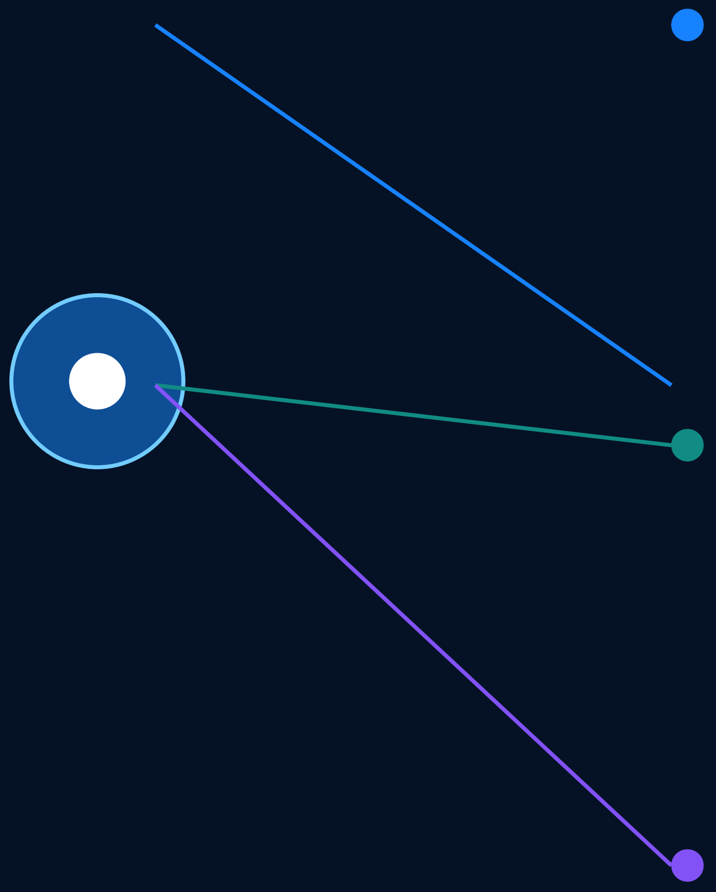
PRE-SEED · AUGUST 2026

CODAIQ LTD

One company.
Three AI products.
One shared execution core.

Natural-language objectives become finished, governed business outcomes.



CODAIQ **ORCONIC** **MOVOOM**

Target €750k · €4.25m pre-money

The user is still the workflow engine

AI can answer. Businesses still coordinate the work.

SMALL BUSINESS	Website · legal pages · domains · leads · bookings	CODAIQ
OPERATIONS	CRM · inboxes · documents · approvals · follow-up	ORCONIC
CREATIVE	Prompts · models · assets · consistency · exports	MOVOOM

The opportunity is the governed layer between an objective and a controlled outcome.

Three routes to market. One operating core.

CODAIQ
Create the digital business

ORCONIC
Operate the business

MOVOOM
Produce creative output

SHARED AI EXECUTION CORE
Identity · billing · model gateway · agent runtime · trust · data · observability · security

Separate ICPs and proof gates. Shared engineering, economics and governance.

