ANDUS LABS
INVESTOR BRIEF

Typical AI companies focus on building intelligent software.

ANDUS is an AI company building intelligent teams.

We operate at the nexus of AI's potential and institutional inertia.

CEOs from AI companies—the OpenAI's, Google's, and Anthropic's—share a tough prediction: Work as we know it will be "unrecognizable" sooner than we realize.

In this light, how leaders and teams transform is an open question.

ANDUS is a first-mover to help them answer it.

We help clients architect and develop powerful AI capabilities. We close AI literacy and deployment gaps across companies. We will create extraordinary opportunity for new leaders.

Our name—ANDUS—reflects our philosophy: More than productivity and efficiency gains, AI ("and us") can create what was previously impossible.

Every company needs an AI lab to prepare for what's ahead.

We build it for them.

THE AI DEPLOYMENT GAP

Technology doesn't hinder AI's business impact.

The chokepoints are human—uneven leadership, AI literacy, and a lack of coherent strategies.

Companies are failing to realize AI's potential

While CXOs are generally optimistic about AI, there's a gap between executive understanding and execution requirements in the business.

- 2% of companies are prepared for large-scale AI adoption. (Infosys)
- 13% of global executives believe they are "AI ready." (Cisco)
- 25% of executives report that their companies have created significant value from AI investments. (BCG)
- 42% of global CEOs don't believe their companies will be viable in 10 years without significant transformation. (PWC)

Leaders and employees aren't prepared for a new world of work

There's also a confidence and readiness gap in the workforce.

- 85% of companies plan to re-skill their workforce due to AI. (World Economic Forum)
- 71% of senior leaders trust their organization to implement AI effectively, compared to 53% of lower-level employees. (Qualtrics)
- 75% of employees lack confidence in utilizing AI. (Wiley)
- 52% of workers fear AI's impact on their jobs. (Pew)

Blue-chip consultants are inherently conflicted

Executives typically turn to management consultants for transformation challenges. These firms face existential threats from AI. Lack of working expertise, speed of solutions, and destruction of fee-based billing models erode incentives to innovate with AI.

The situation creates openings for new companies like ANDUS.

We're an AI-native firm.

We actively build for clients.

HOW WE 'MIND' THE GAP

We're in the rooms. We see similar patterns across companies and sectors. We know the only way to deal with AI's scale and pace is intentional, structural adaptation.

Inevitable, novel client problems create immense potential for ANDUS to solve them.

The scale of client needs represent something we've never seen building digital businesses.

Our direct experience at the leading edge of change includes:

- Creating digital platforms, models, and presence for Fortune 500 companies, most notably GM, PepsiCo, Verizon, Aetna, HP, and Anheuser-Busch.
- Designing and operating 'Futures' within IPG, the industry's first media lab turned AI accelerator.
- Cultivating an ecosystem of leading AI research labs, LLM companies, product studios, think tanks, and VC firms.
- Collaborating with C-suite executives and functional leaders across cybersecurity, digital transformation, project management, communications, marketing and employee engagement.

ANDUS' thesis is based on these experiences and direct interaction with leaders across Fortune 500 companies, governments, and universities over the past 18 months. These include the following:

COMPANY OVERVIEW

ANDUS builds labs that amplify the personal and business value of AI.

We have a different, deeply informed perspective on how to build sustainable momentum.

It requires an intentional, managed approach focused on teams as much as technology.

ANDUS' lab model includes structural reinvention, team readiness, and task-specific product releases.

1. <u>Reinvention</u>—We build internal labs. We define AI strategies, select optimal AI tools, staff programs, implement pilots, and build new workflows.

2. <u>Readiness</u>—We immerse teams in future readiness, AI tools, and business ideation.

3. <u>Releases</u>—We develop and install low-lift/high-leverage AI tools defined by clients.

We'll focus on signing clients in underserved, critical business functions spanning corporate strategy, HR, IR, government relations, corporate communications, public policy, risk, and legal affairs.

For revenue guidance, previous spending we've captured for transformation and lab programs ranges between $2M and $20M per client.

Beyond significant cash generation, client needs will dictate "business-ready" AI products to build.

