

THE COMPANY

Software with a stake in the business.

We build technology, operate businesses, and participate in their results.



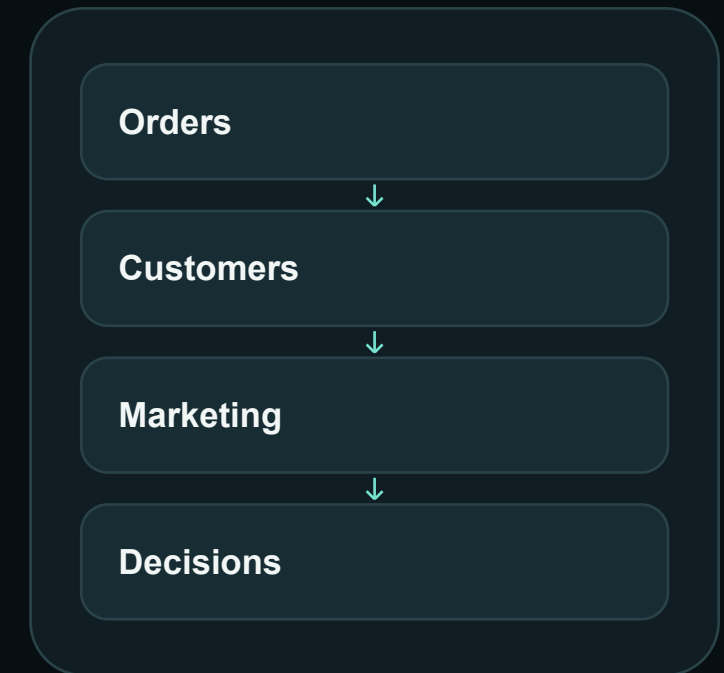
IN CONTEXT

The investment discussion concerns CEOpify, the company developing the technology and organizing operations. ITEMS and National King Signs illustrate the model. Each economic interest depends on its agreement.

THE PROBLEM

The opportunity is in the operations.

Good products. Existing demand. Operations with room to improve.



IN CONTEXT

The problem appears between tools: an order without follow-up, an opportunity without an owner, or a campaign disconnected from sales. A case is evaluated by operating and economic impact, rather than the number of screens.

ECONOMIC MODEL

We partner. We share in the results.

Technology and operations in exchange for an agreed economic participation.



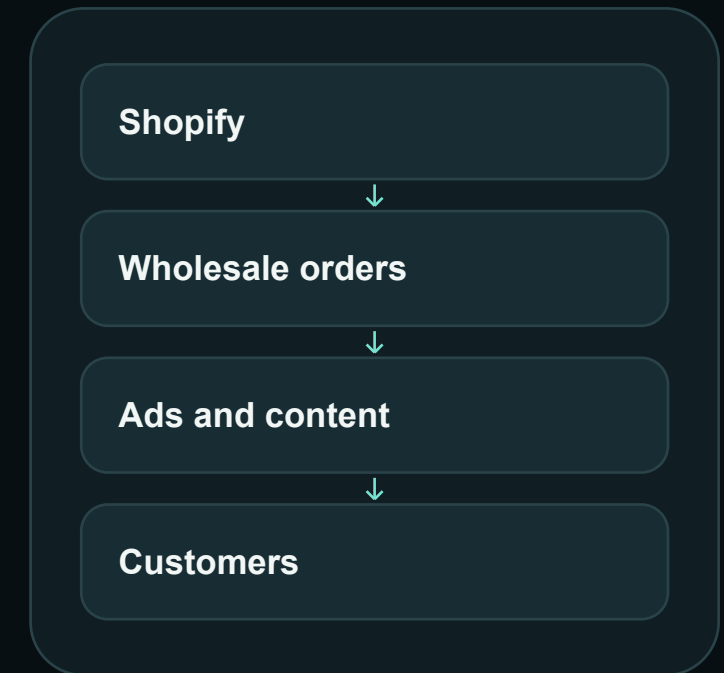
IN CONTEXT

The agreement defines operating responsibilities, the participation calculation basis, and settlement. Business sales, CEOpify revenue, and contribution after costs are shown separately.

