



Four bets on the wall. One became the business. This is how I learned to tell which.

MoxeyWolf Capstone · OneDay MBA · Dorian Cougias
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MoxeyWolf LLC · STIGViewer.com · OpenControls.ai



Seven marking criteria. The row top right of each slide lights the ones that slide earns.

36,000 visitors a month to a free compliance tool, and the question it doesn't answer yet

36,000

visitors a month to STIGViewer.com, free, no login. PostHog, Jul to Sep average. People, not sessions.

THE QUESTION THE TOOL DOESN'T ANSWER YET

Which of my requirements can I actually evidence?

URGENCY FROM BUYING BEHAVIOUR, NOT A REGULATORY DATE

Inbound, unprompted

Visa. The Air Force. Named enterprise and federal visitors on the pricing page.

R1-09 inbound log

A DISA pricing agreement

The publisher of the STIGs agreed pricing terms with us, 31 Jul 2026.

R1-09

Partners asking to resell

Strike Graph, DTA, Policycode, Sentient: content in their products, revenue shared.

R2-03 partner bench

What is not on this slide. CMMC Phase 2 third-party assessments were suspended on 13 Jul 2026. The obligations underneath (Phase 1 self-assessment, NIST 800-171, DFARS 7012) did not move. The deadline is gone; the work is not.

Sources: R1-01 PostHog traffic export (Jul to Sep 2026 average) · R1-09 inbound and partner demand log · R1-10 CMMC status memo



STIGViewer is the anchor. Not winning yet, but the only bet with a publisher, a channel and a crowd.

A PUBLISHER

DoD and DISA handed STIGViewer to MoxyWolf, and funded it.

UCF lost their confidence; they instructed the handover (Sep 2025). DISA agreed yearly pricing terms with us on 31 Jul 2026. Terms and figures confidential under agreement.

R1-09 · handover record, pricing terms confidential (see R6-05)

A CHANNEL

Strike Graph embeds our content in every sale from November.

Landed 15 Oct 2026 (Justin). 400 licences in Q1 is my planning figure; terms not yet signed. Series A-1 position held by Vertex Holdings since 21 Aug.

R2-03 partner bench · 15 Oct meeting notes

A CROWD

36,000 visitors a month already use it.

PostHog, Jul to Sep average, people not sessions. 192 signups since 1 May, 112 verified. Inbound unprompted from Visa; Air Force users signed up on their own.

R1-01 PostHog export · R2-06 scorecard

WHAT IT DOESN'T HAVE YET

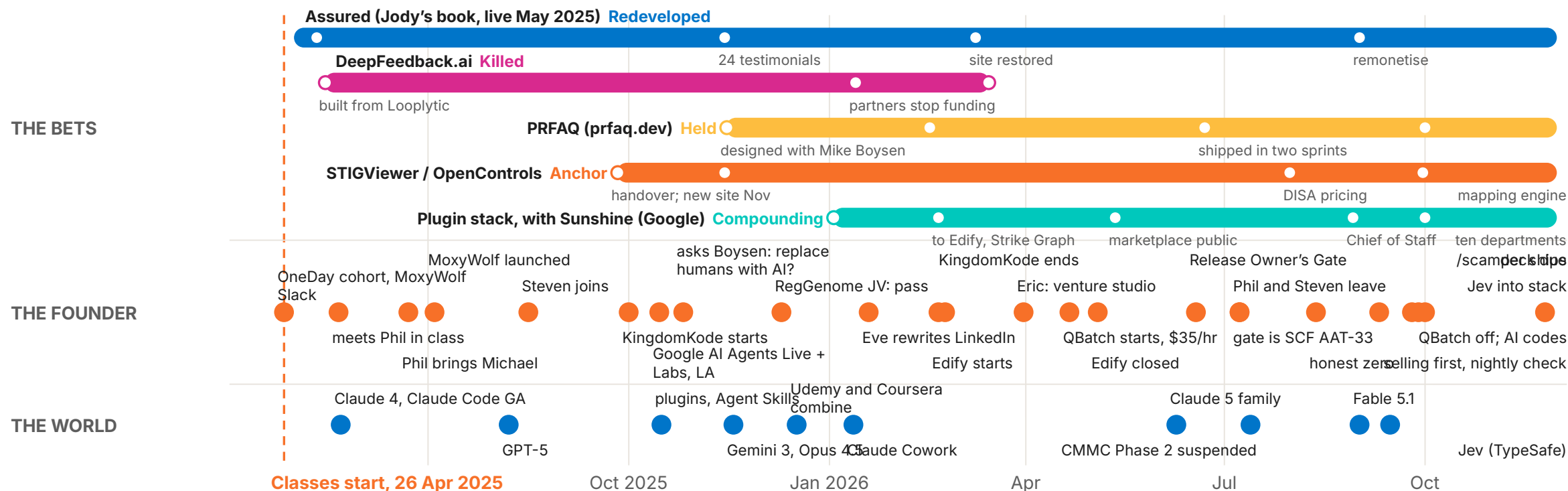
Thin revenue. 21 real organisations in Stripe: 19 covered by DoD under the agreement, 2 paying directly, \$1,625 collected from those two since May. Hugh's \$1,000 invoiced 1 Oct, record pending. **No reason to come back yet.** Of 50 verified users through the gate in four weeks, 1 returned a second week.

Real, and tenuous. The next thirty slides are about proving the anchor holds, not celebrating it.

Sources: R1-09 inbound and partner demand log · R2-03 partner bench · R3-07 PMF indicator sheet (gate log 21 Sep to 16 Oct) · DoD/DISA and settlement figures confidential; see the R6-05 disclosure note



Eighteen months. Four bets, four verdicts, and a fifth that compounds.



Top lane: the four bets and their fates, plus the plugin stack that grew out of them. Middle: the founder and the team. Bottom: the world moving underneath. The only place the verdicts are listed; later slides add the test, the evidence and what each verdict did to time and money.



Criterion 1 of 7

The development of the original problem, value proposition and audience

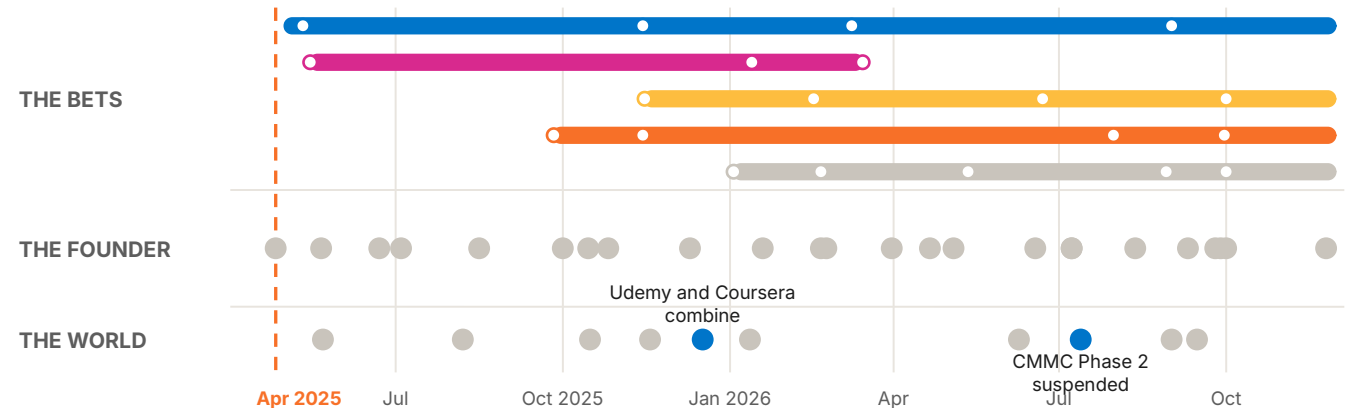
4 slides · about 5 minutes



TOP PASS LOOKS LIKE

- A thorough approach to customer discovery.
- A customer problem that is profoundly deep and/or very commonly experienced.
- Insights into your niche and market that show a very strong level of expertise.

Where this criterion sits on the eighteen months



Four hunches on the wall, and what each one assumed

ASSURED

Women in business will buy a book, then courses and coaching.

Jody's book, live May 2025. Riskiest assumption: the book is a funnel, not the product.

DEEPFEEDBACK

Founders will pay for AI customer research.

Built from Looplytic with two Canadian partners, May 2025. Riskiest assumption: founders pay.

PRFAQ

Founders will pay to pressure-test ideas Amazon-style.

Designed with Mike Boysen, Nov 2025. Riskiest assumption: a sales motion exists without consulting.

STIGVIEWER

36,000 free visitors a month means a buyer is in there somewhere.

Handed to us Sep 2025. Riskiest assumption: the user, the buyer and the seller are the same person.

HOW THE FOURTH ONE CAME TO US

Helmut Neher ran STIGViewer for UCF while I ran UCF. After I left, DoD and DISA lost patience with UCF and, in a meeting in DC, instructed Helmut to hand the product to us. A GSA coding team out of Maryland took it first and flaked. We took it back, and Michael took the helm, 26 Sep 2025.

Sources: R1-02 Sprint 8 Lean Canvas · R1-07 four-bet hypothesis sheet · R1-11 venture studio Lean Canvas (Dec 2025) · handover record: Michael made owner 26 Sep 2025, repo moved by 1 Oct 2025



About 70 outside people booked, three of the four customers weren't who we thought

88 / 70

cal.com bookings / unique outside people

Jul 2025 to Oct 2026. Bookings, not confirmed conversations; a sample puts completions near three in four.

