



**BUILD.
SELL.
AUTOMATE.
ANALYZE.**
ALL IN ONE PLACE.



Pre-Seed linquid.io

THE OPERATING SYSTEM FOR THE DIGITAL ECONOMY



“It is not enough to be busy.
the question is:
What are we busy about?”

— Henry David Thoreau —

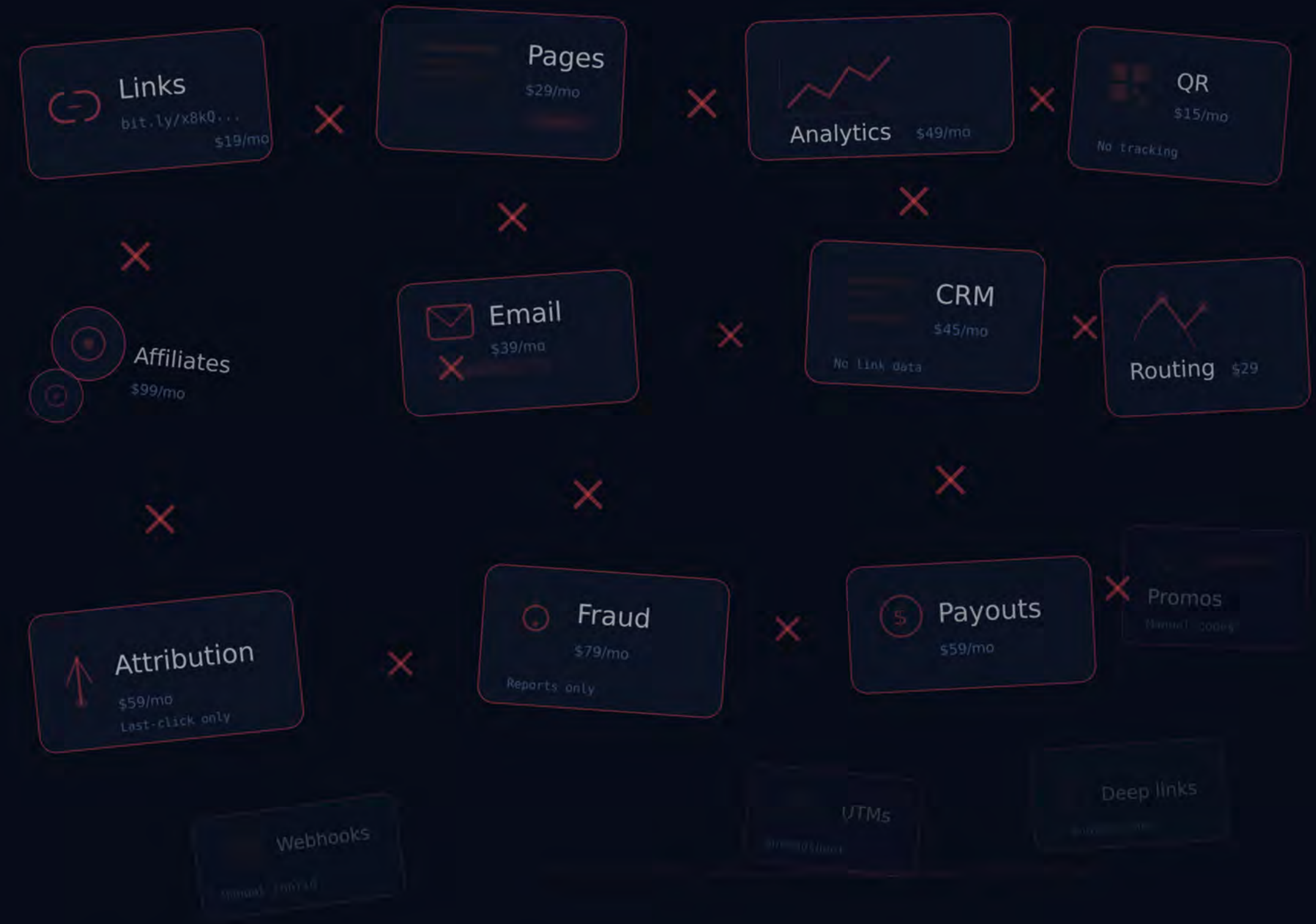
The digital stack is broken.

