

Josh Parini Sunday Prep Brief

Five scenarios for the 9-hour Sunday window, with scripts for each

CONTEXT · READ FIRST

What we know about Josh's likely approach

Josh has \$800K in capital coming in soon and is actively looking for places to deploy. He is heart-based, ambitious, and aligned with you on the wellness and events vision. He is building his own app that overlaps with Affirmology's space somewhat. He is in a Claude-savvy operator profile (similar to you in some ways), which means he will probe specifics and probably bring his own informed framing to the conversation. He may also drop unexpected angles you have not prepared for.

The 9-hour Sunday window is large enough for multiple threads: Affirmology investment, parallel corporate events vehicle, his app and possible collaboration, and a longer-term relationship plan. Do not try to close everything in one sitting. Get clarity on his energy level on each thread.

Critical: Josh might be the first money in. Colin's commitment might come after his, depending on timing. So treat this Sunday as potentially round-defining.

OPENING · SET THE FRAME

How to start when you sit down with him

Opener after pleasantries and catching up: "I have three or four things I want to explore with you today. First, Affirmology, the AI personalized cosmic audio thing I sent you. I want your honest read and your interest level. Second, your app and whether there is collaboration there. Third, the corporate events idea where you and I and possibly Colin could

partner. Fourth, just being friends and aligned operators long-term regardless of any deals. Let's start wherever you want."

That positions the meeting as multi-threaded and lets Josh choose the entry point. His starting energy tells you where his real interest is.

SCENARIOS · HOW SUNDAY MIGHT GO

Five paths and how to respond to each

SCENARIO 1 · MOST AGGRESSIVE

Josh wants in BIG (\$150K to \$250K + Strategic Partner)

SIGNALS: "I want to lead this," "How much room do you have for me?," "I am ready to write the check," genuine enthusiasm and momentum from the moment he sees the materials.

TERMS TO OFFER: Strategic tier at \$750K to \$800K pre-money. His \$150K = ~16% to 17% ownership. Board seat. Advisor equity grant on top (1-2%). Pro-rata rights. Optional hybrid loan structure for some of his deployment.

YOUR SCRIPT:

" Josh, I want you as the lead investor on this. For someone of your scale and the strategic role you would play, I can offer Strategic tier terms. \$750K to \$800K pre-money. Your \$150K buys you 16% to 17% of the company. Board seat. Plus a 1 to 2 percent advisor equity grant for the operational involvement we are going to formalize. And if you want to deploy part of it as a hybrid, \$25K to \$50K could be structured as a personal note to me with a 2 to 3 year payback, specifically earmarked to clear some debt I have and get into a Coconut Grove place where we can build properly. The rest as equity. "

SCENARIO 2 · MODEST INVESTMENT

Josh wants in at \$50K to \$100K + Advisor

SIGNALS: "I want to start smaller," "Let me dip my toe in," "I need to deploy most of the \$800K into my own app first."

TERMS TO OFFER: Standard tier at \$1M pre-money. \$75K = 7%, \$100K = 9.1%. Advisor equity grant 0.5% to 1% over 2 years. Pro-rata rights so he can grow position in next round.

YOUR SCRIPT:

" Standard tier is \$1M pre-money. \$75K gets you 7% with advisor status. \$100K gets you 9.1%. Either way you are in as a real partner, not just a check. Pro-rata rights on the next round so you can grow your position if we hit the milestones we are projecting. That is fair, smart for both of us. You stay in the orbit, scale up later. "

SCENARIO 3 · STRATEGIC COLLABORATION / APP SYNERGY

Josh wants to explore how his app and Affirmology might collaborate

SIGNALS: He talks about his app extensively, asks about merger, wonders about shared infrastructure or audience, "is there a version where we pull in the same direction?"

HOW TO HANDLE: Explore the alignment carefully without committing to merger. If overlap is real, talk about partnership (shared back-end, co-marketing, audience cross-pollination). Invite him in at modest level (\$50K to \$100K) regardless so Affirmology stays under your strategic control.

YOUR SCRIPT:

" Tell me about your app in detail. What does it do, who is it for, where does it overlap with what I am building? If there is real synergy, we can scope a partnership. Shared infrastructure, co-marketing, maybe even audience sharing. But I want to keep Affirmology a standalone company with its own cap table because the AI audio personalization is the core technical bet. What I would love is for you to be a meaningful investor in Affirmology at Standard or Strategic tier, and we separately scope what a partnership between the two products looks like. Different agreements, both aligned. "

SCENARIO 4 · ADVISOR ONLY, NO MONEY YET

Josh wants to be involved without writing a check now

SIGNALS: "I love this but the \$800K is all going into my app and follow-ons," "What if I just advised?," "Let me help without putting money in right now."

TERMS TO OFFER: Advisor equity grant 1% over 2 years. Quarterly involvement. No money required. Option to invest later at then-current terms.