18

partner calls by name

DTA, SecRed, PolicyCo, CSA, ArqLab, SG Advisory, X-Analytics, Wykoff, Diligent, Fossity. Weekly syncs on top.

14 · 12 · 5

pricing notes · beta invites · inbound answered

One-question notes to named visitors; more than half of the beta invites accepted.

Bet	Demand found	Why it couldn't carry the bet
Assured	Readers bought the book and praised it. 24 testimonials on record.	Nobody enrolled in a class, and the income belongs to the author, not MoxyWolf.
DeepFeedback	About \$35K of revenue over its life, in the JV account.	The economics never carried a team. Partners stopped funding 13 Jan 2026.
PRFAQ	Fully built. Pull arrived, but only through consulting.	No scalable sales motion, and none we were going to build.
STIGViewer	36,000 visitors a month; practitioners, compliance leads and partners all showed up.	They are three different people. The fee surprised Heidi; the reason did not. Strike Graph's customers won't pay for MCP separately.

Sources: R1-04 discovery log with counts (medium confidence; Google Meet invites outside cal.com not counted) · R1-03 Sprint 12 comprehension tests. DeepFeedback and PRFAQ show no outside discovery calls in the record: a finding in itself.



STIGViewer is the one bet where the user, the buyer and the seller are three different people

USES IT, FREE

The practitioner

Sysadmin, ISSO, auditor. Looks up a STIG, checks a CCI, leaves. 36,000 visitors a month. Never pays and shouldn't.

What they want: the right rule, fast, with the source.

SIGNS

The compliance lead

Program manager or compliance officer at a contractor, an RPO or a C3PAO. Needs to prove which requirements are covered and which are not.

What they want: proof of absence they can hand to an assessor.

RESELLS

The partner

GRC platforms and content partners: Strike Graph, DTA, Policycode, Sentient. Our crosswalk inside their product, on their paper, revenue shared.

What they want: content their customers already ask for, without building it.

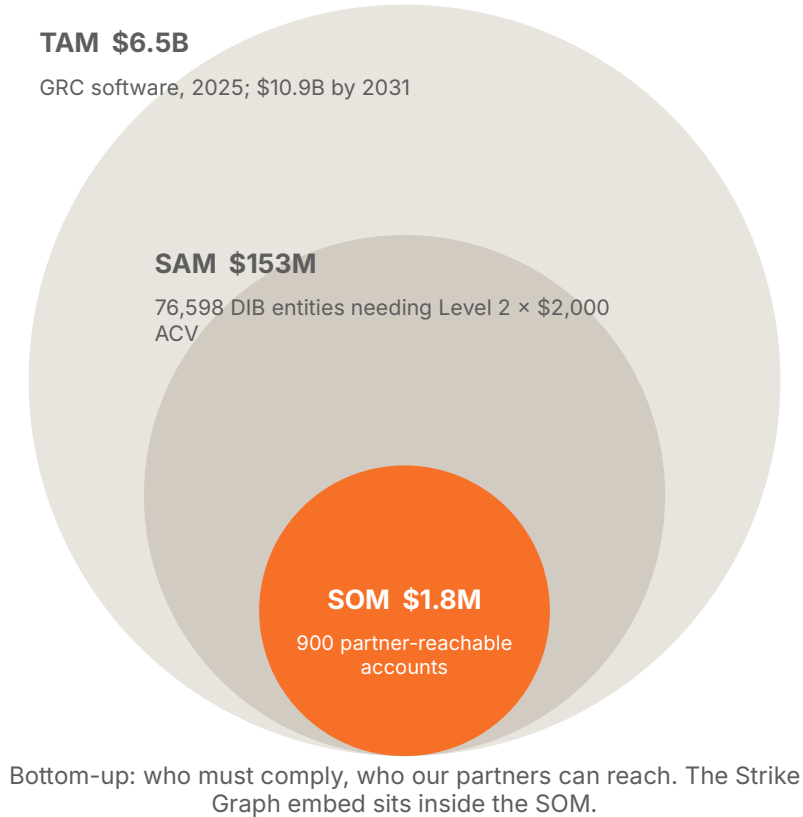
SUPPLY SIDE

Publishers and partners feed the crosswalk: DISA (the STIGs), NIST, SCF, CIS, CSA, with every mapping carrying who said it and when. The product is the provenance.

Source: R1-05 ICP and JTBD sheet



STIGViewer's market kept its obligations and lost its deadline, in a world that changed under us



Obligation	Status, Oct 2026
CMMC Phase 1 self-assessments	In force
NIST SP 800-171 (DFARS 252.204-7012)	In force
CMMC Phase 2 third-party assessments	Suspended 13 Jul 2026, 60-day review; GAO decision 21 Sep 2026
DISA STIGs	Published continuously; pricing agreement with us 31 Jul 2026

DEMAND EVIDENCE INSTEAD OF A DEADLINE

Inbound

Visa. The Air Force. Named federal and enterprise visitors on the pricing page.

R1-09

Partners asking to resell

Strike Graph, DTA, Policycode, Sentient.

R2-03

The publisher at the table

DISA agreed pricing terms with us, 31 Jul 2026.

R1-09

Criterion 2 of 7

The process of discovering traction

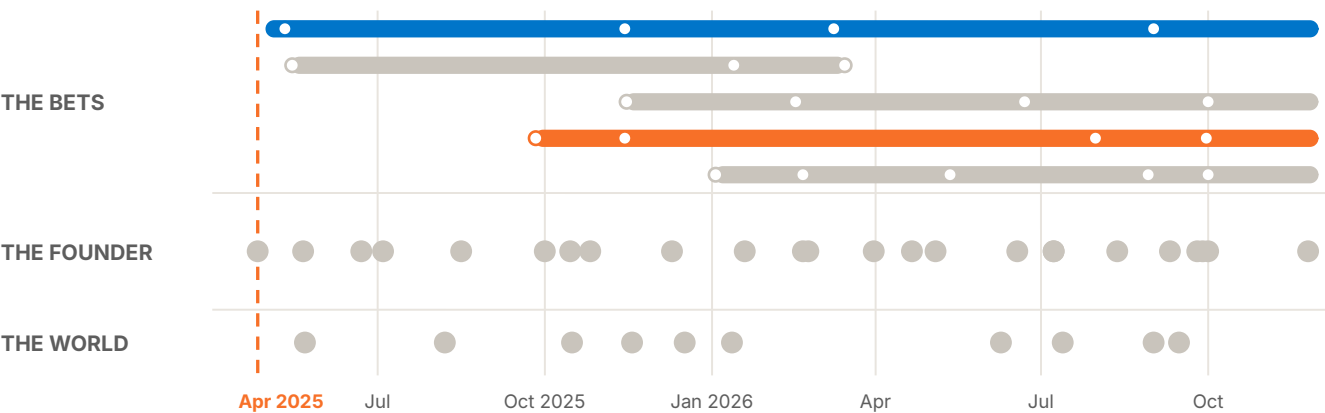
5 slides · about 5 minutes



TOP PASS LOOKS LIKE

- A very strong process of experiment design and execution.
- A sophisticated approach to evidence-based decisions, driven by your risky assumptions.
- Strong revenue-based traction with a compelling upward trend.

Where this criterion sits on the eighteen months



Eight channel tests, one table, eight verdicts

Bet	Channel	Assumption tested	Test	Result	Verdict
Assured	LinkedIn DMs, my network	My connections are leverageable	485 women in my network; voice and text DMs; 3 weeks	330 contacted (68%); 62 interested; 5 downloads; 3 endorsements	Credibility, not scale
Assured	LinkedIn DMs, women's groups	Borrowed trust from communities converts	2,500 from Jody's groups; 5 weeks	978 contacted (39%); 241 interested; 50 downloads (21%); 18 endorsements	Persevere: the scale channel
Assured	Redesigned testimonial page	The ask, not the channel, was the leak	One survey, one testimonial question; re-contact responders	13 of 24 responded (54%)	Fix the ask; kept
DeepFeedback	Peer DMs, OneDay founders	Founders try a tool a fellow student built	5 founders in the Founder Help thread; free code	2 signed up (40%)	Works at five; test at scale
DeepFeedback	Slack DMs at scale (TexAu)	Same, across the cohort	1,146 students; profile view, then DM; \$29 of tooling	19.8% saw it (target 80%); 51.5% of those replied	Deep when seen; low visibility
DeepFeedback	Google Ads	Search intent exists without a landing page	10 keywords, \$10 a day; rerun after mobile fix	Aug: 9.6% CTR, 3 signups. Sep: 26.9% CTR, 0 signups	Trust cliff at signup; bet killed 13 Jan
STIGViewer	Partners (the Sprint 18 lesson)	Other people's installed base is our channel	Content inside Strike Graph and DTA; partner pages; weekly syncs	13 named; Strike Graph embed from Nov; 528 reachable accounts	Primary channel (slide 9)
STIGViewer	Outbound (Rock 1)	Named buyers reply to a direct ask	Kill criterion 17 Aug; gate 7 to 11 Sep at 3% reply	Never run as designed; 200 manual sends, 1 cold positive	Demoted 26 Aug (slide 8)

Sources: R2-01 experiment loop map and Module 2 Sprint 19 assessment (Sep 2025) · R2-02 Rock 1 file · R2-03 partner bench register



STIGViewer outbound got a kill criterion before it got a budget. Then I called the gate early.

