

HypeStake

INTELLIGENCE FOR CULTURE-FIRST BRANDS.

Match. Launch. Grow. Own.

The AI-powered platform that connects brands with culture-defining creators and turns **influence** into **impact**.



Four breaks in the same broken model.

Each fracture is fixable in isolation. Together they require a new category.

01



COMPENSATION

- Flat \$5K-\$20K creator fees
- Zero upside on outcomes worth millions
- Growth engine is paid like a vendor
- Brand captures 100% of equity-side value

95%

OF DEALS ARE FLAT-FEE

02



ALIGNMENT

- Brand exits at \$50M? Creator gets nothing
- Brand fails? Creator already cashed the wire
- No skin in the long-term game
- Vendors, not partners

0

Alignment

03



INFRASTRUCTURE

- One custom creator equity deal is manual
- \$50K+ in banker, legal, and securities costs
- Complex vesting design and review
- Doesn't scale to 50M creators

\$50K+

PER MANUAL EQUITY DEAL

04



DATA

- No platform tracks creator equity stakes
- No vesting schedule or projected exit visibility
- Creators have no portfolio view
- Brands have no dashboard or comp data

0

SHADOW CAP TABLES TODAY



The creator economy has every layer except the financial one. We're building it.

Three forces just collided.

What was impossible in 2022 is inevitable in 2026. The window to build the equity layer is open right now.



01 — CRITICAL MASS

\$250B economy

50M+ creators. 500K+ brands actively partnering. The market is finally large enough to support a dedicated financial infrastructure layer.



02 — AI COLLAPSED COST

\$50K → \$0

Equity deal structuring once required investment bankers and lawyers. AI agents now produce the same output in minutes, at the cost of API calls.



03 — INCENTIVES SHIFTED

Ads → ownership

Brands want more durable outcomes. Creators want more than flat fees. As partnerships mature, both sides are increasingly open to equity, revenue share, and upside-based compensation.

1990s

STOCK OPTIONS



2010s

CREATOR ECONOMY EXPLODES



2026

HYESTAKE ALIGNS THE TWO

The first equity infrastructure for the creator economy.

HypeStake is the AI-powered financial rails for structuring real ownership between creators and brands. Securities-grade compliance built in. Agentic deal pricing in 90 seconds. Performance-linked vesting with KPI clawback. Robinhood-style portfolio for every creator. Two-sided marketplace integrating it all.

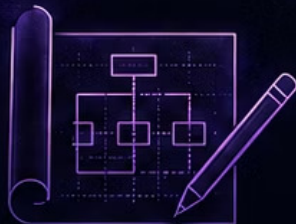
01



CREATOR GENOME

Proprietary AI scoring across audience LTV, engagement authenticity, niche authority, cultural relevance, deal-worthiness, and equity-fit. Trains continuously on every deal. The CERS Score is the creator economy's first portable trust signal.

02



DEAL ARCHITECT

Structures equity, rev-share, cash, and hybrid deals in 90 seconds. Auto-generates vesting schedules, KPI triggers, performance clawback, and securities-compliant term sheets.

03



SHADOW CAP TABLE

Robinhood-style dashboard showing every brand stake, vesting timeline, sector diversification, and probability-weighted exit projection. The first time creators have ever been able to view their wealth as a compounding portfolio.

Live and shipping today.

An integrated platform spanning creator intelligence, deal structuring, valuation, and portfolio management.

1 Deal Architect

Build hybrid offers with equity, cash, revenue share, vesting, and performance terms.

2 Creator Genome

AI-scored creator profiles with audience quality, niche authority, and cultural relevance.

3 Brand Finance Studio

Model valuation, creator equity cost, and scenario-based economics before launch.

4 Shadow Cap Table

Track portfolio value, vesting progress, diversification, and projected upside.



DATA-DRIVEN CONFIDENCE

AI scoring and financial models reduce risk and guesswork.



FASTER DEALS

Standardized terms and insights accelerate creator deals.



