Lunch club

Meaningful offline professional connections

Team

VLADIMIR NOVAKOVSKI, CEO

Previously: Quora, Addepar, Euclid, Hedge funds

Experienced in applying ML to scalable real world problems, including building two multi-billion dollar quant hedge fund businesses, and **starting Quora's ML team.**

HAYLEY LEIBSON, COO

Previously: Venture funds, Hey Vina!, Forbes

Started the **largest community of female founders in the world.**

SCOTT WU, CTO

Previously: Addepar, Harvard, Hedge funds

World class at algorithms and building systems, **top ranked competitive programmer in the world** in 2014.

Opportunity

The economy is driven by **offline connections and meetings.**

But: offline meetings are still **where the Internet was in the 90s.**

84%

of people **prefer in-person meetings**

85%

of jobs are filled **via networking and introductions**

Solution

A trusted, **data-driven** mechanism for

mutually relevant in-real-life connections.

Why now?

Social network data helps bootstrap R&D of our AI.

Future of work trends make offline connections more important than ever.

Cost of data acquisition, storage, compute dropping **10x** every several years.

41 million Americans are self employed.

New college grads work at **2x** as many companies in their first five years.

How it works

Users share their goals

Users fill out an onboarding survey and share private data that's used by Lunchclub's algorithms. Public data is also scraped from outside sources for further signal.

Users opt-in weekly

Users select times and neighborhoods that work for them on a weekly basis. [redacted] of registered users opt-in for a meeting each week.

Lunchclub introduces them

Lunchclub makes an introduction over e-mail, including talking points and context around the introduction. [redacted] of intros result in an in-person meeting.

Collect feedback and train

User feedback helps the AI improve future matches. [redacted] of users complete the loop with feedback after each meeting.

Defensibility

Proprietary combination of **public data, user generated data, and private data** is used by our algorithm.

We measure the complete funnel from introduction to time spent in person, and this dataset becomes a **long-term moat**.

World-class team that can build an AI **that understands mutual relevance**.

Virality and network effects

Natural global network effects: professional connections span multiple cities

19% (and growing) of users were invited by **someone in another city**

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If Lunchclub no longer existed, a huge part of my life would be missing.

— Helen Jiang, **Stanford researcher**

Lunchclub outsources my networking and advanced my goals in ways that feel authentic.

— Madeline Lauf, **Village Global founder**

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Engagement and retention

The average user takes **10 meetings a year.** This is an order of magnitude higher than "swiping" networking apps and LinkedIn.

Consistent engagement across later cohorts and new cities since launch.

In a recent survey, 42% of users would be **very disappointed** if Lunchclub went away.

Kong funds Natalie's animated series

Kong (YC founder) invested in **Natalie's** animated series in Los Angeles.

> "I've had an idea for an animated series for a while. I got a production company on board after putting a pitch deck and pilot script together. **I then showed the deck to my Lunchclub connection, Kong, and he said 'I would love to fund this.'**

Sam and Annie become co-founders of Lexi

Samuel and Annie met through Lunchclub and **became co-founders of Lexi, an AI-powered language tutor.**

> A friend recommended Lunchclub as a way to expand your network and meet people who could become advisors, mentors, and potentially a co-founder. **I was skeptical at first...[but] Annie fit every bucket I could have possibly imagined for a cofounder.**

Long-term vision

Most **professional introductions** in the world

will happen on Lunchclub

Roadmap

Finance and hiring

[redacted]

Series A milestones

- [redacted] weekly actives.
- Active in [redacted] cities.
- [redacted]
- [redacted].

#stayhungry