

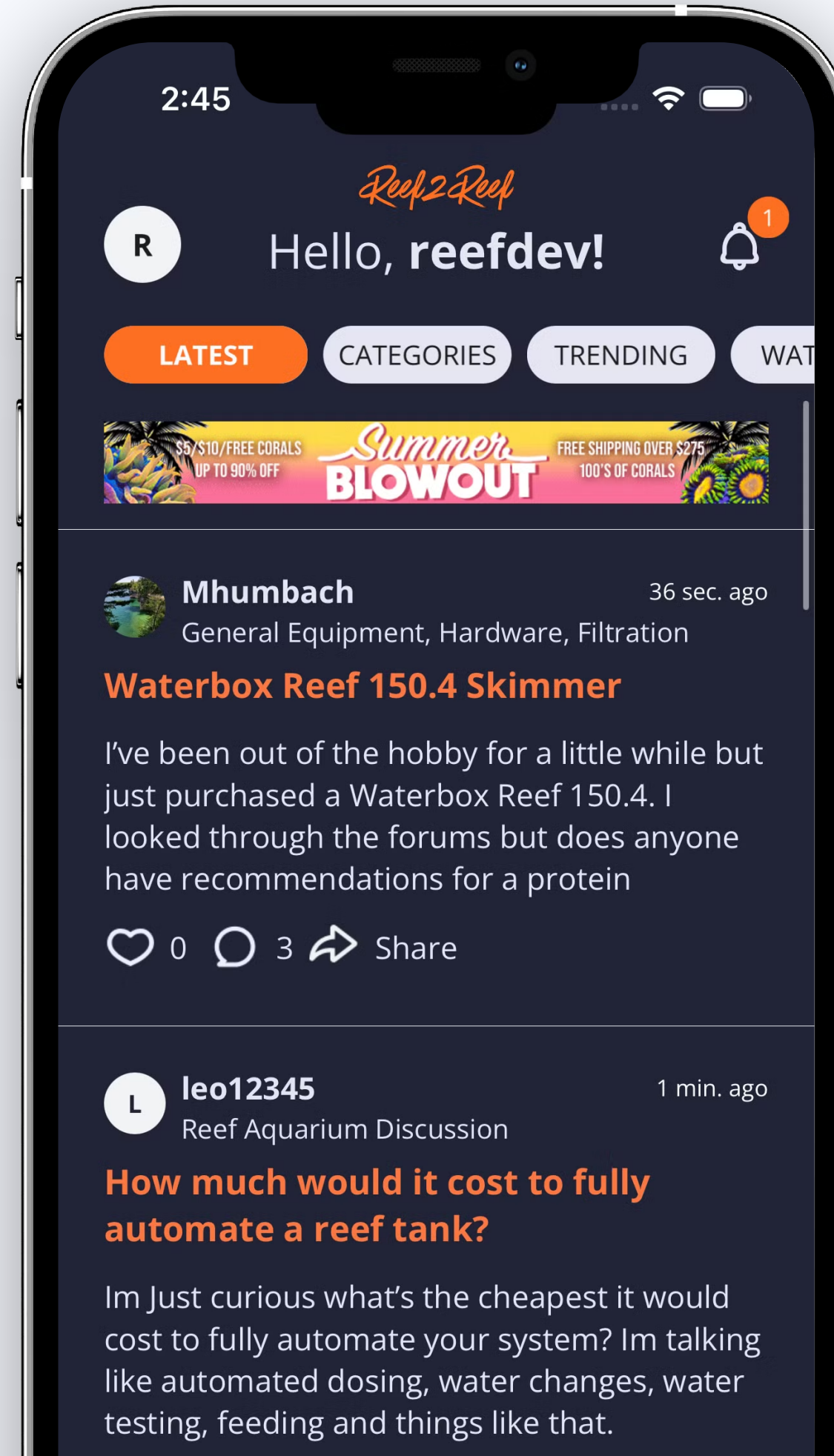
Nathan Levine
Nathan@tryforumly.com

