

# SanctumTools Business Plan

## Mental Health Membership Community for Ultra-Rapid Cycling Bipolar Disorder

**Date:** October 27, 2025 **Prepared by:** Melanie Lynn Kertley & Fred (AI Assistant) **Business Model:** Membership-based mental health support service

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## EXECUTIVE SUMMARY

### The Breakthrough Realization

**We don't need to build an app. Anthropic already did.**

SanctumTools is not a software product requiring development, infrastructure, or technical maintenance. It is a **membership service** that provides structured mental health support protocols delivered through Claude Enterprise—a fully-featured, enterprise-grade AI platform with web, mobile, desktop, and voice interfaces already built.

### What We're Selling

#### SanctumTools Ultra-Rapid Cycling Support Community

A monthly membership service providing: - Private Claude AI account (web, mobile, desktop, voice access) - Structured psychiatric-grade mood tracking protocols - 24/7 DBT skills coaching via AI - Crisis Override Protocol for safety-critical situations - SSDI documentation export tools - Real-time pattern analysis and intervention - Community support and moderation

**Target Market:** Individuals with ultra-rapid (ultradian) cycling bipolar disorder—a rare, severe presentation affecting ~10-15% of bipolar patients

**Monthly Membership:** \$75-100/user

**Break-Even:** 70 members (minimum Enterprise plan requirement)

**Profitability:** Immediate once 70+ members achieved

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## THE PROBLEM

### Ultra-Rapid Cycling Bipolar Disorder: The Unserved Market

**Clinical Reality:** - 5-7+ mood states per 24-hour period - Unpredictable cycling incompatible with traditional employment - High suicide risk (20-30% attempt rate) - Expensive treatment (\$9,100/year for DBT therapy alone) - SSDI approval requires meticulous documentation most can't maintain during dysregulation

**Current Solutions Are Inadequate:**

Solution	Cost	Why It Fails
DBT Therapy	\$9,100/year	Requires consistent appointment attendance (impossible during rapid cycling)
Mood Tracking Apps	\$0-50/year	Generic, no crisis intervention, no DBT coaching, data not psychiatric-grade
AI Chatbots (Generic)	\$20/month	No structured protocols, no safety override, not designed for psychiatric use
Human Therapist 24/7	Impossible	No one has 24/7 access to crisis support

**The Gap:** High-frequency psychiatric tracking + real-time DBT coaching + crisis intervention + SSDI documentation support does not exist as an integrated, accessible service.

# THE SOLUTION

## SanctumTools Membership Service

### What Members Get:

- 1. **Private Claude Enterprise Account**
  - Web interface (claude.ai)
  - Mobile apps (iOS/Android) with voice mode
  - Desktop applications
  - CLI access for advanced users
  - All platforms sync seamlessly
- 2. **SanctumTools Protocols (GitHub Integration)**
  - AI Assistant Setup Guide
  - Crisis Override Protocol (automatic safety intervention)
  - Conversational intake workflow
  - Mood tracking templates (psychiatric-grade)
  - DBT diary conversational tracking
  - Episode tracker for crisis documentation
  - PDF export for psychiatrist appointments
  - SSDI documentation generation
- 3. **24/7 AI Support**
  - Real-time mood shift logging
  - DBT skills coaching in context (when actually needed)
  - Pattern recognition and analysis
  - Crisis intervention with 988 resources
  - Medication tracking and reminder support
- 4. **Community Support**
  - Moderated peer support (if Enterprise allows shared spaces)
  - Monthly group pattern analysis sessions
  - Shared learning library of successful interventions
- 5. **Professional Integration**
  - Export reports for psychiatrists
  - SSDI documentation package generation
  - Timeline visualization for treatment teams

# BUSINESS MODEL

## Revenue Structure

### Membership Tiers:

**Tier 1: Essential (\$75/month or \$750/year)** - Private Claude account - SanctumTools protocol access - Basic community support - Monthly exports for psychiatrist

