

We don’t sell you AI. We sell you the finished work. You brief it like an agency, you pay like software, and whatever you start, the studio finishes.

01 · WHAT IT IS

The third way between hiring an agency and stitching AI tools yourself: one integrated AI team that takes a plain-language brief and returns the finished work, at software economics.

Kaldune productizes the services industry itself: the \$6 of services behind every \$1 of software, delivered finished at software economics.

02 · WHO THE CUSTOMER IS

One tool, top to bottom of a \$1.5 trillion market. The firms themselves buy first: agencies and consultancies use it now, delivering more work, faster, at higher margin, and being the experts they get the most out of it. Then the mid-market and enterprise departments that buy agency and consulting work all year, then small business and startups, then the prosumer with an idea and no team held at the floor. The whole market is in reach because Kaldune replaces the service, not the tool.

04 · THE ENGINE

The actor doesn’t make the movie. The production around the actor is the IP: 64 orchestration modules, 46 production adapters, a 744-line constitution, 18 money-machinery modules, 305 automated tests, auto-heal routing across vendors. Cheaper models don't erode this. They feed it.

06 · THE DOOR AND THE PLANS

Subscriptions: Studio \$199 · Growth \$549 · Agency \$1,490 per month; Enterprise \$179/seat at a 10-seat minimum. Annual = pay 10 months for 12. The paid door means no free tier, so every user is revenue from the first brief. Midjourney proved the same subscription-only, no-free-tier model at ~\$500M ARR with \$0 venture capital and a small team.

THE ORIGIN

The founder was the buyer first: he ran Hitachi America, and signed off on the \$6 of services behind every \$1 of software as a line item, not a statistic. Knowing the model bills for hours and cannot be fixed from inside, he set out to build a different product, built a tool to help him build it, and the tool turned out to be the product. The company that would have needed a team got built without hiring anyone.

03 · WHY THE MOAT HOLDS

1 · Foundation labs cannot become agencies without becoming their own customers.

Every model price cut drops Kaldune’s cost of goods on someone else’s balance sheet.

2 · Category monopoly.

Platforms sell time, agencies sell hours, tools sell substrate you assemble. Kaldune is the only one selling the finished thing at software economics. A category with one name in it.

3 · Mechanism density, patent pending.

Six U.S. utility patent filings on the machinery: crash recovery that never re-runs paid AI work, deterministic verification of generated media, client corrections as machine-enforced law, wallet physics that cap house loss across concurrent AI workers, live custody hand-off across servers, safe execution of AI-authored code. Every mechanism was built from a production failure across 313 runs. A rebuild doesn't copy code; it rediscovers two years of failures one outage at a time.

4 · Speed.

Hours from brief to finished work, measured across the corpus. Agencies quote in weeks, and that gap is not closable without the engine.

07 · THE EXIT VIEW

The return path is acquisition. A clean cap table, no preferred stack, no investor consent on a sale, transferable architecture, and measured unit economics make the company cleanly acquirable by the platforms, holding companies, and model labs that would rather buy the production line than rebuild it. Stated as the founder's view, not a promise.

THE MARKET

\$1.5T+

a year is spent on exactly this work, and the buyers Kaldune serves were priced out of all of it.

05 · THE UNIT ECONOMICS

LANE	PRICE	EXEMPLAR	MEASURED GM
Entry	\$19 to 49	\$29	~64%
Craft	\$99 to 299	\$199	70%+
Professional	\$249 to 795	\$495	85%+
Flagship	~\$1,500–4,900	in build	high

MEASURED COGS · REAL 2026-07 BRIEFS

naming \$10.54 · logo kit \$31.27 · book \$43.50 · gym plan \$37.03 · real-estate launch pack \$79.81.

Retail is a multiplier on real, measured cost, clamped at the quoted ceiling, so price cuts flow to margin. Gross margin runs 30 to 85% by lane, measured, not modeled. Margins measured across 313 production runs; a portion briefed by outside parties, zero paid to date because registration has not opened.

NAMED DELIVERABLES

Villagio	Investor pack · delivered
Ferramante	Brand identity
Migaja	Brand identity

Produced by the product it describes. Kaldune.

Hicham Abdessamad, Founder, Kaldune, a product of Studio58, Inc. Former Chairman & CEO of Hitachi America.