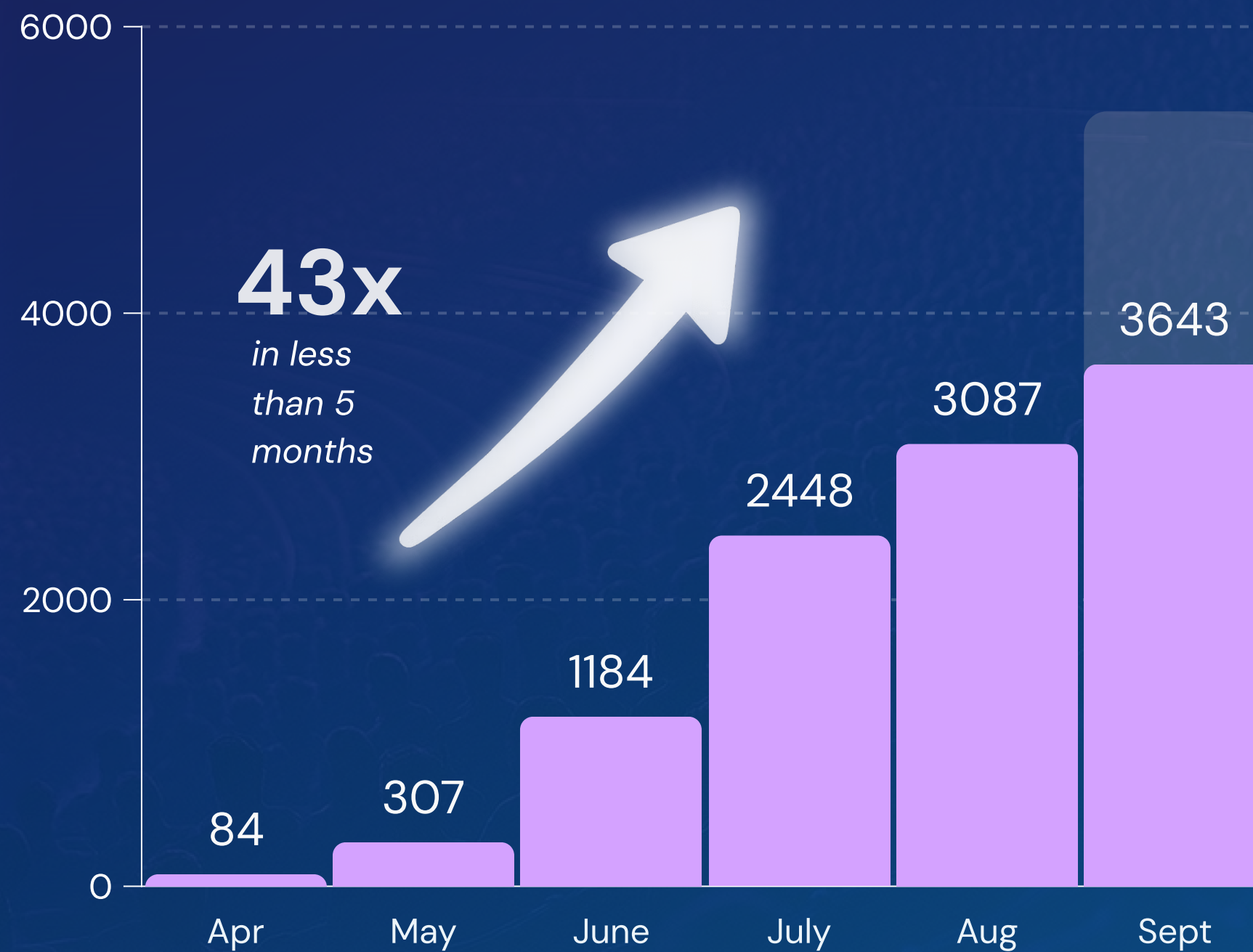


*Efficient **\$2–3 CPLs** on Meta and referral networks combined with **strong funnel conversion** signal **momentum** with a **clear path to scale***

STEADY GROWTH

43× growth in users powered by efficient \$2–3 Meta ads and 25+ event activations

CUMULATIVE USER PROFILE GROWTH



MULTIPLE REVENUE STREAMS

Subscriptions, boosts, affiliate sales, and advertising combine to deliver recurring, high-margin revenue at scale



