

GROWTH PARTNERSHIP · SEPTEMBER 2026

Your room is worth more than the door.

A 90-day plan to turn 60,000 Builder Series members from an audience into a book of business — without changing a single thing about how you curate the room.

PREPARED FOR

Dylan Oriundo

THE BUILDER SERIES

New York City

PREPARED BY

Emmanuel Olimi Kasigazi

READ TIME

7 minutes

IF YOU READ ONE SLIDE

You sell \$20–\$60 tickets into rooms that hold billions.

The ticket is the smallest number in the building. The relationships, the intent data, and the fact that 60,000 founders already trust your judgement — that is the asset, and right now none of it is captured, followed up, or sold into.

We build the machinery underneath The Builder Series: one contact list that remembers every RSVP, AI that answers every message within seconds, and a fixed-price growth service you can sell to your own members at 60–80% margin.

- **Month 1** — Build the engine. Reactivate the database you already own.
- **Month 2** — Launch growth packages, branded as yours, to your founders.
- **Month 3** — Train your team, hand over the written playbook, step back.
- **Your time** — Two hours a week. We execute, you approve.

THE ASSET

Most people spend a decade trying to build what you built in twelve months.

60k+

Members across Luma, LinkedIn, Instagram, WhatsApp, TikTok and beehiiv

\$3B

Capital in a single room, at a single event, on a single night

4–6

Curated NYC rooms a month — dinners, mixers, run club, deployment rooms

160

RSVPs to one June event, with six active funds now programming against you

Founders, operators and investors who ship show up week after week. That is distribution most venture-backed companies would pay millions to rent — and you own it outright.

You don't need a bigger community. You need a way to charge the one you already have.

One sold-out night. Two very different numbers.

ILLUSTRATIVE, BASED ON YOUR PUBLISHED EVENTS AND NYC SPONSORSHIP BENCHMARKS

REVENUE LINE	HOW IT'S PRICED TODAY	PER EVENT
160 RSVPs at the door	\$20–\$60 ticket, paid by the guest	~\$8,000
Title sponsor of the same room UNSOLD	Benchmark for a 150-person NYC startup event	\$15,000–25,000
The attendees themselves	No offer exists, so nothing is captured	\$0

Sponsorship range from EMRG Media's 2026 NYC conference pricing guidance. Ticket figure uses your own published RSVP count and price band.

The door pays for the venue. Everything above it is currently unpriced — which means the room is subsidising the people who benefit most from being in it.

Two sponsors a month would out-earn every ticket you've ever sold.

Nothing is broken. Three things are simply missing.

An RSVP is not a contact

Names sit in Luma, beehiiv, WhatsApp and LinkedIn, and none of them talk to each other. Nobody can answer "who came twice, who's raising, who's hiring" — so nobody can sell to them.

Follow-up depends on you remembering

Every partnership enquiry, sponsor question and DM routes to one inbox and one person. The ones you don't get to aren't lost loudly. They just go quiet.

Your members buy growth help — from someone else

27% of small businesses still have no real web presence, and 27% of them are actively shopping for a marketing provider. Your founders are in that market right now. You introduced them to each other; you just don't have anything to sell them.

All three are one-time setups. None of them become another thing you have to keep up with.

THE THESIS

60,000 members is not an audience. It's a book of business.

An audience is monetised by attention — tickets, sponsorships, impressions. A book of business is monetised by *recurring relationships*. You already have the trust. What's missing is the system that turns it into revenue while you sleep.

THE ENGINE

One system. Built in weeks, not quarters.

01

Capture

Every RSVP, DM, form and referral lands in one list that records who they are, where they came from and every event they attended. A short quiz on your site turns browsers into names you can actually reach.

02

Answer

An assistant that only knows what you have approved replies across Instagram, WhatsApp, email and text in seconds — and passes it to a real person the moment someone asks for one.

03

Convert

Membership, sponsor and package enquiries move through named stages with someone responsible at each one. Meetings land on a calendar instead of dying in a thread.

04

Sell again

Attendance and interest data drive the next offer: membership upgrade, sponsor renewal, or a growth package for their own company.

Built on GoHighLevel and branded entirely as yours. Your members never see another company's logo.

Once it's switched on, it keeps working whether or not you open your laptop.

The cheapest leads you will ever get are the ones you already have.

This is a proper campaign to the people already in your world — past RSVPs, no-shows, newsletter subscribers, anyone who enquired and went quiet. Across the industry 2–6% of them reply to a good email, and reaching them costs 60–80% less than finding someone new.

We run this in week two, on a list you already own, before you've spent a dollar finding anyone new. It is the fastest proof the whole thing works.

This is money from people who already said yes to you once.

