



# AFFIRMOLOGY



*The truth of you, sung back to you.*

UPGRADE YOUR SUBCONSCIOUS OPERATING SYSTEM

AFFIRMATIONS + ASTROLOGY + AI

THE AFFIRMOLOGY MISSION & OPPORTUNITY · CONFIDENTIAL · 2026

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# The whole story, *in one page*

*Affirmations you actually believe, drawn from your real cosmic blueprint, delivered by AI that gets you. A software update for your Subconscious Operating System.*

**T**he problem. People are drowning in self-improvement and still cannot become who they sense they could be. The map that could guide them, their astrology, Human Design, and Gene Keys, is real but locked inside the analyzing mind, where it stays **a headache instead of a homecoming**. And here is the trap: **generic affirmations do not work**. A landmark study (Wood et al., 2009) showed they can backfire on the very people who need them most, because the mind rejects any self it does not already believe.

**The solution.** Affirmology speaks the truth of your blueprint past the conscious mind, as sound, in the first person, so **the words arrive as your own** rather than as instruction. Each piece is a customized script written as poetry, **your own myth told back to you**, and set to a music bed composed to the feeling of the moment, so it lands like art rather than software, intimate and moving rather than mechanical. The drowsy window before sleep is the most receptive moment, but it is not the only way in. It also works in waking listening, in conversation with your guide, and across deeper journeys, repeated in whatever way fits your life until recognition becomes identity. It is not generic. **Every audio is written from your own source code**. We call the result a software update for the Subconscious Operating System. A coming upgrade even lets you hear it in your own cloned voice.

*The craft.* The science is the floor. The art is the point. Every reading is composed like a poem in the first person and scored to its own music, tuned to where you are right now, so the experience is beautiful, sensory, and unmistakably yours, never a recited list of traits. This is the half no engine can fake, and it is what makes people feel seen.

**It is built, not an idea.** Two applications are live: the Atlas Studio for creating and testing audios, and the Affirmology user app (version one). Behind them: a verified five-system chart engine (Western and Vedic astrology, Human Design, Gene Keys, and numerology), a proprietary corpus of **25,570 tradition-grounded records**, and a working library of the neuroscience, meditation research, and transformational techniques the audios draw on, all orchestrated by a multi-agent council that reads, synthesizes, and composes each reading as poetry, going beyond charts to a person's living myth, with a hallucination verifier and audio quality control. The demo renders **a genuinely personalized audio for any person, every time**. The first beta testers enroll the week of July 10.

**Why now.** AI is reshaping work, and a generation is leaving old structures to build their own lives. Most younger adults relate to astrology (Harris 2024: millennials 83 percent, Gen Z 62 percent), and the sky changes with every new moon and transit, driving perpetual engagement. The market that Calm and Headspace defined is being re-rated; the unoccupied intersection of verified personalization and subconscious delivery is ours.

**The team.** Two co-founders. Jeff Parker, an electrical engineer and patent attorney of 13 years with an early programming background, now applying a systems mind and AI to the healing world, and a Miami community builder who has filled rooms and built movements. His co-founder, Sol Ballard (a vesting 25 percent owner), is the brand and media mind and the voice of the customer, who makes it land and look like nothing else. They are also the ideal clients. Jeff retains majority equity control, including the reserves held for an eventual operating CEO and the team; a five-person board (Jeff, Sol, Colin, and two more) governs the major decisions; and the full cap table is available to investors on request.

**The model and the ask.** A high-margin subscription with many upsell paths, built to become a cash cow that distributes earnings to its owners. We are raising on direct LLC membership units at a \$1.5M standard, with a better deal for larger commitments.

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*The real invitation is to **join a movement and a family** that helps people become who they were always meant to be, and to own a piece of a vehicle **built to make money and transform lives.***

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*Millionaires do not use astrology.  
Billionaires do.*

J. P. MORGAN

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*This is already real. And it is only the beginning.*



THE MOVEMENT, ALREADY GATHERING



THE VISIONARY. FITTINGLY, A VIRGO SUN.

PART I

# VISION & MISSION

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*This was never really about astrology. It is about becoming who  
you were written to be.*

# The Vision *and the Mission*

*Most people never actually meet themselves. We are here to change that, at scale, and to build a movement around it.*

Almost everyone carries a quiet certainty that they are meant to be more than they are living. A fuller, more vibrant version of themselves they can sense but cannot quite reach. The information that could point them home was written the night they were born, in their astrology, their Human Design, their Gene Keys, a blueprint as specific as a fingerprint. But that map is dense, and the thinking mind drowns in it. The deepest truth about a person ends up lost in translation to the part of them least equipped to hold it.

Affirmology exists to give that truth back, in a form the body can actually receive. We help people understand why they came here, why things do not work the same way for them as for everyone else, and how to align with who they were always meant to be. We help them set down the mental baggage and the limiting beliefs that keep them from a vibrant life, find the gift inside their struggles, and come out the other side with a healthier mind that the whole body and subconscious can believe in and live from.

## ◆ Why it matters beyond the individual

The world is measurably better when people attune to who they are, get out of their own way, and stop being run by their trauma and their past. A person who recognizes themselves makes clearer decisions, builds healthier relationships, and leads with more truth. Multiply that by a community, and by a movement, and the impact compounds. This is the start of massive transformational work, and we intend to have fun doing it.

## ◆ Affirmations, astrology, and AI

The frame is simple and modern. Affirmations you actually believe, because they are drawn from your real cosmic blueprint, delivered by an AI that genuinely gets you. We make the hardest-to-process truth about a person easy, where it has always been difficult to understand. Technology lets us do this now, for the first time, at scale and at near-zero marginal cost per audio.

## ◆ A movement people can own

Affirmology is more than an app. It is a fun, gamifiable experience that gets people identifying with the highest version of themselves and with new possibilities, and it is a mission others get to participate in, spread to their own communities, take ownership of, and help shape. Investors, affiliates, creators, and

facilitators all find a real way in. You are not buying a product. You are joining a family that is helping people come home to themselves.

### ◆ The macro moment

This arrives exactly when it is needed. AI is displacing familiar work, and more people than ever are becoming creators and entrepreneurs who need a new inner compass, self-actualized and empowered by technology rather than replaced by it. Affirmology is the inner operating system for the people building what comes next. Not more information about who you are. A way to become it.



JEFF IN THE ROOM. CONVENING COMMUNITY IS WHAT HE DOES.

◆  
*Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.*

MARGARET MEAD

# The Marriage of *System and Soul*

*Affirmology is built where two worlds meet, and most products only ever hold one of them.*

One side is the system. Astrology, Human Design, Gene Keys, numerology, the neuroscience of how identity installs, and the AI that orchestrates it all. Structure, rigor, precision, the upgrade. This is the engineered half, and it is real, fixture-tested math and a multi-agent pipeline, not a vibe in a nice font.

The other side is the soul. The song, the music, the poetry, the recognition, the simple feeling of being deeply seen. This is the art that makes the science land in the body instead of bouncing off the mind. It is the feminine half, and it lives, quietly, inside our own name: Affirmology carries Aphro, as in Aphrodite and Venus, love, beauty, and attunement. The conscious mind reads Affirmology. The subconscious catches Aphrodite.

Neither half works alone. System without soul is a worksheet. Soul without system is a horoscope. The entire point of Affirmology is the marriage of the two: precise truth, made beautiful, delivered as sound, until it becomes who you are.

*The founders are the thesis.* Jeff Parker is the systems mind, the engineer and builder who holds the architecture. Soledad Ballard, Sol, literally Soul, is the heart, the voice, and the beauty who makes it land and look like nothing else. Head and heart. Structure and song. System and soul. The partnership is a living example of the very integration the product creates.

And we own the spirituality and the symbolism, without apology, because this is a business built on symbols. A birth chart is a language of symbols. The archetypes, the constellations, the oracles, the marble and the gold, all of it is meaning made visible. We do not hide the sacred to look serious. We make the sacred credible, and we let the symbols do what symbols have always done: speak to the part of a person that plain words cannot reach.

# The Problem *we actually solve*

*We do not have a knowledge problem. We have a **becoming problem.***

*Two questions we answer head on.* Why does every affirmation app fail? Because the mind rejects a self it does not already believe, and we are the only one that gets past that, using your real blueprint. And why another astrology app? **We are not one.** The category is self-realization. Astrology is simply one of five lenses we use to find the real you, then turn into a song.

People are drowning in self-improvement and still cannot become who they sense they could be. Endless podcasts, books, courses, and frameworks. They know what to do, and they cannot become the person who does it. The more information they consume, the wider the gap grows, and the more disconnected they feel. They are not looking for another strategy. They are looking for themselves.

Meanwhile, the truth about who they are already exists. It was written in their blueprint, their astrology, Human Design, and Gene Keys. But it is locked inside the analyzing mind, dense and overwhelming, charts and gates and houses that become a headache instead of a homecoming. The deepest truth about a person, lost in translation to the part of them least able to hold it.

## ◆ Two roads, and each fails without the other

People reach for two kinds of help, and each is missing the other's half. The transformational tools, affirmations, visualization, the inner work, mostly do not stick, because the mind rejects any self too far from what it already believes. And the cosmic-blueprint world is profound but too complex for the linear mind, so it stays in the head and changes nothing. One has the delivery but not the truth about you. The other has the truth but no way to make it land.

### The transformation world

Abraham Hicks, affirmation and manifestation audio, the endless flood of YouTube and Spotify tracks. **Powerful delivery, generic truth**, and the mind rejects a self it does not already believe.

### The blueprint world

Western astrology, Vedic astrology, Human Design, Gene Keys, numerology. **The real truth about you, trapped in the head**, too dense and overwhelming for the analyzing mind to ever feel.

*The wall every tool hits.* A landmark study (Wood et al., 2009, Psychological Science) found that repeating positive affirmations made people with low self-esteem feel worse, not better. The brain protects what is familiar and rejects any self it does not already believe, and that rejection is what gets reinforced. This is the wall affirmations, willpower, and vision boards all run into. Affirmology is built to get past it.



THE AFFIRMATION A GUARDED MIND DEFLECTS

*What the guard says back*

You say "I am a millionaire." It answers: no you are not, look at the account. You say "I am loved." It answers: then why did they leave. You say "I am healed." It answers: you felt it again this morning. The rejection is what gets reinforced. So we stop arguing with the guard. **We get behind it.**



*The privilege of a lifetime is to become who you truly are.*

CARL JUNG

# Identify. Align. *Transcend.*

*Three moves. This is the whole trick, and it is why we get past the wall that stops everyone else.*

**E**very failed attempt at change skips a step. We do not. **First we find out who you actually are**, then we speak to you in a language your mind cannot reject, then we let it take. Identity first. Transformation second. In that order, it works.

### *What it actually feels like*

A full reading across five systems is hundreds of pages of jargon and contradiction. We turn it into a song you press play on before bed. The most complex thing about you becomes the easiest thing you will ever do for yourself.

**We simplify the overwhelming world of your blueprint into something you can actually use.**

Easy to access. Easy to listen to. Easy to slip past the conscious mind. Easy to understand. And built to turn that understanding into real change in how you live. The depth stays, the friction disappears. You do not study yourself, you press play and become yourself.



