

■ THE INVESTOR PLAYBOOK

# Create More. Chase Less.

*The creative marketplace, booked as a team.*

The flat-fee – never a cut of the creative's rate – marketplace where photographers, videographers, and editors get booked together, through **LaunchDeck**.

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SHOW = INVESTOR-FACING

YOUR NOTES = FOUNDER ONLY

This playbook works for any pitch – speed-dating, a warm intro, a formal first meeting, or an emailed follow-up. Pages tagged **SHOW** are clean enough to turn toward an investor. Pages tagged **YOUR NOTES** – the script and the Q&A – are yours; don't flip to them.

■ NUMBERS TO KNOW COLD

**30** *creatives*  
CLOSED BETA · IOS

**3** *booked*  
LAUNCHDECKS

**26 / 40**  
POSTS / WAITLIST

**\$250K**  
PRE-SEED RAISE

**\$1.75M**  
SAFE CAP · 14.3%

**Build 5**  
PAYMENTS · MID-JUNE

**Year 3**  
EBITDA-POSITIVE

**88%**  
GROSS MARGIN

Say **30**, never "42." The line that lands: **"Every number on my investor page is live from the database — nothing projected."**

■ THE ONE-LINE ANSWERS

WHAT IT IS

The creative marketplace where a client books a whole team – photographer, videographer, editor – in one flow. The power of an agency, from your phone, using local creatives.

HOW WE MAKE MONEY

Tiered fees charged to the *client* (\$15 / 10% / 8%), Pro subscription (\$29/mo), and opt-in promotion. We never take a cut of a creative's rate.

WHY NOW / WHY RI

The product ships today and RI is dense enough to prove the model without burning cash – RISD, Brown, a real arts scene in our backyard.

THE ASK

\$250K pre-seed on a post-money SAFE at a \$1.75M cap. Funds payments live, a director, and RI density.

## ■ THE OPPORTUNITY

## Working creatives sit on a *structural mismatch* with the platforms built to serve them.

A client needs a photographer, a videographer, and a designer for a launch. Today they post on Instagram, slide into DMs, wait days, negotiate over text, and hope everyone shows. It's 2026 and that's still the system. Meanwhile creatives are brilliant at the work and terrible at getting hired – and every platform that exists takes 10–20% off the top.

## // 01 — THE TAKE-RATE

**\$200 lost per \$1,000.**

Incumbents (Thumbtack, Fiverr, Upwork) take 10–20% of every booking – carved directly out of what the creative earns. Multiply across a year of work.

## // 02 — THE COORDINATION TAX

**Three hires, three threads.**

A content shoot needs three creatives. Existing platforms make the client assemble a team of strangers, one booking at a time.

**The thesis.** LaunchPad inverts the model: fees are charged to the **client**, never carved out of the creative's rate – and bookings happen at the **team** level, not just the individual. We build the platform creative teams actually want to be on.

## ■ TWO THINGS NOBODY ELSE IS DOING

# A learned match, and a *team* in one transaction.

## // 01 — THE ALGORITHM

**The match is learned, not random.**

Every user builds a style profile at onboarding; engagement – browses, saves, books – refines it. The discovery feed surfaces the right creatives to the right clients. The creative gets hired because they fit the aesthetic; the client is satisfied because the match was learned. It compounds with every user. *That's the moat.*

## // 02 — LAUNCHDECK

**One transaction, up to five creatives.**

A client books a whole team – photo, video, editor – in one flow. The power of an agency, in a few clicks, using local creatives. No agency markup, no middleman. *No other creative marketplace offers this mechanic.*

## ■ WHY IT'S DEFENSIBLE

**The team is the unit of work.**

Marketplace density at the team level is far harder to copy than a directory of profiles. Creatives who do great work together get booked together – which makes the next booking easier, and the team durable.

**Local supply depth.**

LaunchDeck only works with supply density in a market. That's why Rhode Island first matters – by the time a competitor copies it in Providence, we own the creative community.

■ BUSINESS MODEL

# Fees that scale with the work. *Creatives keep their rate.*

Three layered streams – and not one of them carves into what a creative earns. The fee is charged to the client, on top of the quote.

STREAM 01 · TRANSACTIONAL

**\$15** flat under \$500 · **10%** \$500–\$2K · **8%** over \$2K.  
Steps down as work grows.  
LaunchDeck +\$35 / +\$50.

STREAM 02 · SUBSCRIPTION

Free forever. **Pro \$29/mo** (\$290/yr): the back office + the pipeline. **Founding \$19/mo** locked for the beta + first 100 RI Pros.

STREAM 03 · PROMOTION

Opt-in boosts: **\$5/48hr** · **\$15/7d** · **\$25/7d**, or 15–20% on performance. The only fee that touches a payout – by choice.

