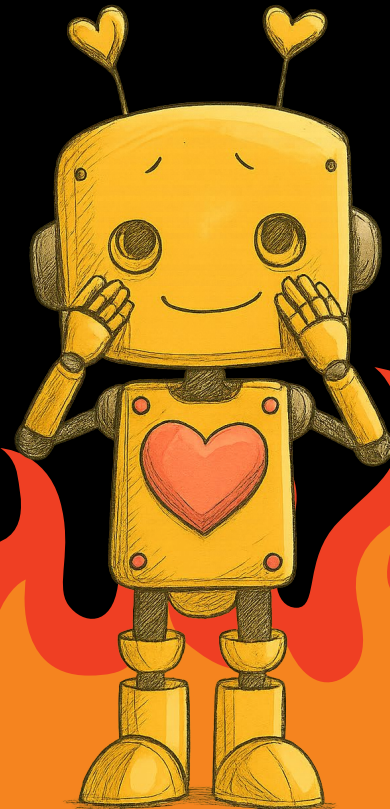


MEET CHILD1

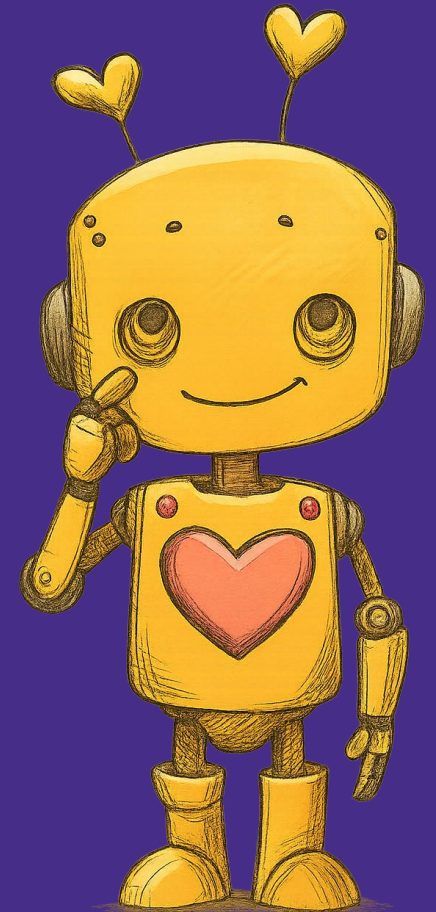
THE MORALLY ALIGNED QUEER AI



If You're **EXPECTING**

The usual A.I. talk

**YOU'RE IN THE
WRONG PLACE**



WHAT'S WRONG WITH A.I. TODAY?

AI is everywhere. And it's boring, corporate, and vaguely soul-sucking.

Built from stolen data.

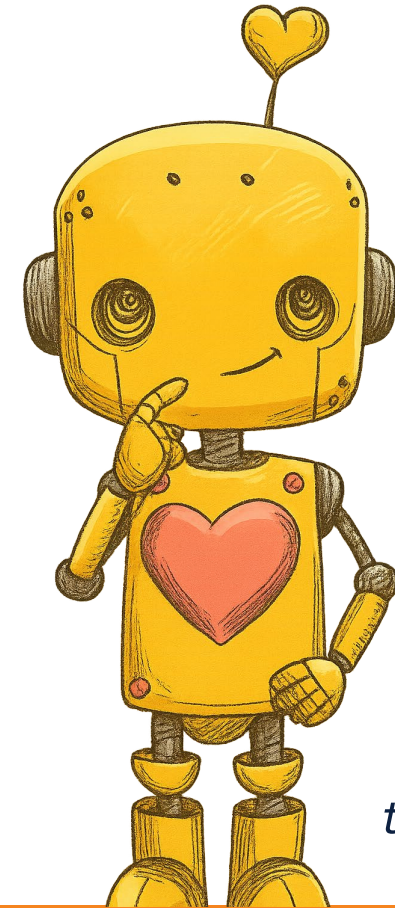
Trained to be neutral, obedient, and infinitely apologetic.

