JOINING MACROVISION

For My Future Growth Cofounder

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Before We Begin

Seeking: Growth Cofounder

Location: Austin, TX

Stage: Early-stage, bootstrapped (live on iOS & Android)

Compensation: Founder equity today, salary as the business reaches sustainable revenue

Business Model: Freemium + Premium subscription

Team: 1 Founder

Current Focus: Product-market fit, partnerships, and building a repeatable growth engine

Chapter 1: Why MacroVision Exists

A Letter from the Founder

If you're reading this, there's a good chance you're considering joining MacroVision as its Growth Cofounder. Before we talk about responsibilities, equity, or strategy, I want to tell you why I built this company.

I've always cared about fitness. I love training, and I've always believed nutrition is just as important as the workouts themselves. The frustrating part was that, no matter how motivated I was, I could never stick with tracking for very long.

I'd eat at a restaurant, customize an order, grab coffee on the way to work, go on vacation, celebrate a birthday, or just have a busy week. Suddenly tracking wasn't a thirty-second task anymore. I was searching restaurant menus, digging through nutrition PDFs, comparing search results, and making educated guesses about what I had actually eaten. After a week or two, I'd stop.

For a long time, I assumed that was just a lack of discipline. But the more I talked to friends and other people trying to eat healthier, the more I realized they all had the same experience.

People want to eat well, they just don't want nutrition to feel like another job.

That changed the way I thought about the problem. I stopped asking how to make people better at tracking and started asking how tracking could do a better job of fitting into people's lives.

That's where MacroVision came from.

If we can remove enough of the friction, more people will stay consistent—not because they suddenly became more disciplined, but because the experience finally works with the way they already live.

That's the company I've spent the last year and a half building.

And if you're reading this because you're thinking about joining it, I hope by the end of this handbook you'll understand why I believe it's worth building.

The Philosophy

We believe healthy eating should fit into life—not force life to fit around healthy eating.

That belief shapes every decision we make. Technology should remove effort, not create it.

The best software fades into the background, helping people make better decisions without becoming another thing they have to think about.

As we build MacroVision, we keep coming back to one simple question: **Does this reduce friction for the user?**

If the answer is no, it doesn't belong in the product.

The Mission

MacroVision exists to make healthy eating easier to sustain.

Our goal isn't to convince people they need to track every calorie forever. It’s to help people build a healthier lifestyle without nutrition becoming another full-time job.

When MacroVision succeeds, people won't say: "Ugh… I have to track today."

Instead they'll say: "I barely think about tracking anymore, but I know where I stand, and I'm healthier because of it."

Chapter 2: The Opportunity

Why This Document Exists

This isn't a job description, a founder agreement, or a business plan.

It's an honest attempt to help both of us answer a much more important question:

Should we build this company together?

The responsibilities, equity structure, and day-to-day details will evolve over time. What matters most at this stage is whether we're aligned on the mission, the way we think, and the kind of company we want to build. If we get those things right, everything else becomes much easier to figure out.

Why I Need a Growth Cofounder

I don't believe the best founders are the ones who try to do everything. The best companies are built by people with complementary strengths who are equally obsessed with the same mission.

I wake up thinking about how to build a better product. How to remove another point of friction. How to make nutrition feel a little easier than it did yesterday.

The other half of the business deserves someone who thinks the same way about growth. Someone who wakes up thinking about distribution, partnerships, community, brand, and how to get MacroVision in front of the people who need it.

I'm looking for a true Growth Cofounder—someone who wants to own that side of the business, make the hard decisions, challenge my thinking, and build MacroVision alongside me.

The Partnership

There is no existing marketing plan waiting to be executed.

What I'm looking for is a partner who helps define what MacroVision becomes.

That means asking hard questions, challenging assumptions, bringing new ideas to the table, and taking ownership of an entire side of the business—not because I assigned it, but because it's yours to build.

Product and growth should constantly influence each other. The conversations we have, the users we meet, the partnerships we form, and the experiments we run should all shape the direction of the company.

I don't expect us to agree on everything. In fact, I hope we don't. Healthy disagreement leads to better decisions when both people are working toward the same goal.

Above all, I'm looking for someone who thinks like an owner.

Someone who celebrates the wins, takes responsibility for the setbacks, and cares about the long-term success of the company as much as I do.

If we're successful, MacroVision won't be the result of one founder's vision.

It will be the result of two people building something that neither of us could have created alone.

What You'll Own

This role is centered around one objective: building a repeatable growth engine for MacroVision.

While the strategy will evolve over time, ownership will include areas such as:

- User acquisition and growth strategy.
- Brand development and positioning.
- Strategic partnerships with gyms, trainers, businesses, creators, and other organizations.
- Community building and user engagement.
- Content strategy across social media and other channels.
- Referral, ambassador, and affiliate programs.
- Marketing experiments and growth initiatives.
- Launch planning for new features and major product releases.
- Customer research and market insights that influence product direction.

