



StartupOS

The AI operating system that takes founders from idea to investable.

Pre-Seed Round · Live MVP shipped · 21 AI functions across 5 stages



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Founding a company is still done on scattered tools and guesswork

The failure rate isn't a talent problem. It's a process problem.

90%



of startups fail

The base rate has not moved in a decade.

42%



fail from no market need

They build before they validate — the single largest cause.

8+



disconnected tools

Docs, decks, sheets, CRMs, trackers. Nothing talks to anything.

The founder's real problem isn't a lack of information — it's a lack of sequence.

Advice is everywhere. What's missing is a system that tells you what to do next, checks your work, and carries your data forward from validation all the way to a term sheet.



Why now

Three shifts make an AI-native founder OS possible for the first time.



AI can finally do the analyst work

Market sizing, competitor teardowns, persona synthesis and deck drafting were consulting deliverables 24 months ago. They are now a single API call away — at near-zero marginal cost.



Founder population is exploding globally

Emerging markets — MENA, the Balkans, Africa, South Asia — are producing founders far faster than they are producing the advisors, accelerators and analysts to support them.



Point tools have trained the behaviour

Founders already pay for decks, CRMs and trackers separately. The willingness to pay exists; what's missing is the connected layer beneath it.



StartupOS: one operating system, five stages

Every stage feeds the next. The data compounds.

01



Validate

Idea capture,
TAM/SAM/SOM, personas,
competitor intel, assumption
tests

02



Plan

Lean canvas, 18-month
financial model, positioning,
milestones

03



Build

MVP scope, MoSCoW
backlog, AI tech-stack
architecture, founder gaps

04



Fund

Pitch deck AI, investor CRM,
matchmaking, diligence
tracker, rounds

05



Grow

Traction tracker, growth
experiments, KPI dashboard,
GTM strategy



A live health score at every stage — plus an overall 0–100 investor-readiness score.

The founder always knows exactly where they stand and what to do next. That is the product.



The product is live — not a roadmap

30+ modules shipped and stabilised. Bug remediation completed with CodeConductor.ai.

Validate

Idea Capture · AI Scorecard · Market Calculator · Competitors · Competitor Matrix · Assumptions

Plan

Lean Canvas · Financial Model (bear/base/bull) · Milestones · Positioning

Build

MVP Definition · Feature Backlog · Architecture · Founders · Tech Experts

Fund

Pitch Deck Builder · Investor CRM · Funding Rounds · Matchmaking Zone · Due Diligence

Grow

Growth Hub · Traction Tracker · Experiments · GTM Strategy

Cross-cutting

AI Copilot · Failure Analyzer · Task Board · 360° Report · Self-Test · Role Matrix

Security audit: 99/100 · 21 AI functions in production · Freemium live at \$0 / \$49 per month



What the AI actually produces

Live output from the Competitor Intelligence module — generated in seconds from a one-line idea.

Input

“A platform that gives parents real-time visibility into their child's academic progress.”

The founder types one sentence. No research, no consultant, no spreadsheet.

Output — in seconds

Google Classroom

indirect · HIGH threat

Ubiquitous, deep Google integration — but limited parent access and no real-time progress view.

ClassDojo

direct · medium

Strong parent–teacher comms, but behaviour-led rather than academic tracking.

Seesaw

direct · medium

Excellent student portfolios; thin analytics for parents.

Kahoot! / Remind

indirect · medium

Engagement and messaging tools — neither monitors academic progress.



Market

Bottom-up, not a top-down percentage of a giant number.

TAM

Total addressable

SAM

Serviceable

\$ —

SOM

Obtainable — Year 3

\$ —

How to build this number

- TAM — global new-business formation per year × the share that is tech-enabled and venture-track.
- SAM — founders in your reachable markets: MENA, Balkans/CEE, South Asia, plus English-speaking online.
- SOM — a defensible 3-year capture: cohorts from accelerator partnerships × realistic free-to-paid conversion (industry 3–8%).
- Anchor every layer to a public source and show the arithmetic on the slide. Investors discount unsourced market slides instantly.

Your figures go in the dashed boxes.

Use your own Market Calculator to produce these figures — then show that screenshot. Dogfooding the product is itself a proof point.



Business model

Freemium SaaS. The free tier is the top of the funnel, not charity.