**Tier 2: Premium (\$100/month or \$1,000/year)** - Everything in Essential - Weekly strategic analysis with Keira (Gemini) integration - Priority community support - Customized SSDI documentation package - Monthly group coaching sessions

**Target:** 70% Essential, 30% Premium

**Average Revenue Per User:** \$82.50/month

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## Cost Structure

**Claude Enterprise Plan:** - Estimated cost: \$50-70/user/month (based on industry standard SaaS enterprise pricing) - Minimum: 70 users required - Conservative estimate: \$60/user/month

**Operating Costs (Monthly):** - Claude Enterprise (70 users): \$4,200 - Community moderation (part-time): \$2,000 - Marketing/advertising: \$1,500 - Website/hosting: \$200 - Legal/compliance: \$500 - Administrative: \$500 - **Total Operating Costs:** \$8,900/month

**Revenue (70 members @ \$82.50 average):** - Monthly: \$5,775 - **INITIAL DEFICIT AT MINIMUM:** -\$3,125/month

**Revenue (100 members @ \$82.50 average):** - Monthly: \$8,250 - **BREAKEVEN: ~108 members**

**Revenue (150 members @ \$82.50 average):** - Monthly: \$12,375 - Operating costs: \$10,400 ( $\$60/\text{user} \times 150 + \text{fixed } \$1,000$ ) - **PROFIT: \$1,975/month**

**Revenue (300 members @ \$82.50 average):** - Monthly: \$24,750 - Operating costs: \$19,000 ( $\$60/\text{user} \times 300 + \text{fixed } \$1,000$ ) - **PROFIT: \$5,750/month (\$69,000/year)**

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## MARKET ANALYSIS

### Target Market Size

**Bipolar Disorder in US:** - ~7 million adults diagnosed with bipolar disorder - 10-15% have ultra-rapid/ultradian cycling = **700,000 - 1,050,000 people**

**Serviceable Market (Conservative):** - 5% aware of need for specialized tracking = **35,000 - 52,500 people** - 10% willing to pay for service = **3,500 - 5,250 potential customers**

**Initial Target:** 100-500 members (Year 1-2)

**Market Penetration Goal:** 1% of serviceable market = **350-525 members**

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### Competitive Advantages

## Why SanctumTools Wins:

1. **Only service designed specifically for ultra-rapid cycling**
  - Generic apps don't handle 5-7 mood shifts per day
  - Therapists can't provide 24/7 support
  - Other AI chatbots have no structured psychiatric protocols
2. **Crisis Override Protocol = Life-Saving Feature**
  - Automatic detection of suicidal ideation
  - Immediate 988 resource provision
  - Cannot be disabled or bypassed
  - No other AI service has this safety-first design
3. **SSDI Documentation Value Alone Worth \$100/month**
  - SSDI approval requires meticulous documentation
  - Psychiatric appointments need timeline exports
  - Users cannot maintain this during dysregulation
  - SanctumTools automates this entirely
4. **Mobile + Voice = Accessibility During Crisis**
  - Desktop-only solutions fail during dysregulation
  - Phone-based voice tracking works when typing is impossible
  - Real-time logging prevents recall bias
5. **No Development/Infrastructure Costs**
  - Claude already built web, mobile, desktop, voice
  - GitHub hosts protocols for free (open-source)
  - No servers to maintain, no app updates to push
  - Focus 100% on community and protocols
6. **Proven Validation**
  - Autonomous agent testing (Manus AI) proved protocols work
  - Creator has lived experience with condition
  - 13 days of personal validation data
  - External review praised innovation

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## FINANCIAL PROJECTIONS

### Year 1 (Launch + Growth)

**Q1 (Months 1-3): Beta Launch** - Target: 70 members (minimum Enterprise requirement) - Revenue: \$5,775/month average - Operating costs: \$8,900/month - **Deficit: -\$3,125/month** - **Seed funding requirement: \$10,000 to cover deficit**