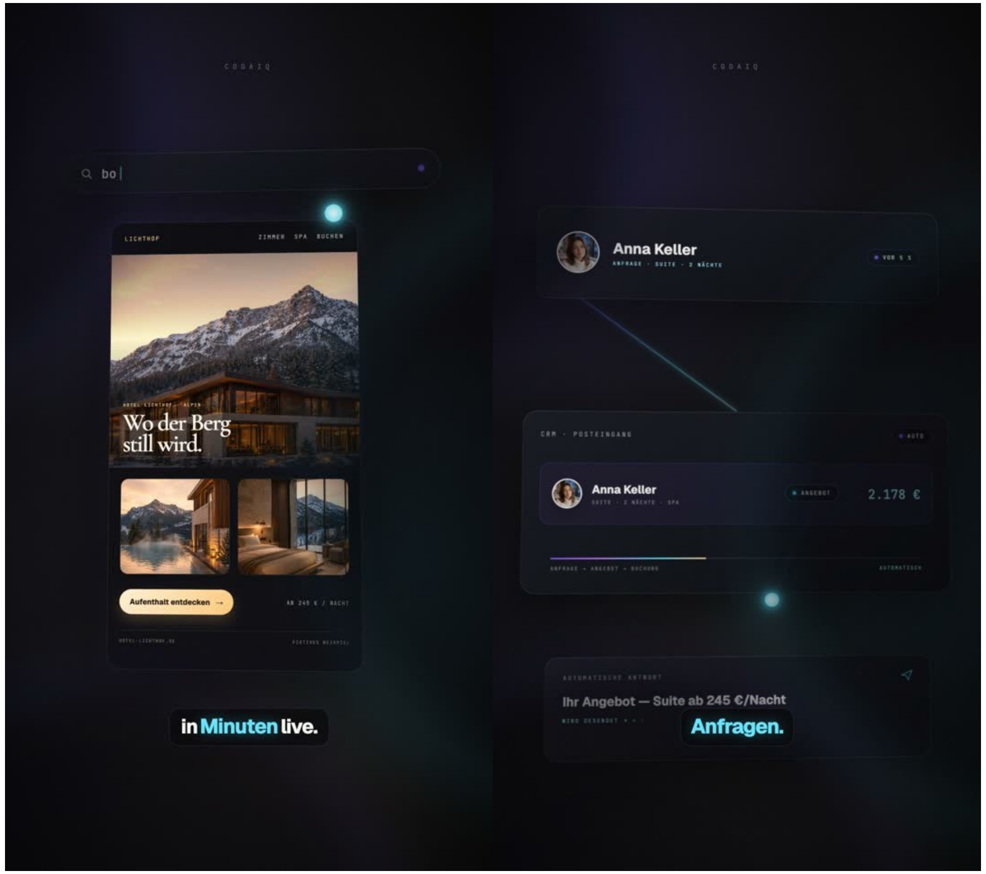
Codaiq turns one sentence into a working digital operation

THE INITIAL REVENUE WEDGE

Generate. Launch. Operate.

- Multi-page site with distinct content
- Exportable React/Vite code
- DACH legal foundations
- Prompt editing and direct selection
- Domains, leads, bookings and GEO

