

memberYou already has 1000 members!



My friends at [memberYou](#) ([see my first coverage](#)) already have [1000 members](#)—48 days after the launch. Congratulations!

Last week I had lunch with co-founder [Jonas Zeier](#).

My learnings from the lunch:

The great majority of all members comes from Basel. That means that the regional strategy is very important for this leisure community

Very soon, they will organize a [soccer event with Marco Streller](#) (Swiss national soccer team member)—this means that you can actually play soccer with Marco Streller. Isn't that cool?

Monetization of the platform will be tricky. The first goal is to attract as many members as possible

It will be tricky to go from regional to national and from national to international. You need evangelists in every region. First goal has to be to build a strong home base in Basel