



Storibot.ai



“
Working with Storibot has fundamentally
changed the way I develop stories.”

Dr. Vijay Mehrotra · Professor of Business Analytics
Director, Customer Success Management Initiative
University of San Francisco · School of Management
Senior Advisor, Storibot





NARRATIVE INTELLIGENCE

\$100B in marketing assets never reach
the customer. **Storytelling** will fix that.

Michael Harris · Founder & CEO

mike@storibot.ai www.storibot.ai



THE CRISIS

AI has created a **bionic slop** that has polluted the information highway with meaningless content.

“An estimated **\$100 Billion** is spent annually producing marketing assets that never reach the customer.”

— C R E A T I V E X

Gartner: “GenAI entering the Trough of Disillusionment... less than **30% of CEOs** are happy with returns.”

Storibot helps enterprises create structured content worth deploying.



WHAT WE BUILD

90% of consumers want story-driven content

Transformative stories that move people.

Storibot.ai is a Narrative Intelligence platform. It converts any content into transformative stories, built to perform across every format, channel, and integration in real time.



How Storibot Works

1 Story Creation

Transform your ideas into compelling narratives. Start from text, URL, file, or voice.

Create Your Story

Transform your ideas into compelling narratives using proven storytelling frameworks.

1 What's your starting point?

Text

URL

File

Voice

Enter your idea, content, or data

Type your story idea, paste existing content, or enter data points you want to transform into a narrative...

2 Director — Choose your narrative archetype

The Visionary, Problem Solver, or Guide

The Visionary

Paint a compelling picture of the future. Inspire others with bold ideas and transformative possibilities.

Best for: Innovation pitches, thought leadership, manifesto content

The Problem Solver

Identify challenges and present clear, actionable solutions. Build credibility through expertise and results.

Best for: Case studies, how-to content, sales narratives

The Guide

Be the trusted mentor who leads others on their journey. Share wisdom and empower transformation.

Best for: Educational content, coaching, personal branding

2 Choose Story Framework

Director archetypes — Visionary, Problem Solver, Guide — then Hero's Journey, Freytag, Three-Act, Story Spine and more.

2 Director — Choose your narrative archetype

The Visionary, Problem Solver, or Guide

The Visionary

Paint a compelling picture of the future. Inspire others with bold ideas and transformative possibilities.

Best for: Innovation pitches, thought leadership, manifesto content

Approach: Future-focused, aspirational, paradigm-shifting

The Problem Solver

Identify challenges and present clear, actionable solutions. Build credibility through expertise and results.

Best for: Case studies, how-to content, sales narratives

Approach: Analytical, solution-oriented, evidence-based

The Guide

Be the trusted mentor who leads others on their journey. Share wisdom and empower transformation.

Best for: Educational content, coaching, personal branding

Approach: Supportive, wise, experience-driven

3 Choose your storytelling framework

Hover over each option for guidance on the best fit

Quick & Impactful

Classic Narratives

Epic Journeys

Problem-Agitate-Solution

Persuasive & direct

3 stages

Before-After-Bridge

Contrast & transformation

3 stages

Freytag's Pyramid

Rising tension & climax

5 stages

Five-Act Structure

Shakespearean drama

5 stages

Story Spine

Once upon a time...

7 stages

Transformation Journey

Personal growth arc

7 stages

Three-Act Structure

Setup, conflict, resolution

9 stages

Five-Act Structure

Exposition, rising action, climax, falling action, denouement. Used by Shakespeare and classic playwrights for complex narratives.

5 stages

Hero's Journey Selected

Joseph Campbell's monomyth: Call to adventure, crossing thresholds, facing trials, transform

Best for: Long-form content, documentaries, brand films

3 Publish Story Everywhere

Compose, schedule, and track. LinkedIn live; X, Instagram and Facebook next.

Social Media Manager

Connect your accounts, schedule posts, and track performance.

Compose

Scheduled

Analytics

Connected Accounts

LinkedIn
Connected as Michael Harris

X (Twitter)
Coming soon

Instagram
Coming soon

Facebook
Coming soon

← Back to Dashboard



EVIDENCE BEFORE FORECAST

Traction

Contracted revenue and live pipeline, August 2026.

\$60K

Contracted annual recurring revenue. No customer churn to date across two contracted enterprise clients.

2

Enterprise clients at \$2,500 per month.

~10

Active qualified opportunities in conversion.

5

Progressed to proposal or commercial discussion.