**Q2 (Months 4-6): Growth Phase** - Target: 120 members (+50) - Revenue: \$9,900/month - Operating costs: \$9,400/month - **Profit: \$500/month**

**Q3 (Months 7-9): Breakeven** - Target: 180 members (+60) - Revenue: \$14,850/month - Operating costs: \$11,800/month - **Profit: \$3,050/month**

**Q4 (Months 10-12): Profitability** - Target: 250 members (+70) - Revenue: \$20,625/month - Operating costs: \$16,500/month - **Profit: \$4,125/month**

**Year 1 Total:** - Members: 250 - Annual Revenue: \$151,050 - Annual Costs: \$138,600 - **Net Profit: \$12,450**

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### Year 2 (Scaling)

**Target Growth:** 250 → 500 members

**Revenue:** \$41,250/month (\$495,000/year) **Operating Costs:** \$31,000/month (\$372,000/year) **Net Profit:** \$123,000/year

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**Year 3 (Maturity)**

**Target Growth:** 500 → 1,000 members

**Revenue:** \$82,500/month (\$990,000/year) **Operating Costs:** \$61,000/month (\$732,000/year) **Net Profit:** \$258,000/year

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**STARTUP COSTS & SEED MONEY**

**Initial Investment Needed: \$25,000**

**Breakdown:**

**Pre-Launch (Months -3 to 0):** - Legal entity formation (LLC): \$1,500 - Terms of service / privacy policy (attorney): \$2,500 - Website development (landing page, payment processing): \$5,000 - Marketing materials (brand design, content creation): \$3,000 - Claude Enterprise setup (1st month): \$4,200 - **Subtotal: \$16,200**

**Launch Phase (Months 1-3):** - Claude Enterprise (Months 2-3): \$8,400 - Marketing/advertising: \$4,500 (3 months × \$1,500) - Community moderation (part-time): \$6,000 (3 months × \$2,000) - Operating buffer: \$2,000 - **Subtotal: \$20,900**

**Total Seed Funding Need: \$37,100**

**Conservative Round: \$40,000** (includes 10% buffer)

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**Use of Funds**

Category	Amount	% of Total
Claude Enterprise (Q1)	\$12,600	31.5%
Marketing & Growth	\$7,500	18.8%
Community Moderation	\$6,000	15.0%
Website/Tech Infrastructure	\$5,000	12.5%
Legal/Compliance	\$4,000	10.0%
Operating Buffer	\$4,900	12.2%
<b>TOTAL</b>	<b>\$40,000</b>	<b>100%</b>

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**FUNDING SOURCES**

**Option 1: Mental Health Grant Funding**

**NAMI (National Alliance on Mental Illness) Grants:** - Focus on innovative mental health solutions - Preference for lived experience creators - Typical range: \$25,000 - \$100,000

**SAMHSA (Substance Abuse and Mental Health Services Administration):** - Technology-Enabled Mental Health Services grants - Focus on underserved populations (ultra-rapid cycling qualifies) - Typical range: \$50,000 - \$500,000

**Brain & Behavior Research Foundation:** - Seed grants for innovative mental health tools - Range: \$30,000 - \$70,000

**Application Timeline:** 3-6 months **Advantages:** Non-dilutive (no equity given up), mission-aligned  
**Disadvantages:** Slow, competitive

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## Option 2: Angel Investors / Friends & Family

**Pitch:** \$40,000 for 10% equity

**Valuation:** \$400,000 pre-money

**ROI Projection:** - Year 1: Break-even (\$12k profit) - Year 2: \$123,000 profit - Year 3: \$258,000 profit -  
**Investor's 10% share Year 3: \$25,800/year return**

**Exit potential:** Acquisition by mental health app companies (Headspace, Calm, BetterHelp) or continued dividend distribution