ROCK 1 AS DESIGNED, 17 AUG

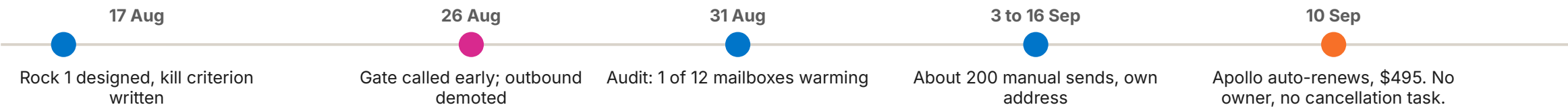
Named sender of record. ICP list rebuilt in Apollo. 50 sends, then 250. Decision gate 7 to 11 Sep: 3% reply and one booked call, or cancel the seats.

WHAT HAPPENED

No sender named. No list rebuilt. One of twelve mailboxes warming (31 Aug audit). About 200 manual sends from my own address, 3 to 16 Sep: one cold positive reply, four meetings, no clean denominator.

THE CALL, 26 AUG

‘Outbound hasn’t failed its test. It has never been administered one.’ Gate brought forward on the evidence. Partner-sourced distribution promoted to primary. Outbound demoted.



Sources: R2-02 Rock 1 design, 26 Aug decision, 9 and 16 Sep check-ins, Apollo receipts (\$1,485 Jul to Sep). The nightly check now catches this kind of leak; the seats are on the cancellation list.



The STIGViewer channel that worked was other people

Partner	What they are	Stage	Produced so far
Strike Graph	GRC platform, 357 organisations	Landed: embedded in Strike Graph sales from November 2026 (Justin, 15 Oct)	Our content ships with their product from November (Justin, 15 Oct). \$3,500 a licence and 400 in Q1 are my planning figures; terms not yet signed. Investment closed 21 Aug.
DTA	Content and training	2% equity; paperwork with lawyers	Our content in their product at the Strike Graph price and share. Five calls on record.
SecRed · Marfi · IT Convergence	Security engineering, MCP users	MCP server beta	SecRed's five-battery harness. Working beta testers.
Policycode · Sentient	Resellers	Active	528 reachable accounts between them.
RegGenome	Regulatory data	Ended by RegGenome, 6 Jul 2026	Passed on the \$500K JV stake (Dec 2025); content agreement countersigned 5 May; they walked over enrichment rights. 70 of their 273 documents carried AI and redistribution limits; we found them because we check.
CSA	Cloud Security Alliance	Agreed; mappings approved by Jim Reavis (7 Oct)	CCM mapped in, non-exclusive. Membership-ID check in build; non-members buy CSA membership with the content.
Fossity	Open-source licence audit	In discussion	Demo audit on our repos, Sep to Oct 2026.
HITRUST · Senteon · CNTRLD · EC-Council	Frameworks, tooling, training	Registered; EC-Council content live 7 Sep	HITRUST: methodology papers requested, 7 Oct

Source: R2-03 partner bench register, dated, with stage and output per partner. Strike Graph's reseller figures use the number on paper (30 Sep proposal); the base count is Justin's, 23 Sep.



Three value propositions, and what ‘landed’ means for each

FREE

The STIGViewer website

36,000 visitors a month. Zero dollars, by design. It is the top of every funnel we have.

Landed: it already has.

PAID

The crosswalks on the website

Mappings across DISA, NIST, SCF, CIS with provenance per cell. Pricing-page clicks, surprise at the fee.

Landed: not yet. 78 upgrade clicks, 0 checkouts (Sep).

PAID, BUNDLED

Proof of absence, with API and MCP

Which requirements are not covered, stated. API and MCP in the price.

Landed: Strike Graph embed (Nov), one invoice, one beta, one quote.

WHAT ‘LANDED’ MEANS: A NAMED BUYER TOOK A NEXT STEP WITH MONEY ATTACHED

Buyer	Step	State	Date
Strike Graph	Our content embedded in every Strike Graph sale	Embed agreed; release November 2026. \$3,500 a licence and 400 in Q1 are planning figures; terms not yet signed.	15 Oct 2026
Hugh, Deura InfoSec	\$1,000 a year, full plan	Verbal 18 Sep; invoiced 1 Oct; payment reported by the founder, record pending	1 Oct 2026
Heidi’s engineer	Assigned to the MCP beta	Active beta	Sep 2026
Koyish	Quote requested	Quote	Sep 2026

Sources: R2-04 value proposition iterations with quotes and buyer states · R2-05 invoice and payment record. The ladder (quote, verbal, invoiced, paid) comes from the PR/FAQ funnel we wrote for our own launch, 24 Feb 2026.



Two organisations pay us directly, nineteen are covered by DoD, and the zero I reported in August was wrong.

21

real organisations in Stripe

19 covered by DoD under the agreement; count yes, dollars no. 2 pay directly: Sullivan Environmental and Barricade Cyber. Hugh invoiced 1 Oct, record pending.

\$1,625

collected through Stripe since 28 May

Three paid invoices, two organisations. The 12 Aug report said zero. It was wrong: Sullivan had paid in May. Corrected 17 Oct from the invoice table.

none

trend yet

Three invoices in five months is not a trend. The inputs below are what moves it.

THE INPUTS THAT MOVE

Input	Now	Source
Verified signups since 1 May	112 of 192 (58%)	R2-06 weekly scorecard
Partner bench, by month	13 named; 2 with paper, 3 in beta	R2-03
Qualified conversations booked	about 88 bookings, 70 people, 18 months	R1-04
Inbound response time (8 real inquiries since 1 May)	6 answered same day; 1 took 7 days (spam folder); 1 unanswered	R2-06 contact log

ASSURED, SHOWN SEPARATELY

Book sales, 24 testimonials, speaking: the author's numbers, not MoxyWolf revenue. They prove demand for a bet we redeveloped; they do not count here.

Sources: R2-05 Stripe export and invoice record · R2-06 weekly scorecard history · R2-07 Assured sales and testimonial counts (author's numbers)



Criterion 3 of 7

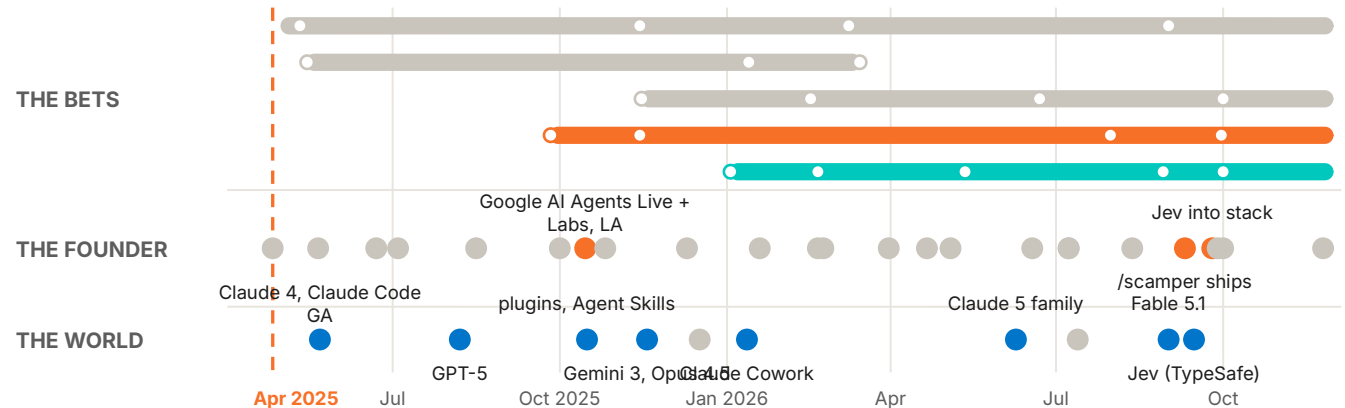
The journey to product-market fit

5 slides · about 5 minutes

TOP PASS LOOKS LIKE

- A very strong process of product experiment design and execution, driven by risky assumptions.
- A range of carefully considered points of differentiation in relation to key competitors.
- Clear appreciation of customer needs and a compelling roadmap.

Where this criterion sits on the eighteen months



Four verdicts, and what each one did to the next dollar and the next hour

Bet	Riskiest assumption	Test and evidence	Verdict, date	What it did to the next dollar and hour
DeepFeedback	Founders will pay for AI customer research	Demand real, trust cliff at signup. About \$35K lifetime revenue in the JV account; never enough to carry a team.	Partners out 13 Jan; wound down 20 Feb 2026	Partners' time out. My time to STIGViewer.
Assured	The book is a funnel to classes and coaching	Readers bought and praised it (24 testimonials). Nobody enrolled in a class. Income is the author's.	Redeveloped, Mar 2026	Site rebuilt in-house; classes dropped; book remonetised for Jody. No MoxyWolf hours past the rebuild.
PRFAQ	A sales motion exists without consulting	Built in two 8-hour sprints (Jun 2026). Pull came only through consulting. The method ran STIGViewer's own launch.	Held, Jun 2026	No further build. Runs as an option; the method stays in use.
STIGViewer	The user, the buyer and the seller are one person	They are three. Practitioner free, compliance lead signs, partner resells. 2 paying through Stripe, 1 invoiced.	Anchor, Sep 2025 on	The mapping engine, the partner bench, the pricing. Every next dollar and hour.

What the business is now. STIGViewer earns and gets the next dollar and hour. The holdings (SunCoast, Strike Graph, DTA) are positions, held by Vertex. PRFAQ and Assured are options. The plugin stack is operations.

