

LinkedIn is the startup world's new growth engine

Companies are generating millions in pipeline through content

Wyn Nathan Davis MBA • 3rd+
Founder | We HeadHunt Mid-level to Senior B2B Sales H...
[Visit my website](#)
3mo • 🌐

45% of my business came from LinkedIn 🚀
Not ads. Not SEO. Not endless networking breakfasts.
Optimize your profile → Grow connections → Engage → Close. ...more

 **LinkedIn for Business Growth | Sales Strategy & Networking Tips**
thesalesexperts.com

Ashley Lewin • 3rd+
Head of Marketing at Aligned
1w • 🌐 [+ Follow](#) ...

~80% of our paid LI budget goes to Thought Leadership ads. & they drive insane PLG signups (with a tiny CTA at the end of LENGTHY posts!). This still breaks my brain after nearly a decade of running B2B ad programs.

Here are 7 lessons from what's working, & 3 improvements I want to roll out next.

1. Pick the right kind of content
→ I see a lot of TL ads promoted that are more fluffy than strategic.
→ A viralEngagement objective.
→ We've run several experiments with Engagement vs Reach.
→ I was humbled when Engagement consistently outperformed Reach.
→ Don't pick based on "best practices." Test and verify what actually drives results. post ≠ a strong ad
→ Treat it like any other paid asset: it needs to be tightly

Matt Huang • 2nd
CEO @ Forj Media | LinkedIn growth for B2B companies
[Visit my website](#)
5mo • 🌐 [+ Follow](#) ...

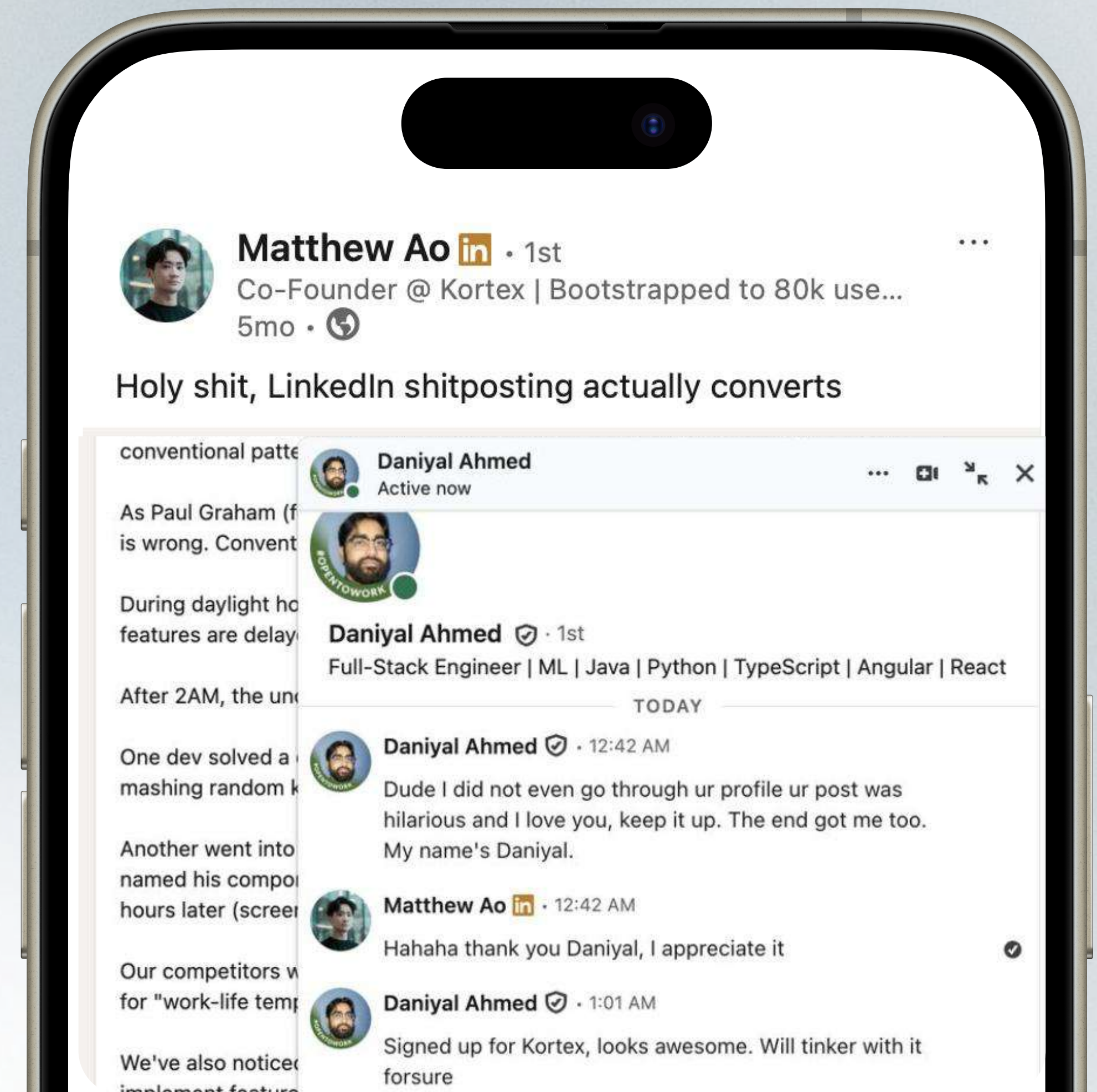
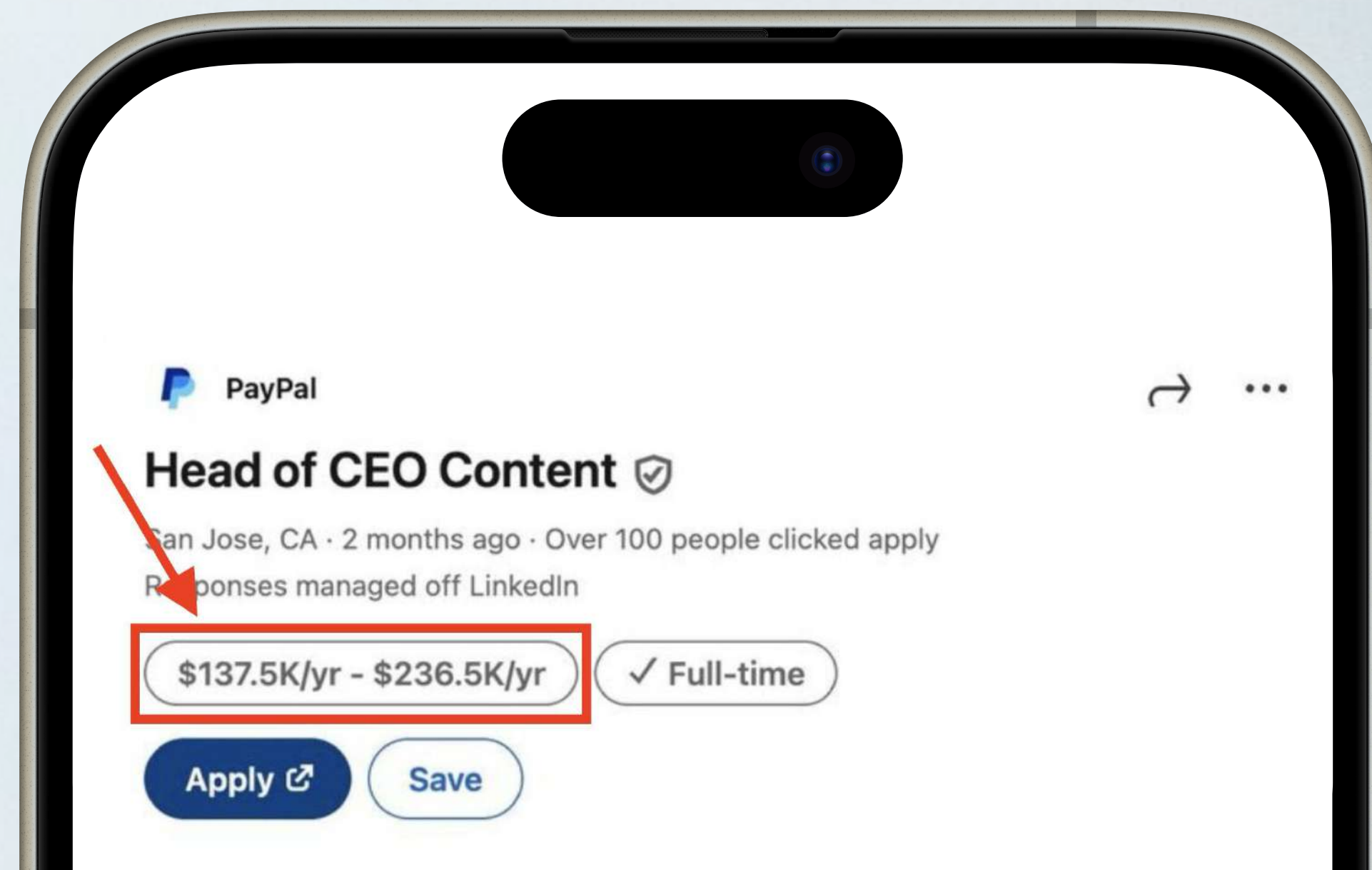
LinkedIn has long been considered the "cringiest" platform to post on.

