

// PITCH DECK

2026

> geflecht.app

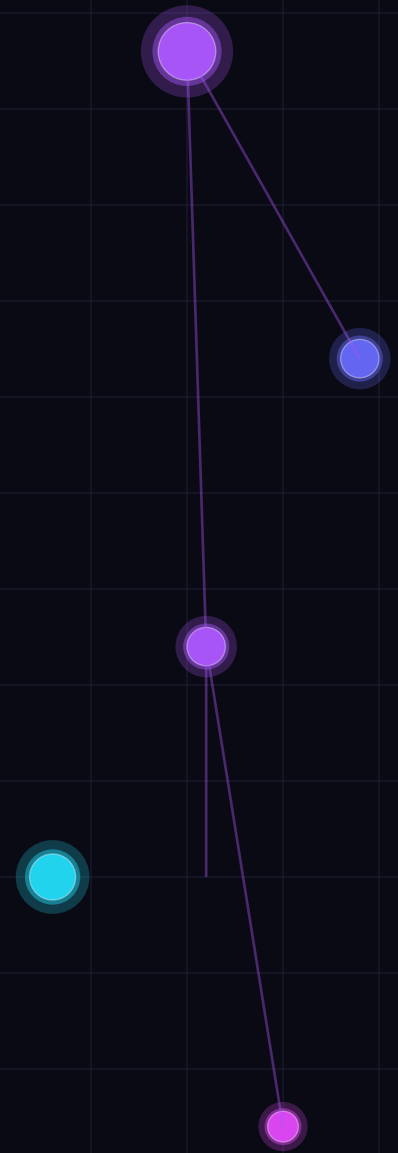
// noun (German). A woven mesh, plait, braid.

// A network of intertwined threads.

A personal career atlas. Your network as a woven graph.

Your browser. No one else.

joey@harwood.co · geflecht.app



> The market is bifurcated.

// Two crowded halves. Neither serves the operator who thinks in graphs.

PERSONAL_CRM

Folk. Dex. Monica. Clay.

List-first. Weak visualization. Designed for sales follow-up and transactional outreach. Your network is rows in a database owned by a vendor.

GRAPH_ANALYST

Kumu. Gephi. Neo4j.

Powerful visualization. Assumes an analyst workflow. No career context. Steep learning curve. Meant for research, not for someone mapping their own career.

> The gap between them.

Visual. Career. Owned.

// visual

A graph you drag, pan, zoom, filter. Not a list.
A living picture of the mesh you wove.

// career

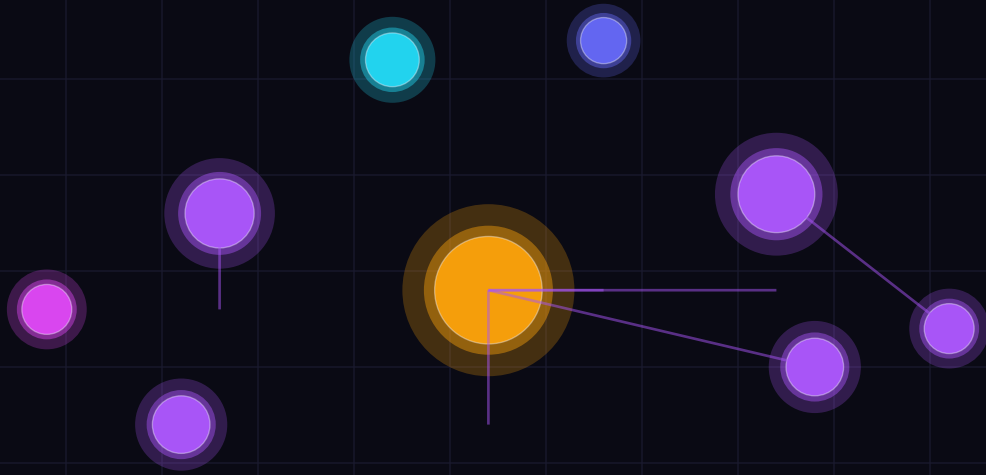
Framed around your work life: eras, mentors,
colleagues, warm intros. Not a contact
database.

// owned

Your data lives in your browser. Nothing
uploads. Nothing tracks. Export any time.

> What it is.

