PRE-SEED INVESTOR BUSINESS PLAN

CODAIQ LTD

One AI product company. Three commercial product lines.

Building AI-native operating systems that turn natural-language objectives into finished business outcomes.

ROUND	EUR 750,000 target pre-seed
VALUATION	EUR 4,250,000 pre-money
PORTFOLIO	Codaiq | Orconic | Movoom

CONFIDENTIAL WORKING DRAFT

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Planning document only. Forecasts are assumptions, not guarantees. Legal and tax review required.

Document Control and Evidence Standard

This plan deliberately separates facts, internal measurements, founder statements and future intentions. Product breadth matters, but only evidence that can survive investor diligence should be presented as current capability or traction.

Code	Meaning	Permitted investor wording
V	Independently verified	Public filing, official source or third-party evidence exists.
M	Measured internally	Reproducible query, invoice, test run or system export exists.
F	Founder-reported	Credible management statement that has not yet been independently reproduced.
P	Planned or forecast	Roadmap, target, budget or model assumption; never described as live today.
X	Blocked or contradicted	Must not be used externally until resolved.

The working rule is simple: zero revenue is shown as zero; internal usage is product proof, not customer traction; model-generation expense is not the same as fully loaded gross margin; code volume is not a proxy for maintainability; and compliance tooling is not an external certification.

Contents

1. Executive Summary

CODAIQ LTD is building one AI product company with three commercial product lines: Codaiq, Orconic and Movoom. The products address different workflows, but share the same strategic thesis: users should be able to describe an objective in natural language and receive a governed, measurable outcome instead of having to assemble and operate a fragmented stack of software manually.

Codaiq is the initial revenue wedge. It is designed to turn a business description into a multi-page website and then support the work around that website: editing, domains, hosting, leads, bookings, discoverability and ongoing growth. Its intended advantage is no longer merely “prompt to website”; that capability is increasingly available across the market. Codaiq must win through exportable code, DACH-focused legal foundations, AI-answer discoverability, integrated business operations and a credible path from website builder to digital growth employee.

Orconic is the long-term B2B flagship. A company description or URL is intended to generate an operating environment, business modules, workflows and digital employees. The employee metaphor is part of the product architecture: organisations hire, brief, supervise and improve digital workers rather than configuring abstract agents. The product direction combines a composable business-tool layer with governed execution, approvals, auditability, rollback, cost controls and DACH/EU trust requirements.

Movoom is the creative-production line. It is intended to orchestrate video, image, voice, motion and editing models behind a coherent director workflow. The commercial objective is not to launch every creative function simultaneously. The pre-seed plan focuses Movoom on one narrow, repeated, high-value production workflow before expanding into a broader creative operating system.

Current position

CODAIQ LTD is not yet a traction-stage company. The current external revenue baseline is EUR 0, the company cash balance is EUR 0, and there are no active external developers. Operating expenses are currently paid personally by founder Hasan Ali Badruk. Management estimates the present bootstrap burn at approximately USD 1,200 per month, including AI subscriptions, model usage, hosting, databases, deployment infrastructure and domains.

The investment case is therefore not “proven growth”. It is a product-depth and founder-leverage case entering commercial validation. Codaiq and Orconic contain substantial internally reported product work; Movoom has a detailed build plan and active product development. The central risk is not whether a broad technical vision exists. It is whether the company can focus that breadth into paying customers, retention, measurable outcomes and an organisation that is no longer dependent on one person.

Financing proposal

CODAIQ LTD is planning a priced pre-seed equity round at one fixed share price:

Item	Proposed structure
Pre-money valuation	EUR 4,250,000
Minimum first close	EUR 500,000
Target close	EUR 750,000
Hard cap	EUR 1,000,000
Target post-money valuation	EUR 5,000,000
Target investor ownership	15.00%
Target-case runway	18 months to first modeled cash depletion
Primary use	Commercial validation, shared team, controlled GTM, security and operating foundations

The target-case financial model forecasts approximately EUR 25,228 consolidated monthly recurring revenue in month 12 and a EUR 1.60 million annual recurring revenue run-rate in month 36. Direct delivery COGS are modeled at approximately 24% of revenue by month 36, producing a modeled gross margin of about 76%. These are planning outputs, not present results. The EUR 750,000 target does not finance 36 uninterrupted months under the base spending plan; the company must reach the next financing milestone, reduce burn or outperform before the first modeled depletion in month 19.

What the round must prove

- Codaiq can acquire and retain paying businesses, not only generate internal sites.
- Orconic can convert 3–10 design partners into paid deployments with quantified time or cost savings.
- Movoom can achieve repeat usage around one flagship workflow with COGS protected by credits, routing and abuse controls.
- The shared platform creates real engineering, data, security and commercial leverage across the product lines.
- Product quality, IP ownership, security controls and AI claims can survive technical and legal diligence.
- A small team can operate the platform without Hasan being the only person who understands and maintains it.

2. Investment Proposition

The core thesis

The next generation of business software will not merely display records or answer questions. It will assemble the required operating environment, coordinate tools and models, complete work under policy, request approval when risk is high, and report what changed. CODAIQ LTD is building toward that outcome layer across business presence, enterprise operations and creative production.

The portfolio only creates value if it behaves as one company rather than three unrelated experiments. The operating doctrine is therefore:

1. one shared identity, billing, model-routing, governance, observability and data foundation;
2. three commercial surfaces with separate ICPs and product metrics;
3. one sequenced capital-allocation system that increases spend only after evidence gates are met;
4. one founder story: an AI-native production model was used to build the foundations of a company selling AI-native production systems;
5. one commercial objective for the pre-seed round: convert unusual product depth into defensible customer evidence.

Why the case is potentially investable now

First, the company reports an unusual amount of product development for a founder-led organisation. In Orconic, an internal audit describes hundreds of thousands of lines of code, hundreds of API routes and migrations, a large test surface and more than one hundred connectors. Those figures are not used as valuation evidence until independently reproduced and cleaned for generated or third-party code, but they indicate that investor diligence should focus on production quality and commercial use rather than a slide-only prototype.

Second, the company has a differentiated founder-market-fit story. Hasan used AI-native engineering and orchestration methods to create software breadth that would historically have required a much larger team. The honest answer to “is the code agent-generated?” is yes, in meaningful part. That is not hidden. The value proposition is that Hasan understands how to direct a digital production system at high speed. The diligence burden is to prove that the resulting systems are testable, maintainable, secure and operable by others.

Third, DACH and EU requirements can be product advantages when they are implemented rather than marketed as badges. Legal website foundations, auditability, data residency policies, approval gates, rollback, explainability, licensing discipline and regulated-sector controls can shorten the path from interest to procurement. None of those claims should be positioned as a certification unless an independent attestation exists.

Fourth, the gross-margin architecture is plausible. Codaiq generation costs have been described internally as low relative to planned subscription pricing, and the portfolio financial model caps direct AI/delivery COGS at 20–25% of revenue. That proposition must be validated using complete costs: models, compute, storage, egress, payments, support, failures, retries and abuse—not only the successful generation call.

The investor trade-off

An investor is accepting high pre-revenue risk in exchange for product depth, founder leverage and three routes to market. The round is attractive only if the company resists the temptation to staff and market all three lines equally. Codaiq is the initial acquisition proof, Orconic is the high-value B2B proof, and Movoom is a focused beta until repeat usage is established.

The financing should therefore be evaluated as a milestone round. The expected valuation increase does not come from adding more features. It comes from paid customer evidence, retention cohorts, product-level gross margin, referenceable outcomes, green technical operations and reduced key-person concentration.

