

# Colin Thursday Prep Brief

Updated with restructured round terms and the Lead Anchor package

CONTEXT · READ FIRST

## What changed since v1

The round structure has been simplified. Anchor terms (\$30K for 10% at \$300K pre-money) from the original deck have evolved. With Josh's interest, Sol's commitment, the demo plan locked, and Faena confirmed, the company is structurally worth more than the deck implied. The new structure has three valuation tiers (Lead Anchor, Strategic, Standard) plus a Connector and Finder Reward system that rewards relationship-builders. The conversation Thursday needs to walk Colin through this evolution honestly and offer him the Lead Anchor package as the named lead investor position.

THE FRAME

## How to open Thursday's conversation.

Your honest framing: "I have a more solid idea of what this is doing now." That is the entry point. Use it.

■ Colin, thanks for making the time. Quick context before I walk through the round: since we last talked I built a proof-of-concept demo. Ran my own birth data through the full pipeline manually. The output is a video with synchronized visuals showing the cosmic blueprint and the audio derived from it. Hosted on a private YouTube link. Want to show you in a minute. The fully interactive version where anyone can input their own birth data is about a week away on the agent build. Then I want to walk through how the round structure has evolved and the specific package I am offering you as the named lead. When I made the original deck offer

of \$30K for 10%, that was friends-and-family pricing before any of this was in motion. Now I have a proof-of-concept demo, Josh interested at a real check size, Sol committed as co-founder, and Faena confirmed for September. The story has moved. The terms reflect that. "

Then play the demo video for him. Watch his face. Talk about it briefly. Then transition to the package offer.

That positioning treats Colin as the lead person, frames the evolution as something he can be excited about (the company has more momentum), and then transitions cleanly to the new offer.

#### THE LEAD ANCHOR PACKAGE

### What to offer Colin if he commits \$30K personally.

#### Lead Anchor Package · \$30K commitment

Investment equity (\$30K at \$700K pre-money)	~4.1%
Advisor equity (vesting over 2 years)	2.0%
Subtotal · Initial Equity	~6.1%
Finder reward per qualified investor brought (\$25K+)	+1.0% each
Potential total if he brings 1 investor (e.g., naturopath)	~7.1%
Potential total if he brings 2 investors	~8.1%

#### STRUCTURAL ADD-ONS (NO ADDITIONAL EQUITY COST)

- **Board seat** with voting rights on Major Decisions
- **Pro-rata rights** on next priced round
- **Right of first refusal** on next priced round
- **Named lead investor recognition** in deck, press, conferences
- **Title** of his choosing: Chief Strategic Officer, Co-Founder of Sales & Partnerships, etc.

## FUTURE OPPORTUNITY

- **Priority co-founder seat** on the corporate events vehicle (separate entity)
- **Free Affirmology premium for life**
- **Conference co-host slots** when appropriate

**The math comparison:** Original Anchor was 10% straight for \$30K with no other structural benefits. Lead Anchor package is 6.1% straight + 1-2% finder potential + board seat + ROFR + pro-rata + corporate events co-founder seat + public recognition + role title. Less raw equity but materially more structural value, more upside levers, and more aligned with how Colin has said he wants to participate ("being protected for work and effort").

## THE FULL SCRIPT

### How to walk him through this.

▮ Here is what I want to offer you specifically as the named lead investor.

If you commit \$30K, you get the Lead Anchor package. That breaks down as: \$30K at a Lead Anchor valuation of \$700K pre-money, which gives you 4.1% of the company at the investment level. On top of that, 2% advisor equity vesting over 2 years for your ongoing strategic role. That puts you at 6.1% combined right out of the gate. Plus a 1% finder reward for every qualified investor of \$25K or more you bring in. If you bring the naturopath, that gets you to 7.1%. If you bring two investors, 8.1%. Beyond the equity: board seat with voting rights. Pro-rata and right of first refusal on the next round, which is a sophisticated investor protection. Named lead investor recognition publicly across all our materials. A title of your choosing if you want to formalize a role. Priority co-founder seat on the corporate events vehicle we have been talking about, which is a separate entity but gives you a real legacy stake in a second venture together. Less raw equity than the original 10% number, but structured around the actual long-term value you bring. The relationship, the introductions, the operational involvement, the future ventures. I think this fits how you have talked about wanting to participate. But tell me how it lands. ▮

Then stop talking. Let him process. He may take a few minutes to digest. That is fine.

#### SCENARIOS FOR HOW HE MIGHT RESPOND

### Four likely reactions and how to handle each.

#### Reaction 1 · He accepts the Lead Anchor package

**Signals:** Asks follow-up questions about the package details, the corporate events vehicle, the timeline. Engages with specifics.

