



INDEPENDENCE WITHOUT TRADEOFFS

An exclusive community supporting sophisticated Independent Professionals

STRICTLY CONFIDENTIAL & PROPRIETARY

THE NUOOLY STORY

Michael Roybal, Founder/CEO



“I left the world’s largest law firm to go it alone.”



“I wanted more freedom and to keep more of my fees, versus paying for overhead.”



“But, with the demands of running a small business, I seemed to do everything but practice law.”



OUR VISION

Independence without tradeoffs

“Enjoy the flexibility of working on your own with the network, support and resources of a large firm.”

OUR MEMBERS | Sophisticated Independent Professionals



INDEPENDENT

Cost effective
Performs own work

BUSINESS FOCUSED

Small/medium businesses
Long-term relationships

EXPERIENCED

8+ years expertise
Top firms/schools

Legal

Initial Verticals

Accounting

HR

Finance

Coaching

IT

Exec/Board

Future Verticals

PROBLEM | Lack of relevant peers and support = Wasted Time



Colleagues

Staff/Tools



Relevant Peers

Support



Costing
\$200-\$500+
per hour

\$100,000+
annual value of wasted time



BILLABLE HOURS

OUR SOLUTION | Network and business assistance

SEARCH



Find relevant peers

nuooly

Community Search

Only includes completed profiles - If you haven't done it already, please complete your profile [here](#).

Profession:

Area of expertise:

Practices in:

Years of experience:

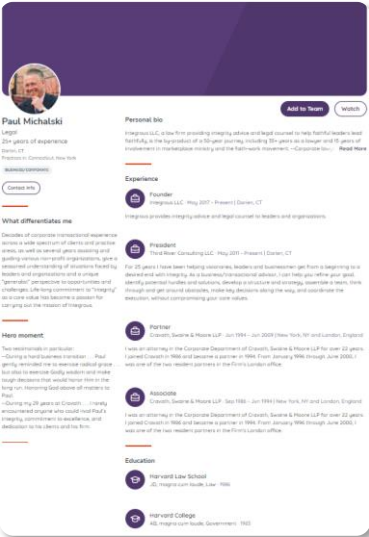
Only show people residing in the state

Search

PROFILE



Be visible for referrals



MASTERMIND



Run a better business



SUBSCRIPTION MODEL

ROADMAP | Future member benefits



SEARCH 

PROFILE 

MASTERMIND 



RESOURCES
Access curated data/info





























CURRICULUM
Learn new business skills



SERVICE PARTNERS
Access additional support

BETA TEST | Strong initial members and feedback

500 LIMITED BETA INVITEES

 Rosalie Taylor-Robinson Human Resources Dallas, TX	 Mark Trenner Legal Golden, CO	 Michael Redden Legal Minnetonka, MN	 Carolyn Knaack Legal Austin, TX
 Doug Williams Legal Fort Worth, TX	 Michael Fleishman Legal Tucson, AZ	 Linda Allen Legal San Diego, CA	 Kristin Dittus Legal Denver, CO
 Melissa Dagodag Legal Beverly Hills, CA	 Jenica Oliver Business Coaching Garland, TX	 CB Connie Bechtolt Accounting Greenwood Village, CO	 Michael Bailey Legal Broomfield, CO
 Alia Adkins Legal Dallas, TX	 DS Davis Senseman Legal Minneapolis, MN	 Katie Charleston Legal Carmel, IN	 DS Denise Shackelford (Nichols) Legal Nashville, TN
 Mark Conner Accounting Dallas, TX	 D. Mathew Blackburn Legal Englewood, CO	 Thomas Asbury Legal Jacksonville, FL	 Alyson Decker Legal Fullerton, CA
 Steve Clark Legal Dallas, TX	 Yona Conzevoy Legal Los Angeles, CA	 Jeff Ellis Legal Rosemount, MN	 Pete Weinman Legal Staten Island, NY
		 Daren Schlechter Legal Coffelt	 Michael Jurista Legal Warren, NJ

"This is a **great thing** you are doing, so well done."
Business Attorney, AZ

"... **great fit** for the way I want to operate my firm."
Tax Attorney/CPA, CO

"...**excited** about what you are building!"
Business Attorney, IN

"...positive environment for building a **collaborative network**..."
Immigration Attorney, CA



SIGNIFICANT PROGRESS | Important milestones and learnings



CLEAR GROWTH LEVERS

- More direct email
- + Direct LinkedIn
- + Member referrals
- + Monetizing free members



