SUBCULT

Tools, media, and infrastructure for the counterculture.

subcult.tv — February 2026

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 INFRASTRUCTURE

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

UNDERFUNDED OPEN SOURCE

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

OUR APPROACH

01 PRIVACY-FIRST, OPEN SOURCE

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

02 COMMUNITY-FUNDED

Funded by the people who use the tools. Patreon, commercial tiers, and consulting — not VC extraction loops.

03 SHIP WEEKLY

Public roadmap, weekly releases, transparent development. We build in the open because trust is earned.

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 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

SUBCORP

Self-hosted infrastructure and deployment toolkit.

Docker   Terraform   Ansible

MARKET OPPORTUNITY

$32B+	**40%**	**68%**
OPEN SOURCE SOFTWARE MARKET (2026)	YOY GROWTH IN SELF-HOSTED SOLUTIONS	DEVELOPERS PREFER PRIVACY-FIRST TOOLS

* Market estimates based on industry reports. Privacy survey data from developer community polls.

TRACTION

5+	Weekly	[TBD]	[TBD]
Public Repos	Shipping Cadence	Newsletter Subs	Patreon Members

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

BUSINESS MODEL

ACTIVE **PATREON**

Community funding via Patreon tiers. Members get early access, behind-the-scenes updates, and input on the roadmap.

PLANNED **COMMERCIAL TIERS**

Premium features and hosted versions of open-source tools for teams and businesses.

PLANNED **CONSULTING**

Implementation consulting for organizations adopting open-source infrastructure and privacy-first tooling.

PLANNED **SPONSORSHIPS**

Project and content sponsorships from aligned companies. No surveillance sponsors, no dark patterns.

ROADMAP

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

THE ASK

INVESTMENT ALLOCATION

60% Engineering	**20%** Infrastructure	**10%** Community	**10%** Operations

---

LET'S TALK

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

EMAIL US   **CONTACT US**

invest@subcult.tv — subcult.tv