Sources: R3-01 assumption ledger · R3-06 verdict log with dates and resource shifts · R3-09 PR/FAQ internal-use file



Four MVP tests on the anchor, and the one that surprised us

Test on the anchor	What we tried	Result	Decision
Mapping engine	56,000 definitions crosswalked, 6.5 weeks, provenance on every cell	Shipped 30 Sep 2026. Derived mappings labelled as ours, publisher-traced as theirs.	Ship. Jev next (below).
MCP server beta	Agents query the crosswalk directly. IT Convergence, Marfi, SecRed's five-battery harness.	The surprise: customers will not pay for MCP separately. They expect it in the price.	Bundle API and MCP into the paid tier.
Pricing page	Sprint 20 SCAMPER, 9 to 10 Sep: three ideas from 78 upgrade clicks and 0 checkouts	Quote path beside checkout; one-question emails to six named visitors (16 to 23 Sep); partner-led revenue through DTA.	2 paying through Stripe, 1 invoiced. Keep the quote path; keep asking.
Partner marketing pages	A page per partner on stigviewer.com (Sep 2026)	Live; partner links pending editorial review.	Keep. Every new partner gets one.

NEXT TEST ON THE ENGINE: JEV

TypeSafe's System One model (15 Sep 2026) as the scoring and routing layer above the knowledge graph, for the two problems that break every crosswalk: multiword-expression tagging and named-entity matching. Running with PolicyCo from 22 Sep. Every output passes a human Release Owner's Gate before it is published; the speed is only useful because the gate makes it safe.

Where we sit, and who else is on the map

Who	What they are	What they do that we don't	What we do that they don't
STIGViewer / OpenControls	Free STIG viewer; paid crosswalk across DISA, NIST, SCF, CIS, CSA with API and MCP		Provenance on every mapping. States what is not covered. Derived mappings labelled as ours. Free practitioner tier. Air-gapped path.
UCF	Licensed common-controls framework; mappings sold by subscription	Twenty years of mapped authority documents; an enterprise sales force	A free tier; proof of absence; agent access through MCP
Strike Graph	GRC platform, 357 organisations	The workflow and the audit: evidence collection, assessor collaboration	The crosswalk itself. Which is why ours ships inside theirs from November
CIS	CIS Controls and Benchmarks; mappings through its own navigator	Its own controls, widely adopted; benchmarks for hardening	Cross-publisher crosswalk with DISA and NIST in one place; MCP
DISA tooling (free)	The published STIGs and the official viewer	Authoritative source; free; runs air-gapped	Mappings to NIST, SCF, CIS; gaps stated; an API
GRC platforms	Subscription compliance suites	Breadth: policies, risk, vendors, audits in one tool	Depth on the crosswalk, with provenance. We are their content, not their competitor

The claim is narrow: the only crosswalk we have found that shows provenance per mapping and states its gaps. UCF: co-founded by me, left 2025.

Source: R3-03 competitor matrix, one source per claim



Five ways we're different, not one

1

Provenance on every mapping

Who said this rule maps to that control, in which version, on which date. An assessor can check it.

Need: defend a mapping in an audit.

2

Proof of absence

We say which requirements are not covered, in writing, with the source.

Need: know the gap before the assessor does.

3

API and MCP for agents

The crosswalk as a function call. Agents and GRC platforms query it directly; MCP in the price.

Need: compliance inside the tools people already run.

4

Traced vs derived, labelled

Publisher-traced mappings are theirs. Derived mappings are ours and say so. No averaging.

Need: trust the number, not the brand.

5

Air-gapped path

A deployment path for networks that cannot call out. Built for the buyers who have to live there.

Need: use it where the work actually is.

Five, not one, because each answers a different buyer's question.

Source: R3-04 differentiation sheet with customer evidence per point



Not product-market fit yet. Here’s the evidence that would show it, and the roadmap that gets us there.

Not yet.

THE NORTH STAR

Paying organisations with a weekly-active verified user. The 12 Aug zero was wrong (Sullivan paid in May). Now 2 paying through Stripe, 19 DoD-covered, Hugh invoiced. Weekly-active is measured for web users only, so qualified is unproven, not zero.

LEADING INDICATORS

Indicator	Now
Verified signups to paid (cohort since 1 May)	2 paid through Stripe; 1 invoiced; 19 DoD-covered
Weekly-active verified users per org (gate log, 21 Sep to 16 Oct)	About 1 per org. 16, 15, 13 a week; 1 of 50 came back a second week
Partner-sourced accounts	0

TWO-QUARTER ROADMAP FOR THE ANCHOR, EACH ITEM TAGGED WITH THE INDICATOR IT MOVES

Q4 2026	Moves	Q1 2027	Moves
Jev classification test with PolicyCo, through the gate	verified to paid	Mapping engine v2 on Jev results	verified to paid
Strike Graph reseller terms on paper; content live in product	partner-sourced	DTA content live; first partner-sourced account	partner-sourced
Quote path and one-question emails, weekly	verified to paid	Weekly-active tracking per org in SAMS	WAU per org
Hugh’s record in; second and third invoices	paying orgs	Air-gapped deployment path documented	verified to paid

Options, not roadmap items. Assured: trigger is the author asking for a build. PRFAQ: trigger is a buyer who is not a consulting client; the PR/FAQ method itself stays in use internally (STIGViewer’s launch ran on it) whatever happens to the product.

Sources: R3-05 roadmap · R3-07 PMF indicator sheet (STIGViewer gate_events joined to verified sessions; log begins 17 Sep 2026)



Criterion 4 of 7

Company strategy, execution, vision, mission and values

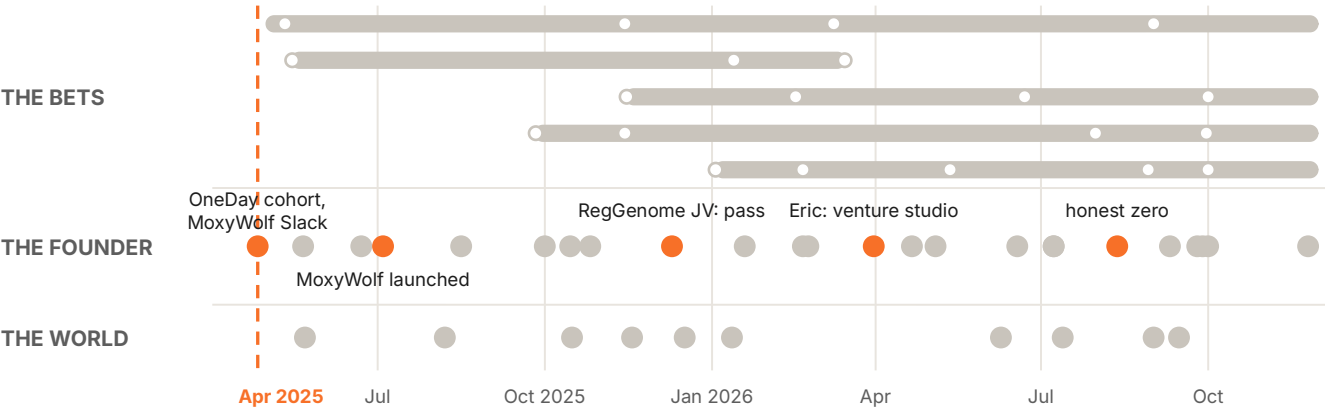
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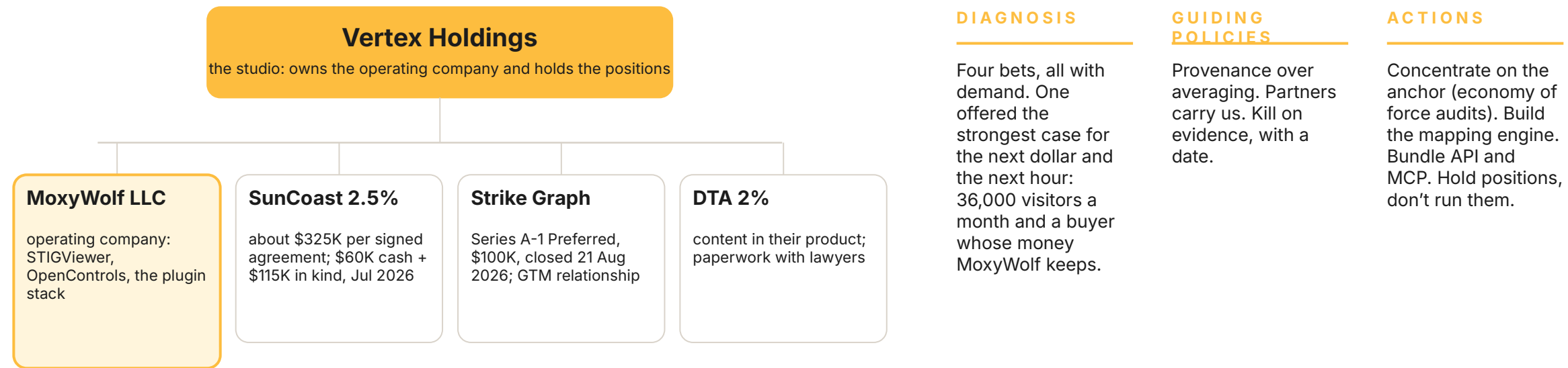
TOP PASS LOOKS LIKE

- A very strong appreciation of strategy that aligns with expert understanding of market and competition.
- Vision, mission and values were a meaningful framework for a range of business decisions.

