

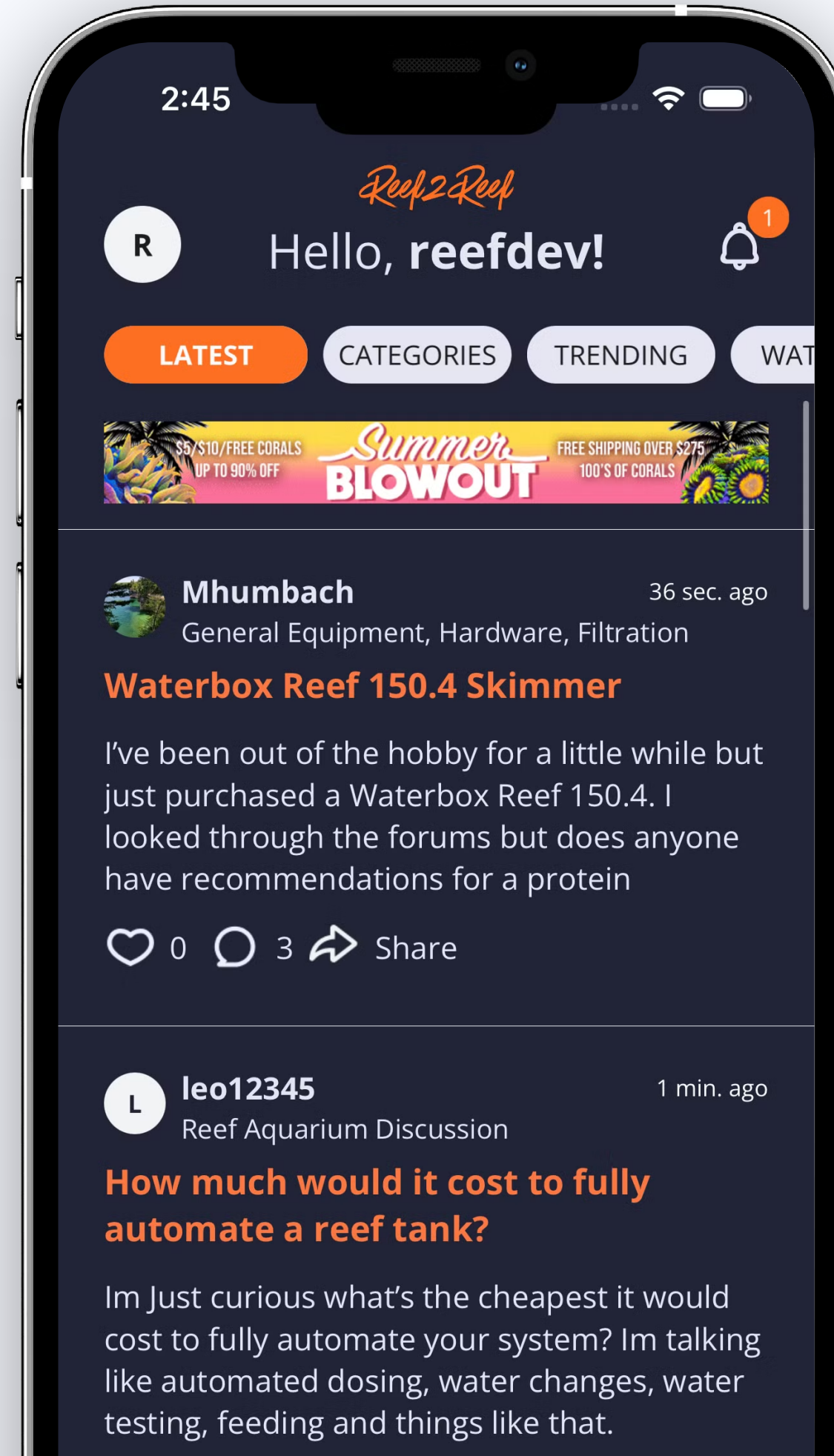
Nathan Levine
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