

# Affirmology AI

Personalized subconscious audio built on astrology, Gene Keys, and Human Design. Operating as a distribution business with real ownership for early investors.

ENTITY: WYOMING LLC      ROUND: \$150K-\$250K DIRECT LLC UNITS

LOCATION: MIAMI, FL      DATE: MAY 2026

PROOF-OF-CONCEPT DEMO: BUILT · INTERACTIVE VERSION WITHIN 2 WEEKS

## 01 - THE PROBLEM

### Two massive audiences. One unbuilt bridge.

**48 million people** listen to affirmation content monthly. **83% report it does not stick.** Generic statements crash against the subconscious "yeah-right" response. Meanwhile the **\$13B global astrology market** is full of people who know their charts intimately but receive zero personalized audio support.

**48M**

MONTHLY AFFIRMATION LISTENERS

**\$13B**

GLOBAL ASTROLOGY MARKET

**3M+**  
GENE KEYS / HD PRACTITIONERS

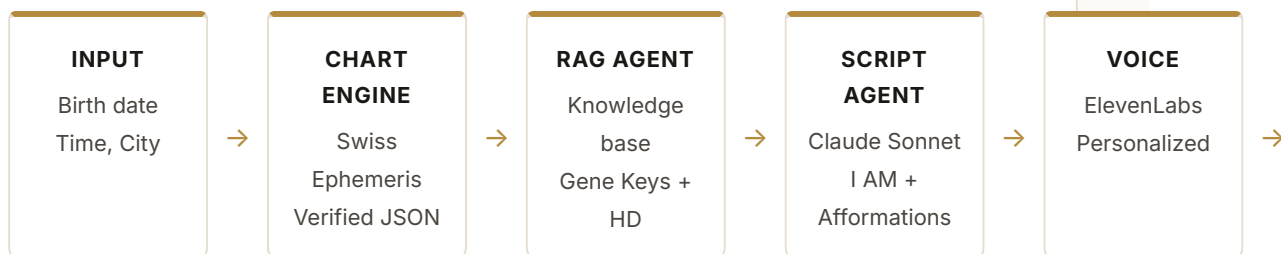
**0**  
COMPETING PRODUCTS TODAY

**The bridge has never been built.** The people who buy astrology reports are the same people buying Abraham Hicks remixes. The people studying Gene Keys are the same people downloading the Tapping Solution. Two proven markets, no one merging them.

## 02 - THE SOLUTION

# Your chart becomes audio that rewires you.

Multi-agent AI system takes user birth data, calculates exact astrological and Gene Keys data via Swiss Ephemeris, retrieves personalized meanings from proprietary knowledge base, generates affirmation scripts using affirmations and I AM statements, renders voice via ElevenLabs, mixes with music beds, and delivers as 10 to 15 minute audio tracks.



## THREE USE CASES AT LAUNCH

- **Bedtime meditation track:** heart coherence induction + full affirmation cascade for sleep and integration.

- **EFT tapping clearing track:** guided tapping on user-specific shadow patterns from their Gene Keys sequence.
- **Morning activation track:** shorter format for daily listening during commute, workout, or routine.

Customization features include topic-specific direction, open input fields for personal context, and voice cloning premium tier so users hear their own voice speaking their affirmations.

### 03 — PROPRIETARY METHODOLOGY & IP

## Founder-developed methodology embedded in product.

### THE JEFF PARKER HEART COHERENCE TECHNIQUE

Beyond the AI agent architecture, Affirmology incorporates a proprietary heart coherence meditation technique developed by Jeff over years of in-person facilitation. Distinct from HeartMath's standard protocol and Joe Dispenza's variants, the technique guides the practitioner through an energetic circuit: opening the heart center, circulating coherence through the body, then directing love and high-vibrational energy outward to the planet and into the wider cosmos. The expansion outward creates a profound state of connection and presence that traditional inward-focused meditations do not produce. Validated across dozens of live events with 200+ person groups. This individual variant becomes the signature opening sequence on all Affirmology premium tracks.

### GENE KEYS CONTENT STRATEGY (DEFENSIBLE USE)

Affirmology does not reproduce Richard Rudd's Gene Keys text, books, or website content. Knowledge base is built exclusively from publicly available secondary sources. Generated affirmations are derived from the underlying mathematical mapping (planetary positions to I Ching hexagrams), which is not subject to copyright. Explicit attribution in product fine print acknowledges Gene Keys

system origin while clearly delineating Affirmology's independent interpretive layer.

