

JUST US

SEED DECK

The private club for singular people.

A verified membership turns its private exchanges into singular intelligence.

October 2026 · Confidential · v1.21

The people worth hearing have already left the public web.

They moved to dark social, that is private messaging: WhatsApp groups, Telegram channels, Signal, closed Slacks and Discords, direct messages. Everything shared outside public feeds, invisible to algorithms, analytics and advertisers.

Twenty-person WhatsApp groups, closed Slacks, dinners. It is no longer a niche. It is the standard.

53%

of web traffic is no longer human

Imperva, 2026

~80%

of social sharing already happens in private messaging

GWI

The people worth hearing now talk in private messaging, where nobody is verified, nothing is remembered, no AI works for them and the host earns nothing.

No private club has ever had its own infrastructure. The slot is empty.

What a private group lacks, a club has always had.

A door, a memory and a host who is paid, as clubs have always had. And one thing no club ever had: a personal advisor who knows each member and works for them. JUST US is that club, in your pocket.

I

NOBODY IS VERIFIED

A door.

Every member is real: document, liveness and phone. You enter co-opted by a peer who says why you, then voted in by the Board.

II

NOTHING IS REMEMBERED

A memory.

What is said stays where it was said and can be found again years later. A profile that says what you think, not what you do.

III

NO AI WORKS FOR THEM

Your personal advisor.

An assistant executes tasks; an advisor serves your objectives. Aura knows what you are after, relays what concerns you, finds the person or the answer you need, and introduces you with consent on both sides.

IV

THE HOST EARNS NOTHING

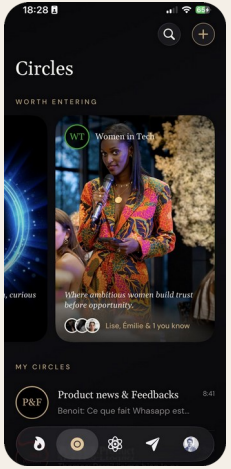
A host who is paid.

The founder sets the tariff of their club and receives it whole. Ours and Apple's are added on top, never taken out of it.

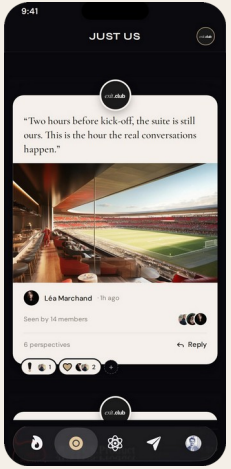
We have already built it.

Alpha on TestFlight since June 2026. The member journey, end to end:

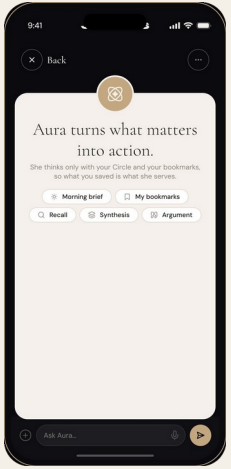
1. Identity verified at the door: document, liveness and phone
2. A club with a founder, a Board and a reason to exist
3. You enter co-opted by a peer, then voted in by the Board
4. What your peers are thinking, in words, photo or video
5. Five ways to respond, faces shown, nothing anonymous
6. Aura learns from what you exchanged there, and only that



Clubs worth entering



What your peers are thinking



Aura, your personal advisor

Design validated with testers since July, wave after wave. Beta in October 2026.

PACE OF THE BUILD

Twelve releases in sixty-five days.

An exit, a million-download app, a network money cannot buy.

LP

Lise Pierron

CO-FOUNDER · COO

The network.

Fifteen years of an ultra-qualified high-signal network, never opened to the public, never monetized, never scrapable. Relocating to New York to open the United States on day one.

TB

Thomas Brelet

CTO

The build.

Sixteen years of senior iOS engineering. Lead Mobile at Wave, over one million downloads, a 10+ team across France and India. Co-founder and CTO of Makappi.

BC

Benoît Cizeron

CEO

The thesis.

Vision and Product Thinker. Sold Aploze, Video Commerce SaaS, to iAdvize (2021). Corporate innovation at AXA France before that. Carries the thesis and the architecture.

Advisors. Laurent François, ex-Omnicom, luxury strategy for Dior and Guerlain. Didier Brun, founder of Mean Shift, AI architect for leading luxury brands.

The reference membership of the AI century: one million verified members, without walls.