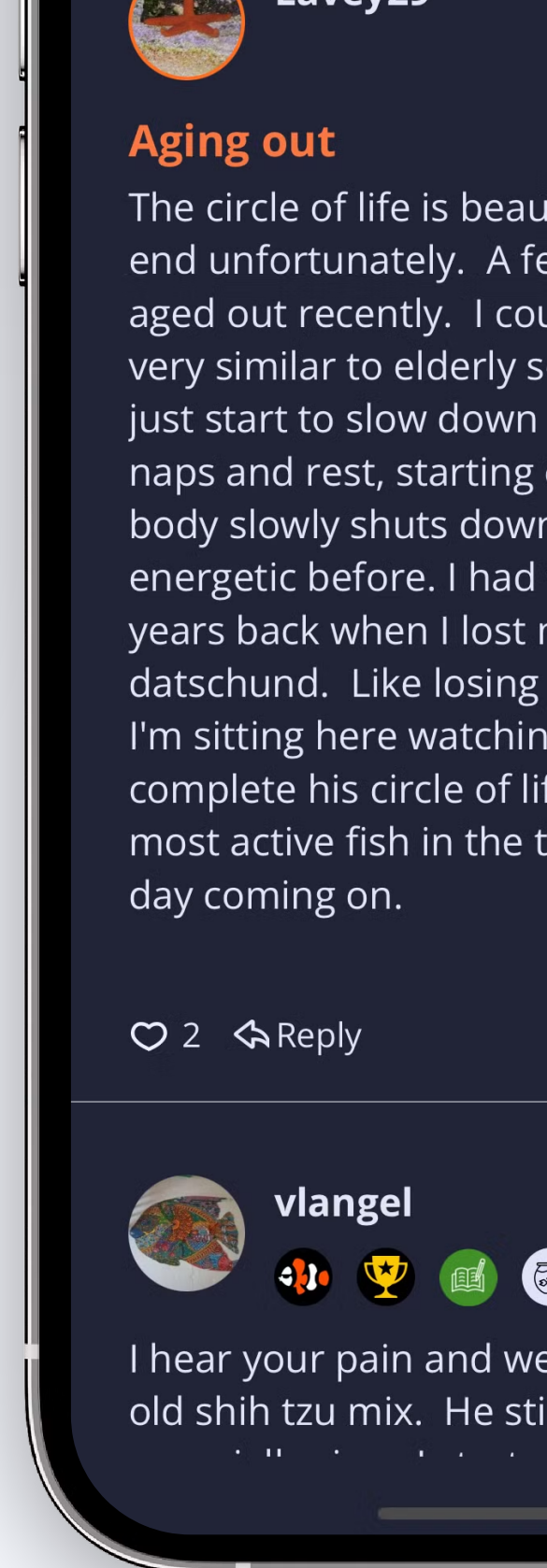
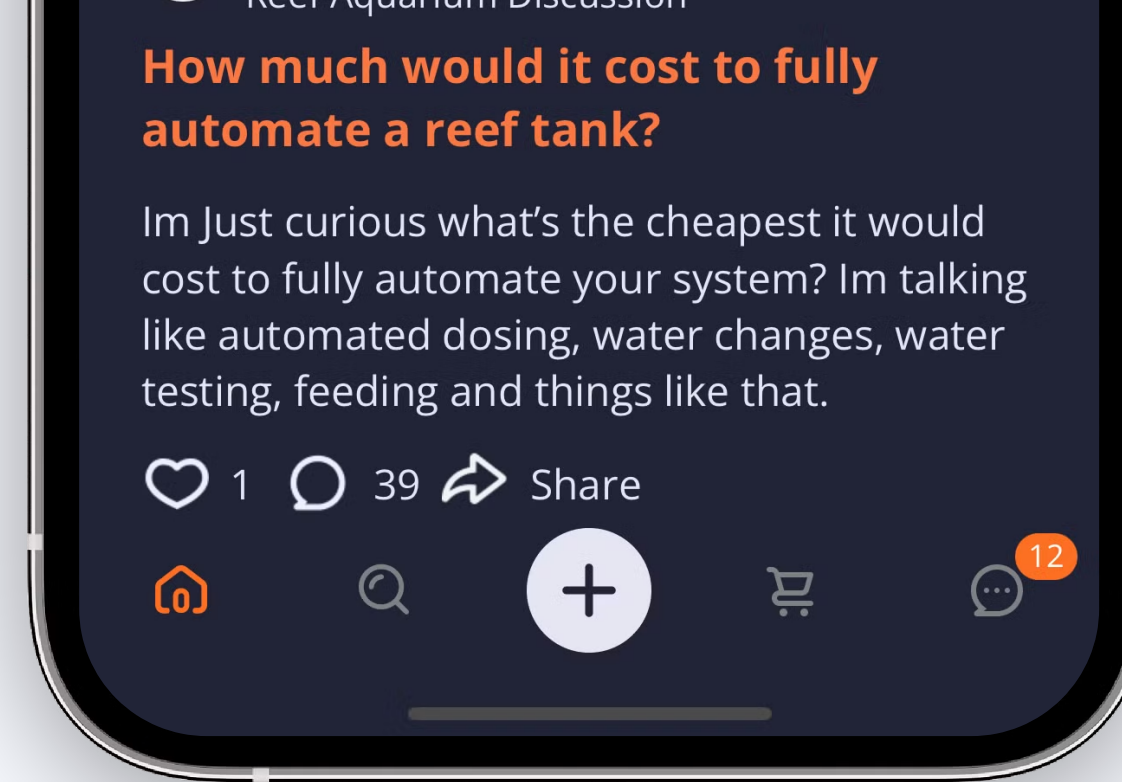
Website
www.tryforumly.com

