

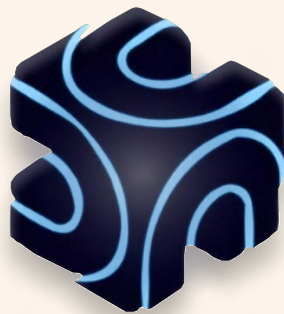
# unfounders

TELL **YOUR** STORY.



THE WORLD'S FIRST CREATOR-  
FOUNDER HACKERHOUSE

# welcome.



## WHO ARE WE?

We're a crew of college students with a strong track record of organizing events.



We've already built various student-ran initiatives — Pinata Pitch, Unmute, etc. — and we're teaming up to build something new.

## OVERVIEW

### Not another hackathon.

Unfounders is a build-a-thon for the overlooked, the underdog, the content creators building in public. That's our name: we're **completely overturning** founder culture.

To us, titles and connections mean absolutely nothing; only **new ideas** and **real media traction** truly count.

We're flying out the world's rawest, realest talent to San Francisco for a **3-day content creator hackerhouse**, **mentorship**, and a final **livestreamed demo day**.



## our vision.

Recently, the **explosive**  
**rise** of community-driven,  
socials-first brands like  
**Cluely** showed what  
happens when  
builders create in public  
and turn **internet**  
momentum into **real-world**  
**leverage.**



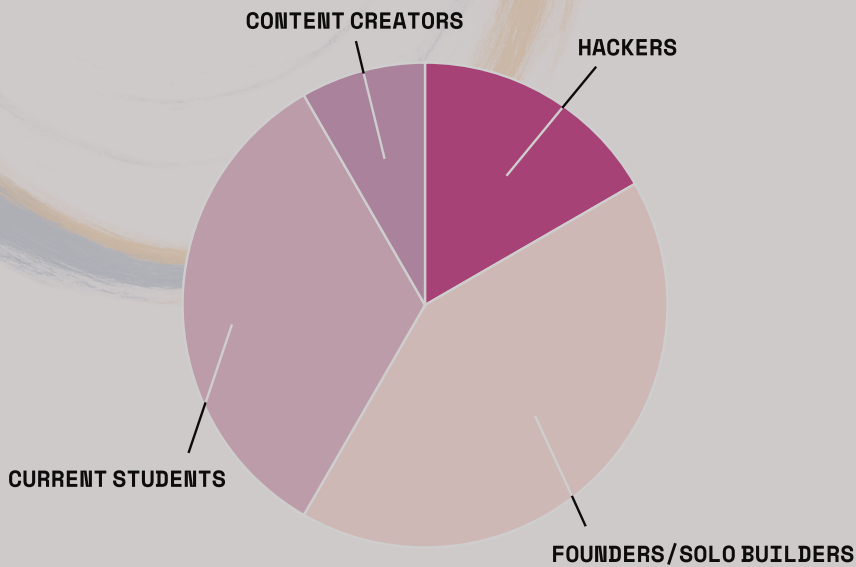
unfounders  
TELL **YOUR** STORY.



**Unfounders** is built on that  
energy: giving raw,  
overlooked **talent** the  
platform to do the same.  
This is where the next **viral**  
**breakout products** and  
people get their **start.**

# our target

## EVENT BREAKDOWN



## target participants

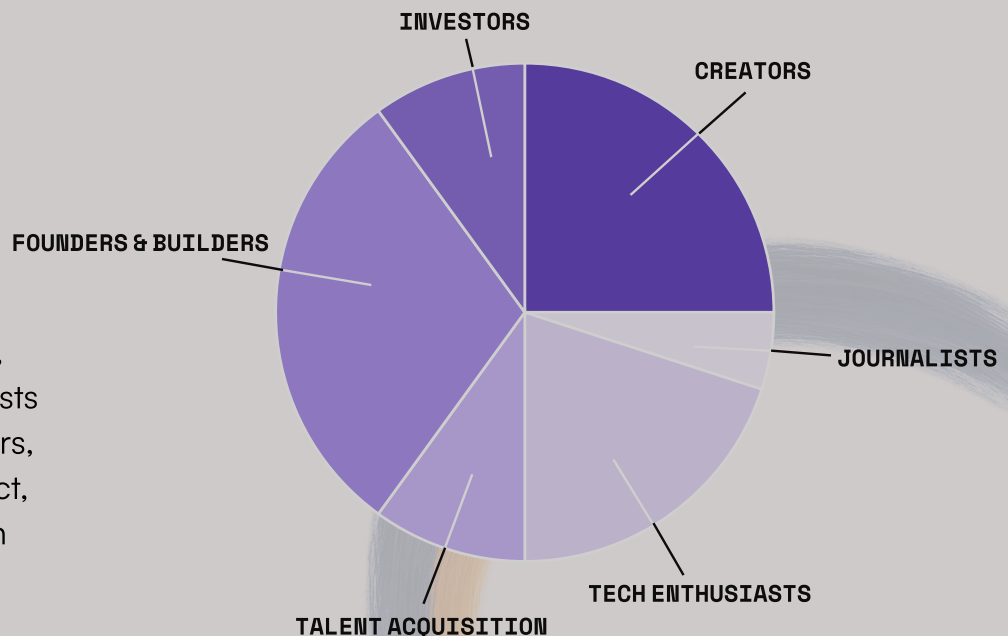
We have a ton of experience both participating in and organizing competitions of the sort in the past. We've reached thousands of people before. Now, we're aiming at 2000 participants signing up within two months.

