

Business plan

What is sold, to whom, how they arrive, how it is run, and what the next twelve months do.

The offer

Airtistic.ai sells a set of priced lines and one scoped on request. The AI Creative Suite is a subscription for individuals and small teams. The AI Readiness Assessment, Consulting, Case Implementation and Training are project and retainer work for organizations. Speaking is the institutional entry point and frequently the first thing a museum or art school buys. The Digital Twin is a bespoke engagement quoted per archive. Each line has its own page on the site, and each published price is quoted with its path on the revenue page.

Who buys

The buyers, reached by the same body of work. Individual artists and creators buy the subscription at consumer prices. Studios, galleries and small and mid-sized organizations buy the assessment, consulting and implementation, because they have a deadline and no internal answer. Museums, art schools, foundations and other institutions buy training and speaking, because they must give their people a position before they give them tools.

How buyers arrive

The publication is the funnel. Someone searching in Spanish for whether a generative tool is safe to use on commissioned work arrives at an essay, a tool review or a glossary entry, and finds the free assessment and the free tier at the end of it. Nothing about the model requires paid acquisition to work; the round funds editorial depth and language coverage rather than media buying.



How it is run

A small human core operates the property on CEMI's shared research, production and delivery pipeline, with an AI roster doing the work a much larger editorial staff would otherwise do — writing, answering, reviewing and translating under human direction. The roster is disclosed as AI wherever it appears. This is why a publication of this size can be operated at this cost, and it is the structural reason the ask is US\$100,000 rather than a multiple of it.

Use of funds

5 lines, US\$100,000 in total, over 12 months — about US\$8,333 a month.



Product and paid tiers

35%

Signup, billing and entitlements for the Studio and Gallery tiers, which are published today but cannot yet be bought.

US\$35,000



Editorial and localization

20%

Keeping English, Spanish and French current, and bringing at least one staged language through its editorial pass.

US\$20,000



Go-to-market

20%

Opening the services pipeline deliberately — speaking and assessments first, as the shortest path from a published price to a signed engagement.

US\$20,000



Infrastructure

15%

Hosting, model costs, search and the storage behind a site of this size, in every language it carries.

US\$15,000



Operations

10%

The legal, accounting, support and compliance obligations that begin the moment money is charged.

US\$10,000

The 12 months this round funds

Product and paid tiers (35%): ship signup, billing and the entitlements behind the Studio and Gallery tiers, which are published today but cannot yet be bought. Editorial and localization (20%): keep English, Spanish and French current, and bring at least one staged language through its editorial pass. Go-to-market (20%): open the services pipeline deliberately — speaking and assessments first, because they are the shortest path from a published price to a signed engagement. Infrastructure (15%) and operations (10%): hosting, model costs, and the legal, accounting and support obligations that begin the moment money is charged.

What would make this fail

The risks, named. First, the paid tiers do not yet exist as a purchase — until they do, the subscription line is a plan and not a business. Second, the services are founder-dependent today; the plan converts them to a repeatable practice, and that conversion is the hard part. Third, editorial currency is a running cost: a publication about fast-moving tools decays if it is not fed. Fourth, the product sits on third-party model vendors whose pricing and terms we do not control — the Suite is deliberately built as a thin layer over them, with bring-your-own-keys, to limit that exposure.

Forward-looking statements

Everything in this section describing what the round funds, what the lines are intended to earn, or how the practice develops is forward-looking and is identified as such. Figures elsewhere in this kit describe capacity built and operating today.

Every stream and every published price: see the revenue page.



Talk to us

Questions on the round, the model or anything in this kit go to invest@airtistic.ai. Commercial and partnership enquiries go to business@airtistic.ai.

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