July 22, 2024

Forumly

Try Pitch





What We Do

Forumly helps Xenforo-based online communities/forums enhance user engagement and drive growth via native and bespoke iOS and Android mobile apps.



The Problem

There are thousands* of forums on the internet running on [XenForo](#)'s forum/community software with active, revenue-generating communities that lack a native mobile solution.

Most of their users (~75%+**) access these forums via mobile, but the current browser or progressive web apps offer a poor mobile experience.

This limits user engagement and hinders community growth and business expansion.

*<https://trends.builtwith.com/websitelist/XenForo-2.x/Top-Million-Sites-by-Traffic>

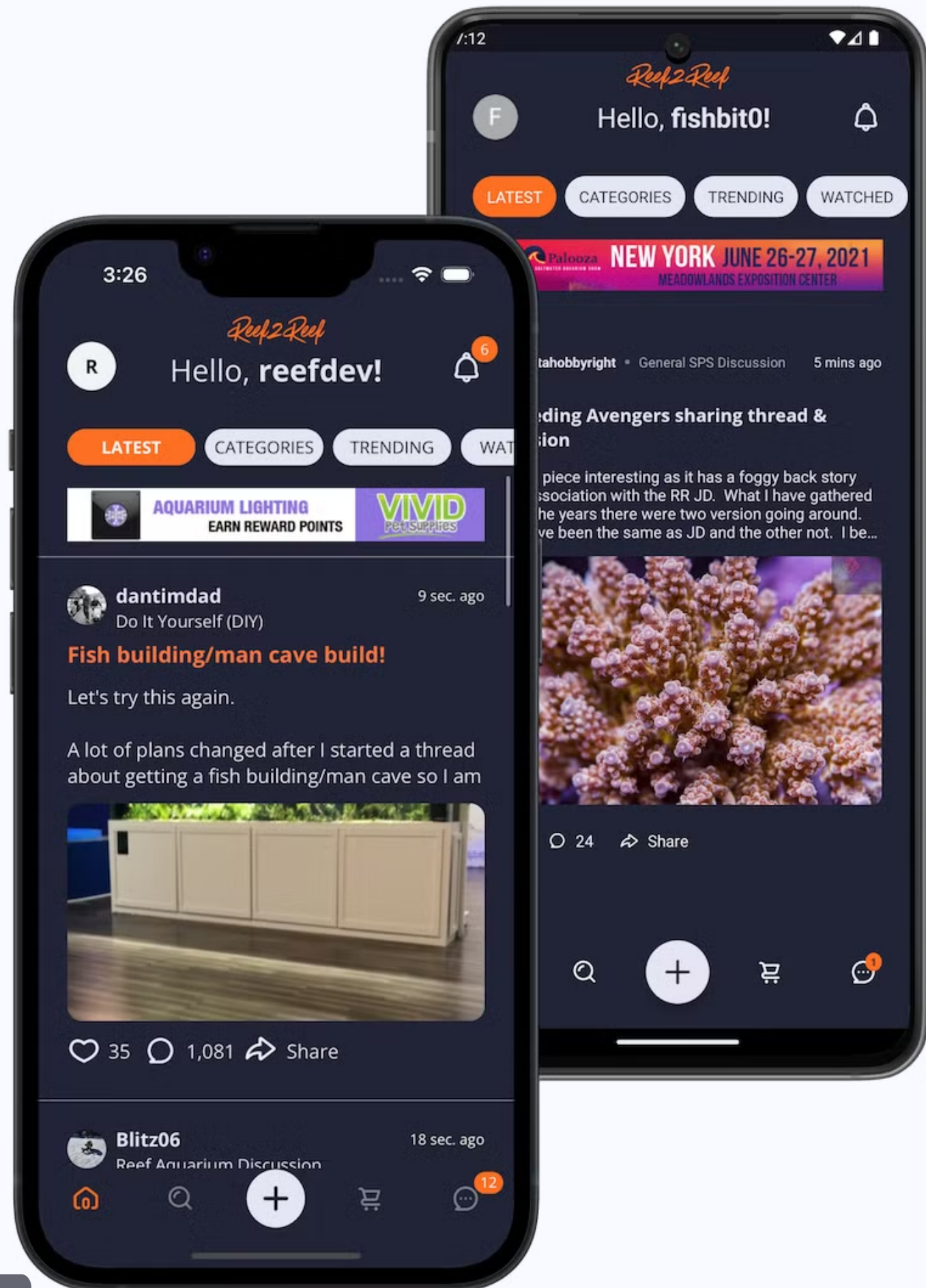
**According to Google Analytics, 73% of 450k Reef2Reef users in the last 30 days accessed the forum via mobile, a trend corroborated by discussions with other forum operators.