CONTRACTED ACTUALS ONLY. PIPELINE IS FORECAST AND REPORTED SEPARATELY.



Go-to-Market: The Regulated Wedge

Land regulated enterprise first. Expand from proof.

BEACHHEAD • REGULATED ENTERPRISE CONTENT

Alberta iGaming.

The regulated market went live July 2026. Operator outreach is underway.

Regulator-aligned by design.

Designed to align with AGLC responsible play standards.

Narrative governance.

Every story on-brand, on-regulation, and audit-ready.

Ontario expansion next.

The second regulated market follows the Alberta playbook.

THEN • EXPANSION CHANNELS

Mid-market via inside sales

Self-serve and prosumer tiers open the flywheel

Tier upgrades and credits carry clients up the ladder

One wedge for this raise. The other channels open on enterprise proof.



The Path to \$2M ARR

18 months post-close. Milestones tied directly to the \$2M use of funds.



ARR IN \$K. GROWTH CAPITAL COMPRESSES THE TIMELINE. ORGANIC ONLY REACHES \$400K IN THE SAME WINDOW.

\$60K

ARR today. 2 enterprise clients. No churn to date.

\$1.1M

ARR at month 12. Product, team, and growth engines deployed.

\$2M

ARR at month 18. Seven revenue tiers live and compounding.



Target Unit Economics and Expansion Model

Cheap to land. Built to climb. Customers can expand across tiers as usage, seats and integrations increase.

\$50 target CAC

TIER 1 · WRITER · SELF-SERVE

Freemium funnel and community growth. Model payback inside 3 months at \$22/month.

\$2,500 target CAC

TIER 7 · ENTERPRISE · DIRECT SALES

Direct sales and ABM. Model payback inside one quarter, fully loaded.

Tier CACs are per-client acquisition targets. Blended account CAC by stage appears in the appendix model.

THE UPGRADE LADDER

Writer	\$22/mo
Director	\$44/mo
Producer	\$88/mo
Studio	\$199/mo
Business	\$2.5K/mo
Pro	\$5K/mo
Enterprise	\$22K/mo

ADDITIONAL EXPANSION REVENUE

Tier upgrades as usage grows · Credits & tokens for added story and media generation · Storage for growing story libraries · Seats as teams expand



Ancient & Modern Storytelling

Combined with AI expertise.



Michael Harris

FOUNDER & CEO

30 years building narratives for \$10B+ in project value. Founders Institute Graduate.



Tamara Rosenblum

CMO

30 years marketing, former CEO/CMO. Mantaray Creative / Mantaray Digital Studios.



Dawit Netere

CTO

Enterprise operations oversight: ServiceNow · Deloitte · Google for Startups. Y Combinator Startup School. Founder Institute Graduate.

SENIOR ADVISORS

Dr. Vijay Mehrotra

Professor of Business Analytics, USF School of Management

Dr. Warren Linger

EdTech Professor & Digital Education Consultant

Michael Bodnarchuk

Emmy-winning screenwriter, 40+ years

Ari Taub

Entertainment attorney, 30+ years. Major studio deals



8 Capabilities No Competitor Has

Storibot.ai vs. the AI content landscape — who can actually tell a story?

FEATURE / CAPABILITY	JASPER	COPY.AI	WRITER	PERSADO	STORIBOT ★
STANDARD CAPABILITIES					
AI content generation	✓	✓	✓	✓	✓
Brand voice training	✓	✓	✓	✓	✓
Multi-channel output	✓	✓	✓	✓	✓
Analytics & reporting	✓	✓	✓	✓	✓
API access	✓	✓	✓	✓	✓
ADVANCED CAPABILITIES					
Content personalization at scale	✓	✓	✓	✓	✓
Emotional language optimization	—	—	—	✓	✓
Compliance & safety layer	—	—	✓	✓	✓
SOC2 / GDPR compliance	✓	✓	✓	✓	Roadmap
NARRATIVE INTELLIGENCE ★ STORIBOT EXCLUSIVE					
Narrative Intelligence Engine	—	—	—	—	✓
Hollywood / Classic Story Architecture	—	—	—	—	✓
Hero's Journey Framework	—	—	—	—	✓
Character-Driven Brand Agents	—	—	—	—	✓
Emotional Arc Mapping	—	—	—	—	✓
Multiple Archetype Methodology	—	—	—	—	✓
Story Circle Integration	—	—	—	—	✓
Story-first AI Transformation Journeys	—	—	—	—	✓



THE ASK

Join Our \$2M Seed Round

Invest in [Storibot.ai](https://storibot.ai)

Secure your position in the future of Narrative Intelligence.

