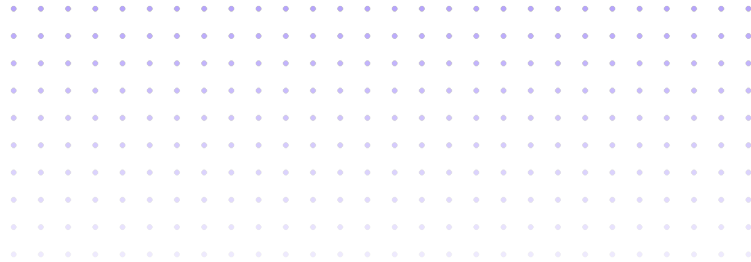


WaitlistOS

Your waitlist should do more than collect emails.



PROJECT PROPOSAL

Prepared for prospective partners, investors & clients

WaitlistOS

Colombo, Sri Lanka

waitlistos.com

June 2026

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OVERVIEW

Executive Summary

Waitlist OS is a pre-launch growth platform that helps founders, event organizers, and community builders turn simple sign-up forms into momentum. Where the default tool for most teams today is a static Google Form, Waitlist OS gives every launch a living, growing list, complete with referral mechanics, a shareable mobile “story card,” automated launch emails, real-time analytics, and even the ability to hire directly from the list.

Built and operated from Colombo, Sri Lanka, Waitlist OS occupies a unique position. It is a globally competitive SaaS product with a first-mover advantage in a market, South Asia, where Google Forms remains the default for almost every product launch, event registration, and community campaign. The product launched publicly in May 2026, has onboarded its first paying customers on the Launch tier, and is preparing for a Product Hunt launch in June 2026.

This document introduces the product, the problem it solves, the market opportunity, the business model, and the team behind it, and outlines how partners, investors, and early clients can get involved.

At a Glance

PRODUCT Pre-launch command center for products, events & communities	LIVE SINCE May 2026, waitlistos.com	HQ Colombo, Sri Lanka
PRICING Free, Launch \$7.99/mo, Growth \$10.99/mo	BUILT WITH Next.js, Supabase, Vercel, Lemon Squeezy + more	STATUS Live, paying customers, PH launch scheduled

THE OPPORTUNITY

The Problem

Across the world, and especially in emerging markets like Sri Lanka, the default tool for launching a product, organizing an event, or growing a community is still a Google Form. It is free, familiar, and easy to share. But it was never designed for what founders, organizers, and community builders actually need.

What happens today

- A founder preparing to launch sends out a Google Form to collect early interest. It produces a spreadsheet of names and emails, and nothing else.
- An event organizer sends three separate forms for a single event: one for registration, one for a feedback survey, and one to confirm attendance. Then they spend the days before the event manually chasing responses across WhatsApp groups.
- A community builder shares a sign-up link, but nobody on that list has any reason to share it further. The list doesn't grow itself; it just sits there.
- By the time the product, event, or community actually launches, half the people who signed up have forgotten they did.

Why this matters

A sign-up form answers one question: "who gave us their email?" It does not answer the questions that actually matter before launch.

- How many of these people are still interested?
- Where are they coming from, and who is spreading the word for us?
- Can we turn this list into a community, or even a talent pool, before we've even launched?
- Can we reach everyone at once when the moment finally comes?

These are the questions Waitlist OS was built to answer. The idea did not come from a market report. It came from watching founders, including the team itself, lose all the momentum they had built simply because the tool they were using to capture interest gave them nothing back.

THE OPPORTUNITY

The Solution

Waitlist OS is a pre-launch command center. In the time it takes to fill out a Google Form, a founder, event organizer, or community builder can spin up a fully branded waitlist page that does far more than collect names. It builds momentum on its own.

The core idea

Every waitlist created on Waitlist OS comes with referral mechanics built in. Each subscriber gets a unique referral link and a position on the list, and every friend who joins through that link moves them up. What used to be a flat list of strangers becomes a growing, self-promoting community before the product, event, or initiative has even launched.

