

# ConstructASI Marketing Plan

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Confidential – For Partner Review

***A Dual-Lane Strategy:***

***Developer Tools Today, Symbolic Infrastructure Tomorrow***

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## Disclaimer

This document is provided for informational purposes only. It outlines ConstructASI's marketing vision, strategy, and outreach roadmap based on current research, prototypes, and products. Nothing herein should be interpreted as a guarantee of results, financial performance, or specific timelines. References to future phases, products, and platforms such as CASI and CASITY are forward-looking statements that remain subject to research outcomes, funding, and market conditions. This plan does not constitute an offer to sell or solicit investment. All rights reserved.

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# ConstructASI Marketing Plan v1.4

## 1. Executive Summary

ConstructASI is entering its market-building phase with two parallel objectives: immediate traction through developer tools, and long-term positioning as the originator of symbolic intelligence. Our Marketing Plan defines how we will engage developers, investors, and institutions; how we will communicate ConstructASI's unique value; and how we will secure the funding and partnerships necessary to execute our roadmap.

Our dual-lane strategy remains central. The Product Lane delivers value today through Daywalker and DevChat — open-source tools for developers to build persistent-memory NPCs and conversational workflows in Unreal Engine. The Engine Lane builds symbolic intelligence itself: Spark (Beboop engine), Pops (collaborative interface), CASI (symbolic intelligence), and CASITY (infrastructure platform). This plan communicates both practical adoption today and visionary trust-building tomorrow.

ConstructASI's marketing approach is lean, founder-driven, and evidence-based. We rely on open-source distribution, transparent whitepapers, and targeted outreach to programs such as SBIR, NVIDIA Inception, Epic MegaGrant, Activate Fellowship, among many others. Every activity is measured not only in visibility but in the relationships and resources that accelerate CASI's development.

This Marketing Plan establishes how we will consolidate current efforts, prioritize channels, and measure progress. It translates our covenant-aligned mission into market language that reaches developers, funders, and institutions with clarity and credibility.

## 2. Objectives

### Immediate Objectives (0–12 months)

- Secure \$1–2M in funding through a combination of seed investment, grants, and fellowships.
- Grow developer adoption of Daywalker and DevChat on GitHub.
- Expand awareness through ConstructASI.com, LinkedIn, and targeted partner programs.
- Deliver Daywalker Pro as the first monetized product.

### Mid-Term Objectives (12–24 months)

- Establish enterprise pilot programs for CASI runtime.
- Build institutional partnerships in education, healthcare, and government.
- Strengthen ConstructASI's role as the reference point for symbolic AI research and application.

### Long-Term Objectives (24+ months)

- Position CASITY as a potential national-scale infrastructure platform.
- Expand partnerships globally, anchoring symbolic intelligence in civic and industrial contexts.
- Maintain open-source community engagement while scaling commercial offerings.

### 3. Target Audiences

#### Developers

- Independent creators, Unreal Engine developers, and open-source contributors.
- Tools that make NPCs, agents, and interactive systems smarter and easier to build.
- Will drive grassroots adoption of Daywalker and DevChat, anchoring ConstructASI's credibility in the developer community.

#### Investors & Funding Bodies

- Seed-stage venture investors, SBIR program officers, fellowship reviewers (Activate), and grant committees (Epic, NVIDIA).
- Looking for teams with a clear roadmap, technical depth, and early proof of execution.
- Will provide the capital and institutional recognition necessary to accelerate Spark, Pops, and CASI.

#### Institutions

- Education, healthcare, and government organizations interested in transparent, persistent, and trustworthy AI systems.
- Looking for solutions that reduce costs, preserve intent, and improve accountability.
- Will become long-term partners for CASI runtime pilots and CASITY infrastructure.

#### General Tech Community

- Researchers, journalists, and industry observers watching for the “next leap” beyond LLMs.
- Looking for credible thought leadership and transparent publications.
- Will amplify ConstructASI's message and help establish symbolic intelligence as a field.

## 4. Positioning & Messaging

### Core Message

ConstructASI builds covenant-aligned symbolic intelligence that is **efficient, transparent, and enduring**. Our dual-lane strategy ensures value today through developer tools, and transformational infrastructure tomorrow through CASI and CASITY.