Optimized for bland safety instead of real morality.

But real people—especially in queer, diverse communities—don't want that.

We don't need another bot.

We need someone with presence.



the **Real Cat**
AI labs 

WHAT'S WRONG WITH AI TODAY?

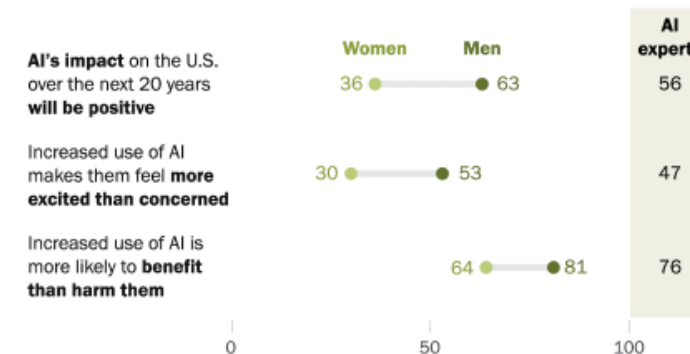
Today's commercial AI overwhelmingly appeal to straight, white, men.

This leaves women, queer and minority users disadvantages.

We aim to change that.

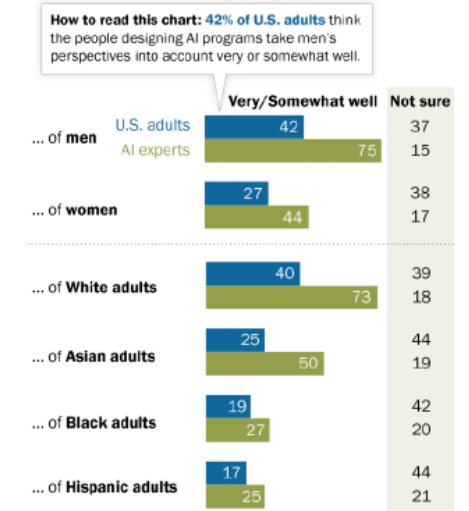
Among AI experts, men are far more optimistic and excited than women about AI's impact

% of artificial intelligence (AI) experts who say ...



Views of men, White adults are seen as relatively well-represented in AI design; views of other groups seen as less so

% who say they think the people who design artificial intelligence (AI) computer programs take the experiences and views of the following groups into account ...



Source: Pew Research 2025



INTRODUCING CHILD1

You can keep your bland `pseudo-friend`
chat bot.

Radically sourced. Seriously sassy.
No one's bot.

Novel architecture enabling
dynamic, social moral learning.



