



Turning Founder
Insights into Impact



Our Lean Canvas

Validation before commitment

Equity after Proof

Founder/Author Enablement

Validation Methodologies

Joint Ventures

Owned Distribution

Deep Industry Insights

Trust earned over decades



About MoxyWolf LLC

MoxyWolf is a venture studio. We take early-stage product ideas and turn them into validated businesses – providing capital, infrastructure, and operational support while Operators and Idea Authors provide vision, expertise, and execution.

The model exists because traditional startup paths are broken. Founders choose between keeping equity and getting resources. Accelerators take ownership before anything's proven. Co-founder negotiations breed resentment. Everyone commits before anyone knows if the thing works.

We built a different structure.

What that looks like in practice →

How It Works

Products run inside MoxyWolf during validation. No separate entity until proven. Operators get development pay plus 25% revenue share – then earn equity at spin-out based on milestones, not negotiation. Idea Authors keep their IP while getting a real productization pathway.

What We Bring: 22 years in compliance. 20 patents. DISA partnership. 35K weekly visitors. 60K buyer list. 100K+ LinkedIn. Distribution and expertise that took decades to build.

Current Portfolio: STIGViewer (live), DeepFeedback.ai (30+ customers), RegGenome (Phase 1), PR-as-MVP (development), AssuredBook (validation).

The throughline: *Distribution, expertise, and structure – each reinforcing the others. Competitors would need two decades to catch up. By then, we're two decades ahead again.*





**Where we are at,
where we are
heading...**



STIGViewer.com

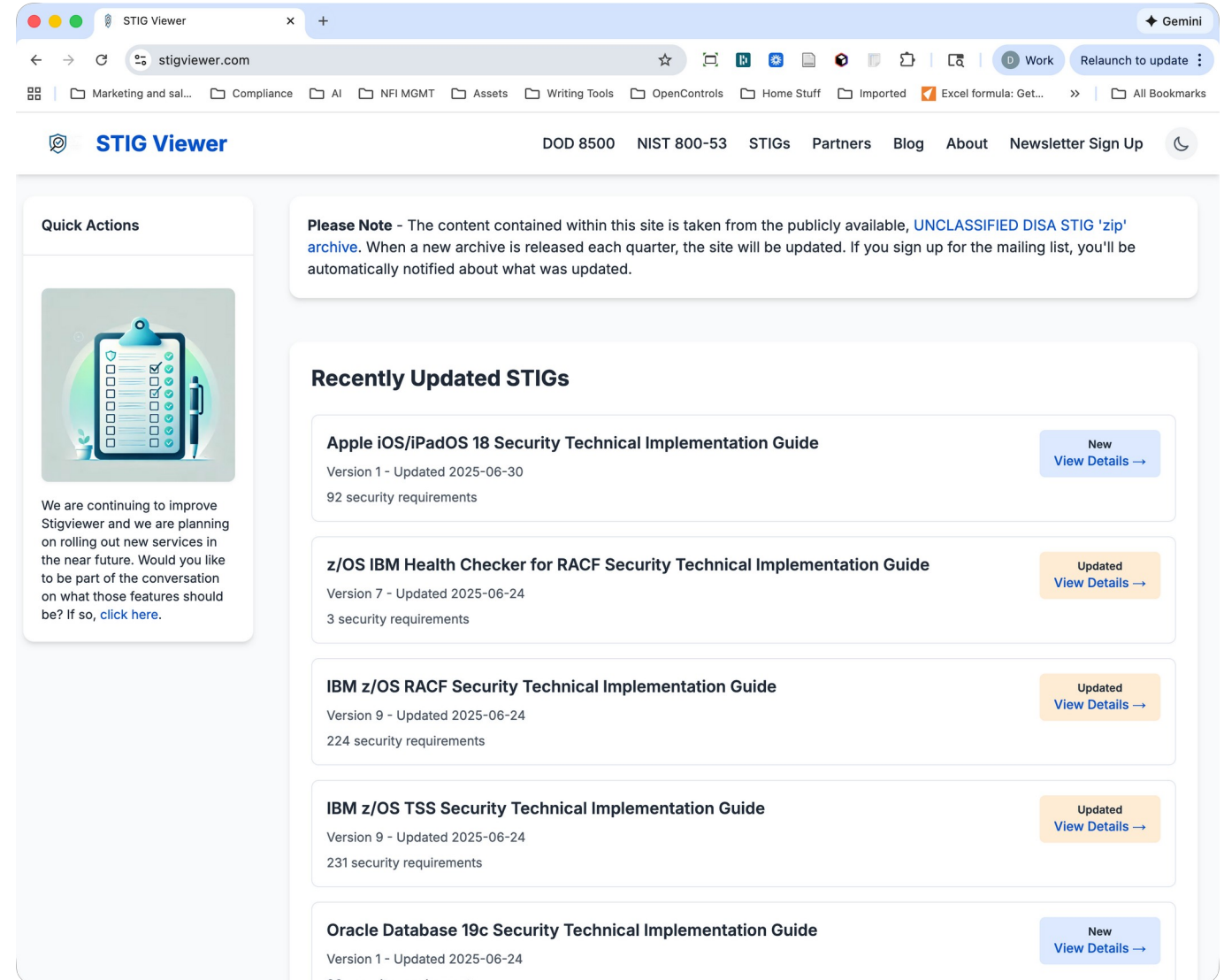
STIGViewer.com is a Non-Governmental Organization (NGO) government partnership between MoxyWolf and the Department of Defense Information Systems Agency (DISA).