DELIBERATELY CONSERVATIVE MODEL — NOT A FORECAST

Contactable, consented members	10,000
Reply at 3% (low end of benchmark)	300
Book a call at 10% of repliers	30

Close 12 at the \$500 entry package	\$6,000/mo
-------------------------------------	------------

Annualised: \$72,000 recurring, from contacts you already paid to acquire. List size is confirmed in week one and the model is rebuilt on real numbers.

Sell your founders the thing they're already buying.

A fixed-price growth service, branded Builder Series, delivered by me under your name. Priced deliberately below the NYC market so it sells on trust inside the community rather than on a cold pitch.

PACKAGE	WHAT THE MEMBER GETS	THEIR PRICE	NYC MARKET RATE
Signal	5 branded posts a week, comments answered automatically by DM, a free guide that captures leads, missed calls texted back, mobile app	\$500	\$1,000–1,500
Engine CORE	Everything in Signal, plus their contact system built, an AI assistant answering enquiries, a lead-capture quiz, two automations, and a campaign to their old leads	\$1,500	\$2,500–4,000
Partner	Everything in Engine, plus an AI receptionist answering the phone, outreach to new prospects, and a monthly growth review with a named person	\$3,000	\$4,500–7,500

Market rates from 2026 US social and growth-agency pricing surveys. All prices monthly; software and usage billed separately and transparently.

Forty members on Engine is \$60,000 a month. That is fewer than one in a thousand of your community saying yes.

You're not selling anything new. You're charging for the introduction you already make for free.

You are selling a founder-and-VC audience at consumer prices.

Newsletter sponsors pay on who reads it, not how many. An ordinary business list earns \$35–70 per thousand readers. A list that can prove its readers are founders and VPs earns \$140–160.

Your list is that list. It has simply never been segmented, evidenced or packaged — so it gets quoted like everyone else's, or given away.

We sort the list by who people actually are, build the media kit from real attendance data, and put a rate card in front of the sponsors already standing in your rooms.

| *Same newsletter, same readers, same work. Different invoice.*

SAME LIST, TWO RATE CARDS

Unsegmented general B2B rate \$60 CPM

Verified founder / VP+ segment	\$140 CPM
--------------------------------	-----------

Structured event sponsor tier \$5–15k

Newsletter CPM bands from 2026 sponsorship rate surveys. Event tier assumes a recurring-series discount against the NYC benchmark on slide four.

Stop renting software to your community. Sell it to them.

The same software running your contact system can carry your logo, your web address and your prices — and be sold to members who would rather run it themselves than have it done for them.

Your cost is a single agency plan. Every seat above that is margin, billed automatically, with no engineering and no support burden on your team.

For members who'd rather buy direct, the platform's partner programme pays you 40% every month on every referral, for as long as they stay.

They pay monthly, it bills itself, and nobody calls you about it.

WHITE-LABEL SEATS · ILLUSTRATIVE

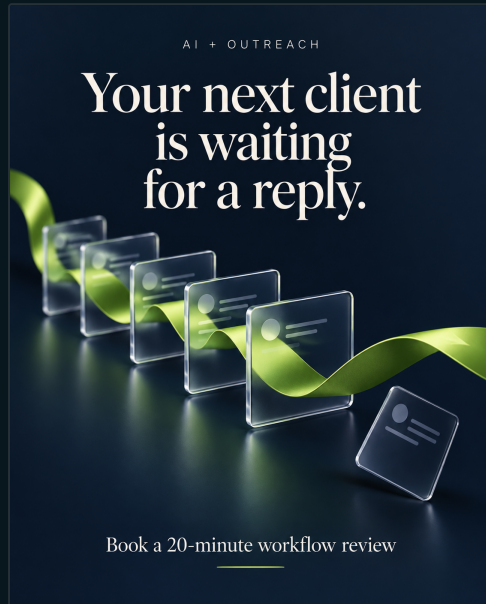
50 members on a branded seat at \$197 \$9,850/mo

Platform cost to you \$497/mo

Gross margin	~94%
--------------	------

Excludes SMS, email and AI usage, which are rebilled to the member with your markup.

I didn't come to pitch you a plan. I came to show you month one, finished.



Week 1 — enquiries and follow-up gaps



Week 2 — useful agentic AI



Week 3 — relevant reach



Week 4 — easy booking

- **12 finished campaign graphics** with Instagram and LinkedIn captions written per channel
- **A 28-day execution calendar** with daily actions, owners and time budgets
- **Eight email sequences** plus reply, booking, reminder and no-show scripts

- **Six workflow specifications** covering reply handling, suppression and attendance
- **A tested AI assistant brief** with ten pre-launch failure cases
- **Nothing sent or published** — it waits for your approval and your brand

If you said yes on Monday, week one is already written.

