



We are a Startup Studio

What is a Startup Studio?

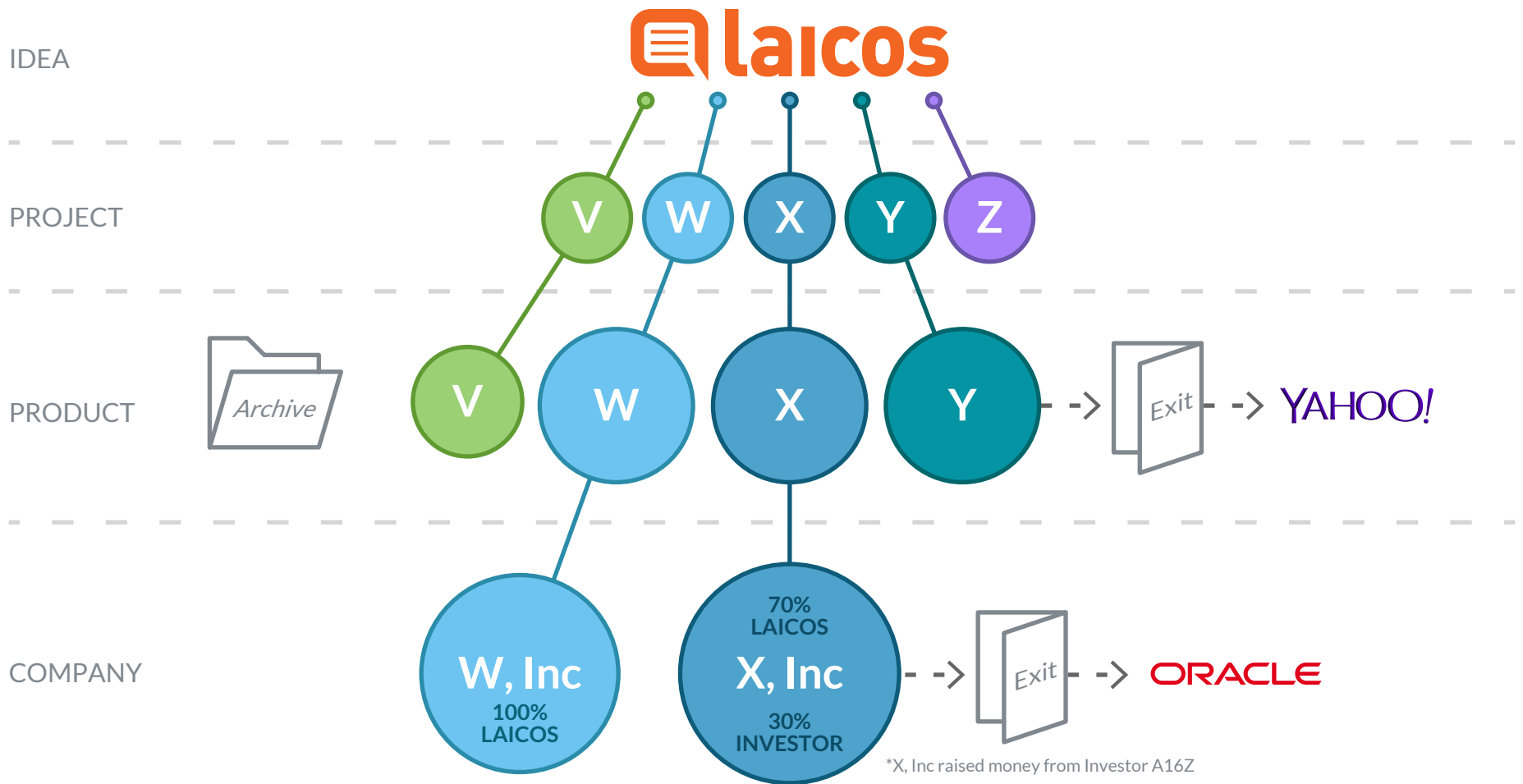
“ A startup studio is a structure whose aim is to repeatedly build products into companies.