B2C PREMIUM SUBSCRIPTION

10%+ conversion → \$120 ARPU/year

+ \$30 Boosted Post Upsell Potential

Predictable recurring revenue



EVENT MONETIZATION

\$3K-12K in ad revenue from sponsors

\$8 affiliate revenue per ticket conversion

Repeatable, high-margin B2B revenue

USER & REVENUE PROJECTIONS

Growth engine powers 350K users and subscription-led revenue (75%) to \$11.2M ARR in Year 3

USER GROWTH Y1-3

350K

Y3

150K

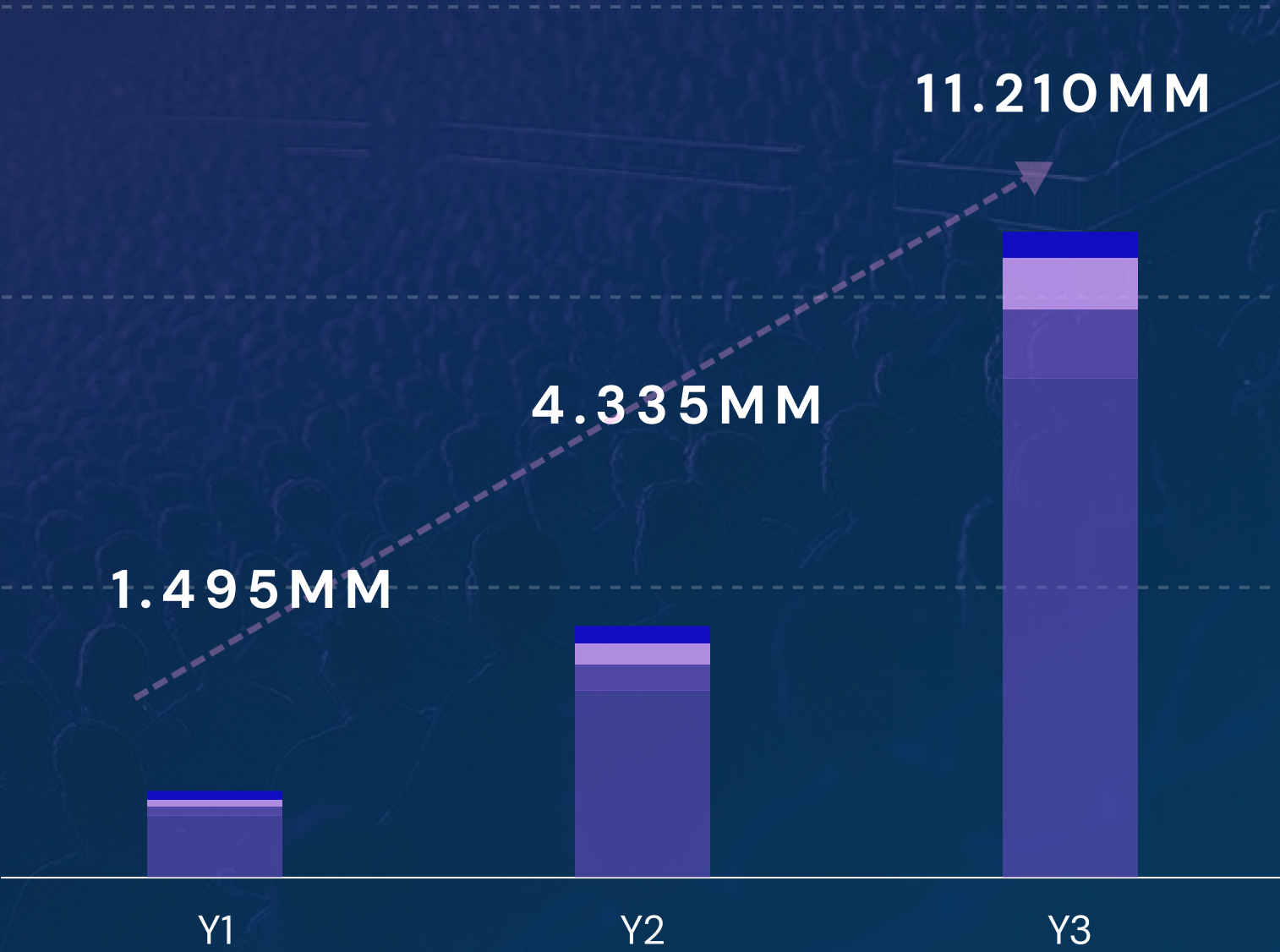
Y2

50K

Y1

PROJECTED REVENUE (\$)

Subscription Boosted Posts Affiliate Advertising



OUR TEAM



JEFF WULKAN

FOUNDER & CEO

Jeff Wulkan, Founder and CEO, has a track record of successfully launching multiple companies and raising capital for brands including Mile High Wines, Bikini Barbers, and Lighten Up a Little.