JUST US EXPANSION

- Companies: sponsored clubs and Aura for Teams, on contract
- Prices rise with the club's standing
- Paid clubs: 10% to 5%, on top of the founder's tariff
- Aura: a card, Gold, Platinum or Black, as one chooses an Amex
- Founding clubs: 1,000 founders, four cities

INITIAL FOCUS

WHO IT SERVES

Members

High-signals: singular people who carry a vision of the world you will not get from AI. About five million worldwide.

Founders

The people they already trust, who host the rooms. A thousand of them first, then co-optation.

Brands, at scale

Luxury, media and funds that want a verified audience: upside once the membership is the reference, not in the Seed plan.

The private club is the category that gained the most value in three years.



Soho House, taken private in February 2026. ~270,000 members, ~$4,400 of revenue per member a year.

Axios · Reuters



Premium digital communities by 2030. The market we serve first.

SAM



Private clubs and communities by 2030, growing 13% a year.

TAM

The path to billions in annual revenue, at a price per member far below physical clubs.

HORIZON 1 · 2028

~$1.2M ARR

1,000 clubs, four cities. 45,000 verified members, ~20,000 active every month, 15% of them on a paid Aura card.

HORIZON 2 · 2030

~$47M ARR

Fifteen cities. 700,000 monthly actives, 280,000 of them every day, 15% on a paid card. ~$0.9B at twenty times ARR.

HORIZON 3 · 2033

~$3.2B ARR

100 million monthly actives, 40 million every day. Beyond the high-signal elite, on the same three lines, at ~$7 per daily active a month.

Indicative, and net of Apple. Horizon 1 is the Seed plan detailed in this deck.

The largest hand-picked founding class a private club has ever had.

1,000

founders in eighteen months, recruited one by one in New York, Paris, London and Los Angeles: 55 a month, two every working day.

$900

fully loaded cost to recruit one founder. Forty-five verified members each, hence ~$20 per member, paid back in three months.

WHY IT COMPOUNDS

- Each founder brings a club of twenty to fifty peers who already trust them. A thousand founders is 20,000 to 50,000 verified members, by invitation only.
- A consumer app pays $50 to $150 in paid acquisition for one paying subscriber. We pay $900 for a founder who brings forty-five verified members and a club.
- After the thousandth founder, JUST US grows by co-optation only. Profiles we recruit first: Ashley McDonnell (luxury and technology) and Carlota Rodben (luxury strategy).

One by one, at the table.

HOW A CLUB IS FOUNDED

1. **The name**
   The founder is chosen for a singular reading of their world and for the people who already trust them, never for follower counts.
2. **The invitation**
   Personal, from a co-founder or a founder already in. No form, no waitlist. It names a table, a date and the question of the evening.
3. **The table**
   Twelve guests, a private house or a chef's table, one question for the evening. The club is founded there. Eight of twelve say yes.
4. **The move**
   The founder brings the group they already host: a WhatsApp or Signal group becomes a club. Every member is verified one by one, the Board takes over, the price is set in the app.
5. **The next ones**
   Within thirty days the first hundred members are in. Every founder names the next founders. After the thousandth, co-optation only.

WHERE THE $900K GOES, 100% OF MARKETING

The tables — 56 · ~$6.5K each

Twelve guests, one evening, one question. Where the clubs are founded. Fourteen per city.

The evenings — 8 · ~$25K each

A hundred guests: the clubs of a city together, in a place the city keeps for itself. Where founders meet the founders they will name next.

The signature accesses — 6 · ~$36K each

Hospitality at a tennis final, a Grand Prix weekend, a concert residency, an art fair preview. One per city, plus two weekends where the four cities meet.

Hospitality, never tickets. Plus $120K of travel for the founding team.

New York and Paris · autumn 2026 · day one
London · spring 2027
Los Angeles · autumn 2027

Live since June. Beta in October.

JUNE 2026

Alpha on TestFlight: verification, clubs, exchanges, Aura, all live.

JULY 2026

Design validated with testers, wave after wave, since the first week.

OCT 2026

Beta launch, ten Founding Clubs lined up for it.

NOV 2026

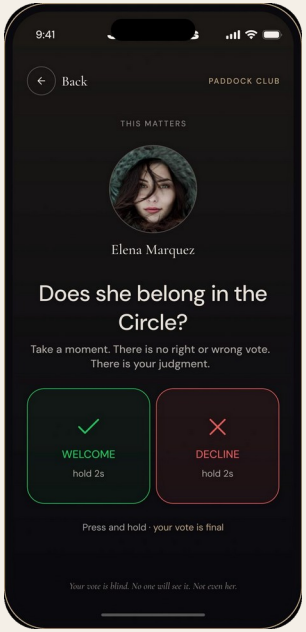
First founders' tables in New York and Paris.

