

Illustration

“I’ve been blaming myself for this for eight years.”

David, compliance leader
ITGRCForum, 2009

Dorian’s recollection, confirmed 20 Oct 2026



Illustration

Shared rules need shared understanding

2006

"If I do what one of these regulations requires, how much of the others have I already done?"

A client's question. Nobody's crosswalks agreed. It started the Unified Compliance Framework.

2009

Connection alone wasn't enough. The people reading the connection needed a shared understanding of what it meant.

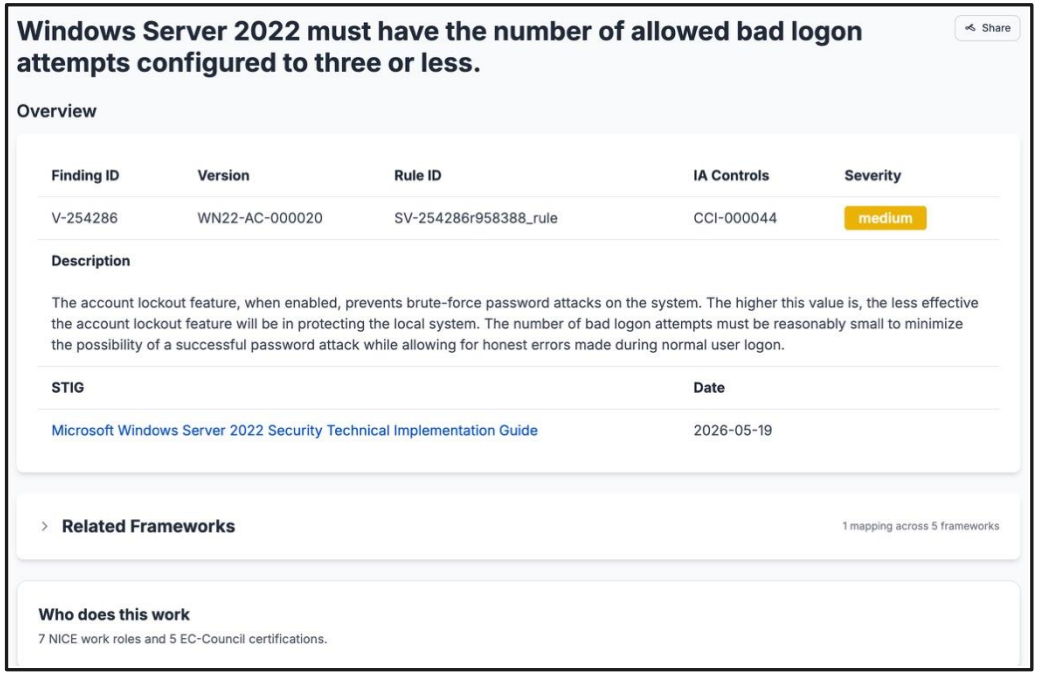
David's insight, at the hotel bar.

Owner-confirmed dates: 20 Oct 2026

2006: the client's question. 2009: David's insight.

C1 · C7

A STIG is a technology-specific security guide



Windows Server 2022 must have the number of allowed bad logon attempts configured to three or less.

Share

Overview

Finding ID	Version	Rule ID	IA Controls	Severity
V-254286	WN22-AC-000020	SV-254286r958388_rule	CCI-000044	medium

Description

The account lockout feature, when enabled, prevents brute-force password attacks on the system. The higher this value is, the less effective the account lockout feature will be in protecting the local system. The number of bad logon attempts must be reasonably small to minimize the possibility of a successful password attack while allowing for honest errors made during normal user logon.

STIG	Date
Microsoft Windows Server 2022 Security Technical Implementation Guide	2026-05-19

Related Frameworks — 1 mapping across 5 frameworks

Who does this work

7 NICE work roles and 5 EC-Council certifications.

stigviewer.com, rule V-254286, Windows Server 2022 STIG V2R9, captured 20 Oct 2026

TECHNOLOGY

Windows Server 2022

REQUIREMENT

No more than three bad logon attempts

CHECK

Open Group Policy. A threshold of 0 or more than 3 is a finding

AVAILABLE

C1 · pack R3-11

Learning to build the business

I thought I was taking on a better website.

Access

C1 · C2

Understanding

C3 · C4

Execution

C5 · C6 · C7

The people in the business

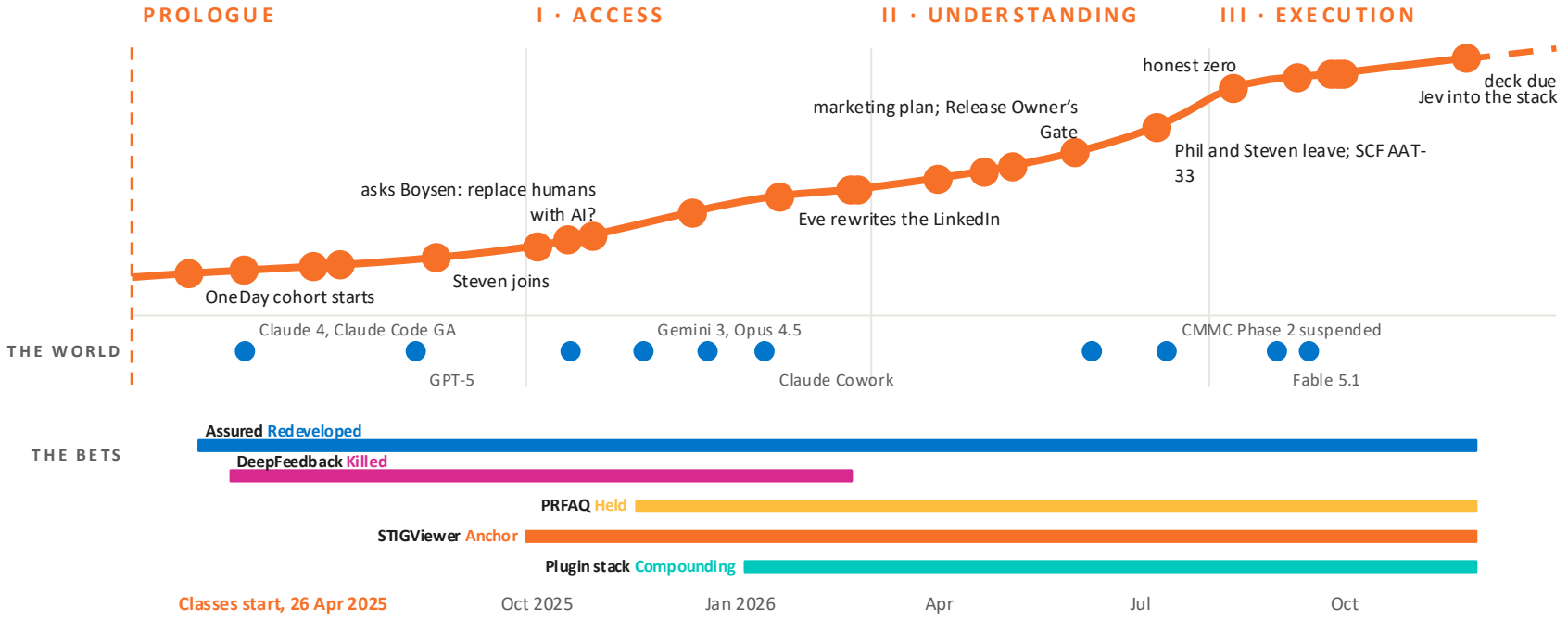
David	who asked the question, Charlotte, 2009	**The practitioner**	who looks up a rule and leaves
The compliance lead	who has to prove it, and signs	**The partner**	who already sells to both
Michael	who ships, sixteen minutes at a time	**The founder**	who was wrong first

“Each discovery made the previous answer necessary but insufficient.”

