

PREVIEW BRIEFING · CONFIDENTIAL

Affirmology AI

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

ENTITY: WYOMING LLC TARGET ROUND: \$250K-\$300K LOCATION: MIAMI, FL

DATE: MAY 2026

DEMO: LIVE ON PRIVATE YOUTUBE · CUSTOM INVESTOR DEMOS AVAILABLE

PREVIEW NOTE

What this document is, and what is coming tomorrow.

This Preview Briefing covers product vision, technology, IP strategy, team, market position, distribution strategy, projections, and broader strategic context. **The detailed financial structure (term sheet, valuation tiers, founder allocation, expected investor returns) is being finalized this week as Jeff aligns with his co-founder on the final co-founder structure. The full investment package follows by tomorrow.**

What is in here is everything substantive about what Affirmology is, who is building it, why now, and how it wins. What is coming tomorrow is the specific numbers around how to participate as an investor.

DEMO ACCESS

A proof-of-concept video using Jeff's own birth data through the full pipeline is live: <https://www.youtube.com/watch?v=YIG3KixAMqM>

HOW TO LISTEN THE FIRST TIME

The first listen should be with eyes closed and slow breaths. Let the audio land in the body before the rational brain engages. After that first pass, watch the video with eyes open to see the on-screen text showing where each affirmation was derived from in the cosmic blueprint (Gene Keys, Human Design, astrology). The feeling layer is the product; the visual layer is the proof of the personalization.

FIRST-DEMO CAVEATS

This is the very first demo, hand-assembled through the manual pipeline. Future versions will have: better pacing with deliberate pauses for the listener to integrate, tighter alignment of key affirmation phrases with musical beats, less visual distraction (compact spheres with embedded Gene Key numbers rather than text-heavy overlays), and refined voice intonation. The current version proves the pipeline works. The polish layer arrives as we iterate. A separate companion document with all the spoken text plus the specific chart derivations can be created on request if a particular investor wants to study the underlying mapping more closely.

Custom personalized demos using each early investor's own birth data are being prepared as a personal preview. If you want one, share your birth date, time, and city. The custom demo lets you experience the product from inside as a user, rather than just observing from outside.

AUDIO AESTHETIC REFERENCE

The hypnotic Abraham Hicks remix style is the closest existing analog to where the Affirmology audio experience lives. Sample playlist for reference: [Spotify Playlist · Abraham Hicks Affirmation Style](#).

Affirmology layers personalized cosmic-derived affirmations on top of this aesthetic, voiced by ElevenLabs and produced for each individual user.

01 - THE PROBLEM

Two massive audiences. One unbuilt bridge.

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

48M

MONTHLY AFFIRMATION LISTENERS

\$13B

GLOBAL ASTROLOGY MARKET

3M+

GENE KEYS / HD PRACTITIONERS

0

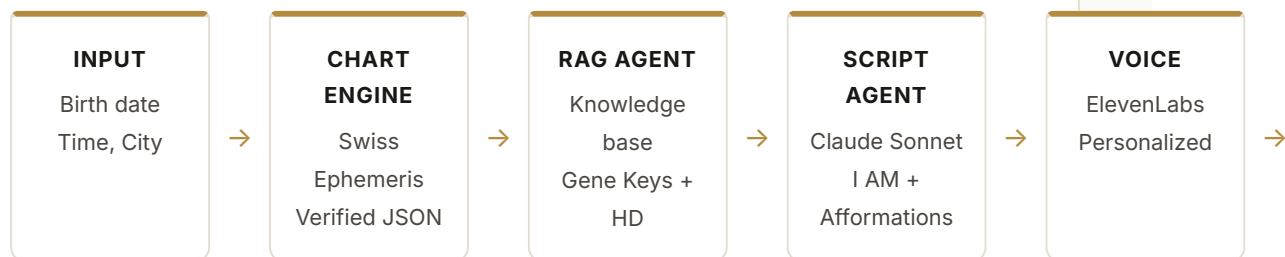
COMPETING PRODUCTS TODAY

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

02 - THE SOLUTION

Your chart becomes audio that rewires you.

