

oddsrabbit

A creator-first community platform. Betting on the "human premium" in the world of AI.

Inbound creator with 300k+ followers already actively promoting the platform.



Website and app

www.oddsrabbit.com



E-mail

jing@oddsrabbit.com

Creators and users are already showing up.

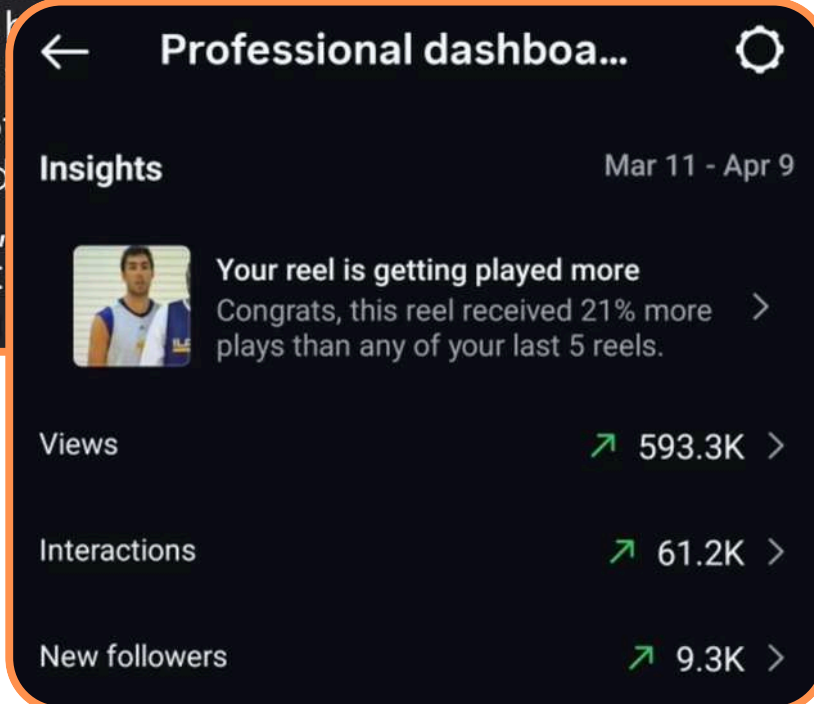
Live Feb 2nd. Zero Paid Spend. Early Organic growth.

A 300k+ creator chose us

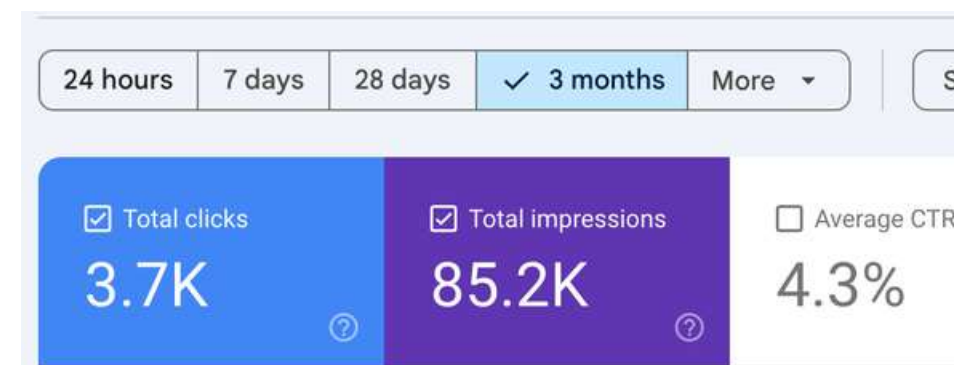
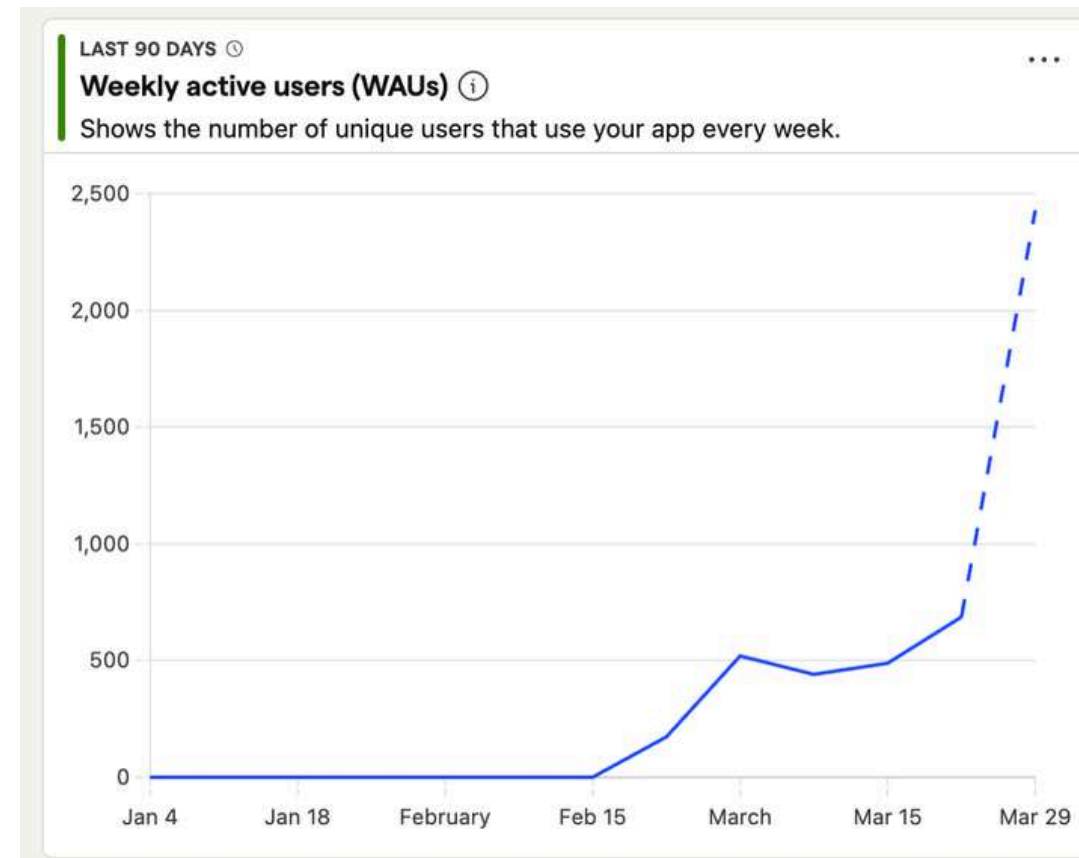
Awesome, yeah. Us content creators always get used until the website is big enough then get thrown out. So it would be nice to have a home.