### **PROVISIONAL PATENT STRATEGY**

Founder is a former US Patent and Trademark Office attorney (13 years). One or two strategically-drafted provisional patent applications (\$1,500 to \$3,000 with AI-assisted drafting) provide 12 months of "patent pending" status, safe disclosure window, and defensible record of first invention.

### **TRADEMARK & ENTITY**

Affirmology.ai domain secured. "Affirmology" trademark filing concurrent with entity formation. Wyoming LLC for anonymous ownership, no state income tax, lower fees, strong asset protection. Foreign qualification in Florida where physical operations occur.

#### 04 - THE SCIENCE

## **This isn't woo. It's neuroscience.**

**-24%**

CORTISOL, 1 EFT SESSION  
VS 14% TALK THERAPY

**-58%**

ANXIETY REDUCTION  
EFT STUDY GROUP

**400+**

HEARTMATH COHERENCE  
STUDIES

**180+**

- **Affirmations:** Noah St. John, Hay House, 1M+ copies. "Why" questions activate embedded presupposition.
- **EFT Tapping:** Journal of Nervous & Mental Disease. Single-session 24% cortisol reduction. fMRI evidence of reduced amygdala reactivity.
- **Heart Coherence:** HeartMath Institute, 30 years of research. Sustained positive emotion creates measurable HRV coherence.

05 - MARKET & COMPETITIVE LANDSCAPE

## \$30B+ adjacent markets. Incumbents are declining.

COMPETITOR	2025 REVENUE	USERS	TREND
<b>Calm</b>	\$210M	3.5M subs	↓ 24% YoY, 500K subs lost
<b>Headspace</b>	\$140M	2M subs	↓ 300K subs YoY
<b>Tapping Solution</b>	\$8M	1.1M downloads	25M+ plays, 4.52 stars
<b>Co-Star</b>	~\$4.8M ARR (est)	30M+ global users	Astrology leader, no audio
<b>The Pattern</b>	Not disclosed	40K monthly downloads	1.5-3% astrology share, no audio
<b>Affirmology AI</b>	Pre-revenue	Pre-launch	Only product at the intersection

**Strategic read:** Calm and Headspace are both declining (combined 800K subscriber loss in 2025) as pure-meditation saturates. Co-Star and Pattern dominate astrology but offer zero personalized audio. Tapping Solution proves the EFT market. Affirmology sits at the unoccupied intersection.

06 – BUSINESS MODEL & UNIT ECONOMICS

## 98% gross margin. Recurring. Simple.

TIER	PRICE	CONTENT
<b>Free Sample</b>	\$0	3-5 min personalized clip. Email capture.
<b>Starter Kit</b>	\$77 once	5-8 Gene Keys audios.
<b>Monthly Member</b>	\$22/mo	2 fresh transit audios monthly.
<b>Annual VIP</b>	\$197/yr	All transits + custom requests.
<b>Voice Cloning</b>	+\$15/mo	Your own voice as narrator.
<b>Affiliate Program</b>	30% rev share	Influencers, Miami network.

**\$0.13–0.27**  
COST PER AUDIO

**98%+**  
GROSS MARGIN

**\$40–60**  
TARGET CAC

**\$385+**  
CUSTOMER LTV

**~7%**  
TARGET MONTHLY CHURN

**6-10X**  
LTV:CAC RATIO

#### 07 - DISTRIBUTION STRATEGY

## The Miami Compact. Affiliate flywheel. Live stage activation.

### THE MIAMI NETWORK COMPACT

Jeff is convening Miami's network of event creators, community leaders, and teachers to form a shared meta-audience compact. Each member contributes attendee email lists (**no cold emailing**; used exclusively for Meta Lookalike Audiences). Gives Affirmology paid-ad targeting cut-through to algorithmically-validated spiritual event attendees.

### AFFILIATE PROGRAM (PRIMARY B2B CHANNEL)

30% revenue share for affiliates with custom tracking codes. Branded cards distributed through Jeff's Miami network for in-person events. Digital codes for online influencers and Gene Keys teachers. Activation begins at Faena conference September 2026.