YOUR SCRIPT:

" Totally fair. Capital allocation is its own thing. Let me bring you on as a strategic advisor. 1 percent advisor equity vesting over 2 years. Quarterly involvement, more if it makes sense. You stay in the orbit, get to see how we evolve, and you have the option to invest later at the then-current terms if you decide to. No pressure. "

SCENARIO 5 · EVENTS / EO BUSINESS LEAD, AFFIRMOLGY MODEST OR SKIP

Josh is more excited about the parallel events vehicle than Affirmology

SIGNALS: His energy lights up when you discuss the events / corporate work. He spends most of the meeting on that, not Affirmology.

HOW TO HANDLE: Honor where his energy is. Sketch the events vehicle as a separate company. Modest Affirmology investment if he wants it. Don't force the Affirmology investment if his real interest is the events work.

YOUR SCRIPT:

" I hear you. The events vision lights you up more than the AI app does, and that is honest. Let's scope the events vehicle properly as a separate company. Different cap table, different role mix. You and I and possibly Colin as co-founders, maybe 40-30-30 or whatever the work split actually justifies. Affirmology can be a smaller piece for you, \$25K to \$50K at Standard tier, just to stay in the orbit. Or skip it entirely if it does not pull at you. I would rather build the

events thing together with full alignment than force a half-hearted Affirmology check. "

THE HYBRID LOAN PLAY · FOR BIG CHECK SCENARIOS

If Josh is in for \$150K+, the hybrid structure is the move

For a Strategic-tier \$150K to \$200K investor with capital to deploy, structuring some of it as a personal note creates real value for both sides:

- **For Josh:** three different time horizons for return. Equity = 5 to 7 year payoff. Distributions = ongoing from year 2 onwards. Loan = quick repayment over 2 to 3 years at a defined interest rate (6 to 8 percent is reasonable). Diversification within one investment.
- **For you:** immediate liquidity to clear existing debt and move to Coconut Grove. Clean separation from the equity discussion. The loan terms are between you personally and Josh, not between Affirmology and Josh.
- **Specific proposal language:** \$150K equity at Strategic tier + \$30K to \$50K personal note. Interest rate negotiable. Payback schedule 24 to 36 months. Note can be paid from founder salary draws or from any future Affirmology liquidity event, whichever comes first.

Why this works for Josh specifically: he has \$800K to deploy and is sophisticated enough to want it working in multiple ways. A pure \$150K equity check sits idle for years. A \$150K + \$50K hybrid gives him a 6 to 8 percent return on the loan portion immediately while the equity grows long-term.

The script: "If you are coming in at the Strategic level, I want to suggest a hybrid structure. \$150K equity at the lower valuation. Plus \$30K to \$50K as a personal note to me with a 2 to 3 year payback at 6 percent. The note is specifically earmarked to clear some personal debt and get me into the Coconut Grove space we need to operate from. Gives you three

time horizons on your capital, gives me the breathing room to fully focus. Cleaner than mixing personal and company finances."

THE PARALLEL EVENTS VEHICLE · HOW TO DISCUSS

Co-creating the corporate events business with Josh

If Josh's energy lights up around events (likely, given his alignment with your vision), use the second half of the meeting to whiteboard the events vehicle. Frame it as a SEPARATE company, separate cap table.

Key points to explore conceptually with Josh:

- **Target customer:** mid-tier companies (50 to 500 employees) wanting employee wellness experiences. Not Fortune 500 yet. Not tiny startups.
- **Product mix:** retreat-style experiences (1 to 3 days), single-day immersives, ongoing workshop series. Heart-coherence work, men's circle work, sacred union work. Mostly non-plant-medicine so it fits corporate. Optional plant-medicine upsell for EO-level individuals.
- **Differentiation:** Jeff brings authentic deep transformation work. Josh brings operations and corporate sales experience. Colin if involved brings legal sustainability and structural integrity. Different from standard corporate wellness offerings.
- **Equity (conceptual only):** something like 40 Jeff / 30 Josh / 20 Colin / 10 pool, or whatever the work split actually justifies. Do not commit to numbers Sunday.
- **Timing:** formalize after Affirmology is funded. Concept work starts now. First event maybe Q4 2026 or Q1 2027.

Strategic upside: if Josh commits to the events vehicle alongside an Affirmology investment, you have two aligned ventures with him. Different exposure for him, different role for you, both growing your shared work together. That is the strongest possible long-term relationship outcome from Sunday.

The questions that surface his real intent

1. "Tell me about your app in detail. What stage, what is it doing, who is it for?"
2. "Where is your \$800K deploying? What is your timeline and allocation strategy?"
3. "What is your read on Affirmology after seeing the materials? What pulls you, what gives you pause?"
4. "What role gets you most excited here? Investor, advisor, operational involvement, strategic partner, all of the above?"
5. "On the events vehicle: is that something you want to formalize as a separate company together?"
6. "What does success look like for you 3 to 5 years from now? Where are you putting your energy?"
7. "Is there anything from the materials I sent that you want to push back on or dig into?"

