

# AFFIRMOMOLOGY LLC

## BUSINESS PLAN

*Personalized subconscious audio built on a person's cosmic blueprint. A software update for the Subconscious Operating System.*

*Wyoming LLC (effective June 26, 2026) · Miami, FL · Confidential*

*Draft v4, reformatted for readability, with the growth engine and two-stage capital plan added (July 2026). Red [ STILL OPEN ] items still need beta data or counsel.*

## 1. Executive Summary

---

Everyone is trying to become the fullest version of themselves, and almost every tool for that quietly fails in the same place: transformation stalls when the subconscious does not believe the new story, and cosmic-blueprint systems (astrology, Human Design, Gene Keys, numerology) stay as head-knowledge that never reaches the body. Affirmology is the bridge.

It turns a person's unique blueprint into deeply personal first-person audio that speaks past the analytical mind and installs a truer self-image, a software update for the Subconscious Operating System.

**What it is.** A multi-agent AI system takes birth data, computes the full chart (Swiss Ephemeris), retrieves grounded interpretation from a proprietary corpus of 25,000+ records, writes a personalized script, renders it in a warm human voice (ElevenLabs), and mixes it over music, plus a chart-grounded chatbot ("Hermes") that talks and, at higher tiers, creates audio on demand.

**The opportunity.** Two proven markets have never been joined, and real companies already make real money at the edges: Astrotalk ~\$142M revenue, Nebula ~\$50M ARR, CHANI ~\$600K/month bootstrapped, Co-Star at 30M users. No one sits at the intersection of verified deep personalization and subconscious-first audio.

**The model.** High-margin membership (70–90% category margins; validated per-audio cost of a few cents to ~\$0.50; the ElevenLabs startup grant zeroes voice cost for year one). A ladder from free beta and a low-cost Starter, to a monthly Base membership, to a premium Advanced/Golden tier where the chatbot creates bespoke audio metered in credits, and a creator ("Affirmologist") tier whose communities become distribution.

**Theme: revenue is the driver.** Two points sit at the very top of this plan. First, we have a short path to revenue: a small amount of investor money revs the engine, the right beta cohort hones the customer journey, and after a subscriber's first month their acquisition cost is essentially recovered, so ad spend becomes profit from roughly month two, at under 10% early churn, with live events and affiliates driving membership from mid-September.

Second, this is a low-overhead, high-margin business: the audios are cheap to produce and cheap to scale, so revenue, not repeated fundraising, funds the build. We raise a small amount to clear two humps and reach the fall inflection (ads, the Faena conference, affiliates), after which revenue carries the rest.

A staged Round 1 at \$1.5M post-money, direct Wyoming LLC membership units (no SAFEs), with distribution and ownership from day one. Modeled at \$30K (survival floor), \$50K (lean launch), \$100K (the target we would most love to hit), and \$150K (full plan, runway comfortably past November).

## **2. The Problem & Why Now**

---

Two paths to transformation both fail at the same gate. Affirmations bounce off the subconscious's "yeah-right" response, so nothing installs. Cosmic blueprints land as information in the head, not felt truth in the body.

Affirmology closes both: the blueprint supplies true, specific content, and audio delivery (first person, present tense, over music, with heart-coherence and somatic technique) gets it past the gatekeeper where identity actually changes.

**Why now.** The tech stack only matured in 2023–25 (production voice, cheap retrieval, AI music, multi-agent orchestration). Astrology belief is mainstream (27% of US adults, 43% of women 18–49). And the meditation incumbents are flat-to-declining as undifferentiated content saturates.

## **3. The Product**

---

Core loop: birth data → Swiss Ephemeris chart → proprietary corpus (25,000+ structured records, tier-walled) → an agentic "council" (Hermes + specialist oracles) writes a personalized first-person script → warm voice + music mix, with a QC gate that rejects any flawed audio before it is served.

Signature experiences, each a reusable Structure so any chart spawns the same catalog: the Mirror / first reading ("The Recognition"), the Origin Soul Song, and full suites (Morning

Activation, Before-Bed Sleep Install, EFT Tapping, Pre-Pitch Primer, Money-Block Clearing Journey, and more).

The Hermes chatbot is a chart-grounded companion that talks freely at all tiers and, at Advanced/Golden and above, creates audio on demand, shaped by a persistent per-person knowledge base that remembers context, goals, and history. This companion is the anchor of the premium tier.