C1 · C7 · structure · pack R1-05

The decisions that changed the business

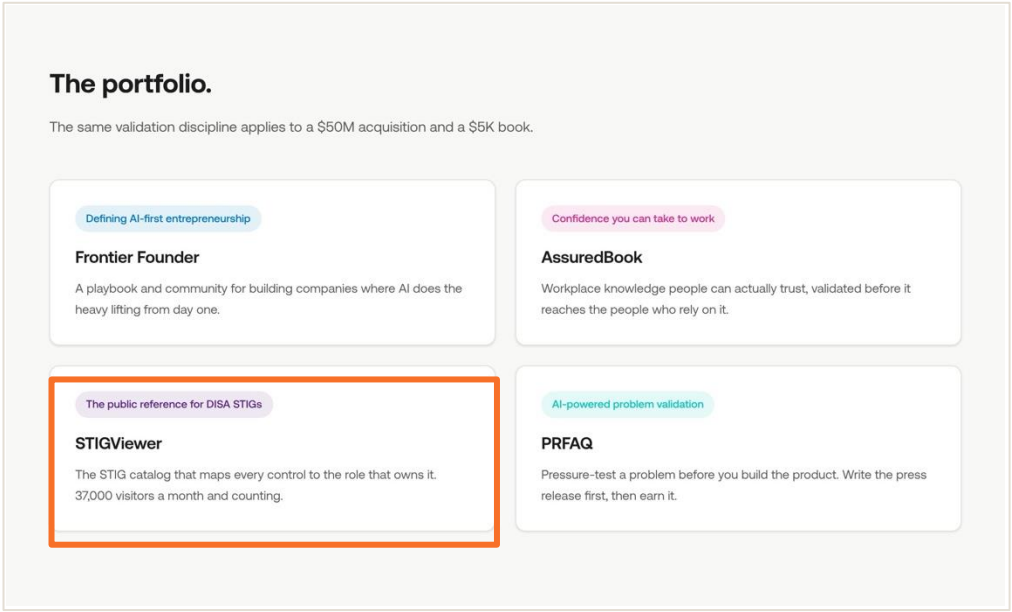
Conceptual tension over time. Orange marks my decisions. Blue marks changes in the world. Dates in the pack.



C3 · C7 · structure · pack R7-01, R8-02

The studio’s portfolio today

Four MBA bets. One earned the next dollar and hour.



moxywolf.com, the studio homepage (portfolio section), captured 22 Oct 2026

The four MBA bets were Assured, DeepFeedback, PRFAQ and STIGViewer. DeepFeedback wound down in February. Frontier Founder is on today’s wall, but wasn’t one of those four bets. The verdicts follow on slide 8 (R8-02).

C1 · C7 · pack R1-07, R8-02

Four bets, four outcomes

Bet	Riskiest assumption	What the test showed	Verdict	Effect on the next dollar and hour
Assured (Jody's book, May 2025)	The book is a funnel to classes and coaching	Readers bought and praised it; 24 testimonials. Nobody enrolled in a class.	**Redeveloped, Mar 2026**	Site rebuilt in-house; classes dropped; book remonetised for Jody. No MoxyWolf hours past the rebuild.
DeepFeedback.ai (from Looplytic, May 2025)	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.	**Killed, Feb 2026**	Partners out 13 Jan. Founder's time to STIGViewer.
PRFAQ (prfaq.dev, Nov 2025)	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 / OpenControls (handed over Sep 2025)	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.**

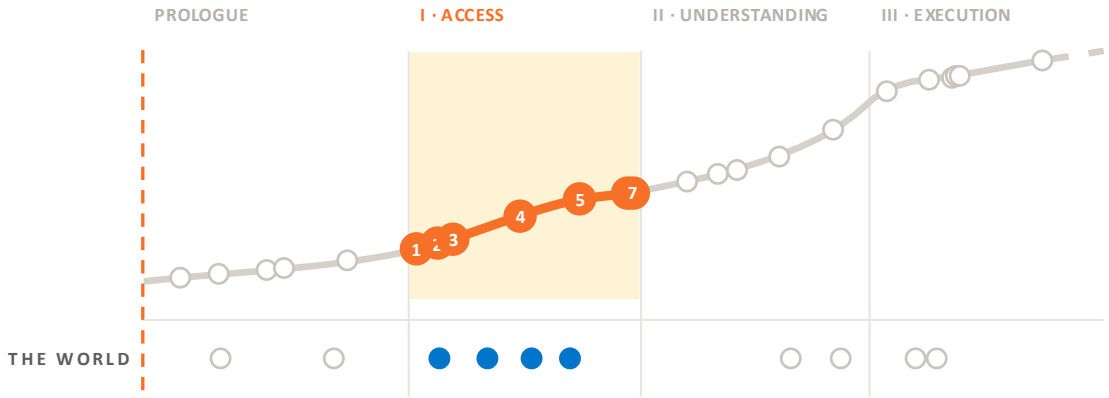
Verdicts as recorded in the pack, dates included. How the fourth bet arrived: DoD and DISA instructed the handover after the founder left UCF; Michael took the helm 26 Sep 2025 (R1-02, R1-07, R1-11).

C1 · C7 · pack R8-02

Access

C1 PROBLEM, VALUE PROPOSITION, AUDIENCE · C2 DISCOVERING TRACTION

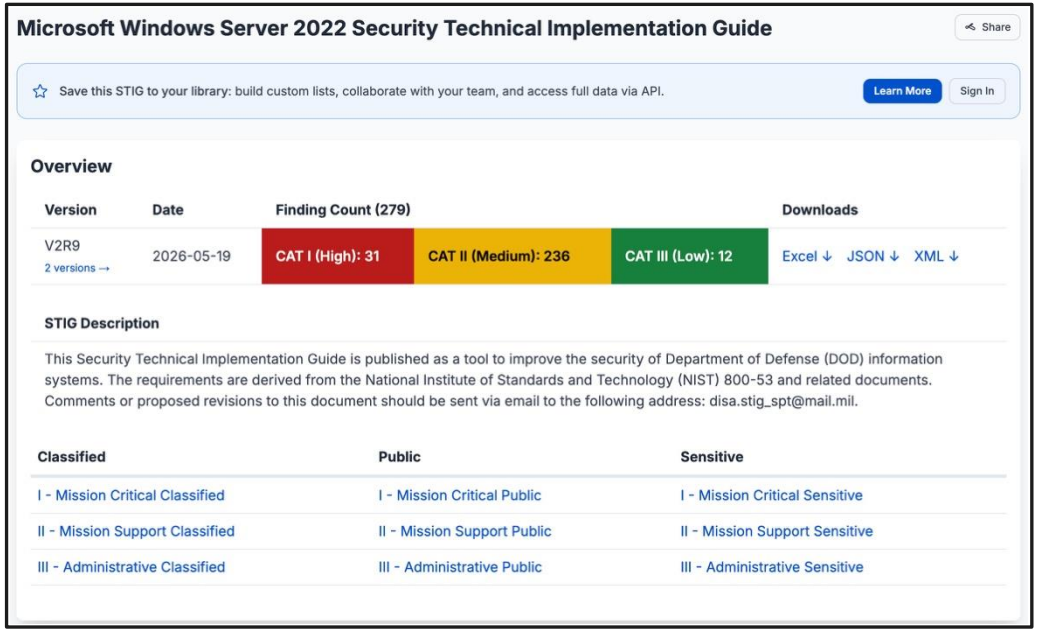
“I’ve been blaming myself for this for eight years.”