INVESTMENT INSTRUMENT

SAFE

VALUATION CAP

\$8 Million

TARGET CLOSE DATE

Dec 01, 2026





Let's chat!

WE'RE RAISING \$2 MILLION SEED

MISSION

Transform raw content into character-driven stories that connect.

VISION

Give every brand, creator, and entrepreneur the storytelling power of a Hollywood studio.

Michael Harris · Founder & CEO

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calendly.com/mike-storyboxcreative/30min

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The End

...is a new beginning



SUPPORTING DETAIL

Appendix

Product velocity, milestones, beta evidence, competitive landscape, market size, financial model, and the 2030 vision.



\$2 Million Seed Round

Use of funds for an 18-month runway.

0 1

Product Development

\$500K

2 AI engineers, VP Product Development

0 2

Team Expansion

\$250K

Customer Success, Product Designer, Sales Executives

0 3

Growth & Marketing

\$700K

Q1–2: PMF validation (\$200K). Q3–6: Scale (\$500K). Performance and growth marketing, A/B/C analytics development, CMO/VP Marketing

0 4

Operations

\$550K

Admin, CEO, COO, Legal, Accounting, Lean Corporate Infrastructure



What used to take 4–8 hours now takes 2 minutes

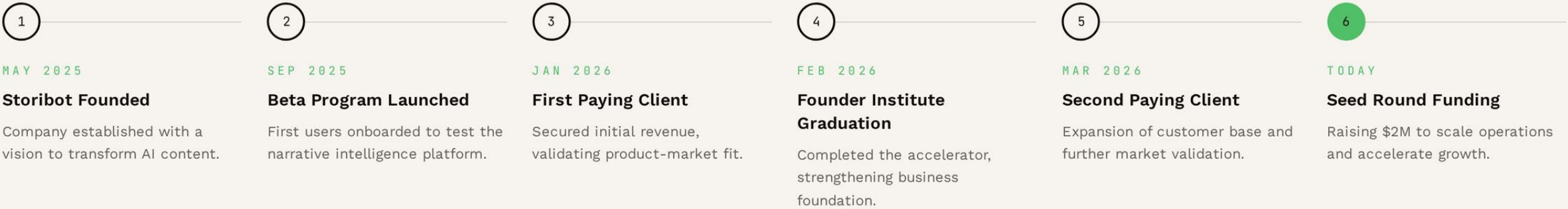
01	02	03	04	05	06
Input your idea	Choose your story type	AI generates	Choose any format	Deploy everywhere	Analyze
Text, image, URL, voice, video	Narrative structure	Narrative arc, persona, transforms	Ads, press release, business plan, pitch deck	LinkedIn, Instagram, Pinterest, TikTok	A/B testing, distribution analytics, optimize

From idea to published story in seconds

Grow



Our Milestones: Building Momentum



EXPLORATORY UNIVERSITY PARTNERSHIPS

Mapping Storibot's future in working sessions with MBA and graduate students.

University of San Francisco

MAR 31 – MAY 21 · 2026

International Business University

MAY 15 – AUG 18 · 2026

Western Governors University

MAY 18 – JUN 21 · 2026



NANOXSOLAR

“People understand the product, but they don’t always understand the future it creates. [Storibot.ai](#) changes that equation. It can help NXS transform engineering concepts, prototypes, community designs and technology roadmaps into stories that can be experienced across multiple channels.”

— Jonathan Saunders · CEO, NanoXSolar



Beta Program: Producers, Marketers & Brands Love What Our AI Sounds Like

“Storibot guides me through story building like having a Hollywood screenwriter on my team. Game-changer.”

— Paolo Discerpico, Founder & CEO, GreenGrowthCo SaaS

“We tested every AI content tool. Storibot is the only one that understands narrative structure. Engagement is up 10x, and prospects are coming in more engaged and qualified.”

— Jessica Mills, CMO, Mammoth Marketing

4–8 hrs

Saved per story.

2

Enterprise clients at \$2,500 / month.

\$60K

Current ARR. No customer churn to date.

120 hrs

Saved monthly by a creative studio producing 20 stories.

WHY NOW?