- > Import a CSV. Watch it become a graph.
- > Filter by tag, era, or tie strength.
- > Switch between three views. Own the file.



GRAPH

Force-directed. See clusters and bridges emerge.

TIMELINE

People on y-axis, years on x-axis. Who came into your life when.

PATH

Shortest-path between two nodes. Useful for warm intros.

> Where it sits.

	geflecht	linkedin	folk / dex	kumu / gephi
primary_mode	visual_graph	feed	contact_list	visual_graph
career_context	first-class	implicit	tags_only	none
data_ownership	local_only	platform-locked	cloud_saas	cloud_saas
login_required	no	yes	yes	yes
audience	operators	everyone	sales/founders	analysts
pricing	free	freemium	\$20-30/mo	\$19+/mo

// The empty middle: visualization-first, career-framed, individually owned.

> Privacy is the whole product.

// "Every other tool in this space asks you to upload your network to their servers. Geflecht refuses on principle."

> accounts: none

Nothing to sign up for. Nothing to forget.

> analytics: none

No GA. No Plausible. No pixel.

> servers: none

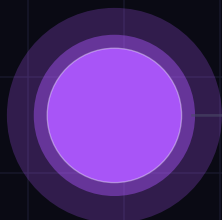
Static SPA. There is no backend.

> source: open

Public repo. Verify the claims yourself.

> The flow.

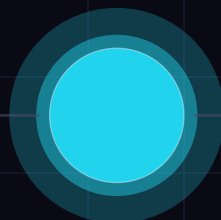
01



IMPORT

Drop a CSV or JSON of your people and edges. Validated before render.

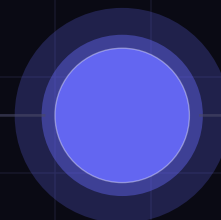
02



EXPLORE

Force-directed graph settles. Drag, pan, zoom. Click a node for details.

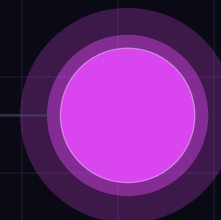
03



FILTER

Narrow by tag, era, or tie strength. Filtered nodes dim, do not disappear.

04



EXPORT

Get your data back out as JSON any time. No lock-in.

> Who uses this. For what.

// job_search

Job search mapping

Load target companies. See who is one or two hops away. Plan warm intros.

// reflection

Career reflection

See the actual shape of your trajectory. Clusters. Mentors that recur.

// meeting_prep

Pre-meeting prep

Before a call with someone new, pull their cluster. See mutual context.

// annual

Annual network review

Every January: who do I owe a message to? Who has helped me grow?

> Where this goes.

// Geflecht is not a startup. It is a tool.

// The vision is not scale. It is durability.



// open_source

Open source, always

MIT licensed on GitHub from day one. Fork it. Host your own. It is yours.



// plugin_ecosystem

Plugin ecosystem

Third-party importers, custom node types, custom views. Extendable spec.

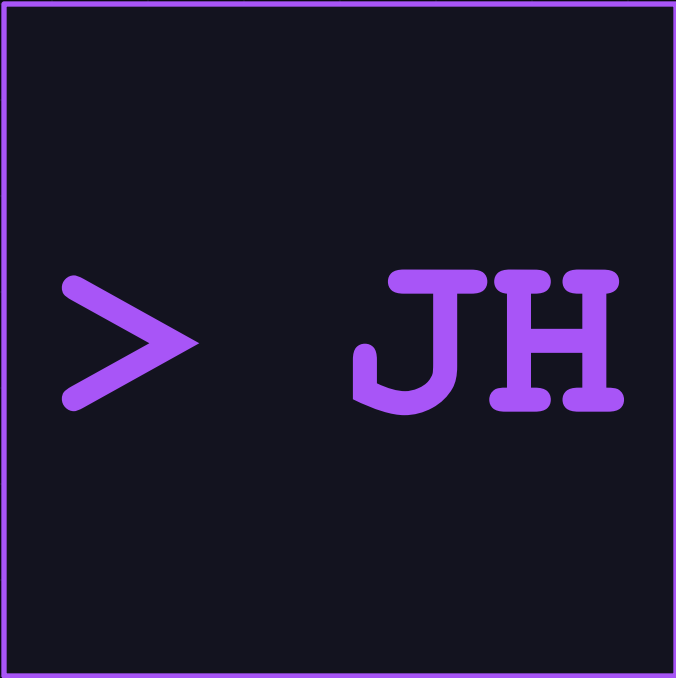


// format_as_standard

The format is the standard

The JSON schema becomes something. If ten more tools speak it, everyone wins.

