

CONFIDENTIAL INVESTOR BRIEF

AFFIRMOLGY AI

Your chart becomes audio that rewires you.

The first AI platform that turns a person's cosmic blueprint into personalized, neuroscience-backed subconscious audio. The bridge between two proven, multi-billion-dollar worlds that no one has joined, until now.

Two proven markets. *One unbuilt bridge.*

Tens of millions of people listen to affirmation and meditation audio every month, and the large majority say it does not stick. At the same time, a \$12.8 billion astrology market is full of people who know their charts intimately and get zero personalized audio. The people buying astrology reports are the same people buying Abraham Hicks remixes and downloading the Tapping Solution. Nobody has merged them.

Affirmology is that merger. We take the blueprint that is uniquely yours, your astrology, Gene Keys, and Human Design, and turn it into the audio itself: a practice scripted to your specific chart and the current sky, delivered to the subconscious where change actually takes hold. Not a generic track with your name dropped in. The personalization is the audio.

~80%

of Gen Z & younger millennials say they believe in astrology

72%

of Gen Z consult their chart for major life decisions

\$12.8B→\$22.8B

astrology market, 2021 to 2031, ~6% a year

Blueprints are custom to you. Transformational audios are generic to everyone. We are the first to join them, and then to turn one engine into a whole suite of tools for self-growth.

What it does

Birth data goes in. A verified astronomical engine computes the chart. AI agents read it across Gene Keys, Human Design, transits, and Vedic layers. A script is written in the listener's own themes, voiced and set to music, and delivered as audio engineered to reach the subconscious, opening with the founder's signature heart-coherence sequence.

Why it matters now

The enabling AI stack only arrived in the last 18 months, and a whole generation has just learned to consult AI for their health, careers, and relationships. Affirmology is the customized, blueprint-driven version of that habit, delivered as something a general chat box can never produce.

Why nothing on the market *actually lands.*

Three gaps sit between people and the transformation they are paying for, and every existing product falls into at least one of them.

- **Affirmations are generic.** The same "I am wealthy" loop plays for millions of people who share nothing. It is built to be universal, which is exactly why it slides off.
- **Astrology overwhelms the thinking mind.** A natal chart is hundreds of relationships at once. Gene Keys is 64 keys with six lines each. Human Design layers a whole bodygraph on top. People spend years and hundreds of dollars a year decoding it with the left brain, and most never finish.
- **The two worlds were never joined.** Apps like CHANI, Co-Star, and The Pattern personalize the words on your screen, then hand you a fixed meditation library. The audio is the same for everyone.

The deeper reason affirmations fail: your brain rejects them

The brain is a prediction machine, and its highest-confidence prediction is the model of who you are. When an affirmation does not match that model, the brain registers it as an error and throws it out. That is the "yeah, right" you feel when you say "I am wealthy" and nothing moves. Willpower does not fix it, because you are taxing a system built to win.

Lasting change comes from giving the system new evidence it will accept: content that is personally true, delivered in a safe, settled state, in believable increments, repeated nightly while the brain consolidates memory. Affirmology is engineered around every one of those levers. We are not saying affirmations louder. We are delivering them the only way the brain will accept them.

Grounded in predictive-processing neuroscience (Friston's free energy principle; Clark) and the directly cited studies on the following page. This is the difference between a motivational slogan and a mechanism.

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

Affirmology lowers the nervous system's guard, feeds it self-relevant evidence it cannot dismiss, and repeats it during the window when the brain rewrites itself. Every link in that chain is supported by published research.

- **Self-affirmation lowers the stress response.** Reflecting on what matters to you measurably reduces cortisol (Creswell et al., 2005).
- **A slow, warm, prosodic voice signals safety.** The nervous system reads it as safe and shifts toward calm (Porges, polyvagal theory), so the guard comes down.
- **Theta and alpha states are the encoding window.** New self-narrative is laid down best in these states (Klimesch, 1999; Lagopoulos et al., 2009).
- **Breathing at six breaths per minute settles the system.** Resonance-frequency breathing raises heart-rate variability and vagal tone (Lehrer & Gevirtz, 2014).
- **Repetition across nights is the dose.** Memory consolidates during sleep, so the same audio across 7 to 21 nights is what moves the needle (Walker; Stickgold).

Personalization is not a nicety. It is the thing that lets the update happen at all. The brain only accepts new evidence it reads as true about itself.

This trend is already mainstreaming. Figures like Joe Dispenza have made neuroscience-and-data-optimized meditation a household idea, a reference point for what already exists. Affirmology is the personalized version: the same rigor, tuned to one specific person's blueprint, and extended across many use cases.