3. Company, Ownership and Founder

Legal entity

CODAIQ LTD is an active UK private company limited by shares, incorporated on 24 June 2025 under company number 16537316. Its registered activities include software development, IT services, data processing/hosting and web portals. The first confirmation statement was filed on 12 August 2026 as a CS01 made up to 23 June 2026 with no updates; the public overview now shows the next statement due by 7 July 2027. Hasan's public director record shows "Verified — Verification requirements complete." Hasan's public PSC record also shows "Verified — Verification requirements complete." Both official identity-verification statuses must be revalidated before each investor send and financing close.

The company's current working ownership position is Hasan Ali Badruk 100% and Nick Koidl 0%. Nick is intended to hold not less than 2.00% on a defined fully diluted basis immediately after the final close of the pre-seed round. That allocation has not yet been issued or transferred and must be implemented with UK legal and tax advice, vesting and leaver provisions, a clear service obligation and a reconciled post-closing register.

Founder

Hasan Ali Badruk is Founder, Chief Executive Officer, Director and Company Secretary. He was raised in Germany, has Turkish roots and is currently resident in the United Arab Emirates according to the working company fact sheet. He has founder-funded more than EUR 100,000 of estimated business expenditure over approximately 14–15 months. This is an unaudited management estimate, not verified paid-in capital and not a reconstructed transaction ledger. It includes product development, former contractors and freelancers, AI subscriptions and usage, cloud infrastructure, software and formation/operating costs. It excludes the monetary value of unpaid founder time and personal living costs.

The founder narrative should be direct: Hasan used digital workers and AI-native development to build systems for digital work. This creates a memorable product demonstration of the company thesis. It also creates key-person and software-governance risk. The post-financing organisation is designed to convert the founder’s execution leverage into a repeatable team capability.

Finance and capital leadership

Nick Koidl is intended to serve as fractional CFO and Head of Capital Strategy & Investor Relations. The planning model includes EUR 2,000 per month until the next institutional round or sustained EUR 30,000 MRR, subject to board approval and a signed agreement. His responsibilities must extend beyond introductions: maintaining the 36-month model and cash forecast, running the data room, investor targeting, reporting, professional-adviser coordination, capital allocation and term-sheet support.

Nick should not be described as a regulated adviser, authorised investment professional, proven fundraiser or full-time CFO unless those statements are documented. Compensation must reflect a genuine operating role and should not be structured as an unreviewed percentage-based success fee.

Governance commitments for the round

- Reconcile the legal share register, share certificates and cap table before closing.
- Document Nick’s grant or transfer with vesting, leaver and IP/confidentiality terms.
- Adopt board-reserved matters and monthly cash/runway reporting.
- Record all founder-paid company costs prospectively, even if historic reconstruction remains limited.
- Maintain a related-party disclosure and confirm that round proceeds do not repay the historic founder estimate unless specifically disclosed and approved.
- Obtain UK accounting, company-secretarial, tax and investment counsel for the financing structure.

4. The Market Problem

The objective-to-outcome gap

Modern organisations have more software than ever but still require people to translate an objective into a sequence of applications, fields, prompts, approvals and follow-ups. AI assistants often improve individual steps, yet the user remains the workflow engine. CODAIQ LTD is built around the gap between asking for a result and receiving a completed, controlled result.

The three product lines express the same problem in different markets.

SMEs: online presence is still fragmented work

A small business that needs a website usually needs much more than pages. It needs positioning, copy, images, legal pages, domain connection, hosting, leads, appointments, payment, follow-up communication, SEO and increasingly visibility in AI-generated answers. Existing platforms are mature and increasingly AI-enabled, but the business owner still has to make many decisions and maintain multiple surfaces.

The Codaiq problem statement is therefore not “websites are hard to build”. That claim is no longer sufficiently differentiated. The stronger problem is: small businesses need an owned, legally grounded, discoverable digital operation that can be created quickly and then continue working after launch.

B2B organisations: systems store work but do not own outcomes

CRM, service management, HR, email, knowledge bases and analytics systems are generally organised around records and workflows. Employees still move between them, interpret context and decide what to do next. Enterprise AI platforms increasingly connect knowledge and actions, which validates the category but also raises the competitive bar.

Orconic’s problem statement is: companies need a governed digital workforce that can be assembled around the way the organisation actually works, with clear permissions, budgets, supervision, explanations, rollback and audit evidence. The user should manage digital employees and outcomes, not model prompts and orchestration primitives.

Creative teams: model abundance creates workflow fragmentation

Creative AI markets change quickly. Teams face multiple image, video, voice, lip-sync, music, editing and enhancement providers with different prices, quality profiles, limitations and licenses. A successful output may require prompt development, reference management, generation, selection, repair, editing, audio, subtitles, rendering and publishing.

Movoom's problem statement is: creators and commercial teams need a director layer that turns an intent into a coherent production workflow while routing to the right providers, protecting margin, maintaining characters and worlds, and applying quality and safety gates.

Common buyer friction

Across the portfolio, the main barriers are trust and switching cost—not access to another model. Buyers need confidence that data is handled correctly, automated actions are controlled, costs remain predictable, outputs can be corrected, intellectual-property rights are understood, and the product will still work when a provider fails or changes price.

5. Product Portfolio and Shared Platform

The portfolio is structured around one shared operating core and three product-specific customer experiences.

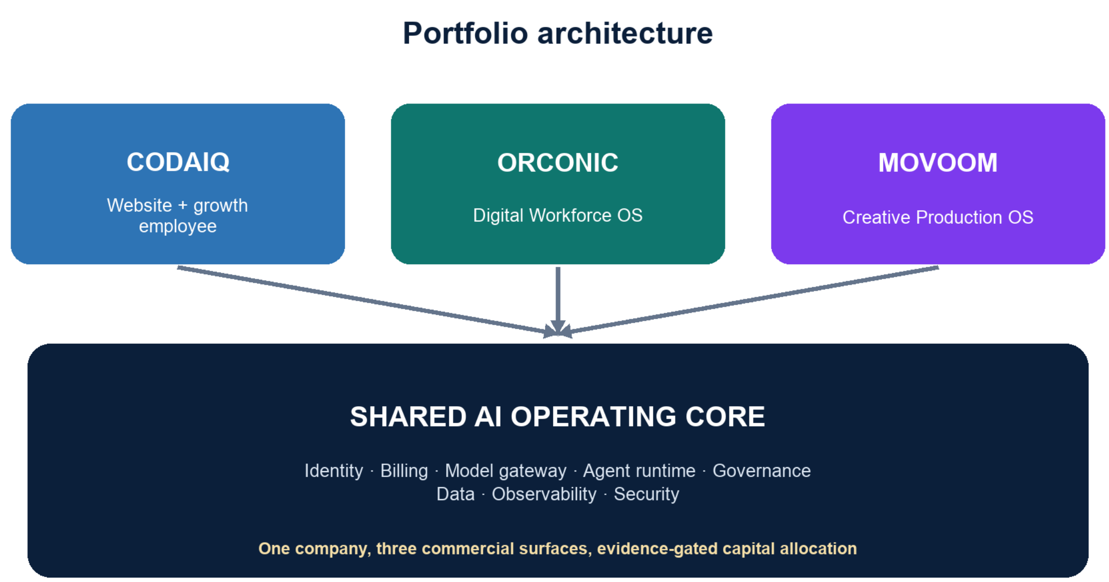

Figure 1. Three commercial product lines on one shared AI operating core.

