Maven-PM

INVESTOR INTRODUCTION

Johnson Family Ventures

AI PROJECT COORDINATION

Keep the project in the conversation.

Maven-PM brings project coordination into email. It turns a shared conversation into a plan and follows up as work moves forward, while people retain control of consequential decisions.



JFV editorial illustration. Maven's working interface is email.

$11.27 billion

Estimated global project management software market, 2026. Industry context; see page 2. [1]

WHO IT SERVES

Built for people coordinating work across an email thread. Small service teams and independent operators working with outside collaborators are a focused initial customer hypothesis.

HOW IT WORKS

Add Maven to a conversation and describe the goal. It helps identify tasks, track decisions and surface blockers. Collaborators participate by replying to email. [4]

COMMERCIAL MODEL

Currently free during pre-launch. Published future pricing is $6 per active contributor per month, subject to explicit billing approval. Owners and non-participating recipients remain free. [4]

STAGE & JFV RELATIONSHIP

Operated by Johnson Family Ventures. The product is live in pre-launch validation; a reliable customer-traction baseline and paid adoption have not yet been independently established.

OPEN TO A CONVERSATION

We welcome investment conversations focused on Maven-PM.

hello@johnsonfamilyventures.com

www.maven-pm.com

An email-first position in a growing software category.

Mordor Intelligence estimates dedicated project management software revenue worldwide. Its software category is broader than Maven's initial audience and excludes generic office and communication tools. [1]

GLOBAL PROJECT MANAGEMENT SOFTWARE / USD BILLIONS



Publisher forecast: 15.42% compound annual growth, 2026-2031. Estimates are not guaranteed. [1]

RELEVANT CUSTOMER SEGMENT

JFV calculates about $3.87B in global SME spending for 2025: $9.76B x (100% minus Mordor's 60.35% large-enterprise share). This provides small-team context; it is not Maven's serviceable market. [1]

MARKET SIZING DISCIPLINE

Fortune estimates a broader software-and-services category at $13.81B in 2026. The figures are not additive. A Maven-specific reachable market needs a defined buyer base and validated participation and purchase behavior. [2]

COMPETITIVE CONDITIONS

Asana already offers AI agents and workflow automation. Maven's opportunity is to make useful coordination easy to adopt inside email. Its differentiation must show up in repeat use and trusted follow-through. [3]

WHAT WILL DECIDE ADOPTION

Our analysis: low setup effort can encourage trials. Trust depends on handling shared project information carefully and providing accurate, useful follow-up. Retention and paid conversion will be more persuasive than internal system activity.

SOURCES & INTERPRETATION

[1] Mordor Intelligence, Project Management Software Systems Market. 2026 edition; SME amount calculated from its 2025 share and total.
[2] Fortune Business Insights, Project Management Software Market. 2026 edition; includes software and services.
[3] Asana, AI and Agentic Work Management. Official product description.
[4] Maven-PM, pricing and workflow. Reviewed October 19, 2026. Target segment and business implications are JFV analysis.