The signature ingredient: the Jeff Parker Heart Coherence Technique

Developed over years of live facilitation and run in 200-plus-person rooms, it opens the heart, circulates coherence through the body, then directs love outward to the planet and cosmos. It becomes the opening sequence on every premium track, so the founder's proven gift is literally embedded in the product, and it cannot be copied off a shelf.

The audience is *already obsessed.*

This is not a market we have to create. It is a roaring one we are the first to serve properly.

~30M

Co-Star users; The Pattern adds
~15M more

~80M

Astrotalk customers, about 60%
under 25

58%

of young people check a horoscope
at least weekly

Every month the sky issues a new episode, a new moon, a full moon, an eclipse, a retrograde, and the biggest accounts pull millions of views on a single "what this means for you" post. But every one of them can only speak to your sun or rising sign, twelve buckets for eight billion people.

Affirmology renders the same transit against your entire chart and delivers it as audio you absorb. And it is not only astrology: Gene Keys, Human Design, and Vedic cycles update too, and we handle all of them, attuned to the individual.

The retention answer, in one number

Calm holds about 3.5M paid subscribers and Headspace about 2M, even as their static-content downloads have fallen sharply since 2018. If Affirmology reached even **one million paying members at about \$22 a month, that is roughly \$22M a month, over \$260M a year.** The recurring sky is the subscription clock, the starter kit pays for the advertising, and the real revenue compounds in memberships, affiliates, and upsells. (Illustrative scale, not a forecast.)

The cultural tailwind is real: a generation is leaving inherited structures and assembling its own meaning, and turning to its chart for guidance in an overwhelming world. Affirmology is the guide.

Recurring revenue, *an unrepeatable moat.*

How it makes money

- **Starter Kit, \$77 one-time.** The proof-of-magic purchase. It pays for the advertising.
- **Monthly Membership, ~\$22 to \$25.** The core engine: new transit-responsive audios as the sky moves, the daily affirmation, the community, and the in-app guide.
- **Inner-circle tier & programs.** Deeper custom "living" audios, cohorts, ceremonies, and the affiliate / "Affirmologist" path.

High-margin, low cost per audio, with the starter kit funding acquisition and the recurring tiers carrying the LTV.

Why it can't be copied

- **The data flywheel.** Every rating sharpens a proprietary corpus. The moat compounds monthly.
- **The technical pipeline.** Verified chart math, sourced interpretation, a consistent voice persona, music and mix. You cannot reproduce it by pasting into ChatGPT.
- **The movement.** Even if a funded team copied the tech, they cannot copy the community, the in-person multisensory events, and healing together. Software is copyable. A room is not.

It is only a matter of time before someone builds a version of this. The team that already has the engine, the IP, the science, the brand, and the community wins. That team is us.

Breadth is the TAM

One engine, many doors, each a price point. Consumer: relationship synastry, transit forecasting, a crisis companion for hard seasons, the Saturn-return curriculum, family-pattern readings, a child's chart as a gift, pre-sleep and walking formats. Business: co-founder synastry, team and hiring harmony (the Human Design "Penta" analog), and a career-transition companion, timely as record numbers of people leave or are pushed out of corporate amid the AI shift and want to harmonize their blueprint with the road ahead.

The category already prints money

70–90%

typical margins on digital spiritual products, the category norm

\$30k→\$1M+

proven creator income ladder, micro-influencer to business coach

\$40–\$90

what Human Design creators already charge for a software-generated "bespoke" guide

That last number is the tell: the proven Human Design funnel is "enter your birth data free, get upsold a dynamically generated bespoke product." That is **exactly Affirmology's funnel, except we deliver personalized audio** instead of a static PDF, with higher perceived value and a natural subscription. We automate the model the whole category already monetizes, and we hand its income ladder to our affiliates and Affirmologists.

Distribution is *already in motion.*

We are not waiting for permission or a cold ad budget. Online testing and in-person activation run together, anchored by a community we already lead.

- JUL-SEP 2026** **Build and run ads.** Hire a developer and harden the engine while warming the ad pixel, testing creative, and getting real users in. Test audios with friends and the close Miami community, flowing feedback back into the corpus.
- SEP 11** **Community debut & dress rehearsal.** Announce to the Miami community. A live group experience on silent-disco headsets: one shared voice, each person's chart-derived affirmations in their own ears. Birth data captured as a consented lead list.
- LATE SEP** **The Faena Forum flagship.** Jeff and Sol co-MC a three-day wellness conference with more stage time than anyone, an experiential lounge, and a QR affiliate funnel, becoming the most recognizable faces at the event.
- NOV 11 (11/11)** **The grand launch party.** The Faena footage and hype build into a public launch with friends and their large communities going live with the product. Out with a bang.