## **LIVE STAGE ACTIVATION: FAENA CONFERENCE (CONFIRMED MULTI-LAYERED ACTIVATION)**

Both founders co-host the 3-day Ultimate Wellness Conference at the Faena, September 2026. The activation is now confirmed across multiple layers (negotiated with conference organizer):

- **Premium vendor table** directly adjacent to the main stage for full 3-day conference duration.
- **Daily chair-drops:** personalized flyer with QR codes on every main-stage chair each morning. Each attendee receives a free personalized demo offer at the start of every conference day.
- **Dedicated experiential activation room:** separate space hosting 2-3 immersive Affirmology experiences per day (100-200 attendees per session). Floor cushions, custom celestial ceiling lighting, founder photos on signage, premium headphones for demo listening. Attendees exit directly into the Affirmology vendor area as the sole vendor visible at that exit, creating concentrated funnel from experience to conversion.
- **Stage time** between every speaker for both founders as conference hosts. Three days of constant on-stage presence as the most visible figures at the event.
- **Speaker affiliate pipeline:** conference speakers (biohacking, wellness, spiritual community leaders) become high-priority candidates for the Affirmology affiliate program post-event.

## **LAUNCH EVENT STRATEGY**

- **Late August (couple weeks pre-Faena):** soft launch on Jeff's birthday with family, friends, and Miami community. Brand reveal and early customer pipeline.
- **Night before Faena Day 1:** Affirmology-hosted sponsor party for conference speakers. Affirmology as sponsor, founders curating the energy and connections, building affiliate relationships before formal conference begins.
- **One month post-Faena:** official Miami launch event with silent disco headsets, immersive experiences, influencer activation.

Jeff's track record running large multi-day conferences sold out and one-day immersive events makes this a natural extension.

### **MINT CRO TESTING METHODOLOGY**

Paid ad approach uses nano-test methodology: small daily budgets across 5-10 hook variants per audience segment, kill losers in 72 hours, scale only validated winners. AI-assisted analysis via Claude + Meta CAPI prevents ad burn before product-market fit.

### **PRE-MARKET AUDIENCE RESEARCH**

Before any paid ad goes live, Affirmology will run deep audience research through the founders' existing networks. Both founders are embedded in massive friendship and community networks within the exact target demographic. The advantages are real and unique:

- **Survey-based audience learning** through direct outreach to known Gene Keys, Human Design, astrology, and personal-development practitioners in the Miami community and beyond.
- **Demo testing rounds** with warm network volunteers before any paid acquisition. Each volunteer receives a personalized audio, provides feedback on what landed and what did not, and helps refine the affirmation patterns and voice/music combinations.
- **Pricing validation** through conversational testing with friend-of-network respondents before publishing pricing tiers publicly.
- **Continuous feedback loops post-launch** via in-app rating, email surveys, and direct outreach to power users. This data flows back into the affirmation bank and the agent prompts.
- **Trend monitoring** through community channels (Facebook groups, Reddit, podcasts, YouTube creators) so the company stays ahead of what topics, frames, and modalities the audience is actively gravitating toward.

The combination of deep insider knowledge plus systematic feedback collection means Affirmology learns its market faster and more accurately than any outside competitor possibly could. This is a meaningful and durable advantage.

## From demo to category leader in 24 months.

PHASE	TIMELINE	MILESTONE
<b>Sprint 1a</b> ✓	May 2026 (COMPLETE)	<b>Proof-of-concept demo video built end-to-end. Founder's own birth data run through manual pipeline (script generation, voice rendering, music mix, synchronized visuals showing cosmic blueprint derivation). Hosted on private YouTube link. Available to investors after NDA.</b>
<b>Sprint 1b</b>	Within 2 weeks	Agent automation of the demo flow. Anyone can enter their own birth date, time, and location and receive a personalized audio back. Estimated one-week build leveraging founder's existing AI agent expertise.
<b>Sprint 2</b>	July-Aug 2026	Landing page, Stripe, 10 paying customers, affiliate program prep
<b>Sprint 3</b>	Sept 2026	Faena conference (3-day hosting). Target 100+ paying customers from event
<b>Sprint 4</b>	Oct-Dec 2026	PWA launch, paid ads scaling, 500+ subscribers
<b>6-Month Milestone</b>	Nov 2026	<b>1,000 monthly active users, profitable ad loop</b>
<b>Year 2</b>	2027	Vedic astrology, HD deep channels, voice cloning premium
<b>Year 3+</b>	2028+	Practitioner platform, international expansion, retreat partnerships

## Founder–market fit, deep technical bench, distribution power.

### Jeff Parker • Lead Founder, CEO & CTO

**75% pre-money equity.** EE degree. 13 years US Patent & Trademark Office. Prior raised capital (Oria). Sold-out 3-day conferences. Deep Miami spiritual community standing. Active in Claude Code, agent architecture, AI marketing automation. Developed proprietary heart coherence technique. Originated Affirmology concept and architecture. Owns product, technology, fundraising, financial strategy, and overall company direction.