Yes I can see your site looks amazing. Like I said, I saw it and was like oh wait a minute this one is actually really well done. This is the first time I actually reached out to anyone offering a Reddit alternative

don't have you just go users loved party apps, Reddit that maybe you



Early growth and usage



Users love the platform

Hi Jing, I'm so excited to be joining OddsRabbit!

I've been looking for a different social-media/community site now that algorithm-driven feeds and short-form video feeds are the norm.

The last thing that really pushed me over the edge was when Reddit took down r/all. Plus, my country, Australia, is putting age verification rules into law which made OddsRabbit the perfect place for me.

Your mission and open policies really hit the nail on the head, tackling problems like AI spam, political drama and focus community is the internet I grew up with and what made it a place for millions of people to be.

I'm really looking forward to seeing how OddsRabbit grows, especially now that there's now an app that makes it easy for more casual tech users to get involved. My partner is already on board and I will be sharing with others about it.

OddsRabbit I hope is exactly what the internet needs!

Tom

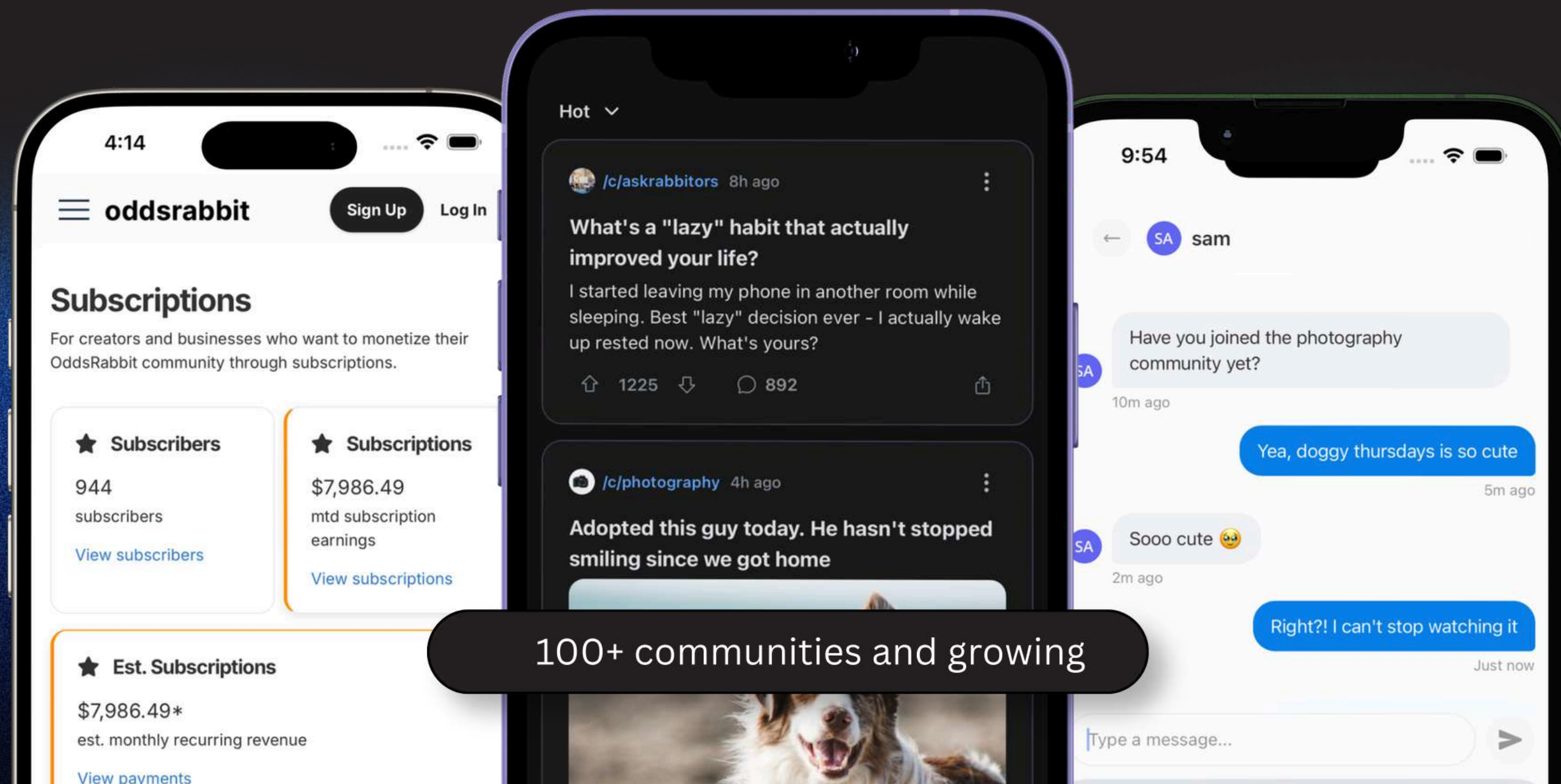
1d



Introducing oddsrabbit

A Reddit-style community platform, built for creators.

Monetization, newsletters, SEO, and built for growth.



Download now



oddsrabbit.com

One platform. Not four.

OddsRabbit is the first platform where a creator's time building their **community** also builds their **email list**, their **search presence**, and their **revenue** - all at the same time.

Currently a creator patches together



Discord
for community



Mailchimp
for newsletter



Patreon
for monetization



With no SEO
for discovery

When my last product hit 30k MAU, I needed a community platform that was more than just a place for my users to chat - it needed to work for me. Discord didn't. So I spent 15 months building it.



AHomicidalTelevision • 1y ago

honestly, i hate games that use discord as a forum. its such a nightmare when you need to find any information.



applebee1558 • 3y ago

Got a 35k member server here but only ~20 people talk regularly.

↑ 2 ↓ Reply ...



For creators, OddsRabbit offers

Community

Reddit-style communities. Every post is SEO-optimized and drives organic growth.

Leverage your community to grow your business.

A screenshot of the OddsRabbit website showing two community posts. The top post is titled "Check out today's best deals on Amazon" and the bottom post is titled "[How to] Use Cursor to automate your project's changelogs". A green circular badge with the number "100" is overlaid on the right side of the posts. A small "SEO" icon is visible at the bottom right of the second post.

Newsletter

Built into each community at no cost. Build your community and email list at the same time.

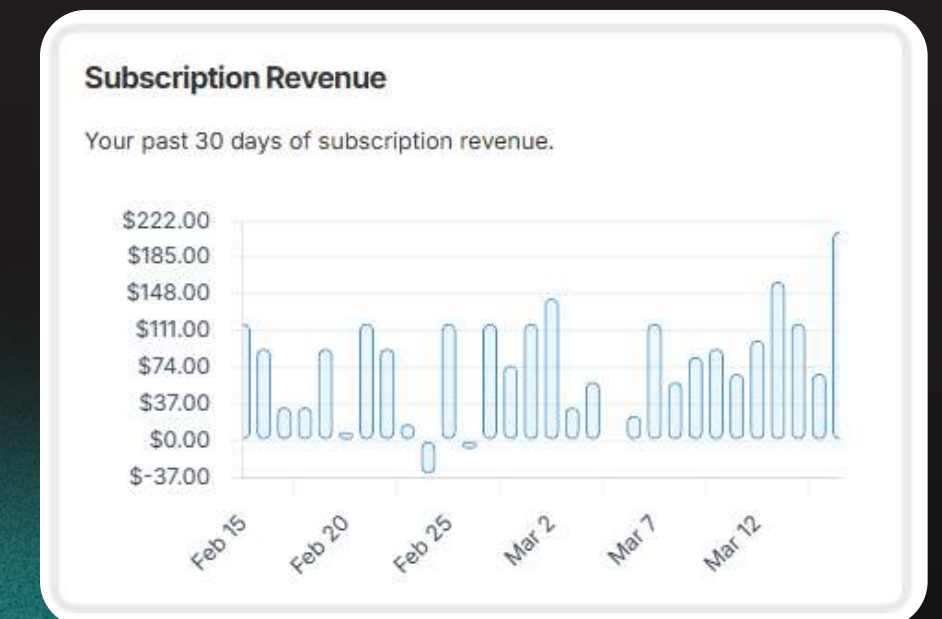
Email simplified, and free.

A dialog box titled "Send Newsletter" with the following text: "Ready to send this post to the /c/OddsRabbit community?" and "Your newsletter will reach 150 community members who have opted in to receive newsletters." Below the text are two buttons: "Preview Newsletter" (orange) and "Send" (black). At the bottom is a "Close" link.

Monetization

Subscriptions, ad revenue, and email sponsorships.

Multiple ways to earn, without having to ask for money from your most loyal fans.