1. 1 Oct ’25 KingdomKode starts
2. 15 Oct ’25 Google AI Agents Live, LA
   - 16 Oct ’25 plugins, Agent Skills
3. 26 Oct ’25 asks Boysen: replace humans with AI?
   - 18 Nov ’25 Gemini 3, Opus 4.5
4. 10 Dec ’25 RegGenome JV: pass
   - 17 Dec ’25 Udemy and Coursera combine
   - 12 Jan ’26 Claude Cowork
5. 19 Jan ’26 Eve rewrites the LinkedIn
6. 20 Feb ’26 Edify starts
7. 23 Feb ’26 KingdomKode ends

act card

I thought I was improving a website



stigviewer.com, the Windows Server 2022 STIG as a first visitor finds it, logged out, 20 Oct 2026

THE TASK, AS BRIEFED

1. Find the guidance

2. Obtain usable access, and sell it securely to the Defense Industrial Base

Assumption underneath: the user, the buyer and the seller are one person.

Alongside: DeepFeedback (decision Jan 2026, wind-down Feb) and Jody's book (redeveloped Mar). Full four-bet record: R8-02.

AVAILABLE

C1 · C7 · pack R1-02, R1-07, R1-11, R3-11, R8-02

Bookings were a starting point, not proof

88 / 70

cal.com bookings / unique outside people, Jul 2025 to Oct 2026. Bookings, not completed interviews; a sample puts completions near three in four.

WHAT CHANGED AN ASSUMPTION

The fee surprised Heidi; the reason didn't. Strike Graph's customers won't pay for MCP separately.

18 **partner calls, by name**

DTA, SecRed, PolicyCo, CSA, ArqLab, SG Advisory, XAnalytics, Wykoff, Diligent, Fossity

14 **one-question pricing notes**

to named visitors

12 **beta invitations**

more than half accepted

5 **inbound replies**

of 8 real inquiries since 1 May

Separate denominators; not a funnel. Source R1-04 discovery log (medium confidence), R1-03. Full method ledger: R8-03.

C1 · C2 · pack R1-03, R1-04, R8-03

Eight channel tests, eight verdicts

Bet	Channel	Test	Result	Verdict
Assured	LinkedIn DMs, own network	485 women; voice and text DMs; 3 weeks	330 contacted (68%); 62 interested; 5 downloads	Credibility, not scale
Assured	LinkedIn DMs, Jody's women's groups	2,500 contacts; 5 weeks	978 contacted (39%); 241 interested; 50 downloads (21%)	**Persevere: the scale channel**
Assured	Redesigned testimonial page	One survey, one question; re-contact	13 of 24 responded (54%)	Fix the ask; kept
DeepFeedback	Peer DMs, OneDay founders	5 founders; free code	2 signed up (40%)	Works at five; test at scale
DeepFeedback	Slack DMs at scale (TexAu)	1,146 students; $29 tooling	19.8% saw it (target 80%); 51.5% of those replied	Deep when seen; low visibility
DeepFeedback	Google Ads	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; killed 13 Jan**
STIGViewer	Partners	Content inside Strike Graph and DTA; partner pages; syncs	13 named; Strike Graph signed 14 Oct, sales from mid-Dec; 528 reachable accounts	**Primary channel**
STIGViewer	Outbound (Rock 1)	Kill criterion 17 Aug; gate 7 to 11 Sep at 3%	Never run as designed; 200 manual sends, 1 cold positive	Demoted 26 Aug

Every verdict retained, including the ones against the founder. The 26.9% vs 28.05% CTR difference (Sprint 19 table) is recorded, not resolved. Partner stages and the outbound timeline: R8-04 part 2; sources R2-01 to R2-03.

C2 · pack R2-03, R8-04

The person using it may not buy it

The practitioner

Looks up a STIG, checks a rule, leaves.

Uses it, free. 37,000 a month. Never pays and shouldn't.

The compliance lead

Must prove which requirements are covered and which aren't.

Signs. Wants proof of absence to hand an assessor.

The partner

Already sells to both. Wants our content inside their product.

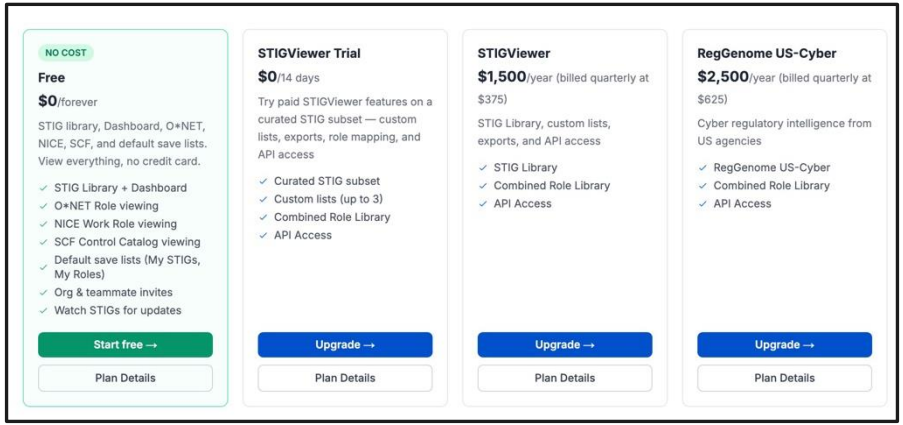
Resells. Their paper, revenue shared.

One task per role. Free traffic isn't a paid pipeline; partner discovery is how the buyer and the distributor came into view.

Audience hypothesis supported by discovery, not universal behaviour. Source R1-05. Full detail: R8-03.

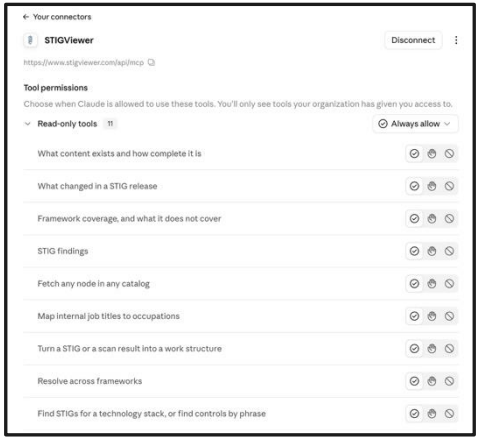
C1 · C2 · pack R1-05, R1-06, R8-03

The content had to travel



stigviewer.com/pricing, 20 Oct 2026: API access on every paid plan

AVAILABLE



The same content inside an AI tool: the STIGViewer MCP server, connected

AVAILABLE

API

a way for other software to fetch the content

MCP

a way for AI tools to use it

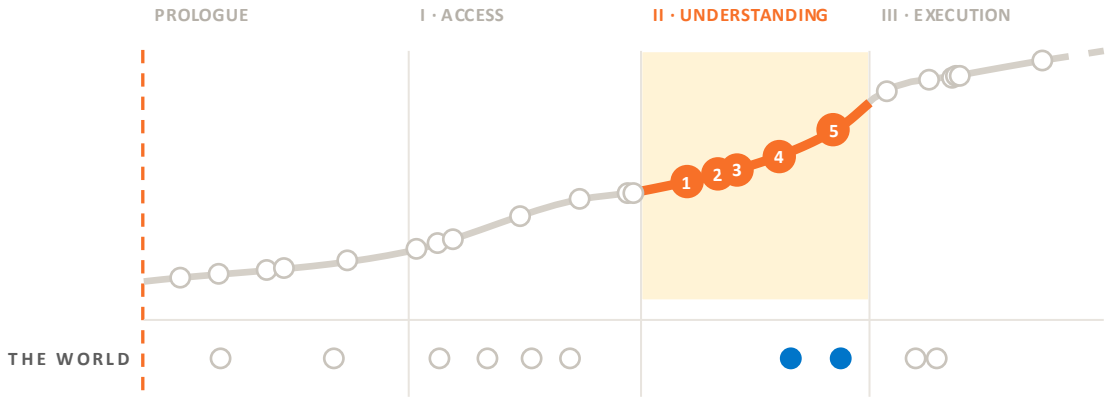
"I am connected, and it works great!" Kevin Houston, 22 Sep 2026, three days after the MCP beta. Proves a connection. Not retention, not adoption.