BETTER RETURNS

Optimize equity, cash, and runway for sustainable growth.



PORTFOLIO ALPHA

Diversified bets, real-time tracking, and scenario-based upside.

The creator equity stack.

Five layers. Each one solves a problem that kills creator-brand deals today



LAYER 5

MARKETPLACE LAYER

Two-sided creator and brand discovery.
AI powered creator genome creator matching.
Filter by niche, stage, audience, equity-readiness, cultural fit.



LAYER 4

INTELLIGENCE LAYER

Creator Genome. Ten-dimension scoring.
The CERS Score is the first portable
trust signal in the creator economy.



LAYER 3

STRUCTURING LAYER

Dynamic Deal Architect. Term sheets for
equity, rev-share, cash, and hybrid deals.
Vesting, KPIs, and securities compliance auto-generated.



LAYER 2

EXECUTION LAYER

Smart Vesting Protocol. KPI-triggered
vesting with automated clawback.
Reg D 506(c) primitives.



LAYER 1

PORTFOLIO LAYER

Shadow Cap Table. Live creator portfolios.
In-depth AI company analysis and valuation.
The financial identity layer.

Each layer is hard. The stack is the **moat**.

One marketplace. Two sides.

Four steps to an equity-aligned deal.

Every step is AI-augmented. Every step works for both creator and brand simultaneously.

01 · DISCOVER



CREATOR

Curated feed of equity-offering brands. Filter by niche, stage, AI match score.

BRAND

Search creator marketplace by audience, engagement, Genome score, vertical.

02 · AI MATCH



CREATOR

Receive Genome-ranked opportunities with risk analysis, upside projections, and counter-offer guidance.

BRAND

Get AI-ranked creator shortlists scored across 6 dimensions including cultural relevance and equity-fit.

03 · STRUCTURE



CREATOR

Negotiate equity, rev-share, cash, or hybrid through the Dynamic Deal Architect with AI counter-offer coaching.

BRAND

Build protected offers with AI-generated outreach, vesting terms, KPI triggers, and clawback automation.

04 · LAUNCH & TRACK



CREATOR

Track stakes, vesting progress, and projected exit on the Shadow Cap Table. Run Monte Carlo exit scenarios.

BRAND

Track creator impact, campaign ROI, vesting milestones, and performance in real time.

EVERY STEP COMPLIANCE-GRADE · EVERY STEP AI-AUGMENTED · ZERO BACK-OFFICE OVERHEAD

A \$250B market with no equity infrastructure.

We are the only platform building the financial rails. Every adjacent layer is optimizing the broken transactional model. None can bolt on equity without rebuilding from scratch.



\$250B

TAM

Total creator economy, 2026
(Grand View Research).
50M+ creators, 500K+ brands.

\$6B

SAM

\$100M

SOM • YEAR 5

Conservative 1.6% capture
assuming Seed + Series A
funding. Path to \$34M
revenue, 86.5% gross margin.



23% CAGR

Projected \$1.3T by 2033



\$33B

Brand influencer marketing
spend, 2024



14%

Of marketers allocate 10–15%
of budget to creators

Three revenue streams. One aligned incentive.

Creators free forever. Brands pay. We win when deals close.



TRANSACTION FEES

8–10%

Blended take-rate on every deal brokered through the platform — equity, rev-share, cash, or hybrid. Volume-driven, scales directly with marketplace activity.

44% OF YEAR-5 REVENUE · \$15.2M PROJECTED



BRAND SUBSCRIPTIONS

\$149–\$999/mo

Tiered SaaS: Starter \$149, Professional \$399, Enterprise \$999. Waived in Year 1 to build marketplace liquidity (Uber/Airbnb playbook). Activates Year 2.

52% OF YEAR-5 REVENUE · \$18.0M PROJECTED



PREMIUM ADD-ONS

~15% attach

Compliance automation (\$99/mo), advanced analytics (\$49/mo), early liquidity (\$199/mo), exit simulator. Sold to power-user brands and agencies.