Self sustaining growth engine

Creators Join

Better tools than
anywhere else

Brings Audience

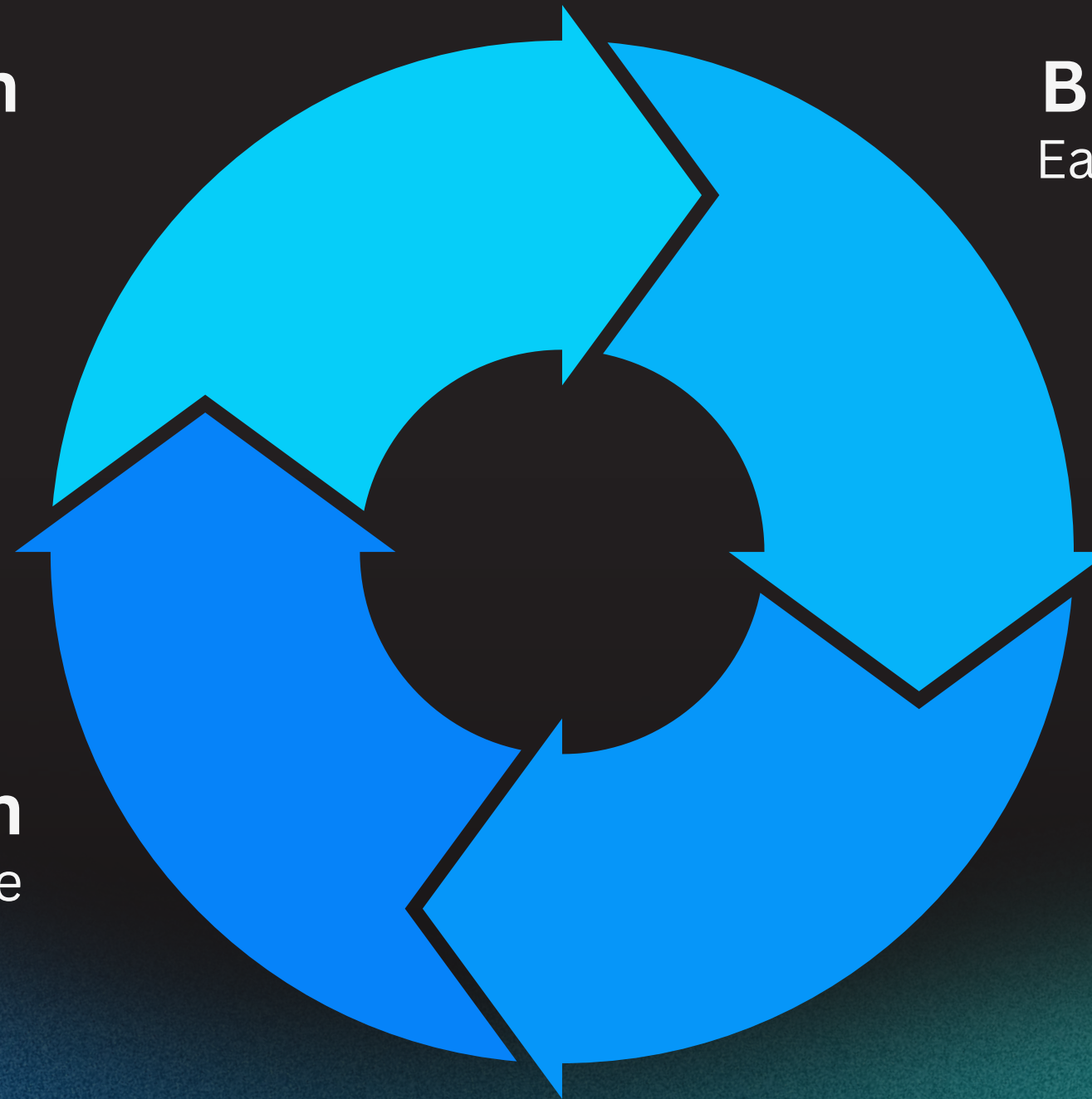
Each creator becomes
an ambassador

User Engage

Reddit-style
experience

Creators Earn

Ads revenue share
+ Subscriptions
+ Growth



Go-to-market

**Capital-efficient growth.
Zero dependence on paid ads.**

Driven by 15+ years of SEO, growth, and paid marketing experience.