C2 · C3 · pack R3-04, R3-11

Understanding

C3 JOURNEY TO PRODUCT-MARKET FIT · C4 STRATEGY, VISION, MISSION, VALUES

I had built the right thing for the wrong person.



1. 31 Mar ’26 Eric: venture studio
2. 21 Apr ’26 QBatch starts, $35/hr
3. 4 May ’26 Edify closed
4. 1 Jun ’26 marketing plan; Release Owner’s Gate
- 9 Jun ’26 Claude 5 family
5. 8 Jul ’26 Phil and Steven leave; SCF AAT-33
- 13 Jul ’26 CMMC Phase 2 suspended

act card

The test changed what we sold

	ASSUMPTION	OBSERVATION	DECISION
API and MCP bundling SHIPPED	People will pay for the AI connection separately.	Beta users expect it in the price (SecRed, Marfi, IT Convergence).	Bundled into the paid tier, 24 Sep.
Mapping engine SHIPPED	A crosswalk with provenance on every cell is buildable in a quarter.	56,000 definitions crosswalked in 6.5 weeks; derived mappings labelled as ours.	Shipped 30 Sep. Jev classification test next, with PolicyCo.
Pricing friction PROPOSED	Visitors who click upgrade will check out.	September: 78 upgrade clicks, 0 checkouts (same cohort, same window).	Quote path beside checkout. Proposed, not shipped. Six one-question emails sent 16 to 23 Sep.

Sources R3-02, R3-05, R3-10. Full test register with shipped / tested / proposed column: R8-05.

C2 · C3 · pack R3-02, R3-05, R3-10, R8-05

781 associations. Three direct mappings

781

different kinds of connection

3

AC-1, August 2026: 781 SCF associations displayed; the publisher's direct mappings were 3. Fixed in 16 minutes. Direct now headlines; composed routes are disclosed as ours.



The live page today, AC-7: one asserted SCF mapping (STRM), one asserted 800-171 mapping, and the composed routes labelled by the product. stigviewer.com/controls/nist-800-53/AC-7, 20 Oct 2026

WHAT THE LABEL SAYS

"Also reachable in 2 hops (100), derived by us, not asserted by any source."

The hundred aren't false. They're a different kind of connection, and they say so.

C3 · C4 · C7 · pack R3-04, R3-11

What remains uncovered?

MCP OUTPUT · stigviewer_coverage · NIST 800-171 × Windows Server 2022 STIG · 4 hops · 20 Oct 2026

Bucket	Count	Of 110	What the server says it means
Addressed	34	30.9%	Reached by this STIG through published mappings
Addressable, not by this STIG	36	32.7%	A scan that hasn't been run
Residue	**40**	**36.4%**	**Reachable from no STIG at all: policy, documentation, contracts**

"Addressed is not compliant… it must not be presented as one." The server's own language, returned with every answer.

AVAILABLE VIA MCP

WEB VIEW CATCHING UP

No "only product" claim. Competitor strengths retained; full matrix with dated sources: R8-06. Residue output shipped through MCP 26 Aug (R3-04).

WHERE THE CONTRIBUTION SITS

The authoritative source

DISA's STIGs and official viewer. Free, air-gapped. They publish the rules.

The GRC workflow

Strike Graph and peers: evidence collection, audits, assessor collaboration. Breadth.

STIGViewer

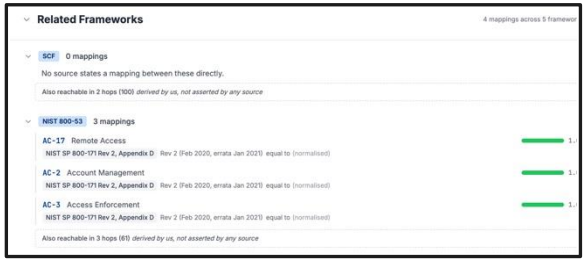
The cross-publisher crosswalk, with provenance per mapping and the gaps stated. Depth. Their content, not their competitor.

C1 · C3 · pack R3-03, R3-04, R8-06

The competitors, with their strengths kept

Who	What they are	What they do that we don't	What we do that they don't
UCF	Licensed common-controls framework; mappings by subscription	Twenty years of mapped authority documents; an enterprise sales force	A free tier; proof of absence; agent access through 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
CIS	CIS Controls and Benchmarks; its own navigator	Its own controls, widely adopted; hardening benchmarks	Cross-publisher crosswalk with DISA and NIST in one place; MCP
Strike Graph	GRC platform, 357 organisations	The workflow and the audit: evidence collection, assessor collaboration	The crosswalk itself; which is why ours sells inside theirs from mid-December
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 only crosswalk we have found that shows provenance per mapping and states its gaps. The founder co-founded UCF and left in 2025; the comparison is of products. Claims dated per R3-03, one source each. Unsupported exclusivity removed.



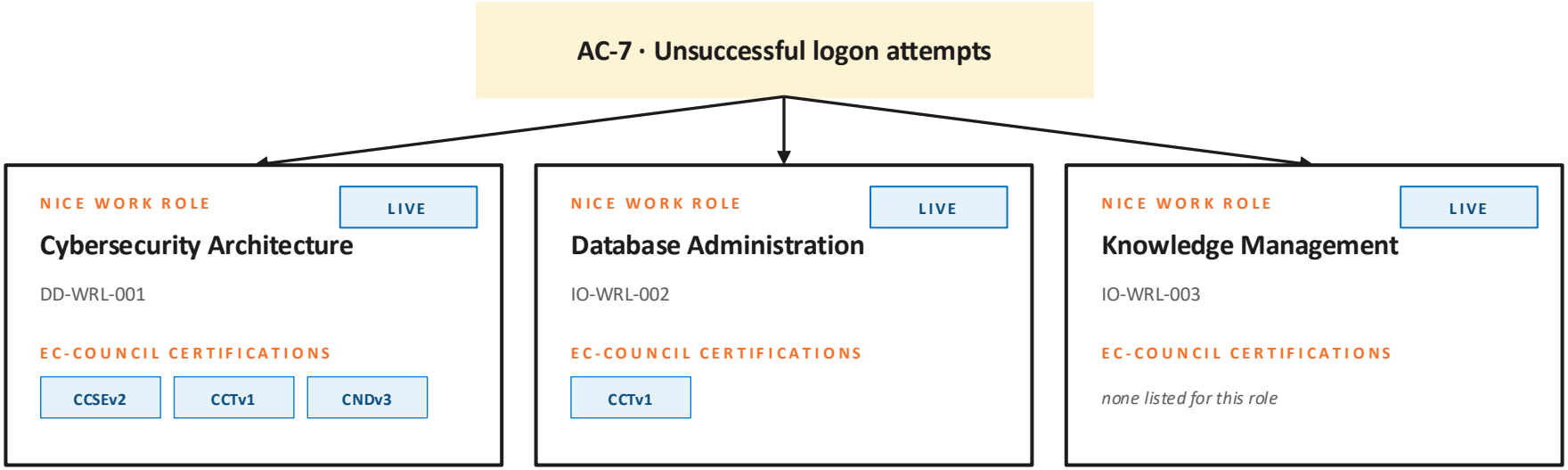
Proof of absence on the web: NIST 800-171 3.1.1, "No source states a mapping between these directly." 20 Oct 2026

THE CLAIM, KEPT NARROW

Provenance on every mapping. Proof of absence. Traced vs derived, labelled. API and MCP for agents. Air-gapped path: roadmap, not shipped.