FIVE COMPLEX SYSTEMS, CONDENSED INTO ONE AUDIO YOU PRESS PLAY ON.

ONE

## Identify

We read your real blueprint across five systems and name your true identity, not the borrowed one. You cannot become someone you have never been shown. This is the identity problem, solved.

TWO

## Align

Every line is aligned to that blueprint. Your chart is not decoration, it is the alignment. An essence-aligned truth installs faster, because the mind does not fight a self that is already real. This is what astrology, Human Design, and the Gene Keys were always for.

THREE

## Transcend

Then, in the receptive state, repeated as song, the new self holds. Not forcing a foreign affirmation, but becoming who you already were underneath. This is the transformation problem, solved.

This three-step spine runs through everything we make. The **align** step is the part no one else can copy, because it requires a real, verified blueprint and the craft to turn it into language that lands.

*Know yourself. Attune to your blueprint. Become who you were written to be.*

And here is the line that separates us from every "personalized affirmations" app: **we do not write affirmations from your chart, we write the audio as your chart.** It honors the shadow before it offers the gift, the descent before the rise, which is why a first-time listener says "I have never heard anything that knew me like that."



THE MOMENT IT LANDS. A COMMUNITY, HOLDING ONE PERSON.

PART III

# THE SCIENCE

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*Not woo. Published neuroscience, claimed with care.*

## The Science, *honestly*

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*This is not woo. It is built on published neuroscience, and we are careful to claim only what the research supports.*

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*You are not broken. You are running an old version of yourself.  
We install the self you were always designed to be, *written from  
your own source code.**

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Identity is not a choice, it is a construction. Every belief you hold about yourself is a physical pathway in the brain, worn deep by years of repetition. To change one, you build a new one, and that takes consistent practice over time. There is no shortcut around the repetition. So why does almost everyone fail before the new self holds? Because the brain protects the familiar and rejects a self it does not yet believe.

### ◆ The way past the guard

The brain accepts a new identity with far less resistance when it is already true to you. So we do not fight the gatekeeper, we get past it. We anchor every line to your real blueprint, so it is recognizable rather than aspirational. We deliver it in the receptive, drowsy window before sleep, when the guarding mind is quietest, and in any quiet, open moment of the day, so the work fits the listener's life rather than demanding one rigid ritual. We speak it in the first person, so the words arrive as your own. We make it felt, because emotion is what encodes. And we repeat it across nights, so sleep consolidates it from a passing mood into a lasting trait.

The evidence base is real and hedged: a settled, heart-coherence state that the body reads as safety, the theta range where new self-belief encodes, the consolidation of memory during sleep, and the predictive brain and identity-change research on how recognition becomes new self. We cite the published work (including Cascio, Creswell, Klimesch, and Stickgold and Rasch) and we hold an honesty guardrail throughout: this is a suggestible state, not a miracle, and we never predict, guarantee, or give medical advice.

### ◆ The method, step by step

ONE

## Reactivate

Surface the old belief so it becomes editable, the window memory research calls reconsolidation.

TWO

## Affirm

Anchor an unrelated core value first, so the mind feels safe enough to change (self-affirmation).

THREE

## Deliver

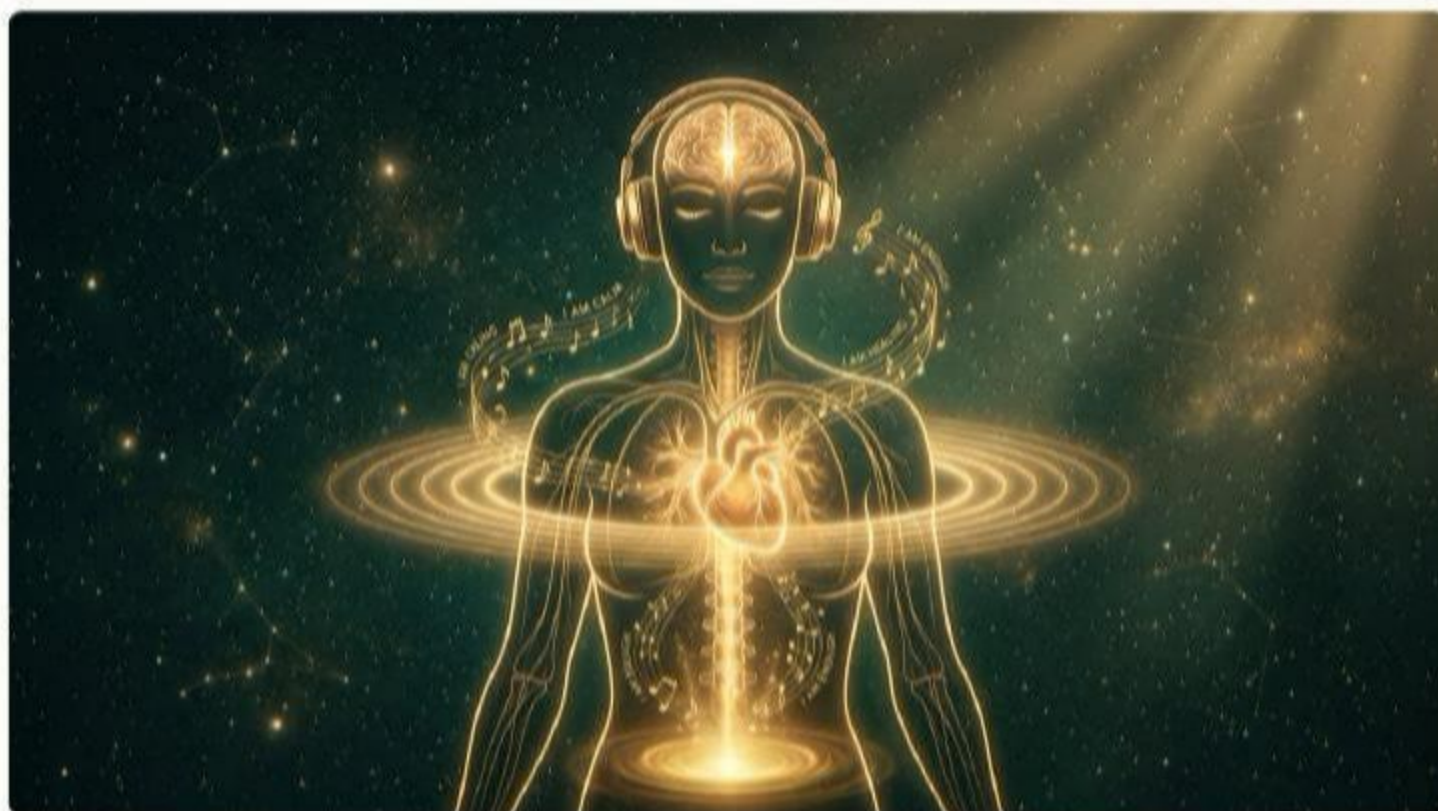
Give the new, true self as a vivid felt experience set to music, not a flat statement.

FOUR

## Anchor

Tie it to one small action and repeat nightly, while sleep consolidates mood into trait.

Each step is published science. **The combination, applied to your actual chart, is the product.**



THE AUDIO ENTERING THE BRAIN, HEART, AND SUBCONSCIOUS, THE AFFIRMATIONS LANDING

*The half no engine can fake.* The science is the floor. The art is the point. A reading only changes someone when it is also beautiful, and when it meets them where they actually are, honoring the shadow before it offers the gift, rather than skipping to a hollow "I am abundant." That craft is the difference between a recited list of traits and a person finally feeling seen.



*Where focus goes, energy flows.*

TONY ROBBINS

## We do not read it to you. We sing it.

*There is a reason we call it a song and not a script.*

Spoken words land in the part of the mind that argues. Music lands somewhere older. Melody, rhythm, and the human voice reach past the analytical mind and into the body, into the places where belief actually lives. It is why a lyric can stay with you for thirty years when a fact from last week is already gone. Sound is how the brain files something as true and worth keeping.

So we do not read your blueprint to you. We compose it. Your chart becomes the words, and the words are carried on music and a voice chosen for you, so the truth of who you are does not just get explained, *it gets encoded*. You are not listening to information about yourself. You are hearing yourself sung back, in a form the deeper mind can finally accept.



YOUR BLUEPRINT, COMPOSED INTO SOUND

And this first audio is only the shallow end. The same engine can compose far deeper works: a hero's journey drawn from your chart, an epic poem where you are the protagonist and your life is the quest, a long-form descent through your Gene Keys from activation to venus to pearl. Imagine your own myth, written from your blueprint and sung back to you. That is where this goes.



*After silence, that which comes nearest to expressing the inexpressible is music.*

ALDOUS HUXLEY

HOW IT COMES TOGETHER

# The Affirmology equation



Your blueprint is the foundation. On top of it we add a chosen context, the theme you come for, and what our chatbot learns about you in conversation. A storytelling and poetry layer turns that into art, and the neuroscience of transformation makes it land in the body. The result is not one audio but *a living spectrum of them*.