> Who is making this.

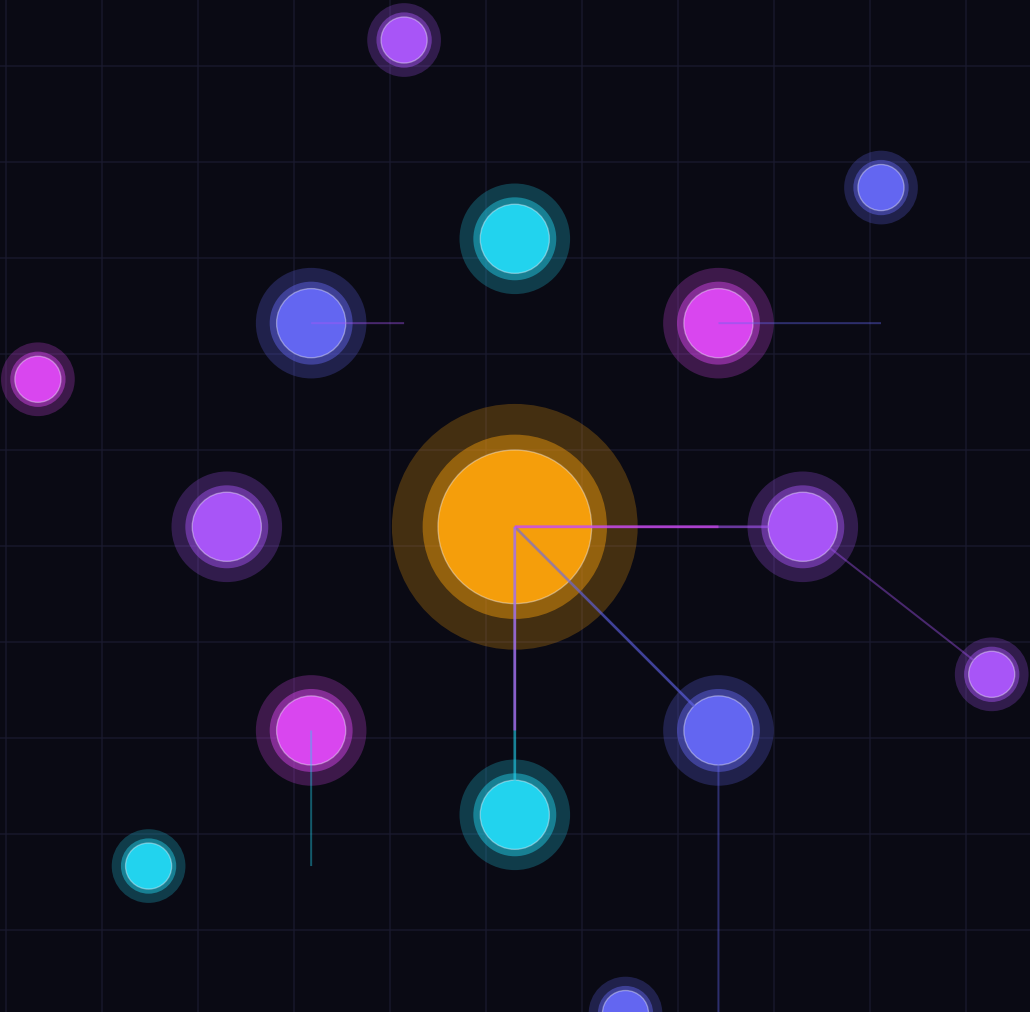


> JH

Joey Harwood

// kellogg_mba_27 · ex_EY · comcast_NBCU ·
intuitive_surgical

14 years across strategy (EY Berlin, Bayer-Monsanto integration), CX and process design (Comcast NBCU), and digital product lifecycle management (Intuitive Surgical, \$165M portfolio). Currently at Uncle May's Produce (food/ag data) and acting Chief of Staff at Meemo (children's safety, Kellogg Garage).



> weave your own.

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