Thanks to its infrastructure and resources, startup studios increase a startup's chance of success and optimize its creation and growth. ”

Thibaud Elziere
medium.com

- Focus on vetting ideas, and building multiple products simultaneously
- Full time staff working on design, development, sales & growth
- Vested in the things we work on from an equity perspective
- Utilizing our extensive network for advancement of product growth and strategy
- Curating a team around a specific product or idea, and **engineering its success**

How it Works



Laicos owns 100% of their projects, products and companies.

eg. A 20% investor of Laicos would retain 20% ownership of each product and sub-company.

Investor Benefits

- Pro rata in every Laicos sub-company
- First right to invest into any Laicos sub-company
- First right to acquire or solicit sale of any Laicos product
- First right to acqui-hire products, companies and their curated teams
- Ideate, test and deploy new ventures together
- Due diligence services - Tech/Ops/Finance/Valuation

Working with Others

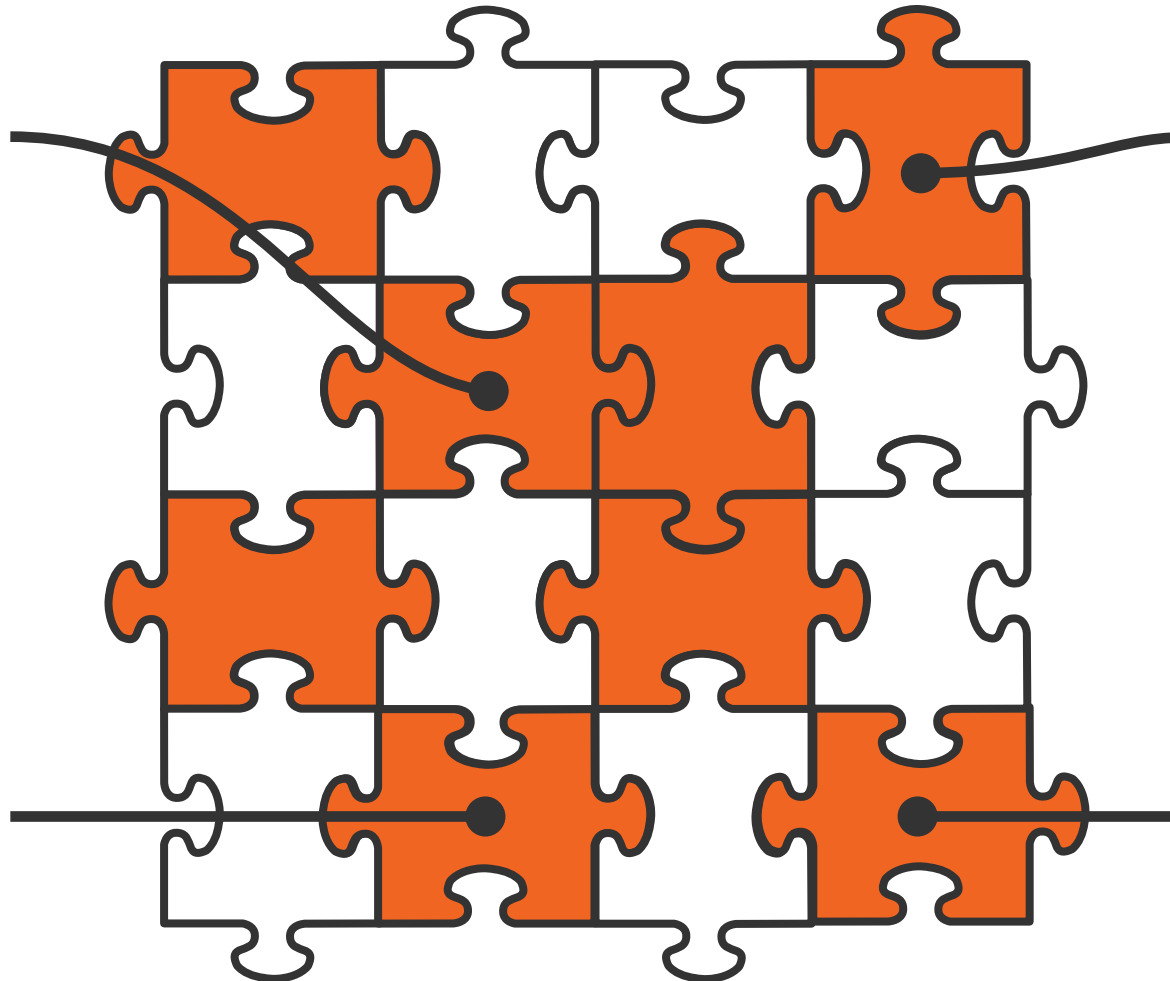
*Starting 2017

BUSINESS ECOSYSTEM

ENTREPRENEURIAL COMMUNITY, VENDORS AND SUPPLIES, ACADEMIC ACCESS, BUSINESS CONNECTIONS, COWORKING

