



Uplifter

Feedback platform for creators

Contact information

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Industry

EdTech
Mentorship
Creative industries

Stage of development

Pre-seed, mvp

Year of establishment

2022

Number of employees

3

Required amount of financing

\$200.000

Using the investment

45% development
30% marketing
20% mentors onboarding
5% administration

Current monthly spending dynamics

\$3000

Current monthly income

\$0

Current debts

\$0

Investors

None

IDEA

Creative professionals such as designers, artists, writers, and illustrators frequently require expert feedback from their more professional colleagues to overcome **creative roadblocks and grow**. Here comes Uplifter **connecting creators** with creative industry **mentors** to help them evaluate their project to the next level.

PROBLEMS and OPPORTUNITIES

There is **no specialized platform for creators to get feedback** in a fast and a professional way on the market. While top-level creatives need a place to share knowledge, grow their community and monetize expertise.

SOLUTION

On Uplifter **creators access mentors** within their niche, style, and rating and receive the feedback on time. The platform also **allows mentors to monetize expertise** and build a community of followers.

BUSINESS MODEL/REVENUE

Uplifter is a **marketplace**. Creators pay from \$5 to \$100 for the feedback depending on the format. The platform charges a **10% commission fee** for every transaction.

COMPETITORS AND ADVANTAGES

Designed.org - helps with finding general mentors for designers as NGO

Behance - no tools to get feedback

Growth Mentors - general mentorship platform, no creative focus

Social Networks - free, but no feedback pipeline

Fiverr Design Mentorship - more about learning, not the feedback

Uplifter - **exactly for creators, great feedback tools, mentor filters, creative community, project reviews and more**

ROAD MAP

2023, Q2 - platform **launch**

2023, Q3 - **product market fit**, fundraising

2023, Q4 - marketing campaign, **scaling, us market**

2024 - extending to a **wide range of creative categories**

INVESTMENTS

Monthly expenses: \$2000 for team / \$500 for software / \$500 admin and services

Required investment: \$200.000 for platform building and marketing in 2023-2024

TEAM/EXPERIENCE

Yuriy Polyashko - Founder, CEO. **10+ years in the creative industry**, successful 50+ team international digital agency. **TechStars Hackathon Winner**.

Anton Khomenko - Co-Founder, CTO. **5+ years in marketplace development**. JAVA, Python expert. **GlobalLogic**.