4% OF YEAR-5 REVENUE · \$1.3M PROJECTED

2026

\$0.97M

2027

\$3.6M

2028

\$9.6M

2029

\$21.0M

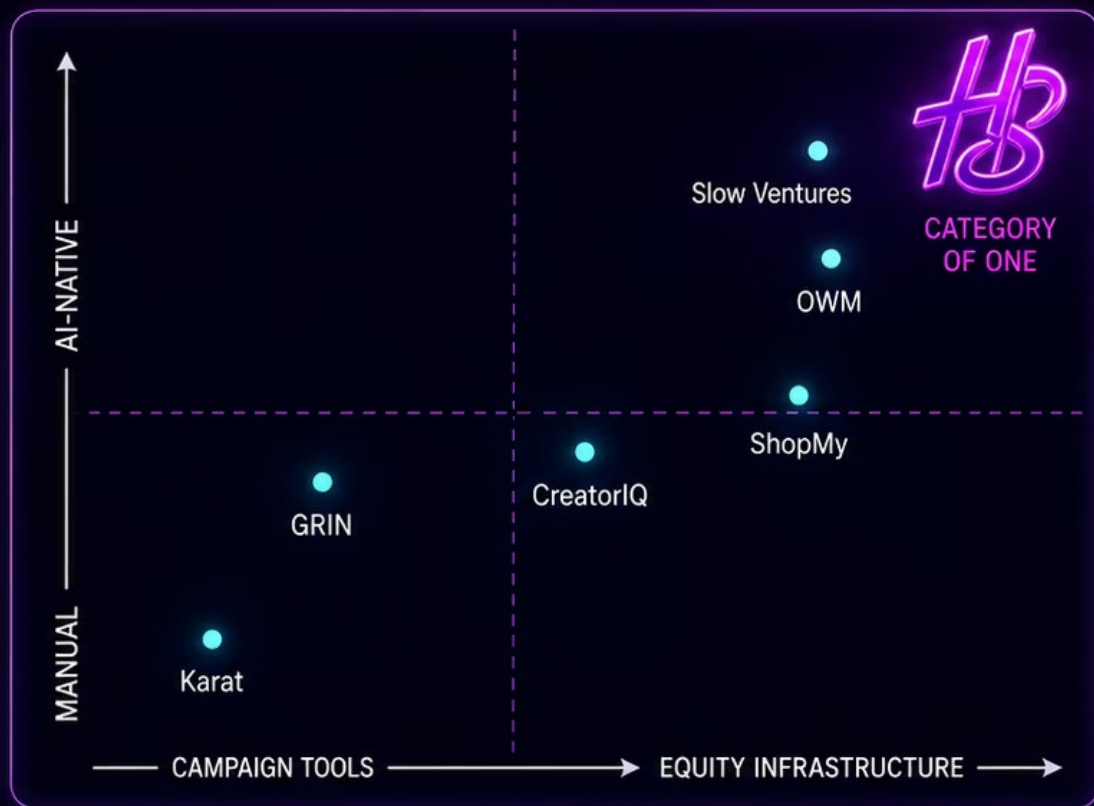
2030

\$34.6M

86.5% GROSS MARGIN BY 2030 · NET PROFITABLE 2030

Nobody is building the equity layer.

Campaign tools manage spend. Lenders advance cash. Cap-table tools serve startups. VCs write checks. None of them can bolt on creator equity — it requires securities-grade compliance, AI deal pricing, performance vesting, and a two-sided marketplace built from scratch.



	HypeStake	OWM	ShopMy	GRIN	CreatorIQ	Slow Ventures	Karat
Creator Equity Deals	✓	✓	✗	✗	✗	✓	✗
AI-Powered Matching	✓	✓	✗	✗	~	~	✗
Performance Vesting	✓	~	✗	✗	✗	✗	✗
Portfolio Dashboard	✓	~	~	✗	✗	✗	~
Creator-Centric UX	✓	~	✗	~	✗	✗	✓
Compliance Automation	✓	~	✗	✗	✗	~	~

Four segments. One platform. Strong pain on every side.