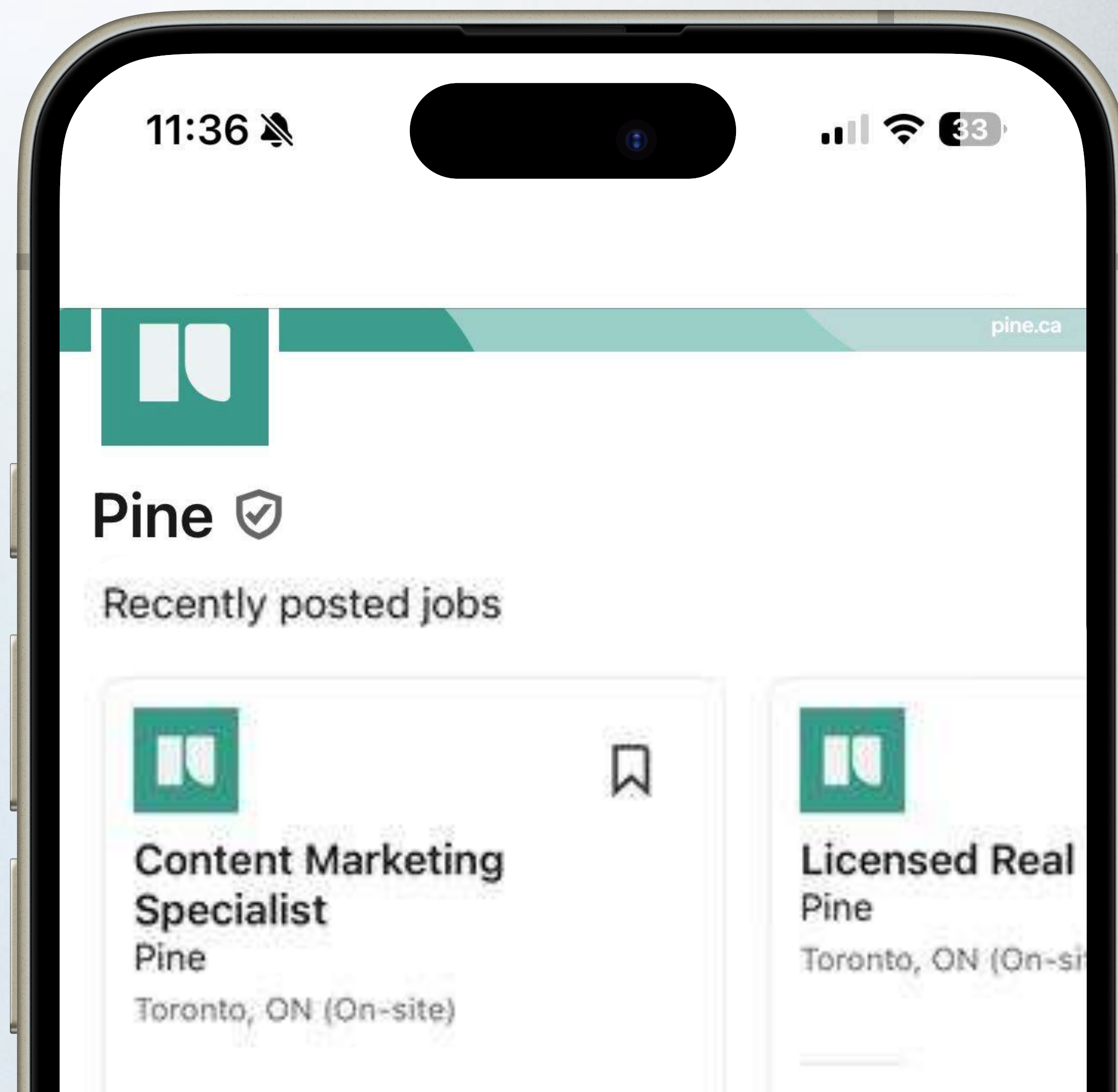
Historically <5% of users posted, and most people logged in just to job hunt or research companies before interviews.

But that's changing. In 2026, LinkedIn is a B2B marketing goldmine.

Industry Leaders

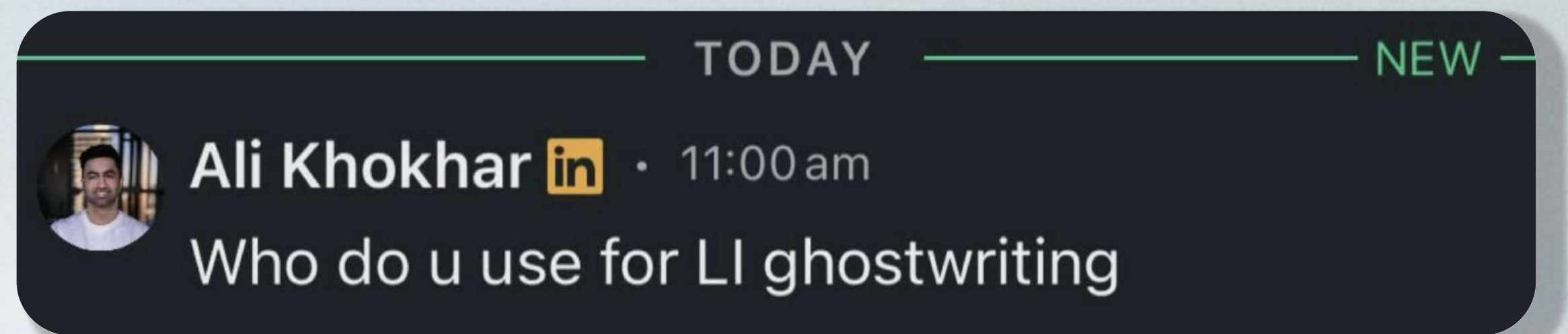
Pre-seed Startup Founders





Early Stage Startups

Even our own Alumni!



So **why** is everyone doubling down on
LinkedIn?

To Boost Consumer Relationships

60%

of buyers say strong thought leadership content makes them
more willing to pay a premium to work with a company

To Engage with New Customers

70%

of C-Suite executives say thought leadership led them to
reconsider their current vendor relationship

What does the future hold?

