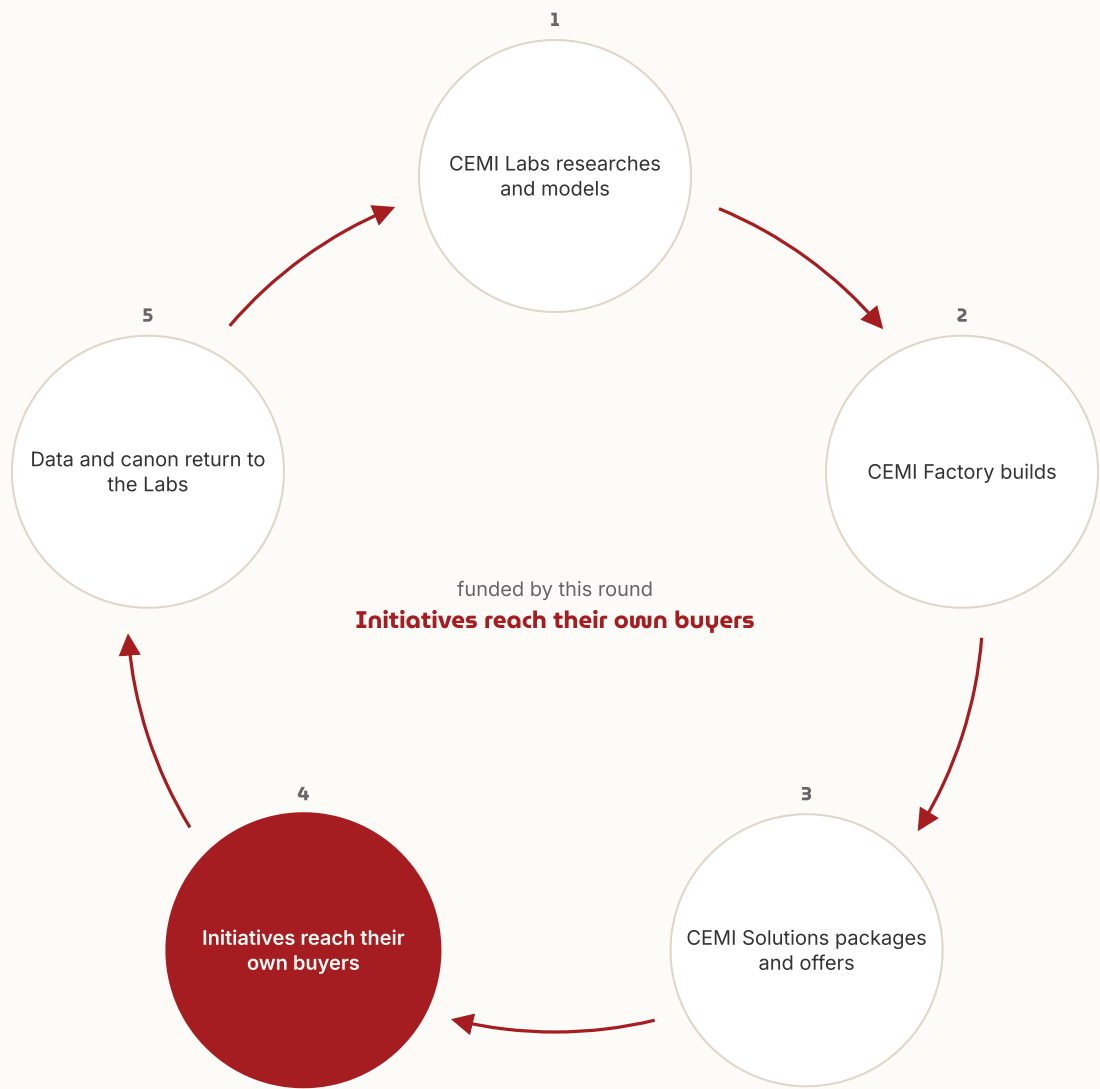


Business flywheel

CEMI.ai



Stage	Figure	Basis	On what basis
First contact	<i>not yet defined</i>	plan assumption	Inbound from a published document — this kit, the institutional dossier, the portfolio page, an initiative's own site — or a founder-led or commercial-director introduction, or a visit to a lab floor. The channels are known and published; the volume through each is not, and is not estimated here.
Qualified conversation	<i>not yet defined</i>	plan assumption	A named process to work on, someone who owns the budget, and a language scope. The stage exists because the trial needs one real process to run against; without it there is nothing to start.
Three-week trial started	<i>not yet defined</i>	plan assumption (<i>cemifactory.com</i> , <i>English home page</i>)	The mechanic is published verbatim — “Three weeks. One real process. No invoice unless you want to continue.” (<i>cemifactory.com</i>) — so the STAGE has a published source. The conversion into and out of it does not: no figure is published and none is claimed. For the labs and the social-impact line the equivalent stage is an agreed private pilot or a funded cohort, agreed in writing before anything starts.
First paid engagement	<i>not yet defined</i>	plan assumption	The client continues after the trial and is invoiced, or a buyer subscribes against a price the initiative already publishes. Revenue to date, run rate and per-client billing are not published, so this stage carries no figure — that is a decision, not an omission.
Recurring or repeat work	<i>not yet defined</i>	plan assumption	A second engagement, a renewed subscription, a renewed sponsorship or a second cohort. The group's plan treats the initiative-level subscription lines as the stage that is meant to compound as verticals mature; that is stated as the role of the stream in the plan, not as a measurement.
Expansion	<i>not yet defined</i>	plan assumption	The relationship widens beyond the first process: a second vertical for the same organization, a sponsored bench or named challenge on a lab floor, a rollout across an initiative, or a second and third language of the same work. This is the stage the platform thesis pays off in, and no figure for it is published.

Roadmap

CEMI.ai · Runway 24 months · periods derived from ROUND.runway · forward-looking statements

	Month 1–6 after close	Month 7–12 after close	Month 13–18 after close	Month 19–24 after close
PRODUCT	◆ Ecosystem split, phases 0–3: four repositories created, each canon system becomes the direct source of its own managed blocks, one syncer and one manifest Not funded by this round — the group's own delivery capacity ● A business profile authored for every registry item, so the commercial picture of the portfolio is queryable rather than re-derived by hand Not funded by this round — the group's own delivery capacity	◆ Ecosystem split, phases 4–6: registry-web and personais-web serve the single-source-of-truth endpoints from their own repositories, the SSoT collections move to the cemi-ssot database, and cemi-web becomes a client of the ecosystem like every other site Not funded by this round — the group's own delivery capacity	● CEMI Solutions publishes a packaged offer — today no price, plan or tier is published on the Solutions page, which is why the stream is marked planned and not live on the revenue page Not funded by this round — the group's own delivery capacity	◆ A new sector vertical opened on the shared stack, with the time and cost to open it measured against the last one — the number the platform thesis lives or dies by Not funded by this round — the group's own delivery capacity