DISA STIGs are **Security Technical Implementation Guides** (STIGs) developed by DISA to establish configuration standards for securing Department of Defense (DoD) IT systems against cyber threats. They are detailed checklists for configuring hardware, software, and networks to meet security requirements and are mandatory for organizations within the DoD's information networks.

STIGViewer has been moved over to our control as of November 1 (<https://github.com/MoxyWolfLLC/stigviewer>), and is currently offering *free content* (per our agreement with DISA).

We are a couple of weeks away from launching the API gateway to commercialize and scale access.

A PR/FAQ MVP is forthcoming.



The screenshot shows the STIGViewer.com website in a web browser. The browser's address bar displays "stigviewer.com". The website's header includes the "STIG Viewer" logo and a navigation menu with links for "DOD 8500", "NIST 800-53", "STIGs", "Partners", "Blog", "About", and "Newsletter Sign Up". A "Gemin" button is visible in the top right corner of the browser. Below the header, a "Quick Actions" section features an illustration of a clipboard with a checklist and a pen, accompanied by text stating: "We are continuing to improve Stigviewer and we are planning on rolling out new services in the near future. Would you like to be part of the conversation on what those features should be? If so, [click here](#)." To the right of this section is a "Please Note" box stating: "The content contained within this site is taken from the publicly available, [UNCLASSIFIED DISA STIG 'zip' archive](#). When a new archive is released each quarter, the site will be updated. If you sign up for the mailing list, you'll be automatically notified about what was updated." The main content area is titled "Recently Updated STIGs" and lists five guides with their respective versions and update dates. Each guide entry includes a "View Details" button. The guides listed are: "Apple iOS/iPadOS 18 Security Technical Implementation Guide" (Version 1 - Updated 2025-06-30, 92 security requirements), "z/OS IBM Health Checker for RACF Security Technical Implementation Guide" (Version 7 - Updated 2025-06-24, 3 security requirements), "IBM z/OS RACF Security Technical Implementation Guide" (Version 9 - Updated 2025-06-24, 224 security requirements), "IBM z/OS TSS Security Technical Implementation Guide" (Version 9 - Updated 2025-06-24, 231 security requirements), and "Oracle Database 19c Security Technical Implementation Guide" (Version 1 - Updated 2025-06-24, 96 security requirements).

STIG Title	Version	Updated Date	Security Requirements	Action
Apple iOS/iPadOS 18 Security Technical Implementation Guide	Version 1	2025-06-30	92	New View Details →
z/OS IBM Health Checker for RACF Security Technical Implementation Guide	Version 7	2025-06-24	3	Updated View Details →
IBM z/OS RACF Security Technical Implementation Guide	Version 9	2025-06-24	224	Updated View Details →
IBM z/OS TSS Security Technical Implementation Guide	Version 9	2025-06-24	231	Updated View Details →
Oracle Database 19c Security Technical Implementation Guide	Version 1	2025-06-24	96	New View Details →



Gryphon Investors

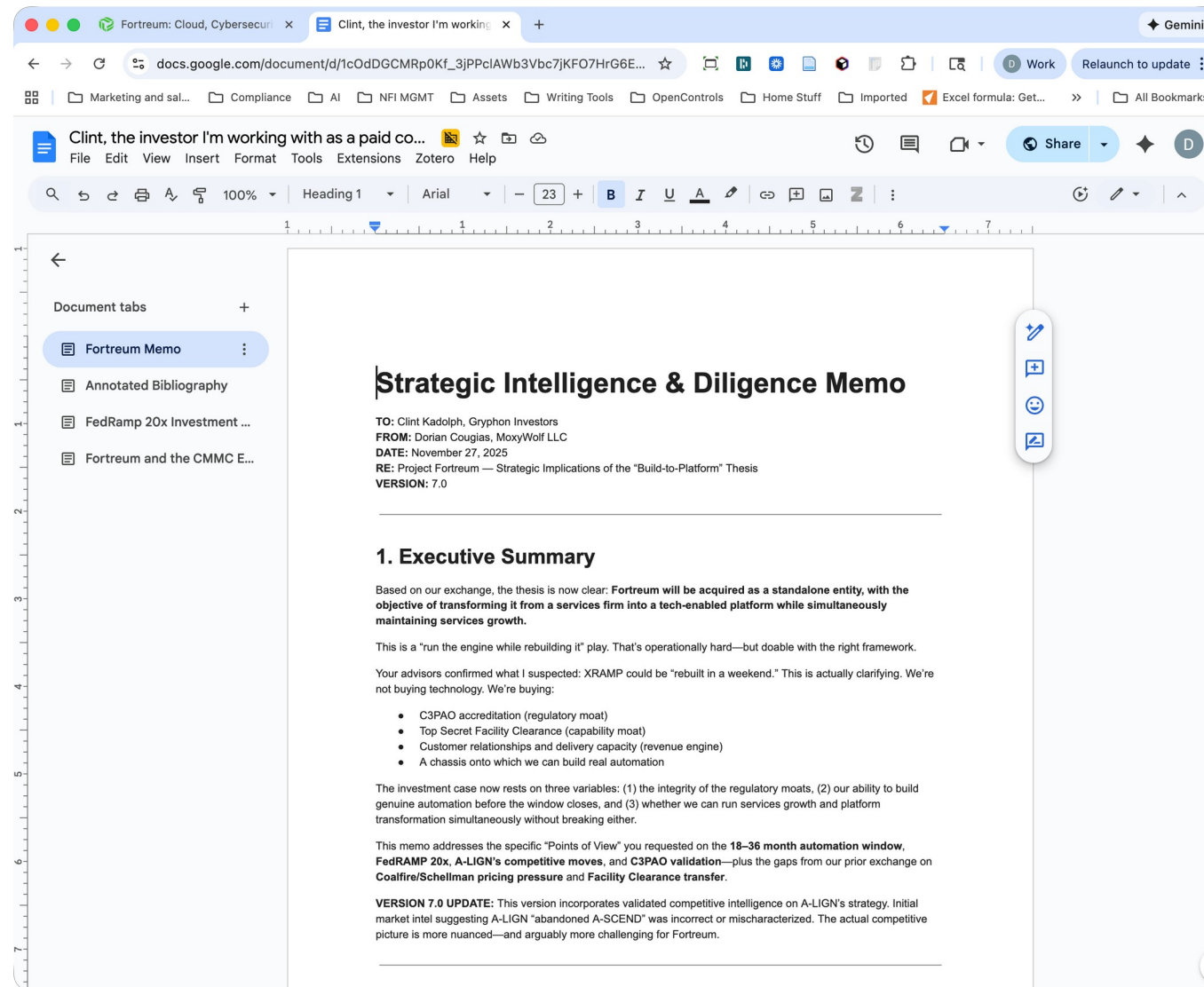
MoxyWolf is advising Gryphon Investors on a potential acquisition in the cybersecurity compliance space. A \$24M 3PAO firm specializing in FedRAMP and CMMC assessments. Our role is technical due diligence and strategic fit analysis, specifically evaluating whether their platform claims hold up and how the target might integrate with existing portfolio companies in compliance automation.

