

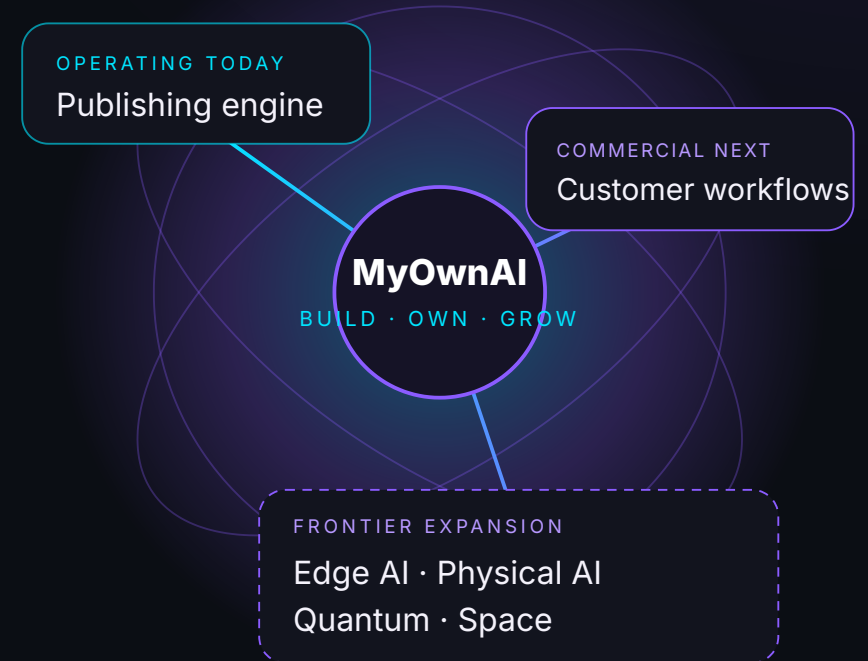
SIGNAL FROM THE FRONTIER

Build the workflow. Own the intelligence.

AI publishing software for technical experts and B2B teams.
Proven in our own operation; now moving into customer engagements.

CONTENT ENGINE • PRIVATE BETA

Saaket Varma, PhD • Founder
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Pre-seed investor deck
September 13, 2026

Expert knowledge is hard to publish consistently.

Our initial buyer: a technical founder, publisher or B2B content lead with a recurring briefing to deliver.



THE MATERIAL

Evidence is scattered

Papers, product updates and expert notes live across different sources.



THE PRODUCTION

Every format adds work

A newsletter, narration and visuals need to tell the same accurate story.



THE DECISION

The expert stays accountable

A named reviewer must approve the finished package before it reaches an audience.

One repeatable job: turn trusted sources into a reviewed newsletter and narrated video.

One commercial entry point. A wider path to grow.



01 • COMMERCIAL ENTRY

AI Content Engine

Customer-run publishing software. Powers The Daily Signal and supports the first customer offer.



02 • LEARN AND DISCOVER

Transformer Atlas

A built architecture explorer for developers and educators; supports product discovery and paid learning experiments.



03 • R&D EXPANSION

Governed edge AI

Customer-controlled agent runtime and HORIZON evaluation, developed around specific enterprise workloads.

PRIVATE BETA • LIVE OWN-USE

BUILT LOCALLY • RELEASE PENDING

IN DEVELOPMENT

Build revenue and customer knowledge around publishing first; use that evidence to guide product expansion.

Jordan's Journey: from idea to a reviewed edition.

Follow an illustrative executive through the real Content Engine interface.

