CEMI

collectively enhanced
multiple intelligence

FAQ

Investor FAQ

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The questions a group like this attracts, asked out loud and answered as far as the facts go. Where an answer depends on terms that are not set, it says so instead of guessing.

1. What is the instrument, and what are its terms?

Not set. The group round's instrument — equity, SAFE or convertible — along with any cap, discount and most-favoured-nation clause, has not been decided and is therefore not published. When it is, it will live in one file and be rendered on every page of this kit rather than retyped. Ask at invest@cemi.ai and you will get the current position directly.

2. Why this amount?

There is no stated amount yet. What can be said today is what the amount will be for, and what it will *not* be for: it is not to build the platform, which exists; not to train foundation models; not to buy growth; not to convert a deliberately small payroll into a large one; and not to fund the social-impact arm, which raises separately and openly. The ask page sets that out.

3. What does my ticket dilute to?

The dilution table is published the moment the round has a post-money figure, and it is the only cap-table figure this kit publishes. Cap-table percentages beyond it are not public and are available under NDA.

4. What is available under NDA, and how do I get it?

Ask at invest@cemi.ai; an NDA is sent the same day it is requested. **Within five business days of a signed NDA**, CEMI provides what exists today:

- The full portfolio inventory, exported from the ecosystem registry — every property with its category, status, domain and repository.
- The personas registry export — the AI staff, by owner and tier, with the guardrail and canon documents that govern it.
- Read access to the repository of any property you want to inspect, including the delivery history of the pieces built for named clients.
- Revenue to date, run rate and per-client billing, in whatever detail the conversation requires.
- Unpublished pricing, engagement values and the two client-specific proposal prices that exist outside published copy.
- The Financial Innovation Lab's gap register — what is proven, what is pending, and what waits on the Central Bank — which is maintained as a live document rather than produced for investors.
- The social-impact program model behind the published US$100,000 twelve-month ask, line by line.

Corporate and round documents — the entity structure, the cap table, the executed instrument — follow the formalisation described in question 8 and the terms described in question 1, and are provided as soon as they exist. CEMI would rather tell you a document is not yet written than send you one that is not.

5. How does this round relate to the initiative rounds?

We are open to investment at two levels. At group level, backing the shared platform — the Personai engine, CEMI Factory and CEMI Solutions — which compounds across the whole portfolio. At initiative level, backing a specific sector business approaching commercialization, with its own market, its own customers and its own economics. An investor may enter at either level; the two are complementary, not alternatives. Several initiatives publish their own terms on their own sites today, and the portfolio page links to each of them.

6. What are the exit paths?

Not decided at group level, and stated as options rather than as a plan: a profitable private group that distributes rather than exits; a strategic acquisition of one or more initiatives, which the structure makes possible because each is a separable business with its own domain, customers and economics; or a conventional venture path for an initiative that outgrows the group. CEMI's honest position is that the portfolio structure widens the exit surface — there are more separable assets than there would be in a single company — and that no exit assumption should be treated as a commitment until it is one.

7. What happens if the round does not close?

CEMI continues. The portfolio was designed, built and shipped before any outside investment, by a team of fewer than ten people on payroll, and the group's cash lines — CEMI Factory engagements and CEMI Media production — operate independently of the round. A round accelerates commercialization; it is not what keeps the lights on. That is also why the round is structured to buy speed rather than survival.

8. What is the legal entity, and where?

CEMI presents publicly as a business group plus a collective plus a social-impact arm. Corporate structure and jurisdictions are being formalised, and a Delaware non-profit incorporation for the social-impact arm is under consideration. The vehicle for the group round is part of that work. This is a real open item, an investor should ask about it, and the answer will be the current state rather than an intention dressed as a fact.

9. Why invest in the group rather than in one of its companies?

Because the thing that makes any one of them viable is shared. One pipeline serves every vertical, each next vertical costs a fraction of the last to open, and each one strengthens the platform beneath the others. An investor in one initiative holds one market; an investor in the group holds the machinery that opens the next, across every market it reaches. If a single sector is the thesis you want, the initiative kits exist for exactly that.

10. Is any of this generating revenue?

CEMI Media has delivered commercial production work for named clients — Juguetón (CCN), ADOCOSE, the Franco-Dominican Chamber of Commerce, Quantum Corredores de Seguros and iBizAI — and CEMI Factory sells engagements. Several initiatives publish prices today. Revenue to date, run rate and mix are not published and are available on request. The revenue page sets out every stream and every published price, and is explicit that a published price is not a booking.

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11. How many people actually work here?

Fewer than ten on payroll: a small permanent, certified, trilingual core, plus an on-demand bench of specialists engaged per project, plus a commercial director. That core built the group's public portfolio. The leverage comes from the AI staff, not from headcount — which is why the round is not a hiring plan.

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12. What exactly are the 400+ AI personas — a product or a marketing device?

Neither: they are staffing infrastructure. Each is a durable identity in a single-source-of-truth registry with documented expertise, voice, biography, appearance and guardrails, deployed as production crews, faculties, sectoral guides, a worldview atlas and executives. The registry has a public endpoint, an admin surface and an enforced anti-fabrication canon synced to every repository in the ecosystem. The proof that it is infrastructure rather than copy is that it is queryable: the portfolio, the personas and their guardrails can be read from the outside, and this kit's own team and portfolio pages are built from them.

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13. Are the AI executives real decision-makers?

They carry real operating responsibilities — strategy drafting, review, challenge, coordination — always under human decision. They are disclosed as AI personas everywhere they appear, never presented as people. None holds equity, a board seat or signing authority, and none appears in the cap table, the round terms, the dilution table or the ask. The team page names them with their roles.

14. What happens if Carlos steps away?

This is the group's principal risk and it is listed first in the business plan. The mitigation is deliberate externalisation: the operating knowledge lives in single-source-of-truth registries and a synced editorial canon rather than in one person's head; the commercial function is led by a commercial director; and the AI executive layer carries strategy and review. That reduces the dependency. It does not eliminate it, and this kit does not claim it does.

15. What is registered as intellectual property?

The durable assets are the models and frameworks behind the portfolio — Personais, MediaMax, Skaills, Smoother, SIFT, SiteCraft, MaiMusic — together with the persona registry, the editorial and anti-fabrication canon, and the codebases of every property. Formal registration status by jurisdiction is part of the corporate formalisation in question 8, and is provided under NDA rather than asserted here.

16. Why does this kit not state a market size?

Because CEMI has no citable source for one. The institutional dossier refuses to state a total addressable market for the same reason, and that refusal is deliberate: an uncited figure would be worth less than the refusal. Where CEMI cites an external statistic, the source appears next to the figure or the claim does not appear at all.

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Financial terms, revenue and detailed materials are available on request. Figures describe capacity built and operating today; forward-looking statements are identified as such.