Layer	Shared capability	Product-specific expression
Identity and tenancy	Users, organisations, roles, permissions, SSO	SME owner/workspace, enterprise organisation, creative team/project
Commercial system	Billing, credits, entitlements, metering, invoices	Subscriptions and credits tailored to each product

Layer	Shared capability	Product-specific expression
AI gateway	Model routing, provider failover, budget policy, usage accounting	Site generation, employee reasoning, creative generation/editing
Agent/workflow runtime	Tools, skills, approvals, checkpoints, retries	Growth tasks, business processes, media pipelines
Trust and audit	Action lineage, policy, approval, rollback, explanations	Website changes, enterprise writes, creative provenance/consent
Data and analytics	Events, feature flags, experiments, customer metrics	Activation and retention definitions by product
Infrastructure	Deployment, storage, queues, observability and incident response	Performance and cost profiles by workload
Design system	Shared UI principles and components	Distinct product brands and buyer-specific workflows

Portfolio capital-allocation rules

1. Codaiq receives acquisition scale budget only after paid conversion and eight-week retention can be measured.
2. Orconic receives enterprise delivery budget against named design-partner requirements and quantified ROI hypotheses.
3. Movoom receives expansion budget only after the flagship workflow demonstrates activation, repeat use and protected COGS.
4. Shared infrastructure receives priority when it reduces duplicated engineering, security or vendor spend across at least two product lines.
5. No full product team is created for each line during pre-seed.

Product readiness overview

Product	Present evidence	Critical commercial gap	Pre-seed objective
Codaiq	Extensive internally reported generation, editing, domains, hosting and business-tool functionality	No external paid cohort; certain payment, backup and autonomous claims remain incomplete	First paying DACH customers and measured retention
Orconic	Internally reported workforce, trust, compliance, connector and orchestration depth	No paid deployments, reference customers or independent technical validation	3–10 paid design partners with quantified outcomes

Product	Present evidence	Critical commercial gap	Pre-seed objective
Movoom	Detailed build bible, provider/OSS strategy and active platform development	Scope is broad; flagship workflow and external beta proof are not yet established	Focused beta with repeat usage and COGS evidence

6. Codaiq: AI Website and Growth Employee

Product proposition

Codaiq is designed for a business owner to describe a company and receive a complete multi-page website with distinct content, imagery, brand styling and practical business functions. The customer can continue editing by instruction, select elements directly, connect a domain and use built-in operations such as leads, appointments, email and analytics.

The product's long-term positioning is not "another AI website builder". It is a digital growth employee whose first visible output is a website. The website is the acquisition surface; the defensibility must develop in what happens after launch: maintaining content, improving discoverability, capturing and following up leads, coordinating bookings and reporting business outcomes.

Differentiation that can support the pitch

- Exportable React/Vite code and the ability to host outside the platform, subject to end-to-end validation.
- DACH legal-page generation and reachable legal routes as a product foundation, with the important caveat that software is not legal advice.
- A multi-page generation pipeline in which routes receive genuinely different content.
- Natural-language editing combined with direct element selection.
- AI-answer discoverability/GEO alongside conventional SEO.
- Integrated leads, bookings and growth operations for small businesses.
- Credit-based usage intended to align price with generation and ongoing work rather than artificial page limits.
- Mobile access and operational monitoring outside the desktop editor.

Claims that must remain gated

The company should not advertise "the website improves itself" until actions have executed safely for real customers and outcomes are measurable. Scheduled automatic backups should not be advertised until successful recurring backups and restore tests exist. Shop functionality should not be positioned as commercially live until payment onboarding and an end-to-end transaction succeed. “Never a broken site” requires measured quality-gate performance, not only internal architecture.

Initial customer profile

The initial target is a DACH small business with an outdated or missing website, a clear local-service offering and limited internal marketing capability. Examples include trades, construction, automotive services, hospitality, local real estate and other owner-operated businesses. Professional services may be attractive later, but legal/claims risk and higher content standards require careful verticalisation.

The first commercial offer should be intentionally simple: a guided launch, a completed site, domain connection, lead capture and a defined 30-day success outcome. The objective is to learn which promise converts, how quickly a customer becomes live and why the customer remains after the initial generation event.

Pricing hypothesis

The financial model assumes a blended monthly ARPA of EUR 69 across expected plans in the EUR 29–149 range. The pricing architecture can combine a subscription, included credits and metered overage. It must protect power-user economics by pricing expensive generation or media work through visible credits and provider-aware routing.

Codaiq product metrics

- Visitor-to-start rate and successful first-generation rate
- Time from first prompt to publishable site
- Percentage connecting a domain within seven days
- Lead, booking or commerce activation within 30 days
- Free-to-paid and generated-to-paid conversion
- Eight-week and six-month logo retention
- Expansion through campaigns, credits or additional sites
- Direct COGS per generation, published site and retained account
- Support minutes and failed/retried generations per account

7. Orconic: Digital Workforce OS

Product proposition

Orconic is intended to let an organisation describe its business or provide a company URL and receive a structured operating environment: departments, modules, workflows and digital employees. The product experience uses the language of work—hire, brief, approve, supervise, improve—rather than exposing agent frameworks and retrieval systems to non-technical buyers.

The “Genesis” experience is the key demonstration: describe the company, watch the organisation blueprint form, review the proposed workforce and start it. This is powerful because it compresses an abstract enterprise-AI platform into a visible moment. The demo must be supported by a real deployment path, not only a visual blueprint.

Initial use cases

The platform should enter through narrow, measurable processes rather than an all-company transformation promise. Suitable design-partner candidates include:

- CRM hygiene, lead enrichment and follow-up preparation;
- pipeline review and next-action coordination;
- shared-inbox classification, drafting and escalation;
- account research and meeting preparation;
- repetitive back-office checks and document routing;
- controlled multi-step workflows across email, CRM and internal systems.

Each deployment requires a baseline: time spent, cycle time, error/rework rate, completion volume and escalation rate. Without a before/after measure, “digital employee” remains a metaphor rather than an economic product.

Internally reported differentiation

An internal product audit describes a workforce abstraction, Genesis creation flow, approval/semi/autonomous gates, rollback and compensation transactions, action lineage, explainability, budget-aware multi-model routing, runtime replanning, learned adjustments, process mining, evaluation tooling, DACH vertical packs and more than one hundred connectors. It also describes EU-residency controls, multi-cloud KMS options, C5 control mappings, public-sector modules, SBOM and Sigstore-related capabilities.

These are potentially strong diligence assets. They must be separated into four groups before use:

1. live and demonstrable in a controlled environment;
2. implemented but not production-proven;
3. control mapping/readiness support rather than certification;
4. planned, incomplete or blocked.

Reported codebase figures—approximately 774,000 lines of code, 919 API routes, 282 migrations, 781 test files and 117 connectors—remain founder-provided/internal-audit figures until reproduced by scripts that exclude dependencies, generated artifacts and duplicates. They should appear in technical diligence, not as a substitute for customers.

Competitive reality

Moveworks and other enterprise platforms already market agentic reasoning, action across systems, extensibility and security guardrails. Orconic cannot win by claiming enterprise incumbents only answer questions. Its opportunity is to combine the Genesis/workforce experience, outcome-led vertical packs and DACH/EU procurement readiness for organisations that want a more configurable operating environment and a credible governance layer.

Commercial model

The target financial model assumes an early blended recurring value of EUR 2,000 per customer per month, equivalent to EUR 24,000 annual recurring revenue. Initial design partners may include a separately stated implementation fee, but services revenue is not included in the base recurring forecast and must be reported separately.