Who it's for



Products & Startups

Build pre-launch hype, collect early adopters, and grow your list through referrals before you ship.



Events

Collect RSVPs, know exactly who's coming, and send launch emails the moment you go live.



Communities

Grow your audience before you open the doors. Know who's interested before you commit.

The promise

Real interest. Real numbers. Before you launch.

Waitlist OS replaces the spreadsheet of strangers with a living list of people who are excited, engaged, and actively spreading the word, so that when launch day comes, the team isn't starting from zero.

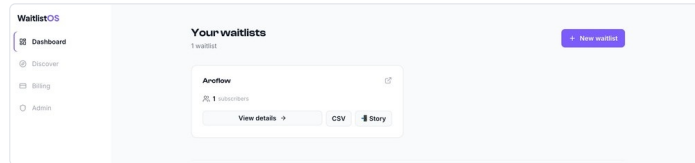
THE PRODUCT

Product Walkthrough

Waitlist OS is designed so that a founder, organizer, or community lead can go from “idea” to “live, shareable waitlist” in about 60 seconds, with no code, no design work, and no separate tools for surveys, emails, or analytics.

1. The Founder Dashboard

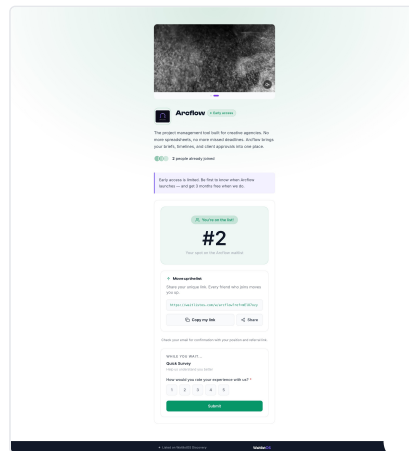
Every account starts with a clean dashboard listing all of a user’s waitlists. From here, founders can view details, export subscriber data as a CSV, or generate a shareable mobile “Story” card, all in one click.



The founder dashboard. Manage every waitlist, export subscribers, and share story cards from one place.

2. The Public Waitlist Page

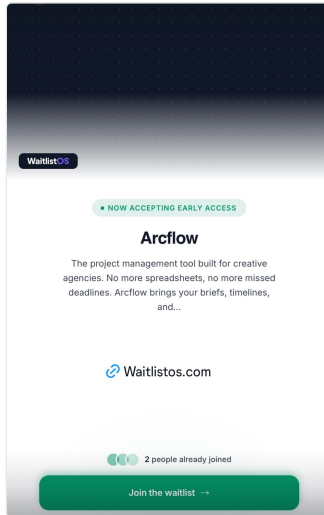
Each waitlist gets its own branded public page. Subscribers see their position on the list, a unique referral link they can share to move up, and optionally a short survey to help the founder learn more about their audience while they wait. Promotional media (images or video) can be displayed at the top of the page to showcase the product, event, or community. The page has been redesigned with clearer typography, a unified header treatment, and an on-brand footer.



A live waitlist page. Promotional media, branding, position tracking, referral link, and an optional quick survey.

3. Story Cards: Built to Be Shared

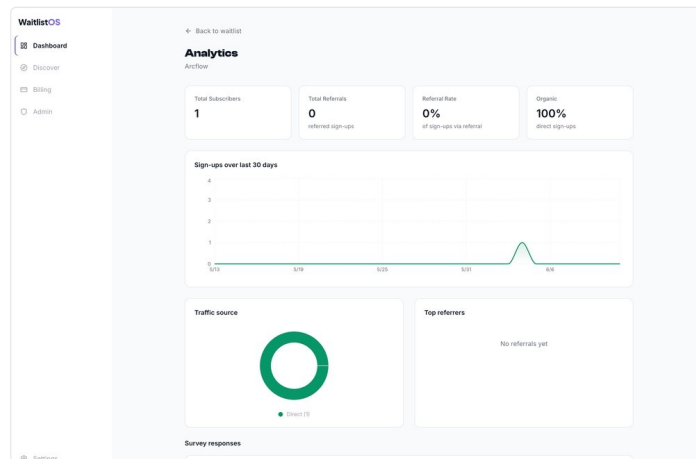
Every waitlist automatically gets a mobile-optimized “story” page at a dedicated URL. It’s designed to be shared exactly the way people already share things, as an Instagram or WhatsApp story. The card can be downloaded as an image and posted directly, with the waitlist link visible on the card itself and copied to the clipboard automatically for pasting as a link sticker. The card has been redesigned with a cleaner WaitlistOS wordmark badge, an on-brand footer, and a layout that adapts cleanly whether or not promotional media is attached.