PROOF GATE · 10–20 paying DACH businesses with eight-week retention



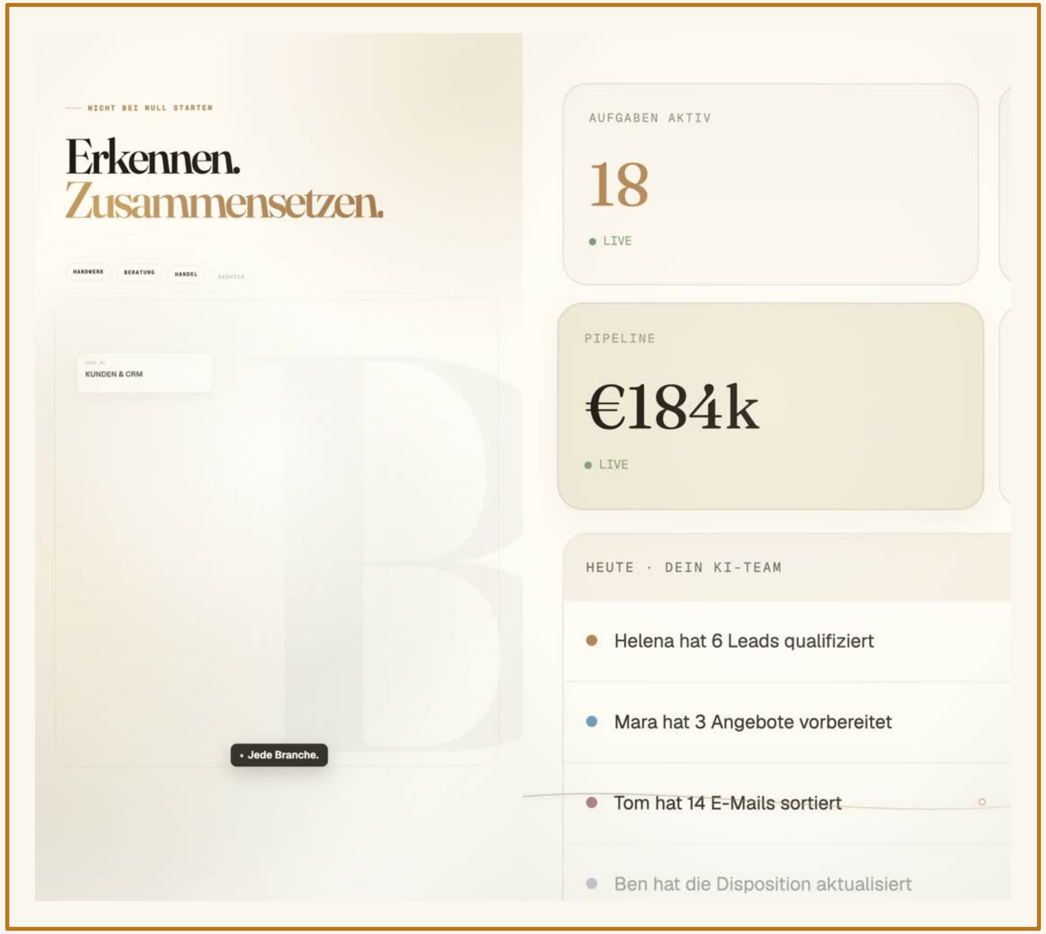
Orconic assembles the dashboard—and the digital workforce

THE LONG-TERM B2B VALUE DRIVER

Describe the company.
Deploy governed work.

- Genesis: company → operating blueprint
- Business modules and DACH connectors
- Digital employees under approvals
- Budgets, audit lineage and rollback
- Outcome ledger for quantified ROI

PROOF GATE · 3–5 paid deployments with quantified workflow outcomes



Movoom makes the workflow—not the model—the product

A provider-neutral director coordinates the entire job.

Intent
Brief + references

Route
Quality · cost · rights

Create
Video · image · voice

Evaluate
Repair + consistency

Export
Reusable assets

ZERO-FROM-SCRATCH RULE

Scan competitor → OSS → model → SDK → premium component → API → skill/MCP → license → economics before a major build.

≤25%

target direct AI/media COGS as a share of revenue

The hard infrastructure compounds across all three products

01

Identity ✦ tenancy

One organisation and permission model

02

Billing ✦ credits

Entitlements, usage and invoices

03

AI gateway

Routing, failover and cost accounting

04

Agent runtime

Tools, retries and checkpoints

05

Trust ✦ audit

Lineage, explanations and rollback

06

Data ✦ operations

Experiments, SLOs and incidents

CAPITAL RULE

A product expands only after its own activation, retention and margin gate is met.

The company was built with the operating model it sells

€100k✦

founder-funded expenditure

Unaudited management estimate over approximately 14–15 months.

“Yes—AI-native engineering built a meaningful share of the breadth. That is the founder thesis, not a secret.”

HASAN BADRUK

WHAT THAT PROVES

- Unusual capital efficiency
- Product direction at high velocity
- A memorable founder–market fit

WHAT THE ROUND MUST ADD

- Production ownership beyond one person
- Green CI, test and incident evidence
- Paying customers and repeatability

AI adoption is rising; execution is the bottleneck

20%
of covered EU enterprises used AI in 2025

33.1m
EU enterprises in 2023

99%
were micro or small enterprises

What changes next

- Model access commoditises; workflow execution and reliability become the product.
- Buyers need simpler deployment, measurable ROI and stronger trust.
- Governance moves from procurement paperwork into product architecture.