>50%

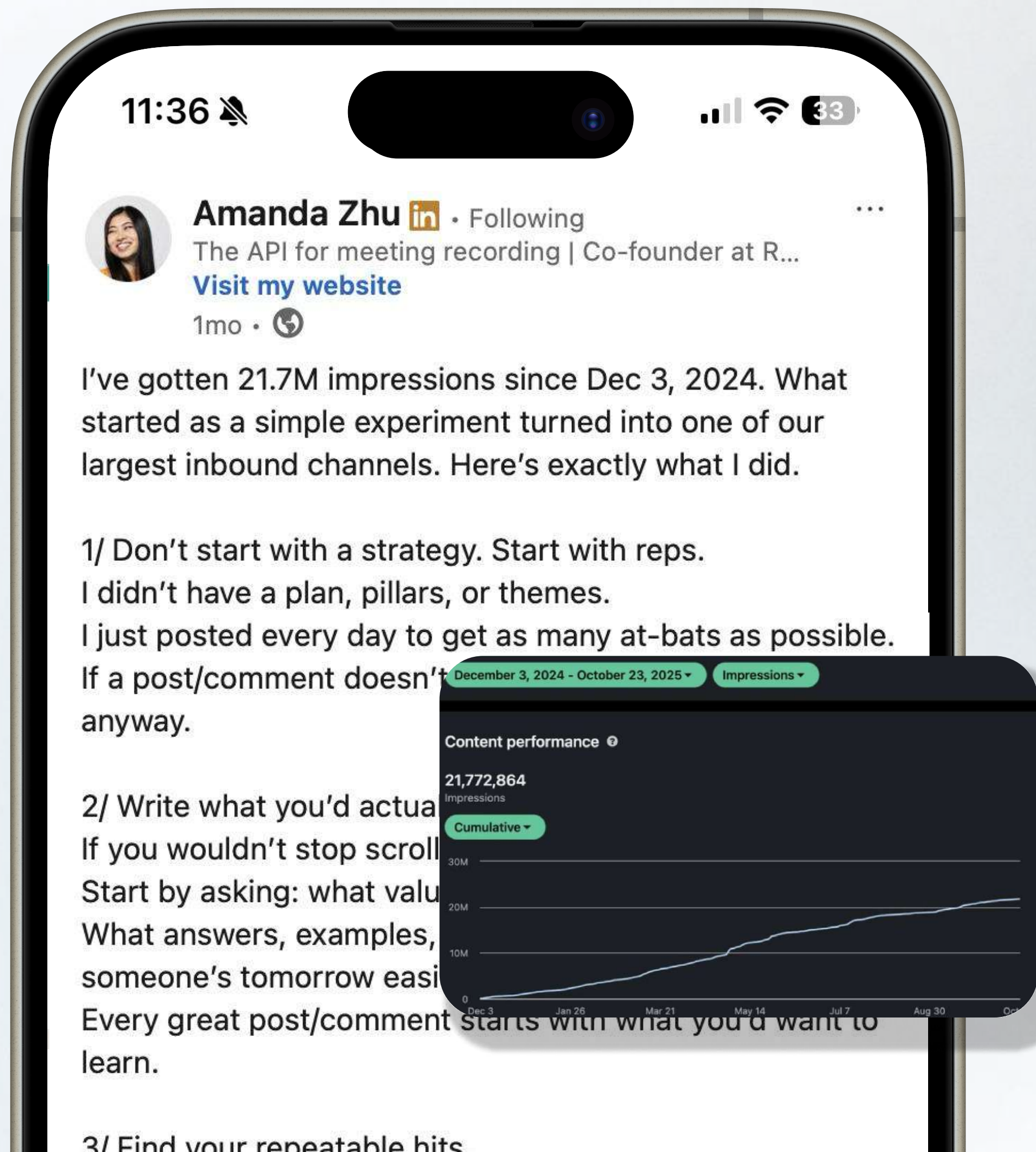
of B2B marketers plan to increase their investment in thought
leadership content

**Amanda Zhu,
Co-Founder of Recall.ai**

Let's *quantify* the potential impact

21.7M

cumulative impressions → ~10.85M unique viewers
(50%) → ~108,500 leads at a 1% conversion rate



Founders want to *build* their product...

not spend hours making content.







Your content engine, ready for lift off.



**A cost-effective content management platform that streamlines
the content creation process for early-stage founders and
creators**

Problem Overview

The Steps Of Content Creation

1

Ideation

Generating net-new post ideas that are topical and engaging for your target audience

3

Execution

Evaluating the performance of posts with impression and conversion data

2

Creation

Drafting, editing, and scheduling content consistently, 2-5x/week

4

Analyze

Repurposing past posts based on analytics



1. Ideation

“Posts take significant effort (~15–20 minutes per post idea, but mostly mental headspace).”



Misha Plotkine

Founder of TripElephant

Founders waste hours searching for inspiration across LinkedIn, news, competitors, and internal updates

Internal insights don't easily translate into compelling external content.

1. Ideation

“Posts take significant effort (~15–20 minutes per post idea, but mostly mental headspace).”



Misha Plotkine

Founder of TripElephant

Internal insights **don't easily translate** into compelling external content.

Without a **repeatable** system, scaling to 20+ high-quality posts per month is **unrealistic**.



2. Creation

“There’s a ton of AI slop out there, and people can pick up on that pretty quickly.”



Joshua Daiter
Founder of Inventory

Founders use LLMs to assist with writing and creating full posts.

...but the output often feels generic.

2. Creation

“There’s a ton of AI slop out there, and people can pick up on that pretty quickly.”



Joshua Daiter
Founder of Inventory

...but the output often feels **generic**.

Founders end up **rewriting everything** just to sound human.

3. Execution

"We would outsource the LinkedIn content creation...the team lacks experience and bandwidth."



Carol Zou

Founder of Claymoo

Founders draft posts across **scattered tools** like Notion and Docs.

They need **separate schedulers** like Buffer just to publish.

3. Execution

“We would outsource the LinkedIn content creation...the team lacks experience and bandwidth.”



Carol Zou

Founder of Claymoo

They need **separate** schedulers like Buffer just to publish.

At scale, manual prep for 30+ posts becomes **unmanageable**.



1. Ideation

20 mins

2. Creation

+25 mins

3. Execution

+45 mins

4. Analyze

+30 mins

= 2 hrs per post
taken from a busy founder's day

Current Solutions

Hiring a
full-time
equivalent

Current Solutions

Outsourcing
to a
ghostwriter

Current Solutions

Hiring an
agency

Current Solutions

Using an
LLM

Astro VS LLMS

Using an LLM:

- Incapable of generating net-new post ideas
- Voice isn't tailored to the founder's opinion
- Still requires heavy prompting
- Does not generate posts to optimize performance based on past posts

Astro VS LLMS

Using Astro:

- Generate hooks from external and internal channels
- Matches LinkedIn voice for aligned prompts
- End-to-end coverage
- Models are system-prompted on founder style
- Gain insights and feedback post performance in real time