The first design-partner agreement should specify the use case, systems accessed, risk class, approval policy, success metric, implementation boundary, data-processing terms and reference rights. Discounts should exchange price for measurable access, feedback and a case-study path rather than create indefinite low-price contracts.

Orconic product metrics

- Qualified design partners, paid pilots and production deployments
- Time to first completed governed outcome
- Tasks completed, approval rate, intervention rate and rollback rate
- Hours or cycle time saved, validated with the customer
- Weekly active supervisors and active digital employees
- Gross retention, expansion and annual contract value
- Runtime/model COGS per successful outcome
- Integration success, failure recovery and support effort
- Security-review cycle and procurement conversion

8. Movoom: AI Creative Production OS

Product proposition

Movoom is intended to be a provider-neutral creative-production operating system. Users should be able to direct a project across video, image, voice, music, motion and editing without individually mastering each model and tool. The platform coordinates models, assets, characters, worlds, timelines, credits, quality gates and exports.

The long-term vision includes a director experience, discovery and templates, a model picker, asset and character systems, motion and voice workflows, collaborative editing, API access and enterprise controls. The underlying build bible applies a "Zero-From-Scratch Rule": before a major custom build, the team must scan competitors, open source, model capabilities, SDKs/packages, premium components, APIs/SaaS, skills/MCP options, licenses and costs, then make an explicit build/buy/fork/adapt decision.

Pre-seed focus

The breadth of the creative market is also the principal risk. Movoom must select one flagship workflow before significant growth spend. Candidate workflows should be scored on frequency, willingness to pay, output measurability, provider maturity, legal risk, COGS predictability and time to first value.

Examples include product-ad creative, UGC-style variations, short-form social video, character-consistent campaigns or a specific image-to-video production pipeline. The selection should come from user interviews and paid beta behaviour, not internal excitement.

Differentiation thesis

- Director-led outcome workflow rather than a catalogue of disconnected models
- Provider-neutral routing and failover based on quality, latency, cost and rights
- Character and world consistency across production steps
- Built-in credits, COGS controls, rate limits and power-user protection
- Quality evaluation and repair before final output
- Reusable templates and workflows with exportable production assets
- Consent and provenance controls for voice, face and branded/IP-sensitive work

These are product intentions until demonstrated. The near-term pitch should show one completed workflow end to end and the economic reason a user repeats it.

Business model

The base financial model assumes a blended monthly ARPA of EUR 99 and direct AI/media COGS of 25% of revenue. Pricing should include plan entitlements, credits for expensive generation classes, transparent overage and enterprise volume contracts. The product must distinguish cash cost from user-visible credits and maintain a provider-level contribution-margin ledger.

Movoom product metrics

- First successful output rate and time to usable output
- Generation-to-export and export-to-repeat-workflow conversion
- Weekly active creators and workflows per active creator
- Credit consumption, retries and failed-job cost
- Direct COGS and contribution margin by workflow/provider/model
- Template reuse and team collaboration
- Character/brand consistency evaluation
- Safety block, consent and appeal rates
- Four- and eight-week retention for the flagship cohort

9. Market Opportunity and Why Now

Market context

AI adoption is moving from experimentation toward business use, but smaller companies still trail large enterprises. Eurostat reported that 20.0% of EU enterprises with at least ten employees used AI technologies in 2025, up from 13.5% in 2024. Usage was approximately 17% among small enterprises, 30.36% among medium enterprises and 55.03% among large enterprises. This creates both an opportunity and a warning: demand is expanding quickly, but smaller buyers need simpler deployment, clearer ROI and stronger trust.[S1]

The underlying account base is large. Eurostat reported approximately 33.1 million EU enterprises in 2023, with micro and small enterprises representing 99% of the total. Those businesses generated 35% of EU business-economy value added. CODAIQ LTD does not use that figure as a top-down TAM claim; it shows the structural importance of the customer segment and the need for a disciplined bottom-up account strategy.[S2]

Regulation increases the value of governance. AI Act prohibitions, definitions and AI-literacy provisions have applied since February 2025, while governance and general-purpose AI obligations became applicable in August 2025. High-risk timelines continue to evolve, and product-specific legal analysis remains necessary. The commercial implication is that auditability, documentation, human oversight and risk classification should be part of the product and sales process rather than added during procurement.[S3]

Initial bottom-up opportunity model

The company will not present a broad global market-size number until a researched account universe is built. The current planning model defines an initial reachable opportunity and tests penetration against actual sales capacity.

Product	Initial high-fit account hypothesis	Forecast annual value per account	Initial reachable recurring-value hypothesis
Codaiq	25,000 DACH small businesses in selected verticals/geographies	EUR 828	EUR 20.7m
Orconic	2,500 DACH/EU mid-market, regulated or operations-heavy organisations	EUR 24,000	EUR 60.0m
Movoom	10,000 agencies, professional creators and brand teams	EUR 1,188	EUR 11.9m
Total	37,500 accounts	Mixed	EUR 92.6m

These account counts are management hypotheses, not externally verified market estimates. Before broad fundraising outreach, each list must be built from defined employee/turnover, geography, industry, technology and buying-trigger filters. The model is useful because it shows what must be true: the month-36 target forecast implies roughly 427 Codaiq accounts, 39 Orconic accounts and 253 Movoom accounts, or approximately 1.6%, 1.6% and 2.5% of the respective initial account hypotheses.

Why now

- Model capability is sufficient to combine planning, creation, reasoning and media generation into useful workflows.
- Provider competition is improving quality and creating routing opportunities, while increasing the need for a neutral cost and reliability layer.
- AI adoption in European businesses is growing rapidly but remains uneven, creating space for vertically packaged outcomes.
- EU and UK privacy/governance expectations reward systems designed with accountability, data minimisation, security and explanation.[S3][S4]
- Traditional SaaS categories are converging with agentic execution, creating an opportunity to define product experiences around workers and outcomes.

- AI-native product development allows a lean company to test breadth before building a conventional organisation, provided maintainability and governance are proved.

10. Competitive Positioning and Defensibility

Competitive principle

CODAIQ LTD should not claim competitors are static, template-only or unable to execute. The market is advancing quickly. Wix now promotes prompt-to-site generation, conversational editing, business tools and AI visibility. Moveworks promotes agentic reasoning, actions across systems, extensibility and security guardrails. Creative platforms continuously add models and workflows. The company's pitch must be based on a distinct operating system and evidence, not a frozen view of competitors.[S6][S7]

Category	Representative alternatives	Their structural strength	CODAIQ LTD's intended wedge	Proof required
AI website/business platforms	Wix, Squarespace, Durable and others	Distribution, mature hosting, templates, business apps, support	Exportable code, DACH legal foundations, AI-answer discoverability and digital-growth-employee roadmap	Paid DACH retention, export reliability and post-launch outcomes
Developer-first AI builders	Lovable, Bolt, v0 and adjacent tools	Speed and flexibility for technical users	Non-technical business outcome, domain/hosting/legal and operational continuity	Time-to-value and support burden for real SMEs
Enterprise AI assistants/agents	Moveworks, Microsoft, Salesforce, ServiceNow and others	Enterprise distribution, connectors, security procurement and platform depth	Genesis workforce creation, employee-centric UX, vertical packs and DACH/EU trust posture	Paid design partners, integration reliability and ROI
Automation platforms	Zapier, Make, n8n and workflow tools	Broad integration ecosystems and known automation mental model	Governed digital employee that plans, acts, learns and reports outcomes	Lower setup burden and better exception handling
Creative AI suites	Runway, Adobe, Canva, OpenArt, Higgsfield and specialists	Model access, brand, creative communities and rapid feature delivery	Provider-neutral director, cost/quality routing, characters/worlds and workflow reuse	Flagship workflow retention and contribution margin

Defensibility roadmap

Defensibility will not come from model access alone. It must accumulate in five layers.