Creators and brands are stitching together dozens of disconnected tools, separate logins, separate invoices, zero shared data, just to do what ONE platform should.

A link shortener that can't build pages.
A page builder that can't track conversions.
An analytics tool that can't detect fraud.
A fraud tool that can't pause your ads.
An affiliate system that can't see your traffic.
A payout tool that can't verify quality.

Every tool does one thing. Nothing does the job.

8+ hours/week lost switching between tools.



ECOSYSTEM IN ACTION

Sixteen pillars. One system.

The full product surface, each pillar compounds the others.

Smart Links Branded, campaign, deep links, QR codes ● Current	Routing/Rules Engine Geo, device, source, schedule, quality ● Current	Conversion Intelligence Leads, sales, customer ID, ROI tracking ● Current ● Expanding	Creator/Affiliate Ops Programs, commissions, payouts ● Current ● Expanding
Integrations Stripe, HubSpot, Zapier, Slack, Segment ● Current ● Expanding	Workspace Governance Roles, SSO, domains, API, billing ● Current ● Expanding	Fraud Intelligence Bot detection, budget guard, kill switch ● Current ● Expanding	Influencer Marketplace Discovery, recruitment, auto-approve ● Expanding
Pages Bio, Landing, storefronts, variants ● Expanding ● Planned	Creator commerce Checkout, promo codes, drops, subs ● Planned	Growth Automations Pause ads, alerts, enforce budgets ● Planned	AI Agents & MCP MCP server, copilots, agent workflows ● Planned
Decision Intelligence Contextual bandits, optimization ● Planned	Data Platform CDP, warehouse, BI, events streams ● Planned	CRM & Email Contacts, sequences, segmentation ● Planned	Inventory & CMS Product catalog, digital assets, content ● Planned

- Current - In platform now, pending polish
- Expanding - Near/Mid-term build
- Planned - Roadmap vision

2 Current
6 Expanding
8 Planned

Users who adopt three or more pillars rarely leave. Each additional layer increases switching cost, data lock-in, and operational dependency.

TARGET MARKET

	Market Size	Niches	Linquid use case	GTM motion
Creators and solopreneurs	\$250B+ Creator economy 2026 200M+ creators globally	Influencers, musicians, artists, coaches, freelancers, course creators, newsletter ops, side hustles	Link-in-bio storefront with affiliate revenue, sponsor tracking, email capture, merch drops, geo offers	PLF self-serve Product hunt launch Social demos Creator seeding & referrals Tiktok/IG/YT Tutorials
DTC and e-commerce	\$34B+ Influencer Marketing 2026 (Mordor Intelligence)	Product launches, Shopify brands, subscription boxes, marketplace sellers, QR packaging, promos	Creator-led launches with commissions, discount codes, fraud checks, and automated payout holds	AppSumo distribution Affiliate program Shopify ecosystem Use-case targeted landing pages Inbound (blog, guides, templates)
SaaS and startups	\$5.4B Attribution Software 2026 (Grand View Research)	Growth teams, mobile apps, B2B lead gen, dev tools, fintech, edtech, regional landing pages	Region-specific pages, route traffic by geo or source, connect conversions to HubSpot or Stripe	API first dev docs SEO + Content Integration Directories Community-led growth Startup perks programs
Agencies and Enterprise	\$8.1B Marketing Automation 2026 (Fortune Business Insights)	Digital agencies, performance agencies, franchise ops, media buyers, enterprise marketing	Multi-workspace with white-label, custom domains, SSO, governance, fraud automation, reporting exports	White label reseller program Agency partner rev share Case studies from lower tiers Outbound to Agencies



What makes this inevitable

\$100B+

lost to ad fraud in 2026 (Juniper Research)
AI bots now mimic human browsing patterns

The closed loop

Fraud clicks spike on Google Ads. Linqid detects it at the link layer, pauses the campaign, holds affiliate payouts, reroutes traffic, alerts Slack. All automatic.