YINA WANG

CFO

- ◆ Former Global Head of Casualty Analytics & FP&A at AIG, managing multi-billion-dollar planning, SEC filings, and Investor relations.
-
- ◆ Current MD at Gibraltar Real Estate, overseeing a \$100M+ portfolio



ANGIE ROMASANTA

Co-Founder & CXO

- ◆ Advertising & music industry background, built an online A&R platform to discover new talent.
- ◆ SaaS experience in film & TV, focused on rights management and digital media.



NIKHIL KARNIK

CTO

- ◆ Built and scaled multiple tech platforms across government and private sector.
- ◆ Full-stack expertise in web & mobile development (Python, Django, iOS, Android, Shopify, more).



SIDNEY HARDIN

CMO

- ◆ Experienced product & digital marketing leader with a strong track record in go-to-market strategy and user acquisition funnels
- ◆ Scaled SaaS, CPG, and financial products, delivering \$35M+ in revenue.

\$500K SAFE RAISE

Seeking \$500K investment at \$5MM valuation cap, funding growth acceleration



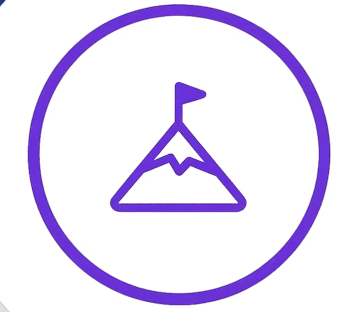
\$500K FUNDING ALLOCATION

- 60% Marketing
- 20% App-Maintenance
- 15% Operations
- 5% Contingency



UNLOCKS

\$1.65MM Revenue
in Y1



GROWTH ACCELERATION

- 50K App installs
- Gamified Retention Loops
- Establish brand partners
- U.S Metro Expansion