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



THREE USE CASES AT LAUNCH

- **Bedtime meditation track:** heart coherence induction + full affirmation cascade for sleep and integration.
- **EFT tapping clearing track:** guided tapping on user-specific shadow patterns from their Gene Keys sequence.
- **Morning activation track:** shorter format for daily listening during commute, workout, or routine.

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

Founder-developed methodology embedded in product.

THE JEFF PARKER HEART COHERENCE TECHNIQUE

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

GENE KEYS CONTENT STRATEGY (DEFENSIBLE USE)

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

PROVISIONAL PATENT STRATEGY

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

TRADEMARK & ENTITY

Affirmology.ai domain secured. "Affirmology" trademark filing concurrent with entity formation. Wyoming LLC for anonymous

ownership, no state income tax, lower fees, strong asset protection.
Foreign qualification in Florida where physical operations occur.

04 - THE SCIENCE

This isn't woo. It's neuroscience.

-24%

CORTISOL, 1 EFT SESSION
VS 14% TALK THERAPY

-58%

ANXIETY REDUCTION
EFT STUDY GROUP

400+

HEARTMATH COHERENCE
STUDIES

180+

EFT PEER-REVIEWED
STUDIES

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

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

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

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

98% gross margin. Recurring. Simple.

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

\$0.13–0.27

COST PER AUDIO

98%+

GROSS MARGIN

\$40–60

TARGET CAC

\$385+

CUSTOMER LTV

~7%

TARGET MONTHLY CHURN

6–10X

LTV:CAC RATIO

The Miami Compact. Affiliate flywheel. Live stage activation.

THE MIAMI NETWORK COMPACT

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

AFFILIATE PROGRAM (PRIMARY B2B CHANNEL)

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

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

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

- **Premium vendor table** directly adjacent to main stage for full 3-day duration.
- **Daily chair-drops:** personalized flyer with QR codes on every main-stage chair each morning.
- **Dedicated experiential activation room:** separate space hosting 2-3 immersive Affirmology experiences per day (100-200 attendees per session). Floor cushions, celestial ceiling, founder

photos on signage, premium headphones. Attendees exit directly into Affirmology vendor area as the sole vendor visible.

- **Stage time** between every speaker for both founders.
- **Speaker affiliate pipeline:** conference speakers become priority candidates for affiliate program.

Launch sequence: Jeff's birthday soft launch (late August, family + Miami community). Night-before-Faena sponsor party (Affirmology hosts speakers, builds affiliate relationships). One month post-Faena: official Miami launch event with silent disco headsets and immersive experiences.

MINT CRO TESTING METHODOLOGY

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

Upside catalysts (where this could really take off): the combination of AI-powered ad creative generation (multiple hooks per audience segment produced cheaply and rapidly), the Miami Network Compact (lookalike audiences pre-validated to attend spiritual events), and the affiliate program activated through Jeff's deep network of Miami event creators, community leaders, teachers, and influencers, all working together creates an asymmetric distribution advantage. If even one or two of these channels hits at scale, customer acquisition costs drop well below \$40 and the unit economics get extraordinary. With focused founder attention on the AI ads engine and the affiliate flywheel, this is a real possibility, not just an aspiration. The conservative projections assume modest performance from each channel; the optimistic path assumes the combination compounds.

PRE-MARKET AUDIENCE RESEARCH

Before any paid ad goes live, Affirmology will run deep audience research through the founders' existing networks. Both founders are

embedded in massive friendship and community networks within the exact target demographic. The advantages are real and unique:

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

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

08 - TRACTION & ROADMAP

From demo to category leader in 24 months.