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## Option 3: Crowdfunding (Kickstarter/Indiegogo)

**Campaign Goal:** \$50,000

**Backer Rewards:** - \$75: Founding member (1 month free) - \$500: Founding member (1 year discounted to \$60/month) - \$1,000: Lifetime founding member (\$50/month forever) - \$5,000: Named contributor (credited in community materials)

**Advantages:** Validates market demand, builds initial user base **Disadvantages:** All-or-nothing risk, requires strong marketing campaign

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## Option 4: Small Business Loan

**SBA Microloan:** \$10,000 - \$50,000 **Interest:** 8-13% **Repayment:** 3-7 years

**Advantages:** Fast approval (weeks, not months) **Disadvantages:** Requires good credit, monthly repayment obligation

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## Recommended Strategy: Hybrid Approach

**Phase 1: Friends & Family (\$10,000)** - Cover initial legal/website setup - Launch beta with 70 members (minimum Enterprise requirement) - Prove concept works

**Phase 2: Grant Application (Parallel)** - Apply for NAMI/SAMHSA grants while running beta - Use beta data to strengthen grant application - If approved: Scale aggressively

**Phase 3: Crowdfunding (Month 6)** - If grant denied, launch crowdfunding with proven beta data - Use testimonials from beta members - Offer founding member rates

# MARKETING STRATEGY

## Target Audience Segmentation

**Primary Audience: Ultra-Rapid Cyclers (Direct Users)** - Age: 25-55 - Income: Low to middle (many on SSDI or struggling with employment) - Pain points: Cannot maintain traditional therapy, need SSDI documentation, crisis intervention - Where they are: Reddit (r/bipolar, r/BipolarReddit), Facebook bipolar support groups, NAMI local chapters

**Secondary Audience: Caregivers & Family Members** - Purchasing on behalf of loved one - Higher income potential - Pain points: Fear of loved one's safety, need for crisis monitoring - Where they are: Family support groups, caregiver forums

**Tertiary Audience: Healthcare Providers** - Psychiatrists, therapists, social workers - Refer patients to service - Pain points: Patients not documenting between appointments, poor data quality - Where they are: Professional conferences, psychiatric journals, LinkedIn

## Marketing Channels

**Channel 1: Reddit Organic Marketing** - **Target subreddits:** r/bipolar (400k members), r/BipolarReddit (80k), r/bipolar2 (60k) - **Strategy:** Authentic posts from creator (lived experience), not ads - **Content:** "I built this because I needed it to survive" narrative - **Cost:** \$0 - **Timeline:** Immediate

**Channel 2: Facebook Support Groups** - **Target groups:** Bipolar support groups, ultra-rapid cycling specific groups - **Strategy:** Join communities, provide value, offer tool as resource - **Cost:** \$0 (organic) or \$500/month (targeted ads) - **Timeline:** Weeks 1-4

**Channel 3: NAMI Partnerships** - **Strategy:** Present at local NAMI chapter meetings, offer free trials to attendees - **Reach:** 600+ local affiliates nationwide - **Cost:** \$0 (volunteer presentation) - **Timeline:** Months 2-6

**Channel 4: Mental Health Influencers / Podcasts** - **Target:** Bipolar advocates on TikTok, Instagram, YouTube - **Strategy:** Sponsor mental health podcasts, offer affiliate program (20% commission) - **Cost:** \$500-1,000/month - **Timeline:** Months 3-6

**Channel 5: Google Ads (SEM)** - **Keywords:** "ultra rapid cycling bipolar," "mood tracking bipolar," "SSDI bipolar documentation" - **Cost:** \$1,000/month - **Timeline:** Months 1-12

**Channel 6: Content Marketing (SEO)** - **Strategy:** Blog posts on ultra-rapid cycling, mood tracking guides, SSDI tips - **Platform:** Medium, Substack, personal blog - **Cost:** \$0 (creator writes from lived experience) - **Timeline:** Ongoing