■ WHERE THE VALUE IS CAPTURED — A \$5,000 BOOKING

LEGACY PLATFORM · 20% COMMISSION

|                                    |                    |
|------------------------------------|--------------------|
| Creative keeps                     | <del>\$4,000</del> |
| Platform takes (from the creative) | <b>\$1,000</b>     |

**\$1,000** *extracted from the creative*

LAUNCHPAD · 8% CLIENT-SIDE

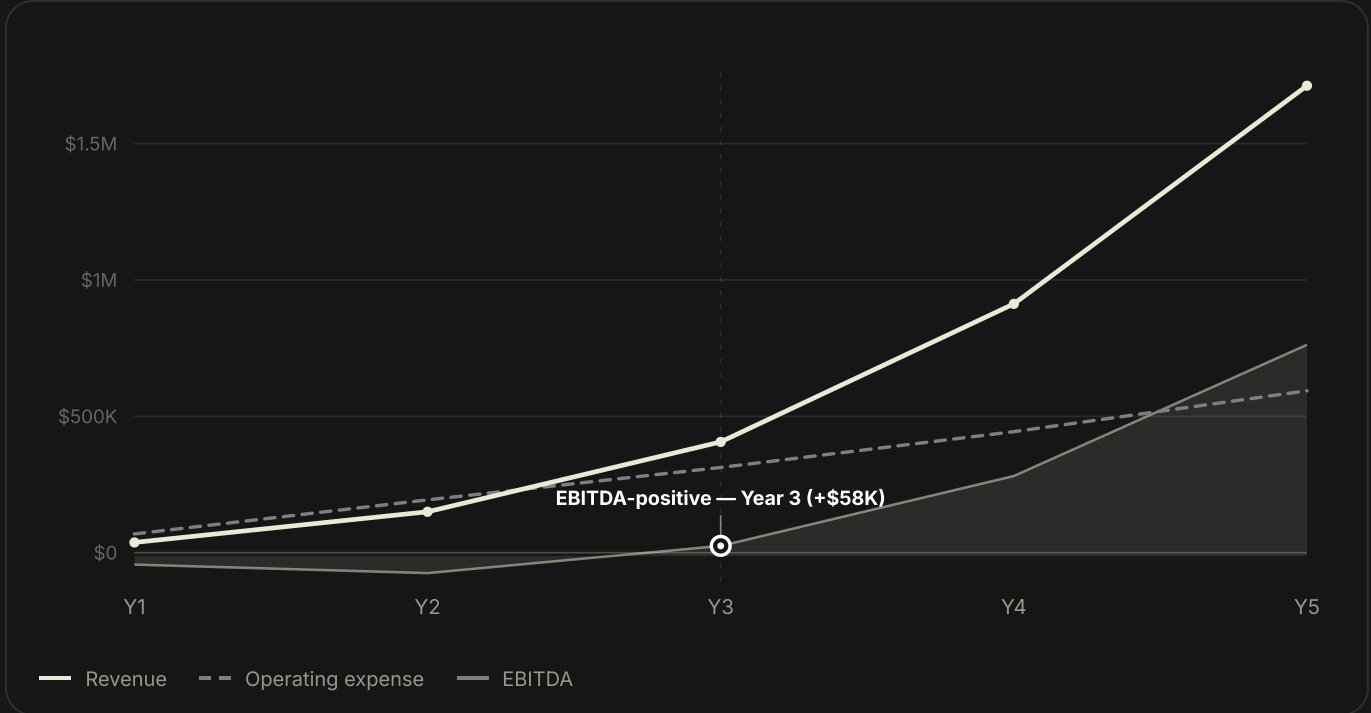
|                         |                |
|-------------------------|----------------|
| Creative keeps          | <b>\$5,000</b> |
| Client pays fee, on top | <b>+\$400</b>  |

**\$400** *generated, creative untouched*

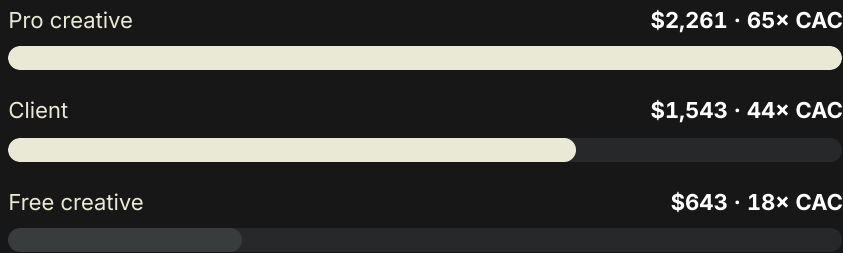
A \$5,000 booking generates roughly **\$400**, not \$30 – the client-side fee scales with the work while the creative's economics stay whole. Layer in Pro subscriptions and opt-in promotion and you get an **~88% blended gross-margin** business. We still never take a cut of a creative's quote.

■ FIVE YEARS, MODELED

**Modeled, not promised.** *EBITDA-positive in Year 3.*



■ 3-YEAR LTV BY SEGMENT



Healthy-market LTV:CAC benchmark is 3:1 – every segment clears it by an order of magnitude.