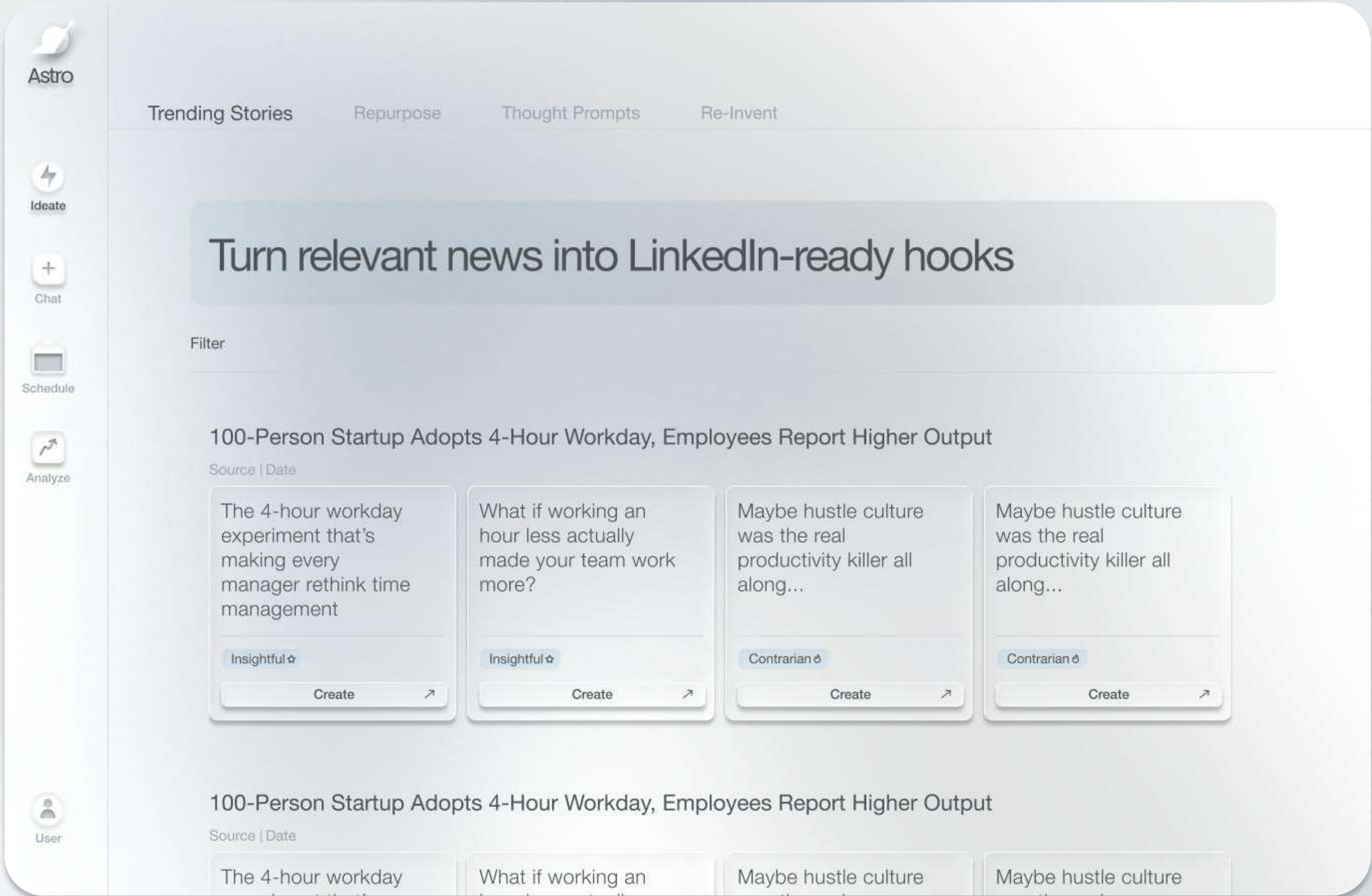
Product Features



1. Ideation

Trending Stories

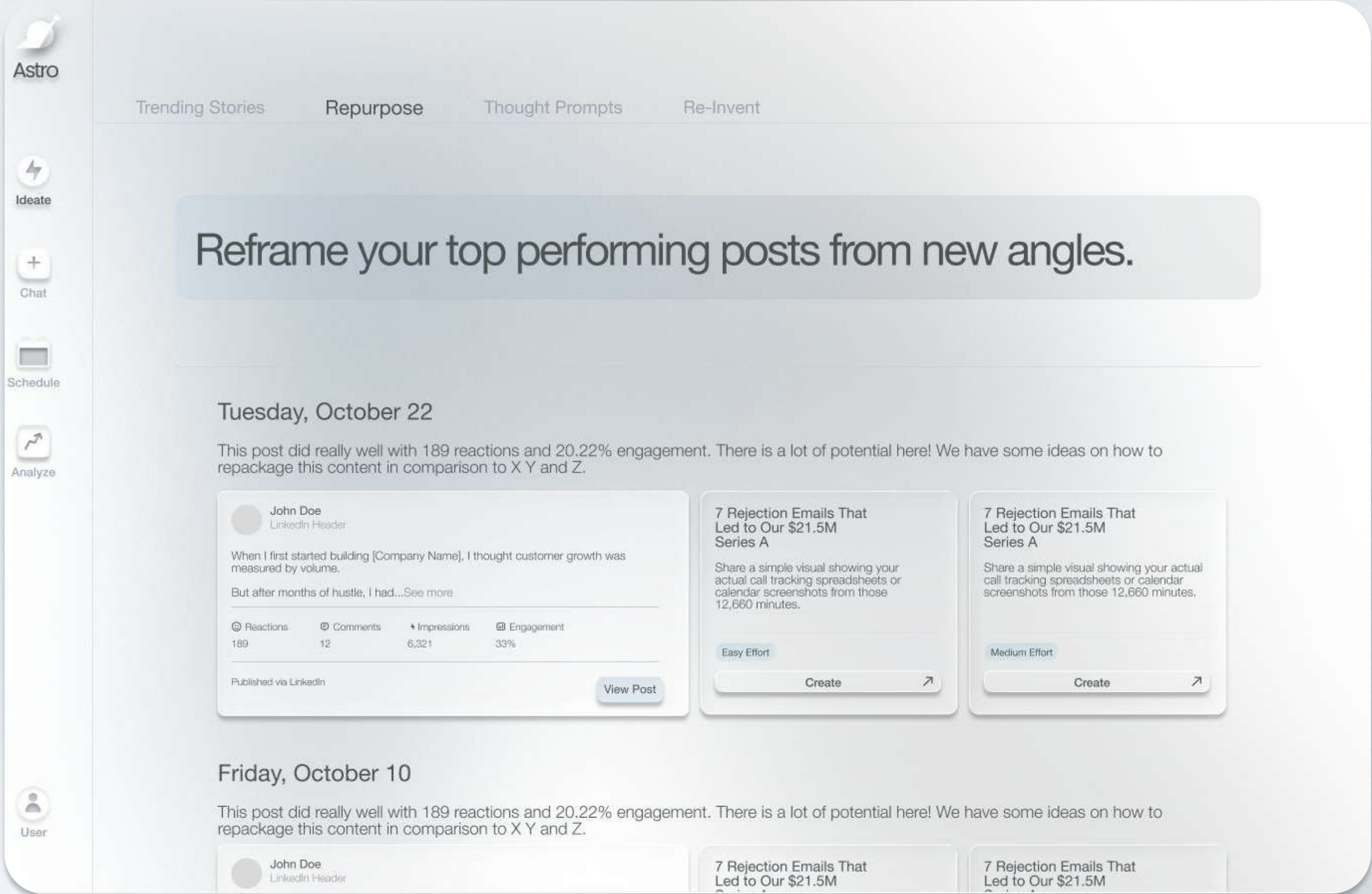
View ready-made hooks based on daily industry news and trends.



1. Ideation

Post Repurposer

Went viral once? We get you fresh angles to repost the topic again.



1. Ideation

Thought Prompts

We want to know what you think, tell us a hot take and we'll turn it into instant hooks.

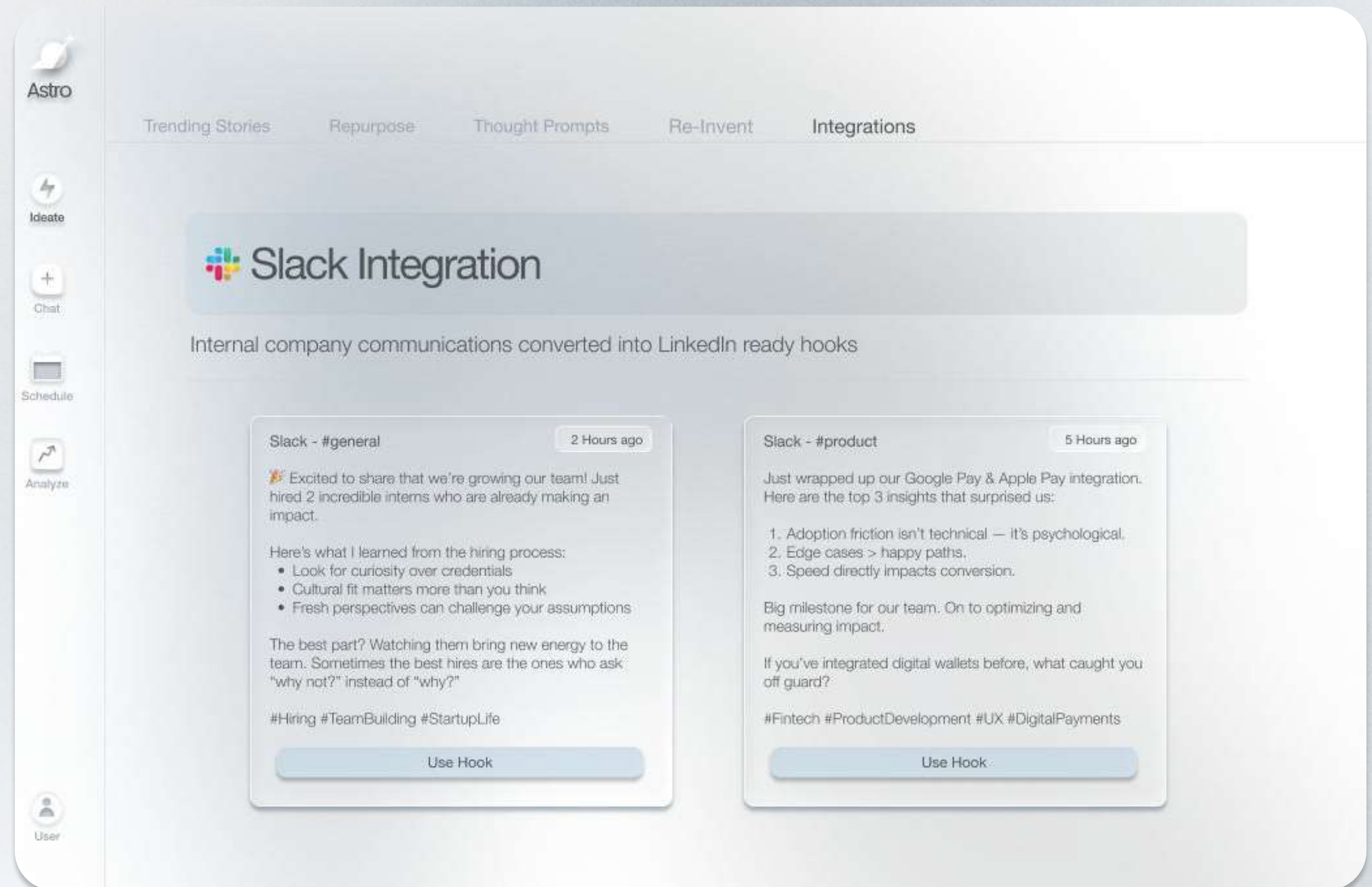
The screenshot shows the Astro app interface. On the left is a vertical sidebar with icons and labels: 'Astro' (top), 'Ideate' (lightning bolt), 'Chat' (plus), 'Schedule' (calendar), 'Analyze' (line graph), and 'User' (person icon). The main content area has a top navigation bar with 'Trending Stories', 'Repurpose', 'Thought Prompts' (selected), and 'Re-Invent'. Below this is a large grey box with the text 'Start with a question, get hooks generated for you.' Underneath is a white box containing a reflection prompt: 'Use this space to reflect. What's a recent challenge you faced while building your company, and what did it teach you?' followed by a blue refresh icon. Below the prompt is a section titled 'Your Reflection' with a text input field containing the placeholder 'Share the moment, lesson, or insight...'. A microphone icon is on the left of the input field, and a right arrow icon is on the right. The bottom of the screen shows a blurred view of a document.