Enterprise AI content adoption reached 67% in 2025 but 95% report ROI failure. The market is primed for a quality-first solution.



NXS TECHNOLOGIES

Storibot.ai gives our VISION a voice.

Instead of simply telling people what NXS Technologies is building, Storibot.ai describes to them what the next meaningful chapter looks like. From investor presentations and PR campaigns to trade shows, digital experiences, community developments and EV showcases, every interaction becomes another doorway into the NXS story.

THE MESSAGE CHANGES FROM

“Here is our technology.”
to “Imagine living here.”

— Peter Quan · COO, NXS Technologies



Storytelling Is the Next Frontier

TAM

\$80B

Total Addressable Market · Generative AI in Content Creation (by 2030) · Grand View Research

SAM

\$10.6B

Serviceable Addressable Market · AI-Powered Content Creation Tools (by 2030) · Grand View Research

SOM

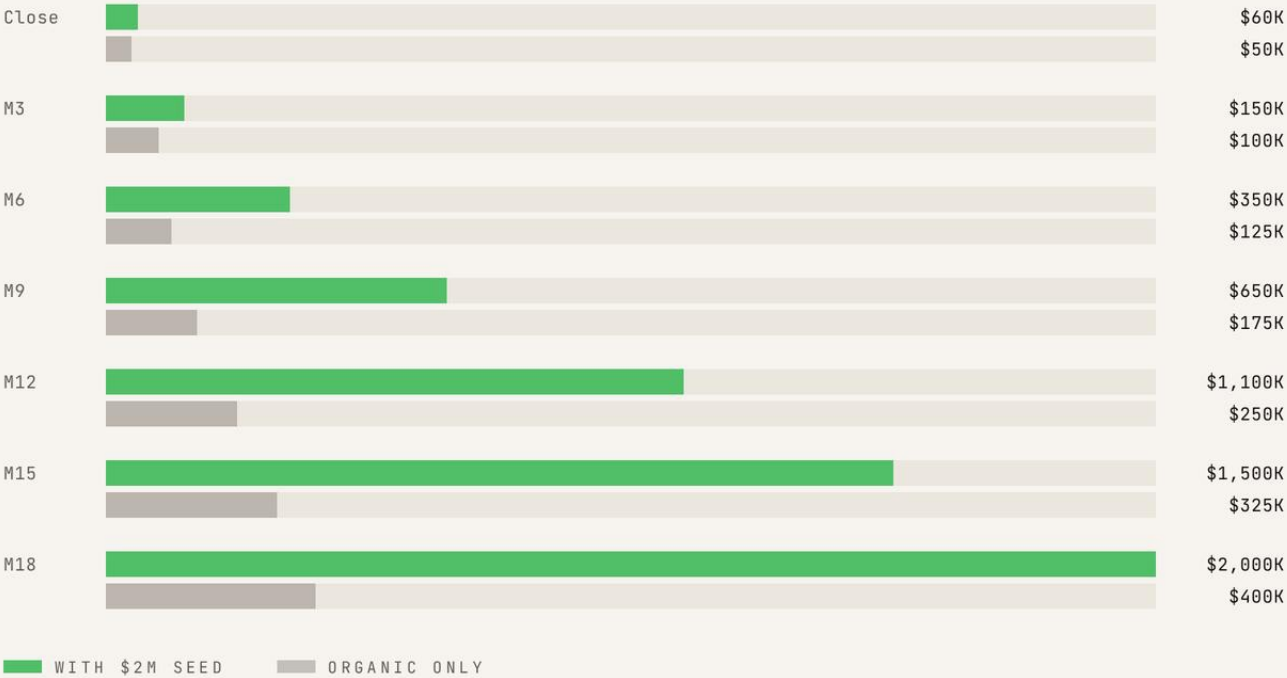
\$265M

Serviceable Obtainable Market · North America Enterprise Content Segment (Year 5 Target) · 2.5% of SAM — Storibot estimate

Our SOM represents 2.5% of the Serviceable Addressable Market — specifically the North America enterprise segment reachable at \$2,500–\$3,500/month.



\$2M Seed Multiplies ARR 5×



\$2M

ARR with seed at month 18.

\$400K

ARR organic only at month 18.

\$1.6M

Extra ARR gap the seed creates.

Plan of record: \$2.0M ARR at month 18 · Organic only: \$400K · \$1M ARR milestone: month 12 post-close.





“AI content lacks personality. **82%** of consumers can spot AI-generated content, and **50%** think less of brands that use it.”

