

AFFIRMOLGY

Mission & Opportunity, v7 Change Accounting

Every edit vs the live document · for review before anything goes live · July 2026

This lists every change in v7 against the LIVE document on the site, keyed to the live doc page numbers so you can open the live PDF and check each spot. Nothing here is live. The live file is untouched.

First, what is NOT yet in v7

The Table of Contents and page numbers are missing for now. They were added to the live doc by a final pass that got wiped last session. Once you approve the content below, I rebuild that pass and the polish returns. This is the only reason my rebuild looks plainer than the live one.

Launch dates are now finalized. Private beta August 8, public launch August 14. These replace every earlier July date. All astrology-as-timing framing has been removed; the product is still astrology, the investment rationale is not.

Cover · live p1

No change.

NEW page after the cover: A note on how to hold this

A brand-new one-page legend that did not exist before. Five short boxes:

- Confidential, personally given: named recipient only, individual link, under NDA, never posted, do not forward.
- A private placement, not a public offer: private under Regulation D; participation limited to investors who qualify under the applicable exemption; investor questionnaire and subscription documents; the Company determines eligibility.
- Illustrations, not forecasts: pre-revenue; projections show how the model behaves, not a promise.

- You can lose everything: restricted, illiquid securities, no public market, no resale absent registration or an exemption; you may lose your entire investment; not investment, legal, or tax advice.
- The full terms live in a conversation: cap table, operating agreement, vesting, structure walked through directly, and they govern where anything differs.

Executive Summary · live p3 to p5

Board sentence changed. Was "a five-person board (Jeff, Sol, Colin, and two more) governs the major decisions." Now no board number is stated; replaced with the cap table and governance being walked through directly. Reason: it was factually wrong and the number is still moving.

Beta line changed. Now "the private beta opens to the founding circle on August 8."

One thing to decide. Earlier I also condensed this section to one page and dropped a closing pull-quote, retitling it "in one page." The live canon deliberately made it "in two pages." My recommendation: keep the live two-page version and apply only the board and date fixes.

Problem, Method, Science, Product, Data, Why People Stay · live p11 to p34

No securities or factual changes. Content unchanged. One image swap sits in this stretch, noted below.

The Market, Why now box · around live p17

Pressure line softened. Was "The window to plant the flag is open now, and it closes the moment strong revenue begins." Now "The tools, the audience, and the perpetual engagement engine arrived together. We would rather be the ones who move now than watch someone else build it." Reason: urgency-to-invest framing is disfavored.

Go to Market, demo lounge image · around live p33

Image swapped. Was a single woman on a fantasy gold chaise, one person. Now the emerald demo lounge with six diverse people in headphones, two staff in green polos, the Eames chair, and a live conference hall behind. Reason: reads as an operating company with throughput, and it is diverse.

The killer app, group-journey image • around live p35

Image swapped. Was a robed figure with arms outstretched before rows of seated people, everyone white. It read as a cult. Now a bright, diverse group across loungers and cushions in headphones, one staff member with a tablet checking on a guest, no robe, no altar, no rows. A class, not a rite.

The Rollout timeline • live p41 to p42 • FULLY RESET to finalized dates

Section title. Was "The Rollout, timed to the sky." Now "The Rollout, the next six months." The electional lead and the "read live against the founder's chart" line are gone.

Founding entry. Removed the Taurus Moon / natal wealth axis / Mercury language and "bank in place." Now: "A Wyoming multi-member LLC, with the entity and EIN in place."

Beta entry. Now August 8, 2026: the private beta opens to the founding circle, inner-orbit testers who each receive a personalized audio suite to live with and give feedback on.

Launch entry. Now August 14, 2026: public app launch and commercial availability; the paid customer-acquisition funnel begins. Replaces the old "August 11 to 13, Launch and Raise, open angel round." The raise is no longer named in the public timeline line.

September 11 entry. Removed "On the founder's solar return." Now just a public debut.

Later milestones. September 24 to 26 Faena, November 11 gathering, and Early December Art Basel are unchanged.

Chart caption. Changed from "The elected founding chart" to "The founding chart."

Why the dates matter box. Updated from the old July/August schedule to: the August private beta gives retention and ARPU data, the public launch opens revenue, September puts it on a premium stage, November builds the movement.

The Team • live p43 to p46

Colin. Was "advises Affirmology on growth and the raise and holds a seat on the board." Now "advises Affirmology on growth and strategy." Reason: he does not hold a board seat, and advising on the raise implies paid help finding investors, which is broker-dealer exposure.

The Astrology of This Moment · live p47 to p48 · ENTIRE SECTION REMOVED

The full passage arguing Jeff's natal chart predicts the company's financial success (Jupiter on the Midheaven as the expansion switch for a career, the Part of Fortune as where the gold is, Jupiter lighting the Vertex meaning the right investors arrive now) is cut from the offering document.

Why. In a document that also names a price, an instrument, and a return, that is a forecast of investment returns based on astrology, which is exactly what antifraud rules target. It is preserved whole in a separate founder-story file so it can still be shared, just not inside the investment package. Removing it shifts everything after it back by about two pages.

The State of the Project · live p49 to p51

No securities changes. The mini-timeline "Now: July" entry updated to "Next: August 8, the private beta opens."

The Ask · live p52 to p55

Eligibility language added. Now states it is a private placement under Regulation D, participation is limited to investors who qualify under the applicable exemption, each investor completes an investor questionnaire and subscription documents, and the Company determines eligibility. The \$5,000 door stays open. Not "accredited only," not "anyone may invest."

Honest caveats box now points the reader to the new Risk Factors section.

Unchanged. The \$5,000 minimum and all the distribution math are untouched.

NEW section before The Future: The Risks, plainly

A brand-new one-page section that did not exist before. It covers: pre-revenue and no operating history; the raise may not close; ARPU, CAC, and churn unvalidated; two founders who are partners in life; key-person risk on Jeff; platform and API dependence; competition from larger apps;

regulatory and wellness-claim risk; birth-data privacy risk; a provisional, not granted, patent; restricted and illiquid securities with no public market and no resale absent registration or an exemption; dilution; and the K-1 tax wrinkle.

Why. The document projects \$23K to \$650K a year in distributions and had zero risk disclosure. This makes the numbers more credible, not less.

The Future and Become Part of This · live p56 to p58

No securities changes. The closing dates now read: on August 8 the private beta opens to the founding circle; on August 14 we go public.

Renumbering note

Net page count is roughly flat: about two pages removed (astrology) and two added (legend and risk factors). The Table of Contents will need the Astrology line removed and every page number restamped, which I handle in the stamping pass.

Open decisions, I am holding on all of these

- Executive summary: keep the live two-page version, or my condensed one-page version. I recommend keeping the live two-page canon and applying only the board and date fixes.
- Rebuild the Table of Contents and page-number stamping pass now. This restores the grand polish. I do it once you approve the content above.
- Push to R2 to make it live. Only on your explicit word.