PHASE	TIMELINE	MILESTONE
Sprint 1a ✓	May 2026 (COMPLETE)	Proof-of-concept demo video built end-to-end. Founder's own birth data run through manual pipeline (script generation, voice rendering, music mix,

PHASE	TIMELINE	MILESTONE
		synchronized visuals showing cosmic blueprint derivation). Live at youtube.com/watch?v=YIG3KixAMqM. Custom personalized demos being created for each early investor.
Sprint 1b	Within 2 weeks	Agent automation of the demo flow. Anyone can enter their own birth date, time, and location and receive a personalized audio back. Estimated one-week build leveraging founder's existing AI agent expertise.
Sprint 2	July-Aug 2026	Landing page, Stripe, 10 paying customers, affiliate program prep
Sprint 3	Sept 2026	Faena conference (3-day hosting). Target 100+ paying customers from event
Sprint 4	Oct-Dec 2026	PWA launch, paid ads scaling, 500+ subscribers
6-Month Milestone	Nov 2026	1,000 monthly active users, profitable ad loop
Year 2	2027	Vedic astrology, HD deep channels, voice cloning premium
Year 3+	2028+	Practitioner platform, international expansion, retreat partnerships

Founder-market fit, deep technical bench, distribution power.

Jeff Parker · Lead Founder, CEO & CTO

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

Sol · Co-Founder, Brand & Community

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

Specific founder equity allocation being finalized this week and disclosed in the full term sheet tomorrow.

ACTIVE HIRES NEEDED (POST-FUNDING)

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

OPEN ADVISOR / BOARD SEATS

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

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

FUTURE CEO CANDIDATES

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

10 - RISK REGISTER

What we worry about, and how we mitigate it.

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

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

11 – INVESTMENT STRUCTURE (OVERVIEW • DETAIL TOMORROW)

Direct LLC ownership. Real economics from day one.

Note: the overview below describes the structural approach. Specific valuation tiers, founder allocation, expected investor returns, and the full term sheet are being finalized this week and will be sent tomorrow. The information here is enough to understand the shape of the deal; the numbers fill in tomorrow.

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

WHY DIRECT LLC UNITS, NOT SAFES

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

THREE VALUATION TIERS

TIER	PRE-MONEY VALUATION	AVAILABLE TO
Lead Anchor	\$700K	Named lead investor with operational involvement. Package includes board seat, advisor equity, pro-rata, ROFR, and corporate events co-founder priority. Available once.
Strategic	\$800K	Major investors (\$100K+) bringing operational or advisory contribution beyond capital. Optional advisor equity grant and board involvement.
Standard	\$1M	All other early investors at \$50K and below.

Specific valuation tiers, example check sizes, and ownership percentages being finalized this week. Full table in tomorrow's term sheet.

WHAT EVERY INVESTOR RECEIVES

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

OPTIONAL ADD-ONS (NEGOTIABLE PER INVESTOR)

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

- **Hybrid structure** (equity + loan for major investors who want capital working multiple ways).

12 – FOUNDER ALLOCATION & CAP TABLE (FINALIZING)

Co-founder structure being finalized this week.

The specific founder allocation and post-round cap table is being co-authored this week with Sol as we land on the right structure for both of us. The structural principles are settled:

- Jeff as Lead Founder with majority ownership and CEO authority.
- Sol as Co-Founder, Brand and Community with meaningful equity, vesting over 4 years with 1-year cliff plus performance-based earn-in path.
- Team pool reserved for future grants (Randy Green as Project Assistant, others as the team grows).
- Standard founder protections (vesting, leaver provisions, romantic-dissolution clause, drag-along, tag-along).
- Post-round founders combined retain approximately 75% combined. Investors collectively at approximately 20% to 25%. Plenty of room for future rounds without dilution stress.

Specific numbers (percentages per founder, exact cap table at each tier of raise) follow in tomorrow's term sheet.

13 – DISTRIBUTION POLICY

How investors actually get paid.

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

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

14 – USE OF FUNDS

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

\$60K

Founder Runway

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

\$40K

Ad Testing

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

\$35K

Tech Engineer / PWA

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

\$25K

Content Production

Voices, music library, knowledge base expansion.

