

The Economic Engine for the AI-First Economy

Pre-Beta Investment Round | \$200,000 | February 2026

The Startup Graveyard

The startup ecosystem destroys value at an industrial scale. Founders burn years and millions before finding product-market fit. Traditional education is extractive, accelerators are slow, and customer acquisition costs kill more companies than bad products ever will.

92%

Startup Failure Rate

\$2.5M

Avg. Capital Burned Before Revenue

18-24mo

Avg. Time to Product-Market Fit

The Root Cause: \$50B+ in founder value destroyed annually due to lack of systematic support infrastructure.

32,000 Paying Customers. Zero Acquisition Cost.

Through an exclusive partnership with InfoAcademy, we have access to 32,000 paying customers who have already invested in their technical education. This is not a lead list. It is a captive distribution network that eliminates the single biggest risk in any startup: customer acquisition.

Lead Quality Distribution

Hot (Score 140-170)	1,280	4%	Immediate conversion
Warm (Score 100-139)	6,400	20%	30-day nurture
Cold (Score 60-99)	12,800	40%	90-day content sequence
Unqualified (<60)	11,520	36%	Filter / remove

\$0

Customer Acquisition Cost

3-5x

Higher Conversion vs. Cold Outreach

Day 1

Revenue Generation

An Economic Engine, Not a Product.

APEX OS is a self-sustaining economic engine that transforms education into a high-margin talent pipeline, which feeds a venture accelerator with proprietary deal flow. We capture value at every stage of the builder's journey.

TIER 1 | SAAS

APEX Academy

High-margin, recurring subscription revenue from builders learning our AI-native methodology. 85% gross margins. Tiered pricing from \$89-\$249/month.

TIER 2 | VENTURE

APEX Accelerator

30-day intensive sprint for top 5% of Academy graduates. 15% equity stake. Proprietary deal flow at zero acquisition cost. High-upside portfolio.

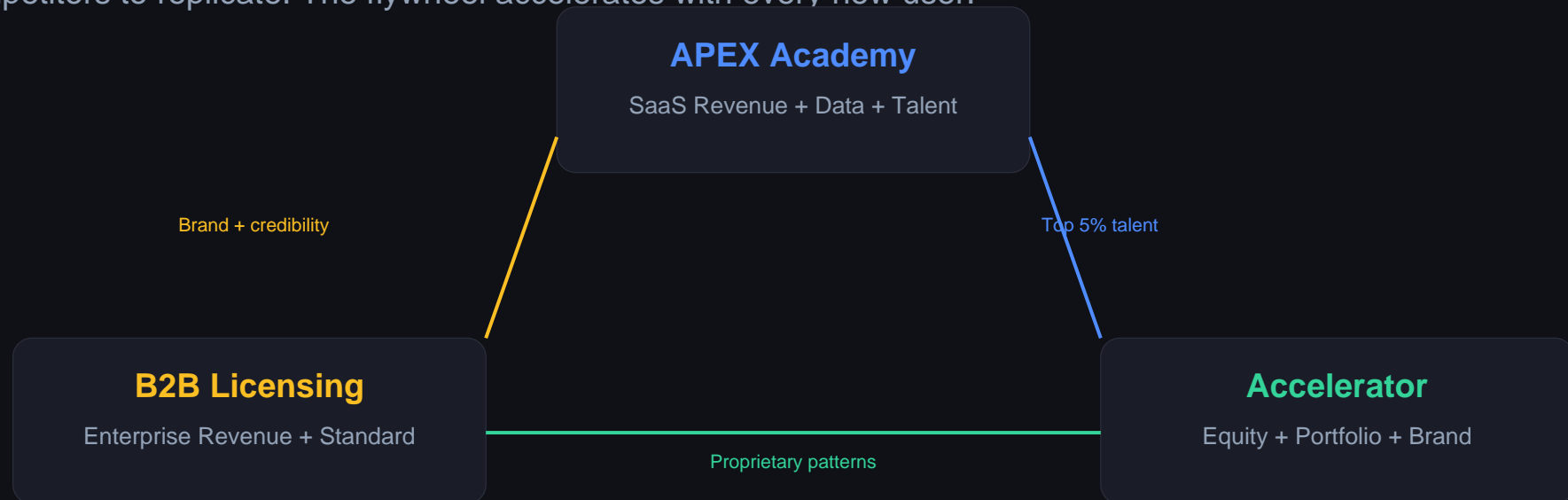
TIER 3 | ENTERPRISE

B2B Licensing

Proprietary AI orchestration patterns licensed to enterprises. Long-term, high-value contracts. The 'Intel Inside' of AI development.

The Virtuous Cycle

Each tier of our ecosystem reinforces the others, creating compounding value that is extremely difficult for competitors to replicate. The flywheel accelerates with every new user.

**85%**

Gross Margin

\$0

Customer Acquisition Cost

9.8:1

LTV:CAC Ratio

15%

Accelerator Equity

A \$420B Convergence

Three massive markets are converging: online education, no-code tools, and AI development. APEX OS sits at the intersection, capturing value from all three.

TOTAL ADDRESSABLE MARKET

\$420B

Online Education (\$350B) + No-Code Tools (\$45B) + AI Development (\$25B)

SERVICEABLE ADDRESSABLE MARKET

\$50B

5M+ aspiring builders willing to pay for AI-native education and tools globally.

SERVICEABLE OBTAINABLE MARKET

\$2.8M

Year 1 target: 1,000 builders at \$149 ARPU.
Conservative 0.2% of SAM.

Why Now: The Convergence of Three Forces

- 1. AI Capability:** Claude, GPT-4, Gemini can now handle complex development tasks end-to-end.
- 2. Builder Desire:** Post-pandemic shift toward entrepreneurship and independent work.
- 3. Distribution Collapse:** Traditional education is being disrupted; first-mover advantage is everything.