**Your move:** Confirm and document. "Perfect. I will get the term sheet updated to reflect your Lead Anchor commitment. We sign within the next two weeks. Your \$30K plus the structural pieces makes you the named lead. Let's talk about how we close this and how I bring in Josh as the major check at Strategic terms behind you."

#### Reaction 2 · He pushes back on the 10% being walked back

**Signals:** "But you offered me 10%," or visible disappointment, or questions about the change in terms.

**Your move:** Acknowledge it directly without defensiveness.

" I hear you. The original number was made before any of this momentum existed. The package I am offering now is genuinely richer in total value because of the board seat, ROFR, pro-rata, finder rewards, corporate events vehicle co-founder spot, and public recognition. Raw percentage is one piece of value, but it is not the only one. I think when you look at it as a package, this lands better than the original 10% would have, especially because it ties your reward to what you actually want to do here, which is be operationally involved long-term. But if you want to walk through the math with me, let's do it. "

Then walk through the math openly. Show him the comparison: 10% straight vs 6.1% + board seat + ROFR + finder potential + corporate events co-founder seat. Let him see it line by line.

### **Reaction 3 · He counters with a different structure**

**Signals:** "What if I did X instead?" or "I would feel better if..."

**Your move:** Listen carefully. Be open if his counter is reasonable. Hold the line if it would over-dilute or undermine the round.

Examples of reasonable counters: a slightly larger advisor equity grant (e.g., 2.5%), a defined operational salary once revenue allows, a written commitment to the corporate events vehicle terms within 60 days. These are negotiable.

Examples of unreasonable counters: pushing back to the original 10% with no additional package, requesting more than 1 board seat, demanding super-voting rights. Hold the line on these.

### **Reaction 4 · He passes financially but stays interested**

**Signals:** "I am not in for \$30K personally right now, but I want to stay involved."

**Your move:** Offer the baseline advisor package without Lead Anchor sweeteners.

▮ Totally understand. Let me bring you on as an advisor with 1% to 2% equity vesting over 2 years for your ongoing strategic role. Plus the standard finder reward, 0.5% to 1% per qualified investor you bring in. You still get the relationship, the optional corporate events vehicle co-founder discussion, and the orbit access. You just do not get the Lead Anchor sweeteners which were specifically tied to the personal investment. Naturopath introduction would activate the finder reward when they close at Standard tier. ▮

This keeps him close without overcompensating him for not taking on the financial risk that the Lead Anchor package was structured around.

#### THE CORPORATE EVENTS VEHICLE CONVERSATION

### The biggest carrot, used carefully.

The "priority co-founder seat on the corporate events vehicle" is potentially the biggest carrot in the package because it offers Colin a whole second venture to legacy-build with you. Use it deliberately.

Frame for Thursday: "Beyond Affirmology, I want to formalize the corporate events vehicle we have been talking about. Josh Parini might also be aligned. The Lead Anchor package on Affirmology includes priority co-founder seat on that vehicle when we formalize it. Different cap table, different role mix. You would be a real co-founder of a second venture alongside this one."

Do not get into specific equity percentages on the events vehicle Thursday. That is a separate conversation later. Just plant the seed that the co-founder seat is part of the package and let it resonate.

**Why this matters:** Colin has talked about wanting to be "protected for work and effort" and seeing this as legacy work. The events vehicle co-founder seat addresses both concerns directly. He gets structurally protected ownership in a second venture, plus a real operational role, plus alignment with you and Josh long-term. That is what he is actually asking for when he expresses those concerns.

#### WATCH FOR • THINGS NOT TO DO

## The pitfalls.

### Do not:

- Apologize for changing the terms. The change is honest and the package is richer. Frame it as evolution, not retreat.
- Get defensive if he questions the change. Walk through the math openly.
- Concede the original 10% under pressure. The new package is genuinely richer; holding the line is fair to you, to Josh, and to the company.
- Promise the corporate events vehicle in specific percentage terms. That is a separate conversation that requires Josh's input too.
- Drop the Lead Anchor sweeteners if he passes on financial investment. Those were tied to the \$30K commitment for a reason.
- Compare him explicitly to Josh in front of him. Both can be in the round in different roles.

### AFTER THE MEETING

## Next steps depending on outcome.

- **If he takes Lead Anchor:** document quickly. Get the term sheet updated with his commitment within 48 hours. Notify Josh that the round has a named lead and is moving.
- **If he wants to think about it:** get a target date for his decision. "Take a week to sit with it. Let's reconnect by [date]."
- **If he counters:** negotiate within reason. Get to a yes if you can without over-conceding.
- **If he passes financially:** formalize him as standard advisor. Get the naturopath introduction on the calendar within 2 weeks.

In all cases: Sunday Josh meeting goes ahead as planned. Whatever Colin's answer, Josh's role is unchanged (Strategic tier as major lead). Update your Josh prep with whatever you learn Thursday.

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