

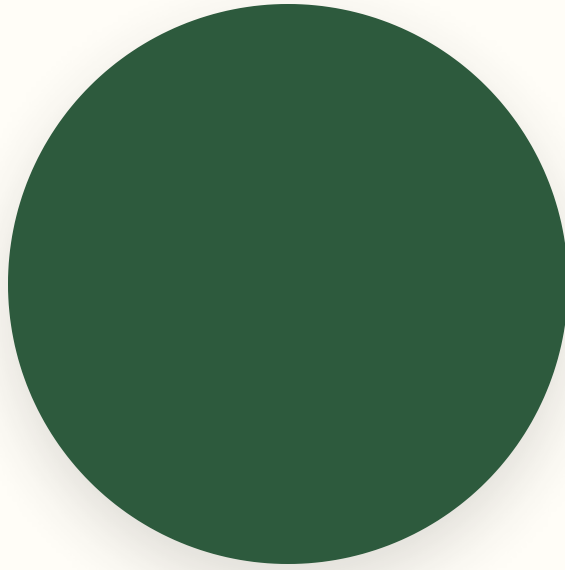


beginner

Everyone is a founder.



Team



Tyler Lindow

10 years elevating engineers. From science museums to IPOs.

What have I learned?

Problems

**Engineers stay
building and
*human making
becomes a relic of
the past...***

Here's what I built.



tinker

PITCH PROGRESS

0 / 11



Everyone is a founder.

You just need a seed to start.

Where are you right now?

Cafe

Home

Work

Somewhere else

The GTM solution: An app that helps engineers discover their pitch over time, on the go.

*Here's what I'd like to
build.*



beginner



Find a maker to seed

All

Healers

Tea

Ceramics

Bread

.t

Tara H. · Herbal teas
\$420 seeded · 12 backers

.j

Joe B. · Sourdough
\$180 seeded · 22 backers

.m

Mia P. · Ceramics
\$640 seeded · 18 backers

.c

Carlos M. · Healing
\$320 seeded · 9 backers

Explore

Saved

Pitches

Inbox

Profile

The Vision solution: A marketplace where you seed the makers behind the things you love.

Traction

- **May 18, 2026**
App launched. tinker is live.
- **June 1, 2026**
First seed tier user — me.
- **Dec 1, 2026**
\$100K/year in subscriptions · 185 paying engineers.
- **June 1, 2027**
\$400K/year in subscriptions · 741 paying engineers · monthly revenue covers monthly costs.
- **Dec 1, 2027**
\$750K/year in subscriptions · 1,400 paying engineers.

EMPIRICAL BASIS

10 people — including me · 11 days · \$9.03 in AI costs. I paid \$9/month inside a week, then moved up to \$45/month inside two weeks. The 18-month plan grows this same pattern 1,400 times — from ~1 new person a day today to ~45 a day by month 18. Limited by how many people I can reach alone, and the \$181K AI budget across those 18 months.

GTM Market

**\$2.85 billion a
year**

**22% of LinkedIn's 120 million
paying subscribers × \$9 a month.**

~26 million tech, engineering, and design
professionals already paying for a professional tool.
tinker is the next one.

Vision Market

**\$71.3 billion a
year**

**22% of Instagram's 3 billion users
× \$9 a month.**

22% of LinkedIn members are in tech, engineering, or design. Same ratio applied to Instagram.

Ask

\$500,000

18 months runway.



YEAR 1

\$312K

- **\$175K** my salary
- **\$137K** running costs

YEAR 2 (FIRST 6 MONTHS)

\$185K

- **\$95K** my salary (~6% inflation)
- **\$90K** running costs

BEYOND

\$3K

- **\$3K** cushion for the unexpected

Thank you

Everyone is a founder

Appendix

Every line item in the \$500,000 ask, fully itemized.

My salary, year 1 **\$175,000**

12 months. Base + benefits, all in.

Running costs, year 1 **\$137,000**

Anthropic API (the dominant line) + Stripe payment processing + legal + accounting + banking + SF travel to build GTM motions (two one-week trips a year; extended stay only if accepted to an incubator) + Industrious office + Claude Code + Vercel + Neon + StytcH + GitHub.

My salary, year 2 (first 6 months) **\$95,000**

~6% inflation built into the year-2 rate. Keeps me in seat through the first half of year 2 without re-raising.

Running costs, year 2 (first 6 months) **\$90,000**

Anthropic API ~\$70K (the Y1 cohort ages into low-cost maintenance use as new signups continue) + ~\$10K Stripe payment processing (2.7% + \$0.30/transaction on a growing subscriber base) + ~\$10K for half a year of office, legal, stack, and one SF trip.

Maker discovery seed + cushion **\$3,000**

Everything left after the 18 months of runway costs. A small cushion for the unexpected; maker channel research is funded from the operating cash flow once monthly revenue covers monthly costs (month 12). The engineer-only path is a viable venture business on its own; entering the maker market in scale is an investor decision once engineer GTM is proven.

Total ask **\$500,000**

YEAR 1 RUNNING COSTS — ITEMIZED	
Anthropic API	\$111,000
Payment processing (Stripe — 2.7% + \$0.30/transaction)	\$7,000
Legal + accounting + banking	\$6,500
SF travel — two one-week GTM trips	\$5,000
Industrious office (\$332/mo × 12)	\$4,000
Claude Code Max (\$200/mo × 12)	\$2,500
Stack — Vercel + Neon + StytcH + GitHub + domain	\$1,000
Year 1 running costs total	\$137,000