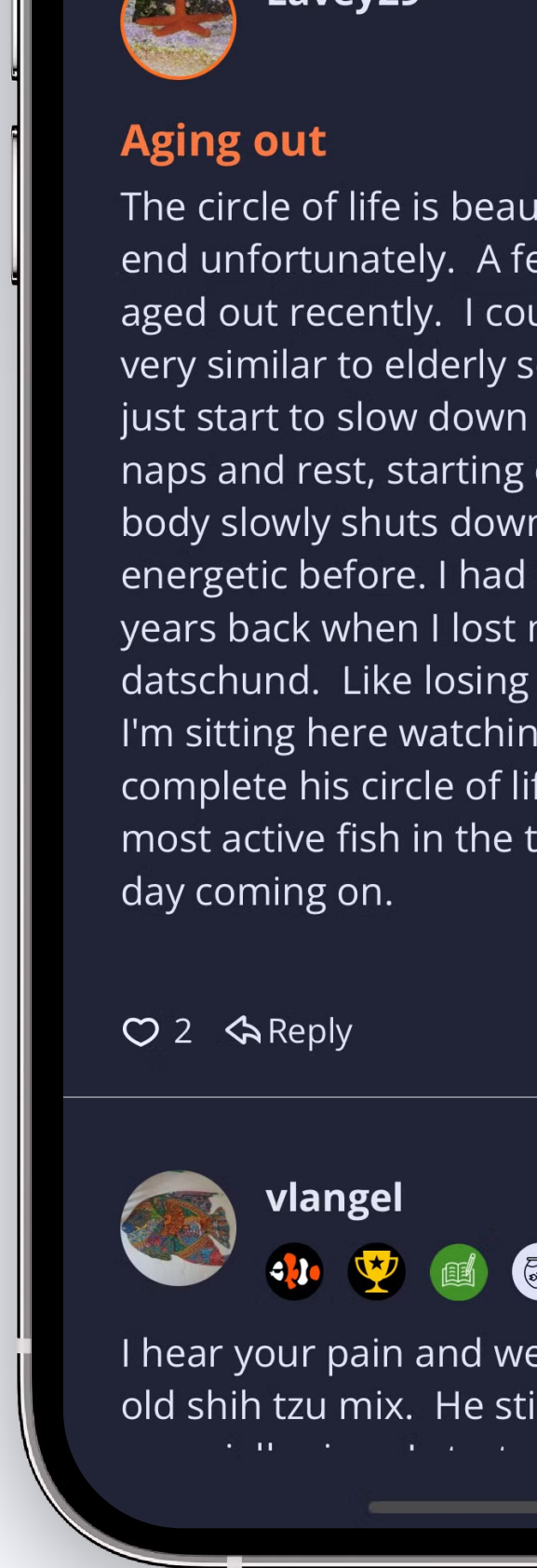
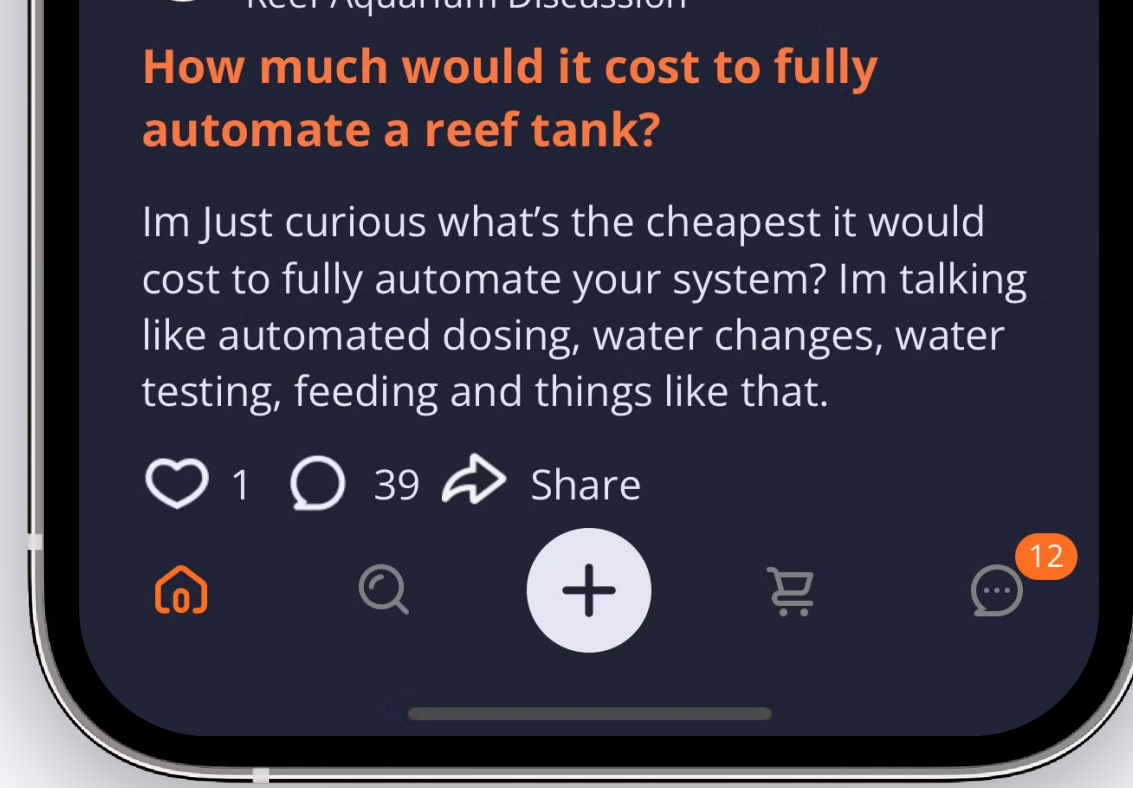
Website
www.tryforumly.com