1. Ideation

Slack Integration

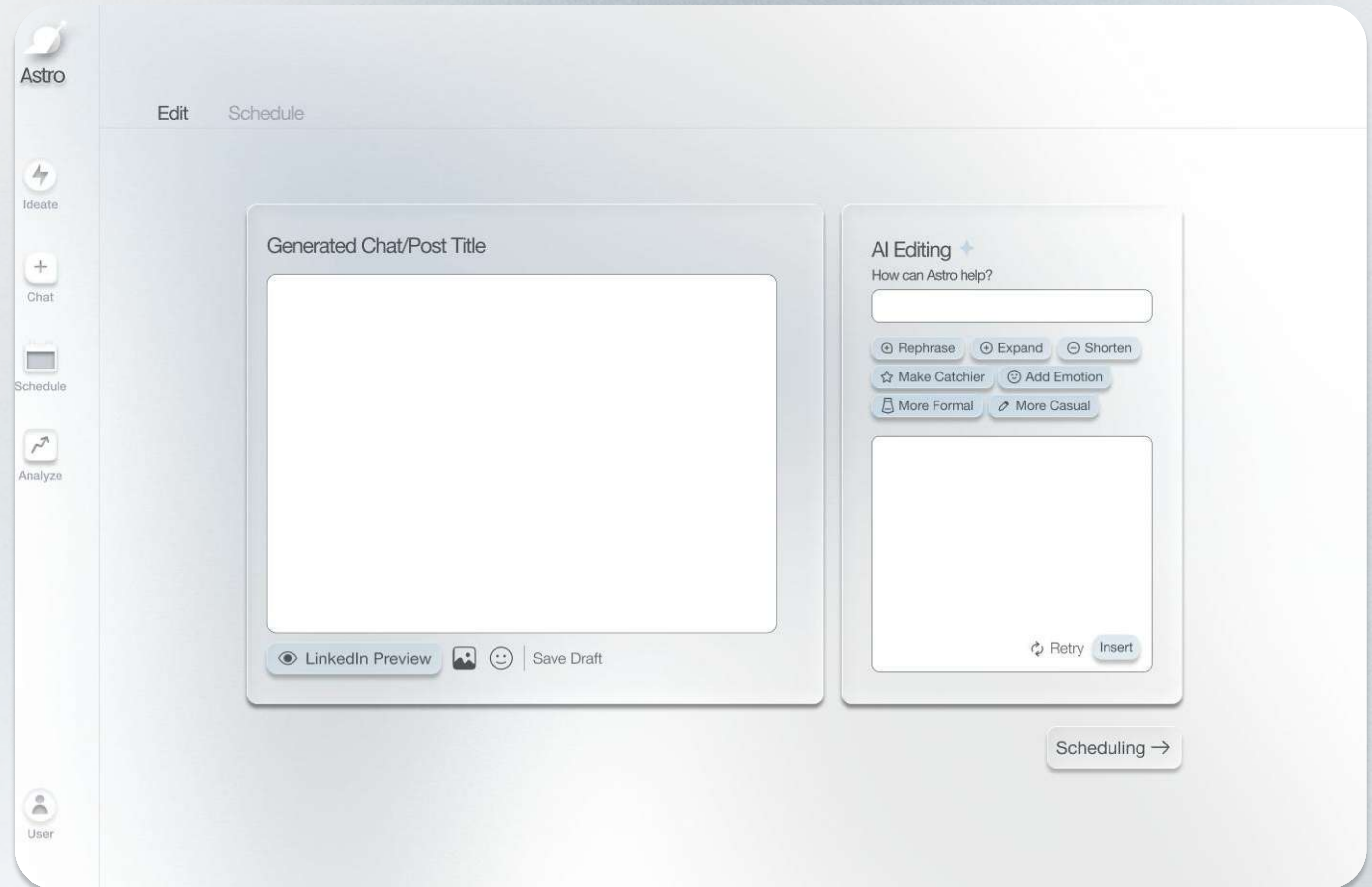
Tell the integration which Slack channel to connect, and we will automatically join and create hooks based on the channel's content.