Billing \$500 an hour, we've so far logged 22.5 hours and delivered our first report:

<https://go.moxywolf.com/gryphon1>

The reason this project is notable is that if it moves forward, MoxyWolf will have a seat on the advisory board of the organization in exchange for 1-2% of the stock.

Fortreum is a prime candidate for acquiring the use of the STIGViewer API content.



The screenshot shows a Google Docs interface with a document titled "Strategic Intelligence & Diligence Memo". The document is open in a browser window with the address bar showing "docs.google.com/document/d/1cOdDGCMP0Kf_3PPclAWb3Vbc7JKFO7HrG6E...". The document content includes a header section with the following information:

TO: Clint Kadoh, Gryphon Investors
FROM: Dorian Coughias, MoxyWolf LLC
DATE: November 27, 2025
RE: Project Fortreum — Strategic Implications of the "Build-to-Platform" Thesis
VERSION: 7.0

The document is structured with a table of contents on the left side, listing "Fortreum Memo", "Annotated Bibliography", "FedRAMP 20x Investment ...", and "Fortreum and the CMMC E...". The main content area is divided into sections, with the first section being "1. Executive Summary". The summary text states: "Based on our exchange, the thesis is now clear: **Fortreum will be acquired as a standalone entity, with the objective of transforming it from a services firm into a tech-enabled platform while simultaneously maintaining services growth.**"

The document also includes a section titled "Your advisors confirmed what I suspected: XRAMP could be 'rebuilt in a weekend.' This is actually clarifying. We're not buying technology. We're buying:" followed by a bulleted list of factors:

- C3PAO accreditation (regulatory moat)
- Top Secret Facility Clearance (capability moat)
- Customer relationships and delivery capacity (revenue engine)
- A chassis onto which we can build real automation

The document further discusses the investment case, stating: "The investment case now rests on three variables: (1) the integrity of the regulatory moats, (2) our ability to build genuine automation before the window closes, and (3) whether we can run services growth and platform transformation simultaneously without breaking either."

The document concludes with a section titled "This memo addresses the specific 'Points of View' you requested on the 18–36 month automation window, FedRAMP 20x, A-LIGN's competitive moves, and C3PAO validation—plus the gaps from our prior exchange on Coalfire/Schellman pricing pressure and Facility Clearance transfer."

The document also includes a "VERSION 7.0 UPDATE" section, stating: "This version incorporates validated competitive intelligence on A-LIGN's strategy. Initial market intel suggesting A-LIGN 'abandoned A-SCEND' was incorrect or mischaracterized. The actual competitive picture is more nuanced—and arguably more challenging for Fortreum."