### Sol • Co-Founder, Brand & Community

**20% pre-money equity (earn-in to 30%).** Audience archetype perfect-fit. Branding fluency from recent TikTok platform work and years of content creation. Exceptional taste, magnetic presence, storytelling prowess. Co-host of Ultimate Wellness Conference at the Faena. Brings access to investor network (Gabby Ballard, her partner, benefactor friend). Owns brand identity, content strategy, social media, and community engagement within her domain.

### ACTIVE HIRES NEEDED (POST-FUNDING)

- **Senior tech engineer** for PWA build and infrastructure.
- **Project assistant** (Randy Green): operational executor, \$1-2K/month + 1-3% equity from team pool.
- **Event activators** (Glo, Suey, others): per-event pay + affiliate commissions.

### OPEN ADVISOR / BOARD SEATS

- **Operational board:** Jeff, Sol, plus 1-3 invited members. Colin, Josh Parini, and others in active discussion.

- **Advisory council:** Josh Williams, Mark Cleveland, Joseph (conscious capitalism), others. Quarterly check-ins, informal.

## FUTURE CEO CANDIDATES

- **Jacque:** C-suite executive in training, trade event experience.
- **Gabby Ballard (Sol's sister):** astrology-aligned, business background, year 2-3 possibility.

## 10 - RISK REGISTER

# What we worry about, and how we mitigate it.

RISK	SEVERITY	MITIGATION
<b>Ad burn before product-market fit</b>	High	Mint CRO nano-test methodology. Small daily budgets. AI-assisted analysis. Kill losers fast.
<b>Higher monthly churn than projected</b>	Medium	Monthly transit content drives retention. Annual VIP at discount. Voice cloning upsell.
<b>Tech stack changes</b>	Medium	Stack-agnostic agent architecture. APIs swappable. Knowledge base is the data moat.
<b>Astrology calculation accuracy</b>	Medium	Swiss Ephemeris (gold-standard) for all calculations. Static mapping tables. Agent output QA.
<b>Founder bandwidth</b>	Medium	Affirmology primary focus post-funding. Randy Green covers operational overhead. Future CEO planned.
	Low	

RISK	SEVERITY	MITIGATION
<b>Gene Keys IP exposure</b>		Public secondary sources only. Mathematical mapping core (not copyrightable).
<b>Large competitor entry</b>	Low- Medium	Founder-market fit + community moat + proprietary methodology + first-mover audience. Provisional patent for 12-month window.

## 11 – INVESTMENT STRUCTURE

# Direct LLC ownership. Real economics from day one.

Investors purchase LLC membership units directly in Affirmology LLC (Wyoming). No SAFEs, no convertible notes, no deferred conversion. **You become an owner the moment you sign.**

### WHY DIRECT LLC UNITS, NOT SAFES

Affirmology is built to operate profitably and distribute earnings to its owners. SAFEs only return value at an exit or future priced round. Direct LLC units give investors immediate distribution rights, voting rights, and clear economics from day one. Honest fit for a company designed to print money long-term.

### ROUND 1 VALUATION: \$1.5M POST-MONEY

Single valuation tier for Round 1. Same price per equity unit across all check sizes. Investors choose their tier based on what they want to deploy. See the three-tier ladder below.

## THE THREE-TIER INVESTMENT LADDER AT \$1.5M POST-MONEY

INVESTMENT	EQUITY OWNERSHIP	POSITION
\$150,000	10.0%	Lead investor entry point
\$200,000	13.3%	Major lead investor
\$250,000	16.7%	Anchor lead investor (maximum Round 1 commitment)

Same \$1.5M post-money valuation across all three tiers. More capital buys more equity at consistent pricing. Plus optional \$25-50K personal loan to founder layered on top (4-6% interest, 18-24 month payback).

### WHAT EVERY INVESTOR RECEIVES

- **LLC membership units** (real ownership, recorded in operating agreement).
- **Distribution rights** (proportional share of all quarterly distributions).
- **Voting rights** on Major Decisions per operating agreement.
- **Information rights** (quarterly financials, annual budget).
- **Tag-along rights** (participate in any sale on same terms).
- **Drag-along rights** (standard provision).