A Waitlist OS story card, shared exactly the way people already post to Instagram and WhatsApp stories.

4. Real-Time Analytics

Founders get a live analytics dashboard for every waitlist: total subscribers, total referrals, referral rate, the share of sign-ups that are organic versus referred, a 30-day sign-up trend, traffic source breakdown, top referrers, and aggregated survey responses. This is all information a Google Form simply cannot provide.



Analytics for a single waitlist. Subscriber growth, referral performance, traffic sources, and survey results.

THE PRODUCT

Key Features

Everything below ships in the product today. Waitlist OS is organized around four pillars: growth and virality, audience engagement, day-to-day operations, and the underlying platform that makes it all reliable.

Growth & Virality

Referral mechanics	Every subscriber gets a unique referral link and a live position on the waitlist. Friends who join through that link move them up, turning a static list into a self-promoting community.
Story cards	A dedicated, mobile-optimized page for every waitlist, designed to be shared as an Instagram or WhatsApp story. Downloadable as a branded image with the waitlist link visible on the card.
Discovery page	A public directory of live waitlists across 15 categories, giving every waitlist a chance at organic discovery beyond the founder's own audience.

Audience Engagement

Quick surveys	An optional "while you wait" survey on every waitlist page, so founders learn about their audience before they've even launched.
Hiring mode	Founders can open up roles directly on their waitlist page. Subscribers can apply with a CV upload, turning an early audience into a talent pipeline.
Promotional media	Image and video carousels at the top of the waitlist page to showcase the product, event, or community before someone signs up.
AI-generated pages	Claude-powered generation of polished thank-you pages and copy, so founders don't need a designer to look professional.

Day-to-Day Operations

CSV export	One-click export of the full subscriber list: emails, referral codes, referral counts, who referred whom, join dates, and company names. Ready for any email tool or CRM.
Automated emails	Welcome emails on sign-up and one-click launch broadcasts to every subscriber at once, powered by Resend.
Live analytics	Total subscribers, total referrals, referral rate, organic vs. referred split, 30-day sign-up trend, traffic sources, top referrers, and survey results, per waitlist.
Subscriber detail view	Drill into any individual subscriber: their referral activity, survey answers, and hiring application if applicable.

Platform & Trust

Tiered billing	Subscription billing via Lemon Squeezy with Free, Launch, and Growth tiers. Webhook-driven tier management with automatic upgrades and downgrades.
REST API & webhooks	API keys and HMAC-signed webhooks so subscribers and referral events can be wired into other tools.
Spam protection	Cloudflare Turnstile CAPTCHA on every public sign-up form.
Live support	Crisp live chat built into the product for direct support.
SEO-ready	Full sitemap, structured data (JSON-LD), and social preview cards out of the box. Every waitlist page is built to be found.

THE MARKET

Market Opportunity

A global product with a local edge

Waitlist OS competes in the global pre-launch and waitlist software category, a category proven out by products like Waitlister, GetWaitlist, and LaunchList, all of which serve founders preparing to launch SaaS products. That global market is real and growing.

But Waitlist OS's most defensible advantage is local. In Sri Lanka, and much of South and Southeast Asia, the concept of a dedicated waitlist tool barely exists. Google Forms is the default for product launches, event registrations, NGO and Rotaract campaigns, university society sign-ups, and small business pop-ups. Nobody has introduced this market to a better way, and Waitlist OS, built and operated from Colombo, is positioned to be first.