July 8, 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>

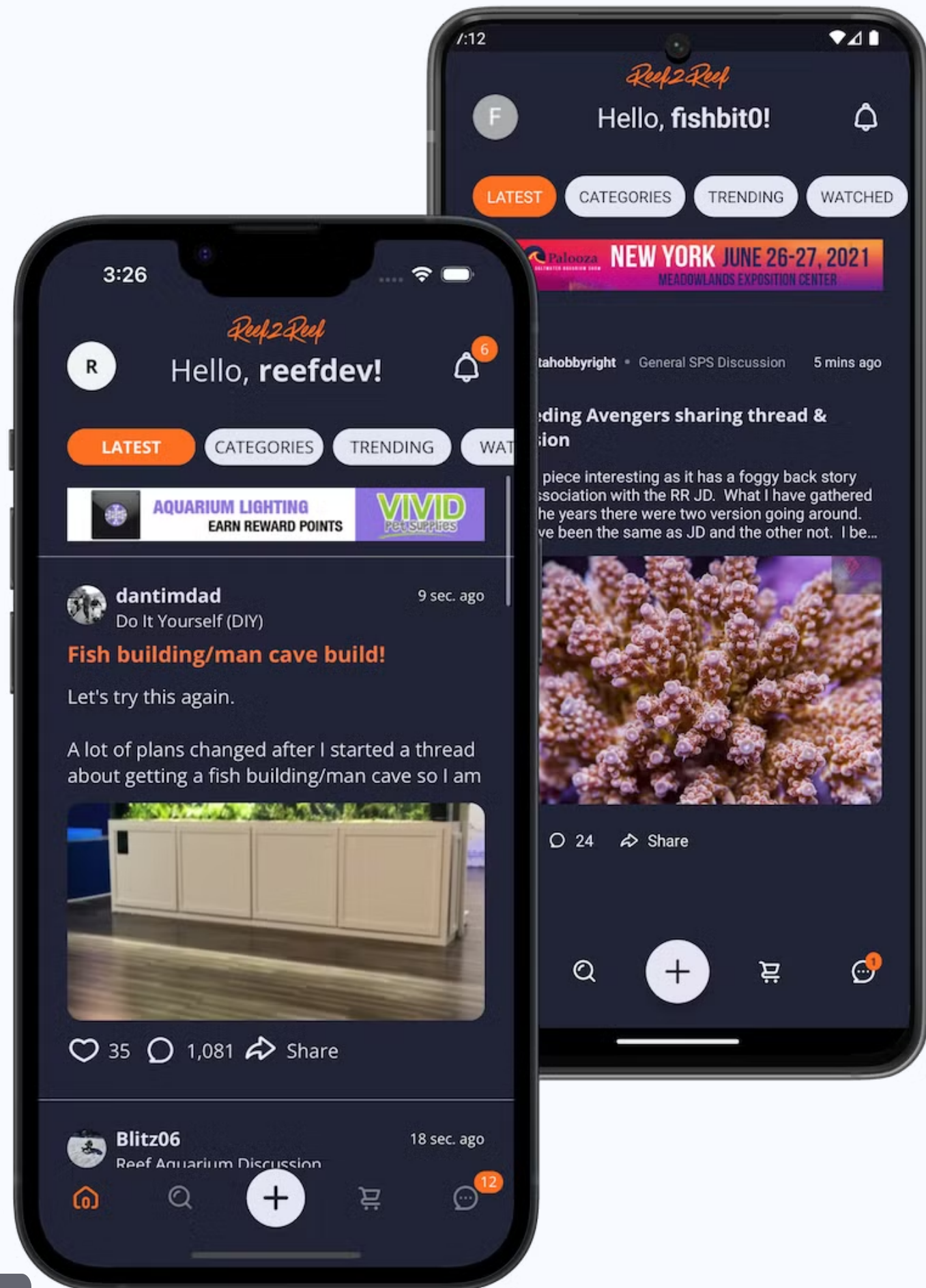
**According to Google Analytics, 73% of 450k Reef2Reef users in the last 30 days accessed the forum via mobile, a trend corroborated by discussions with other forum operators.