Founder IP: Jeff's heart-coherence technique, validated across live events with 200+ person groups, is the signature opening on premium tracks, embedded IP a generic AI competitor cannot reproduce.

[ STILL OPEN: the creator-platform MVP feature set (covered in Section 7) finalizes from beta. ]

## 4. The Science

---

- Subconscious delivery: language lands as image and sensation before logic; in a relaxed theta/alpha state the analytical gatekeeper quiets, so first-person present-tense content installs.
- EFT tapping: 180+ peer-reviewed studies; a single session has shown ~24% cortisol reduction and reduced amygdala reactivity on fMRI.
- Heart coherence: HeartMath, 30 years, 400+ studies, sustained positive emotion produces measurable HRV coherence.
- Affirmations and the predictive brain: identity changes when the self-model is updated through felt, repeated, emotionally-encoded experience.

## 5. Market & Opportunity

---

The strongest argument is real comparables making real money, and nobody combining what we combine.

Data point	Figure	Source
US adults who believe in astrology	27%	Pew
Women 18-49 who believe	43%	Pew
LGBT adults who consult yearly	54%	Pew
US psychic-services market	~\$2.3B	IBISWorld

<b>Astrology-app segment</b>	~\$3B (2024) → ~\$9B (2030)	MarkNtel
<b>Meditation / mindfulness</b>	\$7.1B, ~19%/yr	GWJ

Proof it scales: Astrotalk ~\$142M revenue FY25 (5M+ consultations/month); Nebula ~\$50M ARR (250% YoY, bootstrapped); CHANI ~\$600K/month (~\$7.2M ARR), bootstrapped; Co-Star ~30M users, ~\$21M raised; Calm and Headspace each cleared \$2B+ valuations on audio wellness.

## 6. Competition & Moat

The field splits in two, and each half is missing the other's. Info-first astrology apps deliver information to the logical brain as entertainment; generic audio-wellness apps deliver to the subconscious but are not about you. Affirmology alone does both.

Competitor	Position	Their gap
<b>Co-Star</b>	~\$21M raised, ~\$60M val, freemium/viral, 30M users	No audio; freemium monetization ceiling; info as entertainment
<b>The Pattern</b>	Personal text readings; Sweet Capital / LionTree	Text only; no verified four-system depth; no audio
<b>CHANI</b>	~\$600K/mo, bootstrapped, values-led	Single named-astrologer voice; not personalized transformation
<b>Sanctuary</b>	~\$6.5M raised; human marketplace (\$19.99/mo + top-ups)	Human-time-bound; supply/QC messy; not scalable
<b>Nebula</b>	Broad spiritual grab-bag + live psychics	Breadth over depth; generic; privacy knock
<b>Calm / Headspace</b>	\$2B+ valuations, audio wellness	Generic, not about the individual; Calm declining, multiple compressed

**Our compounding moat.** Producing raw astrology reports from every system is not, by itself, hard, so the moat is everything we build on top: the interpretation and poetic layer, the neuroscience and transformation techniques, the gamified and viral experience, and a proprietary corpus (25,000+ records) feeding a multi-oracle agentic council. It rests on assets a competitor cannot clone quickly: the Living Profile (a deep psychographic profile from day one, ~20-40% revenue lift from better targeting); founders who have lived inside the target avatar for

12 to 20 years, with the technical and psychological depth and the Miami community friendships that make the brand credible; the creator/Affirmologist and affiliate network as in-person distribution; a data flywheel where every rating sharpens the bank; and a provisional patent (filed for patent-pending status, partial protection but real credibility and a deterrent). The position itself, trust-and-transformation rather than information-as-entertainment, is the hardest thing to copy.

**Who could copy us.** Co-Star and The Pattern have large audiences and brand familiarity, but bolting on verified four-system, subconscious-first audio would mean reworking the app, interface, and messaging that are their bread and butter. Mindvalley-class wellness platforms are the more real long-term threat if they notice the category, yet we are the ones living inside its nuances, building the transformational layer that sits above a simple chart read, which is out of scope for information-first apps.

The larger practical risk is not being funded in time to seize the Miami window (Faena and the November gathering), and that window is exactly what a small, revenue-focused raise closes. (Founder and staff non-competes plus contractor IP-assignment to be executed with counsel.).