Pitfalls to avoid in the 9-hour window

Do not:

- Oversell. Josh is heart-based and Claude-savvy. He will smell pressure from a mile away and react against it.
- Commit to merging his app and Affirmology without thinking it through carefully. The cap table consequences are significant and irreversible.
- Go below \$750K pre-money on Strategic tier without him bringing genuine operational value. Below that, you are giving away too much.
- Get so distracted by the events vehicle conversation that you lose the Affirmology investment. Make sure Affirmology has its own decision-point before the day ends.
- Lock in his role too quickly. He needs to feel he chose the configuration himself.
- Make the hybrid loan piece feel like begging. It is a structural option that benefits him, not a personal favor.

- Avoid the hard questions. He will respect you more if you address his concerns directly.
- Forget to specifically ask for the check. At some point in the 9 hours, you have to say "are you in?" with a number attached. Probably hour 4 or 5.

THE ASK · WHEN AND HOW

The moment of asking for the commitment

The 9-hour window is large enough to let the conversation breathe, but you must close with a specific ask. Ideal flow:

- **Hour 1:** catch up, build rapport, hear about his app.
- **Hour 2:** SHOW THE DEMO VIDEO. "Before we go anywhere else, I want to show you what I built." Play the YouTube video with him. Audio plus synchronized visuals showing the cosmic blueprint translating into the affirmation text. It is a proof-of-concept using my own birth data through the manual pipeline. The agent-driven version where anyone can input their data is about a week away on the build. Let him absorb the video. Do not talk over it. Watch his face. Talk about it briefly after.
- **Hours 3 to 4:** dig into Affirmology specifics. Walk through the term sheet. Address questions. The demo has done most of the convincing work; now you are answering structural questions.
- **Hour 5:** THE ASK. "Josh, given everything we have discussed and what you just saw, where are you on this? I have three configurations ready: \$150K to \$200K at Strategic tier as major lead investor, \$75K to \$100K at Standard tier with pro-rata, or advisor only with later option to invest. Tell me what feels right and we can work toward it."
- **Hours 6 to 7:** events vehicle conversation. Whiteboard. Plant the seed.
- **Hours 8 to 9:** longer-term relationship plan. What does it look like to be operators together long-term? What other ventures could you align on?

The demo is your strongest play. A working YouTube video with visuals plus audio at hour 2 transforms the meeting from "founder pitching idea"

to "founder showing existing product." That changes Josh's framing for the rest of the 9 hours. Lead with it.

The success metric for Sunday: you leave the meeting with Josh's verbal commitment to a specific Affirmology configuration AND a clear next step on the events vehicle. Even if the verbal commitment is "I want in for \$X, give me 2 weeks to confirm," that is success. Vague "we should keep talking" without specifics is not success.

IF THINGS GO SIDEWAYS · RECOVERY MOVES

Backup plays if the meeting drifts

Things that could derail the meeting:

- **He gets fixated on the app overlap and the conversation becomes about merging the two products:** redirect to "let's separate the conversations. Affirmology and your app can collaborate or coexist. Today is about whether you are an investor in Affirmology, an advisor, or both. We can scope app collaboration later."
- **He pushes for terms way below Strategic tier (\$500K pre-money or lower):** hold the line. "At \$500K pre-money you'd be getting Anchor-tier benefits without being first money in. That is not fair to Colin who is already at Anchor and committed first. Strategic tier is \$750K to \$800K. That is generous given the demo build is buildable in 30 days and the Faena conference is on the calendar."
- **He says "let me think about it" without specifics:** press gently. "What specifically would you want to think about, and when can you give me an answer? I have other conversations active and want to close clean."
- **He gets distracted by his own app and never circles back to Affirmology:** at hour 5, explicitly bring it back. "I want to make sure we land on Affirmology before the night ends. Where are you?"
- **He proposes something completely unexpected (you joining HIS company, equity swap, etc.):** listen, do not commit, say "let me think

about that, give me a few days." You can always say yes later. You cannot easily un-say yes.

REAL-TIME CONSULT · NOTE

Sunday is in-person, so prep fully ahead

Unlike Thursday with Colin where you might use Claude in real time during the Zoom call, Sunday with Josh is in person. You will not have Claude open during the meeting. Prep fully before you walk in.

Before Sunday morning:

- Read this brief twice. Internalize the five scenarios.
- Memorize the script openers for each scenario so they come out naturally.
- Print this brief or save it to your phone for a bathroom-break review during the meeting.
- Have the term sheet and exec summary printed too. Josh likely wants to look at them on paper.
- Bring your own questions list (the seven questions in this brief). Make sure you ask them.

Mid-meeting reset: if you feel the conversation is drifting or you are losing your grip on the structure, take a 5-minute break. Step outside. Re-read the relevant scenario in this brief. Come back centered. He will respect that more than a flustered response.