Three audiences, one platform

Unlike most competitors, Waitlist OS is explicitly built for three distinct audiences, each with their own urgent, recurring need.

- **Founders & startups:** every product launch needs early adopters, and every early adopter is more valuable if they brought a friend.
- **Event organizers:** every event needs RSVPs, attendance confirmation, and a way to reach everyone at once. Today this takes three separate forms and a lot of manual chasing.
- **Community builders:** every community, club, or cause needs to know who's interested before it commits resources, and wants that interest to compound.

Go-to-market advantage

The founding team is already embedded in the exact networks that represent Waitlist OS's earliest and most natural customers in Sri Lanka.

- Rotaract Colombo North 78: a network of community service clubs that run frequent events and campaigns, each needing exactly the kind of registration and engagement tools Waitlist OS provides.
- Department of Growth Sri Lanka: a local startup community connecting founders who are actively launching new products.
- A growing base of founders, agencies, and student entrepreneurship societies across Colombo who currently rely on Google Forms and spreadsheets.

These relationships give Waitlist OS a direct, low-cost path to its first cohort of real users: the kind of early traction that's difficult for a Western-built competitor to replicate.

THE MARKET

Competitive Landscape

The closest competitors, Waitlister, GetWaitlist, LaunchList, and ScoreApp, are well-built products, but they share two structural blind spots.

1. They're built for one audience

Every major competitor is designed around a single use case: the SaaS founder running a pre-launch waitlist. None of them speak to event organizers, community builders, NGOs, or local businesses, audiences that are, in aggregate, far larger than the SaaS pre-launch niche.

2. They're built for one market

These products assume a Western, English-language, credit-card-ready audience that already understands what a “waitlist tool” is. In Sri Lanka and across much of South and Southeast Asia, that category doesn't exist yet in people's minds. The comparison point is a Google Form, not a competing SaaS product. Whoever introduces this market to the category first has a significant head start.

How Waitlist OS is different

Capability	Typical competitor	Waitlist OS
Target audience	SaaS founders only	Founders, events, communities
Referral system	Often present	Built in, with live position tracking
Social sharing	Link only	Mobile story card for Instagram / WhatsApp
Surveys	Rarely	Built-in “while you wait” survey
Hiring from list	Not offered	Built-in hiring mode with CV upload
CSV export	Sometimes	Full export incl. referral & company data
Discovery / directory	Rarely	15-category public discovery page
Local market focus	Western, English-first	First mover in Sri Lanka / South Asia
Entry price	Often \$15 to \$30/mo minimum	Free tier, then \$7.99/mo

THE BUSINESS

Business Model & Pricing

Waitlist OS runs on a freemium subscription model. The free tier is generous enough to let founders, organizers, and community builders experience the full referral and engagement loop, the moment that converts a casual user into an advocate, with paid tiers unlocking the capacity to run more campaigns at once and richer promotional media.

Pricing Tiers

<p>Free</p> <p>\$0 / month</p> <ul style="list-style-type: none"> Up to 3 waitlists at a time Up to 500 subscribers per waitlist Referral mechanics & story cards 1 promotional image Core analytics & CSV export 	<p>MOST POPULAR</p> <p>Launch</p> <p>\$7.99 / month</p> <ul style="list-style-type: none"> Up to 7 waitlists at a time Everything in Free Up to 3 promotional images Video uploads (up to 20MB) Priority support 	<p>Growth</p> <p>\$10.99 / month</p> <ul style="list-style-type: none"> Up to 10 waitlists at a time Everything in Launch Highest media limits Built for agencies & multi-brand teams
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All three tiers include the full referral, story card, survey, hiring mode, and analytics feature set. There is no “feature gating” on the core product experience. Paid tiers unlock capacity (more concurrent waitlists, richer media), which scales naturally with how seriously a team is using the platform.