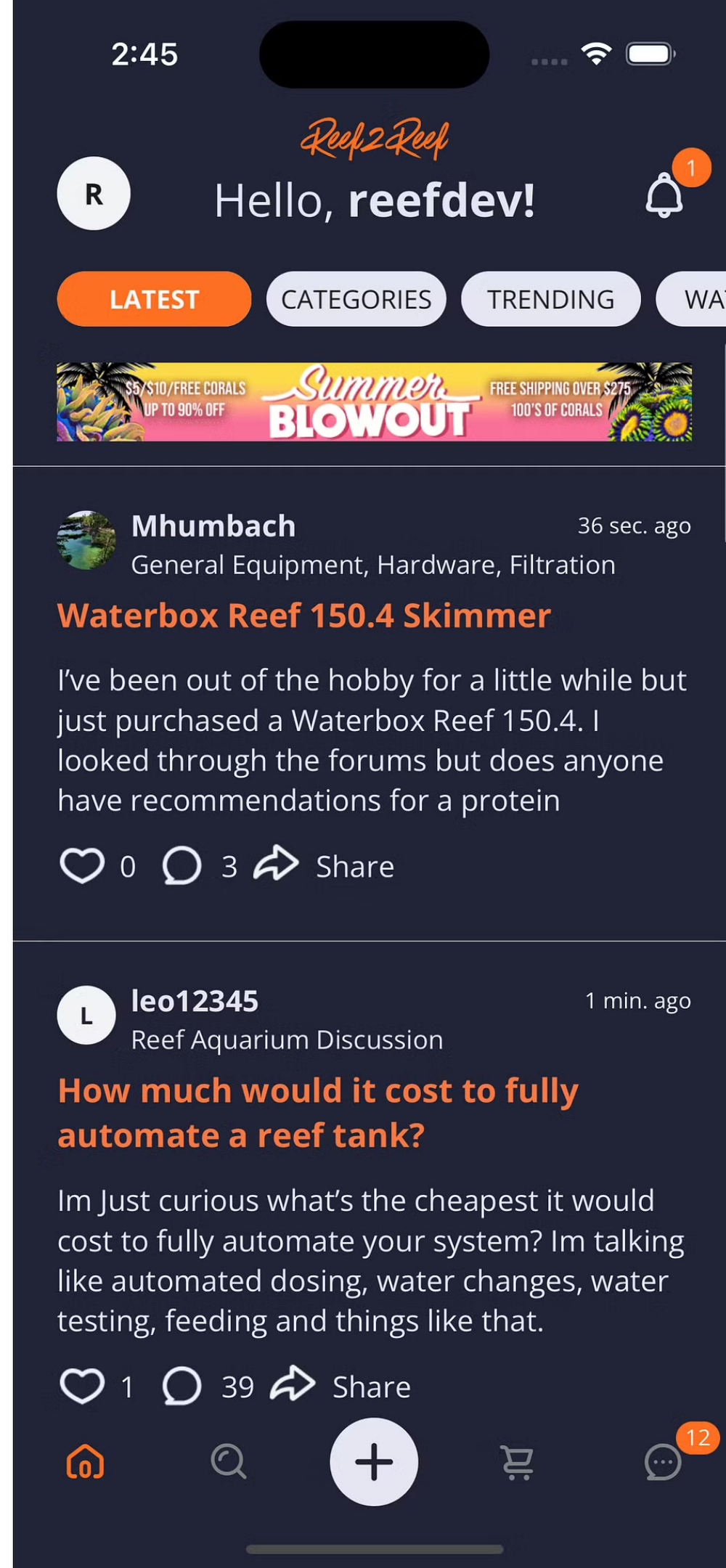