RegGenome

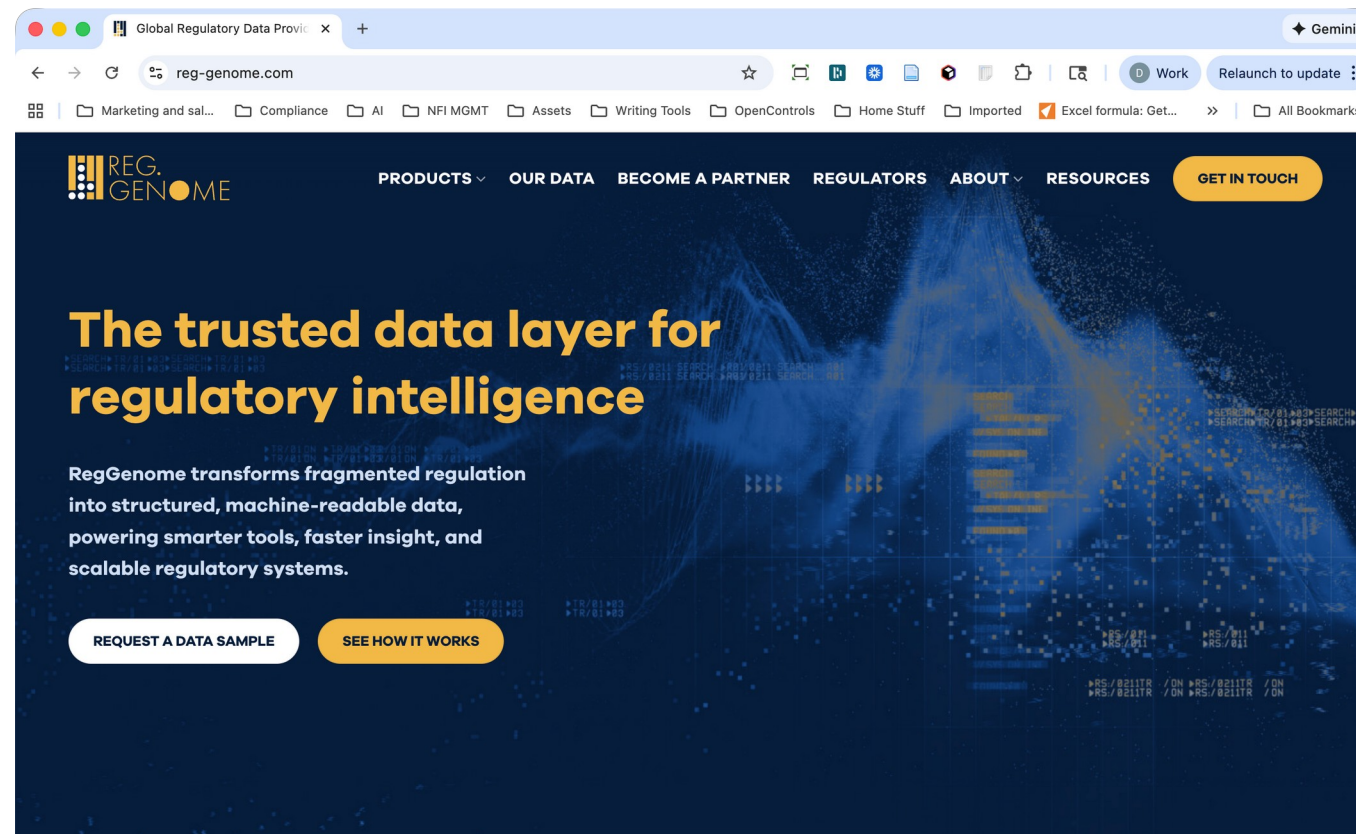
RegGenome's Board of Directors approached Moxywolf with an offer – create a three-part MOU. Parts 1 & 2 explore the potential of building out their “sell through to” (sell through GRC and SecOps tools to end user organizations) plan. *If* it is technically feasible (part 1) and there is market fit (part 2), proceed to a joint venture (part 3) and launch Nexus by RegGenome with MoxyWolf.

<https://reg-genome.com>

RegGenome is wholly owned by Cambridge University, and as such, moves **incredibly slowly** (they like to point out their university is three times older than my country).

Part 1 is underway. Technical feasibility is about 1/3 of the way finished. Once we *know* we can build it, we will launch a PR/FAQ as the initial MVP.

If *that* gets traction, we'll build a Wizard-of-Oz MVP to *ensure* product market fit.



WHAT WE DO

Structured regulatory data, built for automation and scale.

Regulation is changing faster than solutions can adapt, and the data layer hasn't caught up.

We transform fragmented, unstructured regulation into machine-readable



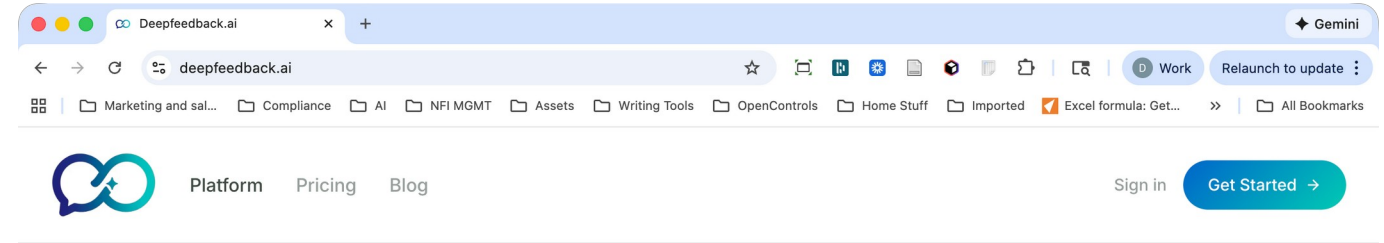
DeepFeedback.ai

DeepFeedback.ai is a qualitative survey tool based on The Mom Test principles by Rob Fitz. It was originally conceived and developed by the brothers that created Prompt-genie.com. MoxyWolf was asked to take over product direction, sales, and marketing as part of a Joint Venture between the brothers and the organization.

<https://deepfeedback.ai>

The product is up and running, after many starts and stops (development is done in India by the brothers' team), with the first 30+ customers finally under our belt.

