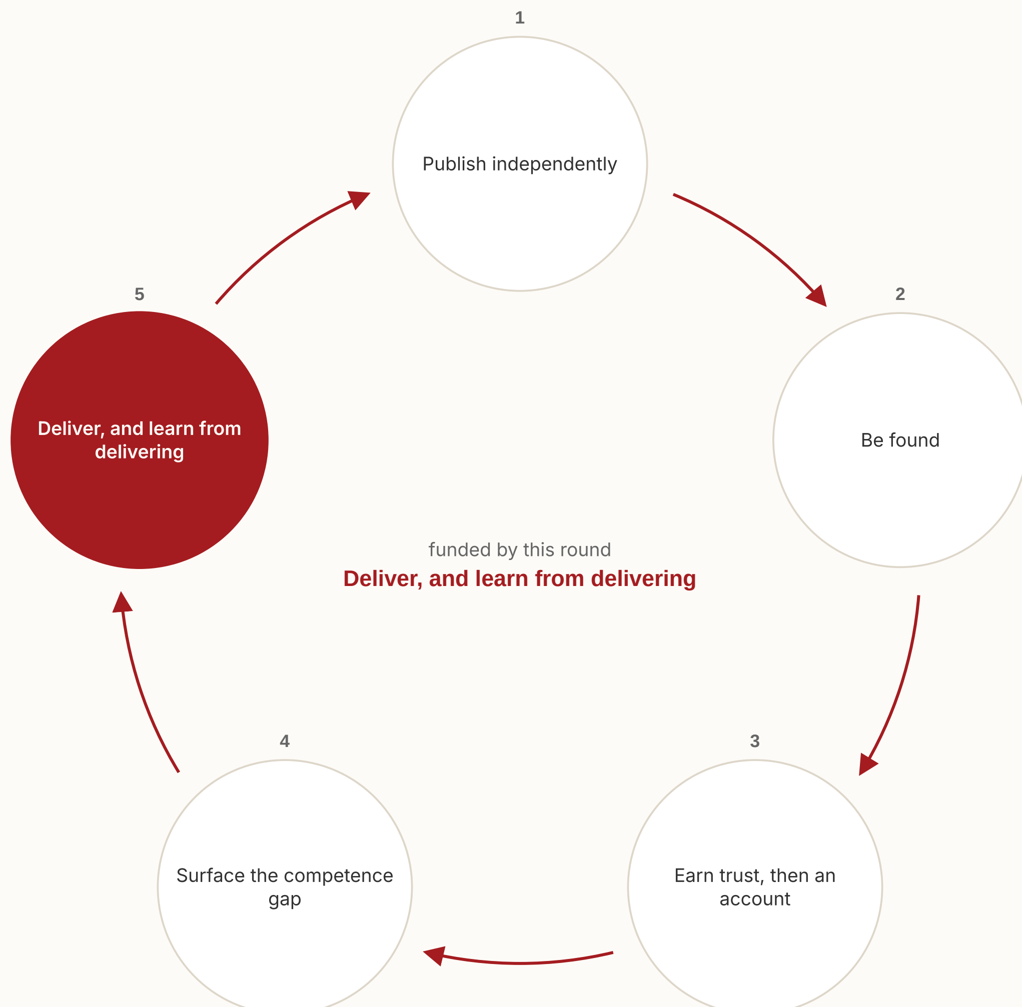
Business flywheel

Ariski



The customer funnel

> Every figure below is null and every basis reads “assumption”. Ariski is pre-revenue and no conversion has been measured end to end, because the funnel has never run past the enquiry stage. Reader and account counts do exist in the platform’s analytics and are available to investors under NDA — but a count is not a conversion rate, and none is published here.