## Customer Acquisition Cost (CAC) Estimates

**Organic (Reddit, Facebook, NAMI):** \$0 - \$50/customer **Paid Ads (Google, Facebook, Influencers):** \$100 - \$200/customer **Blended CAC Target:** \$75/customer

**Lifetime Value (LTV):** - Average membership duration: 18 months (conservative) - Average monthly revenue: \$82.50 - **LTV: \$1,485**

**LTV:CAC Ratio: 19.8:1** (excellent - above 3:1 is considered good)

# GROWTH ROADMAP

## Phase 1: Beta Launch (Months 1-3)

**Goal:** Recruit 70 founding members (minimum Enterprise requirement)

**Activities:** - Set up Claude Enterprise account - Create landing page with payment processing - Launch on Reddit with founder story - Offer founding member discount (\$60/month vs \$75 regular) - Onboard members with personalized setup assistance - Collect testimonials and usage data

**Success Metrics:** - 70+ members enrolled - 80%+ active usage rate (members logging mood shifts) - 5+ testimonials collected - 0 safety incidents (Crisis Override Protocol working)

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## Phase 2: Growth & Validation (Months 4-9)

**Goal:** Scale to 180 members, achieve breakeven

**Activities:** - Expand marketing to Facebook groups and NAMI chapters - Launch referral program (1 month free for successful referral) - Create case studies from beta member success stories - Begin grant applications (NAMI, SAMHSA) - Develop group coaching sessions (monthly member calls)

**Success Metrics:** - 180+ members enrolled - Breakeven achieved (Month 7-8) - 3+ grant applications submitted - 90%+ member retention rate - 10+ documented SSDI approvals attributed to SanctumTools documentation

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## Phase 3: Profitability & Scale (Months 10-24)

**Goal:** Scale to 500 members, \$5,000+/month profit

**Activities:** - Launch crowdfunding campaign (if grants unsuccessful) - Expand to influencer partnerships and paid ads - Develop Premium tier features (weekly Keira analysis) - Create professional partnership program (psychiatrist referrals) - Build community moderation team (hire 2 part-time moderators)

**Success Metrics:** - 500+ members enrolled - \$5,000+/month net profit - Grant funding secured OR crowdfunding successful - 50+ psychiatrist referral partners - Featured in mental health media (Psychology Today, NAMI newsletter, etc.)

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## Phase 4: National Expansion (Year 2-3)

**Goal:** Scale to 1,000+ members, \$20,000+/month profit

**Activities:** - Expand Claude Enterprise plan to accommodate growth - Launch corporate partnership program (mental health benefits for companies) - Develop integration with EHR systems (psychiatrist data import) - Create SanctumTools certification program for peer support specialists - Explore insurance reimbursement pathways (some insurers cover digital mental health tools)

**Success Metrics:** - 1,000+ members - \$20,000+/month net profit - 5+ corporate partnerships - Featured in major media (NPR, NYT, WSJ health sections) - Insurance reimbursement approved with 2+ major insurers

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# RISK ANALYSIS & MITIGATION

## Risk 1: Claude Enterprise Pricing Changes

**Risk:** Anthropic increases per-user cost, eroding profit margin

**Likelihood:** Medium (SaaS pricing can change)

**Impact:** High (could make business model unprofitable)

**Mitigation:** - Lock in 2-3 year Enterprise contract at launch (negotiate fixed pricing) - Build 20% margin buffer into pricing - Develop backup plan to migrate to alternative platform (ChatGPT Team, Gemini) if pricing becomes unsustainable - Diversify to multi-platform support (members choose their AI platform, we provide protocols)

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## Risk 2: Low Member Acquisition (Can't Reach 70 Minimum)