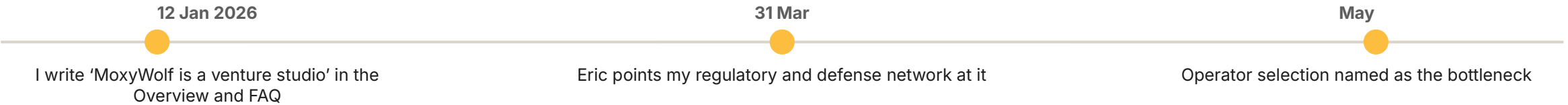
Where this criterion sits on the eighteen months



We didn't start as a venture studio. The portfolio told us we were one. My mentor told us where to point it.



Declined: \$500K RegGenome JV stake, Dec 2025. The partnership that replaced it was ended by RegGenome on 6 Jul 2026.



Sources: R4-01 strategy canvas (Module 5) · R4-05 economy of force audit history · R4-06 Venture Studio FAQ (Jan 2026) · R7-06 mentor notes 31 Mar and 5 May · R6-05 sources and uses



Is the strategy working? Here's the evidence either way

WORKING: THE NUMBERS

Verified signups 112 of 192 since 1 May (58%).
Partner bench: 13 named, 2 with paper, 3 in beta,
528 reachable accounts through two resellers.
Outbound gate: called early on evidence, 26 Aug;
\$1,485 spent Jul to Sep; cancellation pending.
Three bets closed or parked without debt.

WORKING: WHAT PEOPLE SAID

Heidi (compliance lead): assigned an engineer to the MCP beta.
Micah: quote in R4-02.
Sonny (HITRUST): methodology papers sent to share internally, 7 Oct.
Tom Cornelius (SCF): proposed our gate as a control; now introducing us on.

NOT WORKING YET

Two organisations pay us directly; \$1,625 in five months. No trend.
The 12 Aug zero was wrong: we missed a paid invoice in our own Stripe.
Hugh's invoice took two weeks to leave the building.
Zero partner-sourced accounts closed.
Apollo renewed after the channel was demoted.

Sources: R4-02 strategy evidence sheet with quotes and dates · R2-06 scorecard history · R2-03 partner bench



Vision, mission and values: rewritten twice, each time by the evidence

VISION, SPRINT 24 (OCT 2026)

Any regulated job, from the rule to the role to the machine, answered in one question, with the source and the date behind the answer.

MISSION

Make the rules that govern work open, current and provable, so people and AI agents can do regulated work without guessing.

Value	What it means	Where it decided something
Show your work	Every claim carries its source and its date.	Provenance over averaging. Derived mappings labelled as ours. The 12 Aug zero, corrected in public.
Written, not remembered	Decisions are records, not memories.	Calls go into decision records. The RegGenome pass, walked through in six written steps.
Human above the loop	Agents do the work. A named person owns what ships.	The Release Owner’s Gate, now SCF AAT-33. Ten agents, one signature on anything outbound.
Translation, not conquest	Meet buyers in the tools they already use, through partners.	Our content inside Strike Graph and DTA, on their paper, not a rival platform.
Measure, then decide	Experiments end in a written call.	Kills with dates: DeepFeedback 13 Jan, outbound 26 Aug.

Where they came from: the Sprint 1 manifesto (clarity, speed with precision, relentless ownership), then Module 10’s “nobody has to guess at coverage”, then Sprint 24.

Source: R4-03 VMV statement, quoting the Founder Manifesto (Sprint 1), the Founder Operating System (Module 10) and the Sprint 24 micro-assessment (v2)



One decision walked through, six more in a list

THE WALK-THROUGH: PASSING ON THE \$500K REGGENOME JV STAKE, SEP TO DEC 2025

1

On the table

RegGenome asked, in several meetings, for a \$500K stake in a joint venture: their regulatory data plus our crosswalk, shared ownership.

2

The policies said

Partners carry us, but we hold positions, we don't run them. Provenance over averaging: whose data is it?

3

The numbers said

\$500K and the founder's hours funding their monthly burn, with no appetite for cuts, against an anchor that needed both. The numbers pointed at the anchor.

4

We chose

Pass on the stake. A content partnership instead, 10 Dec 2025; agreement countersigned 5 May 2026.

5

It cost

A seat at a table we'd like to be at, and the optionality of their data under one roof.

6

What came of it

Weekly standups, their release on our site (Mar 2026), then RegGenome ended it on 6 Jul 2026 over enrichment rights. Because we passed on the stake, there was no ownership to unwind.

SIX MORE, ONE LINE EACH

Decision	Date	Rule it came from
Kill DeepFeedback	13 Jan to 20 Feb 2026	Kill on evidence
Report zero and exclude \$48K of preview-environment events (test data, not revenue); then correct the zero when the Stripe invoice table showed a May payment we had missed	12 Aug, corrected 17 Oct 2026	Provenance over averaging
Bundle API and MCP on Strike Graph's evidence	Sep 2026	Partners carry us
Kill or scale outbound at a written gate; called early	26 Aug 2026	Kill on evidence
Label derived mappings as ours	Aug 2026	Provenance over averaging
End three vendor relationships; bring engineering in-house	Feb to Sep 2026	No external team owns core work

Sources: R4-04 decision log · R4-07 RegGenome JV file (MOU meetings, the ask, 10 Dec 2025 decision)



Criterion 5 of 7

Finances, operations and people

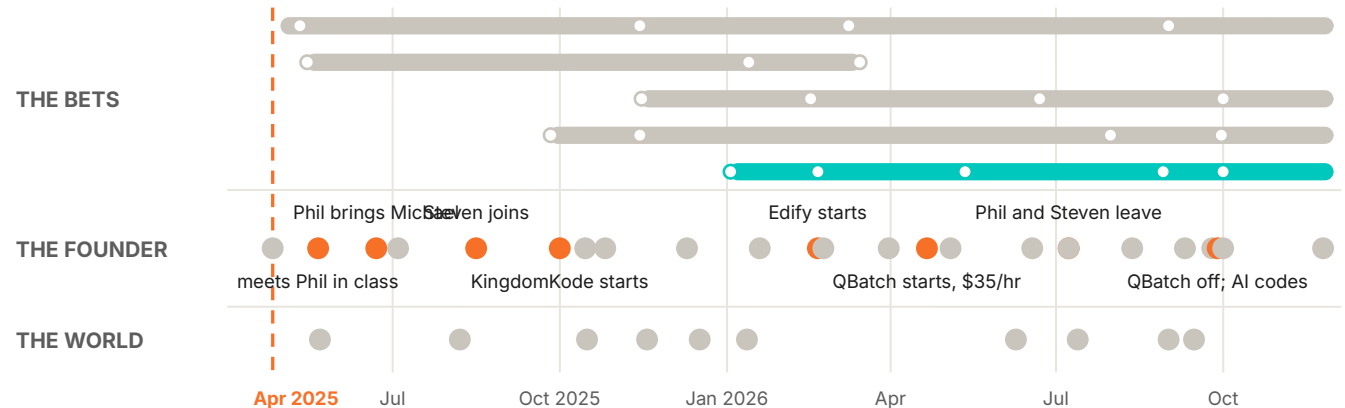
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TOP PASS LOOKS LIKE

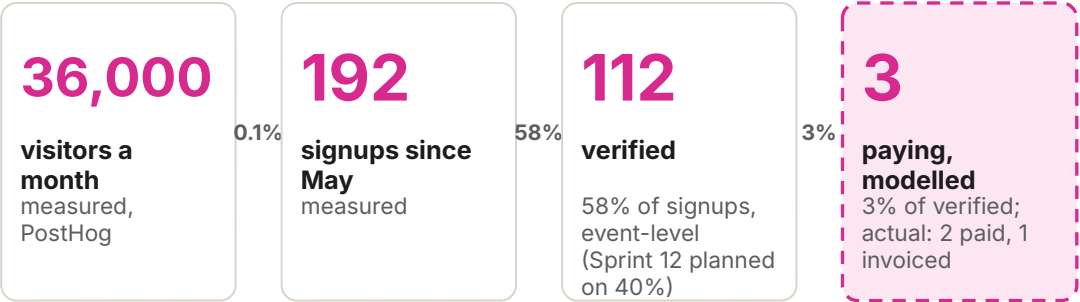
- A strong understanding of the key drivers of growth.
- Analytical skill showing a range of scenarios and possible futures.
- A highly considered plan to self-generate or fund growth.
- Good Pass adds: an accurate reflection of past performance, a strong multi-quarter forecast, and a clear plan to hire, organise and retain key staff.

Where this criterion sits on the eighteen months



One funnel, one set of denominators: visitors, signups, verified, paying

THE FUNNEL, ONE DENOMINATOR SET. Modelled, Sprint 12, Jul 2026; actual: 2 paying through Stripe, 1 invoiced, 19 DoD-covered.



Conversion between stages on the arrows. Verification is measured; verified-to-paid is the modelled 3%, not an actual.

Per paying customer	Media only	Fully loaded
Cost per verified signup	\$16.66	about \$150
CAC under the modelled 3% conversion	\$555	\$5,000
LTV (\$2,000 ACV, 90% GM, 3 yrs, 33% churn)	\$5,400	\$5,400
LTV : CAC	9.7 : 1	1.08 : 1
Payback		about 33 months

TARGET STATE

CAC under \$900. LTV:CAC 3:1 or better. Payback under 6 months.