Why this model works for this market

- A \$0 entry point removes the single biggest barrier in a market where credit cards and online payments are not yet universal habits.
- Pricing in USD via Lemon Squeezy keeps the product globally competitive while remaining accessible. \$7.99/month is a realistic price point for a small business, club, or solo founder in Sri Lanka and similar markets.
- The “concurrent waitlists” limit (3 / 7 / 10) is the natural upgrade trigger: agencies, serial founders, and organizations running multiple campaigns at once hit this ceiling quickly and convert.

THE BUSINESS

Technology & Infrastructure

Waitlist OS is built on a modern, proven, and highly scalable stack, the same building blocks used by some of the fastest-growing SaaS products in the world. Every layer is managed infrastructure, which keeps the platform reliable and the operating cost low as it scales.

Framework	Next.js 16 (Turbopack): fast, modern, server-rendered React
Database, Auth & Storage	Supabase: Postgres database, authentication, and file storage
Hosting & Deployment	Vercel: global CDN, instant deploys, zero-downtime releases
Payments & Subscriptions	Lemon Squeezy: webhook-driven subscription billing and tier management
Email	Resend: transactional and broadcast email delivery
Spam Protection	Cloudflare Turnstile: CAPTCHA on every public form
Live Support	Crisp: in-app live chat
AI Features	Anthropic Claude API: AI-generated thank-you pages and copy
Video Delivery (planned)	Cloudflare Stream: production-grade video transcoding & CDN delivery

Built for trust from day one

Every public-facing form on Waitlist OS is protected against spam and bots. Subscriber data is stored securely in Supabase with row-level access controls. Billing is handled entirely through Lemon Squeezy, and Waitlist OS never stores card details. The entire platform is deployed on infrastructure that auto-scales with demand, so a viral referral loop doesn't break the product. That's the whole point of it.

TRACTION

Traction & Roadmap

Where things stand today

- Waitlist OS launched publicly in May 2026 at waitlistos.com, built from the ground up across an intensive development period.
- The product has been through a full visual and UX redesign, moving to a light, modern interface with a left-sidebar dashboard, a refreshed wordmark, and a rebuilt landing page positioned around “Real interest. Real numbers. Before you launch.”
- First paying customers have been onboarded on the Launch tier, with live billing via Lemon Squeezy.
- A 15-category Discovery page is live, giving every waitlist a channel for organic, non-founder-driven traffic.
- Full SEO foundation is in place: sitemap submitted and indexed by Google Search Console, structured data validated via Google’s Rich Results Test, and social preview cards configured for every page.
- A Product Hunt launch is scheduled for June 17, 2026, with maker profile, gallery, shoutouts, and launch copy already prepared.
- The “Share to Story” feature, a mobile-first, downloadable story card with the waitlist link built in, shipped as a flagship differentiator versus every competitor.

What's next

- **Video infrastructure:** migrate promotional video delivery to Cloudflare Stream for fast, reliable playback at scale.
- **Legal & compliance:** local legal review of Terms of Service, Privacy Policy, and Refund Policy for Sri Lankan compliance and GDPR accuracy ahead of a broader marketing push.
- **Sign-in options:** GitHub OAuth alongside the existing Google sign-in.
- **Finance operations:** Zoho Books integration for subscription revenue and expense tracking.
- **Distribution:** Product Hunt launch, Capterra and G2 listings, and continued community-led growth through Rotaract and local startup networks.
- **Events vertical:** deeper features purpose-built for event organizers, the audience with the most acute, recurring pain point and the least serviced by existing competitors.

THE TEAM

About the Team

Waitlist OS is built and run by Jaward, a management and digital innovation graduate based in Colombo, Sri Lanka. Waitlist OS was built from scratch with very little prior development experience. It was a deliberate choice to prove that a founder close to the problem, equipped with modern AI development tools, can ship a globally competitive product.

The idea for Waitlist OS came directly from lived experience: watching founders, including the team itself, lose all the momentum they'd built before launch because their sign-up process was passive. The validation wasn't a research report. It was the look of immediate recognition every time the problem was described to another founder or event organizer: "yes, that's exactly what I deal with."