- 01 Describe the audience and brief
- 02 Personalize sources, brand and voice
- 03 Create and review the finished package
- 04 Choose destinations and publish

[Watch Jordan's Journey ↗](#)

[Watch on YouTube ↗](#)

Your use case

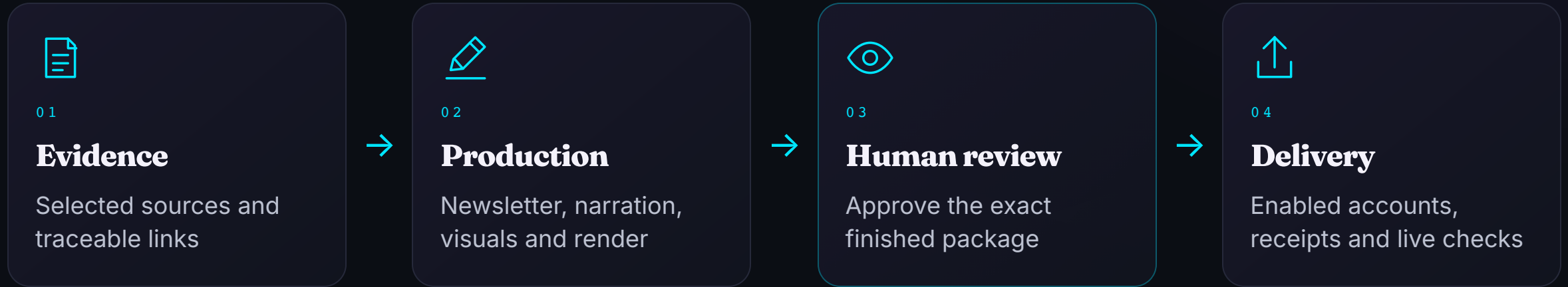
I advise healthcare leaders. I want a weekly evidence briefing and a short video in my voice, about clinical AI evidence and safe adoption. Help me share on LinkedIn and YouTube. I work alone and review everything before publishing.

Actual product capture. Jordan is a fictional demo persona; example analytics are training data.

[Open the full walkthrough ↗](#)

[View the launch film ↗](#)

A review decision connects creation to delivery.



Designed for editorial control

Creating a draft and publishing it are separate actions in the beta.

Run it within your own workflow

Customer-run orchestration connects to selected model, media and distribution providers.

164 published issues. One working production system.

164

Newsletter issues published
Cumulative through September 12

9

Configured edition formats
Daily, weekly and specialist

6

Distribution channels used
Verified launch publication

Publishing volume by month



Our first reference deployment

The Daily Signal runs on MyOwnAI's own system. Repeated production is evidence of execution and workflow coverage.

[Read The Daily Signal ↗](#) · [Open archive ↗](#)

One GTM contract in development.

ACTIVE COMMERCIAL WORK

1

GTM engagement

Scope and commercial terms being worked through with an AI technology company.

CONTRACT IN DEVELOPMENT

PROPOSED DELIVERY

Turn technical evidence into market-facing work.

1. **Validate:** independent evaluation and an agreed evidence base.
2. **Explain:** technical content, product narratives and practical demonstrations.
3. **Distribute:** coordinated publishing and community activity with agreed measures.