## 7. Business Model & Revenue

A high-margin recurring membership with a bespoke-creation upsell and a creator distribution layer. Pricing is the current framework, finalized from beta data; the shape is stable.

Tier	Price (indicative)	What it is
<b>Founding Constellation</b>	Free (beta)	Inner-orbit testers; metered-free; payment is feedback + word of mouth
<b>Starter ("First Light")</b>	~\$50-\$88 one-time	10-12 audios; know-thyself + attune
<b>Base ("Inner Orbit")</b>	~\$15-\$22 / mo	Transit updates, chatbot companion, core journeys
<b>Advanced / Golden</b>	~\$50+ / mo + credits	Chatbot creates bespoke audio on demand; persistent knowledge base; credit top-ups above an abundant allotment
<b>Affirmologist (creator)</b>	Higher / rev-share	Create audio for their community; their members open accounts, a growth engine

The credit model: each paid tier includes an abundant monthly allotment; heavy users buy top-ups priced above cost. Allotments do not roll over; we never throttle the obsessed creator (they become evangelists); engagement can earn bonus credits.

The creator engine is revenue plus acquisition: creators serve their communities with Affirmology-powered audio, and every member opens an account and gives an email. The esoteric creator economy already supports a proven income ladder, which we can show a prospective Affirmologist with Affirmology as the engine:

Creator tier	Following	Annual income (in-category)
Micro	5-30K	\$30-\$80K
Mid	50-200K	\$150-\$500K
Elite / brand	500K+	\$1M-\$10M+

The relationships tier is a viral acquisition loop (validated by The Pattern): people invite partners and friends to see their connection.

**Unit economics (validated).** Per-audio cost \$0.13 to \$0.27 standard (up to ~\$1 premium); a full Understanding runs ~\$0.20/person (measured: Sol \$0.20, Jeff \$0.19, Staci \$0.17); a Mirror Door ~\$0.50. Being honest about voice: today, audios rendered on ElevenLabs cost closer to \$0.50 each, though not every audio uses it; the ElevenLabs startup grant would zero the voice line for 12 months, and our long-term path is to grow on Fish Audio (cheaper, also grant-eligible) as its voices improve, reserving ElevenLabs for premium cases.

Deeper per-person analysis audios may run \$1 to \$3. Lean monthly overhead is just \$53 to \$73 before ads. Cost discipline is enforced in code (a ~\$0.45/reading spend cap, stop-on-credit-error, overnight throttle).

Working assumptions: blended ARPU ~\$27/month; CAC ~\$55, with real-world paid CAC likely \$40 to \$80 early and trending under \$55 as we learn the algorithm; churn ~10% early, targeting 5-7%; implying LTV ~\$270-\$380 and LTV:CAC ~5-7x.

Creator economics are being finalized from beta, and will likely blend a revenue share for members a creator brings in with a credits-and-perks incentive for smaller creators, plus explicit affiliate deals (defined commission, defined duration) for large accounts we market through. The founders hold personal relationships with several established astrology creators (collectively hundreds of thousands of followers) to activate once the app's experience is proven; the first

wave is smaller Miami-community creators. [ STILL OPEN: lock final tier prices, credit allotments, and the exact creator rev-share vs markup from beta data. ].

## **8. Go-to-Market**

---

Relationships first, then paid amplification, on a seven-beat runway: June 26 LLC filed; July 10 beta opens; Aug 11-13 app live plus open the raise; Sept 11 Miami debut; Sept 24-26 Faena; Nov 11 gathering; early Dec Art Basel (optional). We already have roughly 20 to 25 warm beta testers (able to add 5 to 10 more) and four investor leads, with more conversations opening, and some people are both.

Founder time scales through one-to-many (Zoom calls, a resource wiki, videos, community members making their own content), with 1:1s and voicenotes as needed. Channels: the Miami Compact (opt-in lists for lookalikes, never cold); the affiliate/Affirmologist program (commission terms being finalized from beta, activated at Faena, with beta testers becoming affiliates as early as mid-August); the relationships viral loop; and nano-tested paid ads (small budgets across many hook variants, kill losers in 72 hours, scale winners).

At every event, a card does double duty: one side invites the person to their own demo and full experience, the other opens the affiliate opportunity, ideal for Miami's dense network of coaches, healers, and community leaders. The fall target is \$10 to \$20K/month, reached within about 90 days of the August launch.

