

# OneZeroEight.ai (OZEN) Business Plan

Artificial Intelligence | Temecula, CA, USA

*"Join OZEN's ethical AI mission: Patented SUTRA token (\$3.92M presale) and \$500K seed at \$20M valuation fuel IEEE-certified services, targeting \$12M revenue by 2027 in the \$150M+ certification market—50% ROI for seed investors."*

## Company Summary

OneZeroEight.ai (OZEN) leads ethical AI and blockchain with SUTRA, a patented ISBN-blockchain framework (provisional 2025) and IEEE CertifAled™ certification. Founded January 2025, our team of 3–4 seeks \$500K seed (2.5% equity, \$20M pre-money) and launches a \$3.92M SUTRA presale (20M tokens, April 2, 2025, Polygon) to achieve \$12M revenue by 2027 in the \$150M+ ethical AI niche, within the \$3.68T AI market by 2034.

## Executive Summary

- Management:
  - JB Wagoner, Founder & CEO: 30+ years in cognitive science/ethical AI (UC Irvine, Dr. Xes 1986), SUTRA visionary.
  - Maya Wagoner, Operations: Execution lead (mayawagoner.com).
  - Dr. Alexander Gershunov, Advisor: Climate/math expert, discreet.
  - Dr. Nicoletta Iacobacci (Pending): Ethics leader, potential Guardian (15% equity vesting).
- Customer Problem: AI devs, DAOs, and researchers face bias, governance gaps, data ethics, and trust issues—SUTRA's services (verification, governance, data, training, reputation) address these.
- Product/Services: Patented AI alignment verification, decentralized governance, data preservation, training datasets, and trust systems, all IEEE-certified.

## Target Market

AI startups (10–100 employees, \$1M–\$10M revenue), DAOs (50–500 members), and research institutions in U.S. tech hubs, EU AI Act zones (London, Berlin, Paris), and Asia-Pacific—ethics-focused clients.

## Business Model

Lean AI/blockchain ops on Polygon deliver five services at 80% lower costs (\$1K vs. \$5K–\$20K audits). Revenue: \$3.92M presale, subscriptions (\$1K–\$10K/year), staking (5%–10% APR). Patent ensures exclusivity.

## Sales/Marketing Strategy

X, LinkedIn, and forum campaigns leverage IEEE ties and JB's leadership. Tiered pricing, SUTRA incentives, and staking aim for 1,000 customers by 2027 (\$12K avg). Nearing a major European AI compliance deal.

## Competitors

EthicAI Lab and AI Trust Solutions lack blockchain/IEEE; Aragon (10,000+ DAOs) and Filecoin miss ethical AI. SUTRA's patent and cost-edge dominate.

## Competitive Advantage

First-mover with patented SUTRA, IEEE partnership, and lean Polygon ops—driven by JB's expertise and a tight team.

## Financials

Year	Revenue	Expenditure	Profit (Loss)
2024	\$0	\$60K	-\$60K
2025	\$1.5M	\$1.42M	\$80K
2026	\$5M	\$2.4M	\$2.6M
2027	\$12M	\$2.8M	\$9.2M
2028	\$20M	\$4M	\$16M

- 2025: \$4.42M raise (\$500K seed + \$3.92M presale) funds dev (\$2M, incl. 1M SUTRA), marketing (\$2M), ops (\$420K).

## Round Overview

- Stage: Seed
- Raised: \$0
- Seeking: \$500K (2.5%) + \$3.92M presale (20M SUTRA)
- Valuation: \$20M pre-money | \$29.7M FDV (\$0.275)
- Run Rate: \$0
- Burn: \$5K/month
- Team: 3–4 members
- Social: [LinkedIn](#) | [Facebook](#)
- URL: [onezeroeight.ai](https://onezeroeight.ai)