A founder embedded in the market

- Active member of Rotaract Colombo North 78, a community service club running frequent events and campaigns, and a direct source of early users and feedback.
- Connected to the Department of Growth Sri Lanka, a local startup community of founders actively building and launching products.
- Operates alongside two other ventures, MartialDEV, a web design business, and Canela Ceylon, a cinnamon export business, giving direct, first-hand exposure to the operational pain points of small businesses and exporters who currently rely on spreadsheets and forms.
- Also building Momentum, a Flutter-based freelance marketplace app, reflecting a broader pattern of identifying real operational gaps and building focused tools to close them.

This combination, a builder who is also a member of the exact communities Waitlist OS serves, is the team's core advantage. Distribution isn't theoretical; it starts with networks the team is already part of.

NEXT STEPS

How to Get Involved

Waitlist OS is at an early but proven stage: live product, real users, first revenue, and a clear plan for growth. There are three ways to get involved, depending on what you're looking for.

For Investors

We're looking for early-stage investment to accelerate growth while the product is still establishing category leadership in an under-served market. Funding would be directed toward:

- **Marketing and distribution:** paid acquisition, content, and partnerships to scale beyond organic and community-led growth.
- **Infrastructure:** migrating to production-grade video delivery (Cloudflare Stream) and scaling backend capacity ahead of demand.
- **Team:** bringing in additional development and operations support to accelerate the roadmap, including the events vertical.

Sri Lanka represents a genuinely uncontested market for this category, and the team's existing community ties mean early traction can be achieved capital-efficiently. Every dollar of investment goes further here than in a saturated Western market.

For Partners

We're actively looking for partnerships that help bring Waitlist OS to the people who need it most:

- **Community organizations:** Rotaract clubs, university entrepreneurship societies, and NGOs that run frequent events and campaigns and would benefit from a free, better alternative to Google Forms.
- **Co-marketing partners:** SaaS tools and platforms (e.g. email, CRM, event ticketing) whose users overlap with Waitlist OS's audience.
- **Local startup ecosystem partners:** incubators, accelerators, and startup communities looking to offer their founders better pre-launch tooling.

For Clients

If you're planning a product launch, an event, or growing a community, Waitlist OS is free to start and takes about 60 seconds to set up. Early clients get:

- A fully branded waitlist page with referral mechanics, a shareable story card, and analytics, free for up to 500 subscribers.
- Direct access to the founder for setup help, feedback, and feature requests. Early users shape the roadmap.
- A listing on the Discovery page for additional organic reach.

NEXT STEPS

Contact

Thank you for taking the time to read through this proposal. Waitlist OS is a live product built to solve a problem that is felt every day by founders, event organizers, and community builders, and especially acutely in markets that haven't yet been introduced to a better way.

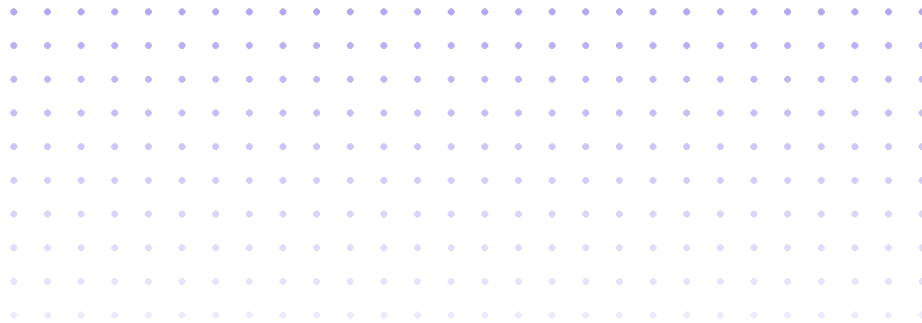
We'd welcome the chance to talk further, give a live walkthrough of the product, or discuss how a partnership, investment, or early adoption could work.

WaitlistOS

Website waitlistos.com

Location Colombo, Sri Lanka

Founder Jaward



Real interest. Real numbers. Before you launch.