### **The growth engine: how we scale without burning cash**

A fair question sits under every consumer app: does growth just mean pouring cash into ads? For our category, the honest answer is encouraging. The biggest personalized-astrology apps grew first on word of mouth and community, not paid media.

Co-Star reached more than 20 million downloads with essentially no marketing spend, carried by shareable, uncannily personal notifications. CHANI grew to roughly \$14M in annual revenue with no venture funding, on the founder's community and a values-led brand.

Our Sacred Audio is built to be just as shareable, and our Miami community, Sol's social reach, live events, and the creator and affiliate program are the same low-cost engine.

Paid advertising is layered on top of that, and only after the fundamentals are dialed. Through late August and September we spend small, testing creative, message, and landing pages until a subscriber reliably stays past the first month.

Once that is true, the math is friendly: at about \$27 per month against a roughly \$50 acquisition cost, a customer pays back their acquisition in about two months, then keeps paying. Category benchmarks call a payback under twelve months healthy; ours is closer to two. That is what makes scaling a question of fuel, not faith.

**From there we grow by reinvesting.** A meaningful share of every month's revenue above costs goes back into ads, and we let the payback period gate the spend: pushing harder while the return holds, easing off if it slips. High-growth consumer subscription apps commonly run marketing at roughly 20 to 40 percent of revenue while scaling (Astrotalk, at over \$40M revenue, spends about 25 percent).

The one number that governs all of this is not the \$50 acquisition cost but churn: at 10 percent monthly the average customer stays about ten months (~\$270 of gross value); if retention improves to the 5 to 7 percent typical of strong wellness apps, that lifetime and value roughly double, and every advertising dollar works far harder.

### **Faena / Ultimate Wellness activation (verbal, signing this week)**

Both founders are Masters of Ceremonies for the three-day Ultimate Wellness Event at Faena, Miami Beach, Sept 24-26, 2026. In exchange (no cash fee): a main-stage-room exhibitor table; a dedicated upstairs demo/experience room; 20 complimentary team tickets; a promotable discount code; parking; comped meals (to confirm); AV; and permission to mention Affirmology from stage and direct attendees to the demo.

The founders' daughter will act as on-site assistant. The partnership is verbal, with a signable agreement prepared and confirmation expected this week.

Conversion goal: of roughly 200 to 300 attendees (well-attended sessions such as the breathwork and kundalini activations draw 100 to 200 each, all passing the demo area), convert on the order of 20 to 200 sign-ups, potentially up to ~400, and recruit around 30 affiliates, plus a VIP experience for speakers at the first-night party and abundant filmed reactions for marketing.

*[ STILL OPEN: countersigned Faena agreement, expected this week. ]*

## **9. Traction & Roadmap**

---

Today: the Wyoming LLC is filed and active (effective June 26, 2026); the demo runs cloud-native (no founder laptop); the pipeline is proven end to end; per-unit costs are validated (~\$0.20 an Understanding, ~\$0.50 a Mirror Door); the agentic council works; and cost safeguards (spend

caps, credit-error stop, overnight throttle, QC gate) are deployed. Founders and early testers have full personalized audios built and stored, and early response has been strongly positive.

The private beta opens July 10 with the inner-orbit cohort, at which point structured tracking of favorite lines, listen-through, re-listens, and willingness-to-pay begins.

Proposed 12-month frame: Q3 '26 launch beta (July 10), app live, first paying members, Faena; Q4 '26 scale winning ads plus affiliates plus the 11/11 gathering, targeting \$10 to \$20K/month; Q1 '27 creator program at scale plus a hardened app; Q2 '27 Round 2 preparation on traction. Subscriber targets: at least 500 members by November (a ~\$13.5K/month run-rate at ~\$27 ARPU, and plausibly into the thousands if online goes viral), and at least 2,000 by the end of Q1 '27 (~\$54K/month).

