

Matthew Olapo

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PROFILE

Founder at Muvn and founder-operator in London. I have built companies since 2017: Muvn, an app for run clubs and walking groups that is live in four countries, and before it Athlerse, which raised \$800k and grew to a team of twelve. I lead and hire a small team across iOS, design, content and outreach, and I build the systems around the product: the pipelines, the AI agents and the MCP tools we use to scan the code, test ideas and set direction. I am competent with the APIs and the AI, and I read the data to decide what ships next. I do not write the application code.

EXPERIENCE

Founder — Muvn

Feb 2025 to present · London, remote

Infrastructure for run clubs and walking groups. Live on iOS with organisers across three continents. I run it with a team of seven across iOS, design, content and outreach.

- Own measurement across the business. Three analytics vendors were reporting three different pictures, so I reconciled Mixpanel, AppsFlyer and RevenueCat into a single view and wrote the event contract the team now builds to. That investigation showed brand-search installs retain six times better at day seven than organic, and acquisition spend moved accordingly.
- Responsible for product, pricing research and implementation, and for making sure those decisions serve the wider commercial goals. We moved the annual plan onto a 14-day trial and an organiser-pays model, where members join free.
- Run our App Store presence through the App Store Connect API across six locales. We hold number one in the UK for our highest-volume tracked term, against Strava, Runna and parkrun.
- Accountable for how work is specified and verified. Commissioned an audit of the codebase that produced 36 ranked findings, then re-audited delivery against them and confirmed 21 fixed inside three days.
- Built a classifier on typed AI judgements to qualify prospects, hand-validated against 41 records before I would use it, at roughly four cents per 600 records.

Fractional Product Lead — independent

2026 to present · London, remote

Product and delivery leadership for founder-led companies, alongside on-chain operations work. Every engagement won directly, from first conversation to signed scope.

- Run token distribution operations for a client dealing in private token sales, including the automation behind it. Distributed to 30 Avalanche C-Chain wallets in a single transaction, and audit recipient addresses for outbound transfers and contract calls through explorer APIs.
- Product owner on a client application build: manage the designer and the developer, run standups, and hold scope against the client's commercial goals rather than the task list.
- Built the delivery function from nothing: a Kanban board on a custom workflow, epics and stories generated from contract scope, and separate channels for product, design and bug reporting.
- Specified and delivered a lead-distribution tool for a nine-person sales team, live the same day.

Business Development Consultant — smartData Enterprises

Aug 2025 to present · remote

- Responsible for the UK market as the only person in territory, selling AI and custom software development into startups and scaleups. Generated over GBP 100,000 in pipeline, closed GBP 55,000 myself from a cold lead, worked the Upwork channel on other closures, and carried delivery relationships across several internal accounts.
- Identified and opened a line of business they were not selling. The demand was not only for project work but for placing consultants inside client teams, and I brought at least six large companies into that pipeline through my own outreach.

Founder — Athlerse

Nov 2021 to Apr 2024

- Web3 fitness application rewarding physical activity, incubated by ConsenSys and Loughborough University. Raised \$600,000 from angel investors and B2B insurance partners, with a further \$200,000 in grants through Mesh, the ConsenSys startup programme. Grew the team to twelve.

- Led architecture decisions across blockchain integration and token design. Brought ConsenSys' Head of Partnerships onto the board, closed partnerships with more than six companies including Rengo, and pitched at Web Summit's innovative startup showcase.
- We proved people want community-led fitness, and that blockchain complexity was what stood in the way. That conclusion is why Muvn has no crypto in it.

Expert Metaverse Advisor — Boston Consulting Group

Nov 2022 to May 2023 · remote from London

- Engaged as an external expert advisor with BCG's Riyadh team on go-to-market strategy for Saudi Arabia's Neom Metaverse programme, advising on Web3 product design, community building, and which Metaverse claims held up to scrutiny.

CEO — Professional Genius

2017 to present

- Founded as a crypto community at the start of the last cycle, now a business media brand. Built partnerships with VCs and ecosystem projects including ConsenSys, Binance and Rengo, and closed multiple six-figure deals. Advise Web3 projects on tokenomics, go-to-market and fundraising positioning.

CRYPTO AND TECHNICAL

On-chain: self-custody wallets; multi-wallet dispersal on Avalanche C-Chain; explorer and Routescan-API transaction investigation; monthly USDC contractor payroll; token design and tokenomics.

Data and APIs: cross-source reconciliation and event-contract design across Mixpanel, AppsFlyer and RevenueCat v2; App Store Connect API; Apple Ads API v5; Jira REST; iTunes Search API; Routescan.

AI: classifiers evaluated against hand labels before use; cost-tiered pipelines routing cheap triage into strong verification; multi-agent code audits; MCP integrations; Claude and Codex in daily production use.

Tools: Jira, Slack, Figma, Google Sheets, Vercel, Supabase, Railway, GitHub Actions, launchd, Apify.

PUBLICATIONS

Conquer Web 3.0 with Ease: An Essential Guide to Blockchain Technology (Amazon, 2023) · Understanding Cryptocurrency: A Guide For Everyone

EDUCATION AND CERTIFICATIONS

BSc (Hons) Sports and Exercise Science, Loughborough University, 2016 to 2021. Scholarship for Sporting Excellence.

IBM Introduction to Agile Development and Scrum (2026) · IBM Introduction to Program Management (2025)
· Technical Product Management