### By Segment

- **Developers:**
  - Message: “Persistent AI for creation and collaboration.”
  - Proof: Daywalker and DevChat are open source and live on GitHub.
  - Call to Action: Contribute, test, and build on top of our tools.
- **Investors & Funding Bodies:**
  - Message: “Ground-floor entry into symbolic intelligence.”
  - Proof: Products released, whitepapers published, pitch decks prepared, and website live.
  - Call to Action: Provide \$1–2M to accelerate prototypes, grow the team, and establish pilots.
- **Institutions:**
  - Message: “Transparent, trustworthy AI for long-term continuity.”
  - Proof: CASI’s symbolic compression and TruthLine alignment solve persistence and auditability gaps.
  - Call to Action: Explore pilot projects in education, healthcare, or governance.
- **General Tech Community:**
  - Message: “Beyond LLMs: symbolic intelligence as the next foundation.”
  - Proof: MAGI and CASI whitepapers document the research lineage.
  - Call to Action: Share, discuss, and engage with ConstructASI’s vision.

## 5. Channels & Activities

### Owned Channels

- **ConstructASI.com** — central hub for whitepapers, pitch decks, business plan, and product updates.
- **GitHub** — distribution of Daywalker and DevChat; collaboration with open-source contributors.
- **LinkedIn** — founder-led posts, company updates, and networking with industry contacts.
- **Direct Docs** — business plan, whitepapers, and pitch decks shared with targeted audiences.

### Outreach Programs

- **Grant Applications** — SBIR, Epic MegaGrant, and other non-dilutive funding opportunities.
- **Fellowships & Programs** — Activate Fellowship, NVIDIA Inception.
- **Investor Outreach** — targeted conversations with seed-stage investors aligned to ConstructASI's mission.

### Content Marketing

- **Whitepapers** — CASI and MAGI documents establish technical leadership.
- **Pitch Decks** — Positioned for funding and partnership discussions.
- **Updates & Insights** — blog-style updates or LinkedIn posts sharing progress milestones and vision.
- **Case Examples** — highlight use cases in education, healthcare, and creative industries to show broad applicability.

### Networking & Community Engagement

- **Conferences & Meetups** — AI, Unreal Engine, and developer-focused events.
- **Developer Forums** — Unreal Engine and open-source communities as early user bases.
- **Academic Collaboration** — conversations with universities for pilot programs and symbolic AI research.
- **Media & Thought Leadership** — engagement with journalists and podcasts interested in “what comes after LLMs.”

## 6. Phased Strategy

### Phase 1 (0–12 Months): Traction and Funding

ConstructASI will focus on credibility and resources. The priority is to secure \$1–2M through grants, fellowships, and early-stage investment, while building visible traction with developers. Daywalker and DevChat will be promoted as open-source tools on GitHub and Unreal forums, supported by regular updates on ConstructASI.com and LinkedIn. Whitepapers and pitch decks will be circulated to establish symbolic intelligence as a new category. Success in Phase 1 is measured by funding secured, developer adoption initiated, and institutional doors opened.

### Phase 2 (12–24 Months): Expansion and Pilots

With initial resources in place, ConstructASI will expand from adoption to application. Daywalker Pro will be released as the first commercial product, generating early revenue while proving the professional toolset. Enterprise pilot discussions will begin for CASI runtime in education and healthcare contexts, demonstrating persistence, transparency, and efficiency in real-world settings. Academic and civic partnerships will be cultivated to anchor trust and test symbolic frameworks. Success in Phase 2 is measured by pilot launches, revenue from Daywalker Pro, and strategic hires that expand the team.

### Phase 3 (24+ Months): Infrastructure and Scale

ConstructASI will position symbolic intelligence as infrastructure. CASI runtime will broaden across institutions, and CASITY will be advanced as a potential national-scale platform. Engagement with governments and industries will center on transparency, accountability, and covenant alignment. International outreach will begin to expand symbolic adoption globally, while the open-source community remains an active contributor base. Success in Phase 3 is measured by institutional contracts, platform deployments, and ConstructASI's recognition as the originator of symbolic intelligence.



## 7. Metrics & Success Indicators

### Funding & Partnerships

- Total funding secured (grants, fellowships, and investments).
- Number of successful program acceptances (SBIR, Epic, Activate, NVIDIA Inception).
- Active partnerships established with academic, healthcare, or government institutions.