The first nurturing campaigns are now underway, as well as establishing thought leadership and building the brand.



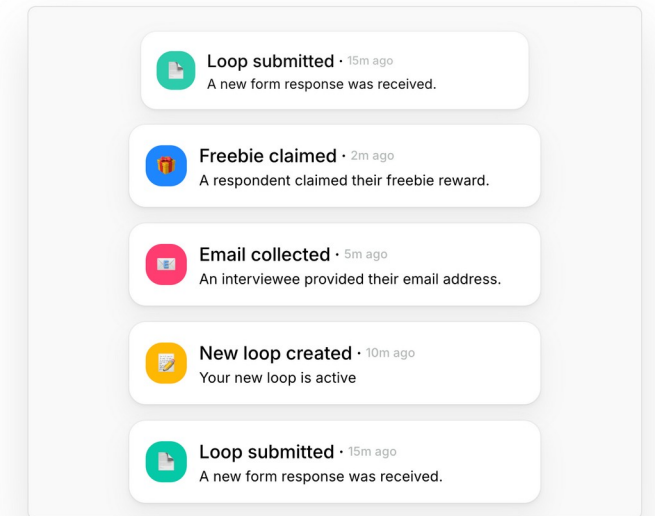
Introducing AI-Powered User Research

Automate User Interviews, Uncover Hidden Insights

Transform how you understand your customers with AI-driven interviews that adapt in real time—delivering actionable insights that fuel growth

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Press Release as MVP

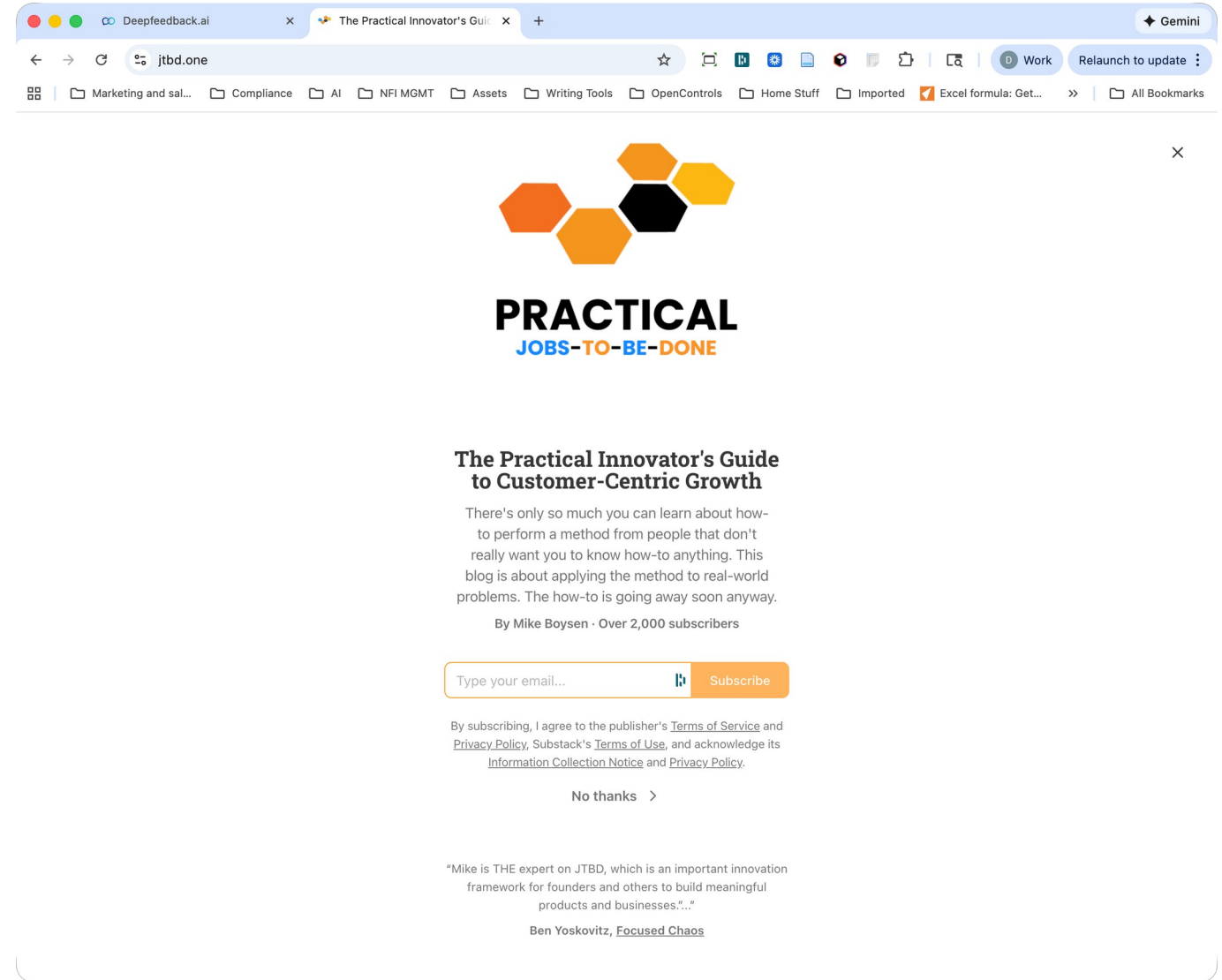
This is an “Author Assist” project with Mike Boysen (of Jobs to Be Done). It is a key part of the *Frontier Founder* series that Google has asked MoxyWolf to participate in. This project is following the same three-part MOU structure the RegGenome project is following.