A Surgical Strike, Not a Hopeful Prayer.

PHASE 1 | Months 1-3

Activate the 32,000

Direct conversion of our captive InfoAcademy audience through targeted email sequences, exclusive webinars, and early-access offers. Target: 100 paying builders.

PHASE 2 | Months 4-9

Ignite the Flywheel

Viral 'Show Me The Pitch' campaign incentivizes builders to share projects. Community-led growth through builder leaderboards and peer referrals. Target: 300 builders.

PHASE 3 | Months 10-12

Solidify the Moat

Strategic partnerships with AI communities, influencers, and educational institutions. Launch first Accelerator cohort. Enterprise pilot conversations. Target: Series A ready.

The Data Moat

Proprietary AI orchestration patterns derived from the collective intelligence of thousands of builders. The more users we have, the smarter our system becomes. This is a moving target that competitors cannot replicate.

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The Network Effect

The value of the APEX ecosystem increases exponentially with each new builder. A larger community means more collaboration, more shared knowledge, and more opportunities. This creates powerful switching costs.

The Distribution Moat

Our 32,000-strong captive audience gives us an 18-month head start. Competitors must spend millions to build what we already have. By the time they catch up, we will have moved the goalposts.

The Execution Moat

We built the entire APEX OS platform in 10 days. Our AI-native methodology allows us to iterate 10x faster than traditional teams. Speed of execution is a moat that compounds over time.

Competitive Advantage Summary:

vs. Bootcamps: 5x completion rate, 6x cheaper, living curriculum **vs. MOOCs:** 13x completion rate, personalized, real projects **vs. Accelerators:** Zero CAC, 30-day sprints, builder

The Numbers That Matter

\$149

Blended ARPU / Month

\$0

Customer Acquisition Cost

85%

Gross Margin

9.8:1

LTV:CAC Ratio

Three Strategic Scenarios (18-Month Horizon)

Scenario	M18 Customers	Conversion	M18 ARR	Net Cash Flow
Bear Case	201	0.6%	\$434K	-\$12K/mo
Base Case	551	1.7%	\$1.48M	+\$48K/mo
Bull Case	1,542	4.8%	\$5.0M	+\$180K/mo

Pricing Architecture (PPP-Optimized)

CodeSprint

\$89/mo

Emerging Market Entry

Builder Lab

\$149/mo

Momentum Tier

Founder Track

\$249/mo

High-Intent Builders

Built in 10 Days.

Not a Slide Deck. Production Code.

Between January 25 and February 4, 2026, we built the complete APEX OS platform. This is not a mockup or a prototype. It is live, production infrastructure that proves our methodology works.

AI Infrastructure

17-agent swarm with specialized roles, 5-provider AI cascade, automated content scoring

Content & Distribution

RSS aggregation from 13 sources, AI-powered curation, newsletter engine

Database & Automation

Complete Supabase schema, lead scoring algorithm, CRM integration

Full Curriculum

6-module progressive journey from beginner to autonomous engineer

Performance vs. Industry Benchmarks:

78%	vs. 15% industry	14 days	vs. 45 days	\$2,497	vs. \$15,000 bootcamps
Completion Rate		Time to First Project		Price Point	

Vision Meets Execution

FOUNDER & CEO

Nicolae Fratila

Technical architect with proven AI-native development velocity. Built the complete APEX OS infrastructure in 10 days, demonstrating systems thinking at scale and product-market fit intuition. Founder of InfoAcademy with 32,000+ paying customers.

STRATEGIC ADVISOR

Kevin Obeegadoo

30+ years consulting experience. Unreasonable Impact UK & Europe 2025 Mentor. Advised 14+ Unreasonable companies. Expertise in business strategy, risk mitigation, securitisation, and global scaling from Mauritius IFC.

Equity Architecture

Founders	~67%	Vision, technical execution, majority control
Seed Investors	15%	\$1.2M capital injection, strategic guidance
InfoAcademy	10%	Distribution infrastructure, 32K customer asset
Strategic Advisory	3-5%	Global expansion & fundraising
Builder Pool	5%	Co-founder equity for sprint graduates

\$200,000

Pre-Beta Investment Round

Use of Funds

Platform & Curriculum 50% | \$100,000



Community & Marketing 30% | \$60,000



Operations & Legal 20% | \$40,000



12-Month Milestones

Month 3 100 builders, \$10K MRR

Month 6 First Accelerator cohort launched

Month 9 300 builders, \$30K MRR

Month 12 Series A ready, first portfolio company

What This Investment Enables

This \$200K catalyzes the activation of our 32,000-strong distribution network, validates the three-tiered business model, and positions APEX OS for a \$1.2M+ seed round within 12 months.

RISK MITIGATION

Market Risk

What if the AI education market doesn't grow?

The market is already \$420B and growing at 15%+ CAGR. AI adoption is accelerating, not decelerating. Our 32,000 existing customers prove demand exists today.

Competition Risk

What if 30 competitors copy our model?

They can copy the model, but not the 32,000-customer distribution network, the proprietary data from thousands of builder interactions, or the 18-month head start. Our moat is multi-layered.

Technology Risk

What if the AI tools we teach become obsolete?

We teach orchestration principles, not specific tool syntax. Our curriculum evolves with the technology. We are tool-agnostic by design.

Execution Risk

What if we can't convert the lead list?

Even our bear case (0.6% conversion) generates \$434K ARR. We need less than 1% conversion to be viable. The risk is asymmetrically in our favor.

The Infrastructure is Built. The Customers are Waiting. The Time is Now.

Nicolae Fratila | Founder & CEO

Kevin Obeegadoo | Strategic Advisor

infoacademy.uk

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