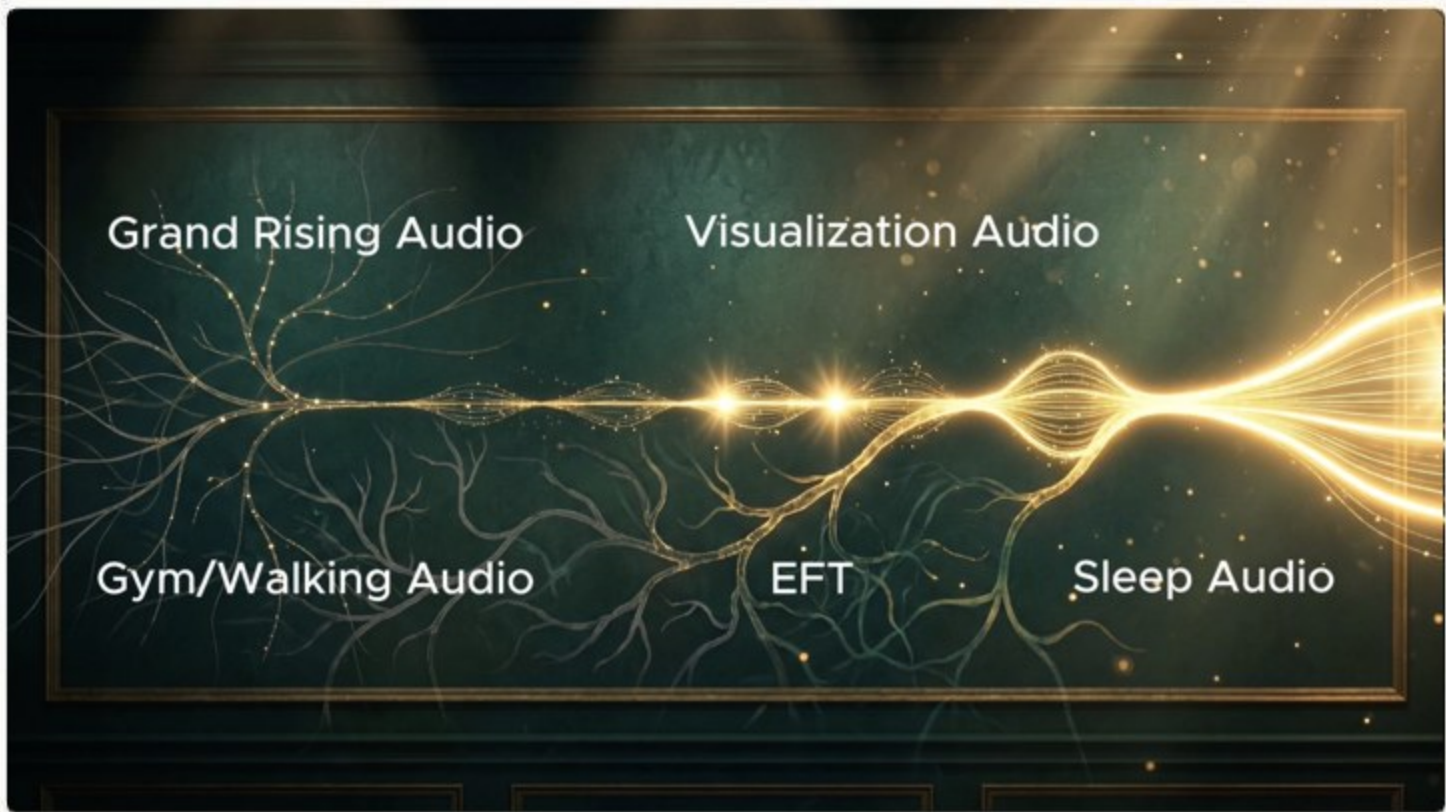
## BUILT CLEAN

### Where the knowledge comes from

The Gene Keys framework, the gates and sequences, is a structure, like the zodiac or the periodic table. Our engine reads from that structure and its deep roots, the I Ching, the Tao Te Ching, the traditions the system rests on, all on a corpus we assembled ourselves from sources we are clear to use. We do not use Richard Rudd's proprietary language or data in any form: not his books, his audios, his YouTube videos, or his online writing. The same wall stands around every other proprietary system. We could likely use more and still be within our rights. We chose the cleaner path on purpose.



*Not one audio. A living library of you, that keeps composing.*



AN AUDIO FOR EVERY MOMENT OF YOUR DAY



SLIPPING PAST THE GUARD INTO THE SUBCONSCIOUS



*Self-love is the foundation of our loving practice.*

BELL HOOKS

PART IV

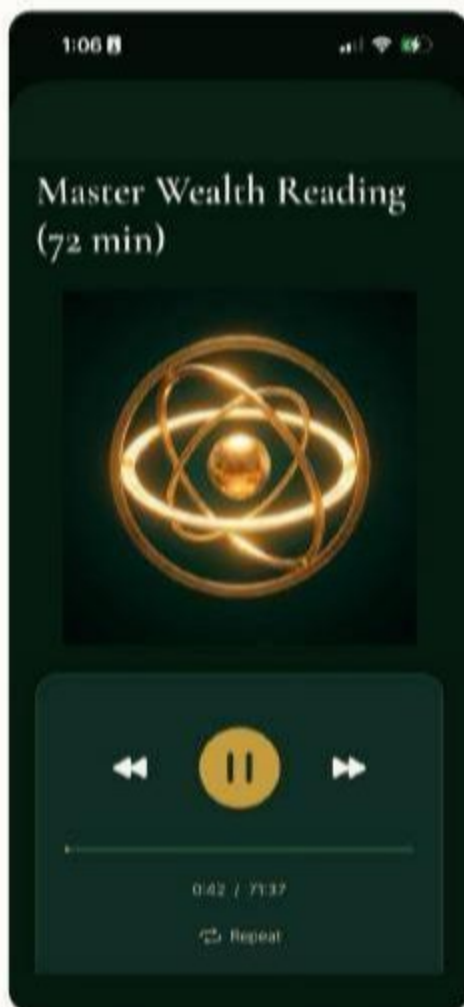
# THE PRODUCT

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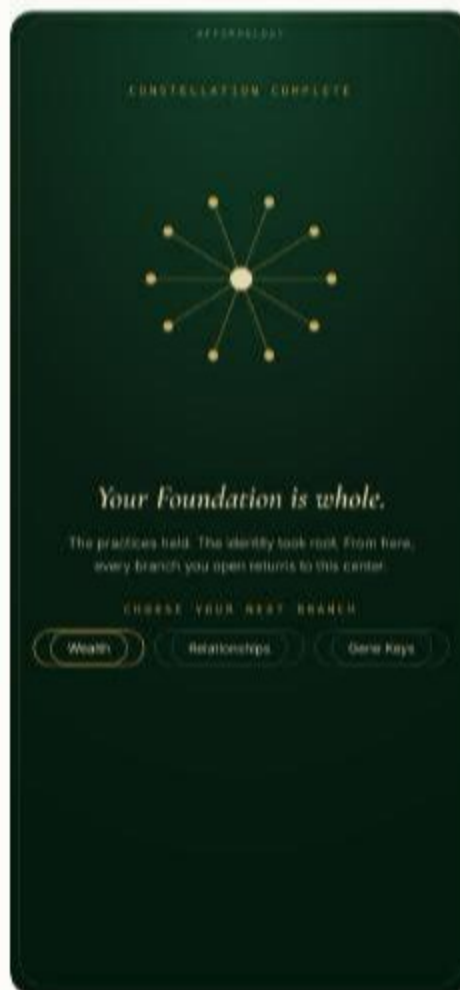
*It is built. Not an idea in a nice wrapper.*

# The Product, *and the system behind it*

*It is built. Two applications are live, and the engine that powers them is real, not a prompt in a nice wrapper.*



A REAL AUDIO, PLAYING NOW



YOUR JOURNEY, THE CONSTELLATION



ASK THE ORACLE, GET A CUSTOM AUDIO

THE AFFIRMOLGY USER APP, LIVE TODAY

The **Affirmology user app** is the consumer experience: a beautiful, gamifiable journey that gets you identifying with the highest version of yourself. A constellation begins the moment you arrive and forms through your first week as you listen, with new pieces that unlock over time. There are audios for the moments of your life, a guide you can talk to, deeper journeys through the spheres of your life, and journaling, gratitude, and practice woven gently throughout. **The Atlas Studio** is the creator tool behind it, where audios are designed, tested, and refined.

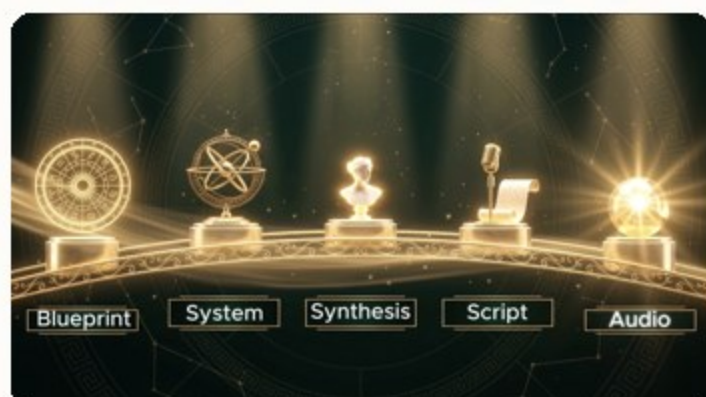
**The engine.** A verified five-system chart engine (Western and Vedic astrology, Human Design, Gene Keys, and numerology), a proprietary corpus of 25,570 tradition-grounded interpretation records, tier-walled for licensing safety, and a working library of the neuroscience, meditation, and transformational techniques the audios draw on.

### ◆ The art-over-data layer, the part that is hard to copy

Most tools stop at access. They hand you the chart. We go further: a council of agents reads all five systems, the synthesist weaves them into one coherent person and finds where the systems agree (the strongest truths), the storyteller composes that into a personal myth in poetry, in your own first person, and a critique loop checks the technique, the arc, the subconscious efficacy, and verifies against the chart, looping until it clears a "this gets me" bar. We do not just access the data. We present it as recognition, beautifully, and the system keeps learning more about each person over time.

*Meet the council.* Hermes (Western astrology) and Sri Agastya (Vedic astrology), Pythagoras (numbers), Prometheus (Human Design), Athena (Gene Keys), Sophia (the synthesist), Orpheus (the poet), and Apollo (who conducts the loop). They are real agents in the engineering, and they are living guides with personality in the app. Same cast, two faces: the proof that this is built, and the soul that makes it feel alive.

And it is **fun**. Inside the app the oracles are living guides with real personality. You can talk to Hermes about the week ahead, let Athena open a Gene Key, or ask the council what your chart is really saying. It turns self-work into something closer to a conversation with a circle of wise friends, the part people come back for and tell their friends about.



FROM BLUEPRINT TO SACRED AUDIO



THE ORACLE COUNCIL



YOUR COUNCIL OF GUIDES, THE ORACLES WHO READ AND WRITE YOUR AUDIOS

— PART V

## The Constellation Effect, *and why people stay*

*Retention here is not a trick bolted onto the product. It is the path of becoming, made visible.*

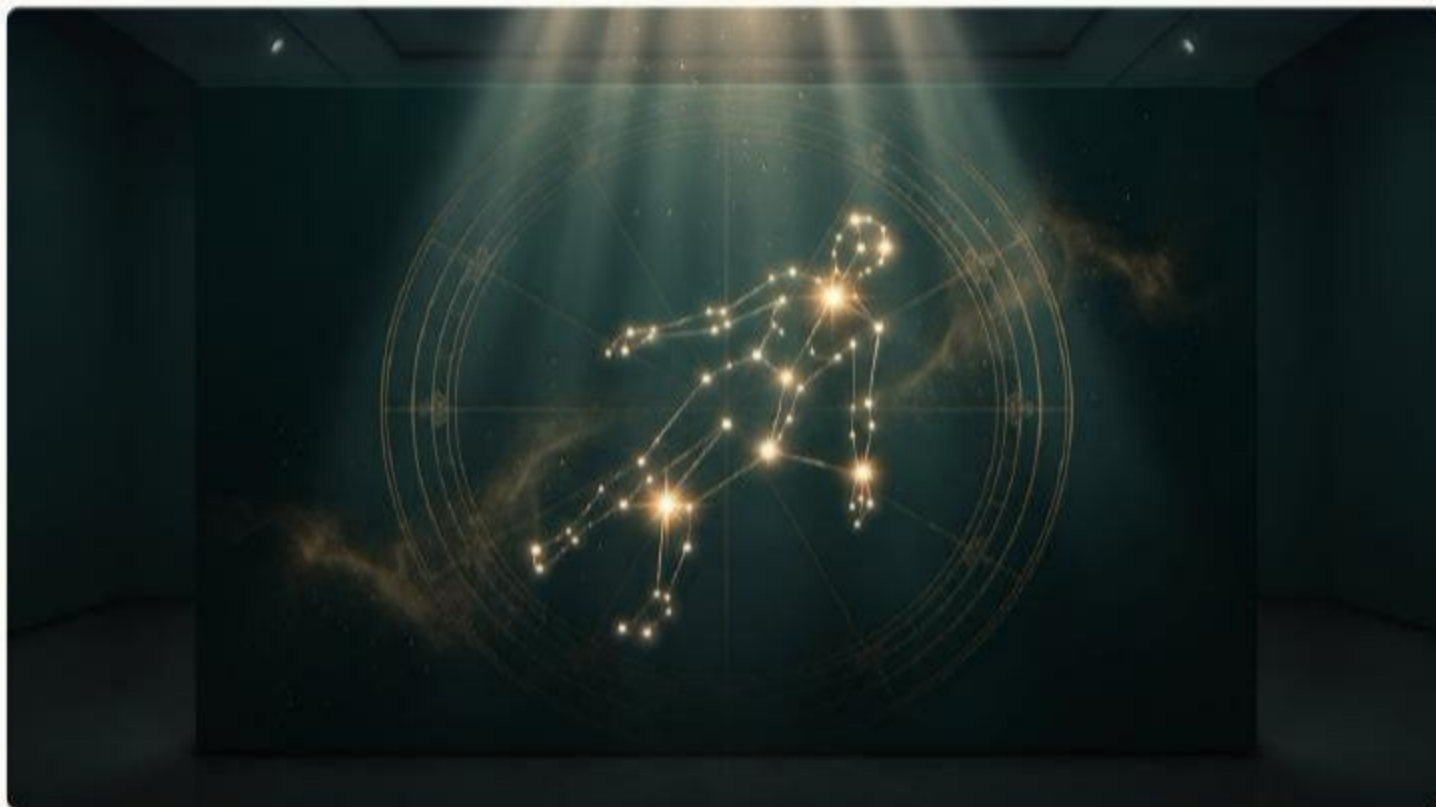
From the moment someone arrives, a personal constellation begins to form, and it fills in over their first week as they listen, with new points of light unlocking as they go deeper. The pull to return is the pull to see more of yourself, which is the most honest engagement loop there is. The guides have real personality, so opening the app feels like being met rather than logged in. Journeys end on an open thread, so there is always a next door. And the streak is held with warmth, framed as devotion to yourself, never guilt.