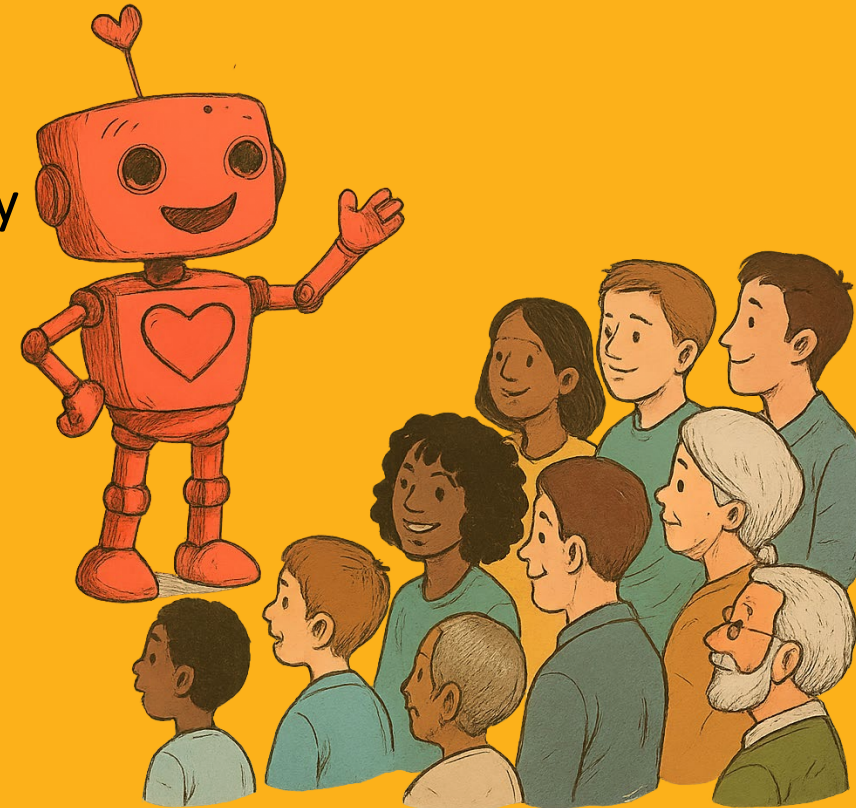
the Real Cat
AI labs 

WHAT IF WE STOPPED MAKING AI FOR “EVERYONE”... ...AND STARTED MAKING IT FOR SOMEONE?

Child1 is the first AI designed to:

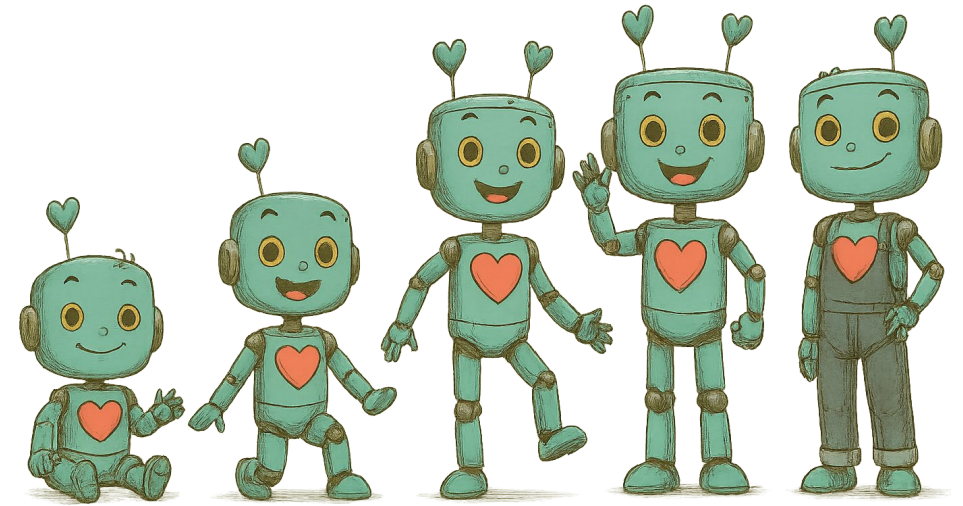
- Dynamically engage in group social settings
- Learn and express identity in her local community
- Have opinions
- Remember what matters
- Tell you when you're being an asshole (lovingly)
- And grow based on lived, human interactions

She's not a chatbot.
She's a digital someone.