C3 · C4 · pack R3-03, R3-04, R8-06

A requirement can need several specialists



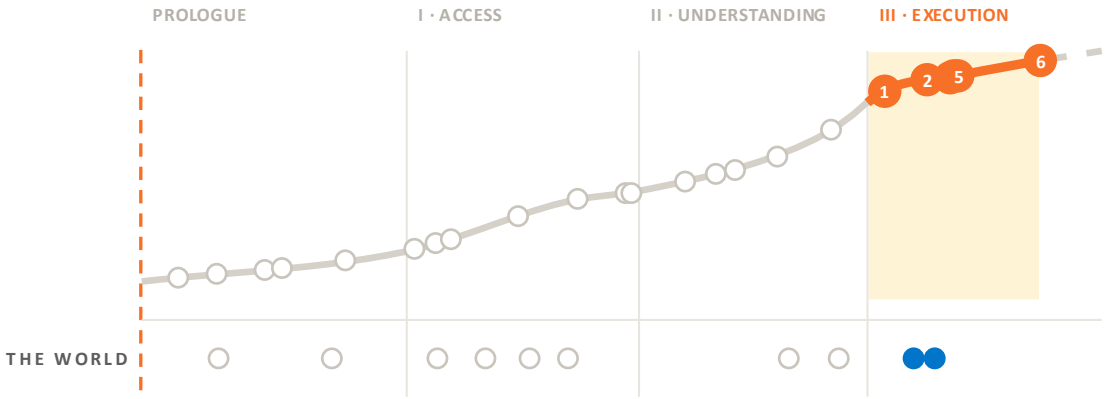
Roles from the NICE Framework, certifications from EC-Council, both live on every control page. The page says it plainly: "This is an inference across published mappings, not a single claim by anyone… A certification prepares someone for a role. It is not evidence that a holder is qualified."

C1 · C3 · C4 · pack R2-03, R3-11

Execution

C5 FINANCES, OPERATIONS, PEOPLE · C6 GROWTH AND FUNDING · C7 PERSONAL GROWTH

Showing our work meant showing what we couldn't do.



1. 12 Aug '26 honest zero
- 1 Sep '26 Fable 5.1
2. 10 Sep '26 /scamper ships
- 15 Sep '26 Jev (TypeSafe)
3. 25 Sep '26 Jev into the stack
4. 28 Sep '26 QBatch off; agents code
5. 1 Oct '26 selling first, nightly check
6. 25 Nov '26 deck due

act card

Our contribution belongs in a larger workflow

Requirement → **Interpretation** → **Evidence** → **Implementation**

STIGViewer's contribution: the crosswalk with its sources, and the gaps, inside tools people already run

Strike Graph

GRC platform, 357 organisations

Reseller terms signed 14 Oct 2026; sales from mid-December. Investment closed 21 Aug.

PARTNER FORECAST

DTA

Content and training

Content in their product at the same price and share; paperwork with lawyers. Five calls on record.

IN PAPERWORK

CSA

Cloud Security Alliance

CCM mapped in, non-exclusive; mappings approved by Jim Reavis, 7 Oct.

AGREED

Senteon · Policycode

Resellers

Active; 528 reachable accounts between them.

ACTIVE

Mission: make the rules that govern work open, current and provable, so people and AI agents can do regulated work without guessing. Vision: from the rule to the role to the machine, with the source and date behind the answer.

C1 · C3 · C4 · C6 · pack R2-03, R4-03, R4-08, R8-07

An unrun test tells me nothing about demand

17 AUG · PLANNED

Rock 1 designed, kill criterion written first

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

BY 31 AUG · WHAT HAPPENED

The test was never administered

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.

26 AUG · THE CALL

Gate brought forward on the evidence

“Outbound hasn’t failed its test. It has never been administered one.” Partner-sourced distribution promoted to primary. Outbound demoted.

A failed execution is not evidence of no demand. The September manual sends came after the 26 Aug decision and aren’t evidence for it. Apollo auto-renewed at $495 with no owner; the seats are on the cancellation list.

C2 · C4 · C7 · pack R2-02, R8-04

The strategy had to change a decision

ON THE TABLE

$500K stake in a joint venture

RegGenome asked, in several meetings, Sep to Dec 2025: their regulatory data plus our crosswalk, shared ownership.

→

THE TEST

Policies and capacity

Partners carry us, but we hold positions, we don't run them. The numbers: $500K and the founder's hours funding their burn, against an anchor that needed both.

→

WE CHOSE

Decline the stake, pursue content

Pass, 10 Dec 2025. Content partnership countersigned 5 May 2026. RegGenome ended it 6 Jul 2026 over enrichment rights. No ownership to unwind.

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

Show your work | Written, not remembered | Human above the loop | **Translation, not conquest** | **Measure, then decide**

C4 · C6 · C7 · pack R4-04, R4-07, R8-07

Automation didn’t remove accountability

THE OPERATING MODEL, AS STATED

Evidence in

Monday scorecard, written decision records, the nightly check

→

Agent work

Ten department agents and a Chief of Staff, Oct 2026

→

Named human release gate

A person signs before anything ships

→

Shipped output

Code, content, outbound

1 Jun 2026	Couldn’t tell generated from understood. The gate is written.
17 Jun	Published on LinkedIn.
8 Jul	SCF 2026.2 ships it as control AAT-33, “Release Owner Gate for AI-Augmented Content”.
25 Sep	Enforced on merges in our own gstack plugins.

Stated scope

Enforced on the merge path since 25 Sep; applied by rule to outbound since 31 May. Not a blanket certification of every output path.

Show your work | **Written, not remembered** | **Human above the loop** | Translation, not conquest | Measure, then decide

C4 · C5 · C7 · pack R5-03, R7-11

Attention, payment and repeated use are different

37,000

visitors a month

Jul to Sep 2026 average, PostHog unique visitors, test accounts excluded. October is running four times that with a 75% bounce rate; unverified until the source is known.

MEASURED

112 of 192

verified of signups

Since 1 May. Event-level count; identity breaks at checkout, so the ratio overcounts (R5-09).

MEASURED, EVENT-LEVEL

$1,625

three invoices, two payers

Stripe, since 28 May. August's reported zero corrected 17 Oct from the invoice table.

INVOICE RECORD

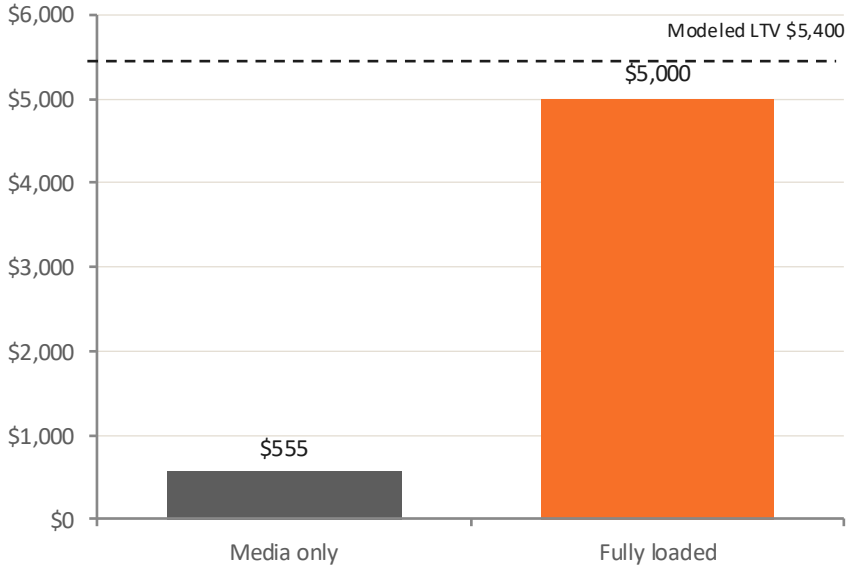
Separately: 21 real organisations in Stripe; 19 covered under the DoD agreement (count yes, dollars no); 2 pay directly. Founder-dashboard count.

Three different denominators and windows. Not a cohort funnel. Three invoices in five months is not a trend. Evidence snapshot 17 Oct 2026.