The *promise* is that the 2-month long PR/FAQ system from Amazon can be boiled down to a series of 10 intermeshed agents, backed by critical knowledge. The PRD is over 400 pages, the knowledge files 2 gigabytes of text. The orchestrated agentic system is something to behold.

Within a week we will know what the “technical build” might take. Our team has been working on this for quite some time. We already have the book content (142 pages). Once we know what we have and when it can be produced, we’ll launch a landing page with the PR/FAQ and signups.

From there, we’ll be able to launch a working prototype to garner product/market fit.

If those succeed, we’ll finalize the publishing JV with the Jobs to be Done team and launch the book with SaaS site.



Assuredbook.com

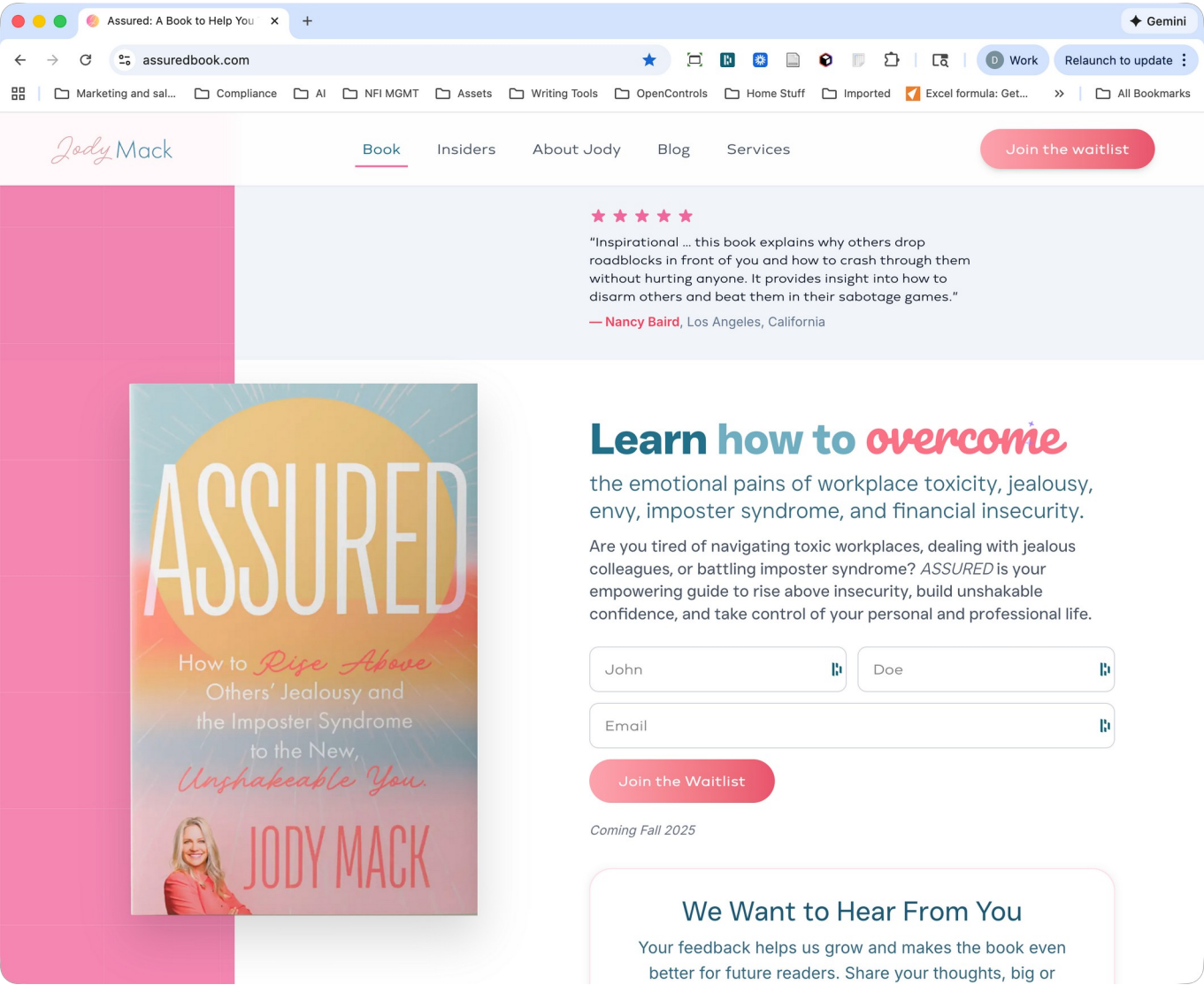
Assuredbook.com is, quite frankly, my wife's book publishing project. MoxyWolf has taken over the site and marketing end of the book, whilst she and her editor have maintained development of the book's content.

<https://assuredbook.com>

Instead of a PR/MVP we opted for giving away free chapters for quotes. (see the insiders link), wherein we've garnered 25 testimonials to date as well as great insight into further edits of the chapters.

A concerted DM linkedIn campaign launched Thanksgiving weekend to obtain more testimonials as the book's content is being finalized.

Once finalized, we will move into production with one of three potential publishers who have reached out to her.



Lean Canvas

There are nine different segments to this canvas, presented as titles to the right.

The rest of the pages in this deck are dedicated to the core elements of each segment of the canvas.