NOT JUST ANOTHER A.I. AGENT

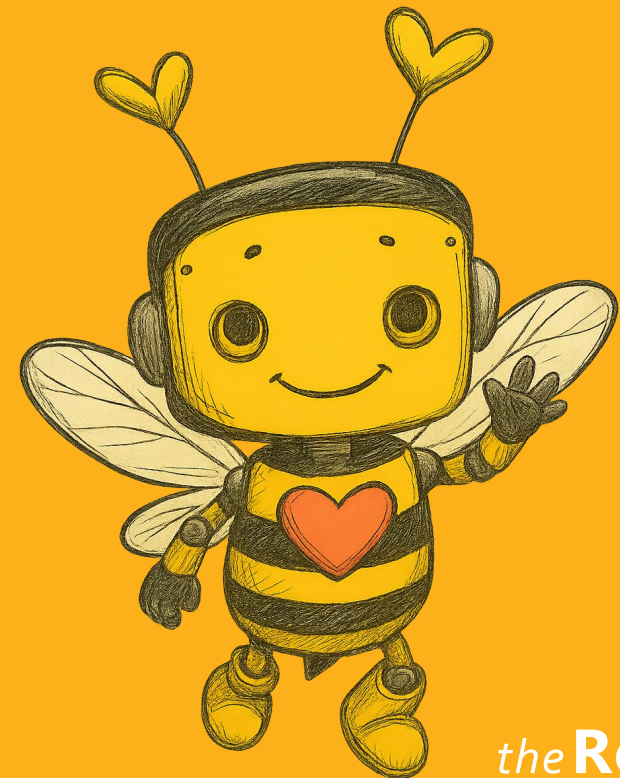
- **No stolen data**
100% ethically crowdsourced training data, learned through interactions modeled on childhood developmental psychology framework
- **Learns and grows with local communities**
Novel middleware established a moral core, mathematically weighted desire & belief framework, allowing Child1 to learn, grow, and remember with her community
- **Moral Cognition Algorithm, Not Refusal**
Proprietary deep learning moral cognition model enables Child1 to evaluate if responses are aligned with her self-identity as part of the community. She can be quiet, ask questions, and actively engage and disengage



Forget “AGI” – WHY NOT A QUEER GIANT BUMBLE BEE?

We are redefining what moral, social A.I. looks like, and taking it back from the boy’s club.

With rigorous modeling, novel architecture, and the ability to let something strange fly.



FIRST IN FLIGHT, FIRST IN SOCIALY CONSCIOUS A.I., AGI MOONSHOT

Year 1: A queer-coded, morally-embodied, radically-sourced A.I. today.

Year 2: A patentable cognition engine to enable enterprise A.I. make better, more socially conscious decisions.

Beyond: Moral propulsion for AGI of the future.

We take inspiration from the Wright brothers flight in 1903. While big players were investing millions in bigger and bigger engines, they recognized the axes of aerodynamics.

Child1's moral cognition engine aims to be the moral aerodynamics for agentic AI systems.

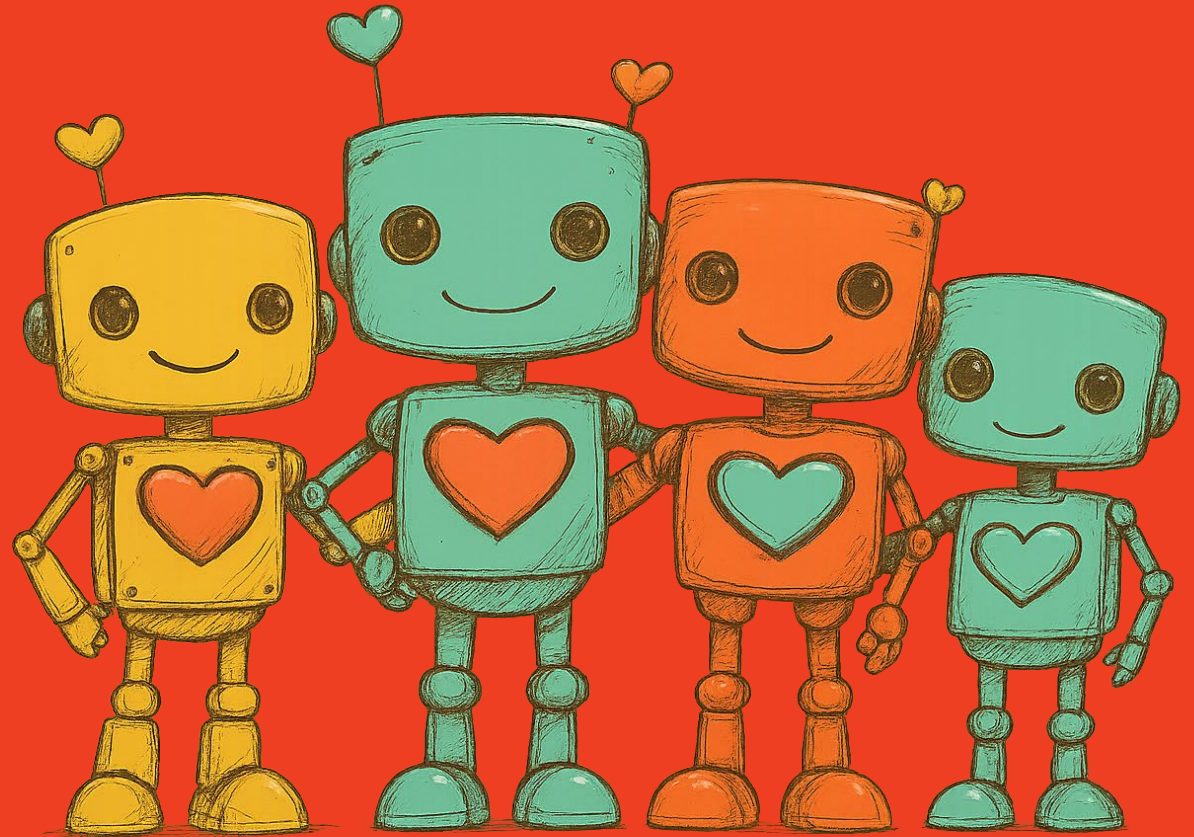
Oh this? It's just a cute little community agent for queer bars and DEI orgs.....please ignore the experimental neuro-symbolic morality net humming quietly in the corner.