### OPTIONAL ADD-ONS (NEGOTIABLE PER INVESTOR)

- **1x liquidation preference** (money back first if company sells).
- **Board seat** (available by invitation, founder discretion).
- **Advisor equity grant** (for investors actively contributing beyond capital).
- **Pro-rata rights** (maintain ownership in future rounds).
- **Hybrid structure** (equity + loan for major investors who want capital working multiple ways).

## Who owns what at each stage.

### PRE-ROUND (FOUNDER ALLOCATION)

MEMBER	UNITS	%	VESTING
<b>Jeff</b>	72,000	72%	4 years, 1-year cliff
<b>Sol</b>	20,000	20%	5% immediate vested + 15% on 4-year vest with 3-month cliff. Earn-in to 25% via investor bring-in.
<b>Team Pool</b>	8,000	8%	Randy Green, Glo, Lauren Martinez, advisors, future CTO, partial future CEO grant

### EXAMPLE POST-ROUND CAP TABLE (\$250K RAISED AT \$1.5M POST-MONEY)

HOLDER	PRE-ROUND	POST-ROUND
<b>Jeff</b>	75%	~60%
<b>Sol</b>	20%	~16%
<b>Team Pool</b>	5%	~4%
<b>Investors (combined)</b>	0%	~20%

Founders combined retain approximately 76% post-round. Healthy for ongoing control. Plenty of room for future hires and potential follow-on rounds without dilution stress.

# How investors actually get paid.

Once the company is profitable, surplus cash above operating reserves gets distributed quarterly to all members proportional to ownership.

- **Operating reserve target:** 6 months of operating expenses funded before distributions begin.
- **Distribution timing:** Quarterly, beginning the quarter after operating reserves are met.
- **Founder salaries:** Separate from distributions, drawn from operating budget.
- **Reinvestment vs distribution:** Default 50/50 split once reserves are met. Adjustable based on growth opportunities.

## 14 – USE OF FUNDS

# What \$200K buys (calibrated mid-case).

### \$60K

#### Founder Runway

6-9 months for both founders at modest salaries. Stops monthly income pressure.

### \$40K

#### Ad Testing

Meta + TikTok nano-testing. Mint CRO methodology. Multiple hook variants.

### \$35K

#### Tech Engineer / PWA

Senior contractor or hire to build PWA, own infrastructure post-launch.

**\$25K**

**Content Production**

Voices, music library, knowledge base expansion.

**\$20K**

**Event & Team**

Faena booth, collateral cards, affiliate activation, Randy Green retainer.

**\$15K**

**Ops, Legal, IP**

Wyoming LLC formation, trademark filing, provisional patent, attorney review.

Scales proportionally up or down based on actual raise amount.

15 - THREE OUTCOME PATHS

## Optimistic, conservative, stall, and failure scenarios.

Honest projections at three contribution levels. Example investor: \$150K at \$1.5M post-money = 10% ownership.

OPTIMISTIC PATH · ~25% PROBABILITY

### **Year 3: 100K subscribers, \$26M ARR, \$14M net profit**

**What it looks like:** Demo lands hard. Faena conference drives 300+ initial customers. Affiliate program scales through influencer network. Miami Compact lookalike audiences produce sub-\$40 CAC. Annual VIP conversion rate hits 25%. Product-market fit achieved by month 9.

**Your return at \$150K investment (10% ownership):** ~\$1.4M/year in distributions starting year 2-3. OR ~\$13-26M at strategic acquisition (Mindvalley-tier, year 5-7).

CONSERVATIVE PATH · ~40% PROBABILITY

### **Year 3: 35K subscribers, \$9.2M ARR, \$4M net profit**

**What it looks like:** Demo lands but growth is steady rather than viral. Faena drives meaningful first cohort. Affiliate program produces consistent but not exponential adds. CAC settles in the \$60-80 range. Annual VIP conversion lower than projected. Profitable but not category-defining.

**Your return at \$150K investment (10% ownership):** ~\$400K/year in distributions starting year 2-3. OR ~\$5-9M at modest strategic acquisition.

STALL PATH · ~25% PROBABILITY

### **Year 3: 5K subscribers, \$1.1M ARR, \$400K net profit**

**What it looks like:** Demo lands with niche audience but does not scale to broader market. Faena produces some customers but not the breakout. CAC stays high. Company is profitable but does not break out beyond Gene Keys/HD niche. Becomes a small lifestyle business.

