

✖ | *CLASSIFIED // INTERNAL*

# SUBCULT

Tools, media, and infrastructure for the counterculture.

subcult.tv — February 2026

> LOADING DECK... [OK]  
> CLASSIFICATION: PARTNER\_EYES\_ONLY

❌ `$ cat /var/log/failures.txt`

## THE PROBLEM

### SURVEILLANCE TOOLS

Creator and developer tools are built on surveillance economics. Your workflow data funds someone else's ad business. Privacy is an afterthought.

### CONSOLIDATED INFRA

A handful of corporations control the platforms, hosting, and distribution channels. Lock-in is the default. Portability is a fantasy.

### UNDERFUNDED OSS

The open-source ecosystem powers the internet but runs on burnout and good will. Sustainable funding models are rare.

# OUR APPROACH

approach.manifest

\$

## 01 // **PRIVACY-FIRST, OPEN SOURCE**

Every tool we ship is open source. No telemetry, no tracking, no ads. You own your data.

## 02 // **COMMUNITY-FUNDED**

Funded by users. Patreon, commercial tiers, and consulting – not VC extraction loops.

## 03 // **SHIP WEEKLY**

Public roadmap, weekly releases, transparent development. Trust is earned.

✖ | `$ ls -la /subcult/projects/`

# WHAT WE BUILD

## DEVELOPER TOOLS

CLI utilities, workflow automation, dev-first infrastructure

## SELF-HOSTED SOFTWARE

Privacy-respecting alternatives you own and control

## MEDIA PIPELINES

Audio, video, and publishing toolchains for creators

## PRIVACY ALTERNATIVES

Replacements for surveillance-economy defaults

## EDUCATIONAL CONTENT

Technical docs, zines, and hands-on guides

## COMMUNITY PLATFORMS

Spaces for builders, not engagement metrics

// ACTIVE DEPLOYMENTS //

# ACTIVE PROJECTS

## SUBCULT.TV

Business hub, portfolio, and zine platform for the collective.

React

TypeScript

Tailwind

Go API

## CLPR

Clipboard manager and snippet tool for developers.

Go

CLI

SQLite

## CUTROOM

Media production pipeline for video and audio workflows.

FFmpeg

Node.js

Automation

## SUBCULT OPS

Self-hosted infrastructure and deployment toolkit.

Docker

Terraform

Ansible

> all systems nominal

❌ > MARKET\_ANALYSIS.scan()

## MARKET OPPORTUNITY

**\$32B+**

OSS MARKET (2026)

**40%**

SELF-HOSTED GROWTH  
YOY

**68%**

DEVS PREFER PRIVACY  
TOOLS

\* Market estimates based on industry reports. Survey data from developer community polls.

✖ | \$ uptime && echo "still shipping"

# TRACTION

traction.metrics			
\$	5+	Weekly	[TBD]
	Public Repos	Ship Cadence	Newsletter
			[TBD]
			Patreon

## KEY MILESTONES

- [+] Fully operational website with portfolio, zine, and investor materials
- [+] Go API backend with admin dashboard and metrics
- [+] Active development across multiple projects with public commit history

✖ | > *REVENUE\_STREAMS.init()*

# BUSINESS MODEL

## ACTIVE PATREON

Community funding via tiers. Early access, BTS updates, roadmap input.

## PLANNED COMMERCIAL TIERS

Premium features and hosted versions for teams and businesses.

## PLANNED CONSULTING

Implementation consulting for orgs adopting open-source infra.

## PLANNED SPONSORSHIPS

Project sponsorships from aligned companies. No surveillance sponsors.

// DEPLOYMENT SCHEDULE //

# ROADMAP

roadmap.2026	
\$	
Q1 2026	⇒ Public launch + Zine series release
Q2 2026	⇒ First commercial tool beta + paid tiers
Q3 2026	⇒ Media production suite v1 launch
Q4 2026	⇒ Platform expansion + partnership pilots

> schedule confirmed. deploying...

✖ | > *FUNDING.allocate()*

## THE ASK

fund.allocation			
\$	60%	20%	10%
	ENGINEERING	INFRASTRUCTURE	COMMUNITY
			OPERATIONS

## LET'S TALK

Interested in partnering? We'd love to hear from you.

EMAIL US

SCHEDULE A CALL([HTTPS://CAL.COM/SUBCULT/INTRO](https://cal.com/subcult/intro))

invest@subcult.tv — subcult.tv

> END TRANSMISSION // SUBCULT 2026