Scope + terms



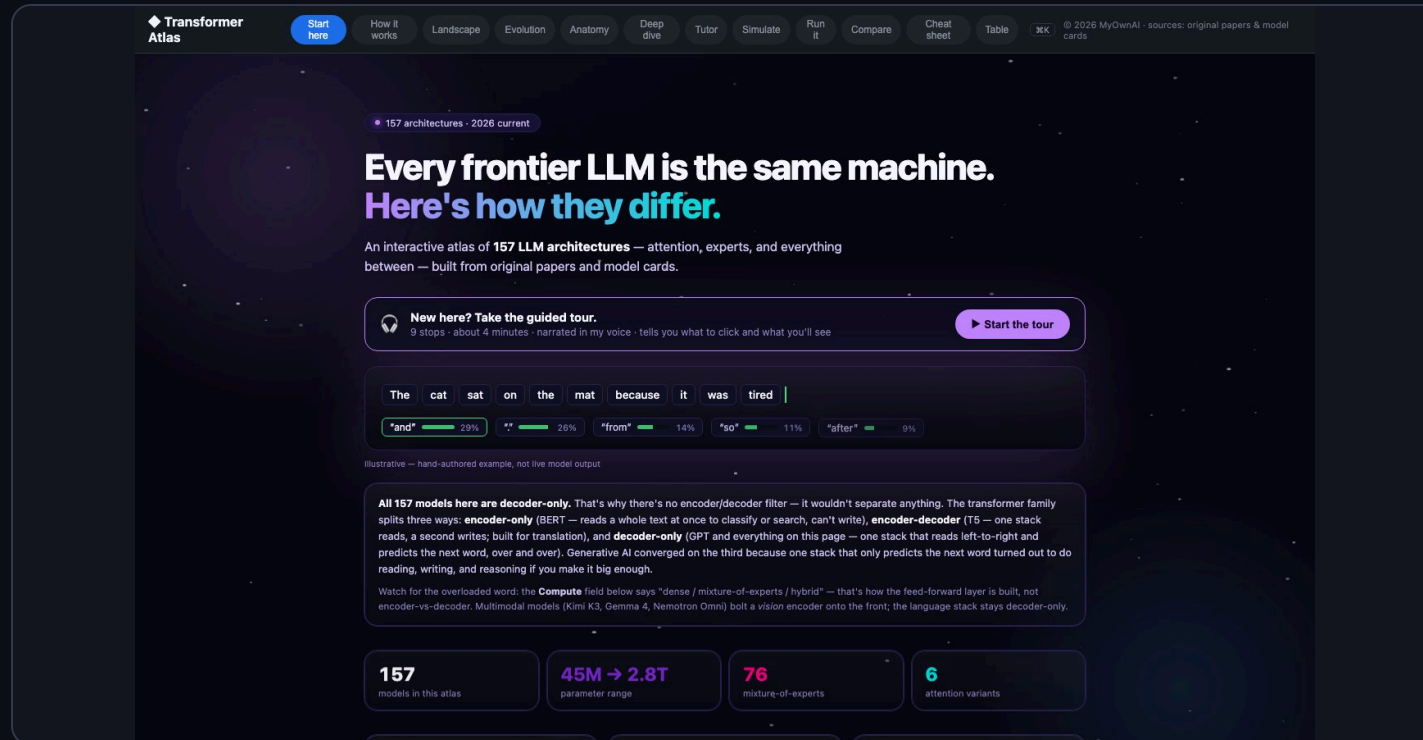
Execution + payment



Delivery

The aim is to convert scoped services into reusable workflow assets and repeat business. Client identity is confidential; execution and payment are not yet established.

Transformer Atlas turns complexity into understanding.



Actual local build. Public deployment remains pending.

BUILT LOCALLY

157 model records

Explore architecture, compare models and inspect memory requirements.

Evidence stays visible

Fields distinguish confirmed, inferred and unknown information.

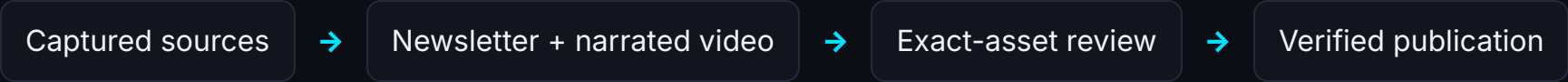
A learning-led growth path

Use accessible explanations to reach developers and educators; test paid study packs.

Compete on the complete, verified edition.

COMPETING PRODUCT	WHERE IT COMPETES	ESTABLISHED PRODUCT STRENGTHS
Postiz Closest audited overlap	Social creation, publishing and operations	Agent-assisted creation, scheduling, team workflows, APIs and analytics
ContentStudio	Content discovery through social publishing	Discovery, AI content, approval workflows and multi-account management
Predis.ai	AI media creation and distribution	AI video, images, UGC-style content and social scheduling

MYOWNAI'S FOCUSED OFFER



Built around expert briefings where sources, text, visuals and the published result must agree. Postiz also offers AI, media tools and self-hosting; workflow depth and customer outcomes must earn the sale.

Begin with a scoped result. Build recurring use.

01 • PAID IMPLEMENTATION

Scoped pilot

\$2,500 / project

Two weeks: configure one workflow; deliver one newsletter + one narrated video, review and handoff.

Proposed 50% at start; 50% at acceptance. Scope and revisions agreed upfront.

02 • RECURRING WORKFLOW

Content Engine Pro

\$99 / month

Maintained editorial packs, setup guides, a monthly group clinic and bounded email support.