THE PLAN

Ninety days from signature to something your operators can run without me.

Month 01 Build and prove Contact system, sales stages and calendars live. Everyone imported, cleaned and consent-checked. The AI assistant tested and switched on. The campaign to your old contacts goes out. First revenue lands inside thirty days.	Month 02 Package and sell The three Builder packages built, priced and made real: sales page, sign-up quiz, onboarding, delivery. First members signed up and delivered for, under your brand.	Month 03 Hand over Your operators and event hosts trained. Written instructions, the AI prompt library and the dashboards handed over. Then I stay on, or I step back entirely — your call, made with three months of real numbers in front of you.
--	--	---

| *By day ninety this belongs to your team, not to me.*

Here is what this costs in New York. Here is what I'm asking you for.

WHO YOU COULD HIRE	WHAT YOU'D ACTUALLY GET	PER MONTH
Fractional growth lead	Advice, 10–20 hours a week. You still have to build all of it.	\$8,000–25,000
Full-service growth agency	Delivery, but they own the strategy and you own the invoice.	\$4,500–15,000
Social media manager	Posts. Nothing behind them to catch the people who respond.	\$1,000–5,000
Emmanuel 3 MONTHS	The strategy and the build. All four revenue lines, your team trained, everything handed over.	\$1,500

\$4,500 for the full three months. Software and usage billed separately at cost. No lock-in, no notice period.

That's not the market rate and I'm not pretending it is — the table above is. I'm asking for a fraction because I know you, and I'd rather have the case study and the room than the margin. This is the rate for the first three months, and it's this rate because it's you.

I'm charging you exactly what one of your members will pay for the package I'm building for you to sell them.

HOW WE WORK

Your judgement about the room is the product. I won't go near it.

What I need from you

- Your contact lists, with an honest note on **who agreed to be emailed**
- An email address to send from, and one calendar I can set up
- **Two hours a week** — approvals, not meetings
- Permission to write in the Builder Series voice, with you holding final sign-off

What I won't touch

- Who gets into the room, or how you curate it
- Ticket pricing, without your explicit approval
- Anyone who hasn't consented to be contacted
- Testimonials, logos or results that aren't real — the campaign kit says this in writing, and so do I

Every message follows US email law, anyone who asks to come off the list comes off that day, and nothing goes to a cold list until we have confirmed we are allowed to send it. In a community built on trust, the rule-following is the strategy.

You keep doing the part only you can do. I handle the plumbing.

One working session. Thirty minutes. Bring your Luma export.

We'll pull the real list size, check consent, and rebuild the model on your actual numbers instead of my conservative ones. You'll leave the call knowing what month one is worth — whether or not you hire me.

Emmanuel Olimi Kasigazi — New York, NY

13+ years building and scaling a B2B firm that served 300+ clients across five countries. Antler founder-in-residence, NSF I-Corps entrepreneurial lead, finishing an M.S. in Data Analytics at Yeshiva. I build the systems, and I'm twenty minutes from your rooms.

[Book a time — calendly.com/olimiemma](https://calendly.com/olimiemma)

olimiemma@gmail.com

[LinkedIn](#)

linktr.ee/olimiemma

APPENDIX

Assumptions and sources

Every figure in this deck is either your own published number or a cited 2026 market benchmark. The revenue models are planning tools built on stated assumptions, not forecasts or guarantees. List size, consent status and conversion rates are confirmed in week one and the models rebuilt on real data.

Community figures, event pricing, membership pricing and the \$3B room: The Builder Series website, Luma calendar and beehiiv archive, September 2026.

Fractional CMO and VP Growth retainer bands: [RankedCMO](#), [MarkCMO](#), [GoFractional](#), 2026.

NYC event sponsorship pricing: [EMRG Media conference sponsorship guidance](#), 2026.

Newsletter sponsorship CPM by audience seniority: [InfluencersKit rate card guide](#), [SponsorCal benchmarks](#), 2026.

Database reactivation response and recovery benchmarks: [Prestyj channel benchmarks](#), [Leads Now AI case series](#), 2026. Home-services data used directionally; a founder audience will differ.

Social and growth agency retainer rates: [SocialRails pricing breakdown](#), [Sprout Social](#), 2026.

White-label platform and partner economics: [GoHighLevel white-label plan pricing and partner programme terms](#), 2026.

Small business web presence and marketing outsourcing demand: [LeadsAgent](#), [GTM 8020](#), 2026.

Quiz funnel performance: [Interact benchmark data via Shno](#), 2026. Quiz opt-in rates and landing page conversion rates measure different events and are not directly comparable; treated here as directional only.