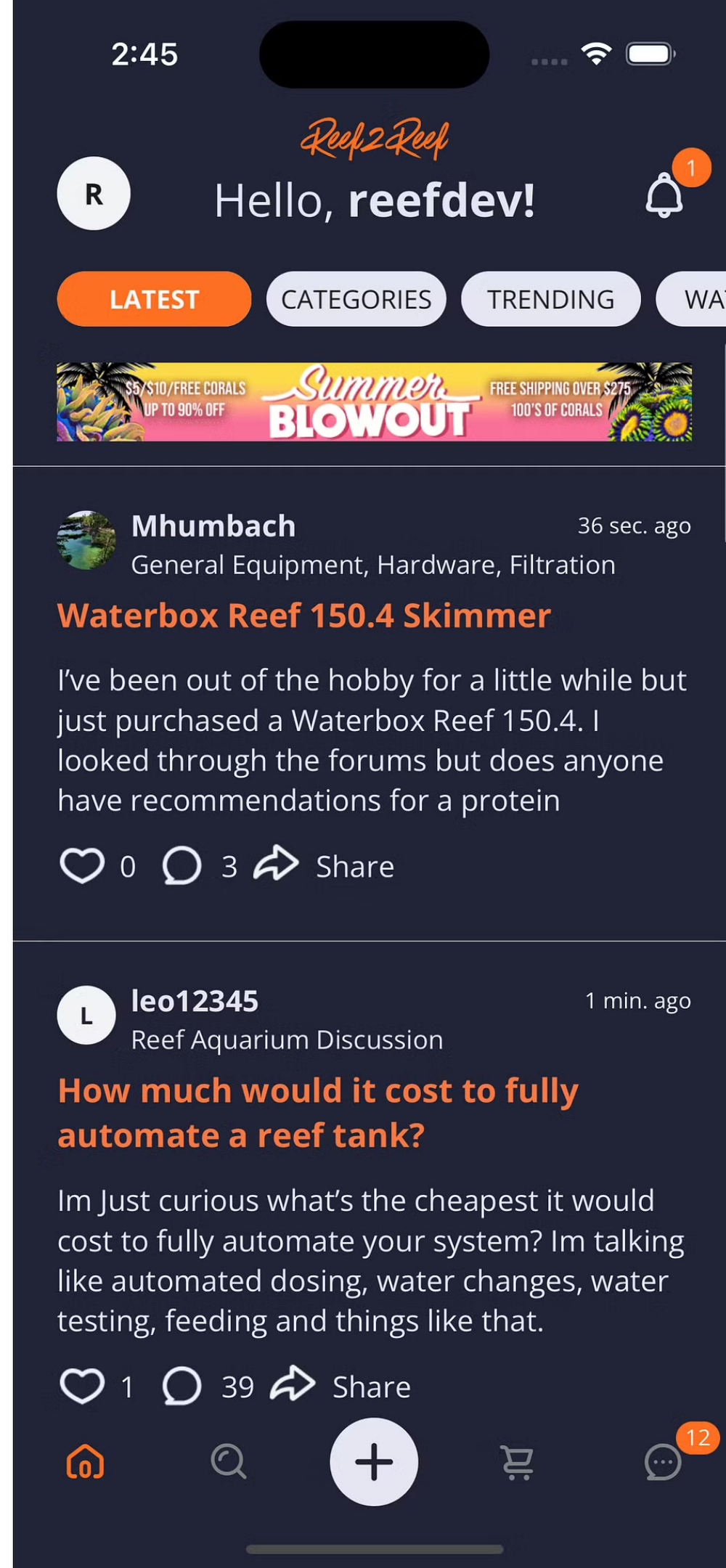
