OPERAIN
Seed Proposal

$1,000,000 on a post-money SAFE

Executive summary

OPERAIN is a seven-step suite that turns a site survey into running, audit-ready operations: Plan -> Procure and Provision -> Prove -> Run -> Comply -> Operate -> Improve. This round funds the orchestrator hub and the two glue steps we own (Step 2 and Step 7), while linking to five existing apps. We are seeking $1,000,000 for 12 to 15 months of runway with a lean plan focused on proving repeatable value across 3 to 6 paying sites.

Use of funds (12 to 15 months)

Category	Allocation	Amount	Notes
Marketing, outreach, and sales	25%	$250,000	Field marketing, events, content, solution demos, pilot acquisition, sales ops
Development, improvements, and maintenance	20%	$200,000	OPERAIN hub, Step 2 and Step 7, evidence locker, reliability, webhooks
Security and compliance	15%	$150,000	Image signing, SBOM, policy gates, SOC 2 readiness, basic audits
Pilot services (offset by revenue)	15%	$150,000	On-site integration, SCADA connectors, change management support
Cloud and tooling	10%	$100,000	Hosting, observability, CI/CD, test environments
G and A and legal	10%	$100,000	Contracts, accounting, IP, insurance
Contingency and reserve	5%	$50,000	Unforeseen costs

45-day beta program

- **Length:** 45 days of full-feature access for one site or one line.

- **Entry:** Billing details are collected upfront; billing begins on day 46 unless the customer opts out in-app before day 45.

- **Expectation:** One brief survey per week (5 to 8 minutes) on usability, value, and outcomes such as savings, throughput, and error rates.

- **Key issuance:** Each completed weekly survey unlocks the next week's license key; if a survey is more than 7 days late, access pauses until it is completed.

- **Value promise:** Customers keep their data and reports regardless of purchase decision.

- **Goal:** Customers validate savings and reliability on their own floor; we capture precise, on-site feedback to improve rapidly.

Pricing strategy

The first three customers receive 12-month pricing at one-quarter of target. On day 46, subscriptions begin at the intro rate unless the customer opts out. New customers after the first three will see modest quarterly list increases as the product matures with field feedback and reliability gains.

SKU	Intro monthly (1/4 target)	Target monthly
BayWalk	$500	$2,000
PerceptionLab	$750	$3,000
EdgeSight-QA (per line)	$2,500 to $5,000	$10,000 to $20,000
RAINLane	$750 to $1,500	$3,000 to $6,000
DriftHawk (per cluster)	$1,250 to $3,000	$5,000 to $12,000
OPERAIN Step 2 (suite-only)	$750 to $1,500	$3,000 to $6,000
OPERAIN Step 7 (suite-only)	$1,000 to $2,000	$4,000 to $8,000
OPERAIN Suite (per site)	$6,250 to $15,000	$25,000 to $60,000

What the investor gets

Primary structure: post-money SAFE with a valuation cap (example: $15M post), standard pro-rata rights, and information rights.

A $1,000,000 investment at a $15,000,000 post-money cap implies ownership of about 6.7 percent. Ownership value grows with ARR and valuation milestones; no dividends are assumed.

ROI scenarios: If we reach $3M ARR within 18 months and a 6x ARR multiple, the implied value is $18M. At $8M ARR and a 7x multiple, implied value is $56M. Under those cases, the paper value of a 6.7 percent position would be about $1.2M and $3.75M, respectively. These are illustrative and not guarantees.

Optional kicker (negotiable): a small revenue share during the first 18 to 24 months, such as 1 percent of topline until $250,000 is repaid, then sunset. This improves near-term cash yield without affecting long-term equity value.

Proof, safety, and diligence

- **Evidence by default:** Signed releases, model reports, pass or fail images, and SOP citations are captured in an evidence locker.

- **Customer pilots:** 45-day structured beta with weekly outcomes. Data is linked to specific batches, SKUs, and change tickets.

- **References:** We will provide customer and advisor references, along with demo access and architecture documentation.

- **Security posture:** Image signing, SBOM, and policy gates; SOC 2 readiness plan.

- **Financial discipline:** Fixed budget, staged hiring, and a 5 percent contingency reserve.

Independent references to ground projections

- World Economic Forum — Global Lighthouse Network: Documented double-digit productivity and quality gains from digital at scale.

- McKinsey — Manufacturing lighthouses and AI: Case studies show defect and downtime reductions in digitally mature plants.

- Deloitte — Smart Manufacturing Survey 2025: Budgets and adoption of AI, vision, and edge continue to rise.

- Google Cloud — DORA/Accelerate reports: Organizations with mature DevOps practices see lower change failure rates and faster recovery.

- BCG — The AI-driven factory: Operational AI programs can unlock material cost and throughput improvements.

We will maintain a data room with links to source reports, plus anonymized beta metrics to compare our observations with these benchmarks.