CONTACT US

The Everything Social App —
the future of how people
connect



JEFF WULKAN

EMAIL *jeff@joinplus1.com*

WEBSITE *joinplus1.com*

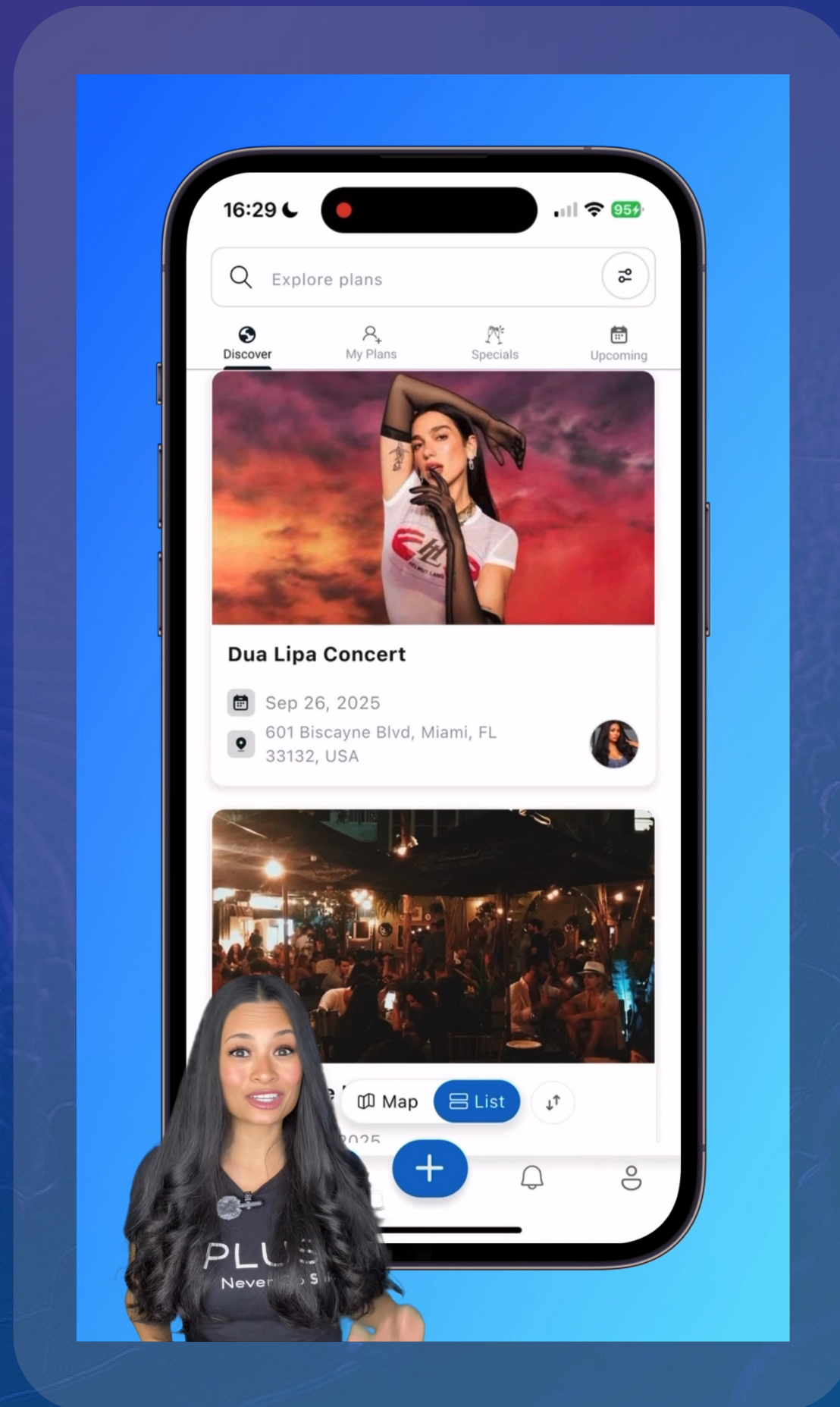
PHONE *(732) 207 8102*

Appendix

LA Galaxy vs Seattle Sounders Sat, Oct 12 Los Angeles, CA	Chef's Table Supper Club Fri, Dec 6 New York, NY	Marina Sunset Yacht Cruise Sun, Aug 18 Miami, FL	LA Galaxy vs Seattle Sounders Sat, Oct 12 Los Angeles, CA	Chef's Table Supper Club Fri, Dec 6 New York, NY	Marina Sunset Yacht Cruise Sun, Aug 18 Miami, FL	Chef's Table Supper Club Fri, Dec 6 New York, NY	Marina Sunset Yacht Cruise Sun, Aug 18 Miami, FL
Neon Nights Live: The Midnight Sat, Nov 9 Chicago, IL	Pacific Beach Bonfire Meetup Sat, Sep 21 San Diego, CA	Outdoor Movie in the Park Sat, Oct 5 Austin, TX	Neon Nights Live: The Midnight Sat, Nov 9 Chicago, IL	Pacific Beach Bonfire Meetup Sat, Sep 21 San Diego, CA	Outdoor Movie in the Park Sat, Oct 5 Austin, TX	Pacific Beach Bonfire Meetup Sat, Sep 21 San Diego, CA	Outdoor Movie in the Park Sat, Oct 5 Austin, TX
Farmers Market Morning Sun, Jul 14 Portland, OR	Art Walk Downtown Sat, Aug 10 Seattle, WA	Tech Meetup; AI Builders Tue, Jan 21 San Francisco, CA	Farmers Market Morning Sun, Jul 14 Portland, OR	Art Walk Downtown Sat, Aug 10 Seattle, WA	Tech Meetup; AI Builders Tue, Jan 21 San Francisco, CA	Art Walk Downtown Sat, Aug 10 Seattle, WA	Tech Meetup; AI Builders Tue, Jan 21 San Francisco, CA
Wine Tasting Flight	Yoga at Sunrise	Food Truck Festival	Wine Tasting Flight	Yoga at Sunrise	Food Truck Festival	Yoga at Sunrise	Food Truck Festival

