

THE STRATEGIC BRAIN FOR THE SOLO FOUNDER

Daily. Over text. Grounded in each founders actual data.



Building a product just got easier; running a business didn't.

What if we could help solo founders avoid common pitfalls and build thriving businesses?

- AI build tools cut time-to-product 10x
- CAC up 40-60% since 2023
- Positioning clarity, underpricing, customer experience neglect are top 3 failure modes for solo founders

"I don't know what to focus on today."

"I can't tell if what I'm doing is working."

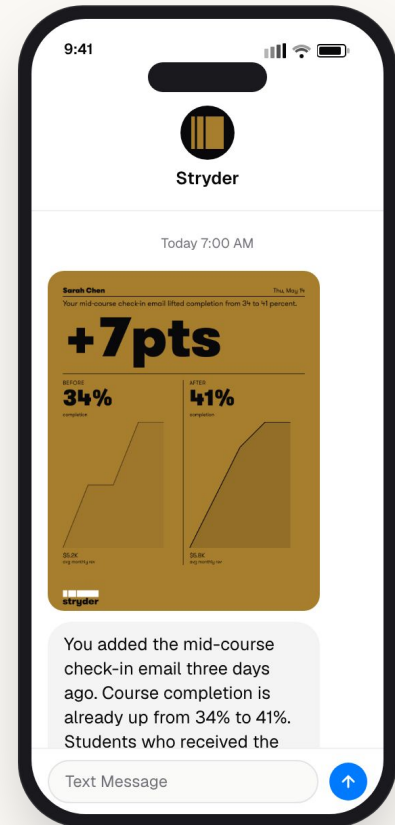
"My competitor did something new. Should I?"

Every morning, Stryder texts you what to do next.

An on demand business coach that learns from experience and knows what each unique founder needs before the founder knows they need it.

The brief arrives at 7am. It already knows their numbers, improves their strategy, and remembers their preferences. It tells them the answers the founder needs before they even knows to ask. Users can dive deeper or ask questions to get personalized, evidence-backed solutions when they need them.

60 seconds to read the daily brief. 10 minutes a day getting solutions to hard problems. With Stryder, founders spend their days taking action not spinning wheels.



Three verticals, one engine, path to \$100M ARR

345K founders today,
\$1,548 ARPU, 5% capture.

- DTC: 120-140K above \$250K revenue
- SaaS: 200-400K solo founders globally
- Creator: 25-45K net-new founders
- 41% YoY growth in company formations*



*<https://stripe.com/blog/stripe-atlas-startups-in-2025-year-in-review>



I kickstarted a DTC brand & designed a Wirecutter top pick

Then, I spent 5 years learning to build software startups. Now, I'm solving the problems I faced as a solo founder because no one else has.

- Led 2 successful Kickstarter campaigns
- Designed Wirecutter's top carry-on backpack for four years
- Customer Zero running Stryder on Stryder
- Learned to build software as a product leader at venture studios inside Iron Mountain & ServiceNow
- Built AI-first marketing tool for independent hotels in 5 months at venture-backed startup TakeUp

Capital buys speed; the unit economics already work.

Twelve months: 200 to 400 paying founders, \$200K-\$600K ARR

- Ship product instrumentation, select integrations, targeted action execution
- Editor amplifying my content output
- Daily presence in every founder community
- Contractor running the conversion funnel

