Tab 1

Luke Bricca
lbbricca@gmail.com | (916) 467-6217

Education:

BS Molecular, Cell, and Developmental Biology | UCLA | *2017 - 2021*

Work Experience:

Groundfloor | *Real Estate Fintech*:

Product Manager - Core Experience | *Dec. 2023 - Present*

- Spearhead Groundfloor's first REIT launch (Aug. 2024), driving 14K unique investors, $46M AUM, and $1.8M revenue within 7 months.
- Lead Groundfloor's product strategy and development for mobile/web platforms targeting entry-level investors (<$10K AUM), simplifying alternative investing for ETF-focused users.
- Design high-fidelity wireframes in Figma, interview 3+ customers/week, and work cross-functionally with engineering, design, marketing, and customer success to ship features that effectively solve customer problems.
- Coordinate and oversee a team of 7 engineers, 2 QA engineers, and 2 designers.

Product Manager - New Products | *July 2023 - Dec. 2023*

- Grew Groundfloor's New Products from $0 to $11M AUM in 5 months by underwriting deals and securing partnerships (e.g., Nectar, Discount Lots) to introduce private credit offerings.
- Owned product strategy and development for Groundfloor's Reg D web marketplace, delivering accessible real estate-backed investment options to 2.5K accredited investors.

Silo | *B2B Data*:

Co-Founder | *Oct. 2022 - July 2023*

- Co-founded a B2B SaaS platform providing verified contact data for sales teams, scaling to 60 enterprise clients and $8K MRR.
- Built an 800K person contact database of high-value marketing targets via LinkedIn scraping for metadata, predicting email addresses with AI, and bounce-testing emails at scale.

Roofstock | *Real Estate Investment*:

Investment Associate | *Sept. 2021 - Mar. 2023*

- Underwrote and executed acquisitions of 300+ single-family homes ($120M+ total value) for institutional clients across Phoenix, Las Vegas, Atlanta, Huntsville, and Dallas.

Portfolio:

Fable | *Ongoing*

- Build an AI-driven dynamic decision-making system for procedural Dungeons & Dragons storytelling, optimizing for real-time multiplayer interactions using Cursor.
- Integrate Claude Sonnet 3.7, Deepseek R1, Qwen QwQ 32B, and Leonardo for AI-driven narrative, quests, NPCs, images, etc.

100xPM | *2024*

- Developed a product management tool that leveraged Intercom's API to aggregate customer feedback from Intercom chats and used GPT-4o-mini to identify patterns and suggest data-driven feature priorities.

- Deployed internally at Groundfloor to 4 customer success agents and 3 product managers, increasing visibility and understanding of common customer pain points.
- Since internal adoption in Nov. 2024, Intercom query volume has decreased by 15%.

Oxbow Offers | *2024*
- Created a real estate investment tool that used Zillow's and Airbnb's APIs to analyze and underwrite 10K properties/month in real time, enabling one-click offers based on user-defined criteria.
- Delivered actionable, data-driven market analysis that helped investors identify high-growth opportunities, mitigate risks, and make informed investment decisions

Portfolio Stack: Next.js, React, Tailwind, Express, Socket.IO, MongoDB, Vercel, Render