MARKET	◆ The properties that publish a price today — Skails, iBizAI, Alrtistic, Journalaism and papas.academy's sponsorship ladder — move from published price to paying customer Pilots to contracts ● An investor kit per initiative that raises, published to this standard — the same ten documents, canvases and growth included — so an investor reading two of them finds one story Shared marketing operations	◆ The Financial Innovation Lab's first sponsored node with a partner institution, tracked openly in the lab's own gap register Pilots to contracts ● The Media Innovation Lab brings media groups in with formats, and the Learning Innovation Lab runs a cohort through the AI Learning Challenge with its per-edition sponsorship slots Shared marketing operations	● Ariski either publishes a commercial offer or stays a portfolio asset by decision: today it publishes no services page, no pricing page and no paid tier, and the revenue page says so Commercial team ● The social-impact ask funded, in whole or at the level of a single sector, cohort or in-person series, at its published cost per person reached Commercial team	● Second-market expansion on the trilingual stack, taking the francophone market with the same work rather than a second project Shared marketing operations
TEAM	● Key-person dependency reduced further by externalising operating knowledge — the single-source-of-truth registries, the synced canon, and the commercial director leading distribution and partnerships. The dependency is real and is not claimed to be solved Not funded by this round — the group's own delivery capacity	◆ Corporate structure formalised: jurisdictions and entities settled, with a Delaware non-profit incorporation for the social-impact arm under consideration. The FAQ names this as one of the items an investor should ask about before signing anything Operations and reserve ● The certified trilingual bench grown ahead of the delivery it is meant to absorb, keeping the permanent core small Not funded by this round — the group's own delivery capacity	● The AI executive layer and the persona canon reviewed as the canon systems move to their own repositories, so what an AI executive may say stays governed by one source Not funded by this round — the group's own delivery capacity	not yet defined
FINANCE	◆ The group round set and published: US\$750,000 in priced equity at US\$3,750,000 pre / US\$4,500,000 post, over a 24-month plan, to fund a shared commercial engine Operations and reserve ◆ The commercial engine hired: a commercial lead and a partnerships and public-sector lead, both working across the initiatives rather than for one of them Commercial team	● The initiative asks reconciled against one register, so an investor reading two kits from the same principal does not find two rounds Operations and reserve	● The revenue page and the business profile kept in agreement with the profile as upstream: a change is made at /admin/business first and reaches the page from there Operations and reserve	● The round reported against what it bought: use of funds line by line, and the pilots that became signed contracts Operations and reserve