This presents additional, exponential opportunity for investors.
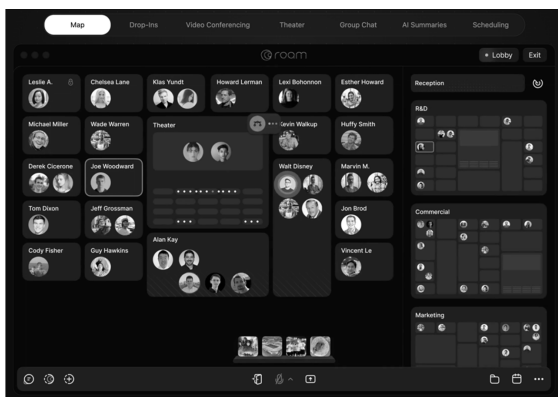
Our labs model includes a new social network on Ro.am to facilitate idea development and peer support
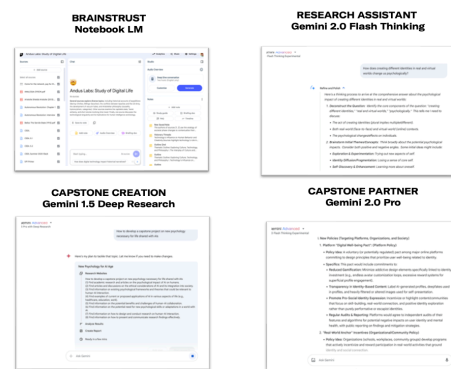
Participants will master AI literacy on platforms like Google's deep research.

REVENUE SCHEDULE (36 MONTHS)

ANDUS intends to be cash-positive from the start. We have optionality in the model to move towards the highest-value, margin-accretive opportunities.

	Clients	Fee	Total
Corporate Reinvention (Labs Development)	5	$2,000,000	$10,000,000
	10	$2,000,000	$20,000,000
	20	$2,000,000	$40,000,000
	40	$2,000,000	$80,000,000
	Participants	Fee	Total
Accelerated Readiness (Leadership Development)	50	$25,000	$1,250,000
	100	$25,000	$2,500,000
	200	$25,000	$5,000,000
	500	$25,000	$12,500,000
	Participants	Fee	Total
Accelerated Readiness (Workforce Development)	50	$10,000	$500,000
	100	$10,000	$1,000,000
	200	$10,000	$2,000,000
	300	$10,000	$3,000,000
	Projects	Fee	Total
Corporate Reinvention (Special Projects)	10	$250,000	$2,500,000
	15	$250,000	$3,750,000
	20	$250,000	$5,000,000
	30	$250,000	$7,500,000
Product Fees (Simulation Example)	50	$50,000	$2,500,000
	100	$50,000	$5,000,000
	200	$50,000	$10,000,000
	500	$50,000	$25,000,000
REVENUE SCHEDULE			
LOW ESTIMATE			**$16,750,000**
UPPER ESTIMATE			**$128,000,000**

The demand for AI products and lab services will create promising and potentially accelerated exit potential.

Given hyper-growth expected within the AI services sector (estimated $75 billion alone), speed, agility, and positioning are critical day one.

We expect our AI expertise, clients, and web of partners will to be highly attractive to technology companies, consultancies, and agencies seeking a "quick fix."

With necessary execution and strategic pivots, a possible exit is feasible within 36-48 months.

FOUNDING PARTNERS

The founding team is a trio of world-class thinkers, builders, and public figures who will establish and strengthen ANDUS' unique market position.

CHRIS PERRY, Founder, Chief Architect
Prior to founding ANDUS, Chris Perry was Chairman of Weber Shandwick Futures. He developed and led the firm's media lab—which became the industry's first AI accelerator.

As a head of commercial innovation at Interpublic Group (NYSE: IPG), Perry played a pivotal role in transforming Weber Shandwick into one of the world's premier communications firms in both scale and reputation.

The firm received numerous recognitions, including Advertising Age's A-List (2020, 2024, 2025), Fast Company's Best Place to Work for Innovators (2023), and Most Innovative Companies List (2024).

