

IMMIGIFY

1-PAGE STARTUP SNAPSHOT

ANALYSES BASED ON PUBLIC INFORMATION. NOTHING HERE IS INVESTMENT ADVICE. FOR ENTERTAINMENT PURPOSES ONLY.

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THE COMPANY

Immigify is an Omaha-based, Techstars- and NMotion-backed startup building AI agents that guide immigrants through visas, green cards, and eventually healthcare, insurance, employment, and education. Founded by repeat entrepreneurs Emmanuel Olorunshayi and Ayodeji Niyi-Adesola with immigration consultant Diana Melendez, it has raised \$1M+ toward a stated goal of 50 million personalized AI agents. It already serves individuals, employers, universities, and immigration professionals in a global immigration-tech market estimated near \$75 billion.

3 GOOD THINGS WE FOUND

- Genuine founder-market fit: two co-founders lived the immigration journey and have already built and exited two companies together.
- Techstars + NMotion backing gave credible mentor and investor access, including the network that closed the recent round.
- A large, multi-vertical roadmap (immigration → healthcare, insurance, employment, education) supports a big future funding story.

3 PEOPLE TO CONSIDER HIRING

- If not yet hired, hire a Head of Content/SEO-GEO strategist now — organic reach compounds and is cheapest to build early.
- Do they have immigration-compliance counsel on staff yet? If not, hire one within 2 quarters as the employer/compliance business grows.
- If not yet hired, bring on a VP of Partnerships (law firms, universities, employers) within 6–12 months.

TOP 3 COMPETITORS

- Boundless Immigration (Seattle) — consumer & family immigration, 200–500 employees, \$45M+ raised.
- Alma (Palo Alto) — attorney-led, employment-based visas, \$5.1M Series A, deep HRIS integrations.
- JustiGuide — AI legal-research assistant pairing immigrants with attorneys, ~47,000 users, 12 languages.

MARKETING PRIORITIES — THE BIG LIST

- Launch a GEO/AEO program — be the source ChatGPT/AI Overviews cite for visa questions.
- Build SEO hubs by visa category (H-1B, EB-1, O-1, family) to rank against Boundless & Alma.
- Put founders' own voices on LinkedIn, not just the company page.
- Run LinkedIn Ads at HR/People-Ops & global-mobility managers — the real near-term buyer.
- Run Google Ads on high-intent terms (“H-1B help,” “green card lottery”) to dedicated landing pages.
- Use incremental/geo-holdout testing before scaling paid spend — avoid vanity attribution.
- Court diaspora & ethnic media (Nigerian, Latino, South Asian, Filipino) for cheap, trusted reach.
- Turn client success stories into short-form video for TikTok/IG/YouTube Shorts.
- Get founders on immigration- and founder-focused podcasts.
- Build a referral/ambassador program inside Immigify's existing community.
- Lean into local Omaha/Nebraska press — the hometown-founder story writes itself.
- Offer a free employer compliance health-check tool as a B2B lead magnet.
- Localize product and content into Spanish plus 4–6 more languages.
- Build reviews on G2/Trustpilot/Google to match Boundless's trust signals.
- Sponsor immigration-law & HR-tech conferences for the enterprise channel.
- Test print/flyers via consultants, churches & cultural associations — underused by rivals.
- Publish a plain-language data-privacy page — trust drives conversion here.
- Track share-of-voice vs. Boundless, Alma & JustiGuide monthly to steer spend.

3 QUOTES FROM THE GROUP (unattributed — for entertainment purposes only)

"Everyone in this market says they're the friendly one. Be the one who answers the question before the user finishes typing it."

"A green card doesn't care how good your onboarding flow is. Trust is the product here, not the interface."

"Fifty million agents is a beautiful number on a slide. Ten thousand happy customers is a beautiful number in a courtroom."

SAMPLE TWEET (FOR ENTERTAINMENT PURPOSES ONLY)

Immigify (Techstars) should own GEO/AEO search & content, and hire immigration-compliance counsel now. Worth watching vs Boundless & Alma in the immigrant AI-agent race. Entertainment only, NFA.
no-position/no-compensation/no-MNPI