— Hookline 2025 AI in Content Marketing Report; Bynder Consumer Study

“**95%** of enterprise AI content pilots fail to deliver measurable ROI.”

— MIT Sloan “The GenAI Divide” Study, 2025



The Power of Narrative Intelligence

01 · BEFORE: BIONIC SLOP ()

“It wasn’t exactly a solution—though it was sort of a solution, but more accurately a framework—which isn’t to say it’s a framework per se, but rather an approach, or perhaps a methodology, though methodology implies structure and this is more of a feeling, but not a feeling in the emotional sense, more of an intuitive sense, which is to say a kind of knowing that isn’t quite knowing but also not not knowing—”

Generic AI symptoms on full display:

- Endless hedging and self-contradiction
- Zero forward momentum
- No character, stakes, or tension
- Circular logic leading nowhere
- Reader learns nothing, feels nothing
- Pure word salad masquerading as nuance

The difference isn’t style. It’s whether your reader walks away **transformed** or just *informed*.

From generic AI to compelling, archetypal storytelling.

02 · AFTER: STORIBOT.AI · NARRATIVE INTELLIGENCE

“Michael had built a career on words that moved people. Then he watched AI flood the world with content that moved no one — millions of words, zero heartbeat. The call came not as opportunity, but as obligation. So he built a guide, not a replacement. An intelligence that understood why Odysseus needed to refuse the Sirens. Why Luke had to face Vader alone. Why every transformation requires a death before the resurrection.”

What storytelling brings that generic AI cannot:

Forward momentum — every sentence pulls toward the next

Character as anchor — a human centre gives ideas a heartbeat

Meaning through structure — our brains are wired for this shape

The gift of resolution — readers leave changed, not just informed

Trust through vulnerability — authenticity generic copy can’t fake

Emotional stakes — transformation costs something

Conflict as clarity — opposition reveals what matters

Specificity over abstraction — concrete beats generic

Memorability — we remember stories, forget bullet points

Universal resonance — archetypes are already inside us



What The Analysts Are Saying

Despite high adoption, many GenAI initiatives fail to deliver. The market craves **quality**, not just quantity.

THE CRISIS

Gartner: “GenAI entering the Trough of Disillusionment... less than **30% of CEOs** happy with returns.”

Larridin: “91% report improvement, only 23% can quantify with hard data.”

SmythOS: “Trust problem becoming a revenue problem.”

\$1.5 Trillion spent on AI in 2025 (Gartner), yet 95% fail.

THE OPPORTUNITY

Harvard / LeapMesh: stories increase perceived value up to

2,706%

Boost conversion 30%.

Consumer research: 90% want story-driven ads; branded stories are 22× more engaging.

Memory retention: 5–10% for facts → 67% for stories.



Why This Is Difficult to Replicate

Proprietary Story Architecture

12 proprietary frameworks. 10,000+ narratives analyzed across our own systems and other LLMs, learning and growing daily.

Creator-Persona Education

Captures the authentic voice and guides users through structures based on Campbell, Vogler, Snyder and Freytag — character arcs, emotional depth, transformation.

Compound Data Moat

The platform learns from every story told. Every performance metric tracked compounds into an intelligence layer.

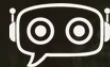
Hollywood Architecture

Merging ancient storytelling techniques with modern cinematic structures. 100+ years of cinematic expertise encoded.



“

Every story generated, every user preference captured, and every performance metric tracked compounds into an **intelligence moat** competitors can't shortcut.



Storibot Month 30 Full Deployment

Full deployment tier model · \$2M seed round · 7 revenue tiers · month 30 post-close.

TIER	VOLUME	MONTHLY ACV	ANNUAL ARR
Enterprise	9 clients	\$22,000/mo	\$2,376K
Pro	26 clients	\$5,000/mo	\$1,560K
Business	40 clients	\$2,500/mo	\$1,200K
Studio	100 seats	\$199/mo	\$239K
Producer	200 seats	\$88/mo	\$211K
Director	400 seats	\$44/mo	\$211K
Writer	800 seats	\$22/mo	\$211K
Total ARR		7 tiers · 1,575 clients & seats	~\$6.0M

ANNUAL ARR = MONTHLY ACV × CLIENT/SEAT COUNT × 12 MONTHS · PROJECTIONS AT MONTH 30 POST-CLOSE



The Path to \$25M ARR

Three stages. One model. Enterprise-dominant revenue by month 48.