Detection-only tools are obsolete. AI bots bypass them in real time. The only defense is owning both the traffic entry point and the action layer.

Reporting fraud after the fact is a \$100B admission of failure.

300M+

creators globally, \$250B+ economy in 2026
Creators are becoming businesses, not hobbyists

The flywheel

Creator signs up free. Builds a storefront.
Runs affiliate programs. Invites brands.
Brand signs up to manage the relationship.
Upgrades to governance. Each side recruits the other

Creators are professionalizing faster than tools can keep up. They need attribution, commerce, CRM, and partner management, not just a page with buttons. The first platform to give creators a full operating system captures the next generation.

This is the Shopify moment for the creator traffic layer.

Post-cookie era

Third-party tracking is dying. First-party data ownership is the new currency

The lock-in

Move your links, lose attribution.
Move attribution, lose fraud history.
Move fraud, lose automations.
Move automations, lose governance.

As browsers kill third-party cookies and AI agents consume data via MCP, the platform that owns first-party traffic data becomes the source of truth. Every other tool in the stack becomes a downstream consumer of Linqid's data.

The HubSpot playbook, applied to the traffic and creator layer.

SaaS + usage + marketplace

Three revenue engines that compound as adoption grows

Revenue Streams

- **Subscription plans**
- **Usage-based credits**
Metered clicks, conversions, fraud checks - pay as you scale
- **Hybrid billing**
Base subscription + variable usage - revenue grows with customer growth
- **Marketplace + affiliate/partner services**
Promoted listings, premium recruitment, payout processing
- **Creator commerce + fintech**
Transaction revenue on storefronts, checkout, payouts

Pricing ladder

\$0

Starter (1\$ trial credit on sign-up)
Free forever - links, pages, analytics, QR

\$9

Plus
\$99/yr - custom domains, routing, \$10/mo credits

\$29

Pro
\$299/yr - affiliates, attribution, fraud, \$40/mo in credits

\$189

Agency
\$1,899/yr - multi-workspace, white-label, \$200/mo credits

\$499+

Enterprise
Custom - SSO, governance, dedicated support, SLA

Revenue grows with adoption, usage, partner volume and marketplace liquidity. Every layer compounds the one before it.



\$550K

Pre-seed · SAFE · ~\$4M valuation cap

Use of funds

65% **Product + engineering**
Core platform, creator commerce, fraud engine, API, integrations

35% **Growth + community**
Creator Seeding, Product Hunt, affiliate program

Milestones this funds

- Hire core devs by Q3 2026
- Finish 8 Pillars (Expanding)
- Product Hunt launch
- Creator seeding program live
- 1000 beta users onboarded
- \$10K MRR by Q3 2027
- Appsumo distribution partnership





VIJAY KARTHIK MUDDANA

FOUNDER & PRODUCT ARCHITECT

I've spent the past four years in the music marketing industry, helping some of the biggest artists in the world reach new audiences and chart major releases. Working closely with creators, managers, and brands showed me how fragmented the digital ecosystem really is, everyone's juggling too many disconnected tools to do what should be simple.

Alongside that, I also ran a cloud consultancy and service provider company, where I help businesses optimize their digital infrastructure and scale their online operations. That experience gave me a strong foundation in cloud systems, SaaS architecture, and scalable product design, the technical backbone behind everything I build.

Beyond business, I'm a firm believer in open innovation. I actively support and donate resources to open-source and free-to-use projects that empower independent creators, developers, and communities worldwide.





LINQUID

The operating system for digital management and growth.



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<https://linquid.io>

(In Development)