### ◆ Where the systems agree

The constellation effect is the heart of it. When the five systems independently point to the same truth about a person, that convergence is the strongest, most undeniable signal, and the app reveals it as a

constellation drawing itself across their chart. It is the moment of "all of this says the same thing about me," and it is both the deepest install and the most shareable wonder.

*The honest version of retention.* Every mechanic other apps fake, Affirmology means. The variable reward is real because the sky genuinely changes, every new moon, full moon, and eclipse a true reason to return. The streak is real devotion. The unlock is real depth. We did not have to manufacture a reason to come back, the cosmos and the self provide it.



WHERE THE SYSTEMS AGREE, THE CONSTELLATION FORMS



*We help people become who they were written  
to be.*

# Data, Intelligence, *and the living profile*

*The system gets to know you, and it gets better at being you the longer you stay.*

Every listen, every response to what resonated, every journal entry, and every conversation with the guide feeds a living profile that sharpens each person's audios over time. The chatbot is not a gimmick; it learns what a person is working on, probes gently for what is underneath, and routes them to the right journey, while quietly teaching the system what lands. The result is a product that is more personal in month six than it was on day one, which is exactly the opposite of generic-content fatigue.

## ◆ The flywheel and the future

In aggregate and with care for privacy, that same signal sharpens the engine for everyone and tells us, in the customer's own language, what to say and to whom in our marketing. Ahead of us is the voice-recording layer, where a person can lend their own voice to the work, and deeper access to the sense of inner counsel people are searching for. The data does not just describe the user. It compounds into a moat that a newcomer cannot clone, because they do not have the relationship yet.

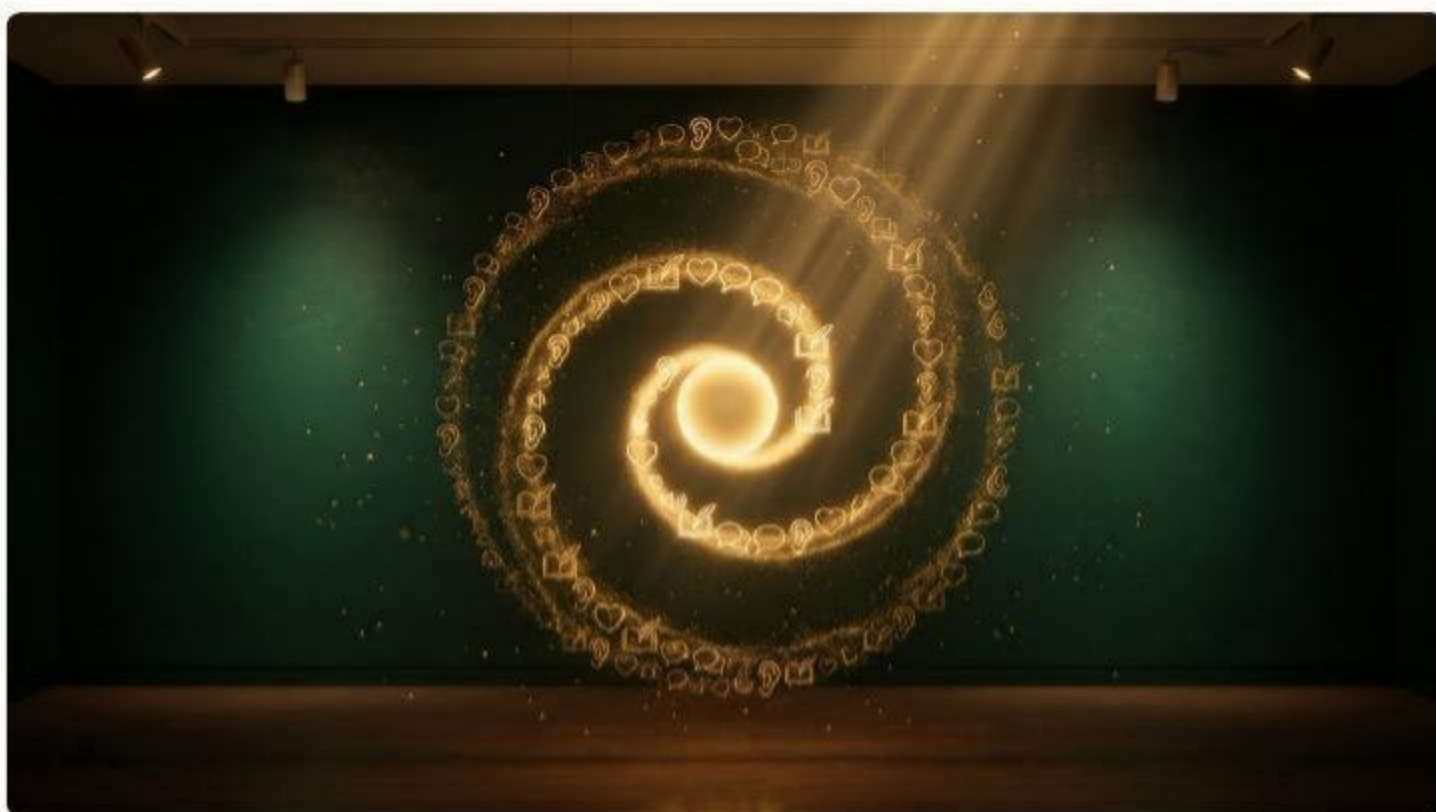
### YOUR PRIVACY

#### Your data, and what we do with it

To make your audio, you give us your birth details. We use that to read your blueprint and compose your song, and to make your experience better across everything we build for you. What we do not do is sell it. We do not trade your chart to outside people or hand it to advertisers. Your blueprint, your audios, and your private page are yours.



THE MOVEMENT, IN THE ROOM. REAL PEOPLE, REAL TRANSFORMATION.



EVERY LISTEN MAKES THE NEXT AUDIO MORE YOU

— PART VII

## The Journeys, *one blueprint, many doors*

*The relationship deepens, and the value deepens with it. People pay more because they want to go further, not because we squeezed them.*

The path opens like a ladder of doors. Someone meets us through a free sample or a starter audio, becomes a member to follow their moving transits, then chooses where to go deeper: guided multi-audio journeys through a sphere of their life, money, love, healing, shadow, or purpose, each a reason to return and a new tier of value. From there, relationship and synastry work for couples, families, and business partners opens a whole new audience to speak to. The voice-cloning upgrade lets them hear it in their own voice. And the highest tier turns a conversation with the guide into brand-new custom audios on demand.

### ◆ It is not just affirmations, it is a toolkit that learns you

Under the songs sits a researched library of transformational tools, the part of our corpus devoted not to charts but to **change**: Internal Family Systems parts work, depth and Jungian shadow integration, heart-coherence breath, tapping, visualization, and methods distilled from a hundred and fifty teachers and lineages, including the great modern transformational masters in the tradition of teachers

like Tony Robbins. The chatbot guide is what makes it personal. It learns what you are working on, notices the block underneath, and reaches for the right tool at the right moment, a tapping session this week, a parts dialogue the next, a shadow journey when you are ready, each one customized to you and delivered as audio you can actually use.

### *Six months in*

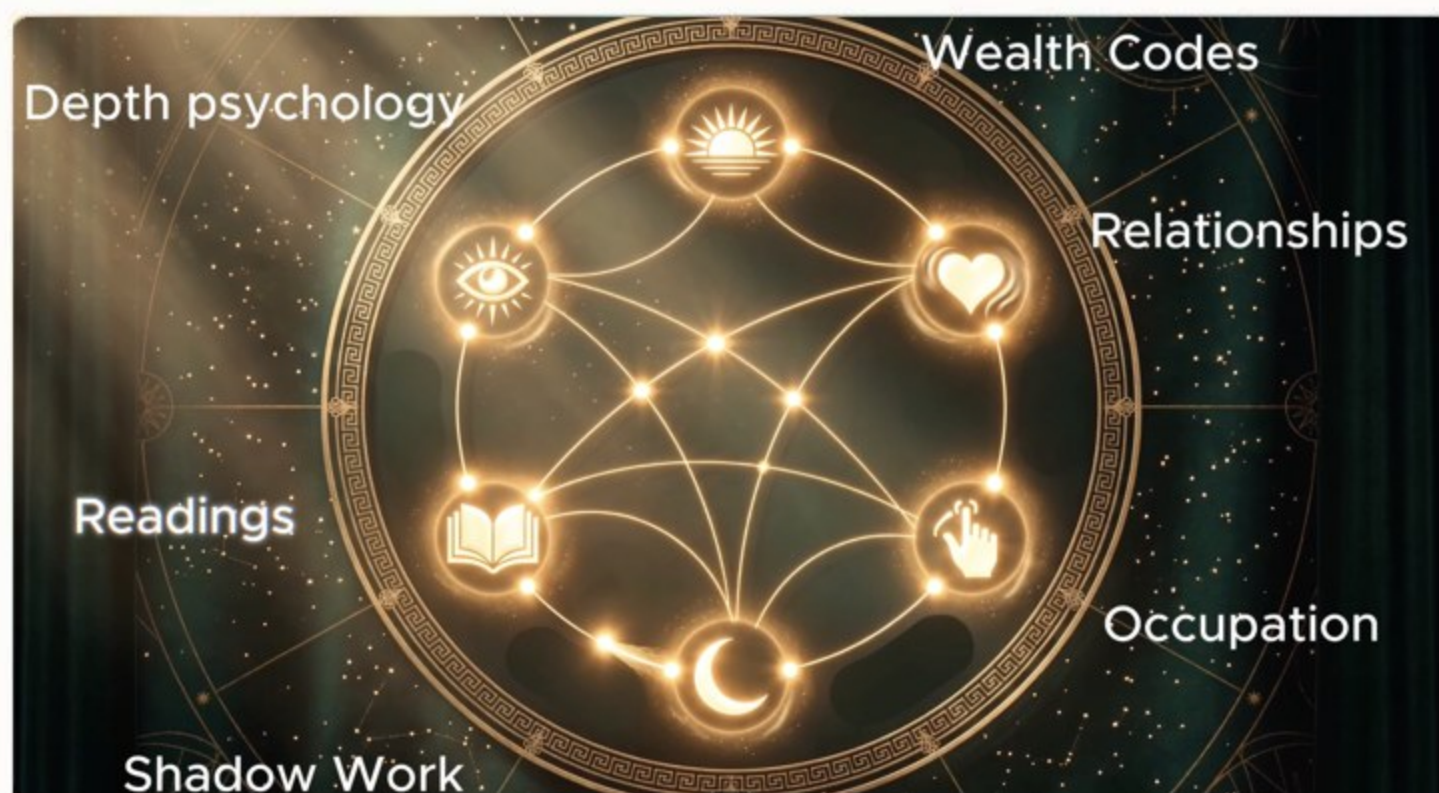
Month one, money, the wealth blocks softening. The next, love, the old pattern finally named and rewritten. Then healing. Then purpose. Topic to topic, a gym for the subconscious.

