



# AFFIRMOMOLOGY AI

*Your chart. Your healing. Your voice.*

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The first AI-personalized subconscious audio platform  
built on astrology, Gene Keys & Human Design

# "Why can't I make affirmations work?"

48M

Monthly Listeners

Affirmation audio on Spotify  
& YouTube alone

83%

Say It Doesn't Stick

"I am rich" crashes against  
the subconscious Belief Gap

\$13B

Astrology Market

High-spend believers with  
zero personalized audio

## The Gap

**Affirmations** are generic.

**Astrology** informs the left brain — never the subconscious.

**Gene Keys** require years of solo contemplation.

**Nobody** has bridged these worlds.

# Two massive audiences. One unbuilt bridge.

Astrology report buyers

= ? =

Abraham Hicks audio listeners

Gene Keys practitioners

= ? =

Affirmations seekers

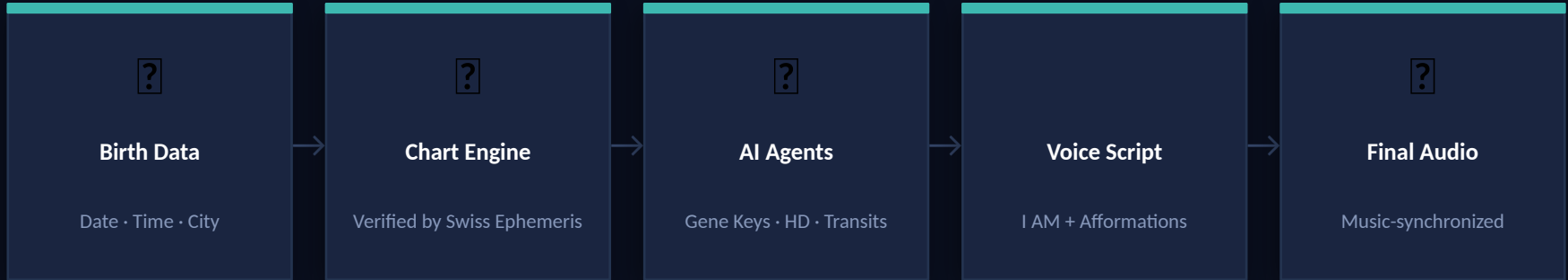
Human Design community

= ⚡ =

The Tapping Solution users

These worlds have never been merged into a single personalized product. Until now.

# Your chart becomes audio that rewires you.



▶ **PLAY THE DEMO · 30 SECONDS**

*If it lands, the rest of this deck is just confirmation.*

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



## Afformations™

→ Search Engine Mode

Noah St. John (Hay House, 1M+ copies). "Why" questions bypass the Belief Gap — the brain cannot reject a question. It goes looking for proof instead.



## EFT Tapping

-24% Cortisol · 1 session

Journal of Nervous & Mental Disease. Single session beats talk therapy. APA-replicated. 180+ peer-reviewed studies. fMRI shows reduced amygdala reactivity.



## Heart Coherence

400+ Research Studies

HeartMath Institute. 5-sec inhale / exhale creates measurable HRV coherence. Heart sends more signals to brain than reverse. Positive emotion = better cognition.

# A \$30B ocean. Nobody is doing this.

	Personalized	Cosmic Systems	Subconscious Audio	Subscription	Science-Backed
Calm / Headspace	✗	✗	✓	✓	~
Co-Star / Pattern	✓	✓	✗	✗	✗
Tapping Solution	✗	✗	✓	✓	✓
YouTube / Spotify	✗	✗	✓	✗	✗
✦ Affirmology AI	✓	✓	✓	✓	✓

# The audience is already there.

**\$13B+**

**Astrology Market**

8.6% CAGR · Global

**\$10B+**

**Dev Audio Market**

Calm · Headspace · Audible

**\$4B+**

**Energy Healing**

Tapping Solution: 4M downloads

**3M+**

**GK / HD Practitioners**

\$200–1,200/yr avg spend

## BEACHHEAD

3M Gene Keys + Human Design practitioners — proven high-spend, spiritually committed, and completely underserved by any personalized audio product. Fully capturable before expanding to the wider \$13B astrology market.

# Simple. Recurring. 98% Gross Margin.

Free Sample

**\$0**

Personalized 3-min clip  
Email capture hook

Starter Kit

**\$77**

Full Gene Keys audio set  
5-8 personalized tracks

Monthly Member

**\$22/mo**

New moon + full moon  
transit audios · 2/month

Annual VIP

**\$197/yr**

All transits + custom  
requests + early access

Practitioner

**\$127/mo**

White-label B2B  
for coaches & facilitators

Cost per audio: **\$0.13-0.27** · Gross margin: **98%+** · Break-even: **2-3 sales/month**

# Domain expertise you can't fake.



## Electrical Engineering Degree

Understands the technical architecture — not just waving at it.



## 13 Years Patent Attorney

IP moat fluency. Speaks to investors in their language. Thinks in systems.



## Transformation Space Insider

Ran 3-day conferences that sold out. Former spiritual community leader in Miami. Raised capital before. This is the audience.



## Deep AI + Marketing Stack

Last 3 years building digital marketing mastery. Last year heavy AI integration. Claude Code, agent architecture, the whole stack.



## Founder Network Active

Men's circles. Founder coaching. Miami wellness community. Omaha founders event. This pitch deck gets walked into real rooms.



## Building What He'd Buy

Inside the Gene Keys + HD community. Knows the emotional journey of the customer. This is founder-market fit at its clearest.

# \$30,000

for 10%

**\$8K**

**PWA Build**

Product development

**\$8K**

**Ad Testing**

6 months Meta + TikTok

**\$6K**

**Content**

Voices · music · knowledge base

**\$5K**

**Runway**

6-month founder focus

**\$3K**

**Ops**

Tools · API · legal

**6-MONTH MILESTONE · 200 paying subscribers · \$4K+ MRR · Profitable ad loop**