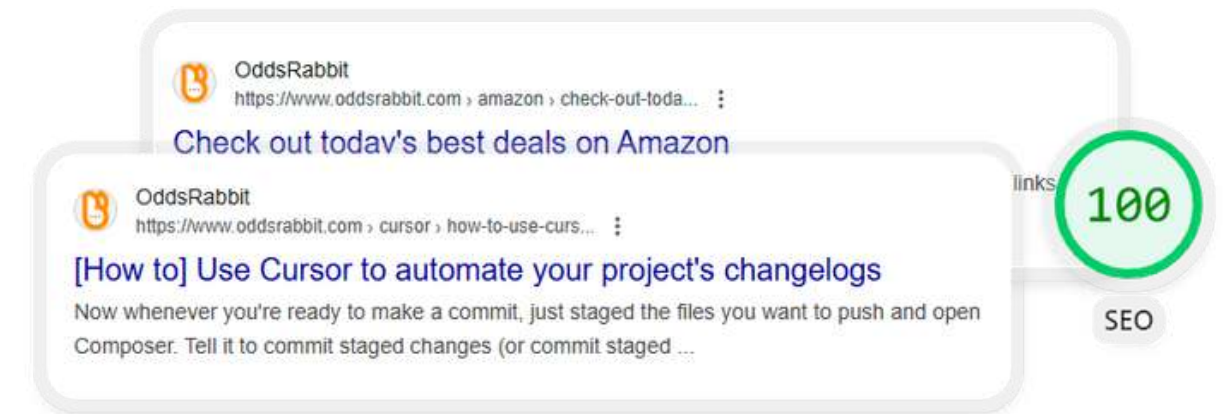
Go to market

SEO & Organic Discovery

Every community page and post is SEO-optimized and built to drive organic traffic. The same playbook I've used to scale verticals to **millions of users** per month, in the **most competitive niches** in the world - finance, insurance, loans, and crypto.

Every user post and comment grows the creator's community and the platform.

And as AI answers more informational queries directly, the remaining organic searches will be for what **AI can't replicate** - real human discussions, opinions, and experiences. Every post on OddsRabbit is exactly that. **Our SEO moat gets stronger as AI grows, not weaker.**



Go to market

Audience Onboarding

Creators bring their existing audience when they build on OddsRabbit. Every creator becomes an ambassador and an organic acquisition channel.

Whether it's through their newsletter, youtube channel, socials, etc. We leverage every creator's audience to scale platform growth exponentially.



Go to market

Newsletter Migrations

A creator with a newsletter with 5,000 users pays Mailchimp \$110+/mo.

OddsRabbit's unique model allows us to offer email for free, recouping through a business model not available to email-service providers.

The creator saves \$110+/mo. OddsRabbit's cost to service 50,000 monthly emails is \$5. \$0.001/mo per user CAC.



