



Pre-Seed Investor My Master App To Back Early-Stage Startups

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Dallas-based venture studio, My Master App, announced on August 1st that it will begin providing pre-seed capital to early-stage SaaS, marketing, and advertising companies regardless of whether those companies have generated revenue.

My Master App's pre-seed investment represents the earliest stage of outside capital, typically deployed before a company reaches traditional seed funding rounds. Pre-seed investors accept higher risk in exchange for potential equity, betting on founder vision and early market validation rather than extensive traction. For SaaS companies building software-as-a-service solutions, pre-seed funding can accelerate product development and market entry without requiring the revenue milestones demanded by later-stage investors. Unlike bootstrapping where founders grow their business using only revenue and personal resources pre-seed capital provides external fuel to test markets, hire initial teams, and refine product-market fit at a faster pace.

"There are barriers that founders face when looking to have their idea built and launched to the public - one of the greatest barriers being finances," says Elijahone Wheaton, Founder of My Master App. "I've been there,

found success, and know the joys of being able to get ideas built and in the hands of the people without financing being a barrier. It brings me joy to afford others the opportunity to do the same or have that same success."

Pre-seed investing differs fundamentally from other capital sources. Angel investors typically deploy personal funds with looser structures and minimal operational involvement. Venture capital firms manage pooled funds from multiple limited partners and require institutional-scale returns and proven business models. Pre-seed investors occupy that middle ground: they provide capital smaller than institutional rounds while offering founders substantially more operational support than traditional angel funding. My Master App's pre-seed program brings this model to SaaS founders specifically, filling a critical gap where early-stage companies need both capital and active partnership to navigate product development, market positioning, and customer acquisition simultaneously.

The company operates through four business pillars?Build, Scale, Invest, and Exit?positioning it uniquely to support portfolio companies across their entire lifecycle. For companies accepted into My Master App's pre-seed program, the Build pillar encompasses software development strategy, from initial design through alpha and beta testing to public launch. The Scale pillar handles growth through marketing (search engine optimization, social media, targeted associations), advertising (Google Ads, YouTube Ads, Facebook Ads), and public relations (media distribution, news outlets, financial publications). The Invest pillar provides capital and ongoing operational guidance. The Exit pillar eventually helps founders sell or transition their business to qualified buyers. This integrated model means founders receive not just funding, but access to a structured framework that guides strategy at every stage of company growth.

For founders at the pre-seed stage, this integrated approach addresses a common challenge: there are times that early-stage companies receive capital, but lack operational expertise in product development, market positioning, and customer acquisition which leads the founder to seek out those who provide the development, marketing, and advertising. My Master App's framework eliminates that knowledge gap by embedding founders within a system that has already navigated these decisions successfully across multiple software exits.

Founders interested in exploring pre-seed investment from My Master App can apply for investment or learn more about the process. The company emphasizes that pre-seed backing is selective and designed for founders committed to building transformational software businesses with lasting market impact.

My Master App's pre-seed funding represents a critical inflection point for early-stage companies. By clarifying that it backs pre-revenue and early-revenue SaaS businesses, My Master App signals confidence in

founder-led execution over proven traction? a significant commitment that reshapes how founders approach their first year of operations and positions them for sustainable growth.

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For more information about My Master App, contact the company here: My Master App
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My Master App

A Dallas-based venture studio founded in March of 2015 that partners with SaaS founders across the full entrepreneurial journey ? from software development and business growth to investments and the eventual sale of their business.

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