



# PRE-SEED INVESTMENT MEMO

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For: [INSERT HERE] | From: Patrick Healy | Date: May 2026

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The strategic brain for the solo founder.

## Team Overview

I'm Patrick Healy. I bootstrapped Modern Industry from \$5K to a \$500K run rate through two Kickstarter campaigns, then spent five years at Tortuga, where the Outbreaker carry-on I designed held [Wirecutter's top spot](#) for four years.

After Tortuga I started Heylow, and solo founding broke me. I knew how to make things people loved. I didn't know how to build a sustainable business around them. Strategic clarity wasn't anywhere. Not from agencies, not from fractional CMOs priced for companies four times our size, not from irrelevant newsletters about what Glossier or other venture backed brands did.

I left DTC for software. Five years as a product leader at venture studios inside Iron Mountain and ServiceNow, then Head of Product at venture-backed TakeUp, where I shipped an AI-first marketing tool for independent hotels in five months. Stryder is what I learned applied to the problem I lived. .

## Problem and Market Overview

A solo founder runs the equivalent of an executive team alone. People make tens of [thousands of decisions a day](#); [chronic isolation](#) degrades the executive function each one requires; [decision fatigue](#) compounds over a working week. DTC, SaaS, or Creator: same shape, no CMO, no board, no peer group at this stage. The founder makes the calls anyway. The wrong ones cost two months and thousands of dollars our founders can't afford.

[CB Insights' synthesis of 110+ startup post-mortems](#) names the recurring strategic failures: no market need (weak positioning), getting outcompeted (strategic blind spots), and pricing or cost issues (undermonetization). Each is a call the founder made wrong.

Three verticals, one engine. Solo-founded startups grew from 23.7% to 36.3% of US business [formations since 2019](#). In English-speaking markets that's 345-585K founders above \$250K revenue: 120-140K DTC, 200-400K SaaS, 25-45K Creator. At Stryder's \$1,548 blended subscription, TAM is \$10B, SAM \$900M, SOM \$100M at 5% capture of the 2030 population that growth puts at 900K-1.3M.



The path to \$100M ARR is per-founder LTV climbing from \$4,900-\$7,500 toward \$30K-\$50K as founders grow with us, not 100,000 net-new founders.

## Product Overview

Every morning, Stryder texts a brief: one thing about the business the founder doesn't know yet, why it matters, and one to three actions before tomorrow's brief reports whether yesterday's call worked. Sixty seconds to read. Reply for a 30-second answer grounded in their data. A live strategy doc holds positioning, pricing, and decisions.

Data flows in via email forwarding from Shopify, Klaviyo, GA4, Meta Ads, Stripe, and customer-voice tools. Stryder generates its own data too. Each night the web scraper tracks competitor moves, DataForSEO surfaces category SERP and keyword shifts, and the LLMs run simulated customer research against each brand's reviews and pages.

Why now: AI build tools cut time-to-product to a weekend ([51% of new GitHub code is AI-assisted](#)), [CAC is up 40-60% since 2023](#), and [Stripe Atlas reports 41% more formations in 2025](#). The wedge is owning the daily decision call.

## GTM Strategy

We sell to solo founders in DTC, SaaS, and Creator at \$250K-\$5M revenue, where strategic clarity is the bottleneck.

Distribution is the product's own output, not ads or sales. The wedge is the non-technical founder building with AI tools like Claude Cowork, a cohort that buys on identity and trusts working artifacts over advertising. Stryder produces a strategic artifact daily, Patrick runs it on Stryder's own business, and Stryder itself was built in Cowork. The engine is free strategy artifacts placed where these founders build, each funneling to the product. Stryder also points its agentic engine outward, finding founders at their inflection moment and generating a specific strategic read for each, a hustle this cohort respects as its own.

Two tracks. Unfunded, Stryder reaches profitability as Patrick ships free artifacts into the Cowork directory and platform template galleries. Funded, paid placement with AI-build educators and newsletters drives 50 paying founders by month 3, 150 by month 6, 200 to 400 by month 12, defended by \$1,548 ARPU and 61% blended margins.

## Business Model

Stryder is a monthly or annual subscription. Three tiers: Starter \$79, Growth \$149, Pro \$249, each with a conversation floor (30/100/250). \$20 Conversation Packs of 25 auto-trigger above the floor; founders are never throttled. Annual is twelve months for the price of ten. Per-conversation cost is \$0.336 (LLM and SMS). Fixed cost per founder runs \$17-\$28 per month by tier, dominated by the daily brief pipeline. Floor margins are 65%/62%/55% monthly and 58%/55%/46% annual. At the launch

cohort mix and 20% annual take, blended margin is 61%. Two unused cost levers (Anthropic Batch API and prompt caching) move blended margin to 70%+ when activated.

## Traction

The product is built and I've been running Stryder on my own business daily for months. Two weeks ago it flagged that my deck's opening slide described the product instead of creating tension; I rewrote it the same morning. Last week it caught me leading with price advantages on the marketing site here; I rebuilt the section. Three weeks ago it told me I was over-investing in product instrumentation given my launch timeline; I shifted four days of build to content.

I am the first user. The decisions I'd otherwise have made wrong are what the next 500 are buying.

## Competitive Landscape

Three categories compete today, generic LLMs, disparate data dashboards, and expensive fractional advisors. Generic AI (ChatGPT, Claude): the founder has to load context and prompt every session. Dashboards (Triple Whale, Lifetimely): numbers, not decisions. Human advisors (fractional CMOs at \$3K-\$15K/month, strategy consultants at \$5K-\$20K per project): episodic and 10-50x Stryder. [ChatGPT D1-D30 retention is 56%](#); most founders try generic AI for this and most quit.

Stryder wins on three direct contrasts. Unlike generic AI, it remembers the founder's strategy across sessions and surfaces context unprompted. Unlike dashboards, it converts numbers into ranked next actions. Unlike consultants, it stays continuously current with the founder's data and decisions, not point-in-time.

The moat is three loops in lockstep: persistent founder memory, the nightly intelligence engine, and a live strategy artifact. Reproducing all three at parity [scales quadratically for entrants](#).

## Vision

Stryder is the strategic layer for a million solo founders by 2030. The same engine ships into services, hotels, political campaigns, and professional practices. Per-founder LTV climbs from \$4,900-\$7,500 today toward \$30K-\$50K at scale. \$100M ARR is 1 to 5% of a million founders at the top end.

## Next 12 Month Plan and Use of Proceeds

**Today:** MVP launched. **Month 3:** ProductHunt launch and the first 50 paying founders. **Month 6:** distribution flywheel, 150 founders. **Month 12:** 200 to 400 founders, \$200K to \$600K ARR.

Capital buys speed. It funds me to ship product instrumentation, select integrations, and targeted action execution; an editor amplifying my content output; and a contractor running the conversion funnel.