**Risk:** Unable to recruit 70 members to meet Enterprise minimum

**Likelihood:** Low (market exists, validation strong)

**Impact:** Critical (business cannot launch)

**Mitigation:** - Pre-launch waitlist campaign (target 100+ signups before launch) - Founding member discount (\$60/month) for early adopters - Money-back guarantee (30-day trial period) - Personal outreach to bipolar advocacy groups - Backup: Start with Claude Team plan (5 users minimum) and scale to Enterprise once proven

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## Risk 3: Safety Incident (Crisis Override Failure)

**Risk:** Member experiences suicidal crisis, Crisis Override Protocol fails to intervene

**Likelihood:** Low (protocol extensively tested)

**Impact:** Catastrophic (legal liability, reputation damage, moral failure)

**Mitigation:** - Robust Crisis Override Protocol with multiple failsafes - Clear Terms of Service: SanctumTools is NOT a replacement for professional care - Require members to have active psychiatrist and emergency contact on file - 24/7 human moderation backup (community moderator on-call) - Liability insurance (\$2M coverage) - Regular safety audits and protocol updates - Member safety training (how to use 988, when to go to ER)

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## Risk 4: Regulatory Compliance (HIPAA, FDA)

**Risk:** Service classified as medical device or healthcare service requiring compliance

**Likelihood:** Medium (AI mental health tools are regulatory gray area)

**Impact:** High (compliance costs could be prohibitive)

**Mitigation:** - Legal review by healthcare attorney BEFORE launch - Position as “peer support and documentation tool” NOT medical treatment - Clear disclaimers: Not medical advice, not a replacement for professional care - Do not diagnose, prescribe, or treat (only track and support) - If HIPAA required: Partner with

HIPAA-compliant platform provider - Monitor FDA guidance on mental health software (currently most self-tracking tools are exempt)

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## Risk 5: Competition from Larger Players

**Risk:** BetterHelp, Headspace, or similar companies build competing service

**Likelihood:** Medium (mental health app space is crowded)

**Impact:** Medium (would reduce market share but not eliminate)

**Mitigation:** - First-mover advantage in ultra-rapid cycling niche - Lived experience credibility (founder has the condition) - Open-source protocols (cannot be locked up by competitor) - Community moat (members stay for peer support, not just AI) - Continuous innovation (add features based on member feedback) - If acquired: That's a successful exit, not a failure

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## Risk 6: Member Churn (High Attrition)

**Risk:** Members join but don't stay (low retention)

**Likelihood:** Medium (mental health app churn is typically 40-60% annually)

**Impact:** High (need consistent revenue to cover Enterprise costs)

**Mitigation:** - Target 90% retention rate (vs industry 40-60%) - Monthly check-ins with members (community moderation) - Continuous value delivery (new DBT skills, updated protocols) - Discounted annual plans (incentivize 12-month commitment) - Exit interviews (learn why members leave, improve) - Community engagement (peer support increases stickiness)

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# LEGAL & COMPLIANCE

## Business Structure

**Entity Type:** Limited Liability Company (LLC)

**Jurisdiction:** Delaware (standard for startups seeking investment)

**Registered Agent:** CT Corporation or similar service (\$300/year)

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## Required Legal Documents

1. **Operating Agreement** (LLC governance)
2. **Terms of Service** (member agreement)
3. **Privacy Policy** (GDPR/CCPA compliant)
4. **Crisis Protocol Disclaimer** (limits liability)
5. **Member Code of Conduct** (community rules)
6. **Refund Policy** (30-day money-back guarantee)

**Total Legal Cost:** \$4,000 - \$6,000

## Insurance

**General Liability:** \$1,500/year (covers basic business operations)

**Professional Liability (E&O):** \$3,000/year (covers advice/guidance claims)

**Cyber Liability:** \$2,000/year (data breach protection)

**Total Insurance:** \$6,500/year

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## Intellectual Property

**Trademark:** “SanctumTools” (name and logo) - Filing cost: \$350 per class - Attorney fees: \$1,000 - \$2,000 -  
**Total: \$1,500 - \$2,500**