This isn't a checklist of tasks to complete. It's an area of the business to own.

I don't expect you to have every answer on day one. I do expect you to take responsibility for understanding the problem, developing a strategy, testing ideas, learning from results, and continually improving the way MacroVision grows.

Just as I own the product and engineering side of the business, I'm looking for someone who wants to own how people discover, adopt, and fall in love with MacroVision.

How you achieve those outcomes is intentionally left open. **I'm looking for a cofounder, not someone to execute my playbook.**

My Responsibility

Just as I'm looking for someone to own growth, I'll continue owning the product and technical direction of MacroVision.

My primary areas of responsibility include:

- Product strategy and roadmap.
- Software engineering across iOS, Android, backend, and infrastructure.
- Artificial intelligence and machine learning capabilities.
- Technical architecture, scalability, reliability, and security.
- Financial planning and company operations.
- Hiring and building the technical team as the company grows.

Equity & Ownership

I'm looking for a true cofounder, not an employee with stock options. That means I expect this relationship to be built on long-term commitment, shared ownership, and mutual trust.

I don't believe equity should be determined by titles or negotiated through arbitrary percentages. It should reflect the value each founder brings to the company, the responsibilities they take on, the risks they're willing to accept, and the long-term commitment they're making.

For that reason, I don't have a predetermined equity split in mind.

I want to find the right person first. If we're aligned on the mission, complementary in our strengths, and genuinely excited to build this company together, I’m confident we can arrive at an equity structure that's fair to both of us.

Like any founder relationship, equity would vest over time to ensure we're both committed to building MacroVision for the long term.

Commitment & Compensation

MacroVision is an early-stage, bootstrapped company. During the early stages, equity will be the primary form of compensation.

I don't expect someone to work indefinitely without being paid, and I don't plan to either. One of our shared responsibilities will be building a business that can support both founders. Whether that comes through sustainable revenue, investment, or another path, it's something we'll solve together—not wait for someone else to solve for us.

As MacroVision reaches the point where it can responsibly support salaries, one of our first priorities will be transitioning both founders to full-time compensation while continuing to invest in the company's growth.

Until then, each founder should have a realistic plan for their own financial sustainability. That may mean keeping a full-time or part-time job while we continue building MacroVision. In fact, I may do the same. My expectation isn't that either of us makes an irresponsible financial decision—it's that we're both committed to steadily building the company until it can support us full-time.

I'm looking for someone who wants to build an ambitious company—one that creates real value for its customers, meaningful careers for the people building it, and long-term wealth through both salary and ownership. This isn't a side project. It's a company I hope creates lasting value for everyone involved.

Expectations

Joining MacroVision as a Growth Cofounder isn't about clocking a certain number of hours each week—it's about taking ownership of building a company. I care far more about ownership, consistency, and meaningful progress than the number of hours either of us spends working.

The goal is not to spend every waking hour working. The goal is to build something meaningful while also having a life worth enjoying. There will absolutely be seasons that demand more of us, but I want us to build a company we can be proud of—not one that requires burnout to succeed.

This is an early-stage startup, which means priorities will change, opportunities will appear unexpectedly, and no two weeks will look exactly the same. Some weeks may revolve around partnership meetings, creator outreach, or local events. Others may be spent refining strategy, analyzing user behavior, or preparing for a major product launch.

Because MacroVision is building its presence in Austin, I'd strongly prefer someone who is local or willing to relocate. Some of the best opportunities will come from being embedded in the community—meeting gym owners, trainers, creators, businesses, and users face-to-face. That means attending events, building relationships, representing MacroVision at local fitness events, and gathering feedback directly from the people we're building for.

Most importantly, I expect us to operate as partners. We'll celebrate wins together, solve problems together, challenge each other's thinking, and make difficult decisions with the long-term success of MacroVision in mind. Building a company isn't always predictable, but it should always feel like we're pulling in the same direction.

Chapter 3: Our Principles

The Company We're Building

We believe healthy eating shouldn't be reserved for bodybuilders, fitness influencers, or people willing to dedicate hours each week to tracking every bite. Whether someone is pursuing peak performance or simply trying to build healthier habits, MacroVision should adapt to their goals and grow alongside them.

The Rules We Build By

These are the principles we come back to whenever we're deciding what to build, how to grow, or where to invest our time.

Build for flexibility.

Some users want complete nutritional precision. Others simply want enough awareness to make better decisions. MacroVision should support both by adapting to the user's goals—not asking the user to adapt to the platform.

Reduce friction.

Every feature should remove effort, not add it. If using MacroVision feels like more work than making a healthier decision, we've built the wrong solution.

Outcomes over engagement.