\$20K

Event & Team

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

\$15K

Ops, Legal, IP

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

Scales proportionally up or down based on actual raise amount.

15 - THREE OUTCOME PATHS

Optimistic, conservative, stall, and failure scenarios.

Honest projections at three contribution levels. Example investor: \$100K at Standard tier = approximately 9.1% ownership.

OPTIMISTIC PATH · ~25% PROBABILITY

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

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

Your return at \$100K investment: ~\$1.27M/year in distributions starting year 2-3. OR ~\$12-18M at strategic acquisition (Mindvalley-tier, year 5-7).

CONSERVATIVE PATH · ~40% PROBABILITY

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

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

Your return at \$100K investment: ~\$364K/year in distributions starting year 2-3. OR ~\$4-6M at modest strategic acquisition.

STALL PATH · ~25% PROBABILITY

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

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

Your return at \$100K investment: ~\$36K/year in distributions starting year 2-3. Modest but real ongoing income. Most early-stage investments return zero in stall scenarios. The 98% gross margin means even a stalled Affirmology pays its investors meaningfully.

FAILURE PATH · ~10% PROBABILITY

Company shuts down within 12-18 months

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

Your return at \$100K investment: \$0. Standard early-stage investment risk.

The key reality: Even the Stall path produces \$36K/year in distributions ongoing. That is real money that compounds annually. Most early-stage investments are binary: huge return or zero. Affirmology's high-margin distribution model means the survival scenarios all pay investors meaningfully over time. Asymmetric upside, mitigated downside.

16 – FIVE-YEAR PROJECTIONS (OPTIMISTIC CASE DETAIL)

What scale looks like at the top of the curve.

YEAR	SUBS	ARR	NET PROFIT	DISTRIBUTIONS TO \$100K INVESTOR
Year 1 (2026-27)	8K	\$2.1M	\$0.5M	~\$45K
Year 2 (2027-28)	30K	\$7.9M	\$3.5M	~\$318K
Year 3 (2028-29)	100K	\$26.4M	\$14M	~\$1.27M
Year 4 (2029-30)	250K	\$66M	\$35M	~\$3.18M
	500K	\$132M	\$75M	~\$6.8M

YEAR	SUBS	ARR	NET PROFIT	DISTRIBUTIONS TO \$100K INVESTOR
Year 5 (2030-31)				

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

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

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

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

THE REALISTIC TRAJECTORY

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

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

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

WHAT THIS MEANS FOR EARLY INVESTORS

Example: \$30K invested today at Anchor terms = 10% pre-dilution ownership, diluting to approximately 6 to 7% after expected future rounds.

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

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

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

18 — STRATEGIC EXIT OPTIONALITY

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

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

Distribution Path (Default Plan)

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

Exit Path (Strategic Option)

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

The window is open.

Tech Stack Arrived

2023-2025

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

Founder-Market Fit

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

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

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

FOUR-LAYER DEFENSE

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

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

CUSTOMIZABILITY ROADMAP (WHERE THE TECH ADVANTAGE COMPOUNDS)

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

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

MUSIC STRATEGY: HYBRID LIBRARY APPROACH

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

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

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

PROVISIONAL PATENT STRATEGY

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

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

20 — THE ASK

What we need, what investors get.

\$250K to \$300K target round in direct LLC unit purchases. Wyoming LLC. Tiered valuation structure. Distribution rights, voting rights, real ownership from day one.

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

Proof-of-concept demo live: youtube.com/watch?v=YIG3KixAMqM. Custom personalized demo using your own birth data available on request (share date, time, city). The full interactive agent-driven demo (anyone enters their own birth data on the website) is in build with a one-week estimated completion. Capital raised funds the agent automation, ad testing, content production, Faena conference activation, and team build that scales this from working pipeline to product.

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

Full term sheet with specific valuation tiers, founder allocation, expected returns, and check size examples follows tomorrow once co-founder structure alignment is signed.