MONTH 18 · SEED DEPLOYED

\$2M

ARR on the plan of record. 25 clients and 535 seats. All seven tiers live.

Customer mix shifts from SMB-heavy to enterprise dominant across the three stages. Gross margin expands from 87% to 89%.

MONTH 30 · FULL DEPLOYMENT

\$6M

ARR at the full deployment model. Series A raised on proven expansion.

MONTH 48 · SCALE

\$25M

ARR with an enterprise-dominant mix: 60% of revenue. LTV:CAC holds at 7:1 or better.



Storibot.ai Funding Roadmap

Three raises, staged on AR

NOW · SEED

RAISE

\$2M SAFE

VALUATION CAP

\$8M

ARR AT CLOSE

\$60K

PLAN OF RECORD

\$2M ARR at M18

MONTH 30 · SERIES A

RAISE

\$8M

ARR BASIS

\$6M full deployment

MONTH 48 · SERIES B

RAISE

\$20M

ARR BASIS

\$25M



Key Metrics by Stage

Stage model aligned to the plan of record. Detail available in the data room.

METRIC	MONTH 18 · SEED	MONTH 30 · SERIES A	MONTH 48 · SERIES B
ARR	\$2.0M	\$6.0M	\$25M
Named accounts	25	73	250
Self-serve seats	535	1,500	4,000
Gross margin	87%	88%	89%
Annual churn	16.5%	15%	12%
LTV:CAC target	10:1	8:1	7:1

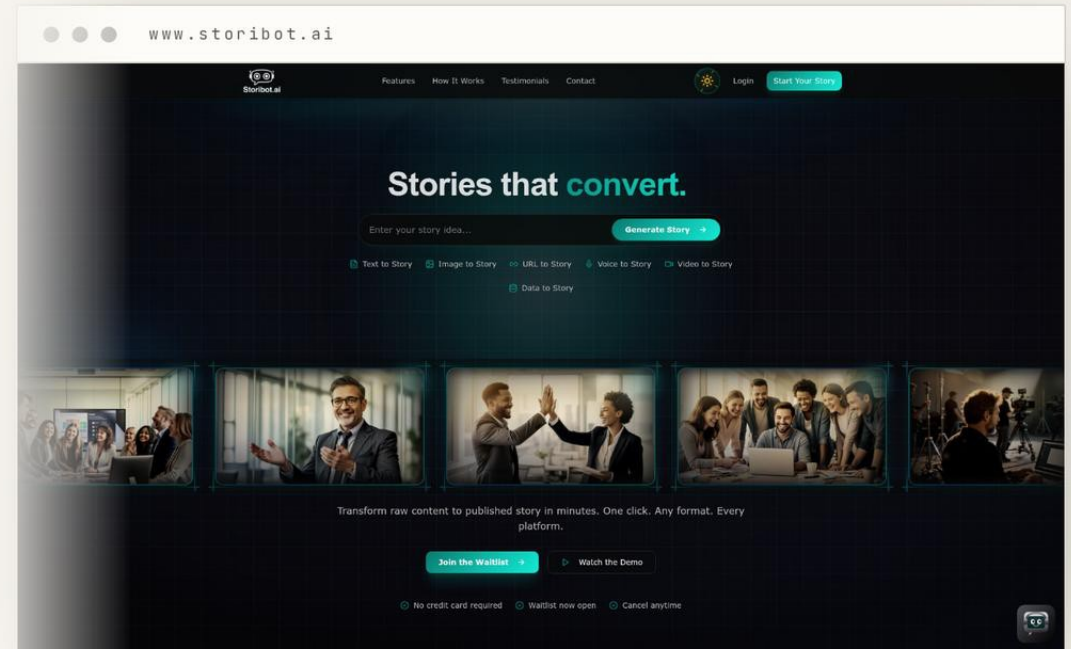
CAC AND LTV FIGURES ARE MODEL TARGETS UNTIL CONFIRMED BY ACQUISITION DATA. TIER CACS: \$50 SELF-SERVE ENTRY, \$2,500 ENTERPRISE.



90% of consumers want story-driven content

Storibot.ai is a Narrative Intelligence platform. It converts any content into transformative stories, built to perform across every format, channel, and integration in real time.

Bionic slop wastes words, watts, and trust.
Storibot is built to waste none of them.





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NARRATIVE INTELLIGENCE

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