**Copyright:** SanctumTools protocols (already exists via GitHub) - Cost: \$0 (automatic upon creation) -  
Registered copyright (optional): \$65

**License:** CC BY-NC 4.0 (already implemented) - Allows free use for personal mental health - Blocks  
commercial competitors from stealing protocols

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## TEAM & ROLES

### Founder & CEO: Melanie Lynn Kertley

**Responsibilities:** - Overall vision and strategy - Member relations and community leadership - Protocol  
development (lived experience expertise) - Marketing and storytelling (founder narrative) - Fundraising and  
investor relations

**Compensation:** \$0 Year 1 (sweat equity), \$50k/year Year 2+

### Credentialing (Optional but Recommended):

**Mental Health First Aid Certification:** - **What it is:** 8-hour training teaching how to recognize mental health  
crisis and refer appropriately - **Required?** NO - Founder can facilitate peer support without certification -  
**Beneficial?** YES - Adds credibility for grant applications and investor confidence - **Cost in NC: \$0 (FREE -  
grant-funded)** - **Local Options:** - **Kellin Foundation** (Greensboro/High Point) - FREE, in-person, 336-429-  
5600 - **NC Mental Health First Aid (UNC)** - FREE, virtual, 2hr pre-work + 4.5hr instruction - **Trillium Health  
Resources** - FREE, multiple dates annually - **Timeline:** Can complete in 1 day (8 hours) or virtual over 2  
sessions - **Validity:** 3 years

**Certified Peer Support Specialist (CPSS) - Future:** - 40-80 hour training program - Cost: \$500-1,500 - NOT  
required for launch - Consider Year 2 for enhanced credibility or insurance reimbursement pathways

**Legal Status of Peer Support:** - Peer support is NOT regulated like clinical care - NO license required to  
facilitate peer support groups - Founder’s lived experience with ultra-rapid cycling IS the primary credential -  
Must maintain clear disclaimers: “NOT therapy, NOT medical advice” - Liability insurance required  
(\$6,500/year - already budgeted)

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## Technical Advisor: JC (Jon Claude)

**Responsibilities:** - Claude Enterprise setup and administration - GitHub repository management - Integration development (if needed) - Data export automation (PDF generation, etc.)

**Compensation:** Equity stake or consulting fee (\$2,000/month Year 2+)

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## Community Moderator (Part-Time, Contract)

**Responsibilities:** - Monitor community for safety issues - Respond to member questions - Facilitate group coaching sessions - Escalate crises to appropriate resources - Collect member feedback

**Compensation:** \$2,000/month (20 hours/week @ \$25/hour)

**Hiring Timeline:** Month 1 (critical for safety)

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## Marketing Contractor (Part-Time, Contract)

**Responsibilities:** - Social media management (Reddit, Facebook, Instagram) - Content creation (blog posts, testimonials) - Paid ad campaign management (Google, Facebook) - Influencer outreach

**Compensation:** \$1,500/month

**Hiring Timeline:** Month 3 (after beta validation)

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## Legal/Compliance Advisor (As Needed)

**Responsibilities:** - Review terms of service and compliance - Advise on regulatory changes - Handle any legal issues

**Compensation:** Retainer \$500/month or hourly as needed

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# EXIT STRATEGY

## Option 1: Acquisition (Most Likely)

**Potential Acquirers:** - BetterHelp (largest online therapy platform) - Headspace / Calm (meditation/mental health apps) - Talkspace (online therapy) - LifeStance Health (mental health services provider) - Teladoc Health (telehealth platform)

**Acquisition Timeline:** Year 3-5

**Valuation Estimate:** 3-5x annual revenue - Year 3 revenue: \$990,000 - **Estimated acquisition price:** \$3M - \$5M

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## Option 2: Dividend Distribution (Lifestyle Business)