THE ENGINE

Software connects the operations.

One foundation to connect data, prioritize decisions, and coordinate tasks.



IN CONTEXT

The workflow connects a business signal to a decision, a task, and follow-up. Software provides context and coordination. The team supplies judgment and operating work; each integration and action is demonstrated according to its actual state.

ITEMS CASE

ITEMS generates revenue for CEOpify.

Shopify, wholesale operations, and customer acquisition.

US\$7,000

CEOpify revenue · reported month

Approximate · founder-reported

IN CONTEXT

Approximately US\$7,000 in revenue for CEOpify in the reported month. This is not ITEMS sales, net profit, verified cash receipts, or a commitment to recurring revenue. Supporting documents are shared separately.

NATIONAL KING SIGNS CASE

A signed economic participation agreement.

The participation applies to profits under the agreement.

48%

Profit participation

Signed agreement, per the founder

Business sales shown separately

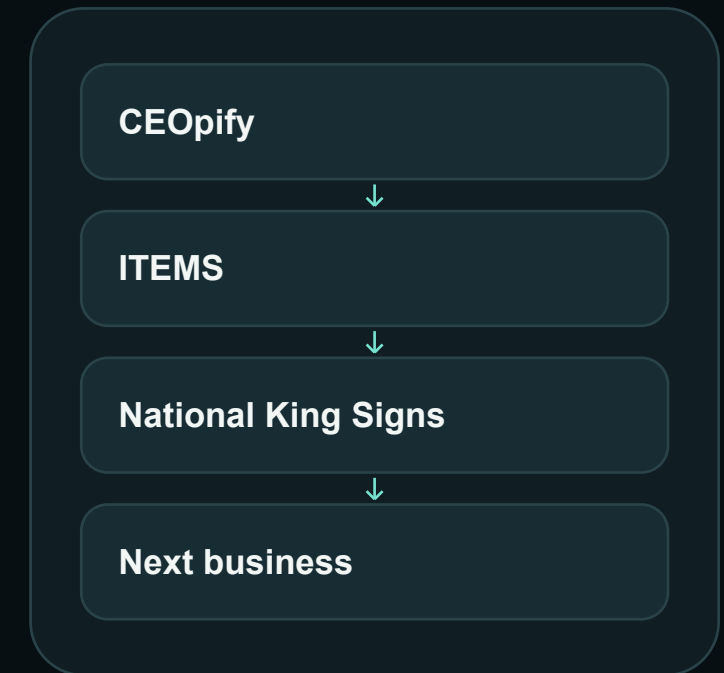
IN CONTEXT

The reported 48% applies to profits under the agreement, not to monthly business sales. Approximately US\$120,000/month in business sales alone cannot determine CEOpify income. This is not a verification of equity ownership, cash receipts, or future profits.

SCALING

Build once. Reuse across businesses.

Technology and processes are shared. Each business keeps its own context.