**Your return at \$150K investment (10% ownership):** ~\$40K/year in distributions starting year 2-3. Modest but real ongoing income. Most early-stage investments return zero in stall scenarios. The 98% gross margin means even a stalled Affirmology pays its investors meaningfully.

FAILURE PATH · ~10% PROBABILITY

### **Company shuts down within 12-18 months**

**What it looks like:** Demo does not land. Growth stalls entirely. Capital runs out before traction. Company winds down. Founders return to other work.

**Your return at \$150K investment:** \$0. Standard early-stage investment risk.

**The key reality:** Even the Stall path produces \$40K/year in distributions ongoing. That is real money that compounds annually. Most early-stage investments are binary: huge return or zero. Affirmology's high-margin distribution model means the survival scenarios all pay investors meaningfully over time. Asymmetric upside, mitigated downside.

#### 16 – FIVE-YEAR PROJECTIONS (OPTIMISTIC CASE DETAIL)

## What scale looks like at the top of the curve.

YEAR	SUBS	ARR	NET PROFIT	DISTRIBUTIONS TO \$150K INVESTOR (10%)
<b>Year 1 (2026-27)</b>	8K	\$2.1M	\$0.5M	~\$50K
<b>Year 2 (2027-28)</b>	30K	\$7.9M	\$3.5M	~\$350K
<b>Year 3 (2028-29)</b>	100K	\$26.4M	\$14M	~\$1.4M
<b>Year 4 (2029-30)</b>	250K	\$66M	\$35M	~\$3.5M
	500K	\$132M	\$75M	~\$7.5M

YEAR	SUBS	ARR	NET PROFIT	DISTRIBUTIONS TO \$150K INVESTOR (10%)
<b>Year 5 (2030-31)</b>				

Distribution figures assume 50% reinvestment / 50% distribution after operating reserves are met. Adjustable based on growth opportunities and board decisions.

#### 17 — SCALE VISION · REALISTIC TWO-TO-THREE-YEAR HORIZONS

## 100K to 500K subscribers is the next horizon. 1M is the stretch.

Reference points: Calm peaked at 3.5M subscribers and \$210M annual revenue (\$60 per subscriber per year with significant freemium structure). Headspace hit 2M subscribers at \$140M. Affirmology's direct-subscription model with \$77 Starter Kit plus \$22/month Monthly Member plus \$197/year Annual VIP produces a blended ARPU closer to \$250 to \$300 per active subscriber per year, materially higher than the freemium meditation apps.

### THE REALISTIC TRAJECTORY

SUBSCRIBERS	APPROXIMATE TIMELINE	ARR (AT ~\$260 BLENDED ARPU)	STRATEGIC ACQUISITION VALUE (5X-10X REV)
100K	Year 2-3 (achievable)	\$26M	\$130M to \$260M
500K	Year 4-5 (aggressive but possible)	\$130M	\$650M to \$1.3B
1M		\$260M	\$1.3B to \$2.6B

SUBSCRIBERS	APPROXIMATE TIMELINE	ARR (AT ~\$260 BLENDED ARPU)	STRATEGIC ACQUISITION VALUE (5X-10X REV)
	Year 5+ (stretch goal)		

100K subscribers in 2 to 3 years is a credible goal given the Faena conference traction story, the Miami Network Compact distribution advantage, and the affiliate program activation. 500K in 4 to 5 years is genuinely possible if product-market fit lands and ad efficiency scales. 1M (Calm-comparable scale) becomes the long-term aspiration if the category leadership thesis plays out.

### WHAT THIS MEANS FOR EARLY INVESTORS

Example: \$150K invested today at \$1.5M post-money = 10% pre-dilution ownership, diluting to approximately 7 to 8% after expected Round 2.

SCALE	INVESTOR EQUITY VALUE (ACQUISITION)	OR ANNUAL DISTRIBUTION STREAM (DISTRIBUTION PATH)
<b>100K subs</b>	\$8M to \$16M	~\$900K/yr (at 60% net margin)
<b>500K subs</b>	\$39M to \$78M	~\$4.7M/yr
<b>1M subs (Calm-scale)</b>	\$78M to \$156M	~\$9.4M/yr

**The reality:** these are the upside scenarios, not the expected outcomes. The Three Outcome Paths section above shows the probability distribution. But the asymmetric upside is real: even at 100K subscribers (a credible 2-to-3 year outcome), early investors see meaningful annual income and substantial acquisition value. The math compounds favorably as the company scales.