Customer runs the workflow and pays provider/compute costs. Custom setup is separate.

LEARNING SUBSCRIPTION

Transformer Atlas Pro

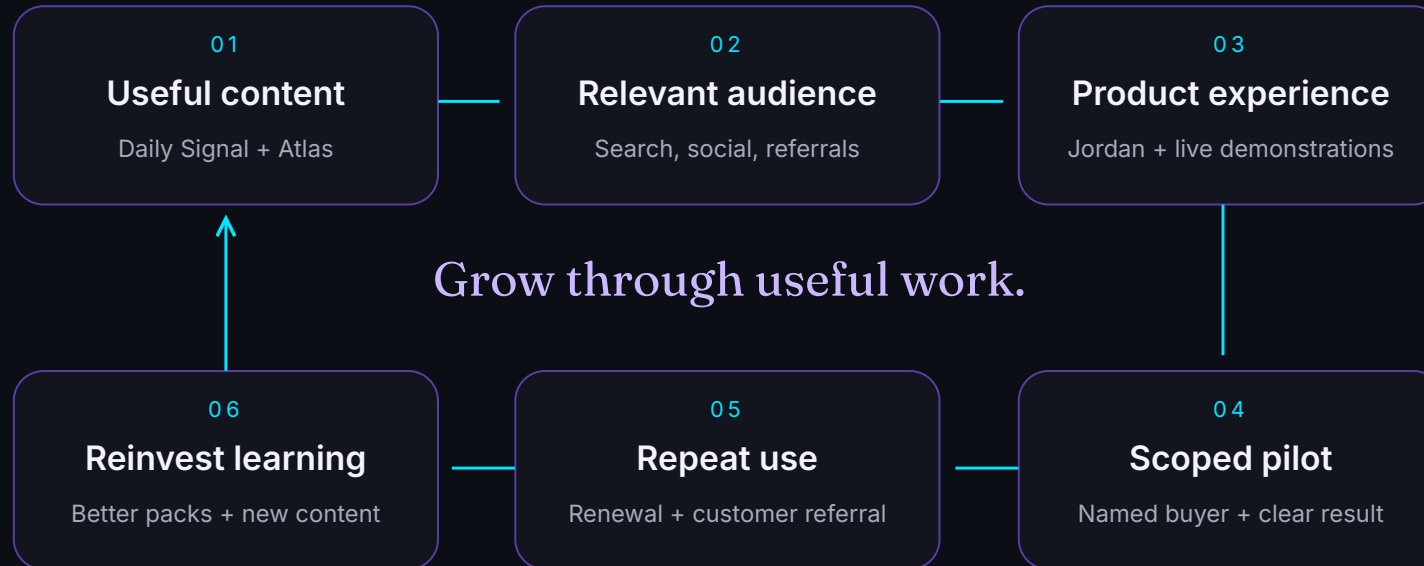
\$19 / month

Guided architecture learning, applied exercises and study packs refreshed monthly.

Recurring learning value must earn renewal.

Test prices and proposed scope. Core MIT engine stays free. Purchase, delivery and renewal checks precede launch. GTM services are negotiated separately.

Let the product and the publishing do the selling.



Earn discovery

Publish useful technical work, link it to demonstrations, and develop founder and partner relationships.

Measure conversion

Track qualified conversations, first paid results, weekly reuse, support effort and renewals.

Initial cohort targets:

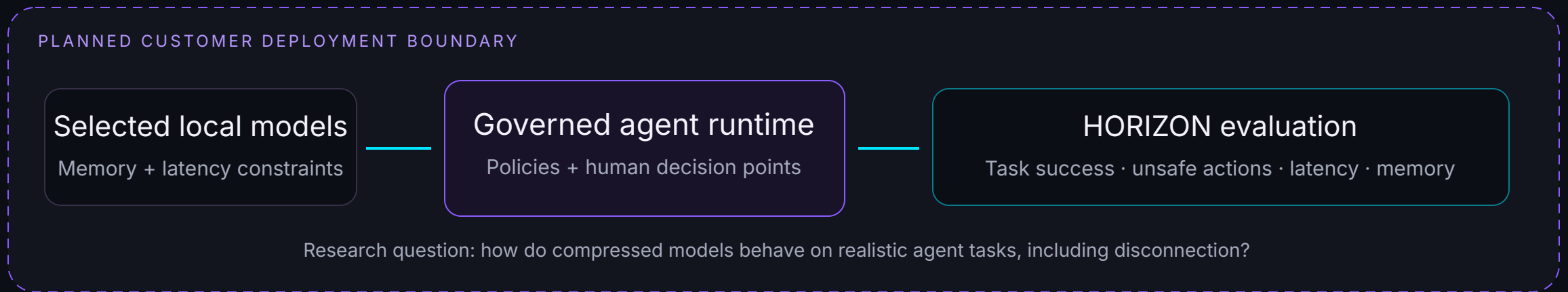
5 paying Engine users

10 Atlas subscribers

Strategy and targets. Audience growth, conversion rates and acquisition cost are not yet established.

Bring controlled agent workflows to the edge.

Development focus: operators who need AI within a customer-controlled deployment boundary.



First users to investigate

Platform leads and integrators in defense, public services and regulated industries.

Next proof point

A reproducible hardware demonstration, candid evaluation results and a specific design-partner workload.

Expansion path

Edge first; Physical AI later. Space and Quantum remain research and coverage themes.

Use non-dilutive funding to test the hard technology.

Pursue competitive R&D support alongside customer revenue and equity financing.



NSF • SBIR / STTR

High-risk innovation

Prepare the Project Pitch around governed edge agents and evaluation; an invitation leads to a full proposal, not an award.



AGENCY SBIR

Mission-specific R&D

Screen live topics for a defined customer problem and a measurable technical feasibility study.



STTR

Research collaboration

Build the R&D plan with an eligible research institution and agree roles, workshare and intellectual property.

SAM / UEI + eligibility



Technical plan + partner fit



Competitive proposal



Award, if selected

NSF draft prepared; founder and portal inputs remain open. No SBIR/STTR/NSF award is claimed. DIU is a separate defense prototype-contract route for suitable commercial solutions.

Founder expertise. A wider partner ecosystem.

MyownAI LABS

SAAKET VARMA, PHD

16+ years

Data and AI leadership, with federal and regulated-industry delivery experience.

Agentic AI architecture on AWS Bedrock in government cloud environments.

PhD in Biochemistry
SUNY Buffalo · 2001–2008

[Founder profile ↗](#)

One founder today; funding adds engineering and customer delivery capacity.

STARTUP PROGRAMS & BUSINESS PARTNERS



NVIDIA Inception member: AI development resources, preferred pricing and ecosystem access.



AWS Activate member: startup resources, partner offers and cloud-development guidance.



Start Tier approved; account-team support for cloud and model-evaluation planning.



Multiverse Computing: model-compression collaboration across benchmarking and technical GTM planning.



BigStep: engineering delivery for benchmark harnesses and technical validation; execution remains on hold.



WondrLab: content and distribution partner for launch assets, technical storytelling and audience development.

Relationship records checked September 13. Program membership and planned delivery roles do not imply investment, endorsement or paid revenue. Credit balances are not claimed.

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Fund the move from operating proof to repeat customers.

\$750K

Proposed pre-seed post-money SAFE

\$7.5M cap · no discount · \$25K minimum check
\$500K–\$1M target range

01 • PRODUCT

Purchase to result

Complete checkout, fulfillment and the first customer workflow.

02 • REVENUE

Paid and repeated

Convert scoped work, collect payments and measure recurring use.

03 • R&D

Test on hardware

Build the edge demonstration and produce reproducible evaluation.

04 • CAPACITY

Deliver beyond one

Add engineering or scoped delivery capacity tied to milestones.

Florida LLC; Delaware C-corp conversion planned before first close. First-close amount, timing and a costed runway budget remain to be agreed. Grant awards are additional potential funding.

Discuss the round · saaket@myownailabs.com

Watch Jordan's Journey ↗