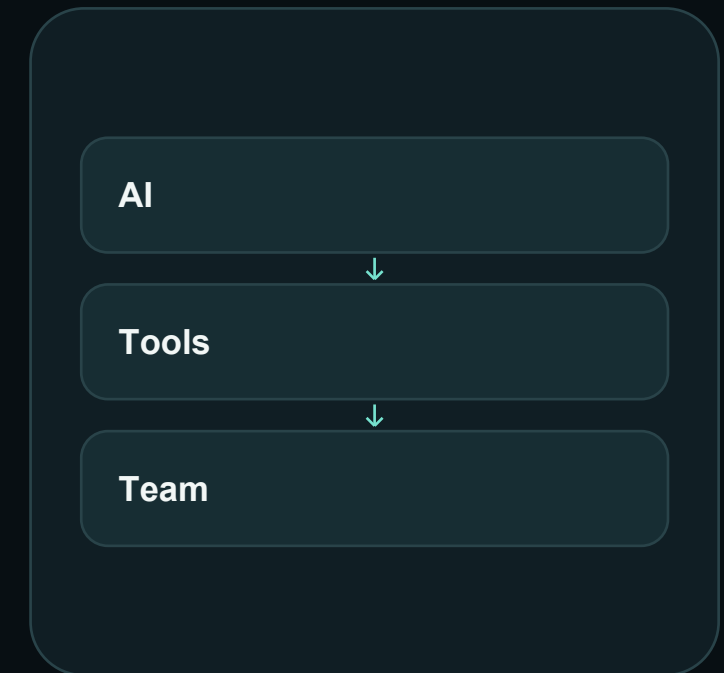
IN CONTEXT

The scaling test measures which integrations, processes, and tools can be reused in the next business. We also measure the additional time and cost required to onboard and operate it.

WHY NOW

A new capacity to operate.

AI + connected tools + operating experience.



IN CONTEXT

The opportunity is to turn technology into reliable operations. The thesis is tested through completed work, operating time, costs, and observed outcomes in the current cases.

THE OPPORTUNITY

Choose where we can add value.

Existing products and demand. Specific improvements. Clear agreements.



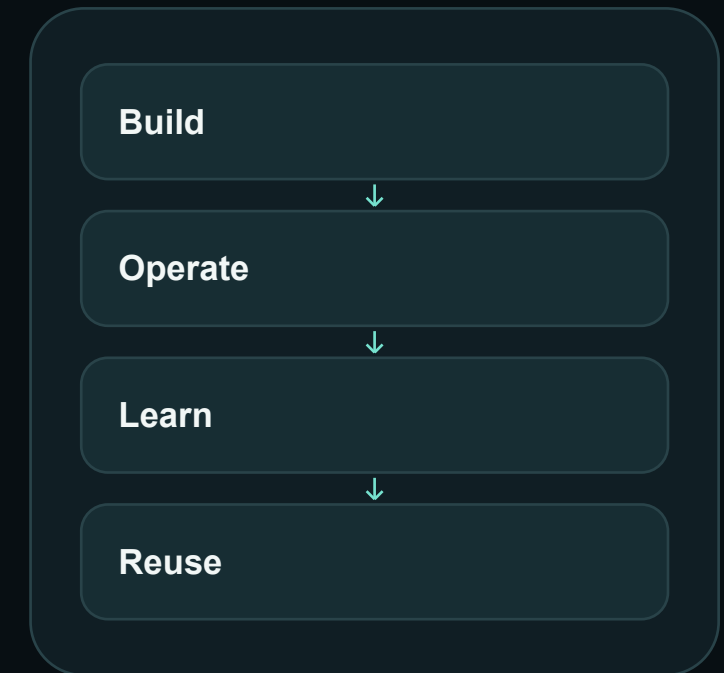
IN CONTEXT

Proposed criteria: existing demand, a specific operating improvement, sufficient access to do the work, and a clear economic agreement. Market opportunity must reflect the team capacity to onboard and operate each business.

OUR THESIS

Software, experience, and participation.

Advantage is built by operating, learning, and reusing.



IN CONTEXT

Alternatives include in-house operations, agencies, AI assistants, and automation tools. The proposed advantage combines context, continuity of work, and reusable technology. Its value must be demonstrated through outcomes and economics per business.

THE DISCIPLINE

The economics of each business.

Revenue, costs, operating time, and contribution to CEOpify.