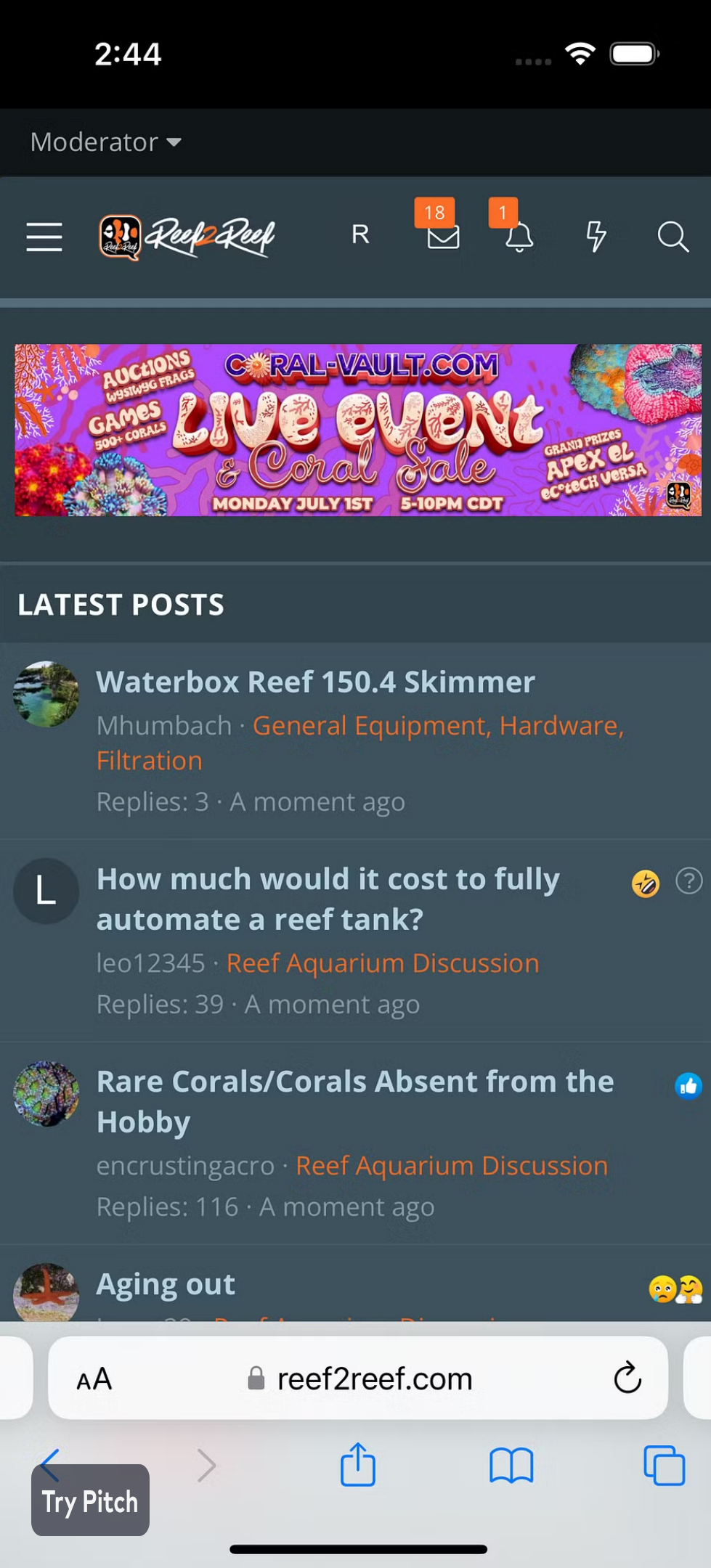
The Solution