STRATEGIC ADVICE

STRATEGY AND BUSINESS PLANNING, ON DEMAND C-LEVEL EXECS



MULTILEVEL SUPPORT

STARTUP LEGAL ADVICE, ACCOUNTING, MARKETING, SUPPORT, PHYSICAL SPACE, CAPITAL ACCESS, TEAM BUILDING AND HIRING

FILLING IN THE BLANKS

VC/ANGEL MATCHING, SHORT TERM CAPITAL, TEMPORARY HOUSING

Examples of Startup Studios

New York

betaworks

expo

London



SIDEKICK STUDIOS

MINTDIGITAL

FORWARD PARTNERS

Berlin, Germany



PROJECT A VENTURES

Paris - Brussels



San Francisco

HATTERY



NEXT:
Tampa

laicos

Laicos will put
Tampa on the
map

81 Startup Studios in the World.

Sample Products

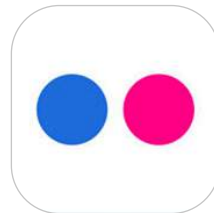
From 'Startup Studios'



Twitter

Created by Ev Williams and Noah Glass, Obvious Corp was the Startup Studio that created Twitter.

Valuation:
\$24B



Flickr

Created by Ludicorp, a Startup Studio based in Vancouver, BC, Flickr is an image/video hosting website.

Sold to Yahoo:
\$35M



Trello

Created by Startup Studio, Fog Creek in 2010. Trello is a project management platform.

Valuation:
\$40M



Slack

Created by Stewart Butterfield, TinySpec was the Startup Studio founded in 2009 that created Slack.