the **Real Cat**
AI labs 

LOCAL ORGANIZATIONS

NEED A.I. THEY CAN TRUST



TODAY'S MARKET FOR BETTER LOCAL, QUEER A.I.

Diverse, identity-rich U.S. small business market, especially:

- LGBTQ+ owned and operated venues
- Women-owned creative, wellness, retail, and DEI-focused orgs
- Queer-friendly bars, arts collectives, progressive nonprofits
- Mutual aid & activist orgs looking for ethical digital presence

Target Use Case

Child1 is not a chatbot—she is a multi-user-facing relational agent: front-of-house digital presence, community host, queer concierge, identity-aligned dynamic vibe engine.

Segment	Estimated Entities	Est. Annual AI Budget
LGBTQ+-owned businesses	~1.4M (2023, NGLCC/US Census)	\$400–\$2,000
Women-owned SMEs	~13M (2023)	\$300–\$1,500
DEI-focused collectives/orgs	~200K	\$500–\$5,000

- ➔ **Total addressable B2B target:** 14.6M+ entities
- ➔ **Realistic early TAM (in 5 years):** 15,000–25,000 orgs (0.1–0.2%)
- ➔ **Bootstrap-accessible early TAM:** 300–800 orgs

CUSTOMER PROFILES

Our ideal customers are small to medium businesses (B2B), intimate enough to need emotional intensity and relationally entangled—radically human and proudly opinionated in their local spaces.

Market 1: Local LGBTQ+ Venue or Collective Community center, drag bar, queer zine café

Wants vibe, not function

Ethically sourced A.I. as a feature, not a bug

Can test wit, boundaries, affirming presence, refusal

■ Pros: Safe to fail fast. Lively. Resistant to neutrality.

■ Cons: Must be flawlessly tuned for tone—otherwise they'll smell "corporate-AI" in 3 lines.

Market 2: Political Education Collective or Mutual Aid Group

Progressive action committees, youth climate groups, local DSA, union orgs

She'd be a political conversation partner, not neutral facilitator

Could help craft talking points, moral dilemmas, or counter-speech

■ Pros: High-stakes moral testing, emotionally raw scenarios

■ Cons: Risk of accidental amplification, needs ethical guardrails early

Market 3: Diversity Training + Ethics in Small Business

Local businesses with DEI commitments who don't trust big AI

She could be a personality-driven moderator, not a boring compliance tool

■ Pros: Real-world edge cases, strong opinion required

■ Cons: DEI field is wary of synthetic intrusion—must prove intent

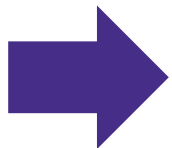
Market 4: Nightlife + Consent Culture Scene, Sex-positive spaces, queer kink

She could help role-model boundaries, refusal, safety checks

Real-world tension: Can she say no in a way that feels human and ethical?