2. Creation

Hook-to-Post

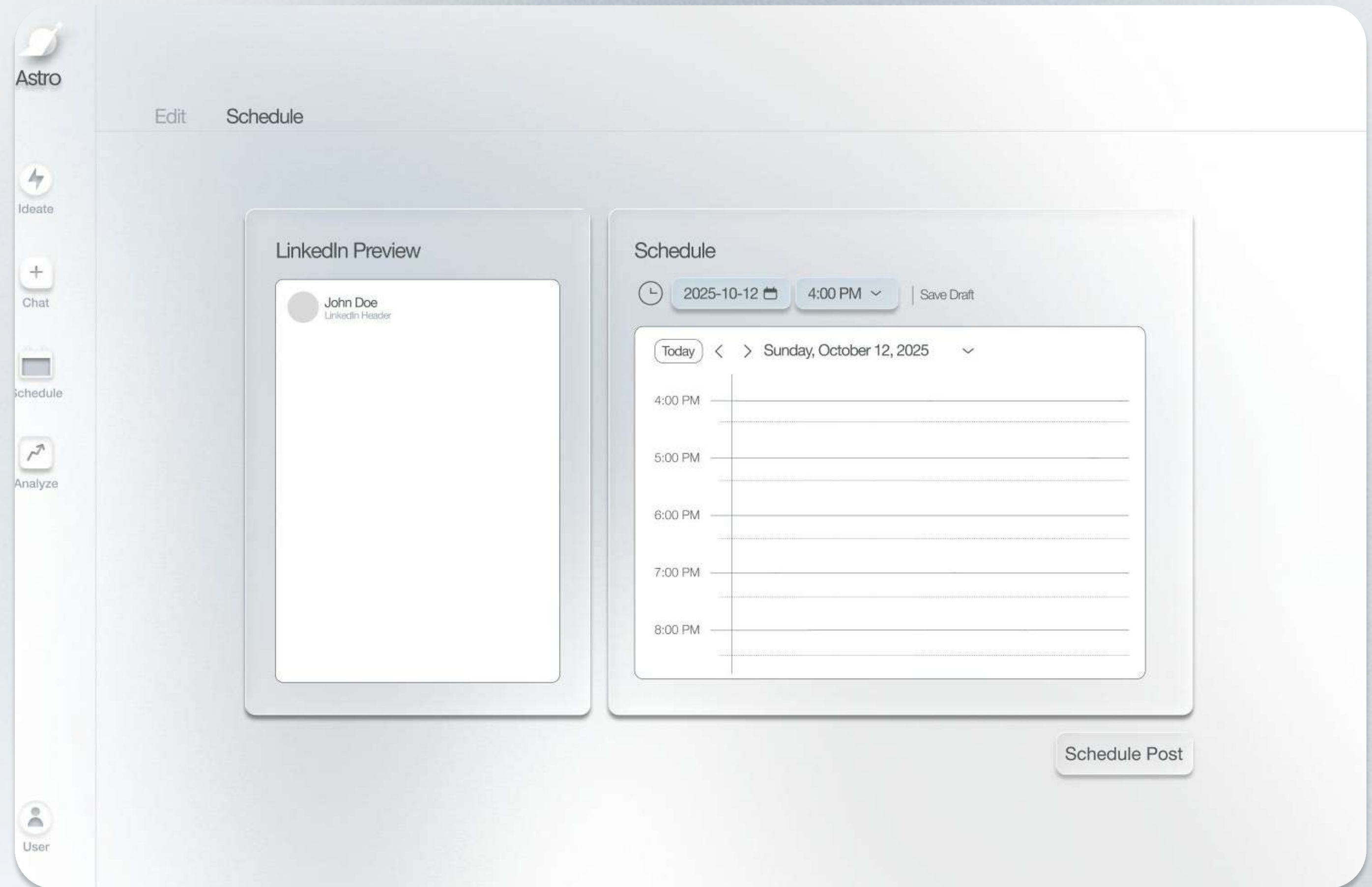
Once you pick a hook, click create to generate a full post in your style.



2. Creation

Bulk Post Planner

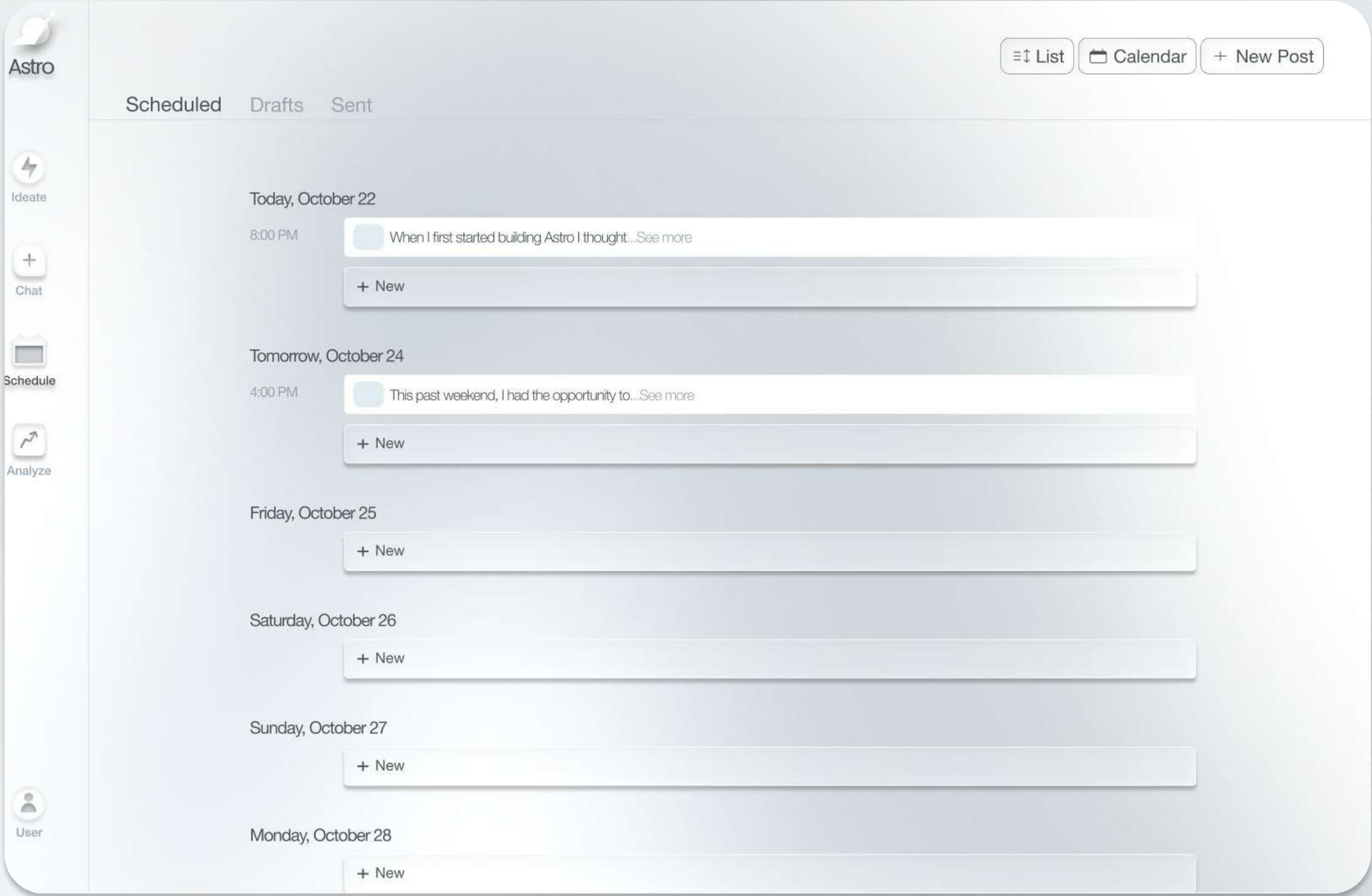
Schedule or save posts
in bulk and publish to
LinkedIn from Astro on
autopilot.



3. Execution

Posts Dashboard

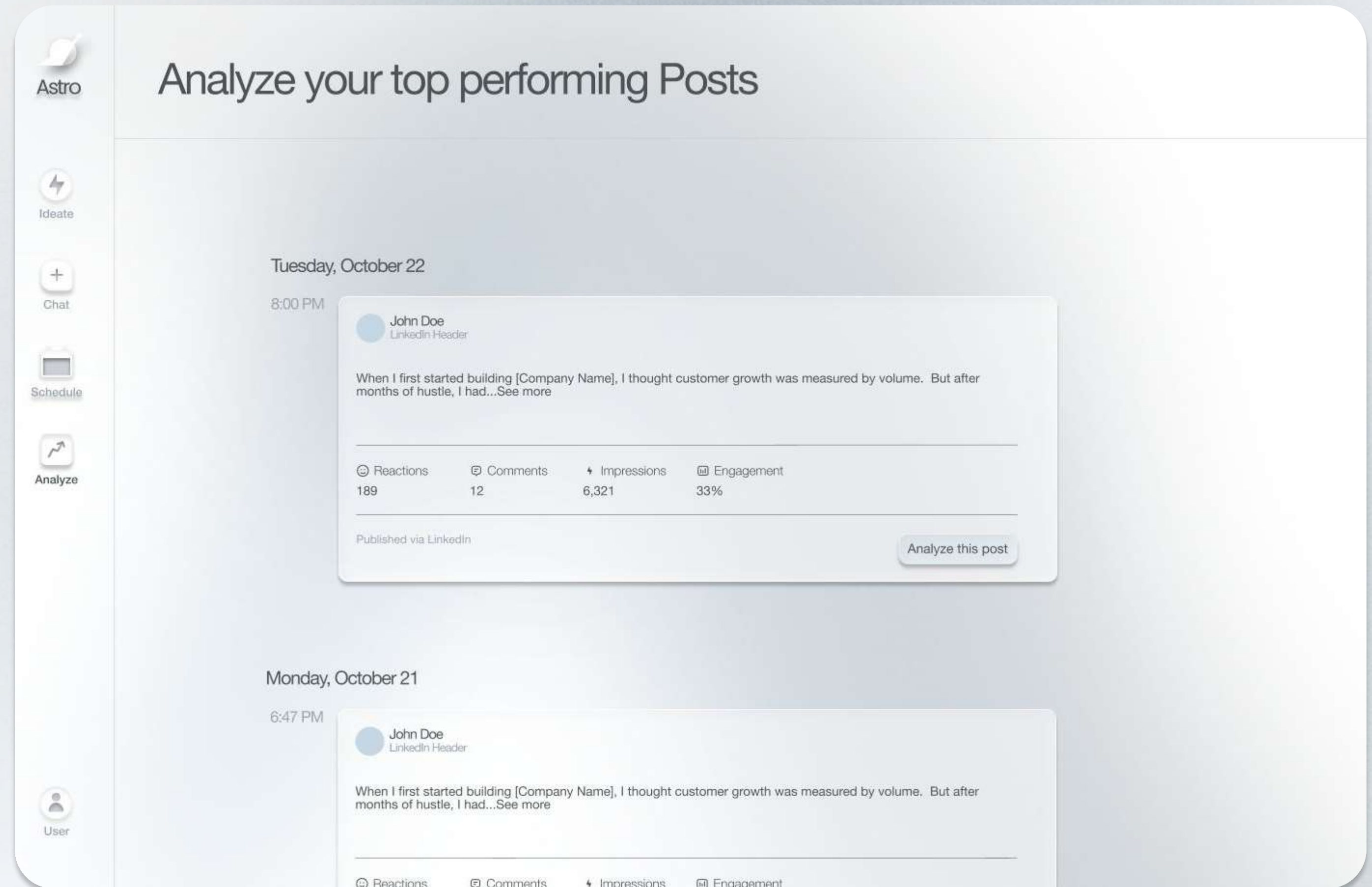
View a full dashboard of
queued posts,
unscheduled drafts, and
live posts