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.





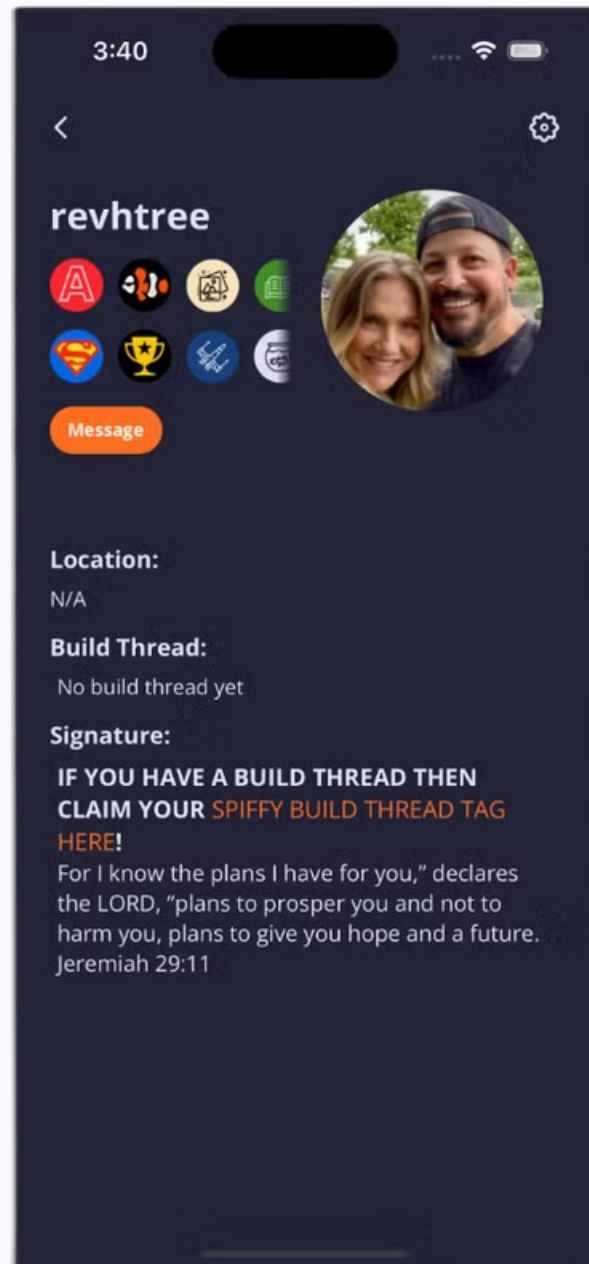
The Product

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



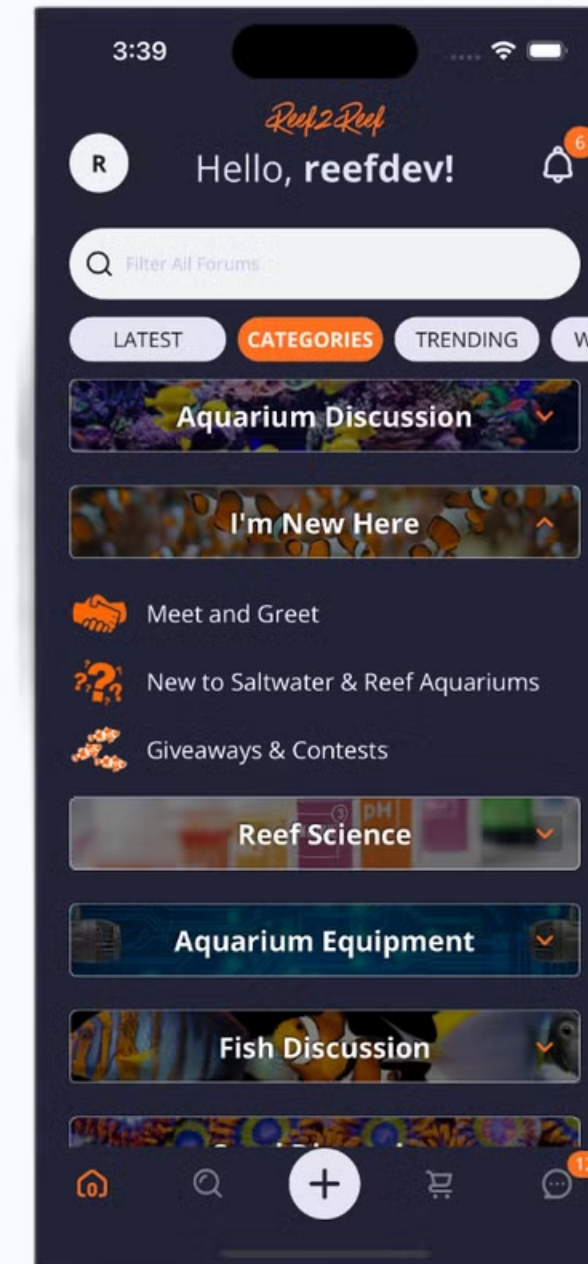
Direct Messages



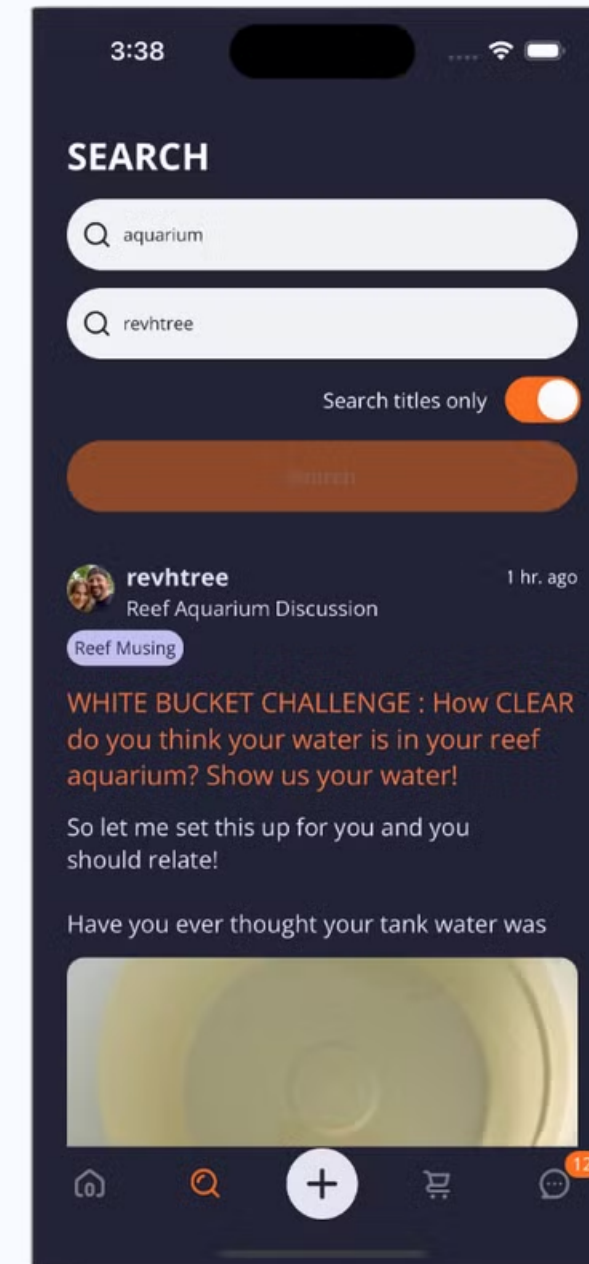
Main Feed



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.

SaaS plan (\$1,000/month + \$5,000 setup fee)

	Q1	Q2	Q3	Q4	Total
Year 1					
Forums (total)	0	3	6	10	
Revenue	\$0	\$24,000	\$33,000	\$50,000	\$107,000
Costs	\$25,000	\$25,000	\$25,000	\$25,000	\$100,000
Year 2					
Forums (total)	17	24	31	38	
Revenue	\$86,000	\$107,000	\$128,000	\$149,000	\$470,000
Costs	\$42,500	\$45,000	\$47,500	\$50,000	\$185,000
Year 3					
Forums (total)	56	71	86	101	
Revenue	\$258,000	\$288,000	\$333,000	\$378,000	\$1,257,000
Costs	\$87,000	\$89,500	\$92,000	\$94,500	\$363,000
Year 4					
Forums (total)	122	137	152	167	
Revenue	\$471,000	\$486,000	\$531,000	\$576,000	\$2,064,000
Costs	\$94,500	\$97,000	\$99,500	\$102,000	\$393,000



Market Outlook

The internet has a long tail of XenForo-based communities across every hobby and niche. Realistically, we could have a 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.