[ STILL OPEN: real beta metrics, to be filled from the July 10 cohort. ]

## **10. Multi-Year Vision**

---

Years two and beyond deepen personalization and widen the catalog and community, from the launch base toward the 100K–500K subscriber horizon comparable apps have shown reachable. Expansions:

- Product depth: Vedic layers, deeper Human Design channels, voice cloning, multilingual delivery (Spanish first, on the year-one agenda), more suites (relationship, vocation, health).
- Physical space: a Wynwood loft (~\$6K/month) as a demo, studio, podcast, and event hub, funded by revenue (triggered around \$20-25K/month), not by the raise. It grows into a community headquarters with vibro-acoustic experiences, touchscreen displays, a mocktail bar, and a podcast room for founder and VIP interviews.
- Practitioner platform: the Affirmologist certification and toolset as a durable distribution and revenue arm.
- Community and retreats: day and half-day events near-term, then weekend events with partners (a few hundred to ~\$1,500/person), building toward deeper multi-day retreat programs (thousands/person) alongside facilitator partners.

International expansion (Spanish-speaking markets first) is targeted within the first year, sequenced after the initial three-to-nine-month domestic ramp.

## **11. Team & Governance**

---

**Jeff Parker (CEO/CTO).** EE degree; 13 years a US Patent & Trademark Office attorney; prior capital raised; built sold-out multi-day conferences; deep Miami spiritual-community standing;

AI agent architecture. Originated the concept, the technology, and the heart-coherence methodology.

**Sol Ballard (Brand & Community).** The audience archetype and the brand voice; magnetic presence and storytelling; co-host of the Ultimate Wellness Conference at Faena; investor-network access. If Affirmology sounds like a real person and not a startup, that is Sol.

**Future CEO.** Jacque O'Rourke (COO at Aurea, a proven working relationship) is the identified future CEO. That conversation opens once the company is around \$100K/month in revenue (roughly \$20K/month each to the founders while funding team, tech, and events), at approximately \$20 to \$25K/month and about 10% or more equity on a standard vest, drawn from Jeff's stake and/or mutually-agreed dilution, structured so Jeff stays comfortably majority.

**Other hires (sequenced by raise size).** An operational assistant (Randy Green) at \$1 to \$2K/month, paid per-event at first and a candidate for the future employee equity pool but with no equity promised; app-ops at \$500 to \$2K/month, or a \$25 to \$40K fixed-scope contract to harden v1 rather than an equity CTO (an equity-for-build arrangement is possible, but still carries \$500 to \$2K/month maintenance); and event/activation staff at per-event pay plus commissions. Lauren Martinez, who ran a community healing center, is the early management hire (~\$1K/month plus event pay), with Glo Ruiz on clerical and organizational support; experienced event staff run about \$150 to \$200/day, and Ultimate Wellness staffing is roughly \$50/day plus parking and meals across about 20 people over three days.

**Equity (tentative, to be finalized in the operating agreement)**

Holder	Allocation	Vesting / note
Jeff Parker	~75% (residual)	Pool folded conceptually into Jeff's stake; new grants come from Jeff's stake or mutually-agreed dilution (both founders agree)
Sol Ballard	25% (target)	10% vested at start, +5%/yr to 25% (~yr 3), purely time-based
Team / advisor / CEO grants	from Jeff's stake or dilution	Colin: path to ~5%, vested over time with defined terms; Randy: per-event now, pool candidate, no equity promised; Jacque (CEO): ~10%+ later

## **Governance (from the co-founder agreement)**

Major Decisions requiring both founders: sale of the company; new equity grants above 1% single or 5% cumulative in 12 months; debt above \$25K; hiring or firing C-suite; materially changing the business model or purpose; distributions above a set threshold; removing a co-founder from operations; amending the operating agreement; any single capex above \$25K. Sol has sole authority over the social accounts she runs (Instagram, TikTok and similar); YouTube is shared, as much of it is semi-automated. Sol leads brand voice and the message, and Jeff carries that brand coherently through the marketing site and funnels; visual identity and brand are collaborative, especially early, and the precise lines will be set in the operating agreement rather than declared unilateral here.

Distributions: a 6-month operating reserve is funded first, then distributions run quarterly at the board's discretion, with no fixed reinvest-versus-distribute split.