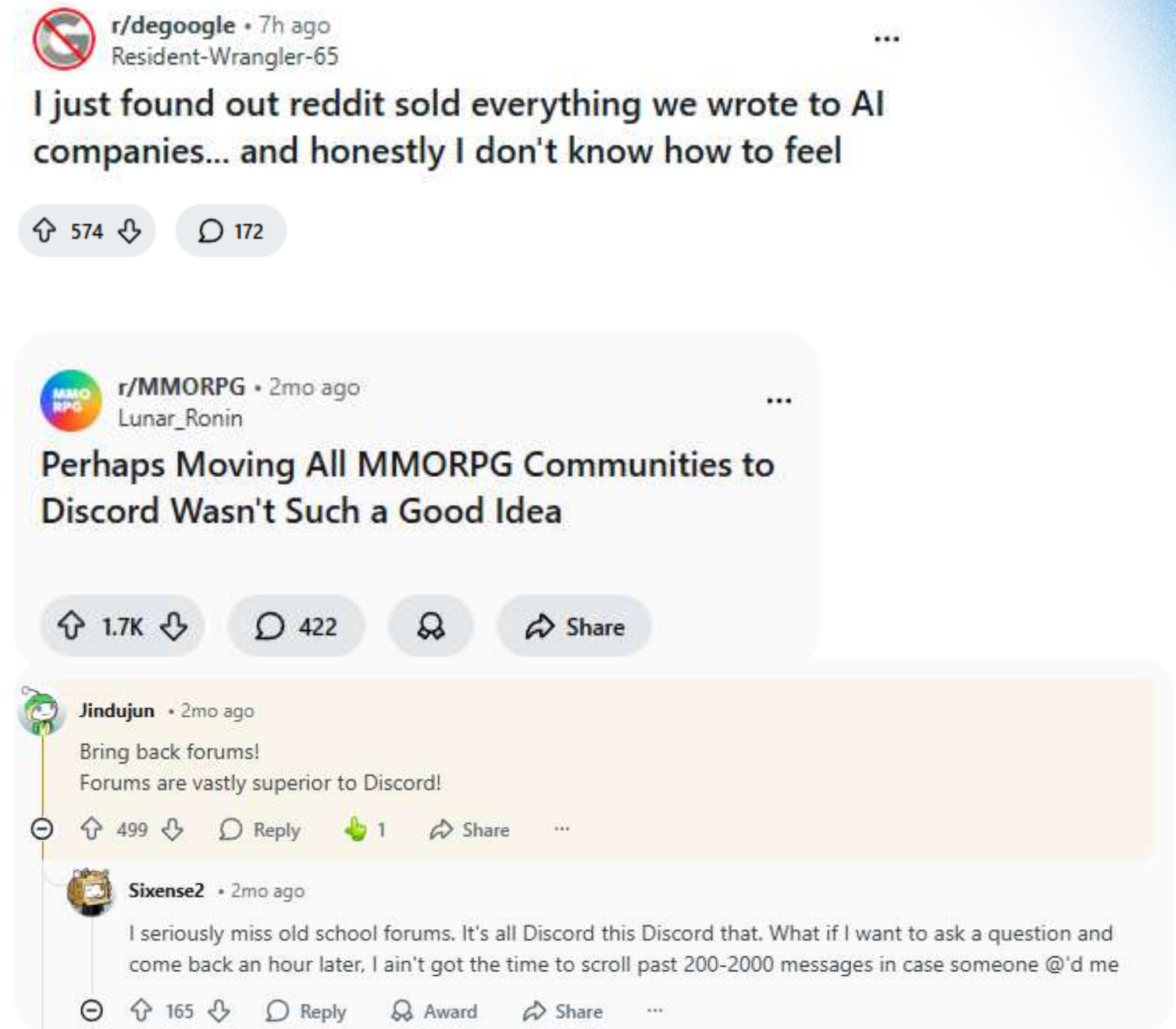
Go to market

Platform Migrations

Platform enshittification is accelerating across the board. Discord is preparing to go public and Reddit is pushing share price over community experience. Between **privacy concerns, AI spam, political alienation, and IPO-driven decisions**, users are actively looking for something new.

Reddit's **/r/redditalternatives** community has **20k+ weekly visitors** actively searching for an alternative. @reddit_lies on X, an account for “anti-reddit” has **550k+ followers**. Every platform controversy, policy change, or IPO-driven decision is an acquisition event for OddsRabbit.