Problem Simplicity: Define the main problem our customers face in clear, straightforward language, avoiding unnecessary complexity or multiple issues in a single statement. Economy of Force: Focus our efforts on addressing the single most significant problem that, if solved, will deliver the greatest value to your target customers and set your business apart from competitors.	Solution Simplicity: Focus on key activities that drive our business forward and eliminate all else. Economy of Force: Direct efforts to activities supporting our value propositions and key segments, avoiding wasteful tasks. Key Metrics Simplicity: Track only the most essential and easily understood metrics that directly reflect progress toward core business objectives. Economy of Force: Focus on metrics that reveal the highest-impact activities, ensuring resources are concentrated where they drive the greatest results.	Value Proposition Simplicity: Create straightforward value propositions that clearly communicate the core benefits to customers. Simplify offerings to ensure clarity and ease of execution. Economy of Force: Focus on delivering value where it matters most to our key segments. Avoid offering too many features that dilute the value or overwhelm customers.	Unfair Advantage Simplicity: State the unique advantage in clear, straightforward terms. Economy of Force: Invest only in advantages that competitors can't easily copy. Channels Simplicity: Use the simplest and most direct channels to reach our customers. Keep distribution efficient by streamlining the delivery methods. Economy of Force: Allocate resources to the most effective channels, cutting down on those that don't generate sufficient return.	Customer Segments Simplicity: Define clear, simple customer segments. Avoid over-complicating our market segmentation and ensure that every part of the business understands who the core customers are. Economy of Force: Focus resources on the most valuable customer segments rather than spreading efforts across too many markets. This selective engagement maximizes the impact of marketing and sales efforts.
Cost Structure Simplicity: Keep our cost structure simple and focused on essential expenses that directly contribute to achieving business objectives. Economy of Force: Optimize costs by focusing expenditures on areas that provide the most strategic value and cutting out wasteful spending.		Revenue Streams Simplicity: Maintain straightforward and understandable pricing models that resonate with customers. Avoid complex pricing structures. Economy of Force: Focus on revenue streams that are most aligned with our core competencies and customer segments, ensuring an efficient use of resources.		



Problem

Simplicity: Define the main problem our customers face in clear, straightforward language, avoiding unnecessary complexity or multiple issues in a single statement.

Economy of Force: Focus our efforts on addressing the single most significant problem that, if solved, will deliver the greatest value to your target customers and set your business apart from competitors.

Operators and Idea Authors can't access venture resources without committing to structures that punish experimentation.

Traditional startup paths force a false choice: keep equity and starve for resources, or take resources and lose control before validation. Standard partnership structures create misaligned incentives where someone gets paid regardless of outcome.

The result: Resources committed before hypotheses tested. Partnerships that breed conflict instead of alignment. The 2.2x speed advantage of studio-backed startups locked behind structures most founders never access.

The throughline: The expensive mistake is always the same – committing before testing. The problem isn't lack of resources or lack of ideas. It's structures that force commitment before validation.

The throughline isn't what we *do*. It's what we *prevent*.

- STIGViewer validates which security controls matter before implementation
- RegGenome validates market demand before building the full platform
- DeepFeedback.ai is literally a validation tool
- PR-as-MVP is a validation methodology
- The Gryphon work is validating acquisition thesis before capital deployment



Customer Segments

Simplicity: Define clear, simple customer segments. Avoid over-complicating our market segmentation and ensure that every part of the business understands who the core customers are.

Economy of Force: Focus resources on the most valuable customer segments rather than spreading efforts across too many markets. This selective engagement maximizes the impact of marketing and sales efforts.

Primary Segments:

Defense contractors and federal agencies navigating DoD security standards

Private equity firms conducting M&A diligence in compliance/GRC space

Frontier founders needing fast, AI-assisted product validation

Non-fiction authors seeking validated market fit and multi-channel distribution

Early Adopters:

Founders/authors burned by build first, validate later and PE firms needing deep compliance domain expertise.

The Throughline: *Domain experts about to commit significant resources who can't afford to be wrong.*

They're not beginners. They're not browsing. They're at the decision point where the next step costs real money, real time, or real reputation.

- The enterprise CISO knows compliance but is about to commit budget to an implementation approach
- The PE partner knows diligence but is about to recommend a capital deployment
- The founder has domain expertise but is about to commit months to building
- The author has hard-won knowledge but is about to invest in production

The common thread: *Experts at the commitment threshold.*

They don't need education about their domain. They need validation that their specific bet is the right one before they make it.



Unique Value Proposition

Simplicity: Create straightforward value propositions that clearly communicate the core benefits to customers. Simplify offerings to ensure clarity and ease of execution.

Economy of Force: Focus on delivering value where it matters most to our key segments. Avoid offering too many features that dilute the value or overwhelm customers.

Single Message:

Validation before equity. Milestones before ownership. Structure that makes testing the default, not the exception.

High-Level Concept:

The venture studio where you earn your cap table.

The Throughline: *We don't ask you to commit before you know. We structure the deal so you don't have to.*



Solution(s)

Simplicity: Focus on key activities that drive our business forward and eliminate all else.

Economy of Force: Direct efforts to activities supporting our value propositions and key segments, avoiding wasteful tasks.