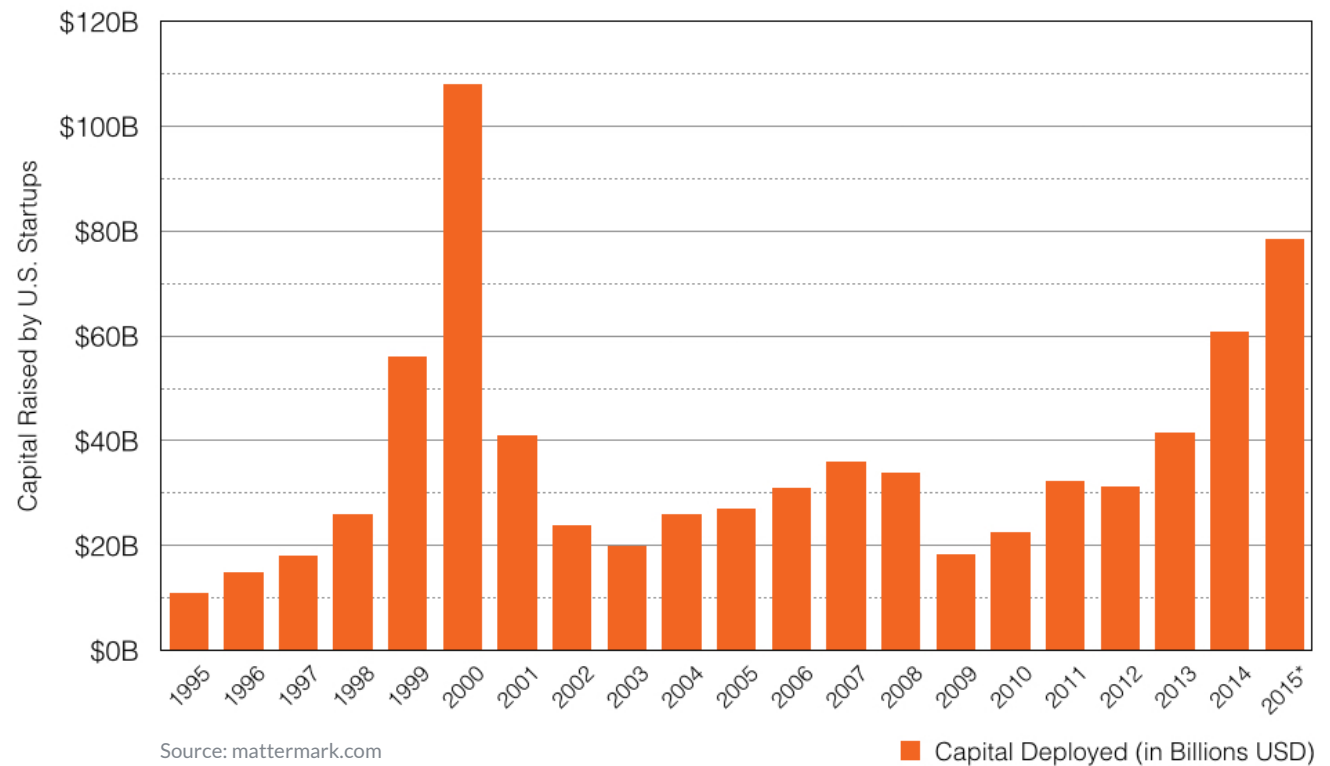
Valuation:
\$2.8B

The Statistics

Since 2009, startup capital deployment has been on a healthy incline. This substantial, but steady growth will continue as more companies raising money are staying private longer, in order to properly mature pre-IPO.

Annual Capital Deployed to U.S. Startups (All Stages)

U.S. STARTUP FUNDING 2009-2015 (PROJECTED)



Our Team

Co-Founders



Ryan J. Negri
FOUNDER
CEO



Kyle Matthews
FOUNDER
CTO

Tech Team



Yeng Yang
FULL STACK
ARCHITECT



Lee Fernandes
FULL STACK DEVELOPER



Ryan Buchholtz
ADVISOR / INTERIM CFO



Stacey Wolfe
JR PROJECT MANAGER



Chris Leyva
UI/UX DESIGNER



Ned Pope
ADVISOR

Support System

THE TAMPA
ENTREPRENEURIAL ECOSYSTEM



LAW FIRMS



LAW OFFICE OF
ERICA TENNYSON

PERKINScoie
COUNSEL TO GREAT COMPANIES

CPA FIRM

Michael A. Kuhn

The Founders



Ryan J.
Negri *CEO*

Ryan's first business was a golf ball sales stand at age 4. After buying his first personal car at 14, he bought and sold 32 more. He also purchased his first home at 19, while attending college. While residing there, he rented the rest of the home to his friends, to pay for college - he sold the house 3 years post-graduation. Fascinated about technology and wireless devices, Ryan founded Negri Electronics, the trusted high end wireless device e-tailer, in 2006. He recently sold Negri Electronics in 2013, after scaling the company from \$0 to \$53M in total revenue (\$18M in 2013) in 7 years while never taking on debt or investment.



Kyle R.
Matthews *CTO*

Kyle bootstrapped ModMyi.com, officially the largest Apple-enthusiast community online, to \$2M revenue, 900K members and 1M page views per day. He started coding in his parent's basement in Seattle at 12, and has led online communities of mobile developers for the past 12 years. Kyle moved to Tampa in 2005, and in 2014 was voted Under 40 Up and Comer Hall of Fame winner for the Tampa Bay Business Journal. He has co-founded 7 organizations. After losing his first-born son to cancer in 2010, he and his wife Robyn formed the NPO Because of Ezra to fund research into a cure for neuroblastoma. This work is currently focused on genomics and novel drug discovery.

Our Team's Experience



Yeng Yang SENIOR ARCHITECT

Well rounded Full-Stack Architect with roots in IT management, Software Engineering, Data Analysis, and Process Automation. BA in Computer Science and Math Minor from University of Wisconsin Oshkosh.