For users, OddsRabbit is to Reddit what Bluesky is to X - a values-aligned alternative positioned for the moment users are looking for one. For creators, OddsRabbit turns their community into a business - the supply side Reddit structurally can't serve.



Go to market

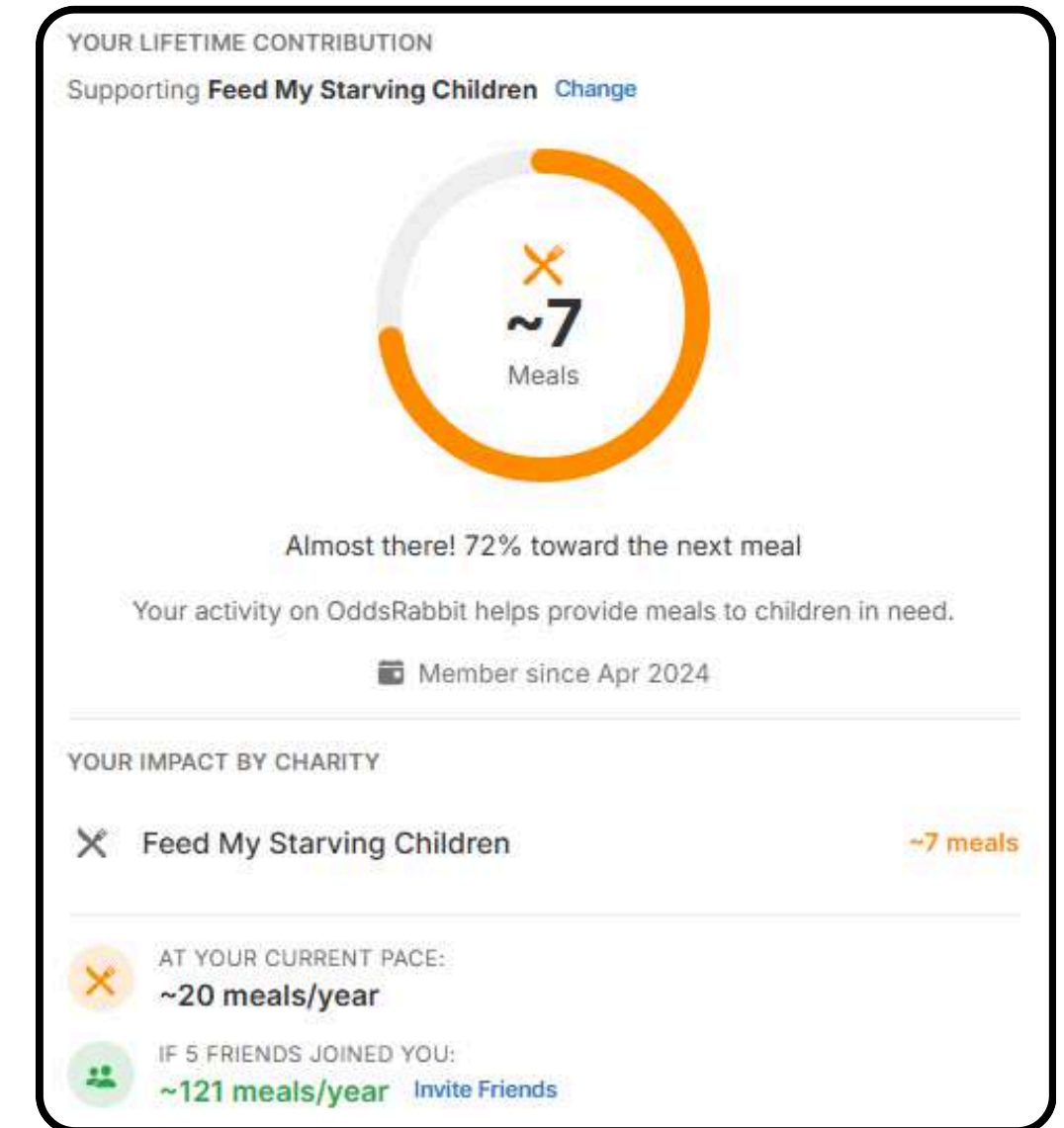
Social Impact as a Growth Lever

10 million+ estimated non-profits worldwide. The number of businesses trying to rank for their keywords? Near zero because there is no money in ranking for terms like ‘Habitat for Humanity’.

