



Vest Platform Advert: Community Venture Designer

About Vest Platform

We exist to empower individuals and communities to find and fuel their purpose. Vest is a community and investment platform, reimagining the systems in which we grow wealth, trust, and ownership through the power of fractional equity. Furthermore, we're working to revolutionise this space with blockchain technology.

Your Purpose

To bridge the gap between the needs and interests of the community and the potential for new ventures, by providing the necessary resources and expertise for community members to turn their ideas into reality.

Your Mission

To empower and support founders and their existing communities to identify and actualise new ventures that address unmet needs and untapped opportunities in their network.

We believe founders have communities that have enormous potential for innovation and growth, but often lack the resources and expertise to turn their ideas into reality. That's why we're creating a new role that's critical to our mission — a world where everyone can discover and actualise their own value and vision.

The vision for this newly created role is to empower founders and their communities to realise new ventures that have the potential to drive positive change in the world. Leveraging your expertise and our network of partners in venture capital, compliance, investor relations, brand and human connection you'll guide founders through the process of mobilising their communities and unlocking new opportunities. By doing so, you play a critical role in enabling a new generation of entrepreneurs and community leaders to achieve their goals and create meaningful impact in their respective fields.

This is a hybrid approach leveraging the expertise of both venture design studios and capital raising to create a comprehensive approach to launching and scaling new ventures. It allows for greater collaboration between the two fields including working with our partners Venture Crowd, Josephmark & Maker X.

You're reasonably familiar with:

- Web 3.0 technologies, Decentralised Autonomous Organizations (DAOs), Non-Fungible Tokens (NFTs) and Decentralised Finance (DeFi).
- Human-centred design with an emphasis on empathy with the end-users, continuous iteration, and experimentation to create and test solutions.
- Rapid validation testing methodologies identifying and validating assumptions and potential risks, defining the scope and parameters of a project, and using data and



insights to inform decision-making throughout the design process.

- The principles of design thinking and business strategy to create new ventures or improve existing ones creating sustainable and scalable business models that are grounded in a deep understanding of customer needs and behaviours.

You'll have a deep understanding of community dynamics and the challenges of organising communities, as well as strong analytical skills, business acumen, and an ability to build and manage relationships with a diverse range of stakeholders.

As a community venture designer, your work will directly impact the growth and success of the communities we serve. You will help drive growth and success for both the investment community and Vest Platform. You will upskill founding teams, strengthen their alignment and support, and thereby contribute significantly to the well-being and impact of the communities they lead.

You'll balance the following priorities:

- Working closely with Venture Crowd's Venture Capital managers you'll help to align capital firms, angel investors, and other potential funding sources with their interests and purposes helping community members secure funding for their ventures.
- Working 1:1 with founders you'll help to transform their existing communities into eventual investors on Vest, the investment platform.
- Working with founders and founders within communities you'll develop and refine their pitches and presentations for potential investors. Depending on viability, desirability and feasibility this may involve investor readiness support and re-routing of venture services such as growth and operational marketing, product development, and customer acquisition.
- This may in some cases extend to financial modelling, market research, and other aspects of business planning to improve their investor readiness.
- You'll build and manage a network of advisors and mentors to provide guidance and support to founders and community members as they develop their ventures.
- At any given time, you'll be conducting lean user research and market analysis, in the inception, ideation, design and development of new ventures to address unmet needs.
- You have a feedback loop mindset and approach to working which allows data and insight capturing and sharing easily to see patterns across communities.

Join us

We recognize that there's more to equity, incentives, and salary than meets the eye. You deserve to have a complete understanding of how to build wealth as we team up with founders and community members. That's why we're collaborating to pinpoint value exchange levers that will provide a competitive package that honours your impact, even



when it's not immediately apparent, and adapts to your changing life stage. Share with us your thoughts on how you'd like to be remunerated.

To apply

Please email your CV and Cover Letter to jock@vest-platform.com with 'Community Venture Designer' in the title.