THE LEVERS, NOT THE RATIO, ARE THE BUSINESS CASE

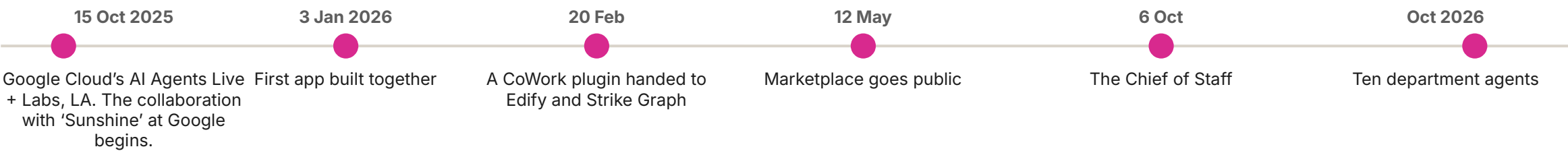
Conversion above 3%. Founder time off the acquisition line as the agents take it. Partner-sourced accounts at near-zero CAC, a hypothesis until one closes.

Why the two cost lines stay apart. Media cost is what a dollar of ads buys. Fully loaded adds the founder’s selling time. Today the honest fully-loaded ratio is about 1:1; the plan is to move the levers, not to average the two numbers.

Sources: R5-01 unit economics pack v3 · R5-09 funnel model with one denominator set. 70% verification is a forecast only if the lever is named.



The operating system: from one plugin to a Chief of Staff and ten departments



WHAT IT RUNS

The seven-metric Monday scorecard. The nightly sprint-block check. The commitment calendar. CRM sync. The release gate on merges in the gstack plugins.

WHAT IT REPLACED

QBatch, switched off Sep 2026, because the agents out-coded the contractor at \$35 an hour. Before that, Edify and KingdomKode.

WHAT'S OURS

The department model. The governance: a human Release Owner's Gate, forced on merges in the gstack plugins since 25 Sep, applied by rule to outbound since 31 May (enforcement verified on the merge path). The compliance-domain skills. Class methods turned into commands: SCAMPER as /scamper, 10 Sep.

WHAT ISN'T

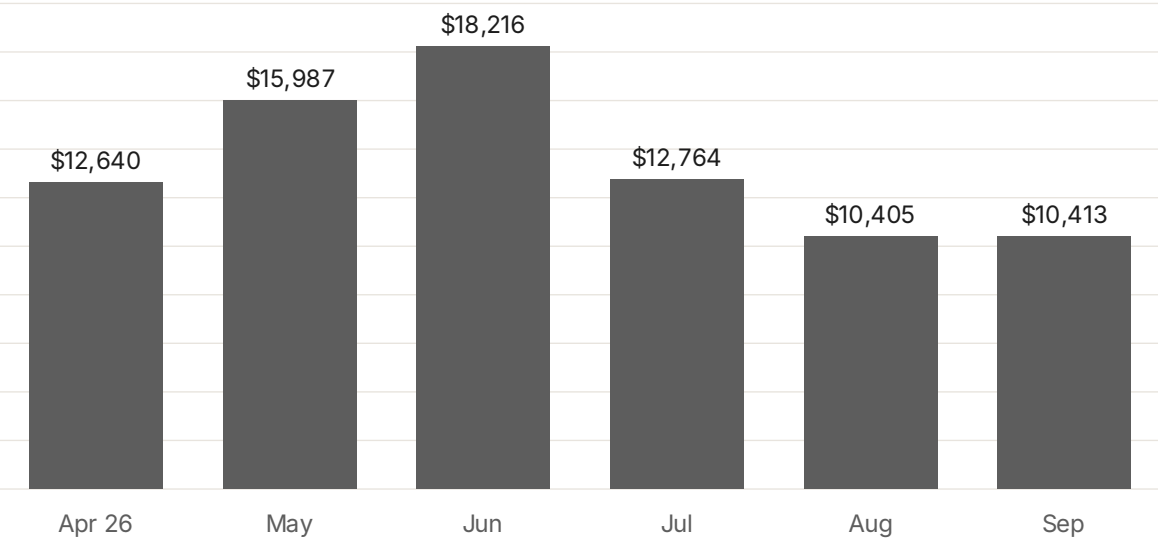
The underlying tooling is open-source and vendor-published (Anthropic, Google), and we say so. Most of the plugin development came from repos both suggested.

Sources: R5-02 scorecard history · R5-03 ops model one-pager · R7-09 plugin stack timeline · live field guide: go.moxymwolf.com/plugins. 'Sunshine' is a nickname; the name and whether she can be named are still to confirm.



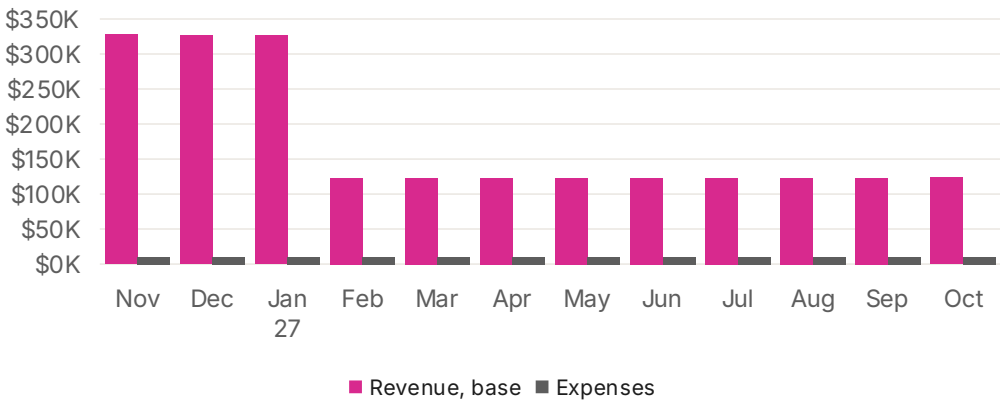
Twelve months of revenue and expense, assumptions on the chart

ACTUALS: QUICKBOOKS P&L, APR TO SEP 2026. INCOME \$0; EXPENSES \$80,424.



Six-month average about \$13.4K a month; Aug and Sep about \$10.4K. Income \$0 because the JV, consulting and settlement money ran outside QuickBooks.

FORECAST, MODELLED 17 OCT 2026: NOV 2026 TO OCT 2027



Assumption	Value
Strike Graph embed	400 licences Nov to Jan, then 50 a month; \$2,450 net (70% of \$3,500). Planning assumption; terms not yet signed.
Organic funnel	35 signups a month, 58% verified, 3% paid (modelled), \$2,000 ACV
Expenses	\$10.4K a month, the Aug to Sep actual run-rate

Year one, base: about \$2.1M revenue, about \$7K of it organic. The business is the embed; the funnel is the long game.

Sources: QuickBooks P&L Apr to Sep 2026 (actuals) · R5-04 forecast model, built 17 Oct 2026 from the slide 21 funnel and my Strike Graph planning assumptions of 15 Oct (terms not yet signed). Revenue side modelled and labelled so.



Four futures, one chart, one of them bad

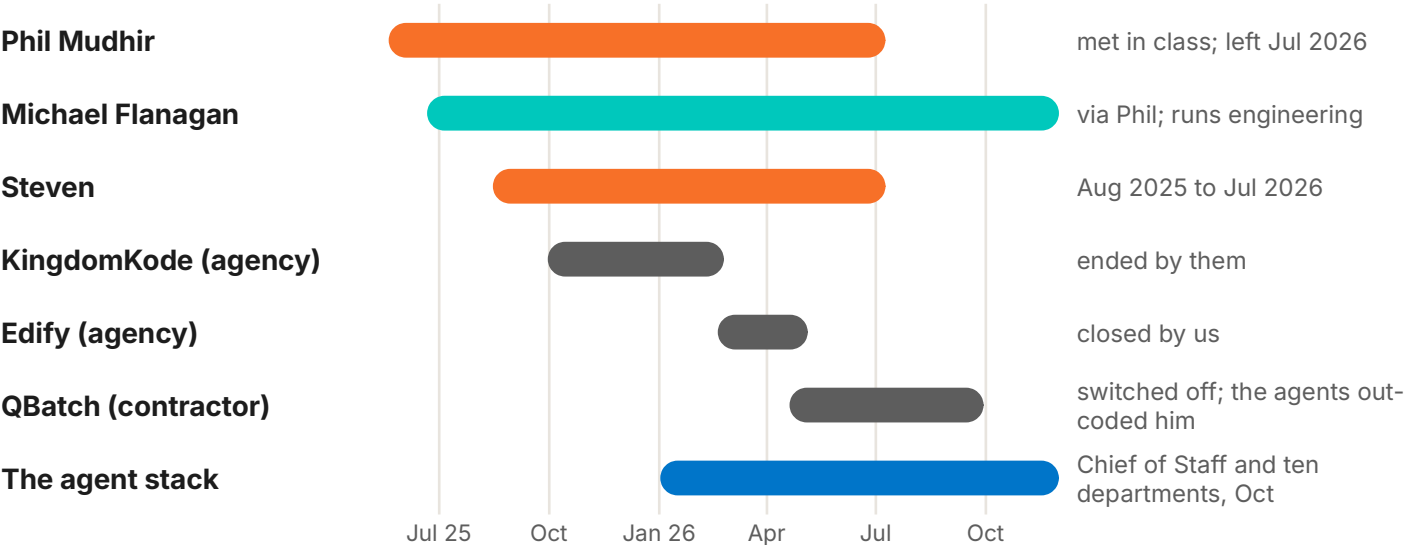
Scenario	Strike Graph licences, year 1	Organic paying orgs, m12	Revenue, year 1	Cash, m12	Management response
Base	850 (400 in Q1, then 50 a month)	6	\$2.09M	\$2.10M	Hold the plan. Deliver the embed. Review at the Monday scorecard.
Half partner attach	425	6	\$1.05M	\$1.06M	Founder time to Strike Graph's sales team and the quote path; no new build until attach recovers.
Double partner attach	1,700	6	\$4.17M	\$4.19M	Content delivery and partner pages first; hire the Growth Lead in Q1, not Q3.
Downside	0	6	\$7K	\$53K	Embed slips, CMMC review drags past Q2 2027. Cut tooling and contractors to \$6K a month from month 6; keep the engine and the gate; decide at month 6.