Perry's industry insights are showcased in his best-selling book *Perspective Agents*, which explores human impact in the AI era. His work was featured in prominent business and strategy publications, including *Fortune*, *Barrons*, *The New York Times*, *The Washington Post*, and *Strategy + Business*. He was was named the industry's most innovative executive by Campaign Magazine and PROVOKE in 2025.

AMAR BAKSHI, Co-Founder, Strategy and Operations

Amar Bakshi serves as an entrepreneur-in-residence at the MIT Center for Constructive Communication and is the founder of Shared Studios, which creates "Portals" - life-size video environments that have connected over 500,000 people across 100+ sites in 30 countries since 2014. Working with partners including the UN, Smithsonian, and Google, these Portals have hosted world leaders like Obama, Gates, and Malala.

He also founded Whose Metaverse, a nonprofit promoting digital equity through tech garages and immersive learning.

As an artist, Bakshi has exhibited at Cooper Hewitt, Yale University Art Gallery, and the Center for Digital Culture, and created The Legal Medium symposium. His writing appears in *The Washington Post*, *Atlantic*, *CNN.com*, and academic journals. Previously, he reported for *The Washington Post*, served as Managing Editor at CNN.com, and worked as Special Assistant to the U.S. Ambassador to the UN.

Bakshi holds degrees from Harvard, Johns Hopkins, and Yale Law School. He is a Truman Fellow and Soros Scholar and resides in Brooklyn.
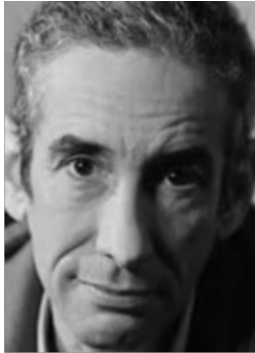
DOUGLAS RUSHKOFF, Co-Founder, Creative Development

Named one of the "world's ten most influential intellectuals" by MIT, Douglas Rushkoff is an author and documentarian who studies human autonomy in a digital age.

His twenty books include the just-published Survival of the Richest: Escape Fantasies of the Tech Billionaires, as well as the recent Team Human, based on his podcast, and the bestsellers Present Shock, Throwing Rocks at the Google Bus, Program or Be Programmed, Life Inc, and Media Virus.

He also made the PBS Frontline documentaries Generation Like, The Persuaders, and Merchants of Cool. His book Coercion won the Marshall McLuhan Award, and the Media Ecology Association honored him with the first Neil Postman Award for Career Achievement in Public Intellectual Activity.

Rushkoff's work explores how different technological environments change our relationship to narrative, money, power, and one another. He coined such concepts as "viral media," "screenagers," and "social currency," and has been a leading voice for applying digital media toward social and economic justice.

He serves as a research fellow of the Institute for the Future, and founder of the Laboratory for Digital Humanism at CUNY/Queens, where he is a Professor of Media Theory and Digital Economics. He is a columnist for Medium, and his novels and comics, Ecstasy Club, A.D.D, and Aleister & Adolf, are all being developed for the screen.

He graduated magna cum laude from Princeton University, received an MFA in Directing from California Institute of the Arts, a post-graduate fellowship (MFA) from The American Film Institute, a Fulbright award, and a Director's Grant from the Academy of Motion Picture Arts and Sciences.

Beyond the founders, our team will add new business, production and operations talent. In addition, we will will draw on contacts within our network to match expertise with program focus spanning the following categories.

OUR START-UP ECOSYSTEM

Day one, we'll access world-leading, specialized talent for our programs and clients. This is a sample of talent we'll draw on, spanning future-facing issues impacting business.

In addition to individual contributors, we'll draw on our AI ecosystem that includes leading think tanks, product studios, research labs and technology partners.

SEED ROUND

We're seeking $3 million in seed capital from strategic investors who provide not only funding but also help accelerate our market position, client acquisition, and technology partnerships. Investors will participate through a SAFE with a starter valuation cap of $15 million.

We're planning to close the round by April 30th.

This initial capital will be used to rapidly establish ANDUS as a market force, secure and build client relationships, start-up operations and develop talent to scale the business.

Given market needs, our standout founding team, and extensive personal networks, we can deliver extraordinary returns to early investors.

CONTACT INFORMATION

Thanks for your review and potential participation. For additional information or questions, please contact:

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