Initial GTM focus: hip-hop, sports, streetwear, and tech niches, where equity-for-promotion has cultural resonance and creators already think like entrepreneurs.



PROFESSIONAL CREATORS · \$50K+/yr

Established brand relationships, locked into flat-fee deals with zero long-term wealth upside. Sophisticated enough to negotiate equity. The highest-value cohort.

HIGHEST DEAL VALUE · LEVERAGE TIER



EMERGING CREATORS · 10K to 100K

Hunting monetization beyond ad revenue and one-off sponsorships. Growth-focused, motivated by portfolio building. They're the marketplace volume engine.

FREEMIUM ENTRY · ~\$25 CAC



DTC + VENTURE-BACKED BRANDS

Seed to Series B startups frustrated by influencer ROI and short-term campaigns. Cash-constrained but equity-rich. Want long-term advocates with aligned incentives.

\$800 to \$3,000 BRAND CAC



CREATOR AGENCIES · 10+ ROSTER

Managing 10+ creators, need scalable infrastructure for complex equity and hybrid deals. Become distribution partners and roster pipelines.

LEVERAGED DISTRIBUTION

Finance training. AI execution. Solo-built proof.

HypeStake is a financial engineering product. It needs a founder who thinks in deal terms, cap tables, and unit economics—and who can ship it.



**ANDREW
RODRIGUEZ**

Founder & CEO

Built the entire HypeStake platform solo - frontend, backend, 26 AI agents, and four proprietary systems. BSBA in Finance from the University of Colorado Boulder. Prior: architected a \$1M pre-seed strategy for Farm Insights. Hands-on AI/ML experience under an SME CEO. Self-taught in prompt engineering, agent architecture, and AI-first product design, proven by what's shipped.