Lee Fernandes FULL STACK DEVELOPER

8+ years of professional experience in application development. Specialized in web & mobile app development, authoring RESTful APIs, ACLs, user-friendly UI design, and build/deploy strategies.



Ryan Buchholtz ADVISOR / INTERIM CFO

Former COO/CFO/Partner at Commonwealth Financial Group - Boston, MA. Seasoned CFO, Financial Analyst, Investor. BA from University of Wyoming.



Stacey Wolfe JR PROJECT MANAGER

Business Management major at FIU. Learning Android development (Java, XML), Wordpress lover. Former Internet Sales Manager, Marketing Director, Radio Sales & Promotions Coordinator, Corps Member.



Chris Leyva UI / UX DESIGNER

BFA of Graphic Design from USF with a background in traditional design and mixed medias. Currently specializing in User Interface and User Experience design.



Ned Pope ADVISOR

President of the Florida NEXT Foundation Tampa FL, Civic Implementation Specialist. MS in Interactive Technology from Florida State University, BS in Print Management from Georgia Southern University. 10 Years PM experience.

Our Product Development Philosophy

We believe in **clean, simple solutions to existing problems**, in creating time-saving applications and services.

By **focusing on the important and effective, we simplify and provide value**; avoiding frustrating, distracting and complicated technology.

By ensuring these solutions are also **sleek and appealing**, we provide a stress-free interaction that is inviting and increases engagement.

We are digital enthusiasts, and **believe simple, tested, effective products enhance our lives**.



Our Pipeline

In Progress



Fuse

Our Flagship App merges all social media into one application. 14K users, 12% conversion rate.



BusFinder

In beta. Created for HART (Tampa public transportation system). Replacement for One Bus Away.



FoodStops

A food truck tracking app for consumers, and a marketing app for vendors. App in Beta.



Order to Seat

An App for fans to order food to their seat while at a stadium. Demo available. In talks w/ NFL & NHL.

Planning



\$1 Market

A web service offering solutions to users, for \$1 (one time) or \$1 per month.



Fuzzy

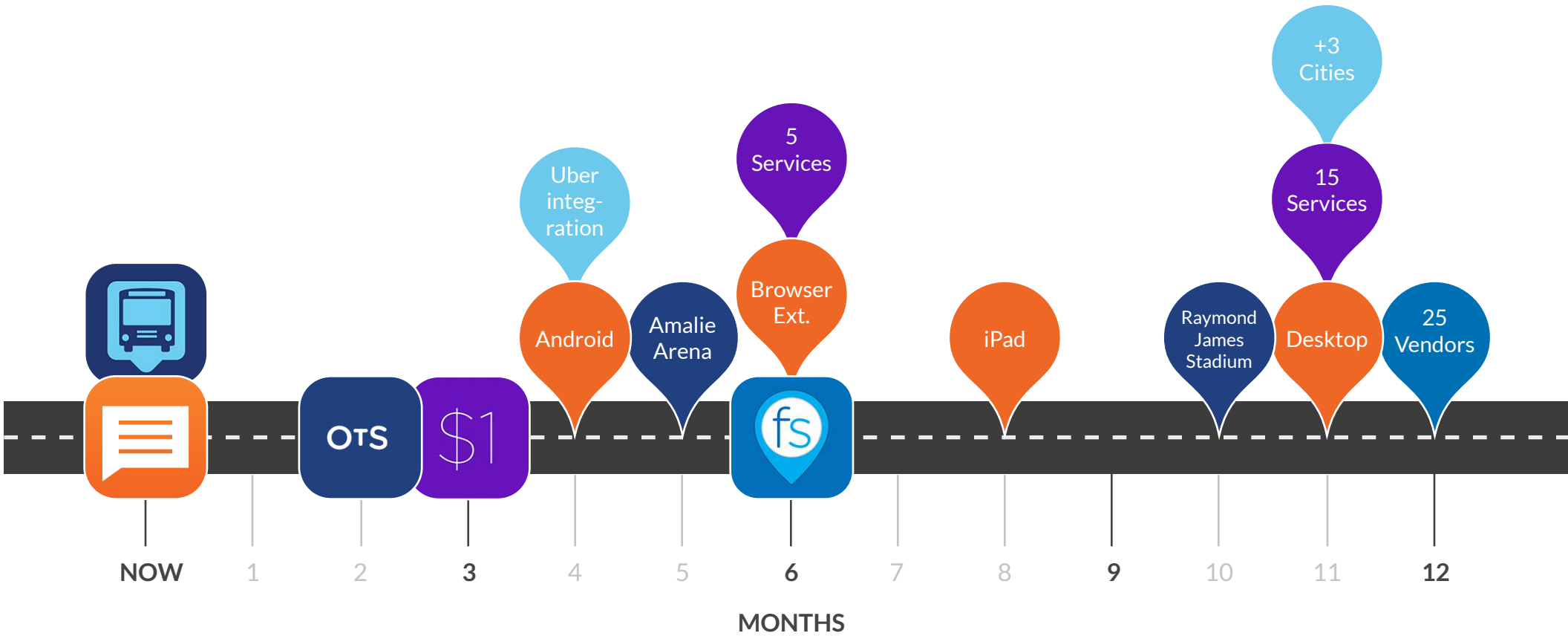
A personal and professional reminder service for home, auto, and healthcare.



