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Slopmarket

Connecting problems to solutions, at enterprise speed.

FOUNDERS



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The AI adoption gap is leaving mid-market companies behind

Three constituencies. One shared pain.

CUSTOMERS

Trapped between ambition and budget

Mid-sized companies face mounting AI pressure from boards and competitors. Yet as the barrier to building AI tools collapses, they find themselves overwhelmed by options — unable to identify what actually fits their needs.

STARTUPS

No credible path to enterprise clients

AI startups build real solutions but struggle to gain access to real customers. Without structured deal flow, they waste resources on cold outreach and never validate product-market fit at scale.

INVESTORS

Blind spots in portfolio validation

Vcs back AI startups with limited visibility into real-world performance. Metrics are self-reported, there is no neutral arena to see who truly delivers, and deal flow rarely surfaces what enterprise problems actually look like.

"The idea moat is dead. Execution is the only currency that still appreciates."



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A guided problem-to-prototype marketplace

We connect mid-market companies with vetted AI startups through structured, competitive engagements.

01

Problem intake

We guide clients through a structured discovery process, translating vague business challenges into a standardized brief with clear scope, success criteria, and budget.

02

AI matching

A hybrid RAG engine surfaces the top 5 startups ranked by capability fit, track record, and confidence score.

03

Competitive build sprint

Selected startups deliver working prototypes in 1–2 weeks, evaluated on feasibility, business impact, and execution speed.

04

Select and contract

The client selects the winning solution. The contract is signed on-platform. We take a success fee. Shortlisted startups receive structured feedback.

Our moat

Not a database. A system of record for execution quality.

Demand aggregation

Supply curation

Network effects

Workflow lock-in

We are not Crunchbase

Crunchbase helps you find startups. We help you find the solution that actually works — before you pay. The output is a signed contract, not a shortlist.

Human + AI advisory layer

For clients with no in-house AI fluency, we offer problem scoping, brief facilitation, and post-sprint debriefs. This is what earns trust with mid-market buyers.

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A large, structurally underserved market

We target mid-sized companies needed AI to improve business but overwhelmed by the options on the market.

\$420B

T A M

Global AI consulting & implementation market (2024, projected \$1T+ by 2030)

\$38B

S A M

Mid-market AI advisory & vendor matching, companies \$50M-\$1B revenue

\$950M

S O M

Realistic 5-year capture in Western Europe & APAC markets

Market segmentation

Large enterprise (\$1B+) — served by MBB, Big 4



out of scope

Mid-market (\$50M-\$1B) — our target



~160,000 companies globally

SMB (under \$50M) — low willingness to pay



future expansion

Simple, outcome-aligned pricing

We charge when value is delivered. No retainers. No upfront risk.

Startup side

Success fee **10 – 15%**

Applied to the value of the first signed contract. No win, no fee — our incentives are fully aligned with yours.

Enterprise (client) side

Enterprise access subscription **€6K / year**

Unlimited problem submissions, priority matching, and a dedicated account manager for clients running 3+ engagements per year.

VC analyst side

Market analysis report **€12K / year**

Annual subscription giving clients access to structured AI vendor landscape reports, capability gap analyses, and recommended shortlists.

Avg engagement: €65K · Blended success fee: 12% · Fee per deal: ~€8K · Target: 90 closed deals by end of Year 2

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Path to €4.32M ARR by Year 3

Bottom-up model anchored to closed deals. All figures in EUR.

€274K

YEAR 1 REVENUE

20 deals · 15 enterprise subs · 2 reports

€1.18M

YEAR 2 REVENUE

90 deals · 60 enterprise subs · 8 reports

€4.32M

YEAR 3 REVENUE

350 deals · 200 enterprise subs · 20 reports

Revenue stream	Year 1	Year 2	Year 3
Success fees (10-15% of contract)	€160,000	€720,000	€2,880,000
Market analysis reports	€24,000	€96,000	€240,000
Enterprise subscriptions	€90,000	€360,000	€1,200,000
Total revenue	€274,000	€1,176,000	€4,320,000

Y1: €160K + €24K + €90K = €274K · Y2: €720K + €96K + €360K = €1,176K · Y3: €2,880K + €240K + €1,200K = €4,320K

Key assumptions

Avg contract: €65K · Fee: 12% · Deals: 20→90→350 · Subs: 15→60→200 (3.5x YoY) · Reports: 2→8→20 · Gross margin: 68% by Y2