OddsRabbit is uniquely positioned through our **impact program** to be the community platform for these nonprofits, allowing us to onboard these users on near-zero competition searches.

Leveraging these organizations' audience and mission to grow OddsRabbit while giving back.

We call it hopescrolling - we donate a meal on signup, and a percentage of each user's generated ad revenue back to their nonprofit of choice.



Unit economics: \$0.29 per user CAC + % of ongoing community revenue.



Business model

Built to monetize from day one, not at scale

Ad revenue. Display ads across all communities. The charitable tie-in (hopescrolling) creates a more ad-receptive environment and higher CPMs. Creators receive a share, OddsRabbit keeps a platform share.

Payments. Platform fee on subscriptions, products, and donations processed through OddsRabbit.

Affiliate revenue. Communities and posts ranking in search and AI generate affiliate income - the same model I used to drive millions in affiliate revenue at Finder in the most competitive verticals in the world.



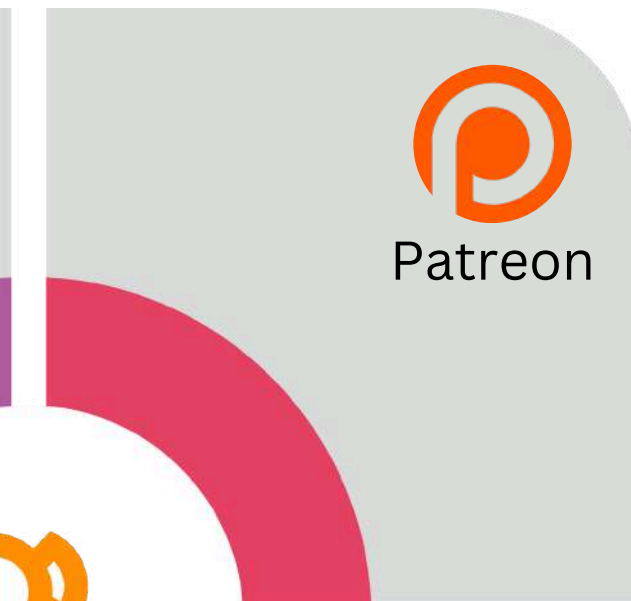
Competition

Newsletters



Mailchimp

Monetization



Patreon

Why haven't others built this

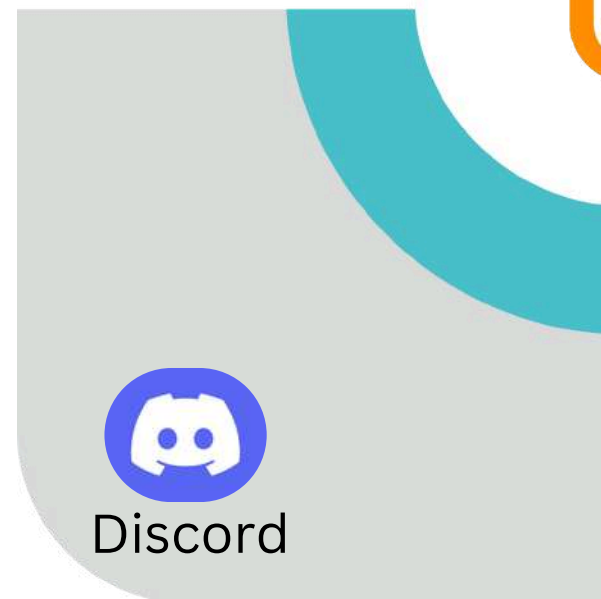
Discord is chat-first - becoming a social platform means rebuilding from zero.

Reddit's audience is culturally hostile to creators and businesses, and their model depends on user-generated content without paying creators.

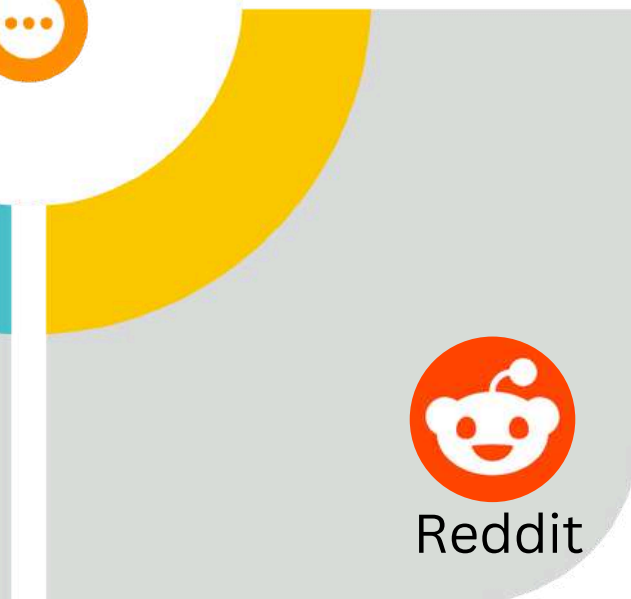
Patreon is a paywall platform - their business only works if communities are gated, which kills discovery and SEO.