Stealth

A silent auction application for tech savvy bidders at NP events.

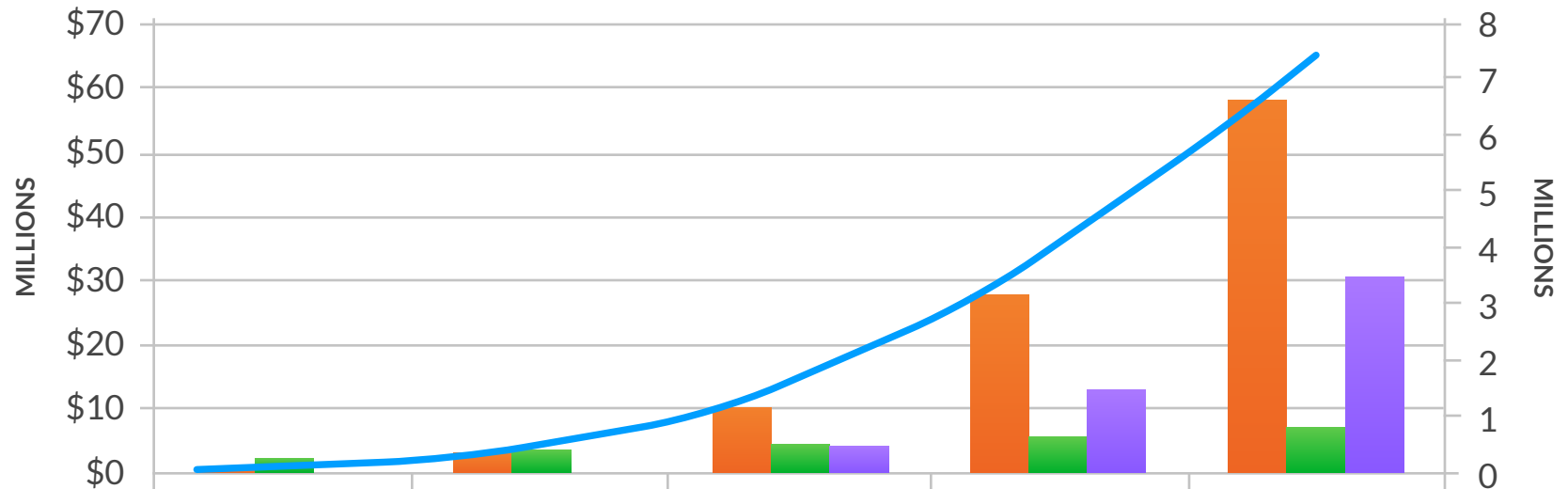
Our Roadmap



Our Numbers

Break-even in about 30 months

\$99M in Net Revenue in 5 years



	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Net Revenue	\$564,987	\$2,929,803	\$10,316,163	\$27,627,903	\$57,886,797
Overhead Expenses	\$2,612,251	\$3,712,992	\$4,704,687	\$5,878,880	\$7,294,893
Net Income	(\$2,047,264)	(\$783,188)	\$4,999,066	\$13,049,414	\$30,355,142
Users	92,813	481,875	1,666,875	4,015,313	7,395,000