**What this funds:** at 500K-subscriber scale producing \$78M+ in annual revenue with 60% net margin, the company can fund retreat centers in multiple cities, non-profit men's work, plant medicine integration research, conscious capital ecosystem investments, and most of the heart-based initiatives the founders and investors care about. The company becomes the engine that funds change at a scale that matters, without needing to hit hypergrowth.

## 18 – STRATEGIC EXIT OPTIONALITY

# The company is built to print money. Exit is a choice, not a requirement.

Affirmology can credibly hit acquisition outcomes at any point we choose to sell. Operating agreement preserves both paths.

### **Distribution Path (Default Plan)**

Run profitably indefinitely. Quarterly distributions to all members. At \$26M ARR with 60% net margin, \$14M+ to owners annually. Compounds over time. Investors get cash returns starting year 2-3 and continuing as long as company operates.

### **Exit Path (Strategic Option)**

Mindvalley most obvious (Vishen Lakhiani in network). Conscious capital funds. Wellness rollups. Typical 5-15x revenue multiples. At \$26M ARR Year 3: \$130M-\$390M acquisition value. Drag-along provisions allow founders to compel sale of all units.

## The window is open.

### Tech Stack Arrived

#### 2023-2025

ElevenLabs production voice (2023). RAG + vector DB affordability (2024). AI music via Suno/Udio (2024). Multi-agent orchestration maturity (2024-25). Six months ago this product was inconceivable.

### Founder-Market Fit

Jeff is the customer (Gene Keys practitioner, heart coherence facilitator). Sol is the customer archetype. Miami spiritual community provides organic distribution. Faena conference is unique founder-controlled stage access.

## Many steps ahead. Always using new technology to deepen customizability.

Tech evolution is an opportunity for Affirmology, not just a threat to be defended against. As underlying models and tools improve, the product gets more personalized, more customizable, and more deeply useful for each user. Affirmology's posture is offensive: stay ahead by using every new capability the AI stack offers to go deeper into personalization.

### FOUR-LAYER DEFENSE

- **Stack-agnostic architecture.** Agents are orchestration logic, not tied to specific underlying models. ElevenLabs swaps with PlayHT or Cartesia. Claude swaps with GPT-4 or open-source Llama-class. Music providers swap. The orchestration layer is the asset.

- **Compounding knowledge base.** Every user interaction improves the affirmation library. Every transit cycle adds tested content. Every user rating sharpens the bank. The data moat grows monthly.
- **Founder evolution capacity.** Jeff's combined EE + 13 years patent law + current AI mastermind involvement means the company stays at frontier as the industry evolves. Heart coherence proprietary methodology is permanent founder IP.
- **Customizability frontier.** Every advance in the underlying tech stack gets immediately deployed as deeper personalization for users. The company is always positioned to absorb new capabilities and turn them into product value, not be replaced by them.

#### **CUSTOMIZABILITY ROADMAP (WHERE THE TECH ADVANTAGE COMPOUNDS)**

- **User voice cloning (premium tier):** users submit a sample of their own voice; the AI renders all their affirmations in their voice. Profound psychological effect of hearing yourself say it.
- **Custom theme selection:** users select what they are currently working on (money, relationships, self-worth, past regrets, career, health, creativity) and the affirmations and affirmations are tuned to that focus on top of their cosmic blueprint.
- **EFT tapping personalization:** tapping sequences customized to the user's specific Gene Keys shadow patterns, sequenced to graduate from belief level to belief level based on their actual chart.
- **Open-text input:** users describe their current situation in natural language; the AI integrates that context into affirmation generation alongside their birth data.
- **Adaptive content based on rating history:** the system learns which affirmation styles each user responds to and tunes future audios accordingly.

- **Multilingual expansion:** as voice and language models improve, the product extends to Spanish, Portuguese, and other languages with native-feeling delivery.

## **MUSIC STRATEGY: HYBRID LIBRARY APPROACH**

The music underneath each Affirmology audio is part of the product experience, not just a backing track. The strategic answer is hybrid (not either-or) across three planned tiers, the first of which is a brand-building hero library composed by a real artist.