10

Founding Clubs lined up for the October beta, each with its founder and its first members.

12

releases in sixty-five days over the summer of 2026.



The room decides: co-opted by a peer, voted in by the Board.

The clubs attract. Aura pays. Companies fund.

AURA · THE CARDS

~53%

of ARR at M+18

A card, never a meter, as one chooses an Amex: Gold $19.99 a month or $199 a year, Platinum $49.99 or $499, Black $149.99 or $1,499. Free to discover, paid to go deeper. 15% of monthly actives hold one at M+18, ~$250 a year on average.

THE CLUBS · A COMMISSION

~19%

of ARR at M+18

The founder sets the tariff of their club and receives it whole. Our commission is added on top, and falls as the tariff rises: 10%, then 7%, then 5%. A club is what brings a member in, not what pays.

COMPANIES · ON CONTRACT

~25%

of ARR at M+18

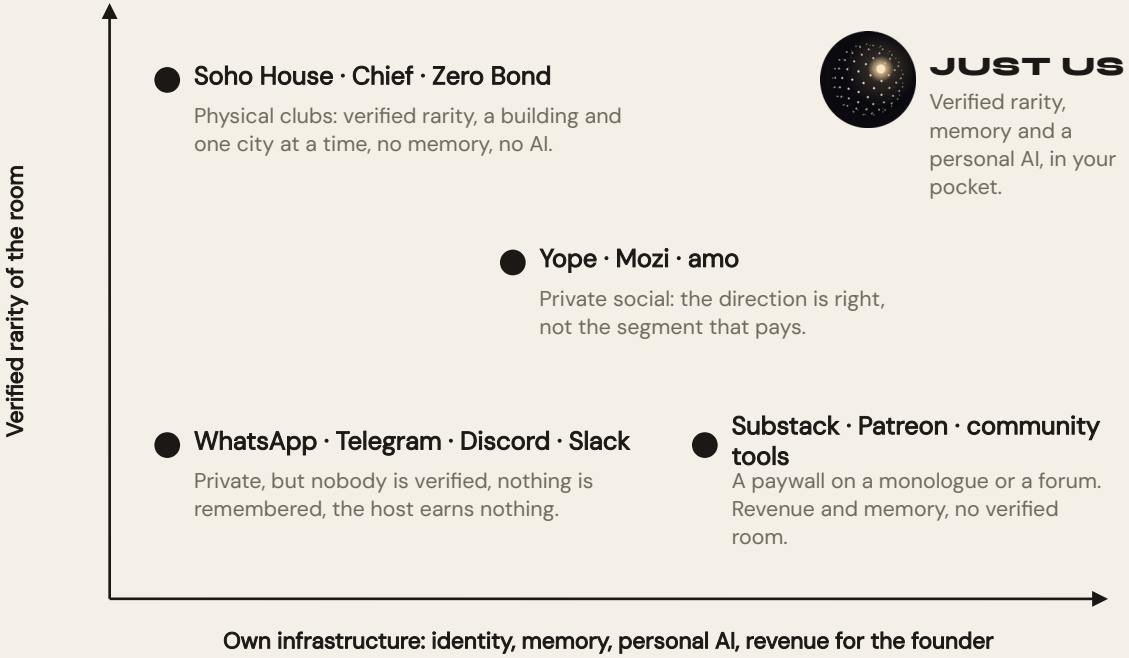
A brand, a school or a company sponsors a club, or buys Aura for its executives. Billed on contract, outside the app: no Apple commission, and a line that depends neither on Apple nor on the number of members.

~$1.2M

ARR at M+18, net of Apple: 45,000 verified members, ~20,000 active every month, 3,000 paid Aura cards.

Everything digital is collected in the app, through Apple, which takes 15% under the Small Business Program. Every card keeps more than 70% of gross margin after Apple and the cost of AI.

Four players each hold one piece. Nobody holds the room.



THE HONEST READ

WhatsApp has the private exchanges, not the verification nor the AI.

Substack has editorial quality, but it is a monologue.

ChatGPT has the AI, but feeds on the smoothed public and returns the average.

Soho House has verified rarity in the physical world, without memory or AI.

We take the segment that pays, as Soho House did against bars.