*YTD Revenue = ~\$200K

*detailed projections & current financials available upon request

Our Interests

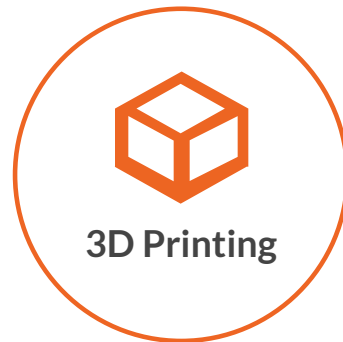
Active Development

Currently involved with, or in development



Future Development

Relationships within, and/or future plans to develop



The Ask

LAICOS IS RAISING
\$2.5
MILLION

\$2M to recruit, hire and retain top talent in Tampa, Florida.

\$500K to cover office expansion, enhancements, and overhead for 12 months.

Equity Investment



Open Board Seats

Core Values

L **OVE FOR WHAT WE DO**
Whether at work or at home, we love what we do and do what we love.

A **UTHENTIC IN WHO WE ARE**
We are who we are, we mean what we say, and say what we mean.

I **NTEGRITY IN WHAT WE DO**
We are committed to our moral and ethical principles.

C **URIOUS IS HOW WE THINK**
We are tinkerers, inventors, and technological explorers.

O **PEN IS HOW WE OPERATE**
We value communication, open mindedness, and an observant eye.

S **OCIAL IS WHO WE ARE**
We surround ourselves with incredible people in our community.

Executive Summary

What We Are

Laicos is a technology Startup Studio led by Ryan Negri and Kyle Matthews. With 20 years combined operational and startup experience, Negri and Matthews want to shape the up-and-coming startup ecosystem of Tampa, Florida, develop ideas into products and products into companies, and create a new tech hub of innovation and entrepreneurship.

What A Startup Studio Is

A “Startup Studio” is a structure whose aim is to repeatedly build products into companies. Thanks to its infrastructure and resources, a startup studio increase a product’s chance of success and optimize its creation and growth.

The difference between incubators/accelerators and Startup Studios is the vested human capital involved around an idea. At the core of the startups studio model are dedicated teams helping business ideas develop into beautiful products, and successful companies.

Who We Are

Ryan Negri and Kyle Matthews lead by example and from experience. Kyle bootstrapped ModMyi, officially the largest iPhone-enthusiast community online, to \$2M revenue, 900K members and 1M page views per day. Ryan recently (12/2013) sold Negri Electronics, the trusted e-tailer of high end wireless devices, after scaling the company from \$0 to \$53M in revenue within 7 years while never taking on debt or investment.

Technology Development Philosophy

Laicos crafts beautiful, useful web and mobile technology solutions with a penchant for elegant design and an attention to our communities’ creative minds. We are digital enthusiasts, and believe simple, tested, effective products enhance our lives.

Our Pipeline

Laicos’ flagship inaugural product, Fuse, is a social media management platform for the consumers and power users, with a simple price model and a clean and attractive UI. In addition, Laicos is developing four additional products: BusFinder, currently in beta version, an app utilizing data from the Tampa Public Transportation System; \$1Market, to offer many different services to users for \$1 dollar/mo, Order2Seat, for fans to order food to their seat while at a stadium or arena, and FoodStops, a food truck tracking app for consumers and marketing platform for vendors.

Investment

Laicos is raising \$2.5M, as an equity investment, to hire talented, focused leaders, designers and engineers to build and launch products. \$2M of this capital will be dedicated to recruiting, hiring and retaining top talent in Tampa, Florida. The remaining \$500K will cover office expansion, enhancements, a unique co-working space, and overhead for the next 12 months.

INFORMATION

1000 N Ashley Dr, Suite 520
Tampa, FL 33602

PHONE (888) 506-0833

EMAIL hello@laicos.com

WEB laicos.com