FULL-TIME SINCE FEBRUARY 2026



HIRING WITH PRE-SEED

CTO

Platform architecture,
scaling, AI/ML depth



HIRING WITH PRE-SEED

HEAD OF AI/ML

Next-gen Genome,
vesting protocol R&D



HIRING WITH PRE-SEED

CCO

Securities compliance,
regulatory strategy



HIRING WITH PRE-SEED

VP SALES & MARKETING

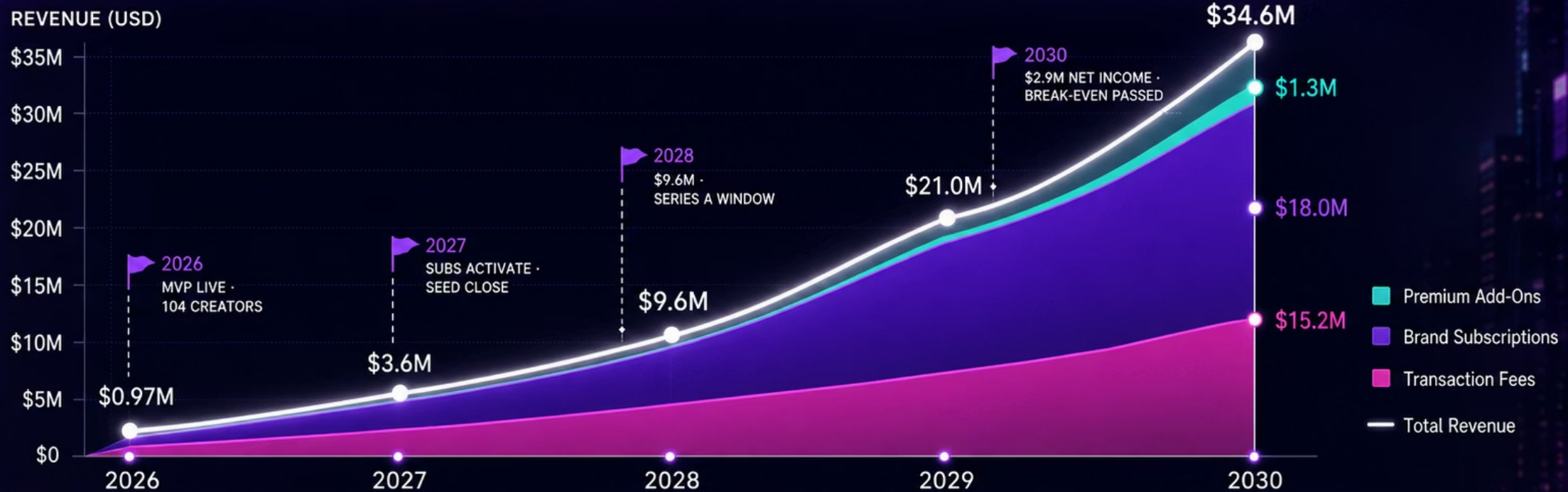
Brand acquisition,
GTM execution



FIRST TWO HIRES FROM THIS ROUND • CTO + HEAD OF AI/ML PRIORITIZED

Path to \$34M and profitability by 2030.

Conservative SOM capture. Subscription mix expanding. Gross margin scaling from 64% to 86%. Net profitable in Year 5.



2026

\$0.97M

64.3% GM
-24% NM

2027

\$3.6M

71.0% GM
-30% NM

2028

\$9.6M

75.9% GM
-4% NM

2029

\$21.0M

82.7% GM
-0.2% NM

2030

\$34.6M

86.5% GM
+8.3% NM

The Ask

Raising \$500K seed to complete the financial rails and scale go-to-market.

\$500K

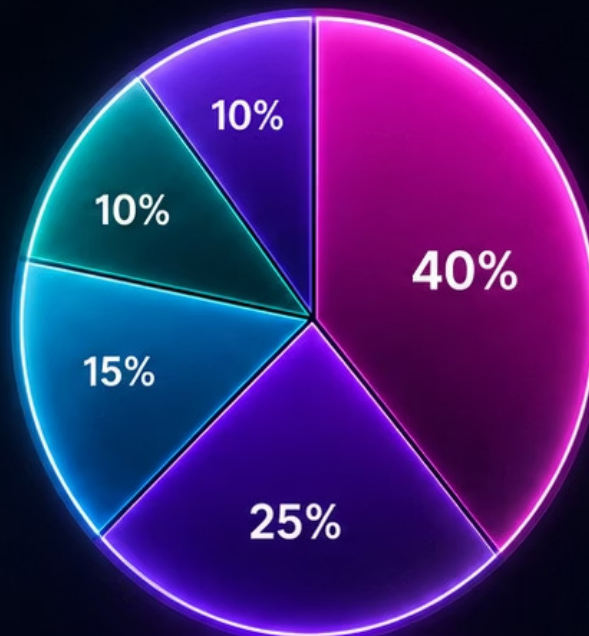
Seed Round

-  18 months runway
-  Complete equity infrastructure + automation
-  Scale creator, brand, and agency acquisition
-  Build compliance, data, and marketplace defensibility

Milestones unlocked

-  Self-serve equity workflows live
-  10K creators + 500 brands onboarded
-  Pilot revenue + repeatable GTM

Use of Funds



 **40%**
Product & Engineering

 **25%**
GTM & Sales

 **15%**
Compliance & Legal

 **10%**
AI / Data Infrastructure

 **10%**
Operations



Capital efficient build



High-margin software economics



Clear path to category leadership



The future of the creator economy starts with ownership.

What stock options did for employees, creator equity will do for creators. We're building the rails.

HypeStake gives culture-first brands and creators the rails to source, structure, and manage equity-aligned relationships. By turning influence into aligned upside, both sides can launch faster, grow together, and share in the value they create.

[HypeStake.ai](https://hypestake.ai)

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