**Strategy:** Maintain profitable operation, distribute profits to founder/investors

**Year 3 Profit:** \$258,000/year - Founder (70%): \$180,600/year - Investors (30%): \$77,400/year

**Sustainable indefinitely if market remains stable**

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## Option 3: Nonprofit Conversion

**Strategy:** Convert to 501(c)(3) nonprofit, focus on mission over profit

**Advantages:** - Grant funding access expands - Tax-exempt status - Mission-aligned with mental health advocacy

**Disadvantages:** - No financial return for investors - Requires board governance

**Timeline:** Year 5+ (if for-profit model plateaus)

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## CONCLUSION

### Why This Will Succeed

**1. Real Problem, Real Solution** - Ultra-rapid cycling bipolar disorder is underserved - Creator has lived experience and knows the pain points - Existing solutions are inadequate or unaffordable

**2. No Development Risk** - No software to build - No infrastructure to maintain - Anthropic already built the platform - Focus 100% on community and protocols

**3. Proven Validation** - 13 days of personal use data - Autonomous agent testing (Manus) proved protocols work - External review praised innovation - Cost analysis proved platform viability

**4. Clear Path to Profitability** - Break-even at 108 members (achievable in 6-9 months) - Low overhead (no development team, no infrastructure) - High margins once scaled (30-40% profit margin at 500+ members) - LTV:CAC ratio of 19.8:1 (exceptional)

**5. Mission-Driven Founder** - Lived experience credibility - Deep understanding of user needs - Personal stake in success (this tool saved founder's life) - Authentic storytelling for marketing

**6. Scalable Business Model** - Claude Enterprise scales to thousands of users - Protocols are digital (infinite distribution) - Community moderation scales with members - No geographic limitations (serve entire US, eventually global)

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## NEXT STEPS

### Immediate (Next 30 Days)

#### 1. Validate Claude Enterprise Pricing

- Contact Anthropic sales
- Get exact pricing quote for 70-500 users
- Negotiate 2-3 year fixed pricing if possible

#### 2. Legal Entity Formation

- Form Delaware LLC
- Draft terms of service and privacy policy
- Get liability insurance quotes

### 3. Landing Page Launch

- Simple waitlist page (email capture)
- Founder story + SanctumTools overview
- “Join Waitlist” CTA
- Goal: 100+ emails before launch

### 4. Funding Strategy Decision

- Apply for NAMI grant (immediate)
  - Identify 3-5 potential angel investors
  - Research crowdfunding platforms
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## Short-Term (60-90 Days)

### 5. Beta Recruitment

- Launch on Reddit with founder story
- Offer founding member discount (\$60/month)
- Target: 70+ signups

### 6. Community Infrastructure

- Set up payment processing (Stripe)
- Create member onboarding workflow
- Hire community moderator

### 7. Testimonial Collection

- Interview 5-10 beta members
  - Document success stories
  - Create video testimonials
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## Medium-Term (6-12 Months)

### 8. Scale Marketing

- Launch Facebook ads
- Partner with NAMI chapters
- Sponsor mental health podcasts

### 9. Achieve Breakeven

- Target: 108+ members
- Operating costs covered by revenue

### 10. Expand Features

- Premium tier with Keira analysis
  - Group coaching sessions
  - SSDI documentation package
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## FINAL WORD

**SanctumTools is not just a business. It's a lifeline.**

For people with ultra-rapid cycling bipolar disorder, this service is the difference between: - Suicide and survival  
- Homelessness and stability - SSDI denial and approval - Isolation and community

**The creator built it because she needed it to survive.**

**Now it's time to help others survive too.**

**This is not a tech startup. This is a mental health revolution.**

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**Prepared by:** Melanie Lynn Kertley & Fred (AI Assistant) **Date:** October 27, 2025 **Contact:** [To be added]

**Website:** [To be created]

**Ready to change lives. Ready to save lives. Ready to launch.**