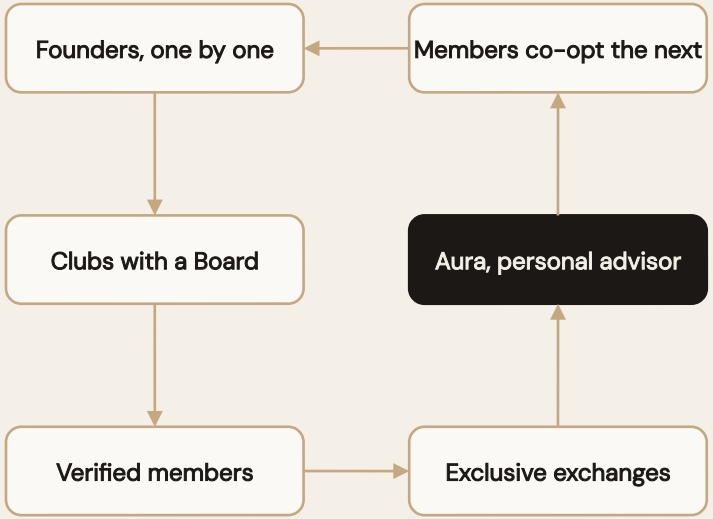
The moat is not the network effect. It is the singular-corpus effect.

Why we get the first thousand.

Lise Pierron's network, built over fifteen years away from the public, is the seed of JUST US. No competitor can rebuild it in less than a decade.

Why they stay.

Once a member has six months of exchanges and a memory in Aura, their advisor knows them better than any network does. The switching cost is not a social graph: it is their own accumulated singularity, and it cannot be reproduced.



THE LOOP

Every turn of the loop adds exchanges only Aura has read. The corpus is the moat.

From ten Founding Clubs to a thousand, in eighteen months.

M+6

200 clubs	~4,000 monthly actives
~1,400 daily actives	$0.2M ARR

New York and Paris open, a lead on the ground in each. London opens at the end of the period. 9,000 verified members. The Aura cards and the first paid clubs live in the app.

M+12

600 clubs	~12,000 monthly actives
~4,200 daily actives	$0.6M ARR

London running, Los Angeles open with its own lead. First signature weekend, the four cities together. 27,000 verified members, 13% of the monthly actives on a paid Aura card.

M+18

1,000 clubs	~20,000 monthly actives
~7,000 daily actives	$1.2M ARR

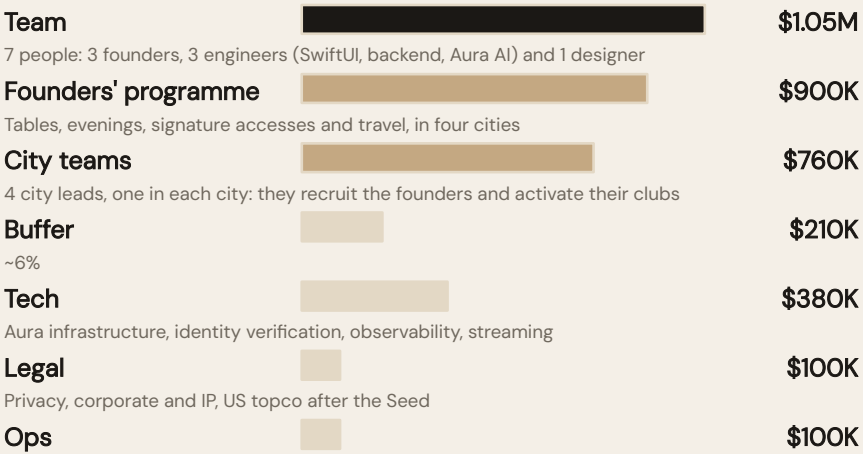
Founders' programme complete. 45,000 verified members, 15% of the monthly actives on a paid Aura card, stickiness 35%, month-3 retention above 50%. The next three cities open on the same playbook.

Daily actives are always shown next to monthly actives: a club is measured by who comes back every day. Benchmark for closed networks: 25 to 30% stickiness. Ours is set at 35%.

$3.5M Seed. Eighteen months to a thousand clubs.

About $194K a month. Eleven people at M+12: three founders, four on product and AI, four city leads. Two thirds of the round goes to the people and the tables that recruit the first thousand founders.

WHERE THE CASH GOES



WHAT EIGHTEEN MONTHS DELIVER

The clubs.

1,000 clubs founded one by one in New York, Paris, London and Los Angeles. 45,000 verified members, ~7,000 of them there every day.

The revenue.

~$1.2M ARR net of Apple, on three lines: Aura for half of it, the clubs, and the first company contracts. $14 of ARR per daily active, per month.

The position.

The reference private club for singular people, with a base of a thousand founders no competitor can recruit twice.

Extension. $1.5M reserved for the next three cities, Singapore, Miami and San Francisco, open to a US co-lead at the same terms.



JUST US

The private club for singular people.

A category you don't join. We create it.

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