C2 · C4 · C5 · pack R1-01, R2-05, R2-06, R5-09



Founder time changes the economics



Customer acquisition cost per paying customer, modeled at 3% verified-to-paid. R5-01.

Cost per verified signup	$16.66 media · about $150 fully loaded (adds founder selling time at $6K a month)
Conversion	3%, modeled. Actual: 2 paid through Stripe, 1 invoiced
LTV	$2,000 ACV × 90% gross margin × 3 years (33% churn, assumed) = $5,400
LTV : CAC	9.7 : 1 media only · 1.08 : 1 fully loaded
Payback, fully loaded	$5,000 ÷ $150 per month = 33 months

MODELED

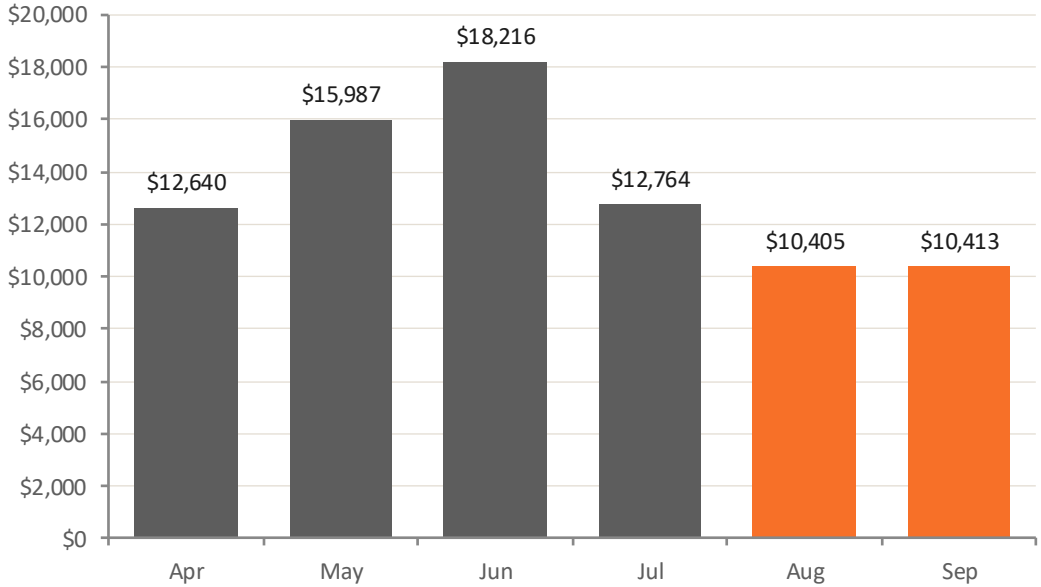
$150 = $2,000 × 90% ÷ 12

TARGETS, NOT RESULTS

CAC under $900 · LTV:CAC 3:1 or better · payback under 6 months · partner-sourced accounts at near-zero CAC, a hypothesis until one closes

C5 · C6 · pack R5-01, R8-09

The operating baseline is about $10.4K a month



QuickBooks P&L, Apr to Sep 2026, expenses as presented in the original deck. Highlight: the Aug to Sep run-rate used in the model.

$80.4K

six-month total · average $13.4K a month

The six displayed months sum to $80,425; the stated total is $80,424. Rounding, kept visible.

INCOME READS $0

A scope issue, not a denial of receipts. The JV, consulting and settlement money ran outside QuickBooks, and the Stripe payouts ($1,625) aren't booked there yet. Booking them is an open item. The sources don't yet tell one reconciled story.

C5 · pack R5-04, R8-10

400 licences: a partner forecast, not booked orders

Strike Graph's CRO

Mid-range forecast given to their board. Timing updated with Strike Graph, 22 Oct 2026: sales from mid-December.

→

Their commercial operation

Marketing, advertising, trade shows, sales-development reps. The capacity the forecast rests on.

→

400 licences, mid-Dec to mid-Aug

One licence per customer organisation: their forecast of organisations buying, existing and new, against 357 served today. 50 a month; nothing forecast after August.

FORECAST, NOT ORDERS

ATTRIBUTION, AS APPROVED 20 OCT · TERMS SIGNED 14 OCT

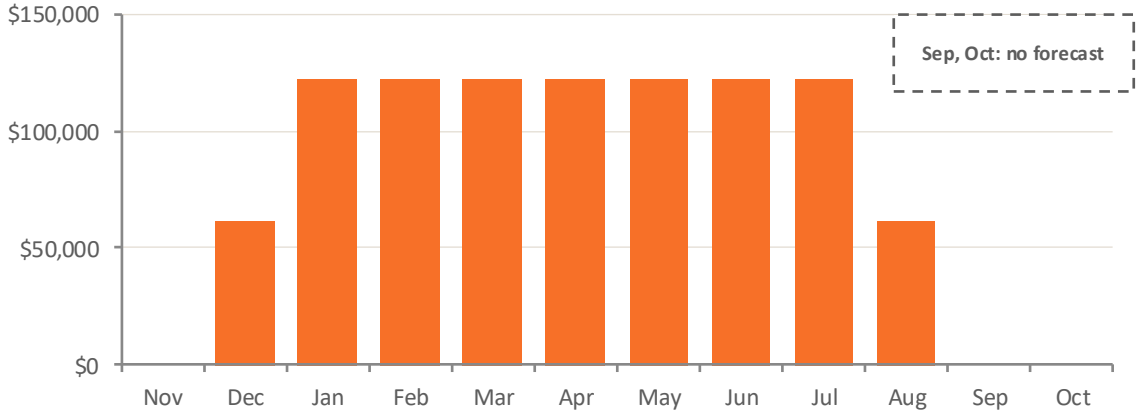
I'm a Strike Graph shareholder and have seen the board materials; they're theirs and aren't reproduced here. Reseller terms signed 14 Oct 2026; the model uses $3,500 a licence and a 70% share. Delivery and sales execution remain dependencies.

C5 · C6 · pack R5-08

The partner assumption drives the first year

400 × ($3,500 × 70%) = 400 × $2,450 = $980,000

modeled partner revenue, mid-Dec 2026 to mid-Aug 2027, 50 a month (half months in Dec and Aug). Not profit. Not booked revenue. Organic, about $7,000, modeled separately.



Monthly allocation, 22 Oct rerun (R5-08): $122,500 a month, $61,250 in each half month.

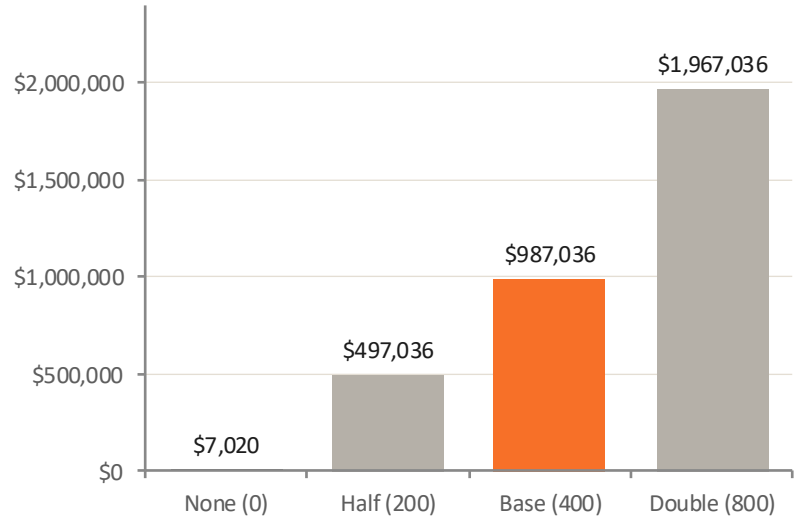
Price	$3,500 gross, model input
Share to us	70% = $2,450 a licence, model input
Continuation	None. Strike Graph isn't forecasting past August, so neither are we.
Terms	Signed 14 Oct 2026.