STRONG MEMBER VALUE

No Paying Member Churn



CRITICAL MASS

500 High-Quality Members



PAYING CUSTOMERS


Achieving Target Price Point

\$ \$150/month or \$1,000/year

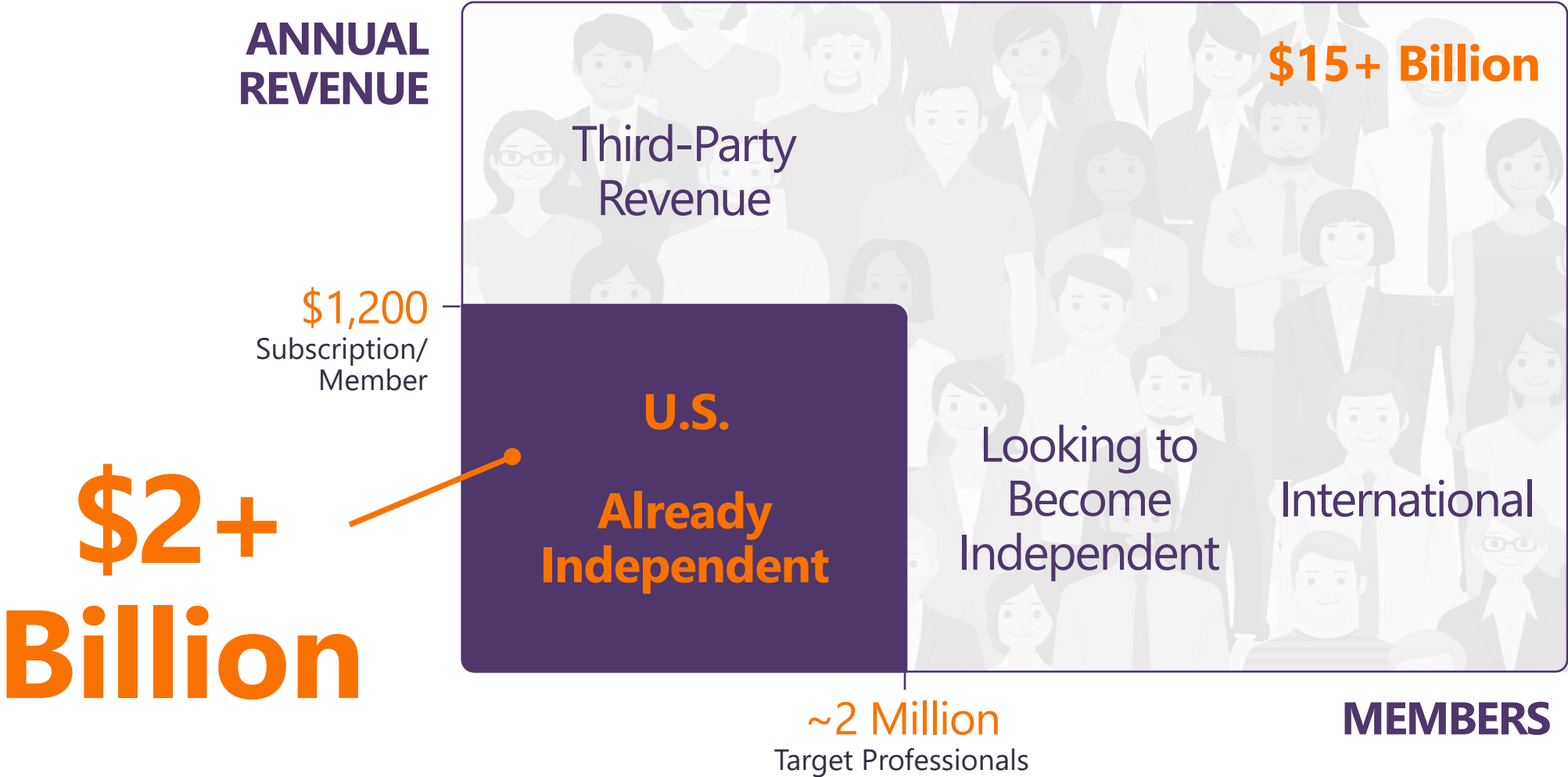
REPEATABLE GTM FUNNEL

Strong Conversion w/Direct Email

~25%



MARKET SIZE | Large initial market with significant upside



TEAM | Relevant experience

SUCCESSFUL INDEPENDENT PROFESSIONALS

Deep knowledge of the needs of our professional members



MICHAEL ROYBAL
Founder/CEO



ROSALIE ROBINSON
Board Member



PROFESSIONAL PLATFORM LEADERS

Experience leading professional networks/communities



SEAN MAGENNIS
Board Member



DAN STEVENS
Advisor



EXPERIENCED CORPORATE & STARTUP EXECUTIVES

Experience building and leading businesses



NATHAN OHLER
President/COO



JOSH SWAN
CTO

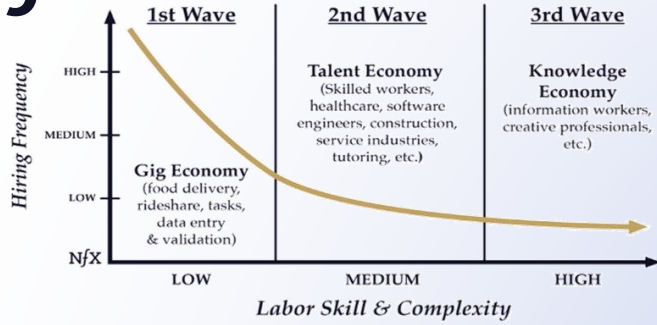


RELEVANT ADVISORS

Venture and startup experience



NfX



NEXT WAVE OF LABOR PLATFORMS



rest
less



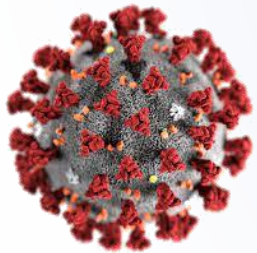
COMMUNITY MODEL VALIDATION

OUR MOMENT

Unique convergence
of industry dynamics

TECHNOLOGY ADOPTION & VIRTUAL WORK

CRITICAL MASS OF OUR PROFESSIONALS



McKinsey
& Company

"Responses to COVID have speeded the adoption of digital technologies by several years."





THANK YOU!

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