Explore  \$0 per month Core validation tools. Idea capture, market calculator, assumptions, task board. 1 AI scorecard per month.	Founder  \$49 per month All 21 AI functions. AI Copilot, Pitch Deck AI, Failure Analyzer, 360° Report, Investor CRM, Growth Hub.	Team / Accelerator  Custom Multi-seat cohorts for accelerators, universities and innovation centres. The B2B2C wedge.
Target conversion 3–8% industry benchmark for freemium SaaS	Primary CAC channel Organic + partners accelerator cohorts, founder communities	Target LTV:CAC >3:1 the number the model must defend



Competitive landscape

Everyone owns one stage. Nobody owns the sequence.

	Validate	Plan	Build	Fund	Grow
StartupOS	●	●	●	●	●
Notion / Docs templates	○	○	—	—	—
Pitch-deck AI tools	—	—	—	●	—
Investor CRMs	—	—	—	●	○
Accelerator programmes	●	●	○	●	○
General AI chatbots	○	○	○	○	○

● full capability ○ partial / manual — not covered

The threat isn't a competitor with a better module. It's a founder stitching five tools together by hand — which is exactly the status quo we replace.



Defensibility: the data flywheel

Each founder who completes a stage makes the system smarter for the next one.



Secondary moats: accelerator and university distribution contracts · switching cost once a founder's full company record lives in the platform · emerging-market coverage global tools ignore.



Go-to-market

Distribution first. We acquire cohorts, not individuals.

Phase 1

Accelerator & institution partnerships

Now — warm network in UAE and the Balkans

Deploy StartupOS to whole cohorts through incubators, universities and innovation centres. One contract delivers dozens of activated founders and instant testimonials.

Phase 2

Founder-led content & community

Months 1–6

Teardowns of why startups fail, published weekly. Product Hunt and Show HN launches. The free tier converts the audience.

Phase 3

Ecosystem & investor-side pull

Months 6–18

Investors and programmes ask portfolio founders to run their readiness score in StartupOS — the platform becomes the shared language of diligence.



Where we are today

Shipped, secured and stabilised. Now converting product into users.

✓ Shipped

- Full MVP live across all 5 stages — 30+ modules in production
- 21 AI functions operational, including Copilot and Pitch Deck AI
- Security audit passed at 99/100
- Bug remediation completed with CodeConductor.ai; second enhancement cycle scoped
- Freemium pricing live (\$0 Explore / \$49 Founder / custom Team)

🕒 Next 90 days

- Convert waitlist into activated free users
- First paying founders — the metric this round is judged on
- First accelerator cohort contract signed
- Publish outcome data from the first 100 completed validations

Add your live numbers here before sending: waitlist size, activated users, paying founders, cohort pipeline.

Why this founder

A quarter-century of building the exact thing the product automates.



Erion Nako

Founder & CEO

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- 24+ years across banking, telecom, government and enterprise in the GCC and Balkans
- Cloud & Network Security Manager, Presight AI (G42 group), Abu Dhabi
- Former CEO, Protik Innovation Center — ran an accelerator; lived this problem
- Former Country Manager, SAP West Balkans
- TOGAF 9.2 · CISM · PMP · ITIL v4 · Executive MBA · DBA candidate

Founder-side credibility

Ran an innovation centre and advised hundreds of founders. The scoring logic in StartupOS encodes judgement earned in the room, not scraped from blogs.

Enterprise-grade discipline

Security, architecture and governance certifications — which is why an MVP shipped at a 99/100 audit rather than as a prototype.

Two-market access

Abu Dhabi and the Western Balkans — underserved founder populations with direct institutional relationships already in place.

Hiring with this round: a technical co-founder / lead engineer, and a growth lead.



The ask

Raising a pre-seed round to convert a shipped product into paying founders.

Round size

Your figure

18-month runway to a Seed-ready metric set



Milestones this round buys

- First 100 paying founders
- 3 accelerator contracts
- Published outcome dataset

40%

Engineering & product

Technical hire; migrate to production stack; second enhancement cycle

30%

Go-to-market

Accelerator partnerships, founder-led content, first growth hire

15%

AI infrastructure

Inference costs at scale, model evaluation, data pipeline

15%

Operations & runway

Legal, structuring, compliance, buffer