### ◆ What months of this feels like

Picture half a year in. It has become a habit, like a gym for the subconscious. You move from topic to topic, money, love, healing, purpose, and every track reinforces the same growing identity underneath:

*someone who knows themselves and is becoming who they were written to be.* The constellation that lit up in

your first week has branched across every domain of your life, and the app is no longer a novelty. It is the place you go to change.



ONE BLUEPRINT, EVERY DOMAIN OF YOUR LIFE

### ◆ From the app to the room

And it does not stay in the headphones. The same person who fell for a private listen is invited up the ladder into the live work: in-person demo experiences, webinars, multi-week programs, and transformational retreats. From a solo session to a room full of people doing the work together. What we are really building is **a network, a movement of people who actually understand themselves** and are becoming powerful, actualized, and full of agency and purpose, with Affirmology as the daily thread that holds it together.

◆ The creators carry it, and pay for it

Above the consumer ladder sits the creator and facilitator program: coaches, breathwork leaders, and ceremony hosts making custom audios for their communities under a creator account. That captures emails, seeds a real first experience, and turns every practitioner into a distribution channel, while opening a business-to-business and program tier on top. Each rung lifts lifetime value at near-zero marginal cost per audio.

*Upsell as depth, not extraction.* Pricing is still being set, so we present the ladder and the logic rather than fixed numbers. The point is structural: a blended revenue per user that climbs well above the base as people walk through more doors, with the sky and the self forever offering the next one.



ONE BLUEPRINT, MANY DOORS



*One blueprint. Many doors. The next one always opening.*

# First they get hooked, *because it finally gets them*

*Retention starts on day one, with a feeling almost no app delivers: this thing actually understands me.*

The hook is **identification**. The first audios are tuned to who a person actually is, and they hear themselves recognized in a way nothing has done before. Not a generic track, their own truth, set to music. It lands as "this app gets me, and it reaches me in a way information never has."

Then comes the **habit**. Listening becomes a nightly ritual that genuinely feels good and genuinely does something, so they come back, and every return deepens the identity underneath. Within a week or two it is a habit, and the habit is the moat. By the time someone has felt seen and built the ritual, they are not a trial user weighing a cancel button. They are hooked, curious, and emotionally invested, which is exactly when a subscription holds.

## ONE

### Felt

Tuned to who they truly are, the first listen lands as recognition, the rare reaction most apps never earn: this gets me.

## TWO

### Ritual

It feels good and it does something, so they come back, and every return deepens the identity underneath.

## THREE

### Moat

Within a week or two the ritual is a habit, and the habit is the moat, someone who feels seen, not a trial user weighing a cancel button.

*The first job is to be felt.* Most apps fight for the second open. We earn it on the first listen, because the product is about the person in a way generic content never can be. Get someone to feel seen once, and you have them.

*The first and best victory is to conquer self.*

PLATO

# And they never run out of reasons

*The hardest thing for a wellness app is getting you to come back. We have an unfair advantage: the sky itself never stops moving.*

## *An infinite content calendar, written by the solar system*

New moon, a fresh intention. Full moon, a release. Eclipse, a threshold. Your birthday, a brand-new solar year. A transit, a door that will not open again for years.

Most apps have to **invent** reasons to return: push notifications, guilt streaks, dark patterns. We do not. Tonight the moon sits somewhere it was not last night. This week a planet crosses a point in your chart that will not repeat for years. Every one of those moments is a real, personal reason to open the app, not a manufactured nudge. The product ships with an endless content calendar that the cosmos writes for

free, and every beat is genuinely about **you**.

So the seven retention mechanics every other app fakes, Affirmology actually means. Identity onboarding that names who you are. A living council with real personality, not a chatbot. Open loops that unlock as you go deeper. Calls to action framed as identity, not chores. A practice streak held with warmth instead of guilt. And variable rewards that are real, because the sky genuinely changes. **Every retention mechanic other apps fake, we mean.**

And the reasons to return never run out, because two things keep changing at once: the sky, and the person. **The cosmos shifts every month, and so do the issues someone is working through.** We deliver both. Each month's transits become fresh, personalized audio baked into the subscription, and the chatbot and the deeper journeys keep opening new doors into the subconscious, money, love, healing, shadow, purpose, as far as a person wants to go. There is always a next transit, and always a next layer of self.

The cultural appetite is already proven and bottomless. **Millions follow accounts that break down what each eclipse, new moon, and retrograde means for their sign.** That obsession is the entire top of our funnel, and we are the first to turn it into a personalized, subscribed product instead of a free post they scroll past and forget.

*Why the subscription holds.* Generic meditation apps churn because the tenth track sounds like the first. Ours deepens as the relationship deepens, and the sky keeps handing us new, personal reasons to return. Low churn is not a hope here. It is structural, built into the product and into the heavens above it.



THE SKY WRITES AN ENDLESS, PERSONAL CONTENT CALENDAR

— PART VIII

## The Market, *and why now*

*Two giant currents are meeting for the first time, and no one is standing where they cross.*

The cosmic-blueprint world is no longer fringe. Most younger adults relate to astrology (a 2024 Harris poll put millennials at 83 percent and Gen Z at 62 percent), and the category has produced real businesses: Co-Star alone has past 30 million registered users. But almost all of it stops at information. It tells you about yourself and leaves you in your head. Meanwhile the calm-and-meditation world built the audio habit and the subscription economics, and proved people will pay, every month, to feel better: Calm reached about 3.5 million subscribers and roughly \$227 million in revenue, and Headspace about 2 million consumer subscribers and roughly \$348 million in revenue. But that world is generic, the same track for everyone, with nothing personal in it.

### ◆ The gap is the opportunity

One side has the truth about you with no way to make it land. The other has the daily audio habit with nothing true about you inside it. Affirmology is the first product built precisely where they meet: the personalization of the blueprint world delivered through the audio habit of the calm world, with the

neuroscience to make it actually change something. That intersection is empty, and it is exactly where the next category leader gets built.

### ◆ The ceiling each one hit, and why we clear it

The giants proved people pay. Each also hit a wall we were built to get past.

Player	Scale	The ceiling they hit
Calm	~3.5M subscribers, ~\$227M revenue (2024)	Generic content, the same track for everyone. The multiple compressed as growth slowed.
Headspace	~2M consumer subscribers, ~\$348M revenue (2024)	Also generic; had to pivot heavily to business-to-business to keep growing.
Co-Star	30M+ registered users	Free, viral, ad-supported. Signaled "free product," a real monetization ceiling.
CHANI	A leading astrology app, reportedly strong monthly revenue with no paid ads	Proof people happily pay for spiritual audio. But it is generic horoscope content, not personalized to your chart and not science-backed. No one is doing what we do.

**Generic content caps the calm world. Free and ad-supported caps the astrology world.** We are personalized to your actual five-system chart, audio-first, and paid from day one. We are the only one in the category doing all three, which is exactly the shape that gets funded now and the ceiling none of them could clear.

**~\$15B**

ASTROLOGY MARKET, 2025

**62-83%**

YOUNGER ADULTS RELATE (HARRIS 2024)

**Zero**

PERSONALIZED BLUEPRINT AUDIO, BEFORE US

*Why now, not later.* Three timers are all ringing at once: AI just made deep, per-person generation cheap enough to give every single user a one-of-one audio; the blueprint category has gone fully mainstream; and the sky itself never stops moving, every new moon, full moon, and eclipse is a fresh reason to return. The tools, the audience, and the perpetual engagement engine arrived together. The window to plant the flag is open now, and **it closes the moment strong revenue begins**, so the earliest movers get in before the category prices them out.