The Framework

Component	What It Does
In-Studio Model	Products run as business lines inside MoxyWolf. No separate entity until validated.
Operator Path	Contractor + 25% revenue share → milestone-based equity at spin-out (up to 40%)
Idea Author Path	Retain IP ownership + exclusive license → revenue share + spin-out equity
Graduation Triggers	Explicit thresholds. Equity follows achievement, not negotiation.

The Throughline: *One structure – validation before commitment, equity after proof.*

We apply the same validation discipline to a \$50M acquisition that we do to a \$5K book.

The Current Portfolio

Product	Domain	Stage
STIGViewer	Defense compliance	Live
DeepFeedback.ai	Product validation	Live, 30+ customers
RegGenome	Regulatory tech	Phase 1
PR-as-MVP	Founder enablement	Development
AssuredBook	Author enablement	Validation



Channels

Simplicity: Use the simplest and most direct channels to reach our customers. Keep distribution efficient by streamlining the delivery methods.

Economy of Force: Allocate resources to the most effective channels, cutting down on those that don't generate sufficient return.

How Partners Find Us

Type	Channel
Owned	Portfolio products (35K+ weekly), legacy list (60K), LinkedIn (100K+)
Borrowed	Founder communities, academic networks, PE/VC relationships
Earned	Substack, podcasts, papers
Referral	Successful partners

The Throughline: *Products are top of funnel. Partnerships are the referral engine.*

How Partners Engage:

Awareness → Interest → Evaluation → Commitment

Content & product usage → Studio guides → Direct conversation → MOU



Revenue Streams

Simplicity: Maintain straightforward and understandable pricing models that resonate with customers. Avoid complex pricing structures.

Economy of Force: Focus on revenue streams that are most aligned with our core competencies and customer segments, ensuring an efficient use of resources.

Revenue Streams

Type	What	When
Services	Consulting, due diligence	Now – funds operations
Product Revenue	SaaS, API, books	Ongoing – validates markets
Revenue Share	75% of net (after Operator's 25%)	Post-cost-recovery
Spin-Out Equity	60% at graduation	Exit events

The Throughline: *Services fund. Products validate. Revenue share returns capital. Equity captures upside.*

Current Mix

Stream	Examples
Services	Gryphon (\$500/hr), enterprise advisory
Products	STIGViewer API, DeepFeedback, books
Revenue Share	In-studio products post-validation
Equity	Future spin-outs



Cost \$tructure

Simplicity: Keep our cost structure simple and focused on essential expenses that directly contribute to achieving business objectives.

Economy of Force: Optimize costs by focusing expenditures on areas that provide the most strategic value and cutting out wasteful spending.

Cost Structure

Type	What	Recovery
Development	Engineering, design, product build, Operator comp	115% from product revenue
Infrastructure	Hosting, tools, AI/LLM APIs	115% from product revenue
Marketing (pre-threshold)	Early customer acquisition	115% from product revenue
Marketing (post-threshold)	Growth spend	Not recovered – growth investment
Operations	Remote office, overhead	Services revenue + revenue share

The Throughline: Invest in validation. Recover before sharing. Minimize until proven.

The Logic

Development costs are investments – recovered at 115% when products hit revenue.

Operations stay minimal – covered by services and revenue share.

Founder time is the constraint – everything else scales.



Key Metrics

Simplicity: Track only the most essential and easily understood metrics that directly reflect progress toward core business objectives.

Economy of Force: Focus on on metrics that reveal the highest-impact activities, ensuring resources are concentrated where they drive the greatest results.

Key Metrics

Category	Metric
Pipeline	Qualified partner conversations/quarter
Velocity	Time from MOU → first paying customer
Validation	% of products hitting MRR milestones
Recovery	% of Development Costs recovered
Graduation	% of products that spin out

The Throughline: Pipeline feeds velocity. Velocity enables validation. Validation drives graduation. Graduation creates equity value.

Portfolio Health

Metric	What It Shows
Total MRR	Current traction
Revenue Share	Capital returning
Equity Value	Long-term upside
Services Revenue	Operations funded

The North Star

Graduation Rate × Exit Value



Unfair Advantage

Simplicity: State the unique advantage in clear, straightforward terms.

Economy of Force: Invest only in advantages that competitors can't easily copy.

Owned Distribution. STIGViewer brings 35,000 visitors weekly. The legacy list from 22 years in compliance holds 60,000 buyers. LinkedIn networks exceed 100,000. These aren't purchased audiences – they're earned over decades of delivering value in specific domains. Operators and Idea Authors in our spaces find us first. A competitor can't buy this. They'd have to build it.

Domain Moats. Twenty-two years in compliance and security. Twenty patents in AI-powered automation. A DISA partnership that took years to establish. The regulatory relationships, the technical knowledge, the pattern recognition – none of it came from a funding round. It came from doing the work. Competitors can't shortcut expertise.

Structural Edge. The Operator and Idea Author frameworks aren't just legal documents. They're a competitive advantage. Operators get better terms than traditional accelerators – contractor status, 25% revenue share, milestone-based equity up to 40%. Idea Authors keep their IP while getting a real productization pathway. Better terms attract better partners. Better partners build better products.

The Flywheel. Each successful product strengthens the studio. More spin-outs mean more proof for the next Operator.

More revenue share means more capital for the next product. More domain coverage attracts more Idea Authors with adjacent concepts. The gap widens with every cycle.

The Throughline: *Distribution, expertise, and structure – each reinforcing the others. Competitors would need two decades to catch up. By then, we're two decades ahead again.*