Exit Outcomes

Yearly Dividends:

Each year any remaining profit (revenue – costs) after retaining a portion for operational reserves, would be distributed proportionally to investors based on their equity stake.

Acquisition:

While there are a few potential acquirers, there is one specific company we have in mind which would be highly interested in acquiring us. [Vertical Scope](#), which is listed on the Toronto Stock Exchange (TSX), is a rollup of ~1200 XenForo-based communities. They earn ~\$0.05* in ARPU per quarter. Our app's ability to enhance user engagement directly supports increasing ARPU and would make us very valuable to them.

This dual approach balances both short-term and long-term value.

*https://s28.q4cdn.com/322067270/files/doc_financials/2024/q1/2024-q1-verticalscope-mda-sedar-v2.pdf

The Team



Nathan Levine
Founder,
Forumly

A long time software developer and founder, I will be running product, developing the iOS app, managing the software contractors and doing sales. Over time the plan will be to offload coding and focus more on sales once we are profitable.



David Hammontree
Advisor,
Reef2Reef owner

David hired us to build an app for his forum, Reef2Reef. It was the basis for what has become Forumly. He joined as an advisor and is getting involved in selling to his community of ~30 other large forum operators. Will also be involved in producing content around the best practices of growing communities.



Gabriel Uribe
Contract software developer,
Skyporch.co

Gabe is a long time developer who has been contracted to help build out the plugin which allows us to enhance XenForo and grab and send all the data we need to make the mobile apps more engaging. Over time, the plan is to offload more software onto him and his team as I get more involved with sales and customer facing roles.

Terms

Raising \$200k seed money on a \$1mm valuation cap via a SAFE giving 20% of the company to investors.

Funds to be used to extend runway so that we can build the business case and automation for new partner forums.

Favorable terms reflect that this is not going to scale to a \$100mm exit but we do believe this to be a strong business that has legitimate exit and dividend opportunities.