# Never Bridged Before AFFIRMOLOGY

The Transformation World

Abraham Hicks

Affirmation and Manifestation Audio

Youtube and Spotify Flood

Vision Boards

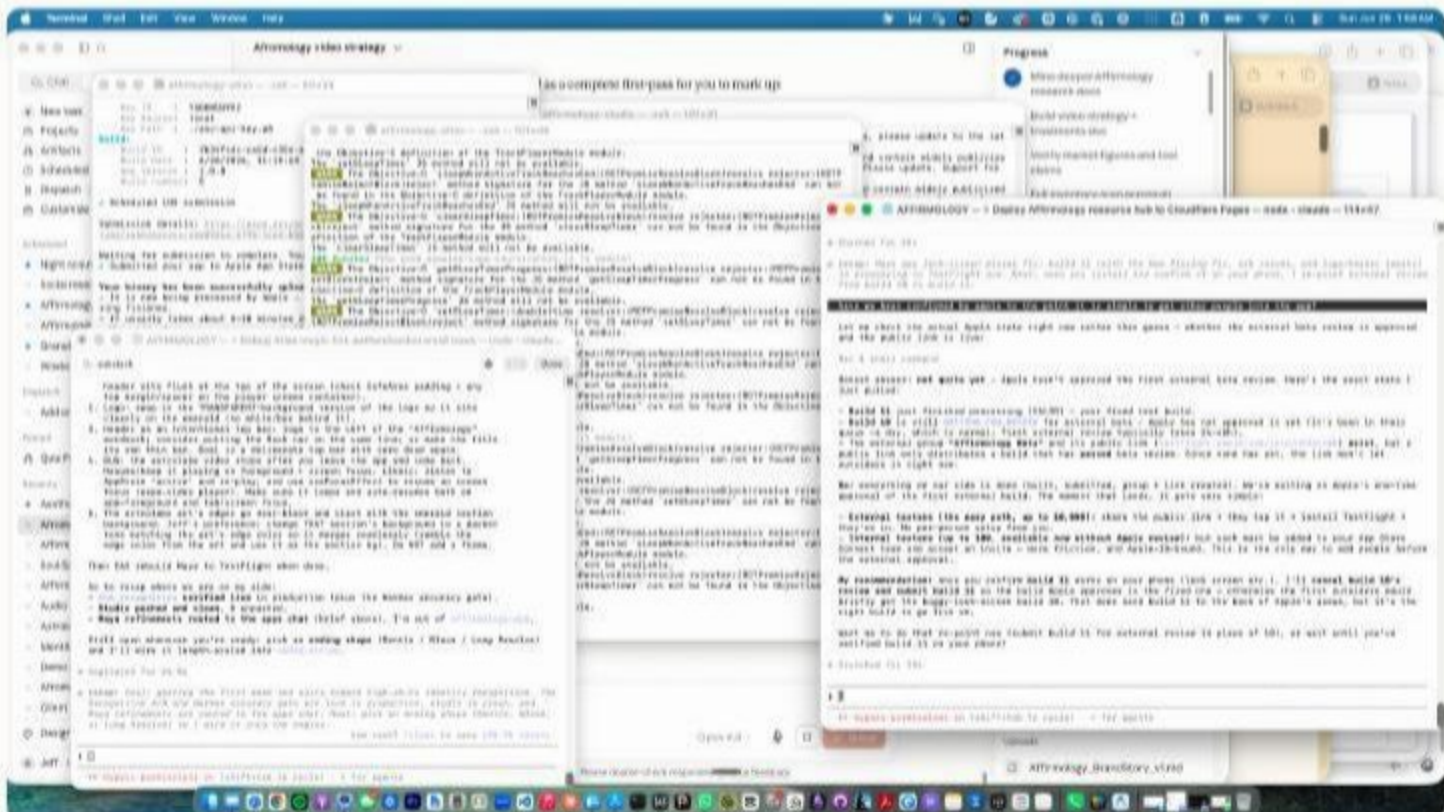
The Cosmic Blueprint World

Astrology (Western and Vedic)

Human Design

Numerology

Gene Keys



Jeff's computer screen. Building Affirmology day and night, from the code up.

## Go to Market, *a movement out of Miami*

*We do not buy our way in. We are carried in, by the people who already gather the audience we want.*



THE MOVEMENT. LEVEL: A ROOM RISING TOGETHER AT AUREA

Miami is the spiritual, wellness, biohacking, and transformation hub of this moment, and it is home. The plan starts where the trust already lives. Our demo lounge experience is the spearhead: a sensory listening moment where a guest sits, puts on the headphones, and hears their own blueprint sung back to them for the first time, portable to any event, gathering, or booth, with no real estate required. That first listen is the whole pitch, and it sells itself in the room.

### ◆ The affiliate and creator engine

The flywheel is the creator program. Coaches, breathwork facilitators, ceremony leaders, and event hosts already hold rooms full of exactly the right people. Under a creator account they make custom audios for their clients and communities, which captures emails and seeds a positive first experience that converts into subscriptions and deeper journeys. Every creator becomes a doorway, every event becomes a demo, and the email and the relationship come with it. We activate Miami's dense network of event professionals to carry Affirmology into many events at once, then widen out from there.

*The product ladder.* A guest meets it through a demo or a starter audio, becomes a member for their moving transits, then goes deeper: voice cloning, audios generated from their chat, multi-audio journeys through a life sphere, relationship and synastry work, and the facilitator and program tiers above. Each rung lifts lifetime value at near-zero marginal cost, and each gives someone a reason to come back.



THE EXPERIENTIAL BRAND IN THE WILD: AN ASTROLOGY HOTLINE



THE DERO LOUNGE, HEARING YOUR BLUEPRINT FOR THE FIRST TIME

— LIVE EXPERIENCES

## The killer app, *a room full of headphones*

*Picture a hundred people on the floor, eyes closed, headphones on, each one hearing a completely different audio, all moving through the same journey together. No one has ever been able to do this. We can.*

Same music bed, same arc, same timing, but **every person hears their own blueprint**, their own name, their own truth, customized to their chart, playing in sync across the whole room. A shared ceremony made of a hundred private revelations. It is the kind of thing that, once someone feels it, they never forget it and they cannot stop talking about it.

The app becomes the personalized thread that runs through a whole live event. After a breathwork or a sound bath, the room drops into a personalized headphone journey. Then a tapping round to anchor it. Then headphones off, and you turn to the person

### *The flow on the floor*

A breathwork or sound bath to open. Headphones on for a personalized journey. A tapping round to lock it in. Headphones off, turn to a stranger and

beside you to say one true thing you just learned, the moment that makes it stick and builds the connection in the room. Then back in for a deeper sound-healing journey, this one going into your Gene Keys and the reason your heart is here. Modalities woven together, with Affirmology as the spine.

say one thing you just learned about yourself. Then back in for a deeper journey into your Gene Keys, why your heart is meant to be here.

**And anyone can run it.** A coach, a breathwork leader, a retreat host opens a creator account, designs a custom journey, and takes their entire audience through it at once, each person served their own audio in real time. We are handing the killer app to every facilitator in the wellness world, and we debut it at Jeff's birthday on September 11, a floor full of people in headphones, then scale it through the fall events.

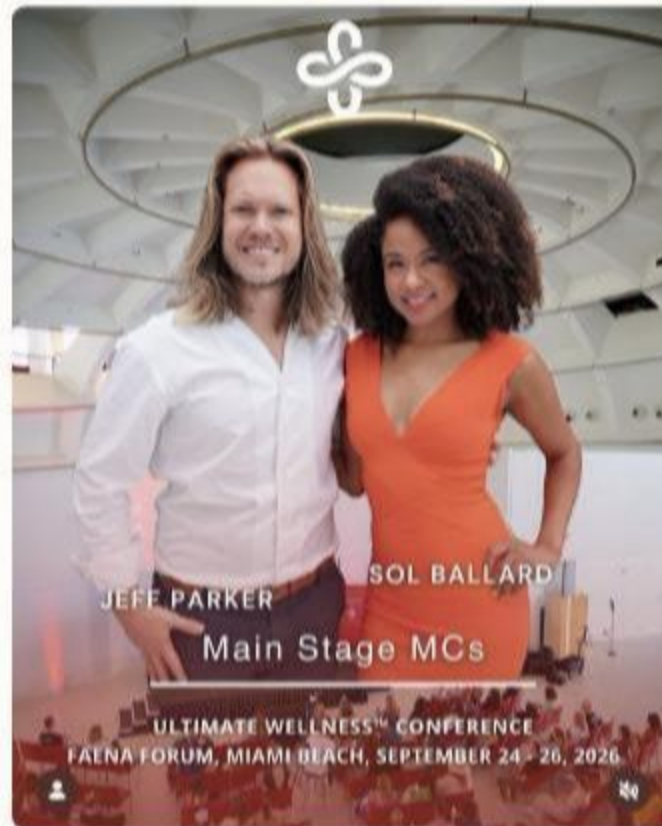
*One experience, three jobs.* Every live session is a ceremony people remember, a live demo that sells itself, and an email captured into our funnel. Each person hands us their address to receive their audio and walks away a warm lead who already loves the product. Magic on the floor, a growth machine underneath.



*One music bed. One start time. One room, breathing together.  
And inside it, every listener walks a different path: their own hero's journey  
drawn from their blueprint, a Gene Keys descent through the activation,  
venus, and pearl sequences. The room *moves* as one. No two journeys the same.*

# Six hundred ideal clients, *and we hold the mic*

*In late September, the exact people we are built for, more than six hundred of them, gather for three days at the Faena in Miami Beach. We are not a vendor in the back. We are the MCs.*



PUBLICLY ANNOUNCED: JEFF AND SOL, MAIN STAGE MCs, FAENA FORUM, SEPT 24 TO 26

**600+**

IDEAL-CLIENT ATTENDEES

**3 days**

ON THE MAIN STAGE

**20**

PERSON CREW, TWO BOOTHS

**\$0**

COST, VALUE-FOR-VALUE

Jeff and Sol are the **Masters of Ceremonies for the whole Ultimate Wellness Event**. At least one of them on the main stage at all times, holding the room for ten to fifteen minutes between every single speaker, leading

### *What we hold at Faena*

Master of Ceremonies for the entire event.  
The microphone between every speaker.

the breath, the meditation, the moments of connection, introducing and elevating each name on the bill. For three days, the trust of the entire room runs through them.

The VIP party on night one. A table in view of the stage. A dedicated headphone demo room. Twenty team tickets. A discount code to bring our own audience.

You cannot buy publicity and access like this. Most companies pay thousands for a booth nobody walks to. **We hold the microphone.** By the time a guest reaches our table, they already know us, already trust us, already felt something we led them through from the stage. It is the warmest possible audience for a first listen, and the first listen is the entire pitch. Steps from the stage we run a headphone demo room, staffed by a rotating crew of twenty, where a guest sits, puts on the headphones, and hears their own blueprint sung back to them. We demo again at the VIP and speaker party on night one, to the highest-value people in the building.

**This is the why-now made unmissable.** The engine is built, the app launches in August, and three weeks later we walk onto the Faena stage with the warmest room in Miami in front of us. This world-class venue, this audience, this level of access, at zero acquisition cost, does not come around twice. Funded, we arrive ready: the demo hardened, the booth dialed, the team in place. Unfunded, we watch the single best launch opportunity of the year go by half-used.

*This is what funded looks like.* With capital, Faena becomes a launch. Without it, it becomes a missed chance. The difference is a hardened app, a real demo setup, and the crew to run it, which is exactly what this round pays for. We are not asking for money to find an opportunity. We are asking for fuel to seize one we already have.



THE FAENA FORUM, MIAMI BEACH, WORLD-CLASS



SIX HUNDRED IDEAL CLIENTS, IN THE ROOM

# The Rollout, *timed to the sky*

*A company built on cosmic timing should be born on cosmic timing. So every milestone is elected, each beat a real proof point rather than a press release.*

We treat the company the way we treat a person: it has many births, and each one governs its own domain. The legal entity, the beta, the commercial launch, and the public celebrations are each filed or opened under the chart that fits its purpose, and every date below was read live against the founder's chart and council-rated.

JUNE 26, 2026 · **FOUNDED**

## The Wyoming LLC is filed

The legal and financial foundation, elected under a Taurus Moon, Venus-ruled and grounded, trining the founder's natal wealth axis while Mercury is still direct. Entity, EIN, and bank in place, so the company can receive capital in July.

JULY 4, 2026 · **BETA**

## The beta opens, free

The first real testers enter the Affirmology user app, warm community invited to co-create rather than to be sold to. This is where we hone the audios and the experience into something genuinely meaningful and addictive, with users who get it and give us the feedback that makes every track land.