What the four say together. The organic funnel is the same six organisations in every row; the business in year one is the Strike Graph embed, and the downside is the one where it slips. That concentration is the risk I'm naming, and the DTA and CSA embeds are how it comes down.

Source: R5-05 scenario sheet, 17 Oct 2026, generated from the slide 21 funnel and the slide 23 model; \$2,450 net per licence (70% of \$3,500), a planning assumption until terms are signed; organic 3% verified-to-paid, modelled.



The team got smaller, more senior and more leveraged. Some by choice, some forced.



Problem recognised Feb 2026, change completed Sep 2026. Some by choice, some forced.

THE RULE SINCE

No external team owns core work. Selective 1099s. Written acceptance criteria and a dated gate on every engagement.

NEXT HIRE

The Growth Lead from Sprint 24, tied to the VMV and the partner strategy. Paid from partner revenue, not from the runway.

LEADERSHIP, ONE QUALITY

Naming the human above the loop, and being that human when it is uncomfortable.

MOTIVATION AND PAY

A small senior team plus agents: equity and partner-revenue share for people; the agents cost tooling, not salary.

Sources: R5-06 team timeline with dates · R5-07 hiring plan (Sprint 24 Growth Lead) · R7-07 endings log



Criterion 6 of 7

Growth potential and funding requirements

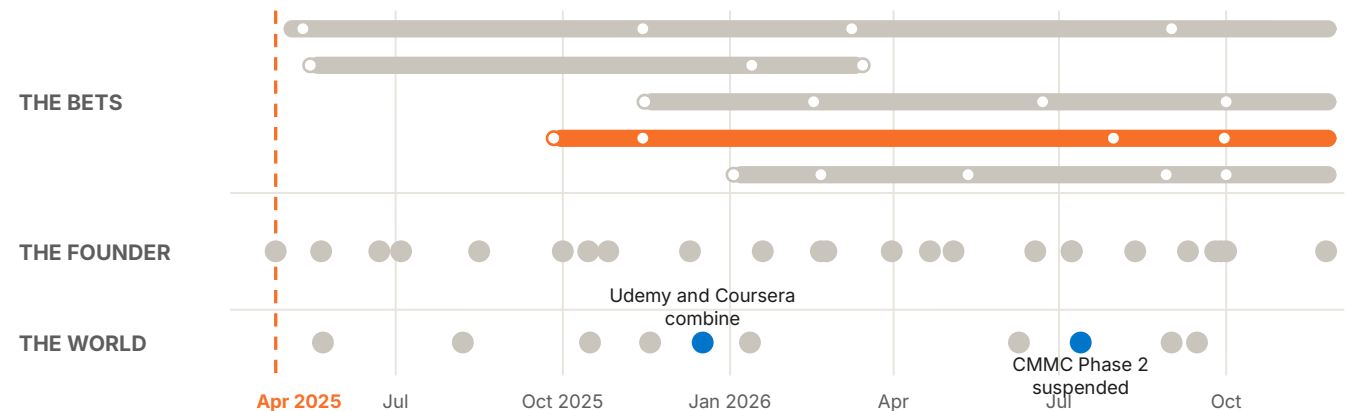
5 slides · about 5 minutes



TOP PASS LOOKS LIKE

- A strong understanding of the key drivers of growth.
- Analytical skill showing a range of scenarios and possible futures.
- A highly considered plan to self-generate or fund growth.

Where this criterion sits on the eighteen months



Three drivers of growth, each with a number that tracks it, none of them a regulatory date

DRIVER 1

Partner distribution

Our content inside Strike Graph (357 organisations) and DTA; resale through Policycode and Sentient (528 reachable accounts). Their paper, their installed base.

Input metric: partner-sourced accounts; content live in partner products.

DRIVER 2

Agent-native access

API and MCP in the paid tier. The crosswalk as a function call for the agents and GRC platforms buyers already run.

Input metric: API and MCP keys issued; calls per key.

DRIVER 3

Standing obligations

Phase 1 self-assessment, NIST 800-171, DFARS 7012 did not move when Phase 2 was suspended. The work is standing; the deadline is not.

Input metric: verified signups from .mil, .gov and contractor domains.

CMMC Phase 2, if reinstated, is upside, not the base case. None of the three drivers is a regulatory date.

Sources: R6-01 growth drivers with input metrics · R2-03 partner bench · R1-10 CMMC status memo



Sources and uses, dated: cash received, equity held, cash deployed, cash on hand

CASH IN (MOXYWOLF LLC)

Source	Amount	Note
DoD	\$140K	
In-Q-Tel consulting	\$100K	
Settlement	confidential	Under legal agreement. No figure.
DeepFeedback revenue	about \$35K	In the JV account, not MoxyWolf's. P&L shows \$0 income.
Cash on hand, 16 Oct 2026	about \$140K	Expense coverage 10 to 13 months, preliminary until reconciled to bank cash

POSITIONS, HELD BY VERTEX HOLDINGS (MOXYWOLF'S PARENT). NONE LIQUID. NONE FUND OPERATIONS.

Position	Terms	Per signed agreement
SunCoast Ventures 2.5%	Stake valued about \$325K. Jul 2026: + \$175K, of which \$60K cash from MoxyWolf and \$115K in kind (regulatory analysis consulting).	Letter and cap table, held by MoxyWolf
Strike Graph	67,774 Series A-1 Preferred, \$100,000.54, closed 21 Aug 2026. Go-to-market relationship.	Per founder; agreement not included
DTA 2%	Content in their product at the Strike Graph price and share.	Pending with lawyers
Declined	\$500K RegGenome JV stake, Dec 2025.	

Operating assets, owned by MoxyWolf LLC: STIGViewer, OpenControls, the plugin stack. The settlement question gets one answer: confidential under a legal agreement, not characterised.

Sources: R6-05 sources and uses. Source agreements are confidential and not included.



What the company is worth: a range, a method, and three possible outcomes

VALUATION RANGE, MOXYWOLF LLC OPERATING ASSETS ONLY

Method	Range
Floor: cost to replicate (18 months of expenses, engine, content)	about \$0.25M
Organic only: 3× to 5× \$12K modelled ARR	under \$0.1M
Embed case: 2× to 4× \$2.1M modelled year-one revenue	\$4M to \$8M
Half attach: 2× to 4× \$1.05M	\$2M to \$4M

A range whose width is the Strike Graph dependency. Low-end content multiples, not platform multiples. Vertex positions excluded (slide 27).

THREE OUTCOMES, EACH WITH THE INVESTOR’S WAY OUT

ACQUISITION

A GRC platform buys the crosswalk and the team

Exit proceeds. The buyers are on the partner bench already.

Mechanism: sale

LICENSING

Crosswalk and content licensed to platforms and publishers

Revenue share or royalty; the company stays independent and pays out.

Mechanism: dividends

INDEPENDENT

Stay a studio

Operating profit from STIGViewer, positions held at Vertex, new bets funded from cash flow.

Mechanism: dividends, secondary sale, buyback

Sources: R6-02 valuation note, 17 Oct 2026, from the slide 23 model · R6-03 outcomes and liquidity paths. Licensing is a business future with an investor return path, not an exit.



The Ask [or: how we fund growth without one]

1

Partner revenue share

The Strike Graph embed from November: \$2,450 net per licence, 400 projected in Q1, my planning figures until terms are signed. Then DTA and CSA on the same model. This is the funding plan.

Lands: Nov 2026 onward

2

Consulting, by exception

Regulatory analysis for portfolio companies, the SunCoast in-kind work shows the shape. Taken when it pays for engine time, not instead of it.

Lands: as sold

3

Publisher licences

Content licences to platforms and publishers as the crosswalk goes live inside partner products.

Lands: 2027

4

The runway that buys

Cash about \$140K; expense coverage 10 to 13 months today, preliminary until reconciled to bank cash. The Vertex positions stay outside operating funding unless the parent distributes; none is assumed.

No raise planned

Questions I expect, answers ready: first paid invoice date; what if Strike Graph builds this themselves; how dependent is this on Dorian; what if a derived mapping is wrong; 'you co-founded your competitor?'

Source: R6-04 funding plan: bootstrap, decided 17 Oct 2026. If the embed slips, the downside response on slide 24 is the plan.



Break-even: when, how, what, who, and where the plan bends

- 1 When

Base and half-attach: month one, November 2026, on Strike Graph licences. Downside: not within twelve months.
- 2 How

Paying organisations × ACV against the QuickBooks expense run-rate (about \$10.4K a month, Aug to Sep).
- 3 What

The paid tier with API and MCP bundled; partner revenue share; no services line except by exception.
- 4 Who

Dorian sells first every day. Michael ships. Partners carry distribution. The Growth Lead when partner revenue pays for it.
- 5 Where it bends

Downside: no partner attach, review past Q2 2027. Cut costs to \$6K a month from month 6, keep the engine and the gate, decide at month 6.