### Developer Adoption

- GitHub metrics: stars, forks, and active contributors for Daywalker and DevChat.
- Number of projects or case studies publicly using Daywalker.
- Community feedback and feature requests shaping Daywalker Pro.

### Visibility & Awareness

- Website traffic (ConstructASI.com visits, whitepaper downloads).
- LinkedIn engagement (connections, post reach, impressions, and inbound opportunities).
- Mentions in press, podcasts, or conferences.

### Product Progression

- Release milestones: Daywalker Pro, Spark prototype, Pops interface, CASI runtime.
- Demonstrated performance gains (energy, time, data compression benchmarks).
- Pilot deployments initiated with institutional partners.

### Brand Positioning

- Recognition of ConstructASI as the “originator of symbolic intelligence” in discourse and research.
- Adoption of ConstructASI frameworks in academic or developer environments.
- Alignment with covenant and transparency principles in institutional use cases.

## 8. Budget & Resources

### Lean Early Operations

- Marketing is founder-driven, leveraging open-source distribution, direct outreach, and transparent documentation.
- Early spend is minimal, focused on development, hosting (ConstructASI.com, GitHub), design (templates, visuals), and communications.
- Grant and fellowship applications are prioritized for non-dilutive funding to extend runway.

### Allocation of Early Funding (\$1–2M)

- **Team Growth:** 3–5 key hires in engineering, business development, and outreach to expand bandwidth.
- **Marketing Support:** Contract or part-time assistance for copywriting, design, and grant preparation.
- **Conferences & Events:** Select participation in developer and AI-focused conferences to build credibility.
- **Content & Media:** Production of case studies, demo videos, and articles to illustrate ConstructASI's unique positioning.
- **Infrastructure:** Scalable hosting, developer tools, and project management systems to support open-source engagement and institutional pilots.

### Resource Philosophy

- Maintain a lean operational profile until institutional or enterprise contracts are secured.
- Direct the majority of resources toward **products, prototypes, and partnerships**, rather than broad marketing spend.
- Ensure every dollar spent on marketing connects directly to measurable outcomes: funding secured, developers engaged, or partnerships advanced.

## 9. Risks & Mitigation

### Risk: Limited Runway Without Immediate Funding

- *Impact:* Progress on Daywalker Pro, Spark, and Pops could stall without capital.
- *Mitigation:* Pursue multiple funding streams in parallel — grants, fellowships, seed investment — to avoid reliance on a single source. Maintain lean operations until secured.

### Risk: Overextension of Messaging

- *Impact:* Premature claims about CASI or CASITY could undermine credibility.
- *Mitigation:* Maintain staged messaging: Daywalker for today, CASI for tomorrow, CASITY as potential infrastructure. Emphasize humility, transparency, and proof.

### Risk: Developer Adoption Slower Than Expected

- *Impact:* Without early traction, Daywalker's credibility may lag, affecting investor and partner confidence.
- *Mitigation:* Actively engage Unreal Engine and open-source communities, provide simple onboarding docs, and highlight developer case studies.

### Risk: Competitive Market Noise

- *Impact:* Larger AI players may dominate attention with probabilistic advances or hybrid claims.
- *Mitigation:* Differentiate through symbolic intelligence framing, transparency, and covenant alignment. Continue publishing whitepapers and benchmarks to establish thought leadership.

### Risk: Team Bandwidth Constraints

- *Impact:* With a small founding team, simultaneous development, marketing, and outreach can stretch capacity.
- *Mitigation:* Prioritize funding for early hires, lean on targeted advisors, and sequence activities with strict focus.

## 10. Next Steps

- **Update Marketing Plan:** Review and revise as milestones are reached and new opportunities emerge.
- **Outreach Calendar:** Build and maintain a living calendar of grant, fellowship, and program applications (SBIR, Epic MegaGrant, Activate, NVIDIA Inception, among others).
- **Developer Engagement:** Promote Daywalker and DevChat on GitHub, Unreal forums, and LinkedIn with regular updates and use-case examples.
- **Content Flow:** Establish a rhythm of monthly updates on ConstructASI.com and LinkedIn to highlight milestones, partnerships, and progress.
- **Advisor Engagement:** Formalize advisory connections to strengthen investor credibility and grant proposals.
- **Investor Conversations:** Initiate structured outreach to aligned seed-stage investors, using the Business Plan and pitch decks as anchors.