Stage	What happens	Figure	Basis
Reader	Reads one free page — reached by organic search, a direct visit or a shared link. No account, no gate, no price behind a form.	—	Plan assumption
Uses a tool or the assistant	Runs a free tool — readiness assessment, AI help calculator, adoption roadmap, prompt builder, ethics simulator, or the car-claim deadline, total-loss and crash tools — or asks Ask Ariski, capped at five messages a day anonymously.	—	Plan assumption
Registers	Creates a free account for twenty-five daily messages and all four voices, or subscribes to the newsletter. The first owned, addressable relationship.	—	Plan assumption
Qualified enquiry	Sends one of the contact page’s three enquiry types — Learning Program, AI strategy consulting, or AI tools and products — on behalf of an organization rather than themselves. The last stage the platform reaches on its own.	—	Plan assumption
Scoped proposal	A programme or consulting engagement scoped and priced for that organization. There is no published price, so every one of these is written rather than quoted — which is exactly what the round’s programme-delivery line is meant to change.	—	Plan assumption
Paying customer	A signed, delivered, invoiced engagement. None exists today: Ariski has never invoiced anyone. The business plan makes this the twelve-month test of willingness to pay.	—	Plan assumption
Renews or expands	A second engagement with the same customer — a further cohort, another sector, or consulting after a programme. The only stage that settles whether the model is a business rather than a sequence of favours.	—	Plan assumption

Roadmap

Ariski · Runway 18 months · periods derived from ROUND.runway · forward-looking statements

	Month 1–6 after close	Month 7–12 after close	Month 13–18 after close
PRODUCT	• Turn the published Learning Program formats into designed, deliverable units — instructional design, assessment and the case material each sector needs. Programme delivery • Carry the car-claims explainer series forward — it is in production now: promote further verified jurisdictions from the candidate ledger and fill out the three reader tracks (drivers, companies and fleets, claims professionals). Platform and content ◆ **Milestone: indicative pricing set behind every programme format, so an enquiry can be answered with a quote instead of a conversation.**	◆ **Milestone: the whole site published in French alongside English and Spanish — the design system already holds a third locale without a rebuild.** Platform and content • Keep the catalogue and the jurisdiction dataset current as regulation and tooling move. This is a standing activity, not a task that finishes — a stale catalogue is worth nothing. Platform and content • Capacity headroom for Ask Ariski as the registered base grows — model inference is the one cost that scales with readership. Infrastructure	◆ **Milestone: decide the AI products line named on the contact page — invest in it or drop it, on the first year's evidence rather than on the plan's hope.** Platform and content
MARKET	• Run the first engagements with organizations that arrive through the contact page's own enquiry types — the buyers the platform already reaches as readers. Commercial capacity	• Build a commercial motion that repeats — the same conversation into carriers, brokerages, professional associations and supervisors, rather than a bespoke approach each time. Commercial capacity ◆ **Milestone: a first cohort of organizations signed inside twelve months. This is the test the business plan sets for willingness to pay, and the one that can fail.** Commercial capacity	◆ **Milestone: second engagements with first customers. Whether any renews is the only evidence that separates a business from a sequence of one-off favours.** Commercial capacity • Approach professional associations and institutes as a route to their members. None is signed today and none is named here, because none exists. Commercial capacity
TEAM	• First programme-delivery capacity beyond the curator — hired or contracted. The key-person dependence the business plan names starts to reduce here; it does not disappear. Programme delivery	• First dedicated commercial capacity — until now there has been none at all. Commercial capacity	• Shape the team around what the first year actually proved — delivery, content or commercial, whichever the evidence says binds. Programme delivery
FINANCE	◆ **Milestone: round closed at or above the minimum close, entity and contracts in place, accounting running, and the first quarterl written investor update sent.** Legal and administration	◆ **Milestone: cost of delivery per engagement measured for the first time — the number the whole plan is currently missing.** Programme delivery	• Quarterly written investor updates throughout, and full information rights honoured from the fifty-thousand-dollar tier upward, as the ticket rights commit. Legal and administration ◆ **Milestone: eighteen months reached with the evidence a next raise — or an honest decision to stop — actually requires.** Legal and administration

Use of funds: Programme delivery 40% · Platform and content 25% · Commercial capacity 20% · Infrastructure 10% · Legal and administration 5%