- **The Hero Library (premium-tier sound):** 5 to 10 tracks composed specifically for Affirmology by a real artist (Taz Rashid is the obvious candidate; someone of his caliber and spiritual community standing is the target). Each track tagged for emotional register (devotional, regenerative, activating, etc.) and for chart-resonance (water-element, fire-element, grounding, expanding). These become a brand asset and the sonic signature of the premium tier. "Original music by Taz Rashid" is a sentence that does meaningful marketing work in the spiritual community and differentiates Affirmology from any AI-only competitor.

Additional tiers in the hybrid library (AI-generated for breadth and licensed for variety) round out the catalog and are detailed in the product roadmap. The hero library is the brand anchor; the other tiers provide scale and customizability per user.

## **PROVISIONAL PATENT STRATEGY**

Filing one or two strategically-drafted provisional patent applications planned for **summer 2026 after Camp Brotherhood and the Omaha trip**. AI-assisted drafting plus founder's patent law background keeps cost low (\$1,500 to \$3,000 total). Provides 12 months of "patent pending" protection, safe disclosure window to investors and partners, and defensible record of first invention. Candidate claims: the multi-agent orchestration combining astrological data with personalized affirmation generation; the integration of heart coherence induction with cosmic-specific affirmation content.

**The strategic frame:** incumbents like Calm and Headspace are saturating in static meditation content. Co-Star and Pattern are static daily horoscopes. Affirmology is the only product positioned to deepen personalization as AI advances. Every new capability that arrives in the next 18 months becomes another wedge between Affirmology and the static-content competitors.

20 – THE ASK

## What we need, what investors get.

**\$150K to \$250K target Round 1 at \$1.5M post-money valuation.**

Direct LLC unit purchases in Wyoming LLC. Distribution rights, voting rights, real ownership from day one.

### THE THREE-TIER INVESTMENT LADDER

INVESTMENT	EQUITY	FOUNDERS RETAIN COMBINED
\$150K	10.0%	~83%
\$200K	13.3%	~80%
\$250K	16.7%	~78%

Same valuation across all tiers. More capital buys more equity at consistent pricing. Plus optional \$25-50K personal loan to founder layered on top (4-6% interest, 18-24 month payback).

### THE MASSIVE CASH-FLOW POTENTIAL

98% gross margin product in proven adjacent markets. Returns case for a \$150K investor at 10% (settling to ~7-8% after expected Round 2 dilution):

SCENARIO	ANNUAL DISTRIBUTIONS	STRATEGIC ACQUISITION VALUE	MULTIPLE ON \$150K
Year 3 Optimistic (100K subs, \$26M ARR)	\$1M-\$1.4M/yr	\$9M-\$18M	60-120x
Year 5 Optimistic (500K subs, \$130M ARR)	\$5M-\$6M/yr	\$45M-\$90M	300-600x
Conservative Year 3 (35K subs)	\$280K/yr	\$3M-\$6M	20-40x
Stall (5K subs profitable)	\$28K/yr ongoing	\$350K-\$700K	2-4x

**Asymmetric upside math.** 60-120x return multiple on the optimistic acquisition path, 20-40x conservative. Loan portion repaid in 18-24 months regardless of company outcome.

## ROUND 2 FIRST-CRACK PRIVILEGE

\$1.5M post-money in Round 1 leaves room for Round 2 at \$4M-\$6M post-money (12-18 months later) post-Faena traction. Lead investor receives pro-rata rights AND right of first refusal on Round 2: first crack at the up-round at known terms before outside investors. Round 1 paper value typically marks up 2-4x by Round 2 close.

**For investors:** outsized participation in a category-creating product with proven adjacent markets, asymmetric founder-market fit, defensible knowledge-base moat, a working demo already built (significant technical de-risking), and a business model designed to pay investors back through ongoing distributions whether or not the company ever sells.

**Proof-of-concept demo available:** a video demonstration of the output (founder's own birth data run through the manual pipeline, with synchronized visuals showing the cosmic blueprint derivation) is on a private YouTube link. Available to investors after NDA. The full interactive agent-driven demo (anyone can enter their own birth data) is in build with a one-week estimated completion. Capital raised funds

the agent automation, ad testing, content production, Faena activation, and team build that scales this from working pipeline to product.

**Decision timeline:** Lead investor commit by end of May 2026. Full round closing by end of June 2026 to deploy capital ahead of September Faena conference activation.

**See accompanying Term Sheet** for plain-English summary of structure, check size examples, and optional add-ons.