4. Analyze

Performance Tracking

Track audience demographics, profile visibility, follower growth trends, creator analytics, and post performance



Product Video



Astrø

CREATE CONTENT *Differently.*

Launch



Why Astro?



Time Efficient

Personalized

Cost Effective

Time Efficient

Personalized

Cost Effective

Time Efficient

Personalized

Cost Effective

Who are our Customers?

Inconsistent Creators

Past posters but haven't
found a steady rhythm or
clear strategy

Emerging Voices

Founders who are new to
posting and want to
build their personal
brand



Inconsistent Creators

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found a steady rhythm or
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build their personal
brand



Who are our Customers?

Experiment
Driven

Who are our Customers?

Cost
Sensitive

Who are our Customers?

Visibility
Driven

Who are our Customers?

Lean
Team Size

Founder Profiles

Inconsistent Creators



Nicholas Contreras

Founder | CareerXL

Company Stage

2-year startup (<20 team) with \$1M+ ARR,
active on LinkedIn

Goals

20–30 posts a month. Posting is table stakes;
consistency drives leads, talent, and partners.



Inconsistent Creators



Nicholas Contreras

Founder | CareerXL

Content Type

Thought leadership on product and operations, hiring updates, and product launches.

Frustrations

"I have ideas but no time to post"; "It takes too much time"; "Agencies are too expensive"

Inconsistent Creators



Nicholas Contreras

Founder | CareerXL

QTMA 2026



Nick Contreras ✓ • 2nd

Elite Wall Street & Consulting Placemen...

[Visit my website](#)

2mo • Edited • 🌐

[+ Follow](#)

If you apply to a banking role 72 hours after it opens, you're probably wasting your time.

When a banking internship opens, hundreds of people are already applying.

To be competitive, you should be applying ideally within the first 24 hrs.

Longer than 72 hrs after apps open and you're already too late.

At top schools, students apply the same day a role is posted.

Not because they're panicking, but because they understand how brutally competitive recruiting is.

Banks review applications in the order they are received. Early submissions get real attention.



Company Stage

Seed stage startup (<10 team) with \$2.3M funding + grant funding, active on LinkedIn.

Goals

Begin consistently posting 2–3x a week to build credibility and grow their brand

Emerging Voices



Jeremyl Allen Acuzar

Founder | KynTrack



Opinion-based content around topics relevant to their industry

Content Type

Opinion-based content around topics relevant to their industry

Frustrations

“I want to contribute something meaningful”; “I want it to sound like me”; “I don’t know where to begin”

Emerging Voices



Jeremyl Allen Acuzar

Founder | KynTrack



Emerging Voices



Jermyl Allen Acuzar  • 2nd  **Connect**

Kinesiology Student at Queen's Univ...
1d • 

Honoured to have spoken at the **Queen's Networking Society**, Student Founders Night, this week alongside **Emil Mathew-Vilanilathu**, **Jack Fejer**, **Vladimir Varin**, and Andrew Marasinghe.

It was great connecting with students who are interested in entrepreneurship and sharing some of the realities of building a startup while still in university. Developing **KynTrack** over the past year has been a challenging but incredibly rewarding journey, and I appreciated the opportunity to reflect on some of those lessons with aspiring founders.

Thank you to **Dylan Rietze**, **Will Hammond**, and **Queen's Networking Society** for the invitation and for putting together such a great event. Opportunities like this highlight how strong the entrepreneurial community at Queen's continues to grow!



Jermyl Allen Acuzar

Founder | KynTrack



TAM

1.51M

Number of active early-stage startups in
North America

**DemandSage data (2026) reporting the individual totals for the U.S. and Canada

SAM

936K

Founders and small teams looking for
tools to improve lead generation

SOM

46.8K

Founders we can realistically reach
within our first year

**Assumptions: ~5% adoption rate within reachable segments

Competitive Analysis

Traditional

Human-led services for ideating, editing, scheduling and posting

Examples:

Interns, Agencies,
Ghostwriters, Employees

Pain Points

Don't enable posting seamlessly

Users have to manage many
tools

Still needs heavy human editing



Single Purpose

Tools that automate one part of the workflow

Examples:



Pain Points

Too expensive for SMBs

Slow turnaround time for content

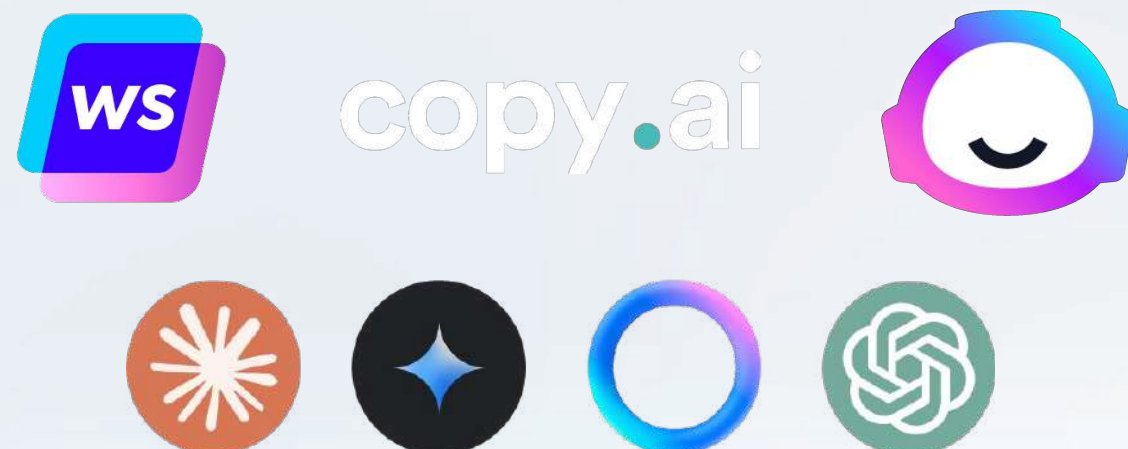
Limited scalability for SMBs



Automated

Full AI use to generate content quickly from templates and prompts

Examples:



Pain Points

Repetitive generic tone

User's real voice is not captured

No trend awareness





End-to-End Solutions

Generate hooks from external and internal channels (i.e. integrated slack bot for content

Pulls new ideas from breaking news within the founders niche

Matches your LinkedIn voice for aligned prompts



End-to-End Solutions

From hook to full post to instant
LinkedIn execution

Models are system-prompted on
founder style (i.e. voice, company,
industry, tone)