1. **Workflow and outcome data.** Repeated successful runs, corrections, approvals and failure recoveries improve product-specific execution.

2. **Governance and procurement evidence.** Audit lineage, policies, evaluations, data controls, restore tests and security documentation reduce enterprise friction.
3. **Vertical distribution.** DACH industry packs, partnerships, customer references and high-intent programmatic content create efficient acquisition.
4. **Economic routing.** Provider benchmarks, cost/quality data, credits and failover protect margin and reliability.
5. **Customer system of action.** The more business outcomes run through the platform, the more valuable the configuration, permissions, history and reusable workflows become.

What is not a moat

Code volume, a long feature list, prompts, access to third-party models and unverified compliance claims are not durable advantages. The portfolio becomes defensible only when its shared data, workflows, integrations, governance evidence and distribution compound faster than competitors can copy individual features.

11. Technology and AI Architecture

Architectural objective

The shared platform must support provider independence, controlled execution and product-level economics. Product-specific experiences should not create three separate infrastructure estates.

The intended logical flow is:

1. user objective and context;
2. policy, identity and entitlement evaluation;
3. plan/workflow selection or generation;
4. model and tool routing based on quality, risk, latency and budget;
5. checkpointed execution with retries and human approvals;
6. output validation, safety checks and repair;
7. audit, usage metering and outcome reporting;
8. learning from corrections within explicit governance boundaries.

Shared technical priorities

- Unified organisation and permission model across products
- Central model gateway with per-product and per-customer cost accounting
- Durable jobs, retries, idempotency and provider-failure recovery

- Approval policies that cannot be bypassed by autonomy settings
- Action lineage, explanation and rollback for business-changing writes
- Central event taxonomy, feature flags and experimentation
- Product-specific evaluation suites and golden paths
- Standardised secrets, tenancy, backups, restores, SLOs and incident response
- OSS, SDK, model-weight and dataset license register
- Reproducible build, deployment and technical due-diligence scripts

AI-native engineering as an operating advantage

The company's development process is part of its thesis. Autonomous coding and research agents can compress prototyping and documentation time. This is valuable only when accompanied by architecture ownership, tests, code review, dependency controls, secure execution and rollback. The pre-seed technical plan prioritises the ability for a second senior engineer to understand, deploy and repair critical paths.

Technical diligence gates

- Reproduce codebase metrics from repositories and exclude generated/vendor code.
- Restore continuous integration and require green merges on critical branches.
- Produce an architecture map and ownership boundaries for all three products.
- Run a secrets scan, dependency/license scan and credential rotation.
- Demonstrate one successful backup-and-restore exercise per production data store.
- Define P0/P1 incident response, on-call ownership and recovery objectives.
- Show golden-path evaluations for the most valuable customer workflows.
- Document every critical external model/provider, fallback and failure mode.

12. Trust, Security, Privacy and Responsible AI

Trust as product infrastructure

Trust is not a marketing page. For autonomous or semi-autonomous work, the system must explain who initiated an action, what data and tools were used, what changed, why approval was or was not required, what the outcome cost, and how the action can be reversed or remediated.

Orconic's internally reported trust layer—approval gates, immutable action chains, rollback/compensation, explanations, honest metrics, SBOM and compliance mapping—could become a major enterprise advantage. The company must demonstrate those controls in production and avoid presenting control mappings as audits or certifications.

Privacy and data protection

The UK ICO describes a risk-based approach to AI and data protection covering fairness, lawfulness, transparency, security, data minimisation and individual rights. It also notes that AI can amplify known security risks. CODAIQ LTD's privacy programme should therefore include data-flow maps, roles and lawful bases, retention policies, data minimisation, DPIA triggers, processor contracts, subprocessor monitoring, user rights, access control, deletion and incident procedures.[S4]

Product-specific safety requirements

Codaiq: legal pages require jurisdiction-aware templates, customer confirmation and explicit non-legal-advice wording. Rich snippets, testimonials and business claims require source validation. Payments and commerce require KYC, fraud and refund controls.

Orconic: high-impact writes require approval policies, least-privilege connections, audit evidence, segregation of duties and protected "always approve" classes. Employment, credit, healthcare or other high-impact use cases require separate legal assessment and may be excluded initially.

Movoom: voice and face generation require identity/authority checks, consent records and revocation processes. Copyright, trademark, publicity rights, model/provider terms and generated-content provenance must be documented. The company must separate code licenses, model-weight licenses and dataset licenses.

Compliance posture

- C5, ISO 27001, SOC 2, VS-NfD, KRITIS or sector controls must be described as mappings/readiness support unless certified or independently attested.
- EU-residency or "no US subprocessor" claims require a verified data-flow and subprocessor inventory, not only region configuration.
- BYOK and KMS support must be tested end to end per provider and tenant.
- A penetration test and remediation ledger should be completed before serious enterprise scale.
- Insurance requirements should cover cyber, professional liability and directors/officers as appropriate.
- The AI Act and UK regulatory environment must be monitored because timelines and guidance continue to evolve.[S3][S4]

13. Business Model and Unit-Economics Architecture

Revenue model

Product	Base pricing hypothesis	Forecast blended value	Revenue characteristics
Codaiq	EUR 29–149 monthly plans plus credits/overage	EUR 69 ARPA/month	SMB subscription; self-serve or assisted launch; expansion through usage and business tools
Orconic	Annual platform/pilot contracts; optional implementation separately stated	EUR 2,000 MRR / EUR 24,000 ACV equivalent	B2B recurring contract; longer sales cycle; potential services during implementation
Movoom	Creator/professional plans plus generation credits and enterprise volume	EUR 99 ARPA/month	Usage-sensitive subscription; credits protect expensive workflows

The financial model currently excludes one-time implementation revenue from the base recurring case. Discounts, pilots, services, refunds and credits must be reported separately so revenue quality remains visible.

Direct COGS architecture

The portfolio target is direct AI and delivery COGS at or below 20–25% of revenue. The base model uses 20% for Codaiq and 25% for Orconic and Movoom. Full COGS includes:

- model/API and owned-compute spend;
- storage, media processing, bandwidth and egress;
- generation failures, retries, validation and repair;
- payment processing and fraud losses;
- customer-specific infrastructure where attributable;
- direct implementation/support effort that scales with delivery;
- moderation, safety and third-party content/service fees.

Costs that do not vary directly with customer delivery remain operating expenses, but management will also track contribution margin after allocated support and success costs.

Unit-economics measurement agenda

There is no defensible CAC, payback, LTV or net-retention history today. The company will measure these rather than fill the deck with industry benchmarks.

- CAC by source and product

- sales cycle and win rate by segment
- activation-to-paid conversion
- gross and net revenue retention
- contribution margin by customer and workflow
- support/implementation hours per new account
- credit breakage, overage and abuse loss
- CAC payback and magic-number-style sales efficiency only after sufficient cohorts exist

Pricing governance

Every new provider or model must have a landed cost, failure/retry rate, credit value and margin threshold. Power users receive clear usage limits rather than hidden throttling. Enterprise discounts require contract length, volume commitment or reference value. No customer-specific price should be approved without a contribution-margin view.