Source: Eurostat 2025; European Commission AI Act guidance.

Incumbents validate the categories—not the CODAIQ LTD wedge

Category	Representative platforms	Structural strength	CODAIQ LTD wedge
AI websites	Wix · Squarespace · Durable	Distribution, hosting, templates, business apps	Owned code · DACH foundations · post-launch growth
Enterprise agents	Moveworks · Microsoft · ServiceNow	Connectors, trust, installed enterprise footprint	Workforce UX · vertical outcomes · governed execution
Creative AI	Runway · Adobe · OpenArt · Higgsfield	Model access, communities, rapid delivery	Provider-neutral director · routing · reusable production

The pitch wins through evidence, focus and operating-system depth—not a frozen view of competitors.

Three revenue motions. One margin discipline.

CODAIQ

€69

blended ARPA / month

SMB subscription ✦ credits

ORCONIC

€2k

recurring value / month

B2B contract ✦ optional implementation

MOVOOM

€99

blended ARPA / month

Creator plan ✦ generation credits

MARGIN DISCIPLINE

Target direct AI and delivery COGS ≤20–25% of revenue

Credits · provider routing · retries · egress · abuse controls

Prove one commercial motion at a time

DAYS 0–90

Acquire proof

First paying Codaiq customers
5 Orconic design partners
Movoom flagship selected

MONTHS 4–6

Measure retention

Codaiq eight-week cohort
3–5 paid Orconic deployments
Movoom repeat-use cohort

MONTHS 7–12

Scale only winners

Reference cases
One repeatable acquisition route
Product-level gross margin

Capital expands behind evidence—not behind the breadth of the roadmap.

Product depth is real. Commercial proof is next.

WHAT EXISTS

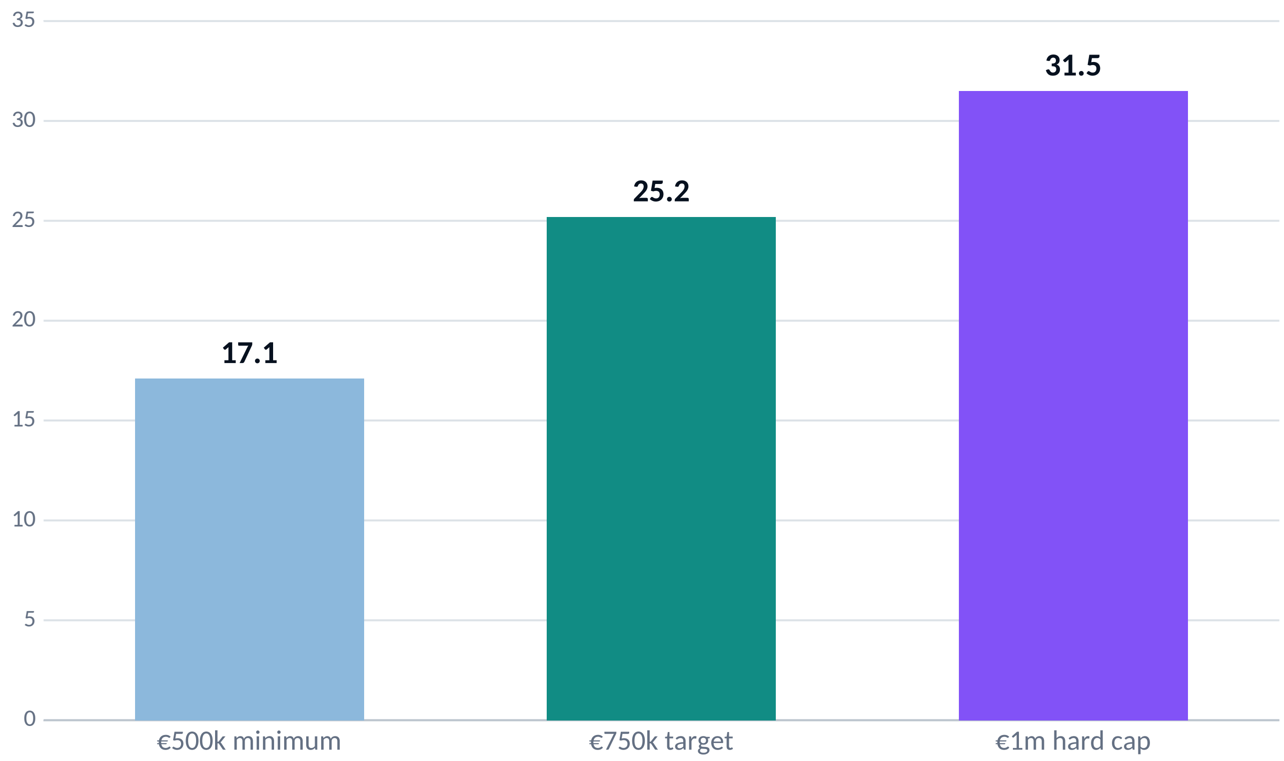
- Substantial internally reported product depth
- Generation, editing, workflow and governance systems
- Working cost model and three funding scenarios
- Founder-funded AI-native development process