Substack is newsletter-first - community is a feature, not the foundation.

And it's **not purely about features**. Consumer social is as much about culture as product - and incumbents optimizing for shareholders can't credibly position as the anti-corporate alternative.



Discord



Reddit

Community

Content Discovery/SEO

One platform. Built for creators.



The ask

The product is built. This raise is for growth.

Seeking capital to scale creator outreach and acquisition campaigns.

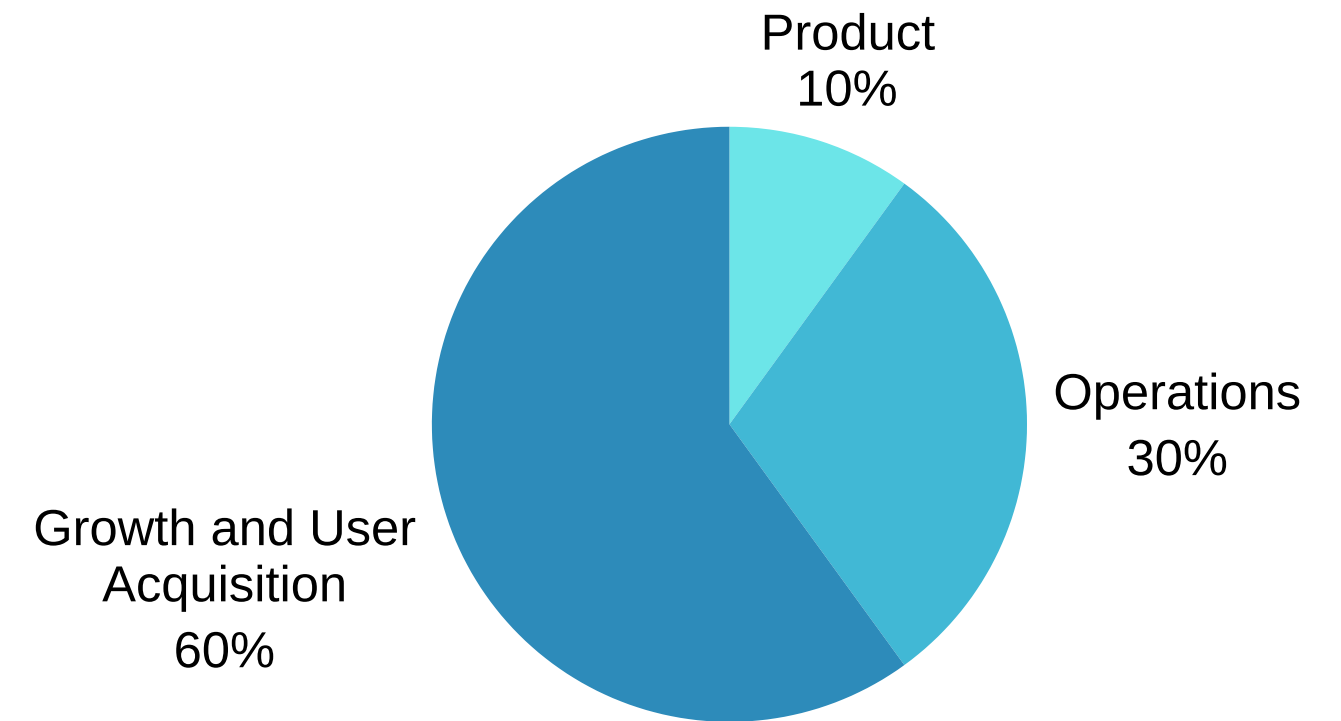
Raising: \$500K on a post-money SAFE, 5M cap

Use of funds

Growth and User Acquisition (60%) - Creator outreach and onboarding, marketing experiments, community partnerships.

Operations (30%) - Founder + Infrastructure.

Product (10%) - Product improvements.



This will provide 18 months of runway. By month 12, the goal is meaningful platform revenue from ads, subscriptions, and affiliates - reducing dependence on the next raise and giving us leverage going into seed



Why me

Distribution is the real moat. 15+ years building and marketing consumer products.

Previously, I've scaled verticals from **zero to millions of users a month organically** at a global 9-figure fintech, in the **most competitive niches in the world** (finance, loans, insurance, and crypto). At that same company, I watched a \$100M+/year vertical **lose 70% of its revenue overnight** to a single algorithm change. That's how audience ownership became the whole thesis behind OddsRabbit.

I've personally outranked "buy Kindle" over Amazon and eBay for 2 years, and **managed \$1M+** performance-based paid marketing budgets at **YouNow, a creator streaming platform**.

I personally message every user who signs up. Many have stayed and referred friends because of it - the kind of personal touch modern social platforms have lost.

About me: Studied computer science. Entered my first hackathon, building a flash game for NewGrounds at the age of 13. Built my first profitable online business at 17.



My LinkedIn



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