INVESTOR RETURN · BASE CASE

# 3.9x

|                      |        |
|----------------------|--------|
| \$250K @ \$1.75M cap | 14.3%  |
| Y5 \$1.7M × 4x       | \$6.8M |
| Return               | \$971K |

■ THE ASK

# \$250K pre-seed. *Raising to accelerate, not to survive.*

A post-money SAFE – fast, no interest, no repayment – that converts at our next priced round. The model reaches EBITDA-positive in Year 3, so this raise covers cumulative burn roughly 2.3x over.

|            |                 |                   |         |
|------------|-----------------|-------------------|---------|
| Instrument | Post-money SAFE | Cap               | \$1.75M |
| Raise      | \$250K          | Implied ownership | 14.3%   |

■ WHERE THE \$250K GOES (DIRECTIONAL)



■ FUNDING ROADMAP — EACH ROUND FUNDS THE NEXT PROVABLE PHASE

|  |  |  |
|--|--|--|
| <p>PRE-SEED · NOW</p> <p><b>\$250K</b></p> <p>Payments live, a director, RI density. Drives RI to the liquidity milestone.</p> | <p>SEED</p> <p><b>\$500K–\$1M</b></p> <p>New England + East Coast. Unlocked by the RI milestone.</p> | <p>SERIES A</p> <p><b>\$1M–\$3M</b></p> <p>National rollout, ops scale, platform durability.</p> |
|--|--|--|



**See it live — and run the numbers yourself.**

The full investor page pulls every metric live from the database and lets you drag the return assumptions.

Scan, or visit:

[thelaunchpad.app/investors](http://thelaunchpad.app/investors)

## ■ THE 5-MINUTE SCRIPT

For a speed round, compress to the Hook, the Wedge, and the Ask. For a full meeting, run it all and leave room – the best pitches are conversations. It's a feedback room: land it clearly, earn one or two follow-ups.

**Hook** 0:30

"I'm David, founder of LaunchPad – the creative services marketplace for the mobile generation. We give small businesses the power of a creative agency: *a few clicks, from their phone, using local creatives.*"

**Problem** 0:45

"A client needs a photographer, videographer, and designer. They post on Instagram, wait days, negotiate over DMs, hope everyone shows. And creatives are great at the work, terrible at getting hired – every platform takes 10–20% off the top. *Nobody serves this middle.*"

**Product** 1:30

"Two things nobody else does. *One – a matching algorithm* that learns each user's style and surfaces the right creatives to the right clients; it compounds as we grow. *Two – LaunchDeck:* book a whole team in one transaction. The power of an agency, in a few clicks, with local creatives."

**Traction** 0:45

"30 creatives in closed beta on TestFlight – all organic – and LaunchDecks already booked. Delaware C-Corp, head of engineering on with equity, Rhode Island first by design: RISD, Brown, a real arts scene, dense enough to prove the model without burning cash."

**Profitability** 0:45

"Flat, client-side fees – never a cut of the creative's rate. A flat \$15 under \$500, then 10% and 8% as projects grow; Pro at \$29/mo; opt-in promotion. A \$5,000 booking generates \$400, not \$30 – and the creative keeps every dollar of their quote. ~88% gross margin."

**Ask** 0:30

"\$250K pre-seed on a post-money SAFE, \$1.75M cap. Payments live, a director, RI density – to real transaction revenue and the traction story for a seed. *I'd love to know if early consumer marketplaces are your thing.*"

## ■ HAVE THESE READY

**Is the algorithm built?**

Style profiling is live in onboarding; engagement refines it; the feed runs in beta. It compounds with every user – exactly how a moat should work.

**What makes LaunchDeck defensible?**

Coordination logic is non-trivial, and it needs local supply depth – so RI first. By the time a competitor copies it in Providence, we own the community.

**Why creatives over Instagram?**

We solve getting hired *consistently* – profile, booking, payments, and an algorithm that surfaces them. Free to join; we only earn when they do.

**Who's the competition?**

Thumbtack, Fiverr, Upwork – individual, remote or lead-gen. None book a local team in one transaction. Closer to Uber than Fiverr.

**Don't you take a percentage too?**

Only client-side, on top of the quote, and only on the boost a creator opts into. We never carve a fee out of what a creative earns.

**What are the terms?**

\$250K on a post-money SAFE, \$1.75M cap → 14.3%. Targeting 10–20% sold across the pre-seed. Happy to share the deck on a follow-up.

**What unlocks the seed?**

A defined milestone: 200 active creatives, 50 hires/month, ≤45-day liquidity, two consecutive months. Queryable from the database.

**Timeline to revenue?**

Build 5 is payments – mid-June. Real transaction revenue follows immediately. The infrastructure's built; this raise activates it.

**Why you?**

Bi-vocational founder shipping production builds with AI as engineering co-pilot – capital-efficient by construction – with real ties to the RI creative community.

**What's your TAM?**

The US freelance creative economy is north of \$50B [*estimate – have the source*]. We build the dominant local platform per market, starting here.

**Pro pricing — will creatives pay?**

Pro replaces a \$36/mo business-OS tool *and* a \$30/mo marketplace membership for \$29 – and Founding members lock \$19 for life.

**What do you need tonight?**

Not a check – a real follow-up and your sharpest feedback. If you back early consumer marketplaces, watch RI prove out and move with me.