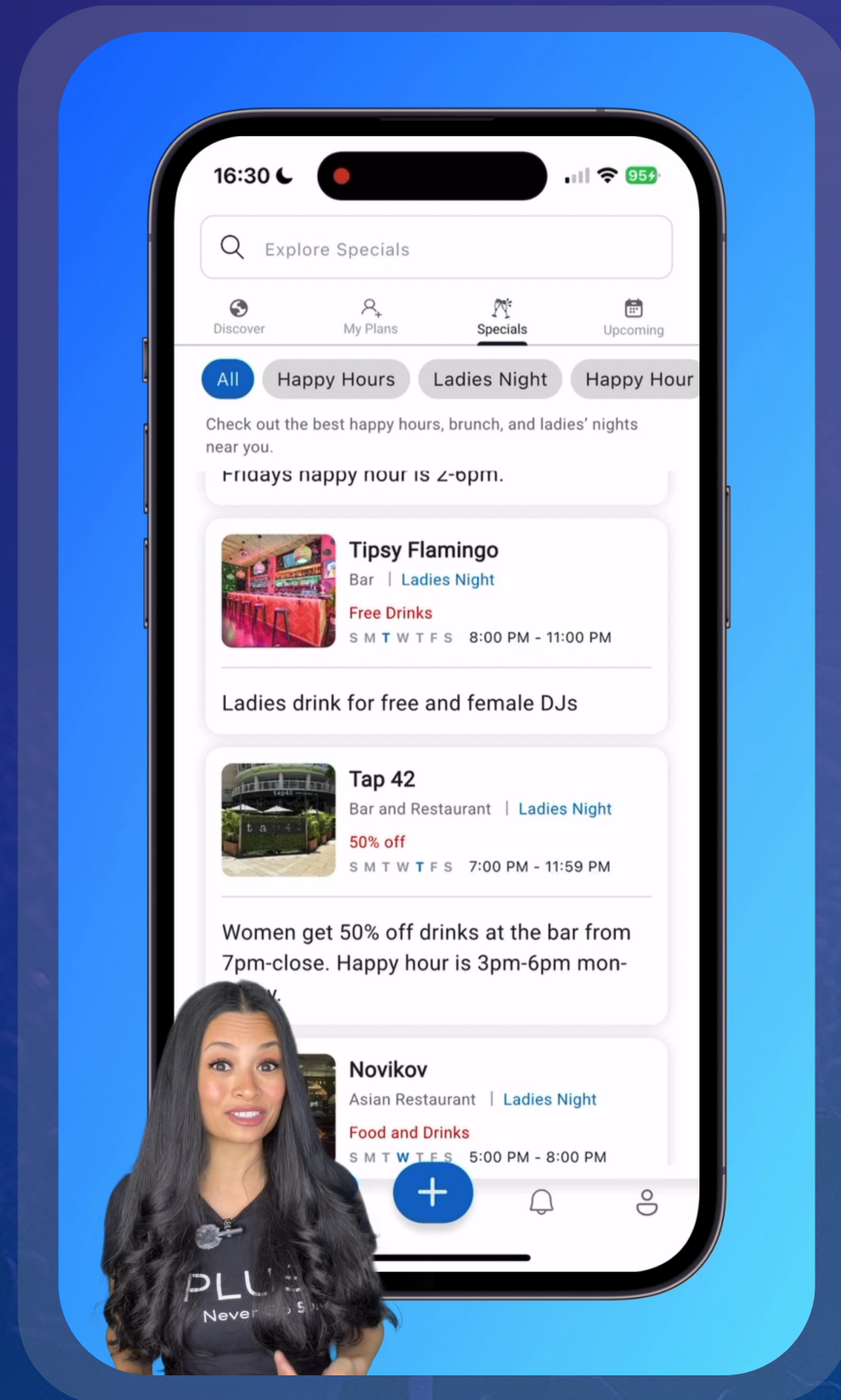
APP DEMO

Post or join plans in under a minute
— no swiping necessary



PERKS THAT POWER PLANS

We drive high-intent foot traffic to venues by turning specials into real plans



Their Venue, Our Users' Next Move

Curated local specials can be made into plans inside the app.



10%-30% off Specials

Exclusive discounts are offered to Plus 1 users who visit local businesses



Coming Soon: Affiliate Sales

Integration with Event Brite, Ticketmaster & Open Table

OUR GROWTH ENGINE

Every lever in our engine adds fuel to momentum, lowering CAC



Efficient Scalable Acquisition

→ Paid social & organic tactics are expected to drive efficient CPI lower even lower over time.



Cultural Activations→

NYFW, Back to School, Art Basel spark bursts of installs and earned media



Ambassador Amplification

→ Peer referrals and campus leaders amplify adoption beyond paid spend