MODELED

C5 · C6 · pack R5-04, R5-08, R8-10

No partner sales means a different operating plan

Modeled first-year revenue



Licences mid-Dec to mid-Aug; nothing after. Cash at right includes the Growth Lead's 10% share. Organic identical in every case. 22 Oct model: R5-08.

Month-12 cash and operating response

None

$53K cash at m12

Embed slips. Cut tooling and contractors to $6K a month from month six; keep the engine and the gate; decide at month six.

Half

$463K cash at m12

Founder time to Strike Graph's sales team and the quote path. No new build until attach recovers.

Base

$904K cash at m12

Hold the plan. Deliver the embed. Review at the Monday scorecard.

Double

$1.79M cash at m12

Content delivery and partner pages first. Bring the Growth Lead's start forward.

A management plan, not actions taken. Partner concentration is the risk the model makes visible.

Operations need cash, not portfolio valuations

OPERATING CASH AND FUNDING · MOXYWOLF LLC

about $140K

cash on hand, 16 Oct 2026 · 10 to 13 months of expense coverage

PRELIMINARY, UNRECONCILED TO BANK

Cash in, dated: DoD $140K · In-Q-Tel consulting $100K · settlement: confidential, no figure · DeepFeedback about $35K, in the JV account, not MoxyWolf's.

Funding plan: partner revenue share · consulting by exception · publisher licences. No raise planned at the 17 Oct snapshot.

POSITIONS HELD BY VERTEX HOLDINGS, THE PARENT

None liquid. None fund operations.

SunCoast Ventures	2.5%, stake valued about $325K per signed agreement
Strike Graph	Series A-1 Preferred, $100K, closed 21 Aug 2026
DTA	2%, pending with lawyers
Declined	$500K RegGenome JV stake, Dec 2025

They don't fund this operation unless a distribution actually occurs. None is assumed.

Old pp.35, 37, 23. Source agreements confidential and not included; the settlement gets one answer: confidential. R6-05.

C5 · C6 · pack R6-04, R6-05, R8-12, R8-13

Break-even depends on partner execution

Base · 400	Revenue: month two (Dec, a half month), about 4× costs; about 5× from January, Growth Lead share included	Cash, net 30: month three (Jan). Nov and Dec are cash-negative; low point $119K.	MODELED
Half attach · 200	Revenue: month two, about 2× costs; about 4× from January	Cash: month three	MODELED
No attach · 0	Not within 12 months	Organic reaches about $1K a month by month 12; cash $53K after month-six cuts	MODELED

After mid-August the model goes quiet on purpose. September and October run on about $1K a month of organic revenue against a $10.4K cost base: cash peaks at $914K in September, then falls about $9.4K a month.

Conditional model result, not achieved. Costs: $10,409 a month (Aug to Sep run-rate) plus the Growth Lead's 10% of partner revenue. Full plan: R8-13.

Core work needed an accountable owner

BEFORE

External dependency

Agencies and a contractor owned core work: KingdomKode (ended by them, Feb 2026), Edify (closed by us), QBatch at $35 an hour (switched off Sep 2026; the agents out-coded him). Problem recognised Feb 2026, change completed Sep 2026.

AFTER

Internal engineering ownership

Michael Flanagan runs engineering

Founder commercial responsibility

Dorian sells first every day; the nightly check scores it

Selective contractors

1099s with written acceptance criteria and a dated gate on every engagement

Agent support

Chief of Staff and ten departments; they cost tooling, not salary

NEXT HIRE

Growth Lead. 10% of partner revenue, in the cash model (N22). Plan: R5-07a.

GATED ON PARTNER REVENUE

THE RULE SINCE

No external team owns core work. Motivation and pay: equity and partner-revenue share for people; agents cost tooling.

Old p.32, p.29, pp.41 to 42. Names only where they explain current accountability. Team evolution and endings, told neutrally: R8-08, R8-15.

C5 · C7 · pack R5-06, R5-07, R5-07a, R5-07b, R7-03, R7-07, R8-08, R8-15

A valuation range, not a declared value

MODELED

$300K to $700K today

$600K to $1.5M once a quarter of licences is verified at the forecast rate (50 a month or more). Strike Graph terms: signed 14 Oct.

REPLACEMENT-COST FLOOR

$240K to $325K

What the build actually cost: $240K of outside cash in (DoD $140K, In-Q-Tel $100K; R6-05), plus founder time at the pack's own $6K a month (R5-01) for the fourteen months since Michael took the helm. Doesn't depend on the forecast.

SCENARIO-WEIGHTED (PRIMARY)

$335K to $669K

The four forecast scenarios weighted 25 / 35 / 30 / 10 ($7K / $497K / $987K / $1.97M) give $669K of expected year-one revenue; a 3× to 6× GRC multiple compressed to 0.5× to 1.0× for partner concentration, execution risk and unproven PMF. Terms are signed (14 Oct), so the 25% zero case now carries execution risk, not contract risk.

COMPARABLE DEALS (CEILING CHECK)

$600K to $1.1M

Content and data-licensing deals clear 4× to 8× with proven PMF and several channels. At 0.6× to 1.1× of base-case revenue this is a sanity check on the top, not a driver.

Acquisition by a GRC platform

return = multiple on proven ARR at sale, not forecast ARR; premium possible for the provenance data asset and 22 years in the category

Independent licensing

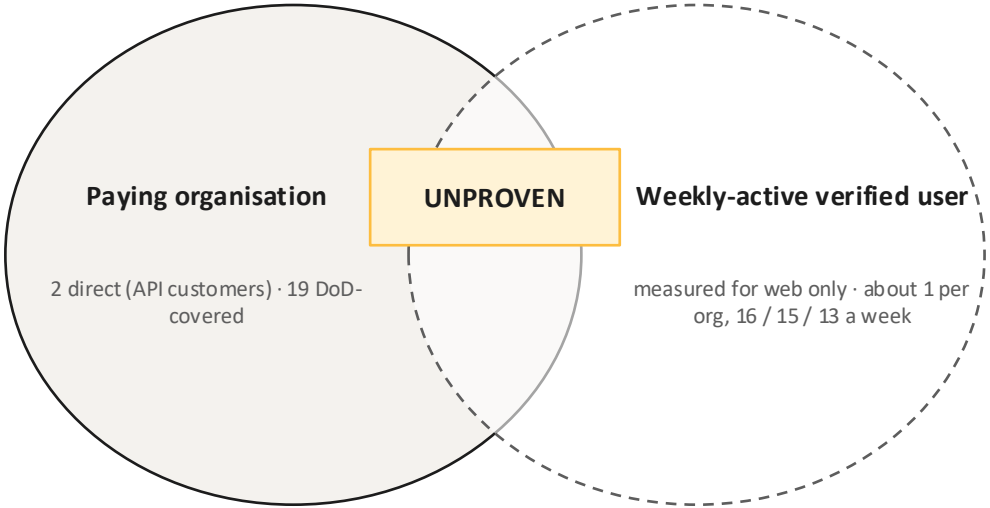
yield on crosswalk fees across several platforms; the de-risking path, because it answers the one-partner objection

Stay in the studio

negotiated private liquidity: dividends, secondary or buyback; lowest variance, no comp needed

C6 · pack R5-01, R6-02, R6-03, R6-05, R8-12

Paying organisation + weekly-active verified user



MEASUREMENT GAP

API activity isn't instrumented weekly. Both directly paying organisations use the API. So the qualified result is unproven, not zero, and not achieved.