We're inciting young builders to participate through social media campaigns, word-of-mouth, and presence in newsletters.

## our audience

We've got experience running conferences — especially in emerging spaces and overlooked communities.

We've consistently met our attendee targets — and this time, we're aiming for at least 500 guests at the final event. Builders, creators, and investors will come to connect, share ideas, visit booths, and gain real insight into what the next generation is building.

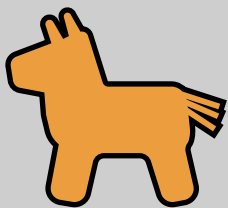




# how can you help?

## PARTNERSHIP OPPORTUNITIES

---



### Sponsor the Event

Help provide funding to make this event as memorable as possible.

---



### Create a challenge

Define a category that aligns with your company's values and award a prize to a worthy team.

---



### Promotional Items

Send over promotional items to our participants & attendees to use during the hackerhouse & the livestreamed final conference. Anything goes: we're more than glad to partner up for merchandise, bottles, drinks & food, etc.

---

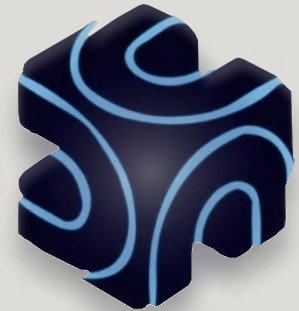


### Mentorship & Judging

Send a company representative to take part of the final decision process on event day.

# why sponsor?

## BENEFITS & TIERS



**Unfounders** connects your brand with the next generation of builders—early.

Get exposure across **viral** content, and inside a community where the next breakout products are born.

### PARTNER - 1000\$

- VIP passes to the final event
- Shout-out during opening
- Logo on all media & platforms
- Access to finalists contact & work

### BUILDER - 2000\$

+ all previous perks

- Logo on T-shirt & stage
- Social media collaboration post or video
- Access to all of our newsletters

### CATALYST - 6000\$+

+ all previous perks

- Keynote Opening Speech
- Segment of your choice anytime
- Private 1:1 meeting with all finalist teams

### ASSOCIATE - 4000\$

+ all previous perks

- Company booth at the conference
- Speech at the Opening Ceremony
- Seat on the judging panel

Be part of the story before the rest of the world catches on to the new meta.



# key dates

## ROUGH SCHEDULING

### JULY 25th

- Applications officially open
- Launch video is posted
- Submissions start coming in the form of 1-3 minute explanatory videos, as well as content on social media

### SEPT 16th

- Applications close
- First round of judging begins based on virality and originality

### SEPT 19th

- Results come out
- Top 5-10 applicants receive invitations to our final 4-day event

### SEPT 19th-OCT 6th

- Finalists refine their MVP and keep posting content

### OCT 7th

- Finalists are flown in to the hackerhouse

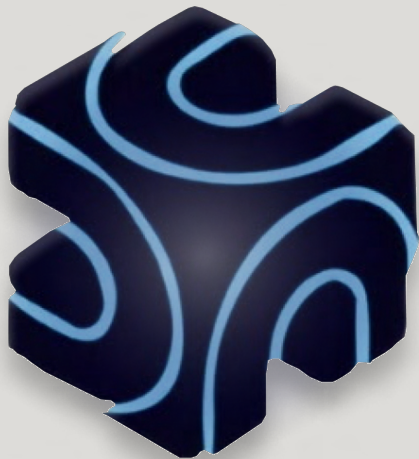
### OCT 8th-OCT 10th

- Participants finalize their product under the guidance of an industry expert mentor

### OCT 11

- Finalists demo and pitch their product
- A final round of judging decides the grand winner

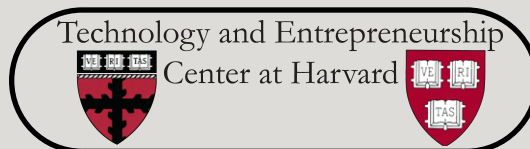
END



# thank you.

We couldn't do this without your support. Your partnership helps us keep **Unfounders** accessible, independent, and focused on surfacing talent that usually gets missed. We're here to make the next generation of innovators impossible to ignore.

## PAST PARTNERS



and much more...



not convinced? check out our past work: [\(scroll down\)](#)

## CONTACT US:

✉ [team@unfounders.com](mailto:team@unfounders.com)

📷 [@unfounders.sf](https://www.instagram.com/unfounders.sf)

🌐 [unfounders.com](https://unfounders.com)