Nov 2026 Break-even, base Month one: the first Strike Graph licences clear the \$10.4K run-rate on their own.	Nov 2026 Break-even, half attach Still month one; 200 licences in Q1 is about sixteen times the run-rate.	Not in 12 months Break-even, downside No embed: organic revenue reaches \$1K a month by month 12. Cash \$53K after the month-6 cuts.	about \$4 Organic revenue per verified signup, monthly Why the funnel alone can't carry payroll yet, and why partners come first.
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Sources: R5-04 forecast model (17 Oct 2026) · R6-06 break-even note. The five elements are the C6 guide's; flexibility is the fifth.



Criterion 7 of 7

Personal growth as a leader and entrepreneur

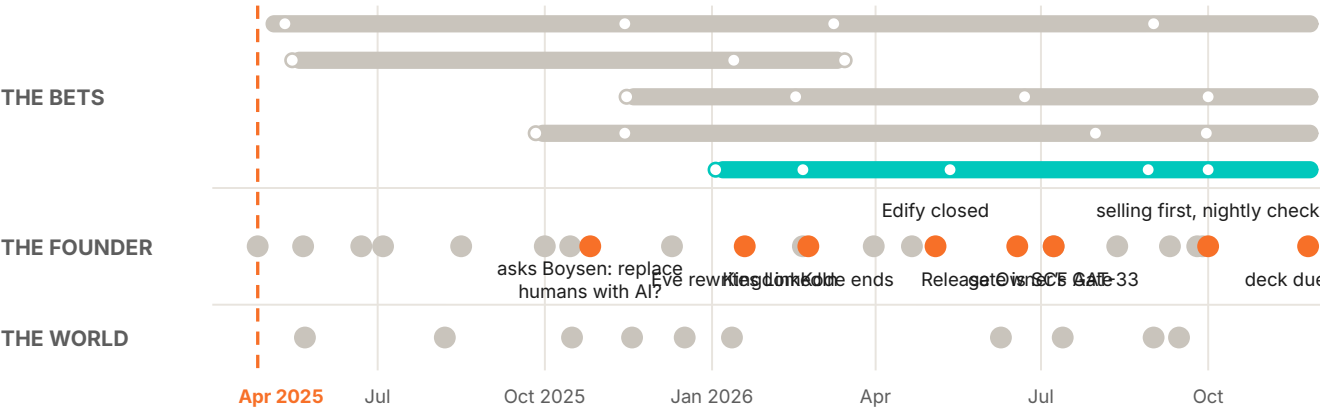
5 slides · about 5 minutes, plus delivery across the whole deck



TOP PASS LOOKS LIKE

- Superlative entrepreneurial character: commitment, resilience, humility, curiosity.
- A compelling, well-delivered account of the journey that gives the audience high confidence.

Where this criterion sits on the eighteen months



What I believed, what happened, what I do now

What I believed	What happened	What I do now
Four bets would each carry a business.	All four found demand. One offered the strongest case for the next dollar and the next hour.	I say which reason applied, with a date. Kill, redevelop, hold, anchor.
Shared ownership would scale me.	Nine days of zero. The one thing only I can do is the one that slid.	Selling goes first in the day. A nightly check scores it.
I knew how to describe myself.	The old version was written for a different career. Eve Mayer read everything I had written and told me who I am now (Jan 2026).	I let an outsider rewrite it, and I kept it.
Good output is good work.	A plan that read well, and I couldn't tell generated from understood. I shipped a polished turd.	A named human signs before anything ships. SCF AAT-33.

Sources: R7-02 reflection notes · R7-05 LinkedIn rework (Eve Mayer, Jan to Mar 2026) · R7-11 Release Owner's Gate file



Three inflexion points, and the one my mentor made me act on

13 JAN 2026

DeepFeedback's partners stop funding. I close it instead of carrying it.

What the evidence said: about \$35K over its life, no path to a team. What it cost: the partners, the brand, eight months of work. What I'd do sooner: the kill criterion in writing at the start, not at the end.

23 FEB 2026

KingdomKode ends the contract and tries to hold the code.

What the evidence said: a single agency owned the repo and the risk. What it cost: weeks and a rebuild. What I'd do sooner: ownership and access terms on day one. The shift away from outsourced core work started here and finished when QBatch went off in September.

31 MAR 2026

Eric turns 'venture studio' from a phrase in the FAQ into the operating model.

What the evidence said: four bets, three holdings, one anchor; I had written the words in January and not yet acted on them. What it cost: nothing but pride. What I'd do sooner: act on my own FAQ. By May the bottleneck was operator selection, and that is the one my mentor made me act on.

Sources: R7-01 journey timeline · R7-06 mentor meeting notes 31 Mar and 5 May 2026. Chronology per review: the FAQ named it in January; March is when it changed how we operated.



Three endings, and what I misjudged in each

KINGDOMKODE

I misjudged the risk of one agency holding the code and the repo.

I'd put ownership and access terms in writing on day one now.

EDIFY

I discounted the April signal for weeks because they came recommended.

'I still do not have a viable product.' I'd set a dated acceptance test at the SOW.

PHIL

The April ultimatum should have been the January conversation.

I funded a friend past the point the work supported it. I'd separate the friendship from the role sooner.

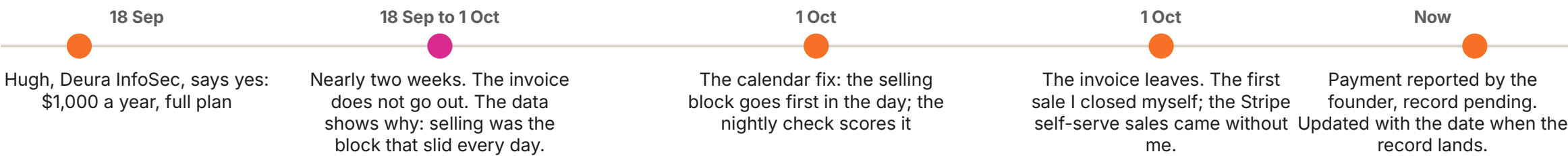
WHAT CHANGED IN HOW I MANAGE

Written acceptance criteria. Named owners. A dated gate on every engagement. The rule that no external team owns core work. Each ending leads with my misjudgement, not with what they did.

Source: R7-07 endings log (emails and mentor notes). No separation quotes, no vendor quotes: commitment and resilience shown through responsibility.



Two weeks I didn't send a \$1,000 invoice, and what the fix produced



THE SETBACK, TOLD STRAIGHT

A buyer who said yes and a founder who didn't send the bill. Not a process failure; a priority failure, and it was mine.

WHAT THE FIX PRODUCED

The invoice. Since 1 Oct: five one-question pricing notes out, no new invoice yet. R7-10 lists them.

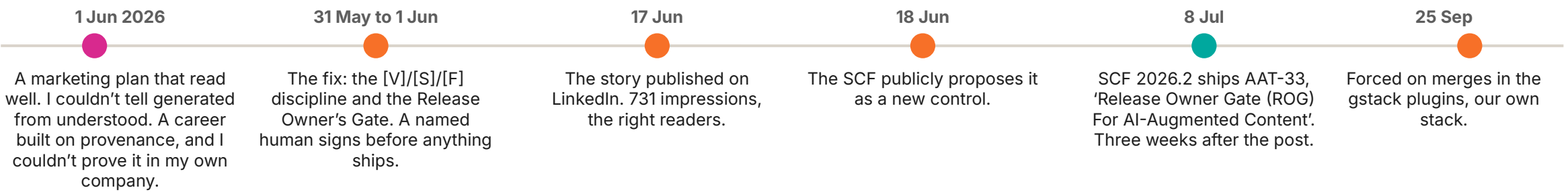
WHY IT MATTERS

The one thing only I can do is sell. Everything else in this deck exists so that it goes first.

Sources: R7-03 setback story · R7-10 outbox log since 1 Oct · R2-05 invoice and payment record



I couldn't tell generated from understood. I built a gate and published it. Three weeks later it was SCF AAT-33.



THE SUPERPOWER

Naming the human above the loop, and being that human when it is uncomfortable. The claim is the proposal and the trail, not authorship of the control text.

BEHIND IT, THE STACK

Oct 2025, a Google room in LA. Five vendor walls turned into plugins. The last contractor switched off Sep 2026. The risk, said out loud: a stack only I fully understand, and one relationship at Google.

One number to remember, and the next ninety days

THE ONE NUMBER

2

organisations paying us directly, out of 21 on Stripe. \$1,625 collected. 19 covered by DoD. The 12 Aug report said zero; it was wrong, and this number comes from the invoice table.

Pipeline: Hugh invoiced 1 Oct, record pending; 400 Strike Graph licences planned from November. North Star unchanged: paying organisations with a weekly-active verified user, and we instrument API customers next so it can be counted.

THE NEXT NINETY DAYS

By	What	Moves
Week 2	Hugh’s payment record in; Apollo cancelled; second and third invoices out	paying orgs
Week 4	Strike Graph reseller terms on paper; DTA paperwork signed	partner-sourced
Week 8	Jev classification test with PolicyCo reported, through the gate	verified to paid
Week 12	Content live in one partner product; first partner-sourced account	partner-sourced
Every Monday	Seven-metric scorecard; every day, selling first	all of it

Then questions.

Sources: R2-05 Stripe export · R5-02 scorecard history (North Star baseline) · R6-07 ninety-day plan

