



Lemonade.social

Social and community product, events, creator and community tooling, partnerships, product growth

Lemonade.social

GATHER

Social and community product, events, creator and community tooling, partnerships, product growth

Designing community product where the unit of value is the gathering, and the tooling exists to make organisers powerful.

REGISTRATION

PERIOD	Jan 2025 - Aug 2026
REGION	Global · consumer social, community, events
ROLE	Board Member · Co-Founder
DISCIPLINES	Social product · Community tooling · Events · Partnerships · Product growth
DOSSIER	iov.agency/interventions/lemonade-social

CASE STUDY

The four-panel short read, as filed on the dossier page. Provenance travels with each panel.

01 · PROBLEM

The decision on the table, and the market conditions around it.

Provenance · Founder account · Public source · Reconstruction

Who is the scarce user in a community product, and how do events become a product surface rather than a marketing campaign?

Community and events sat between social product, creator tooling and real-world coordination, with no category owning it well.

Growth depended on organisers rather than on passive end users - supply, not demand, was the constraint.

02 · EVIDENCE

Observable outputs only - no metrics attached to the individual.

Provenance · Founder account

- mobile social and community product, live in the iOS App Store
- organiser-first product direction
- enterprise partnership motion
- live experience programme as a product surface
- ecosystem growth loop

03 · IMPLICATIONS

What this engagement argues about building in unformed markets.

Provenance · Founder account

In community products, supply is the organiser. Serve the organiser and demand assembles itself.

Events are not marketing. They are the product's rendering surface.

Community products fail when they optimise the audience. The organiser is the scarce asset.

04 · READING LIST

The filed record behind this dossier, linked where public.

Provenance · Public source · Founder account

S-01 · PUBLIC SOURCE

Lemonade Social - official iOS App Store listing

Apple App Store · Accessed 2026 · apps.apple.com/pt/app/lemonade-social/id6450694884

S-02 · FOUNDER ACCOUNT

Founding scope account: product strategy, enterprise partnerships, live experiences and ecosystem growth

John Izaguirre - founder account · 2025-2026

S-03 · FOUNDER ACCOUNT

Wider product story: 200k+ users, \$2m+ ticketing volume, \$830k enterprise revenue - company-level figures supplied by the founder, not independently verified and not personal causation

John Izaguirre - founder account · 2025-2026

THE DECISION

Who is the scarce user in a community product, and how do events become a product surface rather than a marketing campaign?

Provenance · Founder account · Public source · Reconstruction

CONTEXT

Community and events sat between social product, creator tooling and real-world coordination, with no category owning it well.

Growth depended on organisers rather than on passive end users - supply, not demand, was the constraint.

ROLE

Board Member Jan - Jun 2025 · Co-Founder Jun 2025 - Aug 2026.

Co-founded the mobile social and community product across product strategy, enterprise partnerships, live experiences and ecosystem growth.

THREE MOVES

01 · CENTRE

Define the organiser as the scarce user and set product direction around organiser leverage rather than audience volume.

02 · RENDER

Treat live experiences as the product's rendering surface, so gatherings produced retention rather than campaign spend.

03 · COMPOUND

Build enterprise partnerships and ecosystem growth so each cycle carried into the next instead of restarting.

WHAT WAS BUILT

- mobile social and community product, live in the iOS App Store
- organiser-first product direction
- enterprise partnership motion
- live experience programme as a product surface
- ecosystem growth loop

ARTIFACTS

- Mobile social and community product, live in the iOS App Store.
- Organiser-first product direction.
- Enterprise partnership motion.
- Live experience programme run as a product surface.
- IOV reconstruction - the organiser loop, drawn as a single growth circuit.

SOURCES

S-01 · PUBLIC SOURCE

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RECONSTRUCTION

THE ORGANISER LOOP - EVENTS AS PRODUCT SURFACE

I.O.V key art and loop treatment: organiser, gathering, partnership and return drawn as a single growth circuit.

Derived from S-02, S-03

IOV reconstruction · no confidential client material reproduced.

FOUNDER NOTE

Community products fail when they optimise the audience. The organiser is the scarce asset.

John Izaguirre - Founder, I.O.V

CONFIDENTIALITY

No confidential Lemonade.social material is reproduced in this dossier. Wider product figures - 200k+ users, \$2m+ ticketing volume and \$830k enterprise revenue - are founder-supplied company-level context, not independently verified and not personal causation.