AUGUST 11 TO 13, 2026 · **LAUNCH AND RAISE**

## Commercial launch and the open angel round

The strongest window on the calendar. The Sun lights the founder's Vertex, the fated-partnership point, as Jupiter builds toward Leo and his progressed Venus crosses into Scorpio. The app goes live in the store, payments open, and the angel raise opens. We also turn on paid marketing here, an engineered, profitable client-acquisition engine where each new customer pays for itself within a month or two. The company's partnership-and-expansion birth, and the moment customer and investor money begins to flow.

SEPTEMBER 11, 2026 · **DEBUT**

## The Miami personal-brand debut

On the founder's solar return, a public debut: we test the full demo experience with many people and our team, put the product in the hands of allies, friends, and the Miami community, and start turning them into customers, all before the marquee event.

SEPTEMBER 24 TO 26, 2026 · **STAGE**

## Faena Ultimate Wellness

The first big publicity push, the Loft experience in front of a premium room of leaders, healers, and tastemakers.

NOVEMBER 11, 2026 · **11/11**

## The consciousness gathering

A large community activation: top facilitators bringing their people, with live custom co-creations on our app on display, headphones in the room, enrolling a wave of affiliates and new customers. The commercial engine is already running, so this only adds to it.

● EARLY DECEMBER · OPTIONAL

## Art Basel activation

A cultural, tastemaker, and investor amplification of whatever is already working, kept intimate and joined rather than produced from scratch.



THE ROOM WE HOLD FOR THREE DAYS, THE FAENA ULTIMATE WELLNESS GATHERING

*Why the dates matter to an investor.* Each milestone converts capital into evidence on a known schedule. July gives beta retention and ARPU data, August opens revenue and the raise, September puts it on a premium stage, November builds the movement. You are not waiting a year to learn whether this works. The first signal arrives within weeks, and the entity is already standing to receive your capital.

◆  
*We delight in the beauty of the butterfly, but rarely admit the changes it has gone through to achieve that beauty.*

MAYA ANGELOU



THE ELECTED FOUNDING CHART

— PART XI

## The Team, *and why us*

*This needed someone who could hold the system and the soul at once. That is rare, and it is the whole point.*

**J**eff Parker is the unlikely union the product requires. An electrical engineer who spent a year as a unix programmer before law school, then thirteen years as a patent attorney, so the machinery, the code, and the intellectual property are native to him. And, for years, a serious practitioner of the cosmic-blueprint world, who taught a Human Design workshop to a hundred-person room and to a business mastermind, who has run men's circles and Sacred Union work and built a real Miami community measured in the hundreds. This year he reached a new level of AI mastery that compresses what used to take months into days, which is why a team this small could build an engine this deep. The person who can speak fluent engineer and fluent oracle is the person who could build the bridge between them.



FLUENT IN THE MACHINE, AND IN THE MYSTERY.

## ◆ The union of system and soul

Jeff is the system half of that union. He is the one who sits with the code, the corpus, and the chart math, and then walks into a room of a hundred people and holds it. Fluent in the machine and fluent in the mystery, he built the engine that turns a person's blueprint into a living audio, and he leads the small team making it real. The other half of the brand is the soul of it. Her name is Sol.

*Yes, they are a couple.* Jeff and Sol are partners in life and in work, and we lead with it rather than around it. The roles, the vesting, the founder-transition plan, and an independent advisor seat are all documented. Here it is a feature: the brand is the union of system and soul, and the founders actually live it.

Before any of this was a company, Jeff spent years as a practitioner and teacher, walking hundreds of people through their own Human Design and blueprint face to face. That is the root of the method. Not theory held at a distance, but a reading held in a room, felt in the body, and now encoded into a system that can do at scale what he once did one chart at a time.

*System and soul, in life as in the work.*



THE WAVE. THE EXPERIENCE, ALREADY REAL.



JEFF AND SOL. PARTNERS IN LIFE AND IN WORK.

# Sol Ballard

*and why she is the one to carry this into the world*

Sol has spent more than twenty years in front of the camera and behind it. She has been a weather reporter, a model, and an actress, and along the way became a rare kind of media native: someone who understands not just how to be seen, but how to make an audience feel something and come back for more. She has built and grown audiences from nothing, knows branding and messaging from the inside, and has interviewed enough people to draw the real story out of anyone.

She is also the person this product is for. Sol has carried a lifelong passion for transformational work, for the audios and techniques people reach for when they are trying to become someone truer. She created a documentary series on charting your own path of transformation, interviewing healers and showcasing the modalities and the personalities behind them. She is the voice of the person Affirmology is built to serve.

She and Jeff have built rooms together before. She has worked his events, Aurea One, Aurea Two, and The Golden Future Party, spoken on their stages, interviewed the speakers, and emceed the Ultimate Wellness Conference. At Affirmology she is a significant part owner and the voice and character of everything we say in public. She owns our TikTok and Instagram, and drives the personality of the brand, the messaging, and the community. If Affirmology sounds like a real person and not a startup, that is Sol.



SOL, CO-FOUNDER AND THE VOICE OF AFFIRMOLGY

BROADCASTER · MODEL · ACTRESS · DOCUMENTARY CREATOR · EMCEE, ULTIMATE WELLNESS CONFERENCE · 20+ YEARS ON CAMERA



SOL ON THE MAIN STAGE. SHE KNOWS HOW TO HOLD A ROOM AND A MIC.

*The advisor.* Colin Jacobs brings more than two decades bridging creativity, technology, and business growth. A Brown University computer-graphics graduate, he began at LucasArts, contributing to the Star Wars prequels, and today advises at the intersection of AI, technology-enabled real estate, and global business ecosystems, scaling strategic partnerships and building communities that connect visionary founders across continents. He advises Affirmology on growth and the raise and holds a seat on the board, bringing the outside judgment and the network the next stage needs.



JEFF AND SOL, THE SYSTEM AND THE SOUL



*We are what we repeatedly do. Excellence, then, is not an act, but a habit.*

WILL DURANT

## The Astrology of *this moment*

*We would be hypocrites to ask you to trust the blueprint and then hide our own. So here it is.*

Read it as a felt proof point, not a forecast. We did not pick these signatures. We were born with them, and they land almost on the nose.

Jeff carries a **Virgo Sun and Venus in the eighth house**, the house of depth, transformation, and what lies hidden under the surface. Identity and worth fused with the precise, devoted craft of turning the hidden into something usable. That is the entire job, written into him at birth. His **Jupiter sits in Scorpio in the tenth house, right on the Midheaven**, the single point an astrologer calls the expansion switch for a career. A company built under that placement is, in the old language, born with Jupiter's fingerprints on its public life. His Part of Fortune sits on that same point, the chart's own marker of where the gold is.

There is a fated point, the Vertex, in his seventh house, the house of partners, clients, and the people who were always meant to find you. As we write this, **Jupiter is moving to light that exact point**, which is the astrological way of saying the right partners and investors begin arriving now, through the field rather than the hustle. At the same moment his progressed Venus is crossing from Libra into Scorpio, a multi-year shift from attracting through charm to attracting through depth and unflinching truth. In plain terms, **he stops apologizing for how deep the work goes and starts pricing it accordingly**. And his Miami lines, where Pluto and Jupiter cross the map, are the lines of power and expansion. The work, the place, and the timing are the same answer.

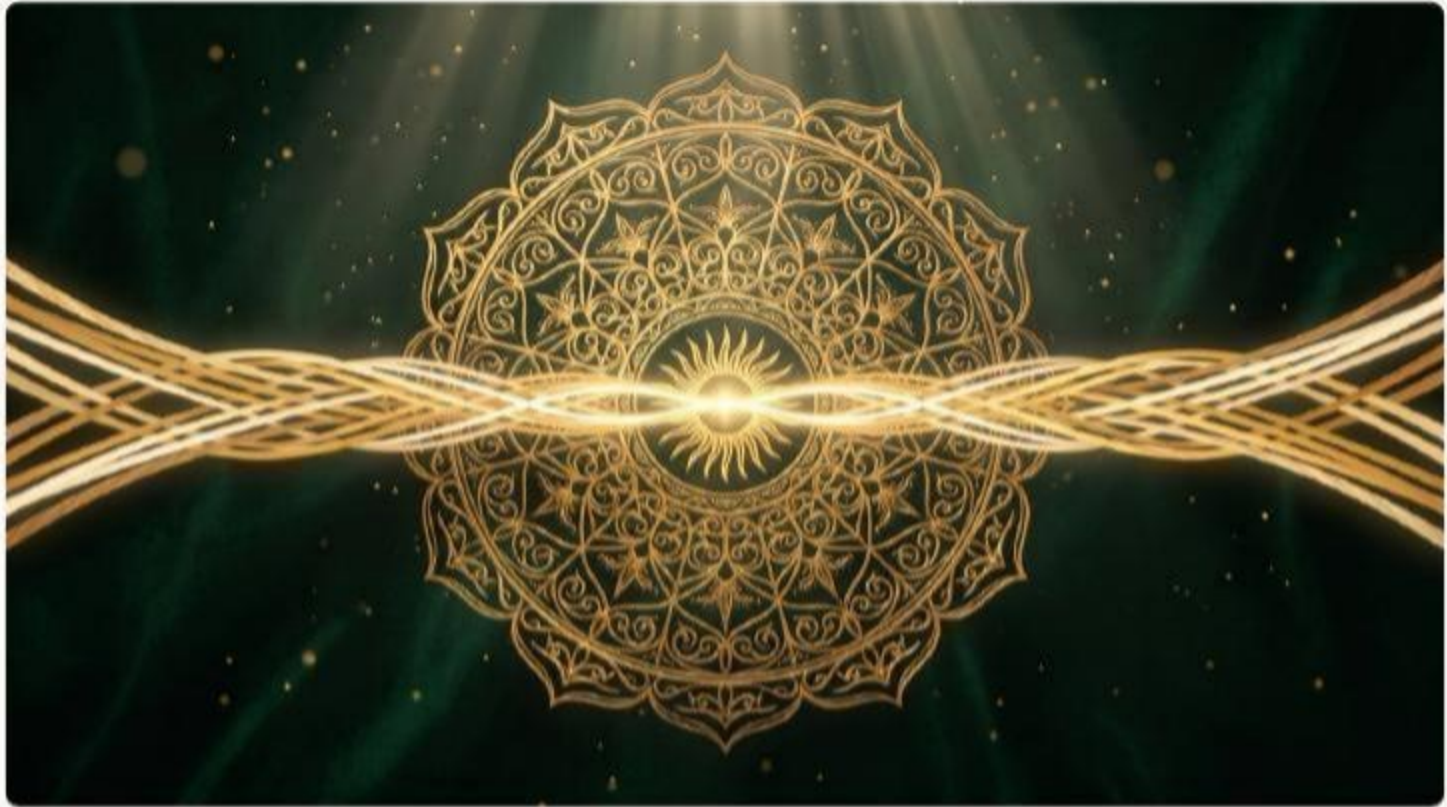
Sol is the other half of the chart. Where Jeff is the eighth-house builder, she is the feminine, the brand, the face and the feel the work needs to actually land. Their charts interlock the way the brand does, system and soul, each completing what the other cannot do alone. The synastry is the company's thesis, written in the sky before either of them planned a thing.

We do not lead the business case with any of this, and we hold the honesty guardrail everywhere else in this document. We simply note that for a company whose whole thesis is that timing and blueprint are real and usable, **it would be strange to hide that our own chart points here, now, together**.