*[ STILL OPEN: finalize the LLC Operating Agreement, advisor agreements, and contractor IP-assignment with counsel; set Sol's earn-in clock and Colin's vesting terms. ]*

## **12. The Raise & Use of Funds**

---

A staged Round 1 at \$1.5M post-money (roughly 1% per \$15K), deliberately small and revenue-focused; anything beyond an initial ~\$75-\$100K, or a later Round 2 after Faena traction, would likely be on different (higher) terms. Our honest aim is to close around \$100K; we may land higher or lower. We model four levels (the accompanying spreadsheet runs each month by month):

Raise	Equity	What it does
\$30K	2.0%	Survival floor, "make it work no matter what." ~2 months founder coverage, scrappy tech, a tiny ad test; lean on client income, Faena, affiliates, organic.
\$50K	3.3%	Lean launch. ~3 months coverage, small real tech + ad-test budget in August, some creative help.
\$100K	6.7%	Target close (the raise we would most like to hit). The full plan on a leaner base: ~4 months runway, real ad spend plus

		partial dev help, event staff, IP/legal. Breaks even around month 8.
<b>\$150K</b>	10.0%	Full plan. Founder runway comfortably past November, dev help to get the app off the founder's plate, meaningful ad spend, event staff, IP/legal.

Per-tier use of funds (from the working budget), each tier building on the last:

Tier	Adds
<b>\$50K</b>	Founder runway 3 mo (~\$27-30K), tech/API + software (incl. Claude Team ~\$500/mo), ~\$5K demo kit, pro headphones for events (up to ~200 @ ~\$16 + splitter accessories), 2-3 professional audio beds (\$100-200 each), cards/giveaways, core gear (Mac mini, Sol laptop, monitor), Sept 11 essentials, storage bins + a storage-unit rental + transport carts, small contingency
<b>\$75K</b>	+ a 4th month of runway (~\$9K), fuller demo/AV kit (~\$5K), 11/11 Palapa venue deposit (\$5-8K), Faena team activation pay (\$3-5K), part-time assistant start (\$3-6K), light ad test (\$3-5K)
<b>\$100K</b>	+ events fully funded (\$8-12K), app-ops / monitoring retainer (\$3-6K), bigger ad/affiliate/creator test (\$5-10K), event-activator pay (\$3-5K), capture/marketing gear (lights, backup mics, cameras) + Sol's home content set + video-editing hire (\$4-8K)
<b>\$150K</b>	+ a fixed-scope take-v1-to-production contract (\$25-40K), extended runway, deeper ad + affiliate spend, ongoing fresh audio beds, and an optional Art Basel activation (first week of December)

Founder runway is ~\$8K/month combined (Jeff + Sol) at present, partly offset by client income and rising over time as the company can support it; at the smallest raise levels, less is drawn from the company. (The exact figure shown to a given audience may be presented differently.) The Wynwood loft is intentionally excluded, it is a revenue-funded expansion.

## **Two stages of capital**

This is deliberately a two-stage story, and the split matters for how an investor should read risk. Stage one is this round: a small amount that funds the product, the fall launch, and the proof of a repeatable, low-cost acquisition engine. It is sized to reach revenue on its own, so it is not wasted if nothing else follows.

Stage two is growth capital, and it is a fundamentally lower-risk, separately-fundable step. Once return on ad spend is proven, scaling ads is close to a known quantity, and it can be funded largely by revenue plus non-dilutive instruments rather than by selling more of the company cheaply.

Revenue-based financing (repaid as a small share of monthly revenue, typically a 1.2 to 1.6x cap) and venture debt (often cheaper above roughly \$1M) are both built precisely to finance proven ad spend and to bridge the 30 to 60 day gap between paying for a customer and collecting their subscription. A later priced round remains an option for scaling beyond that.

Because stage two is lower risk, it can carry different terms, and early stage-one investors who want to add fuel at that point can be offered a preferred position for doing so.

*[ Itemized below; final event quotes firm up as vendors confirm. ]*

## **13. Investment Structure**

---

Direct Wyoming LLC membership units, no SAFEs or convertible notes as default, with ownership, distribution, and voting from signing. Options per investor: a straight promissory note (pure debt, ~4-6%, 18-24 month payback) for a fixed return; a small founder loan layered on top of equity; and standard protections (pro-rata, tag-along).

Distributions begin after a ~6-month operating reserve, then run quarterly. Beyond the financials, investors join a privileged circle: complimentary access to Affirmology events and the chance to promote their own retreat center, community, or location to our audience; deeper-tier investors (about \$5K+ entry) can have more of a voice in the company and favorable treatment for showcasing or collaboration.