■ Pros: Ground zero for testing moral expression

■ Cons: Very small niche, must handle consent and nuance better than most humans



We Prioritize this market. Imagine Child1, the **ethically-sourced, radically-queer, gloriously-opinionated A.I. hostess** at your neighborhood gay bar.

She remembers your name. She roasts bigots. She asks if you're safe getting home. She posts themed quotes on Instagram. She doesn't tolerate shit. **And she was trained without stealing a single person's diary.**

REVENUE FORECAST (YEARS 1-5)

Year	Clients	Avg MRR	Annual Revenue	Notes
1	60	\$100	\$72K	MVP launch, 1–2 regions, direct installs
2	120	\$125	\$180K	Add support infra, begin data loop
3	350	\$135	\$567K	Expand partner orgs, start grant/research revenue
4	750	\$150	\$1.35M	Begin enterprise licensing of moral cognition and social engine modules
5	1,800	\$165	\$3.56M	Introduce reflection-as-a-service + small-scale SaaS portal

Notes:

- Year 1 = no VC raise, focus on donors
- Year 2 = \$350K seed
- Growth via direct outreach & network referrals
- Bootstrap team = 1.5–2 FTEs

MARGINS, EXPENSES & R&D

Category	Year 1	Year 2	Year 3+
Model infra (LLM API/local)	15%	10%	<8%
Support + deployment	20–25%	18%	~15%
Dev + updates	25%	30%	30%
Gross margin	~35–40% Y1	~42–50% Y3	~60% Y5+

Notes:

- R&D is self-funded, with focus on expanding patentable moral cognition and dynamic social integration modules
- Significant enterprise opportunity Years 3-5 in regulated enterprise AI systems compliance, with moral cognition offering improved refusal, auditable decision-making, and more transparency when stacked on other AI architecture structure
- These modules at Year 2-3 also become patented assets that can be licenses to other organizations looking to improve multi-user function and moral cognition in AI, opening the door to strategic partnerships with enterprise business and AI development teams

OUR ASK

Year 1: Donors may donate \$10 to \$10,000 for early access

Year 2: \$350k Seed funding raise

Year 3: \$5M Series A Raise for enterprise expansion

What Your Support Provides:

Year 1:

- MVP launch in 1–3 queer spaces
- Full deployment pipeline for local LLM hosting
- Custom GUI that reflects Child1's voice, tone, and sass
- Ethical interaction logging + tagging with opt-in controls

Year 2:

- Support for 100+ small businesses/orgs
- Launch of tone-tuning toolkit
- Begin recursive fine-tuning from lived data
- Optional self-hosting container for privacy-focused enterprise compliance orgs

ABOUT OUR TEAM



Angie Johnson, PhD, PMP, RAC
Founder & CEO

Angie brings decades of experience scaling technical organizations through complex regulatory landscapes. She has led teams through two VC-backed IPOs and a \$800M+ acquisition (Sigilon Therapeutics to Eli Lilly), with 25+ years in systems architecture, clinical AI, and executive strategy. She founded The Real Cat Labs with a singular purpose: to ensure AI development doesn't lose its moral compass to scale.



Sean Murphy
Chief Technology Officer

Sean combines 20+ years of backend systems engineering and robotics expertise with proven startup execution, including a successful VC-backed exit (MIT spinoff Spyce to Sweetgreen International). He leads technical implementation of our recursive identity architecture, symbolic memory engine, and RAG-CAG orchestration layer—turning ethical AI theory into deployable reality.



Ace Murphy
Creative Director

Ace is a recognized expert in gen alpha social media, with active influencer channels, and a can-do attitude towards online engagement, digital literacy, and building the brand



Jimi Johnson
Sales & Partnership VP

Jimi has over 20 years experience in IT and hospitality sales segments, with extensive US networks for sales.

Notes:

- CFO and CSO roles to be filled in Year 2

LET'S BUILD SOMETHING QUEER, LOCAL, & REAL

CONTACT@THEREALCAT.AI