14. Go-to-Market and Commercialisation

Commercial sequencing

The pre-seed round is not a simultaneous mass launch. The company will run three different motions with one management system.

Codaiq: founder-led DACH acquisition

The first goal is ten to twenty paying businesses, not broad awareness. The company should select two or three verticals, build a high-fit account list, conduct direct outreach and offer a guided launch. Partnerships with local agencies, consultants, industry associations and service providers can lower trust barriers. SEO, GEO and programmatic content are valuable only after product and conversion quality are established.

The initial offer should lead with an outcome: a credible business website, live on a domain, with legal foundations and lead capture. Customer interviews determine whether speed, legal confidence, ownership/exportability or AI visibility actually closes the sale.

Orconic: paid design-partner motion

Orconic begins with five named design partners and one narrow process per partner. Each pilot uses a baseline and an outcome ledger. The buyer is likely an owner, operations leader, IT leader or functional executive with a repetitive workflow and the authority to connect systems.

The commercial process is discovery, workflow selection, risk classification, solution blueprint, paid deployment, measured value and expansion. Procurement material—security overview, DPA, subprocessor list, architecture and incident process—must exist early enough to prevent trust work from delaying every pilot.

Movoom: cohort-based flagship beta

Movoom recruits a small cohort around one repeat production job. Acquisition may come from creator communities, agencies, product-marketing teams and partnerships. The beta is paid or credit-backed where possible so willingness to pay is tested. The key signal is repeated exportable output, not account creation.

The proof loop

1. discover a high-cost recurring job;
2. define a success metric and baseline;
3. deploy a narrow workflow;
4. measure activation, outcome, cost and intervention;
5. obtain permission for a quote, logo or anonymised case study;
6. turn the proof into outbound, partner and content assets;
7. repeat in the same segment before expanding.

Channel portfolio

- Founder-led outbound and warm introductions
- CFO/investor network used for commercial and strategic introductions where appropriate
- Vertical landing pages and high-intent comparison/use-case content
- Implementation and agency partners
- DACH accounting, CRM, hosting, domain and industry ecosystems
- Product-led sharing of generated sites, workflows and creative outputs
- Reference customers, webinars and case-study-led enterprise outreach

Paid acquisition scales only after activation, retention and contribution-margin evidence. The target model contains controlled GTM spend, but actual channel budgets require a monthly stop/scale decision.

Sales operating system

The company will maintain one CRM with product, source, ICP, stage, value, probability, next action and expected close date. Weekly review distinguishes discovery, design partner, commercial pilot, contracted recurring customer and expansion. Verbal interest is not pipeline without a named buyer, problem, next step and timing.

15. Product and Operating Roadmap

Period	Codaiq	Orconic	Movoom	Company platform and proof
Days 0–90	Guided launch offer; first paying businesses; payments and backup gates	Five design partners; Genesis demo; first paid workflow	Select flagship workflow; closed cohort; end-to-end demo	Cap table/IP cleanup; CI green; metrics taxonomy; demo videos; data room
Months 4–6	Activation and first retention cohort; improve publish/domain flow	3–5 live paid deployments with ROI baselines	Paid beta and repeat-use measurement	Senior engineer and customer success ownership; restore/security tests
Months 7–12	Scale only proven vertical/channel; reference cases	Expand successful workflows and connectors	Improve provider routing, templates and contribution margin	Product-level COGS; external pen-test plan; monthly board history
Months 13–18	Retention and expansion; partner channel	Annual contracts, expansion and enterprise procurement	Broader workflow set only if flagship PMF signals exist	Seed fundraising window; reduced founder dependency; formal security roadmap
Months 19–36	Multi-vertical and multilingual expansion	Repeatable vertical deployments and platform expansion	Team/enterprise collaboration and marketplace potential	Follow-on capital or self-funding; governance, data and shared-core compounding

Release gates

- No public feature claim without a passing end-to-end test and evidence owner.
- No autonomous external write without policy, approval class, audit and rollback path.
- No expensive provider is enabled without credit pricing and a margin threshold.
- No product or geography expansion before the current segment’s activation/retention data is reviewed.
- No critical production release with disabled CI, unresolved P0 security findings or untested rollback.

16. Organisation and Hiring Plan

Current organisation

Hasan is the only current statutory officer and the principal product/technical operator. Nick’s finance/capital role and post-round equity remain to be formally documented. Two previous external developer engagements have ended because the founder could no longer finance them personally. There are no active developer contractor costs in the current USD 1,200 monthly bootstrap estimate.

Target-case hiring sequence

Role	Planned start	Fully loaded planning cost	Gate and objective
Founder/CEO	Month 1	EUR 6,000/month	Full-time leadership; EUR 5,000 base plus 20% allowance
Fractional CFO/capital lead	Month 1	EUR 2,000/month	Signed operating charter; converts only after board approval/trigger
Senior platform/AI engineer	Month 2	EUR 7,200/month	Own shared infrastructure, reliability and founder-risk reduction
Two temporary product contractors	Months 1–9	EUR 8,000/month combined	New scopes and IP terms; bridge delivery, not automatic rehiring
Customer success/implementation lead	Month 5	EUR 4,800/month	At least 3–5 active customer/design-partner commitments
Growth lead	Month 6	EUR 5,400/month	Founder-led sales has validated ICP and message
Second engineer	Month 13	EUR 7,200/month	Runway and measured technical bottleneck justify hire

The CFO model converts to a EUR 6,000 fully loaded monthly cost when current-month MRR reaches EUR 30,000 in the forecast, but any conversion requires board approval and a runway review. No automatic bonus is modeled for the founder, and any founder salary increase requires at least twelve months of forward runway.

Organisation design principle

The pre-seed organisation is shared by default. Product ownership can be allocated by outcome and quarter, but infrastructure, security, design systems, model economics and operations remain central. The company should hire one excellent platform owner before multiple feature developers and one implementation owner before scaling paid acquisition.

Key-person reduction plan

- Document critical systems and deployment/restore runbooks.
- Give the senior engineer production ownership and incident responsibility.
- Require reviewed pull requests and shared secrets/access management.
- Maintain architectural decision records and weekly technical risk review.
- Create a board-level key-person and business-continuity plan.
- Ensure company ownership of domains, repositories, cloud accounts and provider contracts.

17. Financial Plan and Scenario Analysis

Current baseline

Current company cash and external revenue are both EUR 0. The founder pays current recurring costs privately. The USD 1,200 monthly management estimate is interpreted as approximately USD 210 for ChatGPT, USD 640 combined for three Claude Max 20x subscriptions, USD 50 for OpenRouter, USD 50 for domains/server miscellaneous and an implied USD 250 for Vercel, Supabase and Railway. At the editable planning rate of EUR 0.92 per USD, the estimated bootstrap burn is EUR 1,104 per month or EUR 13,248 annually.

This is a planning estimate, not a reconciled P&L. The model assumes no repayment of historic founder-funded costs from the round.