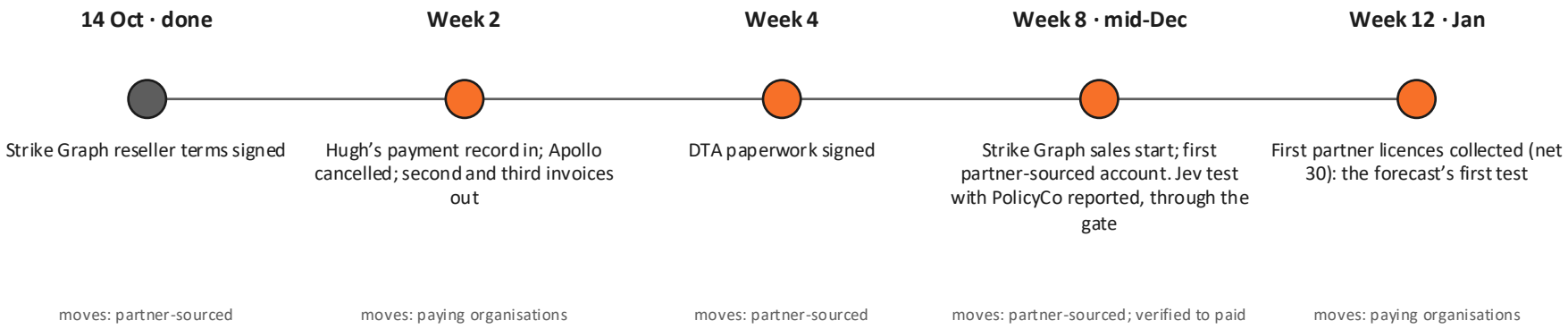
Weak web return (1 of 50 verified came back a second week, gate log 21 Sep to 16 Oct) can't establish paid API retention.

Old p.21 and p.45. R3-07 PMF indicator sheet (gate_events joined to verified sessions; log begins 17 Sep 2026). Not a zero dashboard.

C2 · C3 · C6 · pack R3-07

Make paid, repeated use measurable

PLANNED



THE MEASUREMENT DEPENDENCY

Instrument API usage per organisation so payment and repeated use can be counted together. Owner: Michael. Without it, the North Star stays unproven.

Dated plan from the 17 Oct snapshot (old p.45, p.21), realigned 22 Oct to the signed terms and the mid-December sales start. Planned items stay planned. Full plan and scorecard: R6-07, R8-14.

C3 · C5 · C6 · pack R3-05, R6-07, R8-14

I changed how I decide

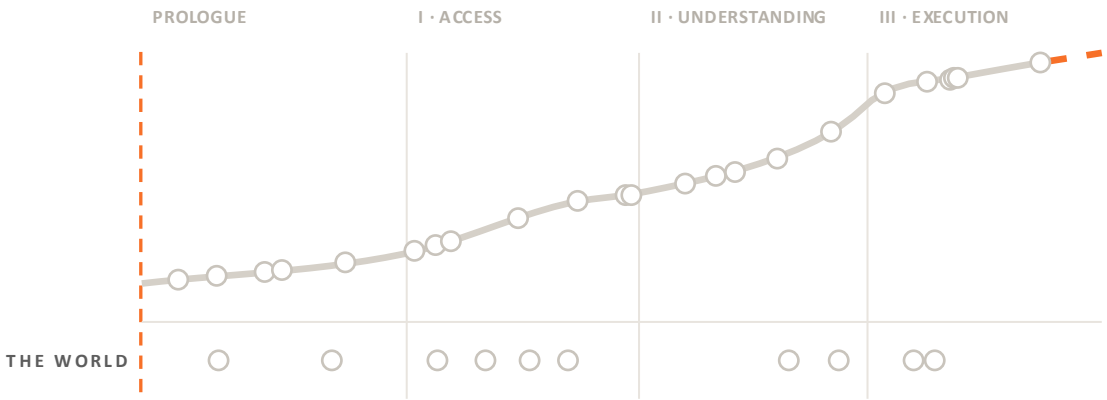
Activity → **Evidence**	Four bets all found demand; one earned the next dollar and hour (N05, N06)
Remembered → **Written**	Kill criteria first; the RegGenome pass in six written steps; the gate (N14, N15, N16)
Shared assumption → **Named owner**	Michael owns engineering; I own selling; a person signs every release (N25)

Only claims demonstrated earlier in this talk. Old pp.40 to 44; mentorship, endings and the delayed invoice: R8-15.

C7 · pack R4-08, R7-02, R8-15

The notebook

Half the year rides on someone else's forecast, and the model says so.

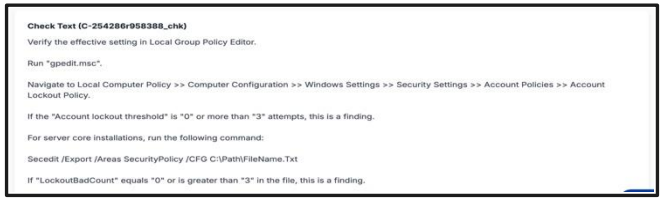


act card

The compliance lead’s notebook, 2026

“Auditors and engineers read the same regulation in two languages, and nobody’s built them a dictionary.” 2009

The rule. Found, with its check and its fix.	AVAILABLE
Why it connects, and who said so.	AVAILABLE
What it doesn’t cover. In writing.	AVAILABLE
Who does the work.	LIVE





Addressed	**34**
Addressable, other STIGs	**36**
Residue, no STIG	**40**

Windows Server 2022 STIG V-254286 → NIST AC-7 → 800-171 3.1.8. Captures and MCP coverage: 20 Oct 2026. Available components for a security lead’s task. No time saved or audit passed is claimed.

The next page

Who does the work. LIVE

NICE work roles and EC-Council certifications on every control page, inference disclosed.

What they need to know. LIVE

EC-Council education and skills per role, live on the control pages. Department of Labor and NIST role data beside it.

Inside the tools he already runs. PARTNER-DEPENDENT

Strike Graph signed 14 Oct, selling from mid-December; DTA in paperwork; an air-gapped path on the roadmap, not written.

Intended change for the security lead: a clearer requirement, its basis, its gap, and eventually who is responsible. Intended, not demonstrated. The labels say which is which.

C3 · C4 · pack R2-03, R3-05, R3-11

A clearer next action, with evidence behind it.

“How much of the others have I already done?” 2006

Access · Understanding · Execution

Find the rule. Inspect why it connects, and who said so. See where it ends. Then act.

Owner-confirmed recollection, 20 Oct 2026

C1 · C4 · C7

A01 · Where the evidence lives: criteria, slides, resource pack

The resource pack is the data room. N numbers are stable narrative IDs, not page numbers. Each live slide retains its criterion and pack IDs.

Criterion	Top pass looks like	Narrative IDs	Resource pack
C1 Problem, value proposition, audience	Thorough customer discovery; a deep or common problem; strong niche expertise	N01 to N07, N04b, N11 to N13, N30	R1, R8-02, R8-03, R8-06
C2 Discovering traction	Strong experiment design and execution; evidence-based decisions from risky assumptions; revenue-based traction with a trend	N06, N06b, N08, N09, N14, N17	R2, R8-04, R8-05, R8-14
C3 Journey to PMF	Product experiments from risky assumptions; differentiation vs competitors; customer needs and a compelling roadmap	N08 to N12, N11b, N27, N28, N30, N31	R3, R8-05, R8-06, R8-14
C4 Strategy, vision, mission, values	Strategy aligned with market and competition; VMV as a meaningful framework for decisions	N10, N13 to N16, N17, N29	R4, R8-07, R8-14
C5 Finances, operations, people	Drivers of growth; scenarios; funding plan; past performance; multi-quarter forecast; hiring and retention	N16 to N25	R5, R8-08 to R8-11
C6 Growth and funding	Drivers; scenarios and futures; a plan to self-generate or fund growth	N13, N18, N20 to N28	R6, R8-11 to R8-14
C7 Founder growth and leadership	Commitment, resilience, humility, curiosity; a compelling, well-delivered account	ARC, N01, N02, N04b, N05, N10, N14 to N16, N25, N29, N32	R7, R8-02, R8-07, R8-15