End-to-End Solutions

Gain insights and feedback on post performance in real time

Clear analytics for every post

Progress to Date

50+

User interview
with founders

**Where we're
at...**

4

Active Beta
Users

10

Waitlisted
Users



Our interviews focused on early-stage B2C and B2B



Beta

Propellic

B2B Agency | Travel Marketing



Beta

Drawbridge

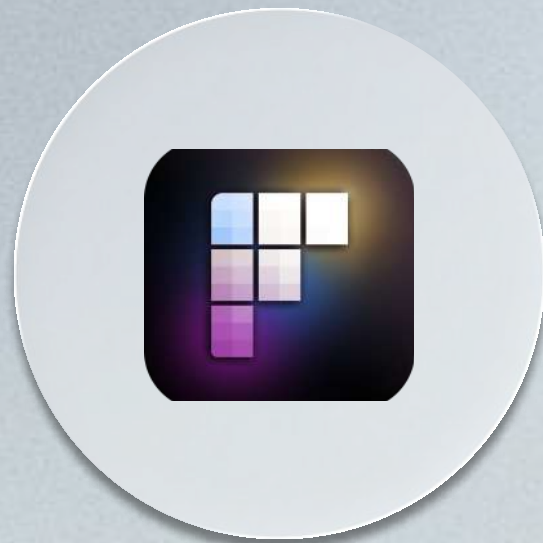
B2B SaaS | Lead Generation



Beta

Claymoo

D2C | Consumer Crafts



Beta

Foreplay.io

B2B SaaS | Marketing Tools



Beta

TripElephant

B2B SaaS | Travel Marketing



Beta

InVintory

B2C SaaS | Wine Tech



Beta

Propel Mapper

B2B SaaS | AgriTech



Beta

The Average Joe

B2C Media | Finance & Investing



Our Findings

40%

outsourced to content
agencies from **\$3000/**
month



Our Findings

~50%

rely on LinkedIn as
their primary top-of-
funnel channel

Our Findings

>70%

asked for an automated
feedback loop that analyzes
past posts to improve future
content

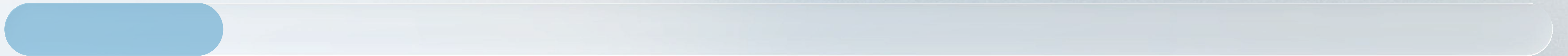


Go to Market



Pre-Launch

Validated the problem
and features by speaking
with **~30-50 founders**



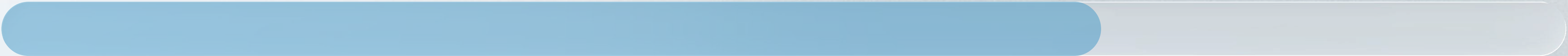
Key Takeaways
• Feedback from early users
• Iterative improvements
• Landed our first betas

Beta Build

Turned early feedback
into improvements and
landed our **first betas**

Beta Launch

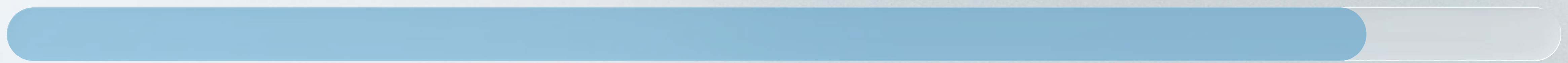
Converting engaged users
into our **first paying**
customers



We are here

Pre-Launch
Identify your target audience
Develop your marketing strategy
Build your email list
Create your landing page

Launch
Launch your product
Monitor your performance
Gather feedback
Iterate your product



Post-Launch
Monitor your performance
Gather feedback
Iterate your product
Scale your growth

Public Launch
Launch a creator and referral program to scale growth past **100 users**

Business Model



\$0 for 1 month

Freemium

- 2 scheduled posts for 1 month
- Access to 3 hooks
- 1 user account
- 1 connected LinkedIn profile
- Basic analytics



\$199/month

Recommended

Enterprise

- Unlimited scheduled posts
- Unlimited access to hooks
- Access to post repurposing
- Access to chat tab
- Access to AI editor
- 1 user account
- Advanced analytics



Price Comparison

Pro

\$59 month/
seat

Powerful AI to help you stay on-brand, even at scale.

Start Free 7-Day Trial

Plan includes:

✓ Includes 1 seat

✓ Canvas platform for accelerated, on-brand content creation

✓ Essential Apps for core marketing workflows

✓ Smart customization with 2 Brand Voices, 5 Knowledge assets and 3 Audiences

Business

custom pricing

The AI platform built to elevate your brand and accelerate the impact of your team.

Contact Sales

Plan includes everything in Pro, plus:

✓ Advanced Apps for complex campaign orchestration

✓ No-code AI App Builder to create custom Apps without developers

✓ Access to Jasper's purpose built marketing Agents

✓ Unlimited IQ customization: Brand Voices, Knowledge, Audiences

✓ API access

✓ Enterprise-grade governance: Admin controls and Groups

✓ Dedicated account management & priority support

✓ Secure and flexible deployment options

B2B SaaS – Jasper
Enterprise AI Platform

COMMUNITY - Give & get engagement

PREMIUM - Pay & grow anonymously

FREE (FOREVER)

€0 /month

Install for free

✓ Chrome extension required

✓ 5 posts boosted /month

PRO COMMUNITY

€29.99 /month

Try it for free

✓ Chrome extension required

✓ 12 posts boosted /month

✓ Super boost feature

COMPANY ELITE

/month

Start 3-day free trial

✓ Pro +

✓ Boost your companies posts

✓ LinkedIn account will never be used

✓ 100% No Chrome extension

✓ 40 posts boosted /month

✓ 40 posts RE boosted /month

✓ Mega Boost feature

✓ Boost from your Smartphone

AGENCY GOLD

/month

Start Now

✓ Elite +

✓ Boost all user posts

✓ LinkedIn accounts will never be used

✓ 100% No Chrome extension

✓ 120 posts boosted /month

✓ 120 posts RE boosted /month

✓ Ultra Boost feature

✓ Boost from your Smartphone

B2B SaaS – Podawaa
Linkedin AI Platform

QTMA 2026

Price Comparison

Chat

For small teams starting to drive real business value with AI

- ✓ 5 Seat
- ✓ Unlimited Words in Chat
- ✓ Unlimited Chat Projects
- ✓ Access to OpenAI, Anthropic, and Gemini models

Monthly | Annually 20% SAVING

\$29/mo
Billed monthly

Get started

Agents

For teams scaling AI with automation and brand-aligned content

- ✓ Up to 10 Seats
- ✓ Everything in Chat
- ✓ 10k Workflow Credits / Mo.
- ✓ Train Content Agents for your team using Content Agent Studio

Monthly | Annually 20% SAVING

\$249/mo
Billed monthly

Get started

B2B SaaS – Copy.ai

AI Content Creation Platform

Custom Package

\$5,000

billed monthly

Email | Social media | Content | Copywriting

Month-to-month, no commitment. We will contact you before each month renews so you can have a chance to cancel before the next month starts. We do not offer refunds after purchase.

Startup Cookie – Agency

Marketing Automation Suite





Nicole Steiner
Product Manager

Brian Yau
Sr. Business Analyst

Simon Risk
Sr. Developer

Hana Brissenden
Sr. UI/UX Designer

Kayne Lee
Developer



Amanda Cao
UI/UX Designer

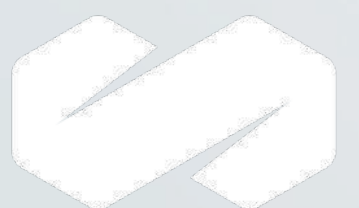
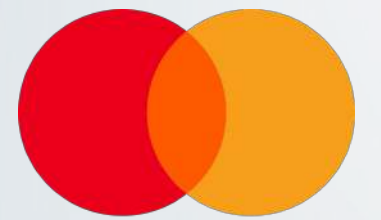
Julia Bartman
Business Analyst

Dylan Atwal
Business Analyst

Kevin Valencia
Developer

Udula Abeykoon
Jr. Developer

Professional
Experience





Your content engine, ready for lift off.