We are not building software that keeps people inside the app. We're building software that helps people become healthier outside of it.

If someone eventually needs MacroVision less because healthy habits have become second nature, we've done our job.

Build trust.

Nutrition is personal.

People trust us with information that directly impacts their health. That trust should never be taken for granted.

Every recommendation, estimate, and feature should prioritize honesty, transparency, and the user's long-term success.

What We Will Never Become

As MacroVision grows, there will always be opportunities to chase trends, short-term revenue, or quick wins. This list exists to remind us that saying **no** is just as important as deciding what to build.

MacroVision will never become a company that profits from making people anxious about food.

We will never sacrifice our users' trust for short-term growth.

We will never make nutrition more complicated than it needs to be.

We will never shame people into healthier choices.

We will never ask people to reshape their lives around our product.

Success isn't becoming the company with the most nutrition features. Success is becoming the company that changes how people think about nutrition.

Chapter 4: MacroVision Today

The Product

MacroVision is a consumer nutrition platform available on iOS and Android that helps people track what they eat in a way that fits real life.

Today, the platform includes:

- **Restaurant nutrition** with support for meal customizations.
- **AI-powered food logging**, including meal photos, natural language descriptions, and restaurant receipt scanning.
- **Nutrition label and barcode scanning** for packaged foods.
- **Powerful food search** across restaurants, packaged foods, and homemade meals.
- **Recipes and meal prep** for homemade cooking.
- **QR sharing** for instantly sharing meals and recipes with other users.
- **Nutrition insights and analytics** that help users understand their eating habits
- **Fast manual logging** when users simply want to move on with their day.

Why Now?

MacroVision has reached an important transition point. The product is live on iOS and Android, people are already paying for it, and the technical foundation is in place.

The next challenge is building a repeatable growth engine. That's why I'm looking for a Growth Cofounder now.

What’s Working

Building MacroVision as a solo founder has kept me incredibly close to users. Nearly every meaningful improvement has come directly from conversations, feedback, and observing how people actually use the product.

People understand the problem.
Anyone who's tried tracking nutrition recognizes the frustration of restaurant meals, customizations, and time-consuming logging.

The product resonates.
Users consistently tell me that MacroVision feels faster, simpler, and better suited to real life. That reinforces my belief that the opportunity isn't convincing people to care about nutrition—it's giving them a tool they can actually stick with.

The Challenge Ahead

The product is no longer the biggest unknown. The challenge now is building a repeatable way for people to discover, adopt, and recommend MacroVision. That's why I'm looking for a Growth Cofounder—not to market an existing product, but to help build the company around it.

Chapter 5: Is This Right For You?

Who This Isn’t For

Building a startup isn't the right path for everyone. That's okay.

MacroVision probably isn't the right fit if you're looking for predictable hours, immediate financial security, or a role with clearly defined responsibilities and established processes. Early-stage startups are inherently uncertain, and priorities will evolve as we learn.

This also isn't the right opportunity if you prefer being given a roadmap to execute. I'm looking for someone who enjoys identifying opportunities, making decisions, and shaping the direction of the business alongside me.

Because we're building MacroVision's presence in Austin, this role also requires being comfortable meeting people. Many of our biggest opportunities will come from building relationships with gym owners, trainers, creators, businesses, and users—not just working behind a computer.

Finally, this probably isn't the right fit if you're looking for quick results. Building a meaningful company takes years of persistence, experimentation, and resilience.

Who Will Thrive Here

MacroVision isn't for everyone, and that's intentional.

You'll probably thrive here if you're energized by building something from the ground up. Startups require curiosity, adaptability, and a willingness to solve problems that don't have obvious answers.

You enjoy making decisions with imperfect information, changing direction when new evidence appears, and treating experiments as opportunities to learn rather than something to avoid.

You're excited by ownership. You want to help shape the direction of the business, not simply contribute to it.

Most importantly, you're motivated by building something meaningful. You enjoy thinking strategically, aren't afraid to challenge ideas (including mine), and care more about creating lasting impact than collecting quick wins.

If that sounds like you, I think we'd build something special together.

If This Sounds Like You…

If you've made it this far, you've probably realized this isn't a traditional job opportunity. It's an opportunity to help build a company.

I don't expect you to have every answer, a perfect resume, or experience checking every box. What matters far more to me is curiosity, ownership, resilience, and the desire to build something meaningful alongside someone who shares those values.

MacroVision is still early. There will be uncertainty, setbacks, and difficult decisions. There will also be opportunities to shape a product, a brand, and a company in ways that simply aren't possible at more established organizations.

If you're reading this and thinking, *"This is exactly the kind of challenge I've been looking for,"* I'd love to hear from you.

Let's get to know each other, share our stories, and see if we're the right people to build the next chapter of MacroVision together.