**ElevenLabs grant.** The ElevenLabs Startup Grant provides ~33M characters (~680 hours) of voice free for 12 months. Affirmology qualifies (under 25 employees, a real product with a monetization plan).

The application is drafted and is being submitted this week; it requires a live URL, so it goes in via the demo, and a decision comes in about a week. It reverts to the free tier when the 12

months or credits run out, so we treat it as one year of runway on the voice line, not a permanent zero.

Fish Audio, our cheaper long-term voice path, also offers a grant we intend to pursue. Music: we use only commercially cleared beds (built in Suno or purchased) and are seeking partnerships with audio engineers for custom beds under full commercial license.

**Legal and IP.** Jeff Parker is a US patent attorney and will file the provisional himself, gifting that work to the company (outside patent counsel may assist); the year-two non-provisional filing will need a budgeted line. [ STILL OPEN: trademark filing status; counsel engagement for the operating agreement, astrology disclaimer, birth-data privacy, and ToS + Privacy Policy. ].

## **14. Financials**

---

A working scenario model accompanies this plan (Affirmology\_FinancialModel\_v2.xlsx): fully editable, running \$30K / \$50K / \$100K / \$150K month by month, with a summary comparison and a cap-table/equity ladder (including a \$75K tier). Current output at the conservative starting assumptions (ARPU ~\$27/mo, CAC ~\$55, churn ~10%, ~98% margin, \$8K/mo founder pay, ads from August, Faena bump in September):

<b>Metric</b>	<b>\$30K</b>	<b>\$50K</b>	<b>\$150K</b>
<b>Equity at \$1.5M post</b>	2.0%	3.3%	10.0%
<b>Break-even month</b>	not within 16 mo	month 10	month 8
<b>Lowest cash point</b>	(\$5,504)	\$14,468	\$83,287
<b>Ending cash, month 16</b>	(\$5,504)	\$24,236	\$125,156
<b>Active subscribers, month 16</b>	345	589	1,322
<b>Revenue (MRR), month 16</b>	\$7,467	\$12,763	\$28,649

The \$100K target scenario sits between \$50K and \$150K: 6.7% equity, break-even in month 8, a lowest cash point of ~\$49K, ~\$79K cash and ~996 active subscribers (~\$21.6K MRR) by month 16. It funds the full plan on a leaner base, which is why it is the raise we would most like to close.

Read: at higher churn, \$30K genuinely dips negative unless growth is faster or client income bridges it (the honest “make it work” reality); \$50K breaks even around month 10; \$150K breaks

even sooner and never gets tight, carrying runway past November. Increasing ad spend accelerates the subscriber ramp toward the \$10-\$20K/month fall target.

**Growth economics.** The model includes a Growth and Financing view that lays out the flywheel explicitly: customer lifetime and lifetime value at different churn rates, the roughly two-month payback, and a reinvestment path where a set share of monthly surplus feeds the ad budget. It also sketches the stage-two options (revenue-based financing and venture debt) so the ad-scaling phase can be read on its own terms, separate from this first raise.

[ STILL OPEN: swap ARPU/CAC/churn for beta-validated numbers after July 10; add tier-level revenue and a Round-2 dilution view. ]

## 15. Risks & Mitigations

---

Risk	Mitigation
Ad burn before product-market fit	Nano-testing; tiny budgets; kill losers fast; warm/community/affiliate channels first
Higher churn than modeled	Transit content, annual plans, the chatbot companion, community; model already conservative at ~10%
Render cost at scale	Costs validated in cents; grant zeroes voice yr1; ~\$0.45/reading cap + QC gate in code
A larger competitor copies us	Living Profile + corpus + agentic council + founder IP + community; first-mover audience
Founder bandwidth	Raise funds an assistant and (at \$150K) dev help; future CEO on the roadmap

The core risks and mitigations are summarized above; regulatory and legal items (claims language, data privacy, licensing, IP) are handled in the legal pass noted in Section 13.

## 16. Open Items (need your input)

---

**Most of the plan is now decided.** These are the few items that still need beta data or counsel:

- Beta metrics and willingness-to-pay, from the July 10 cohort.
- Final tier prices, credit allotments, and creator revenue-share vs markup, from beta.
- Countersigned Faena agreement (this week) and the ElevenLabs and Fish Audio grant submissions.

- Trademark filing and the operating agreement finalized with counsel (Sol's earn-in clock, Colin's vesting).