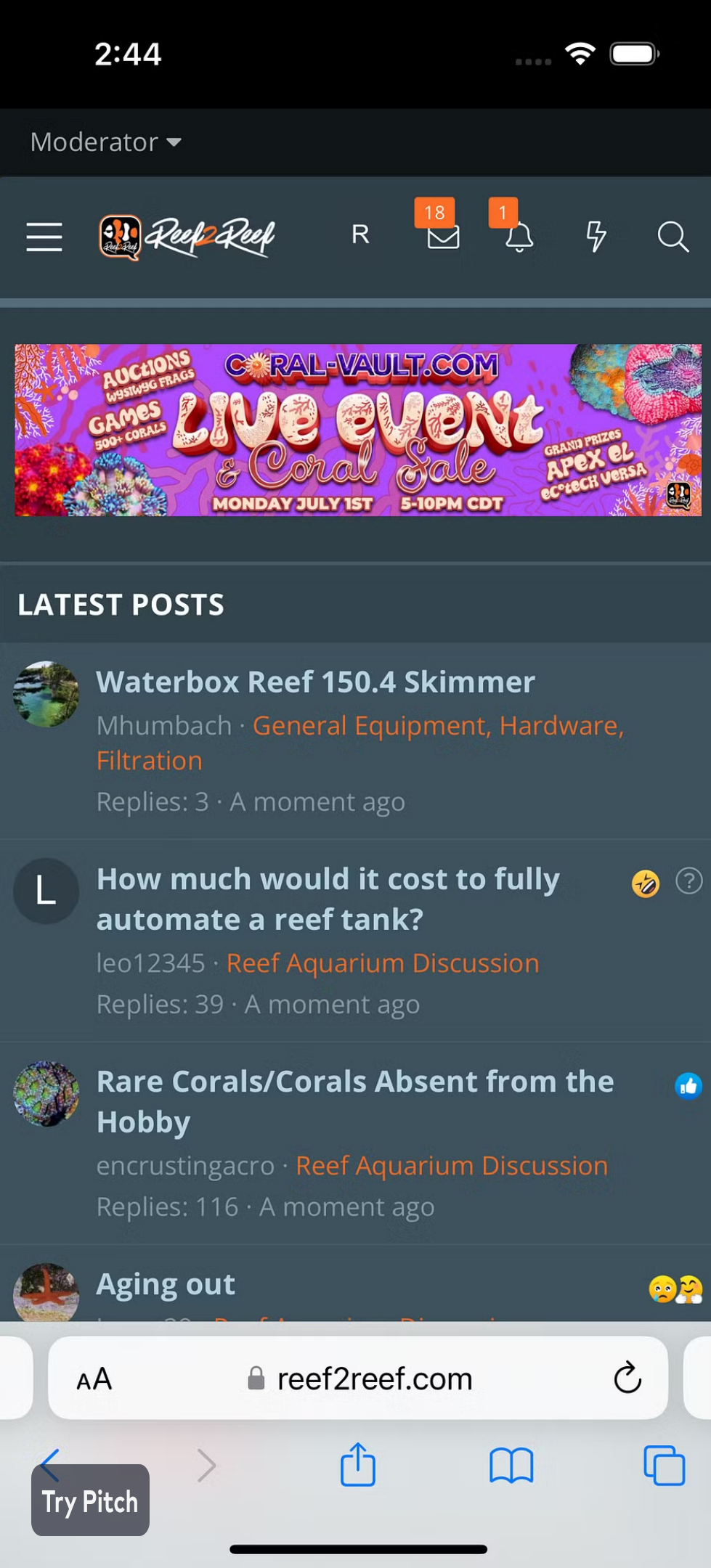
The Solution