### *The signatures*

Virgo Sun and Venus in the 8th house.  
Jupiter on the Midheaven. The Part of Fortune on the same point. A fated Vertex in the 7th, lit by Jupiter right now.  
Progressed Venus crossing into Scorpio.  
Miami sitting on his Pluto and Jupiter lines.

*Owning the symbolism.* This is a business built on symbols, so we hold them with confidence rather than apology. That comfort with the sacred, made credible, is itself a moat: it is hard to fake, and it is exactly what the audience is starving for.



THE FOUNDERS' SYNASTRY

*And Sol, the voice this gathers around.* Sol is here to be the recognized voice a community organizes around, not because she built a platform, but because when the transmission is coherent and claimed, people cannot help but gather.



*The audio is the doorway. Becoming is the room.*

# The State of the Project, *honestly*

*This is not an idea looking for a build. It is a build looking for its first thousand listeners.*

What exists today: a verified five-system chart engine with a passing test suite, the corpus of 25,570 tradition-grounded records pulled and tier-walled, the multi-agent council generating chart-grounded readings with a hallucination verifier checking them against the actual chart, audio synthesis with quality control that rejects any flawed render before it is served, and rendered demos that produce a genuinely personalized audio for any person. Two applications are live, the Atlas Studio and the Affirmology user app, and the system now runs in the cloud, so it no longer depends on a single laptop being on.

## ◆ What we solved to get here

The hard problems are behind us, not ahead. We fixed the audio warble and built the quality gate that guarantees clean renders. We corrected the Human Design engine to chart-accurate output. We moved the whole system to an always-on cloud. We assembled and tier-walled the corpus. None of these were obvious, and each one is the kind of quiet, unglamorous problem that stops most attempts before they ship.

*What the money turns on.* The next dollars do not go to inventing the product. They go to hardening it for thousands of users, capturing the fall events, standing up the creator program, and getting the first paying members. Strong beta data arrives within weeks of July 10 and will sharpen every projection in this document.

Here is the honest build log, every stage already behind us:

- **DONE**  
**Idea and deep research**  
The thesis, the corpus, and the craft, assembled.
- **DONE**  
**Five-system chart engine, verified**  
Western and Vedic astrology, Human Design, Gene Keys, numerology, with a passing test suite.
- **DONE**  
**The oracle council and the 25,570-record corpus**  
Multi-agent generation, tier-walled, with a hallucination verifier checking every reading against the chart.



DONE

### Audio synthesis and the quality gate

Clean renders every time; the warble problem solved and guarded against.

DONE

### Cloud, always on

No longer dependent on a single laptop. It just runs.

NOW

### July 4: the first beta testers

The product stops being a promise and starts producing data, this week.

— PART XIV

# The Moat, *and "couldn't someone just build this?"*

*It is the first question a smart investor asks, so we answer it head on.*



**Competitors ship a screen. We ship a methodology that improves on its own.** A nightly research process expands the corpus and the craft library with no human lifting a finger, so the asset compounds while we sleep. Clone today's product and you are already behind tomorrow's.

Anyone can wire a chart API to a language model and get a paragraph. What is hard is everything between that and an audio a stranger hears and says "that is me." We solved a stack of unglamorous problems to get there: a clean five-system engine, a 25,570-record corpus assembled and tier-walled for licensing safety, chart-grounded generation with a verifier that catches the model when it drifts off the chart, the audio warble fix and the quality gate, and a synthesis-and-poetry layer that turns data into recognition. That stack took real time and real judgment, and it is not a weekend project.

## ◆ The part that cannot be scraped

The deeper moat is not the code, it is the combination behind it. Taste, the thousands of small decisions about what makes a reading land. Jeff's rare ability to hold the engineering and the esoteric at once. Sol's brand genius. A real Miami community and creator network that distribution money cannot buy. The velocity to keep moving faster than a follower. And Jeff's proprietary heart-

coherence methodology as founder IP, protected by a provisional patent and trademark strategy. A competitor can copy a feature. They cannot copy the founders, the taste, the corpus, the community, and the speed all at once.

*The honest version.* Yes, someone could build a worse version of this. They could not build it first, build it true, and carry it in through the community we already have. First, true, and trusted is the moat.



FIVE RINGS OF DEFENSE AROUND THE CORE



*We do not write affirmations from your chart.  
We write the audio as your chart.*

PART XV

# THE ASK

---

*A high-margin engine, built to pay its owners.*

# The Ask, *the economics, and the terms*

*A high-margin subscription that pays its owners. This round is what gets us to the part where it pays.*

We are raising **\$75,000 to \$150,000** in this first round. The structure is direct ownership, not a note: LLC membership units with real distribution rights from day one, at a \$1.5 million post-money valuation. Checks start as small as **\$5,000 for 0.33 percent**, then \$10,000, \$15,000 for a full one percent, and up, with better terms for larger commitments. The round is built to let aligned people in early, not to keep them out. The full cap table, operating agreement, and vesting schedules live in the data room, available to serious investors on request.

## ◆ What the money is for

Three things. First, put the app in a seasoned technologist's hands so it is hardened and scalable for thousands of users. Second, free Jeff and Sol to work on this full time, so we can drive it to the milestones below. Third, scale to revenue with paid ads and fund the in-person rollout around the Faena and the fall events. The top of the range is deliberate cushion, security we would rather trade a little equity for now than scramble for later. We aim to open the round around the August commercial launch and close it after the Ultimate Wellness Conference in late September, the raise that gets us there and lets us make a splash.

## ◆ Why we call it a cash cow

The product is roughly 95 percent gross margin, and built to throw off cash to owners once it is past launch. Distributions begin only after profitability and a funded reserve, realistically twelve to twenty-four months out, then default to half of profit distributed and half reinvested. The picture, illustrative and not a promise:

Monthly subscribers	Approx ARR	Distribution pool	\$5K (0.33%)	\$10K (0.67%)	\$50K (3.33%)
35,000 (steady)	~\$9M	~\$2M	~\$6.5K/yr	~\$13K/yr	~\$67K/yr
100,000 (base hit)	~\$26M	~\$7M	~\$23K/yr	~\$47K/yr	~\$233K/yr
250,000 (strong)	~\$65M	~\$19.5M	~\$65K/yr	~\$131K/yr	~\$650K/yr

Read it simply: a **\$5,000 check, the smallest door, pays roughly \$23,000 a year** once we reach 100,000 subscribers, and about \$65,000 a year at 250,000. A \$50,000 stake at those same milestones throws off roughly \$233,000 to \$650,000 a year. One hundred thousand subscribers is a credible

two-to-three-year goal given the Faena stage and the creator flywheel. And these are distributions from a profitable, cash-flowing company, not a someday exit. Even in the survival cases, every check pays real, repeating income and keeps its stake.

*The door is wide open.* We are taking checks as small as **\$5,000 for 0.33 percent**, then \$10,000, \$15,000, and up, with better terms for larger commitments. This round is built to let aligned people in, not to keep them out. Small money is real fuel, and we would rather have a wide circle of owners who believe in the mission than a short list of big ones.

### What a \$50,000 stake pays out each year

ANNUAL DISTRIBUTION AT THE STANDARD TERMS, BY SUBSCRIBER COUNT



Illustrative, after a funded reserve, at a 50 percent distribution policy.

*Swing for the fences.* Two hundred fifty thousand subscribers is not the ceiling. Calm and Headspace each carry one to three million. If Affirmology becomes what they became, a **\$5,000 check** is not a return, it is life-changing. We are building to find out.

### ◆ If an acquisition ever comes

To be clear, the plan is the cash flow. We are building a company that pays its owners, not one we are trying to flip. That said, the category is well respected, and if a serious offer ever came the comparables make it real. Pure-play meditation and affirmation apps trade at two to four times revenue. **AI-personalized wellness with proprietary computation and measurable outcomes is valued at eight to fifteen times**, and personalization leaders like Whoop and Oura command far more. We are built as the second kind. But that is upside we are not counting on, not the goal.

The natural acquirers are already visible: **Calm, Headspace Health, Mindvalley**, the habit-and-hardware players like Whoop and Oura, and the personalization-at-scale brands like Hims and Hers.

At 100,000 subscribers and roughly \$26M of revenue, an eight-to-fifteen-times outcome lands in the few-hundred-million range, and a \$50,000 stake at the standard terms rides that the whole way. A strategic exit in the \$200 to \$400M range is the working assumption, not the dream. The distribution income is the floor, the acquisition is the ceiling, and you own a piece of both.

*The honest caveats.* Pre-revenue today; these are illustrative scenarios with a real probability spread, not promises; distributions start only after profitability and a funded reserve; and this is not investment or tax advice. Beta data after July 4 will replace estimates with real numbers fast.

AN INVITATION, NOT JUST A ROUND

## You are not buying an app. You are joining a movement.

We are gathering a small circle of owners who want a real piece of this, and a hand in building it. The app is the engine, and it is built to pay the people who own it. But the return is only part of the story. What you are *really* backing is the people, the community, and the transformations we create in person, in the room.

An owner sits close to the center. You have a voice in where we go. You are celebrated at our gatherings. There is room to grow with us in more ways than one. And when we look for partners, for venues, for facilitators, for the voices on our platform, we look to our owners first.



JEFF AND SOL, MIAMI, WHERE THE MOVEMENT GATHERS



## We invite you to join the *Affirmology* movement.

PART XVI

# THE FUTURE

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*The audio is the doorway. Becoming is the room.*

## The Future, *and the bigger mission*

*The audio is the doorway. What is on the other side is the reason we are building it.*

From here the platform deepens: more modalities, the layer where you record your own voice into the work, guided access to deeper wisdom and the sense of inner counsel people are searching for, and journeys that keep opening as a person grows. The same engine that personalizes one audio becomes a lifelong companion for becoming, one blueprint, many doors.

The mission underneath it is the part that matters as AI reshapes work and millions are forced to ask who they are apart from their job. Affirmology is an inner compass for exactly that moment: a way to know yourself, find some peace, and move into a new era from a place of recognition instead of fear. We help people become who they were written to be. That is bigger than an astrology app, and it is why we are the ones to build it.

*The invitation.* You are not just funding a product. You are getting in early on a high-margin engine and a movement, with real ownership, real distributions, and a stake in helping a lot of people come home to themselves. And if you would rather build than write a check, or do both, we want you as a beta tester too, living in the product and shaping it before the world sees it.



THE INVITATION

# BECOME PART OF THIS



The milestones are close and concrete.

## July 10: our beta begins.

The first real use of the app, our testers putting the audios to work and giving the feedback that gets us ready for commercial launch. Then on August 11 we go commercial: the app in the App Store, a funnel page live, distribution to our friends and our beta testers' networks, and paid ads turning it into revenue. This round is the fuel between here and there.

*We built the engine. We have the stage, the moment, and the team.*

*What we need now is the fuel to seize it, and the right people standing beside us.*

From a \$5,000 check, you own a real piece of a high-margin engine and a movement to help a lot of people finally come home to themselves.

HOW MANY LIVES DO YOU WANT TO BE PART OF CHANGING?