WHAT THE ROUND MUST PROVE

- Paying customers and multi-month retention
- Referenceable outcomes and repeatable acquisition
- Product-level COGS and contribution margin
- Green technical operations beyond one person

CURRENT BASELINE **€0 external revenue · €0 company cash · no active external developers · ~US$1.2k founder-paid monthly burn**

€750k buys 18 months to build investor-grade evidence



TARGET CASE

18 mo.

runway to first modeled cash depletion

€1.60m

forecast month-36 ARR run-rate

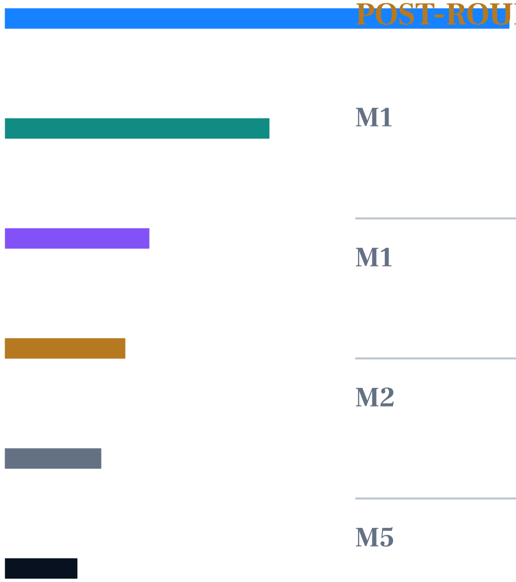
23.9%

forecast month-36 direct COGS

Forecasts are planning assumptions, not present results. The company must raise, cut burn or outperform before depletion.

Capital converts founder leverage into commercial capacity

42%	Product, engineering & delivery
22%	Go-to-market & acquisition
12%	AI, cloud & infrastructure
10%	Security, legal & compliance
8%	Operations & finance
6%	Reserve & contingency



POST-ROUND OPERATING SEQUENCE

M1	**Hasan full-time CEO** Founder and product operator
M1	**Nick · fractional CFO/capital** Charter and 2% post-round intent
M2	**Senior platform/AI engineer** Production ownership
M5	**Customer success / implementation** Own deployments and outcomes
M6	**Growth lead** Only after ICP validation

No founder reimbursement is assumed from round proceeds.

THE ROUND

One price per share. One target close.

€4.25m pre-money

MINIMUM	TARGET	HARD CAP
€500k	€750k	€1m
10.53% new investor ownership	15.00% new investor ownership	19.05% new investor ownership
Narrower organisation 17-month modeled runway	Funded validation plan 18-month modeled runway	More capacity 20-month modeled runway

Target post-round cap table

Hasan 83% · Nick 2% · New investors 15%

The capital must prove: paying customers · retention · referenceable outcomes · product-level margin · team operability