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# The Problem

Founders are brilliant — but stuck in silos.

**61%**

of founders can't find people who truly understand them

**27%**

feel lonely or isolated.  
Among under 35: 30.7%.

## It's a matching problem

61% of founders struggle to find people who truly understand them. The right co-creator simply doesn't exist in their existing circle.

## Loneliness kills ventures

Research directly links entrepreneur loneliness to venture discontinuation. Isolated founders quit, not because the idea failed, but because they were alone.

## No co-founder = no funding

36.3% of new startups are solo-founded (Carta 2025), yet solo founders close only 17% of VC rounds. Investors penalise the absence of a complementary partner.

# Market & Business Model

The ClassPass of entrepreneurship + data intelligence for incubators. The conditions have never been more favorable.

**\$1.64B**

Founder networking  
market 2025

16.4% CAGR to \$3.36B by 2032

**5,668+**

YC-funded companies  
1,000+ startups at Station F

Massive ecosystem demand

**0 active  
competitors**

\$61M+ proved demand

**\$65.6B TAM**

320M professionals globally wanting cross-industry  
co-creation

**\$450–500M SAM**

75–85M English+French speaking professionals, 25–  
45, tech-savvy

**\$900K–\$1.5M SOM**

50K–80K users, 6K–9K paying in Paris, Montréal,  
London

# The Solution

A swipe-based matching platform built around aspirations and projects, not resumes. The full co-founder relationship lifecycle.



Sparkmate matches entrepreneurs, corporate professionals, domain specialists with complementary co-creators across industries, so a cardiologist finds a product designer, and a lawyer finds an engineer.

No pressure to "start a company." No VC gatekeepers. Just two experts discovering they could build something extraordinary together.

## Match

Swipe-based matching on aspirations, project type & complementary skills. Share your LinkedIn + what you're searching for. Matches based on human fit.

## Events

Curated entrepreneurial events matched to your profile. See which matches are going. ClassPass-style credits to attend. Never miss the right room.

## Dashboard

Take notes on meetings. Track conversations. Set smart reminders: 'Connect with Xavier on LinkedIn after the meetup.' Your co-founder CRM.

## Archive

Unmatched profiles stored with notes on why. Never lose context. Full history of your entrepreneurial network journey.

# Business Model

## B2C - Subscription Tiers

|                             |                  |  |
|-----------------------------|------------------|--|
| <b>Free</b>                 | 0 event credits  | 5 matches/day, basic messaging                 |
| <b>Explorer<br/>9.99/mo</b> | 3 event credits  | Unlimited matches, dashboard, reminders        |
| <b>Pro<br/>14.99/mo</b>     | 8 event credits  | Priority visibility, advanced filters, archive |
| <b>Max<br/>24.99/mo</b>     | 15 event credits | All features + exclusive events early access   |

## B2B - Data for Incubators

>> YC, Station F, Techstars, HEC Incubator buy matching analytics

>> See if their events effectively connect people

>> We push their events on our Events tab (promoted placement)

>> Prove ROI on ecosystem building justify budgets