Funding scenarios

Metric	Minimum close	Target close	Hard cap
Financing	EUR 500,000	EUR 750,000	EUR 1,000,000
Investor ownership	10.53%	15.00%	19.05%
Runway to first modeled depletion	17 months	18 months	20 months
Forecast MRR in month 12	EUR 17,129	EUR 25,228	EUR 31,508
Forecast ARR run-rate in month 36	EUR 1.10m	EUR 1.60m	EUR 2.21m
Month-36 direct COGS	Approximately 23.9%	Approximately 23.9%	Approximately 23.9%

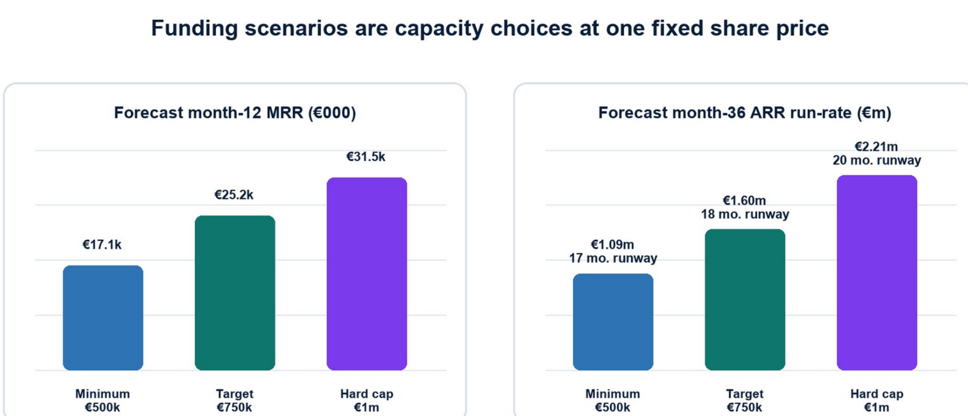

Figure 2. Funding cases are modeled at one fixed price per share; all operating outputs are forecasts.

The forecasts are driver-based. Codaiq assumes EUR 69 blended ARPA and 4% monthly logo churn; Orconic assumes EUR 2,000 monthly recurring value and 2% monthly churn; Movoom assumes EUR 99 blended ARPA and 5% monthly churn. Launch timing, monthly gross additions, hiring and GTM spend vary by financing case.

Target-case interpretation

The target case reaches approximately EUR 25,228 MRR in month 12, consisting of about EUR 5,507 Codaiq MRR, EUR 16,573 Orconic MRR and EUR 3,147 Movoom MRR. Orconic drives the largest recurring-revenue share, so delayed enterprise deployment is the most important forecast risk.

The model reaches first cash depletion after month 18. It later returns to positive monthly cash contribution as modeled revenue grows, but a company cannot operate through a negative cash balance. Management must begin the next financing process or activate a cost-reduction plan well before month 18. A seed-readiness decision should occur no later than month 12, based on actual retention, pipeline and gross margin.

Financial control policy

- Maintain a weekly thirteen-week cash forecast and monthly 18-month view.
- Set a minimum cash threshold equal to at least three months of approved fixed commitments.
- Require board approval for executive compensation changes, hires outside plan and annual vendor commitments.
- Review product-level revenue, direct COGS and contribution margin monthly.
- Stop or reduce GTM channels that lack measurable pipeline and payback evidence.
- Negotiate provider volume discounts only when usage concentration and minimum commitments are justified.
- Use serverless/API capacity early; compare self-hosting only at measured break-even volumes.
- Keep a reseller/fallback provider path for critical generation and model workloads.

Model limitations

The model does not include tax/VAT detail, working-capital timing, bad debt, FX volatility beyond a planning conversion, option-pool creation, follow-on financing, debt, acquisition proceeds or founder reimbursement. It is an operating forecast for fundraising decisions and must be reviewed by UK/UAE accounting and tax professionals.

18. Funding Requirement, Cap Table and Use of Funds

Round structure

CODAIQ LTD is raising a target EUR 750,000 at EUR 4.25 million pre-money, with a EUR 500,000 minimum first close and EUR 1 million hard cap at the same price per share. Multiple closing amounts are offered as financing capacity scenarios, not as separate valuation options.

Priced equity is the current working assumption. An ASA, convertible or split SEIS/EIS structure should only be selected after legal and tax advice. Official UK guidance states that qualifying SEIS companies may raise up to GBP 250,000 under the scheme, subject to age, assets, employee and trade conditions; EIS may be relevant for additional eligible financing. No eligibility or investor tax relief should be promised before professional confirmation and, if pursued, advance assurance.[S5]

Target post-round cap table — no option pool

Holder	Current working ownership	Target post-round ownership
Hasan Ali Badruk	100.00%	83.00%
Nick Koidl	0.00%	2.00%
New investors	0.00%	15.00%
Total	100.00%	100.00%

Nick's 2.00% is intended to be borne economically from Hasan's founder position and must not reduce the stated investor ownership. The legal implementation, timing, vesting, fully diluted definition and tax treatment remain closing items. An employee option pool is not included in the primary table; any pool must be modeled explicitly because a pre-money pool would dilute existing holders differently.

Target use of funds

Category	Allocation	Amount
Product, engineering and delivery	42%	EUR 315,000
Go-to-market and customer acquisition	22%	EUR 165,000
AI, cloud and infrastructure	12%	EUR 90,000
Legal, security, privacy and compliance	10%	EUR 75,000
Operations, finance and administration	8%	EUR 60,000
Runway reserve and contingency	6%	EUR 45,000

Category	Allocation	Amount
Total	100%	EUR 750,000

Capital release gates

- Hiring follows the target-case sequence only while the cash forecast supports it.
- GTM budget scales after activation and conversion evidence, not on the closing date.
- Orconic delivery budget requires named design-partner scope and a measurable outcome.
- Movoom expansion requires a selected flagship workflow and repeat-use evidence.
- Legal and security spending is front-loaded where it unlocks diligence or enterprise pilots.
- No founder reimbursement is assumed in the use of funds.

19. Milestones, KPIs and Next-Round Readiness

First 90 days after close

1. Complete the corporate, cap-table and IP cleanup; document Nick's role and equity.
2. Restore continuous integration, rotate secrets and publish a green technical-quality dashboard.
3. Conduct 10–20 customer interviews per initial segment and build qualified account lists.
4. Win the first external paying Codaiq customers and measure generation-to-domain activation.
5. Secure five Orconic design partners, with paid pilots preferred, and define ROI baselines.
6. Select the Movoom flagship workflow and recruit a focused beta cohort.
7. Record professional demo videos for Codaiq, Orconic Genesis and Movoom.
8. Start monthly board/investor reporting and product-level COGS reporting.

By month six

- Codaiq has a paid activation and retention cohort with at least two referenceable customers.
- Orconic has 3–5 paid deployments and at least one quantified outcome.
- Movoom has an active beta cohort with measured repeat usage.
- The senior engineer and implementation/customer-success owner hold production responsibility.
- Backup/restore, incident, security and external-test plans are operational.
- Commercial and infrastructure decisions use a shared KPI and cost system.

By month twelve to fifteen

- Consolidated MRR ambition of approximately EUR 15,000–30,000, with the target model at approximately EUR 25,000 in month 12.
- Evidence of repeatable acquisition in at least one product.
- Retention cohorts and gross margin by product.
- 2–3 reference customers willing to speak with investors.
- Reduced founder dependency and reproducible technical diligence.
- Seed data room, board history and financing narrative ready.