We build native iOS and Android apps for XenForo-based forums. These apps boost user engagement and community growth, in turn increasing ad revenue.

We have already built an app that is currently in beta testing for Reef2Reef. It was built in such a way as to easily and quickly be able to launch individualized apps for other XenForo-based forums.

By sharing common infrastructure among the different forums, we can quickly create "customized" apps for other forums while maintaining a single codebase. Improvements for one forum benefit all.





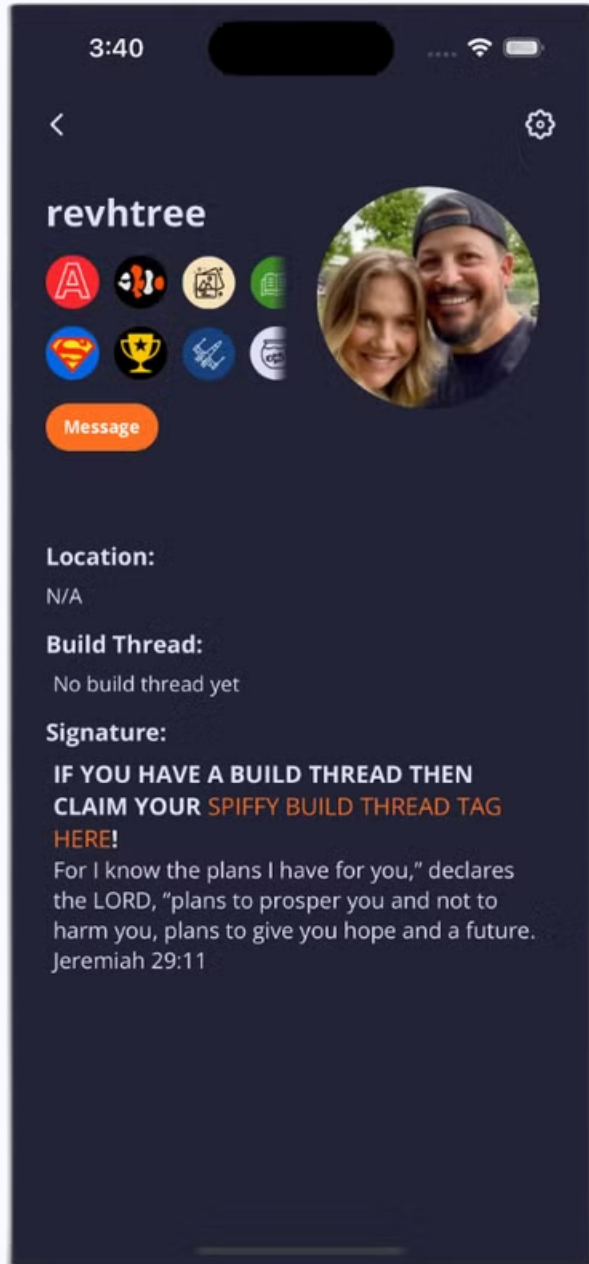
The Product

Our native iOS and Android apps drive higher user engagement and retention than the existing web apps on phone browsers.

With seamless navigation, enhanced performance, push notifications to pull users back in, and infinite scrolling, users spend more time in the app. Easy content sharing, direct media uploads, and an immersive experience keep users returning and staying longer.

Ultimately a mobile app leads users to viewing and posting more content and seeing more ads.