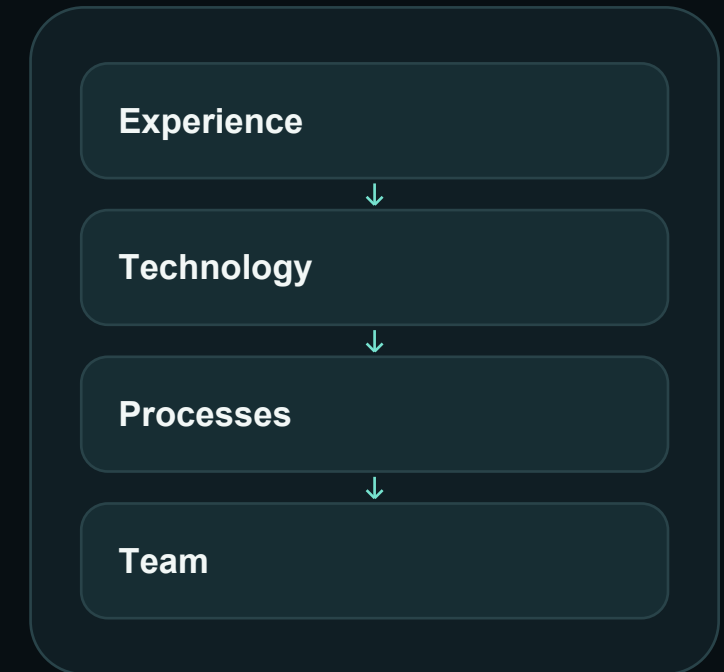
IN CONTEXT

Contractual participation, CEOpify revenue, costs, and cash flow are evaluated separately. The goal is to understand each business's contribution and the operating capacity needed to sustain it.

THE FOUNDER

From experience to an organization.

Jon Riesel · CEOpify founder.



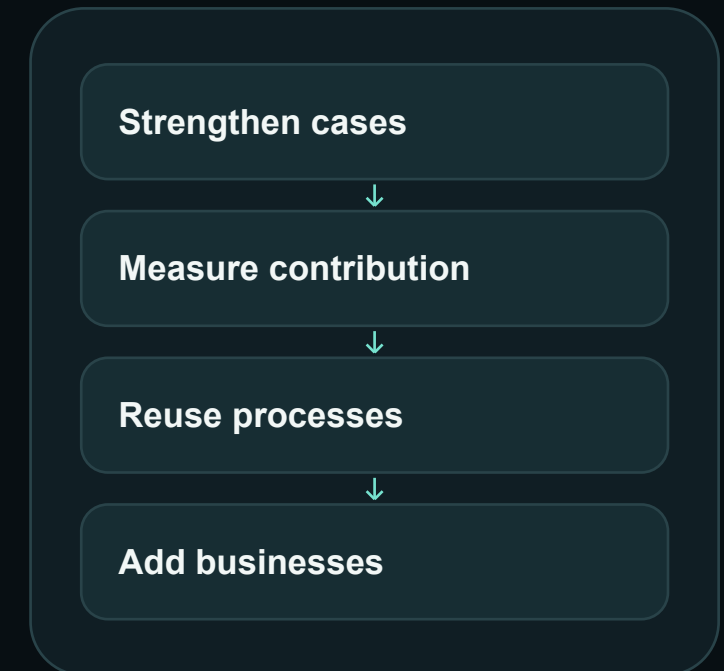
IN CONTEXT

Jon Riesel is the founder presented in this walkthrough. The next stage organizes product, technology, and operating work into shared processes. Roles and future hires are detailed in the investment discussion.

THE NEXT STEPS

Strengthen. Measure. Repeat.

Strong operating cases first. Expansion backed by operating capacity.



IN CONTEXT

The proposed sequence is to strengthen current cases, measure their contribution, document reusable processes, and add businesses according to available capacity. Quantitative targets are defined from case evidence.

THE INVESTMENT

Investing in CEOpify.

Proprietary software. Shared operations. Participation in results.



IN CONTEXT

Round size, valuation, offered rights, and allocation have not been defined in this presentation. The proposal is to discuss investment in CEOpify and review the supporting case evidence.