The flywheel after launch

Miami is the capital of the wellness, spirituality, and biohacking world, and the founders are known there. Every event seeds affiliates, who carry the product into their own communities, who run their own group experiences. The product gets validated and distributed inside a tight, warm network before scaling on paid channels. The database of consented blueprints becomes a compounding asset.

Founder-market fit *you cannot fake.*



Jeff Parker — Co-Founder, Product & Technology

Built multiple transformational communities in Miami that caused a real wave. His company AUREA ran two three-day events at the Faena and Sacred Space for 400 conscious entrepreneurs and changemakers, and he led all of it, alongside men's circle communities, masculine and feminine healing events, and activism gatherings. Behind that sits a rare technical-and-legal credential: an electrical engineering degree and a law degree, with 13 years as a patent attorney, so he builds the AI engine himself and drafts the company's own patents. He is a Gene Keys practitioner and heart-coherence facilitator: the builder and the customer.

Electrical Engineering 13-yr Patent Attorney Built the engine & IP

Heart Coherence, 200+ rooms Raised capital before



Sol Ballard — Co-Founder, Chief Brand Officer

The customer archetype and the brand engine. A degree in business and sociology means she understands how people think, move, act, and buy, and storytelling for brands is second nature. Twenty years in personal development, an inspirational speaker, a former journalist and on-air presenter, four years of acting school with an agent, commercials and magazine covers, a wellness-brand spokesperson, and a docuseries helping people carve their transformational path. She is magnetic on camera and a genius at consolidating a complex message into a sharp brand story, keeping the brand human even where the work uses heavy AI.

Business & Sociology 20 yrs personal development On-camera & brand story

Built audiences Secured the Faena stage

Jeff is the customer. Sol is the customer archetype. Their friends are the avatar, and their first affiliates are their friends.

Together they hold a deep toolkit of healing modalities, which makes Affirmology a gateway to a far larger body of transformational work, and the lowest-barrier on-ramp into astrology, Gene Keys, and Human Design, capable of bringing a wave of new people into these worlds.

Be in it.

Affirmology can generate serious recurring revenue, and early-stage investors are positioned to do very well as the membership base and affiliate engine compound. But this is also an invitation into a genuinely fun, impactful movement, with in-person experiences in Miami and beyond that investors can come be a part of.

What the capital builds

- **Product.** Hire a senior developer to build the consumer app on top of the working engine.
- **Growth.** Ad testing and creative across Meta and TikTok through the summer.
- **Content & corpus.** Voices, music, and the proprietary interpretive knowledge base.
- **Activation.** The Sept 11, Faena, and 11/11 in-person rollout.

Investment terms

[To be completed by Jeff. This section is intentionally left open for the specific round size, structure, valuation, and investor terms, including the materials prepared for prior conversations.]

Detailed financials, the cap table, and the full term sheet are available on request and via the formal investor agreement.

The window is now. The enabling technology just became possible, the demand is screaming, the science is on our side, and the founders are embedded in the exact community where this launches. The bridge is being built. The only question is who gets to cross it first.

Jeff Parker & Sol Ballard

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Sources & notes

Market & demand. Astrology market size and growth: Allied Market Research (\$12.8B 2021 to \$22.8B 2031, ~5.7% CAGR). Gen Z belief, weekly horoscope checking, and decision-making: surveys via The Week and Fortune (2024 to 2025). App user counts: Co-Star (~30M), The Pattern (~15M), Astrotalk (~80M) via The Week. Female skew: Pew and Time. Meditation incumbents (Calm ~3.5M and Headspace ~2M paid subscribers; download declines since 2018): Business of Apps, 2026.

Science. Creswell et al. (2005), Psychological Science; Porges, polyvagal theory; Klimesch (1999), Brain Research Reviews; Lagopoulos et al. (2009); Lehrer & Gevirtz (2014), Frontiers in Psychology; Walker (2017) and Stickgold (2005) on sleep-dependent consolidation. Predictive brain: Friston (2010), Nature Reviews Neuroscience; Clark (2013), Behavioral and Brain Sciences.

Business & entrepreneurship. Astrology and Human Design in hiring and team-building; ELLE on Human Design as a wellness trend. Entrepreneurship at record levels (~5.5M new US business applications in 2023) and AI workforce shift (WEF Future of Jobs 2025; PwC AI Jobs Barometer 2025).

Creator economy. Income ranges and margins for astrology, Human Design, and Gene Keys creators are directional estimates compiled from market observation (internal research), not audited financials, and are labeled as estimates wherever used.

Figures are drawn from third-party research and the company's own modeling, and should be re-verified before publication. The "millionaires don't use astrology, billionaires do" aphorism is popularly attributed to J.P. Morgan but is historically unverified, and is used here only as a cultural saying. This brief is confidential and prepared for prospective investors only.