Profile page



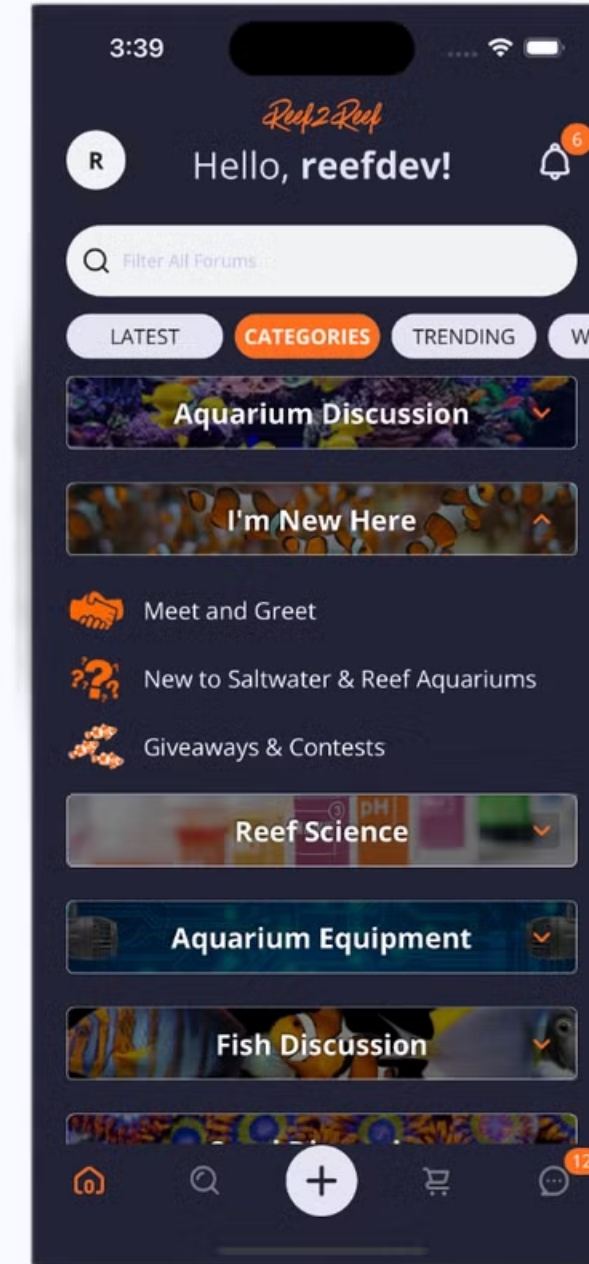
Direct Messages



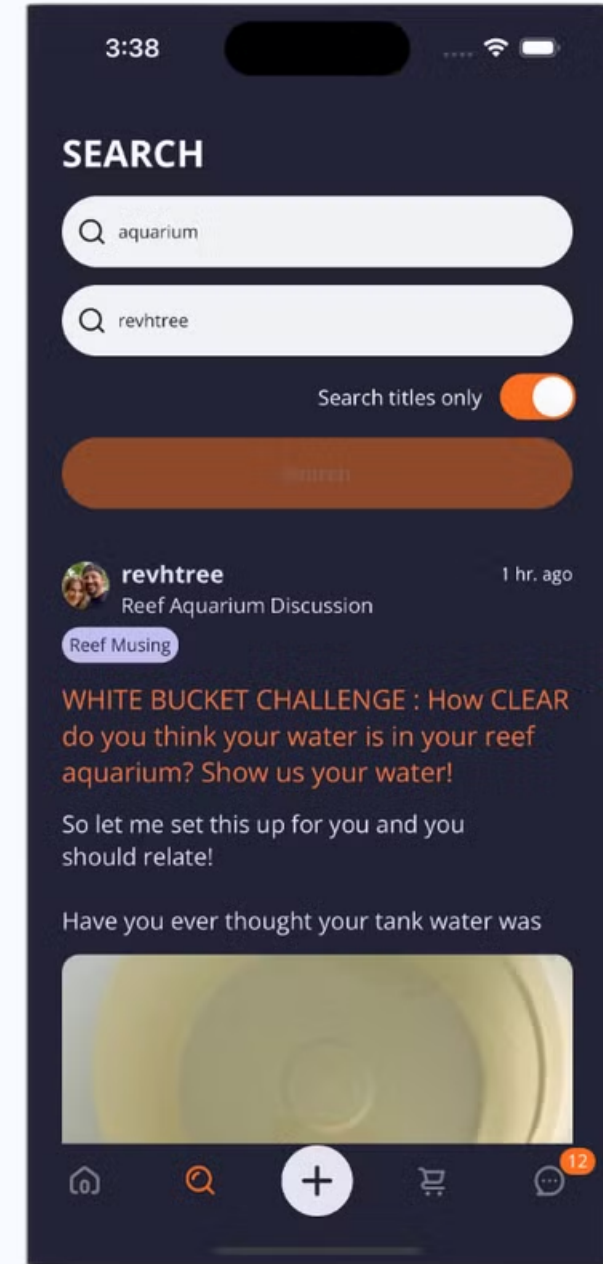
Main Feed



Exploring Forums



Native Search



A few more screenshots of the app...



Business Model

We will adopt a SaaS (Software as a Service) model, charging forum operators \$1,000/month plus a \$5,000–\$10,000 setup fee, giving flexibility to discount the setup fee to close sales.

Long-term, we plan to transition to a usage-based model from ½ – 2 cents per mobile user per month. This approach ensures affordability for smaller forums while scaling revenue from larger communities.

Before switching, we will analyze user conversion rates and Average Revenue Per User (ARPU) to refine our pricing strategy and demonstrate the value of increased engagement and revenue our apps bring.



Market Outlook

The internet has a long tail of XenForo-based communities across every hobby and niche. Realistically, we could have several hundred customers if this takes off.

There are ~20,000 sites running on XenForo, with around ~1,500 in the top 1,000,000 sites globally*. While there are thousands of forums on the internet, not all need a mobile solution (e.g., companies using forums for customer service).

We will target community-focused forums (e.g., Reef2Reef, which is essentially a social media community for aquarium enthusiasts) with at least 1,000 DAUs and significant daily activity.

*<https://trends.builtwith.com/websitelist/XenForo-2.x/Top-Million-Sites-by-Traffic>



Go To Market Plan

- In the next 2–3 months, we will launch the Reef2Reef app and use its metrics to sell to other forums, leveraging data to demonstrate increased engagement and ARPU.
- Year 1 we will focus on acquiring 10–20 partners and automating product deployment to launch new partner apps in 1–2 days. David, the Reef2Reef owner, will help us reach his network of 30 large forum operators
- Post-launch we will increase brand visibility and gather leads by getting active within the main XenForo community forum.
- After we have a few partners, we will launch a content plan based on tactics for growing a community — blog posts, videos interviewing different forum owners, etc.
- Eventually we want to throw a yearly conference for forum operators.