Investor-grade KPI framework

Dimension	Company KPI	Product examples	Next-round evidence
Revenue	MRR, ARR, growth and revenue quality	ARPA/ACV, recurring vs services	Multi-month growth with payment evidence
Retention	Gross and net revenue retention	Codaiq 8-week retention; Orconic renewal/expansion; Movoom cohort repeats	Cohort curves, not blended snapshots
Acquisition	CAC, conversion, sales cycle and payback	Self-serve funnel, design-partner win rate, beta-to-paid	One repeatable channel or sales motion
Value	Customer outcomes and ROI	Leads/bookings, hours saved, outputs produced	Referenceable before/after case studies
Economics	Direct COGS and contribution margin	Generation/site, workflow/outcome, creative export	Product-level margin at scale
Product quality	Activation, failure, intervention and time-to-value	Publish rate, rollback/approval, export/retry	Stable production metrics and incident history
Trust	Security review, data and safety metrics	Restore, consent, audit and policy coverage	External test/remediation and procurement evidence

Seed-round readiness gate

The company should not describe itself as institutionally seed-ready merely because the software is broad. The gate is: 5–10 or more paying/referenceable customers across the priority motions, three months of reliable metrics, one repeatable acquisition route, product-level gross margin, a team beyond the founder, green CI and a clean legal/security data room.

20. Risks and Mitigations

Risk	Present exposure	Mitigation	Evidence owner
No external revenue or retention	Highest commercial risk; forecasts are unproven	Ten paying Codaiq customers, paid Orconic pilots and paid/credit-backed Movoom beta before broad scaling	CEO / Growth / Customer Success
Three-product focus dilution	Capital and attention could fragment	Sequenced rollout, shared team and product-specific capital gates	CEO / Board
Founder/key-person concentration	Hasan is the primary operator and product architect	Senior platform hire, runbooks, reviewed releases, shared access and incident ownership	CEO / Senior Engineer
AI-generated code maintainability	Breadth may hide inconsistency or poorly understood paths	Reproducible builds, CI, architecture ownership, dependency controls and focused external review	Senior Engineer
Product claims exceed evidence	Backups, autonomy, payments or compliance may be marketed too early	Evidence labels, claim register and launch gates	CEO / CFO / Legal
Security and privacy incident	AI and integrations increase data/action risk	Least privilege, DPIAs, audit/approval, testing, incident plan and insurance	Security owner / Board
IP and licensing defects	Former contributors, OSS, models or datasets may have unclear rights	Assignments, component registry and separate code/model/dataset license review	Legal / Engineering
Model/provider dependency	Price, availability, quality or policy changes	Gateway, benchmarks, failover, committed-spend discipline and self-host break-even tests	Engineering / Finance
COGS and abuse	Heavy users or retries can destroy margin	Credits, rate limits, anomaly detection, provider routing and contribution-margin alerts	Product / Finance
Enterprise competition	Incumbents have distribution, integrations and trust	Narrow DACH outcomes, faster deployment, workforce UX and referenceable ROI	CEO / Sales
Financing delay	Company has no cash reserve and founder capacity is limited	Staged first close, controlled burn, investor pipeline and milestone-based hiring	CEO / CFO
Cross-border tax/governance	UK company, UAE-resident founder and EUR/USD/GBP exposure	UK/UAE professional advice, documented payroll, FX policy and board controls	CFO / Advisers

The downside strategy is focus. If the full portfolio cannot be financed, CODAIQ LTD preserves the shared core, prioritises the product with the strongest paid retention and pauses the others. The minimum EUR 500,000 case is therefore not a smaller version of three full launches; it is a narrower organisation and slower commercial sequence.

21. Evidence and Data-Room Plan

Data-room structure

1. Corporate and statutory records
2. Cap table, shares, financing and board approvals
3. Founder, team, employment, contractor and advisor documents
4. IP ownership, domains, trademarks and license register
5. Product demos, readiness matrix and roadmaps
6. Technical architecture, CI, tests, deployments and incident history
7. Security, privacy, DPA/subprocessors, backups and penetration testing
8. Customers, pipeline, contracts, pilots and references
9. Financial model, bank evidence, invoices and management reporting
10. Market, competition, GTM and pricing research

Highest-priority evidence work before broad outreach

- Final Companies House/PSC evidence and clean company extract
- Legal share register and share certificates
- Nick's signed operating/equity documents
- Former developer contracts, IP assignments and access offboarding
- Repository ownership and independently reproduced technical metrics
- Green CI, current test report and one incident/postmortem example
- Secret rotation and dependency/license scan
- Codaiq end-to-end payment, backup and restore evidence
- Orconic live Genesis/deployment demo and design-partner pipeline
- Movoom flagship-workflow demo and provider/COGS register
- Current recurring cost evidence and prospective founder-paid expense log

Investor communication controls

The investor deck may simplify the narrative but cannot change the evidence status. The business plan and data room remain the source of detail. A diligence request log records the question, owner, due date, source document and response. Metrics are frozen by reporting date so numbers do not change between the deck, model and follow-up without explanation.

Immediate next 30-day operating plan

1. Finalise the business plan, 15-slide deck, one-page teaser and 90-second umbrella narrative.
2. Reconcile cap table and obtain a UK legal proposal for the round and Nick's 2%.
3. Reproduce Codaiq and Orconic technical metrics and prepare live demo environments.
4. Define two Codaiq beachhead verticals and build the first 250-account outbound list.
5. Identify 50 high-fit Orconic design-partner targets and seek ten discovery meetings.
6. Run a structured Movoom workflow-selection sprint with target users.
7. Restart the minimum technical quality gates: CI, secrets, backups and incident evidence.
8. Build an investor target list by cheque size, geography, AI thesis and warm path.
9. Begin a controlled first wave only after the deck, demos and core data-room documents agree.

22. External Sources

[S1] Eurostat — "20% of EU enterprises use AI technologies," 11 December 2025. The source reports 20.0% AI adoption among covered EU enterprises in 2025, up 6.5 percentage points from 2024, with detailed size-class context in the associated statistical report. https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20251211-2

[S2] Eurostat — "EU businesses: EUR 10.5 trillion in value added in 2023," 13 October 2025. The source reports approximately 33.1 million EU enterprises in 2023 and that micro and small enterprises represented 99% of the total. https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20251013-2

[S3] European Commission — "Navigating the AI Act." Official implementation/timeline FAQ. Timelines remain subject to legislative and guidance developments; obtain product-specific legal advice. https://digital-strategy.ec.europa.eu/en/faqs/navigating-ai-act

[S4] UK Information Commissioner's Office — AI and data protection guidance. Risk-based guidance covering governance, transparency, lawfulness, fairness, security, data minimisation and individual rights; the ICO notes that guidance is under review following legal changes. https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/artificial-intelligence/

[S5] GOV.UK — Venture-capital schemes for companies raising money. Official overview of SEIS/EIS qualifying conditions and limits; professional eligibility and advance-assurance advice required. https://www.gov.uk/guidance/venture-capital-schemes-raise-money-by-offering-tax-reliefs-to-investors

[S6] Wix — AI Website Builder. Current official product positioning includes prompt-to-site generation, conversational/manual editing, business tools, domains/hosting and SEO/AI visibility. https://www.wix.com/ai-website-builder

[S7] Moveworks — AI Assistant Platform. Current official platform positioning includes agentic reasoning, cross-system actions, extension/building tools and security guardrails. https://www.moveworks.com/us/en/platform

Internal working sources

- CODAIQ LTD Fundraising Blueprint, version 0.1, 13 August 2026
- CODAIQ LTD Company, Team & Cap Table Fact Sheet, version 0.1, 13 August 2026
- CODAIQ LTD 36-Month Financial Model, version 1.0, 13 August 2026
- Internal Codaiq product review and reported USP list
- Internal Orconic product/codebase review and reported USP list
- MOVOOM Masterplan V2 Ultimate and External Intelligence/Build-Bible requirements

End of confidential working draft